

Investing In<sup>®</sup> series

# Radio market report

2000

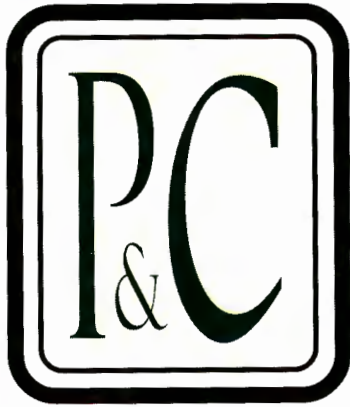


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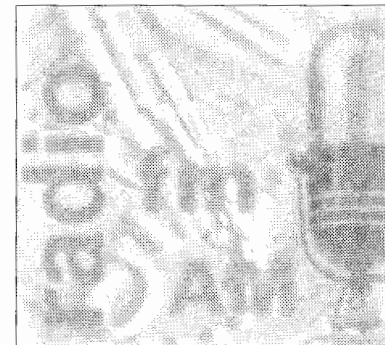
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# Investing In<sup>®</sup> series

# Radio market report

# 2000



**First Edition**  
Fall 1999 Ratings

Also available on CD ROM and via the Internet through *MEDIA Access Pro*<sup>™</sup>

# Alphabetic Listing of Arbitron Markets

| Rank | Market                                    | Rank | Market                             | Rank | Market                                     |
|------|---|------|------------------------------------|------|--|
| 221  | <b>A</b> bilene, TX                       | 162  | Charleston, WV                     | 204  | Ft. Walton Beach, FL                       |
| 68   | Akron, OH                                 | 37   | Charlotte-Gastonia-Rock Hill       | 101  | Ft. Wayne, IN                              |
| 252  | Albany, GA                                | 222  | Charlottesville, VA                | 90   | <b>G</b> ainesville - Ocala, FL            |
| 59   | Albany-Schenectady-Troy                   | 104  | Chattanooga, TN                    | 263  | Grand Forks, ND-MN                         |
| 72   | Albuquerque, NM                           | 272  | Cheyenne, WY                       | 251  | Grand Junction, CO                         |
| 203  | Alexandria, LA                            | 3    | Chicago, IL                        | 66   | Grand Rapids, MI                           |
| 67   | Allentown - Bethlehem                     | 191  | Chico, CA                          | 273  | Great Falls, MT                            |
| 244  | Altoona, PA                               | 26   | Cincinnati                         | 183  | Green Bay, WI                              |
| 188  | Amarillo, TX                              | 24   | Cleveland                          | 42   | Greensboro-Winston Salem-High Point        |
| 168  | Anchorage, AK                             | 94   | Colorado Springs, CO               | 81   | Greenville-New Bern-Jacksonville           |
| 145  | Ann Arbor, MI                             | 243  | Columbia, MO                       | 58   | Greenville-Spartanburg, SC                 |
| 134  | Appleton - Oshkosh, WI                    | 89   | Columbia, SC                       | 161  | <b>H</b> agerstown-Chambersburg-Waynesboro |
| 179  | Asheville, NC                             | 169  | Columbus, GA                       | 77   | Harrisburg-Lebanon-Carlisle, PA            |
| 11   | Atlanta, GA                               | 34   | Columbus, OH                       | 260  | Harrisonburg, VA                           |
| 137  | Atlantic City - Cape May, NJ              | 247  | Columbus-Starkville-West Point, MS | 44   | Hartford-New Britain-Middletown            |
| 114  | Augusta, GA                               | 264  | Cookeville, TN                     | 60   | Honolulu                                   |
| 250  | Augusta-Waterville, ME                    | 129  | Corpus Christi, TX                 | 10   | Houston-Galveston                          |
| 49   | Austin, TX                                | 6    | <b>D</b> allas - Ft. Worth         | 144  | Huntington, WV - Ashland, KY               |
| 86   | <b>B</b> akersfield, CA                   | 189  | Danbury, CT                        | 109  | Huntsville, AL                             |
| 20   | Baltimore, MD                             | 56   | Dayton, Ohio                       | 38   | <b>I</b> ndianapolis, IN                   |
| 268  | Bangor, ME                                | 93   | Daytona Beach, FL                  | 262  | Ithaca, NY                                 |
| 82   | Baton Rouge, LA                           | 254  | Decatur, IL                        | 118  | <b>J</b> ackson, MS                        |
| 238  | Battle Creek, MI                          | 23   | Denver - Boulder                   | 267  | Jackson, TN                                |
| 127  | Beaumont-Port Arthur, TX                  | 92   | Des Moines, IA                     | 51   | Jacksonville, FL                           |
| 269  | Beckley, WV                               | 7    | Detroit                            | 96   | Johnson City-Kingsport-Bristol             |
| 245  | Billings, MT                              | 184  | Dothan, AL                         | 170  | Johnstown, PA                              |
| 136  | Biloxi-Gulfport-Pascagoula, MS            | 220  | Dubuque, IA                        | 271  | Jonesboro, AR                              |
| 166  | Binghamton, NY                            | 219  | Duluth, MN - Superior, WI          | 227  | Joplin, MO                                 |
| 55   | Birmingham, AL                            | 231  | <b>E</b> au Claire, WI             | 176  | <b>K</b> alamazoo, MI                      |
| 265  | Bismarck, ND                              | 70   | El Paso, TX                        | 30   | Kansas City                                |
| 214  | Blacksburg-Christiansburg-Radford-Pulaski | 199  | Elmira-Corning, NY                 | 149  | Killeen-Temple, TX                         |
| 230  | Bloomington, IL                           | 156  | Erie, PA                           | 69   | Knoxville, TN                              |
| 253  | Bluefield, WV                             | 143  | Eugene - Springfield, OR           | 236  | <b>L</b> afayette, IN                      |
| 124  | Boise, ID                                 | 152  | Evansville, IN                     | 100  | Lafayette, LA                              |
| 8    | Boston                                    | 211  | <b>F</b> argo, ND - Moorhead, MN   | 205  | Lake Charles, LA                           |
| 112  | Bridgeport, CT                            | 155  | Fayetteville, AR                   | 98   | Lakeland-Winter Haven, FL                  |
| 275  | Brunswick, GA                             | 126  | Fayetteville, NC                   | 111  | Lancaster, PA                              |
| 232  | Bryan-College Station, TX                 | 119  | Flint, MI                          | 115  | Lansing-East Lansing, MI                   |
| 45   | Buffalo-Niagara Falls, NY                 | 198  | Florence, SC                       | 202  | Laredo, TX                                 |
| 225  | Burlington, VT                            | 240  | Florence-Muscle Shoals, AL         | 40   | Las Vegas, NV                              |
| 123  | <b>C</b> anton, OH                        | 200  | Frederick, MD                      | 208  | Laurel-Hattiesburg, MS                     |
| 182  | Cape Cod, MA                              | 65   | Fresno                             | 257  | Lawton, OK                                 |
| 276  | Casper, WY                                | 132  | Ft Collins-Greeley, CO             | 261  | Lewiston-Auburn, ME                        |
| 201  | Cedar Rapids, IA                          | 71   | Ft. Myers-Naples-Marco Island      | 106  | Lexington-Fayette, KY                      |
| 209  | Champaign, IL                             | 116  | Ft. Pierce-Stuart-Vero Beach, FL   | 228  | Lima, OH                                   |
| 87   | Charleston, SC                            | 171  | Ft. Smith, AR                      | 172  | Lincoln, NE                                |



|     |                                     |     |                                  |     |                                 |
|-----|-------------------------------------|-----|----------------------------------|-----|---------------------------------|
| 83  | Little Rock, AR                     | 226 | Panama City, FL                  | 210 | Sioux Falls, SD                 |
| 2   | Los Angeles                         | 224 | Parkersburg-Marietta, WV-OH      | 163 | South Bend, IN                  |
| 53  | Louisville, KY                      | 121 | Pensacola, FL                    | 91  | Spokane, WA                     |
| 177 | Lubbock, TX                         | 135 | Peoria, IL                       | 197 | Springfield, IL                 |
| 147 | <b>M</b> acon, GA                   | 5   | Philadelphia                     | 80  | Springfield, MA                 |
| 120 | Madison, WI                         | 16  | Phoenix, AZ                      | 146 | Springfield, MO                 |
| 186 | Manchester, NH                      | 22  | Pittsburgh, PA                   | 212 | St. Cloud, MN                   |
| 255 | Mankato-New Ulm-St Peter, MN        | 160 | Portland, ME                     | 19  | St. Louis                       |
| 213 | Marion-Carbondale, IL               | 25  | Portland, OR                     | 139 | Stamford-Norwalk, CT            |
| 270 | Mason City, IA                      | 117 | Portsmouth-Dover-Rochester, NH   | 237 | State College, PA               |
| 63  | McAllen-Brownsville-Harlingen, TX   | 157 | Poughkeepsie, NY                 | 85  | Stockton, CA                    |
| 207 | Medford-Ashland, OR                 | 33  | Providence-Warwick-Pawtucket, RI | 239 | Sussex, NJ                      |
| 95  | Melbourne-Titusville-Cocoa, FL      | 241 | Pueblo, CO                       | 75  | Syracuse, NY                    |
| 46  | Memphis                             | 13  | Puerto Rico                      | 159 | <b>T</b> allahassee, FL         |
| 190 | Merced, CA                          | 133 | <b>Q</b> uad Cities, IA-IL       | 21  | Tampa-St. Petersburg-Clearwater |
| 274 | Meridian, MS                        | 48  | <b>R</b> aleigh - Durham, NC     | 192 | Terre Haute, IN                 |
| 12  | Miami-Ft. Lauderdale-Hollywood      | 258 | Rapid City, SD                   | 246 | Texarkana, TX-AR                |
| 31  | Milwaukee - Racine                  | 131 | Reading, PA                      | 79  | Toledo, OH                      |
| 17  | Minneapolis - St. Paul              | 215 | Redding, CA                      | 181 | Topeka, KS                      |
| 88  | Mobile, AL                          | 128 | Reno, NV                         | 138 | Trenton, NJ                     |
| 122 | Modesto, CA                         | 206 | Richland-Kennewick-Pasco, WA     | 61  | Tucson, AZ                      |
| 47  | Monmouth-Ocean, NJ                  | 57  | Richmond, VA                     | 62  | Tulsa, OK                       |
| 234 | Monroe, LA                          | 28  | Riverside-San Bernardino         | 178 | Tupelo, MS                      |
| 74  | Monterey-Salinas-Santa Cruz         | 105 | Roanoke-Lynchburg, VA            | 216 | Tuscaloosa, AL                  |
| 142 | Montgomery, AL                      | 229 | Rochester, MN                    | 140 | Tyler - Longview, TX            |
| 187 | Morgantown-Clarksburg-Fairmont      | 52  | Rochester, NY                    | 151 | <b>U</b> tica - Rome, NY        |
| 99  | Morristown, NJ                      | 148 | Rockford, IL                     | 107 | <b>V</b> isalia-Tulare-Hanford  |
| 217 | Muskegon, MI                        | 29  | <b>S</b> acramento, CA           | 193 | <b>W</b> aco, TX                |
| 173 | Myrtle Beach, SC                    | 125 | Saginaw-Bay City-Midland         | 9   | Washington, DC                  |
| 43  | <b>N</b> ashville                   | 150 | Salisbury-Ocean City, MD         | 180 | Waterbury, CT                   |
| 18  | Nassau-Suffolk                      | 35  | Salt Lake City - Ogden           | 233 | Waterloo-Cedar Falls, IA        |
| 164 | New Bedford-Fall River, MA          | 259 | San Angelo, TX                   | 256 | Watertown, NY                   |
| 102 | New Haven, CT                       | 32  | San Antonio, TX                  | 158 | Wausau-Stevens Point, WI        |
| 167 | New London, CT                      | 15  | San Diego                        | 50  | West Palm Beach-Boca Raton      |
| 41  | New Orleans                         | 4   | San Francisco                    | 223 | Wheeling, WV                    |
| 1   | New York                            | 27  | San Jose                         | 242 | Wichita Falls, TX               |
| 141 | Newburgh-Middletown, NY             | 165 | San Luis Obispo, CA              | 84  | Wichita, KS                     |
| 36  | Norfolk-Virginia Beach-Newport News | 185 | Santa Barbara, CA                | 64  | Wilkes Barre - Scranton         |
| 196 | Northwest Michigan                  | 235 | Santa Fe, NM                     | 248 | Williamsport, PA                |
| 174 | <b>O</b> dessa - Midland, TX        | 195 | Santa Maria-Lompoc, CA           | 76  | Wilmington, DE                  |
| 54  | Oklahoma City                       | 113 | Santa Rosa, CA                   | 175 | Wilmington, NC                  |
| 73  | Omaha - Council Bluffs              | 78  | Sarasota - Bradenton, FL         | 218 | Winchester, VA                  |
| 39  | Orlando                             | 154 | Savannah, GA                     | 110 | Worcester, MA                   |
| 266 | Owensboro, KY                       | 14  | Seattle-Tacoma                   | 194 | <b>Y</b> akima, WA              |
| 108 | Oxnard - Ventura, CA                | 130 | Shreveport, LA                   | 103 | York, PA                        |
| 153 | <b>P</b> alm Springs, CA            | 249 | Sioux City, IA                   | 97  | Youngstown - Warren, OH         |

# Rank Listing of Arbitron Markets

| Rank      | Market                              | Rank      | Market                            | Rank       | Market                           |
|-----------|-------------------------------------|-----------|-----------------------------------|------------|----------------------------------|
| 1         | New York                            | 47        | Monmouth-Ocean, NJ                | 93         | Daytona Beach, FL                |
| 2         | Los Angeles                         | 48        | Raleigh - Durham, NC              | 94         | Colorado Springs, CO             |
| 3         | Chicago, IL                         | 49        | Austin, TX                        | 95         | Melbourne-Titusville-Cocoa, FL   |
| 4         | San Francisco                       | <b>50</b> | W. Palm Beach-Boca Raton          | 96         | Johnson City-Kingsport-Bristol   |
| 5         | Philadelphia                        | 51        | Jacksonville, FL                  | 97         | Youngstown - Warren, OH          |
| 6         | Dallas - Ft. Worth                  | 52        | Rochester, NY                     | 98         | Lakeland-Winter Haven, FL        |
| 7         | Detroit                             | 53        | Louisville, KY                    | 99         | Morristown, NJ                   |
| 8         | Boston                              | 54        | Oklahoma City                     | <b>100</b> | Lafayette, LA                    |
| 9         | Washington, DC                      | 55        | Birmingham, AL                    | 101        | Ft. Wayne, IN                    |
| <b>10</b> | Houston-Galveston                   | 56        | Dayton, Ohio                      | 102        | New Haven, CT                    |
| 11        | Atlanta, GA                         | 57        | Richmond, VA                      | 103        | York, PA                         |
| 12        | Miami-Ft. Lauderdale-Hollywood      | 58        | Greenville-Spartanburg, SC        | 104        | Chattanooga, TN                  |
| 13        | Puerto Rico                         | 59        | Albany-Schenectady-Troy           | 105        | Roanoke-Lynchburg, VA            |
| 14        | Seattle-Tacoma                      | <b>60</b> | Honolulu                          | 106        | Lexington-Fayette, KY            |
| 15        | San Diego                           | 61        | Tucson, AZ                        | 107        | Visalia-Tulare-Hanford           |
| 16        | Phoenix, AZ                         | 62        | Tulsa, OK                         | 108        | Oxnard - Ventura, CA             |
| 17        | Minneapolis - St. Paul              | 63        | McAllen-Brownsville-Harlingen, TX | 109        | Huntsville, AL                   |
| 18        | Nassau-Suffolk                      | 64        | Wilkes Barre - Scranton           | <b>110</b> | Worcester, MA                    |
| 19        | St. Louis                           | 65        | Fresno                            | 111        | Lancaster, PA                    |
| <b>20</b> | Baltimore, MD                       | 66        | Grand Rapids, MI                  | 112        | Bridgeport, CT                   |
| 21        | Tampa-St. Petersburg-Clearwater     | 67        | Allentown - Bethlehem             | 113        | Santa Rosa, CA                   |
| 22        | Pittsburgh, PA                      | 68        | Akron, OH                         | 114        | Augusta, GA                      |
| 23        | Denver - Boulder                    | 69        | Knoxville, TN                     | 115        | Lansing-East Lansing, MI         |
| 24        | Cleveland                           | <b>70</b> | El Paso, TX                       | 116        | Ft. Pierce-Stuart-Vero Beach, FL |
| 25        | Portland, OR                        | 71        | Ft. Myers-Naples-Marco Island     | 117        | Portsmouth-Dover-Rochester, NH   |
| 26        | Cincinnati                          | 72        | Albuquerque, NM                   | 118        | Jackson, MS                      |
| 27        | San Jose                            | 73        | Omaha - Council Bluffs            | 119        | Flint, MI                        |
| 28        | Riverside-San Bernardino            | 74        | Monterey-Salinas-Santa Cruz       | <b>120</b> | Madison, WI                      |
| 29        | Sacramento, CA                      | 75        | Syracuse, NY                      | 121        | Pensacola, FL                    |
| <b>30</b> | Kansas City                         | 76        | Wilmington, DE                    | 122        | Modesto, CA                      |
| 31        | Milwaukee - Racine                  | 77        | Harrisburg-Lebanon-Carlisle, PA   | 123        | Canton, OH                       |
| 32        | San Antonio, TX                     | 78        | Sarasota - Bradenton, FL          | 124        | Boise, ID                        |
| 33        | Providence-Warwick-Pawtucket, RI    | 79        | Toledo, OH                        | 125        | Saginaw-Bay City-Midland         |
| 34        | Columbus, OH                        | <b>80</b> | Springfield, MA                   | 126        | Fayetteville, NC                 |
| 35        | Salt Lake City - Ogden              | 81        | Greenville-New Bern-Jacksonville  | 127        | Beaumont-Port Arthur, TX         |
| 36        | Norfolk-Virginia Beach-Newport News | 82        | Baton Rouge, LA                   | 128        | Reno, NV                         |
| 37        | Charlotte-Gastonia-Rock Hill        | 83        | Little Rock, AR                   | 129        | Corpus Christi, TX               |
| 38        | Indianapolis, IN                    | 84        | Wichita, KS                       | <b>130</b> | Shreveport, LA                   |
| 39        | Orlando                             | 85        | Stockton, CA                      | 131        | Reading, PA                      |
| <b>40</b> | Las Vegas, NV                       | 86        | Bakersfield, CA                   | 132        | Ft Collins-Greeley, CO           |
| 41        | New Orleans                         | 87        | Charleston, SC                    | 133        | Quad Cities, IA-IL               |
| 42        | Greensboro-Winston Salem-High Point | 88        | Mobile, AL                        | 134        | Appleton - Oshkosh, WI           |
| 43        | Nashville                           | 89        | Columbia, SC                      | 135        | Peoria, IL                       |
| 44        | Hartford-New Britain-Middletown     | <b>90</b> | Gainesville - Ocala, FL           | 136        | Biloxi-Gulfport-Pascagoula, MS   |
| 45        | Buffalo-Niagara Falls, NY           | 91        | Spokane, WA                       | 137        | Atlantic City - Cape May, NJ     |
| 46        | Memphis                             | 92        | Des Moines, IA                    | 138        | Trenton, NJ                      |

|            |                                    |            |   |            |                                    |
|------------|------------------------------------|------------|---|------------|------------------------------------|
| 139        | Stamford-Norwalk, CT               | 185        | Santa Barbara, CA                         | 231        | Eau Claire, WI                     |
| <b>140</b> | Tyler - Longview, TX               | 186        | Manchester, NH                            | 232        | Bryan-College Station, TX          |
| 141        | Newburgh-Middletown, NY            | 187        | Morgantown-Clarksburg-Fairmont            | 233        | Waterloo-Cedar Falls, IA           |
| 142        | Montgomery, AL                     | 188        | Amarillo, TX                              | 234        | Monroe, LA                         |
| 143        | Eugene - Springfield, OR           | 189        | Danbury, CT                               | 235        | Santa Fe, NM                       |
| 144        | Huntington, WV - Ashland, KY       | <b>190</b> | Merced, CA                                | 236        | Lafayette, IN                      |
| 145        | Ann Arbor, MI                      | 191        | Chico, CA                                 | 237        | State College, PA                  |
| 146        | Springfield, MO                    | 192        | Terre Haute, IN                           | 238        | Battle Creek, MI                   |
| 147        | Macon, GA                          | 193        | Waco, TX                                  | 239        | Sussex, NJ                         |
| 148        | Rockford, IL                       | 194        | Yakima, WA                                | <b>240</b> | Florence-Muscle Shoals, AL         |
| 149        | Killeen-Temple, TX                 | 195        | Santa Maria-Lompoc, CA                    | 241        | Pueblo, CO                         |
| <b>150</b> | Salisbury-Ocean City, MD           | 196        | Northwest Michigan                        | 242        | Wichita Falls, TX                  |
| 151        | Utica - Rome, NY                   | 197        | Springfield, IL                           | 243        | Columbia, MO                       |
| 152        | Evansville, IN                     | 198        | Florence, SC                              | 244        | Altoona, PA                        |
| 153        | Palm Springs, CA                   | 199        | Elmira-Corning, NY                        | 245        | Billings, MT                       |
| 154        | Savannah, GA                       | <b>200</b> | Frederick, MD                             | 246        | Texarkana, TX-AR                   |
| 155        | Fayetteville, AR                   | 201        | Cedar Rapids, IA                          | 247        | Columbus-Starkville-West Point, MS |
| 156        | Erie, PA                           | 202        | Laredo, TX                                | 248        | Williamsport, PA                   |
| 157        | Poughkeepsie, NY                   | 203        | Alexandria, LA                            | 249        | Sioux City, IA                     |
| 158        | Wausau-Stevens Point, WI           | 204        | Ft. Walton Beach, FL                      | <b>250</b> | Augusta-Waterville, ME             |
| 159        | Tallahassee, FL                    | 205        | Lake Charles, LA                          | 251        | Grand Junction, CO                 |
| <b>160</b> | Portland, ME                       | 206        | Richland-Kennebec-Pasco, WA               | 252        | Albany, GA                         |
| 161        | Hagerstown-Chambersburg-Waynesboro | 207        | Medford-Ashland, OR                       | 253        | Bluefield, WV                      |
| 162        | Charleston, WV                     | 208        | Laurel-Hattiesburg, MS                    | 254        | Decatur, IL                        |
| 163        | South Bend, IN                     | 209        | Champaign, IL                             | 255        | Mankato-New Ulm-St Peter, MN       |
| 164        | New Bedford-Fall River, MA         | <b>210</b> | Sioux Falls, SD                           | 256        | Watertown, NY                      |
| 165        | San Luis Obispo, CA                | 211        | Fargo, ND - Moorhead, MN                  | 257        | Lawton, OK                         |
| 166        | Binghamton, NY                     | 212        | St. Cloud, MN                             | 258        | Rapid City, SD                     |
| 167        | New London, CT                     | 213        | Marion-Carbondale, IL                     | 259        | San Angelo, TX                     |
| 168        | Anchorage, AK                      | 214        | Blacksburg-Christiansburg-Radford-Pulaski | <b>260</b> | Harrisonburg, VA                   |
| 169        | Columbus, GA                       | 215        | Redding, CA                               | 261        | Lewiston-Auburn, ME                |
| <b>170</b> | Johnstown, PA                      | 216        | Tuscaloosa, AL                            | 262        | Ithaca, NY                         |
| 171        | Ft. Smith, AR                      | 217        | Muskegon, MI                              | 263        | Grand Forks, ND-MN                 |
| 172        | Lincoln, NE                        | 218        | Winchester, VA                            | 264        | Cookeville, TN                     |
| 173        | Myrtle Beach, SC                   | 219        | Duluth, MN - Superior, WI                 | 265        | Bismarck, ND                       |
| 174        | Odessa - Midland, TX               | <b>220</b> | Dubuque, IA                               | 266        | Owensboro, KY                      |
| 175        | Wilmington, NC                     | 221        | Abilene, TX                               | 267        | Jackson, TN                        |
| 176        | Kalamazoo, MI                      | 222        | Charlottesville, VA                       | 268        | Bangor, ME                         |
| 177        | Lubbock, TX                        | 223        | Wheeling, WV                              | 269        | Beckley, WV                        |
| 178        | Tupelo, MS                         | 224        | Parkersburg-Marietta, WV-OH               | <b>270</b> | Mason City, IA                     |
| 179        | Asheville, NC                      | 225        | Burlington, VT                            | 271        | Jonesboro, AR                      |
| <b>180</b> | Waterbury, CT                      | 226        | Panama City, FL                           | 272        | Cheyenne, WY                       |
| 181        | Topeka, KS                         | 227        | Joplin, MO                                | 273        | Great Falls, MT                    |
| 182        | Cape Cod, MA                       | 228        | Lima, OH                                  | 274        | Meridian, MS                       |
| 183        | Green Bay, WI                      | 229        | Rochester, MN                             | 275        | Brunswick, GA                      |
| 184        | Dothan, AL                         | <b>230</b> | Bloomington, IL                           | 276        | Casper, WY                         |

## Introduction

Welcome to BIA's *Investing in Radio® 2000 Market Report*. This is the premiere market-by-market investment information guide on the commercial radio industry. Based on an annual cycle, it is published quarterly after each of The Arbitron Company's ratings periods and profiles all 276 of its rated radio markets.

Of the 276 markets profiled in this publication and excluding Puerto Rico, 273 markets have 1999 gross market revenue estimates totalling **\$11.347** billion. The combined estimated population of all markets (excluding Puerto Rico) is **221.5** million which represents **81.0%** of the total U.S. population in 1998. Combined estimated 1998 retail sales for these markets are **\$2,283.8** billion which is **84.7%** of estimated total retail sales for the country. As of the end of December 1999, there were **4,794** commercial AM and **6,002** commercial FM stations licensed to operate in the U.S. Nearly **46%** of these stations (**1,724** AMs and **3,188** FMs) are profiled with revenue estimates in these markets (includes Puerto Rico). The average ratio of revenue to retail sales of the 273 markets with revenues for 1998 is **\$4.98** per \$1,000 retail sales. The average combined revenue per capita for 1998 is **\$51.38**.

## New in this Edition

With the Fall 1999 Arbitron ratings period, the market rankings were adjusted; one market was reinstated — Rochester, MN (229); and five new markets were added: Florence-Muscle Shoals, AL (240); Columbus-Starkville-West Point, MS (247); Mankato-New Ulm-St. Peter, MN (255); Mason City, IA (270); and Jonesboro, AR (271). In addition, the information in the above paragraph in **bold type** has been revised to reflect changes made to our data since the 1999 4th Edition.

## Market and Competitive Overviews

Each Arbitron-rated Market is presented in two main sections:

**Market Overview** — provides you with the vital statistics about an Arbitron Metro Survey Area's (MSA) overall financial and demographic health.

**Competitive Overview** — profiles the commercial radio stations in the Arbitron MSA that receive significant ratings in the market. In the case of MSAs which have too many stations to fit on a page, we are forced to go to four pages and split the AMs from the FMs and, in so doing, repeat the Market Overview for your ease of comparison.

**Why Market Rank Order?** Organizing the *Market Report* in this manner allows the sophisticated financial analyst the ease of performing comparable sales analyses and like-sized market comparisons. Otherwise, significant page flipping would be involved. At the very front of the book, behind the title page, you will find an alphabetical listing of the MSAs, followed by a rank listing.

## National Indices

Comparison of various market, owner and station factors with the entire country provides useful indicators of its potential. Below are several nationwide benchmarks:

### National Totals

|  |                     |
|--|---------------------|
| 1998 Population .....  | 273,537,800         |
| 1998 Retail Sales .....  | \$2,695,852,429,000 |
| 1999 BIA's Estimated Gross<br>Radio Advertising Revenues ..... | \$11,347,100,000    |

### National Growth Rates

|                                     | '93-'98 | '98-2003 |
|-------------------------------------|---------|----------|
| Population (POP) .....              | 1.1%    | 0.9%     |
| Households (HH) .....               | 1.2     | 1.1      |
| Retail Sales (RS) .....             | 5.3     | 4.5      |
| Effective Buying Income (EBI) ..... | 2.1     | 4.5      |

### 1998 National Income

|                         |          |
|-------------------------|----------|
| Per Capita .....        | \$16,895 |
| Median Household .....  | \$35,377 |
| Average Household ..... | \$45,504 |

### 1998 National Ethnic Breakdown

|                        |      |
|------------------------|------|
| Asian .....            | 3.9% |
| Black .....            | 12.8 |
| White .....            | 82.4 |
| Spanish-Speaking ..... | 11.5 |

### 1998 National Demographic Breakdown

|                | Men  | Women | Total |
|----------------|------|-------|-------|
| Under 12 ..... | 8.2% | 7.9%  | 16.1% |
| 12-17 .....    | 4.3  | 4.1   | 8.3   |
| 18-24 .....    | 4.7  | 4.5   | 9.1   |
| 25-34 .....    | 7.2  | 7.0   | 14.2  |
| 35-44 .....    | 8.1  | 8.2   | 16.3  |
| 45-54 .....    | 6.8  | 7.0   | 13.8  |
| Over 55 .....  | 9.7  | 12.5  | 22.2  |



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The market demographic and economic data in this publication is based on data prepared by Market Statistics, published in Demographics USA© 1999—County Edition and is Copyright 1999 by Interactive Market Systems, Inc. Any questions or comments regarding these data should be directed to:

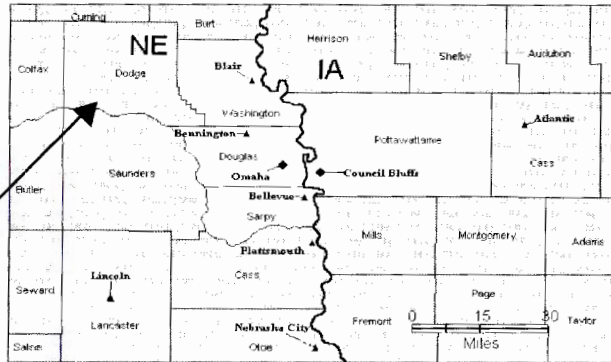
**TradeDimensions**  
45 Danbury Road  
Wilton, CT 06897  
Tel: (203) 563-3000  
Fax: (203) 563-3131  
[www.TradeDimensions.com](http://www.TradeDimensions.com)

### SPECIAL NOTE FOR PUERTO RICO MARKET

Beginning with the 4th edition 1998 of the *Investing in Radio Market Report*, BIA ceased using the audience estimates and demographic information supplied by Asesores, Inc. Also beginning with 1st Edition 1999, audience share data is now supplied by The Arbitron Company. Some demographic information for Puerto Rico is provided by the Puerto Rico Planning Board. BIA has estimated some projected demographic figures using historic growth rates.

**Every effort has been made to ensure the accuracy of the information in this publication. However, any errors detected or called to our attention, which in our opinion are material, will be corrected in future releases.**

**Metro Rank: 73**  
Revenue Rank: 63



**Metro Counties / Population (000)**

|                   |              |
|-------------------|--------------|
| Pottawattamie, IA | 86.7         |
| Douglas, NE       | 445.7        |
| Sarpy, NE         | 121.7        |
| Washington, NE    | 18.9         |
| <b>Total</b>      | <b>673.0</b> |

## Omaha - Council Bluffs Market Overview



**2**

**Market Radio Financials**  
(all figures in 000's, except percentages and ratios)

**ESTIMATED GROSS REVENUES**  
\*\*\*

|                  |             |             |             |             |             |                  |
|------------------|-------------|-------------|-------------|-------------|-------------|------------------|
| <b>1993</b>      | <b>1994</b> | <b>1995</b> | <b>1996</b> | <b>1997</b> | <b>1998</b> | <b>Δ 93 - 98</b> |
| \$23,400         | \$26,400    | \$28,200    | \$30,200    | \$31,600    | \$36,100    | 9.1%             |
| <b>Δ 98 - 99</b> | <b>1999</b> | <b>2000</b> | <b>2001</b> | <b>2002</b> | <b>2003</b> | <b>Δ 99 - 03</b> |
| 3.9%             | \$37,500    | \$40,500    | \$42,900    | *****       | *****       | 6.7%             |

Revenue/Retail Sales  
Revenue/Capita

|              |              |              |
|--------------|--------------|--------------|
| <b>1993</b>  | <b>1998</b>  | <b>2003</b>  |
| \$3.78/1,000 | \$4.45/1,000 | \$4.26/1,000 |
| \$36.37      | \$53.64      | \$69.11      |

**Est. Breakout**  
Local 85%  
National 15%

**3**

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

|                |             |             |                    |             |             |                    |
|----------------|-------------|-------------|--------------------|-------------|-------------|--------------------|
|                | <b>1993</b> | <b>1998</b> | <b>Growth Rate</b> | <b>1998</b> | <b>2003</b> | <b>Growth Rate</b> |
| MSA Population | 643.4       | 673.0       | 0.9%               | 673.0       | 704.7       | 0.9%               |
| Households     | 242.1       | 253.0       | 0.9%               | 253.0       | 267.5       | 1.1%               |
| Retail Sales   | 6,193.1     | 8,115.9     | 5.6%               | 8,115.9     | 11,430.9    | 7.1%               |
| EBI            | 10,669.5    | 13,747.0    | 5.2%               | 13,747.0    | 18,845.6    | 6.5%               |

**4**

**Demographic Breakdown**

|                    |              |                 |                |                |                  |                |                |                |
|--------------------|--------------|-----------------|----------------|----------------|------------------|----------------|----------------|----------------|
|                    | <b>Total</b> | <b>Under 12</b> | <b>12 - 17</b> | <b>18 - 24</b> | <b>25 - 34</b>   | <b>35 - 44</b> | <b>45 - 54</b> | <b>Over 55</b> |
| Men (000)          | 328.0        | 61.2            | 30.6           | 28.8           | 50.7             | 55.3           | 43.6           | 57.8           |
| Women (000)        | 345.0        | 58.5            | 29.1           | 29.5           | 50.4             | 57.4           | 45.2           | 74.8           |
| Total              | 673.0        | 119.7           | 59.8           | 58.3           | 101.1            | 112.7          | 88.8           | 132.6          |
| Percentage         | 100.0%       | 17.8%           | 8.9%           | 8.7%           | 15.0%            | 16.7%          | 13.2%          | 19.7%          |
| Per Capita         | \$ 20,426    |                 |                |                |                  |                |                |                |
|                    |              |                 |                |                | Median Household | \$ 44,405      |                |                |
|                    |              |                 |                |                |                  |                | Avg Household  | \$ 54,336      |
| Ethnic Population: | White 88.7%  |                 | Black 9.0%     |                | Asian 1.7%       |                | Hispanic 5.1%  |                |

**5**

**Market Summary**

|                   |                |                |                |                   |                |                |              |
|-------------------|----------------|----------------|----------------|-------------------|----------------|----------------|--------------|
| <b>FM Classes</b> | <b>Class A</b> | <b>Class B</b> | <b>Class C</b> | <b>Viable FMs</b> | <b>All FMs</b> | <b>All AMs</b> | <b>Total</b> |
| # Stations        |                |                | 14             | 11                | 14             | 10             | 24           |
| Tot 12+           |                |                | 64.8           | 63.1              | 64.8           | 21.5           | 86.3         |
| Avg 12+           |                |                | 4.6            | 5.7               | 4.6            | 2.2            | 3.6          |
| Tot LCS           |                |                | 75.1           | 73.1              | 75.1           | 24.9           | 100.0        |
| Avg LCS           |                |                | 5.4            | 6.6               | 5.4            | 2.5            | 4.2          |

# Market Overview

## 1 Geographic Information

**Metro Rank:** The ranking of the market by size of population based on the U.S. census.

**Revenue Rank:** The ranking of the market by BIA's estimate of 1999 market gross radio advertising revenues.

**Market Map:** A geographic orientation of the region with the actual market highlighted in white. These maps were created using MapInfo®. ◆ = Market City. ▼ = Cities with licensed commercial radio stations. ● = Cities with populations greater than 50,000, but no licensed radio stations (included for geographic location purposes).

**Metro Counties / Population:** A listing of the counties that comprise the subject radio market along with its 1998 population (presented in thousands or 000s), licensed from Market Statistics, Inc..

## 2 Market Radio Financials

**Estimated Historic, Present and Projected Revenues:** These are BIA's estimates of the gross advertising revenues (presented in thousands [\$000s]) for this market for the period 1993 to 2003. The revenue estimates represent total time sales including local, regional and national spot sales, plus political. They do not include trade and barter, production or promotional revenues.

Gross revenue estimates are based on several factors including retail sales growth, historical revenue trends, market development, new station entries and regional trends. BIA's direct consultation with and survey responses from station operators and group owners in most markets yield additional data.

**Historic and Projected Growth Rates:** We have also included the compound average annual rate for the periods indicated: Historically for the last five years (△ 93-98); Last year (△ 98-98); and projected for the next five years (△ 99-03).

★★★ **Confidence Rating:** These stars indicate BIA's confidence level for the estimated revenues. Three stars are awarded for a high level of confidence (several reliable outside sources); two stars for moderate confidence (limited outside sources); and one star for cautious confidence (estimated with our own resources).

**Ratios:** Radio market revenue to retail sales and revenue per capita are presented for three periods—historic, present and projected.

**Estimated Revenue Breakout:** Percentage of the market's revenues that are derived locally and from national billing.

## 3 Demographic and Economic Overview

This overview examines historical and projected growth trends for the following four indicators. The growth rate is the compound average annual rate for the periods indicated. For comparison of each market's growth rates with the entire country, see the tables on page 6. This information is licensed from Market Statistics, Inc. and is reprinted herein with their permission.

**MSA Population:** Presented in thousands (000s) of people.

**MSA Households (HH):** Presented in thousands (000s) of households.

**MSA Retail Sales (RS):** Presented in hundreds of thousands (\$000,000s) of dollars.

**MSA Effective Buying Income (EBI):** After tax disposable income available in the market. Presented in hundreds of thousands (\$000,000s) of dollars.

## 4 Demographic Breakdown

This breakdown summarizes the population dispersion by age and gender; after-tax per capita, median household and average household incomes for the market in 1998 as well as ethnic populations. For comparison of each market's growth rates with the entire country, see the tables on page 6.

**NOTE: Hispanic** is defined by The Arbitron Ratings Company as being of Hispanic origin or decent. Percentages for Hispanic should **not** be added to the other three percentages as Hispanic is included in all of the ethnic categories.

**NOTE: Median Income** in markets where the geographic definition differs from that of the Standard Metropolitan Statistical Area (SMSA) is calculated as a weighted average of each county's median income figure.

**NOTE:** The Demographic Breakdown data and the Demographic and Economic Overview data discussed above are for the **Radio Metro** as defined by The Arbitron Ratings Company for the most recent survey period. Arbitron market ranking is based on the estimated 12+ population (i.e. the number of persons age 12 and older in the metro counties). As the geographic definition of the metro changes, the data are adjusted accordingly. Further, all data from 1993 are readjusted as well so that data from 1993, 1998 and 2003 represent the identical geography.

## 5 Market Summary

This last section of the Market Overview summarizes the aggregate stations in the market by the following categories by: 1) **FCC Class** of FM Stations; 2) **Viable FMs:** those stations with significant ratings which we determine are serious competitors in the market; 3) **All AMs;** 4) **All FMs;** and 5) **Total** number of commercial radio stations in the market.

**Tot 12+:** The total Arbitron 12+ Average Quarter Hour (AQH) metro shares.

**Avg 12+:** The average Arbitron 12+ AQH metro shares is calculated by dividing the total shares in each category by the number of stations in that category.

**Tot LCS:** The total Local Commercial Share (LCS) adjusts for lost listening (LL) to non-commercial stations and stations not home to the market. The LCS is calculated by dividing the 12+ share by the sum of the commercial station shares in the market.

**Avg LCS:** The average Local Commercial Share per station = total LCS divided by number of stations in each class.



**12** Some stations also rated in Lincoln.

**V Stations**

| Calls  | City of License | FCC Class | Power Freq (kW) | HAAT C | Owner              | Year Date Std Acq'd | Sales Price (000) | L M A | Format    | 1999 Est Revenue (000)1/ | Power Ratio | ARB 12+ Metro Shares (see rights) |           |             |             |             |           |             |             |             |
|--|-----------------|-----------|-----------------|--------|--------------------|---------------------|-------------------|-------|-----------|--------------------------|-------------|-----------------------------------|-----------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|
|  |                 |           |                 |        |                    |                     |                   |       |           |                          |             | Avg '99 Local Comm                | Fall 1999 | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |
| KEZO   | Omaha           | C         | 92.3 100.0      | 1198 a | Journal Bcst Group | 61 9412             | 9,000 c3          |       | Rock      | 4,900                    | 1.14        | 11.0                              | 7.3       | 7.2         | 8.3         | 10.5        | 11.3      | 11.0        | 10.1        | 9.9         |
| KRQC   | Bennington      | C3        | 93.3 9.6        | 427 e  | AMFM Inc           | 91 9910 p           |                   | g     | Rock      | 800                      | 0.89        | 2.3                               | 3.7       | 2.6         | 1.8         | 1.4         | 1.8       | 1.5         | 2.2         | 3.2         |
| WOW  | Omaha           | C         | 94.1 100.0      | 1184 b | Journal Bcst Group | 59 9906             |                   | g2    | Country   | 2,700                    | 1.15        | 6.0                               | 5.3       | 4.1         | 4.6         | 6.7         | 4.8       | 5.5         | 5.2         | 5.1         |
| KEFM   | Omaha           | C         | 96.1 100.0      | 1414   | Webster Comm       | 76                  |                   |       | AC        | 3,300                    | 1.23        | 6.9                               | 5.1       | 5.7         | 6.9         | 6.1         | 4.7       | 5.6         | 4.9         | 6.9         |
| KQCH   | Nebraska City   | C1        | 97.7 100.0      | 1122 a | Journal Bcst Group | 77 9701             | 5,000             |       | CHR       | 900                      | 0.58        | 4.0                               | 5.9       | 6.6         | 2.7         | 2.2         | 2.0       | 2.1         | 3.0         | 2.0         |
| KQKQ   | Council Bluffs  | C         | 98.5 100.0      | 1175 c | Mitchell Bcstg Co  | 69                  |                   | 1     | CHR       | 2,950                    | 0.80        | 9.4                               | 6.9       | 7.0         | 9.3         | 7.9         | 7.6       | 7.4         | 7.0         | 6.3         |
| KGOR   | Omaha           | C         | 99.9 115.0      | 1230 e | AMFM Inc           | 59 9910 p           |                   | g     | Oldies    | 3,600                    | 1.09        | 8.5                               | 7.8       | 8.2         | 7.8         | 6.5         | 6.3       | 5.6         | 7.2         | 6.3         |
| KGBI   | Omaha           | C         | 100.7 100.0     | 1161   | Grace University   | 66                  |                   |       | Christian |                          |             |                                   | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |
| KISP   | Blair           | C3        | 101.5 25.0      | 302    | Sunrise Bcstg Corp | 79 9001             |                   | al    | Country   |                          |             | 0.1                               | 0.0       | 0.0         | 0.0         | 0.4         | 0.0       | 0.0         | 0.0         | 0.0         |
| KZFX   | Lincoln         | C         | 101.9 100.0     | 1132 c | Mitchell Bcstg Co  | 58 9504             | 1,700             | 1     | Clsc Hits | 700                      | 0.51        | 3.5                               | 2.7       | 3.1         | 2.4         | 3.6         | 2.9       | 3.1         | 2.3         | 3.9         |
| KXKT   | Glenwood        | C         | 103.7 100.0     | 1014 e | AMFM Inc           | 66 9910 p           |                   | g     | Country   | 5,000                    | 1.23        | 10.4                              | 10.6      | 7.7         | 10.2        | 9.0         | 8.3       | 9.5         | 9.4         | 6.9         |
| KSRZ   | Omaha           | C         | 104.5 100.0     | 1086 a | Journal Bcst Group | 72 9801             | 5,475 c1          |       | Hot AC    | 2,600                    | 0.88        | 7.6                               | 4.1       | 5.3         | 6.8         | 6.3         | 7.4       | 8.0         | 7.2         | 5.9         |
| KKCD   | Omaha           | C2        | 105.9 50.0 cp   | 463 a  | Journal Bcst Group | 90 9501             | 3,500             |       | Clsc Rock | 2,200                    | 1.28        | 4.4                               | 3.7       | 3.2         | 3.7         | 3.8         | 4.1       | 3.6         | 5.9         | 6.2         |
| KCTY   | Plattsmouth     | C3        | 106.9 25.0 cp   | 328 d  | Waitt Radio Inc    | 93 9805             |                   | st    | AAA       | 200                      | 0.17        | 3.0                               | 1.7       | 3.2         | 2.6         | 2.0         | 2.3       | 2.5         | 1.3         | 1.1         |
| <p><b>6</b> # FM Stations - 14      <b>7</b> # Combos - 11      <b>8</b> FM TOTALS</p> |                 |           |                 |        |                    |                     |                   |       |           |                          |             | 77.1                              | 64.8      | 63.9        | 67.1        | 66.4        | 63.5      | 65.4        | 65.7        | 63.7        |

**M Stations**

| Calls  | City of License | FCC Class | Power Freq (kW) | Day Power (kW) | Night Power (kW) C | Owner              | Year Date Std Acq'd | Sales Price (000) | L M A | Format      | 1999 Est Revenue (000)1/ | Power Ratio | ARB 12+ Metro Shares (see rights) |             |             |             |             |             |             |             |             |
|--|-----------------|-----------|-----------------|----------------|--------------------|--------------------|---------------------|-------------------|-------|-------------|--------------------------|-------------|-----------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
|  |                 |           |                 |                |                    |                    |                     |                   |       |             |                          |             | Avg '99 Local Comm                | Fall 1999   | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998   | Summer 1998 | Spring 1998 | Winter 1998 |
| KOMJ   | Omaha           | B         | 590 5.0         | 5.00           | b                  | Journal Bcst Group | 23 9906             |                   | g2    | Adlt Stndrd | 1,000                    | 0.95        | 2.7                               | 3.6         | 2.1         | 1.7         | 2.2         | 3.3         | 2.7         | 2.6         | 1.8         |
| KCRO   | Omaha           | B         | 660 1.0         | 0.00           |                    | RadiOmaha Inc      | 22 7904             |                   |       | Christian   |                          |             | 0.6                               | 0.0         | 0.4         | 0.6         | 0.5         | 0.6         | 0.4         | 0.0         | 1.0         |
| KOTD   | Plattsmouth     | B         | 1020 1.0        | 0.00           | d                  | Warga Bcstg LLC    | 70 9805             |                   | st    | Adlt Stndrd | 100                      | 0.15        | 1.7                               | 1.2         | 2.6         | 0.8         | 1.4         | 0.8         | 1.7         | 1.6         | 0.0         |
| KFAB   | Omaha           | A         | 1110 50.0       | 50.00          | e                  | AMFM Inc           | 24 9910 p           |                   | g     | News/Talk   | 3,700                    | 1.03        | 9.2                               | 7.4         | 8.3         | 7.4         | 7.4         | 7.9         | 8.6         | 6.6         | 8.6         |
| KOIL   | Bellevue        | B         | 1180 25.0       | 1.00           | c                  | Mitchell Bcstg Co  | 99                  |                   | 1     | Children    |                          |             |                                   | 0.4         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         |
| KKAR   | Omaha           | B         | 1290 5.0        | 5.00           | c                  | Mitchell Bcstg Co  | 76 9308             | 470               | 1     | News/Talk   | 1,800                    | 0.76        | 6.1                               | 5.2         | 3.8         | 4.9         | 5.2         | 6.7         | 4.1         | 4.9         | 5.4         |
| KBBX   | Omaha           | B         | 1420 1.0        | 0.33           | a                  | Journal Bcst Group | 57 9801             |                   | c1    | Spanish     | 200                      |             |                                   | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.6         | 1.2         |
| KOSR   | Omaha           | C         | 1490 1.0        | 1.00           | a                  | Journal Bcst Group | 42 9412             |                   | c3    | Sports      | 550                      | 0.78        | 1.8                               | 2.0         | 1.5         | 1.0         | 1.8         | 1.9         | 1.4         | 1.7         | 1.0         |
| KLNG   | Council Bluffs  | B         | 1560 1.0        | 0.00           |                    | Wilkins Comm       | 47 8906             | 250               |       | Religion    | 100                      |             |                                   | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         |
| KAZP   | Bellevue        | B         | 1620 10.0       | 1.00           | c                  | Mitchell Bcstg Co  | 87                  |                   | 1     | Sports      | 200                      |             | 0.8                               | 1.7         | 0.5         | 0.8         | 0.5         | 0.9         | 0.7         | 0.4         | 2.5         |
| <p><b>12</b> # AM Stations - 10      # Combos - 8      AM TOTALS</p>                 |                 |           |                 |                |                    |                    |                     |                   |       |             |                          | 22.9        | 21.5                              | 19.2        | 17.2        | 19.0        | 22.1        | 19.6        | 18.4        | 21.5        |             |
| <p>Stations Profiled - 24      # Duopolies - 8      Total Local Commercial Share</p> |                 |           |                 |                |                    |                    |                     |                   |       |             |                          | <b>86.3</b> | <b>83.1</b>                       | <b>84.3</b> | <b>85.4</b> | <b>85.6</b> | <b>85.0</b> | <b>84.1</b> | <b>85.2</b> |             |             |

cket 80-90 Allocations: 97.3, C3, Blair

Indicates a change since last edition  
See introduction section for interpretation of revenue estimates



# Competitive Overview

## 6 Technical Attributes

Technical information is secured from the FCC through Actions and filings for construction permits.

“•”: A bullet to the left of the station’s listing indicates that there has been a change to this station since the last edition was printed. It could be any combination of new call sign, technical upgrade, different format, new LMA or change in ownership.

**Call Letters:** Listed in order of frequency, these are the licensed call letters of the commercial radio stations either licensed to the market or those stations belonging to other markets which receive significant ratings in the market.

**City of License:** The city from which the radio station is licensed to operate as designated by the FCC.

**FCC Class:** The technical allocation of the facility as defined by the FCC.

**Frequency:** The number of cycles the station’s signal is transmitted per second in kHz.

**Power (Day or Night):** The power in kilowatts at which the station transmits its signal. A “cp” indicated next to the station’s power signifies that a construction permit has been filed for approval with the FCC to change the station’s technical operations.

**HAAT:** Height above average terrain of the station’s center of radiation (antenna) with respect to its surrounding terrain in feet.

**C:** By matching the letters indicated in this column you will see the stations in the market that operate together as a “combo.”

## 7 Ownership

Ownership changes and information are gleaned from announcements in the trade publications, press releases, market contacts, FCC filings and other sources.

**Owner:** The most recent owner or proposed purchaser of the station. A proposed purchaser is indicated by a “p” next to the Sales Price (see Keys & Codes, Page 13).

**Year Started:** The year the station first went on the air.

**Date Acq’d:** The date (Year Month) the station was acquired by the most recent or proposed purchaser.

**Sales Price:** Presented in thousands, this is the price paid for the station. To the right of the price you may encounter a code that signifies the type of transaction. (See Keys & Codes, Page 13.) NOTE: Because the actual sales price of a station or group may vary from the reported price, caution should be exercised with respect to the use of these data. We have attempted to include the most recent ownership transfer activity from 1981 to a point approximately 2 weeks prior to publication. If a sale was proposed but not approved 2 weeks prior to publication, the owner listed is the proposed purchaser. Due to the complexity of the issue, major group purchase prices are not broken out among the stations purchased.

**LMA:** Local Marketing Agreement. The letter indicated in this column coincides with the other stations in the market that operate with this one under such an agreement.

## 8 Format

The format is the specific type of programming aired by the station. Format information is based on announcements in trade publications and direct contact with the stations through frequent telephone surveys and annual mail surveys. For a list of formats and the abbreviations used by BIA, see Formats for Radio Stations on Page 14.

## 9 Estimated Station Revenues

In an effort to improve the quality of this publication, we estimate gross revenues for the leading stations in most markets. BIA’s revenue estimates do not include trade/barter, production or promotion revenues. We utilize direct mail surveys, telemarketing, market contacts and computer modeling to generate these estimates. Despite this effort, we must reiterate that these are **just estimates**. We view these estimates, however, as an important element to the book and encourage station operators and owners to participate in our surveys.

## 10 Power Ratio

In addition to station revenue estimates, we have also calculated power ratios for those stations. This was calculated by determining the estimated revenue share for the station (station revenues divided by market revenues) and dividing this by the local commercial share. See #11 below for explanation on calculation of Local Commercial Share (LCS).

## 11 Arbitron Ratings

BIA is licensed by The Arbitron Ratings Company to provide its Total Day, Average Quarter Hour (AQH) shares for persons 12 years and older. We profile the last eight ratings periods to enable the reader to analyze trends in a station’s performance. You will notice that Arbitron rates some markets 4 times per year and others only 2 times.

**LCS:** The Local Commercial Share is the average share for the prior 12-month period (beginning the previous Fall through the subsequent Summer ratings period) adjusted for lost listening to out-of-market and non-commercial stations. This is calculated by dividing the 12+ share by the total commercial station shares in the market.

## 12 Other Market Information

**Top of the page:** Under the Metro Rank in the top right corner, we list for your reference, the **other markets** in which some of the stations of the subject market may also be rated.

**Bottom of the page:** Any new allocations through either **Docket 80-90** or other FCC rulemaking are listed at the bottom of the page. Also, in some instances, AM stations which are not part of a combo and have not received ratings for several periods will be listed by Calls only by the heading “**Other AM Stations.**”

**NOTE: SEE COPYRIGHTS FOR SPECIAL NOTE ON PUERTO RICO MARKET**



# Keys and Codes

## General

|              |   |
|--------------|---|
| <b>cp</b>    | A “cp” following the Power column indicates that the station has a construction permit to change frequency, power, or its antenna height to upgrade its technical facilities. The station is also authorized to operate at the indicated power or height for testing purposes.                        |
| <b>EBI</b>   | Effective Buying Income   |
| <b>HAAT</b>  | Height Above Average Terrain for the transmitter antenna  |
| <b>LCS</b>   | Local Commercial (Audience) Share - Adjusts for lost listening to non-commercial and out-of-market stations. Calculated by dividing the station share by the sum of shares of all commercial stations in the market over four periods (i.e., previous Fall through subsequent Summer ratings period). |
| <b>LMA</b>   | Local Marketing Agreement   |
| <b>MSA</b>   | Metro Survey Area   |
| <b>Power</b> | Comparison of revenue share to audience share. Calculated by dividing the station revenue by market revenue; then dividing the result by the  |
| <b>Ratio</b> | local commercial share (LCS).   |

## Codes under “C” in header

The letter codes under the “C” heading indicate a combo or duopoly. All AM and FM stations with the same owner will have the same letter code.

## Codes under “LMA” header

The numeric codes under the “LMA” heading indicate which stations are operating under an LMA.

## Codes for Sales Price

|           |   |
|-----------|---|
| <b>ac</b> | Combo sale in adjacent market   |
| <b>al</b> | Station sold for assumption of liabilities  |
| <b>cp</b> | Sale of construction permit for unbuilt station.  |
| <b>c#</b> | AM/FM combo sale. The combo price is listed with the FM station. The number following the “c” identifies the AM/FM combo involved. The AM and FM station will have the same number following the “c”. |
| <b>d#</b> | Duopoly sale of two or more stations in the same service, either two FM’s or two AM’s.  |
| <b>d</b>  | Distress sale   |
| <b>dn</b> | Donation  |
| <b>e</b>  | Estimated sales price   |
| <b>g</b>  | Group sale. If a combo is involved, a number following the “g” will indicate the combo in that market. The AM and FM station will have the same number following the “g”.                             |
| <b>na</b> | No price available  |
| <b>nc</b> | No cash consideration   |
| <b>p</b>  | Proposed sale   |
| <b>st</b> | Transfer of stock or partnership interest   |
| <b>sw</b> | Station swap  |
| <b>+</b>  | Plus additional considerations, (e.g., assumption of debt)  |

## Formats for Radio Stations

Because some radio stations air multiple formats, abbreviations are often used for formats in the Competitive Overview section. These abbreviations may appear by themselves or combined with other format abbreviations. The abbreviations, their expansions, and the major format categories in which BIA classifies these formats are listed in the following table:

| Abbreviation | Short Abbrev. | Full Format Name | Major Format Category            | Abbreviation | Short Abbrev. | Full Format Name       | Major Format Category            |
|--------------|---------------|------------------|----------------------------------|--------------|---------------|------------------------|----------------------------------|
| 70&80        | 7&8           | 70s & 80s        | Oldies                           | CCtmp        | CCt           | Christian Contemporary | Religion                         |
| 70Hts        | 7Ht           | 70s Hits         | Oldies                           | CHR          | CHR           | CHR                    | Contemporary Hit Radio/Top 40    |
| 70sOd        | 70s           | 70s Oldies       | Oldies                           | Chrst        | Cst           | Christian              | Religion                         |
| 80Hts        | 8Ht           | 80s Hits         | Adult Contemporary               | CIHts        | CHt           | Classic Hits           | Rock                             |
| AAA          | AAA           | AAA              | Album Oriented Rock/Classic Rock | CIRck        | CRk           | Classic Rock           | Album Oriented Rock/Classic Rock |
| AC           | AC            | AC               | Adult Contemporary               | ClscI        | ClS           | Classical              | Classical                        |
| AdCHR        | ACH           | Adult CHR        | Contemporary Hit Radio/Top 40    | Cntry        | Cty           | Country                | Country                          |
| AdHts        | AHt           | Adult Hits       | Oldies                           | Comdy        | Cdy           | Comedy                 | Miscellaneous                    |
| AdRck        | ARk           | Adult Rock       | Rock                             | CsMOR        | CMR           | Classic MOR            | Middle of the Road               |
| AdStd        | ASt           | Adult Standards  | Nostalgia/Big Band               | Dance        | Dnc           | Dance                  | Contemporary Hit Radio/Top 40    |
| Altve        | Alt           | Alternative      | Rock                             | DARK         | DRK           | DARK                   | Station not on air               |
| Amerc        | Amr           | Americana        | Country                          | Divrs        | Dvs           | Diverse                | Miscellaneous                    |
| AOR          | AOR           | AOR              | Album Oriented Rock/Classic Rock | DncOl        | DnO           | Dance Oldies           | Oldies                           |
| Asian        | Asn           | Asian            | Ethnic                           | Easy         | Esy           | Easy                   | Easy Listening/Beautiful Music   |
| Beach        | Bch           | Beach            | Oldies                           | Ecltc        | Ecl           | Eclectic               | Miscellaneous                    |
| BgBnd        | BBd           | Big Band         | Nostalgia/Big Band               | Ethnc        | Eth           | Ethnic                 | Ethnic                           |
| BkGsp        | BGp           | Black Gospel     | Religion                         | Folk         | Flk           | Folk                   | Miscellaneous                    |
| Black        | Blk           | Black            | Urban                            | FuSvc        | FSv           | Full Service           | Middle of the Road               |
| BIGrs        | BGs           | Blue Grass       | Country                          | Gospl        | Gsp           | Gospel                 | Religion                         |
| BrtAC        | BltA          | Bright AC        | Adult Contemporary               | Greek        | Grk           | Greek                  | Ethnic                           |
| BtFMs        | Btf           | Beautiful Music  | Easy Listening/Beautiful Music   | HotAC        | HtA           | Hot AC                 | Adult Contemporary               |
| BusNw        | BNw           | Business News    | News                             | Hwain        | Hwn           | Hawaiian               | Ethnic                           |



| Abbreviation | Short Abbrev. | Full Format Name | Major Format Category           | Abbreviation | Short Abbrev. | Full Format Name | Major Format Category          |
|--------------|---------------|------------------|---------------------------------|--------------|---------------|------------------|--------------------------------|
| Info         | Inf           | Information      | Miscellaneous                   | PubSv        | PbS           | Public Service   | News                           |
| Inspr        | Inp           | Inspiration      | Religion                        | R&BOd        | R&B           | R&B Oldies       | Urban                          |
| Intnl        | Int           | International    | Ethnic                          | Rap          | Rap           | Rap              | Urban                          |
| Japns        | Jap           | Japanese         | Ethnic                          | RckAC        | RAC           | Rock AC          | Rock                           |
| Jazz         | Jaz           | Jazz             | Jazz/New Age                    | Relgn        | Rlg           | Religion         | Religion                       |
| Kids         | Kds           | Children         | Miscellaneous                   | RhyBl        | R&B           | Rhythm & Blues   | Urban                          |
| Korea        | Krn           | Korean           | Ethnic                          | Rhymc        | Rym           | Rhythmic         | Contemporary Hit Radio/Top 40  |
| Lt AC        | LtA           | Lite AC          | Easy Listening/Beautiful Music  | Rk&Rl        | R&R           | Rock & Roll      | Rock                           |
| LtRck        | LRk           | Lite Rock        | Easy Listening/Beautiful Music  | RlgMs        | RMs           | Religious Music  | Religion                       |
| MdRck        | MRk           | Modern Rock      | Rock                            | Rncha        | Rch           | Ranchera         | Spanish                        |
| Mexcn        | Mex           | Mexican          | Spanish                         | Rock         | Rck           | Rock             | Rock                           |
| MixAC        | Mix           | Mix AC           | Adult Contemporary              | SfHts        | SHT           | Soft Hits        | Easy Listening/Beautiful Music |
| ModAC        | MdA           | Modern AC        | Adult Contemporary              | SftAC        | SAC           | Soft AC          | Easy Listening/Beautiful Music |
| MOR          | MOR           | MOR              | Middle of the Road              | SftRk        | SRk           | Soft Rock        | Adult Contemporary             |
| Motvl        | Mvl           | Motivational     | Talk                            | SmJaz        | SJz           | Smooth Jazz      | Jazz/New Age                   |
| NAC          | NAC           | NAC              | Jazz/New Age                    | Span         | Spn           | Spanish          | Spanish                        |
| News         | Nws           | News             | News                            | SpnAC        | SpA           | Spanish AC       | Spanish                        |
| Nstlg        | Nst           | Nostalgia        | Nostalgia/Big Band              | Sprts        | Spt           | Sports           | Sports                         |
| NwAge        | NAg           | New Age          | Jazz/New Age                    | Talk         | Tlk           | Talk             | Talk                           |
| NwRck        | NRk           | New Rock         | Rock                            | Tejno        | Tej           | Tejano           | Spanish                        |
| Oldes        | Old           | Oldies           | Oldies                          | Top40        | T40           | Top 40           | Contemporary Hit Radio/Top 40  |
| Polka        | Pka           | Polka            | Miscellaneous                   | UrbAC        | UAC           | Urban AC         | Urban                          |
| Polsh        | Pol           | Polish           | Ethnic                          | Urban        | Urb           | Urban            | Urban                          |
| Portg        | Ptg           | Portuguese       | Ethnic                          | UrCHR        | UCH           | Urban CHR        | Urban                          |
| Prgvs        | Pgv           | Progressive      | Rock                            | VarHt        | VHT           | Variety Hits     | Miscellaneous                  |
| Public       | Pub           | Public           | Public - Non Commercial Station | Varty        | Var           | Variety          | Miscellaneous                  |

**Metro Rank: 1**

Revenue Rank: 2



**Metro Counties / Population (000)**

|                 |                 |
|-----------------|-----------------|
| Fairfield, CT   | 332.7           |
| Bergen, NJ      | 862.4           |
| Essex, NJ       | 751.4           |
| Hudson, NJ      | 559.0           |
| Middlesex, NJ   | 719.4           |
| Monmouth, NJ    | 609.0           |
| Morris, NJ      | 462.6           |
| Passaic, NJ     | 488.2           |
| Somerset, NJ    | 286.4           |
| Union, NJ       | 502.7           |
| Bronx, NY       | 1,202.4         |
| Kings, NY       | 2,270.8         |
| Nassau, NY      | 1,303.7         |
| New York, NY    | 1,558.6         |
| Putnam, NY      | 93.9            |
| Queens, NY      | 2,005.9         |
| Richmond, NY    | 410.9           |
| Rockland, NY    | 283.7           |
| Suffolk, NY     | 1,377.2         |
| Westchester, NY | 899.6           |
| <b>Total</b>    | <b>16,980.5</b> |

**New York Market Overview**



**Market Radio Financials**

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>*** | 1993         | 1994         | 1995         | 1996          | 1997      | 1998        | Δ 93 - 98 |
|---------------------------------|--------------|--------------|--------------|---------------|-----------|-------------|-----------|
|                                 |              | \$374,000    | \$428,800    | \$462,100     | \$499,300 | \$551,800   | \$623,900 |
| Δ 98 - 99                       | 1999         | 2000         | 2001         | 2002          | 2003      | Δ 99 - 03   |           |
|                                 | 16.8%        | \$729,000    | \$816,400    | \$898,100     | \$987,900 | \$1,066,900 | 10.0%     |
| Revenue/Retail Sales            | 1993         | 1998         | 2003         | Est. Breakout |           |             |           |
| Revenue/Capita                  | \$3.03/1,000 | \$4.26/1,000 | \$6.38/1,000 | Local         | 84%       |             |           |
|                                 | \$22.42      | \$36.74      | \$61.46      | National      | 16%       |             |           |

**Demographic and Economic Overview**

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993      | 1998      | Growth Rate | 1998      | 2003      | Growth Rate |
|----------------|-----------|-----------|-------------|-----------|-----------|-------------|
| MSA Population | 16,685.2  | 16,980.5  | 0.4%        | 16,980.5  | 17,358.8  | 0.4%        |
| Households     | 6,048.2   | 6,162.1   | 0.4%        | 6,162.1   | 6,325.2   | 0.5%        |
| Retail Sales   | 123,471.7 | 146,427.1 | 3.5%        | 146,427.1 | 167,210.0 | 2.7%        |
| EBI            | 348,640.4 | 351,771.5 | 0.2%        | 351,771.5 | 415,401.0 | 3.4%        |

**Demographic Breakdown**

|                    | Total       | Under 12         | 12 - 17    | 18 - 24        | 25 - 34       | 35 - 44 | 45 - 54   | Over 55 |
|--------------------|-------------|------------------|------------|----------------|---------------|---------|-----------|---------|
| Men (000)          | 8,125.3     | 1,228.7          | 653.3      | 738.6          | 1,245.7       | 1,348.1 | 1,204.3   | 1,706.6 |
| Women (000)        | 8,855.2     | 1,178.1          | 629.0      | 732.6          | 1,242.0       | 1,436.1 | 1,343.1   | 2,294.4 |
| Total              | 16,980.5    | 2,406.8          | 1,282.2    | 1,471.2        | 2,487.6       | 2,784.2 | 2,547.5   | 4,001.0 |
| Percentage         | 100.0%      | 14.2%            | 7.6%       | 8.7%           | 14.6%         | 16.4%   | 15.0%     | 23.6%   |
| Per Capita         | \$ 20,716   | Median Household |            | \$ 43,754      | Avg Household |         | \$ 57,086 |         |
| Ethnic Population: | White 70.7% | Black 21.4%      | Asian 7.6% | Hispanic 19.5% |               |         |           |         |

**Market Summary**

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 18      | 21      |         | 17         | 39      | 35      | 74    |
| Tot 12+    | 3.5     | 63.0    |         | 59.9       | 66.5    | 19.5    | 86.0  |
| Avg 12+    | 0.2     | 3.0     |         | 3.5        | 1.7     | 0.6     | 1.2   |
| Tot LCS    | 4.1     | 73.3    |         | 69.7       | 77.3    | 22.7    | 100.0 |
| Avg LCS    | 0.2     | 3.5     |         | 4.1        | 2.0     | 0.6     | 1.4   |

# Competitive Overview

Some stations also rated in markets (18), (47) and (99)

## FM Stations

| Calls           | City of License  | FCC Class | Power (kW) | HAAT    | C          | Owner | Year Std | Date Acq'd | Sales Price (000) | L M A     | Format   | 1999 Est        |             | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |             |             |           |             |             |             |     |
|-----------------|------------------|-----------|------------|---------|------------|-------|----------|------------|-------------------|-----------|----------|-----------------|-------------|--------------------|-----------------------------------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|-----|
|                 |                  |           |            |         |            |       |          |            |                   |           |          | Revenue (000)/1 | Power Ratio |                    | Fall 1999                         | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |     |
| WXRK            | New York         | B         | 92.3       | 6.0     | 1362       | a     | 51       | 9612       |                   |           | g1       | Alternative     | 53,300      | 1.72               | 4.5                               | 4.1         | 3.6         | 3.8         | 4.4       | 3.6         | 3.7         | 3.8         | 4.3 |
| WLIR            | Garden City      | A         | 92.7       | 1.0     | 522        |       | 59       |            |                   |           |          | Modern Rock     | n/a         |                    | 0.5                               | 0.4         | 0.4         | 0.4         | 0.4       | 0.4         | 0.4         | 0.4         | 0.3 |
| ● WPAT          | Paterson         | B         | 93.1       | 5.4     | 1421       | h     | 57       | 9608       | 83,500            |           |          | Spanish         | 15,300      | 0.65               | 3.4                               | 3.1         | 2.7         | 3.2         | 2.9       | 3.0         | 3.2         | 3.2         | 3.5 |
| WRTN            | New Rochelle     | A         | 93.5       | 3.0     | 331        | i     | 53       |            |                   |           |          | Nostalgia       | 900         |                    | 0.1                               | 0.0         | 0.0         | 0.0         | 0.4       | 0.0         | 0.3         | 0.3         | 0.0 |
| WJLK            | Asbury Park      | A         | 94.3       | 1.3     | 499        |       | 47       | 9610       |                   |           | See (47) | Hot AC          | n/a         |                    |                                   | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0 |
| WMJC            | Smithtown        | A         | 94.3       | 1.3     | 299        | p     | 61       | 9711       |                   |           | See (18) | Country         | n/a         |                    |                                   | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.3         | 0.0         | 0.3 |
| WFME            | Newark           | B         | 94.7       | 37.0    | 571        |       | 47       | 6603       |                   |           |          | Christian       |             |                    | 0.9                               | 0.7         | 0.7         | 0.6         | 0.9       | 0.9         | 0.7         | 0.7         | 0.6 |
| WHFM            | Southampton      | A         | 95.3       | 5.0     | 354        | n     | 71       | 9805       |                   |           |          | AOR             | n/a         |                    |                                   | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0 |
| WPLJ            | New York         | B         | 95.5       | 6.7     | 1335       | c     | 60       | 9602       |                   |           | g2 2     | Hot AC          | 33,600      | 1.63               | 3.0                               | 2.7         | 2.6         | 2.9         | 2.4       | 2.3         | 2.9         | 2.7         | 2.6 |
| WQXR            | New York         | B         | 96.3       | 6.0     | 1362       |       | 39       |            |                   |           |          | Classical       | 16,000      | 0.78               | 3.0                               | 2.6         | 2.7         | 2.5         | 2.5       | 2.8         | 2.4         | 3.1         | 2.9 |
| WKHL            | Stamford         | A         | 96.7       | 3.0     | 328        |       | 47       | 9908 p     |                   |           |          | Oldies          | n/a         |                    |                                   | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0 |
| WQHT            | New York         | B         | 97.1       | 6.7 cp  | 1339       | k     | 61       | 8809       |                   |           | g 1      | Urban CHR       | 36,100      | 0.86               | 6.1                               | 5.2         | 4.8         | 5.4         | 5.7       | 5.3         | 5.8         | 5.6         | 5.5 |
| WALK            | Patchogue        | B         | 97.5       | 39.0    | 554        | g     | 52       | 9910 p     |                   |           |          | AC              | n/a         |                    | 1.2                               | 1.0         | 1.1         | 1.0         | 1.0       | 0.9         | 0.9         | 0.9         | 0.9 |
| ● WSKQ          | New York         | B         | 97.9       | 6.0     | 1362       | h     | 50       | 8901       | 55,500            |           |          | Spanish         | 35,700      | 0.91               | 5.7                               | 5.2         | 5.1         | 4.8         | 4.5       | 5.2         | 6.0         | 5.9         | 6.1 |
| WKJY            | Hempstead        | A         | 98.3       | 3.0     | 328        | p     | 47       | 8412       |                   |           | See (18) | Soft Rock       | n/a         |                    | 0.5                               | 0.4         | 0.4         | 0.4         | 0.4       | 0.4         | 0.4         | 0.3         | 0.6 |
| WMGQ            | New Brunswick    | A         | 98.3       | 1.2     | 525        | d     | 47       |            |                   |           |          | Rock AC         | 3,900       |                    | 0.4                               | 0.3         | 0.3         | 0.3         | 0.5       | 0.3         | 0.4         | 0.3         | 0.0 |
| WDRE            | Westhampton      | A         | 98.5       | 6.0     | 282        | o     | 93       | 9506       |                   |           |          | Modern Rock     | n/a         |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0 |
| WRKS            | New York         | B         | 98.7       | 6.0     | 1362       | k     | 41       | 9411       |                   |           | st 1     | Rhythm/Blue     | 27,000      | 0.96               | 4.1                               | 4.0         | 3.3         | 3.3         | 3.6       | 3.8         | 3.6         | 4.3         | 4.2 |
| WHTZ            | Newark           | B         | 100.3      | 6.0     | 1362       | g     | 61       | 9910 p     |                   |           | g        | CHR             | 38,200      | 1.05               | 5.3                               | 5.1         | 4.7         | 4.6         | 4.4       | 4.5         | 4.6         | 5.1         | 4.7 |
| WHUD            | Peekskill        | B         | 100.7      | 50.0    | 499        | s     | 58       | 9701       | 20,000            |           | c2       | AC              | 6,600       |                    | 0.7                               | 0.5         | 0.6         | 0.5         | 0.6       | 0.6         | 0.4         | 0.5         | 0.5 |
| WCBS            | New York         | B         | 101.1      | 6.8     | 1326       | a     | 41       | 9511       |                   |           | g4       | Oldies          | 37,700      | 1.14               | 4.8                               | 4.1         | 4.2         | 4.2         | 3.5       | 4.7         | 4.2         | 4.6         | 4.6 |
| WQCD            | New York         | B         | 101.9      | 3.3     | 1421       | k     | 45       | 9804       |                   |           | sw 1     | NAC/Jazz        | 25,100      | 1.07               | 3.4                               | 3.0         | 2.9         | 2.9         | 2.7       | 3.1         | 3.1         | 2.8         | 3.2 |
| WBAB            | Babylon          | A         | 102.3      | 6.0     | 269        | q     | 58       | 9805       |                   |           |          | AOR             | n/a         |                    | 0.6                               | 0.6         | 0.6         | 0.6         | 0.5       | 0.4         | 0.5         | 0.5         | 0.5 |
| WNEW            | New York         | B         | 102.7      | 50.0 cp | 282        | a     | 58       | 8912       |                   |           | g        | Talk            | 16,200      | 1.38               | 1.7                               | 1.2         | 1.5         | 1.4         | 1.4       | 1.5         | 1.5         | 1.7         | 1.5 |
| WBZO            | Bay Shore        | A         | 103.1      | 3.0     | 285        |       | 93       | 9705       |                   |           | See (18) | Oldies          | n/a         |                    | 0.6                               | 0.5         | 0.5         | 0.4         | 0.6       | 0.5         | 0.4         | 0.4         | 0.4 |
| WKTU            | Lake Success     | B         | 103.5      | 5.4     | 1417       | g     | 40       | 9910 p     |                   |           | g        | CHR/Rhymc       | 39,300      | 1.17               | 4.9                               | 3.8         | 4.3         | 4.5         | 4.0       | 4.0         | 3.9         | 4.2         | 3.8 |
| WFAS            | White Plains     | A         | 103.9      | 0.6     | 669        | b     | 47       | 9908       | 20,250            |           | d1       | AC              | 5,500       |                    | 0.1                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.3         | 0.0         | 0.0         | 0.3 |
| ● WRCN          | Riverhead        | A         | 103.9      | 1.5     | 466        | p     | 62       | 9711       |                   |           |          | Clsc Hits       | n/a         |                    |                                   | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0 |
| WAXQ            | New York         | B         | 104.3      | 6.0     | 1362       | g     | 56       | 9910 p     |                   |           | g        | Clsc Rock       | 19,400      | 1.28               | 2.2                               | 2.1         | 2.0         | 2.0         | 1.9       | 1.7         | 1.7         | 1.6         | 1.5 |
| WTJM            | New York         | B         | 105.1      | 6.0     | 1362       | g     | 53       | 9910 p     |                   |           | g        | R&B Oldies      | 17,900      | 0.87               | 3.0                               | 2.7         | 2.6         | 2.6         | 3.5       | 1.7         | 1.6         | 1.5         | 1.5 |
| WDHA            | Dover            | A         | 105.5      | 1.0     | 574        | r     | 61       | 9206       |                   |           | See (99) | AOR             |             |                    | 0.3                               | 0.4         | 0.3         | 0.3         | 0.3       | 0.0         | 0.4         | 0.3         | 0.0 |
| WCAA            | Newark           | B1        | 105.9      | 0.6     | 1362       | e     | 62       | 9801       |                   |           | sw       | Spanish         | 4,000       | 0.34               | 1.7                               | 1.8         | 1.7         | 1.5         | 1.3       | 1.5         | 1.7         | 0.9         | 0.6 |
| WBLI            | Patchogue        | B         | 106.1      | 48.5    | 499        | q     | 58       | 9805       |                   |           |          | Hot AC          | n/a         |                    | 0.9                               | 0.9         | 0.9         | 0.8         | 0.7       | 0.7         | 0.8         | 0.7         | 0.7 |
| ● WFAF          | Mount Kisco      | A         | 106.3      | 1.4     | 440        | b     | 64       | 9908       |                   |           | d1       | Jazz            | 500         |                    |                                   | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0 |
| WLTW            | New York         | B         | 106.7      | 6.0     | 1362       | g     | 61       | 9910 p     |                   |           | g        | Lite AC         | 51,100      | 1.09               | 6.8                               | 5.7         | 6.1         | 5.4         | 6.1       | 5.9         | 5.5         | 5.9         | 6.6 |
| WWXY            | Hampton Bays     | A         | 107.1      | 3.0 cp  | 279        | j     | 80       | 9702       |                   |           | See (18) | Country         | n/a         |                    | 0.1                               | 0.0         | 0.1         | 0.0         | 0.1       | 0.0         | 0.0         | 0.0         | 0.0 |
| WWZY            | Long Branch      | A         | 107.1      | 4.7 cp  | 371        | j     | 60       | 9702       |                   |           | See (47) | Country         | n/a         |                    | 0.4                               | 0.4         | 0.4         | 0.3         | 0.4       | 0.4         | 0.5         | 0.3         | 0.4 |
| ● WYNY          | Briarcliff Manor | A         | 107.1      | 1.9 cp  | 591        |       | 60       |            |                   |           |          | Country         | 2,800       |                    | 0.7                               | 0.5         | 0.7         | 0.6         | 0.6       | 0.5         | 0.5         | 0.4         | 0.5 |
| WBLS            | New York         | B         | 107.5      | 4.2     | 1362       | f     | 65       |            |                   |           |          | Urban           | 17,500      | 0.62               | 4.1                               | 3.5         | 3.6         | 3.6         | 3.3       | 3.7         | 3.3         | 2.7         | 2.5 |
| # FM Stations - |                  |           |            | 39      | # Combos - |       |          |            | 30                | FM TOTALS |          |                 |             | 75.7               | 66.5                              | 65.4        | 64.8        | 65.5        | 64.6      | 65.6        | 65.6        | 65.6        |     |

● Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

**Metro Rank: 1**

Revenue Rank: 2



**Metro Counties / Population (000)**

|                 |                 |
|-----------------|-----------------|
| Fairfield, CT   | 332.7           |
| Bergen, NJ      | 862.4           |
| Essex, NJ       | 751.4           |
| Hudson, NJ      | 559.0           |
| Middlesex, NJ   | 719.4           |
| Monmouth, NJ    | 609.0           |
| Morris, NJ      | 462.6           |
| Passaic, NJ     | 488.2           |
| Somerset, NJ    | 286.4           |
| Union, NJ       | 502.7           |
| Bronx, NY       | 1,202.4         |
| Kings, NY       | 2,270.8         |
| Nassau, NY      | 1,303.7         |
| New York, NY    | 1,558.6         |
| Putnam, NY      | 93.9            |
| Queens, NY      | 2,005.9         |
| Richmond, NY    | 410.9           |
| Rockland, NY    | 283.7           |
| Suffolk, NY     | 1,377.2         |
| Westchester, NY | 899.6           |
| <b>Total</b>    | <b>16,980.5</b> |

**New York Market Overview**



**Market Radio Financials**

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>*** | 1993         | 1994         | 1995         | 1996          | 1997      | 1998      | Δ 93 - 98   |
|---------------------------------|--------------|--------------|--------------|---------------|-----------|-----------|-------------|
|                                 |              | \$374,000    | \$428,800    | \$462,100     | \$499,300 | \$551,800 | \$623,900   |
| ***                             | Δ 98 - 99    | 1999         | 2000         | 2001          | 2002      | 2003      | Δ 99 - 03   |
|                                 |              | 16.8%        | \$729,000    | \$816,400     | \$898,100 | \$987,900 | \$1,066,900 |
| Revenue/Retail Sales            | 1993         | 1998         | 2003         | Est. Breakout |           |           |             |
|                                 | \$3.03/1,000 | \$4.26/1,000 | \$6.38/1,000 | Local         | 84%       |           |             |
| Revenue/Capita                  | \$22.42      | \$36.74      | \$61.46      | National      | 16%       |           |             |

**Demographic and Economic Overview**

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993      | 1998      | Growth Rate | 1998      | 2003      | Growth Rate |
|----------------|-----------|-----------|-------------|-----------|-----------|-------------|
| MSA Population | 16,685.2  | 16,980.5  | 0.4%        | 16,980.5  | 17,358.8  | 0.4%        |
| Households     | 6,048.2   | 6,162.1   | 0.4%        | 6,162.1   | 6,325.2   | 0.5%        |
| Retail Sales   | 123,471.7 | 146,427.1 | 3.5%        | 146,427.1 | 167,210.0 | 2.7%        |
| EBI            | 348,640.4 | 351,771.5 | 0.2%        | 351,771.5 | 415,401.0 | 3.4%        |

**Demographic Breakdown**

|                    | Total     | Under 12 | 12 - 17 | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 54 | Over 55 |
|--------------------|-----------|----------|---------|---------|---------|---------|---------|---------|
| Men (000)          | 8,125.3   | 1,228.7  | 653.3   | 738.6   | 1,245.7 | 1,348.1 | 1,204.3 | 1,706.6 |
| Women (000)        | 8,855.2   | 1,178.1  | 629.0   | 732.6   | 1,242.0 | 1,436.1 | 1,343.1 | 2,294.4 |
| Total              | 16,980.5  | 2,406.8  | 1,282.2 | 1,471.2 | 2,487.6 | 2,784.2 | 2,547.5 | 4,001.0 |
| Percentage         | 100.0%    | 14.2%    | 7.6%    | 8.7%    | 14.6%   | 16.4%   | 15.0%   | 23.6%   |
| Per Capita         | \$ 20,716 |          |         |         |         |         |         |         |
| Ethnic Population: |           |          |         |         |         |         |         |         |
| White              | 70.7%     |          |         |         |         |         |         |         |
| Black              | 21.4%     |          |         |         |         |         |         |         |
| Asian              | 7.6%      |          |         |         |         |         |         |         |
| Hispanic           | 19.5%     |          |         |         |         |         |         |         |

**Market Summary**

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 18      | 21      |         | 17         | 39      | 35      | 74    |
| Tot 12+    | 3.5     | 63.0    |         | 59.9       | 66.5    | 19.5    | 86.0  |
| Avg 12+    | 0.2     | 3.0     |         | 3.5        | 1.7     | 0.6     | 1.2   |
| Tot LCS    | 4.1     | 73.3    |         | 69.7       | 77.3    | 22.7    | 100.0 |
| Avg LCS    | 0.2     | 3.5     |         | 4.1        | 2.0     | 0.6     | 1.4   |



# Competitive Overview

Some stations also rated in markets (18), (47) and (99)

| AM Stations |                 | ARB 12+ Metro Shares (see rights) |      |                             |            |       |                       |          |            |                              |       |             |                         |             |                    |      |        |        |        |      |        |        |        |      |
|-------------|-----------------|-----------------------------------|------|-----------------------------|------------|-------|-----------------------|----------|------------|------------------------------|-------|-------------|-------------------------|-------------|--------------------|------|--------|--------|--------|------|--------|--------|--------|------|
| Calls       | City of License | FCC Class                         | Freq | Day                         | Night      | C     | Owner                 | Year Std | Date Acq'd | Sales Price (000)            | L M A | Format      | 1999 Est Revenue (000)† | Power Ratio | Avg '99 Local Comm | Fall | Summer | Spring | Winter | Fall | Summer | Spring | Winter |      |
|             |                 |                                   |      | Power (kW)                  | Power (kW) |       |                       |          |            |                              |       |             |                         |             |                    | 1999 | 1999   | 1999   | 1999   | 1998 | 1998   | 1998   | 1998   |      |
| ● WLUX      | Islip           | B                                 | 540  | 0.3                         | 0.20       |       | Long Is. Multi-Media  | 60       | 9510       | See (18)                     |       | Nostalgia   | n/a                     |             | 0.1                | 0.0  | 0.0    | 0.0    | 0.0    | 0.3  | 0.0    | 0.0    | 0.0    | 0.0  |
|             | WMCA            | New York                          | B    | 570                         | 50.0 cp    | 30.00 | I Salem Comm Corp     | 25       | 8909       | 15,000                       |       | Christian   |                         |             | 0.3                | 0.4  | 0.3    | 0.4    | 0.0    | 0.4  | 0.3    | 0.3    | 0.4    | 0.4  |
|             | WJWR            | Jersey City                       | B    | 620                         | 3.0 cp     | 7.60  | One-On-One            | 48       | 9709       |                              | g     | Sprts/Talk  | 3,200                   |             |                    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  |
|             | WFAN            | New York                          | B    | 660                         | 50.0       | 50.00 | a Infinity Bcstg      | 22       | 9612       |                              | g1    | Sprts/Talk  | 60,800                  | 2.95        | 3.0                | 2.8  | 2.6    | 2.7    | 2.4    | 2.8  | 2.6    | 2.6    | 2.2    | 2.2  |
| ● WOR       | New York        | A                                 | 710  | 50.0                        | 50.00      |       | Buckley Bcstg Corp    | 22       | 8809       | 24,000                       |       | News/Talk   | 24,300                  | 1.04        | 3.4                | 3.0  | 3.3    | 2.8    | 2.6    | 2.9  | 2.8    | 3.2    | 3.1    | 3.1  |
|             | WGSM            | Huntington                        | B    | 740                         | 25.0       | 0.04  | p Barnstable Bcstg    | 51       | 9711       |                              |       | Country     |                         |             | 0.1                | 0.1  | 0.1    | 0.0    | 0.1    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  |
| ● WABC      | New York        | A                                 | 770  | 50.0                        | 50.00      | c     | ABC Radio Inc         | 21       | 9602       |                              | g2 2  | Nws/Tlk/Spt | 19,500                  | 0.81        | 3.5                | 2.7  | 2.7    | 3.1    | 3.2    | 3.0  | 3.3    | 3.2    | 3.0    | 3.0  |
|             | WCBS            | New York                          | A    | 880                         | 50.0       | 50.00 | a Infinity Bcstg      | 24       | 9511       |                              | g4    | News        | 41,300                  | 1.71        | 3.5                | 2.9  | 3.1    | 3.0    | 2.9    | 3.0  | 2.8    | 3.0    | 2.8    | 2.8  |
|             | WRKL            | New City                          | B    | 910                         | 1.0 cp     | 0.80  | Polnet Comm Ltd       | 64       | 9903       | 1,625                        |       | Polish      | 200                     |             |                    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  |
| ● WPAT      | Paterson        | B                                 | 930  | 5.0                         | 5.00       | m     | Multicultural Bcstg   | 41       | 9803       |                              | sw    | Span/Ethnc  | 2,000                   |             | 0.1                | 0.0  | 0.0    | 0.0    | 0.0    | 0.3  | 0.0    | 0.0    | 0.0    | 0.0  |
|             | WWDJ            | Hackensack                        | B    | 970                         | 5.0        | 5.00  | l Salem Comm Corp     | 21       | 9406       |                              | g     | ChrsContemp |                         |             |                    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    | 0.3  |
|             | WINS            | New York                          | B    | 1010                        | 50.0       | 50.00 | a Infinity Bcstg      | 24       | 6207       |                              |       | News        | 48,200                  | 1.63        | 4.3                | 3.3  | 3.6    | 3.7    | 4.1    | 3.5  | 3.6    | 3.2    | 3.6    | 3.6  |
| ● WEVD      | New York        | B                                 | 1050 | 50.0                        | 50.00      |       | Forward Bcstg Inc     | 22       | 8901       | 23,000                       |       | News/Talk   | 700                     |             | 0.4                | 0.4  | 0.4    | 0.4    | 0.4    | 0.3  | 0.3    | 0.0    | 0.0    | 0.0  |
|             | WHLI            | Hempstead                         | B    | 1100                        | 10.0       | 0.00  | p Barnstable Bcstg    | 47       | 8412       |                              |       | MOR         | n/a                     |             | 0.7                | 0.6  | 0.7    | 0.5    | 0.6    | 0.5  | 0.5    | 0.4    | 0.6    | 0.6  |
| ● WBBR      | New York        | A                                 | 1130 | 50.0                        | 50.00      |       | Bloomberg Comm        | 34       | 9211       | 13,580                       |       | News        | 3,700                   |             | 0.8                | 0.7  | 0.8    | 0.7    | 0.6    | 0.6  | 0.5    | 0.5    | 0.5    | 0.5  |
| ● WVNJ      | Oakland         | B                                 | 1160 | 20.0                        | 2.50       |       | Universal Bcstg       | 93       |            |                              |       | Adlt Stndrd | 800                     |             | 0.3                | 0.0  | 0.4    | 0.3    | 0.5    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  |
|             | WWTR            | Bridgewater                       | B    | 1170                        | 0.2        | 0.00  | New Jersey Bcstg      | 71       | 9906       | 260                          |       | Nostalgia   |                         |             |                    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  |
|             | WLIB            | New York                          | B    | 1190                        | 10.0 cp    | 30.00 | f Inner City Bcstg    | 42       | 7207       | 3,400                        |       | Talk        | 4,500                   |             | 0.9                | 0.9  | 0.7    | 0.8    | 0.8    | 0.7  | 0.7    | 0.9    | 1.0    | 1.0  |
|             | WFAS            | White Plains                      | C    | 1230                        | 1.0        | 1.00  | b Aurora Comm         | 32       | 9908       |                              | d1    | Nws/Tlk/Spt |                         |             |                    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  |
|             | WMTR            | Morristown                        | B    | 1250                        | 5.0        | 1.00  | r New Jersey Bcstg    | 48       | 9206       |                              |       | Nostalgia   |                         |             | 0.3                | 0.0  | 0.4    | 0.4    | 0.4    | 0.0  | 0.3    | 0.0    | 0.4    | 0.4  |
|             | WADO            | New York                          | B    | 1280                        | 50.0 cp    | 7.20  | e Hispanic Bcstg      | 34       | 9508       |                              | g     | Spanish     | 8,400                   | 0.58        | 2.1                | 1.4  | 1.6    | 2.3    | 1.8    | 1.6  | 1.6    | 2.4    | 2.4    | 2.4  |
| ● WLIR      | Spring Valley   | B                                 | 1300 | 0.5                         | 0.08       |       | Alexander Bcstg       | 65       | 9909 p     | 270                          |       | Soft AC     | 200                     |             |                    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  |
|             | WWRV            | New York                          | B    | 1330                        | 5.0        | 5.00  | Radio Vision          | 72       | 8906       | 13,000                       |       | Span/Chrst  |                         |             |                    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  |
|             | WALK            | Patchogue                         | B    | 1370                        | 0.5        | 0.10  | g AMFM Inc            | 52       | 9910 p     |                              |       | Soft AC     | n/a                     |             |                    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  |
| ● WKDM      | New York        | B                                 | 1380 | 5.0                         | 5.00       | m     | Multicultural Bcstg   | 27       | 9501       | 6,940                        |       | Span/Ethnc  |                         |             |                    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  |
| ● WLNA      | Peekskill       | B                                 | 1420 | 5.0                         | 1.00       | s     | Pamal                 | 48       | 9701       |                              | c2    | Adlt Stndrd | 250                     |             |                    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  |
|             | WNSW            | Newark                            | B    | 1430                        | 5.0 cp     | 5.00  | m Multicultural Bcstg | 47       | 9803       |                              | g7    | Adlt Stndrd |                         |             | 0.1                | 0.3  | 0.5    | 0.0    | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  |
|             | WCTC            | New Brunswick                     | C    | 1450                        | 1.0        | 1.00  | d Greater Media       | 46       | 5705       |                              |       | Talk        | 1,800                   |             |                    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  |
|             | WVOX            | New Rochelle                      | B    | 1460                        | 0.5        | 0.12  | i Hudson              | 50       |            |                              |       | Talk        |                         |             |                    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  |
| ● WZRC      | New York        | B                                 | 1480 | 5.0                         | 5.00       | m     | Multicultural Bcstg   | 25       | 9803       |                              | g7    | Korean      |                         |             |                    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  |
|             | WGHT            | Pompton Lakes                     | B    | 1500                        | 1.0        | 0.00  | Mariana Bcstg Inc     | 64       | 9307       | 425                          |       | Oldies      |                         |             |                    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  |
|             | WJDM            | Elizabeth                         | B    | 1530                        | 1.0        | 0.00  | Radio Unica           | 70       | 9901       |                              | g     | Variety     |                         |             |                    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  |
|             | WQEW            | New York                          | A    | 1560                        | 50.0       | 50.00 | New York Times        | 36       | 4402       |                              | 2     | Children    | 3,000                   |             | 0.6                | 0.0  | 0.0    | 0.0    | 0.0    | 2.1  | 2.0    | 1.8    | 2.0    | 2.0  |
|             | WWRL            | New York                          | B    | 1600                        | 25.0 cp    | 5.00  | Unity Bcstg           | 26       | 8206       | 1,985                        |       | Urban/Oldes | 2,500                   |             |                    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  | 0.4    | 0.3    | 0.5    | 0.5  |
|             | WWRU            | Jersey City                       | B    | 1660                        | 10.0 cp    | 9.00  | Radio Unica           | 97       | 9901       |                              | g     | Spanish     |                         |             | 0.1                | 0.0  | 0.3    | 0.0    | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  |
|             |                 |                                   |      | # AM Stations -             |            | 35    | # Combos -            |          | 20         | AM TOTALS                    |       |             |                         |             | 24.6               | 19.5 | 21.5   | 21.1   | 20.4   | 22.0 | 21.7   | 21.8   | 22.8   | 22.8 |
|             |                 |                                   |      | AM & FM Stations Profiled - |            | 74    | # Duopolies -         |          | 22         | Total Local Commercial Share |       |             |                         |             | 86.0               | 86.9 | 85.9   | 85.9   | 86.6   | 87.3 | 87.4   | 88.4   | 88.4   |      |

● Indicates a change since last edition  
 † See introduction section for interpretation of revenue estimates.

**Metro Rank: 2**  
Revenue Rank: 1

# Los Angeles Market Overview



### Metro Counties / Population (000)

|                 |          |
|-----------------|----------|
| Los Angeles, CA | 9,735.8  |
| Orange, CA      | 2,766.9  |
|                 | 12,502.7 |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>★★★ | 1993         | 1994         | 1995          | 1996          | 1997        | 1998        | Δ 93 - 98 |
|---------------------------------|--------------|--------------|---------------|---------------|-------------|-------------|-----------|
|                                 |              | \$442,000    | \$482,900     | \$513,200     | \$538,100   | \$576,500   | \$658,200 |
|                                 | Δ 98 - 99    | 1999         | 2000          | 2001          | 2002        | 2003        | Δ 99 - 03 |
|                                 | 17.5%        | \$773,700    | \$851,000     | \$927,600     | \$1,011,100 | \$1,102,100 | 9.2%      |
| Revenue/Retail Sales            | 1993         | 1998         | 2003          | Est. Breakout |             |             |           |
|                                 | \$4.98/1,000 | \$6.74/1,000 | \$10.36/1,000 | Local         | 74%         |             |           |
| Revenue/Capita                  | \$37.57      | \$52.64      | \$83.76       | National      | 26%         |             |           |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993      | 1998      | Growth Rate | 1998      | 2003      | Growth Rate |
|----------------|-----------|-----------|-------------|-----------|-----------|-------------|
| MSA Population | 11,764.6  | 12,502.7  | 1.2%        | 12,502.7  | 13,158.5  | 1.0%        |
| Households     | 3,882.3   | 4,117.6   | 1.2%        | 4,117.6   | 4,310.6   | 0.9%        |
| Retail Sales   | 88,773.4  | 97,665.6  | 1.9%        | 97,665.6  | 106,406.0 | 1.7%        |
| EBI            | 200,528.9 | 198,235.1 | -0.2%       | 198,235.1 | 222,162.0 | 2.3%        |

### Demographic Breakdown

|                    | Total     | Under 12 | 12 - 17 | 18 - 24          | 25 - 34   | 35 - 44 | 45 - 54       | Over 55   |
|--------------------|-----------|----------|---------|------------------|-----------|---------|---------------|-----------|
| Men (000)          | 6,250.5   | 1,078.1  | 515.2   | 686.2            | 1,094.9   | 1,035.6 | 830.6         | 1,010.0   |
| Women (000)        | 6,252.2   | 1,032.1  | 490.5   | 599.6            | 973.2     | 1,027.2 | 855.1         | 1,274.5   |
| Total              | 12,502.7  | 2,110.1  | 1,005.7 | 1,285.8          | 2,068.1   | 2,062.8 | 1,685.7       | 2,284.5   |
| Percentage         | 100.0%    | 16.9%    | 8.0%    | 10.3%            | 16.5%     | 16.5%   | 13.5%         | 18.3%     |
| Per Capita         | \$ 15,855 |          |         | Median Household | \$ 36,935 |         | Avg Household | \$ 48,143 |
| Ethnic Population: | White     | 77.2%    | Black   | 9.0%             | Asian     | 13.2%   | Hispanic      | 41.5%     |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 16      | 22      |         | 21         | 38      | 29      | 67    |
| Tot 12+    | 8.0     | 60.7    |         | 64.0       | 68.7    | 18.0    | 86.7  |
| Avg 12+    | 0.5     | 2.8     |         | 3.0        | 1.8     | 0.6     | 1.3   |
| Tot LCS    | 9.2     | 70.0    |         | 73.8       | 79.2    | 20.8    | 100.0 |
| Avg LCS    | 0.6     | 3.2     |         | 3.5        | 2.1     | 0.7     | 1.5   |

# Competitive Overview

Some stations also rated in Riverside.

**FM Stations**

| Calls  | City of License  | FCC Class | Power (kW) | HAAT    | C    | Owner | Year Std | Date Acq'd | Sales Price (000) | L M A | Format                 | 1999 Est        |             | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |             |             |           |             |             |             |  |      |      |      |      |      |      |      |      |      |
|--------|------------------|-----------|------------|---------|------|-------|----------|------------|-------------------|-------|------------------------|-----------------|-------------|--------------------|-----------------------------------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|--|------|------|------|------|------|------|------|------|------|
|        |                  |           |            |         |      |       |          |            |                   |       |                        | Revenue (000)1/ | Power Ratio |                    | Fall 1999                         | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |  |      |      |      |      |      |      |      |      |      |
| ● KKBT | Los Angeles      | B         | 92.3       | 42.0    | 2910 | g     | 48       | 0003       |                   |       | Urban                  | 37,000          | 1.27        | 4.0                | 2.4                               | 3.3         | 3.0         | 3.8         | 3.8       | 4.0         | 3.8         | 3.9         |  |      |      |      |      |      |      |      |      |      |
|        | Avalon           | A         | 92.7       | 6.0 cp  | 272  |       | 94       | 9512       | 600               |       | AC                     |                 |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |  |      |      |      |      |      |      |      |      |      |
|        | Los Angeles      | B         | 93.1       | 28.5 cp | 3498 | a     | 48       | 9511       |                   |       | Clsc Rock              | 35,800          | 1.76        | 2.8                | 2.3                               | 2.5         | 2.5         | 2.6         | 2.3       | 2.4         | 2.4         | 2.5         |  |      |      |      |      |      |      |      |      |      |
| ● KFOX | Redondo Beach    | A         | 93.5       | 6.0     | 282  |       | 61       | 0001       |                   |       | Korean                 |                 |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |  |      |      |      |      |      |      |      |      |      |
|        | Los Angeles      | B         | 93.9       | 18.5    | 3137 |       | 57       | 9804       |                   |       | Country                | 16,600          | 0.91        | 2.5                | 2.1                               | 2.1         | 2.2         | 2.1         | 2.2       | 2.1         | 2.3         | 2.3         |  |      |      |      |      |      |      |      |      |      |
|        | San Fernando     | A         | 94.3       | 3.0     | 95   | i     | 58       | 9701       | 10,800            |       | Mexican                | 800             |             | 0.4                | 0.5                               | 0.5         | 0.4         | 0.5         | 0.1       | 0.2         | 0.1         | 0.2         |  |      |      |      |      |      |      |      |      |      |
|        | Garden Grove     | A         | 94.3       | 3.0     | 246  |       | 61       | 7607       | 1,400             |       | Country                | 800             |             | 0.1                | 0.0                               | 0.5         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.3         |  |      |      |      |      |      |      |      |      |      |
|        | Los Angeles      | B         | 94.7       | 58.0    | 2832 | a     | 61       | 8912       |                   |       | NAC/Jazz               | 41,900          | 1.52        | 3.8                | 3.2                               | 3.3         | 2.9         | 3.5         | 3.5       | 3.3         | 3.3         | 3.3         |  |      |      |      |      |      |      |      |      |      |
|        | Los Angeles      | B         | 95.5       | 61.0    | 3130 | b     | 47       | 9602       |                   |       | AOR                    | 31,800          | 1.75        | 2.5                | 2.3                               | 2.1         | 2.4         | 2.1         | 2.3       | 2.4         | 2.6         | 2.3         |  |      |      |      |      |      |      |      |      |      |
| ● KXMX | Anaheim          | A         | 95.9       | 6.0 cp  | 328  | e     | 61       | 0003       |                   |       | Hot AC                 | 4,300           |             |                    | 0.3                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |  |      |      |      |      |      |      |      |      |      |
|        | Los Angeles      | B         | 96.3       | 54.0    | 479  |       | 49       |            |                   |       | Christian              | 700             |             | 0.4                | 0.4                               | 0.0         | 0.4         | 0.5         | 0.4       | 0.3         | 0.0         | 0.5         |  |      |      |      |      |      |      |      |      |      |
|        | Santa Ana        | A         | 96.7       | 6.0     | 203  | i     | 47       | 9612       | 11,200            |       | Span/ <del>Urban</del> |                 |             | 0.1                | 0.5                               | 0.5         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |  |      |      |      |      |      |      |      |      |      |
|        | Los Angeles      | B         | 97.1       | 21.0    | 3002 | a     | 54       | 9708       |                   |       | Talk                   | 38,400          | 2.11        | 2.5                | 2.1                               | 2.2         | 2.2         | 1.9         | 2.4       | 2.5         | 2.2         | 2.4         |  |      |      |      |      |      |      |      |      |      |
|        | Riverside        | B         | 97.5       | 72.0    | 1828 |       | 59       | 9912       |                   |       | Span/CHR               | 8,600           | 0.51        | 2.3                | 1.9                               | 2.4         | 1.8         | 1.8         | 1.9       | 1.8         | 1.3         | 1.5         |  |      |      |      |      |      |      |      |      |      |
|        | Mojave           | A         | 97.7       | 6.0 cp  | 328  | k     | 66       | 9905       |                   |       | Top 40                 |                 |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |  |      |      |      |      |      |      |      |      |      |
|        | East Los Angeles | B         | 97.9       | 33.0    | 604  |       | 49       | 8712       | 15,000            |       | Mexican                | 18,600          | 0.67        | 3.8                | 2.1                               | 2.8         | 3.0         | 3.3         | 4.1       | 3.2         | 3.5         | 3.4         |  |      |      |      |      |      |      |      |      |      |
| ● KRCV | West Covina      | A         | 98.3       | 0.6     | 1004 | d     | 57       | 0002       | 75,000            | d6    | Span/Oldes             | 1,400           |             | 0.1                | 0.1                               | 0.1         | 0.1         | 0.1         | 0.2       | 0.1         | 0.1         | 0.1         |  |      |      |      |      |      |      |      |      |      |
|        | Los Angeles      | B         | 98.7       | 75.0    | 1181 | g     | 54       | 9910       |                   |       | Hot AC                 | 34,400          | 1.43        | 3.3                | 2.8                               | 2.9         | 3.2         | 3.0         | 2.5       | 3.1         | 2.9         | 2.9         |  |      |      |      |      |      |      |      |      |      |
|        | Los Angeles      | B         | 99.5       | 10.5    | 2881 | h     | 85       |            |                   |       | Chrst/Talk             |                 |             | 0.5                | 0.5                               | 0.4         | 0.6         | 0.5         | 0.3       | 0.4         | 0.6         | 0.6         |  |      |      |      |      |      |      |      |      |      |
|        | Los Angeles      | B         | 100.3      | 5.3     | 3005 | g     | 57       | 9910       |                   |       | R&B Oldies             | 27,200          | 1.25        | 3.0                | 2.5                               | 2.4         | 2.5         | 2.8         | 2.8       | 3.2         | 3.1         | 2.7         |  |      |      |      |      |      |      |      |      |      |
|        | Los Angeles      | B         | 101.1      | 51.0    | 3130 | a     | 41       | 9612       |                   |       | Oldies                 | 34,500          | 1.44        | 3.3                | 3.0                               | 2.6         | 2.9         | 3.2         | 3.0       | 3.4         | 3.3         | 3.4         |  |      |      |      |      |      |      |      |      |      |
|        | Glendale         | B         | 101.9      | 4.8     | 2832 | f     | 48       | 9908       | 112,500           |       | Spanish                | 18,700          | 0.36        | 7.2                | 6.8                               | 6.0         | 6.2         | 6.0         | 6.9       | 6.0         | 5.8         | 5.4         |  |      |      |      |      |      |      |      |      |      |
|        | Compton          | A         | 102.3      | 5.6 cp  | 338  |       | 65       | 7906       |                   |       | Urban                  | 2,600           | 0.26        | 1.4                | 1.4                               | 1.6         | 1.2         | 1.0         | 1.2       | 1.3         | 1.5         | 1.2         |  |      |      |      |      |      |      |      |      |      |
|        | Los Angeles      | B         | 102.7      | 8.0     | 2959 | e     | 48       | 9905       |                   |       | Top 40                 | 47,000          | 1.29        | 5.0                | 5.0                               | 4.8         | 4.7         | 4.3         | 3.6       | 3.5         | 3.3         | 3.8         |  |      |      |      |      |      |      |      |      |      |
| ● KACD | Santa Monica     | A         | 103.1      | 3.0     | 570  | e     | 60       | 0003       |                   | d5    | AAA                    | 1,500           |             | 0.5                | 0.4                               | 0.3         | 0.4         | 0.4         | 0.5       | 0.6         | 0.6         | 0.5         |  |      |      |      |      |      |      |      |      |      |
| ● KBCD | Newport Beach    | A         | 103.1      | 2.0     | 299  | e     | 62       | 0003       |                   | d5    | AAA                    | 700             |             | 0.3                | 0.3                               | 0.4         | 0.2         | 0.2         | 0.2       | 0.3         | 0.1         | 0.1         |  |      |      |      |      |      |      |      |      |      |
|        | Los Angeles      | B         | 103.5      | 12.5    | 3114 | d     | 57       | 9910       |                   |       | AC                     | 34,600          | 1.29        | 3.7                | 3.6                               | 3.0         | 3.5         | 3.0         | 3.6       | 3.9         | 3.3         | 3.8         |  |      |      |      |      |      |      |      |      |      |
| ● KRCD | Inglewood        | A         | 103.9      | 4.1 cp  | 387  | d     | 59       | 0002       |                   | d6    | Span/Oldes             | 5,500           |             | 0.9                | 0.8                               | 0.8         | 0.6         | 1.0         | 0.8       | 0.9         | 0.7         | 0.8         |  |      |      |      |      |      |      |      |      |      |
|        | Los Angeles      | B         | 104.3      | 84.0    | 2894 | g     | 59       | 9910       |                   |       | AC                     | 32,600          | 1.66        | 2.7                | 3.0                               | 2.3         | 2.1         | 2.5         | 2.4       | 2.6         | 2.6         | 3.0         |  |      |      |      |      |      |      |      |      |      |
|        | Los Angeles      | B         | 105.1      | 18.0    | 2887 | c     | 59       |            |                   |       | Classical              | 10,100          | 0.66        | 2.1                | 1.7                               | 1.4         | 2.0         | 2.1         | 1.8       | 1.6         | 1.9         | 1.9         |  |      |      |      |      |      |      |      |      |      |
|        | Long Beach       | A         | 105.5      | 3.0 cp  | 466  | i     | 61       | 9412       | 13,000            | e     | Mexican                | 6,300           | 0.31        | 2.8                | 3.2                               | 3.3         | 2.7         | 2.1         | 1.8       | 1.3         | 1.6         | 1.7         |  |      |      |      |      |      |      |      |      |      |
|        | Los Angeles      | B         | 105.9      | 25.0    | 3035 |       | 56       | 8401       |                   |       | Urban                  | 33,300          | 1.00        | 4.6                | 3.8                               | 3.9         | 4.0         | 4.3         | 4.1       | 3.7         | 3.9         | 4.0         |  |      |      |      |      |      |      |      |      |      |
|        | Santa Ana        | A         | 106.3      | 6.0 cp  | 328  | j     | 60       | 9512       | 9,100             |       | Variety                |                 |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |  |      |      |      |      |      |      |      |      |      |
|        | Lancaster        | A         | 106.3      | 3.7 cp  | 256  |       | 70       | 9702       |                   |       | AC                     | 1,000           |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |  |      |      |      |      |      |      |      |      |      |
|        | Pasadena         | B         | 106.7      | 5.6 cp  | 1388 | a     | 74       | 9612       |                   |       | Alternative            | 38,000          | 1.25        | 4.2                | 3.9                               | 4.0         | 3.7         | 3.7         | 3.5       | 3.4         | 3.3         | 3.4         |  |      |      |      |      |      |      |      |      |      |
|        | Arcadia          | A         | 107.1      | 6.0     | -43  |       | 60       | 9606       |                   |       | Span/CHR               | 8,500           |             | 0.9                | 0.5                               | 0.7         | 0.7         | 0.9         | 0.8       | 0.8         | 1.0         | 0.8         |  |      |      |      |      |      |      |      |      |      |
|        | Los Angeles      | B         | 107.5      | 29.5    | 2999 | f     | 59       | 8804       |                   |       | Spanish                | 31,800          | 0.64        | 6.8                | 4.9                               | 5.9         | 5.9         | 5.4         | 6.5       | 6.0         | 6.3         | 5.3         |  |      |      |      |      |      |      |      |      |      |
|        | San Clemente     | B         | 107.9      | 0.6 cp  | 3691 |       | 71       | 8504       | 2,000             |       | Christian              | 1,000           |             | 0.6                | 0.4                               | 0.7         | 0.6         | 0.3         | 0.6       | 0.4         | 0.4         | 0.4         |  |      |      |      |      |      |      |      |      |      |
|        |                  |           |            |         |      |       |          |            |                   |       |                        |                 |             |                    | # FM Stations -                   | 38          | # Combos -  |             | 25        | FM TOTALS   |             |             |  | 79.1 | 68.7 | 69.7 | 68.6 | 68.9 | 70.0 | 68.8 | 67.8 | 68.4 |

● Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.



**Metro Rank: 2**  
Revenue Rank: 1

# Los Angeles Market Overview



### Metro Counties / Population (000)

|                 |          |
|-----------------|----------|
| Los Angeles, CA | 9,735.8  |
| Orange, CA      | 2,766.9  |
|                 | 12,502.7 |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>★★★ | 1993      | 1994      | 1995      | 1996      | 1997        | 1998        | Δ 93 - 98 |
|---------------------------------|-----------|-----------|-----------|-----------|-------------|-------------|-----------|
|                                 |           | \$442,000 | \$482,900 | \$513,200 | \$538,100   | \$576,500   | \$658,200 |
|                                 | Δ 98 - 99 | 1999      | 2000      | 2001      | 2002        | 2003        | Δ 99 - 03 |
|                                 | 17.5%     | \$773,700 | \$851,000 | \$927,600 | \$1,011,100 | \$1,102,100 | 9.2%      |

|                      | 1993         | 1998         | 2003          | Est. Breakout |
|----------------------|--------------|--------------|---------------|---------------|
| Revenue/Retail Sales | \$4.98/1,000 | \$6.74/1,000 | \$10.36/1,000 | Local 74%     |
| Revenue/Capita       | \$37.57      | \$52.64      | \$83.76       | National 26%  |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993      | 1998      | Growth Rate | 1998      | 2003      | Growth Rate |
|----------------|-----------|-----------|-------------|-----------|-----------|-------------|
| MSA Population | 11,764.6  | 12,502.7  | 1.2%        | 12,502.7  | 13,158.5  | 1.0%        |
| Households     | 3,882.3   | 4,117.6   | 1.2%        | 4,117.6   | 4,310.6   | 0.9%        |
| Retail Sales   | 88,773.4  | 97,665.6  | 1.9%        | 97,665.6  | 106,406.0 | 1.7%        |
| EBI            | 200,528.9 | 198,235.1 | -0.2%       | 198,235.1 | 222,162.0 | 2.3%        |

### Demographic Breakdown

|                    | Total       | Under 12 | 12 - 17    | 18 - 24          | 25 - 34     | 35 - 44 | 45 - 54        | Over 55   |
|--------------------|-------------|----------|------------|------------------|-------------|---------|----------------|-----------|
| Men (000)          | 6,250.5     | 1,078.1  | 515.2      | 686.2            | 1,094.9     | 1,035.6 | 830.6          | 1,010.0   |
| Women (000)        | 6,252.2     | 1,032.1  | 490.5      | 599.6            | 973.2       | 1,027.2 | 855.1          | 1,274.5   |
| Total              | 12,502.7    | 2,110.1  | 1,005.7    | 1,285.8          | 2,068.1     | 2,062.8 | 1,685.7        | 2,284.5   |
| Percentage         | 100.0%      | 16.9%    | 8.0%       | 10.3%            | 16.5%       | 16.5%   | 13.5%          | 18.3%     |
| Per Capita         | \$ 15,855   |          |            |                  |             |         |                |           |
|                    |             |          |            | Median Household | \$ 36,935   |         | Avg Household  | \$ 48,143 |
| Ethnic Population: | White 77.2% |          | Black 9.0% |                  | Asian 13.2% |         | Hispanic 41.5% |           |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 16      | 22      |         | 21         | 38      | 29      | 67    |
| Tot 12+    | 8.0     | 60.7    |         | 64.0       | 68.7    | 18.0    | 86.7  |
| Avg 12+    | 0.5     | 2.8     |         | 3.0        | 1.8     | 0.6     | 1.3   |
| Tot LCS    | 9.2     | 70.0    |         | 73.8       | 79.2    | 20.8    | 100.0 |
| Avg LCS    | 0.6     | 3.2     |         | 3.5        | 2.1     | 0.7     | 1.5   |



# Competitive Overview

Some stations also rated in Riverside.

## AM Stations

| Calls  | City of License | FCC Class | Freq | Day                         | Night      | C  | Owner               | Year Std | Date Acq'd | Sales Price (000)            | L M A | Format                           | 1999 Est       | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |             |             |           |             |             |             |
|--------|-----------------|-----------|------|-----------------------------|------------|----|---------------------|----------|------------|------------------------------|-------|----------------------------------|----------------|-------------|--------------------|-----------------------------------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|
|        |                 |           |      | Power (kW)                  | Power (kW) |    |                     |          |            |                              |       |                                  | Revenue (000)/ |             |                    | Fall 1999                         | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |
| KLAC   | Los Angeles     | B         | 570  | 5.0                         | 5.00       | g  | AMFM Inc            | 24       | 9910 p     |                              | g     | Adlt Stndrd                      | 5,100          | 0.31        | 2.3                | 1.7                               | 1.6         | 1.7         | 2.3         | 2.3       | 2.1         | 2.2         | 2.2         |
| KFI    | Los Angeles     | A         | 640  | 50.0                        | 50.00      | d  | AMFM Inc            | 22       | 9910 p     |                              | g     | Talk                             | 33,900         | 1.14        | 4.1                | 3.2                               | 3.5         | 3.3         | 3.6         | 3.9       | 3.4         | 3.9         | 4.4         |
| KIRN   | Simi Valley     | B         | 670  | 5.0 cp                      | 3.00       | l  | Lotus Comm Corp     | 84       | 9702       | 4,200                        |       | Ethnic                           |                |             | 0.0                | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |
| KDIS   | Los Angeles     | B         | 710  | 50.0                        | 10.00      | b  | ABC Radio Inc       | 27       | 9602       |                              | g1    | Children                         | 1,300          |             | 0.3                | 0.4                               | 0.3         | 0.0         | 0.4         | 0.4       | 0.4         | 0.3         | 0.4         |
| KBRT   | Avalon          | B         | 740  | 10.0                        | 0.11       |    | Crawford Bcstg Co   | 52       | 8005       | 4,500                        |       | Chrst/Talk                       |                |             | 0.0                | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |
| KABC   | Los Angeles     | B         | 790  | 5.0                         | 5.00       | b  | ABC Radio Inc       | 29       | 9602       |                              | g1    | Talk                             | 16,400         | 0.84        | 2.7                | 2.0                               | 2.4         | 2.3         | 2.4         | 2.4       | 2.8         | 2.9         | 2.6         |
| KPLS   | Orange          | B         | 830  | 50.0 cp                     | 20.00      |    | Catholic Radio      | 92       | 9810       |                              | g     | Talk                             |                |             | 0.0                | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |
| KBET   | Thousand Oaks   | B         | 850  | 25.0 cp                     | 1.00       | e  | Clear Channel       | 71       | 9905       |                              | g     | Sports                           |                |             | 0.0                | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |
| KIEV   | Glendale        | B         | 870  | 20.0                        | 3.00       | h  | Salem Comm Corp     | 31       | 9808       | 33,400                       |       | Talk                             |                |             | 0.8                | 0.5                               | 0.6         | 0.7         | 0.6         | 0.8       | 0.4         | 0.4         | 0.5         |
| KALI   | West Covina     | B         | 900  | 1.0 cp                      | 1.00       | j  | Multicultural Bcstg | 63       | 9811       | 9,000                        |       | Variety                          | 600            |             | 0.0                | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.4         | 0.0         |
| KKHJ   | Los Angeles     | B         | 930  | 5.0                         | 5.00       | i  | Liberman Bcstg Inc  | 22       | 9003       | 23,000                       |       | Span/News                        | 4,500          | 0.48        | 1.3                | 1.5                               | 1.6         | 1.4         | 1.1         | 0.6       | 0.5         | 0.6         | 0.6         |
| KFWB   | Los Angeles     | B         | 980  | 50.0 cp                     | 50.00      | a  | Infinity Bcstg      | 25       | 6612       |                              |       | News                             | 31,100         | 2.04        | 2.1                | 1.9                               | 1.7         | 1.9         | 1.9         | 2.0       | 2.1         | 1.9         | 2.1         |
| KTNQ   | Los Angeles     | B         | 1020 | 50.0                        | 50.00      | f  | Hispanic Bcstg      | 25       | 8804       |                              | g3    | Spanish                          | 7,900          | 0.57        | 1.9                | 1.4                               | 1.3         | 1.9         | 1.6         | 1.7       | 1.9         | 2.2         | 1.8         |
| KNX    | Los Angeles     | A         | 1070 | 50.0                        | 50.00      | a  | Infinity Bcstg      | 20       | 9511       |                              | g4    | News                             | 33,100         | 1.75        | 2.6                | 2.3                               | 2.4         | 2.0         | 2.5         | 2.1       | 2.1         | 2.4         | 2.5         |
| KRLA   | Pasadena        | B         | 1110 | 50.0                        | 20.00      | a  | Infinity Bcstg      | 42       | 9708       |                              | sw    | Talk                             | 3,800          |             | 0.9                | 0.6                               | 0.9         | 0.8         | 1.0         | 0.6       | 0.7         | 0.7         | 0.6         |
| XXTA   | Los Angeles     | B         | 1150 | 50.0 cp                     | 44.00      | e  | Clear Channel       | 27       | 9905       |                              | g2    | Sprts/Talk                       | 21,100         |             | 0.6                | 0.5                               | 0.5         | 0.7         | 0.4         | 0.4       | 0.8         | 0.7         | 0.0         |
| ● KEZY | Anaheim         | B         | 1190 | 20.0 cp                     | 1.30       | e  | Salem Comm Corp     | 59       | 0003 p     |                              | g7    | Ethnic                           |                |             | 0.0                | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |
| KWPA   | Pomona          | B         | 1220 | 0.3                         | 0.25       |    | Lotus Comm Corp     | 60       | 9912 p     | 750                          |       | Ranchera                         | 11/12/12       |             | 0.0                | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |
| KYPA   | Los Angeles     | C         | 1230 | 1.0                         | 1.00       | j  | Multicultural Bcstg | 26       | 9803       |                              | g9    | Korean                           | 1,200          |             | 0.0                | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |
| ● KGIL | Beverly Hills   | B         | 1260 | 5.0                         | 5.00       | c  | Mt Wilson FM        | 47       | 9212       | 2,500                        |       | Jazz                             | 600            |             | 0.5                | 0.5                               | 0.5         | 0.6         | 0.3         | 0.4       | 0.4         | 0.4         | 0.4         |
| ● KAZN | Pasadena        | B         | 1300 | 5.0                         | 1.00       | j  | Multicultural Bcstg | 42       | 9806       | 12,000                       |       | Asian                            | 600            |             | 0.0                | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.3         | 0.0         | 0.0         |
| KWKW   | Los Angeles     | B         | 1330 | 5.0                         | 5.00       | l  | Lotus Comm Corp     | 31       | 8902       | 8,700                        |       | Span/Talk                        | 6,000          |             | 0.7                | 0.6                               | 0.5         | 0.7         | 0.4         | 0.7       | 0.7         | 1.0         | 0.8         |
| KLTX   | Long Beach      | B         | 1390 | 5.0                         | 3.60       | h  | Salem Comm Corp     | 26       | 8612       | 4,350                        |       | Chrst/Talk                       |                |             | 0.0                | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |
| ● KMRB | San Gabriel     | B         | 1430 | 5.0                         | 5.00       | j  | Multicultural Bcstg | 42       | 9408       | 5,750                        |       | Asian/Talk                       |                |             | 0.0                | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |
| KTYM   | Inglewood       | B         | 1460 | 5.0                         | 0.50       |    | Trans America       | 58       |            |                              |       | Relgn/Ethnc                      |                |             | 0.0                | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |
| KVNR   | Santa Ana       | B         | 1480 | 5.0                         | 5.00       | i  | Liberman Bcstg Inc  | 26       | 8712       |                              |       | <del>Mexican</del> <i>Unico.</i> |                |             | 0.0                | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |
| KCTD   | Los Angeles     | B         | 1540 | 50.0                        | 10.00      |    | One-On-One          | 52       | 9709       |                              | g     | Sprts/Talk                       | 450            |             | 0.0                | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |
| KBLA   | Santa Monica    | B         | 1580 | 50.0                        | 50.00      |    | Radio Unica         | 47       | 9812       | 21,000                       |       | Spanish                          |                |             | 0.3                | 0.9                               | 0.6         | 0.3         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |
| ● KKTR | Costa Mesa      | B         | 1650 | 10.0 cp                     | 0.93       | c  | Mt Wilson FM        | 85       |            |                              |       | Jazz                             |                |             | 0.0                | 0.1                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |
|        |                 |           |      | # AM Stations -             |            | 29 | # Combos -          |          | 23         | AM TOTALS                    |       |                                  |                | 21.1        | 18.0               | 18.5                              | 18.3        | 18.5        | 18.3        | 18.6      | 20.0        | 18.9        |             |
|        |                 |           |      | AM & FM Stations Profiled - |            | 67 | # Duopolies -       |          | 23         | Total Local Commercial Share |       |                                  |                | 86.7        | 88.2               | 86.9                              | 87.4        | 88.3        | 87.4        | 87.8      | 87.3        |             |             |

● Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

**Metro Rank: 3**

Revenue Rank: 3

# Chicago, IL Market Overview



### Metro Counties / Population (000)

|              |                |
|--------------|----------------|
| Cook, IL     | 5,190.7        |
| DuPage, IL   | 886.2          |
| Grundy, IL   | 37.1           |
| Kane, IL     | 396.4          |
| Kendall, IL  | 52.4           |
| Lake, IL     | 618.4          |
| McHenry, IL  | 249.7          |
| Will, IL     | 466.3          |
| Lake, IN     | 478.2          |
| Porter, IN   | 146.4          |
| Kenosha, WI  | 143.2          |
| <b>Total</b> | <b>8,665.0</b> |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

|  |                  |             |             |             |             |             |                  |
|--|------------------|-------------|-------------|-------------|-------------|-------------|------------------|
| <b>ESTIMATED GROSS REVENUES</b><br>*** | <b>1993</b>      | <b>1994</b> | <b>1995</b> | <b>1996</b> | <b>1997</b> | <b>1998</b> | <b>Δ 93 - 98</b> |
|  | \$281,100        | \$311,100   | \$330,000   | \$349,700   | \$388,600   | \$439,400   | 9.3%             |
|  | <b>Δ 98 - 99</b> | <b>1999</b> | <b>2000</b> | <b>2001</b> | <b>2002</b> | <b>2003</b> | <b>Δ 99 - 03</b> |
|  | 22.1%            | \$536,700   | \$633,200   | \$696,600   | \$773,200   | \$835,100   | 11.7%            |

|                      |              |              |              |                      |
|----------------------|--------------|--------------|--------------|----------------------|
|                      | <b>1993</b>  | <b>1998</b>  | <b>2003</b>  | <b>Est. Breakout</b> |
| Revenue/Retail Sales | \$4.00/1,000 | \$5.18/1,000 | \$8.28/1,000 | Local 75%            |
| Revenue/Capita       | \$33.69      | \$50.71      | \$93.97      | National 25%         |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                |             |             |                    |             |             |                    |
|----------------|-------------|-------------|--------------------|-------------|-------------|--------------------|
|                | <b>1993</b> | <b>1998</b> | <b>Growth Rate</b> | <b>1998</b> | <b>2003</b> | <b>Growth Rate</b> |
| MSA Population | 8,343.4     | 8,665.0     | 0.8%               | 8,665.0     | 8,887.2     | 0.5%               |
| Households     | 2,994.4     | 3,115.8     | 0.8%               | 3,115.8     | 3,217.8     | 0.6%               |
| Retail Sales   | 70,351.9    | 84,832.7    | 3.8%               | 84,832.7    | 100,835.0   | 3.5%               |
| EBI            | 158,506.7   | 173,021.1   | 1.8%               | 173,021.1   | 210,316.0   | 4.0%               |

### Demographic Breakdown

|                    |              |                  |                |                |                |                |                |                |
|--------------------|--------------|------------------|----------------|----------------|----------------|----------------|----------------|----------------|
|                    | <b>Total</b> | <b>Under 12</b>  | <b>12 - 17</b> | <b>18 - 24</b> | <b>25 - 34</b> | <b>35 - 44</b> | <b>45 - 54</b> | <b>Over 55</b> |
| Men (000)          | 4,226.5      | 735.2            | 373.6          | 391.8          | 648.8          | 703.5          | 591.6          | 782.0          |
| Women (000)        | 4,438.5      | 704.3            | 357.2          | 368.7          | 639.9          | 726.8          | 624.9          | 1,016.7        |
| Total              | 8,665.0      | 1,439.6          | 730.9          | 760.4          | 1,288.8        | 1,430.2        | 1,216.5        | 1,798.6        |
| Percentage         | 100.0%       | 16.6%            | 8.4%           | 8.8%           | 14.9%          | 16.5%          | 14.0%          | 20.8%          |
| Per Capita         | \$ 19,968    |                  |                |                |                |                |                |                |
|                    |              | Median Household | \$ 44,641      |                |                |                |                |                |
|                    |              |                  |                |                |                | Avg Household  | \$ 55,530      |                |
| Ethnic Population: | White 76.0%  | Black 19.5%      | Asian 4.2%     | Hispanic 14.4% |                |                |                |                |

### Market Summary

|                   |                |                |                |                   |                |                |              |
|-------------------|----------------|----------------|----------------|-------------------|----------------|----------------|--------------|
| <b>FM Classes</b> | <b>Class A</b> | <b>Class B</b> | <b>Class C</b> | <b>Viable FMs</b> | <b>All FMs</b> | <b>All AMs</b> | <b>Total</b> |
| # Stations        | 18             | 26             |                | 19                | 44             | 38             | 82           |
| Tot 12+           | 3.7            | 61.2           |                | 59.4              | 64.9           | 24.1           | 89.0         |
| Avg 12+           | 0.2            | 2.4            |                | 3.1               | 1.5            | 0.6            | 1.1          |
| Tot LCS           | 4.2            | 68.8           |                | 66.7              | 72.9           | 27.1           | 100.0        |
| Avg LCS           | 0.2            | 2.6            |                | 3.5               | 1.7            | 0.7            | 1.2          |

# Competitive Overview

## FM Stations

| Calls           | City of License | FCC Class | Power (KW) | HAAT   | C          | Owner | Year Std            | Date Acq'd | Sales Price (000) | L M A     | Format      | 1999 Est       |             | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |             |             |           |             |             |             |
|-----------------|-----------------|-----------|------------|--------|------------|-------|---------------------|------------|-------------------|-----------|-------------|----------------|-------------|--------------------|-----------------------------------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|
|                 |                 |           |            |        |            |       |                     |            |                   |           |             | Revenue (000)† | Power Ratio |                    | Fall 1999                         | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |
| WYCA            | Hammond         | B         | 92.3       | 50.0   | 492        | n     | Crawford Bcstg Co   | 59         | 5909              |           | Gospel      | 1,200          |             | 0.6                | 0.5                               | 0.4         | 0.5         | 0.5         | 0.6       | 0.6         | 0.5         | 0.6         |
| WDEK            | De Kalb         | B         | 92.5       | 20.0   | 489        | h     | Big City Radio      | 61         | 9902              | 5,000     | CHR         | 2,600          |             | 0.2                | 0.3                               | 0.4         | 0.3         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |
| • WKIE          | Arlington Hghts | A         | 92.7       | 1.8 cp | 381        | h     | Big City Radio      | 60         | 9808              |           | CHR         |                |             | 0.9                | 1.2                               | 1.5         | 0.9         | 0.9         | 0.0       | 0.0         | 0.0         | 0.0         |
| WKIF            | Kankakee        | A         | 92.7       | 3.0    | 328        | h     | Big City Radio      | 86         | 9808              |           | CHR         |                |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |
| WXRT            | Chicago         | B         | 93.1       | 6.7    | 1309       | a     | Infinity Bcstg      | 59         | 9601              |           | Progressive | 26,000         | 1.97        | 2.8                | 2.4                               | 2.2         | 2.7         | 2.3         | 2.6       | 2.3         | 2.5         | 2.6         |
| • WJTW          | Joliet          | A         | 93.5       | 3.0 cp | 276        | g     | Pride Comm LLC      | 60         | 9801              |           | AC          |                |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |
| WLIT            | Chicago         | B         | 93.9       | 4.0 cp | 1581       | e     | AMFM Inc            | 58         | 9910 p            |           | Soft AC     | 22,800         | 1.21        | 4.0                | 3.1                               | 3.2         | 3.9         | 3.4         | 3.5       | 3.8         | 4.6         | 4.8         |
| WJKL            | Elgin           | A         | 94.3       | 6.0    | 328        | m     | McNaughton          | 60         |                   |           | Sports      |                |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |
| WXCD            | Chicago         | B         | 94.7       | 4.4    | 1529       | b     | ABC Radio Inc       | 25         | 9602              |           | Clsc Rock   | 8,800          | 0.72        | 2.6                | 1.8                               | 2.2         | 2.2         | 2.0         | 2.6       | 2.2         | 2.7         | 2.6         |
| WIL             | Kenosha         | B         | 95.1       | 50.0   | 384        | g     | Pride Comm LLC      | 61         | 9701              | 8,500     | Adult Rock  | 800            |             | 0.5                | 0.4                               | 0.4         | 0.4         | 0.5         | 0.4       | 0.3         | 0.4         | 0.3         |
| WNUA            | Chicago         | B         | 95.5       | 8.3    | 1175       | e     | AMFM Inc            | 59         | 9910 p            |           | Smooth Jazz | 25,700         | 1.14        | 4.8                | 4.0                               | 4.3         | 4.4         | 4.1         | 4.2       | 4.3         | 4.1         | 4.6         |
| WKKD            | Aurora          | A         | 95.9       | 2.9    | 338        | j     | RadioWorks Inc      | 61         | 9910              |           | Oldies      |                |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |
| WBBM            | Chicago         | B         | 96.3       | 4.2    | 1555       | a     | Infinity Bcstg      | 41         | 9511              |           | CHR/Dance   | 26,300         | 0.96        | 5.8                | 4.9                               | 4.8         | 5.3         | 5.4         | 4.8       | 5.3         | 4.8         | 4.4         |
| WLLI            | Joliet          | A         | 96.7       | 3.5    | 276        | g     | Pride Comm LLC      | 60         | 9801              |           | Alternative |                |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |
| WNIZ            | Zion            | B         | 96.9       | 50.0   | 486        | l     | N Illinois Bcstg Co | 62         |                   |           | Classical   |                |             |                    | 0.1                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.1         | 0.0         |
| WNIB            | Chicago         | B         | 97.1       | 8.4    | 1191       | l     | N Illinois Bcstg Co | 55         |                   |           | Classical   | 3,800          | 0.54        | 1.5                | 1.5                               | 1.2         | 1.1         | 1.6         | 1.3       | 1.7         | 1.4         | 1.9         |
| WLUP            | Chicago         | B         | 97.9       | 6.0    | 1171       | o     | Bonneville Intl     | 42         | 9707              |           | Rock        | 11,300         | 0.86        | 2.8                | 2.5                               | 2.5         | 2.9         | 2.6         | 2.0       | 2.1         | 1.7         | 1.6         |
| WCCQ            | Crest Hill      | A         | 98.3       | 3.0 cp | 469        |       | Three Eagles        | 76         | 9702              | 3,300     | Country     | 600            |             | 0.3                | 0.0                               | 0.0         | 0.5         | 0.5         | 0.0       | 0.3         | 0.0         | 0.0         |
| WFMT            | Chicago         | B         | 98.7       | 15.5   | 1171       |       | Window to World     | 51         | 7003              |           | Classical   | 5,000          | 0.76        | 1.4                | 1.6                               | 1.0         | 1.2         | 1.4         | 1.3       | 1.2         | 1.2         | 1.2         |
| WUSN            | Chicago         | B         | 99.5       | 8.3    | 1175       | a     | Infinity Bcstg      | 40         | 9612              |           | Country     | 34,400         | 1.87        | 3.9                | 3.8                               | 4.0         | 3.4         | 2.9         | 3.5       | 4.2         | 3.9         | 3.4         |
| • WRZA          | Kankakee        | B         | 99.9       | 50.0   | 492        | k     | Z-Spanish Media     | 62         | 9806              |           | Spanish     | 1,600          |             | 0.3                | 0.2                               | 0.4         | 0.3         | 0.4         | 0.0       | 0.4         | 0.5         | 0.4         |
| WNND            | Chicago         | B         | 100.3      | 8.3    | 1175       | o     | Bonneville Intl     | 47         | 9707              |           | AC          | 14,300         | 0.98        | 3.1                | 2.8                               | 2.5         | 2.6         | 2.7         | 3.1       | 2.6         | 2.6         | 2.7         |
| WKQX            | Chicago         | B         | 101.1      | 8.3    | 1171       |       | Emmis               | 48         | 8809              |           | Alternative | 24,600         | 1.27        | 4.1                | 3.4                               | 3.2         | 4.0         | 3.4         | 3.9       | 3.4         | 2.8         | 3.0         |
| WTMX            | Skokie          | B         | 101.9      | 4.2 cp | 1562       | o     | Bonneville Intl     | 61         | 7508              |           | AC          | 23,200         | 1.23        | 4.0                | 3.6                               | 3.7         | 3.4         | 3.8         | 3.2       | 2.9         | 3.3         | 2.6         |
| WXLC            | Waukegan        | A         | 102.3      | 3.0    | 322        | c     | Marathon Media      | 63         | 9902              | 4,300     | Hot AC      | 1,200          |             | 0.1                | 0.3                               | 0.0         | 0.0         | 0.0         | 0.4       | 0.4         | 0.5         | 0.4         |
| WYAA            | Crete           | A         | 102.3      | 1.1 cp | 579        |       | Crawford Bcstg Co   | 65         | 9710              | 1,800     | Gospel      |                |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |
| WVAZ            | Oak Park        | B         | 102.7      | 6.0    | 1171       | e     | AMFM Inc            | 50         | 9910 p            |           | Urban AC    | 25,800         | 1.17        | 4.7                | 3.5                               | 4.2         | 4.2         | 4.1         | 4.0       | 4.9         | 4.7         | 4.3         |
| WXXY            | Highland Park   | A         | 103.1      | 6.0    | 328        | h     | Big City Radio      | 63         | 9707              | 9,500     | 80s Hits    | 2,500          |             | 0.4                | 1.2                               | 0.5         | 0.3         | 0.2         | 0.4       | 0.4         | 0.4         | 0.0         |
| WYXX            | Morris          | A         | 103.1      | 6.0    | 328        | h     | Big City Radio      | 93         | 9707              | 1,100     | 80s Hits    |                |             | 0.1                | 0.1                               | 0.1         | 0.0         | 0.1         | 0.2       | 0.1         | 0.0         | 0.0         |
| WUBT            | Chicago         | B         | 103.5      | 4.3    | 1550       | e     | AMFM Inc            | 57         | 9910 p            |           | R&B Oldies  | 17,200         | 1.02        | 3.6                | 2.8                               | 3.5         | 3.3         | 3.6         | 2.4       | 2.0         | 3.2         | 3.0         |
| WXRD            | Crown Point     | A         | 103.9      | 3.0    | 91         | d     | M&M Broadcasting    | 72         | 9701              |           | Country     |                |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |
| • WZCH          | Dundee          | A         | 103.9      | 2.6    | 322        | k     | Z-Spanish Media     | 67         | 9806              |           | Spanish     | 600            |             | 0.1                | 0.3                               | 0.0         | 0.1         | 0.2         | 0.0       | 0.2         | 0.3         | 0.0         |
| WJMK            | Chicago         | B         | 104.3      | 4.1    | 1575       | a     | Infinity Bcstg      | 61         | 9612              |           | Oldies      | 19,000         | 1.15        | 3.5                | 3.1                               | 3.1         | 2.8         | 2.9         | 3.6       | 3.4         | 3.9         | 3.3         |
| WCFL            | Morris          | B         | 104.7      | 50.0   | 449        |       | IL Bible Institute  | 90         | 9402              | 750       | ChrsContemp |                |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |
| • WOJO          | Evanston        | B         | 105.1      | 8.4    | 1175       | f     | Hispanic Bcstg      | 46         | 9702              |           | Spanish     | 14,500         | 1.23        | 2.5                | 2.5                               | 2.3         | 1.9         | 2.4         | 2.0       | 2.2         | 2.0         | 2.2         |
| WLJE            | Valparaiso      | A         | 105.5      | 1.3    | 512        | i     | Porter County Bcstg | 67         |                   |           | Country     |                |             | 0.1                | 0.0                               | 0.0         | 0.0         | 0.3         | 0.0       | 0.0         | 0.0         | 0.0         |
| WYKT            | Wilmington      | A         | 105.5      | 1.3    | 482        |       | STARadio Corp       | 80         | 9808              | 900       | AAA         | 350            |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |
| WZSR            | Woodstock       | A         | 105.5      | 1.6    | 568        | g     | Pride Comm LLC      | 74         | 9105              | 2,200     | AC          | 1,000          |             | 0.4                | 0.0                               | 0.0         | 0.4         | 0.4         | 0.5       | 0.4         | 0.4         | 0.5         |
| WCKG            | Elmwood Park    | B         | 105.9      | 4.1    | 1581       | a     | Infinity Bcstg      | 47         | 9612              |           | Talk        | 24,400         | 1.85        | 2.8                | 2.2                               | 2.3         | 2.5         | 2.4         | 2.5       | 0.0         | 2.2         | 2.9         |
| WYBA            | Lansing         | A         | 106.3      | 2.0    | 397        | n     | Crawford Bcstg Co   | 61         | 9705              | 14,750    | Gospel      | 3,200          |             | 0.5                | 0.6                               | 0.4         | 0.5         | 0.4         | 0.6       | 0.6         | 0.7         | 0.6         |
| • WYLL          | Des Plaines     | B         | 106.7      | 50.0   | 423        |       | Salem Comm Corp     | 71         | 9002              | 8,000     | Chrst/Talk  |                |             | 0.1                | 0.3                               | 0.0         | 0.0         | 0.3         | 0.0       | 0.0         | 0.4         | 0.0         |
| • WZVN          | Lowell          | A         | 107.1      | 1.3 cp | 502        | d     | M&M Broadcasting    | 72         | 9603              | 5,300     | AC          |                |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |
| WGCi            | Chicago         | B         | 107.5      | 3.7 cp | 1549       | e     | AMFM Inc            | 58         | 9910 p            |           | Urban       | 36,000         | 1.03        | 7.4                | 6.8                               | 6.2         | 6.7         | 6.7         | 6.4       | 8.0         | 7.7         | 6.3         |
| • WLEY          | Aurora          | B         | 107.9      | 21.0   | 761        |       | Spanish Bcstg       | 65         | 9704              | 30,000    | Mexican     | 11,000         | 0.81        | 2.9                | 3.1                               | 2.7         | 2.4         | 2.6         | 2.3       | 1.9         | 2.2         | 2.3         |
| # FM Stations - |                 |           |            | 44     | # Combos - |       |                     |            | 36                | FM TOTALS |             |                | 72.8        | 64.9               | 63.2                              | 65.1        | 65.0        | 62.3        | 62.1      | 65.7        | 62.5        |             |

• Indicates a change since last edition

† See introduction section for interpretation of revenue estimates.

**Metro Rank: 3**  
Revenue Rank: 3

# Chicago, IL Market Overview



### Metro Counties / Population (000)

|              |                |
|--------------|----------------|
| Cook, IL     | 5,190.7        |
| DuPage, IL   | 886.2          |
| Grundt, IL   | 37.1           |
| Kane, IL     | 396.4          |
| Kendall, IL  | 52.4           |
| Lake, IL     | 618.4          |
| McHenry, IL  | 249.7          |
| Will, IL     | 466.3          |
| Lake, IN     | 478.2          |
| Porter, IN   | 146.4          |
| Kenosha, WI  | 143.2          |
| <b>Total</b> | <b>8,665.0</b> |

### Market Radio Financials (all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>★★★ | 1993      | 1994      | 1995      | 1996      | 1997      | 1998      | Δ 93 - 98 |
|---------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
|                                 |           | \$281,100 | \$311,100 | \$330,000 | \$349,700 | \$388,600 | \$439,400 |
|                                 | Δ 98 - 99 | 1999      | 2000      | 2001      | 2002      | 2003      | Δ 99 - 03 |
|                                 | 22.1%     | \$536,700 | \$633,200 | \$696,600 | \$773,200 | \$835,100 | 11.7%     |

|                      | 1993         | 1998         | 2003         | Est. Breakout |
|----------------------|--------------|--------------|--------------|---------------|
| Revenue/Retail Sales | \$4.00/1,000 | \$5.18/1,000 | \$8.28/1,000 | Local 75%     |
| Revenue/Capita       | \$33.69      | \$50.71      | \$93.97      | National 25%  |

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

|                | 1993      | 1998      | Growth Rate | 1998      | 2003      | Growth Rate |
|----------------|-----------|-----------|-------------|-----------|-----------|-------------|
| MSA Population | 8,343.4   | 8,665.0   | 0.8%        | 8,665.0   | 8,887.2   | 0.5%        |
| Households     | 2,994.4   | 3,115.8   | 0.8%        | 3,115.8   | 3,217.8   | 0.6%        |
| Retail Sales   | 70,351.9  | 84,832.7  | 3.8%        | 84,832.7  | 100,835.0 | 3.5%        |
| EBI            | 158,506.7 | 173,021.1 | 1.8%        | 173,021.1 | 210,316.0 | 4.0%        |

### Demographic Breakdown

|                    | Total       | Under 12 | 12 - 17     | 18 - 24   | 25 - 34    | 35 - 44 | 45 - 54        | Over 55   |
|--------------------|-------------|----------|-------------|-----------|------------|---------|----------------|-----------|
| Men (000)          | 4,226.5     | 735.2    | 373.6       | 391.8     | 648.8      | 703.5   | 591.6          | 782.0     |
| Women (000)        | 4,438.5     | 704.3    | 357.2       | 368.7     | 639.9      | 726.8   | 624.9          | 1,016.7   |
| Total              | 8,665.0     | 1,439.6  | 730.9       | 760.4     | 1,288.8    | 1,430.2 | 1,216.5        | 1,798.6   |
| Percentage         | 100.0%      | 16.6%    | 8.4%        | 8.8%      | 14.9%      | 16.5%   | 14.0%          | 20.8%     |
| Per Capita         | \$ 19,968   |          |             |           |            |         |                |           |
| Median Household   |             |          |             | \$ 44,641 |            |         |                |           |
| Avg Household      |             |          |             |           |            |         |                | \$ 55,530 |
| Ethnic Population: | White 76.0% |          | Black 19.5% |           | Asian 4.2% |         | Hispanic 14.4% |           |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 18      | 26      |         | 19         | 44      | 38      | 82    |
| Tot 12+    | 3.7     | 61.2    |         | 59.4       | 64.9    | 24.1    | 89.0  |
| Avg 12+    | 0.2     | 2.4     |         | 3.1        | 1.5     | 0.6     | 1.1   |
| Tot LCS    | 4.2     | 68.8    |         | 66.7       | 72.9    | 27.1    | 100.0 |
| Avg LCS    | 0.2     | 2.6     |         | 3.5        | 1.7     | 0.7     | 1.2   |



# Competitive Overview

## AM Stations

| Calls  | City of License | FCC Class | Freq | Day Power (kW)              | Night Power (kW) | C  | Owner                | Year Std      | Date Acq'd | Sales Price (000) | L M A | Format                       | 1999 Est        |             | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |             |             |           |             |             |             |     |
|--------|-----------------|-----------|------|-----------------------------|------------------|----|----------------------|---------------|------------|-------------------|-------|------------------------------|-----------------|-------------|--------------------|-----------------------------------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|-----|
|        |                 |           |      |                             |                  |    |                      |               |            |                   |       |                              | Revenue (000)1/ | Power Ratio |                    | Fall 1999                         | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |     |
| WIND   | Chicago         | B         | 560  | 5.0                         | 5.00             | f  | Hispanic Bcstg       | 27            | 9702       |                   | g3    | Span/News                    | 7,000           |             | 0.6                | 0.7                               | 0.5         | 0.5         | 0.6         | 0.4       | 0.7         | 0.5         | 0.8         |     |
| • WMAQ | Chicago         | A         | 670  | 50.0                        | 50.00            | a  | Infinity Bcstg       | 22            | 8801       | 13,000            |       | Nws/Tlk/Spt                  | 24,000          | 2.22        | 2.3                | 2.0                               | 1.8         | 2.1         | 2.0         | 2.2       | 2.0         | 1.7         | 2.3         |     |
| WGN    | Chicago         | A         | 720  | 50.0                        | 50.00            |    | Tribune Bcstg Co     | 24            |            |                   |       | News/Talk                    | 38,200          | 1.11        | 7.3                | 6.1                               | 6.4         | 6.7         | 5.8         | 6.6       | 6.6         | 5.8         | 6.6         |     |
| • WNDZ | Portage         | B         | 750  | 5.0                         | 0.00             | k  | Z-Spanish Media      | 87            | 9806       |                   | g9    | Variety                      |                 |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |     |
| WBBM   | Chicago         | A         | 780  | 50.0                        | 50.00            | a  | Infinity Bcstg       | 23            | 9511       |                   | g6    | News                         | 25,800          | 1.34        | 4.1                | 3.4                               | 3.7         | 3.2         | 3.8         | 3.7       | 3.4         | 3.6         | 4.0         |     |
| • WYPA | Chicago         | B         | 820  | 5.0 cp                      | 1.20             | k  | Catholic Radio       | 41            | 9909       | 10,500            |       | Talk                         | 2,600           |             | 0.1                | 0.0                               | 0.0         | 0.0         | 0.4         | 0.0       | 0.0         | 0.0         | 0.0         |     |
| WAIT   | Crystal Lake    | B         | 850  | 2.5                         | 0.00             | g  | Pride Comm LLC       | 65            | 9105       |                   | c1    | Nostalgia                    | 2,000           | 0.21        | 2.0                | 1.9                               | 1.7         | 1.6         | 1.5         | 2.3       | 1.7         | 2.0         | 2.8         |     |
| WLS    | Chicago         | A         | 890  | 50.0                        | 50.00            | b  | ABC Radio Inc        | 24            | 9602       |                   | g1    | News/Talk                    | 16,200          | 0.66        | 5.2                | 4.4                               | 4.7         | 4.6         | 5.0         | 4.0       | 4.3         | 4.3         | 4.0         |     |
| WNTD   | Chicago         | B         | 950  | 1.0                         | 5.00             |    | Radio Unica          | 22            | 9905       | 16,750            |       | Spanish                      |                 |             | 0.2                | 0.4                               | 0.6         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |     |
| WMVP   | Chicago         | A         | 1000 | 50.0                        | 50.00            | b  | ABC Radio Inc        | 26            | 9904       | 21,000            |       | Sports                       | 7,300           |             | 0.5                | 0.9                               | 0.5         | 0.5         | 0.4         | 0.4       | 0.7         | 1.7         | 1.2         |     |
| WNVR   | Vernon Hills    | B         | 1030 | 5.0 cp                      | 0.00             |    | Polnet Comm Ltd      | 88            |            |                   |       | Polish                       | 1,300           |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.3         | 0.0         | 0.0         |     |
| WLIP   | Kenosha         | B         | 1050 | 0.3                         | 0.25             | g  | Pride Comm LLC       | 47            | 9701       |                   | c7    | Adlt Stndrd                  |                 |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |     |
| WMBI   | Chicago         | B         | 1110 | 4.2                         | 0.00             |    | Moody Bible Inst     | 97            |            |                   |       | Religion                     |                 |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |     |
| WSCR   | Chicago         | B         | 1160 | 50.0                        | 5.00             | a  | Infinity Bcstg       | 24            | 9612       |                   | g5    | Sprts/Talk                   | 10,000          | 1.42        | 1.5                | 1.6                               | 1.3         | 1.1         | 1.5         | 1.3       | 1.7         | 1.7         | 1.5         |     |
| • WLXX | Chicago         | B         | 1200 | 10.0                        | 1.00             | f  | Hispanic Bcstg       | 89            | 9505       | 4,500             |       | Spanish                      | 1,800           |             | 0.7                | 0.5                               | 0.7         | 0.7         | 0.6         | 0.6       | 0.8         | 0.5         | 0.4         |     |
| WKRS   | Waukegan        | B         | 1220 | 1.0                         | 0.10             | c  | Marathon Media       | 49            | 9902       |                   | c2    | News/Talk                    | 500             |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |     |
| • WJOB | Hammond         | C         | 1230 | 1.0 cp                      | 1.00             | d  | St. George Bcstg     | 28            | 9911       |                   | g     | Nws/Tlk/Spt                  |                 |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |     |
| WSBC   | Chicago         | C         | 1240 | 1.0                         | 1.00             | p  | NewsWeb Corp         | 25            | 9804       | 5,500             |       | Variety                      |                 |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |     |
| • WWCA | Gary            | B         | 1270 | 1.0                         | 1.00             |    | Willis Family Bcstg  | 49            | 9112       | 1,200             |       | Gospel                       |                 |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |     |
| WBIG   | Aurora          | B         | 1280 | 1.0                         | 0.50             | m  | McNaughton           | 38            | 9312       | 579               |       | News/Talk                    |                 |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |     |
| WRDZ   | La Grange       | B         | 1300 | 4.5                         | 4.00             | b  | ABC Radio Inc        | 50            | 9904       |                   | d6    | Children                     | 3,000           |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.4         | 0.4         |     |
| WKTA   | Evanston        | B         | 1330 | 5.0                         | 0.02             |    | Polnet Comm Ltd      | 53            | 8603       | 1,850             |       | Diverse                      | 500             |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |     |
| • WJOL | Joliet          | C         | 1340 | 1.0                         | 1.00             | g  | Pride Comm LLC       | 24            | 9802       |                   | g2    | Adlt Stndrd                  |                 |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |     |
| WLTH   | Gary            | B         | 1370 | 1.0                         | 0.50             |    | Williams, Marion R.  | 50            | 9805       | 750               |       | Talk                         |                 |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |     |
| WGCI   | Chicago         | B         | 1390 | 5.0                         | 5.00             | e  | AMFM Inc             | 24            | 9910 p     |                   | g     | Black Gospl                  | 2,000           | 0.30        | 1.4                | 1.3                               | 1.5         | 1.1         | 1.1         | 1.3       | 1.2         | 1.1         | 1.2         |     |
| WRMN   | Elgin           | B         | 1410 | 1.0                         | 0.50             | m  | McNaughton           | 49            |            |                   |       | News/Talk                    |                 |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |     |
| WCEV   | Cicero          | C         | 1450 | 1.0                         | 1.00             |    | Migala Comm Corp     | 79            |            |                   |       | Ethnic                       |                 |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |     |
| WVON   | Cicero          | C         | 1450 | 1.0                         | 1.00             |    | Midway Bcstg         | 79            |            |                   |       | Talk                         | 1,600           |             | 0.9                | 0.5                               | 0.7         | 0.9         | 0.6         | 0.8       | 0.8         | 0.6         | 0.6         |     |
| WCFJ   | Chicago Heights | B         | 1470 | 1.0                         | 1.00             | p  | NewsWeb Corp         | 63            | 9804       | 420               |       | Variety                      |                 |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |     |
| • WPNA | Oak Park        | C         | 1490 | 1.0                         | 1.00             |    | Polish Natl Alliance | 50            | 8703       | 2,000             |       | Polish                       | 1,600           |             | 0.1                | 0.0                               | 0.0         | 0.0         | 0.4         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0 |
| WAKE   | Valparaiso      | B         | 1500 | 1.0                         | 0.00             | i  | Porter County Bcstg  | 64            |            |                   |       | Adlt Stndrd                  |                 |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |     |
| WDDZ   | Zion            | B         | 1500 | 0.3                         | 0.00             | b  | ABC Radio Inc        | 67            | 9904       |                   | d6    | Children                     |                 |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |     |
| WWHN   | Joliet          | B         | 1510 | 1.0                         | 0.00             |    | Hawkins Bcstg Co     | 64            | 8907       | 250               |       | Gospel                       |                 |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |     |
| • WCSJ | Morris          | B         | 1550 | 0.3                         | 0.01             |    | Nelson Enterprises   | 64            | 9708       | 425               |       | Adlt Stndrd                  | 400             |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |     |
| WBEE   | Harvey          | B         | 1570 | 1.0                         | 0.50             |    | Mariner Bcstrs Inc   | 55            | 8706       | 1,000             |       | Jaz/BGs/Gsp                  |                 |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |     |
| WKKD   | Aurora          | B         | 1580 | 0.2                         | 0.20             | j  | RadioWorks Inc       | 60            | 9910       |                   | g5    | News                         |                 |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |     |
| • WONX | Evanston        | B         | 1590 | 3.5                         | 2.50             |    | Kovas Comm           | 47            |            |                   |       | Spanish                      |                 |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |     |
| WCGO   | Chicago Heights | B         | 1600 | 1.0                         | 0.02             | Q  | Broadcasting         | 59            | 9706       | 400               |       | Nostalgia                    |                 |             | 0.2                | 0.4                               | 0.0         | 0.6         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |     |
|        |                 |           |      | # AM Stations -             |                  | 38 |                      | # Combos -    |            | 23                |       | AM TOTALS                    |                 | 27.1        |                    | 24.1                              | 24.1        | 23.6        | 23.7        | 23.6      | 24.2        | 23.9        | 25.8        |     |
|        |                 |           |      | AM & FM Stations Profiled - |                  | 82 |                      | # Duopolies - |            | 24                |       | Total Local Commercial Share |                 | 89.0        |                    | 87.3                              | 88.7        | 88.7        | 85.9        | 86.3      | 89.6        | 88.3        |             |     |

• Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

**Metro Rank: 4**

Revenue Rank: 4

# San Francisco Market Overview



### Metro Counties / Population (000)

|                   |                |
|-------------------|----------------|
| Alameda, CA       | 1,437.2        |
| Contra Costa, CA  | 914.3          |
| Marin, CA         | 250.4          |
| Napa, CA          | 126.6          |
| San Francisco, CA | 806.4          |
| San Mateo, CA     | 725.9          |
| Santa Clara, CA   | 1,725.0        |
| Solano, CA        | 392.8          |
| Sonoma, CA        | 445.6          |
| <b>Total</b>      | <b>6,824.2</b> |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>★★★ | 1993         | 1994         | 1995         | 1996          | 1997      | 1998      | Δ 93 - 98 |
|---------------------------------|--------------|--------------|--------------|---------------|-----------|-----------|-----------|
|                                 |              | \$179,500    | \$197,200    | \$214,200     | \$238,100 | \$260,000 | \$316,800 |
| Δ 98 - 99                       | 1999         | 2000         | 2001         | 2002          | 2003      | Δ 99 - 03 |           |
|                                 | 31.0%        | \$415,000    | \$456,500    | \$493,000     | \$537,400 | \$580,400 | 8.7%      |
| Revenue/Retail Sales            | 1993         | 1998         | 2003         | Est. Breakout |           |           |           |
| Revenue/Capita                  | \$3.39/1,000 | \$4.53/1,000 | \$6.86/1,000 | Local         | 71%       |           |           |
|                                 | \$28.35      | \$46.42      | \$79.10      | National      | 29%       |           |           |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993      | 1998      | Growth Rate | 1998      | 2003      | Growth Rate |
|----------------|-----------|-----------|-------------|-----------|-----------|-------------|
| MSA Population | 6,330.9   | 6,824.2   | 1.5%        | 6,824.2   | 7,337.3   | 1.5%        |
| Households     | 2,326.2   | 2,496.8   | 1.4%        | 2,496.8   | 2,672.3   | 1.4%        |
| Retail Sales   | 52,899.1  | 69,895.4  | 5.7%        | 69,895.4  | 84,622.3  | 3.9%        |
| EBI            | 126,753.8 | 145,579.3 | 2.8%        | 145,579.3 | 181,933.0 | 4.6%        |

### Demographic Breakdown

|                    | Total     | Under 12 | 12 - 17 | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 54 | Over 55 |
|--------------------|-----------|----------|---------|---------|---------|---------|---------|---------|
| Men (000)          | 3,400.9   | 523.3    | 247.7   | 301.6   | 567.2   | 635.6   | 511.6   | 613.8   |
| Women (000)        | 3,423.3   | 498.6    | 236.2   | 275.7   | 515.3   | 622.7   | 511.4   | 763.3   |
| Total              | 6,824.2   | 1,021.9  | 483.9   | 577.3   | 1,082.6 | 1,258.3 | 1,023.1 | 1,377.1 |
| Percentage         | 100.0%    | 15.0%    | 7.1%    | 8.5%    | 15.9%   | 18.4%   | 15.0%   | 20.2%   |
| Per Capita         | \$ 21,333 |          |         |         |         |         |         |         |
| Ethnic Population: |           |          |         |         |         |         |         |         |
| White              | 70.8%     |          |         |         |         |         |         |         |
| Black              | 9.0%      |          |         |         |         |         |         |         |
| Asian              | 19.4%     |          |         |         |         |         |         |         |
| Hispanic           | 19.6%     |          |         |         |         |         |         |         |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 11      | 28      |         | 18         | 39      | 28      | 67    |
| Tot 12+    | 2.5     | 53.8    |         | 49.5       | 56.3    | 24.1    | 80.4  |
| Avg 12+    | 0.2     | 1.9     |         | 2.8        | 1.4     | 0.9     | 1.2   |
| Tot LCS    | 3.1     | 66.9    |         | 61.6       | 70.0    | 30.0    | 100.0 |
| Avg LCS    | 0.3     | 2.4     |         | 3.4        | 1.8     | 1.1     | 1.5   |

# Competitive Overview

Some stations also rated in San Jose and Santa Rosa.

## FM Stations

| Calls           | City of License | FCC Class | Power |       | HAAT | C          | Owner               | Year Date |       | Sales Price (000) | L M A | Format      | 1999 Est       |             | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |             |             |           |             |             |             |
|-----------------|-----------------|-----------|-------|-------|------|------------|---------------------|-----------|-------|-------------------|-------|-------------|----------------|-------------|--------------------|-----------------------------------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|
|                 |                 |           | Freq  | (kW)  |      |            |                     | Std       | Acq'd |                   |       |             | Revenue (000)† | Power Ratio |                    | Fall 1999                         | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |
| ● KFJO          | Walnut Creek    | A         | 92.1  | 3.0   | 89   | q          | Chase Radio         | 59        | 0003  |                   | g5    | Rock        | 400            |             | 0.0                | 0.0                               | 0.0         | 0.0         | 0.1         | 0.0       | 0.0         | 0.0         |             |
| ● KSJO          | San Jose        | B         | 92.3  | 50.0  | 466  | q          | Chase Radio         | 46        | 0003  |                   |       | AOR         | n/a            | 2.5         | 2.1                | 2.1                               | 2.4         | 2.1         | 1.7         | 1.7       | 1.7         | 1.6         |             |
| ● KXJO          | Alameda         | A         | 92.7  | 3.6   | 420  | q          | Rodriguez Comm      | 59        | 0003  |                   |       | AOR         | 700            | 0.1         | 0.0                | 0.3                               | 0.0         | 0.0         | 0.0         | 0.5       | 0.5         | 0.4         |             |
| KFGY            | Healdsburg      | B         | 92.9  | 2.3   | 1949 | p          | Amaturo Group Ltd   | 79        | 9607  | See (113)         |       | Country     | n/a            | 0.2         | 0.0                | 0.4                               | 0.4         | 0.0         | 0.0         | 0.4       | 0.4         | 0.0         |             |
| KYCY            | San Francisco   | B         | 93.3  | 44.6  | 518  | b          | Infinity Bcstg      | 59        | 9612  |                   | g5    | Country     | 6,300          | 1.10        | 1.9                | 1.2                               | 1.4         | 1.7         | 1.1         | 1.8       | 1.6         | 2.1         |             |
| KJZY            | Sebastopol      | A         | 93.7  | 6.0   | 217  | n          | Redwood Empire      | 95        | 9608  | See (113)         |       | Smooth Jazz | n/a            |             | 0.0                | 0.0                               | 0.0         | 0.0         | 0.0         | 0.4       | 0.0         | 0.0         |             |
| KBAY            | Gilroy          | B         | 94.5  | 30.0  | 587  | g          | Infinity Bcstg      | 70        | 9805  |                   |       | Soft Rock   | n/a            | 1.2         | 0.7                | 1.0                               | 1.0         | 0.8         | 1.0         | 0.8       | 1.1         | 1.2         |             |
| KYLD            | San Francisco   | B         | 94.9  | 30.0  | 1211 | d          | AMFM Inc            | 58        | 9910  |                   | g     | CHR/Dance   | 18,700         | 1.13        | 4.9                | 3.7                               | 3.9         | 4.0         | 4.0         | 3.9       | 4.4         | 4.7         | 3.8         |
| KRTY            | Los Gatos       | A         | 95.3  | 0.9   | 860  | o          | Empire Bcstg Corp   | 66        | 9212  | See (27)          |       | Country     | n/a            | 1.0         | 0.8                | 0.7                               | 1.2         | 0.7         | 0.7         | 0.9       | 0.8         | 1.0         |             |
| KUIC            | Vacaville       | B1        | 95.3  | 0.5   | 2024 | k          | Alta Bcstg Co       | 68        | 9807  | 7,000             |       | AC          | n/a            | 0.1         | 0.0                | 0.4                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         |             |
| KZQZ            | San Francisco   | B         | 95.7  | 6.9   | 1289 | a          | Bonneville Intl     | 47        | 9706  | 39,600            |       | Top 40      | 10,700         | 0.90        | 3.5                | 2.6                               | 3.1         | 3.0         | 2.9         | 2.5       | 2.5         | 3.0         | 2.9         |
| KOIT            | San Francisco   | B         | 96.5  | 24.0  | 1575 | a          | Bonneville Intl     | 59        | 7606  |                   |       | Soft AC     | 27,600         | 1.54        | 5.3                | 4.2                               | 3.9         | 4.1         | 4.5         | 4.7       | 4.0         | 4.5         | 4.1         |
| KLLC            | San Francisco   | B         | 97.3  | 82.0  | 1014 | b          | Infinity Bcstg      | 48        | 9511  |                   | g4    | AC          | 21,000         | 1.83        | 3.4                | 2.4                               | 2.9         | 2.9         | 2.7         | 2.6       | 2.8         | 2.4         | 2.6         |
| KFFG            | Los Altos       | A         | 97.7  | 1.6   | 433  | i          | Susquehanna         | 60        | 9510  | See (27)          |       | AOR         | n/a            | 0.3         | 0.2                | 0.2                               | 0.3         | 0.3         | 0.2         | 0.2       | 0.2         | 0.2         |             |
| KMGG            | Monte Rio       | B1        | 97.7  | 2.1   | 1122 |            | Amaturo Group Ltd   | 77        | 9607  | See (113)         |       | Oldies      | n/a            |             | 0.0                | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |
| KISQ            | San Francisco   | B         | 98.1  | 100.0 | 961  | d          | AMFM Inc            | 58        | 9910  |                   | g     | Rhythm/Blue | 19,000         | 1.52        | 3.7                | 3.1                               | 2.9         | 2.4         | 3.4         | 3.4       | 3.4         | 2.9         | 3.5         |
| ● KUFX          | San Jose        | B         | 98.5  | 12.5  | 879  | g          | Chase Radio         | 59        | 0003  |                   |       | Clsc Rock   | n/a            | 1.4         | 1.0                | 1.2                               | 1.2         | 1.2         | 1.0         | 1.2       | 1.6         | 1.8         |             |
| KSQL            | San Francisco   | B         | 98.9  | 6.0   | 1355 | h          | Hispanic Bcstg      | 59        | 9702  |                   | g6    | Spanish     | 6,900          | 1.02        | 2.0                | 2.0                               | 1.7         | 1.5         | 1.8         | 1.4       | 1.7         | 1.1         | 1.0         |
| KZOL            | Santa Cruz      | B         | 99.1  | 1.1   | 2612 | h          | Hispanic Bcstg      | 61        | 9702  |                   | g6    | Spanish     | 1,100          | 0.5         | 0.5                | 0.4                               | 0.5         | 0.5         | 0.3         | 0.3       | 0.3         | 0.3         |             |
| KFRG            | San Francisco   | B         | 99.7  | 40.0  | 1299 | b          | Infinity Bcstg      | 49        | 9612  |                   | g5    | Oldies      | 21,000         | 1.94        | 3.2                | 1.9                               | 2.5         | 2.8         | 2.5         | 2.6       | 2.4         | 2.8         | 2.2         |
| KZST            | Santa Rosa      | A         | 100.1 | 6.0   | 246  | n          | Redwood Empire      | 71        |       |                   |       | AC          | n/a            | 0.6         | 0.4                | 0.4                               | 0.7         | 0.4         | 0.5         | 0.5       | 0.5         | 0.8         |             |
| ● KBRG          | San Jose        | B         | 100.3 | 14.5  | 2579 | m          | Entravision Comm    | 63        | 9912  |                   | g4    | Spanish     | 5,500          | 0.81        | 2.0                | 2.0                               | 1.5         | 1.7         | 1.7         | 1.6       | 1.4         | 1.3         | 1.2         |
| ● KJQI          | San Rafael      | A         | 100.7 | 6.0   | 328  | e          | Salem Comm Corp     | 61        | 9910  | 8,000             |       | ChrsContemp | 1,300          | 0.4         | 0.0                | 0.5                               | 0.3         | 0.0         | 0.6         | 0.4       | 0.4         | 0.6         |             |
| KIOI            | San Francisco   | B         | 101.3 | 125.0 | 1161 | d          | AMFM Inc            | 57        | 9910  |                   | g     | AC          | 24,000         | 2.09        | 3.4                | 2.7                               | 2.6         | 2.7         | 2.8         | 2.9       | 2.9         | 3.1         | 3.7         |
| KKIQ            | Livermore       | A         | 101.7 | 4.5   | 381  | k          | Alta Bcstg Co       | 69        | 9807  | 9,000             |       | AC          | 3,200          | 0.2         | 0.4                | 0.0                               | 0.0         | 0.4         | 0.4         | 0.5       | 0.6         | 0.0         |             |
| KXFX            | Santa Rosa      | B1        | 101.7 | 2.2   | 1089 | p          | Amaturo Group Ltd   | 74        | 9607  |                   |       | AOR         | n/a            | 0.3         | 0.0                | 0.0                               | 0.5         | 0.4         | 0.0         | 0.0       | 0.5         | 0.4         |             |
| KDFC            | San Francisco   | B         | 102.1 | 33.0  | 1047 | a          | Bonneville Intl     | 47        | 9707  |                   | g     | Classical   | 9,200          | 0.66        | 4.1                | 4.5                               | 3.2         | 3.4         | 3.3         | 3.5       | 3.0         | 2.7         | 2.3         |
| ● KBLX          | Berkeley        | B         | 102.9 | 6.6   | 1290 | f          | Inner City Bcstg    | 49        | 7906  |                   |       | AC          | 14,100         | 1.19        | 3.5                | 3.3                               | 2.9         | 2.8         | 2.9         | 2.7       | 2.1         | 2.6         | 2.9         |
| ● KKSF          | San Francisco   | B         | 103.7 | 7.2   | 1513 | d          | AMFM Inc            | 47        | 9910  |                   | g     | NAC         | 19,200         | 1.39        | 4.1                | 3.7                               | 3.2         | 3.3         | 3.3         | 3.6       | 3.0         | 2.8         | 2.7         |
| KMHX            | Windsor         | A         | 104.1 | 0.3   | 1106 |            | Results Radio       | 97        | 9811  | See (113)         |       | Modern AC   | n/a            |             | 0.0                | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.3         |             |
| ● KFOG          | San Francisco   | B         | 104.5 | 7.1   | 1506 | i          | Susquehanna         | 63        | 8312  | 4,500             |       | AAA         | 27,000         | 2.50        | 3.2                | 2.4                               | 2.9         | 2.3         | 2.6         | 2.5       | 2.5         | 2.4         | 3.0         |
| ● KCNL          | Fremont         | A         | 104.9 | 5.7   | 338  | g          | Chase Radio         | 70        | 0003  |                   |       | Alternative | n/a            | 1.2         | 0.7                | 1.0                               | 0.8         | 1.1         | 0.9         | 0.3       | 0.6         | 0.9         |             |
| ● KRPQ          | Rohnert Park    | A         | 104.9 | 2.3   | 548  |            | Results Radio       | 86        | 9409  | See (113)         |       | Country     | n/a            | 0.2         | 0.0                | 0.5                               | 0.0         | 0.0         | 0.3         | 0.4       | 0.0         | 0.0         |             |
| KITS            | San Francisco   | B         | 105.3 | 15.0  | 1201 | b          | Infinity Bcstg      | 64        | 9706  |                   | sw    | Alternative | 13,700         | 1.19        | 3.4                | 2.5                               | 2.6         | 2.9         | 2.9         | 2.7       | 3.0         | 1.9         | 1.8         |
| KARA            | Santa Clara     | B         | 105.7 | 50.0  | 499  | o          | Empire Bcstg Corp   | 64        | 7207  |                   |       | Adult Hits  | n/a            | 1.0         | 0.9                | 0.8                               | 1.0         | 0.8         | 0.7         | 0.8       | 0.8         | 0.9         |             |
| KMEL            | San Francisco   | B         | 106.1 | 69.0  | 1289 | d          | AMFM Inc            | 60        | 9910  |                   | g     | Urban CHR   | 16,700         | 1.18        | 4.2                | 3.3                               | 3.5         | 3.3         | 3.4         | 3.6       | 2.9         | 3.5         | 2.8         |
| KEZR            | San Jose        | B         | 106.5 | 50.0  | 430  | g          | Infinity Bcstg      | 67        | 9805  |                   |       | AC          | n/a            | 1.2         | 1.2                | 1.0                               | 1.0         | 1.0         | 1.0         | 1.1       | 1.0         | 0.9         |             |
| KEAR            | San Francisco   | B         | 106.9 | 80.0  | 1119 |            | Family Stations Inc | 47        | 5806  |                   |       | Religion    | n/a            |             | 0.0                | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         |             |
| ● KSAN          | San Mateo       | B         | 107.7 | 8.9   | 1161 | i          | Susquehanna         | 63        | 9704  | 44,000            |       | Clsc Rock   | 8,500          | 1.48        | 1.7                | 1.2                               | 1.3         | 1.5         | 1.2         | 1.5       | 2.0         | 1.6         | 2.0         |
| # FM Stations - |                 |           |       |       | 39   | # Combos - |                     |           |       |                   | 34    | FM TOTALS   |                | 69.7        | 56.3               | 56.7                              | 57.3        | 57.3        | 56.2        | 56.2      | 55.9        | 55.9        |             |

● Indicates a change since last edition  
 †/ See introduction section for interpretation of revenue estimates.

**Metro Rank: 4**

Revenue Rank: 4

# San Francisco Market Overview



### Metro Counties / Population (000)

|                   |                |
|-------------------|----------------|
| Alameda, CA       | 1,437.2        |
| Contra Costa, CA  | 914.3          |
| Marin, CA         | 250.4          |
| Napa, CA          | 126.6          |
| San Francisco, CA | 806.4          |
| San Mateo, CA     | 725.9          |
| Santa Clara, CA   | 1,725.0        |
| Solano, CA        | 392.8          |
| Sonoma, CA        | 445.6          |
| <b>Total</b>      | <b>6,824.2</b> |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>★★★ | 1993         | 1994         | 1995         | 1996          | 1997      | 1998      | Δ 93 - 98 |
|---------------------------------|--------------|--------------|--------------|---------------|-----------|-----------|-----------|
|                                 |              | \$179,500    | \$197,200    | \$214,200     | \$238,100 | \$260,000 | \$316,800 |
| Revenue/Retail Sales            | 1993         | 1998         | 2003         | Est. Breakout |           |           |           |
|                                 | \$3.39/1,000 | \$4.53/1,000 | \$6.86/1,000 | Local         | 71%       |           |           |
| Revenue/Capita                  | \$28.35      | \$46.42      | \$79.10      | National      | 29%       |           |           |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993      | 1998      | Growth Rate | 1998      | 2003      | Growth Rate |
|----------------|-----------|-----------|-------------|-----------|-----------|-------------|
| MSA Population | 6,330.9   | 6,824.2   | 1.5%        | 6,824.2   | 7,337.3   | 1.5%        |
| Households     | 2,326.2   | 2,496.8   | 1.4%        | 2,496.8   | 2,672.3   | 1.4%        |
| Retail Sales   | 52,899.1  | 69,895.4  | 5.7%        | 69,895.4  | 84,622.3  | 3.9%        |
| EBI            | 126,753.8 | 145,579.3 | 2.8%        | 145,579.3 | 181,933.0 | 4.6%        |

### Demographic Breakdown

|                    | Total       | Under 12   | 12 - 17          | 18 - 24        | 25 - 34 | 35 - 44       | 45 - 54   | Over 55 |
|--------------------|-------------|------------|------------------|----------------|---------|---------------|-----------|---------|
| Men (000)          | 3,400.9     | 523.3      | 247.7            | 301.6          | 567.2   | 635.6         | 511.6     | 613.8   |
| Women (000)        | 3,423.3     | 498.6      | 236.2            | 275.7          | 515.3   | 622.7         | 511.4     | 763.3   |
| Total              | 6,824.2     | 1,021.9    | 483.9            | 577.3          | 1,082.6 | 1,258.3       | 1,023.1   | 1,377.1 |
| Percentage         | 100.0%      | 15.0%      | 7.1%             | 8.5%           | 15.9%   | 18.4%         | 15.0%     | 20.2%   |
| Per Capita         | \$ 21,333   |            | Median Household | \$ 47,499      |         | Avg Household | \$ 58,306 |         |
| Ethnic Population: | White 70.8% | Black 9.0% | Asian 19.4%      | Hispanic 19.6% |         |               |           |         |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 11      | 28      |         | 18         | 39      | 28      | 67    |
| Tot 12+    | 2.5     | 53.8    |         | 49.5       | 56.3    | 24.1    | 80.4  |
| Avg 12+    | 0.2     | 1.9     |         | 2.8        | 1.4     | 0.9     | 1.2   |
| Tot LCS    | 3.1     | 66.9    |         | 61.6       | 70.0    | 30.0    | 100.0 |
| Avg LCS    | 0.3     | 2.4     |         | 3.4        | 1.8     | 1.1     | 1.5   |



# Competitive Overview

Some stations also rated in San Jose and Santa Rosa.

| AM Stations |                 |           |      |                             |            |    |                     |               |                 |                   |       | ARB 12+ Metro Shares (see rights) |                          |  |                    |      |        |        |        |      |        |        |        |
|-------------|-----------------|-----------|------|-----------------------------|------------|----|---------------------|---------------|-----------------|-------------------|-------|-----------------------------------|--------------------------|--|--------------------|------|--------|--------|--------|------|--------|--------|--------|
| Calls       | City of License | FCC Class | Freq | Day                         | Night      | C  | Owner               | Year Std      | Date Acq'd      | Sales Price (000) | L M A | Format                            | 1999 Est Revenue (000)†/ | Power Ratio                                  | Avg '99 Local Comm | Fall | Summer | Spring | Winter | Fall | Summer | Spring | Winter |
|             |                 |           |      | Power (kW)                  | Power (kW) |    |                     |               |                 |                   |       |                                   |                          |  |                    | 1999 | 1999   | 1999   | 1999   | 1998 | 1998   | 1998   | 1998   |
| • KSFO      | San Francisco   | B         | 560  | 5.0                         | 5.00       | j  | ABC Radio Inc       | 25            | 9602            |                   | g3    | Talk                              | 9,300                    | 0.76   | 3.6                | 3.3  | 2.8    | 3.1    | 2.6    | 3.1  | 3.2    | 3.1    | 3.3    |
| KFRC        | San Francisco   | B         | 610  | 5.0                         | 5.00       | b  | Infinity Bcstg      | 24            | 9612            |                   | g5    | Oldies                            | 4,000                    | 1.18   | 1.0                | 0.9  | 0.9    | 1.0    | 0.9    | 0.6  | 1.0    | 0.7    | 0.7    |
| • KNBR      | San Francisco   | A         | 680  | 50.0                        | 50.00      | i  | Susquehanna         | 22            | 8905            | 21,000            | e     | Sports                            | 35,000                   | 2.59   | 4.0                | 3.0  | 4.0    | 2.9    | 3.3    | 2.8  | 3.8    | 4.4    | 3.1    |
| KCBS        | San Francisco   | B         | 740  | 50.0                        | 50.00      | b  | Infinity Bcstg      | 09            | 9511            |                   | g4    | News                              | 32,000                   | 1.79   | 5.3                | 4.3  | 4.4    | 4.2    | 4.3    | 4.4  | 4.6    | 4.5    | 5.3    |
| • KGO       | San Francisco   | A         | 810  | 50.0                        | 50.00      | j  | ABC Radio Inc       | 24            | 9602            |                   | g3    | News/Talk                         | 41,900                   | 1.51   | 8.2                | 6.0  | 6.2    | 6.7    | 6.4    | 7.3  | 6.5    | 6.6    | 6.4    |
| KNEW        | Oakland         | B         | 910  | 5.0                         | 5.00       | d  | AMFM Inc            | 21            | 9910 p          |                   | g     | Information                       | 400                      |  | 0.1                | 0.2  | 0.0    | 0.1    | 0.1    | 0.2  | 0.7    | 0.8    | 0.7    |
| KABL        | Oakland         | B         | 960  | 5.0                         | 5.00       | d  | AMFM Inc            | 25            | 9910 p          |                   | g     | Nostalgia                         | 2,100                    | 0.20   | 3.1                | 1.9  | 2.4    | 2.2    | 3.1    | 2.4  | 3.6    | 2.8    | 3.3    |
| • KATD      | Pittsburg       | B         | 990  | 5.0                         | 5.00       |    | People's Radio Inc  | 49            | 9308            | 600               |       | Talk/Sprts                        |                          |  |                    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    |
| KIQI        | San Francisco   | B         | 1010 | 10.0                        | 10.00      | cp | Radio Unica         | 57            | 9808            | 12,000            |       | Spanish                           | 2,300                    | 0.52   | 1.3                | 0.9  | 0.9    | 1.2    | 1.0    | 1.2  | 0.6    | 0.6    | 0.4    |
| • KTCT      | San Mateo       | B         | 1050 | 50.0                        | 50.00      | cp | 10.00               | i             | Susquehanna     | 46                | 9710  | 14,500                            |                          | 6,000  | 0.7                | 1.1  | 0.6    | 0.4    | 0.5    | 0.7  | 0.6    | 0.4    | 0.5    |
| KFAX        | San Francisco   | B         | 1100 | 50.0                        | 50.00      | e  | Salem Comm Corp     | 25            | 8407            | 6,700             |       | Chrst/Talk                        |                          |  | 0.6                | 0.5  | 0.0    | 0.5    | 0.6    | 0.7  | 0.6    | 0.5    | 0.6    |
| • KLOK      | San Jose        | B         | 1170 | 50.0                        | 5.00       | m  | Entravision Comm    | 46            | 9912 p          |                   |       | Spanish                           | n/a                      |  | 1.7                | 1.3  | 1.2    | 1.2    | 1.4    | 1.6  | 1.2    | 1.4    | 1.1    |
| KDYA        | Vallejo         | B         | 1190 | 1.0                         | 0.00       | r  | Baybridge Comm      | 47            | 9312            | 850               |       | Gospel                            |                          |  |                    | 0.4  | 0.0    | 0.0    | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    |
| KBZS        | Palo Alto       | B         | 1220 | 5.0                         | 0.15       |    | In Radio License    | 47            | 9904            |                   | g     | Bus News                          | 2,500                    |  |                    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    |
| KOIT        | San Francisco   | B         | 1260 | 5.0                         | 1.00       | l  | Bonneville Intl     | 26            | 8311            | 3,500             |       | Soft AC                           |                          |  | 0.2                | 0.3  | 0.2    | 0.1    | 0.2    | 0.2  | 0.2    | 0.2    | 0.2    |
| KMKY        | Oakland         | B         | 1310 | 20.0                        | 20.00      | cp | 20.00               | j             | ABC Radio Inc   | 22                | 9805  | 6,250                             |                          | 500  |                    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  | 0.0    | 0.4    | 0.0    |
| KSRO        | Santa Rosa      | B         | 1350 | 5.0                         | 5.00       | p  | Amaturo Group Ltd   | 37            | 9607            |                   |       | Nws/Tlk/Spt                       | n/a                      |  | 0.2                | 0.0  | 0.4    | 0.0    | 0.4    | 0.0  | 0.0    | 0.0    | 0.0    |
| • KZSF      | San Jose        | B         | 1370 | 3.6                         | 3.60       | cp | 3.60                | c             | Z-Spanish Media | 47                | 9806  |                                   |                          | n/a  |                    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  | 0.0    | 0.4    | 0.0    |
| • KVTO      | Berkeley        | C         | 1400 | 1.0                         | 1.00       | f  | Inner City Bcstg    | 22            |                 |                   |       | Asian                             | 1,200                    |  | 0.1                | 0.0  | 0.4    | 0.0    | 0.0    | 0.0  | 0.3    | 0.0    | 0.4    |
| KVVN        | Santa Clara     | B         | 1430 | 1.0                         | 2.50       |    | Inner City Bcstg    | 64            | 9704            | See (27)          |       | Ethnic                            | n/a                      |  |                    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    |
| • KEST      | San Francisco   | C         | 1450 | 1.0                         | 1.00       |    | Multicultural Bcstg | 22            | 9804            |                   | g     | Asian                             |                          |  |                    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    |
| KRHT        | Concord         | B         | 1480 | 0.5                         | 0.50       |    | Amer Radio          | 61            |                 |                   |       | Information                       |                          |  |                    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    |
| KSJX        | San Jose        | B         | 1500 | 10.0                        | 5.00       | c  | Multicultural Bcstg | 48            | 9803            |                   |       | Asian                             | n/a                      |  |                    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    |
| • KZMT      | San Rafael      | B         | 1510 | 8.0                         | 0.00       |    | Mt Wilson FM        | 47            | 9605            |                   | c1    | Classical                         |                          |  |                    | 0.0  | 0.1    | 0.0    | 0.0    | 0.0  | 0.1    | 0.0    | 0.1    |
| KYCY        | San Francisco   | B         | 1550 | 50.0                        | 10.00      | cp | 10.00               | b             | Infinity Bcstg  | 47                | 9405  |                                   | 2,000                    | c4   | Talk               | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    |
| KLIV        | San Jose        | B         | 1590 | 5.0                         | 5.00       | o  | Empire Bcstg Corp   | 46            | 6707            |                   |       | News                              | n/a                      |  |                    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    |
| KDIA        | Vallejo         | B         | 1640 | 10.0                        | 1.00       | r  | Baybridge Comm      | 98            |                 |                   | 1     | Chrst/Talk                        |                          |  |                    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  | 0.0    | 0.4    | 0.0    |
|             |                 |           |      | # AM Stations -             |            | 27 |                     | # Combos -    |                 | 19                |       | AM TOTALS                         |                          | 30.1 24.1 24.5 23.6 24.8 25.2 27.0 27.2 26.1 |                    |      |        |        |        |      |        |        |        |
|             |                 |           |      | AM & FM Stations Profiled - |            | 66 |                     | # Duopolies - |                 | 25                |       | Total Local Commercial Share      |                          | 80.4 81.2 80.9 82.1 81.4 83.2 83.1 82.0      |                    |      |        |        |        |      |        |        |        |

• Indicates a change since last edition  
 † See introduction section for interpretation of revenue estimates.

**Metro Rank: 5**  
Revenue Rank: 9

# Philadelphia Market Overview



**Metro Counties / Population (000)**

|                  |                |
|------------------|----------------|
| Bucks, PA        | 591.2          |
| Chester, PA      | 424.8          |
| Delaware, PA     | 542.1          |
| Montgomery, PA   | 719.6          |
| Philadelphia, PA | 1,429.1        |
| Burlington, NJ   | 414.3          |
| Camden, NJ       | 505.7          |
| Gloucester, NJ   | 249.4          |
| <b>Total</b>     | <b>4,876.2</b> |

**Market Radio Financials**  
(all figures in 000's, except percentages and ratios)

|  |                  |             |             |             |             |             |                  |
|--|------------------|-------------|-------------|-------------|-------------|-------------|------------------|
| <b>ESTIMATED GROSS REVENUES</b><br>★★★ | <u>1993</u>      | <u>1994</u> | <u>1995</u> | <u>1996</u> | <u>1997</u> | <u>1998</u> | <u>Δ 93 - 98</u> |
|  | \$155,000        | \$174,100   | \$195,000   | \$211,500   | \$223,400   | \$259,000   | 10.8%            |
|  | <u>Δ 98 - 99</u> | <u>1999</u> | <u>2000</u> | <u>2001</u> | <u>2002</u> | <u>2003</u> | <u>Δ 99 - 03</u> |
|  | 14.7%            | \$297,200   | \$321,000   | \$343,500   | \$367,500   | \$393,300   | 7.2%             |

|                      |              |              |              |                      |
|----------------------|--------------|--------------|--------------|----------------------|
|                      | <u>1993</u>  | <u>1998</u>  | <u>2003</u>  | <b>Est. Breakout</b> |
| Revenue/Retail Sales | \$3.83/1,000 | \$5.18/1,000 | \$6.63/1,000 | Local 63%            |
| Revenue/Capita       | \$31.33      | \$53.12      | \$80.62      | National 37%         |

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

|                |             |             |                    |             |             |                    |
|----------------|-------------|-------------|--------------------|-------------|-------------|--------------------|
|                | <u>1993</u> | <u>1998</u> | <u>Growth Rate</u> | <u>1998</u> | <u>2003</u> | <u>Growth Rate</u> |
| MSA Population | 4,947.1     | 4,876.2     | -0.3%              | 4,876.2     | 4,878.6     | 0.0%               |
| Households     | 1,815.2     | 1,794.2     | -0.2%              | 1,794.2     | 1,815.8     | 0.2%               |
| Retail Sales   | 40,466.9    | 49,977.1    | 4.3%               | 49,977.1    | 59,311.4    | 3.5%               |
| EBI            | 93,252.8    | 99,779.8    | 1.4%               | 99,779.8    | 121,765.0   | 4.1%               |

**Demographic Breakdown**

|                    |              |                 |                |                  |                |                |                |                |
|--------------------|--------------|-----------------|----------------|------------------|----------------|----------------|----------------|----------------|
|                    | <u>Total</u> | <u>Under 12</u> | <u>12 - 17</u> | <u>18 - 24</u>   | <u>25 - 34</u> | <u>35 - 44</u> | <u>45 - 54</u> | <u>Over 55</u> |
| Men (000)          | 2,342.4      | 385.5           | 194.8          | 213.9            | 344.5          | 382.7          | 325.9          | 495.1          |
| Women (000)        | 2,533.8      | 369.0           | 186.4          | 212.2            | 345.8          | 403.0          | 352.6          | 664.7          |
| Total              | 4,876.2      | 754.5           | 381.2          | 426.2            | 690.2          | 785.8          | 678.5          | 1,159.9        |
| Percentage         | 100.0%       | 15.5%           | 7.8%           | 8.7%             | 14.2%          | 16.1%          | 13.9%          | 23.8%          |
| Per Capita         | \$ 20,463    |                 |                |                  |                |                |                |                |
|                    |              |                 |                | Median Household | \$ 44,739      |                | Avg Household  | \$ 55,612      |
| Ethnic Population: | White 76.4%  |                 | Black 20.2%    |                  | Asian 3.2%     |                | Hispanic 4.7%  |                |

**Market Summary**

|                   |                |                |                |                   |                |                |              |
|-------------------|----------------|----------------|----------------|-------------------|----------------|----------------|--------------|
| <b>FM Classes</b> | <b>Class A</b> | <b>Class B</b> | <b>Class C</b> | <b>Viable FMs</b> | <b>All FMs</b> | <b>All AMs</b> | <b>Total</b> |
| # Stations        | 1              | 17             |                | 15                | 18             | 23             | 41           |
| Tot 12+           | 2.6            | 64.3           |                | 64.2              | 66.9           | 18.5           | 85.4         |
| Avg 12+           | 2.6            | 3.8            |                | 4.3               | 3.7            | 0.8            | 2.1          |
| Tot LCS           | 3.0            | 75.3           |                | 75.2              | 78.3           | 21.7           | 100.0        |
| Avg LCS           | 3.0            | 4.4            |                | 5.0               | 4.4            | 0.9            | 2.4          |

# Competitive Overview

Some stations also rated in Wilmington, DE and Trenton, NJ.

## FM Stations

| Calls           | City of License | FCC Class | Power (kW) | HAAT    | C          | Owner | Year Std           | Date Acq'd | Sales Price (000) | L M A     | Format      | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |             |             |           |             |             |             |
|-----------------|-----------------|-----------|------------|---------|------------|-------|--------------------|------------|-------------------|-----------|-------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|
|                 |                 |           |            |         |            |       |                    |            |                   |           |             |                          |             |                    | Fall 1999                         | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |
| WXTU            | Philadelphia    | B         | 92.5       | 15.5    | 899        | a     | Beasley Bcst Group | 58         | 8308              | 6,000     | Country     | 9,500                    | 0.78        | 4.3                | 3.5                               | 3.2         | 3.5         | 3.4         | 4.2       | 4.7         | 4.3         | 4.2         |
| ● WMMR          | Philadelphia    | B         | 93.3       | 18.0    | 827        | c     | Greater Media      | 42         | 9708              |           | sw          | 12,900                   | 1.14        | 4.0                | 2.9                               | 3.4         | 3.4         | 3.0         | 3.6       | 3.6         | 3.0         | 3.1         |
| WYSP            | Philadelphia    | B         | 94.1       | 16.0    | 899        | b     | Infinity Bcstg     | 71         | 9612              |           | g3          | 32,000                   | 1.61        | 7.0                | 6.6                               | 5.8         | 6.0         | 5.9         | 5.6       | 5.4         | 5.1         | 5.4         |
| ● WEJM          | Philadelphia    | B         | 95.7       | 8.9 cp  | 1148       | d     | Greater Media      | 49         | 9707              | 41,800    | R&B Oldies  | 4,750                    | 0.54        | 3.1                | 3.5                               | 3.8         | 2.2         | 2.2         | 2.1       | 2.3         | 2.2         | 2.2         |
| WWDB            | Philadelphia    | B         | 96.5       | 17.0    | 866        | a     | Beasley Bcst Group | 57         | 9705              | 65,000    | News/Talk   | 9,350                    | 0.70        | 4.7                | 4.1                               | 3.6         | 3.3         | 4.6         | 4.4       | 5.0         | 4.0         | 5.1         |
| WPST            | Trenton         | B         | 97.5       | 50.0    | 430        |       | Nassau Bcstg Ptrs  | 49         | 9508              |           | CHR         | n/a                      |             | 1.8                | 1.6                               | 1.8         | 1.4         | 1.3         | 1.4       | 1.5         | 1.3         | 1.3         |
| WUGL            | Philadelphia    | B         | 98.1       | 12.5    | 1001       | b     | Infinity Bcstg     | 44         | 9511              |           | g2          | 17,750                   | 1.14        | 5.5                | 4.2                               | 3.8         | 4.4         | 4.7         | 5.5       | 4.9         | 4.9         | 4.6         |
| WUSL            | Philadelphia    | B         | 98.9       | 27.0 cp | 669        | d     | AMFM Inc           | 61         | 9910 p            |           | g           | 12,600                   | 0.75        | 5.9                | 5.4                               | 5.0         | 4.6         | 5.0         | 5.3       | 4.7         | 5.1         | 4.3         |
| ● WJBR          | Wilmington      | B         | 99.5       | 50.0    | 499        |       | NextMedia Group    | 57         | 0002 p            | See (76)  | AC          | n/a                      |             | 0.7                | 0.6                               | 0.7         | 0.6         | 0.6         | 0.6       | 0.5         | 0.5         | 0.4         |
| ● WPLY          | Media           | B         | 100.3      | 35.0    | 600        | g     | Radio One Inc      | 82         | 0002              | 80,000    | Alternative | 9,000                    | 0.96        | 3.3                | 3.4                               | 3.5         | 3.1         | 2.5         | 2.1       | 2.3         | 2.3         | 2.2         |
| WBEB            | Philadelphia    | B         | 101.1      | 14.0    | 942        |       | WEAZ-FM Radio      | 63         |                   |           | Soft Rock   | 24,000                   | 1.14        | 7.4                | 6.8                               | 5.7         | 7.0         | 6.3         | 5.9       | 6.2         | 7.2         | 5.8         |
| WIOQ            | Philadelphia    | B         | 102.1      | 27.0    | 669        | d     | AMFM Inc           | 41         | 9910 p            |           | g           | 13,600                   | 0.96        | 5.0                | 5.2                               | 4.2         | 4.6         | 3.7         | 4.1       | 4.0         | 3.9         | 3.7         |
| WMGK            | Philadelphia    | B         | 102.9      | 8.9     | 1148       | c     | Greater Media      | 42         |                   |           | Clsc Hits   | 17,000                   | 1.39        | 4.3                | 3.5                               | 3.5         | 3.8         | 3.2         | 3.9       | 4.1         | 4.1         | 3.9         |
| WPHI            | Jenkintown      | A         | 103.9      | 0.3     | 1001       | g     | Radio One Inc      | 60         | 9705              | 20,000    | Urban       | 6,300                    | 0.62        | 3.6                | 2.6                               | 2.6         | 3.0         | 3.0         | 3.3       | 3.1         | 3.4         | 3.5         |
| ● WLCE          | Philadelphia    | B         | 104.5      | 16.0    | 873        | d     | AMFM Inc           | 65         | 9910 p            |           | g           | 12,200                   | 1.26        | 3.4                | 2.8                               | 2.5         | 2.7         | 3.1         | 3.1       | 3.1         | 3.3         | 3.2         |
| WEMG            | Egg Harbor City | B1        | 104.9      | 10.0    | 509        |       | Mega Comm Inc      | 71         | 9905              | 15,500    | Spanish     | 2,500                    |             | 0.3                | 0.5                               | 0.4         | 0.0         | 0.3         | 0.4       | 0.3         | 0.7         | 0.7         |
| WDAS            | Philadelphia    | B         | 105.3      | 16.5    | 873        | d     | AMFM Inc           | 59         | 9910 p            |           | g           | 22,500                   | 1.17        | 6.8                | 5.4                               | 5.5         | 5.5         | 5.8         | 5.9       | 5.8         | 6.2         | 6.4         |
| WJJZ            | Philadelphia    | B         | 106.1      | 22.5    | 742        | d     | AMFM Inc           | 59         | 9910 p            |           | g           | 15,400                   | 0.97        | 5.6                | 4.3                               | 4.4         | 5.4         | 4.9         | 4.2       | 4.1         | 4.5         | 5.1         |
| # FM Stations - |                 |           |            | 18      | # Combos - |       |                    |            | 14                | FM TOTALS |             |                          |             | 76.7               | 66.9                              | 63.4        | 64.5        | 63.5        | 65.6      | 65.6        | 66.0        | 65.1        |

● Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

**Metro Rank: 5**

Revenue Rank: 9

# Philadelphia Market Overview



**Metro Counties / Population (000)**

|                  |                |
|------------------|----------------|
| Bucks, PA        | 591.2          |
| Chester, PA      | 424.8          |
| Delaware, PA     | 542.1          |
| Montgomery, PA   | 719.6          |
| Philadelphia, PA | 1,429.1        |
| Burlington, NJ   | 414.3          |
| Camden, NJ       | 505.7          |
| Gloucester, NJ   | 249.4          |
| <b>Total</b>     | <b>4,876.2</b> |

**Market Radio Financials**

(all figures in 000's, except percentages and ratios)

|  |                  |              |              |                      |             |             |                  |
|--|------------------|--------------|--------------|----------------------|-------------|-------------|------------------|
| <b>ESTIMATED GROSS REVENUES</b><br>*** | <u>1993</u>      | <u>1994</u>  | <u>1995</u>  | <u>1996</u>          | <u>1997</u> | <u>1998</u> | <u>Δ 93 - 98</u> |
|  | \$155,000        | \$174,100    | \$195,000    | \$211,500            | \$223,400   | \$259,000   | 10.8%            |
|  | <u>Δ 98 - 99</u> | <u>1999</u>  | <u>2000</u>  | <u>2001</u>          | <u>2002</u> | <u>2003</u> | <u>Δ 99 - 03</u> |
|  | 14.7%            | \$297,200    | \$321,000    | \$343,500            | \$367,500   | \$393,300   | 7.2%             |
|  | <u>1993</u>      | <u>1998</u>  | <u>2003</u>  | <b>Est. Breakout</b> |             |             |                  |
| Revenue/Retail Sales                   | \$3.83/1,000     | \$5.18/1,000 | \$6.63/1,000 | Local                | 63%         |             |                  |
| Revenue/Capita                         | \$31.33          | \$53.12      | \$80.62      | National             | 37%         |             |                  |

**Demographic and Economic Overview**

(000's, except Retail Sales and EBI in 000,000's)

|                |             |             |                    |             |             |                    |
|----------------|-------------|-------------|--------------------|-------------|-------------|--------------------|
|                | <u>1993</u> | <u>1998</u> | <u>Growth Rate</u> | <u>1998</u> | <u>2003</u> | <u>Growth Rate</u> |
| MSA Population | 4,947.1     | 4,876.2     | -0.3%              | 4,876.2     | 4,878.6     | 0.0%               |
| Households     | 1,815.2     | 1,794.2     | -0.2%              | 1,794.2     | 1,815.8     | 0.2%               |
| Retail Sales   | 40,466.9    | 49,977.1    | 4.3%               | 49,977.1    | 59,311.4    | 3.5%               |
| EBI            | 93,252.8    | 99,779.8    | 1.4%               | 99,779.8    | 121,765.0   | 4.1%               |

**Demographic Breakdown**

|                    |              |                 |                  |                |                |                |                |                |
|--------------------|--------------|-----------------|------------------|----------------|----------------|----------------|----------------|----------------|
|                    | <u>Total</u> | <u>Under 12</u> | <u>12 - 17</u>   | <u>18 - 24</u> | <u>25 - 34</u> | <u>35 - 44</u> | <u>45 - 54</u> | <u>Over 55</u> |
| Men (000)          | 2,342.4      | 385.5           | 194.8            | 213.9          | 344.5          | 382.7          | 325.9          | 495.1          |
| Women (000)        | 2,533.8      | 369.0           | 186.4            | 212.2          | 345.8          | 403.0          | 352.6          | 664.7          |
| Total              | 4,876.2      | 754.5           | 381.2            | 426.2          | 690.2          | 785.8          | 678.5          | 1,159.9        |
| Percentage         | 100.0%       | 15.5%           | 7.8%             | 8.7%           | 14.2%          | 16.1%          | 13.9%          | 23.8%          |
| Per Capita         | \$ 20,463    |                 | Median Household | \$ 44,739      |                | Avg Household  | \$ 55,612      |                |
| Ethnic Population: | White 76.4%  |                 | Black 20.2%      |                | Asian 3.2%     |                | Hispanic 4.7%  |                |

**Market Summary**

|                   |                |                |                |                   |                |                |              |
|-------------------|----------------|----------------|----------------|-------------------|----------------|----------------|--------------|
| <b>FM Classes</b> | <u>Class A</u> | <u>Class B</u> | <u>Class C</u> | <u>Viable FMs</u> | <u>All FMs</u> | <u>All AMs</u> | <u>Total</u> |
| # Stations        | 1              | 17             |                | 15                | 18             | 23             | 41           |
| Tot 12+           | 2.6            | 64.3           |                | 64.2              | 66.9           | 18.5           | 85.4         |
| Avg 12+           | 2.6            | 3.8            |                | 4.3               | 3.7            | 0.8            | 2.1          |
| Tot LCS           | 3.0            | 75.3           |                | 75.2              | 78.3           | 21.7           | 100.0        |
| Avg LCS           | 3.0            | 4.4            |                | 5.0               | 4.4            | 0.9            | 2.4          |



# Competitive Overview

Some stations also rated in Wilmington, DE and Trenton, NJ.

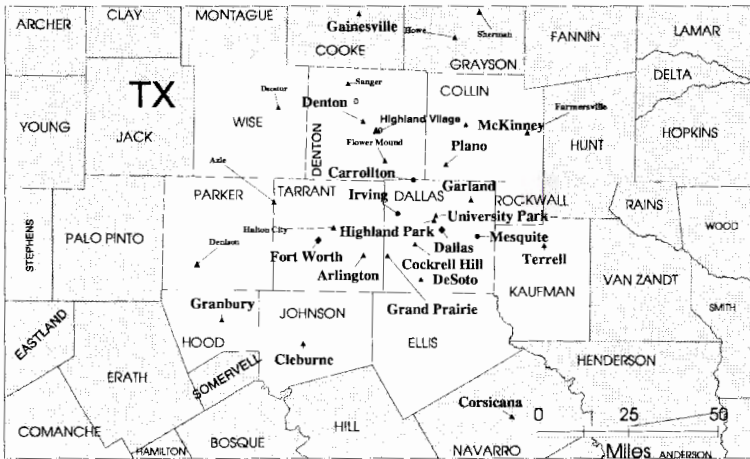
## AM Stations

| Calls                       | City of License | FCC Class | Freq | Day Power (kW) | Night Power (kW) | C             | Owner              | Year Std | Date Acq'd | Sales Price (000) | L M A | Format                       | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |             |             |           |             |             |             |      |
|-----------------------------|-----------------|-----------|------|----------------|------------------|---------------|--------------------|----------|------------|-------------------|-------|------------------------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|------|
|                             |                 |           |      |                |                  |               |                    |          |            |                   |       |                              |                          |             |                    | Fall 1999                         | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |      |
| WFIL                        | Philadelphia    | B         | 560  | 5.0            | 5.00             | e             | Salem Comm Corp    | 22       | 9310       | 4,000             |       | Chrst/Talk                   |                          |             | 0.4                | 0.0                               | 0.4         | 0.5         | 0.3         | 0.0       | 0.4         | 0.0         | 0.0         |      |
| WIP                         | Philadelphia    | B         | 610  | 5.0            | 5.00             | b             | Infinity Bcstg     | 22       | 9612       |                   | g3    | Sprts/Talk                   | 18,000                   | 1.76        | 3.6                | 2.8                               | 2.5         | 3.0         | 3.5         | 2.9       | 2.7         | 2.6         | 3.4         |      |
| WWJZ                        | Mount Holly     | B         | 640  | 50.0           | 0.95             |               | ABC Radio Inc      | 93       | 9908 p     | 14,000            |       | Children                     | 800                      |             | 0.5                | 0.0                               | 0.4         | 0.6         | 0.4         | 0.4       | 0.7         | 0.3         | 0.3         |      |
| ● WPHE                      | Phoenixville    | B         | 690  | 1.0            | 0.00             |               | Salvation Bcstg Co | 78       |            |                   |       | Spanish                      |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |
| WVCH                        | Chester         | B         | 740  | 1.0            | 0.01             |               | WVCH Comm Inc      | 48       |            |                   |       | Religion                     |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |
| WTMR                        | Camden          | B         | 800  | 5.0            | 0.50             | a             | Beasley Bcst Group | 48       | 9810       | 8,000             |       | Christian                    | 1,200                    |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |
| ● WTEL                      | Philadelphia    | B         | 860  | 10.0           | 0.00             | a             | Beasley Bcst Group | 25       | 8608       | 2,400             |       | Talk                         | 700                      |             | 0.7                | 0.0                               | 0.7         | 0.4         | 0.6         | 0.6       | 0.0         | 0.0         | 0.0         |      |
| ● WEMG                      | Philadelphia    | B         | 900  | 1.0            | 0.04             | f             | Mega Comm Inc      | 58       | 9812       |                   | g     | Spanish                      | 3,100                    |             | 0.5                | 0.4                               | 0.3         | 0.5         | 0.3         | 0.5       | 0.5         | 0.6         | 0.5         |      |
| WPEN                        | Philadelphia    | B         | 950  | 5.0            | 5.00             | c             | Greater Media      | 29       | 7501       |                   |       | Big Band                     | 4,300                    | 0.32        | 4.7                | 4.6                               | 4.1         | 4.0         | 3.6         | 4.0       | 3.3         | 4.1         | 3.8         |      |
| WZZD                        | Philadelphia    | B         | 990  | 50.0           | 10.00            | e             | Salem Comm Corp    | 24       | 9406       |                   | g     | ChrsContemp                  |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |
| ● KYW                       | Philadelphia    | A         | 1060 | 50.0           | 50.00            | b             | Infinity Bcstg     | 21       |            |                   |       | News                         | 38,000                   | 1.67        | 8.0                | 6.3                               | 6.8         | 5.9         | 7.8         | 6.4       | 6.4         | 7.2         | 7.4         |      |
| WNAP                        | Norristown      | B         | 1110 | 4.8            | 0.00             |               | GHB Bcstg          | 46       |            |                   |       | Gospel                       | 400                      |             | 0.3                | 0.6                               | 0.3         | 0.3         | 0.4         | 0.0       | 0.6         | 0.0         | 0.0         |      |
| WPHT                        | Philadelphia    | A         | 1210 | 50.0           | 50.00            | b             | Infinity Bcstg     | 22       | 9511       |                   | g2    | Talk                         | 2,400                    | 0.56        | 1.5                | 0.8                               | 1.7         | 1.1         | 1.1         | 1.0       | 1.3         | 1.2         | 1.1         |      |
| WSSJ                        | Camden          | B         | 1310 | 1.0            | 0.25             | f             | Mega Comm Inc      | 25       | 9812       | 2,000             |       | Span/Oldes                   | 1,000                    |             | 0.4                | 0.5                               | 0.5         | 0.4         | 0.4         | 0.0       | 0.0         | 0.0         | 0.0         |      |
| ● WHAT                      | Philadelphia    | C         | 1340 | 1.0            | 1.00             |               | Inner City Bcstg   | 25       | 9907 p     | 1,500             |       | Talk                         | 1,900                    | 0.52        | 1.3                | 1.3                               | 1.0         | 1.0         | 1.6         | 0.8       | 1.2         | 1.1         | 1.1         |      |
| WNJC                        | Washington      | B         | 1360 | 1.0            | 1.00             |               | Forsythe Bcstg Co  | 46       | 9502       | 161               |       | Variety                      |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |
| ● WPAZ                      | Pottstown       | B         | 1370 | 1.0            | 0.00             |               | Great Scott Bcstg  | 51       |            |                   |       | Nws/Tik/AC                   |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |
| WCOJ                        | Coatesville     | B         | 1420 | 5.0            | 5.00             |               | WCOJ Radio Co      | 49       | 9801       | 750               |       | Nws/Tik/Old                  | 1,200                    |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |
| WNPV                        | Lansdale        | B         | 1440 | 2.5            | 0.50             |               | WNPV Inc           | 60       |            |                   |       | News/Info                    | 600                      |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |
| WIFI                        | Florence        | B         | 1460 | 5.0            | 0.50             |               | Real Life Bcstg    | 85       |            |                   |       | Christian                    |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |
| WDAS                        | Philadelphia    | B         | 1480 | 5.0            | 1.00             | d             | AMFM Inc           | 23       | 9910 p     |                   | g     | Gospel                       | 2,288                    | 0.54        | 1.5                | 1.2                               | 1.4         | 1.3         | 1.1         | 1.2       | 1.0         | 1.2         | 1.3         |      |
| WBCB                        | Levittown       | C         | 1490 | 1.0            | 1.00             |               | Progressive Bcstg  | 57       | 9211       | 550               |       | Variety                      |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |
| WNWR                        | Philadelphia    | B         | 1540 | 50.0           | 0.50             |               | New World Radio    | 47       | 9711       | 1,400             |       | Ethnic                       |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |
| # AM Stations -             |                 |           |      |                | 23               | # Combos -    |                    |          |            |                   | 11    | AM TOTALS                    |                          |             |                    | 23.4                              | 18.5        | 20.1        | 19.0        | 21.1      | 17.8        | 18.1        | 18.3        | 18.9 |
| AM & FM Stations Profiled - |                 |           |      |                | 41               | # Duopolies - |                    |          |            |                   | 11    | Total Local Commercial Share |                          |             |                    |                                   | 85.4        | 83.5        | 83.5        | 84.6      | 83.4        | 83.7        | 84.3        | 84.0 |

● Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

**Metro Rank: 6**  
Revenue Rank: 5

# Dallas - Ft. Worth Market Overview



**Metro Counties / Population (000)**

|              |                |
|--------------|----------------|
| Collin, TX   | 436.6          |
| Dallas, TX   | 2,066.0        |
| Denton, TX   | 396.7          |
| Ellis, TX    | 104.5          |
| Hood, TX     | 35.4           |
| Johnson, TX  | 117.3          |
| Kaufman, TX  | 65.1           |
| Parker, TX   | 79.2           |
| Rockwall, TX | 39.5           |
| Tarrant, TX  | 1,369.9        |
| Wise, TX     | 43.2           |
| <b>Total</b> | <b>4,753.4</b> |

**Market Radio Financials**  
(all figures in 000's, except percentages and ratios)

|  |                  |              |              |                      |             |             |                  |
|--|------------------|--------------|--------------|----------------------|-------------|-------------|------------------|
| <b>ESTIMATED GROSS REVENUES</b><br>★★★ | <u>1993</u>      | <u>1994</u>  | <u>1995</u>  | <u>1996</u>          | <u>1997</u> | <u>1998</u> | <u>Δ 93 - 98</u> |
|  | \$168,000        | \$187,000    | \$203,900    | \$221,800            | \$251,800   | \$287,200   | 11.3%            |
|  | <u>Δ 98 - 99</u> | <u>1999</u>  | <u>2000</u>  | <u>2001</u>          | <u>2002</u> | <u>2003</u> | <u>Δ 99 - 03</u> |
|  | 15.6%            | \$332,000    | \$381,800    | \$416,200            | \$461,900   | \$498,900   | 10.7%            |
| Revenue/Retail Sales                   | <u>1993</u>      | <u>1998</u>  | <u>2003</u>  | <b>Est. Breakout</b> |             |             |                  |
| Revenue/Capita                         | \$4.07/1,000     | \$5.62/1,000 | \$7.32/1,000 | Local                | 79%         |             |                  |
|  | \$38.96          | \$60.42      | \$94.16      | National             | 21%         |             |                  |

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

|                |             |             |                    |             |             |                    |
|----------------|-------------|-------------|--------------------|-------------|-------------|--------------------|
|                | <u>1993</u> | <u>1998</u> | <u>Growth Rate</u> | <u>1998</u> | <u>2003</u> | <u>Growth Rate</u> |
| MSA Population | 4,311.8     | 4,753.4     | 2.0%               | 4,753.4     | 5,298.7     | 2.2%               |
| Households     | 1,604.5     | 1,775.4     | 2.0%               | 1,775.4     | 2,000.4     | 2.4%               |
| Retail Sales   | 41,305.5    | 51,110.2    | 4.4%               | 51,110.2    | 68,111.2    | 5.9%               |
| EBI            | 80,255.3    | 95,690.1    | 3.6%               | 95,690.1    | 132,259.0   | 6.7%               |

**Demographic Breakdown**

|                    |              |                  |                |                |                |                |                |                |
|--------------------|--------------|------------------|----------------|----------------|----------------|----------------|----------------|----------------|
|                    | <u>Total</u> | <u>Under 12</u>  | <u>12 - 17</u> | <u>18 - 24</u> | <u>25 - 34</u> | <u>35 - 44</u> | <u>45 - 54</u> | <u>Over 55</u> |
| Men (000)          | 2,354.8      | 433.8            | 204.3          | 217.4          | 419.1          | 416.2          | 330.4          | 333.5          |
| Women (000)        | 2,398.6      | 414.6            | 196.2          | 214.2          | 396.2          | 418.6          | 331.2          | 427.6          |
| Total              | 4,753.4      | 848.5            | 400.6          | 431.5          | 815.3          | 834.9          | 661.6          | 761.0          |
| Percentage         | 100.0%       | 17.8%            | 8.4%           | 9.1%           | 17.2%          | 17.6%          | 13.9%          | 16.0%          |
| Per Capita         | \$ 20,131    | Median Household |                | \$ 42,302      | Avg Household  |                | \$ 53,898      |                |
| Ethnic Population: | White 81.4%  | Black 14.2%      | Asian 3.8%     | Hispanic 16.4% |                |                |                |                |

**Market Summary**

|                   |                |                |                |                   |                |                |              |
|-------------------|----------------|----------------|----------------|-------------------|----------------|----------------|--------------|
| <b>FM Classes</b> | <b>Class A</b> | <b>Class B</b> | <b>Class C</b> | <b>Viable FMs</b> | <b>All FMs</b> | <b>All AMs</b> | <b>Total</b> |
| # Stations        | 3              |                | 29             | 20                | 32             | 25             | 57           |
| Tot 12+           | 0.6            |                | 69.6           | 66.9              | 70.2           | 19.4           | 89.6         |
| Avg 12+           | 0.2            |                | 2.4            | 3.3               | 2.2            | 0.8            | 1.6          |
| Tot LCS           | 0.7            |                | 77.7           | 74.7              | 78.3           | 21.7           | 100.0        |
| Avg LCS           | 0.2            |                | 2.7            | 3.7               | 2.4            | 0.9            | 1.8          |

# Competitive Overview

Some stations also rated in Waco.

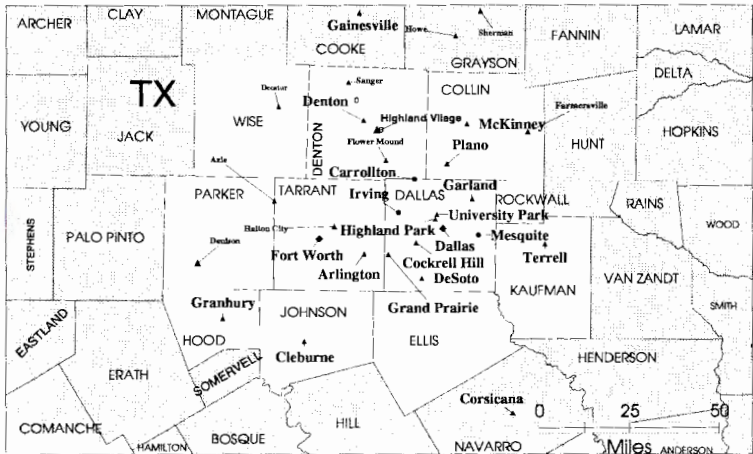
**FM Stations**

| Calls           | City of License  | FCC Class | Power (kW) | HAAT  | C          | Owner | Year Std            | Date Acq'd          | Sales Price (000) | L M A     | Format      | 1999 Est Revenue (000)†/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |      |          |            |      |             |             |             |           |             |
|-----------------|------------------|-----------|------------|-------|------------|-------|---------------------|---------------------|-------------------|-----------|-------------|--------------------------|-------------|--------------------|-----------------------------------|------|----------|------------|------|-------------|-------------|-------------|-----------|-------------|
|                 |                  |           |            |       |            |       |                     |                     |                   |           |             |                          |             |                    | Freq                              | HAAT | Year Std | Date Acq'd | 1999 | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 |
| ● KXEZ          | Farmersville     | A         | 92.1       | 2.7   | 492        | j     | Metro Bcstrs-TX Inc | 98                  |                   |           | Adlt Stndrd |                          |             |                    | 0.0                               | 0.0  | 0.0      | 0.0        | 0.0  | 0.0         | 0.0         | 0.0         | 0.0       |             |
| KZPS            | Dallas           | C         | 92.5       | 96.0  | 1591       | h     | AMFM Inc            | 48                  | 9910              | p         | g           | Clsc Rock                | 16,500      | 1.21               | 4.3                               | 3.9  | 3.7      | 4.0        | 4.1  | 3.8         | 4.0         | 3.3         | 3.4       |             |
| ● KKMR          | Haltom City      | C2        | 93.3       | 50.0  | 436        | f     | Susquehanna         | 96                  |                   |           | Alternative | 4,500                    | 0.84        | 1.7                | 1.7                               | 1.5  | 1.8      | 1.7        | 1.3  | 2.0         | 1.9         | 1.5         |           |             |
| ● KLNO          | Fort Worth       | C         | 94.1       | 98.0  | cp         | 1591  | c                   | Hispanic Bcstg      | 64                | 9909      | 65,000      | Mexican                  |             |                    | 0.0                               | 0.0  | 0.0      | 0.0        | 0.0  | 0.0         | 0.0         | 0.0         |           |             |
| ● KDGE          | Gainesville      | C         | 94.5       | 100.0 | cp         | 1906  | h                   | Salem Comm Corp     | 58                | 0003      | p           | g4                       | Alternative | 8,200              | 0.84                              | 3.1  | 2.2      | 2.8        | 2.5  | 3.1         | 2.7         | 2.3         | 2.5       | 2.4         |
| KWRD            | Arlington        | C         | 94.9       | 98.0  |            | 1509  |                     | Salem Comm Corp     | 49                | 9612      | sw          | Chrst/Talk               |             |                    | 0.6                               | 0.5  | 0.4      | 0.5        | 0.5  | 0.7         | 0.6         | 0.6         | 0.5       |             |
| ● KHYI          | Howe             | C2        | 95.3       | 10.5  |            | 512   | j                   | Metro Bcstrs-TX Inc | 49                |           |             | Country                  |             |                    | 0.1                               | 0.0  | 0.4      | 0.0        | 0.0  | 0.0         | 0.5         | 0.0         | 0.0       |             |
| ● KSCS          | Ft. Worth        | C         | 96.3       | 99.0  |            | 1611  | b                   | ABC Radio Inc       | 49                | 9602      | g3          | 2 Country                | 21,000      | 1.23               | 5.4                               | 3.9  | 4.7      | 5.0        | 5.0  | 5.0         | 5.1         | 4.6         | 6.1       |             |
| KMEO            | Flower Mound     | C         | 96.7       | 92.0  | cp         | 2034  | b                   | ABC Radio Inc       | 69                | 9811      | 23,000      | Oldies                   | 2,000       | 0.42               | 1.5                               | 2.2  | 2.2      | 2.5        | 0.9  | 0.0         | 0.0         | 0.0         | 0.0       |             |
| ● KEGL          | Ft. Worth        | C         | 97.1       | 100.0 | cp         | 1667  | g                   | Clear Channel       | 59                | 9905      | g4          | Rock                     | 13,000      | 0.82               | 5.0                               | 5.4  | 4.9      | 4.7        | 4.4  | 4.3         | 4.1         | 4.4         | 3.3       |             |
| ● KBFB          | Dallas           | C         | 97.9       | 100.0 |            | 1611  | h                   | Radio One Inc       | 61                | 0003      | p           | g4                       | Soft Rock   | 4,800              | 0.72                              | 2.1  | 1.5      | 2.1        | 1.8  | 1.6         | 2.0         | 2.4         | 2.8       | 2.5         |
| KLUV            | Dallas           | C         | 98.7       | 100.0 | cp         | 1663  | d                   | Infinity Bcstg      | 61                | 9906      | g2          | Oldies                   | 17,000      | 1.45               | 3.7                               | 3.3  | 3.5      | 3.6        | 3.1  | 3.4         | 3.6         | 3.6         | 3.8       |             |
| KHCK            | Denton           | C         | 99.1       | 100.0 | cp         | 1726  | c                   | Hispanic Bcstg      | 88                | 9505      | g           | Tejano                   | 3,000       | 0.63               | 1.5                               | 1.2  | 1.2      | 1.5        | 1.5  | 1.1         | 1.1         | 1.1         | 1.3       |             |
| ● KPLX          | Ft. Worth        | C         | 99.5       | 100.0 |            | 1677  | f                   | Susquehanna         | 62                | 9701      |             | Country                  | 13,500      | 1.02               | 4.2                               | 4.8  | 4.0      | 3.3        | 3.7  | 4.2         | 3.3         | 3.1         | 2.7       |             |
| KRBV            | Dallas           | C         | 100.3      | 100.0 |            | 1440  | d                   | Infinity Bcstg      | 65                | 9612      | g2          | Top 40                   | 6,100       | 0.77               | 2.5                               | 2.4  | 2.5      | 2.3        | 2.0  | 2.4         | 2.5         | 2.8         | 2.8       |             |
| ● KLTY          | Highland Village | C         | 100.7      | 100.0 |            | 1841  |                     | Sunburst Media LP   | 88                | 9903      | 4,274       | c1                       | ChrsContemp | 10,200             | 0.83                              | 3.9  | 3.0      | 3.6        | 3.5  | 3.8         | 3.1         | 3.2         | 2.8       | 3.4         |
| WRR             | Dallas           | C         | 101.1      | 98.0  |            | 1509  |                     | City of Dallas      | 48                |           |             | Classical                | 4,200       | 0.47               | 2.8                               | 2.4  | 2.5      | 2.5        | 2.5  | 2.8         | 2.1         | 2.4         | 2.6       |             |
| KZMP            | Azle             | C         | 101.7      | 92.0  | cp         | 2034  | e                   | Z-Spanish Media     | 67                | 9905      |             | Mexican                  | 2,400       | 0.2                | 0.6                               | 0.8  | 0.0      | 0.0        | 0.0  | 0.0         | 0.0         | 0.0         | 0.0       |             |
| KTXQ            | Ft. Worth        | C         | 102.1      | 100.0 |            | 1447  | h                   | AMFM Inc            | 62                | 9910      | p           | g                        | R&B Oldies  | 8,400              | 0.68                              | 3.9  | 2.9      | 3.3        | 4.0  | 3.3         | 3.6         | 2.1         | 2.4       | 2.7         |
| ● KDMX          | Dallas           | C         | 102.9      | 99.0  |            | 1348  | g                   | Clear Channel       | 65                | 9905      | g4          | AC                       | 17,000      | 1.31               | 4.1                               | 3.2  | 3.6      | 3.5        | 3.7  | 4.2         | 3.8         | 5.0         | 3.8       |             |
| KVIL            | Highland         | C         | 103.7      | 100.0 | cp         | 1663  | d                   | Infinity Bcstg      | 61                | 9612      | g2          | Lite Rock                | 36,000      | 2.27               | 5.0                               | 4.3  | 4.3      | 4.4        | 4.8  | 4.6         | 5.2         | 5.3         | 4.9       |             |
| ● KMRR          | Sanger           | C3        | 104.1      | 11.0  |            | 492   | f                   | Susquehanna         | 89                | 9806      | g           | Progressive              |             |                    | 0.1                               | 0.0  | 0.0      | 0.0        | 0.0  | 0.0         | 0.0         | 0.0         | 0.0       |             |
| KKDA            | Dallas           | C         | 104.5      | 100.0 |            | 1591  | a                   | Service Bcstg Corp  | 47                |           |             | Urban                    | 18,100      | 0.74               | 7.7                               | 6.1  | 7.2      | 7.6        | 6.8  | 6.4         | 7.0         | 7.1         | 7.0       |             |
| ● KTCY          | Pilot Point      | C1        | 104.9      | 16.0  | cp         | 1755  | i                   | Rodriguez Comm      | 83                | 9906      | p           | c4                       | Mexican     |                    |                                   | 0.0  | 0.0      | 0.0        | 0.0  | 0.0         | 0.0         | 0.0         | 0.0       |             |
| KYNG            | Dallas           | C         | 105.3      | 100.0 |            | 1529  | d                   | Infinity Bcstg      | 68                | 9612      | g2          | Country                  | 8,900       | 1.04               | 2.7                               | 2.5  | 2.5      | 2.3        | 2.6  | 2.3         | 3.1         | 3.2         | 3.5       |             |
| ● KRNB          | Decatur          | C         | 105.7      | 94.0  |            | 1890  | a                   | Service Bcstg Corp  | 68                | 9503      | 1,500       | Rhythm/Blue              | 1,900       | 0.9                | 0.9                               | 1.5  | 0.7      | 1.1        | 0.7  | 0.7         | 1.0         | 1.0         | 1.4       |             |
| KHKS            | Denton           | C         | 106.1      | 100.0 |            | 1585  | h                   | AMFM Inc            | 47                | 9910      | p           | g                        | CHR         | 24,000             | 1.01                              | 7.5  | 7.1      | 7.0        | 6.6  | 6.3         | 7.3         | 7.7         | 8.0       | 7.1         |
| KDXT            | Granbury         | C         | 106.7      | 100.0 | cp         | 1339  | c                   | Hispanic Bcstg      | 90                | 9503      | 1,450       | Mexican                  |             |                    | 0.0                               | 0.0  | 0.0      | 0.0        | 0.0  | 0.0         | 0.0         | 0.0         | 0.0       |             |
| KRVA            | McKinney         | A         | 106.9      | 3.9   |            | 400   | e                   | Z-Spanish Media     | 69                | 9806      | st          | 1 Ranchera               | 1,200       |                    | 0.3                               | 0.3  | 0.2      | 0.3        | 0.3  | 0.2         | 0.5         | 0.1         | 0.2       |             |
| KRVF            | Terrell          | A         | 107.1      | 3.3   |            | 440   | e                   | Z-Spanish Media     | 79                | 9807      | st          | 1 Ranchera               |             |                    | 0.5                               | 0.3  | 0.3      | 0.3        | 0.5  | 0.6         | 0.4         | 0.6         | 0.4       |             |
| KOAI            | Ft. Worth        | C1        | 107.5      | 28.0  |            | 1591  | d                   | Infinity Bcstg      | 65                | 9612      | g2          | Smooth Jazz              | 8,000       | 0.72               | 3.5                               | 2.9  | 3.4      | 2.9        | 3.1  | 3.2         | 3.4         | 3.2         | 3.3       |             |
| KDXX            | Corsicana        | C1        | 107.9      | 100.0 |            | 843   | c                   | Hispanic Bcstg      | 93                | 9503      |             | Mexcn/Span               | 1,000       |                    | 0.5                               | 0.0  | 0.4      | 0.3        | 0.5  | 0.5         | 0.5         | 0.4         | 0.3       |             |
| # FM Stations - |                  |           |            | 32    | # Combos - |       |                     |                     | 29                | FM TOTALS |             |                          |             | 79.2               | 70.2                              | 73.7 | 72.8     | 70.5       | 70.4 | 71.5        | 72.2        | 70.9        |           |             |

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**Metro Rank: 6**  
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| <b>Total</b> | <b>4,753.4</b> |

### Market Radio Financials (all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>★★★ | 1993  | 1994      | 1995      | 1996      | 1997      | 1998      | Δ 93 - 98 |
|---------------------------------|-------|-----------|-----------|-----------|-----------|-----------|-----------|
|                                 |       | \$168,000 | \$187,000 | \$203,900 | \$221,800 | \$251,800 | \$287,200 |
| Δ 98 - 99                       | 1999  | 2000      | 2001      | 2002      | 2003      | Δ 99 - 03 |           |
|                                 | 15.6% | \$332,000 | \$381,800 | \$416,200 | \$461,900 | \$498,900 | 10.7%     |

|                      | 1993         | 1998         | 2003         | Est. Breakout |
|----------------------|--------------|--------------|--------------|---------------|
| Revenue/Retail Sales | \$4.07/1,000 | \$5.62/1,000 | \$7.32/1,000 | Local 79%     |
| Revenue/Capita       | \$38.96      | \$60.42      | \$94.16      | National 21%  |

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

|                | 1993     | 1998     | Growth Rate | 1998     | 2003      | Growth Rate |
|----------------|----------|----------|-------------|----------|-----------|-------------|
| MSA Population | 4,311.8  | 4,753.4  | 2.0%        | 4,753.4  | 5,298.7   | 2.2%        |
| Households     | 1,604.5  | 1,775.4  | 2.0%        | 1,775.4  | 2,000.4   | 2.4%        |
| Retail Sales   | 41,305.5 | 51,110.2 | 4.4%        | 51,110.2 | 68,111.2  | 5.9%        |
| EBI            | 80,255.3 | 95,690.1 | 3.6%        | 95,690.1 | 132,259.0 | 6.7%        |

### Demographic Breakdown

|             | Total   | Under 12 | 12 - 17 | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 54 | Over 55 |
|-------------|---------|----------|---------|---------|---------|---------|---------|---------|
| Men (000)   | 2,354.8 | 433.8    | 204.3   | 217.4   | 419.1   | 416.2   | 330.4   | 333.5   |
| Women (000) | 2,398.6 | 414.6    | 196.2   | 214.2   | 396.2   | 418.6   | 331.2   | 427.6   |
| Total       | 4,753.4 | 848.5    | 400.6   | 431.5   | 815.3   | 834.9   | 661.6   | 761.0   |
| Percentage  | 100.0%  | 17.8%    | 8.4%    | 9.1%    | 17.2%   | 17.6%   | 13.9%   | 16.0%   |

|                    |             |                  |            |                |           |
|--------------------|-------------|------------------|------------|----------------|-----------|
| Per Capita         | \$ 20,131   | Median Household | \$ 42,302  | Avg Household  | \$ 53,898 |
| Ethnic Population: | White 81.4% | Black 14.2%      | Asian 3.8% | Hispanic 16.4% |           |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 3       |         | 29      | 20         | 32      | 25      | 57    |
| Tot 12+    | 0.6     |         | 69.6    | 66.9       | 70.2    | 19.4    | 89.6  |
| Avg 12+    | 0.2     |         | 2.4     | 3.3        | 2.2     | 0.8     | 1.6   |
| Tot LCS    | 0.7     |         | 77.7    | 74.7       | 78.3    | 21.7    | 100.0 |
| Avg LCS    | 0.2     |         | 2.7     | 3.7        | 2.4     | 0.9     | 1.8   |



# Competitive Overview

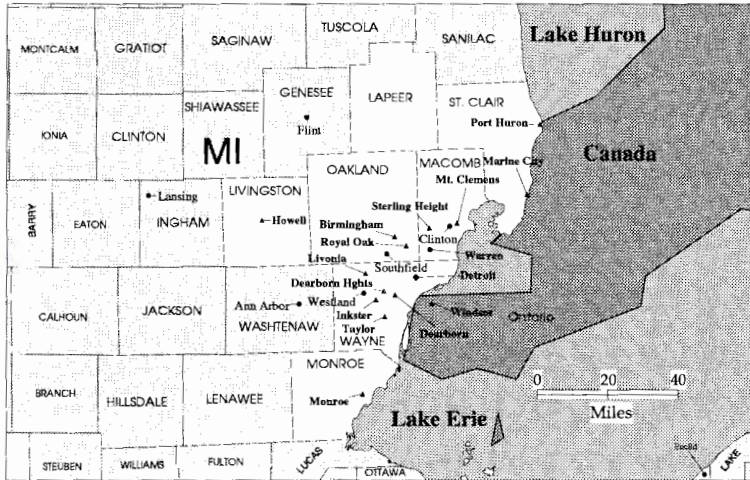
Some stations also rated in Waco.

| AM Stations                 |                 |                 |      |                |                  |               |                     |                    |            |                   |              | 1999 Est                     |                 | Avg '99     | ARB 12+ Metro Shares (see rights) |           |             |             |             |           |             |             |             |      |      |
|-----------------------------|-----------------|-----------------|------|----------------|------------------|---------------|---------------------|--------------------|------------|-------------------|--------------|------------------------------|-----------------|-------------|-----------------------------------|-----------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|------|------|
| Calls                       | City of License | FCC Class       | Freq | Day Power (kW) | Night Power (kW) | C             | Owner               | Year Std           | Date Acq'd | Sales Price (000) | L M A        | Format                       | Revenue (000)1/ | Power Ratio | Local Comm                        | Fall 1999 | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |      |      |
| ● KDFT                      | Ferris          | B               | 540  | 1.0            | 0.00             |               | Multicultural Bcstg | 88                 | 0003 p     |                   | g            | Ethnic                       |                 |             |                                   | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |      |
| ● KLIF                      | Dallas          | B               | 570  | 5.0            | 5.00             | f             | Susquehanna         | 22                 | 9702       | 4,200             |              | Talk                         | 7,700           | 1.62        | 1.5                               | 1.6       | 1.5         | 1.3         | 1.2         | 1.6       | 1.4         | 1.5         | 1.6         |      |      |
|                             | KMKI            | Plano           | B    | 620            | 5.0              | 4.50          | b                   | ABC Radio Inc      | 39         | 9812              | 12,000 e     | 2 Children                   | 200             |             |                                   | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.5         | 2.6         | 1.5         |      |      |
| ● KSKY                      | Balch Springs   | B               | 660  | 10.0           | 0.66             | h             | Salem Comm Corp     | 41                 | 0001 p     | 7,500 sw          |              | Religion                     |                 |             |                                   | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |      |
|                             | KKDA            | Grand Prairie   | B    | 730            | 0.5              | 0.50          | a                   | Service Bcstg Corp | 57         | 8212              |              | Urban                        | 1,100           |             | 0.9                               | 0.9       | 0.9         | 0.6         | 1.1         | 0.7       | 0.8         | 0.8         | 0.8         |      |      |
|                             | KAAM            | Garland         | B    | 770            | 10.0             | 1.00          |                     | Crawford Bcstg Co  | 90         |                   |              | AdStd/Nstlg                  |                 |             |                                   | 0.6       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |      |
|                             | WBAP            | Ft. Worth       | A    | 820            | 50.0             | 50.00         | b                   | ABC Radio Inc      | 22         | 9602              |              | g3 2 Nws/Tlk/Spt             | 23,000          | 1.32        | 5.5                               | 5.2       | 4.6         | 4.8         | 5.4         | 5.3       | 4.7         | 3.9         | 4.7         |      |      |
| ● KFJZ                      | Ft. Worth       | B               | 870  | 0.5            | 0.00             |               | Lujan, Christobal   | 47                 | 8804       | 1,300             |              | Varty/Span                   | 800             |             | 0.6                               | 0.7       | 0.8         | 0.4         | 0.6         | 0.5       | 0.5         | 0.4         | 0.4         |      |      |
|                             | KXEB            | Sherman         | B    | 910            | 1.0              | 1.00          | i                   | Rodriguez Comm     | 36         | 9906 p            |              | c4 Ethnc/Span                | 400             |             | 0.9                               | 0.0       | 0.6         | 0.8         | 0.7         | 1.0       | 0.5         | 0.0         | 0.0         |      |      |
| ● KKLf                      | Denison         | B               | 950  | 0.5            | 0.50             | f             | Susquehanna         | 48                 | 9806       |                   | g            | Talk                         |                 |             |                                   | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |      |
|                             | KHVN            | Ft. Worth       | B    | 970            | 1.0              | 0.27          | d                   | Infinity Bcstg     | 46         | 9612              |              | g2 Gospel                    | 1,600           | 0.42        | 1.2                               | 1.3       | 0.9         | 1.1         | 1.2         | 1.2       | 1.0         | 1.1         | 1.5         |      |      |
|                             | KGGR            | Dallas          | B    | 1040           | 1.0              | 0.00          | c                   | Mortenson Bcstg    | 47         | 9604              | 1,150        |                              | Gospel          |             | 0.3                               | 0.0       | 0.0         | 0.0         | 0.4         | 0.6       | 0.0         | 0.0         | 0.0         |      |      |
|                             | KRLD            | Dallas          | A    | 1080           | 50.0             | 50.00         | d                   | Infinity Bcstg     | 26         | 9612              |              | sw News/Talk                 | 23,000          | 1.86        | 3.9                               | 3.7       | 3.4         | 3.7         | 3.5         | 3.6       | 4.2         | 3.5         | 4.1         |      |      |
|                             | KCLE            | Cleburne        | B    | 1140           | 0.9 cp           | 0.74          |                     | Moss, Gary L.      | 47         | 9607              |              | nc Country                   |                 |             |                                   | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |      |
| ● KDMM                      | Highland Park   | B               | 1150 | 1.0            | 0.01             |               | Marcos Rodriguez    | 60                 | 9701       |                   | na Nostalgia | 200                          |                 |             |                                   | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |      |
|                             | KLUV            | Dallas          | B    | 1190           | 50.0             | 5.00          | d                   | Infinity Bcstg     | 47         | 9612              |              | sw Oldies                    | 800             |             | 0.6                               | 0.0       | 0.6         | 0.4         | 0.5         | 0.5       | 0.4         | 0.4         | 0.3         |      |      |
|                             | KESS            | Ft. Worth       | B    | 1270           | 5.0              | 5.00          | c                   | Hispanic Bcstg     | 22         | 9407              |              | Nws/Spt/Spn                  | 3,700           | 1.06        | 1.1                               | 0.8       | 0.6         | 0.9         | 1.2         | 1.3       | 1.4         | 1.3         | 1.3         |      |      |
| ● KTCK                      | Dallas          | B               | 1310 | 5.0            | 5.00             | f             | Susquehanna         | 20                 | 9609       | 14,000            |              | Sports                       | 15,000          | 1.69        | 2.8                               | 2.8       | 2.1         | 2.9         | 2.1         | 3.2       | 2.8         | 2.3         | 2.7         |      |      |
| ● KAHZ                      | Ft. Worth       | B               | 1360 | 5.0            | 1.00             |               | Radio Unica         | 47                 | 9901       |                   | g            | Nws/Tlk/Spn                  |                 |             | 0.1                               | 0.3       | 0.0         | 0.3         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |      |
| ● KTNO                      | Denton          | B               | 1440 | 5.0            | 0.50             | c             | Mortenson Bcstg     | 38                 | 9709       | 650               |              | Chrst/Span                   |                 |             |                                   | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |      |
|                             | KDXX            | Dallas          | B    | 1480           | 5.0              | 1.90          | c                   | Hispanic Bcstg     | 52         | 9411              | 1,500        |                              | Mexican         | 2,600       |                                   | 0.8       | 0.8         | 0.5         | 0.7         | 0.9       | 0.7         | 0.6         | 0.5         | 0.7  |      |
|                             | KZMP            | University Park | B    | 1540           | 32.0 cp          | 0.89          | e                   | Z-Spanish Media    | 45         | 9809              |              | g 1 Varty/Span               | 1,000           |             | 0.6                               | 0.5       | 0.5         | 0.4         | 0.6         | 0.6       | 0.7         | 0.7         | 0.7         |      |      |
| ● KPYK                      | Terrell         | B               | 1570 | 0.3            | 0.00             |               | Mohnkern            | 86                 | 9202       | 25 +              |              | Big Band                     |                 |             |                                   | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |      |
|                             | KRVA            | Cockrell Hill   | B    | 1600           | 5.0              | 0.93          | e                   | Z-Spanish Media    | 47         | 9806              |              | st 1 Mexican                 |                 |             |                                   | 0.2       | 0.0         | 0.0         | 0.0         | 0.0       | 0.4         | 0.6         | 0.3         |      |      |
| ● KTBK                      | Sherman         |                 | 1700 | 10.0 cp        | 0.70             | f             | Susquehanna         | 99                 |            |                   |              | Sports                       |                 |             |                                   | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |      |
| # AM Stations -             |                 |                 |      |                | 25               | # Combos -    |                     |                    |            |                   | 18           | AM TOTALS                    |                 |             |                                   |           | 20.8        | 19.4        | 17.0        | 18.3      | 19.4        | 20.8        | 19.9        | 19.6 | 20.6 |
| AM & FM Stations Profiled - |                 |                 |      |                | 57               | # Duopolies - |                     |                    |            |                   | 21           | Total Local Commercial Share |                 |             |                                   |           |             | 89.6        | 90.7        | 91.1      | 89.9        | 91.2        | 91.4        | 91.8 | 91.5 |

● Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

**Metro Rank: 7**  
Revenue Rank: 12

# Detroit Market Overview



### Metro Counties / Population (000)

|                |                |
|----------------|----------------|
| Lapeer, MI     | 88.8           |
| Livingston, MI | 148.4          |
| Macomb, MI     | 790.6          |
| Monroe, MI     | 144.2          |
| Oakland, MI    | 1,181.0        |
| St. Clair, MI  | 161.0          |
| Wayne, MI      | 2,114.7        |
| <b>Total</b>   | <b>4,628.7</b> |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

|  |                  |             |             |             |             |             |                  |
|--|------------------|-------------|-------------|-------------|-------------|-------------|------------------|
| <b>ESTIMATED GROSS REVENUES</b><br>★★★ | <b>1993</b>      | <b>1994</b> | <b>1995</b> | <b>1996</b> | <b>1997</b> | <b>1998</b> | <b>Δ 93 - 98</b> |
|  | \$150,800        | \$165,200   | \$178,700   | \$192,200   | \$213,500   | \$218,300   | 7.7%             |
|  | <b>Δ 98 - 99</b> | <b>1999</b> | <b>2000</b> | <b>2001</b> | <b>2002</b> | <b>2003</b> | <b>Δ 99 - 03</b> |
|  | 11.9%            | \$244,200   | \$268,600   | \$287,400   | \$310,400   | \$335,200   | 8.2%             |

|                      |              |              |              |                      |
|----------------------|--------------|--------------|--------------|----------------------|
|                      | <b>1993</b>  | <b>1998</b>  | <b>2003</b>  | <b>Est. Breakout</b> |
| Revenue/Retail Sales | \$3.96/1,000 | \$4.57/1,000 | \$5.92/1,000 | Local 75%            |
| Revenue/Capita       | \$33.97      | \$47.16      | \$72.05      | National 25%         |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                |             |             |                    |             |             |                    |
|----------------|-------------|-------------|--------------------|-------------|-------------|--------------------|
|                | <b>1993</b> | <b>1998</b> | <b>Growth Rate</b> | <b>1998</b> | <b>2003</b> | <b>Growth Rate</b> |
| MSA Population | 4,439.8     | 4,628.7     | 0.8%               | 4,628.7     | 4,652.6     | 0.1%               |
| Households     | 1,644.3     | 1,733.6     | 1.1%               | 1,733.6     | 1,771.1     | 0.4%               |
| Retail Sales   | 38,100.4    | 47,792.9    | 4.6%               | 47,792.9    | 56,617.5    | 3.4%               |
| EBI            | 76,824.0    | 83,467.5    | 1.7%               | 83,467.5    | 98,355.6    | 3.3%               |

### Demographic Breakdown

|                    |              |                 |                  |                |                |                |                |                |
|--------------------|--------------|-----------------|------------------|----------------|----------------|----------------|----------------|----------------|
|                    | <b>Total</b> | <b>Under 12</b> | <b>12 - 17</b>   | <b>18 - 24</b> | <b>25 - 34</b> | <b>35 - 44</b> | <b>45 - 54</b> | <b>Over 55</b> |
| Men (000)          | 2,238.7      | 380.8           | 202.7            | 195.9          | 322.9          | 375.7          | 321.8          | 438.8          |
| Women (000)        | 2,390.1      | 364.8           | 194.8            | 198.3          | 329.9          | 394.9          | 337.9          | 569.5          |
| Total              | 4,628.7      | 745.6           | 397.5            | 394.3          | 652.8          | 770.6          | 659.7          | 1,008.3        |
| Percentage         | 100.0%       | 16.1%           | 8.6%             | 8.5%           | 14.1%          | 16.6%          | 14.3%          | 21.8%          |
| Per Capita         | \$ 18,033    |                 | Median Household | \$ 39,967      |                | Avg Household  | \$ 48,147      |                |
| Ethnic Population: | White 75.9%  |                 | Black 21.7%      |                | Asian 1.9%     |                | Hispanic 2.4%  |                |

### Market Summary

|                   |                |                |                |                   |                |                |              |
|-------------------|----------------|----------------|----------------|-------------------|----------------|----------------|--------------|
| <b>FM Classes</b> | <b>Class A</b> | <b>Class B</b> | <b>Class C</b> | <b>Viable FMs</b> | <b>All FMs</b> | <b>All AMs</b> | <b>Total</b> |
| # Stations        | 3              | 18             | 2              | 18                | 23             | 17             | 40           |
| Tot 12+           | 0.5            | 61.4           | 3.3            | 62.6              | 65.2           | 21.8           | 87.0         |
| Avg 12+           | 0.2            | 3.4            | 1.7            | 3.5               | 2.8            | 1.3            | 2.2          |
| Tot LCS           | 0.6            | 70.6           | 3.8            | 72.0              | 74.9           | 25.1           | 100.0        |
| Avg LCS           | 0.2            | 3.9            | 1.9            | 4.0               | 3.3            | 1.5            | 2.5          |

# Competitive Overview

Some stations also rated in Ann Arbor.

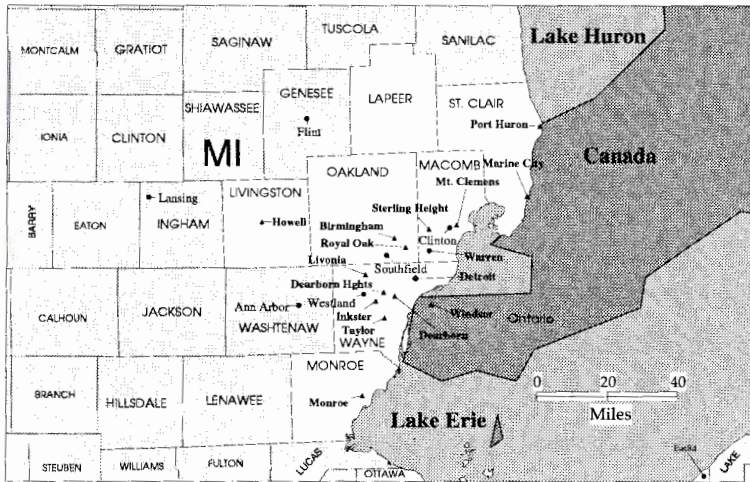
## FM Stations

| Calls           | City of License | FCC Class | Power |         | HAAT | C          | Owner              | Year Date |        | Sales Price (000) | L M A | Format      | 1999 Est        |             | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |             |             |           |             |             |             |
|-----------------|-----------------|-----------|-------|---------|------|------------|--------------------|-----------|--------|-------------------|-------|-------------|-----------------|-------------|--------------------|-----------------------------------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|
|                 |                 |           | Freq  | (kW)    |      |            |                    | Std       | Acq'd  |                   |       |             | Revenue (000)1/ | Power Ratio |                    | Fall 1999                         | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |
| ● CIMX          | Windsor         | C1        | 88.7  | 100.0   | 577  | f          | CHUM Group Radio   | 67        |        |                   |       | Modern Rock |                 |             | 2.0                | 2.5                               | 2.5         | 2.1         | 1.3         | 1.2       | 1.4         | 1.5         | 1.4         |
| WMXD            | Detroit         | B         | 92.3  | 45.0    | 479  | d          | AMFM Inc           | 64        | 9910 p |                   | g     | Urban AC    | 10,000          | 0.90        | 4.5                | 3.5                               | 3.1         | 3.8         | 4.3         | 4.5       | 3.6         | 3.9         | 4.0         |
| WDRQ            | Detroit         | B         | 93.1  | 26.5    | 669  | b          | ABC Radio Inc      | 47        | 9804   |                   | g     | CHR/Dance   | 9,400           | 0.91        | 4.2                | 4.3                               | 4.8         | 4.1         | 3.4         | 2.5       | 3.0         | 3.5         | 2.6         |
| WHMI            | Howell          | A         | 93.5  | 5.2     | 354  |            | Livingston Radio   | 77        | 8810   | 477               | c2    | AC          |                 |             | 0.3                | 0.0                               | 0.4         | 0.3         | 0.3         | 0.0       | 0.3         | 0.0         | 0.0         |
| CIDR            | Windsor         | C1        | 93.9  | 100.0   | 656  | f          | CHUM Group Radio   | 49        | 8505 p |                   |       | Soft Rock   |                 |             | 1.1                | 0.8                               | 1.1         | 0.9         | 0.9         | 0.9       | 1.2         | 0.9         | 1.0         |
| WCSX            | Birmingham      | B         | 94.7  | 13.5 cp | 951  | a          | Greater Media      | 58        | 7307   |                   |       | Clsc Rock   | 12,500          | 1.06        | 4.8                | 3.6                               | 4.2         | 4.2         | 4.9         | 3.7       | 4.1         | 3.9         | 3.0         |
| WKQI            | Detroit         | B         | 95.5  | 100.0   | 430  | d          | AMFM Inc           | 49        | 9910 p |                   | g     | Hot AC      | 16,100          | 1.72        | 3.8                | 2.8                               | 2.9         | 3.1         | 3.7         | 3.5       | 4.6         | 4.3         | 4.1         |
| WPLT            | Detroit         | B         | 96.3  | 20.0    | 787  | b          | ABC Radio Inc      | 48        | 9602   |                   | g3    | Altve/ClHts | 8,000           | 1.20        | 2.7                | 2.2                               | 2.1         | 2.4         | 2.4         | 2.4       | 2.3         | 2.6         | 2.7         |
| WKRK            | Detroit         | B         | 97.1  | 15.0    | 892  | c          | Infinity Bcstg     | 41        | 9511   |                   | g4    | Talk        | 4,000           | 0.96        | 1.7                | 1.6                               | 1.3         | 1.1         | 1.4         | 2.3       | 1.8         | 2.0         | 1.7         |
| WJLB            | Detroit         | B         | 97.9  | 50.0    | 489  | d          | AMFM Inc           | 26        | 9910 p |                   | g     | Urban AC    | 18,300          | 0.95        | 7.8                | 5.2                               | 6.8         | 7.0         | 6.6         | 6.8       | 7.1         | 7.7         | 8.1         |
| WVMV            | Detroit         | B         | 98.7  | 50.0    | 463  | c          | Infinity Bcstg     | 61        | 8912   |                   | g     | NAC         | 12,150          | 0.91        | 5.4                | 4.7                               | 4.5         | 4.6         | 5.3         | 4.5       | 4.8         | 4.1         | 4.7         |
| WYCD            | Detroit         | B         | 99.5  | 17.6    | 787  | c          | Infinity Bcstg     | 60        | 9612   |                   | g1    | Country     | 10,000          | 1.23        | 3.3                | 4.8                               | 3.2         | 2.8         | 2.8         | 2.6       | 3.2         | 3.0         | 3.0         |
| WNIC            | Dearborn        | B         | 100.3 | 32.0    | 600  | d          | AMFM Inc           | 46        | 9910 p |                   | g     | AC          | 26,800          | 1.27        | 8.6                | 7.2                               | 6.8         | 7.1         | 8.2         | 8.0       | 8.0         | 7.5         | 7.6         |
| ● WRIF          | Detroit         | B         | 101.1 | 27.0    | 879  | a          | Greater Media      | 48        | 9409   | 11,500            |       | AOR         | 14,700          | 1.15        | 5.2                | 4.5                               | 4.9         | 5.2         | 4.1         | 4.1       | 3.5         | 3.4         | 4.1         |
| WGRT            | Port Huron      | A         | 102.3 | 3.0     | 318  |            | Pt Huron Family    | 91        |        |                   |       | AC          |                 |             | 0.0                | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |
| WDMK            | Mt. Clemens     | B         | 102.7 | 50.0    | 499  | g          | Radio One Inc      | 60        | 9901   | 27,000            |       | Urban AC    | 1,500           | 0.55        | 1.1                | 0.8                               | 0.7         | 1.0         | 0.9         | 1.4       | 1.7         | 2.0         | 1.8         |
| WMUZ            | Detroit         | B         | 103.5 | 50.0    | 466  | h          | Crawford Bcstg Co  | 58        |        |                   |       | ChrsContemp | 1,400           | 0.57        | 1.0                | 1.3                               | 0.7         | 1.1         | 0.7         | 1.0       | 0.7         | 0.8         | 1.2         |
| WOMC            | Detroit         | B         | 104.3 | 190.0   | 361  | c          | Infinity Bcstg     | 48        | 9612   |                   | g1    | Oldies      | 20,000          | 1.25        | 6.5                | 5.4                               | 5.7         | 5.4         | 6.2         | 5.6       | 6.6         | 5.6         | 5.9         |
| WGRV            | Detroit         | B         | 105.1 | 13.5 cp | 955  | a          | Greater Media      | 60        | 9701   |                   | sw    | R&B Oldies  | 1,850           | 0.31        | 2.4                | 3.1                               | 3.0         | 2.1         | 1.8         | 1.5       | 1.1         | 1.6         | 1.1         |
| WDTJ            | Detroit         | B         | 105.9 | 20.0    | 725  | g          | Radio One Inc      | 60        | 9806   | 34,000            |       | Urban       | 6,200           | 0.59        | 4.3                | 3.1                               | 3.9         | 4.1         | 3.7         | 3.3       | 3.2         | 3.5         | 3.4         |
| WWWW            | Detroit         | B         | 106.7 | 61.0 cp | 535  | d          | AMFM Inc           | 60        | 9910 p |                   | g     | Clsc Rock   | 8,000           | 0.86        | 3.8                | 2.5                               | 3.2         | 3.5         | 3.1         | 3.6       | 4.0         | 3.2         | 3.7         |
| ● WSAQ          | Port Huron      | A         | 107.1 | 6.0     | 299  | e          | Liggett Bcst Group | 64        | 0003 p | 3,200             | c4    | Country     | 500             |             | 0.3                | 0.5                               | 0.4         | 0.0         | 0.5         | 0.0       | 0.0         | 0.3         | 0.0         |
| WGPR            | Detroit         | B         | 107.5 | 50.0    | 361  |            | WGPR Inc           | 61        | 6407   |                   |       | Urban AC    | 2,500           | 0.63        | 1.6                | 0.8                               | 1.3         | 1.5         | 1.4         | 1.3       | 1.0         | 1.3         | 1.4         |
| # FM Stations - |                 |           |       |         | 23   | # Combos - |                    |           |        |                   | 20    | FM TOTALS   |                 |             | 76.4               | 65.2                              | 67.5        | 67.4        | 67.9        | 64.7      | 67.2        | 66.6        | 66.5        |

● Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

**Metro Rank: 7**  
Revenue Rank: 12

# Detroit Market Overview



### Metro Counties / Population (000)

|                |                |
|----------------|----------------|
| Lapeer, MI     | 88.8           |
| Livingston, MI | 148.4          |
| Macomb, MI     | 790.6          |
| Monroe, MI     | 144.2          |
| Oakland, MI    | 1,181.0        |
| St. Clair, MI  | 161.0          |
| Wayne, MI      | 2,114.7        |
| <b>Total</b>   | <b>4,628.7</b> |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>*** | 1993                 | 1994                 | 1995                 | 1996          | 1997      | 1998      | Δ 93 - 98 |
|---------------------------------|----------------------|----------------------|----------------------|---------------|-----------|-----------|-----------|
|                                 |                      | \$150,800            | \$165,200            | \$178,700     | \$192,200 | \$213,500 | \$218,300 |
| Δ 98 - 99                       | 1999                 | 2000                 | 2001                 | 2002          | 2003      | Δ 99 - 03 |           |
|                                 | 11.9%                | \$244,200            | \$268,600            | \$287,400     | \$310,400 | \$335,200 | 8.2%      |
| Revenue/Retail Sales            | 1993<br>\$3.96/1,000 | 1998<br>\$4.57/1,000 | 2003<br>\$5.92/1,000 | Est. Breakout |           |           |           |
| Revenue/Capita                  | \$33.97              | \$47.16              | \$72.05              | Local         | 75%       |           |           |
|                                 |                      |                      |                      | National      | 25%       |           |           |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993     | 1998     | Growth Rate | 1998     | 2003     | Growth Rate |
|----------------|----------|----------|-------------|----------|----------|-------------|
| MSA Population | 4,439.8  | 4,628.7  | 0.8%        | 4,628.7  | 4,652.6  | 0.1%        |
| Households     | 1,644.3  | 1,733.6  | 1.1%        | 1,733.6  | 1,771.1  | 0.4%        |
| Retail Sales   | 38,100.4 | 47,792.9 | 4.6%        | 47,792.9 | 56,617.5 | 3.4%        |
| EBI            | 76,824.0 | 83,467.5 | 1.7%        | 83,467.5 | 98,355.6 | 3.3%        |

### Demographic Breakdown

|                    | Total     | Under 12 | 12 - 17 | 18 - 24          | 25 - 34   | 35 - 44 | 45 - 54       | Over 55   |
|--------------------|-----------|----------|---------|------------------|-----------|---------|---------------|-----------|
| Men (000)          | 2,238.7   | 380.8    | 202.7   | 195.9            | 322.9     | 375.7   | 321.8         | 438.8     |
| Women (000)        | 2,390.1   | 364.8    | 194.8   | 198.3            | 329.9     | 394.9   | 337.9         | 569.5     |
| Total              | 4,628.7   | 745.6    | 397.5   | 394.3            | 652.8     | 770.6   | 659.7         | 1,008.3   |
| Percentage         | 100.0%    | 16.1%    | 8.6%    | 8.5%             | 14.1%     | 16.6%   | 14.3%         | 21.8%     |
| Per Capita         | \$ 18,033 |          |         |                  |           |         |               |           |
|                    |           |          |         | Median Household | \$ 39,967 |         | Avg Household | \$ 48,147 |
| Ethnic Population: | White     | 75.9%    | Black   | 21.7%            | Asian     | 1.9%    | Hispanic      | 2.4%      |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 3       | 18      | 2       | 18         | 23      | 17      | 40    |
| Tot 12+    | 0.5     | 61.4    | 3.3     | 62.6       | 65.2    | 21.8    | 87.0  |
| Avg 12+    | 0.2     | 3.4     | 1.7     | 3.5        | 2.8     | 1.3     | 2.2   |
| Tot LCS    | 0.6     | 70.6    | 3.8     | 72.0       | 74.9    | 25.1    | 100.0 |
| Avg LCS    | 0.2     | 3.9     | 1.9     | 4.0        | 3.3     | 1.5     | 2.5   |



# Competitive Overview

Some stations also rated in Ann Arbor.

## AM Stations

| Calls                       | City of License | FCC Class | Freq | Day Power (kW) | Night Power (kW) | C             | Owner              | Year Std | Date Acq'd | Sales Price (000) | L M A | Format                       | 1999 Est Revenue (000)†/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |             |             |             |             |             |             |             |      |
|-----------------------------|-----------------|-----------|------|----------------|------------------|---------------|--------------------|----------|------------|-------------------|-------|------------------------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|------|
|                             |                 |           |      |                |                  |               |                    |          |            |                   |       |                              |                          |             |                    | Fall 1999                         | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998   | Summer 1998 | Spring 1998 | Winter 1998 |             |      |
| WLLZ                        | Monroe          | B         | 560  | 0.5            | 0.01             | h             | Crawford Bcstg Co  | 56       | 9707       | 3,150             |       | ChrisContemp                 |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         |             |      |
| ● CKWW                      | Windsor         | B         | 580  | 0.5            | 0.50             | f             | CHUM Group Radio   | 82       | 9303       |                   |       | Nostalgia                    |                          |             | 2.7                | 2.3                               | 2.2         | 2.4         | 2.4         | 2.6         | 2.0         | 3.1         | 2.3         |             |      |
| WNZK                        | Dearborn Hghts  | B         | 690  | 2.5            | 2.50             |               | Birach Bcstg Corp  | 59       |            |                   |       | Ethnic                       |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         |             |      |
| WJR                         | Detroit         | A         | 760  | 50.0           | 50.00            | b             | ABC Radio Inc      | 22       | 9602       |                   | g3    | FullService                  | 22,400                   | 1.34        | 6.8                | 5.5                               | 5.3         | 6.3         | 5.4         | 6.8         | 6.0         | 6.8         | 5.8         |             |      |
| ● CKLW                      | Windsor         | B         | 800  | 50.0           | 50.00            | f             | CHUM Group Radio   | 32       | 8505       |                   |       | News/Talk                    |                          |             | 0.3                | 0.5                               | 0.0         | 0.3         | 0.4         | 0.3         | 0.4         | 0.0         | 0.4         |             |      |
| ● WWJ                       | Detroit         | B         | 950  | 12.0 cp        | 50.00            | c             | Infinity Bcstg     | 20       | 9511       |                   | g4    | News                         | 19,100                   | 1.32        | 5.9                | 5.7                               | 5.3         | 4.7         | 6.0         | 4.7         | 5.3         | 5.1         | 4.9         |             |      |
| WUFL                        | Sterling Height | B         | 1030 | 5.0            | 0.00             |               | Family Life Bcstg  | 89       | 8810       |                   |       | Inspiration                  | 850                      |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         |             |      |
| WCAR                        | Livonia         | B         | 1090 | 0.3            | 0.50             |               | 1090 Investments   | 63       | 9809       | 2,000             |       | Religion                     |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         |             |      |
| WDFN                        | Detroit         | B         | 1130 | 50.0           | 10.00            | d             | AMFM Inc           | 39       | 9910 p     |                   | g     | Sports                       | 5,800                    | 1.39        | 1.7                | 1.8                               | 1.5         | 1.4         | 1.4         | 1.6         | 1.5         | 1.6         | 1.9         |             |      |
| WCHB                        | Taylor          | B         | 1200 | 50.0           | 15.00            | g             | Radio One Inc      | 56       | 9806       |                   |       | Gospel                       | 500                      |             | 0.3                | 1.0                               | 0.6         | 0.4         | 0.0         | 0.0         | 0.0         | 0.9         | 0.9         |             |      |
| WXYT                        | Detroit         | B         | 1270 | 5.0            | 5.00             | c             | Infinity Bcstg     | 25       | 9612       |                   | g1    | Talk                         | 9,500                    | 1.14        | 3.4                | 2.9                               | 2.7         | 2.5         | 3.2         | 3.4         | 3.1         | 2.8         | 3.4         |             |      |
| WYUR                        | Dearborn        | B         | 1310 | 5.0            | 5.00             | d             | AMFM Inc           | 46       | 9910 p     |                   | g     | AdStd/Clsc                   |                          |             | 0.7                | 0.4                               | 0.6         | 0.9         | 0.3         | 0.7         | 0.4         | 0.5         | 0.8         |             |      |
| WEXL                        | Royal Oak       | C         | 1340 | 1.0            | 1.00             | h             | Crawford Bcstg Co  | 23       | 9705       | 3,500             |       | Gospel                       |                          |             | 0.6                | 0.6                               | 0.5         | 0.5         | 0.5         | 0.6         | 0.3         | 0.0         | 0.0         |             |      |
| WQBH                        | Detroit         | C         | 1400 | 1.0            | 1.00             |               | Queens Bcstg Corp  | 26       | 9704       | 3,889             |       | Black                        | 2,100                    | 0.66        | 1.3                | 1.1                               | 1.2         | 0.9         | 1.3         | 1.3         | 1.4         | 0.9         | 1.1         |             |      |
| WMKM                        | Inkster         | B         | 1440 | 1.0            | 1.00             |               | Gallagher, M. & K. | 89       | 8911       | 850               | e     | Gospel                       |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         |             |      |
| ● WHLS                      | Port Huron      | C         | 1450 | 1.0            | 1.00             | e             | Liggett Bcst Group | 38       | 0003 p     |                   | c4    | Oldies                       |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         |             |      |
| WLQV                        | Detroit         | B         | 1500 | 50.0           | 5.00             |               | Midwest Bcstg Corp | 25       | 9312       | 2,650             |       | Religion                     |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         |             |      |
| # AM Stations -             |                 |           |      |                | 17               | # Combos -    |                    |          |            |                   | 11    | AM TOTALS                    |                          |             |                    |                                   | 23.7        | 21.8        | 19.9        | 20.3        | 20.9        | 22.0        | 20.4        | 21.7        | 21.5 |
| AM & FM Stations Profiled - |                 |           |      |                | 40               | # Duopolies - |                    |          |            |                   | 13    | Total Local Commercial Share |                          |             |                    |                                   | <b>87.0</b> | <b>87.4</b> | <b>87.7</b> | <b>88.8</b> | <b>86.7</b> | <b>87.6</b> | <b>88.3</b> | <b>88.0</b> |      |

● Indicates a change since last edition  
 †/ See introduction section for interpretation of revenue estimates.

**Metro Rank: 8**

Revenue Rank: 7



**Metro Counties / Population (000)**

|                  |                |
|------------------|----------------|
| Essex, MA        | 702.0          |
| Middlesex, MA    | 1,427.3        |
| Norfolk, MA      | 643.7          |
| Plymouth, MA     | 471.5          |
| Suffolk, MA      | 640.7          |
| Worcester, MA    | 254.6          |
| Hillsborough, NH | 230.5          |
| <b>Total</b>     | <b>4,370.3</b> |

**Boston Market Overview**



**Market Radio Financials**

(all figures in 000's, except percentages and ratios)

|  |                  |             |             |             |             |             |                  |
|--|------------------|-------------|-------------|-------------|-------------|-------------|------------------|
| <b>ESTIMATED GROSS REVENUES</b><br>*** | <b>1993</b>      | <b>1994</b> | <b>1995</b> | <b>1996</b> | <b>1997</b> | <b>1998</b> | <b>Δ 93 - 98</b> |
|  | \$146,000        | \$172,400   | \$189,500   | \$201,400   | \$224,300   | \$259,200   | 12.2%            |
|  | <b>Δ 98 - 99</b> | <b>1999</b> | <b>2000</b> | <b>2001</b> | <b>2002</b> | <b>2003</b> | <b>Δ 99 - 03</b> |
|  | 20.5%            | \$312,400   | \$359,200   | \$395,100   | \$442,500   | \$486,800   | 11.7%            |

|                      |              |              |              |                      |
|----------------------|--------------|--------------|--------------|----------------------|
|                      | <b>1993</b>  | <b>1998</b>  | <b>2003</b>  | <b>Est. Breakout</b> |
| Revenue/Retail Sales | \$4.17/1,000 | \$5.72/1,000 | \$9.19/1,000 | Local 69%            |
| Revenue/Capita       | \$34.38      | \$59.31      | \$108.40     | National 31%         |

**Demographic and Economic Overview**

(000's, except Retail Sales and EBI in 000,000's)

|                |             |             |                    |             |             |                    |
|----------------|-------------|-------------|--------------------|-------------|-------------|--------------------|
|                | <b>1993</b> | <b>1998</b> | <b>Growth Rate</b> | <b>1998</b> | <b>2003</b> | <b>Growth Rate</b> |
| MSA Population | 4,246.5     | 4,370.3     | 0.6%               | 4,370.3     | 4,490.6     | 0.5%               |
| Households     | 1,578.4     | 1,642.4     | 0.8%               | 1,642.4     | 1,711.2     | 0.8%               |
| Retail Sales   | 35,018.1    | 45,331.6    | 5.3%               | 45,331.6    | 52,980.8    | 3.2%               |
| EBI            | 84,143.9    | 92,461.3    | 1.9%               | 92,461.3    | 109,201.0   | 3.4%               |

**Demographic Breakdown**

|                    |              |                 |                  |                |                |                |                |                |
|--------------------|--------------|-----------------|------------------|----------------|----------------|----------------|----------------|----------------|
|                    | <b>Total</b> | <b>Under 12</b> | <b>12 - 17</b>   | <b>18 - 24</b> | <b>25 - 34</b> | <b>35 - 44</b> | <b>45 - 54</b> | <b>Over 55</b> |
| Men (000)          | 2,108.1      | 316.0           | 155.2            | 214.2          | 350.0          | 359.5          | 295.2          | 418.1          |
| Women (000)        | 2,262.2      | 302.0           | 148.4            | 215.9          | 340.4          | 370.2          | 312.5          | 572.8          |
| Total              | 4,370.3      | 618.0           | 303.5            | 430.1          | 690.4          | 729.7          | 607.6          | 990.9          |
| Percentage         | 100.0%       | 14.1%           | 6.9%             | 9.8%           | 15.8%          | 16.7%          | 13.9%          | 22.7%          |
| Per Capita         | \$ 21,157    |                 |                  |                |                |                |                |                |
|                    |              |                 | Median Household | \$ 46,710      |                |                | Avg Household  | \$ 56,295      |
| Ethnic Population: | White 88.2%  |                 | Black 7.2%       |                | Asian 4.4%     |                | Hispanic 6.1%  |                |

**Market Summary**

|                   |                |                |                |                   |                |                |              |
|-------------------|----------------|----------------|----------------|-------------------|----------------|----------------|--------------|
| <b>FM Classes</b> | <b>Class A</b> | <b>Class B</b> | <b>Class C</b> | <b>Viable FMs</b> | <b>All FMs</b> | <b>All AMs</b> | <b>Total</b> |
| # Stations        | 6              | 17             |                | 16                | 23             | 28             | 51           |
| Tot 12+           | 1.9            | 56.9           |                | 56.3              | 58.8           | 20.4           | 79.2         |
| Avg 12+           | 0.3            | 3.3            |                | 3.5               | 2.6            | 0.7            | 1.6          |
| Tot LCS           | 2.4            | 71.8           |                | 71.1              | 74.2           | 25.8           | 100.0        |
| Avg LCS           | 0.4            | 4.2            |                | 4.4               | 3.2            | 0.9            | 2.0          |

Market: Boston

# Competitive Overview

Metro Rank: 8

Some stations also rated in Worcester.

## FM Stations

| Calls           | City of License | FCC Class | Power (kW) | HAAT    | C          | Owner               | Year Std | Date Acq'd | Sales Price (000) | L M A     | Format      | 1999 Est        |             | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |             |             |           |             |             |             |
|-----------------|-----------------|-----------|------------|---------|------------|---------------------|----------|------------|-------------------|-----------|-------------|-----------------|-------------|--------------------|-----------------------------------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|
|                 |                 |           |            |         |            |                     |          |            |                   |           |             | Revenue (000)1/ | Power Ratio |                    | Fall 1999                         | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |
| WXRV            | Haverhill       | B         | 92.5       | 25.0    | 712        | Northeast Bcstg Co  | 59       |            |                   |           | AAA         | 2,800           | 1.00        | 1.0                | 1.0                               | 0.8         | 0.9         | 0.7         | 0.9       | 1.1         | 0.9         | 0.7         |
| • WBOS          | Brookline       | B         | 92.9       | 8.8     | 1152       | b Greater Media     | 55       | 9708       |                   | sw        | AAA         | 7,600           | 1.18        | 2.3                | 1.7                               | 1.8         | 2.4         | 1.5         | 1.7       | 2.0         | 2.2         | 2.5         |
| WQSX            | Lawrence        | B         | 93.7       | 34.0 cp | 587        | g Entercom          | 60       | 9811       |                   | g3        | R&B Oldies  | 7,100           | 0.85        | 3.0                | 2.9                               | 3.0         | 2.5         | 1.9         | 2.3       | 2.6         | 2.2         | 2.1         |
| WJMN            | Boston          | B         | 94.5       | 11.6    | 1053       | d AMFM Inc          | 48       | 9910 p     |                   | g         | CHR/Rhymc   | 18,600          | 0.90        | 7.4                | 5.7                               | 5.5         | 5.4         | 6.6         | 6.3       | 6.9         | 7.1         | 6.6         |
| WHRB            | Cambridge       | A         | 95.3       | 1.7     | 607        | Harvard Radio       | 57       |            |                   |           | Diverse     |                 |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |
| WATD            | Marshfield      | A         | 95.9       | 1.5 cp  | 469        | Marshfield Bcstg    | 77       |            |                   |           | AC/Oldies   |                 |             | 0.3                | 0.0                               | 0.4         | 0.0         | 0.4         | 0.0       | 0.0         | 0.0         | 0.0         |
| WTKK            | Boston          | B         | 96.9       | 22.5    | 735        | b Greater Media     | 45       | 9708       |                   | sw        | Talk        | 5,100           | 0.65        | 2.8                | 0.8                               | 2.0         | 2.2         | 2.3         | 2.4       | 2.3         | 2.4         | 2.8         |
| • WBOT          | Brockton        | A         | 97.7       | 2.7     | 492        | Radio One Inc       | 48       | 9909       | 10,000            |           | UrCHR/Rhymc | 400             |             | 0.2                | 0.0                               | 0.0         | 0.0         | 0.4         | 0.4       | 0.4         | 0.0         | 0.0         |
| WBMX            | Boston          | B         | 98.5       | 16.5 cp | 850        | c Infinity Bcstg    | 48       | 9805       |                   | g3        | AC          | 18,800          | 1.32        | 5.1                | 3.9                               | 3.8         | 4.1         | 4.4         | 4.1       | 4.8         | 4.6         | 3.9         |
| WPLM            | Plymouth        | B         | 99.1       | 50.0    | 430        | e Plymouth Rock     | 61       |            |                   |           | Easy        | 1,400           | 0.36        | 1.4                | 1.7                               | 1.5         | 1.4         | 1.7         | 0.0       | 0.6         | 0.3         | 0.0         |
| • WKLB          | Lowell          | B         | 99.5       | 26.0 cp | 666        | b Greater Media     | 47       | 9708       | 11,750            |           | Country     | 4,900           | 0.45        | 3.9                | 3.5                               | 2.8         | 3.2         | 3.0         | 3.5       | 2.7         | 2.5         | 3.3         |
| • WZLX          | Boston          | B         | 100.7      | 21.5    | 771        | c Infinity Bcstg    | 79       | 9612       |                   | g2        | Clisc Rock  | 24,900          | 1.98        | 4.5                | 4.2                               | 4.3         | 4.2         | 2.8         | 3.2       | 3.3         | 3.2         | 3.0         |
| WFNX            | Lynn            | A         | 101.7      | 1.7     | 450        | Phoenix Media       | 63       | 8211       | 1,400             |           | Alternative | 4,300           | 0.91        | 1.7                | 1.4                               | 1.1         | 1.2         | 1.7         | 1.3       | 1.6         | 1.2         | 1.2         |
| WCRB            | Waltham         | B         | 102.5      | 8.1 cp  | 1152       | Charles River Bcstg | 54       |            |                   |           | Classical   | 8,600           | 0.63        | 4.9                | 4.1                               | 4.1         | 3.2         | 4.5         | 3.9       | 3.3         | 4.6         | 4.8         |
| WODS            | Boston          | B         | 103.3      | 16.0    | 886        | c Infinity Bcstg    | 48       | 9511       |                   | g         | Oldies      | 18,900          | 1.25        | 5.4                | 4.5                               | 4.2         | 5.0         | 3.9         | 4.3       | 4.6         | 4.1         | 4.3         |
| WBCN            | Boston          | B         | 104.1      | 21.0    | 771        | c Infinity Bcstg    | 58       | 9612       |                   | g2        | Alternative | 35,200          | 2.03        | 6.2                | 5.0                               | 4.6         | 5.1         | 4.7         | 5.4       | 5.7         | 5.8         | 5.5         |
| • WXLO          | Fitchburg       | B         | 104.5      | 37.0    | 564        | Citadel Comm Corp   | 60       | 9912 p     |                   |           | Hot AC      | n/a             |             | 1.3                | 1.0                               | 1.0         | 1.0         | 1.2         | 1.0       | 0.6         | 0.5         | 0.4         |
| WBOQ            | Gloucester      | A         | 104.9      | 3.2 cp  | 446        | Marlin Bcstg Inc    | 64       | 9610       | 3,250             |           | Classical   | 1,100           |             | 0.4                | 0.0                               | 0.3         | 0.4         | 0.4         | 0.3       | 0.5         | 0.4         | 0.6         |
| WROR            | Framingham      | B         | 105.7      | 21.0    | 735        | b Greater Media     | 59       | 9610       |                   | sw        | Clisc Hits  | 10,600          | 1.12        | 3.4                | 2.9                               | 2.2         | 2.5         | 3.1         | 3.0       | 2.8         | 3.0         | 2.7         |
| • WHOB          | Nashua          | A         | 106.3      | 1.0     | 541        | Tele-Media Bcstg    | 87       | 0001 p     | 5,000             |           | Hot AC      | 800             |             | 0.3                | 0.5                               | 0.5         | 0.3         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |
| • WMJX          | Boston          | B         | 106.7      | 21.5    | 771        | b Greater Media     | 82       | 8201       | 5,000             |           | AC          | 20,150          | 1.06        | 6.8                | 5.5                               | 4.6         | 5.8         | 6.1         | 5.5       | 6.8         | 6.0         | 6.8         |
| • WAAF          | Worcester       | B         | 107.3      | 20.0    | 784        | Entercom            | 61       | 9811       |                   | g3        | Rock        | 10,600          | 0.93        | 4.1                | 2.7                               | 3.4         | 3.3         | 3.2         | 3.4       | 2.6         | 3.2         | 2.7         |
| WXKS            | Medford         | B         | 107.9      | 20.5    | 771        | d AMFM Inc          | 60       | 9910 p     |                   | g         | CHR         | 28,500          | 1.42        | 7.2                | 5.8                               | 5.9         | 6.5         | 5.8         | 5.0       | 5.6         | 5.8         | 6.3         |
| # FM Stations - |                 |           |            | 23      | # Combos - |                     |          |            | 13                | FM TOTALS |             |                 |             | 73.6               | 58.8                              | 57.8        | 60.6        | 60.3        | 57.9      | 60.8        | 60.0        | 60.2        |

• Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

**Metro Rank: 8**

Revenue Rank: 7



**Metro Counties / Population (000)**

|                  |                |
|------------------|----------------|
| Essex, MA        | 702.0          |
| Middlesex, MA    | 1,427.3        |
| Norfolk, MA      | 643.7          |
| Plymouth, MA     | 471.5          |
| Suffolk, MA      | 640.7          |
| Worcester, MA    | 254.6          |
| Hillsborough, NH | 230.5          |
| <b>Total</b>     | <b>4,370.3</b> |

**Boston Market Overview**



**Market Radio Financials**

(all figures in 000's, except percentages and ratios)

|  |                  |              |              |                      |             |             |                  |
|--|------------------|--------------|--------------|----------------------|-------------|-------------|------------------|
| <b>ESTIMATED GROSS REVENUES</b><br>*** | <u>1993</u>      | <u>1994</u>  | <u>1995</u>  | <u>1996</u>          | <u>1997</u> | <u>1998</u> | <u>Δ 93 - 98</u> |
|  | \$146,000        | \$172,400    | \$189,500    | \$201,400            | \$224,300   | \$259,200   | 12.2%            |
|  | <u>Δ 98 - 99</u> | <u>1999</u>  | <u>2000</u>  | <u>2001</u>          | <u>2002</u> | <u>2003</u> | <u>Δ 99 - 03</u> |
|  | 20.5%            | \$312,400    | \$359,200    | \$395,100            | \$442,500   | \$486,800   | 11.7%            |
|  | <u>1993</u>      | <u>1998</u>  | <u>2003</u>  | <b>Est. Breakout</b> |             |             |                  |
| Revenue/Retail Sales                   | \$4.17/1,000     | \$5.72/1,000 | \$9.19/1,000 | Local                | 69%         |             |                  |
| Revenue/Capita                         | \$34.38          | \$59.31      | \$108.40     | National             | 31%         |             |                  |

**Demographic and Economic Overview**

(000's, except Retail Sales and EBI in 000,000's)

|                |             |             |                    |             |             |                    |
|----------------|-------------|-------------|--------------------|-------------|-------------|--------------------|
|                | <u>1993</u> | <u>1998</u> | <u>Growth Rate</u> | <u>1998</u> | <u>2003</u> | <u>Growth Rate</u> |
| MSA Population | 4,246.5     | 4,370.3     | 0.6%               | 4,370.3     | 4,490.6     | 0.5%               |
| Households     | 1,578.4     | 1,642.4     | 0.8%               | 1,642.4     | 1,711.2     | 0.8%               |
| Retail Sales   | 35,018.1    | 45,331.6    | 5.3%               | 45,331.6    | 52,980.8    | 3.2%               |
| EBI            | 84,143.9    | 92,461.3    | 1.9%               | 92,461.3    | 109,201.0   | 3.4%               |

**Demographic Breakdown**

|                    |              |                 |                |                  |                |                |                |                |
|--------------------|--------------|-----------------|----------------|------------------|----------------|----------------|----------------|----------------|
|                    | <u>Total</u> | <u>Under 12</u> | <u>12 - 17</u> | <u>18 - 24</u>   | <u>25 - 34</u> | <u>35 - 44</u> | <u>45 - 54</u> | <u>Over 55</u> |
| Men (000)          | 2,108.1      | 316.0           | 155.2          | 214.2            | 350.0          | 359.5          | 295.2          | 418.1          |
| Women (000)        | 2,262.2      | 302.0           | 148.4          | 215.9            | 340.4          | 370.2          | 312.5          | 572.8          |
| Total              | 4,370.3      | 618.0           | 303.5          | 430.1            | 690.4          | 729.7          | 607.6          | 990.9          |
| Percentage         | 100.0%       | 14.1%           | 6.9%           | 9.8%             | 15.8%          | 16.7%          | 13.9%          | 22.7%          |
| Per Capita         | \$ 21,157    |                 |                |                  |                |                |                |                |
|                    |              |                 |                | Median Household | \$ 46,710      |                | Avg Household  | \$ 56,295      |
| Ethnic Population: | White 88.2%  |                 | Black 7.2%     |                  | Asian 4.4%     |                | Hispanic 6.1%  |                |

**Market Summary**

|                   |                |                |                |                   |                |                |              |
|-------------------|----------------|----------------|----------------|-------------------|----------------|----------------|--------------|
| <b>FM Classes</b> | <b>Class A</b> | <b>Class B</b> | <b>Class C</b> | <b>Viable FMs</b> | <b>All FMs</b> | <b>All AMs</b> | <b>Total</b> |
| # Stations        | 6              | 17             |                | 16                | 23             | 28             | 51           |
| Tot 12+           | 1.9            | 56.9           |                | 56.3              | 58.8           | 20.4           | 79.2         |
| Avg 12+           | 0.3            | 3.3            |                | 3.5               | 2.6            | 0.7            | 1.6          |
| Tot LCS           | 2.4            | 71.8           |                | 71.1              | 74.2           | 25.8           | 100.0        |
| Avg LCS           | 0.4            | 4.2            |                | 4.4               | 3.2            | 0.9            | 2.0          |



# Competitive Overview

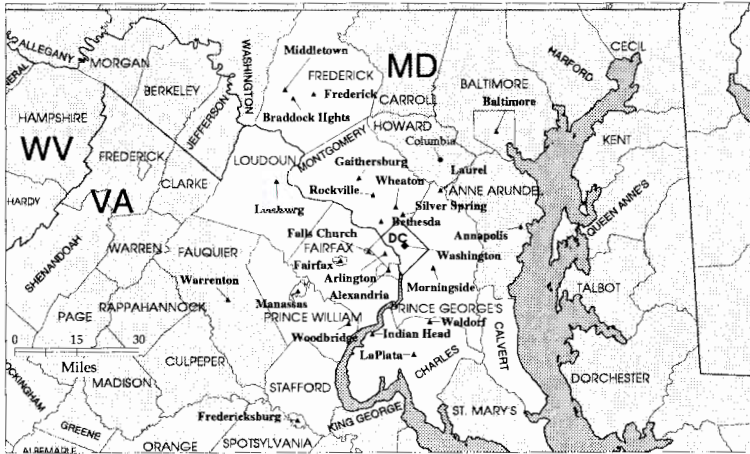
Some stations also rated in Worcester.

| AM Stations                 |                 | ARB 12+ Metro Shares (see rights) |      |                |                  |               |                     |          |            |                   |       |                              |                          |             |                    |             |             |             |             |             |             |             |             |      |      |  |  |
|-----------------------------|-----------------|-----------------------------------|------|----------------|------------------|---------------|---------------------|----------|------------|-------------------|-------|------------------------------|--------------------------|-------------|--------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|------|------|--|--|
| Calls                       | City of License | FCC Class                         | Freq | Day Power (kW) | Night Power (kW) | C             | Owner               | Year Std | Date Acq'd | Sales Price (000) | L M A | Format                       | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | 1999        |             |             |             | 1998        |             |             |             |      |      |  |  |
|                             |                 |                                   |      |                |                  |               |                     |          |            |                   |       |                              |                          |             |                    | Fall        | Summer      | Spring      | Winter      | Fall        | Summer      | Spring      | Winter      |      |      |  |  |
| WEZE                        | Boston          | B                                 | 590  | 5.0            | 5.00             |               | Salem Comm Corp     | 24       | 9702       | 6,000             |       | Chrst/Talk                   |                          |             | 0.5                | 0.4         | 0.5         | 0.6         | 0.0         | 0.5         | 0.0         | 0.5         | 0.5         |      |      |  |  |
| • WJLT                      | Ashland         | B                                 | 650  | 0.3 cp         | 0.00             | a             | Langer Bcstg Corp   | 67       | 9604       | 10                |       | Talk                         |                          |             |                    | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         |      |      |  |  |
| WRKO                        | Boston          | B                                 | 680  | 50.0           | 50.00            | g             | Entercom            | 22       | 9811       |                   | g3    | News/Talk                    | 11,000                   | 0.65        | 6.1                | 5.0         | 4.7         | 5.1         | 4.9         | 4.9         | 6.0         | 5.7         | 5.7         |      |      |  |  |
| • WJIB                      | Cambridge       | B                                 | 740  | 0.3            | 0.01             |               | Bob Bittner Bcstg   | 48       | 9109       | 277,115           |       | Easy                         | 250                      |             | 0.4                | 0.0         | 0.0         | 0.4         | 0.4         | 0.5         | 0.4         | 0.3         | 0.4         |      |      |  |  |
| WEEI                        | Boston          | B                                 | 850  | 50.0           | 50.00            | g             | Entercom            | 26       | 9811       |                   | g3    | Sports                       | 24,200                   | 1.97        | 4.4                | 3.6         | 3.9         | 3.9         | 2.5         | 3.8         | 3.6         | 3.9         | 3.7         |      |      |  |  |
| • WBPS                      | Dedham          | B                                 | 890  | 25.0 cp        | 3.40             | h             | Mega Comm Inc       | 95       | 9811       | 4,000             |       | Spanish                      | 850                      |             |                    | 0.4         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         |      |      |  |  |
| WROL                        | Boston          | B                                 | 950  | 5.0            | 0.00             |               | Carter Bcstg Corp   | 50       |            |                   |       | Religion                     | 200                      |             | 0.2                | 0.0         | 0.4         | 0.4         | 0.0         | 0.0         | 0.0         | 0.4         | 0.4         |      |      |  |  |
| WCAP                        | Lowell          | B                                 | 980  | 5.0            | 5.00             |               | Northeast Radio Inc | 51       |            |                   |       | Nws/Tik/Spt                  | 300                      |             |                    | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.3         |      |      |  |  |
| WBZ                         | Boston          | A                                 | 1030 | 50.0           | 50.00            | c             | Infinity Bcstg      | 21       |            |                   |       | Nws/Tik/Spt                  | 36,100                   | 1.29        | 10.0               | 7.9         | 8.2         | 7.4         | 7.9         | 8.7         | 7.9         | 7.8         | 7.9         |      |      |  |  |
| • WMEX                      | Natick          | B                                 | 1060 | 40.0 cp        | 0.00             | a             | Langer Bcstg Corp   | 72       | 9509       | 71                |       | Talk                         |                          |             |                    | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         |      |      |  |  |
| WILD                        | Boston          | B                                 | 1090 | 5.0            | 0.00             |               | Nash Comm           | 46       | 8008       | 1,000             |       | Urban AC                     | 3,000                    | 0.90        | 1.2                | 1.6         | 0.8         | 0.9         | 1.3         | 0.9         | 0.8         | 1.2         | 1.0         |      |      |  |  |
| WBNW                        | Concord         | B                                 | 1120 | 5.0            | 1.00             |               | Money Matters       | 89       | 9807       | 450               |       | Bus News                     | 300                      |             |                    | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         |      |      |  |  |
| WAMG                        | Boston          | B                                 | 1150 | 5.0            | 5.00             | h             | Mega Comm Inc       | 79       | 9811       | 5,000             |       | Spanish                      | 1,400                    | 0.42        | 1.2                | 0.7         | 1.3         | 1.0         | 1.1         | 0.4         | 0.8         | 0.0         | 0.0         |      |      |  |  |
| WKOX                        | Framingham      | B                                 | 1200 | 50.0 cp        | 50.00            |               | Fairbanks Comm      | 47       | 9904       | 14,500            |       | Ethnic                       |                          |             |                    | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         |      |      |  |  |
| WESX                        | Salem           | C                                 | 1230 | 1.0            | 1.00             | f             | Asher, James D.     | 39       | 5004       |                   |       | MOR                          | 500                      |             | 0.2                | 0.0         | 0.3         | 0.0         | 0.0         | 0.2         | 0.0         | 0.4         | 0.0         |      |      |  |  |
| • WMKI                      | Boston          | B                                 | 1260 | 5.0            | 5.00             |               | Hibernia Comm       | 22       | 9711       | 5,000             |       | Children                     |                          |             |                    | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         |      |      |  |  |
| WJDA                        | Quincy          | B                                 | 1300 | 1.0            | 0.07             | f             | Asher, James D.     | 47       |            |                   |       | Soft AC                      | 500                      |             | 0.1                | 0.0         | 0.0         | 0.0         | 0.0         | 0.4         | 0.4         | 0.7         | 0.4         |      |      |  |  |
| • WRCA                      | Waltham         | B                                 | 1330 | 5.0            | 5.00             | i             | Beasley Bcst Group  | 48       | 0001 p     | 6,000             |       | Span/Ethnc                   | 400                      |             | 0.1                | 0.0         | 0.0         | 0.0         | 0.0         | 0.4         | 0.3         | 0.0         | 0.0         |      |      |  |  |
| WLYN                        | Lynn            | B                                 | 1360 | 0.7            | 0.08             | i             | Add Radio Group     | 47       | 9904       | 1,060             |       | Ethnic                       |                          |             |                    | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         |      |      |  |  |
| WPLM                        | Plymouth        | B                                 | 1390 | 5.0            | 5.00             | e             | Plymouth Rock       | 55       |            |                   |       | Easy                         |                          |             |                    | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         |      |      |  |  |
| • WLLH                      | Lowell          | C                                 | 1400 | 1.0 cp         | 1.00             | h             | Mega Comm Inc       | 34       | 9905       | 936               |       | Adlt Stndrd                  | 600                      |             |                    | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.3         | 0.4         |      |      |  |  |
| WMSX                        | Brockton        | B                                 | 1410 | 1.0            | 0.16             |               | Willow Farm Inc     | 61       | 9909       | 647               |       | News/Talk                    |                          |             |                    | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         |      |      |  |  |
| WXKS                        | Everett         | B                                 | 1430 | 5.0            | 1.00             | d             | AMFM Inc            | 52       | 9910 p     |                   | g     | Nostalgia                    | 750                      | 0.15        | 1.8                | 0.8         | 1.0         | 1.5         | 1.8         | 1.6         | 2.3         | 1.7         | 1.4         |      |      |  |  |
| • WBET                      | Brockton        | B                                 | 1460 | 5.0            | 1.00             |               | Aritaur Comm Inc    | 46       | 9712       |                   | na    | News/Talk                    | 600                      |             |                    | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         |      |      |  |  |
| WSRO                        | Marlboro        | B                                 | 1470 | 5.0            | 5.00             | a             | Langer Bcstg Corp   | 58       | 9807       | 250               |       | Talk                         |                          |             |                    | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         |      |      |  |  |
| WNRB                        | Boston          | B                                 | 1510 | 50.0 cp        | 50.00            |               | One-On-One          | 34       | 9712       | 8,000             |       | Sprts/Talk                   | 800                      |             |                    | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         |      |      |  |  |
| WNTN                        | Newton          | B                                 | 1550 | 10.0           | 0.00             |               | Colt Comm LLC       | 68       | 9811       | 603               |       | Variety                      |                          |             |                    | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         |      |      |  |  |
| • WUNR                      | Brookline       | B                                 | 1600 | 5.0            | 5.00             |               | Champion Bcstg      | 47       |            |                   |       | Spanish                      |                          |             |                    | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.4         |      |      |  |  |
| # AM Stations -             |                 |                                   |      |                | 28               | # Combos -    |                     |          |            |                   | 15    | AM TOTALS                    |                          |             |                    |             | 26.2        | 20.4        | 21.1        | 21.2        | 19.9        | 22.3        | 22.5        | 22.9 | 22.5 |  |  |
| AM & FM Stations Profiled - |                 |                                   |      |                | 51               | # Duopolies - |                     |          |            |                   | 11    | Total Local Commercial Share |                          |             |                    |             |             |             |             |             |             |             |             |      |      |  |  |
|                             |                 |                                   |      |                |                  |               |                     |          |            |                   |       |                              |                          |             |                    | <b>79.2</b> | <b>78.9</b> | <b>81.8</b> | <b>80.2</b> | <b>80.2</b> | <b>83.3</b> | <b>82.9</b> | <b>82.7</b> |      |      |  |  |

• Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

**Metro Rank: 9**  
Revenue Rank: 6

# Washington, DC Market Overview



### Metro Counties / Population (000)

|                   |                |
|-------------------|----------------|
| Dist. of Col.     | 520.7          |
| Calvert, MD       | 73.2           |
| Charles, MD       | 119.3          |
| Frederick, MD     | 187.5          |
| Montgomery, MD    | 847.8          |
| Pr Georges, MD    | 780.9          |
| Alexandria city   | 118.5          |
| Arlington, VA     | 180.7          |
| Fairfax, VA       | 938.7          |
| Fairfax City, VA  | 20.3           |
| Falls Church city | 9.9            |
| Loudoun, VA       | 146.6          |
| Manassas city     | 34.5           |
| Manassas Pk city  | 9.0            |
| Pr William, VA    | 259.4          |
| Stafford, VA      | 92.8           |
| <b>Total</b>      | <b>4,339.8</b> |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>*** | 1993         | 1994         | 1995         | 1996                 | 1997      | 1998      | Δ 93 - 98 |
|---------------------------------|--------------|--------------|--------------|----------------------|-----------|-----------|-----------|
|                                 |              | \$167,000    | \$193,400    | \$206,800            | \$215,200 | \$232,000 | \$261,100 |
|                                 | 1999         | 2000         | 2001         | 2002                 | 2003      | Δ 99 - 03 |           |
|                                 | 24.9%        | \$326,100    | \$375,000    | \$412,500            | \$445,500 | \$490,000 | 10.7%     |
|                                 | <u>1993</u>  | <u>1998</u>  | <u>2003</u>  | <u>Est. Breakout</u> |           |           |           |
| Revenue/Retail Sales            | \$4.53/1,000 | \$5.66/1,000 | \$8.69/1,000 | Local 69%            |           |           |           |
| Revenue/Capita                  | \$40.34      | \$60.16      | \$107.05     | National 31%         |           |           |           |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993     | 1998      | Growth Rate | 1998      | 2003      | Growth Rate |
|----------------|----------|-----------|-------------|-----------|-----------|-------------|
| MSA Population | 4,139.6  | 4,339.8   | 0.9%        | 4,339.8   | 4,577.4   | 1.1%        |
| Households     | 1,527.8  | 1,619.0   | 1.2%        | 1,619.0   | 1,722.5   | 1.2%        |
| Retail Sales   | 36,835.5 | 46,099.6  | 4.6%        | 46,099.6  | 56,367.8  | 4.1%        |
| EBI            | 93,145.6 | 102,008.3 | 1.8%        | 102,008.3 | 126,429.0 | 4.4%        |

### Demographic Breakdown

|                    | Total     | Under 12 | 12 - 17 | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 54 | Over 55 |
|--------------------|-----------|----------|---------|---------|---------|---------|---------|---------|
| Men (000)          | 2,127.3   | 339.0    | 164.5   | 195.6   | 361.6   | 397.7   | 342.0   | 326.9   |
| Women (000)        | 2,212.5   | 325.3    | 157.8   | 194.3   | 360.9   | 420.2   | 348.5   | 405.5   |
| Total              | 4,339.8   | 664.3    | 322.3   | 389.9   | 722.6   | 817.9   | 690.5   | 732.4   |
| Percentage         | 100.0%    | 15.3%    | 7.4%    | 9.0%    | 16.6%   | 18.8%   | 15.9%   | 16.9%   |
| Per Capita         | \$ 23,505 |          |         |         |         |         |         |         |
| Ethnic Population: |           |          |         |         |         |         |         |         |
| White              | 65.9%     |          |         |         |         |         |         |         |
| Black              | 26.6%     |          |         |         |         |         |         |         |
| Asian              | 7.1%      |          |         |         |         |         |         |         |
| Hispanic           | 7.9%      |          |         |         |         |         |         |         |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 5       | 19      |         | 16         | 24      | 25      | 50    |
| Tot 12+    | 4.5     | 65.0    |         | 65.1       | 69.5    | 13.8    | 83.3  |
| Avg 12+    | 0.9     | 3.4     |         | 4.1        | 2.9     | 0.6     | 1.7   |
| Tot LCS    | 5.4     | 78.0    |         | 78.2       | 83.4    | 16.6    | 100.0 |
| Avg LCS    | 1.1     | 4.1     |         | 4.9        | 3.5     | 0.7     | 2.0   |

# Competitive Overview

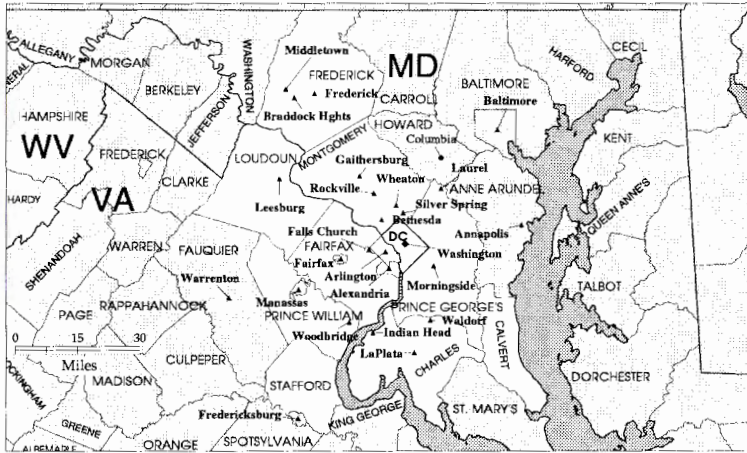
Some stations also rated in Baltimore and Frederick.

| FM Stations     |                  |           |       |            |      |            |                   |          |            | 1999 Est          |       | Avg '99     | ARB 12+ Metro Shares (see rights) |             |            |           |             |             |             |           |             |             |             |
|-----------------|------------------|-----------|-------|------------|------|------------|-------------------|----------|------------|-------------------|-------|-------------|-----------------------------------|-------------|------------|-----------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|
| Calls           | City of License  | FCC Class | Freq  | Power (kW) | HAAT | C          | Owner             | Year Std | Date Acq'd | Sales Price (000) | L M A | Format      | Revenue (000)1/                   | Power Ratio | Local Comm | Fall 1999 | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |
| ● WMJS          | Prince Frederick | A         | 92.7  | 2.1        | 564  |            | Mega Comm Inc     | 71       | 9911 p     | 5,250             |       | Easy        |                                   |             |            | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |
| WFLS            | Fredericksburg   | B         | 93.3  | 50.0       | 492  | d          | Free Lance-Star   | 62       |            |                   |       | Country     | 1,600                             |             | 0.7        | 0.6       | 0.6         | 0.6         | 0.5         | 0.6       | 0.7         | 0.8         | 0.6         |
| WKYS            | Washington       | B         | 93.9  | 24.0       | 705  | a          | Radio One Inc     | 47       | 9506       | 34,000            |       | Urban AC    | 17,000                            | 0.89        | 6.6        | 4.8       | 5.4         | 5.0         | 5.8         | 5.4       | 5.3         | 5.2         | 4.9         |
| WPLC            | Warrenton        | A         | 94.3  | 2.0 cp     | 574  |            | First VA Comm Inc | 66       | 9806       |                   | sw    | Modern AC   | 500                               |             |            | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.7         |
| WARW            | Bethesda         | B         | 94.7  | 20.5       | 771  | c          | Infinity Bcstg    | 59       | 9511       |                   | g     | Clsc Rock   | 8,500                             | 1.09        | 2.7        | 3.0       | 2.2         | 2.1         | 2.3         | 2.2       | 2.6         | 2.8         | 2.1         |
| WPGC            | Morningside      | B         | 95.5  | 50.0       | 486  | c          | Infinity Bcstg    | 59       | 9612       |                   | g4    | CHR/Rhymc   | 26,200                            | 1.26        | 7.2        | 5.8       | 6.3         | 5.5         | 6.2         | 5.6       | 6.3         | 6.1         | 5.5         |
| WHUR            | Washington       | B         | 96.3  | 24.0       | 669  |            | Howard Univ Bd    | 71       |            |                   |       | Urban AC    | 16,500                            | 0.81        | 7.0        | 5.0       | 5.1         | 5.9         | 6.2         | 5.6       | 5.6         | 6.1         | 6.1         |
| WASH            | Washington       | B         | 97.1  | 26.0       | 687  | f          | AMFM Inc          | 48       | 9910 p     |                   | g     | Soft Rock   | 18,300                            | 1.34        | 4.7        | 4.3       | 3.6         | 3.6         | 3.6         | 4.7       | 4.0         | 4.2         | 5.5         |
| WMZQ            | Washington       | B         | 98.7  | 50.0       | 489  | f          | AMFM Inc          | 68       | 9910 p     |                   | g     | Country     | 20,600                            | 1.34        | 5.3        | 4.2       | 4.2         | 4.6         | 3.9         | 4.5       | 4.2         | 5.5         | 4.8         |
| WHFS            | Annapolis        | B         | 99.1  | 50.0       | 459  | c          | Infinity Bcstg    | 49       | 9704       |                   | sw    | Alternative | 16,400                            | 2.18        | 2.6        | 2.4       | 2.0         | 2.3         | 1.9         | 2.3       | 2.3         | 2.5         | 2.1         |
| WJMO            | Washington       | B         | 99.5  | 22.0       | 751  | f          | AMFM Inc          | 60       | 9910 p     |                   | g     | R&B Oldies  | 13,700                            | 0.99        | 4.8        | 3.2       | 3.9         | 4.5         | 4.1         | 3.2       | 3.2         | 3.4         | 3.4         |
| WFRE            | Frederick        | B         | 99.9  | 7.9        | 1166 | h          | AMFM Inc          | 61       | 9910 p     |                   | g     | Country     | n/a                               |             | 1.0        | 0.9       | 0.5         | 1.0         | 0.9         | 0.9       | 1.0         | 0.7         | 0.9         |
| WBIG            | Washington       | B         | 100.3 | 36.0       | 574  | f          | AMFM Inc          | 48       | 9910 p     |                   | g     | Oldies      | 21,000                            | 1.32        | 5.5        | 3.9       | 4.5         | 4.7         | 4.2         | 4.4       | 4.5         | 3.7         | 3.8         |
| WWDC            | Washington       | B         | 101.1 | 22.5       | 761  | f          | AMFM Inc          | 47       | 9910 p     |                   | g     | Rock        | 13,900                            | 1.09        | 4.4        | 4.2       | 3.5         | 3.8         | 3.7         | 3.5       | 3.3         | 3.3         | 3.4         |
| WMMJ            | Bethesda         | A         | 102.3 | 2.9        | 479  | a          | Radio One Inc     | 61       | 8709       | 7,500             |       | Urban AC    | 13,000                            | 0.90        | 5.0        | 4.0       | 3.4         | 3.5         | 4.4         | 5.0       | 3.7         | 4.1         | 4.2         |
| WAFY            | Middletown       | A         | 103.1 | 1.0        | 571  |            | Frederick Bcstg   | 90       |            |                   |       | AC          | n/a                               |             | 0.3        | 0.4       | 0.4         | 0.0         | 0.4         | 0.3       | 0.7         | 0.4         | 0.0         |
| WGMS            | Washington       | B         | 103.5 | 44.0       | 518  | e          | Bonneville Intl   | 47       | 9804       |                   | sw    | Classical   | 11,300                            | 0.89        | 4.4        | 4.0       | 3.6         | 3.7         | 3.6         | 3.6       | 4.5         | 3.9         | 4.3         |
| WWVZ            | Braddock Hghts   | A         | 103.9 | 0.4        | 912  | e          | Bonneville Intl   | 72       | 9607       |                   | g     | CHR         | n/a                               |             | 0.2        | 0.1       | 0.2         | 0.2         | 0.0         | 0.2       | 0.2         | 0.3         | 0.2         |
| WWZZ            | Waldorf          | B         | 104.1 | 20.0       | 801  | e          | Bonneville Intl   | 65       | 9607       |                   | g     | CHR         | 10,200                            | 0.90        | 3.9        | 3.2       | 3.4         | 3.1         | 3.4         | 2.7       | 3.6         | 3.7         | 3.9         |
| WAVA            | Arlington        | B         | 105.1 | 41.0       | 541  | i          | Salem Comm Corp   | 48       | 9202       | 20,000            |       | Chrst/Talk  |                                   |             | 1.5        | 1.3       | 1.5         | 1.0         | 1.3         | 1.0       | 1.2         | 1.0         | 1.0         |
| WJZW            | Woodbridge       | B         | 105.9 | 28.0       | 650  | b          | ABC Radio Inc     | 58       | 9707       |                   | g     | Smooth Jazz | 12,000                            | 0.96        | 4.3        | 3.7       | 3.7         | 3.2         | 3.0         | 4.1       | 4.0         | 3.4         | 3.5         |
| WJFK            | Manassas         | B         | 106.7 | 50.0 cp    | 463  | c          | Infinity Bcstg    | 68       | 9612       |                   | g4    | Talk        | 26,700                            | 1.92        | 4.8        | 5.2       | 3.8         | 4.4         | 4.0         | 3.5       | 4.1         | 3.9         | 3.4         |
| WRQX            | Washington       | B         | 107.3 | 34.0       | 604  | b          | ABC Radio Inc     | 48       | 9602       |                   | g1    | Hot AC      | 19,800                            | 1.27        | 5.4        | 4.2       | 3.7         | 4.4         | 4.3         | 5.1       | 4.3         | 4.0         | 4.5         |
| WTOP            | Warrenton        | B         | 107.7 | 29.0       | 646  | e          | Bonneville Intl   | 78       | 9806       |                   | sw 1  | News        |                                   |             | 1.0        | 1.1       | 1.0         | 0.9         | 0.8         | 0.7       | 0.6         | 0.7         | 0.3         |
| # FM Stations - |                  |           |       |            | 24   | # Combos - |                   |          |            |                   | 20    | FM TOTALS   |                                   |             | 83.3       | 69.5      | 66.5        | 68.0        | 68.5        | 69.1      | 69.9        | 69.7        | 69.1        |

● Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

**Metro Rank: 9**  
Revenue Rank: 6

# Washington, DC Market Overview



## Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES *** | 1993      | 1994      | 1995      | 1996      | 1997      | 1998      | Δ 93 - 98 |
|------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
|                              | \$167,000 | \$193,400 | \$206,800 | \$215,200 | \$232,000 | \$261,100 | 9.3%      |
| Δ 98 - 99                    | 1999      | 2000      | 2001      | 2002      | 2003      | Δ 99 - 03 |           |
| 24.9%                        | \$326,100 | \$375,000 | \$412,500 | \$445,500 | \$490,000 | 10.7%     |           |

|                      | 1993         | 1998         | 2003         | Est. Breakout |
|----------------------|--------------|--------------|--------------|---------------|
| Revenue/Retail Sales | \$4.53/1,000 | \$5.66/1,000 | \$8.69/1,000 | Local 69%     |
| Revenue/Capita       | \$40.34      | \$60.16      | \$107.05     | National 31%  |

## Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993     | 1998      | Growth Rate | 1998      | 2003      | Growth Rate |
|----------------|----------|-----------|-------------|-----------|-----------|-------------|
| MSA Population | 4,139.6  | 4,339.8   | 0.9%        | 4,339.8   | 4,577.4   | 1.1%        |
| Households     | 1,527.8  | 1,619.0   | 1.2%        | 1,619.0   | 1,722.5   | 1.2%        |
| Retail Sales   | 36,835.5 | 46,099.6  | 4.6%        | 46,099.6  | 56,367.8  | 4.1%        |
| EBI            | 93,145.6 | 102,008.3 | 1.8%        | 102,008.3 | 126,429.0 | 4.4%        |

## Metro Counties / Population (000)

|                   |       |
|-------------------|-------|
| Dist. of Col.     | 520.7 |
| Calvert, MD       | 73.2  |
| Charles, MD       | 119.3 |
| Frederick, MD     | 187.5 |
| Montgomery, MD    | 847.8 |
| Pr Georges, MD    | 780.9 |
| Alexandria city   | 118.5 |
| Arlington, VA     | 180.7 |
| Fairfax, VA       | 938.7 |
| Fairfax City, VA  | 20.3  |
| Falls Church city | 9.9   |
| Loudoun, VA       | 146.6 |
| Manassas city     | 34.5  |
| Manassas Pk city  | 9.0   |
| Pr William, VA    | 259.4 |
| Stafford, VA      | 92.8  |

4,339.8

## Demographic Breakdown

|                    | Total       | Under 12    | 12 - 17    | 18 - 24       | 25 - 34                    | 35 - 44 | 45 - 54                 | Over 55 |
|--------------------|-------------|-------------|------------|---------------|----------------------------|---------|-------------------------|---------|
| Men (000)          | 2,127.3     | 339.0       | 164.5      | 195.6         | 361.6                      | 397.7   | 342.0                   | 326.9   |
| Women (000)        | 2,212.5     | 325.3       | 157.8      | 194.3         | 360.9                      | 420.2   | 348.5                   | 405.5   |
| Total              | 4,339.8     | 664.3       | 322.3      | 389.9         | 722.6                      | 817.9   | 690.5                   | 732.4   |
| Percentage         | 100.0%      | 15.3%       | 7.4%       | 9.0%          | 16.6%                      | 18.8%   | 15.9%                   | 16.9%   |
| Per Capita         | \$ 23,505   |             |            |               | Median Household \$ 52,906 |         | Avg Household \$ 63,007 |         |
| Ethnic Population: | White 65.9% | Black 26.6% | Asian 7.1% | Hispanic 7.9% |                            |         |                         |         |

## Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 5       | 19      |         | 16         | 24      | 25      | 50    |
| Tot 12+    | 4.5     | 65.0    |         | 65.1       | 69.5    | 13.8    | 83.3  |
| Avg 12+    | 0.9     | 3.4     |         | 4.1        | 2.9     | 0.6     | 1.7   |
| Tot LCS    | 5.4     | 78.0    |         | 78.2       | 83.4    | 16.6    | 100.0 |
| Avg LCS    | 1.1     | 4.1     |         | 4.9        | 3.5     | 0.7     | 2.0   |



# Competitive Overview

Some stations also rated in Baltimore and Frederick.

## AM Stations

| Calls                       | City of License | FCC Class | Freq | Day Power (kW) | Night Power (kW) | C             | Owner            | Year Std | Date Acq'd | Sales Price (000) | L M A | Format                       | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |             |             |             |             |             |             |             |      |
|-----------------------------|-----------------|-----------|------|----------------|------------------|---------------|------------------|----------|------------|-------------------|-------|------------------------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|------|
|                             |                 |           |      |                |                  |               |                  |          |            |                   |       |                              |                          |             |                    | Fall 1999                         | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998   | Summer 1998 | Spring 1998 | Winter 1998 |             |      |
| WWRC                        | Bethesda        | B         | 570  | 4.7            | 3.00             | f             | AMFM Inc         | 47       | 9910 p     |                   | g     | Bus News                     | 2,500                    |             | 0.4                | 0.5                               | 0.0         | 0.6         | 0.3         | 0.4         | 0.4         | 0.4         | 0.6         |             |      |
| WMAL                        | Washington      | B         | 630  | 5.0            | 5.00             | b             | ABC Radio Inc    | 25       | 9602       |                   | g1    | News/Talk                    | 15,500                   | 1.05        | 5.1                | 3.7                               | 4.2         | 4.3         | 4.0         | 4.2         | 4.6         | 3.6         | 4.6         |             |      |
| ● WBZS                      | Alexandria      | B         | 730  | 5.0 cp         | 0.38             | f             | Mega Comm Inc    | 45       | 9903 p     | 11,000            | c3    | Bus News                     | 1,350                    |             | 0.1                | 0.3                               | 0.4         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         |             |      |
| WABS                        | Arlington       | B         | 780  | 5.0            | 0.00             | i             | Salem Comm Corp  | 46       | 0001       | 4,100             |       | Christian                    |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         |             |             |      |
| WXTR                        | Frederick       | B         | 820  | 4.3            | 0.43             | e             | Bonneville Intl  | 60       | 9607       |                   |       | Country                      | n/a                      |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         |             |             |      |
| ● WILC                      | Laurel          | B         | 900  | 1.9            | 0.50             |               | ZGS Bcstg of     | 65       | 9911       | 5,500             |       | Spanish                      | 600                      |             | 0.2                | 0.0                               | 0.0         | 0.0         | 0.4         | 0.4         | 0.3         | 0.0         | 0.4         |             |      |
| WFMD                        | Frederick       | B         | 930  | 5.0            | 2.50             | h             | AMFM Inc         | 36       | 9910 p     |                   |       | News/Talk                    | n/a                      |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         |             |             |      |
| WTEM                        | Washington      | B         | 980  | 50.0           | 5.00             | f             | AMFM Inc         | 23       | 9910 p     |                   | g     | Sprts/Talk                   | 6,200                    | 1.26        | 1.7                | 1.4                               | 1.4         | 1.2         | 1.7         | 1.3         | 1.1         | 1.4         | 1.0         |             |      |
| ● WWGB                      | Indian Head     | B         | 1030 | 50.0           | 0.00             |               | Mortenson Bcstg  | 86       | 9708       | 1,500             |       | Gospel                       |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         |             |             |      |
| ● WKDL                      | Silver Spring   | B         | 1050 | 1.0            | 0.04             | g             | Mega Comm Inc    | 46       | 9812       |                   | g     | Spanish                      | 1,600                    |             | 0.6                | 0.0                               | 0.3         | 0.5         | 0.5         | 0.5         | 0.5         | 0.4         | 0.4         |             |      |
| WJUST                       | Washington      | B         | 1120 | 20.0           | 0.00             |               | New World Radio  | 49       | 9210       | 1,300             |       | Ethnic                       |                          |             |                    | 0.6                               | 0.0         | 0.0         | 0.0         | 0.0         | 0.3         | 0.0         | 0.0         |             |      |
| WMET                        | Gaithersburg    | B         | 1150 | 1.0            | 0.50             |               | Beltway Comm     | 83       | 8607       | 525               |       | Bus News                     |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         |             |      |
| WAGE                        | Leesburg        | B         | 1200 | 5.0            | 1.00             |               | Radio WAGE Inc   | 58       | 8003       | 300               |       | Talk                         |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         |             |             |      |
| WFAX                        | Falls Church    | B         | 1220 | 5.0            | 0.05             |               | Newcomb Bcstg    | 48       |            |                   |       | Religion                     |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         |             |             |      |
| WGAY                        | Washington      | B         | 1260 | 5.0            | 5.00             | f             | AMFM Inc         | 41       | 9910 p     |                   | g     | MOR                          | 1,800                    | 0.62        | 1.0                | 0.8                               | 0.7         | 0.9         | 0.9         | 0.7         | 1.0         | 0.8         | 0.5         |             |      |
| WDCT                        | Fairfax         | B         | 1310 | 5.0            | 0.50             |               | Family Radio Ltd | 55       | 9502       | 700               |       | Korean                       |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         |             |             |      |
| WYCB                        | Washington      | C         | 1340 | 1.0            | 1.00             | a             | Radio One Inc    | 78       | 9804       | 3,750             |       | Gospel                       | 1,500                    | 0.47        | 1.1                | 1.0                               | 1.0         | 0.9         | 0.8         | 0.9         | 0.9         | 0.9         | 1.1         |             |      |
| WYSK                        | Fredericksburg  | B         | 1350 | 1.0            | 0.04             | d             | Free Lance-Star  | 60       |            |                   |       | Hot AC                       |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         |             |             |      |
| WOL                         | Washington      | C         | 1450 | 1.0            | 1.00             | a             | Radio One Inc    | 24       | 8010       | 950               |       | News/Talk                    | 1,500                    | 0.52        | 1.0                | 0.9                               | 1.2         | 0.7         | 0.7         | 0.7         | 1.1         | 0.7         | 0.7         |             |      |
| ● WKDV                      | Manassas        | B         | 1460 | 5.0            | 5.00             | g             | Mega Comm Inc    | 57       | 9812       |                   | g     | Spanish                      |                          |             |                    | 0.0                               | 0.1         | 0.0         | 0.0         | 0.0         | 0.1         | 0.0         | 0.0         |             |      |
| WTOP                        | Washington      | A         | 1500 | 50.0           | 50.00            | e             | Bonneville Intl  | 26       | 9804       |                   | sw 1  | News                         | 21,100                   | 2.21        | 3.3                | 2.4                               | 2.8         | 2.6         | 2.9         | 2.5         | 2.9         | 3.0         | 3.1         |             |      |
| ● WACA                      | Wheaton         | B         | 1540 | 5.0            | 0.00             |               | Entravision Comm | 54       | 9912 p     |                   | g4    | Spanish                      | 800                      |             | 0.3                | 0.4                               | 0.4         | 0.0         | 0.6         | 0.0         | 0.0         | 0.5         | 0.6         |             |      |
| WKIK                        | La Plata        | B         | 1560 | 1.0 cp         | 0.00             |               | Somar Comm Inc   | 65       | 9104       | 65                |       | Clisc Rock                   |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         |             |             |      |
| WPGC                        | Morningside     | B         | 1580 | 50.0           | 0.27             | c             | Infinity Bcstg   | 54       | 9612       |                   | g4    | Gospel                       | 3,000                    | 0.74        | 1.4                | 1.0                               | 0.8         | 1.0         | 1.4         | 1.5         | 1.3         | 1.0         | 1.1         |             |      |
| ● WINX                      | Rockville       | B         | 1600 | 1.0            | 0.50             |               | Mega Comm Inc    | 51       | 9903       | 600               |       | Spanish                      | 400                      |             |                    | 0.3                               | 0.1         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         |             |             |      |
| # AM Stations -             |                 |           |      |                | 25               | # Combos -    |                  |          |            |                   | 15    | AM TOTALS                    |                          |             |                    |                                   | 16.2        | 13.3        | 13.4        | 12.7        | 14.2        | 13.1        | 14.5        | 12.7        | 14.1 |
| AM & FM Stations Profiled - |                 |           |      |                | 49               | # Duopolies - |                  |          |            |                   | 15    | Total Local Commercial Share |                          |             |                    |                                   | <b>82.8</b> | <b>79.9</b> | <b>80.7</b> | <b>82.7</b> | <b>82.2</b> | <b>84.4</b> | <b>82.4</b> | <b>83.2</b> |      |

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

**Metro Rank: 10**  
Revenue Rank: 10

# Houston-Galveston Market Overview



### Metro Counties / Population (000)

|                |                |
|----------------|----------------|
| Brazoria, TX   | 232.3          |
| Chambers, TX   | 26.1           |
| Fort Bend, TX  | 337.1          |
| Galveston, TX  | 245.6          |
| Harris, TX     | 3,232.0        |
| Liberty, TX    | 67.6           |
| Montgomery, TX | 270.2          |
| Waller, TX     | 29.9           |
| <b>Total</b>   | <b>4,440.8</b> |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>★★★ | 1993      | 1994      | 1995      | 1996      | 1997      | 1998      | Δ 93 - 98 |
|---------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
|                                 |           | \$149,000 | \$169,700 | \$184,500 | \$207,600 | \$226,600 | \$259,300 |
|                                 | Δ 98 - 99 | 1999      | 2000      | 2001      | 2002      | 2003      | Δ 99 - 03 |
|                                 | 11.3%     | \$288,700 | \$317,500 | \$349,300 | \$384,200 | \$422,600 | 10.0%     |

|                      | 1993         | 1998         | 2003         | Est. Breakout |
|----------------------|--------------|--------------|--------------|---------------|
| Revenue/Retail Sales | \$4.76/1,000 | \$5.86/1,000 | \$7.62/1,000 | Local 75%     |
| Revenue/Capita       | \$36.90      | \$58.39      | \$87.37      | National 25%  |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993     | 1998     | Growth Rate | 1998     | 2003      | Growth Rate |
|----------------|----------|----------|-------------|----------|-----------|-------------|
| MSA Population | 4,037.9  | 4,440.8  | 1.9%        | 4,440.8  | 4,836.8   | 1.7%        |
| Households     | 1,442.6  | 1,593.8  | 2.0%        | 1,593.8  | 1,754.2   | 1.9%        |
| Retail Sales   | 31,282.3 | 44,235.5 | 7.2%        | 44,235.5 | 55,455.1  | 4.6%        |
| EBI            | 71,670.3 | 84,841.0 | 3.4%        | 84,841.0 | 115,828.0 | 6.4%        |

### Demographic Breakdown

|                    | Total       | Under 12    | 12 - 17    | 18 - 24        | 25 - 34 | 35 - 44 | 45 - 54 | Over 55 |
|--------------------|-------------|-------------|------------|----------------|---------|---------|---------|---------|
| Men (000)          | 2,220.5     | 420.9       | 209.0      | 203.5          | 363.0   | 406.9   | 309.6   | 307.6   |
| Women (000)        | 2,220.3     | 403.4       | 199.9      | 194.5          | 345.3   | 398.9   | 304.4   | 373.9   |
| Total              | 4,440.8     | 824.4       | 408.8      | 398.0          | 708.4   | 805.8   | 614.0   | 681.5   |
| Percentage         | 100.0%      | 18.6%       | 9.2%       | 9.0%           | 16.0%   | 18.1%   | 13.8%   | 15.3%   |
| Per Capita         | \$ 19,105   |             |            |                |         |         |         |         |
|                    |             |             |            |                |         |         |         |         |
| Ethnic Population: | White 76.1% | Black 18.3% | Asian 5.3% | Hispanic 25.2% |         |         |         |         |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 2       |         | 27      | 17         | 29      | 25      | 55    |
| Tot 12+    | 0.5     |         | 69.6    | 66.7       | 70.1    | 14.9    | 85.0  |
| Avg 12+    | 0.3     |         | 2.6     | 3.9        | 2.4     | 0.6     | 1.5   |
| Tot LCS    | 0.6     |         | 81.9    | 78.5       | 82.5    | 17.5    | 100.0 |
| Avg LCS    | 0.3     |         | 3.0     | 4.6        | 2.8     | 0.7     | 1.8   |

# Competitive Overview

Some stations also rated in Beaumont-Port Arthur.

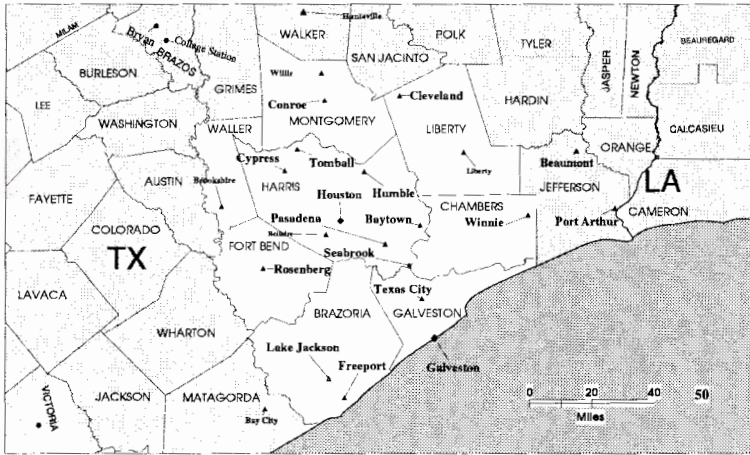
| FM Stations |                 |               |       |       |       |                 |       |                      |            | ARB 12+ Metro Shares (see rights) |        |           |                 |             |                    |           |             |             |             |           |             |             |             |     |
|-------------|-----------------|---------------|-------|-------|-------|-----------------|-------|----------------------|------------|-----------------------------------|--------|-----------|-----------------|-------------|--------------------|-----------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|-----|
| Calls       | City of License | FCC Class     | Power |       | HAAT  | C               | Owner | Year Std             | Date Acq'd | Sales Price (000)                 | L M A  | Format    | 1999 Est        |             | Avg '99 Local Comm | Fall 1999 | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |     |
|             |                 |               | Freq  | (kW)  |       |                 |       |                      |            |                                   |        |           | Revenue (000)1/ | Power Ratio |                    | 1999      | 1999        | 1999        | 1999        | 1998      | 1998        | 1998        | 1998        |     |
|             | KRTS            | Seabrook      | C1    | 92.1  | 50.0  | 981             |       | Stude, M.S., et al   | 84         | 8705                              | 2,250  | e         | Classical       | 2,200       | 0.78               | 1.0       | 0.9         | 0.8         | 0.9         | 0.7       | 0.9         | 0.7         | 0.8         | 0.8 |
| ●           | KKBQ            | Pasadena      | C     | 92.9  | 97.0  | 1919            | b     | Cox Radio Inc        | 62         | 0003 p                            |        | g         | Country         | 14,700      | 1.49               | 3.5       | 2.9         | 3.1         | 3.0         | 2.5       | 3.3         | 3.7         | 3.5         | 3.7 |
|             | KOVE            | Port Arthur   | C     | 93.3  | 100.0 | 1952            | f     | Hispanic Bcstg       | 92         | 9702                              |        | g3        | Intnl/Span      | 1,800       | 0.33               | 1.9       | 1.7         | 1.3         | 1.6         | 2.1       | 1.4         | 1.4         | 1.4         | 1.4 |
|             | KKRW            | Houston       | C     | 93.7  | 100.0 | 1719            | b     | AMFM Inc             | 64         | 9910 p                            |        | g         | Clsc Rock       | 12,500      | 1.08               | 4.1       | 3.0         | 3.6         | 3.9         | 3.4       | 3.2         | 3.3         | 3.8         | 3.7 |
| ●           | KLDE            | Houston       | C     | 94.5  | 100.0 | 1919            | b     | Cox Radio Inc        | 64         | 0003 p                            |        | g         | Oldies          | 17,100      | 1.31               | 4.6       | 2.7         | 4.5         | 4.0         | 3.9       | 3.4         | 4.3         | 4.3         | 4.6 |
|             | KIKK            | Houston       | C     | 95.7  | 100.0 | 1919            | a     | Infinity Bcstg       | 59         | 9310                              | 40,000 | c2        | Country         | 9,200       | 1.16               | 2.8       | 2.3         | 1.8         | 2.7         | 2.6       | 2.7         | 2.9         | 2.7         | 2.1 |
| ●           | KHMX            | Houston       | C     | 96.5  | 97.0  | 1919            | i     | Clear Channel        | 61         | 9905                              |        | g8        | Hot AC          | 19,100      | 1.30               | 5.2       | 4.1         | 4.2         | 5.2         | 3.8       | 4.6         | 4.0         | 4.4         | 4.5 |
| ●           | KKTL            | Cleveland     | C     | 97.1  | 100.0 | 984             | i     | Cox Radio Inc        | 92         | 0003 p                            |        | g6        | Alternative     |             |                    |           | 0.1         | 0.0         | 0.1         | 0.0       | 0.0         | 0.0         | 0.3         | 0.3 |
| ●           | KBXX            | Houston       | C     | 97.9  | 95.0  | 1919            | d     | Radio One Inc        | 58         | 0003 p                            |        | g5        | R&BOd/Rap       | 17,800      | 0.72               | 8.8       | 7.9         | 7.6         | 8.0         | 7.7       | 6.8         | 7.6         | 6.7         | 6.2 |
|             | KTJM            | Port Arthur   | C     | 98.5  | 100.0 | 1952            |       | Faith Bcstg LP       | 63         | 9412                              |        | 1         | Oldies          | 3,400       | 0.50               | 2.4       | 2.4         | 2.5         | 2.0         | 2.4       | 1.2         | 1.6         | 1.6         | 1.6 |
|             | KODA            | Houston       | C     | 99.1  | 95.0  | 1919            |       | AMFM Inc             | 58         | 9910 p                            |        | g         | Soft AC         | 25,300      | 1.19               | 7.5       | 6.3         | 6.5         | 5.9         | 6.2       | 7.1         | 6.4         | 7.4         | 7.2 |
|             | KUST            | Huntsville    | C3    | 99.7  | 7.3   | 581             | j     | New Wavo Comm        | 98         | 9704                              | 158    | 2c        | Country         |             |                    |           | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0 |
| ●           | KSHN            | Liberty       | C2    | 99.9  | 26.0  | 679             |       | Trinity River Valley | 91         |                                   |        |           | AC/Old/Cty      | 400         |                    |           | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0 |
|             | KILT            | Houston       | C     | 100.3 | 100.0 | 1919            | a     | Infinity Bcstg       | 61         | 8912                              |        | g1        | Country         | 22,300      | 1.36               | 5.8       | 5.3         | 4.4         | 5.1         | 5.5       | 5.0         | 5.8         | 4.7         | 5.2 |
|             | KRTX            | Winnie        | C     | 100.7 | 100.0 | 1952            | h     | Z-Spanish Media      | 87         | 9908 p                            |        | sw 2      | ModAC/Span      | 400         |                    | 0.6       | 1.1         | 0.9         | 0.4         | 0.3       | 0.4         | 0.0         | 3.3         | 3.2 |
|             | KLOL            | Houston       | C     | 101.1 | 95.0  | 1919            | b     | AMFM Inc             | 47         | 9910 p                            |        | g         | Rock            | 16,200      | 1.36               | 4.2       | 3.6         | 3.6         | 3.6         | 3.6       | 3.8         | 3.5         | 4.2         | 4.0 |
| ●           | KSTB            | Crystal Beach | C3    | 101.5 | 14.0  | 449             |       | Galtex Bcstg Inc     | 95         |                                   |        |           | Hot AC          |             |                    |           | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0 |
| ●           | KMJQ            | Houston       | C     | 102.1 | 100.0 | 1719            | d     | Radio One Inc        | 64         | 0003 p                            |        | g5        | Urban           | 18,600      | 1.03               | 6.4       | 5.4         | 6.3         | 4.9         | 5.0       | 5.8         | 5.6         | 5.7         | 6.3 |
| ●           | KLTN            | Houston       | C     | 102.9 | 100.0 | 984             | f     | Hispanic Bcstg       | 60         | 9805                              | 54,000 |           | CHR/Span        | 14,700      | 0.87               | 6.0       | 6.6         | 5.2         | 5.1         | 4.9       | 5.6         | 3.8         | 1.7         | 1.5 |
| ●           | KJOJ            | Freeport      | C     | 103.3 | 100.0 | 994             | d     | El Dorado Comm       | 65         | 0003 p                            |        | d5 1      | Oldies          | 600         |                    | 0.1       | 0.0         | 0.1         | 0.0         | 0.1       | 0.1         | 0.2         | 0.1         | 0.1 |
|             | KVST            | Willis        | C3    | 103.7 | 15.0  | 427             | j     | New Wavo Comm        | 93         | 9107                              | 125    | 2c        | Country         | 1,100       |                    | 0.7       | 0.5         | 0.6         | 0.5         | 0.4       | 0.8         | 0.3         | 0.4         | 0.5 |
| ●           | KRBE            | Houston       | C     | 104.1 | 100.0 | 1919            |       | Susquehanna          | 59         | 8610                              |        |           | CHR             | 20,600      | 0.98               | 7.4       | 6.0         | 6.6         | 6.4         | 5.7       | 6.8         | 6.3         | 6.7         | 6.4 |
|             | KLTO            | Galveston     | A     | 104.9 | 1.9   | 404             | f     | Hispanic Bcstg       | 89         | 9702                              |        | g3        | Int/Var/Spn     |             |                    |           | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.1         | 0.0 |
|             | KOVA            | Rosenberg     | A     | 104.9 | 2.6   | 351             | f     | Hispanic Bcstg       | 68         | 9708                              | 3,100  |           | Intnl/Span      | 500         |                    | 0.2       | 0.5         | 0.0         | 0.3         | 0.3       | 0.1         | 0.4         | 0.1         | 0.2 |
|             | KHCB            | Houston       | C     | 105.7 | 100.0 | 1614            | g     | Houston Christian    | 62         |                                   |        |           | Chrst/Span      |             |                    |           | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0 |
| ●           | KQQK            | Galveston     | C     | 106.5 | 100.0 | 1322            | c     | El Dorado Comm       | 68         | 9412                              | 11,275 |           | Tejano          | 5,100       | 0.78               | 2.3       | 1.8         | 2.2         | 1.4         | 2.2       | 2.1         | 2.2         | 2.3         | 3.1 |
| ●           | KKHT            | Conroe        | C     | 106.9 | 100.0 | 1900            | e     | Salem Comm Corp      | 91         | 9503                              | 12,000 |           | Chrst/Talk      |             |                    | 0.4       | 0.3         | 0.3         | 0.0         | 0.6       | 0.4         | 0.4         | 0.0         | 0.0 |
|             | KTBZ            | Lake Jackson  | C     | 107.5 | 95.0  | 1972            | i     | Clear Channel        | 63         | 9905                              |        | g8        | Alternative     | 9,200       | 0.66               | 4.9       | 4.0         | 4.3         | 4.2         | 3.9       | 4.4         | 3.8         | 3.5         | 3.1 |
| ●           | KXTJ            | Beaumont      | C     | 107.9 | 100.0 | 1952            | c     | El Dorado Comm       | 67         | 9305                              | 3,700  |           | Mexican         | 2,600       | 0.84               | 1.1       | 0.7         | 0.8         | 0.7         | 1.1       | 1.1         | 1.3         | 1.1         | 1.8 |
|             |                 |               |       |       |       | # FM Stations - | 29    | # Combos -           | 23         |                                   |        | FM TOTALS |                 |             | 81.9               | 70.1      | 71.2        | 69.9        | 68.9        | 71.0      | 69.5        | 70.8        | 71.5        |     |

● Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

**Metro Rank: 10**

Revenue Rank: 10

# Houston-Galveston Market Overview



**Metro Counties / Population (000)**

|                |                |
|----------------|----------------|
| Brazoria, TX   | 232.3          |
| Chambers, TX   | 26.1           |
| Fort Bend, TX  | 337.1          |
| Galveston, TX  | 245.6          |
| Harris, TX     | 3,232.0        |
| Liberty, TX    | 67.6           |
| Montgomery, TX | 270.2          |
| Waller, TX     | 29.9           |
| <b>Total</b>   | <b>4,440.8</b> |

**Market Radio Financials**

(all figures in 000's, except percentages and ratios)

|  |                  |             |             |             |             |             |                  |
|--|------------------|-------------|-------------|-------------|-------------|-------------|------------------|
| <b>ESTIMATED GROSS REVENUES</b><br>*** | <b>1993</b>      | <b>1994</b> | <b>1995</b> | <b>1996</b> | <b>1997</b> | <b>1998</b> | <b>Δ 93 - 98</b> |
|  | \$149,000        | \$169,700   | \$184,500   | \$207,600   | \$226,600   | \$259,300   | 11.7%            |
|  | <b>Δ 98 - 99</b> | <b>1999</b> | <b>2000</b> | <b>2001</b> | <b>2002</b> | <b>2003</b> | <b>Δ 99 - 03</b> |
|  | 11.3%            | \$288,700   | \$317,500   | \$349,300   | \$384,200   | \$422,600   | 10.0%            |

|                      |              |              |              |                      |
|----------------------|--------------|--------------|--------------|----------------------|
|                      | <b>1993</b>  | <b>1998</b>  | <b>2003</b>  | <b>Est. Breakout</b> |
| Revenue/Retail Sales | \$4.76/1,000 | \$5.86/1,000 | \$7.62/1,000 | Local 75%            |
| Revenue/Capita       | \$36.90      | \$58.39      | \$87.37      | National 25%         |

**Demographic and Economic Overview**

(000's, except Retail Sales and EBI in 000,000's)

|                |             |             |                    |             |             |                    |
|----------------|-------------|-------------|--------------------|-------------|-------------|--------------------|
|                | <b>1993</b> | <b>1998</b> | <b>Growth Rate</b> | <b>1998</b> | <b>2003</b> | <b>Growth Rate</b> |
| MSA Population | 4,037.9     | 4,440.8     | 1.9%               | 4,440.8     | 4,836.8     | 1.7%               |
| Households     | 1,442.6     | 1,593.8     | 2.0%               | 1,593.8     | 1,754.2     | 1.9%               |
| Retail Sales   | 31,282.3    | 44,235.5    | 7.2%               | 44,235.5    | 55,455.1    | 4.6%               |
| EBI            | 71,670.3    | 84,841.0    | 3.4%               | 84,841.0    | 115,828.0   | 6.4%               |

**Demographic Breakdown**

|                    |              |                 |                  |                |                |                |                |                |
|--------------------|--------------|-----------------|------------------|----------------|----------------|----------------|----------------|----------------|
|                    | <b>Total</b> | <b>Under 12</b> | <b>12 - 17</b>   | <b>18 - 24</b> | <b>25 - 34</b> | <b>35 - 44</b> | <b>45 - 54</b> | <b>Over 55</b> |
| Men (000)          | 2,220.5      | 420.9           | 209.0            | 203.5          | 363.0          | 406.9          | 309.6          | 307.6          |
| Women (000)        | 2,220.3      | 403.4           | 199.9            | 194.5          | 345.3          | 398.9          | 304.4          | 373.9          |
| Total              | 4,440.8      | 824.4           | 408.8            | 398.0          | 708.4          | 805.8          | 614.0          | 681.5          |
| Percentage         | 100.0%       | 18.6%           | 9.2%             | 9.0%           | 16.0%          | 18.1%          | 13.8%          | 15.3%          |
| Per Capita         | \$ 19,105    |                 |                  |                |                |                |                |                |
|                    |              |                 | Median Household | \$ 40,599      |                |                | Avg Household  | \$ 53,232      |
| Ethnic Population: | White 76.1%  | Black 18.3%     | Asian 5.3%       |                |                | Hispanic 25.2% |                |                |

**Market Summary**

|                   |                |                |                |                   |                |                |              |
|-------------------|----------------|----------------|----------------|-------------------|----------------|----------------|--------------|
| <b>FM Classes</b> | <b>Class A</b> | <b>Class B</b> | <b>Class C</b> | <b>Viable FMs</b> | <b>All FMs</b> | <b>All AMs</b> | <b>Total</b> |
| # Stations        | 2              |                | 27             | 17                | 29             | 25             | 55           |
| Tot 12+           | 0.5            |                | 69.6           | 66.7              | 70.1           | 14.9           | 85.0         |
| Avg 12+           | 0.3            |                | 2.6            | 3.9               | 2.4            | 0.6            | 1.5          |
| Tot LCS           | 0.6            |                | 81.9           | 78.5              | 82.5           | 17.5           | 100.0        |
| Avg LCS           | 0.3            |                | 3.0            | 4.6               | 2.8            | 0.7            | 1.8          |



# Competitive Overview

Some stations also rated in Beaumont-Port Arthur.

| AM Stations |                 | ARB 12+ Metro Shares (see rights) |      |                             |                  |    |                     |          |            |                              |       |             |                |             |                    |                                   |             |             |             |           |             |             |             |      |
|-------------|-----------------|-----------------------------------|------|-----------------------------|------------------|----|---------------------|----------|------------|------------------------------|-------|-------------|----------------|-------------|--------------------|-----------------------------------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|------|
| Calls       | City of License | FCC Class                         | Freq | Day Power (kW)              | Night Power (kW) | C  | Owner               | Year Std | Date Acq'd | Sales Price (000)            | L M A | Format      | 1999 Est       |             | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |             |             |           |             |             |             |      |
|             |                 |                                   |      |                             |                  |    |                     |          |            |                              |       |             | Revenue (000)† | Power Ratio |                    | Fall 1999                         | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |      |
| KILT        | Houston         | B                                 | 610  | 5.0                         | 5.00             | a  | Infinity Bcstg      | 48       | 8912       |                              | g1    | Sprts/Cntry | 6,700          | 1.25        | 1.9                | 1.4                               | 1.5         | 1.5         | 1.7         | 1.9       | 2.7         | 2.0         | 1.7         |      |
| KIKK        | Pasadena        | B                                 | 650  | 0.3                         | 0.00             | a  | Infinity Bcstg      | 57       | 9310       |                              | c2    | Bus News    |                |             | 0.1                | 0.0                               | 0.1         | 0.1         | 0.0         | 0.1       | 0.0         | 0.0         | 0.1         |      |
| ● KSEV      | Tomball         | B                                 | 700  | 15.0                        | 1.00             | d  | El Dorado Comm      | 86       | 0003 p     |                              | d5    | Nws/Tlk/Spt | 3,500          | 0.95        | 1.3                | 0.8                               | 1.3         | 1.0         | 1.0         | 1.0       | 1.3         | 1.1         | 1.1         |      |
| KTRH        | Houston         | B                                 | 740  | 50.0                        | 50.00            | b  | AMFM Inc            | 30       | 9910 p     |                              | g     | News/Sprts  | 20,500         | 1.48        | 4.9                | 4.0                               | 4.2         | 3.9         | 4.1         | 4.5       | 4.1         | 4.2         | 4.4         |      |
| KBME        | Houston         | B                                 | 790  | 5.0                         | 5.00             | b  | AMFM Inc            | 44       | 9910 p     |                              | g     | Adlt Stndrd | 2,500          | 0.34        | 2.6                | 2.3                               | 1.8         | 2.6         | 2.6         | 1.9       | 1.8         | 1.4         | 0.8         |      |
| ● KEYH      | Houston         | B                                 | 850  | 10.0                        | 0.19             | c  | El Dorado Comm      | 74       | 9603       | 1,200                        |       | Ranchera    | 1,100          |             | 0.4                | 0.4                               | 0.6         | 0.5         | 0.0         | 0.4       | 0.3         | 0.6         | 0.5         |      |
| ● KJOJ      | Conroe          | B                                 | 880  | 10.0                        | 1.00             |    | El Dorado Comm      | 51       | 0003 p     |                              | d5    | Christian   | 350            |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |
| ● KYST      | Texas City      | B                                 | 920  | 5.0                         | 1.00             |    | Hispanic Bcstg Inc  | 47       | 9310       | 563                          |       | Talk/Spn    |                |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |
| KPRC        | Houston         | B                                 | 950  | 5.0                         | 5.00             | d  | Clear Channel       | 25       | 9412       |                              | st    | Nws/Tlk/Spt | 8,900          | 0.83        | 3.8                | 2.4                               | 3.1         | 3.3         | 3.7         | 3.0       | 2.7         | 3.1         | 2.8         |      |
| ● KRTX      | Rosenberg       | B                                 | 980  | 5.0 cp                      | 4.00             | f  | Hispanic Bcstg      | 48       | 9702       |                              | g3 2  | Modern AC   |                |             | 0.1                | 0.0                               | 0.0         | 0.1         | 0.1         | 0.0       | 0.0         | 0.0         | 0.0         |      |
| KLAT        | Houston         | B                                 | 1010 | 5.0                         | 5.00             | f  | Hispanic Bcstg      | 61       | 9702       |                              | g3    | Talk/Spn    | 4,500          | 1.59        | 1.0                | 1.4                               | 0.6         | 1.2         | 0.9         | 0.9       | 1.0         | 0.8         | 1.1         |      |
| KCHN        | Brookshire      | B                                 | 1050 | 0.3 cp                      | 0.00             |    | Multicultural Bcstg | 68       | 9507       | 5                            |       | DARK        |                |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |
| ● KENR      | Houston         | B                                 | 1070 | 10.0                        | 5.00             | e  | Salem Comm Corp     | 68       | 9503       | 5,000                        |       | Chrst/Talk  |                |             | 0.1                | 0.4                               | 0.0         | 0.0         | 0.5         | 0.0       | 0.3         | 0.3         | 0.0         |      |
| ● KTEK      | Alvin           | B                                 | 1110 | 2.5                         | 0.00             | e  | Salem Comm Corp     | 81       | 9810       |                              | g     | Chrst/Talk  |                |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |
| ● KYOK      | Conroe          | B                                 | 1140 | 5.0                         | 0.00             |    | Martin Bcstg Inc    | 81       | 9202       | 175                          |       | Gospel      |                |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |
| KGOL        | Humble          | B                                 | 1180 | 8.5 cp                      | 1.00             | h  | Z-Spanish Media     | 86       | 9809       |                              | g     | Asian       |                |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |
| ● KQUE      | Houston         | C                                 | 1230 | 1.0                         | 1.00             | b  | El Dorado Comm      | 48       | 0003 p     |                              | g     | Clsc Rock   | 100            |             |                    | 0.0                               | 0.1         | 0.0         | 0.0         | 0.0       | 0.1         | 1.1         | 1.0         |      |
| KXYZ        | Houston         | B                                 | 1320 | 5.0                         | 5.00             |    | Radio Unica         | 30       | 9804       | 6,400                        |       | Spanish     | 1,100          |             | 0.6                | 0.7                               | 0.5         | 0.6         | 0.4         | 0.7       | 0.4         | 0.6         | 0.0         |      |
| KWWJ        | Baytown         | B                                 | 1360 | 5.0                         | 1.00             |    | Salt of Earth Bcstg | 47       | 8808       |                              |       | Religion    | 500            |             | 0.4                | 0.4                               | 0.3         | 0.6         | 0.6         | 0.0       | 0.0         | 0.5         | 0.3         |      |
| KHCB        | Galveston       | C                                 | 1400 | 1.0                         | 1.00             | g  | Houston Christian   | 22       | 9010       | 150                          |       | Chrst/Spn   |                |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |
| ● KCOH      | Houston         | B                                 | 1430 | 5.0                         | 0.33             |    | KCOH Inc            | 48       | 7512       |                              |       | Urban       | 1,700          |             | 0.7                | 0.7                               | 0.6         | 0.5         | 0.6         | 0.6       | 0.7         | 0.5         | 0.7         |      |
| KLVL        | Pasadena        | B                                 | 1480 | 1.0                         | 0.50             |    | SIGA Bcstg Corp     | 50       | 9706       | 1,250                        |       | Chrst/Spn   |                |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |
| KYND        | Cypress         | B                                 | 1520 | 3.0                         | 0.00             |    | Provenzano,         | 91       |            |                              |       | Eth/Rlg/Spn |                |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |
| KGBC        | Galveston       | B                                 | 1540 | 1.0                         | 0.25             |    | Harbor Bcstg Co     | 47       |            |                              |       | Oldies      | 600            |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |
| KMIC        | Houston         | B                                 | 1590 | 5.0                         | 5.00             |    | ABC Radio Inc       | 55       | 9905       | 6,000 na                     |       | Children    | 1,200          |             | 0.3                | 0.0                               | 0.0         | 0.3         | 0.0         | 0.8       | 0.7         | 0.8         | 0.6         |      |
|             |                 |                                   |      | # AM Stations -             |                  | 25 | # Combos -          |          | 14         | AM TOTALS                    |       |             |                |             |                    | 18.2                              | 14.9        | 14.7        | 16.2        | 16.2      | 15.8        | 16.1        | 17.0        | 15.1 |
|             |                 |                                   |      | AM & FM Stations Profiled - |                  | 54 | # Duopolies -       |          | 16         | Total Local Commercial Share |       |             |                |             |                    |                                   | 85.0        | 85.9        | 86.1        | 85.1      | 86.8        | 85.6        | 87.8        | 86.6 |

● Indicates a change since last edition  
 † See introduction section for interpretation of revenue estimates.

**Metro Rank: 11**

Revenue Rank: 8

# Atlanta, GA Market Overview



**Metro Counties / Population (000)**

|              |                |
|--------------|----------------|
| Barrow, GA   | 41.1           |
| Bartow, GA   | 73.3           |
| Carroll, GA  | 84.6           |
| Cherokee, GA | 138.3          |
| Clayton, GA  | 211.2          |
| Cobb, GA     | 573.7          |
| Coweta, GA   | 87.2           |
| De Kalb, GA  | 596.3          |
| Douglas, GA  | 91.4           |
| Fayette, GA  | 90.4           |
| Forsyth, GA  | 91.1           |
| Fulton, GA   | 749.7          |
| Gwinnett, GA | 533.8          |
| Henry, GA    | 108.2          |
| Newton, GA   | 58.7           |
| Paulding, GA | 75.9           |
| Pickens, GA  | 20.2           |
| Rockdale, GA | 69.0           |
| Spalding, GA | 57.7           |
| Walton, GA   | 56.1           |
| <b>Total</b> | <b>3,807.9</b> |

**Market Radio Financials**

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES *** | 1993         | 1994         | 1995         | 1996          | 1997      | 1998      | Δ 93 - 98 |
|------------------------------|--------------|--------------|--------------|---------------|-----------|-----------|-----------|
|                              |              | \$124,000    | \$149,500    | \$173,600     | \$192,900 | \$226,900 | \$261,000 |
| ***                          | Δ 98 - 99    | 1999         | 2000         | 2001          | 2002      | 2003      | Δ 99 - 03 |
|                              | 15.1%        | \$300,400    | \$333,400    | \$363,500     | \$399,800 | \$431,800 | 9.5%      |
|                              | 1993         | 1998         | 2003         | Est. Breakout |           |           |           |
| Revenue/Retail Sales         | \$4.32/1,000 | \$5.97/1,000 | \$7.26/1,000 | Local         | 76%       |           |           |
| Revenue/Capita               | \$37.55      | \$68.54      | \$101.92     | National      | 24%       |           |           |

**Demographic and Economic Overview**

(000's, except Retail Sales and EBI in 000,000's)

| MSA Population | 1993     | 1998     | Growth Rate | 1998     | 2003     | Growth Rate |
|----------------|----------|----------|-------------|----------|----------|-------------|
|                |          | 3,302.6  | 3,807.9     | 2.9%     | 3,807.9  | 4,236.6     |
| Households     | 1,228.4  | 1,423.8  | 3.0%        | 1,423.8  | 1,602.2  | 2.4%        |
| Retail Sales   | 28,725.3 | 43,703.5 | 8.8%        | 43,703.5 | 59,488.2 | 6.4%        |
| EBI            | 58,419.1 | 70,465.5 | 3.8%        | 70,465.5 | 92,928.1 | 5.7%        |

**Demographic Breakdown**

|                    | Total       | Under 12         | 12 - 17    | 18 - 24       | 25 - 34       | 35 - 44 | 45 - 54   | Over 55 |
|--------------------|-------------|------------------|------------|---------------|---------------|---------|-----------|---------|
| Men (000)          | 1,865.0     | 322.9            | 162.8      | 174.2         | 311.9         | 347.2   | 281.5     | 264.4   |
| Women (000)        | 1,942.9     | 308.4            | 155.6      | 173.7         | 313.1         | 365.4   | 283.7     | 343.2   |
| Total              | 3,807.9     | 631.3            | 318.4      | 347.9         | 624.9         | 712.5   | 565.2     | 607.6   |
| Percentage         | 100.0%      | 16.6%            | 8.4%       | 9.1%          | 16.4%         | 18.7%   | 14.8%     | 16.0%   |
| Per Capita         | \$ 18,505   | Median Household |            | \$ 40,130     | Avg Household |         | \$ 49,491 |         |
| Ethnic Population: | White 71.0% | Black 26.0%      | Asian 2.8% | Hispanic 3.6% |               |         |           |         |

**Market Summary**

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 3       |         | 17      | 16         | 20      | 35      | 55    |
| Tot 12+    | 0.0     |         | 70.9    | 70.1       | 70.9    | 16.9    | 87.8  |
| Avg 12+    | 0.0     |         | 4.2     | 4.4        | 3.5     | 0.5     | 1.6   |
| Tot LCS    | 0.0     |         | 80.8    | 79.8       | 80.8    | 19.2    | 100.0 |
| Avg LCS    | 0.0     |         | 4.8     | 5.0        | 4.0     | 0.5     | 1.8   |

# Competitive Overview

## FM Stations

| Calls           | City of License | FCC Class    | Power (kW) | HAAT     | C      | Owner | Year Std           | Date Acq'd       | Sales Price (000) | L M A  | Format     | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |             |             |           |             |             |             |      |      |      |
|-----------------|-----------------|--------------|------------|----------|--------|-------|--------------------|------------------|-------------------|--------|------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|------|------|------|
|                 |                 |              |            |          |        |       |                    |                  |                   |        |            |                          |             |                    | Fall 1999                         | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |      |      |      |
| ● WZGC          | Atlanta         | C1           | 92.9       | 99.0     | 909    | c     | Infinity Bcstg     | 65               | 9612              |        | g1         | Clsc Rock                | 11,400      | 1.31               | 3.1                               | 3.3         | 2.0         | 2.8         | 2.8       | 3.1         | 3.1         | 3.1         | 3.5  |      |      |
| ● WVFJ          | Manchester      | C1           | 93.3       | 27.0 cp  | 1611   |       | Provident Bcstg Co | 67               | 8108              |        |            | ChrsContemp              |             |                    | 0.9                               | 0.8         | 1.2         | 0.7         | 0.7       | 0.6         | 0.4         | 0.5         | 0.0  |      |      |
|                 | WSTR            | Smyrna       | C          | 94.1     | 100.0  | 1020  | g                  | Jefferson-Pilot  | 66                | 7401   |            | Top 40                   | 28,600      | 1.00               | 10.2                              | 7.9         | 9.5         | 8.9         | 8.5       | 8.4         | 7.9         | 7.9         | 8.3  |      |      |
|                 | WPCH            | Atlanta      | C          | 94.9     | 99.0   | 984   | d                  | Clear Channel    | 62                | 9905   |            | Soft AC                  | 18,600      | 1.10               | 6.0                               | 5.6         | 4.9         | 5.0         | 5.3       | 5.4         | 4.6         | 5.5         | 5.6  |      |      |
| ● WBTS          | Athens          | C1           | 95.5       | 100.0 cp | 968    |       | Cox Radio Inc      | 48               | 9908              | 78,000 |            | CHR                      |             |                    | 2.6                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0  |      |      |
|                 | WKLS            | Atlanta      | C          | 96.1     | 99.0   | 984   | d                  | Clear Channel    | 60                | 9905   |            | g2                       | Rock        | 16,000             | 1.06                              | 5.4         | 4.3         | 4.7         | 4.7       | 4.9         | 4.4         | 4.3         | 5.0  | 3.8  |      |
|                 | WMKJ            | Newnan       | A          | 96.7     | 2.2 cp | 551   |                    | Clear Channel    | 48                | 9903 p |            | g4                       | Soft AC     |                    |                                   | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0  |      |      |
|                 | WFOX            | Gainesville  | C          | 97.1     | 100.0  | 1585  |                    | Cox Radio Inc    | 65                | 9908 p |            | g                        | Oldies      | 15,500             | 1.28                              | 4.3         | 3.1         | 4.2         | 3.4       | 3.5         | 3.7         | 4.0         | 4.1  | 3.6  |      |
|                 | WHTA            | Fayetteville | C3         | 97.5     | 6.6    | 637   |                    | Radio One Inc    | 66                | 9501   | 4,500      | 3                        | Oldes/Rap   | 11,000             | 0.74                              | 5.3         | 4.1         | 4.8         | 4.3       | 4.7         | 4.5         | 4.8         | 4.6  | 4.7  |      |
|                 | WSB             | Atlanta      | C          | 98.5     | 100.0  | 1027  | b                  | Cox Radio Inc    | 34                |        |            | 1                        | Soft AC     | 18,500             | 1.08                              | 6.1         | 5.3         | 4.7         | 6.3       | 5.4         | 4.6         | 4.3         | 5.4  | 5.7  |      |
|                 | WNNX            | Atlanta      | C          | 99.7     | 100.0  | 1034  |                    | Susquehanna      | 63                | 7402   |            |                          | Modern Rock | 22,000             | 1.26                              | 6.2         | 4.4         | 5.0         | 5.3       | 5.9         | 5.2         | 5.2         | 4.2  | 5.9  |      |
|                 | WKHX            | Marietta     | C          | 101.5    | 99.0   | 984   | a                  | ABC Radio Inc    | 60                | 9602   |            | g3                       | Country     | 22,100             | 1.21                              | 6.5         | 5.6         | 5.5         | 5.9       | 5.8         | 5.4         | 6.7         | 6.8  | 6.6  |      |
|                 | WLKQ            | Buford       | A          | 102.3    | 4.0    | 400   |                    | Buford Bcstg Inc | 70                |        |            |                          | Oldies      |                    |                                   | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0  |      |      |
|                 | WVEE            | Atlanta      | C          | 103.3    | 100.0  | 1020  | c                  | Infinity Bcstg   | 48                | 9612   |            | g1                       | Urban AC    | 31,400             | 1.02                              | 11.0        | 9.7         | 10.3        | 8.9       | 8.5         | 10.4        | 8.9         | 8.9  | 8.7  |      |
|                 | WJZF            | La Grange    | C1         | 104.1    | 60.0   | 1217  | b                  | Cox Radio Inc    | 47                | 9704   |            | g 1                      | Jazz        | 7,500              | 0.95                              | 2.8         | 2.0         | 2.3         | 2.7       | 2.4         | 2.3         | 2.5         | 2.4  | 2.4  |      |
|                 | WALR            | Athens       | C1         | 104.7    | 100.0  | 981   | f                  | Midwestern Bcstg | 64                | 9209   | 6,000      | c2 2                     | Urban AC    | 20,000             | 1.06                              | 6.7         | 5.5         | 5.8         | 5.8       | 5.8         | 5.7         | 6.1         | 5.5  | 5.5  |      |
| ● WYAI          | Bowdon          | A            | 105.5      | 1.6 cp   | 630    |       | Gradick, Steven L. | 98               |                   |        |            |                          | Country     |                    |                                   | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0  |      |      |
|                 | WGST            | Canton       | C2         | 105.7    | 50.0   | 492   | d                  | Clear Channel    | 64                | 9905   |            | g2                       | News/Talk   | 7,800              | 1.03                              | 2.7         | 2.0         | 2.5         | 2.2       | 2.6         | 2.0         | 2.2         | 2.0  | 2.2  |      |
|                 | WYAY            | Gainesville  | C          | 106.7    | 100.0  | 1417  | a                  | ABC Radio Inc    | 49                | 9602   |            | g3                       | Country     | 10,500             | 1.17                              | 3.2         | 2.5         | 2.5         | 3.3       | 2.5         | 2.9         | 3.8         | 3.9  | 2.9  |      |
|                 | WAMJ            | Roswell      | C3         | 107.5    | 25.0   | 328   |                    | Radio One Inc    | 97                | 9904   |            | st                       | R&B Oldies  | 5,200              | 0.74                              | 2.5         | 2.2         | 2.1         | 2.5       | 2.4         | 1.8         | 2.3         | 2.6  | 2.2  |      |
| # FM Stations - |                 |              |            |          |        |       |                    |                  |                   | 20     | # Combos - |                          | 11          | FM TOTALS          |                                   |             | 82.9        | 70.9        | 72.0      | 72.7        | 71.7        | 70.4        | 71.1 | 72.4 | 71.6 |

● Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

**Metro Rank: 11**

Revenue Rank: 8

# Atlanta, GA Market Overview



**Metro Counties / Population (000)**

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| Cobb, GA     | 573.7          |
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| Douglas, GA  | 91.4           |
| Fayette, GA  | 90.4           |
| Forsyth, GA  | 91.1           |
| Fulton, GA   | 749.7          |
| Gwinnett, GA | 533.8          |
| Henry, GA    | 108.2          |
| Newton, GA   | 58.7           |
| Paulding, GA | 75.9           |
| Pickens, GA  | 20.2           |
| Rockdale, GA | 69.0           |
| Spalding, GA | 57.7           |
| Walton, GA   | 56.1           |
| <b>Total</b> | <b>3,807.9</b> |

**Market Radio Financials**  
(all figures in 000's, except percentages and ratios)

|  |                  |             |             |             |             |             |                  |
|--|------------------|-------------|-------------|-------------|-------------|-------------|------------------|
| <b>ESTIMATED GROSS REVENUES</b><br>*** | <b>1993</b>      | <b>1994</b> | <b>1995</b> | <b>1996</b> | <b>1997</b> | <b>1998</b> | <b>Δ 93 - 98</b> |
|  | \$124,000        | \$149,500   | \$173,600   | \$192,900   | \$226,900   | \$261,000   | 16.0%            |
|  | <b>Δ 98 - 99</b> | <b>1999</b> | <b>2000</b> | <b>2001</b> | <b>2002</b> | <b>2003</b> | <b>Δ 99 - 03</b> |
|  | 15.1%            | \$300,400   | \$333,400   | \$363,500   | \$399,800   | \$431,800   | 9.5%             |

|                      |              |              |              |                      |
|----------------------|--------------|--------------|--------------|----------------------|
|                      | <b>1993</b>  | <b>1998</b>  | <b>2003</b>  | <b>Est. Breakout</b> |
| Revenue/Retail Sales | \$4.32/1,000 | \$5.97/1,000 | \$7.26/1,000 | Local 76%            |
| Revenue/Capita       | \$37.55      | \$68.54      | \$101.92     | National 24%         |

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

|                |             |             |                    |             |             |                    |
|----------------|-------------|-------------|--------------------|-------------|-------------|--------------------|
|                | <b>1993</b> | <b>1998</b> | <b>Growth Rate</b> | <b>1998</b> | <b>2003</b> | <b>Growth Rate</b> |
| MSA Population | 3,302.6     | 3,807.9     | 2.9%               | 3,807.9     | 4,236.6     | 2.2%               |
| Households     | 1,228.4     | 1,423.8     | 3.0%               | 1,423.8     | 1,602.2     | 2.4%               |
| Retail Sales   | 28,725.3    | 43,703.5    | 8.8%               | 43,703.5    | 59,488.2    | 6.4%               |
| EBI            | 58,419.1    | 70,465.5    | 3.8%               | 70,465.5    | 92,928.1    | 5.7%               |

**Demographic Breakdown**

|                    |              |                 |                |                  |                |                |                |                |
|--------------------|--------------|-----------------|----------------|------------------|----------------|----------------|----------------|----------------|
|                    | <b>Total</b> | <b>Under 12</b> | <b>12 - 17</b> | <b>18 - 24</b>   | <b>25 - 34</b> | <b>35 - 44</b> | <b>45 - 54</b> | <b>Over 55</b> |
| Men (000)          | 1,865.0      | 322.9           | 162.8          | 174.2            | 311.9          | 347.2          | 281.5          | 264.4          |
| Women (000)        | 1,942.9      | 308.4           | 155.6          | 173.7            | 313.1          | 365.4          | 283.7          | 343.2          |
| Total              | 3,807.9      | 631.3           | 318.4          | 347.9            | 624.9          | 712.5          | 565.2          | 607.6          |
| Percentage         | 100.0%       | 16.6%           | 8.4%           | 9.1%             | 16.4%          | 18.7%          | 14.8%          | 16.0%          |
| Per Capita         | \$ 18,505    |                 |                |                  |                |                |                |                |
|                    |              |                 |                | Median Household | \$ 40,130      |                | Avg Household  | \$ 49,491      |
| Ethnic Population: | White 71.0%  |                 | Black 26.0%    |                  | Asian 2.8%     |                | Hispanic 3.6%  |                |

**Market Summary**

|                   |                |                |                |                   |                |                |              |
|-------------------|----------------|----------------|----------------|-------------------|----------------|----------------|--------------|
| <b>FM Classes</b> | <b>Class A</b> | <b>Class B</b> | <b>Class C</b> | <b>Viable FMs</b> | <b>All FMs</b> | <b>All AMs</b> | <b>Total</b> |
| # Stations        | 3              |                | 17             | 16                | 20             | 35             | 55           |
| Tot 12+           | 0.0            |                | 70.9           | 70.1              | 70.9           | 16.9           | 87.8         |
| Avg 12+           | 0.0            |                | 4.2            | 4.4               | 3.5            | 0.5            | 1.6          |
| Tot LCS           | 0.0            |                | 80.8           | 79.8              | 80.8           | 19.2           | 100.0        |
| Avg LCS           | 0.0            |                | 4.8            | 5.0               | 4.0            | 0.5            | 1.8          |



# Competitive Overview

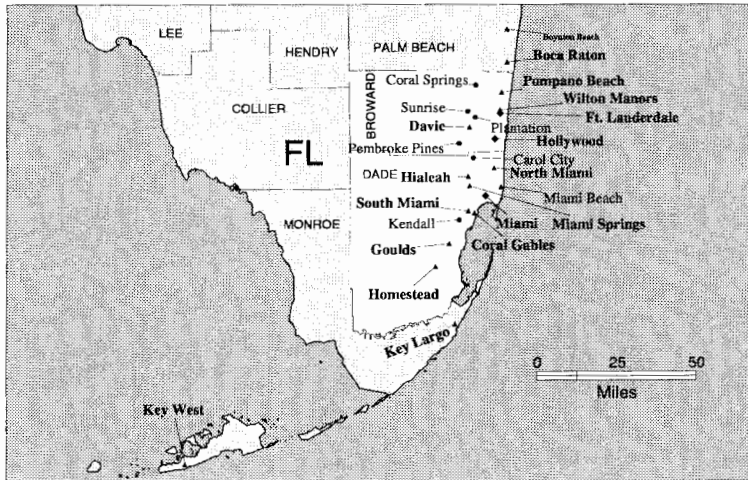
| AM Stations                 |                |                |                  |      |       |               |                    |                   |        |                              |                          | ARB 12+ Metro Shares (see rights) |                    |           |             |             |             |           |             |             |             |      |      |
|-----------------------------|----------------|----------------|------------------|------|-------|---------------|--------------------|-------------------|--------|------------------------------|--------------------------|-----------------------------------|--------------------|-----------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|------|------|
| City of License             | FCC Class      | Day Power (kW) | Night Power (kW) | C    | Owner | Year Std      | Date Acq'd         | Sales Price (000) | L M A  | Format                       | 1999 Est Revenue (000)1/ | Power Ratio                       | Avg '99 Local Comm | Fail 1999 | Summer 1999 | Spring 1999 | Winter 1999 | Fail 1998 | Summer 1998 | Spring 1998 | Winter 1998 |      |      |
| ● WDWD                      | Atlanta        | B              | 590              | 5.0  | 4.50  | a             | ABC Radio Inc      | 38                | 9602   |                              | g3                       | Children                          |                    | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |      |
| WPLO                        | Grayson        | B              | 610              | 1.5  | 0.23  |               | Prieto, Teresa     | 59                | 9607   | 1,300                        |                          | Spanish                           | 400                | 0.5       | 0.0         | 0.0         | 0.0         | 0.0       | 0.4         | 0.0         | 0.3         |      |      |
| WGST                        | Atlanta        | B              | 640              | 50.0 | 1.00  | d             | Clear Channel      | 22                | 9905   |                              | g2                       | News/Talk                         | 8,700              | 1.72      | 1.8         | 2.0         | 1.6         | 1.4       | 1.4         | 1.9         | 1.7         | 1.5  | 1.9  |
| WCNN                        | N. Atlanta     | B              | 680              | 50.0 | 10.00 | f             | Midwestern Bcstg   | 67                | 9209   |                              | c2                       | 1 News/Talk                       | 3,200              |           | 0.7         | 0.5         | 0.7         | 0.5       | 0.6         | 0.5         | 0.5         | 0.4  | 0.5  |
| WSB                         | Atlanta        | A              | 750              | 50.0 | 50.00 | b             | Cox Radio Inc      | 22                | 3906   |                              | 1                        | News/Talk                         | 34,000             | 1.18      | 10.3        | 9.6         | 8.2         | 8.9       | 8.9         | 9.7         | 9.9         | 10.2 | 11.0 |
| WQXI                        | Atlanta        | B              | 790              | 28.0 | 1.00  | g             | Jefferson-Pilot    | 47                | 7403   |                              |                          | Sports                            | 1,300              | 0.42      | 1.1         | 1.4         | 1.0         | 0.9       | 0.8         | 1.1         | 0.7         | 0.9  | 0.8  |
| WAEC                        | Atlanta        | B              | 860              | 5.0  | 0.50  | i             | Beasley Bcst Group | 47                | 0001   |                              | c3                       | Religion                          |                    |           |             | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0  | 0.0  |
| WAFS                        | Atlanta        | B              | 920              | 5.0  | 1.00  |               | Moody Bible Inst   | 88                | 8908   | 2,300                        |                          | Christian                         |                    |           |             | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0  | 0.0  |
| WNIV                        | Atlanta        | B              | 970              | 5.0  | 0.00  | e             | Salem Comm Corp    | 48                | 9908 p | 8,000                        | c4                       | Chrst/Talk                        | 1,000              |           |             | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.3         | 0.0  | 0.0  |
| WGUN                        | Atlanta        | B              | 1010             | 50.0 | 0.08  |               | Rivers Group       |                   | 47     |                              |                          | Inspr/Info                        |                    |           |             | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0  | 0.0  |
| WPBS                        | Conyers        | B              | 1050             | 12.0 | 0.00  | cp            | Midway Holiness    | 79                | 9302   | 85                           |                          | Christian                         | 50                 |           |             | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0  | 0.0  |
| ● WFTD                      | Marietta       | B              | 1080             | 10.0 | 0.00  |               | Providence Educ    | 55                | 9802   | 600                          |                          | Religion                          |                    |           |             | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0  | 0.0  |
| WWWE                        | Hapeville      | B              | 1100             | 5.0  | 0.00  | i             | Beasley Bcst Group | 47                | 0001   |                              | c3                       | Spanish                           |                    |           |             | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0  | 0.0  |
| WLBA                        | Powder Springs | B              | 1130             | 2.2  | 0.00  | cp            | La Favorita Inc    | 57                | 9703   | 275                          |                          | Spanish                           |                    |           |             | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0  | 0.0  |
| WKGE                        | East Point     | Il             | 1160             | 10.0 | 0.16  |               | Atlanta Area Bcstg | 97                | 9805   | 2,400                        |                          | Country                           |                    |           |             | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0  | 0.0  |
| WMLB                        | Cumming        | B              | 1170             | 5.0  | 1.00  |               | Lanier Bcstg Inc   | 62                | 8906   | 235                          |                          | Americana                         |                    |           |             | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0  | 0.0  |
| ● WGKA                      | Atlanta        | B              | 1190             | 25.0 | 0.00  | cp            | Salem Comm Corp    | 55                | 9912 p | 8,000                        |                          | Variety                           | 1,000              | 0.1       |             | 0.0         | 0.0         | 0.0       | 0.5         | 0.0         | 0.4         | 0.0  | 0.0  |
| WFOM                        | Marietta       | C              | 1230             | 1.0  | 1.00  | f             | Midwestern Bcstg   | 46                | 9702   | 450                          |                          | Chrst/MOR                         |                    |           |             | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0  | 0.0  |
| ● WTJH                      | East Point     | B              | 1260             | 5.0  | 0.00  |               | Willis Bcstg Corp  | 49                | 8512   | 600                          |                          | Gospel                            |                    |           |             | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0  | 0.0  |
| WCHK                        | Canton         | B              | 1290             | 5.0  | 0.50  | k             | McClure Bcstg      | 57                |        |                              |                          | Oldies                            |                    |           |             | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0  | 0.0  |
| WPBC                        | Decatur        | B              | 1310             | 0.5  | 0.00  |               | Pacific Star Bcstg | 64                | 9810   | 380                          |                          | Gospel                            |                    |           |             | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0  | 0.0  |
| WALR                        | Atlanta        | C              | 1340             | 1.0  | 1.00  | f             | Midwestern Bcstg   | 55                | 9701   | 586                          | 2                        | Gospel                            | 1,100              | 0.36      | 1.1         | 1.0         | 1.0         | 0.8       | 0.7         | 1.3         | 0.8         | 0.4  | 0.1  |
| WAOK                        | Atlanta        | B              | 1380             | 5.0  | 4.20  | c             | Infinity Bcstg     | 54                | 9612   |                              | g1                       | Gospel                            | 3,000              | 0.63      | 1.7         | 1.1         | 1.3         | 1.8       | 1.2         | 1.6         | 1.7         | 1.7  | 2.1  |
| WCOH                        | Newnan         | C              | 1400             | 1.0  | 1.00  |               | Clear Channel      | 47                | 9903   |                              | g4                       | Cntry/Talk                        |                    |           |             | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0  | 0.0  |
| WLTA                        | Alpharetta     | C              | 1400             | 1.0  | 1.00  | e             | Salem Comm Corp    | 86                | 9912   |                              | c4                       | Chrst/Talk                        |                    |           |             | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0  | 0.0  |
| WGFS                        |                | B              | 1430             | 5.0  | 0.25  |               | IPS Inc.           |                   | 46     |                              |                          | Oldes/Talk                        |                    |           |             | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0  | 0.0  |
| WKEU                        | Griffin        | C              | 1450             | 1.0  | 1.00  |               | WLT Associates LP  | 33                | 9504   | 575                          |                          | Variety                           |                    |           |             | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0  | 0.0  |
| WXEM                        | Buford         | B              | 1460             | 5.0  | 0.19  | h             | La Favorita Inc    | 57                | 9106   | 120                          | +                        | Spanish                           |                    |           |             | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0  | 0.0  |
| WYZE                        | Atlanta        | B              | 1480             | 5.0  | 0.04  |               | GHB Bcstg          | 57                | 7604   |                              |                          | Gospel                            |                    |           |             | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.5         | 0.0  | 0.0  |
| WYYZ                        | Jasper         | C              | 1490             | 1.0  | 1.00  |               | Hellinger Bcstg Co | 73                | 9503   | 60                           |                          | Cntry/Gospl                       | 150                |           |             | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0  | 0.0  |
| WDPC                        | Dallas         | B              | 1500             | 1.0  | 0.00  | j             | Word Christian     | 79                | 9606   | 85                           |                          | Christian                         |                    |           |             | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0  | 0.0  |
| WDCY                        | Douglasville   | B              | 1520             | 2.5  | 0.00  | j             | Word Christian     | 64                | 9304   | 95                           | +                        | Christian                         |                    |           |             | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0  | 0.0  |
| WAZX                        | Smyrna         | B              | 1550             | 50.0 | 0.50  |               | GA-MEX Bcstg Inc   | 62                | 9308   | 1,100                        |                          | Mexican                           | 400                | 0.2       |             | 0.8         | 0.0         | 0.4       | 0.3         | 0.0         | 0.0         | 0.5  | 0.0  |
| WSSA                        | Morrow         | B              | 1570             | 5.0  | 0.05  |               | Saints Inc         | 56                | 9810   |                              | st                       | Gospel                            |                    |           |             | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0  | 0.0  |
| WAOS                        | Austell        | B              | 1600             | 5.0  | 0.00  | h             | La Favorita Inc    | 68                | 9006   |                              | st                       | Spanish                           |                    |           |             | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0  | 0.0  |
| # AM Stations -             |                |                |                  |      | 35    | # Combos -    |                    | 17                |        | AM TOTALS                    |                          |                                   | 17.0               | 16.9      | 13.8        | 14.7        | 14.4        | 16.1      | 16.9        | 15.6        | 16.7        |      |      |
| AM & FM Stations Profiled - |                |                |                  |      | 55    | # Duopolies - |                    | 14                |        | Total Local Commercial Share |                          |                                   | 87.8               | 85.8      | 87.4        | 86.1        | 86.5        | 88.0      | 88.0        | 88.3        |             |      |      |

Docket 80-90 Allocations: 102.5, A, Mableton

● Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 12  
Revenue Rank: 11

# Miami-Ft. Lauderdale-Hollywood Market Overview



### Metro Counties / Population (000)

|              |                |
|--------------|----------------|
| Broward, FL  | 1,518.7        |
| Dade, FL     | 2,166.8        |
| <b>Total</b> | <b>3,685.5</b> |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>★★★ | 1993         | 1994         | 1995         | 1996      | 1997      | 1998      | Δ 93 - 98     |
|---------------------------------|--------------|--------------|--------------|-----------|-----------|-----------|---------------|
|                                 |              | \$120,000    | \$137,000    | \$159,500 | \$180,300 | \$200,300 | \$215,400     |
| Δ 98 - 99                       | 1999         | 2000         | 2001         | 2002      | 2003      | Δ 99 - 03 |               |
|                                 | 15.1%        | \$247,900    | \$277,600    | \$299,800 | \$329,800 | \$356,200 | 9.5%          |
|                                 | 1993         | 1998         | 2003         |           |           |           | Est. Breakout |
| Revenue/Retail Sales            | \$3.63/1,000 | \$4.68/1,000 | \$6.31/1,000 |           |           |           | Local 70%     |
| Revenue/Capita                  | \$35.96      | \$58.45      | \$92.10      |           |           |           | National 30%  |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|              | 1993           | 1998     | Growth Rate | 1998     | 2003     | Growth Rate |
|--------------|----------------|----------|-------------|----------|----------|-------------|
|              | MSA Population | 3,336.7  | 3,685.5     | 2.0%     | 3,685.5  | 3,867.6     |
| Households   | 1,273.7        | 1,409.9  | 2.1%        | 1,409.9  | 1,494.4  | 1.2%        |
| Retail Sales | 33,068.3       | 46,039.4 | 6.8%        | 46,039.4 | 56,411.6 | 4.1%        |
| EBI          | 53,560.7       | 61,921.7 | 2.9%        | 61,921.7 | 76,532.8 | 4.3%        |

### Demographic Breakdown

|                    | Total       | Under 12 | 12 - 17     | 18 - 24          | 25 - 34    | 35 - 44 | 45 - 54        | Over 55   |
|--------------------|-------------|----------|-------------|------------------|------------|---------|----------------|-----------|
| Men (000)          | 1,773.9     | 269.3    | 135.0       | 142.7            | 256.0      | 280.0   | 254.0          | 436.8     |
| Women (000)        | 1,911.6     | 257.2    | 128.2       | 142.5            | 254.6      | 288.8   | 267.7          | 572.6     |
| Total              | 3,685.5     | 526.6    | 263.2       | 285.2            | 510.6      | 568.8   | 521.8          | 1,009.4   |
| Percentage         | 100.0%      | 14.3%    | 7.1%        | 7.7%             | 13.9%      | 15.4%   | 14.2%          | 27.4%     |
| Per Capita         | \$ 16,801   |          |             |                  |            |         |                |           |
|                    |             |          |             | Median Household | \$ 32,028  |         | Avg Household  | \$ 43,919 |
| Ethnic Population: | White 78.0% |          | Black 19.8% |                  | Asian 1.9% |         | Hispanic 38.6% |           |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations |         |         | 20      | 18         | 20      | 27      | 47    |
| Tot 12+    |         |         | 67.6    | 67.6       | 67.6    | 20.8    | 88.4  |
| Avg 12+    |         |         | 3.4     | 3.8        | 3.4     | 0.8     | 1.9   |
| Tot LCS    |         |         | 76.5    | 76.5       | 76.5    | 23.5    | 100.0 |
| Avg LCS    |         |         | 3.8     | 4.2        | 3.8     | 0.9     | 2.1   |

# Competitive Overview

Some stations also rated in W. Palm Beach-Boca Raton.

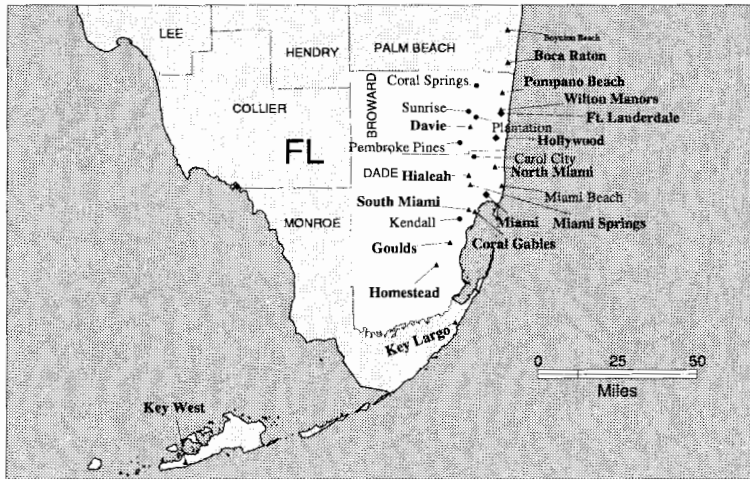
## FM Stations

| Calls           | City of License | FCC Class | Freq  | Power (kW) | HAAT | C          | Owner              | Year Std | Date Acq'd | Sales Price (000) | L M A | Format      | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |             |             |           |             |             |             |
|-----------------|-----------------|-----------|-------|------------|------|------------|--------------------|----------|------------|-------------------|-------|-------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|
|                 |                 |           |       |            |      |            |                    |          |            |                   |       |             |                          |             |                    | Fall 1999                         | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |
| WCMQ            | Hiialeah        | C2        | 92.3  | 31.0       | 617  | d          | Spanish Bcstg      | 69       | 8611       |                   |       | Spanish     | 4,400                    | 0.67        | 2.8                | 2.7                               | 1.6         | 2.4         | 3.1         | 2.8       | 2.7         | 3.1         | 3.4         |
| ● WTMI          | Miami           | C         | 93.1  | 100.0      | 1007 |            | Cox Radio Inc      | 60       | 0002 p     | 100,000           |       | Classic MOR | 4,900                    | 0.54        | 3.9                | 3.6                               | 3.6         | 3.7         | 3.4         | 3.1       | 2.8         | 2.7         | 3.2         |
| ● WLVE          | Miami Beach     | C         | 93.9  | 100.0      | 1007 | g          | Clear Channel      | 68       | 9712       |                   | g1    | Smooth Jazz | 11,200                   | 1.14        | 4.2                | 3.8                               | 3.7         | 3.9         | 3.6         | 3.7       | 4.2         | 3.3         | 3.8         |
| ● WZTA          | Miami Beach     | C         | 94.9  | 100.0      | 1007 | g          | Clear Channel      | 61       | 9712       |                   | g1    | Rock        | 10,000                   | 1.19        | 3.6                | 3.2                               | 3.3         | 2.9         | 3.1         | 3.5       | 2.7         | 3.8         | 2.8         |
| WXDJ            | North Miami     | C2        | 95.7  | 40.0       | 548  | d          | Spanish Bcstg      | 86       | 9704       | 111,000           | d1    | Spanish     | 13,200                   | 1.49        | 3.8                | 4.4                               | 3.1         | 3.9         | 3.4         | 3.1       | 2.9         | 3.3         | 3.2         |
| ● WPOW          | Miami           | C         | 96.5  | 100.0      | 1007 | f          | Beasley Bcst Group | 85       | 8603       | 10,600            |       | CHR/Dance   | 13,600                   | 1.01        | 5.8                | 4.9                               | 5.1         | 5.1         | 5.0         | 5.5       | 5.0         | 5.0         | 5.4         |
| WFLC            | Miami           | C         | 97.3  | 100.0      | 1007 | b          | Cox Radio Inc      |          | 51         |                   |       | AC          | 10,500                   | 1.29        | 3.5                | 2.7                               | 3.2         | 3.0         | 3.3         | 2.9       | 3.5         | 4.2         | 3.8         |
| WRTO            | Goulds          | C         | 98.3  | 100.0      | 1408 | a          | Hispanic Bcstg     | 76       | 9508       |                   | g2    | Spanish     | 6,800                    | 1.17        | 2.5                | 1.8                               | 2.1         | 2.4         | 2.1         | 2.3       | 2.1         | 2.1         | 1.5         |
| ● WEDR          | Miami           | C1        | 99.1  | 100.0      | 919  | c          | Cox Radio Inc      | 63       | 9908 p     |                   | sw    | Urban       | 15,700                   | 0.84        | 8.0                | 6.7                               | 7.1         | 6.8         | 6.7         | 8.0       | 7.4         | 6.1         | 6.6         |
| WKIS            | Boca Raton      | C         | 99.9  | 100.0      | 984  | f          | Beasley Bcst Group | 65       | 9610       | 57,000            | c2    | Country     | 12,250                   | 1.28        | 4.1                | 3.4                               | 3.6         | 3.4         | 4.5         | 3.3       | 4.2         | 3.9         | 3.7         |
| WHYI            | Ft. Lauderdale  | C         | 100.7 | 100.0      | 1007 | g          | Clear Channel      | 60       | 9410       |                   | g     | CHR         | 12,700                   | 1.21        | 4.5                | 3.6                               | 4.2         | 4.6         | 3.8         | 3.4       | 4.2         | 3.9         | 3.6         |
| ● WLYF          | Miami           | C1        | 101.5 | 100.0      | 810  | e          | Jefferson-Pilot    | 70       |            |                   |       | AC          | 13,100                   | 0.99        | 5.7                | 5.1                               | 5.4         | 5.1         | 5.0         | 4.8       | 4.0         | 4.8         | 4.9         |
| ● WMXJ          | Pompano Beach   | C         | 102.7 | 100.0      | 1007 | e          | Jefferson-Pilot    | 60       | 9402       | 17,800            |       | Oldies      | 10,400                   | 1.35        | 3.3                | 2.9                               | 2.7         | 2.8         | 3.1         | 3.1       | 3.4         | 3.1         | 2.9         |
| ● WMGE          | Ft. Lauderdale  | C         | 103.5 | 100.0      | 1007 | g          | Clear Channel      | 59       | 9712       |                   | g1    | Dance/70&80 | 4,800                    | 0.90        | 2.3                | 3.0                               | 3.5         | 1.6         | 1.7         | 1.5       | 1.8         | 2.2         | 2.1         |
| ● WHQT          | Coral Gables    | C         | 105.1 | 100.0      | 1007 | b          | Cox Radio Inc      | 58       | 9212       |                   | sw    | Urban AC    | 10,400                   | 0.86        | 5.2                | 4.6                               | 4.5         | 4.6         | 4.2         | 5.2       | 4.9         | 4.7         | 5.1         |
| ● WBGJ          | Ft. Lauderdale  | C         | 105.9 | 100.0      | 1020 | g          | Clear Channel      | 60       | 9403       | 14,000            |       | Clsc Rock   | 7,800                    | 0.98        | 3.4                | 2.5                               | 2.7         | 3.3         | 3.1         | 3.0       | 3.3         | 3.3         | 2.6         |
| ● WZMQ          | Key Largo       | C2        | 106.3 | 50.0       | 430  | d          | South Bcstg        | 90       | 9912 p     | 1,000             | d4    | Span/Top40  | 1,000                    |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |
| WRMA            | Ft. Lauderdale  | C         | 106.7 | 100.0      | 984  | d          | Spanish Bcstg      | 62       | 9704       |                   | d1    | Spanish     | 8,500                    | 1.01        | 3.6                | 3.9                               | 3.5         | 3.1         | 2.9         | 3.3       | 3.3         | 2.8         | 3.9         |
| WAMR            | Miami           | C1        | 107.5 | 95.0       | 1007 | a          | Hispanic Bcstg     | 47       | 9508       |                   | g2    | Spanish     | 18,700                   | 1.46        | 5.5                | 4.8                               | 5.1         | 4.9         | 4.9         | 4.6       | 5.0         | 4.1         | 4.7         |
| ● WVMQ          | Key West        | C1        | 107.9 | 100.0      | 554  | d          | South Bcstg        | 94       | 9912 p     |                   | d4    | Span/News   |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |
| # FM Stations - |                 |           |       |            | 20   | # Combos - |                    |          |            |                   | 19    | FM TOTALS   |                          |             | 75.7               | 67.6                              | 68.0        | 67.5        | 66.9        | 67.1      | 67.4        | 66.4        | 67.2        |

● Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

**Metro Rank: 12**  
Revenue Rank: 11

# Miami-Ft. Lauderdale-Hollywood Market Overview



### Metro Counties / Population (000)

|              |                |
|--------------|----------------|
| Broward, FL  | 1,518.7        |
| Dade, FL     | 2,166.8        |
| <b>Total</b> | <b>3,685.5</b> |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

|  |                  |             |             |             |             |             |                  |
|--|------------------|-------------|-------------|-------------|-------------|-------------|------------------|
| <b>ESTIMATED GROSS REVENUES</b><br>*** | <b>1993</b>      | <b>1994</b> | <b>1995</b> | <b>1996</b> | <b>1997</b> | <b>1998</b> | <b>Δ 93 - 98</b> |
|  | \$120,000        | \$137,000   | \$159,500   | \$180,300   | \$200,300   | \$215,400   | 12.4%            |
|  | <b>Δ 98 - 99</b> | <b>1999</b> | <b>2000</b> | <b>2001</b> | <b>2002</b> | <b>2003</b> | <b>Δ 99 - 03</b> |
|  | 15.1%            | \$247,900   | \$277,600   | \$299,800   | \$329,800   | \$356,200   | 9.5%             |

|                      |              |              |              |                      |
|----------------------|--------------|--------------|--------------|----------------------|
|                      | <b>1993</b>  | <b>1998</b>  | <b>2003</b>  | <b>Est. Breakout</b> |
| Revenue/Retail Sales | \$3.63/1,000 | \$4.68/1,000 | \$6.31/1,000 | Local 70%            |
| Revenue/Capita       | \$35.96      | \$58.45      | \$92.10      | National 30%         |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                |             |             |                    |             |             |                    |
|----------------|-------------|-------------|--------------------|-------------|-------------|--------------------|
|                | <b>1993</b> | <b>1998</b> | <b>Growth Rate</b> | <b>1998</b> | <b>2003</b> | <b>Growth Rate</b> |
| MSA Population | 3,336.7     | 3,685.5     | 2.0%               | 3,685.5     | 3,867.6     | 1.0%               |
| Households     | 1,273.7     | 1,409.9     | 2.1%               | 1,409.9     | 1,494.4     | 1.2%               |
| Retail Sales   | 33,068.3    | 46,039.4    | 6.8%               | 46,039.4    | 56,411.6    | 4.1%               |
| EBI            | 53,560.7    | 61,921.7    | 2.9%               | 61,921.7    | 76,532.8    | 4.3%               |

### Demographic Breakdown

|                    |              |                 |                |                  |                |                |                |                |
|--------------------|--------------|-----------------|----------------|------------------|----------------|----------------|----------------|----------------|
|                    | <b>Total</b> | <b>Under 12</b> | <b>12 - 17</b> | <b>18 - 24</b>   | <b>25 - 34</b> | <b>35 - 44</b> | <b>45 - 54</b> | <b>Over 55</b> |
| Men (000)          | 1,773.9      | 269.3           | 135.0          | 142.7            | 256.0          | 280.0          | 254.0          | 436.8          |
| Women (000)        | 1,911.6      | 257.2           | 128.2          | 142.5            | 254.6          | 288.8          | 267.7          | 572.6          |
| Total              | 3,685.5      | 526.6           | 263.2          | 285.2            | 510.6          | 568.8          | 521.8          | 1,009.4        |
| Percentage         | 100.0%       | 14.3%           | 7.1%           | 7.7%             | 13.9%          | 15.4%          | 14.2%          | 27.4%          |
| Per Capita         | \$ 16,801    |                 |                |                  |                |                |                |                |
|                    |              |                 |                | Median Household | \$ 32,028      |                | Avg Household  | \$ 43,919      |
| Ethnic Population: | White 78.0%  |                 | Black 19.8%    |                  | Asian 1.9%     |                | Hispanic 38.6% |                |

### Market Summary

|                   |                |                |                |                   |                |                |              |
|-------------------|----------------|----------------|----------------|-------------------|----------------|----------------|--------------|
| <b>FM Classes</b> | <b>Class A</b> | <b>Class B</b> | <b>Class C</b> | <b>Viable FMs</b> | <b>All FMs</b> | <b>All AMs</b> | <b>Total</b> |
| # Stations        |                |                | 20             | 18                | 20             | 27             | 47           |
| Tot 12+           |                |                | 67.6           | 67.6              | 67.6           | 20.8           | 88.4         |
| Avg 12+           |                |                | 3.4            | 3.8               | 3.4            | 0.8            | 1.9          |
| Tot LCS           |                |                | 76.5           | 76.5              | 76.5           | 23.5           | 100.0        |
| Avg LCS           |                |                | 3.8            | 4.2               | 3.8            | 0.9            | 2.1          |



# Competitive Overview

Some stations also rated in W. Palm Beach-Boca Raton.

| AM Stations |                             | ARB 12+ Metro Shares (see rights) |      |                |                  |               |       |                      |            |                   |                              |        |                          |             |                    |           |             |             |             |           |             |             |             |     |
|-------------|-----------------------------|-----------------------------------|------|----------------|------------------|---------------|-------|----------------------|------------|-------------------|------------------------------|--------|--------------------------|-------------|--------------------|-----------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|-----|
| Calls       | City of License             | FCC Class                         | Freq | Day Power (kW) | Night Power (kW) | C             | Owner | Year Std             | Date Acq'd | Sales Price (000) | L M A                        | Format | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | Fall 1999 | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |     |
|             | WQAM                        | Miami                             | B    | 560            | 5.0              | 1.00          | f     | Beasley Bcst Group   | 21         | 9610              |                              | c2     | Sports                   | 19,100      | 2.41               | 3.4       | 2.7         | 2.9         | 2.9         | 3.1       | 3.1         | 2.9         | 3.1         | 2.8 |
| ●           | WIOD                        | Miami                             | B    | 610            | 10.0             | 10.00         | g     | Clear Channel        | 26         | 9712              |                              | g1     | News                     | 6,600       | 1.42               | 2.0       | 2.5         | 1.9         | 1.8         | 2.0       | 1.6         | 2.0         | 1.4         | 1.7 |
|             | WWFE                        | Miami                             | B    | 670            | 50.0             | 1.00          | h     | Carreras,Carlos      | 89         | 9306              | 2,700                        |        | Spanish                  | 800         |                    | 0.9       | 0.5         | 0.8         | 0.6         | 1.0       | 0.7         | 0.8         | 0.8         | 0.8 |
|             | WAQI                        | Miami                             | B    | 710            | 50.0             | 50.00         | a     | Hispanic Bcstg       | 39         | 9508              |                              | g2     | Spanish                  | 6,300       | 0.54               | 5.0       | 4.1         | 3.9         | 4.4         | 5.3       | 4.4         | 4.4         | 4.0         | 3.8 |
| ●           | WAXY                        | S. Miami                          | B    | 790            | 5.0              | 5.00          | e     | Jefferson-Pilot      | 47         | 8511              | 6,000                        |        | Talk/Nstlg               | 1,000       |                    | 0.3       | 0.0         | 0.0         | 0.0         | 0.4       | 0.5         | 0.4         | 0.4         | 0.4 |
|             | WACC                        | Hialeah                           | B    | 830            | 1.0              | 1.00          |       | Radio Peace          | 87         | 9701              | 2,550                        |        | 1 Spanish                | 500         |                    | 0.9       | 1.3         | 0.6         | 1.0         | 0.6       | 0.9         | 0.7         | 0.8         | 1.0 |
| ●           | WINZ                        | Miami                             | B    | 940            | 50.0             | 10.00         | g     | Clear Channel        | 46         | 9712              |                              | g1     | 1 Talk                   | 5,400       | 1.05               | 2.2       | 0.9         | 1.9         | 2.1         | 1.9       | 1.8         | 1.7         | 1.9         | 2.0 |
| ●           | WHSR                        | Pompano Beach                     | B    | 980            | 5.0              | 1.00          | i     | Beasley Bcst Group   | 59         | 0001 p            | 18,000                       | d3     | Internat'l               |             |                    |           | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0 |
|             | WMYM                        | Miami                             | B    | 990            | 5.0              | 5.00          |       | ABC Radio Inc        | 97         | 9908              | 7,400                        |        | Children                 | 800         | 0.29               | 1.2       | 0.0         | 0.9         | 1.2         | 1.1       | 1.2         | 0.9         | 1.1         | 1.0 |
|             | WJNO                        | Boynton Beach                     | B    | 1040           | 25.0             | cp            | 1.10  | Clear Channel        | 73         | 9808              |                              |        | News/Talk                | n/a         |                    | 0.5       | 0.7         | 0.4         | 0.5         | 0.5       | 0.5         | 0.7         | 0.4         | 0.5 |
| ●           | WVCG                        | Coral Gables                      | B    | 1080           | 50.0             | 10.00         | c     | Radio One Inc        | 49         | 0003 p            |                              | g4     | Ethnic                   | 1,500       |                    | 0.3       | 0.0         | 0.0         | 0.3         | 0.4       | 0.3         | 0.0         | 0.4         | 0.5 |
|             | WQBA                        | Miami                             | B    | 1140           | 50.0             | 10.00         | a     | Hispanic Bcstg       | 47         | 9508              |                              | g2     | Spanish                  | 3,500       | 0.83               | 1.8       | 1.4         | 2.1         | 1.4         | 1.7       | 1.4         | 1.9         | 2.4         | 2.0 |
| ●           | WAVS                        | Davie                             | B    | 1170           | 5.0              | 0.25          |       | Radio WAVS Inc       | 83         | 8305              | 600                          | e      | Ethnic                   | 1,100       |                    | 0.7       | 0.5         | 0.7         | 0.7         | 0.6       | 0.4         | 1.0         | 0.5         | 0.6 |
|             | WNMA                        | Miami Springs                     | B    | 1210           | 50.0             | cp            | 2.50  | Radio Unica          | 58         | 9808              |                              | na     | Sprts/Talk               | 4,500       |                    | 0.9       | 0.9         | 1.0         | 0.6         | 0.7       | 0.8         | 0.6         | 0.5         | 0.0 |
|             | WJNA                        | West Palm                         | C    | 1230           | 1.0              | cp            | 1.00  | J Crystal Entrprises | 36         | 9808              |                              |        | Nostalgia                | n/a         |                    | 1.7       | 1.4         | 1.3         | 1.2         | 2.0       | 1.5         | 1.6         | 0.9         | 1.4 |
|             | WSUA                        | Miami                             | B    | 1260           | 5.0              | 5.00          |       | El Dorado Bcstg      | 69         | 9505              | 2,750                        |        | Spanish                  | 1,900       | 0.63               | 1.3       | 1.9         | 1.0         | 1.2         | 0.9       | 1.4         | 0.9         | 1.0         | 1.4 |
|             | WLQY                        | Hollywood                         | B    | 1320           | 5.0              | 5.00          |       | Z-Spanish Media      | 53         | 9901              | 5,650                        |        | Ethnic                   |             |                    | 0.2       | 0.0         | 0.0         | 0.3         | 0.0       | 0.3         | 0.0         | 0.0         | 0.0 |
|             | WKAT                        | North Miami                       | B    | 1360           | 10.0             | 1.00          |       | Spanish Media        | 37         | 9912              | 7,800                        |        | Nws/Spt/Spn              | 1,600       |                    | 0.2       | 0.8         | 0.4         | 0.3         | 0.0       | 0.0         | 0.0         | 0.4         | 0.0 |
| ●           | WFTL                        | Ft. Lauderdale                    | C    | 1400           | 1.0              | 1.00          | g     | J Crystal Entrprises | 46         | 9808              |                              | sw     | Bus News                 | 1,000       |                    |           | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.4         | 0.7         | 0.6 |
|             | WOIR                        | Homestead                         | B    | 1430           | 5.0              | 0.50          |       | CORPO-MEX Inc        | 57         | 9607              | 130                          |        | DARK                     |             |                    |           | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0 |
|             | WOCN                        | Miami                             | C    | 1450           | 1.0              | 1.00          |       | Minority Radio       | 56         | 8808              | 440                          |        | News/Talk                | 800         |                    |           | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.3 |
| ●           | WWNN                        | Pompano Beach                     | B    | 1470           | 50.0             | 2.50          | i     | Beasley Bcst Group   | 59         | 0001 p            |                              | d3     | Motivationl              | 600         |                    |           | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0 |
| ●           | WMBM                        | Miami Beach                       | C    | 1490           | 1.0              | 1.00          |       | New Birth Bcstg      | 49         | 9502              | 1,500                        |        | Gospel                   | 900         | 0.35               | 1.1       | 1.2         | 0.7         | 0.9         | 1.2       | 1.2         | 1.5         | 1.1         | 0.9 |
| ●           | WEXY                        | Wilton Manors                     | B    | 1520           | 3.5              | 0.25          |       | Celebrities Inc      | 63         | 8905              |                              | na     | Religion                 |             |                    |           | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.3         | 0.0 |
|             | WRHC                        | Coral Gables                      | B    | 1560           | 45.0             | cp            | 4.40  | h Carreras,Carlos    | 63         | 9303              | 525                          |        | Span/AdStd               |             |                    |           | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0 |
| ●           | WSRF                        | Ft. Lauderdale                    | B    | 1580           | 10.0             | 5.00          |       | Inner City Bcstg     | 55         | 9908              | 1,500                        |        | Ethnic                   |             |                    |           | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0 |
|             | WAFN                        | Miami Springs                     | Il   | 1700           | 10.0             | 1.00          |       | Radio Unica          | 98         |                   |                              |        | 2 Sprts/Talk             |             |                    | 0.1       | 0.0         | 0.0         | 0.2         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0 |
|             | # AM Stations -             |                                   |      |                | 27               | # Combos -    |       |                      |            | 12                | AM TOTALS                    |        |                          |             | 24.7               | 20.8      | 20.5        | 21.6        | 23.4        | 22.0      | 22.4        | 22.1        | 21.7        |     |
|             | AM & FM Stations Profiled - |                                   |      |                | 47               | # Duopolies - |       |                      |            | 17                | Total Local Commercial Share |        |                          |             | 88.4               | 88.5      | 89.1        | 90.3        | 89.1        | 89.8      | 88.5        | 88.9        |             |     |

● Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.



# Competitive Overview

## FM Stations

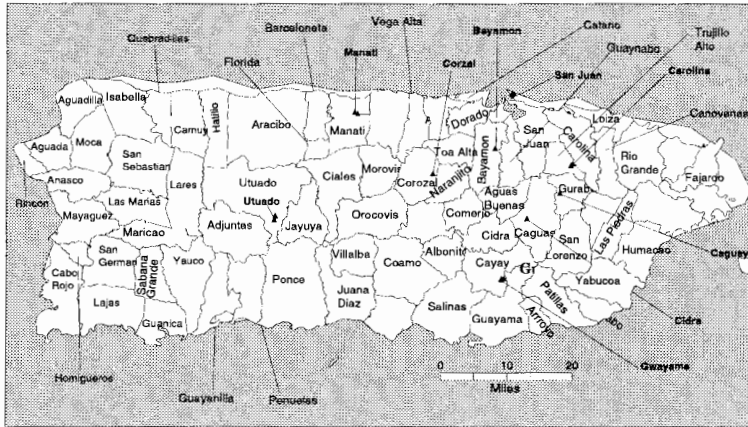
| Calls           | City of License | FCC Class | Freq  | Power (kW) | HAAT | C          | Owner               | Year Std      | Date Acq'd | Sales Price (000) | L M A  | Format    | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |             |             |           |             |             |             |     |     |
|-----------------|-----------------|-----------|-------|------------|------|------------|---------------------|---------------|------------|-------------------|--------|-----------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|-----|-----|
|                 |                 |           |       |            |      |            |                     |               |            |                   |        |           |                          |             |                    | Fall 1999                         | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |     |     |
| WEGM            | Hormigueros     | A         | 92.1  | 2.0        | 1106 | i          | Spanish Bcstg       | 80            | 9904       | 18,000            | c1     | 1         | CHR/T40/Spn              | 500         | 0.8                | 0.8                               | 0.8         | 0.6         | 0.0         | 0.6       | 0.9         | 0.0         | 0.0         |     |     |
| WORO            | Corozal         | B         | 92.5  | 50.0       | 1197 | f          | Roman Catholic      | 68            |            |                   |        |           | SJz/Btf/Spn              | 1,800       | 0.80               | 2.5                               | 2.3         | 2.5         | 2.1         | 0.0       | 2.1         | 3.2         | 0.0         | 0.0 |     |
| WTPM            | Aguadilla       | B         | 92.5  | 50.0       | 1224 |            | Corp 7th Day        | 71            |            |                   |        |           | Relgn/Spn                | 500         |                    | 0.4                               | 0.5         | 0.4         | 0.4         | 0.0       | 0.3         | 0.4         | 0.0         | 0.0 |     |
| WYQE            | Naguabo         | A         | 92.9  | 30.9       | 748  | E          | El Yunque Bcstg     | 94            |            |                   |        |           | Spanish                  | 700         |                    | 0.5                               | 0.5         | 0.4         | 0.3         | 0.0       | 0.7         | 0.5         | 0.0         | 0.0 |     |
| WZMT            | Ponce           | B1        | 93.3  | 14.5       | -226 |            | Spanish Bcstg       | 69            | 0001       |                   |        | g1        | AC/Spn                   | 500         | 0.55               | 1.0                               | 0.7         | 0.6         | 0.9         | 0.0       | 1.2         | 0.7         | 0.0         | 0.0 |     |
| WZNT            | San Juan        | B         | 93.7  | 32.0       | cp   | 1778       | e                   | Spanish Bcstg | 59         | 0001              | 90,000 | d1        | Varty/Spn                | 4,700       | 1.06               | 4.9                               | 4.1         | 4.0         | 4.2         | 0.0       | 4.7         | 4.7         | 0.0         | 0.0 |     |
| • WOYE          | Mayaguez        | B         | 94.1  | 25.0       | 1959 | e          | Spanish Bcstg       | 60            | 0001       |                   |        | d1        | Top40/Spn                | 1,800       | 0.83               | 2.4                               | 2.3         | 2.6         | 2.2         | 0.0       | 1.4         | 1.9         | 0.0         | 0.0 |     |
| WCOM            | Bayamon         | B         | 94.7  | 32.0       | 1778 | e          | Spanish Bcstg       | 59            | 0001       |                   |        | d1        | Top40/Spn                | 4,500       | 1.78               | 2.8                               | 2.4         | 2.5         | 2.5         | 0.0       | 2.5         | 2.9         | 0.0         | 0.0 |     |
| WCTA            | San German      | B         | 95.1  | 25.0       | 1970 | e          | Spanish Bcstg       | 69            | 0001       |                   |        | d1        | Varty/Spn                | 900         | 1.00               | 1.0                               | 1.2         | 0.9         | 0.7         | 0.0       | 1.1         | 1.7         | 0.0         | 0.0 |     |
| WFID            | Rio Piedras     | B         | 95.7  | 50.0       | 941  | b          | Arso Radio Corp     | 58            | 9805       | 11,538            | c1     |           | Soft AC                  | 3,100       | 0.69               | 5.0                               | 3.7         | 4.1         | 5.1         | 0.0       | 3.9         | 3.8         | 0.0         | 0.0 |     |
| WAEL            | Maricao         | B         | 96.1  | 24.2       | 2011 |            | Wael Inc            | 70            |            |                   |        |           | AC/Spn                   | 500         | 0.50               | 1.1                               | 1.0         | 1.2         | 0.9         | 0.0       | 0.9         | 1.0         | 0.0         | 0.0 |     |
| WCMA            | Fajardo         | B         | 96.5  | 11.5       | 2795 | l          | Spanish Bcstg       | 69            | 9901       | 8,250             |        | 1         | CHR/T40/Spn              | 1,300       | 0.45               | 3.2                               | 3.7         | 3.4         | 2.3         | 0.0       | 2.6         | 2.3         | 0.0         | 0.0 |     |
| WNRT            | Manati          | B         | 96.9  | 50.0       | 951  |            | Arecibo Bcstg Corp  | 73            |            |                   |        |           | Religion                 | 1,100       | 0.76               | 1.6                               | 1.1         | 1.4         | 1.4         | 0.0       | 1.5         | 0.9         | 0.0         | 0.0 |     |
| WIOB            | Mayaguez        | B         | 97.5  | 25.0       | 990  | e          | Spanish Bcstg       | 47            | 0001       |                   |        | d1        | Urban AC                 | 1,300       | 1.31               | 1.1                               | 1.1         | 0.8         | 1.1         | 0.0       | 1.0         | 1.3         | 0.0         | 0.0 |     |
| • WBRQ          | Cidra           | A         | 97.7  | 4.4        | 899  |            | Arso Radio Corp     | 72            | 0001       | 3,600             | p      |           | Top40/Spn                | 1,400       |                    | 0.3                               | 0.0         | 0.0         | 0.4         | 0.0       | 0.3         | 0.3         | 0.0         | 0.0 |     |
| WQQZ            | Quebradillas    | A         | 98.3  | 3.0        | 1001 |            | Arzuaga, Jose J     | 74            |            |                   |        |           | Oldes/Spn                | 500         |                    | 0.6                               | 0.4         | 0.4         | 0.9         | 0.0       | 0.4         | 0.4         | 0.0         | 0.0 |     |
| WSAN            | Las Piedras     | A         | 98.3  | 0.8        | cp   | 1959       | Colon-Ventura, Carl | 78            |            |                   |        |           | Span/Oldes               | 500         |                    | 0.4                               | 0.4         | 0.6         | 0.4         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0 |     |
| WPRM            | San Juan        | B         | 98.5  | 25.0       | 1910 | b          | Arso Radio Corp     | 59            | 7304       |                   |        |           | Varty/Spn                | 8,000       | 0.80               | 11.1                              | 10.7        | 10.2        | 9.1         | 0.0       | 10.0        | 8.0         | 0.0         | 0.0 |     |
| • WXZX          | Culebra         | A         | 98.7  | 6.0        | 545  |            | Matos, Aurio        | 96            |            |                   |        |           | AC/Spn                   |             |                    |                                   | 0.4         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0 |     |
| WUKQ            | Mayaguez        | B         | 99.1  | 25.0       | 1972 |            | El Mundo Bcstg      | 63            | 9709       |                   |        | na        | Top 40                   | 1,900       | 1.00               | 2.1                               | 1.6         | 2.0         | 1.6         | 0.0       | 1.8         | 1.8         | 0.0         | 0.0 |     |
| WIOA            | San Juan        | B         | 99.9  | 31.0       | 1837 | e          | Spanish Bcstg       | 61            | 0001       |                   |        | d1        | Btfs/Spn                 | 4,700       | 1.80               | 2.9                               | 2.6         | 2.0         | 3.1         | 0.0       | 2.5         | 2.7         | 0.0         | 0.0 |     |
| WIVA            | Aguadilla       | B         | 100.3 | 22.0       | 2014 | b          | Arso Radio Corp     | 64            |            |                   |        |           | Varty/Spn                | 900         | 0.59               | 1.7                               | 1.9         | 2.0         | 1.4         | 0.0       | 1.0         | 1.8         | 0.0         | 0.0 |     |
| WXYX            | Bayamon         | B         | 100.7 | 50.0       | cp   | 1093       | RAAD Bcstg          | 79            |            |                   |        |           | Top40/Spn                | 2,100       | 0.73               | 3.2                               | 3.1         | 3.0         | 2.7         | 0.0       | 2.8         | 2.8         | 0.0         | 0.0 |     |
| WRIO            | Ponce           | B         | 101.1 | 50.0       | -46  | b          | Arso Radio Corp     | 86            | 9503       | 1,500             |        |           | Varty/Spn                | 1,500       | 1.28               | 1.3                               | 1.0         | 1.3         | 1.1         | 0.0       | 1.1         | 1.2         | 0.0         | 0.0 |     |
| WKSA            | Isabela         | B         | 101.5 | 50.0       | 423  | a          | Isabela Bcstg Co    | 61            |            |                   |        |           | Spanish AC               |             |                    | 1.4                               | 1.5         | 1.4         | 1.6         | 0.0       | 0.6         | 0.8         | 0.0         | 0.0 |     |
| WZAR            | Ponce           | B         | 101.9 | 14.0       | 2589 | k          | Arso Radio Corp     | 66            | 9910       | 10,750            | d3     |           | Spanish                  | 1,800       | 1.18               | 1.7                               | 1.7         | 2.0         | 1.1         | 0.0       | 1.3         | 1.5         | 0.0         | 0.0 |     |
| WMIO            | Cabo Rojo       | A         | 102.3 | 3.0        | 781  | m          | Bestov Bcstg        | 88            | 9905       | 3,650             | c1     |           | Span/Oldes               |             |                    | 0.3                               | 0.0         | 0.3         | 0.0         | 0.0       | 0.5         | 0.3         | 0.0         | 0.0 |     |
| WIAC            | San Juan        | B         | 102.5 | 50.0       | 1139 | d          | Bestov Bcstg        | 61            |            |                   |        |           | Nstlg/Spn                | 4,700       | 1.19               | 4.4                               | 3.3         | 3.9         | 3.9         | 0.0       | 3.8         | 4.3         | 0.0         | 0.0 |     |
| WDIN            | Camuy           | B         | 102.9 | 50.0       | 58   |            | HQ 103 Inc          | 68            |            |                   |        | 1         | Span/Dance               | 500         |                    |                                   | 0.3         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0 |     |
| WVJP            | Caguas          | B         | 103.3 | 28.0       | 1906 |            | Borinquen Bcstg Co  | 68            |            |                   |        |           | Var/Nws/Spn              | 900         | 0.55               | 1.8                               | 1.6         | 2.0         | 1.6         | 0.0       | 1.2         | 1.6         | 0.0         | 0.0 |     |
| WERR            | Utua            | B         | 104.1 | 50.0       | 709  |            | Radio Redentor Inc  | 70            | 7506       |                   |        |           | Relgn/Spn                | 600         |                    | 0.8                               | 0.6         | 0.7         | 0.6         | 0.0       | 0.9         | 0.5         | 0.0         | 0.0 |     |
| WKAQ            | San Juan        | B         | 104.7 | 50.0       | 1221 | c          | El Mundo Bcstg      | 58            |            |                   |        |           | Top40/Spn                | 8,000       | 1.37               | 6.5                               | 5.6         | 5.4         | 5.4         | 0.0       | 6.2         | 5.1         | 0.0         | 0.0 |     |
| WIOC            | Ponce           | B         | 105.1 | 47.0       | 0    | e          | Spanish Bcstg       | 70            | 0001       |                   |        | d1        | Spanish AC               | 1,000       | 1.01               | 1.1                               | 1.2         | 0.7         | 1.0         | 0.0       | 1.2         | 1.5         | 0.0         | 0.0 |     |
| WNNV            | Aguada          | A         | 105.5 | 3.0        | 1037 | j          | Dominga Barreto     | 75            | 9508       |                   |        | nc        | CCtmp/Spn                |             |                    | 0.5                               | 0.5         | 0.5         | 0.0         | 0.0       | 0.7         | 0.3         | 0.0         | 0.0 |     |
| WCAD            | San Juan        | B         | 105.7 | 50.0       | 1100 |            | Bcstg Systems of    | 68            |            |                   |        |           | AOR/Spn                  | 2,900       | 2.30               | 1.4                               | 1.6         | 1.3         | 1.4         | 0.0       | 1.0         | 1.0         | 0.0         | 0.0 |     |
| WRRH            | Hormigueros     | A         | 106.1 | 3.0        | 830  |            | Renacer             | 99            |            |                   |        |           | ChrsContemp              |             |                    | 0.3                               | 0.4         | 0.6         | 0.3         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0 |     |
| WNIK            | Arecibo         | B1        | 106.5 | 190.5      | -269 |            | Kelly Bcstg System  | 65            |            |                   |        |           | AC/Spn                   |             |                    | 0.2                               | 0.4         | 0.3         | 0.0         | 0.0       | 0.3         | 0.3         | 0.0         | 0.0 |     |
| WMEG            | Guayama         | B         | 106.9 | 24.5       | 1946 | i          | Spanish Bcstg       | 66            | 9904       |                   |        | d1        | 1                        | CHR/T40/Spn | 4,700              | 1.13                              | 4.6         | 3.8         | 3.7         | 3.8       | 0.0         | 4.6         | 3.7         | 0.0 | 0.0 |
| WCMN            | Arecibo         | B         | 107.3 | 50.0       | 1028 | h          | Caribbean Bcst      | 67            |            |                   |        |           | Top40/Spn                | 900         | 0.53               | 1.9                               | 1.7         | 1.8         | 1.4         | 0.0       | 1.9         | 1.2         | 0.0         | 0.0 |     |
| WVOZ            | Carolina        | B         | 107.7 | 12.0       | 2759 | g          | Internat Bcstg Corp | 67            |            |                   |        | 1         | VarHt/Spn                | 900         |                    | 0.3                               | 0.0         | 0.3         | 0.3         | 0.0       | 0.3         | 0.4         | 0.0         | 0.0 |     |
| # FM Stations - |                 |           |       |            | 40   | # Combos - |                     |               |            |                   | 23     | FM TOTALS |                          |             | 79.1               | 71.7                              | 72.0        | 67.8        | 0.0         | 68.9      | 67.7        | 0.0         | 0.0         |     |     |

• Indicates a change since last edition  
1/ See introduction section for interpretation of revenue estimates.

**Metro Rank: 13**

Revenue Rank: 27

# Puerto Rico Market Overview



**Metro Counties / Population (000)**

## Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>★★★ | 1993                 | 1994                 | 1995                 | 1996          | 1997      | 1998      | Δ 93 - 98 |
|---------------------------------|----------------------|----------------------|----------------------|---------------|-----------|-----------|-----------|
|                                 |                      | \$65,200             | \$68,600             | \$72,200      | \$76,000  | \$80,200  | \$85,800  |
| ★★★                             | Δ 98 - 99            | 1999                 | 2000                 | 2001          | 2002      | 2003      | Δ 99 - 03 |
|                                 | 17.4%                | \$100,700            | \$115,800            | \$127,400     | \$140,100 | \$161,100 | 12.5%     |
| Revenue/Retail Sales            | 1993<br>\$6.11/1,000 | 1998<br>\$6.44/1,000 | 2003<br>\$8.86/1,000 | Est. Breakout |           |           |           |
| Revenue/Capita                  | 1993<br>\$18.08      | 1998<br>\$22.23      | 2003<br>\$40.60      | Local         | 70%       | National  | 30%       |

## Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|              | 1993           | 1998     | Growth Rate | 1998     | 2003     | Growth Rate |
|--------------|----------------|----------|-------------|----------|----------|-------------|
|              | MSA Population | 3,606.1  | 3,860.1     | 1.4%     | 3,860.1  | 3,967.6     |
| Households   | 1,151.6        | 1,291.3  | 2.3%        | 1,291.3  | 1,425.6  | 2.0%        |
| Retail Sales | 10,667.3       | 13,315.3 | 4.5%        | 13,315.3 | 18,190.9 | 6.4%        |
| EBI          | 23,105.8       | 31,403.3 | 6.3%        | 31,403.3 | 40,649.0 | 5.3%        |

## Demographic Breakdown

|                    | Total     | Under 12         | 12 - 17 | 18 - 24   | 25 - 34       | 35 - 44 | 45 - 54   | Over 55 |
|--------------------|-----------|------------------|---------|-----------|---------------|---------|-----------|---------|
| Men (000)          | 1,863.3   | 388.1            | 194.0   | 243.5     | 293.2         | 233.5   | 197.7     | 313.3   |
| Women (000)        | 1,996.8   | 369.8            | 187.8   | 237.9     | 303.5         | 269.4   | 235.6     | 392.9   |
| Total              | 3,860.1   | 757.9            | 381.9   | 481.4     | 596.6         | 502.9   | 433.3     | 706.2   |
| Percentage         | 100.0%    | 19.6%            | 9.9%    | 12.5%     | 15.5%         | 13.0%   | 11.2%     | 18.3%   |
| Per Capita         | \$ 8,135  | Median Household |         | \$ 15,194 | Avg Household |         | \$ 24,319 |         |
| Ethnic Population: | White N/A | Black N/A        |         | Asian N/A | Hispanic      |         | 100.0%    |         |

## Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 9       | 31      |         | 20         | 40      | 43      | 83    |
| Tot 12+    | 3.4     | 68.3    |         | 60.2       | 71.7    | 18.0    | 89.7  |
| Avg 12+    | 0.4     | 2.2     |         | 3.0        | 1.8     | 0.4     | 1.1   |
| Tot LCS    | 3.8     | 76.1    |         | 67.1       | 79.9    | 20.1    | 100.0 |
| Avg LCS    | 0.4     | 2.5     |         | 3.4        | 2.0     | 0.5     | 1.2   |



# Competitive Overview

| AM Stations |                 |           |      |                             |            |          |            |                   |       |                                     |                    | ARB 12+ Metro Shares (see rights) |        |        |        |      |        |        |        |      |      |     |
|-------------|-----------------|-----------|------|-----------------------------|------------|----------|------------|-------------------|-------|-------------------------------------|--------------------|-----------------------------------|--------|--------|--------|------|--------|--------|--------|------|------|-----|
| Calls       | City of License | FCC Class | Freq | Day                         | Night      | Year Std | Date Acq'd | Sales Price (000) | L M A | 1999 Est Revenue (000)†/Power Ratio | Avg '99 Local Comm | Fall                              | Summer | Spring | Winter | Fall | Summer | Spring | Winter |      |      |     |
|             |                 |           |      | Power (kW)                  | Power (kW) |          |            |                   |       |                                     |                    | C                                 | Owner  | 1999   | 1999   | 1999 | 1999   | 1998   | 1998   | 1998 | 1998 |     |
| WPAB        | Ponce           | B         | 550  | 5.0                         | 5.00       |          |            |                   |       |                                     |                    | 1.2                               | 0.8    | 1.1    | 0.0    | 0.9  | 0.9    | 0.0    | 0.0    |      |      |     |
| WKAQ        | San Juan        | B         | 580  | 10.0                        | 10.00      | c        | 22 4910    |                   |       | 6,000                               | 1.06               | 6.3                               | 5.1    | 5.1    | 5.6    | 0.0  | 5.9    | 5.0    | 0.0    | 0.0  |      |     |
| WAEI        | Mayaguez        | B         | 600  | 1.0                         | 1.00       |          |            |                   |       |                                     |                    | 0.4                               | 0.3    | 0.4    | 0.6    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  |      |     |
| • WEXS      | Patillas        | B         | 610  | 0.5                         | 1.00       |          |            |                   |       |                                     |                    | 0.1                               | 0.0    | 0.0    | 0.3    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  |      |     |
| WSKN        | San Juan        | B         | 630  | 5.0                         | 5.00       |          |            |                   |       | 2,100                               |                    | 0.5                               | 0.4    | 0.4    | 0.3    | 0.0  | 0.6    | 0.8    | 0.0    | 0.0  |      |     |
| WAPA        | San Juan        | B         | 680  | 10.0                        | 9.50       |          |            | 1,820             |       |                                     | 1.32               | 2.1                               | 2.1    | 1.4    | 1.8    | 0.0  | 2.3    | 1.3    | 0.0    | 0.0  |      |     |
| WKJB        | Mayaguez        | B         | 710  | 10.0                        | 0.75       |          |            |                   |       |                                     |                    | 0.2                               | 0.3    | 0.0    | 0.5    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  |      |     |
| WIAC        | San Juan        | B         | 740  | 10.0                        | 10.00      | d        | 47         |                   |       | 2,500                               | 1.63               | 1.7                               | 1.0    | 1.0    | 1.7    | 0.0  | 1.7    | 1.2    | 0.0    | 0.0  |      |     |
| WORA        | Mayaguez        | B         | 760  | 5.0                         | 5.00       | i        | 47 9202    | 2,150             | g     |                                     |                    | 0.1                               | 0.0    | 0.0    | 0.3    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  |      |     |
| WKVM        | San Juan        | B         | 810  | 50.0                        | 50.00      | f        | 51 8203    | 1,019             |       |                                     |                    | 0.6                               | 0.4    | 0.4    | 0.7    | 0.0  | 0.5    | 1.2    | 0.0    | 0.0  |      |     |
| WXEW        | Yabucoa         | B         | 840  | 5.0                         | 1.00       |          |            |                   | 2     |                                     |                    | 0.2                               | 0.3    | 0.0    | 0.3    | 0.0  | 0.3    | 0.4    | 0.0    | 0.0  |      |     |
| WABA        | Aguadilla       | B         | 850  | 5.0                         | 1.00       |          |            |                   |       | 500                                 |                    | 0.6                               | 0.6    | 0.4    | 0.5    | 0.0  | 0.8    | 0.7    | 0.0    | 0.0  |      |     |
| WQBS        | San Juan        | B         | 870  | 5.0                         | 5.00       |          |            | 800               |       |                                     |                    | 0.3                               | 0.0    | 0.0    | 0.4    | 0.0  | 0.3    | 0.3    | 0.0    | 0.0  |      |     |
| WYKO        | Sabana Grande   | B         | 880  | 1.0                         | 0.50       |          |            |                   |       |                                     |                    | 0.1                               | 0.4    | 0.0    | 0.3    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  |      |     |
| WPRP        | Ponce           | B         | 910  | 5.0                         | 5.00       | i        | 36 9202    |                   | g     | 500                                 |                    | 0.1                               | 0.0    | 0.0    | 0.0    | 0.0  | 0.3    | 0.3    | 0.0    | 0.0  |      |     |
| WEKO        | Cabo Rojo       | B         | 930  | 2.5                         | 2.50       | m        | 70 9905    |                   | c1    |                                     |                    |                                   | 0.0    | 0.0    | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  |      |     |
| WPRA        | Mayaguez        | B         | 990  | 0.9                         | 0.91       |          |            | 675               |       |                                     |                    | 0.2                               | 0.0    | 0.3    | 0.0    | 0.0  | 0.3    | 0.0    | 0.0    | 0.0  |      |     |
| WOSO        | San Juan        | B         | 1030 | 10.0                        | 3.00       |          |            |                   |       | 1,400                               |                    | 0.4                               | 0.0    | 0.4    | 0.4    | 0.0  | 0.3    | 0.3    | 0.0    | 0.0  |      |     |
| WZNA        | Moca            | B         | 1040 | 5.0                         | 0.25       | j        | 83         |                   |       |                                     |                    | 0.4                               | 0.4    | 0.6    | 0.5    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  |      |     |
| WCGB        | Juana Diaz      | B         | 1060 | 5.0                         | 0.50       |          |            |                   |       |                                     |                    | 0.1                               | 0.0    | 0.0    | 0.0    | 0.0  | 0.3    | 0.0    | 0.0    | 0.0  |      |     |
| WLEY        | Cayey           | B         | 1080 | 0.3                         | 0.25       | k        | 65 9910    |                   | d3    |                                     |                    |                                   | 0.3    | 0.0    | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  |      |     |
| WMSW        | Hatillo         | B         | 1120 | 2.6                         | 5.00       |          |            |                   |       |                                     |                    | 0.2                               | 0.0    | 0.4    | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  |      |     |
| WQII        | San Juan        | B         | 1140 | 10.0                        | 10.00      |          |            |                   |       |                                     |                    |                                   | 0.0    | 0.0    | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  |      |     |
| WBMJ        | San Juan        | B         | 1190 | 10.0                        | 5.00       |          |            |                   | nc    | 900                                 |                    |                                   | 0.0    | 0.0    | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  |      |     |
| WHOY        | Salinas         | B         | 1210 | 5.0                         | 2.00       |          |            | 700               |       |                                     |                    | 0.1                               | 0.0    | 0.0    | 0.3    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  |      |     |
| WALO        | Humacao         | B         | 1240 | 1.0                         | 1.00       |          |            |                   |       |                                     |                    | 0.2                               | 0.3    | 0.3    | 0.0    | 0.0  | 0.3    | 0.4    | 0.0    | 0.0  |      |     |
| WCMN        | Arecibo         | B         | 1280 | 5.0                         | 1.00       | h        | 47         |                   |       | 500                                 | 0.50               | 1.1                               | 1.0    | 1.1    | 0.8    | 0.0  | 1.0    | 0.8    | 0.0    | 0.0  |      |     |
| • WTIK      | Mayaguez        | B         | 1300 | 1.0                         | 1.00       |          |            |                   |       |                                     |                    |                                   | 0.0    | 0.0    | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  |      |     |
| WUNO        | San Juan        | B         | 1320 | 5.0                         | 2.35       | b        | 49 9804    |                   | c1    | 4,000                               | 3.70               | 1.2                               | 1.4    | 0.9    | 1.2    | 0.0  | 1.1    | 1.1    | 0.0    | 0.0  |      |     |
| WENA        | Yauco           | B         | 1330 | 2.0                         | 1.45       |          |            |                   |       | 400                                 |                    | 0.1                               | 0.0    | 0.0    | 0.0    | 0.0  | 0.3    | 0.0    | 0.0    | 0.0  |      |     |
| • WISA      | Isabela         | B         | 1390 | 1.0                         | 1.00       | a        | 61         |                   |       |                                     |                    |                                   | 0.3    | 0.0    | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  |      |     |
| WIDA        | Carolina        | C         | 1400 | 1.0                         | 1.00       |          |            | 750               |       |                                     |                    |                                   | 0.0    | 0.0    | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  |      |     |
| WNEL        | Caguas          | B         | 1430 | 5.0                         | 5.00       |          |            |                   |       | 1,400                               |                    | 0.7                               | 0.4    | 0.7    | 0.7    | 0.0  | 0.5    | 1.0    | 0.0    | 0.0  |      |     |
| WLRP        | San Sebastian   | B         | 1460 | 0.5                         | 0.50       |          |            |                   |       |                                     |                    | 0.1                               | 0.4    | 0.3    | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  |      |     |
| WLEO        | Ponce           | C         | 1490 | 5.0                         | 1.00       | k        | 96 9910    |                   | d3    | 500                                 |                    | 0.2                               | 0.4    | 0.0    | 0.0    | 0.0  | 0.4    | 0.7    | 0.0    | 0.0  |      |     |
| WVOZ        | San Juan        | B         | 1520 | 12.0                        | 12.00      | g        | 49         |                   |       | 700                                 |                    |                                   | 0.0    | 0.0    | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  |      |     |
| WUPR        | Utua            | B         | 1530 | 1.0                         | 0.25       |          |            |                   |       | 500                                 |                    | 0.2                               | 0.5    | 0.0    | 0.0    | 0.0  | 0.6    | 0.7    | 0.0    | 0.0  |      |     |
| WKFE        | Yauco           | B         | 1550 | 0.3                         | 0.25       | k        | 98 9910    |                   | d3    |                                     |                    | 0.2                               | 0.0    | 0.0    | 0.6    | 0.0  | 0.0    | 0.3    | 0.0    | 0.0  |      |     |
| WRSJ        | Bayamon         | B         | 1560 | 5.0                         | 0.75       |          |            | 968               |       | 500                                 |                    |                                   | 0.0    | 0.0    | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  |      |     |
| WPPC        | Penueles        | B         | 1570 | 1.0                         | 0.13       |          |            |                   |       |                                     |                    | 0.1                               | 0.0    | 0.0    | 0.3    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  |      |     |
| WMTI        | Morovis         | B         | 1580 | 10.0                        | 2.50       |          |            | 315               | cp    |                                     |                    |                                   | 0.0    | 0.0    | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  |      |     |
| WXRJ        | Guayama         | B         | 1590 | 1.0                         | 1.00       |          |            | 300               |       | 400                                 |                    |                                   | 0.0    | 0.0    | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  |      |     |
| WLUZ        | Bayamon         | B         | 1600 | 5.0                         | 5.00       |          |            | 1,600             |       | 400                                 |                    | 0.7                               | 0.5    | 0.8    | 0.5    | 0.0  | 0.5    | 1.1    | 0.0    | 0.0  |      |     |
|             |                 |           |      | # AM Stations -             |            | 43       |            | # Combos -        |       | 14                                  |                    | AM TOTALS                         |        | 20.6   | 18.0   | 15.7 | 19.7   | 0.0    | 19.2   | 18.5 | 0.0  | 0.0 |
|             |                 |           |      | AM & FM Stations Profiled - |            | 83       |            | # Duopolies -     |       | 14                                  |                    | Total Local Commercial Share      |        | 89.7   | 87.7   | 87.5 | 0.0    | 88.1   | 86.2   | 0.0  | 0.0  |     |

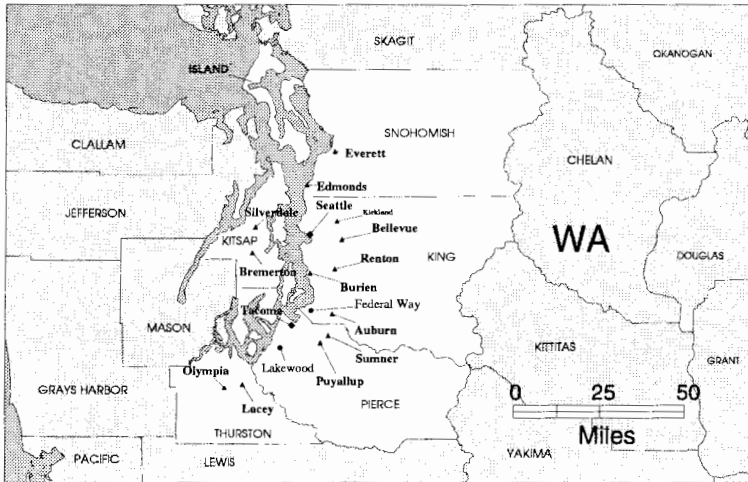
Market first rated Summer 1998

• Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

**Metro Rank: 14**

Revenue Rank: 13

# Seattle-Tacoma Market Overview



### Metro Counties / Population (000)

|               |                |
|---------------|----------------|
| Island, WA    | 74.1           |
| King, WA      | 1,686.2        |
| Kitsap, WA    | 234.1          |
| Pierce, WA    | 699.8          |
| Snohomish, WA | 587.8          |
| Thurston, WA  | 204.7          |
| <b>Total</b>  | <b>3,486.7</b> |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>★★★ | 1993      | 1994      | 1995      | 1996      | 1997      | 1998      | Δ 93 - 98 |
|---------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
|                                 | \$103,000 | \$115,400 | \$125,400 | \$138,000 | \$153,500 | \$181,200 | 12.0%     |
| Δ 98 - 99                       | 1999      | 2000      | 2001      | 2002      | 2003      | Δ 99 - 03 |           |
| 19.5%                           | \$216,600 | \$244,800 | \$269,200 | \$296,200 | \$325,800 | 10.7%     |           |

|                      | 1993         | 1998         | 2003         | Est. Breakout |
|----------------------|--------------|--------------|--------------|---------------|
| Revenue/Retail Sales | \$3.70/1,000 | \$5.01/1,000 | \$7.27/1,000 | Local 75%     |
| Revenue/Capita       | \$31.98      | \$51.97      | \$87.49      | National 25%  |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993     | 1998     | Growth Rate | 1998     | 2003      | Growth Rate |
|----------------|----------|----------|-------------|----------|-----------|-------------|
| MSA Population | 3,220.9  | 3,486.7  | 1.6%        | 3,486.7  | 3,723.9   | 1.3%        |
| Households     | 1,253.2  | 1,358.0  | 1.6%        | 1,358.0  | 1,460.4   | 1.5%        |
| Retail Sales   | 27,816.1 | 36,157.9 | 5.4%        | 36,157.9 | 44,837.3  | 4.4%        |
| EBI            | 60,903.7 | 75,562.2 | 4.4%        | 75,562.2 | 105,744.0 | 7.0%        |

### Demographic Breakdown

|                    | Total       | Under 12 | 12 - 17    | 18 - 24          | 25 - 34    | 35 - 44 | 45 - 54       | Over 55   |
|--------------------|-------------|----------|------------|------------------|------------|---------|---------------|-----------|
| Men (000)          | 1,734.9     | 292.4    | 137.5      | 148.5            | 274.1      | 322.4   | 253.8         | 306.1     |
| Women (000)        | 1,751.8     | 279.4    | 131.2      | 141.6            | 259.4      | 320.5   | 248.3         | 371.4     |
| Total              | 3,486.7     | 571.8    | 268.7      | 290.1            | 533.5      | 642.9   | 502.0         | 677.6     |
| Percentage         | 100.0%      | 16.4%    | 7.7%       | 8.3%             | 15.3%      | 18.4%   | 14.4%         | 19.4%     |
| Per Capita         | \$ 21,672   |          |            |                  |            |         |               |           |
|                    |             |          |            | Median Household | \$ 45,463  |         | Avg Household | \$ 55,642 |
| Ethnic Population: | White 85.3% |          | Black 5.2% |                  | Asian 8.1% |         | Hispanic 4.4% |           |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 1       |         | 18      | 18         | 20      | 31      | 51    |
| Tot 12+    | 1.6     |         | 61.2    | 62.1       | 62.8    | 23.0    | 85.8  |
| Avg 12+    | 1.6     |         | 3.4     | 3.5        | 3.1     | 0.7     | 1.7   |
| Tot LCS    | 1.9     |         | 71.3    | 72.4       | 73.2    | 26.8    | 100.0 |
| Avg LCS    | 1.9     |         | 4.0     | 4.0        | 3.7     | 0.9     | 2.0   |

# Competitive Overview

## FM Stations

| Calls           | City of License | FCC Class | Freq  | Power (kW) | HAAT | C          | Owner               | Year Std | Date Acq'd | Sales Price (000) | L M A | Format      | 1999 Est       |             | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |             |             |           |             |             |             |
|-----------------|-----------------|-----------|-------|------------|------|------------|---------------------|----------|------------|-------------------|-------|-------------|----------------|-------------|--------------------|-----------------------------------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|
|                 |                 |           |       |            |      |            |                     |          |            |                   |       |             | Revenue (000)† | Power Ratio |                    | Fall 1999                         | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |
| KLSY            | Bellevue        | C         | 92.5  | 56.0       | 2343 | c          | Sandusky Radio      | 64       | 7801       | 1,700             |       | AC          | 15,500         | 1.68        | 4.8                | 4.5                               | 4.4         | 4.0         | 3.2         | 4.7       | 4.8         | 4.6         | 4.8         |
| KUBE            | Seattle         | C         | 93.3  | 99.0       | 1289 | i          | Ackerley Group      | 64       | 9805       | 17,812            | d3    | CHR         | 9,900          | 0.76        | 6.8                | 5.5                               | 6.3         | 5.5         | 5.5         | 6.0       | 6.6         | 6.2         | 5.9         |
| KMPS            | Seattle         | C         | 94.1  | 57.0       | 2343 | b          | Infinity Bcstg      | 61       | 9805       |                   | g1    | Country     | 14,000         | 1.25        | 5.8                | 4.6                               | 4.9         | 5.0         | 4.6         | 5.5       | 5.2         | 5.2         | 4.0         |
| KJR             | Seattle         | C         | 95.7  | 100.0 cp   | 1220 | i          | Ackerley Group      | 60       | 9805       |                   | d3    | Clsc Hits   | 8,400          | 1.15        | 3.8                | 2.3                               | 2.8         | 3.9         | 2.9         | 3.4       | 3.1         | 2.7         | 3.1         |
| ● KXXO          | Olympia         | C         | 96.1  | 85.0       | 2100 |            | Three Cities FM Inc | 90       |            |                   |       | Soft AC     | 1,300          |             | 0.8                | 0.7                               | 0.6         | 0.6         | 0.7         | 0.7       | 0.8         | 0.6         | 0.8         |
| ● KYPT          | Seattle         | C         | 96.5  | 100.0      | 1224 | b          | Infinity Bcstg      | 59       | 9805       |                   | g1    | 80s Hits    | 5,300          | 0.98        | 2.8                | 1.9                               | 2.5         | 2.4         | 2.5         | 2.1       | 2.3         | 2.1         | 2.9         |
| ● KBSG          | Tacoma          | C         | 97.3  | 54.0       | 742  | g          | Entercom            | 48       | 9607       |                   | sw    | Oldies      | 15,000         | 1.56        | 5.0                | 5.5                               | 4.2         | 3.6         | 4.9         | 4.5       | 4.9         | 5.7         | 4.9         |
| ● KING          | Seattle         | C         | 98.1  | 58.0       | 2838 |            | Beethoven           | 47       | 9501       | 9,000             | st 1  | Classical   | 4,900          | 0.64        | 4.0                | 3.6                               | 3.3         | 3.0         | 3.5         | 3.8       | 3.8         | 3.8         | 4.3         |
| KWJZ            | Seattle         | C         | 98.9  | 58.0       | 2343 | c          | Sandusky Radio      | 58       | 9604       | 26,000            | c4    | Smooth Jazz | 8,800          | 1.04        | 4.4                | 3.5                               | 4.6         | 3.4         | 3.3         | 3.8       | 3.6         | 3.8         | 3.8         |
| KISW            | Seattle         | C         | 99.9  | 100.0      | 1148 | g          | Entercom            | 50       | 9808       |                   | sw    | AOR         | 12,000         | 1.52        | 4.1                | 3.3                               | 3.1         | 3.5         | 4.1         | 3.5       | 3.6         | 3.5         | 3.8         |
| KQBZ            | Seattle         | C         | 100.7 | 58.0       | 2343 | g          | Entercom            | 46       | 9703       |                   | sw 1  | Talk        | 5,000          | 0.93        | 2.8                | 1.9                               | 2.1         | 2.0         | 3.0         | 2.6       | 2.7         | 2.1         | 2.9         |
| KPLZ            | Seattle         | C         | 101.5 | 99.0       | 1201 | d          | Fisher Bcstg        | 59       | 9403       | 11,000            | c2    | Hot AC      | 8,800          | 1.02        | 4.5                | 3.7                               | 4.0         | 3.8         | 4.1         | 3.5       | 4.2         | 4.2         | 4.6         |
| ● KZOK          | Seattle         | C         | 102.5 | 68.0 cp    | 2290 | b          | Infinity Bcstg      | 64       | 9805       |                   | g1    | Clsc Rock   | 12,900         | 1.81        | 3.7                | 2.6                               | 3.3         | 3.1         | 2.9         | 3.4       | 3.0         | 3.5         | 3.2         |
| KMTT            | Tacoma          | C         | 103.7 | 57.0       | 2343 | g          | Entercom            | 58       | 9808       |                   |       | Adult Rock  | 9,900          | 1.56        | 3.3                | 3.1                               | 2.7         | 2.9         | 2.8         | 3.0       | 2.4         | 2.3         | 3.1         |
| KMIH            | Mercer Island   | D         | 104.5 | 71.0       | 440  |            | Mercer Island       | 97       |            |                   |       | CHR         |                |             | 0.0                | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |
| ● KFVK          | Eatonville      | A         | 104.9 | 2.5        | 495  | e          | Bedrock &           | 95       | 9909       | 4,500             |       | Alternative | 900            | 0.47        | 1.0                | 1.6                               | 0.9         | 0.8         | 0.6         | 1.0       | 0.8         | 1.1         | 0.0         |
| KCMS            | Edmonds         | C1        | 105.3 | 50.0 cp    | 1289 | a          | Crista Ministries   | 60       |            |                   |       | ChrsContemp | 2,500          | 0.68        | 1.9                | 1.6                               | 1.4         | 1.8         | 1.8         | 1.5       | 1.4         | 1.6         | 1.9         |
| KBKS            | Tacoma          | C         | 106.1 | 57.0       | 2343 | b          | Infinity Bcstg      | 59       | 9805       |                   | g1    | AC          | 10,700         | 1.01        | 5.5                | 4.3                               | 4.9         | 4.9         | 4.4         | 4.8       | 4.8         | 3.8         | 4.4         |
| KRWM            | Bremerton       | C1        | 106.9 | 55.0 cp    | 1244 | c          | Sandusky Radio      | 64       | 9609       | 29,250            |       | Soft AC     | 7,500          | 1.03        | 3.8                | 4.3                               | 2.7         | 3.5         | 3.8         | 3.1       | 2.8         | 3.2         | 3.6         |
| KNDD            | Seattle         | C         | 107.7 | 58.0       | 2343 | g          | Entercom            | 62       | 9808       |                   | sw    | Modern Rock | 11,000         | 1.12        | 5.1                | 4.3                               | 4.7         | 4.8         | 4.4         | 3.6       | 4.6         | 3.2         | 3.9         |
| # FM Stations - |                 |           |       |            | 20   | # Combos - |                     |          |            |                   | 17    | FM TOTALS   |                | 73.9        | 62.8               | 63.4                              | 62.5        | 63.0        | 64.5        | 65.4      | 63.2        | 65.9        |             |

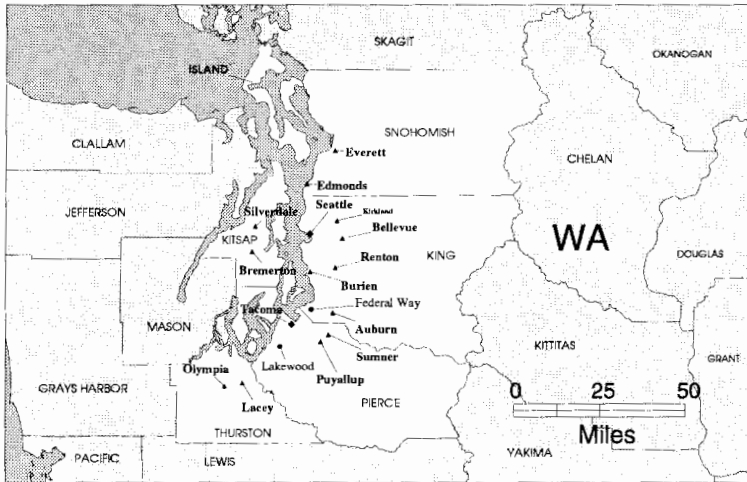
● Indicates a change since last edition

†/ See introduction section for interpretation of revenue estimates.

**Metro Rank: 14**

Revenue Rank: 13

# Seattle-Tacoma Market Overview



**Metro Counties / Population (000)**

|               |                |
|---------------|----------------|
| Island, WA    | 74.1           |
| King, WA      | 1,686.2        |
| Kitsap, WA    | 234.1          |
| Pierce, WA    | 699.8          |
| Snohomish, WA | 587.8          |
| Thurston, WA  | 204.7          |
| <b>Total</b>  | <b>3,486.7</b> |

**Market Radio Financials**  
(all figures in 000's, except percentages and ratios)

|  |                  |             |             |             |             |             |                  |
|--|------------------|-------------|-------------|-------------|-------------|-------------|------------------|
| <b>ESTIMATED GROSS REVENUES</b><br>★★★ | <u>1993</u>      | <u>1994</u> | <u>1995</u> | <u>1996</u> | <u>1997</u> | <u>1998</u> | <u>Δ 93 - 98</u> |
|  | \$103,000        | \$115,400   | \$125,400   | \$138,000   | \$153,500   | \$181,200   | 12.0%            |
|  | <u>Δ 98 - 99</u> | <u>1999</u> | <u>2000</u> | <u>2001</u> | <u>2002</u> | <u>2003</u> | <u>Δ 99 - 03</u> |
|  | 19.5%            | \$216,600   | \$244,800   | \$269,200   | \$296,200   | \$325,800   | 10.7%            |

|                      |              |              |              |                      |
|----------------------|--------------|--------------|--------------|----------------------|
|                      | <u>1993</u>  | <u>1998</u>  | <u>2003</u>  | <b>Est. Breakout</b> |
| Revenue/Retail Sales | \$3.70/1,000 | \$5.01/1,000 | \$7.27/1,000 | Local 75%            |
| Revenue/Capita       | \$31.98      | \$51.97      | \$87.49      | National 25%         |

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

|                |             |             |                    |             |             |                    |
|----------------|-------------|-------------|--------------------|-------------|-------------|--------------------|
|                | <u>1993</u> | <u>1998</u> | <u>Growth Rate</u> | <u>1998</u> | <u>2003</u> | <u>Growth Rate</u> |
| MSA Population | 3,220.9     | 3,486.7     | 1.6%               | 3,486.7     | 3,723.9     | 1.3%               |
| Households     | 1,253.2     | 1,358.0     | 1.6%               | 1,358.0     | 1,460.4     | 1.5%               |
| Retail Sales   | 27,816.1    | 36,157.9    | 5.4%               | 36,157.9    | 44,837.3    | 4.4%               |
| EBI            | 60,903.7    | 75,562.2    | 4.4%               | 75,562.2    | 105,744.0   | 7.0%               |

**Demographic Breakdown**

|                    |              |                 |                  |                |                |                |                |                |
|--------------------|--------------|-----------------|------------------|----------------|----------------|----------------|----------------|----------------|
|                    | <u>Total</u> | <u>Under 12</u> | <u>12 - 17</u>   | <u>18 - 24</u> | <u>25 - 34</u> | <u>35 - 44</u> | <u>45 - 54</u> | <u>Over 55</u> |
| Men (000)          | 1,734.9      | 292.4           | 137.5            | 148.5          | 274.1          | 322.4          | 253.8          | 306.1          |
| Women (000)        | 1,751.8      | 279.4           | 131.2            | 141.6          | 259.4          | 320.5          | 248.3          | 371.4          |
| Total              | 3,486.7      | 571.8           | 268.7            | 290.1          | 533.5          | 642.9          | 502.0          | 677.6          |
| Percentage         | 100.0%       | 16.4%           | 7.7%             | 8.3%           | 15.3%          | 18.4%          | 14.4%          | 19.4%          |
| Per Capita         | \$ 21,672    |                 |                  |                |                |                |                |                |
|                    |              |                 | Median Household | \$ 45,463      |                |                | Avg Household  | \$ 55,642      |
| Ethnic Population: | White 85.3%  |                 | Black 5.2%       |                | Asian 8.1%     |                | Hispanic 4.4%  |                |

**Market Summary**

|                   |                |                |                |                   |                |                |              |
|-------------------|----------------|----------------|----------------|-------------------|----------------|----------------|--------------|
| <b>FM Classes</b> | <b>Class A</b> | <b>Class B</b> | <b>Class C</b> | <b>Viable FMs</b> | <b>All FMs</b> | <b>All AMs</b> | <b>Total</b> |
| # Stations        | 1              |                | 18             | 18                | 20             | 31             | 51           |
| Tot 12+           | 1.6            |                | 61.2           | 62.1              | 62.8           | 23.0           | 85.8         |
| Avg 12+           | 1.6            |                | 3.4            | 3.5               | 3.1            | 0.7            | 1.7          |
| Tot LCS           | 1.9            |                | 71.3           | 72.4              | 73.2           | 26.8           | 100.0        |
| Avg LCS           | 1.9            |                | 4.0            | 4.0               | 3.7            | 0.9            | 2.0          |



# Competitive Overview

## AM Stations

| Calls                       | City of License | FCC Class | Freq | Day        | Night      | C             | Owner                | Year Std | Date Acq'd | Sales Price (000) | L M A | Format                       | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |             |             |           |             |             |             |      |      |
|-----------------------------|-----------------|-----------|------|------------|------------|---------------|----------------------|----------|------------|-------------------|-------|------------------------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|------|------|
|                             |                 |           |      | Power (kW) | Power (kW) |               |                      |          |            |                   |       |                              |                          |             |                    | Fall 1999                         | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |      |      |
| KVI                         | Seattle         | B         | 570  | 5.0        | 5.00       | d             | Fisher Bcstg         | 29       | 9403       |                   | c2    | Talk                         | 7,800                    | 0.88        | 4.6                | 4.7                               | 3.5         | 4.5         | 3.6         | 4.3       | 3.6         | 4.5         | 3.9         |      |      |
| KCIS                        | Edmonds         | B         | 630  | 5.0        | 2.50       | a             | Crista Ministries    | 54       |            |                   |       | Inspiration                  | 800                      |             | 0.3                | 0.0                               | 0.4         | 0.5         | 0.0         | 0.0       | 0.0         | 0.5         | 0.4         |      |      |
| KBRD                        | Lacey           | B         | 680  | 0.3 cp     | 0.00       |               | Marrow, Skip         | 86       | 9504       | 50                |       | Big Band                     |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |      |
| KIRO                        | Seattle         | A         | 710  | 50.0       | 50.00      | g             | Entercom             | 27       | 9808       |                   | sw 1  | Nws/Tlk/Spt                  | 27,600                   | 1.99        | 7.2                | 6.6                               | 7.7         | 6.6         | 5.6         | 4.9       | 7.5         | 7.5         | 5.6         |      |      |
| KNWX                        | Seattle         | B         | 770  | 50.0       | 5.00       | g             | Entercom             | 25       | 9808       |                   | sw 1  | Bus News                     | 3,100                    | 0.85        | 1.9                | 1.4                               | 1.6         | 1.4         | 1.9         | 1.6       | 1.4         | 1.1         | 1.2         |      |      |
| ● KGNW                      | Burien-Seattle  | B         | 820  | 50.0       | 10.00      | f             | Salem Comm Corp      | 70       | 8611       | 2,770             |       | Chrst/Talk                   |                          |             | 0.4                | 0.4                               | 0.0         | 0.4         | 0.5         | 0.5       | 0.4         | 0.5         | 0.6         |      |      |
| KHHO                        | Tacoma          | B         | 850  | 10.0       | 1.00       | i             | Ackerley Group       | 42       | 9804       | 2,500             |       | Nws/Tlk/Spt                  |                          |             |                    | 0.1                               | 0.0         | 0.0         | 0.1         | 0.0       | 0.0         | 0.0         | 0.0         |      |      |
| KIXI                        | Mercer Island   | B         | 880  | 50.0       | 10.00      | c             | Sandusky Radio       | 47       | 9201       | 3,500             |       | Nostalgia                    |                          |             | 4.3                | 3.0                               | 3.2         | 3.7         | 4.0         | 3.8       | 4.0         | 3.7         | 3.6         |      |      |
| ● KGHO                      | Olympia         | B         | 920  | 3.0 cp     | 0.50       |               | Spencer Bcstg        | 56       | 9604       | 35                |       | Oldies                       |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |      |
| KJR                         | Seattle         | B         | 950  | 50.0 cp    | 50.00      | i             | Ackerley Group       | 21       | 9805       |                   | d3    | Sports                       | 5,800                    | 1.16        | 2.6                | 2.2                               | 1.4         | 2.1         | 3.4         | 2.1       | 2.0         | 2.3         | 2.5         |      |      |
| KOMO                        | Seattle         | A         | 1000 | 50.0       | 50.00      | d             | Fisher Bcstg         | 26       |            |                   |       | News/Talk                    | 6,700                    | 0.85        | 4.1                | 3.7                               | 2.9         | 3.7         | 3.3         | 4.1       | 3.1         | 3.2         | 3.2         |      |      |
| ● KBLE                      | Seattle         | B         | 1050 | 5.0        | 0.44       |               | Ostrander, R,        | 48       | 8907       |                   |       | Religion                     |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |      |
| ● KYCW                      | Seattle         | B         | 1090 | 50.0       | 50.00      | b             | Infinity Bcstg       | 27       | 9805       |                   | g1    | Country                      | 100                      |             | 0.1                | 0.4                               | 0.3         | 0.0         | 0.0         | 0.1       | 0.0         | 0.1         | 0.1         |      |      |
| KSRB                        | Seattle         | B         | 1150 | 10.0 cp    | 6.00       | c             | Sandusky Radio       | 26       | 9604       |                   | c4    | Rhythm/Blue                  |                          |             | 0.1                | 0.4                               | 0.5         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |      |
| ● KBSG                      | Auburn          | B         | 1210 | 27.5       | 10.00      | g             | Entercom             | 58       | 9808       |                   | sw    | Oldies                       |                          |             | 0.1                | 0.1                               | 0.1         | 0.1         | 0.1         | 0.2       | 0.2         | 0.1         | 0.1         |      |      |
| KWYZ                        | Everett         | C         | 1230 | 1.0        | 1.00       | e             | Suh, Jean            | 57       | 9905       | 480               | na    | Korean                       |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |      |
| ● KGY                       | Olympia         | C         | 1240 | 1.0        | 1.00       |               | Kerry, Barbara       | 47       |            |                   |       | AC                           | 400                      |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.3         | 0.0         |      |      |
| ● KKDZ                      | Seattle         | B         | 1250 | 5.0        | 5.00       |               | ABC Radio Inc        | 20       | 9802       | 1,200             |       | Children                     |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |      |
| KLDY                        | Lacey           | B         | 1280 | 1.0        | 0.50       |               | Gillie, Michael, Rcv | 86       | 9608       |                   |       | Classical                    |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |      |
| ● KKOL                      | Seattle         | B         | 1300 | 35.0 cp    | 17.50      | f             | Salem Comm Corp      | 22       | 9705       | 2,000             |       | Talk                         |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |      |
| ● KENU                      | Enumclaw        | B         | 1330 | 0.5        | 0.03       |               | Green River          | 82       | 9607       |                   | na    | Country                      |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |      |
| ● KKMO                      | Tacoma          | B         | 1360 | 5.0        | 5.00       |               | Salem Comm Corp      | 22       | 9809       | 500               |       | Christian                    |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |      |
| KRKO                        | Everett         | B         | 1380 | 5.0        | 5.00       |               | SR Broadcasting      | 20       | 8801       | 600               |       | Talk                         |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |      |
| KITZ                        | Silverdale      | C         | 1400 | 1.0        | 0.89       |               | Jamison White        | 48       | 9808       | 133               |       | Talk                         |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |      |
| KRIZ                        | Renton          | B         | 1420 | 1.0        | 0.50       | h             | KRIS Bennett Bcstg   | 82       |            |                   |       | Urban                        |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.3         | 0.0         |      |      |
| KSUH                        | Puyallup        | C         | 1450 | 1.0        | 1.00       |               | Suh, Jean            | 51       | 9704       | 350               | 2     | Korean                       |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |      |
| ● KARR                      | Kirkland        | B         | 1460 | 5.0        | 2.50       |               | Family Stations Inc  | 64       | 8610       | 50                |       | Religion                     |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |      |
| KBRO                        | Bremerton       | C         | 1490 | 1.0        | 1.00       |               | Triangle Bcstg Co    | 47       | 9903       | 43,500            | g     | Talk                         |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |      |
| KXPA                        | Bellevue        | B         | 1540 | 5.0        | 5.00       |               | Multicultural Bcstg  | 58       | 9803       |                   | g     | Span/Ethnc                   |                          |             | 0.1                | 0.0                               | 0.0         | 0.4         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |      |
| KZIZ                        | Sumner          | B         | 1560 | 5.0        | 0.00       | h             | KRIS Bennett Bcstg   | 90       |            |                   |       | Gospel                       |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |      |
| ● KLFE                      | Seattle         | B         | 1590 | 5.0        | 5.00       | f             | Salem Comm Corp      | 56       | 9408       | 500               |       | Christian                    |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |      |
| # AM Stations -             |                 |           |      |            | 31         | # Combos -    |                      |          |            |                   | 17    | AM TOTALS                    |                          |             |                    |                                   | 25.8        | 23.0        | 21.6        | 23.4      | 22.5        | 21.6        | 22.2        | 24.1 | 21.2 |
| AM & FM Stations Profiled - |                 |           |      |            | 51         | # Duopolies - |                      |          |            |                   | 15    | Total Local Commercial Share |                          |             |                    |                                   | 85.8        | 85.0        | 85.9        | 85.5      | 86.1        | 87.6        | 87.3        | 87.1 |      |

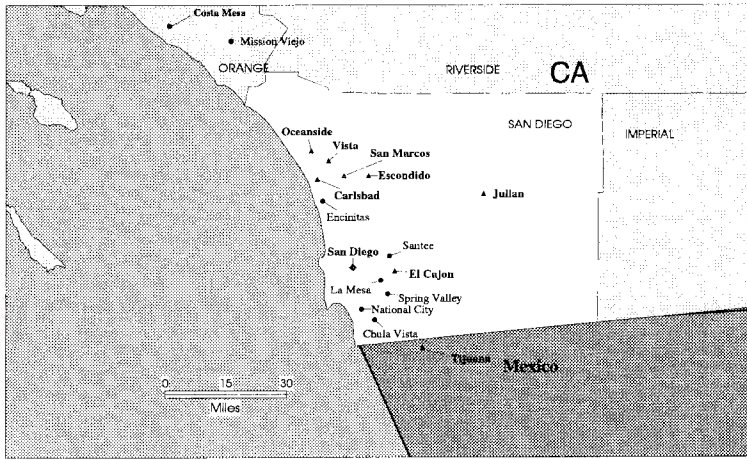
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 15

Revenue Rank: 17

# San Diego Market Overview



### Metro Counties / Population (000)

|               |         |
|---------------|---------|
| San Diego, CA | 2,860.5 |
|               | 2,860.5 |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>★★ | 1993      | 1994      | 1995      | 1996      | 1997      | 1998      | Δ 93 - 98 |
|--------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
|                                |           | \$91,000  | \$105,800 | \$110,500 | \$125,600 | \$129,100 | \$140,800 |
|                                | Δ 98 - 99 | 1999      | 2000      | 2001      | 2002      | 2003      | Δ 99 - 03 |
|                                | 13.6%     | \$159,900 | \$175,900 | \$193,500 | \$212,800 | \$234,100 | 10.0%     |

|                      | 1993         | 1998         | 2003         | Est. Breakout |
|----------------------|--------------|--------------|--------------|---------------|
| Revenue/Retail Sales | \$4.59/1,000 | \$5.23/1,000 | \$7.14/1,000 | Local 70%     |
| Revenue/Capita       | \$34.25      | \$49.22      | \$75.21      | National 30%  |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993     | 1998     | Growth Rate | 1998     | 2003     | Growth Rate |
|----------------|----------|----------|-------------|----------|----------|-------------|
| MSA Population | 2,656.7  | 2,860.5  | 1.5%        | 2,860.5  | 3,112.7  | 1.7%        |
| Households     | 928.6    | 991.1    | 1.3%        | 991.1    | 1,072.9  | 1.6%        |
| Retail Sales   | 19,812.2 | 26,935.9 | 6.3%        | 26,935.9 | 32,770.2 | 4.0%        |
| EBI            | 43,796.0 | 46,056.1 | 1.0%        | 46,056.1 | 54,619.4 | 3.5%        |

### Demographic Breakdown

|                    | Total       | Under 12 | 12 - 17    | 18 - 24 | 25 - 34          | 35 - 44   | 45 - 54        | Over 55       |           |
|--------------------|-------------|----------|------------|---------|------------------|-----------|----------------|---------------|-----------|
| Men (000)          | 1,452.9     | 239.9    | 108.4      | 178.7   | 259.6            | 243.2     | 174.7          | 248.4         |           |
| Women (000)        | 1,407.6     | 228.7    | 103.6      | 135.1   | 219.0            | 234.6     | 179.6          | 307.0         |           |
| Total              | 2,860.5     | 468.6    | 212.1      | 313.7   | 478.6            | 477.8     | 354.3          | 555.4         |           |
| Percentage         | 100.0%      | 16.4%    | 7.4%       | 11.0%   | 16.7%            | 16.7%     | 12.4%          | 19.4%         |           |
| Per Capita         | \$ 16,101   |          |            |         |                  |           |                |               |           |
|                    |             |          |            |         | Median Household | \$ 36,296 |                | Avg Household | \$ 46,470 |
| Ethnic Population: | White 82.1% |          | Black 6.4% |         | Asian 10.6%      |           | Hispanic 26.6% |               |           |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 4       | 17      | 3       | 19         | 24      | 17      | 41    |
| Tot 12+    | 1.9     | 50.8    | 12.2    | 63.5       | 64.9    | 17.3    | 82.2  |
| Avg 12+    | 0.5     | 3.0     | 4.1     | 3.3        | 2.7     | 1.0     | 2.0   |
| Tot LCS    | 2.3     | 61.8    | 14.8    | 77.3       | 79.0    | 21.0    | 100.0 |
| Avg LCS    | 0.6     | 3.6     | 4.9     | 4.1        | 3.3     | 1.2     | 2.4   |

# Competitive Overview

## FM Stations

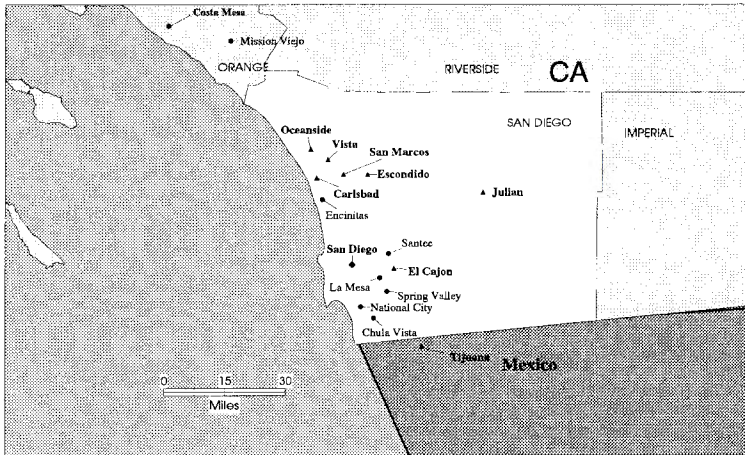
| Calls           | City of License | FCC Class | Power (kW) | HAAT  | C    | Owner | Year Std            | Date Acq'd | Sales Price (000) | L M A  | Format | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |             |             |           |             |             |             |      |      |      |      |      |      |      |      |      |
|-----------------|-----------------|-----------|------------|-------|------|-------|---------------------|------------|-------------------|--------|--------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|------|------|------|------|------|------|------|------|------|
|                 |                 |           |            |       |      |       |                     |            |                   |        |        |                          |             |                    | Fall 1999                         | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |      |      |      |      |      |      |      |      |      |
| XHTZ            | Tijuana         | C         | 90.3       | 93.1  | 456  | b     | Diaz, Victor&Martha | 73         |                   |        | 3      | CHR                      | 6,000       | 0.70               | 5.6                               | 4.3         | 4.9         | 4.2         | 5.0       | 5.0         | 5.3         | 4.4         | 5.1  |      |      |      |      |      |      |      |      |
| XTRA            | Tijuana         | C         | 91.1       | 100.0 | 804  | a     | Clear Channel       | 69         | 9905              |        | g1     | Alternative              | 8,900       | 1.04               | 5.6                               | 4.6         | 5.1         | 4.8         | 4.6       | 4.5         | 4.0         | 3.7         | 3.0  |      |      |      |      |      |      |      |      |
| • KFSD          | Escondido       | A         | 92.1       | 0.6   | 1024 | e     | Astor Bcst Group    | 66         | 8707              | 2,970  | c3     | Classical                | 2,400       | 1.04               | 1.5                               | 1.5         | 1.2         | 1.4         | 1.3       | 1.3         | 1.7         | 1.3         | 1.2  |      |      |      |      |      |      |      |      |
| XHRM            | Tijuana         | C         | 92.5       | 100.0 | 1844 |       | BiNational Bcstg    | 81         |                   |        | 1      | Country                  | 4,300       | 0.64               | 4.4                               | 3.3         | 3.9         | 4.2         | 4.3       | 2.7         | 3.1         | 3.2         | 3.2  |      |      |      |      |      |      |      |      |
| • KHTS          | El Cajon        | B         | 93.3       | 50.0  | 482  | a     | Clear Channel       | 61         | 9905              |        | g1     | Rhythmic                 | 6,000       | 0.66               | 5.9                               | 5.1         | 5.7         | 4.6         | 4.6       | 5.2         | 4.7         | 3.9         | 3.9  |      |      |      |      |      |      |      |      |
| KJQY            | San Diego       | B         | 94.1       | 10.0  | 617  | a     | Clear Channel       | 49         | 9905              |        | g1     | Soft AC                  | 3,300       | 0.67               | 3.2                               | 2.6         | 2.8         | 2.7         | 2.6       | 2.8         | 2.3         | 1.8         | 1.8  |      |      |      |      |      |      |      |      |
| KBZT            | San Diego       | B         | 94.9       | 22.0  | 702  | c     | Jefferson-Pilot     | 60         | 9610              | 30,000 |        | Oldies                   | 6,100       | 1.33               | 3.0                               | 2.1         | 2.3         | 2.7         | 2.7       | 2.6         | 3.0         | 3.1         | 2.3  |      |      |      |      |      |      |      |      |
| KMSX            | Carlsbad        | B         | 95.7       | 29.0  | 640  | a     | Clear Channel       | 65         | 9905              |        | g1     | Hot AC                   | 4,200       | 0.95               | 2.9                               | 2.1         | 2.7         | 2.8         | 2.7       | 1.6         | 3.1         | 1.3         | 1.4  |      |      |      |      |      |      |      |      |
| • KYXY          | San Diego       | B         | 96.5       | 41.0  | 541  | f     | Infinity Bcstg      | 60         | 0003 p            |        | g5     | AC                       | 13,000      | 1.39               | 6.1                               | 5.0         | 5.0         | 4.5         | 5.6       | 5.5         | 6.3         | 6.8         | 4.8  |      |      |      |      |      |      |      |      |
| KSON            | San Diego       | B         | 97.3       | 7.4   | 1074 | c     | Jefferson-Pilot     | 64         | 9612              | 5,575  | c2     | Country                  | 12,900      | 1.26               | 6.7                               | 5.7         | 5.9         | 5.3         | 5.5       | 6.2         | 5.0         | 5.2         | 6.6  |      |      |      |      |      |      |      |      |
| XTIM            | Tijuana         | A         | 97.7       | 0.7   | 459  |       | Sociedad Mexicana   | 93         |                   |        | 3      | Spanish                  | 800         |                    | 0.6                               | 0.4         | 0.5         | 0.4         | 0.4       | 0.6         | 1.3         | 1.0         | 1.2  |      |      |      |      |      |      |      |      |
| KIFM            | San Diego       | B         | 98.1       | 28.0  | 640  | c     | Jefferson-Pilot     | 60         | 9612              | 28,750 |        | NAC/Jazz                 | 7,000       | 1.06               | 4.3                               | 4.6         | 3.6         | 3.7         | 3.6       | 3.8         | 3.8         | 4.0         | 3.8  |      |      |      |      |      |      |      |      |
| XHCR            | Tijuana         | B         | 99.3       | 25.0  | 328  | b     | Diaz, Victor&Martha | 75         |                   |        | 3      | Country                  | 1,550       | 0.92               | 1.1                               | 1.0         | 1.2         | 0.9         | 1.1       | 0.7         | 1.2         | 1.1         | 1.3  |      |      |      |      |      |      |      |      |
| • KLVJ          | Julian          | A         | 100.1      | 0.0   | 2221 |       | Educational Media   | 91         | 9702              | 563    |        | ChrsContemp              |             |                    |                                   | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0  |      |      |      |      |      |      |      |      |
| • KFMB          | San Diego       | B         | 100.7      | 30.0  | 620  | d     | Midwest TV Inc      | 59         |                   |        |        | Adult CHR                | 11,100      | 1.25               | 5.8                               | 4.4         | 4.8         | 4.9         | 5.1       | 4.9         | 6.2         | 6.3         | 6.2  |      |      |      |      |      |      |      |      |
| KGB             | San Diego       | B         | 101.5      | 50.0  | 499  | a     | Clear Channel       | 56         | 9905              |        | g1     | Clsc Rock                | 7,700       | 1.07               | 4.7                               | 4.4         | 3.8         | 3.7         | 4.0       | 4.4         | 3.5         | 4.3         | 4.2  |      |      |      |      |      |      |      |      |
| • KXST          | Oceanside       | B         | 102.1      | 14.5  | 817  |       | Compass Radio       | 62         | 9603              |        | nc     | AAA                      | 2,900       | 1.05               | 1.8                               | 2.1         | 1.5         | 1.8         | 1.4       | 1.3         | 1.3         | 1.3         | 1.1  |      |      |      |      |      |      |      |      |
| KLQV            | San Diego       | B         | 102.9      | 31.6  | 617  | g     | Hispanic Bcstg      | 63         | 9808              | 65,150 | d3     | Spanish                  | 3,000       | 1.09               | 1.8                               | 1.5         | 1.4         | 1.5         | 1.7       | 1.4         | 0.6         | 1.8         | 2.2  |      |      |      |      |      |      |      |      |
| • KPLN          | San Diego       | B         | 103.7      | 36.0  | 581  | f     | Infinity Bcstg      | 65         | 0003 p            |        | g5     | Clsc Rock                | 4,200       | 1.05               | 2.6                               | 2.5         | 2.2         | 2.1         | 1.9       | 2.6         | 2.5         | 2.5         | 2.6  |      |      |      |      |      |      |      |      |
| XLTN            | Tijuana         | B         | 104.5      | 57.3  | 351  | b     | Diaz, Victor&Martha | 75         |                   |        | 3      | Spanish                  | 1,100       | 0.60               | 1.2                               | 1.0         | 1.0         | 1.3         | 1.1       | 0.6         | 1.1         | 0.9         | 1.1  |      |      |      |      |      |      |      |      |
| KIOZ            | San Diego       | B         | 105.3      | 29.0  | 620  | a     | Clear Channel       | 54         | 9905              |        | d1     | Rock                     | 8,700       | 1.14               | 5.0                               | 3.9         | 4.1         | 4.7         | 4.1       | 4.0         | 3.9         | 3.1         | 4.8  |      |      |      |      |      |      |      |      |
| KLNV            | San Diego       | B         | 106.5      | 50.0  | 440  | g     | Hispanic Bcstg      | 60         | 9808              |        | d3     | Mexican                  | 6,200       | 1.06               | 3.8                               | 2.8         | 3.3         | 3.4         | 3.7       | 2.5         | 1.7         | 2.3         | 2.3  |      |      |      |      |      |      |      |      |
| • KSYX          | Fallbrook       | A         | 107.1      | 3.0   | 299  |       | Big City Radio      | 77         | 9606              |        | g      | Spanish                  | 300         |                    | 0.2                               | 0.0         | 0.0         | 0.4         | 0.4       | 0.0         | 0.0         | 0.4         | 0.0  |      |      |      |      |      |      |      |      |
| XHFG            | Tijuana         | B1        | 107.3      | 15.0  | 994  | h     | Astiazaran,         | 80         |                   |        |        | Spanish                  | 600         |                    | 0.1                               | 0.0         | 0.0         | 0.3         | 0.0       | 0.0         | 0.0         | 0.0         | 0.5  |      |      |      |      |      |      |      |      |
| # FM Stations - |                 |           |            |       |      |       |                     |            |                   |        |        |                          |             |                    | 24                                | # Combos -  |             | 19          | FM TOTALS |             |             |             | 77.9 | 64.9 | 66.9 | 66.3 | 67.4 | 64.2 | 65.6 | 63.7 | 64.6 |

• Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 15

Revenue Rank: 17

# San Diego Market Overview



### Metro Counties / Population (000)

|               |         |
|---------------|---------|
| San Diego, CA | 2,860.5 |
|               | 2,860.5 |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>★★ | 1993      | 1994      | 1995      | 1996      | 1997      | 1998      | Δ 93 - 98 |
|--------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
|                                |           | \$91,000  | \$105,800 | \$110,500 | \$125,600 | \$129,100 | \$140,800 |
|                                | Δ 98 - 99 | 1999      | 2000      | 2001      | 2002      | 2003      | Δ 99 - 03 |
|                                | 13.6%     | \$159,900 | \$175,900 | \$193,500 | \$212,800 | \$234,100 | 10.0%     |

|                      | 1993         | 1998         | 2003         | Est. Breakout |
|----------------------|--------------|--------------|--------------|---------------|
| Revenue/Retail Sales | \$4.59/1,000 | \$5.23/1,000 | \$7.14/1,000 | Local 70%     |
| Revenue/Capita       | \$34.25      | \$49.22      | \$75.21      | National 30%  |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993     | 1998     | Growth Rate | 1998     | 2003     | Growth Rate |
|----------------|----------|----------|-------------|----------|----------|-------------|
| MSA Population | 2,656.7  | 2,860.5  | 1.5%        | 2,860.5  | 3,112.7  | 1.7%        |
| Households     | 928.6    | 991.1    | 1.3%        | 991.1    | 1,072.9  | 1.6%        |
| Retail Sales   | 19,812.2 | 26,935.9 | 6.3%        | 26,935.9 | 32,770.2 | 4.0%        |
| EBI            | 43,796.0 | 46,056.1 | 1.0%        | 46,056.1 | 54,619.4 | 3.5%        |

### Demographic Breakdown

|                    | Total       | Under 12 | 12 - 17    | 18 - 24          | 25 - 34     | 35 - 44 | 45 - 54        | Over 55   |
|--------------------|-------------|----------|------------|------------------|-------------|---------|----------------|-----------|
| Men (000)          | 1,452.9     | 239.9    | 108.4      | 178.7            | 259.6       | 243.2   | 174.7          | 248.4     |
| Women (000)        | 1,407.6     | 228.7    | 103.6      | 135.1            | 219.0       | 234.6   | 179.6          | 307.0     |
| Total              | 2,860.5     | 468.6    | 212.1      | 313.7            | 478.6       | 477.8   | 354.3          | 555.4     |
| Percentage         | 100.0%      | 16.4%    | 7.4%       | 11.0%            | 16.7%       | 16.7%   | 12.4%          | 19.4%     |
| Per Capita         | \$ 16,101   |          |            |                  |             |         |                |           |
|                    |             |          |            | Median Household | \$ 36,296   |         | Avg Household  | \$ 46,470 |
| Ethnic Population: | White 82.1% |          | Black 6.4% |                  | Asian 10.6% |         | Hispanic 26.6% |           |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 4       | 17      | 3       | 19         | 24      | 17      | 41    |
| Tot 12+    | 1.9     | 50.8    | 12.2    | 63.5       | 64.9    | 17.3    | 82.2  |
| Avg 12+    | 0.5     | 3.0     | 4.1     | 3.3        | 2.7     | 1.0     | 2.0   |
| Tot LCS    | 2.3     | 61.8    | 14.8    | 77.3       | 79.0    | 21.0    | 100.0 |
| Avg LCS    | 0.6     | 3.6     | 4.9     | 4.1        | 3.3     | 1.2     | 2.4   |



# Competitive Overview

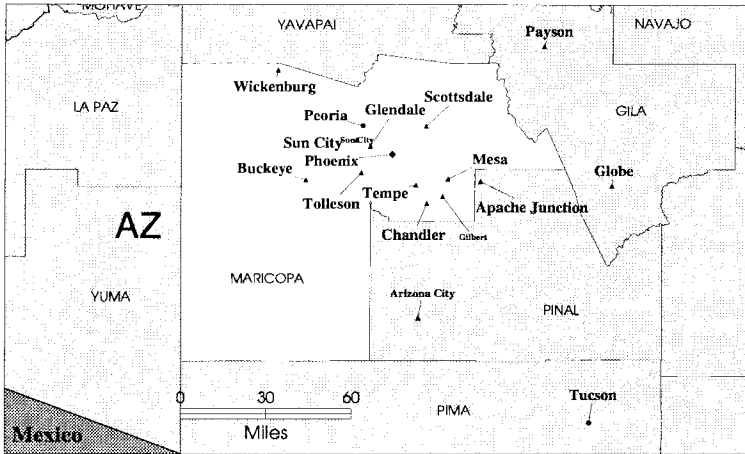
| AM Stations |                             |            |      |                |                  |               |                     |          |            |                   |                              |             |                          | ARB 12+ Metro Shares (see rights) |                    |           |             |             |             |           |             |             |             |      |
|-------------|-----------------------------|------------|------|----------------|------------------|---------------|---------------------|----------|------------|-------------------|------------------------------|-------------|--------------------------|-----------------------------------|--------------------|-----------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|------|
| Calls       | City of License             | FCC Class  | Freq | Day Power (kW) | Night Power (kW) | C             | Owner               | Year Std | Date Acq'd | Sales Price (000) | L M A                        | Format      | 1999 Est Revenue (000)1/ | Power Ratio                       | Avg '99 Local Comm | Fall 1999 | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |      |
|             | KNOB                        | Costa Mesa | B    | 540            | 25.0             | 0.24          | i Mt Wilson FM      | 99       |            |                   |                              | Classical   |                          |                                   |                    | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |
|             | XBAC                        | Tijuana    | B    | 540            | 1.0              | 1.00          | i Mt Wilson FM      | 97       |            |                   |                              | Classical   | 800                      | 0.44                              | 1.2                | 0.9       | 1.0         | 1.0         | 0.8         | 1.3       | 1.0         | 1.0         | 1.1         |      |
|             | KOGO                        | San Diego  | B    | 600            | 5.0              | 5.00          | a Clear Channel     | 26       | 9905       |                   | g1                           | Talk        | 5,200                    | 0.58                              | 5.9                | 5.5       | 5.3         | 5.0         | 5.4         | 4.5       | 4.2         | 4.5         | 4.9         |      |
|             | XTRA                        | Tijuana    | A    | 690            | 50.0             | 50.00         | a Clear Channel     | 34       | 9905       |                   | g1                           | Sprts/Talk  | 11,300                   | 3.07                              | 2.4                | 2.3       | 1.6         | 1.8         | 2.0         | 2.6       | 2.5         | 1.7         | 2.1         |      |
| ●           | KFMB                        | San Diego  | B    | 760            | 5.0              | 50.00         | d Midwest TV Inc    | 41       | 6404       |                   |                              | FullService | 10,800                   | 1.57                              | 4.5                | 2.9       | 4.1         | 4.3         | 2.5         | 4.4       | 5.1         | 4.6         | 2.7         |      |
|             | XEMO                        | Tijuana    | B    | 860            | 5.0              | 5.00          | h Astiazaran,       | 37       |            |                   |                              | Spanish     | 800                      |                                   | 0.3                | 0.0       | 0.0         | 0.4         | 0.0         | 0.7       | 0.5         | 0.5         | 0.6         |      |
|             | KECR                        | El Cajon   | B    | 910            | 5.0              | 5.00          | Family Stations Inc | 55       | 9002       | 3,500             |                              | Religion    |                          |                                   |                    | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |
| ●           | KCEO                        | Vista      | B    | 1000           | 2.5              | 0.25          | e Astor Bcst Group  | 67       | 9706       | 2,600             |                              | Bus News    | 700                      |                                   |                    | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.4         |      |
|             | KURS                        | San Diego  | B    | 1040           | 0.4              | 0.06          | Pacific Spanish     | 93       | 9303       |                   | st 4                         | Spanish     | 800                      |                                   | 0.3                | 0.4       | 0.0         | 0.5         | 0.0         | 0.4       | 0.5         | 0.7         | 0.4         |      |
|             | XPRS                        | Rosarito   | A    | 1090           | 50.0             | 50.00         | Fregoso, Teddy      | 47       |            |                   |                              | Spanish     | 600                      |                                   | 0.6                | 0.0       | 0.5         | 0.6         | 0.5         | 0.5       | 0.0         | 0.5         | 0.0         |      |
| ●           | KSDO                        | San Diego  | B    | 1130           | 10.0             | 10.00         | a Chase Radio       | 47       | 0002 p     |                   | g5                           | News/Talk   | 2,000                    | 1.09                              | 1.2                | 0.8       | 1.0         | 0.8         | 0.8         | 1.5       | 1.3         | 2.0         | 1.3         |      |
| ●           | KCBQ                        | San Diego  | B    | 1170           | 50.0             | 1.50          | Concord Media       | 46       | 9908       | 6,000             | 2                            | Chrst/Talk  | 800                      |                                   | 0.2                | 0.0       | 0.3         | 0.0         | 0.3         | 0.0       | 0.0         | 0.5         | 0.0         |      |
| ●           | KPRZ                        | San Marcos | B    | 1210           | 20.0 cp          | 5.00          | Salem Comm Corp     | 85       |            |                   | 2                            | Chrst/Talk  |                          |                                   | 0.8                | 0.6       | 0.8         | 0.4         | 0.6         | 0.9       | 0.8         | 0.5         | 0.7         |      |
|             | KSON                        | San Diego  | C    | 1240           | 1.0              | 1.00          | c Jefferson-Pilot   | 46       | 9612       |                   | c2                           | Children    | 200                      |                                   |                    | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.5         | 0.0         | 0.0         |      |
|             | KKSM                        | Oceanside  | B    | 1320           | 0.5              | 0.50          | Palomar Comm        | 56       | 9603       |                   | dn                           | Alternative |                          |                                   |                    | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |
|             | KPOP                        | San Diego  | B    | 1360           | 5.0              | 1.00          | a Clear Channel     | 22       | 9905       |                   | g1                           | Nostalgia   | 2,650                    | 0.48                              | 3.6                | 2.5       | 3.4         | 2.9         | 3.6         | 2.5       | 2.8         | 3.7         | 3.6         |      |
| ●           | KSPA                        | Escondido  | C    | 1450           | 1.0              | 1.00          | e Astor Bcst Group  | 58       | 8707       |                   | c3                           | Adlt Stndrd | 1,000                    | 0.59                              | 1.1                | 1.4       | 1.1         | 1.2         | 0.8         | 0.7       | 1.2         | 1.0         | 1.1         |      |
|             | # AM Stations -             |            |      |                | 17               | # Combos -    |                     |          |            | 11                | AM TOTALS                    |             |                          |                                   |                    | 22.1      | 17.3        | 19.1        | 18.9        | 17.3      | 20.0        | 20.4        | 21.2        | 18.9 |
|             | AM & FM Stations Profiled - |            |      |                | 41               | # Duopolies - |                     |          |            | 11                | Total Local Commercial Share |             |                          |                                   |                    | 82.2      | 86.0        | 85.2        | 84.7        | 84.2      | 86.0        | 84.9        | 83.5        |      |

● Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 16

Revenue Rank: 16

# Phoenix, AZ Market Overview



### Metro Counties / Population (000)

|              |                |
|--------------|----------------|
| Maricopa, AZ | 2,847.6        |
|              | <u>2,847.6</u> |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

|  |                  |             |             |             |             |             |                  |
|--|------------------|-------------|-------------|-------------|-------------|-------------|------------------|
| <b>ESTIMATED GROSS REVENUES</b><br>★★★ | <u>1993</u>      | <u>1994</u> | <u>1995</u> | <u>1996</u> | <u>1997</u> | <u>1998</u> | <u>Δ 93 - 98</u> |
|  | \$75,000         | \$90,900    | \$104,200   | \$113,800   | \$125,300   | \$144,800   | 14.1%            |
|  | <u>Δ 98 - 99</u> | <u>1999</u> | <u>2000</u> | <u>2001</u> | <u>2002</u> | <u>2003</u> | <u>Δ 99 - 03</u> |
|  | 14.6%            | \$166,000   | \$182,600   | \$199,000   | \$222,900   | \$243,000   | 10.0%            |

|                      |              |              |              |                      |
|----------------------|--------------|--------------|--------------|----------------------|
|                      | <u>1993</u>  | <u>1998</u>  | <u>2003</u>  | <u>Est. Breakout</u> |
| Revenue/Retail Sales | \$3.52/1,000 | \$4.53/1,000 | \$5.43/1,000 | Local 73%            |
| Revenue/Capita       | \$32.31      | \$50.85      | \$74.63      | National 27%         |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                |             |             |                    |             |             |                    |
|----------------|-------------|-------------|--------------------|-------------|-------------|--------------------|
|                | <u>1993</u> | <u>1998</u> | <u>Growth Rate</u> | <u>1998</u> | <u>2003</u> | <u>Growth Rate</u> |
| MSA Population | 2,321.0     | 2,847.6     | 4.2%               | 2,847.6     | 3,256.1     | 2.7%               |
| Households     | 889.5       | 1,094.4     | 4.2%               | 1,094.4     | 1,268.9     | 3.0%               |
| Retail Sales   | 21,335.9    | 31,969.7    | 8.4%               | 31,969.7    | 44,727.4    | 6.9%               |
| EBI            | 35,838.5    | 46,046.8    | 5.1%               | 46,046.8    | 61,476.5    | 6.0%               |

### Demographic Breakdown

|                    |              |                 |                |                  |                |                |                |                |
|--------------------|--------------|-----------------|----------------|------------------|----------------|----------------|----------------|----------------|
|                    | <u>Total</u> | <u>Under 12</u> | <u>12 - 17</u> | <u>18 - 24</u>   | <u>25 - 34</u> | <u>35 - 44</u> | <u>45 - 54</u> | <u>Over 55</u> |
| Men (000)          | 1,406.2      | 248.6           | 118.2          | 130.9            | 223.1          | 228.4          | 184.5          | 272.5          |
| Women (000)        | 1,441.4      | 237.7           | 113.7          | 122.8            | 209.9          | 228.6          | 191.4          | 337.3          |
| Total              | 2,847.6      | 486.3           | 231.9          | 253.7            | 433.0          | 457.0          | 375.9          | 609.8          |
| Percentage         | 100.0%       | 17.1%           | 8.1%           | 8.9%             | 15.2%          | 16.0%          | 13.2%          | 21.4%          |
| Per Capita         | \$ 16,170    |                 |                |                  |                |                |                |                |
|                    |              |                 |                | Median Household | \$ 33,233      |                | Avg Household  | \$ 42,075      |
| Ethnic Population: | White 91.5%  |                 | Black 4.2%     |                  | Asian 2.4%     |                | Hispanic 20.2% |                |

### Market Summary

|                   |                |                |                |                   |                |                |              |
|-------------------|----------------|----------------|----------------|-------------------|----------------|----------------|--------------|
| <b>FM Classes</b> | <b>Class A</b> | <b>Class B</b> | <b>Class C</b> | <b>Viable FMs</b> | <b>All FMs</b> | <b>All AMs</b> | <b>Total</b> |
| # Stations        | 2              |                | 23             | 17                | 25             | 21             | 46           |
| Tot 12+           | 0.5            |                | 65.2           | 62.9              | 65.7           | 18.0           | 83.7         |
| Avg 12+           | 0.3            |                | 2.8            | 3.7               | 2.6            | 0.9            | 1.8          |
| Tot LCS           | 0.6            |                | 77.9           | 75.1              | 78.5           | 21.5           | 100.0        |
| Avg LCS           | 0.3            |                | 3.4            | 4.4               | 3.1            | 1.0            | 2.2          |

# Competitive Overview

Some stations also rated in Tucson.

## FM Stations

| Calls           | City of License | FCC Class | Power (kW) | HAAT  | C          | Owner | Year Std          | Date Acq'd | Sales Price (000) | L M A     | Format | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |             |             |           |             |             |             |      |
|-----------------|-----------------|-----------|------------|-------|------------|-------|-------------------|------------|-------------------|-----------|--------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|------|
|                 |                 |           |            |       |            |       |                   |            |                   |           |        |                          |             |                    | Fall 1999                         | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |      |
| ● KKFR          | Glendale        | C         | 92.3       | 100.0 | 1641       | c     | Hispanic Bcstg    | 79         | 0002              | p         | g5     | CHR                      | 8,300       | 0.84               | 6.3                               | 4.7         | 4.7         | 5.4         | 5.5       | 5.7         | 5.2         | 5.4         | 5.3  |
| ● KDKB          | Mesa            | C         | 93.3       | 96.0  | 1539       | e     | Sandusky Radio    | 68         | 7810              |           |        | AOR                      | 8,100       | 1.84               | 2.8                               | 3.1         | 2.5         | 2.1         | 2.7       | 2.1         | 3.0         | 3.0         | 3.3  |
| ● KSWG          | Wickenburg      | C3        | 94.1       | 6.4   | 646        |       | Circle S Bcstg Co | 92         |                   |           |        | Country                  |             |                    |                                   | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0  |
| ● KOOL          | Phoenix         | C         | 94.5       | 100.0 | 1654       | c     | Infinity Bcstg    | 56         | 0003              | p         | g3     | Oldies                   | 12,900      | 1.44               | 5.7                               | 5.0         | 5.2         | 5.5         | 4.2       | 4.3         | 4.0         | 4.4         | 5.0  |
| ● KYOT          | Phoenix         | C         | 95.5       | 96.0  | 1565       | c     | AMFM Inc          | 63         | 9910              | p         | g      | NAC                      | 8,500       | 1.02               | 5.3                               | 5.3         | 5.2         | 4.9         | 3.6       | 4.1         | 4.3         | 3.8         | 3.6  |
| ● KMPX          | Phoenix         | C         | 96.9       | 98.0  | 1558       | f     | Clear Channel     | 64         | 9905              |           | g1     | Rock AC                  | 5,300       | 0.87               | 3.9                               | 2.7         | 3.5         | 3.7         | 2.8       | 3.0         | 3.2         | 2.7         | 2.4  |
| ● KUPD          | Tempe           | C         | 97.9       | 96.0  | 1621       | e     | Sandusky Radio    | 60         | 9405              |           | c2     | AOR                      | 10,200      | 1.25               | 5.2                               | 4.5         | 3.8         | 3.9         | 5.4       | 4.4         | 4.6         | 4.1         | 4.7  |
| ● KKLK          | Phoenix         | C         | 98.7       | 99.0  | 1788       | d     | Hearst-Argyle     | 60         | 9903              |           | g2     | AC                       | 5,200       | 0.79               | 4.2                               | 3.3         | 3.3         | 3.9         | 3.9       | 3.0         | 3.4         | 2.9         | 3.4  |
| ● KESZ          | Phoenix         | C         | 99.9       | 100.0 | 1844       | f     | Clear Channel     | 82         | 9906              |           | c1     | Soft AC                  | 9,300       | 0.94               | 6.3                               | 5.1         | 4.5         | 4.7         | 5.4       | 6.7         | 4.9         | 4.4         | 5.2  |
| ● KDDJ          | Globe           | C         | 100.3      | 90.0  | 2047       | a     | Big City Radio    | 80         | 9908              |           | c4     | Alternative              | 2,000       | 0.98               | 1.3                               | 1.1         | 1.1         | 1.0         | 0.9       | 1.3         | 1.6         | 1.0         | 1.0  |
| ● KSLX          | Scottsdale      | C         | 100.7      | 100.0 | 1841       | e     | Sandusky Radio    | 69         | 9807              |           | c4     | Clsc Rock                | 5,900       | 1.17               | 3.2                               | 2.8         | 2.8         | 3.0         | 2.4       | 2.5         | 2.6         | 2.6         | 2.2  |
| ● KAZL          | Payson          | C1        | 101.1      | 82.0  | 1070       | h     | Rainbow Bcstg Inc | 98         | 9909              |           | cp 1   | Clsc Hits                |             |                    |                                   | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0  |
| ● KZON          | Phoenix         | C         | 101.5      | 100.0 | 1739       | c     | Infinity Bcstg    | 64         | 0003              | p         | g3     | Rock                     | 8,800       | 1.30               | 4.3                               | 3.8         | 4.6         | 3.1         | 3.3       | 3.6         | 3.8         | 3.7         | 3.3  |
| ● KNIX          | Phoenix         | C         | 102.5      | 98.0  | 1621       | f     | Clear Channel     | 69         | 9906              |           | c1     | Country                  | 15,900      | 1.41               | 7.2                               | 6.4         | 6.5         | 6.0         | 6.0       | 5.7         | 6.1         | 6.4         | 5.1  |
| ● KLNZ          | Glendale        | C         | 103.5      | 62.0  | 2428       | g     | Hispanic Bcstg    | 94         | 9908              |           | sw     | Spanish                  | 1,400       | 0.39               | 2.3                               | 2.0         | 2.6         | 2.2         | 1.6       | 1.2         | 1.3         | 1.4         | 1.9  |
| ● KPTY          | Gilbert         | C2        | 103.9      | 50.0  | 492        |       | New Planet Radio  | 81         | 9609              |           |        | Urban                    | 7,350       | 0.58               | 2.3                               | 1.2         | 1.7         | 1.8         | 1.9       | 2.2         | 1.4         | 2.1         | 2.2  |
| ● KAJM          | Payson          | C         | 104.3      | 100.0 | 1070       | h     | Rainbow Bcstg Inc | 84         | 9607              |           | 1      | R&B Oldies               | 850         |                    | 0.8                               | 0.6         | 0.6         | 0.8         | 0.6       | 0.6         | 0.3         | 0.5         | 0.0  |
| ● KZZP          | Mesa            | C         | 104.7      | 100.0 | 1549       | f     | Clear Channel     | 76         | 9905              |           | g1     | CHR                      | 5,200       | 0.62               | 5.3                               | 4.2         | 4.6         | 4.4         | 4.1       | 4.6         | 5.7         | 5.8         | 5.7  |
| ● KSSL          | Wickenburg      | C2        | 105.3      | 6.0   | 1365       | a     | Big City Radio    | 83         | 9907              |           |        | Adit Stndrd              | 300         |                    | 0.2                               | 0.0         | 0.0         | 0.2         | 0.4       | 0.1         | 0.1         | 0.1         | 0.2  |
| ● KHOT          | Paradise Valley | C2        | 105.9      | 36.0  | 577        |       | Hispanic Bcstg    | 96         | 9904              |           |        | Mexican                  | 18,300      | 0.83               | 2.0                               | 2.1         | 1.3         | 1.6         | 2.2       | 1.7         | 1.5         | 1.7         | 1.5  |
| ● KEDJ          | Sun City        | C2        | 106.3      | 23.0  | 725        | a     | Big City Radio    | 75         | 9908              |           | c4     | Alternative              | 3,700       | 0.91               | 2.6                               | 1.3         | 2.2         | 1.9         | 2.1       | 2.6         | 2.9         | 2.2         | 2.2  |
| ● KBZR          | Arizona City    | A         | 106.5      | 6.0   | 292        | a     | Big City Radio    | 85         | 9909              |           | 1      | Clsc Hits                | 4,500       |                    |                                   | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.1         | 0.0         | 0.0  |
| ● KMJK          | Buckeye         | A         | 106.9      | 6.0   | 305        |       | Syncom Radio Corp | 92         | 9312              |           |        | Urban AC                 | 571         |                    | 0.4                               | 0.5         | 0.3         | 0.6         | 0.0       | 0.5         | 0.0         | 0.0         | 0.3  |
| ● KVVA          | Apache Junction | C3        | 107.1      | 23.5  | 335        | g     | Z-Spanish Media   | 73         | 9806              |           | st     | Spanish                  | 2,200       | 1.40               | 1.0                               | 0.6         | 0.6         | 0.5         | 0.9       | 1.2         | 0.9         | 0.9         | 1.0  |
| ● KMLE          | Chandler        | C         | 107.9      | 96.0  | 1736       | c     | Infinity Bcstg    | 80         | 0003              | p         | g3     | Country                  | 16,700      | 1.64               | 6.5                               | 5.4         | 5.7         | 5.5         | 4.7       | 5.9         | 5.3         | 5.4         | 6.2  |
| # FM Stations - |                 |           |            | 25    | # Combos - |       |                   |            | 21                | FM TOTALS |        |                          |             |                    | 79.1                              | 65.7        | 67.3        | 66.7        | 64.6      | 67.0        | 66.2        | 64.5        | 65.7 |

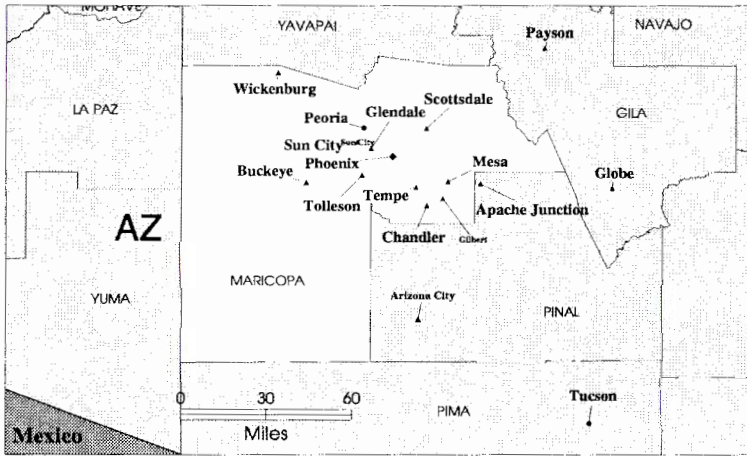
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

**Metro Rank: 16**

Revenue Rank: 16

# Phoenix, AZ Market Overview



**Metro Counties / Population (000)**

|              |         |
|--------------|---------|
| Maricopa, AZ | 2,847.6 |
|              | 2,847.6 |

**Market Radio Financials**  
(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES *** | 1993         | 1994         | 1995         | 1996                 | 1997      | 1998      | Δ 93 - 98 |
|------------------------------|--------------|--------------|--------------|----------------------|-----------|-----------|-----------|
|                              |              | \$75,000     | \$90,900     | \$104,200            | \$113,800 | \$125,300 | \$144,800 |
| ***                          | Δ 98 - 99    | 1999         | 2000         | 2001                 | 2002      | 2003      | Δ 99 - 03 |
|                              |              | 14.6%        | \$166,000    | \$182,600            | \$199,000 | \$222,900 | \$243,000 |
|                              | 1993         | 1998         | 2003         | <b>Est. Breakout</b> |           |           |           |
| Revenue/Retail Sales         | \$3.52/1,000 | \$4.53/1,000 | \$5.43/1,000 | Local                | 73%       |           |           |
| Revenue/Capita               | \$32.31      | \$50.85      | \$74.63      | National             | 27%       |           |           |

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

|              | 1993           | 1998     | Growth Rate | 1998     | 2003     | Growth Rate |
|--------------|----------------|----------|-------------|----------|----------|-------------|
|              | MSA Population | 2,321.0  | 2,847.6     | 4.2%     | 2,847.6  | 3,256.1     |
| Households   | 889.5          | 1,094.4  | 4.2%        | 1,094.4  | 1,268.9  | 3.0%        |
| Retail Sales | 21,335.9       | 31,969.7 | 8.4%        | 31,969.7 | 44,727.4 | 6.9%        |
| EBI          | 35,838.5       | 46,046.8 | 5.1%        | 46,046.8 | 61,476.5 | 6.0%        |

**Demographic Breakdown**

|                    | Total       | Under 12         | 12 - 17    | 18 - 24        | 25 - 34       | 35 - 44 | 45 - 54   | Over 55 |
|--------------------|-------------|------------------|------------|----------------|---------------|---------|-----------|---------|
| Men (000)          | 1,406.2     | 248.6            | 118.2      | 130.9          | 223.1         | 228.4   | 184.5     | 272.5   |
| Women (000)        | 1,441.4     | 237.7            | 113.7      | 122.8          | 209.9         | 228.6   | 191.4     | 337.3   |
| Total              | 2,847.6     | 486.3            | 231.9      | 253.7          | 433.0         | 457.0   | 375.9     | 609.8   |
| Percentage         | 100.0%      | 17.1%            | 8.1%       | 8.9%           | 15.2%         | 16.0%   | 13.2%     | 21.4%   |
| Per Capita         | \$ 16,170   | Median Household |            | \$ 33,233      | Avg Household |         | \$ 42,075 |         |
| Ethnic Population: | White 91.5% | Black 4.2%       | Asian 2.4% | Hispanic 20.2% |               |         |           |         |

**Market Summary**

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 2       |         | 23      | 17         | 25      | 21      | 46    |
| Tot 12+    | 0.5     |         | 65.2    | 62.9       | 65.7    | 18.0    | 83.7  |
| Avg 12+    | 0.3     |         | 2.8     | 3.7        | 2.6     | 0.9     | 1.8   |
| Tot LCS    | 0.6     |         | 77.9    | 75.1       | 78.5    | 21.5    | 100.0 |
| Avg LCS    | 0.3     |         | 3.4     | 4.4        | 3.1     | 1.0     | 2.2   |



# Competitive Overview

Some stations also rated in Tucson.

**AM Stations**

| Calls  | City of License | FCC Class | Freq | Day Power (kW)              | Night Power (kW) | C | Owner               | Year Std | Date Acq'd | Sales Price (000) | L M A | Format | 1999 Est Revenue (000)1/ | Power Ratio                  | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |             |             |           |             |             |             |      |      |
|--------|-----------------|-----------|------|-----------------------------|------------------|---|---------------------|----------|------------|-------------------|-------|--------|--------------------------|------------------------------|--------------------|-----------------------------------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|------|------|
|        |                 |           |      |                             |                  |   |                     |          |            |                   |       |        |                          |                              |                    | Fall 1999                         | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |      |      |
| KGME   | Phoenix         | B         | 550  | 5.0                         | 1.00             | c | AMFM Inc            | 21       | 9910       | p                 |       | g      | Sports                   | 2,000                        | 0.98               | 1.3                               | 1.2         | 1.2         | 0.8         | 1.3       | 1.0         | 0.6         | 1.1         | 0.7  |      |
| ● KTAR | Phoenix         | B         | 620  | 5.0                         | 5.00             | d | Hearst-Argyle       | 22       | 9903       |                   |       | g2     | Nws/Tlk/Spt              | 12,300                       | 1.22               | 6.4                               | 5.9         | 6.0         | 5.9         | 5.2       | 4.5         | 5.6         | 5.6         | 5.7  |      |
| KIDR   | Phoenix         | B         | 740  | 1.0                         | 0.29             |   | Radio Unica         | 58       | 9812       |                   |       | g      | Spanish                  |                              |                    | 0.4                               | 0.4         | 0.8         | 0.5         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0  |      |
| ● KMVP | Phoenix         | B         | 860  | 1.0                         | 1.00             | d | Hearst-Argyle       | 49       | 9903       |                   |       | g2     | Sports                   | 1,200                        |                    | 0.7                               | 0.6         | 0.5         | 0.5         | 0.8       | 0.6         | 0.6         | 0.6         | 0.4  |      |
| KFYI   | Phoenix         | B         | 910  | 5.0                         | 5.00             | c | AMFM Inc            | 40       | 9910       | p                 |       | g      | News/Talk                | 7,800                        | 0.83               | 6.0                               | 4.6         | 4.4         | 4.8         | 5.6       | 5.3         | 5.3         | 5.1         | 4.7  |      |
| ● KCTK | Phoenix         | B         | 960  | 5.0                         | 5.00             | b | Salem Comm Corp     | 47       | 9610       |                   | 6,500 |        | Talk                     | 900                          |                    |                                   | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.4         | 0.0  |      |
| ● KXEG | Tolleson        | B         | 1010 | 7.5                         | 0.25             |   | Radio Prop          | 62       | 8609       |                   |       | g      | Gospel                   |                              |                    |                                   | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0  |      |
| KDUS   | Tempe           | B         | 1060 | 5.0                         | 0.50             | e | Sandusky Radio      | 60       | 9405       |                   |       | c2     | Sports                   |                              |                    | 0.1                               | 0.5         | 0.0         | 0.0         | 0.5       | 0.0         | 0.0         | 0.0         | 0.0  |      |
| KFNX   | Cave Creek      | B         | 1100 | 50.0                        | 1.00             |   | No Amer Bcstg Co    | 97       | 9901       |                   | 5,500 |        | Talk                     |                              |                    |                                   | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0  |      |
| ● KMYL | Tolleson        | B         | 1190 | 5.0                         | 0.25             |   | Interstate Bcstg    | 61       | 8112       |                   |       | g      | Spanish AC               | 500                          |                    | 0.6                               | 0.7         | 0.6         | 0.8         | 0.3       | 0.3         | 0.2         | 0.3         | 0.5  |      |
| KOY    | Phoenix         | C         | 1230 | 1.0                         | 1.00             | c | AMFM Inc            | 49       | 9910       | p                 |       | g      | Adlt Stndrd              | 2,900                        | 0.46               | 4.0                               | 3.4         | 2.3         | 3.4         | 4.2       | 3.6         | 3.9         | 4.5         | 5.4  |      |
| ● KBSZ | Wickenburg      | B         | 1250 | 0.4                         | 0.10             |   | SBD Bcstg Inc       | 68       | 9707       |                   |       | na     | Oldies                   |                              |                    |                                   | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0  |      |
| KTKP   | Phoenix         | B         | 1280 | 2.5                         | 0.05             |   | Christian Comm      | 56       | 5706       |                   |       |        | Nws/Tlk/Spt              |                              |                    | 0.1                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.4         | 0.0         | 0.0         | 0.0  |      |
| KXAM   | Mesa            | B         | 1310 | 5.0                         | 0.50             |   | Gerson, B., D. & M. | 46       | 8912       |                   | 975   |        | Talk                     | 700                          |                    | 0.2                               | 0.0         | 0.0         | 0.0         | 0.4       | 0.4         | 0.4         | 0.4         | 0.3  |      |
| ● KPXQ | Glendale        | B         | 1360 | 5.0                         | 1.00             | b | Salem Comm Corp     | 46       | 9910       |                   | 5,000 | na     | Chrst/Talk               |                              |                    |                                   | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0  |      |
| KSUN   | Phoenix         | C         | 1400 | 1.0                         | 1.00             |   | Fiesta Radio Inc    | 54       | 8612       |                   | 600   |        | Spanish                  | 400                          |                    | 0.1                               | 0.0         | 0.0         | 0.5         | 0.0       | 0.0         | 0.4         | 0.0         | 0.5  |      |
| ● KSLX | Scottsdale      | B         | 1440 | 5.0                         | 0.05             | e | Sandusky Radio      | 56       | 9807       |                   |       | c4     | Clsc Rock                |                              |                    |                                   | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.1         | 0.1         | 0.0  |      |
| KPHX   | Phoenix         | B         | 1480 | 1.0                         | 0.50             |   | Continental Bcstg   | 58       | 8002       |                   | 650   |        | Spanish                  | 300                          |                    | 0.1                               | 0.0         | 0.0         | 0.0         | 0.3       | 0.0         | 0.0         | 0.4         | 0.5  |      |
| KFNN   | Mesa            | B         | 1510 | 22.0                        | 0.10             |   | CRC Bcstg Co Inc    | 62       | 8812       |                   | 300   |        | News/Info                | 1,700                        |                    | 0.6                               | 0.4         | 0.6         | 0.4         | 0.5       | 0.4         | 0.0         | 0.6         | 0.3  |      |
| KASA   | Phoenix         | B         | 1540 | 10.0                        | 0.02             |   | KASA Radio Hogar    | 67       | 9208       |                   | 475   |        | Chrst/Span               |                              |                    | 0.2                               | 0.0         | 0.0         | 0.0         | 0.3       | 0.3         | 0.0         | 0.3         | 0.0  |      |
| KMIK   | Tempe           | B         | 1580 | 50.0                        | 50.00            |   | ABC Radio Inc       | 60       | 9811       |                   | 5,850 |        | Children                 | 300                          |                    |                                   | 0.3         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.4  |      |
|        |                 |           |      | # AM Stations -             |                  |   |                     | 21       |            | # Combos -        |       | 9      |                          | AM TOTALS                    |                    |                                   | 20.8        | 18.0        | 16.4        | 17.6      | 19.4        | 16.8        | 17.1        | 19.4 | 19.4 |
|        |                 |           |      | AM & FM Stations Profiled - |                  |   |                     | 46       |            | # Duopolies -     |       | 14     |                          | Total Local Commercial Share |                    |                                   |             | 83.7        | 83.7        | 84.3      | 84.0        | 83.8        | 83.3        | 83.9 | 85.1 |

● Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

**Metro Rank: 17**  
Revenue Rank: 15

# Minneapolis - St. Paul Market Overview



### Metro Counties / Population (000)

|                |                |
|----------------|----------------|
| Anoka, MN      | 295.6          |
| Carver, MN     | 66.4           |
| Chisago, MN    | 41.3           |
| Dakota, MN     | 346.9          |
| Hennepin, MN   | 1,057.5        |
| Isanti, MN     | 30.3           |
| Ramsey, MN     | 484.1          |
| Scott, MN      | 79.9           |
| Sherburne, MN  | 43.3           |
| Washington, MN | 201.0          |
| Wright, MN     | 86.1           |
| Pierce, WI     | 34.8           |
| St. Croix, WI  | 58.0           |
| <b>Total</b>   | <b>2,825.2</b> |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>★★★ | 1993      | 1994      | 1995      | 1996      | 1997      | 1998      | Δ 93 - 98 |
|---------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
|                                 |           | \$90,400  | \$100,700 | \$111,800 | \$119,400 | \$129,400 | \$147,700 |
|                                 | Δ 98 - 99 | 1999      | 2000      | 2001      | 2002      | 2003      | Δ 99 - 03 |
|                                 | 12.8%     | \$166,600 | \$183,300 | \$201,600 | \$221,700 | \$243,900 | 10.0%     |

|                      | 1993         | 1998         | 2003         | Est. Breakout |
|----------------------|--------------|--------------|--------------|---------------|
| Revenue/Retail Sales | \$3.73/1,000 | \$4.57/1,000 | \$5.92/1,000 | Local 75%     |
| Revenue/Capita       | \$33.71      | \$52.28      | \$82.14      | National 25%  |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993     | 1998     | Growth Rate | 1998     | 2003     | Growth Rate |
|----------------|----------|----------|-------------|----------|----------|-------------|
| MSA Population | 2,681.5  | 2,825.2  | 1.0%        | 2,825.2  | 2,969.3  | 1.0%        |
| Households     | 1,017.0  | 1,069.9  | 1.0%        | 1,069.9  | 1,135.1  | 1.2%        |
| Retail Sales   | 24,261.8 | 32,330.0 | 5.9%        | 32,330.0 | 41,222.0 | 5.0%        |
| EBI            | 48,624.1 | 55,740.7 | 2.8%        | 55,740.7 | 70,611.9 | 4.8%        |

### Demographic Breakdown

|                    | Total       | Under 12   | 12 - 17    | 18 - 24          | 25 - 34   | 35 - 44 | 45 - 54       | Over 55   |
|--------------------|-------------|------------|------------|------------------|-----------|---------|---------------|-----------|
| Men (000)          | 1,389.9     | 252.6      | 117.3      | 118.2            | 233.8     | 251.0   | 195.3         | 221.8     |
| Women (000)        | 1,435.2     | 242.5      | 112.0      | 119.9            | 228.9     | 251.5   | 196.0         | 284.6     |
| Total              | 2,825.2     | 495.1      | 229.3      | 238.1            | 462.6     | 502.6   | 391.3         | 506.3     |
| Percentage         | 100.0%      | 17.5%      | 8.1%       | 8.4%             | 16.4%     | 17.8%   | 13.8%         | 17.9%     |
| Per Capita         | \$ 19,730   |            |            |                  |           |         |               |           |
|                    |             |            |            | Median Household | \$ 44,107 |         | Avg Household | \$ 52,098 |
| Ethnic Population: | White 90.5% | Black 4.7% | Asian 3.8% | Hispanic 2.2%    |           |         |               |           |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 4       |         | 15      | 11         | 19      | 22      | 41    |
| Tot 12+    | 2.1     |         | 57.2    | 57.7       | 59.3    | 21.0    | 80.3  |
| Avg 12+    | 0.5     |         | 3.8     | 5.2        | 3.1     | 1.0     | 2.0   |
| Tot LCS    | 2.6     |         | 71.2    | 71.9       | 73.8    | 26.2    | 100.0 |
| Avg LCS    | 0.7     |         | 4.7     | 6.5        | 3.9     | 1.2     | 2.4   |

# Competitive Overview

**FM Stations**

| Calls | City of License | FCC Class      | Freq | Power (kW) | HAAT  | C    | Owner | Year Std           | Date Acq'd | Sales Price (000) | L M A | Format | 1999 Est Revenue (000)†/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |             |             |           |             |             |             |      |
|-------|-----------------|----------------|------|------------|-------|------|-------|--------------------|------------|-------------------|-------|--------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|------|
|       |                 |                |      |            |       |      |       |                    |            |                   |       |        |                          |             |                    | Fall 1999                         | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |      |
|       | KQRS            | Golden Valley  | C    | 92.5       | 100.0 | 1034 | a     | ABC Radio Inc      | 63         | 9602              |       | g5     | Clisc Rock               | 25,000      | 1.19               | 13.0                              | 10.1        | 10.7        | 10.1        | 10.2      | 10.7        | 11.3        | 10.1        | 11.2 |
| ●     | KXXR            | Minneapolis    | C    | 93.7       | 100.0 | 1034 | a     | ABC Radio Inc      | 61         | 9602              |       | g5     | Rock                     | 6,500       | 0.94               | 4.3                               | 3.8         | 3.5         | 3.7         | 3.7       | 3.0         | 3.4         | 4.4         | 3.5  |
| ●     | KSTP            | St. Paul       | C    | 94.5       | 95.0  | 1221 | b     | Hubbard Bcstg Inc  | 65         | 9701              |       |        | AC                       | 11,200      | 1.24               | 5.6                               | 5.1         | 4.3         | 4.2         | 4.7       | 4.6         | 6.1         | 5.3         | 5.1  |
| ●     | KNOF            | St. Paul       | A    | 95.3       | 3.0   | 249  |       | Selby Gospel Bcstg | 60         |                   |       |        | Gospel                   |             |                    |                                   | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0  |
| ●     | KCHK            | New Prague     | A    | 95.5       | 3.0   | 328  | j     | Murphy, Kingsley,  | 90         |                   |       |        | Oldies                   |             |                    | 0.1                               | 0.0         | 0.0         | 0.2         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0  |
| ●     | KTCZ            | Minneapolis    | C    | 97.1       | 100.0 | 1034 | f     | AMFM Inc           | 56         | 9910              | p     | g      | AAA                      | 9,400       | 1.30               | 4.5                               | 3.2         | 3.4         | 3.8         | 3.7       | 3.5         | 4.7         | 3.7         | 3.8  |
| ●     | KTIS            | Minneapolis    | C    | 98.5       | 100.0 | 1034 | h     | Northwestern       | 49         |                   |       |        | Inspiration              |             |                    |                                   | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0  |
|       | KSJN            | Minneapolis    | C    | 99.5       | 100.0 | 1034 |       | Minn Public Radio  | 56         | 9102              |       |        | Classical                | 12,000      |                    |                                   | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0  |
|       | WLOL            | Minneapolis    | C1   | 100.3      | 100.0 | 919  | f     | AMFM Inc           | 65         | 9910              | p     | g      | Clisc Hits               | 4,800       | 0.83               | 3.6                               | 5.8         | 4.4         | 2.5         | 2.4       | 2.1         | 3.2         | 3.1         | 3.5  |
| ●     | KDWB            | Richfield      | C    | 101.3      | 100.0 | 1034 | f     | AMFM Inc           | 59         | 9910              | p     | g      | Top 40                   | 14,800      | 0.92               | 10.0                              | 8.5         | 8.5         | 8.2         | 7.5       | 8.0         | 7.9         | 8.5         | 8.0  |
|       | KEEY            | St. Paul       | C    | 102.1      | 100.0 | 1034 | f     | AMFM Inc           | 69         | 9910              | p     | g      | Country                  | 16,600      | 1.12               | 9.2                               | 6.0         | 6.7         | 7.7         | 6.9       | 8.1         | 6.7         | 7.6         | 8.1  |
| ●     | WLTE            | Minneapolis    | C    | 102.9      | 100.0 | 1034 | d     | Infinity Bcstg     | 73         | 9511              |       | g1     | Lite Rock                | 14,300      | 1.23               | 7.2                               | 5.7         | 4.9         | 6.1         | 6.0       | 6.2         | 5.3         | 6.5         | 5.9  |
| ●     | WXPT            | St. Louis Park | C1   | 104.1      | 89.0  | 1034 | e     | Infinity Bcstg     | 62         | 9808              |       | sw     | Modern AC                | 6,500       | 0.78               | 5.2                               | 2.9         | 3.4         | 4.1         | 4.6       | 4.5         | 3.6         | 3.2         | 3.1  |
|       | KZNR            | Lakeville      | A    | 105.1      | 2.6   | 499  | a     | ABC Radio Inc      | 93         | 9708              |       | c2     | Altve/CIHts              | 1,800       | 0.80               | 1.4                               | 1.5         | 0.8         | 1.0         | 1.3       | 1.3         | 1.1         | 1.6         | 1.5  |
|       | KZNT            | Cambridge      | C3   | 105.3      | 25.0  | 299  | a     | ABC Radio Inc      | 73         | 9708              |       | c2     | Altve/CIHts              | 500         |                    | 0.1                               | 0.1         | 0.1         | 0.0         | 0.1       | 0.1         | 0.4         | 0.4         | 0.6  |
|       | KZNZ            | Eden Prairie   | A    | 105.7      | 6.0   | 240  | a     | ABC Radio Inc      | 93         | 9708              |       | c2     | Altve/CIHts              | 800         | 0.50               | 1.0                               | 0.6         | 0.8         | 0.5         | 0.7       | 1.2         | 1.2         | 1.1         | 1.0  |
| ●     | KLCI            | Princeton      | C2   | 106.1      | 30.0  | 604  | i     | HomeNet Inc        | 74         | 9811              |       | st     | Country                  | 700         |                    | 0.4                               | 0.0         | 0.0         | 0.6         | 0.4       | 0.4         | 0.5         | 0.0         | 0.3  |
| ●     | WIXK            | New Richmond   | C3   | 107.1      | 18.0  | 272  | g     | WWIS Radio Inc     | 68         |                   |       |        | Country                  | 700         | 0.40               | 1.1                               | 0.9         | 1.2         | 0.9         | 0.5       | 0.8         | 0.4         | 0.5         | 0.8  |
|       | KQQL            | Anoka          | C    | 107.9      | 100.0 | 1089 | f     | AMFM Inc           | 68         | 9910              | p     | g      | Oldies                   | 11,400      | 1.11               | 6.4                               | 5.1         | 5.7         | 6.1         | 4.7       | 4.1         | 5.1         | 5.4         | 5.2  |
|       | # FM Stations - |                |      |            |       | 19   |       | # Combos -         | 17         |                   |       |        | FM TOTALS                |             |                    | 73.1                              | 59.3        | 58.4        | 59.7        | 57.4      | 58.6        | 60.9        | 61.4        | 61.6 |

● Indicates a change since last edition  
 †/ See introduction section for interpretation of revenue estimates.

Metro Rank: 17

Revenue Rank: 15

# Minneapolis - St. Paul Market Overview



### Metro Counties / Population (000)

|                |                |
|----------------|----------------|
| Anoka, MN      | 295.6          |
| Carver, MN     | 66.4           |
| Chisago, MN    | 41.3           |
| Dakota, MN     | 346.9          |
| Hennepin, MN   | 1,057.5        |
| Isanti, MN     | 30.3           |
| Ramsey, MN     | 484.1          |
| Scott, MN      | 79.9           |
| Sherburne, MN  | 43.3           |
| Washington, MN | 201.0          |
| Wright, MN     | 86.1           |
| Pierce, WI     | 34.8           |
| St. Croix, WI  | 58.0           |
| <b>Total</b>   | <b>2,825.2</b> |

### Market Radio Financials (all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>★★★ | 1993         | 1994         | 1995         | 1996          | 1997      | 1998      | Δ 93 - 98 |
|---------------------------------|--------------|--------------|--------------|---------------|-----------|-----------|-----------|
|                                 |              | \$90,400     | \$100,700    | \$111,800     | \$119,400 | \$129,400 | \$147,700 |
| Δ 98 - 99                       | 1999         | 2000         | 2001         | 2002          | 2003      | Δ 99 - 03 |           |
|                                 | 12.8%        | \$166,600    | \$183,300    | \$201,600     | \$221,700 | \$243,900 | 10.0%     |
|                                 | 1993         | 1998         | 2003         | Est. Breakout |           |           |           |
| Revenue/Retail Sales            | \$3.73/1,000 | \$4.57/1,000 | \$5.92/1,000 | Local         | 75%       |           |           |
| Revenue/Capita                  | \$33.71      | \$52.28      | \$82.14      | National      | 25%       |           |           |

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

|              | 1993           | 1998     | Growth Rate | 1998     | 2003     | Growth Rate |
|--------------|----------------|----------|-------------|----------|----------|-------------|
|              | MSA Population | 2,681.5  | 2,825.2     | 1.0%     | 2,825.2  | 2,969.3     |
| Households   | 1,017.0        | 1,069.9  | 1.0%        | 1,069.9  | 1,135.1  | 1.2%        |
| Retail Sales | 24,261.8       | 32,330.0 | 5.9%        | 32,330.0 | 41,222.0 | 5.0%        |
| EBI          | 48,624.1       | 55,740.7 | 2.8%        | 55,740.7 | 70,611.9 | 4.8%        |

### Demographic Breakdown

|                    | Total       | Under 12   | 12 - 17    | 18 - 24          | 25 - 34   | 35 - 44 | 45 - 54       | Over 55   |
|--------------------|-------------|------------|------------|------------------|-----------|---------|---------------|-----------|
| Men (000)          | 1,389.9     | 252.6      | 117.3      | 118.2            | 233.8     | 251.0   | 195.3         | 221.8     |
| Women (000)        | 1,435.2     | 242.5      | 112.0      | 119.9            | 228.9     | 251.5   | 196.0         | 284.6     |
| Total              | 2,825.2     | 495.1      | 229.3      | 238.1            | 462.6     | 502.6   | 391.3         | 506.3     |
| Percentage         | 100.0%      | 17.5%      | 8.1%       | 8.4%             | 16.4%     | 17.8%   | 13.8%         | 17.9%     |
| Per Capita         | \$ 19,730   |            |            |                  |           |         |               |           |
|                    |             |            |            | Median Household | \$ 44,107 |         | Avg Household | \$ 52,098 |
| Ethnic Population: | White 90.5% | Black 4.7% | Asian 3.8% | Hispanic 2.2%    |           |         |               |           |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 4       |         | 15      | 11         | 19      | 22      | 41    |
| Tot 12+    | 2.1     |         | 57.2    | 57.7       | 59.3    | 21.0    | 80.3  |
| Avg 12+    | 0.5     |         | 3.8     | 5.2        | 3.1     | 1.0     | 2.0   |
| Tot LCS    | 2.6     |         | 71.2    | 71.9       | 73.8    | 26.2    | 100.0 |
| Avg LCS    | 0.7     |         | 4.7     | 6.5        | 3.9     | 1.2     | 2.4   |



# Competitive Overview

## AM Stations

| Calls                       | City of License | FCC Class | Freq | Day Power (kW) | Night Power (kW) | C             | Owner              | Year Std | Date Acq'd                   | Sales Price (000) | L M A | Format      | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |             |             |           |             |             |             |     |
|-----------------------------|-----------------|-----------|------|----------------|------------------|---------------|--------------------|----------|------------------------------|-------------------|-------|-------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|-----|
|                             |                 |           |      |                |                  |               |                    |          |                              |                   |       |             |                          |             |                    | Fall 1999                         | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |     |
| WDGY                        | Hudson          | B         | 630  | 0.9 cp         | 0.20             |               | 630 Radio Inc      | 59       | 9609                         | 87                | 2     | Talk/Sprts  |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |     |
| KFXN                        | Minneapolis     | B         | 690  | 1.5 cp         | 0.50             | f             | AMFM Inc           | 62       | 9910 p                       |                   | g     | Sprts/Talk  | 200                      |             | 0.2                | 0.3                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.6         | 0.5         | 0.5         | 0.5 |
| WMIN                        | Hudson          | B         | 740  | 0.9            | 0.01             |               | Borgen Bcstg Corp  | 83       | 8805                         | 25                | +     | 2 Spanish   |                          |             | 0.1                | 0.4                               | 0.0         | 0.3         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0 |
| KUOM                        | Minneapolis     | B         | 770  | 5.0            | 0.00             |               | University of MN   | 22       |                              |                   |       | Altve/Varty |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |     |
| ● WCCO                      | Minneapolis     | A         | 830  | 50.0           | 50.00            | d             | Infinity Bcstg     | 24       | 9511                         |                   | g1    | Nws/Tlk/Spt | 22,500                   | 1.11        | 12.6               | 10.6                              | 9.6         | 9.7         | 10.4        | 10.7      | 10.3        | 10.3        | 11.8        |     |
| ● KTIS                      | Minneapolis     | B         | 900  | 25.0           | 0.30             | h             | Northwestern       | 49       |                              |                   |       | Inspiration |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |     |
| ● KSGS                      | St. Louis Park  | B         | 950  | 1.0            | 1.00             | e             | Infinity Bcstg     | 58       | 9808                         |                   | sw    | Urban/AC    | 200                      |             | 0.4                | 0.0                               | 0.5         | 0.5         | 0.3         | 0.0       | 0.0         | 0.0         | 0.0         |     |
| ● KKMS                      | Richfield       | B         | 980  | 5.0            | 5.00             | k             | Salem Comm Corp    | 49       | 9701                         | 3,000             |       | Talk        |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |     |
| ● WCTS                      | Maplewood       | B         | 1030 | 50.0           | 1.00             |               | Central Eapist Sem | 64       | 9301                         | 1,500             |       | Religion    |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |     |
| KFAN                        | Minneapolis     | B         | 1130 | 50.0           | 25.00            | f             | AMFM Inc           | 23       | 9910 p                       |                   | g     | Sprts/Talk  | 7,200                    | 1.49        | 3.0                | 2.3                               | 2.3         | 2.2         | 2.3         | 2.7       | 2.3         | 2.1         | 2.2         |     |
| ● WEZU                      | Stillwater      | B         | 1220 | 5.0            | 0.25             | g             | WWIS Radio Inc     | 49       | 9307                         | 75                |       | MOR/Nstlg   | 800                      |             | 0.7                | 0.6                               | 0.4         | 0.4         | 0.6         | 0.7       | 0.4         | 0.5         | 0.5         |     |
| ● WWTC                      | Minneapolis     | B         | 1280 | 5.0            | 5.00             |               | Catholic Radio     | 25       | 9810                         |                   | g     | Religion    |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |     |
| ● WQPM                      | Princeton       | B         | 1300 | 1.0            | 0.08             | i             | HomeNet Inc        | 67       | 9811                         |                   | st    | Country     |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |     |
| ● WMNN                      | Minneapolis     | B         | 1330 | 9.7            | 5.10             |               | Minn Public Radio  | 39       |                              |                   | 1     | News        | 900                      |             | 0.6                | 0.7                               | 0.3         | 0.6         | 0.6         | 0.4       | 0.3         | 0.4         | 0.0         |     |
| ● KCHK                      | New Prague      | B         | 1350 | 0.5            | 0.07             | j             | Murphy, Kingsley,  | 69       |                              |                   |       | Oldies      |                          |             | 0.1                | 0.0                               | 0.0         | 0.2         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |     |
| KLBB                        | St. Paul        | C         | 1400 | 10.0           | 0.00             | c             | Minn Public Radio  | 36       | 9905                         |                   | na    | 1 Nostalgia | 1,500                    | 0.47        | 2.0                | 1.1                               | 1.3         | 1.6         | 1.9         | 1.6       | 1.6         | 1.7         | 1.4         |     |
| ● KDIZ                      | Golden Valley   | B         | 1440 | 5.0            | 0.50             | a             | ABC Radio Inc      | 48       | 9602                         |                   | g5    | Children    |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |     |
| KLBP                        | Brooklyn Park   | B         | 1470 | 5.0            | 5.00             | c             | Minn Public Radio  | 56       | 9905                         |                   | na    | 1 Nostalgia |                          |             | 0.1                | 0.0                               | 0.1         | 0.0         | 0.1         | 0.1       | 0.1         | 0.1         | 0.1         |     |
| KSTP                        | St. Paul        | A         | 1500 | 50.0           | 50.00            | b             | Hubbard Bcstg Inc  | 24       | 9701                         |                   |       | Talk        | 8,300                    | 0.72        | 7.2                | 5.0                               | 6.0         | 5.5         | 6.6         | 5.1       | 5.2         | 5.0         | 5.3         |     |
| ● KYCR                      | St Louis Park   | B         | 1570 | 3.8            | 0.23             | k             | Salem Comm Corp    | 61       | 9810                         |                   | g     | Talk        |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |     |
| ● WIXK                      | New Richmond    | B         | 1590 | 5.0            | 0.25             | g             | WWIS Radio Inc     | 60       |                              |                   |       | Country     |                          |             | 0.1                | 0.0                               | 0.2         | 0.0         | 0.0         | 0.0       | 0.0         | 0.1         | 0.0         |     |
| ● KWOM                      | Watertown       | B         | 1600 | 5.0            | 5.00             |               | Linder Bcstg Group | 95       |                              |                   |       | Adlt Stndrd |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |     |
| # AM Stations -             |                 |           |      |                | 22               | # Combos -    |                    | 15       | AM TOTALS                    |                   |       |             | 27.1                     | 21.0        | 20.7               | 21.0                              | 22.8        | 21.9        | 20.7        | 20.7      | 22.3        |             |             |     |
| AM & FM Stations Profiled - |                 |           |      |                | 41               | # Duopolies - |                    | 11       | Total Local Commercial Share |                   |       |             |                          |             |                    | 80.3                              | 79.1        | 80.7        | 80.2        | 80.5      | 81.6        | 82.1        | 83.9        |     |

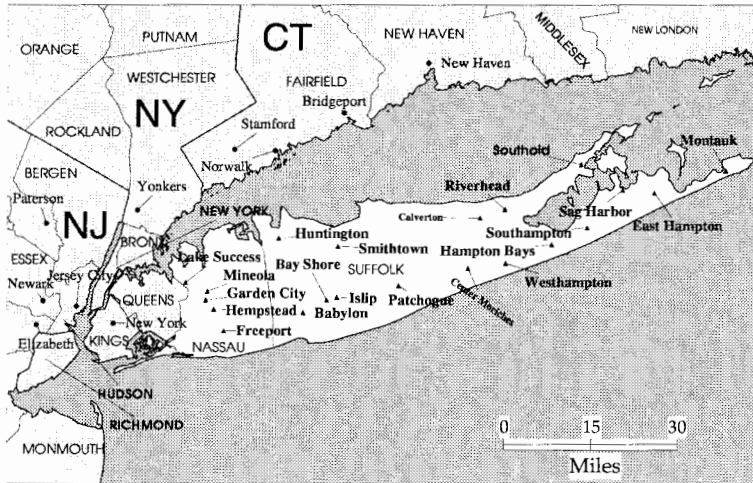
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

**Metro Rank: 18**

Revenue Rank: 47

# Nassau-Suffolk Market Overview



**Metro Counties / Population (000)**

|             |         |
|-------------|---------|
| Nassau, NY  | 1,303.7 |
| Suffolk, NY | 1,377.2 |
|             | 2,680.9 |

**Market Ratio Financials**  
(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>★★★ | 1993         | 1994         | 1995         | 1996                 | 1997     | 1998     | Δ 93 - 98 |
|---------------------------------|--------------|--------------|--------------|----------------------|----------|----------|-----------|
|                                 |              | \$35,000     | \$38,300     | \$39,200             | \$40,600 | \$41,000 | \$45,600  |
| Δ 98 - 99                       | 15.4%        | 1999         | 2000         | 2001                 | 2002     | 2003     | Δ 99 - 03 |
|                                 |              | \$52,600     | \$57,900     | \$60,200             | \$65,300 | \$71,500 | 8.0%      |
|                                 | 1993         | 1998         | 2003         | <b>Est. Breakout</b> |          |          |           |
| Revenue/Retail Sales            | \$1.30/1,000 | \$1.43/1,000 | \$1.98/1,000 | Local                | 75%      |          |           |
| Revenue/Capita                  | \$13.11      | \$17.01      | \$26.07      | National             | 25%      |          |           |

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

|                | 1993     | 1998     | Growth Rate | 1998     | 2003     | Growth Rate |
|----------------|----------|----------|-------------|----------|----------|-------------|
| MSA Population | 2,669.6  | 2,680.9  | 0.1%        | 2,680.9  | 2,743.0  | 0.5%        |
| Households     | 869.5    | 877.3    | 0.2%        | 877.3    | 903.2    | 0.6%        |
| Retail Sales   | 26,843.2 | 31,964.1 | 3.6%        | 31,964.1 | 36,045.7 | 2.4%        |
| EBI            | 58,704.6 | 56,865.1 | -0.6%       | 56,865.1 | 65,039.7 | 2.7%        |

**Demographic Breakdown**

|                    | Total       | Under 12         | 12 - 17    | 18 - 24       | 25 - 34       | 35 - 44 | 45 - 54   | Over 55 |
|--------------------|-------------|------------------|------------|---------------|---------------|---------|-----------|---------|
| Men (000)          | 1,305.7     | 191.9            | 110.1      | 120.0         | 182.5         | 213.6   | 202.4     | 285.3   |
| Women (000)        | 1,375.2     | 182.4            | 104.4      | 114.2         | 176.4         | 224.7   | 220.5     | 352.6   |
| Total              | 2,680.9     | 374.2            | 214.5      | 234.3         | 358.9         | 438.3   | 422.9     | 637.9   |
| Percentage         | 100.0%      | 14.0%            | 8.0%       | 8.7%          | 13.4%         | 16.3%   | 15.8%     | 23.8%   |
| Per Capita         | \$ 21,211   | Median Household |            | \$ 54,335     | Avg Household |         | \$ 64,818 |         |
| Ethnic Population: | White 87.5% | Black 8.6%       | Asian 3.7% | Hispanic 8.2% |               |         |           |         |

**Market Summary**

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 16      | 3       |         | 8          | 19      | 10      | 29    |
| Tot 12+    | 14.0    | 14.1    |         | 25.3       | 28.1    | 4.8     | 32.9  |
| Avg 12+    | 0.9     | 4.7     |         | 3.2        | 1.5     | 0.5     | 1.1   |
| Tot LCS    | 42.6    | 42.9    |         | 76.9       | 85.4    | 14.6    | 100.0 |
| Avg LCS    | 2.7     | 14.3    |         | 9.6        | 4.5     | 1.5     | 3.4   |

# Competitive Overview

Some stations also rated in New York.

## FM Stations

| Calls           | City of License | FCC Class | Power (kW) | HAAT   | C          | Owner               | Year Std | Date Acq'd | Sales Price (000) | L M A     | Format      | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |             |             |           |             |             |             |     |
|-----------------|-----------------|-----------|------------|--------|------------|---------------------|----------|------------|-------------------|-----------|-------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|-----|
|                 |                 |           |            |        |            |                     |          |            |                   |           |             |                          |             |                    | Fall 1999                         | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |     |
| WLNG            | Sag Harbor      | A         | 92.1       | 5.3    | 348        | Main Street Bcstg   | 69       |            |                   |           | Oldies      | 800                      |             | 0.6                | 0.4                               | 0.0         | 0.4         | 0.4         | 0.0       | 0.4         | 0.6         | 0.0         |     |
| WLIR            | Garden City     | A         | 92.7       | 1.0    | 522        | Jarad Bcstg Co Inc  | 59       |            |                   |           | Modern Rock | 3,900                    | 1.87        | 4.3                | 1.2                               | 1.5         | 1.2         | 1.4         | 1.5       | 1.2         | 1.3         | 1.3         |     |
| WMJC            | Smithtown       | A         | 94.3       | 1.3    | 299        | Barnstable Bcstg    | 61       | 9711       | 11,000            | d2        | 1           | Country                  | 1,000       | 0.42               | 4.9                               | 1.3         | 1.6         | 1.5         | 1.7       | 1.6         | 2.0         | 1.6         | 1.8 |
| WHFM            | Southampton     | A         | 95.3       | 5.0    | 354        | Cox Radio Inc       | 71       | 9805       |                   | d3        |             | AOR                      | 200         |                    | 0.3                               | 0.0         | 0.2         | 0.1         | 0.1       | 0.0         | 0.1         | 0.0         | 0.1 |
| ● WLVG          | Center Moriches | A         | 96.1       | 3.0    | 328        | Multicultural Bcstg | 96       | 0002 p     | 3,000             |           | 1           | Lite AC                  | 300         |                    | 0.5                               | 0.4         | 0.0         | 0.0         | 0.4       | 0.3         | 0.4         | 0.4         | 0.4 |
| WEHM            | East Hampton    | A         | 96.7       | 4.3    | 384        | AAA Entertainment   | 93       | 0003       |                   | na        |             | Progressive              | 300         |                    |                                   | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0 |
| WALK            | Patchogue       | B         | 97.5       | 39.0   | 554        | AMFM Inc            | 52       | 9910 p     |                   | g         |             | AC                       | 16,500      | 1.86               | 18.3                              | 6.3         | 6.9         | 6.0         | 5.3       | 5.8         | 5.8         | 5.5         | 5.7 |
| WKJY            | Hempstead       | A         | 98.3       | 3.0    | 328        | Barnstable Bcstg    | 47       | 8412       | 5,250             | c1        | 1           | Soft Rock                | 5,250       | 1.54               | 7.0                               | 2.1         | 2.1         | 2.1         | 2.1       | 2.8         | 2.7         | 2.0         | 3.3 |
| WDRE            | Westhampton     | A         | 98.5       | 6.0    | 282        | Jarad Bcstg Co Inc  | 93       | 9506       |                   | st        |             | Modern Rock              | 600         |                    | 0.7                               | 0.2         | 0.2         | 0.2         | 0.2       | 0.3         | 0.2         | 0.3         | 0.2 |
| WBAZ            | Southold        | A         | 101.7      | 5.5 cp | 341        | MAK                 | 85       | 9706       | 1,650             | d5        |             | Lite AC                  | 600         |                    | 0.2                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.3         | 0.0         | 0.5         | 0.4 |
| WBAB            | Babylon         | A         | 102.3      | 6.0    | 269        | Cox Radio Inc       | 58       | 9805       |                   | d3        |             | AOR                      | 5,600       | 1.10               | 10.5                              | 3.6         | 4.0         | 3.7         | 3.2       | 2.8         | 3.4         | 3.5         | 2.8 |
| WBSQ            | Bridgehampton   | A         | 102.5      | 4.8    | 103        | MAK                 | 95       | 9706       |                   | d5        |             | Bright AC                | 600         |                    |                                   | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0 |
| WBZO            | Bay Shore       | A         | 103.1      | 3.0    | 285        | Barnstable Bcstg    | 93       | 9705       | 12,450            |           | 1           | Oldies                   | 3,600       | 0.82               | 9.0                               | 3.0         | 3.0         | 2.6         | 3.4       | 2.7         | 2.5         | 2.7         | 2.6 |
| WKTU            | Lake Success    | B         | 103.5      | 5.4    | 1417       | AMFM Inc            | 40       | 9910 p     |                   |           |             | CHR/Rhymc                | n/a         |                    | 9.6                               | 3.0         | 3.2         | 3.1         | 2.9       | 3.4         | 3.6         | 3.6         | 3.2 |
| ● WRCN          | Riverhead       | A         | 103.9      | 1.5    | 466        | Barnstable Bcstg    | 62       | 9711       |                   | d2        | 1           | Clsc Hits                | 1,400       | 1.31               | 2.2                               | 0.9         | 0.6         | 0.8         | 0.7       | 0.7         | 0.7         | 1.0         | 0.7 |
| WBEA            | Montauk         | A         | 104.7      | 6.0    | 315        | AAA Entertainment   | 93       | 0003       |                   | na        |             | Hot AC                   |             |                    |                                   | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0 |
| WXXP            | Calverton       | A         | 105.3      | 6.0    | 289        | Jarad Bcstg Co Inc  | 98       |            |                   |           |             | CHR/Rhymc                | 800         | 0.75               | 2.2                               | 0.9         | 0.6         | 0.9         | 0.4       | 0.9         | 0.4         | 0.0         | 0.0 |
| WBLI            | Patchogue       | B         | 106.1      | 48.5   | 499        | Cox Radio Inc       | 58       | 9805       |                   | d3        |             | Hot AC                   | 6,400       | 0.92               | 14.3                              | 4.8         | 5.3         | 5.0         | 4.2       | 4.2         | 5.3         | 4.3         | 4.5 |
| WWXY            | Hampton Bays    | A         | 107.1      | 3.0 cp | 279        | Big City Radio      | 80       | 9702       | 8,000             |           |             | Country                  | 200         |                    | 0.8                               | 0.0         | 0.3         | 0.2         | 0.4       | 0.2         | 0.2         | 0.0         | 0.3 |
| # FM Stations - |                 |           |            | 19     | # Combos - |                     |          |            | 15                | FM TOTALS |             |                          |             | 85.4               | 28.1                              | 29.5        | 27.8        | 26.8        | 27.5      | 28.9        | 27.3        | 27.3        |     |

## AM Stations

| Calls                       | City of License | FCC Class | Power (kW) | Day Power (kW) | Night Power (kW) | C | Owner                | Year Std | Date Acq'd | Sales Price (000)            | L M A | Format      | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |             |             |           |             |             |             |     |
|-----------------------------|-----------------|-----------|------------|----------------|------------------|---|----------------------|----------|------------|------------------------------|-------|-------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|-----|
|                             |                 |           |            |                |                  |   |                      |          |            |                              |       |             |                          |             |                    | Fall 1999                         | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |     |
| ● WLUX                      | Islip           | B         | 540        | 0.3            | 0.20             |   | Long Is. Multi-Media | 60       | 9510       | 1,100                        |       | Nostalgia   | 1,100                    | 0.54        | 4.2                | 0.9                               | 1.2         | 0.9         | 1.5         | 1.9       | 1.3         | 1.2         | 1.0         |     |
| WGSM                        | Huntington      | B         | 740        | 25.0           | 0.04             | c | Barnstable Bcstg     | 51       | 9711       |                              | d2    | 1           | Country                  |             | 0.8                | 0.2                               | 0.5         | 0.1         | 0.5         | 0.0       | 0.0         | 0.0         | 0.0         |     |
| WHLI                        | Hempstead       | B         | 1100       | 10.0           | 0.00             | c | Barnstable Bcstg     | 47       | 8412       |                              | c1    | 1           | MOR                      | 1,000       | 0.22               | 9.2                               | 3.7         | 3.6         | 2.6         | 3.1       | 2.8         | 3.1         | 2.5         | 3.6 |
| WGBB                        | Freeport        | C         | 1240       | 1.0            | 1.00             |   | WGBB-AM Inc          | 24       | 9910       | 1,700                        |       | Ethnic      | 600                      |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |     |
| WALK                        | Patchogue       | B         | 1370       | 0.5            | 0.10             | a | AMFM Inc             | 52       | 9910 p     |                              | g     |             | Soft AC                  | 200         |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |     |
| WRIV                        | Riverhead       | B         | 1390       | 1.0            | 0.06             |   | Tria, Vincent        | 55       | 8710       | 220                          |       | MOR/AdStd   |                          |             | 0.0                | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |     |
| ● WNYG                      | Babylon         | B         | 1440       | 1.0            | 0.04             |   | Bequet, Bonita, Trst | 58       | 9905       |                              | nc    |             | Spanish                  | 600         |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |     |
| WTHE                        | Mineola         | B         | 1520       | 1.0            | 0.00             |   | Universal Bcstg      | 64       | 6907       |                              |       | Gospel      | 850                      |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |     |
| ● WFOG                      | Riverhead       | B         | 1570       | 1.0            | 0.50             | c | Barnstable Bcstg     | 63       | 9711       |                              | d2    | 1           | Rock                     |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |     |
| WLIM                        | Patchogue       | B         | 1580       | 10.0           | 0.50             |   | Long Island Music    | 51       | 8103       | 620                          |       | Adit Stndrd | 200                      |             | 0.4                | 0.0                               | 0.5         | 0.0         | 0.0         | 0.0       | 0.4         | 0.4         | 0.0         |     |
| # AM Stations -             |                 |           |            | 10             | # Combos -       |   |                      |          | 4          | AM TOTALS                    |       |             |                          | 14.6        | 4.8                | 5.8                               | 3.6         | 5.1         | 4.7         | 4.8       | 4.1         | 4.6         |             |     |
| AM & FM Stations Profiled - |                 |           |            | 29             | # Duopolies -    |   |                      |          | 9          | Total Local Commercial Share |       |             |                          | 32.9        | 35.3               | 31.4                              | 31.9        | 32.2        | 33.7        | 31.4      | 31.9        |             |             |     |

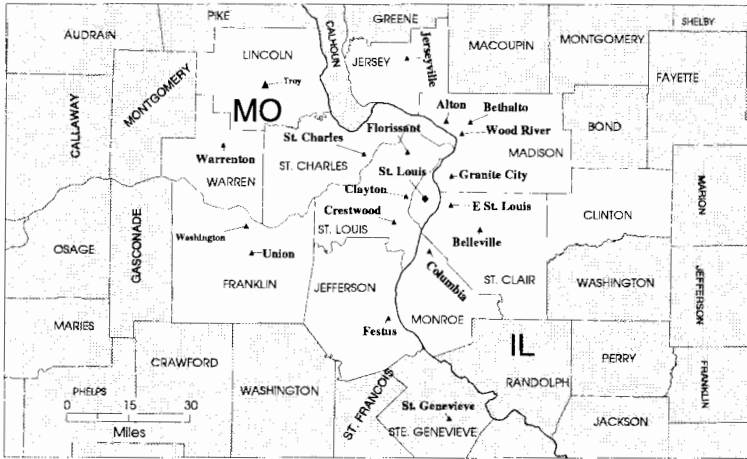
Other: 92.9, Southampton; 94.9, Montauk

● Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

**Metro Rank: 19**

Revenue Rank: 18

# St. Louis Market Overview



### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>★★★ | 1993  | 1994     | 1995      | 1996     | 1997      | 1998      | Δ 93 - 98 |      |           |      |           |           |       |
|---------------------------------|-------|----------|-----------|----------|-----------|-----------|-----------|------|-----------|------|-----------|-----------|-------|
|                                 |       | \$78,300 | \$84,700  | \$95,400 | \$101,400 | \$106,400 | \$118,100 | 8.6% |           |      |           |           |       |
| Δ 98 - 99                       | 11.9% | 1999     | \$132,100 | 2000     | \$145,300 | 2001      | \$159,800 | 2002 | \$175,800 | 2003 | \$193,300 | Δ 99 - 03 | 10.0% |

|                      | 1993         | 1998         | 2003         | Est. Breakout |     |
|----------------------|--------------|--------------|--------------|---------------|-----|
| Revenue/Retail Sales | \$3.51/1,000 | \$4.60/1,000 | \$6.20/1,000 | Local         | 85% |
| Revenue/Capita       | \$30.64      | \$45.89      | \$73.93      | National      | 15% |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993     | 1998     | Growth Rate | 1998     | 2003     | Growth Rate |
|----------------|----------|----------|-------------|----------|----------|-------------|
| MSA Population | 2,555.3  | 2,573.8  | 0.1%        | 2,573.8  | 2,614.7  | 0.3%        |
| Households     | 969.9    | 974.9    | 0.1%        | 974.9    | 1,002.3  | 0.6%        |
| Retail Sales   | 22,306.5 | 25,668.0 | 2.8%        | 25,668.0 | 31,180.4 | 4.0%        |
| EBI            | 43,437.7 | 46,751.1 | 1.5%        | 46,751.1 | 55,874.3 | 3.6%        |

### Metro Counties / Population (000)

|                    |                |
|--------------------|----------------|
| Franklin, MO       | 93.2           |
| Jefferson, MO      | 197.7          |
| Lincoln, MO        | 36.5           |
| St. Charles, MO    | 274.9          |
| St. Louis, MO      | 1,005.6        |
| Warren, MO         | 24.4           |
| St. Louis city, MO | 330.6          |
| Clinton, IL        | 35.7           |
| Jersey, IL         | 21.8           |
| Madison, IL        | 260.8          |
| Monroe, IL         | 26.7           |
| St. Clair, IL      | 265.9          |
| <b>Total</b>       | <b>2,573.8</b> |

### Demographic Breakdown

|                    | Total       | Under 12    | 12 - 17    | 18 - 24       | 25 - 34 | 35 - 44 | 45 - 54 | Over 55 |
|--------------------|-------------|-------------|------------|---------------|---------|---------|---------|---------|
| Men (000)          | 1,239.4     | 219.2       | 111.2      | 104.1         | 182.0   | 202.4   | 172.6   | 248.0   |
| Women (000)        | 1,334.4     | 209.5       | 106.8      | 106.0         | 183.4   | 212.4   | 183.3   | 333.0   |
| Total              | 2,573.8     | 428.7       | 218.0      | 210.0         | 365.4   | 414.8   | 355.9   | 581.0   |
| Percentage         | 100.0%      | 16.7%       | 8.5%       | 8.2%          | 14.2%   | 16.1%   | 13.8%   | 22.6%   |
| Per Capita         | \$ 18,164   |             |            |               |         |         |         |         |
|                    |             |             |            |               |         |         |         |         |
| Ethnic Population: | White 80.7% | Black 17.7% | Asian 1.3% | Hispanic 1.5% |         |         |         |         |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 3       | 1       | 17      | 16         | 21      | 23      | 44    |
| Tot 12+    | 0.0     | 5.3     | 60.5    | 65.8       | 65.8    | 21.9    | 87.7  |
| Avg 12+    | 0.0     | 5.3     | 3.6     | 4.1        | 3.1     | 1.0     | 2.0   |
| Tot LCS    | 0.0     | 6.0     | 69.0    | 75.0       | 75.0    | 25.0    | 100.0 |
| Avg LCS    | 0.0     | 6.0     | 4.1     | 4.7        | 3.6     | 1.1     | 2.3   |

# Competitive Overview

**FM Stations**

| Calls           | City of License | FCC Class | Freq  | Power (kW) | HAAT | C          | Owner            | Year Std | Date Acq'd | Sales Price (000) | L M A | Format    | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |             |             |           |             |             |             |     |
|-----------------|-----------------|-----------|-------|------------|------|------------|------------------|----------|------------|-------------------|-------|-----------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|-----|
|                 |                 |           |       |            |      |            |                  |          |            |                   |       |           |                          |             |                    | Fall 1999                         | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |     |
| • WIL           | St. Louis       | C1        | 92.3  | 100.0      | 910  | h          | Emmis            | 62       | 9911       |                   |       | g1        | Country                  | 10,800      | 1.13               | 7.7                               | 7.2         | 6.9         | 7.1         | 6.7       | 6.9         | 6.9         | 8.6         | 7.3 |
| KSD             | St. Louis       | C1        | 93.7  | 100.0      | 860  | e          | Clear Channel    | 54       | 9905       |                   |       | g2        | Hot AC                   | 3,000       | 0.90               | 2.7                               | 2.6         | 2.5         | 2.3         | 2.3       | 2.7         | 2.8         | 2.4         | 2.5 |
| KSHE            | Crestwood       | C         | 94.7  | 100.0      | 1027 | b          | Emmis            | 61       | 8401       |                   |       | g         | Clsc Rock                | 8,200       | 1.74               | 3.8                               | 2.9         | 3.8         | 3.0         | 3.2       | 3.6         | 4.7         | 4.7         | 5.0 |
| WFUN            | Bethalto        | C3        | 95.5  | 24.5 cp    | 335  |            | Radio One Inc    | 90       | 9906       | 13,600            |       |           | DARK                     |             |                    |                                   | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0 |
| KIHT            | St. Louis       | C1        | 96.3  | 80.0       | 1027 | h          | Emmis            | 65       | 9911       |                   |       | g1        | 70s Oldies               | 3,900       | 0.99               | 3.2                               | 3.5         | 2.7         | 3.3         | 2.9       | 2.6         | 3.0         | 3.1         | 3.1 |
| KXOK            | Florissant      | C1        | 97.1  | 100.0      | 561  | h          | Emmis            | 77       | 9911       |                   |       | g1        | Clsc Rock                | 3,400       | 0.72               | 3.8                               | 2.4         | 2.8         | 2.9         | 4.2       | 3.7         | 2.4         | 1.9         | 2.1 |
| KYKY            | St. Louis       | C1        | 98.1  | 90.0       | 1027 | a          | Infinity Bcstg   | 60       | 9805       |                   |       | g4        | Hot AC                   | 12,000      | 1.90               | 5.1                               | 4.9         | 4.5         | 4.4         | 4.2       | 5.0         | 4.9         | 4.9         | 4.7 |
| KFUO            | Clayton         | C         | 99.1  | 100.0      | 1027 | d          | Lutheran Ch-MO   | 48       |            |                   |       |           | Classical                | 3,000       | 0.76               | 3.2                               | 3.3         | 2.5         | 2.4         | 3.3       | 3.2         | 2.4         | 2.8         | 2.8 |
| • KFAV          | Warrenton       | C3        | 99.9  | 10.5       | 512  | g          | Kaspar Bcstg Co  | 91       |            |                   |       |           | Country                  | 150         |                    | 0.2                               | 0.0         | 0.0         | 0.3         | 0.3       | 0.0         | 0.4         | 0.3         | 0.3 |
| • KATZ          | Alton           | B         | 100.3 | 50.0       | 492  | e          | Clear Channel    | 61       | 9905       |                   |       | g2        | Rap/RhyBl                | 1,000       | 0.18               | 4.4                               | 5.3         | 3.9         | 4.5         | 3.6       | 3.7         | 2.7         | 2.2         | 3.0 |
| KFNS            | Troy            | A         | 100.7 | 6.0        | 328  | k          | Missouri Sports  | 93       | 9908       | 1,250             |       |           | Sports                   |             |                    |                                   | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0 |
| WVRV            | E St. Louis     | C2        | 101.1 | 44.0       | 518  | h          | Emmis            | 65       | 9911       |                   |       | g1        | Modern AC                | 4,200       | 0.97               | 3.5                               | 2.3         | 3.5         | 2.9         | 3.0       | 3.2         | 2.7         | 2.4         | 3.2 |
| KLPW            | Union           | A         | 101.7 | 3.3        | 351  | f          | Marathon Media   | 66       | 9903       |                   |       | g5        | Country                  | 500         |                    |                                   | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0 |
| KEZK            | St. Louis       | C         | 102.5 | 100.0      | 1027 | a          | Infinity Bcstg   | 68       | 9805       |                   |       | g4        | AC                       | 12,000      | 1.24               | 7.8                               | 6.5         | 7.1         | 7.3         | 7.1       | 6.5         | 7.1         | 7.0         | 6.8 |
| KLOU            | St. Louis       | C1        | 103.3 | 100.0      | 919  | a          | Clear Channel    | 62       | 9905       |                   |       | g2        | Oldies                   | 6,800       | 1.12               | 4.9                               | 4.0         | 3.9         | 4.5         | 4.3       | 4.8         | 4.5         | 3.9         | 3.9 |
| WXTM            | Jerseyville     | C2        | 104.1 | 39.0       | 551  | b          | Emmis            | 67       | 9704       | 42,500            |       | c1        | AOR                      | 3,100       | 0.90               | 2.8                               | 3.0         | 2.7         | 2.2         | 2.1       | 2.9         | 2.8         | 2.0         | 2.9 |
| KSLQ            | Washington      | A         | 104.5 | 3.0        | 328  | i          | CompuTraffic Inc | 89       | 9807       | 1,100             |       | 1         | AC                       |             |                    | 0.1                               | 0.0         | 0.0         | 0.0         | 0.4       | 0.0         | 0.0         | 0.0         | 0.3 |
| • KMJM          | Columbia        | C3        | 104.9 | 7.8        | 574  | e          | Clear Channel    | 64       | 9905       |                   |       | g2        | Urban AC                 | 7,600       | 0.92               | 6.7                               | 5.5         | 5.2         | 6.0         | 6.2       | 6.7         | 6.0         | 6.6         | 6.1 |
| KPNT            | St. Genevieve   | C         | 105.7 | 100.0      | 1375 | h          | Emmis            | 67       | 9911       |                   |       | g1        | Alternative              | 4,400       | 1.02               | 3.5                               | 3.2         | 3.4         | 3.1         | 2.9       | 3.3         | 3.3         | 3.8         | 4.9 |
| WKKX            | Granite City    | C1        | 106.5 | 90.0       | 1027 | b          | Emmis            | 65       | 9704       |                   |       | c1        | Country                  | 7,600       | 1.34               | 4.6                               | 4.6         | 4.1         | 4.5         | 4.1       | 3.8         | 4.3         | 4.7         | 4.2 |
| KSLZ            | St. Louis       | C         | 107.7 | 100.0      | 1027 | e          | Clear Channel    | 72       | 9905       |                   |       | g2        | CHR                      | 4,700       | 0.68               | 5.6                               | 4.6         | 5.8         | 4.6         | 5.4       | 4.3         | 4.4         | 3.9         | 4.6 |
| # FM Stations - |                 |           |       |            | 21   | # Combos - |                  |          |            |                   | 20    | FM TOTALS |                          |             | 73.6               | 65.8                              | 65.3        | 65.3        | 66.2        | 66.9      | 65.3        | 65.2        | 67.7        |     |

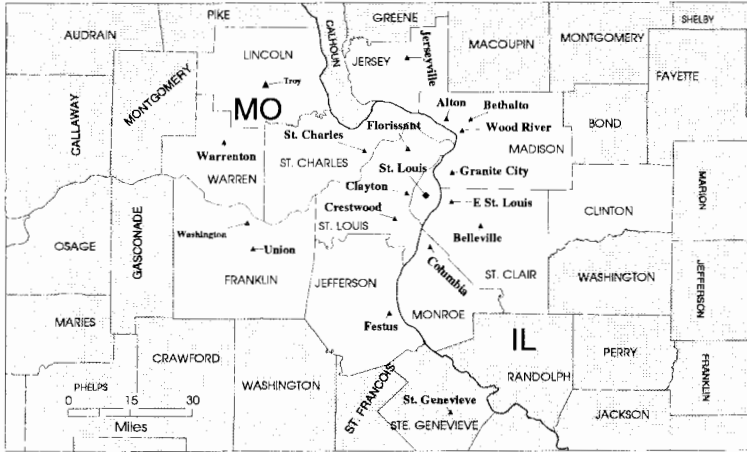
• Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.



**Metro Rank: 19**

Revenue Rank: 18

# St. Louis Market Overview



**Metro Counties / Population (000)**

|                    |                |
|--------------------|----------------|
| Franklin, MO       | 93.2           |
| Jefferson, MO      | 197.7          |
| Lincoln, MO        | 36.5           |
| St. Charles, MO    | 274.9          |
| St. Louis, MO      | 1,005.6        |
| Warren, MO         | 24.4           |
| St. Louis city, MO | 330.6          |
| Clinton, IL        | 35.7           |
| Jersey, IL         | 21.8           |
| Madison, IL        | 260.8          |
| Monroe, IL         | 26.7           |
| St. Clair, IL      | 265.9          |
| <b>Total</b>       | <b>2,573.8</b> |

**Market Radio Financials**  
(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>★★★ | 1993         | 1994         | 1995         | 1996      | 1997      | 1998      | Δ 93 - 98     |
|---------------------------------|--------------|--------------|--------------|-----------|-----------|-----------|---------------|
|                                 |              | \$78,300     | \$84,700     | \$95,400  | \$101,400 | \$106,400 | \$118,100     |
| Δ 98 - 99                       | 1999         | 2000         | 2001         | 2002      | 2003      | Δ 99 - 03 |               |
|                                 | 11.9%        | \$132,100    | \$145,300    | \$159,800 | \$175,800 | \$193,300 | 10.0%         |
|                                 | 1993         | 1998         | 2003         |           |           |           | Est. Breakout |
| Revenue/Retail Sales            | \$3.51/1,000 | \$4.60/1,000 | \$6.20/1,000 |           |           |           | Local 85%     |
| Revenue/Capita                  | \$30.64      | \$45.89      | \$73.93      |           |           |           | National 15%  |

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

|                | 1993     | 1998     | Growth Rate | 1998     | 2003     | Growth Rate |
|----------------|----------|----------|-------------|----------|----------|-------------|
| MSA Population | 2,555.3  | 2,573.8  | 0.1%        | 2,573.8  | 2,614.7  | 0.3%        |
| Households     | 969.9    | 974.9    | 0.1%        | 974.9    | 1,002.3  | 0.6%        |
| Retail Sales   | 22,306.5 | 25,668.0 | 2.8%        | 25,668.0 | 31,180.4 | 4.0%        |
| EBI            | 43,437.7 | 46,751.1 | 1.5%        | 46,751.1 | 55,874.3 | 3.6%        |

**Demographic Breakdown**

|                    | Total       | Under 12    | 12 - 17    | 18 - 24       | 25 - 34 | 35 - 44 | 45 - 54 | Over 55 |
|--------------------|-------------|-------------|------------|---------------|---------|---------|---------|---------|
| Men (000)          | 1,239.4     | 219.2       | 111.2      | 104.1         | 182.0   | 202.4   | 172.6   | 248.0   |
| Women (000)        | 1,334.4     | 209.5       | 106.8      | 106.0         | 183.4   | 212.4   | 183.3   | 333.0   |
| Total              | 2,573.8     | 428.7       | 218.0      | 210.0         | 365.4   | 414.8   | 355.9   | 581.0   |
| Percentage         | 100.0%      | 16.7%       | 8.5%       | 8.2%          | 14.2%   | 16.1%   | 13.8%   | 22.6%   |
| Per Capita         | \$ 18,164   |             |            |               |         |         |         |         |
|                    |             |             |            |               |         |         |         |         |
| Ethnic Population: | White 80.7% | Black 17.7% | Asian 1.3% | Hispanic 1.5% |         |         |         |         |

**Market Summary**

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 3       | 1       | 17      | 16         | 21      | 23      | 44    |
| Tot 12+    | 0.0     | 5.3     | 60.5    | 65.8       | 65.8    | 21.9    | 87.7  |
| Avg 12+    | 0.0     | 5.3     | 3.6     | 4.1        | 3.1     | 1.0     | 2.0   |
| Tot LCS    | 0.0     | 6.0     | 69.0    | 75.0       | 75.0    | 25.0    | 100.0 |
| Avg LCS    | 0.0     | 6.0     | 4.1     | 4.7        | 3.6     | 1.1     | 2.3   |

# Competitive Overview

## AM Stations

| Calls                       | City of License | FCC Class | Freq | Day Power (kW) | Night Power (kW) | C             | Owner              | Year Std | Date Acq'd | Sales Price (000) | L M A | Format                       | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |             |             |           |             |             |             |      |      |
|-----------------------------|-----------------|-----------|------|----------------|------------------|---------------|--------------------|----------|------------|-------------------|-------|------------------------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|------|------|
|                             |                 |           |      |                |                  |               |                    |          |            |                   |       |                              |                          |             |                    | Fall 1999                         | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |      |      |
| ● KTRS                      | St. Louis       | B         | 550  | 5.0            | 5.00             |               | CH Holdings        | 22       | 9705       | 10,000            |       | News/Talk                    | 5,000                    | 0.96        | 4.2                | 4.2                               | 3.5         | 3.6         | 3.8         | 4.0       | 3.4         | 3.0         | 3.3         |      |      |
| KFNS                        | Wood River      | B         | 590  | 1.0            | 1.00             | k             | Missouri Sports    | 61       | 9806       | 3,750             | 2     | Sports                       | 2,900                    | 1.67        | 1.4                | 1.5                               | 1.2         | 1.0         | 1.5         | 1.4       | 1.0         | 0.9         | 1.0         |      |      |
| KJSL                        | St. Louis       | B         | 630  | 5.0            | 5.00             | c             | Crawford Bcstg Co  | 38       | 9402       | 1,500             |       | Talk                         |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.3         | 0.0         |      |      |
| KSTL                        | St. Louis       | B         | 690  | 1.0            | 0.02             | c             | Crawford Bcstg Co  | 48       | 9406       | 525               |       | Gospel                       |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |      |
| ● KWRE                      | Warrenton       | B         | 730  | 1.0            | 0.12             | g             | Kaspar Bcstg Co    | 49       |            |                   |       | Country                      |                          |             | 0.3                | 0.0                               | 0.4         | 0.5         | 0.0         | 0.3       | 0.0         | 0.5         | 0.3         |      |      |
| WEW                         | St. Louis       | B         | 770  | 1.0            | 0.00             |               | Metropolitan Radio | 21       | 9605       | 435               |       | Variety                      | 500                      |             | 0.8                | 0.0                               | 0.5         | 0.4         | 1.1         | 0.8       | 0.6         | 0.5         | 1.0         |      |      |
| KFUO                        | Clayton         | B         | 850  | 5.0            | 0.00             | d             | Lutheran Ch-MO     | 24       |            |                   |       | Religion                     |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |      |
| ● WINU                      | Highland        | B         | 880  | 1.7            | 0.16             | j             | New Life Evangel   | 62       | 9812       | 1,250             | d2    | Nws/Tlk/Spt                  |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |      |
| WGNU                        | Granite City    | B         | 920  | 0.5            | 0.50             |               | Norman Bcstg       | 61       |            |                   |       | Talk                         | 400                      |             | 0.5                | 0.5                               | 0.3         | 0.5         | 0.6         | 0.4       | 0.5         | 0.0         | 0.4         |      |      |
| KXEN                        | Festus-St.Louis | B         | 1010 | 50.0           | 0.50             |               | Radio Prop         | 51       | 8609       |                   | g     | Chrst/Span                   |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |      |
| KMOX                        | St. Louis       | A         | 1120 | 50.0           | 50.00            | cp            | Infinity Bcstg     | 25       | 9511       |                   | g2    | Nws/Tlk/Spt                  | 24,000                   | 1.46        | 13.3               | 10.5                              | 12.6        | 13.1        | 11.1        | 11.0      | 14.1        | 13.9        | 10.7        |      |      |
| KLPW                        | Union           | B         | 1220 | 1.0            | 0.13             | f             | Marathon Media     | 54       | 9903       |                   | g5    | Talk                         | 200                      |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |      |
| WSDZ                        | Belleville      | B         | 1260 | 5.0            | 5.00             |               | ABC Radio Inc      | 47       | 9808       | 2,500             |       | Children                     | 500                      |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.5         |      |      |
| KSIV                        | Clayton         | B         | 1320 | 4.6            | 0.27             |               | Bolt Radio Network | 46       | 8202       | 900               |       | Christian                    |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.3         | 0.0         | 0.4         |      |      |
| KWMO                        | Washington      | B         | 1350 | 0.5            | 0.08             | i             | CompuTraffic Inc   | 85       | 9803       | 200               | 1     | Oldies                       |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |      |
| KSLG                        | St. Louis       | B         | 1380 | 5.0            | 1.00             |               | New Horizon        | 27       | 9802       |                   | dn    | Gospel                       | 100                      |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.4         | 0.6         | 0.0         |      |      |
| ● WRTH                      | St. Louis       | B         | 1430 | 5.0            | 5.00             | h             | Emmis              | 22       | 9911       | p                 | g1    | Nostalgia                    | 1,400                    | 0.49        | 2.3                | 2.4                               | 1.5         | 2.4         | 2.3         | 2.0       | 2.5         | 2.6         | 2.4         |      |      |
| KIRL                        | St. Charles     | B         | 1460 | 5.0            | 0.50             |               | Bronco Bcstg       | 58       | 7911       |                   |       | Jazz/Gospl                   |                          |             | 0.3                | 0.0                               | 0.7         | 0.0         | 0.4         | 0.0       | 0.0         | 0.0         | 0.3         |      |      |
| ● WJBM                      | Jerseyville     | B         | 1480 | 0.5            | 0.03             |               | Brown Radio Group  | 59       | 9111       | 180               |       | Oldies                       |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |      |
| ● WESL                      | E St. Louis     | C         | 1490 | 1.0            | 1.00             |               | M&R Enterprises    | 34       | 9506       | 800               |       | RhyBl/Gospl                  | 100                      |             | 0.6                | 0.5                               | 0.5         | 0.8         | 0.4         | 0.4       | 0.3         | 0.0         | 0.5         |      |      |
| ● WCBW                      | Highland        | B         | 1510 | 1.0            | 0.00             | cp            | New Life Evangel   | 98       | 9812       |                   | d2    | ChrsContemp                  |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |      |
| ● WBGZ                      | Alton           | B         | 1570 | 1.0            | 0.07             |               | Metroplex Comm     | 48       | 8407       |                   |       | News/Talk                    |                          |             | 0.1                | 0.0                               | 0.0         | 0.0         | 0.0         | 0.3       | 0.0         | 0.0         | 0.0         |      |      |
| ● KATZ                      | St. Louis       | B         | 1600 | 5.0            | 5.00             | e             | Clear Channel      | 55       | 9905       |                   | g2    | Gospel                       | 600                      | 0.19        | 2.6                | 2.3                               | 2.4         | 2.1         | 2.4         | 2.3       | 2.1         | 2.4         | 1.9         |      |      |
| # AM Stations -             |                 |           |      |                | 23               | # Combos -    |                    |          |            |                   | 12    | AM TOTALS                    |                          |             |                    |                                   | 26.4        | 21.9        | 23.6        | 24.4      | 23.6        | 22.9        | 25.2        | 24.7 | 22.7 |
| AM & FM Stations Profiled - |                 |           |      |                | 44               | # Duopolies - |                    |          |            |                   | 9     | Total Local Commercial Share |                          |             |                    |                                   | 87.7        | 88.9        | 89.7        | 89.8      | 89.8        | 90.5        | 89.9        | 90.4 |      |

● Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

**Metro Rank: 20**  
Revenue Rank: 20

# Baltimore, MD Market Overview



### Metro Counties / Population (000)

|                    |                |
|--------------------|----------------|
| Anne Arundel, MD   | 480.3          |
| Baltimore, MD      | 723.2          |
| Baltimore city, MD | 641.6          |
| Carroll, MD        | 151.6          |
| Harford, MD        | 218.6          |
| Howard, MD         | 239.0          |
| Queen Annes, MD    | 40.0           |
| <b>Total</b>       | <b>2,494.3</b> |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>*** | 1993         | 1994         | 1995         | 1996      | 1997      | 1998      | Δ 93 - 98     |
|---------------------------------|--------------|--------------|--------------|-----------|-----------|-----------|---------------|
|                                 |              | \$65,200     | \$74,300     | \$88,000  | \$95,600  | \$97,700  | \$104,900     |
| ***                             | Δ 98 - 99    | 1999         | 2000         | 2001      | 2002      | 2003      | Δ 99 - 03     |
|                                 | 14.3%        | \$119,900    | \$137,800    | \$148,900 | \$163,700 | \$176,800 | 10.2%         |
|                                 | 1993         | 1998         | 2003         |           |           |           | Est. Breakout |
| Revenue/Retail Sales            | \$3.32/1,000 | \$4.41/1,000 | \$6.21/1,000 |           |           |           | Local 72%     |
| Revenue/Capita                  | \$26.52      | \$42.06      | \$68.75      |           |           |           | National 28%  |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|              | 1993           | 1998     | Growth Rate | 1998     | 2003     | Growth Rate |
|--------------|----------------|----------|-------------|----------|----------|-------------|
|              | MSA Population | 2,458.5  | 2,494.3     | 0.3%     | 2,494.3  | 2,571.6     |
| Households   | 911.4          | 928.7    | 0.4%        | 928.7    | 971.2    | 0.9%        |
| Retail Sales | 19,610.9       | 23,806.2 | 4.0%        | 23,806.2 | 28,466.1 | 3.6%        |
| EBI          | 42,079.9       | 45,634.3 | 1.6%        | 45,634.3 | 55,112.7 | 3.8%        |

### Demographic Breakdown

|                    | Total       | Under 12 | 12 - 17     | 18 - 24 | 25 - 34          | 35 - 44   | 45 - 54       | Over 55   |
|--------------------|-------------|----------|-------------|---------|------------------|-----------|---------------|-----------|
| Men (000)          | 1,214.0     | 198.8    | 93.6        | 109.5   | 189.1            | 211.0     | 181.4         | 230.7     |
| Women (000)        | 1,280.3     | 191.2    | 89.8        | 106.4   | 188.7            | 220.0     | 187.0         | 297.2     |
| Total              | 2,494.3     | 390.0    | 183.4       | 215.9   | 377.8            | 430.9     | 368.4         | 527.8     |
| Percentage         | 100.0%      | 15.6%    | 7.4%        | 8.7%    | 15.1%            | 17.3%     | 14.8%         | 21.2%     |
| Per Capita         | \$ 18,295   |          |             |         |                  |           |               |           |
|                    |             |          |             |         | Median Household | \$ 41,296 |               |           |
|                    |             |          |             |         |                  |           | Avg Household | \$ 49,138 |
| Ethnic Population: | White 69.3% |          | Black 27.8% |         | Asian 2.6%       |           | Hispanic 1.9% |           |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viabile FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|-------------|---------|---------|-------|
| # Stations | 2       | 13      |         | 12          | 15      | 16      | 31    |
| Tot 12+    | 7.2     | 46.3    |         | 52.7        | 53.5    | 16.8    | 70.3  |
| Avg 12+    | 3.6     | 3.6     |         | 4.4         | 3.6     | 1.1     | 2.3   |
| Tot LCS    | 10.2    | 65.9    |         | 75.0        | 76.1    | 23.9    | 100.0 |
| Avg LCS    | 5.1     | 5.1     |         | 6.2         | 5.1     | 1.5     | 3.2   |

# Competitive Overview

Some stations also rated in Washington, D.C. and York.

## FM Stations

| Calls           | City of License | FCC Class | Power (kW) | HAAT | C    | Owner | Year Std            | Date Acq'd | Sales Price (000) | L M A    | Format | 1999 Est Revenue (000)†/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |             |             |           |             |             |             |      |      |      |      |      |      |      |      |      |
|-----------------|-----------------|-----------|------------|------|------|-------|---------------------|------------|-------------------|----------|--------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|------|------|------|------|------|------|------|------|------|
|                 |                 |           |            |      |      |       |                     |            |                   |          |        |                          |             |                    | Fall 1999                         | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |      |      |      |      |      |      |      |      |      |
| WERQ            | Baltimore       | B         | 92.3       | 37.0 | 571  | a     | Radio One Inc       | 60         | 9306              | 9,000    | c6     | Urban CHR                | 14,500      | 0.94               | 12.8                              | 8.9         | 8.2         | 9.6         | 9.7       | 9.6         | 9.5         | 8.8         | 9.8  |      |      |      |      |      |      |      |      |
| ● WPOC          | Baltimore       | B         | 93.1       | 16.0 | 866  | f     | Chase Radio         | 60         | 0003              | p        | g5     | Country                  | 9,900       | 0.87               | 9.4                               | 6.4         | 7.6         | 6.6         | 6.2       | 6.8         | 7.4         | 7.2         | 6.7  |      |      |      |      |      |      |      |      |
| WRBS            | Baltimore       | B         | 95.1       | 50.0 | 499  |       | Peter & John Radio  | 64         | 6409              |          |        | Inspiration              | 1,100       | 0.41               | 2.2                               | 2.0         | 1.3         | 1.5         | 1.7       | 1.8         | 1.5         | 1.7         | 2.2  |      |      |      |      |      |      |      |      |
| WWIN            | Glen Burnie     | A         | 95.9       | 3.0  | 299  | a     | Radio One Inc       | 64         | 9202              | 4,700    | c3     | Urban AC                 | 9,700       | 0.93               | 8.6                               | 6.4         | 6.5         | 7.3         | 5.7       | 5.5         | 4.7         | 5.8         | 4.1  |      |      |      |      |      |      |      |      |
| ● WIYY          | Baltimore       | B         | 97.9       | 13.5 | 945  | c     | Hearst-Argyle       | 58         |                   |          |        | AOR                      | 8,700       | 1.26               | 5.7                               | 3.7         | 3.7         | 4.0         | 4.4       | 4.3         | 4.2         | 4.2         | 3.9  |      |      |      |      |      |      |      |      |
| WHFS            | Annapolis       | B         | 99.1       | 50.0 | 459  |       | Infinity Bcstg      | 49         | 9704              |          |        | Alternative              | n/a         |                    | 5.1                               | 3.8         | 3.9         | 4.1         | 3.3       | 3.6         | 2.8         | 3.4         | 2.4  |      |      |      |      |      |      |      |      |
| ● WZBA          | Westminster     | B         | 100.7      | 16.0 | 860  | b     | Shamrock Comm       | 59         | 8104              | 1,743    | c2     | Rock AC                  | 1,000       | 0.69               | 1.2                               | 0.5         | 0.9         | 0.7         | 0.8       | 1.1         | 1.2         | 1.2         | 1.2  |      |      |      |      |      |      |      |      |
| WLIF            | Baltimore       | B         | 101.9      | 13.5 | 961  | d     | Infinity Bcstg      | 70         | 9612              |          | g1     | Soft AC                  | 11,400      | 1.36               | 6.9                               | 4.8         | 4.4         | 5.7         | 4.9       | 4.9         | 5.7         | 5.0         | 5.8  |      |      |      |      |      |      |      |      |
| WXYV            | Baltimore       | B         | 102.7      | 50.0 | 436  | d     | Infinity Bcstg      | 47         | 9612              |          | g1     | CHR                      | 5,700       | 0.89               | 5.3                               | 3.9         | 4.1         | 3.8         | 3.8       | 3.5         | 3.8         | 4.0         | 4.8  |      |      |      |      |      |      |      |      |
| WRNR            | Grasonville     | A         | 103.1      | 6.0  | 328  |       | Empire Bcstg        | 79         | 9707              | 2,150    |        | Progressive              | 800         | 0.66               | 1.0                               | 0.8         | 0.7         | 0.6         | 0.8       | 0.8         | 0.7         | 0.8         | 1.1  |      |      |      |      |      |      |      |      |
| WXCY            | Havre de Grace  | B         | 103.7      | 50.0 | 341  |       | Delmarva Bcstg Co   | 60         | 9611              | See (76) |        | Country                  | n/a         |                    | 0.5                               | 0.0         | 0.5         | 0.0         | 0.4       | 0.4         | 0.4         | 0.4         | 0.0  |      |      |      |      |      |      |      |      |
| WOCT            | Baltimore       | B         | 104.3      | 32.0 | 486  | f     | Clear Channel       | 49         | 9905              |          | g3     | Clsc Rock                | 6,500       | 1.19               | 4.5                               | 2.1         | 3.6         | 3.2         | 3.0       | 3.3         | 3.8         | 3.3         | 2.9  |      |      |      |      |      |      |      |      |
| WQSR            | Catonsville     | B         | 105.7      | 50.0 | 492  | d     | Infinity Bcstg      | 63         | 9805              |          | g2     | Oldies                   | 13,700      | 1.45               | 7.8                               | 5.4         | 5.4         | 5.8         | 5.7       | 5.6         | 5.8         | 6.1         | 5.5  |      |      |      |      |      |      |      |      |
| WWMX            | Baltimore       | B         | 106.5      | 7.4  | 1217 | d     | Infinity Bcstg      | 60         | 9805              |          | g2     | Hot AC                   | 12,750      | 1.55               | 6.8                               | 4.8         | 4.8         | 4.5         | 4.3       | 6.0         | 4.9         | 4.7         | 5.4  |      |      |      |      |      |      |      |      |
| WFSI            | Annapolis       | B         | 107.9      | 50.0 | 499  |       | Family Stations Inc | 60         | 7201              |          |        | Religion                 |             |                    |                                   | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0  |      |      |      |      |      |      |      |      |
| # FM Stations - |                 |           |            |      |      |       |                     |            |                   |          |        |                          |             |                    | 15                                | # Combos -  |             | 10          | FM TOTALS |             |             |             | 77.8 | 53.5 | 55.6 | 57.4 | 54.7 | 57.2 | 56.4 | 56.6 | 55.8 |

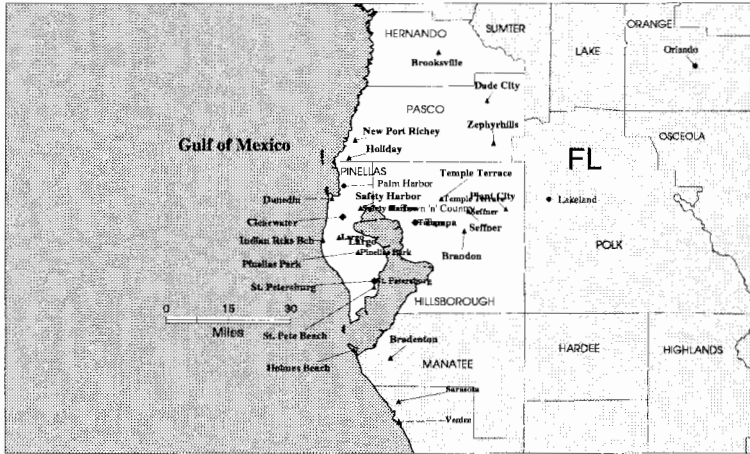
## AM Stations

| Calls                       | City of License | FCC Class | Power (kW) | Day Power (kW) | Night Power (kW) | C  | Owner            | Year Std | Date Acq'd | Sales Price (000) | L M A | Format      | 1999 Est Revenue (000)†/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |             |                              |           |             |             |             |      |      |      |      |      |      |      |      |
|-----------------------------|-----------------|-----------|------------|----------------|------------------|----|------------------|----------|------------|-------------------|-------|-------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-------------|------------------------------|-----------|-------------|-------------|-------------|------|------|------|------|------|------|------|------|
|                             |                 |           |            |                |                  |    |                  |          |            |                   |       |             |                          |             |                    | Fall 1999                         | Summer 1999 | Spring 1999 | Winter 1999                  | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |      |      |      |      |      |      |      |      |
| WCAO                        | Baltimore       | B         | 600        | 5.0            | 5.00             | f  | Clear Channel    | 22       | 9905       |                   | g3    | Gospel      | 1,800                    | 0.39        | 3.8                | 3.4                               | 2.2         | 2.4         | 3.6                          | 2.7       | 2.8         | 2.9         | 3.3         |      |      |      |      |      |      |      |      |
| WCBM                        | Baltimore       | B         | 680        | 10.0           | 5.00             | e  | Mangione, Nick   | 24       | 9509       | 1,775             |       | News/Talk   | 2,100                    | 0.53        | 3.3                | 2.2                               | 2.2         | 1.9         | 2.9                          | 2.4       | 2.1         | 2.1         | 2.1         |      |      |      |      |      |      |      |      |
| WBMD                        | Baltimore       | B         | 750        | 0.7            | 0.00             | d  | Infinity Bcstg   | 47       | 9805       |                   | g2    | Religion    |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0                          | 0.0       | 0.0         | 0.0         | 0.0         |      |      |      |      |      |      |      |      |
| WYRE                        | Annapolis       | B         | 810        | 0.3            | 0.00             |    | Bay Bcstg Inc    | 46       | 9911       | 200               | p     | Country     |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0                          | 0.0       | 0.0         | 0.0         | 0.0         |      |      |      |      |      |      |      |      |
| WBGR                        | Baltimore       | B         | 860        | 2.5            | 0.07             | d  | Infinity Bcstg   | 55       | 9805       |                   | g2    | Gospel      | 600                      |             | 0.3                | 0.0                               | 0.4         | 0.3         | 0.0                          | 0.3       | 0.0         | 0.3         | 0.0         |      |      |      |      |      |      |      |      |
| WOLB                        | Baltimore       | B         | 1010       | 1.0            | 0.03             | a  | Radio One Inc    | 47       | 9306       |                   | c6    | Nws/Tlk/Spt | 250                      |             | 0.8                | 0.6                               | 0.5         | 0.7         | 0.4                          | 0.8       | 0.9         | 0.6         | 1.2         |      |      |      |      |      |      |      |      |
| ● WBAL                      | Baltimore       | A         | 1090       | 50.0           | 50.00            | c  | Hearst-Argyle    | 25       | 3501       |                   |       | Nws/Tlk/Spt | 17,000                   | 1.61        | 8.7                | 6.1                               | 7.2         | 6.3         | 5.8                          | 5.9       | 8.4         | 6.8         | 6.8         |      |      |      |      |      |      |      |      |
| ● WBIS                      | Highland Beach  | B         | 1190       | 10.0           | 1.00             | cp | New World Radio  | 47       | 9804       | 400               |       | Bus News    |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0                          | 0.0       | 0.0         | 0.0         | 0.0         |      |      |      |      |      |      |      |      |
| WITH                        | Baltimore       | C         | 1230       | 1.0            | 1.00             |    | Salem Comm Corp  | 41       | 9707       |                   | g     | Chrst/Talk  |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0                          | 0.0       | 0.0         | 0.0         | 0.0         |      |      |      |      |      |      |      |      |
| WJFK                        | Baltimore       | B         | 1300       | 5.0            | 5.00             | d  | Infinity Bcstg   | 22       | 9612       |                   | g1    | Talk        | 1,000                    | 0.38        | 2.2                | 1.8                               | 1.8         | 1.6         | 1.4                          | 1.5       | 1.4         | 1.6         | 1.7         |      |      |      |      |      |      |      |      |
| WASA                        | Havre de Grace  | B         | 1330       | 5.0            | 0.50             | e  | Mangione, Nick   | 48       | 9808       | 1,100             | d1    | Adlt Stndrd |                          |             | 0.1                | 0.0                               | 0.1         | 0.0         | 0.1                          | 0.0       | 0.0         | 0.0         | 0.0         |      |      |      |      |      |      |      |      |
| WWLG                        | Baltimore       | B         | 1360       | 5.0            | 1.50             | cp | Mangione, Nick   | 55       | 9808       |                   | d1    | Adlt Stndrd | 400                      | 0.19        | 1.7                | 1.3                               | 1.1         | 1.1         | 1.3                          | 1.4       | 1.3         | 1.1         | 1.3         |      |      |      |      |      |      |      |      |
| WWIN                        | Baltimore       | C         | 1400       | 1.0            | 1.00             | a  | Radio One Inc    | 51       | 9202       |                   | c3    | Gospel      | 400                      | 0.24        | 1.4                | 0.9                               | 0.9         | 1.1         | 0.9                          | 1.1       | 1.0         | 0.9         | 1.2         |      |      |      |      |      |      |      |      |
| WNAV                        | Annapolis       | B         | 1430       | 5.0            | 1.00             |    | Sajak Bcstg Corp | 49       | 9806       | 2,200             |       | FullService |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0                          | 0.0       | 0.0         | 0.0         | 0.0         |      |      |      |      |      |      |      |      |
| WTTR                        | Westminster     | B         | 1470       | 1.0            | 1.00             | b  | Shamrock Comm    | 53       | 8104       |                   | c2    | FullService | 550                      |             |                    | 0.5                               | 0.0         | 0.0         | 0.0                          | 0.0       | 0.0         | 0.0         | 0.0         |      |      |      |      |      |      |      |      |
| WNST                        | Towson          | B         | 1570       | 5.0            | 0.24             |    | Catholic Radio   | 55       | 9912       |                   | na    | Religion    |                          |             | 0.1                | 0.0                               | 0.0         | 0.3         | 0.0                          | 0.0       | 0.0         | 0.0         | 0.0         |      |      |      |      |      |      |      |      |
| # AM Stations -             |                 |           |            |                |                  |    |                  |          |            |                   |       |             |                          |             | 16                 | # Combos -                        |             | 11          | AM TOTALS                    |           |             |             | 22.4        | 16.8 | 16.4 | 15.7 | 16.4 | 16.1 | 17.9 | 16.3 | 17.6 |
| AM & FM Stations Profiled - |                 |           |            |                |                  |    |                  |          |            |                   |       |             |                          |             | 31                 | # Duopolies -                     |             | 7           | Total Local Commercial Share |           |             |             | 70.3        | 72.0 | 73.1 | 71.1 | 73.3 | 74.3 | 72.9 | 73.4 |      |

● Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 21  
Revenue Rank: 21

# Tampa-St. Petersburg-Clearwater Market Overview



### Metro Counties / Population (000)

|                  |                |
|------------------|----------------|
| Hernando, FL     | 127.2          |
| Hillsborough, FL | 952.5          |
| Pasco, FL        | 325.0          |
| Pinellas, FL     | 895.2          |
| <b>Total</b>     | <b>2,299.9</b> |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>★★ | 1993      | 1994      | 1995      | 1996      | 1997      | 1998      | Δ 93 - 98 |
|--------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
|                                | \$66,000  | \$75,700  | \$84,800  | \$92,100  | \$101,900 | \$108,800 | 10.5%     |
| Δ 98 - 99                      | 1999      | 2000      | 2001      | 2002      | 2003      | Δ 99 - 03 |           |
| 8.4%                           | \$117,900 | \$129,700 | \$142,600 | \$156,900 | \$172,600 | 10.0%     |           |

|                      | 1993         | 1998         | 2003         | Est. Breakout |
|----------------------|--------------|--------------|--------------|---------------|
| Revenue/Retail Sales | \$3.30/1,000 | \$3.89/1,000 | \$4.62/1,000 | Local 75%     |
| Revenue/Capita       | \$30.59      | \$47.31      | \$71.06      | National 25%  |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993     | 1998     | Growth Rate | 1998     | 2003     | Growth Rate |
|----------------|----------|----------|-------------|----------|----------|-------------|
| MSA Population | 2,157.8  | 2,299.9  | 1.3%        | 2,299.9  | 2,429.0  | 1.1%        |
| Households     | 910.7    | 962.1    | 1.1%        | 962.1    | 1,020.4  | 1.2%        |
| Retail Sales   | 19,983.0 | 27,942.8 | 6.9%        | 27,942.8 | 37,346.3 | 6.0%        |
| EBI            | 34,554.4 | 39,896.4 | 2.9%        | 39,896.4 | 51,483.7 | 5.2%        |

### Demographic Breakdown

|                    | Total       | Under 12    | 12 - 17    | 18 - 24          | 25 - 34   | 35 - 44 | 45 - 54       | Over 55   |
|--------------------|-------------|-------------|------------|------------------|-----------|---------|---------------|-----------|
| Men (000)          | 1,102.5     | 151.4       | 77.2       | 81.9             | 147.7     | 167.1   | 146.2         | 331.0     |
| Women (000)        | 1,197.4     | 144.7       | 74.0       | 83.2             | 145.3     | 171.8   | 156.5         | 421.9     |
| Total              | 2,299.9     | 296.1       | 151.2      | 165.1            | 293.0     | 338.9   | 302.7         | 752.8     |
| Percentage         | 100.0%      | 12.9%       | 6.6%       | 7.2%             | 12.7%     | 14.7%   | 13.2%         | 32.7%     |
| Per Capita         | \$ 17,347   |             |            |                  |           |         |               |           |
|                    |             |             |            | Median Household | \$ 31,415 |         | Avg Household | \$ 41,468 |
| Ethnic Population: | White 87.1% | Black 10.8% | Asian 1.7% | Hispanic 9.7%    |           |         |               |           |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 1       |         | 18      | 17         | 19      | 23      | 42    |
| Tot 12+    | 0.6     |         | 70.3    | 70.3       | 70.9    | 16.8    | 87.7  |
| Avg 12+    | 0.6     |         | 3.9     | 4.1        | 3.7     | 0.7     | 2.1   |
| Tot LCS    | 0.7     |         | 80.2    | 80.2       | 80.8    | 19.2    | 100.0 |
| Avg LCS    | 0.7     |         | 4.5     | 4.7        | 4.3     | 0.8     | 2.4   |



# Competitive Overview

Some stations also rated in Sarasota-Bradenton.

## FM Stations

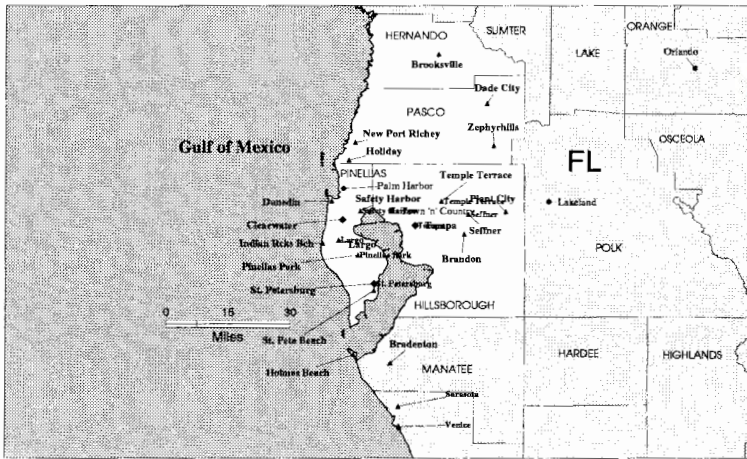
| Calls           | City of License | FCC Class | Freq  | Power (kW) | HAAT | C          | Owner          | Year Std | Date Acq'd | Sales Price (000) | L M A | Format     | 1999 Est        |             | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |             |             |           |             |             |             |     |
|-----------------|-----------------|-----------|-------|------------|------|------------|----------------|----------|------------|-------------------|-------|------------|-----------------|-------------|--------------------|-----------------------------------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|-----|
|                 |                 |           |       |            |      |            |                |          |            |                   |       |            | Revenue (000)1/ | Power Ratio |                    | Fall 1999                         | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |     |
| WDDV            | Venice          | C3        | 92.1  | 22.0       | 328  | b          | Clear Channel  | 74       | 9905       |                   | g     | Nstlg/Easy |                 |             |                    |                                   | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0 |
| ● WYUU          | Safety Harbor   | C2        | 92.5  | 50.0       | 489  | c          | Infinity Bcstg | 83       | 9811       |                   | g     | Oldies     | 4,400           | 1.34        | 2.8                | 2.0                               | 2.3         | 2.5         | 2.3         | 2.6       | 3.0         | 2.9         | 2.8         |     |
| WFLZ            | Tampa           | C         | 93.3  | 99.0       | 1358 | b          | Clear Channel  | 48       | 9905       |                   | g3    | CHR        | 13,000          | 1.54        | 7.2                | 7.5                               | 6.5         | 5.9         | 6.2         | 6.5       | 6.4         | 9.0         | 9.7         |     |
| ● WSJT          | Lakeland        | C         | 94.1  | 100.0      | 1493 | c          | Infinity Bcstg | 67       | 9905       |                   | g2    | Jazz       | 4,300           | 0.99        | 3.7                | 3.9                               | 3.0         | 3.4         | 3.5         | 3.0       | 4.0         | 4.0         | 4.6         |     |
| ● WWRM          | Tampa           | C         | 94.9  | 100.0      | 1286 | a          | Cox Radio Inc  | 70       | 9311       | 10,000            | e     | Soft AC    | 7,400           | 1.29        | 4.9                | 3.3                               | 4.2         | 3.5         | 5.2         | 4.1       | 5.3         | 4.3         | 4.8         |     |
| WSSR            | Clearwater      | C1        | 95.7  | 100.0      | 607  | b          | Clear Channel  | 63       | 9410       |                   | g     | Hot AC     | 6,800           | 1.38        | 4.2                | 3.8                               | 3.6         | 3.8         | 3.9         | 3.3       | 3.5         | 4.5         | 4.3         |     |
| WMGG            | Dade City       | A         | 96.1  | 2.8        | 482  | f          | Mega Comm Inc  | 94       | 9901       | 3,500             |       | Spanish    | 1,450           |             |                    | 0.6                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |     |
| ● WSUN          | Holiday         | C2        | 97.1  | 11.4       | 735  | a          | Cox Radio Inc  | 78       | 9901       |                   | sw    | Oldies     | 950             | 0.27        | 3.0                | 2.3                               | 2.3         | 2.8         | 2.7         | 2.6       | 2.3         | 1.3         | 2.0         |     |
| ● WXTB          | Clearwater      | C         | 97.9  | 100.0      | 1345 | b          | Clear Channel  | 67       | 9905       |                   | g3    | Rock       | 9,200           | 1.17        | 6.7                | 5.4                               | 6.0         | 6.5         | 5.2         | 5.6       | 5.0         | 4.5         | 5.6         |     |
| ● WLLD          | Holmes Beach    | C2        | 98.7  | 50.0       | 489  | c          | Infinity Bcstg | 91       | 9811       |                   | g     | CHR        | 4,400           | 0.59        | 6.4                | 6.2                               | 5.8         | 6.1         | 4.9         | 5.6       | 5.9         | 2.1         | 0.0         |     |
| ● WQYK          | St. Petersburg  | C1        | 99.5  | 100.0      | 551  | c          | Infinity Bcstg | 58       | 9612       |                   | g1    | Country    | 13,200          | 1.56        | 7.2                | 5.4                               | 6.6         | 6.6         | 6.5         | 5.6       | 7.4         | 7.5         | 6.9         |     |
| WMTX            | Tampa           | C         | 100.7 | 100.0      | 1411 | b          | Clear Channel  | 47       | 9905       |                   | g3    | Hot AC     | 6,300           | 1.58        | 3.4                | 3.1                               | 3.2         | 2.7         | 3.2         | 2.9       | 4.3         | 3.2         | 4.4         |     |
| ● WFJO          | St. Petersburg  | C         | 101.5 | 100.0      | 1362 | e          | Cox Radio Inc  | 61       | 9905       |                   | g4    | AC         | 2,000           | 0.49        | 3.5                | 2.7                               | 2.9         | 2.5         | 2.9         | 3.9       | 1.6         | 0.9         | 1.3         |     |
| WHPT            | Sarasota        | C         | 102.5 | 100.0      | 1650 | e          | Cox Radio Inc  | 60       | 9905       |                   | sw    | Cisc Rock  | 4,100           | 1.29        | 2.7                | 2.5                               | 3.4         | 2.0         | 2.0         | 2.2       | 2.0         | 2.0         | 2.0         |     |
| ● WTBT          | Bradenton       | C         | 103.5 | 99.0       | 1358 | b          | Clear Channel  | 63       | 9905       |                   | g3    | Cisc Rock  | 4,400           | 0.63        | 5.9                | 3.1                               | 4.8         | 6.3         | 4.2         | 5.2       | 6.2         | 5.5         | 5.8         |     |
| ● WRBQ          | Tampa           | C1        | 104.7 | 100.0      | 561  | c          | Infinity Bcstg | 54       | 9905       |                   | g6    | Country    | 9,000           | 1.50        | 5.1                | 4.2                               | 4.6         | 4.5         | 4.7         | 4.2       | 4.7         | 4.8         | 4.6         |     |
| WDUV            | New Port Richey | C1        | 105.5 | 46.0       | 1345 | a          | Cox Radio Inc  | 69       | 9905       |                   | sw    | Nstlg/Easy | 3,700           | 0.31        | 10.0               | 10.5                              | 9.4         | 8.2         | 8.9         | 8.5       | 6.8         | 6.5         | 7.0         |     |
| WGUL            | Beverly Hills   | C3        | 106.3 | 12.0       | 469  | h          | WGUL FM Inc    | 92       | 9808       | 1,500             |       | Nostalgia  |                 |             | 1.6                | 1.4                               | 1.4         | 1.1         | 1.6         | 1.5       | 1.2         | 1.5         | 1.3         |     |
| ● WBBY          | St. Petersburg  | C1        | 107.3 | 100.0      | 597  | a          | Cox Radio Inc  | 93       |            |                   |       | Soft Rock  | 4,200           | 1.23        | 2.9                | 3.0                               | 2.3         | 2.4         | 3.1         | 2.3       | 3.1         | 3.6         | 2.6         |     |
| # FM Stations - |                 |           |       |            | 19   | # Combos - |                |          |            |                   | 19    | FM TOTALS  |                 | 81.2        | 70.9               | 72.3                              | 70.8        | 71.0        | 69.6        | 72.7      | 68.1        | 69.7        |             |     |

● Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 21

Revenue Rank: 21

# Tampa-St. Petersburg-Clearwater Market Overview



### Metro Counties / Population (000)

|                  |                |
|------------------|----------------|
| Hernando, FL     | 127.2          |
| Hillsborough, FL | 952.5          |
| Pasco, FL        | 325.0          |
| Pinellas, FL     | 895.2          |
| <b>Total</b>     | <b>2,299.9</b> |

### Market Radio Financials (all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>★★ | 1993         | 1994         | 1995         | 1996      | 1997      | 1998      | Δ 93 - 98     |
|--------------------------------|--------------|--------------|--------------|-----------|-----------|-----------|---------------|
|                                |              | \$66,000     | \$75,700     | \$84,800  | \$92,100  | \$101,900 | \$108,800     |
| Δ 98 - 99                      | 1999         | 2000         | 2001         | 2002      | 2003      | Δ 99 - 03 |               |
|                                | 8.4%         | \$117,900    | \$129,700    | \$142,600 | \$156,900 | \$172,600 | 10.0%         |
|                                | 1993         | 1998         | 2003         |           |           |           | Est. Breakout |
| Revenue/Retail Sales           | \$3.30/1,000 | \$3.89/1,000 | \$4.62/1,000 |           |           |           | Local 75%     |
| Revenue/Capita                 | \$30.59      | \$47.31      | \$71.06      |           |           |           | National 25%  |

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

|              | 1993           | 1998     | Growth Rate | 1998     | 2003     | Growth Rate |
|--------------|----------------|----------|-------------|----------|----------|-------------|
|              | MSA Population | 2,157.8  | 2,299.9     | 1.3%     | 2,299.9  | 2,429.0     |
| Households   | 910.7          | 962.1    | 1.1%        | 962.1    | 1,020.4  | 1.2%        |
| Retail Sales | 19,983.0       | 27,942.8 | 6.9%        | 27,942.8 | 37,346.3 | 6.0%        |
| EBI          | 34,554.4       | 39,896.4 | 2.9%        | 39,896.4 | 51,483.7 | 5.2%        |

### Demographic Breakdown

|                    | Total       | Under 12    | 12 - 17    | 18 - 24          | 25 - 34   | 35 - 44 | 45 - 54       | Over 55   |
|--------------------|-------------|-------------|------------|------------------|-----------|---------|---------------|-----------|
| Men (000)          | 1,102.5     | 151.4       | 77.2       | 81.9             | 147.7     | 167.1   | 146.2         | 331.0     |
| Women (000)        | 1,197.4     | 144.7       | 74.0       | 83.2             | 145.3     | 171.8   | 156.5         | 421.9     |
| Total              | 2,299.9     | 296.1       | 151.2      | 165.1            | 293.0     | 338.9   | 302.7         | 752.8     |
| Percentage         | 100.0%      | 12.9%       | 6.6%       | 7.2%             | 12.7%     | 14.7%   | 13.2%         | 32.7%     |
| Per Capita         | \$ 17,347   |             |            |                  |           |         |               |           |
|                    |             |             |            | Median Household | \$ 31,415 |         | Avg Household | \$ 41,468 |
| Ethnic Population: | White 87.1% | Black 10.8% | Asian 1.7% | Hispanic 9.7%    |           |         |               |           |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 1       |         | 18      | 17         | 19      | 23      | 42    |
| Tot 12+    | 0.6     |         | 70.3    | 70.3       | 70.9    | 16.8    | 87.7  |
| Avg 12+    | 0.6     |         | 3.9     | 4.1        | 3.7     | 0.7     | 2.1   |
| Tot LCS    | 0.7     |         | 80.2    | 80.2       | 80.8    | 19.2    | 100.0 |
| Avg LCS    | 0.7     |         | 4.5     | 4.7        | 4.3     | 0.8     | 2.4   |

# Competitive Overview

Some stations also rated in Sarasota-Bradenton.

## AM Stations

| Calls  | City of License | FCC Class       | Freq | Day Power (kW) | Night Power (kW) | C                           | Owner              | Year Std           | Date Acq'd    | Sales Price (000)            | L M A | Format      | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |             |             |           |             |             |             |      |     |
|--------|-----------------|-----------------|------|----------------|------------------|-----------------------------|--------------------|--------------------|---------------|------------------------------|-------|-------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|------|-----|
|        |                 |                 |      |                |                  |                             |                    |                    |               |                              |       |             |                          |             |                    | Fall 1999                         | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |      |     |
| ● WTBN | Pinellas Park   | B               | 570  | 5.0            | 5.00             | d                           | Concord Media      | 66                 | 0001          |                              | sw    | News        | 1,000                    |             | 0.4                | 0.7                               | 0.6         | 0.5         | 0.4         | 0.6       | 0.6         | 0.0         | 0.6         |      |     |
| ● WDAE | St. Petersburg  | B               | 620  | 5.0            | 5.00             | b                           | Clear Channel      | 27                 | 0001          |                              | sw    | Sports      | 500                      | 0.43        | 1.0                | 1.4                               | 0.9         | 1.1         | 0.7         | 0.7       | 0.9         | 0.7         | 0.7         |      |     |
|        | WRMD            | St. Petersburg  | B    | 680            | 1.0              | 0.13                        | g                  | ZGS Bcstg of       | 50            | 9101                         | 200   | Spanish     | 900                      |             | 0.8                | 0.6                               | 0.8         | 0.5         | 0.5         | 0.9       | 0.5         | 1.0         | 0.4         |      |     |
|        | WLCC            | Brandon         | B    | 760            | 10.0             | 1.00                        | f                  | Mega Comm Inc      | 88            | 9812                         |       | g           | Spanish                  | 875         |                    | 0.7                               | 0.4         | 0.5         | 0.0         | 0.8       | 1.1         | 0.5         | 0.7         | 0.3  |     |
|        | WZTM            | Largo           | B    | 820            | 50.0             | 1.00                        | f                  | Mega Comm Inc      | 72            | 9905                         |       | g2          | Spanish                  | 1,000       |                    | 0.8                               | 0.3         | 0.0         | 0.4         | 1.0       | 1.3         | 1.0         | 1.1         | 0.8  |     |
| ● WGUL | Dunedin         | B               | 860  | 62.5           | cp               | 1.50                        | h                  | WGUL FM Inc        | 59            | 9408                         |       | al          | Nostalgia                | 1,500       | 0.40               | 3.2                               | 2.0         | 2.6         | 3.0         | 3.3       | 2.4         | 2.6         | 3.4         | 2.9  |     |
| ● WSUN | Plant City      | B               | 910  | 5.0            | 5.00             | a                           | Cox Radio Inc      | 49                 | 9610          |                              | na    | Oldies      | 300                      |             | 0.5                | 0.0                               | 0.4         | 0.4         | 0.3         | 0.6       | 0.0         | 0.0         | 0.0         |      |     |
|        | WFLA            | Tampa           | B    | 970            | 25.0             | cp                          | 11.00              | b                  | Clear Channel | 24                           | 9905  |             | g3                       | Nws/Tlk/Spt | 9,400              | 1.16                              | 6.9         | 6.1         | 5.6         | 6.1       | 5.9         | 6.6         | 6.1         | 6.6  | 6.5 |
| ● WQYK | Seffner         | B               | 1010 | 50.0           | 5.00             | c                           | Infinity Bcstg     | 60                 | 9612          |                              | g1    | Sports      | 500                      |             | 0.9                | 1.1                               | 1.1         | 0.7         | 0.5         | 0.9       | 0.8         | 0.7         | 0.8         |      |     |
| ● WWBA | Pinellas Park   | B               | 1040 | 3.6            | 0.42             |                             | Genesis Comm Inc   | 48                 | 9801          | 1,500                        |       | Talk        |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0  |     |
|        | WTIS            | Tampa           | B    | 1110           | 10.0             | 0.00                        | WTIS Inc           | 46                 | 9002          | 1,700                        |       | Christian   |                          |             | 0.1                | 0.4                               | 0.0         | 0.0         | 0.0         | 0.3       | 0.0         | 0.0         | 0.0         | 0.0  |     |
| ● WTMP | Egypt Lake      | B               | 1150 | 5.0            | cp               | 0.50                        | PSI                | 54                 | 9708          | 1,000                        | e     | Urban AC    | 700                      | 0.43        | 1.4                | 1.8                               | 1.6         | 1.3         | 0.9         | 1.0       | 1.0         | 1.2         | 1.5         |      |     |
| ● WHNZ | Tampa           | B               | 1250 | 5.0            | 5.00             | b                           | Clear Channel      | 22                 | 9905          |                              | g3    | News/Talk   | 1,200                    |             | 0.6                | 0.4                               | 0.4         | 0.6         | 0.5         | 0.6       | 0.7         | 0.7         | 0.6         |      |     |
|        | WQBN            | Temple Terrace  | B    | 1300           | 5.0              | cp                          | 1.00               | Radio Tropical Inc | 50            | 9608                         | 750   | Spanish     |                          |             | 0.1                | 0.6                               | 0.4         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0  |     |
| ● WTAN | Clearwater      | C               | 1340 | 1.0            | 1.00             |                             | Bouris & Nikitakis | 48                 |               |                              |       | Talk        |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |     |
| ● WWMI | St. Petersburg  | B               | 1380 | 5.0            | 5.00             |                             | ABC Radio Inc      | 39                 | 9907          |                              | g     | Children    | 500                      |             | 0.9                | 0.0                               | 0.0         | 0.7         | 1.2         | 1.1       | 1.2         | 1.5         | 1.7         |      |     |
| ● WZHR | Zephyrhills     | C               | 1400 | 1.0            | 1.00             |                             | Zephyr Bcstg Inc   | 62                 | 9410          | 200                          |       | Adlt Stndrd |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |     |
| ● WWJB | Brooksville     | C               | 1450 | 1.0            | 1.00             |                             | Hernando Bcstg Co  | 58                 | 8202          |                              |       | News/Talk   |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |     |
| ● WLUV | Dunedin         | B               | 1470 | 5.0            | cp               | 0.50                        | d                  | Genesis Comm Inc   | 55            | 0002                         | p     | na          | ChrsContemp              |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |     |
|        | WPSO            | New Port Richey | B    | 1500           | 0.3              | 0.00                        | AKMA Bcst Network  | 63                 | 9308          | 250                          |       | Greek       |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |     |
|        | WXYB            | Indian Rcks Bch | B    | 1520           | 0.6              | 0.00                        | ASA Bcstg Inc      | 63                 | 9306          | 31                           |       | Ethnic      |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |     |
|        | WAMA            | Tampa           | B    | 1550           | 10.0             | 0.13                        | g                  | ZGS Bcstg of       | 65            | 9711                         | 1,900 | Spanish     | 300                      |             | 0.4                | 0.5                               | 0.0         | 0.6         | 0.4         | 0.4       | 0.4         | 0.3         | 0.3         | 0.0  |     |
| ● WRXB | St. Pete Beach  | B               | 1590 | 5.0            | 1.00             |                             | Metropolitan Radio | 57                 | 9701          | 409                          |       | Urban AC    | 400                      |             | 0.5                | 0.5                               | 0.0         | 0.5         | 0.4         | 0.7       | 0.5         | 1.2         | 0.6         |      |     |
|        |                 |                 |      |                |                  | # AM Stations -             | 23                 | # Combos -         | 12            | AM TOTALS                    |       |             |                          |             |                    | 19.2                              | 16.8        | 14.9        | 16.4        | 16.8      | 19.2        | 16.7        | 19.1        | 17.4 |     |
|        |                 |                 |      |                |                  | AM & FM Stations Profiled - | 42                 | # Duopolies -      | 13            | Total Local Commercial Share |       |             |                          |             |                    | 87.7                              | 87.2        | 87.2        | 87.8        | 88.8      | 89.4        | 87.2        | 87.1        |      |     |

● Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 22

Revenue Rank: 26

# Pittsburgh, PA Market Overview



### Metro Counties / Population (000)

|                  |                |
|------------------|----------------|
| Allegheny, PA    | 1,269.1        |
| Beaver, PA       | 185.6          |
| Butler, PA       | 172.8          |
| Fayette, PA      | 145.0          |
| Washington, PA   | 206.1          |
| Westmoreland, PA | 375.6          |
| <b>Total</b>     | <b>2,354.2</b> |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>*** | 1993         | 1994         | 1995         | 1996      | 1997      | 1998      | Δ 93 - 98     |
|---------------------------------|--------------|--------------|--------------|-----------|-----------|-----------|---------------|
|                                 |              | \$64,400     | \$71,900     | \$75,000  | \$78,800  | \$86,600  | \$93,300      |
| Δ 98 - 99                       | 1999         | 2000         | 2001         | 2002      | 2003      | Δ 99 - 03 |               |
|                                 | 8.5%         | \$101,200    | \$112,300    | \$122,400 | \$134,600 | \$145,400 | 9.5%          |
|                                 | 1993         | 1998         | 2003         |           |           |           | Est. Breakout |
| Revenue/Retail Sales            | \$3.55/1,000 | \$3.80/1,000 | \$4.86/1,000 |           |           |           | Local 75%     |
| Revenue/Capita                  | \$26.97      | \$39.63      | \$63.34      |           |           |           | National 25%  |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993     | 1998     | Growth Rate | 1998     | 2003     | Growth Rate |
|----------------|----------|----------|-------------|----------|----------|-------------|
| MSA Population | 2,388.0  | 2,354.2  | -0.3%       | 2,354.2  | 2,295.4  | -0.5%       |
| Households     | 955.5    | 947.2    | -0.2%       | 947.2    | 939.4    | -0.2%       |
| Retail Sales   | 18,148.3 | 24,526.6 | 6.2%        | 24,526.6 | 29,929.6 | 4.1%        |
| EBI            | 38,265.5 | 43,559.4 | 2.6%        | 43,559.4 | 53,982.0 | 4.4%        |

### Demographic Breakdown

|                    | Total       | Under 12   | 12 - 17    | 18 - 24          | 25 - 34   | 35 - 44 | 45 - 54       | Over 55   |
|--------------------|-------------|------------|------------|------------------|-----------|---------|---------------|-----------|
| Men (000)          | 1,119.3     | 163.4      | 87.4       | 96.5             | 146.3     | 183.1   | 154.2         | 288.4     |
| Women (000)        | 1,234.9     | 155.6      | 83.9       | 96.6             | 149.7     | 189.9   | 170.1         | 389.2     |
| Total              | 2,354.2     | 319.0      | 171.3      | 193.1            | 296.0     | 373.0   | 324.3         | 677.6     |
| Percentage         | 100.0%      | 13.5%      | 7.3%       | 8.2%             | 12.6%     | 15.8%   | 13.8%         | 28.8%     |
| Per Capita         | \$ 18,503   |            |            |                  |           |         |               |           |
|                    |             |            |            | Median Household | \$ 35,235 |         | Avg Household | \$ 45,988 |
| Ethnic Population: | White 90.3% | Black 8.5% | Asian 1.0% | Hispanic 0.8%    |           |         |               |           |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 7       | 15      |         | 13         | 22      | 26      | 48    |
| Tot 12+    | 1.0     | 61.4    |         | 59.8       | 62.4    | 23.0    | 85.4  |
| Avg 12+    | 0.1     | 4.1     |         | 4.6        | 2.8     | 0.9     | 1.8   |
| Tot LCS    | 1.2     | 71.9    |         | 70.0       | 73.1    | 26.9    | 100.0 |
| Avg LCS    | 0.2     | 4.8     |         | 5.4        | 3.3     | 1.0     | 2.1   |

# Competitive Overview

## FM Stations

| Calls           | City of License | FCC Class | Power (kW) | HAAT    | C          | Owner | Year Std          | Date Acq'd | Sales Price (000) | L M A     | Format | 1999 Est       |             | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |             |             |           |             |             |             |     |
|-----------------|-----------------|-----------|------------|---------|------------|-------|-------------------|------------|-------------------|-----------|--------|----------------|-------------|--------------------|-----------------------------------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|-----|
|                 |                 |           |            |         |            |       |                   |            |                   |           |        | Revenue (000)† | Power Ratio |                    | Fall 1999                         | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |     |
| ● WLTJ          | Pittsburgh      | B         | 92.9       | 47.0    | 889        | j     | Frischling, Saul  | 42         | 8404              | 3,000     |        | Soft Rock      | 5,500       | 1.23               | 4.5                               | 2.9         | 3.8         | 3.9         | 4.1       | 3.7         | 4.1         | 4.5         | 4.4 |
| WBZZ            | Pittsburgh      | B         | 93.7       | 41.0    | 551        | k     | Infinity Bcstg    | 48         | 9805              |           | g2     | CHR            | 8,000       | 1.15               | 7.0                               | 6.8         | 7.2         | 5.7         | 5.9       | 5.4         | 5.8         | 6.2         | 6.9 |
| WWSW            | Pittsburgh      | B         | 94.5       | 50.0    | 810        | f     | AMFM Inc          | 40         | 9910 p            |           | g      | Oldies         | 7,900       | 1.42               | 5.6                               | 4.9         | 5.4         | 5.2         | 4.4       | 4.4         | 5.9         | 5.5         | 5.4 |
| WOGG            | Oliver          | B1        | 94.9       | 1.7     | 1240       | h     | Forever/Keymarket | 93         | 9910              | 2,875     | c3     | Country        | 1,600       | 1.01               | 1.6                               | 1.1         | 1.4         | 1.5         | 1.2       | 1.5         | 1.5         | 1.5         | 1.7 |
| WJPA            | Washington      | A         | 95.3       | 4.2 cp  | 390        | d     | Washington Bcstg  | 64         |                   |           |        | Oldies         | 550         |                    | 0.6                               | 0.3         | 0.3         | 0.6         | 0.6       | 0.4         | 0.0         | 0.6         | 0.4 |
| WPHH            | Pittsburgh      | B         | 96.1       | 44.0    | 522        | f     | AMFM Inc          | 60         | 9910 p            |           | g      | Hot AC         | 3,000       | 0.92               | 3.3                               | 2.0         | 2.2         | 2.8         | 2.9       | 3.5         | 3.6         | 3.0         | 2.8 |
| ● WRRK          | Braddock        | B         | 96.9       | 45.0    | 532        | j     | Frischling, Saul  | 59         | 9504              | 5,500     |        | Clsc Rock      | 3,900       | 1.01               | 3.9                               | 3.0         | 3.4         | 3.3         | 3.6       | 3.2         | 3.0         | 3.2         | 2.7 |
| WLER            | Butler          | A         | 97.7       | 4.6     | 374        | a     | WBUT Inc          | 49         |                   |           |        | AC             |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0 |
| ● WOGI          | Charleroi       | A         | 98.3       | 3.0     | 230        | b     | Forever/Keymarket | 67         | 0001              | 3,500     | c2     | Country        | 500         |                    | 0.3                               | 0.3         | 0.4         | 0.0         | 0.3       | 0.4         | 0.4         | 0.5         | 0.5 |
| ● WPQR          | Uniontown       | A         | 99.3       | 3.0     | 295        | i     | Kelly, Geoffrey   | 68         | 9212              |           | st     | AC             |             |                    |                                   | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0 |
| ● WSHH          | Pittsburgh      | B         | 99.7       | 10.5    | 929        | e     | Renda Bcstg Corp  | 48         | 8310              | 2,700     |        | Soft AC        | 4,400       | 0.76               | 5.8                               | 5.5         | 4.7         | 4.4         | 5.7       | 5.2         | 4.7         | 4.6         | 5.4 |
| ● WNSY          | Talking Rock    | A         | 100.1      | 1.7 cp  | 617        | m     | McClure Bcstg     | 98         |                   |           |        | Oldies         |             |                    |                                   | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0 |
| ● WZPT          | New Kensington  | B         | 100.7      | 14.5 cp | 919        | k     | Infinity Bcstg    | 67         | 9805              |           | g2     | Hot AC         | 3,000       | 0.89               | 3.4                               | 2.6         | 2.6         | 3.0         | 3.1       | 2.9         | 3.6         | 4.5         | 3.9 |
| WORD            | Pittsburgh      | B         | 101.5      | 48.0    | 505        | c     | Salem Comm Corp   | 63         | 9212              | 6,500     | c1     | Christian      |             |                    | 1.2                               | 1.6         | 1.1         | 1.0         | 1.3       | 0.9         | 1.1         | 1.3         | 0.9 |
| WDVE            | Pittsburgh      | B         | 102.5      | 55.0    | 820        | f     | AMFM Inc          | 62         | 9910 p            |           | g      | Rock           | 14,100      | 1.54               | 9.2                               | 8.5         | 7.9         | 8.2         | 8.3       | 7.3         | 9.7         | 8.4         | 8.6 |
| WLSW            | Scottdale       | A         | 103.9      | 0.3     | 781        |       | Wall, Stanley L   | 71         |                   |           |        | Hot AC         |             |                    | 0.3                               | 0.0         | 0.0         | 0.4         | 0.0       | 0.5         | 0.0         | 0.0         | 0.0 |
| ● WELA          | E. Liverpool    | B         | 104.3      | 50.0 cp | 492        |       | Forever/Keymarket | 59         | 0002 p            | 1,800     | c4 1   | Clsc Hits      |             |                    |                                   | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0 |
| WJXX            | Pittsburgh      | B         | 104.7      | 19.0    | 794        | f     | AMFM Inc          | 93         | 9910 p            |           | g      | R&B Oldies     | 2,800       | 0.59               | 4.8                               | 4.1         | 5.2         | 4.0         | 3.5       | 3.8         | 3.0         | 3.9         | 2.8 |
| WXDX            | Pittsburgh      | B         | 105.9      | 72.0    | 528        | f     | AMFM Inc          | 60         | 9910 p            |           | g      | Alternative    | 5,600       | 0.87               | 6.5                               | 6.0         | 5.9         | 5.7         | 5.1       | 5.6         | 5.0         | 5.0         | 4.2 |
| WAMO            | Beaver Falls    | B         | 106.7      | 47.0    | 518        | g     | Sheridan Bcstg    | 60         | 7303              |           |        | Urban          | 3,300       | 0.76               | 4.4                               | 3.6         | 3.8         | 3.8         | 4.0       | 3.6         | 4.1         | 4.2         | 4.1 |
| WSSZ            | Greensburg      | A         | 107.1      | 1.6     | 449        | g     | Sheridan Bcstg    | 68         | 9609              | 2,400     |        | Urban          |             |                    | 0.4                               | 0.4         | 0.4         | 0.5         | 0.4       | 0.0         | 0.0         | 0.0         | 0.2 |
| WDSY            | Pittsburgh      | B         | 107.9      | 17.5    | 827        | k     | Infinity Bcstg    | 62         | 9805              |           | g2     | Country        | 9,100       | 1.00               | 9.2                               | 8.8         | 8.1         | 8.3         | 7.1       | 8.2         | 7.4         | 6.2         | 7.4 |
| # FM Stations - |                 |           |            | 22      | # Combos - |       |                   |            | 19                | FM TOTALS |        |                |             | 72.0               | 62.4                              | 63.8        | 62.3        | 61.5        | 60.5      | 62.9        | 63.1        | 62.3        |     |

● Indicates a change since last edition  
 †/ See introduction section for interpretation of revenue estimates.



**Metro Rank: 22**  
Revenue Rank: 26

# Pittsburgh, PA Market Overview



### Metro Counties / Population (000)

|                  |                |
|------------------|----------------|
| Allegheny, PA    | 1,269.1        |
| Beaver, PA       | 185.6          |
| Butler, PA       | 172.8          |
| Fayette, PA      | 145.0          |
| Washington, PA   | 206.1          |
| Westmoreland, PA | 375.6          |
| <b>Total</b>     | <b>2,354.2</b> |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>*** | 1993         | 1994         | 1995         | 1996                 | 1997      | 1998      | Δ 93 - 98 |
|---------------------------------|--------------|--------------|--------------|----------------------|-----------|-----------|-----------|
|                                 |              | \$64,400     | \$71,900     | \$75,000             | \$78,800  | \$86,600  | \$93,300  |
| Δ 98 - 99                       | 1999         | 2000         | 2001         | 2002                 | 2003      | Δ 99 - 03 |           |
|                                 | 8.5%         | \$101,200    | \$112,300    | \$122,400            | \$134,600 | \$145,400 | 9.5%      |
|                                 | 1993         | 1998         | 2003         | <b>Est. Breakout</b> |           |           |           |
| Revenue/Retail Sales            | \$3.55/1,000 | \$3.80/1,000 | \$4.86/1,000 | Local                | 75%       |           |           |
| Revenue/Capita                  | \$26.97      | \$39.63      | \$63.34      | National             | 25%       |           |           |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|              | 1993           | 1998     | Growth Rate | 1998     | 2003     | Growth Rate |
|--------------|----------------|----------|-------------|----------|----------|-------------|
|              | MSA Population | 2,388.0  | 2,354.2     | -0.3%    | 2,354.2  | 2,295.4     |
| Households   | 955.5          | 947.2    | -0.2%       | 947.2    | 939.4    | -0.2%       |
| Retail Sales | 18,148.3       | 24,526.6 | 6.2%        | 24,526.6 | 29,929.6 | 4.1%        |
| EBI          | 38,265.5       | 43,559.4 | 2.6%        | 43,559.4 | 53,982.0 | 4.4%        |

### Demographic Breakdown

|                    | Total       | Under 12   | 12 - 17    | 18 - 24          | 25 - 34   | 35 - 44 | 45 - 54       | Over 55   |
|--------------------|-------------|------------|------------|------------------|-----------|---------|---------------|-----------|
| Men (000)          | 1,119.3     | 163.4      | 87.4       | 96.5             | 146.3     | 183.1   | 154.2         | 288.4     |
| Women (000)        | 1,234.9     | 155.6      | 83.9       | 96.6             | 149.7     | 189.9   | 170.1         | 389.2     |
| Total              | 2,354.2     | 319.0      | 171.3      | 193.1            | 296.0     | 373.0   | 324.3         | 677.6     |
| Percentage         | 100.0%      | 13.5%      | 7.3%       | 8.2%             | 12.6%     | 15.8%   | 13.8%         | 28.8%     |
| Per Capita         | \$ 18,503   |            |            |                  |           |         |               |           |
|                    |             |            |            | Median Household | \$ 35,235 |         | Avg Household | \$ 45,988 |
| Ethnic Population: | White 90.3% | Black 8.5% | Asian 1.0% | Hispanic 0.8%    |           |         |               |           |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viabile FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|-------------|---------|---------|-------|
| # Stations | 7       | 15      |         | 13          | 22      | 26      | 48    |
| Tot 12+    | 1.0     | 61.4    |         | 59.8        | 62.4    | 23.0    | 85.4  |
| Avg 12+    | 0.1     | 4.1     |         | 4.6         | 2.8     | 0.9     | 1.8   |
| Tot LCS    | 1.2     | 71.9    |         | 70.0        | 73.1    | 26.9    | 100.0 |
| Avg LCS    | 0.2     | 4.8     |         | 5.4         | 3.3     | 1.0     | 2.1   |

# Competitive Overview

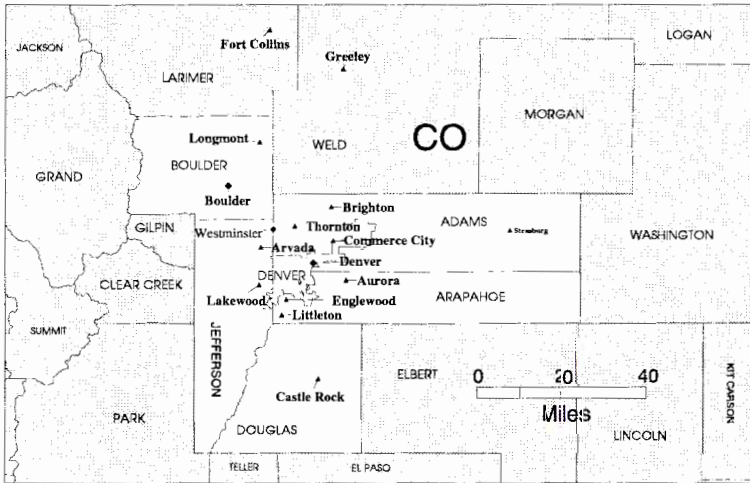
## AM Stations

| Calls  | City of License | FCC Class | Freq | Day Power (kW)              | Night Power (kW) | C  | Owner              | Year Std | Date Acq'd | Sales Price (000)            | L M A | Format      | 1999 Est Revenue (000)†/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |             |             |           |             |             |             |      |
|--------|-----------------|-----------|------|-----------------------------|------------------|----|--------------------|----------|------------|------------------------------|-------|-------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|------|
|        |                 |           |      |                             |                  |    |                    |          |            |                              |       |             |                          |             |                    | Fall 1999                         | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |      |
| WWCS   | Canonsburg      | B         | 540  | 3.6 cp                      | 0.50             |    | Birach Bcstg Corp  | 57       | 9205       | 500                          |       | Internat'l  |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |
| WMBS   | Uniontown       | B         | 590  | 1.0                         | 1.00             |    | Fayette Bcstg      | 37       |            |                              |       | 70s Hits    | 250                      |             | 0.8                | 0.7                               | 0.7         | 0.7         | 0.7         | 0.7       | 0.7         | 1.1         | 0.6         | 0.7  |
| ● WKHB | Irwin           | B         | 620  | 3.5 cp                      | 0.40             | l  | Broadcast Comm     | 34       | 9610       | 498                          |       | FullService |                          |             |                    | 0.4                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.3         | 0.0         | 0.0  |
| ● WISR | Butler          | B         | 680  | 0.3                         | 0.05             | a  | WBUT Inc           | 41       | 9701       | 730                          |       | Oldes/Talk  |                          |             | 0.3                | 0.4                               | 0.3         | 0.0         | 0.4         | 0.3       | 0.0         | 0.0         | 0.0         | 0.0  |
| WPIT   | Pittsburgh      | B         | 730  | 5.0                         | 0.02             | c  | Salem Comm Corp    | 47       | 9212       |                              | c1    | Christian   |                          |             | 0.3                | 0.0                               | 0.0         | 0.6         | 0.6         | 0.0       | 0.0         | 0.0         | 0.0         | 0.3  |
| WEDO   | McKeesport      | B         | 810  | 1.0                         | 0.00             |    | 810 Inc Bcstg      | 47       | 7206       |                              |       | Variety     |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0  |
| WAMO   | Millvale        | B         | 860  | 1.0 cp                      | 0.83             | g  | Sheridan Bcstg     | 48       | 7303       |                              |       | Urban/Oldes | 350                      |             | 0.4                | 0.0                               | 0.0         | 0.6         | 0.3         | 0.6       | 0.2         | 0.3         | 0.4         | 0.4  |
| ● WOGI | Charleroi       | B         | 940  | 0.3                         | 0.01             | b  | Forever/Keymarket  | 48       | 0001       |                              | c2    | News/Talk   |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0  |
| WWSW   | Pittsburgh      | B         | 970  | 5.0                         | 5.00             | f  | AMFM Inc           | 32       | 9910 p     |                              | g     | Oldies      |                          |             | 0.5                | 0.0                               | 0.3         | 0.5         | 0.6         | 0.3       | 0.4         | 0.5         | 0.2         | 0.2  |
| ● KDKA | Pittsburgh      | A         | 1020 | 50.0                        | 50.00            | k  | Infinity Bcstg     | 20       |            |                              |       | News/Talk   | 16,000                   | 1.13        | 14.2               | 10.7                              | 12.1        | 11.2        | 13.7        | 11.9      | 12.9        | 12.9        | 12.6        | 12.6 |
| WBUT   | Butler          | B         | 1050 | 0.5                         | 0.06             | a  | WBUT Inc           | 49       |            |                              |       | AC          |                          |             | 0.3                | 0.4                               | 0.0         | 0.4         | 0.5         | 0.0       | 0.4         | 0.0         | 0.4         | 0.4  |
| WWNL   | Pittsburgh      | B         | 1080 | 50.0                        | 0.00             | n  | Mortenson Bcstg    | 47       | 9701       | 750                          |       | Christian   | 100                      |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.4  |
| WKZV   | Washington      | B         | 1110 | 1.0                         | 0.00             |    | Helen Supinski     | 68       | 9306       | 267                          | st    | Country     |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0  |
| WASP   | Brownsville     | B         | 1130 | 5.0                         | 0.00             | h  | Forever/Keymarket  | 68       | 9910       |                              | c3    | Nostalgia   |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0  |
| WGBN   | New Kensington  | B         | 1150 | 1.0                         | 0.00             |    | Pentacostal Temple | 40       | 9211       |                              | dn    | Gospel      |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.3         | 0.3         | 0.0  |
| WBVP   | Beaver Falls    | C         | 1230 | 1.0                         | 1.00             |    | Iorio Bcstg Inc    | 48       | 9605       | 450                          |       | Nws/Tlk/Spt | 700                      |             | 0.2                | 0.5                               | 0.0         | 0.3         | 0.3         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0  |
| WEAE   | Pittsburgh      | B         | 1250 | 5.0                         | 5.00             |    | ABC Radio Inc      | 22       | 9905       | 5,000                        | na    | Sports      | 7,800                    | 4.13        | 1.9                | 1.6                               | 1.1         | 1.6         | 1.6         | 2.2       | 1.3         | 1.2         | 1.4         | 1.4  |
| ● WJAS | Pittsburgh      | B         | 1320 | 5.0                         | 5.00             | e  | Renda Bcstg Corp   | 21       | 8501       | 700                          |       | Nostalgia   | 1,000                    | 0.17        | 5.9                | 5.7                               | 5.4         | 4.9         | 4.1         | 6.0       | 4.9         | 5.2         | 6.2         | 6.2  |
| ● WCVI | Connellsville   | C         | 1340 | 1.0                         | 1.00             | i  | Kelly, Geoffrey    | 47       | 9212       |                              | st    | AC          |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0  |
| ● WPTT | McKeesport      | B         | 1360 | 5.0                         | 1.00             | e  | Renda Bcstg Corp   | 47       | 9710       | 1,250                        |       | Talk        | 600                      | 0.40        | 1.5                | 1.1                               | 1.5         | 1.3         | 1.3         | 1.2       | 0.8         | 0.8         | 0.0         | 0.0  |
| ● KQV  | Pittsburgh      | B         | 1410 | 5.0 cp                      | 5.00             |    | Calvary Inc        | 19       | 8212       | 1,800                        |       | News        | 1,100                    | 0.79        | 1.4                | 1.4                               | 1.1         | 1.2         | 1.1         | 1.3       | 1.3         | 1.0         | 1.3         | 1.3  |
| WJPA   | Washington      | C         | 1450 | 1.0                         | 1.00             | d  | Washington Bcstg   | 41       |            |                              |       | Oldies      |                          |             | 0.1                | 0.1                               | 0.2         | 0.0         | 0.0         | 0.1       | 0.0         | 0.0         | 0.1         | 0.1  |
| WMBA   | Ambridge        | B         | 1460 | 0.5                         | 0.50             |    | Donn               | 57       | 8608       | 270                          |       | Nws/Tlk/Spt |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0  |
| WPGR   | Monroeville     | B         | 1510 | 1.0 cp                      | 0.00             | n  | Mortenson Bcstg    | 64       | 9808       | 235                          |       | Urban/Gospl |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0  |
| WKTW   | Jeannette       | B         | 1530 | 1.0                         | 0.00             | l  | Broadcast Comm     | 74       | 9803       | 200                          |       | News/Talk   |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0  |
| ● WCXJ | Braddock        | B         | 1550 | 1.0                         | 0.00             |    | Anderson, William  | 47       | 9607       | 150                          |       | Talk        |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0  |
|        |                 |           |      | # AM Stations -             |                  | 26 | # Combos -         |          | 16         | AM TOTALS                    |       |             |                          |             |                    | 27.8                              | 23.0        | 22.7        | 23.3        | 25.2      | 24.6        | 23.9        | 22.8        | 24.0 |
|        |                 |           |      | AM & FM Stations Profiled - |                  | 48 | # Duopolies -      |          | 12         | Total Local Commercial Share |       |             |                          |             |                    | 85.4                              | 86.5        | 85.6        | 86.7        | 85.1      | 86.8        | 85.9        | 86.3        |      |

● Indicates a change since last edition  
 †/ See introduction section for interpretation of revenue estimates.

**Metro Rank: 23**  
Revenue Rank: 14

# Denver - Boulder Market Overview



### Metro Counties / Population (000)

|               |                |
|---------------|----------------|
| Adams, CO     | 324.4          |
| Arapahoe, CO  | 477.5          |
| Boulder, CO   | 271.2          |
| Denver, CO    | 510.3          |
| Douglas, CO   | 153.1          |
| Jefferson, CO | 513.1          |
| <b>Total</b>  | <b>2,249.6</b> |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>★★★ | 1993         | 1994         | 1995         | 1996          | 1997      | 1998      | Δ 93 - 98 |
|---------------------------------|--------------|--------------|--------------|---------------|-----------|-----------|-----------|
|                                 |              | \$83,000     | \$96,500     | \$109,300     | \$117,600 | \$134,000 | \$151,900 |
| Δ 98 - 99                       | 1999         | 2000         | 2001         | 2002          | 2003      | Δ 99 - 03 |           |
|                                 | 13.0%        | \$171,600    | \$187,100    | \$200,200     | \$218,200 | \$233,500 | 8.0%      |
|                                 | 1993         | 1998         | 2003         | Est. Breakout |           |           |           |
| Revenue/Retail Sales            | \$4.08/1,000 | \$6.03/1,000 | \$7.24/1,000 | Local         | 70%       |           |           |
| Revenue/Capita                  | \$40.86      | \$67.52      | \$95.84      | National      | 30%       |           |           |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

| MSA          | 1993       | 1998     | Growth Rate | 1998     | 2003     | Growth Rate |
|--------------|------------|----------|-------------|----------|----------|-------------|
|              | Population | 2,031.5  | 2,249.6     | 2.1%     | 2,249.6  | 2,436.3     |
| Households   | 818.9      | 908.8    | 2.1%        | 908.8    | 998.2    | 1.9%        |
| Retail Sales | 20,354.5   | 25,208.4 | 4.4%        | 25,208.4 | 32,243.2 | 5.0%        |
| EBI          | 38,022.2   | 44,283.8 | 3.1%        | 44,283.8 | 57,407.2 | 5.3%        |

### Demographic Breakdown

|                    | Total       | Under 12         | 12 - 17    | 18 - 24        | 25 - 34       | 35 - 44 | 45 - 54   | Over 55 |
|--------------------|-------------|------------------|------------|----------------|---------------|---------|-----------|---------|
| Men (000)          | 1,112.2     | 192.8            | 91.3       | 92.1           | 176.5         | 220.9   | 163.5     | 175.0   |
| Women (000)        | 1,137.4     | 184.1            | 87.3       | 89.9           | 174.5         | 219.3   | 165.8     | 216.5   |
| Total              | 2,249.6     | 376.9            | 178.7      | 182.1          | 351.0         | 440.2   | 329.3     | 391.5   |
| Percentage         | 100.0%      | 16.8%            | 7.9%       | 8.1%           | 15.6%         | 19.6%   | 14.6%     | 17.4%   |
| Per Capita         | \$ 19,685   | Median Household |            | \$ 39,932      | Avg Household |         | \$ 48,728 |         |
| Ethnic Population: | White 90.6% | Black 5.6%       | Asian 3.0% | Hispanic 13.9% |               |         |           |         |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 1       |         | 17      | 15         | 18      | 24      | 42    |
| Tot 12+    | 0.0     |         | 64.9    | 63.6       | 64.9    | 21.6    | 86.5  |
| Avg 12+    | 0.0     |         | 3.8     | 4.2        | 3.6     | 0.9     | 2.1   |
| Tot LCS    | 0.0     |         | 75.0    | 73.5       | 75.0    | 25.0    | 100.0 |
| Avg LCS    | 0.0     |         | 4.4     | 4.9        | 4.2     | 1.0     | 2.4   |

# Competitive Overview

**FM Stations**

| Calls           | City of License | FCC Class    | Freq  | Power (kW) | HAAT     | C          | Owner            | Year Std          | Date Acq'd | Sales Price (000) | L M A  | Format     | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |             |             |           |             |             |             |     |
|-----------------|-----------------|--------------|-------|------------|----------|------------|------------------|-------------------|------------|-------------------|--------|------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|-----|
|                 |                 |              |       |            |          |            |                  |                   |            |                   |        |            |                          |             |                    | Fall 1999                         | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |     |
| ● KJMN          | Castle Rock     | C2           | 92.1  | 32.5       | 600      | e          | Entravision Comm | 78                | 9912       |                   | g4     | Spanish    | 900                      | 0.46        | 1.2                | 0.8                               | 1.2         | 1.0         | 0.7         | 1.1       | 0.8         | 0.7         | 0.6         |     |
| ● KDJM          | Greeley         | C1           | 92.5  | 57.0       | 1237     | c          | Infinity Bcstg   | 67                | 0003       |                   | g4     | R&B Oldies | 3,100                    | 0.68        | 2.8                | 2.8                               | 3.2         | 2.3         | 2.0         | 2.3       | 1.7         | 2.3         | 2.3         |     |
|                 | KTCL            | Fort Collins | C     | 93.3       | 100.0    | 1129       | a                | Clear Channel     | 65         | 9905              |        | g1         | Alternative              | 2,800       | 0.61               | 2.8                               | 2.1         | 2.4         | 2.5         | 2.5       | 2.3         | 2.8         | 3.0         | 2.5 |
|                 | KRKS            | Lafayette    | C     | 94.7       | 100.0 cp | 984        | f                | Salem Comm Corp   | 71         | 9311              | 5,000  |            | Religion                 |             |                    | 0.2                               | 0.5         | 0.4         | 0.0         | 0.0       | 0.4         | 0.6         | 0.4         | 0.4 |
|                 | KHIH            | Denver       | C     | 95.7       | 100.0    | 1608       | a                | Clear Channel     | 68         | 9905              |        | g1         | Smooth Jazz              | 6,000       | 0.85               | 4.3                               | 2.8         | 3.1         | 3.9         | 4.2       | 3.8         | 3.6         | 4.2         | 5.3 |
| ● KXPK          | Evergreen       | C            | 96.5  | 100.0      | 1528     | c          | Hispanic Bcstg   | 94                | 0003       |                   | g5     | New Rock   | 4,400                    | 0.96        | 2.8                | 2.8                               | 2.4         | 2.7         | 2.2         | 2.4       | 2.9         | 2.3         | 2.9         |     |
|                 | KBCO            | Boulder      | C     | 97.3       | 100.0    | 1539       | a                | Clear Channel     | 55         | 9905              |        | g1         | Alternative              | 13,600      | 1.11               | 7.5                               | 7.2         | 6.9         | 6.9         | 7.0       | 5.1         | 5.0         | 4.7         | 5.1 |
|                 | KYGO            | Denver       | C     | 98.5       | 100.0    | 1821       | d                | Jefferson-Pilot   | 53         | 7403              |        |            | Country                  | 17,500      | 1.26               | 8.5                               | 6.9         | 7.4         | 7.6         | 7.2       | 7.1         | 7.9         | 8.2         | 7.8 |
|                 | KKHK            | Denver       | C     | 99.5       | 100.0    | 1624       | b                | Tribune Bcstg Co  | 59         | 9511              |        | nc         | Clsc Rock                | 8,500       | 1.18               | 4.4                               | 2.8         | 3.8         | 3.7         | 3.8       | 4.0         | 3.6         | 4.0         | 4.5 |
| ● KIMN          | Denver          | C            | 100.3 | 100.0      | 1132     | c          | Infinity Bcstg   | 59                | 0003       |                   | g4     | Lite AC    | 6,600                    | 1.19        | 3.4                | 4.2                               | 2.5         | 2.7         | 3.1         | 3.5       | 3.5         | 3.2         | 3.7         |     |
|                 | KOSI            | Denver       | C     | 101.1      | 100.0    | 1624       | b                | Tribune Bcstg Co  | 68         | 9301              | 19,900 | c1         | AC                       | 12,400      | 1.11               | 6.8                               | 6.2         | 5.5         | 6.0         | 6.7       | 5.4         | 5.2         | 6.1         | 6.3 |
|                 | KAGM            | Strasburg    | A     | 102.3      | 6.0      | 328        |                  | Alexander, Lenora | 95         |                   |        |            | Country                  |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0 |
|                 | KRFX            | Denver       | C     | 103.5      | 100.0    | 1045       | a                | Clear Channel     | 61         | 9905              |        | g1         | Clsc Rock                | 12,700      | 1.14               | 6.8                               | 5.5         | 5.5         | 5.9         | 5.3       | 6.9         | 5.6         | 5.8         | 5.9 |
|                 | KCKK            | Longmont     | C1    | 104.3      | 100.0 cp | 676        | d                | Jefferson-Pilot   | 64         | 9701              | 15,000 | e          | Country                  | 1,900       | 0.39               | 3.0                               | 2.5         | 2.9         | 1.9         | 3.3       | 2.3         | 2.0         | 2.2         | 1.8 |
| ● KXKL          | Denver          | C            | 105.1 | 100.0      | 1168     | c          | Infinity Bcstg   | 56                | 0003       |                   | g4     | Oldies     | 8,500                    | 1.00        | 5.2                | 4.0                               | 4.2         | 4.6         | 4.5         | 4.8       | 4.9         | 4.8         | 4.5         |     |
| ● KALC          | Denver          | C            | 105.9 | 100.0      | 1470     | c          | Salem Comm Corp  | 65                | 0003       |                   | g6     | Hot AC     | 9,800                    | 1.03        | 5.8                | 4.2                               | 5.8         | 5.0         | 4.8         | 4.5       | 5.1         | 4.0         | 4.4         |     |
|                 | KBPI            | Denver       | C     | 106.7      | 100.0    | 988        | a                | Clear Channel     | 62         | 9905              |        | g1         | Alternative              | 7,400       | 0.89               | 5.1                               | 3.6         | 4.2         | 4.9         | 3.6       | 5.0         | 4.6         | 5.0         | 3.4 |
|                 | KQKS            | Lakewood     | C     | 107.5      | 100.0    | 1198       | d                | Jefferson-Pilot   | 66         | 9301              | 6,100  | c2         | CHR/Rhymc                | 6,600       | 0.60               | 6.7                               | 6.0         | 4.9         | 5.5         | 6.1       | 6.5         | 5.6         | 6.2         | 6.1 |
| # FM Stations - |                 |              |       |            | 18       | # Combos - |                  |                   |            |                   | 17     | FM TOTALS  |                          |             | 77.3               | 64.9                              | 66.3        | 67.1        | 67.0        | 67.4      | 65.4        | 67.1        | 67.5        |     |

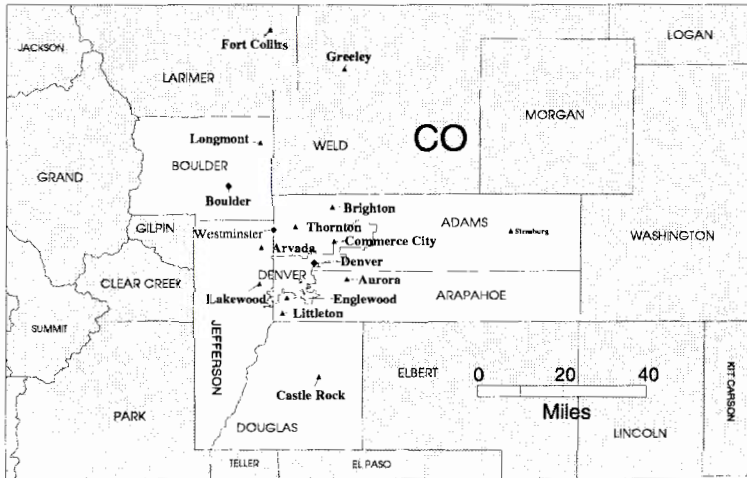
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

**Metro Rank: 23**

Revenue Rank: 14

# Denver - Boulder Market Overview



### Metro Counties / Population (000)

|               |                |
|---------------|----------------|
| Adams, CO     | 324.4          |
| Arapahoe, CO  | 477.5          |
| Boulder, CO   | 271.2          |
| Denver, CO    | 510.3          |
| Douglas, CO   | 153.1          |
| Jefferson, CO | 513.1          |
| <b>Total</b>  | <b>2,249.6</b> |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>★★★ | 1993         | 1994         | 1995         | 1996          | 1997      | 1998      | Δ 93 - 98 |
|---------------------------------|--------------|--------------|--------------|---------------|-----------|-----------|-----------|
|                                 |              | \$83,000     | \$96,500     | \$109,300     | \$117,600 | \$134,000 | \$151,900 |
| Δ 98 - 99                       | 1999         | 2000         | 2001         | 2002          | 2003      | Δ 99 - 03 |           |
|                                 | 13.0%        | \$171,600    | \$187,100    | \$200,200     | \$218,200 | \$233,500 | 8.0%      |
| Revenue/Retail Sales            | \$4.08/1,000 | \$6.03/1,000 | \$7.24/1,000 | Est. Breakout |           |           |           |
| Revenue/Capita                  | \$40.86      | \$67.52      | \$95.84      | Local         | 70%       | National  | 30%       |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|              | 1993           | 1998     | Growth Rate | 1998     | 2003     | Growth Rate |
|--------------|----------------|----------|-------------|----------|----------|-------------|
|              | MSA Population | 2,031.5  | 2,249.6     | 2.1%     | 2,249.6  | 2,436.3     |
| Households   | 818.9          | 908.8    | 2.1%        | 908.8    | 998.2    | 1.9%        |
| Retail Sales | 20,354.5       | 25,208.4 | 4.4%        | 25,208.4 | 32,243.2 | 5.0%        |
| EBI          | 38,022.2       | 44,283.8 | 3.1%        | 44,283.8 | 57,407.2 | 5.3%        |

### Demographic Breakdown

|                    | Total       | Under 12         | 12 - 17    | 18 - 24        | 25 - 34       | 35 - 44 | 45 - 54   | Over 55 |
|--------------------|-------------|------------------|------------|----------------|---------------|---------|-----------|---------|
| Men (000)          | 1,112.2     | 192.8            | 91.3       | 92.1           | 176.5         | 220.9   | 163.5     | 175.0   |
| Women (000)        | 1,137.4     | 184.1            | 87.3       | 89.9           | 174.5         | 219.3   | 165.8     | 216.5   |
| Total              | 2,249.6     | 376.9            | 178.7      | 182.1          | 351.0         | 440.2   | 329.3     | 391.5   |
| Percentage         | 100.0%      | 16.8%            | 7.9%       | 8.1%           | 15.6%         | 19.6%   | 14.6%     | 17.4%   |
| Per Capita         | \$ 19,685   | Median Household |            | \$ 39,932      | Avg Household |         | \$ 48,728 |         |
| Ethnic Population: | White 90.6% | Black 5.6%       | Asian 3.0% | Hispanic 13.9% |               |         |           |         |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 1       |         | 17      | 15         | 18      | 24      | 42    |
| Tot 12+    | 0.0     |         | 64.9    | 63.6       | 64.9    | 21.6    | 86.5  |
| Avg 12+    | 0.0     |         | 3.8     | 4.2        | 3.6     | 0.9     | 2.1   |
| Tot LCS    | 0.0     |         | 75.0    | 73.5       | 75.0    | 25.0    | 100.0 |
| Avg LCS    | 0.0     |         | 4.4     | 4.9        | 4.2     | 1.0     | 2.4   |



# Competitive Overview

## AM Stations

| Calls  | City of License | FCC Class | Freq | Day Power (kW)              | Night Power (kW) | C  | Owner             | Year Std | Date Acq'd | Sales Price (000)            | L M A | Format      | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |             |             |           |             |             |             |      |
|--------|-----------------|-----------|------|-----------------------------|------------------|----|-------------------|----------|------------|------------------------------|-------|-------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|------|
|        |                 |           |      |                             |                  |    |                   |          |            |                              |       |             |                          |             |                    | Fall 1999                         | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |      |
| ● KLZ  | Denver          | B         | 560  | 5.0                         | 5.00             | g  | Crawford Bcstg Co | 22       | 9208       | 1,500                        |       | Nstlg/BgBnd |                          |             |                    | 0.8                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.4         |      |
| KHOW   | Denver          | B         | 630  | 5.0                         | 5.00             | a  | Clear Channel     | 25       | 9905       |                              | g1    | News/Talk   | 8,700                    | 1.16        | 4.6                | 3.8                               | 3.5         | 4.2         | 3.8         | 4.5       | 4.4         | 3.8         | 4.3         |      |
| KLTT   | Commerce City   | B         | 670  | 50.0                        | 1.40             | g  | Crawford Bcstg Co | 95       | 9312       | 750                          |       | Christian   |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |
| KNUS   | Denver          | B         | 710  | 5.0                         | 5.00             | f  | Salem Comm Corp   | 41       | 9603       | 1,200                        |       | Nws/Tlk/Spt |                          |             | 0.6                | 0.5                               | 0.5         | 0.5         | 0.5         | 0.5       | 0.5         | 0.5         | 0.6         |      |
| KTLK   | Thornton        | B         | 760  | 50.0                        | 1.00             | a  | Clear Channel     | 87       | 9905       |                              | g1    | Talk        | 2,200                    | 1.34        | 1.0                | 1.0                               | 0.8         | 0.7         | 0.8         | 1.1       | 0.9         | 0.7         | 0.8         |      |
| KLDC   | Brighton        | B         | 800  | 1.0                         | 0.00             | g  | Crawford Bcstg Co | 56       | 9312       | 750                          |       | Chrst/Relgn |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.3         | 0.0         | 0.0         |      |
| KOA    | Denver          | A         | 850  | 50.0                        | 50.00            | a  | Clear Channel     | 24       | 9905       |                              | g1    | Nws/Tlk/Spt | 29,200                   | 2.18        | 8.2                | 7.4                               | 6.6         | 7.3         | 7.5         | 7.1       | 7.4         | 8.5         | 6.7         |      |
| ● KPOF | Denver          | B         | 910  | 5.0                         | 1.00             |    | Pillar of Fire    | 28       |            |                              |       | Religion    |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |
| KKFN   | Denver          | B         | 950  | 5.0                         | 5.00             | d  | Jefferson-Pilot   | 22       | 7403       |                              |       | Sports      | 2,900                    | 1.11        | 1.6                | 1.8                               | 1.1         | 1.8         | 1.7         | 1.0       | 0.7         | 1.1         | 1.5         |      |
| KRKS   | Denver          | B         | 990  | 4.2 cp                      | 0.39             | f  | Salem Comm Corp   | 53       | 9311       | 500                          |       | Religion    |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |
| ● KLMO | Longmont        | B         | 1060 | 10.0 cp                     | 0.11             |    | Pilgrim Comm LLC  | 49       | 9805       | 575                          |       | Country     |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |
| ● KMXA | Aurora          | B         | 1090 | 50.0                        | 0.50             | e  | Entravision Comm  | 72       | 9912 p     |                              | g4    | Spanish     | 1,300                    | 0.72        | 1.1                | 1.2                               | 1.1         | 0.7         | 0.8         | 1.1       | 1.7         | 1.0         | 0.7         |      |
| KUCV   | Englewood       | B         | 1150 | 5.0                         | 1.00             |    | Radio Unica       | 51       | 9911 p     | 2,800                        | 1     | Spanish     | 150                      |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |
| KVCU   | Boulder         | B         | 1190 | 5.0                         | 0.11             |    | Univ of Colorado  | 73       | 9801       |                              | dn    | Alternative |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |
| KLVZ   | Denver          | B         | 1220 | 0.7                         | 0.01             |    | Crawford Bcstg Co | 54       | 9909       | 1,500                        |       | Spanish     | 250                      |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.3         | 0.3         |      |
| KVOD   | Denver          | B         | 1280 | 5.0                         | 5.00             | c  | AMFM Inc          | 48       | 9910 p     |                              | g     | Classical   | 850                      |             | 0.9                | 1.4                               | 1.4         | 0.4         | 0.6         | 0.7       | 0.8         | 0.6         | 0.5         |      |
| ● KKYD | Denver          | C         | 1340 | 1.0                         | 1.00             |    | Catholic Radio    | 56       | 9810       |                              | g     | Religion    |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |
| ● KJME | Denver          | B         | 1390 | 5.0                         | 0.14             |    | Montana Media Inc | 54       | 9603       | 1,500                        |       | Spanish     |                          |             | 0.7                | 0.8                               | 0.5         | 0.6         | 0.7         | 0.5       | 0.4         | 0.4         | 0.0         |      |
| ● KEZW | Aurora          | B         | 1430 | 5.0                         | 5.00             | b  | Tribune Bcstg Co  | 54       | 9301       |                              | c1    | BgBnd/Nstlg | 1,700                    | 0.34        | 3.1                | 2.4                               | 2.9         | 2.7         | 2.6         | 2.6       | 3.0         | 3.3         | 3.5         |      |
| KWAB   | Boulder         | C         | 1490 | 1.0                         | 1.00             |    | Workings Assets   | 47       | 9902       | 575                          |       | News/Talk   |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |
| ● KDKO | Littleton       | B         | 1510 | 10.0                        | 1.30             |    | Peoples Wireless  | 57       | 8901       | 900                          |       | Urban       | 500                      |             | 0.3                | 0.4                               | 0.7         | 0.0         | 0.0         | 0.5       | 0.6         | 0.4         | 0.6         |      |
| KADZ   | Arvada          | B         | 1550 | 10.0 cp                     | 4.75             | h  | ABC Radio Inc     | 62       | 9811       | 3,500                        |       | Children    | 275                      |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |
| KCKK   | Lakewood        | B         | 1600 | 5.0                         | 5.00             | d  | Jefferson-Pilot   | 55       | 9301       |                              | c2    | Country     | 900                      |             | 0.3                | 0.1                               | 0.2         | 0.3         | 0.3         | 0.4       | 0.3         | 0.3         | 0.3         |      |
| KDDZ   | Arvada          | B         | 1690 | 1.0 cp                      | 1.00             | h  | ABC Radio Inc     | 99       | 9811       | 3,500                        |       | Children    |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |
|        |                 |           |      | # AM Stations -             |                  | 24 | # Combos -        |          | 15         | AM TOTALS                    |       |             |                          |             |                    | 22.4                              | 21.6        | 19.3        | 19.2        | 19.3      | 20.0        | 21.0        | 20.9        | 20.2 |
|        |                 |           |      | AM & FM Stations Profiled - |                  | 42 | # Duopolies -     |          | 14         | Total Local Commercial Share |       |             |                          |             |                    | 86.5                              | 85.6        | 86.3        | 86.3        | 87.4      | 86.4        | 88.0        | 87.7        |      |

● Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

**Metro Rank: 24**

Revenue Rank: 25

# Cleveland Market Overview



**Metro Counties / Population (000)**

|              |                |
|--------------|----------------|
| Cuyahoga, OH | 1,376.6        |
| Geauga, OH   | 89.4           |
| Lake, OH     | 223.9          |
| Lorain, OH   | 283.8          |
| Medina, OH   | 145.2          |
| <b>Total</b> | <b>2,118.9</b> |

**Market Radio Financials**

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>*** | 1993         | 1994         | 1995         | 1996      | 1997      | 1998      | Δ 93 - 98     |
|---------------------------------|--------------|--------------|--------------|-----------|-----------|-----------|---------------|
|                                 |              | \$64,800     | \$72,800     | \$79,800  | \$83,800  | \$89,300  | \$96,900      |
| Δ 98 - 99                       | 1999         | 2000         | 2001         | 2002      | 2003      | 2003      | Δ 99 - 03     |
|                                 | 7.2%         | \$103,900    | \$114,300    | \$124,000 | \$135,200 | \$146,000 | 8.9%          |
|                                 | 1993         | 1998         | 2003         |           |           |           | Est. Breakout |
| Revenue/Retail Sales            | \$3.60/1,000 | \$4.46/1,000 | \$5.46/1,000 |           |           |           | Local 74%     |
| Revenue/Capita                  | \$30.48      | \$45.73      | \$69.71      |           |           |           | National 26%  |

**Demographic and Economic Overview**

(000's, except Retail Sales and EBI in 000,000's)

|              | 1993           | 1998     | Growth Rate | 1998     | 2003     | Growth Rate |
|--------------|----------------|----------|-------------|----------|----------|-------------|
|              | MSA Population | 2,126.1  | 2,118.9     | -0.1%    | 2,118.9  | 2,094.3     |
| Households   | 820.5          | 827.7    | 0.2%        | 827.7    | 831.9    | 0.1%        |
| Retail Sales | 18,018.4       | 21,711.8 | 3.8%        | 21,711.8 | 26,729.8 | 4.2%        |
| EBI          | 34,626.7       | 37,804.8 | 1.8%        | 37,804.8 | 45,020.7 | 3.6%        |

**Demographic Breakdown**

|                    | Total       | Under 12    | 12 - 17    | 18 - 24          | 25 - 34   | 35 - 44 | 45 - 54       | Over 55   |
|--------------------|-------------|-------------|------------|------------------|-----------|---------|---------------|-----------|
| Men (000)          | 1,012.6     | 167.2       | 88.5       | 84.9             | 139.1     | 165.4   | 141.8         | 225.6     |
| Women (000)        | 1,106.3     | 160.7       | 84.9       | 85.5             | 144.1     | 175.5   | 155.8         | 299.9     |
| Total              | 2,118.9     | 327.9       | 173.4      | 170.4            | 283.1     | 341.0   | 297.5         | 525.5     |
| Percentage         | 100.0%      | 15.5%       | 8.2%       | 8.0%             | 13.4%     | 16.1%   | 14.0%         | 24.8%     |
| Per Capita         | \$ 17,842   |             |            |                  |           |         |               |           |
|                    |             |             |            | Median Household | \$ 36,761 |         | Avg Household | \$ 45,675 |
| Ethnic Population: | White 79.0% | Black 19.4% | Asian 1.5% | Hispanic 2.9%    |           |         |               |           |

**Market Summary**

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 1       | 15      |         | 12         | 16      | 16      | 32    |
| Tot 12+    | 2.2     | 65.0    |         | 64.4       | 67.2    | 18.5    | 85.7  |
| Avg 12+    | 2.2     | 4.3     |         | 5.4        | 4.2     | 1.2     | 2.7   |
| Tot LCS    | 2.6     | 75.8    |         | 75.1       | 78.4    | 21.6    | 100.0 |
| Avg LCS    | 2.6     | 5.1     |         | 6.3        | 4.9     | 1.3     | 3.1   |

# Competitive Overview

Some stations also rated in Akron.

## FM Stations

| Calls           | City of License | FCC Class | Freq  | Power (kW) | HAAT | C | Owner               | Year Std | Date Acq'd | Sales Price (000) | L M A    | Format | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |             |             |           |             |             |             |      |      |      |      |      |      |      |      |      |
|-----------------|-----------------|-----------|-------|------------|------|---|---------------------|----------|------------|-------------------|----------|--------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|------|------|------|------|------|------|------|------|------|
|                 |                 |           |       |            |      |   |                     |          |            |                   |          |        |                          |             |                    | Fall 1999                         | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |      |      |      |      |      |      |      |      |      |
| ● WZJM          | Cleveland Hts   | B         | 92.3  | 40.0       | 548  | c | Infinity Bcstg      | 60       | 0003       | p                 |          | g3     | R&B Oldies               | 4,200       | 0.65               | 6.1                               | 4.3         | 4.8         | 5.0         | 5.7       | 5.8         | 5.6         | 4.9         | 4.8  |      |      |      |      |      |      |      |      |
| ● WZAK          | Cleveland       | B         | 93.1  | 27.5       | 620  | c | Radio One Inc       | 63       | 0003       | p                 |          | g5     | Urban                    | 10,100      | 1.11               | 8.5                               | 6.2         | 5.7         | 6.7         | 8.4       | 8.7         | 8.7         | 9.0         | 9.3  |      |      |      |      |      |      |      |      |
| ● WQMX          | Medina          | B         | 94.9  | 16.2       | 879  |   | Rubber City Radio   | 60       | 8806       |                   | See (68) |        | Country                  | n/a         |                    | 0.7                               | 0.6         | 0.6         | 0.6         | 0.6       | 0.7         | 0.6         | 0.7         | 0.8  |      |      |      |      |      |      |      |      |
| WCLV            | Cleveland       | B         | 95.5  | 31.0       | 620  |   | Radio Seaway Inc    | 60       | 6211       |                   | 80       |        | Classical                | 3,100       | 1.00               | 2.9                               | 2.7         | 2.4         | 2.4         | 3.1       | 2.3         | 3.1         | 2.3         | 3.4  |      |      |      |      |      |      |      |      |
| WHK             | Canton          | B         | 98.1  | 15.5       | 879  | f | Salem Comm Corp     | 61       | 9701       |                   |          | g      | Chrst/Talk               |             |                    |                                   | 0.0         | 0.0         | 0.1         | 0.0       | 0.0         | 0.0         | 0.0         | 0.1  |      |      |      |      |      |      |      |      |
| ● WNCX          | Cleveland       | B         | 98.5  | 16.0       | 961  |   | Infinity Bcstg      | 48       | 9904       |                   |          | g      | Clsc Rock                | 8,900       | 1.39               | 6.0                               | 5.3         | 5.5         | 4.9         | 5.0       | 5.4         | 5.2         | 5.3         | 5.1  |      |      |      |      |      |      |      |      |
| ● WGAR          | Cleveland       | B         | 99.5  | 50.0       | 499  | a | Clear Channel       | 48       | 9905       |                   |          | g2     | Country                  | 10,000      | 1.04               | 9.0                               | 7.5         | 6.7         | 8.7         | 8.5       | 7.3         | 6.6         | 8.0         | 6.9  |      |      |      |      |      |      |      |      |
| ● WMMS          | Cleveland       | B         | 100.7 | 34.0       | 600  | a | Clear Channel       | 48       | 9905       |                   |          | g2     | Rock                     | 6,000       | 1.01               | 5.6                               | 5.6         | 4.8         | 4.5         | 4.7       | 5.4         | 4.1         | 4.1         | 4.6  |      |      |      |      |      |      |      |      |
| ● WDOK          | Cleveland       | B         | 102.1 | 12.0       | 1004 | d | Infinity Bcstg      | 50       | 0003       | p                 |          | g3     | Soft AC                  | 9,800       | 1.29               | 7.1                               | 6.4         | 5.5         | 6.2         | 6.1       | 7.0         | 6.1         | 6.3         | 7.2  |      |      |      |      |      |      |      |      |
| ● WCRF          | Cleveland       | B         | 103.3 | 25.5       | 659  |   | Moody Bible Inst    | 58       |            |                   |          |        | Inspiration              |             |                    |                                   | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0  |      |      |      |      |      |      |      |      |
| ● WQAL          | Cleveland       | B         | 104.1 | 11.0       | 1060 |   | Infinity Bcstg      | 48       | 0003       | p                 |          | g      | Hot AC                   | 9,000       | 1.54               | 5.5                               | 4.8         | 4.9         | 4.7         | 4.6       | 5.0         | 4.5         | 4.0         | 4.5  |      |      |      |      |      |      |      |      |
| ● WAKS          | Lorain          | A         | 104.9 | 2.7        | 499  | a | Clear Channel       | 75       | 9905       |                   |          | g2     | ChrsContemp              | 700         | 0.47               | 1.4                               | 2.2         | 2.5         | 1.1         | 0.8       | 0.5         | 1.0         | 0.5         | 0.3  |      |      |      |      |      |      |      |      |
| ● WMJI          | Cleveland       | B         | 105.7 | 16.0       | 1129 | a | Clear Channel       | 54       | 9905       |                   |          | g2     | Oldies                   | 12,700      | 1.28               | 9.3                               | 7.6         | 7.3         | 8.5         | 9.0       | 7.4         | 9.0         | 8.5         | 8.1  |      |      |      |      |      |      |      |      |
| ● WMVX          | Cleveland       | B         | 106.5 | 11.5       | 1037 | a | Clear Channel       | 60       | 9905       |                   |          | g2     | Hot AC                   | 8,400       | 1.41               | 5.6                               | 4.5         | 4.8         | 4.4         | 4.9       | 5.4         | 5.8         | 5.9         | 5.7  |      |      |      |      |      |      |      |      |
| WNWV            | Elyria          | B         | 107.3 | 50.0       | 466  | b | Elyria-Lorain Bcstg | 48       |            |                   |          |        | NAC                      | 3,100       | 0.55               | 5.3                               | 5.0         | 3.9         | 4.6         | 4.5       | 5.4         | 4.1         | 4.3         | 3.9  |      |      |      |      |      |      |      |      |
| ● WENZ          | Cleveland       | B         | 107.9 | 15.9       | 892  | e | Radio One Inc       | 59       | 9905       |                   |          | g3     | R&B/Old/Urban            | 1,600       | 0.42               | 3.6                               | 4.5         | 4.3         | 3.1         | 2.7       | 2.4         | 2.1         | 2.5         | 2.6  |      |      |      |      |      |      |      |      |
| # FM Stations - |                 |           |       |            |      |   |                     |          |            |                   |          |        |                          |             |                    | 16                                | # Combos -  |             | 11          | FM TOTALS |             |             |             | 76.6 | 67.2 | 63.7 | 65.5 | 68.6 | 68.7 | 66.5 | 66.3 | 67.3 |

## AM Stations

| Calls                       | City of License | FCC Class | Freq | Day Power (kW) | Night Power (kW) | C | Owner               | Year Std | Date Acq'd | Sales Price (000) | L M A | Format | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |               |             |             |                              |             |             |             |      |      |      |      |      |      |      |      |      |
|-----------------------------|-----------------|-----------|------|----------------|------------------|---|---------------------|----------|------------|-------------------|-------|--------|--------------------------|-------------|--------------------|-----------------------------------|---------------|-------------|-------------|------------------------------|-------------|-------------|-------------|------|------|------|------|------|------|------|------|------|
|                             |                 |           |      |                |                  |   |                     |          |            |                   |       |        |                          |             |                    | Fall 1999                         | Summer 1999   | Spring 1999 | Winter 1999 | Fall 1998                    | Summer 1998 | Spring 1998 | Winter 1998 |      |      |      |      |      |      |      |      |      |
| ● WRMR                      | Cleveland       | B         | 850  | 50.0           | 0.50             | d | Salem Comm Corp     | 26       | 0003       | p                 |       | g4     | Adlt Stndrd              | 3,200       | 0.48               | 6.3                               | 6.1           | 5.5         | 5.5         | 5.9                          | 4.8         | 5.8         | 5.4         | 6.2  |      |      |      |      |      |      |      |      |
| WEOL                        | Elyria          | B         | 930  | 1.0            | 1.00             | b | Elyria-Lorain Bcstg | 48       |            |                   |       |        | News/Sprts               | 600         |                    | 0.5                               | 0.6           | 0.6         | 0.6         | 0.0                          | 0.4         | 0.6         | 0.7         | 0.3  |      |      |      |      |      |      |      |      |
| WCCD                        | Parma           | B         | 1000 | 0.5            | 0.00             |   | Salem Comm Corp     | 73       | 9707       |                   |       | g      | Chrst/Talk               |             |                    |                                   | 0.0           | 0.0         | 0.0         | 0.0                          | 0.0         | 0.0         | 0.0         | 0.0  |      |      |      |      |      |      |      |      |
| ● WJTB                      | N Ridgeville    | B         | 1040 | 5.0            | 0.00             |   | Taylor Bcstg Co     | 84       |            |                   |       |        | Urban AC                 |             |                    |                                   | 0.0           | 0.0         | 0.0         | 0.0                          | 0.0         | 0.0         | 0.0         | 0.0  |      |      |      |      |      |      |      |      |
| WTAM                        | Cleveland       | A         | 1100 | 50.0           | 50.00            | a | Clear Channel       | 23       | 9905       |                   |       | g2     | News/Talk                | 7,600       | 0.76               | 9.4                               | 6.6           | 11.1        | 8.8         | 5.7                          | 6.9         | 8.7         | 8.3         | 4.9  |      |      |      |      |      |      |      |      |
| ● WKNR                      | Cleveland       | B         | 1220 | 50.0           | 50.00            |   | Salem Comm Corp     | 30       | 0003       | p                 |       | g4     | Sports                   | 2,000       | 0.82               | 2.3                               | 2.6           | 2.2         | 1.9         | 1.8                          | 2.1         | 1.6         | 2.0         | 2.2  |      |      |      |      |      |      |      |      |
| WWMK                        | Cleveland       | B         | 1260 | 10.0           | 5.00             |   | ABC Radio Inc       | 50       | 9808       |                   | 3,900 |        | Children                 | 300         |                    |                                   | 0.0           | 0.0         | 0.0         | 0.0                          | 0.0         | 0.0         | 0.0         | 0.0  |      |      |      |      |      |      |      |      |
| ● WERE                      | Cleveland       | B         | 1300 | 5.0            | 5.00             | e | Radio One Inc       | 49       | 9905       |                   |       | g3     | News/Talk                | 700         |                    | 0.5                               | 0.0           | 0.4         | 0.5         | 0.4                          | 0.4         | 0.6         | 0.5         | 0.6  |      |      |      |      |      |      |      |      |
| ● WOBL                      | Oberlin         | B         | 1320 | 1.0            | 1.00             |   | WOBL Radio Inc      | 71       |            |                   |       |        | Country                  |             |                    |                                   | 0.0           | 0.0         | 0.0         | 0.0                          | 0.0         | 0.0         | 0.3         | 0.0  |      |      |      |      |      |      |      |      |
| ● WELW                      | Willoughby      | B         | 1330 | 0.5            | 0.04             |   | Spirit Bcstg Corp   | 65       | 9009       |                   | 25    | 1      | Variety                  |             |                    | 0.2                               | 0.3           | 0.0         | 0.0         | 0.3                          | 0.3         | 0.0         | 0.0         | 0.4  |      |      |      |      |      |      |      |      |
| WDLW                        | Lorain          | B         | 1380 | 0.5            | 0.06             |   | Baldwin             | 69       | 8912       |                   | 300   | 1      | Spanish                  |             |                    |                                   | 0.0           | 0.0         | 0.0         | 0.0                          | 0.0         | 0.0         | 0.0         | 0.0  |      |      |      |      |      |      |      |      |
| WHK                         | Cleveland       | B         | 1420 | 5.0            | 5.00             | f | Salem Comm Corp     | 21       | 9701       |                   | 6,500 |        | Chrst/Talk               |             |                    | 0.2                               | 0.0           | 0.0         | 0.3         | 0.3                          | 0.0         | 0.0         | 0.0         | 0.2  |      |      |      |      |      |      |      |      |
| ● WBKC                      | Painesville     | B         | 1460 | 1.0            | 0.50             |   | Water's Edge        | 56       | 9511       |                   | 50    |        | Variety                  |             |                    |                                   | 0.0           | 0.0         | 0.0         | 0.0                          | 0.0         | 0.0         | 0.0         | 0.0  |      |      |      |      |      |      |      |      |
| ● WJMO                      | Cleveland Hts   | C         | 1490 | 1.0            | 1.00             | c | Radio One Inc       | 47       | 0003       | p                 |       | g5     | Gospel                   | 1,200       | 0.47               | 2.4                               | 1.5           | 1.4         | 2.2         | 2.3                          | 2.6         | 2.2         | 2.1         | 2.5  |      |      |      |      |      |      |      |      |
| ● WABQ                      | Cleveland       | B         | 1540 | 1.0            | 0.00             |   | Linn, John R.       | 47       | 8008       |                   | 600   |        | Gospel                   | 700         | 0.47               | 1.4                               | 0.8           | 0.8         | 1.6         | 1.6                          | 1.0         | 1.3         | 1.0         | 1.7  |      |      |      |      |      |      |      |      |
| ● WATJ                      | Chardon         | B         | 1560 | 1.0            | 0.00             |   | Music Express       | 69       |            |                   |       |        | Oldies                   |             |                    |                                   | 0.0           | 0.0         | 0.0         | 0.0                          | 0.0         | 0.0         | 0.0         | 0.0  |      |      |      |      |      |      |      |      |
| # AM Stations -             |                 |           |      |                |                  |   |                     |          |            |                   |       |        |                          |             |                    | 16                                | # Combos -    |             | 6           | AM TOTALS                    |             |             |             | 23.2 | 18.5 | 22.0 | 21.4 | 18.3 | 18.5 | 20.8 | 20.3 | 19.0 |
| AM & FM Stations Profiled - |                 |           |      |                |                  |   |                     |          |            |                   |       |        |                          |             |                    | 32                                | # Duopolies - |             | 8           | Total Local Commercial Share |             |             |             | 85.7 | 85.7 | 86.9 | 86.9 | 87.2 | 87.3 | 86.6 | 86.3 |      |

● Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

**Metro Rank: 25**

Revenue Rank: 22

# Portland, OR Market Overview



### Metro Counties / Population (000)

|                |                |
|----------------|----------------|
| Clackamas, OR  | 326.4          |
| Marion, OR     | 276.4          |
| Multnomah, OR  | 651.7          |
| Washington, OR | 401.0          |
| Yamhill, OR    | 82.2           |
| Clark, WA      | 339.6          |
| <b>Total</b>   | <b>2,077.3</b> |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>*** | 1993         | 1994         | 1995         | 1996      | 1997      | 1998      | Δ 93 - 98     |
|---------------------------------|--------------|--------------|--------------|-----------|-----------|-----------|---------------|
|                                 | \$62,000     | \$69,200     | \$74,000     | \$88,000  | \$95,300  | \$107,200 | 11.6%         |
| Δ 98 - 99                       | 1999         | 2000         | 2001         | 2002      | 2003      | Δ 99 - 03 |               |
| 6.9%                            | \$114,600    | \$126,100    | \$138,700    | \$152,500 | \$167,800 | 10.0%     |               |
|                                 | 1993         | 1998         | 2003         |           |           |           | Est. Breakout |
| Revenue/Retail Sales            | \$3.57/1,000 | \$4.34/1,000 | \$5.04/1,000 |           |           |           | Local 70%     |
| Revenue/Capita                  | \$33.28      | \$51.61      | \$74.95      |           |           |           | National 30%  |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|              | 1993           | 1998     | Growth Rate | 1998     | 2003     | Growth Rate |
|--------------|----------------|----------|-------------|----------|----------|-------------|
|              | MSA Population | 1,863.1  | 2,077.3     | 2.2%     | 2,077.3  | 2,238.7     |
| Households   | 717.5          | 802.0    | 2.3%        | 802.0    | 869.4    | 1.6%        |
| Retail Sales | 17,350.6       | 24,679.1 | 7.3%        | 24,679.1 | 33,313.2 | 6.2%        |
| EBI          | 30,355.3       | 37,222.2 | 4.2%        | 37,222.2 | 50,140.5 | 6.1%        |

### Demographic Breakdown

|                    | Total       | Under 12   | 12 - 17    | 18 - 24          | 25 - 34   | 35 - 44 | 45 - 54       | Over 55   |
|--------------------|-------------|------------|------------|------------------|-----------|---------|---------------|-----------|
| Men (000)          | 1,022.8     | 173.0      | 88.7       | 82.8             | 144.5     | 192.8   | 150.6         | 190.3     |
| Women (000)        | 1,054.5     | 165.2      | 84.9       | 80.9             | 139.6     | 192.5   | 148.4         | 242.9     |
| Total              | 2,077.3     | 338.2      | 173.7      | 163.7            | 284.1     | 385.3   | 299.1         | 433.2     |
| Percentage         | 100.0%      | 16.3%      | 8.4%       | 7.9%             | 13.7%     | 18.5%   | 14.4%         | 20.9%     |
| Per Capita         | \$ 17,919   |            |            |                  |           |         |               |           |
|                    |             |            |            | Median Household | \$ 38,037 |         | Avg Household | \$ 46,412 |
| Ethnic Population: | White 91.8% | Black 2.9% | Asian 4.4% | Hispanic 6.3%    |           |         |               |           |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations |         |         | 14      | 14         | 14      | 26      | 40    |
| Tot 12+    |         |         | 63.0    | 63.0       | 63.0    | 19.4    | 82.4  |
| Avg 12+    |         |         | 4.5     | 4.5        | 4.5     | 0.7     | 2.1   |
| Tot LCS    |         |         | 76.5    | 76.5       | 76.5    | 23.5    | 100.0 |
| Avg LCS    |         |         | 5.5     | 5.5        | 5.5     | 0.9     | 2.5   |

# Competitive Overview

## FM Stations

| Calls           | City of License | FCC Class | Freq  | Power (kW) | HAAT | C          | Owner           | Year Std | Date Acq'd | Sales Price (000) | L M A | Format      | 1999 Est        |             | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |             |             |           |             |             |             |
|-----------------|-----------------|-----------|-------|------------|------|------------|-----------------|----------|------------|-------------------|-------|-------------|-----------------|-------------|--------------------|-----------------------------------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|
|                 |                 |           |       |            |      |            |                 |          |            |                   |       |             | Revenue (000)1/ | Power Ratio |                    | Fall 1999                         | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |
| KGON            | Portland        | C         | 92.3  | 100.0      | 1266 | a          | Entercom        | 67       | 9808       | 24,500            | c1    | Clsc Rock   | 10,000          | 1.39        | 6.2                | 4.5                               | 5.0         | 5.2         | 5.1         | 5.1       | 5.3         | 4.8         | 5.1         |
| KPDQ            | Portland        | C         | 93.7  | 100.0      | 1270 | f          | Salem Comm Corp | 61       | 8609       | 6,500             | c3    | Religion    |                 |             | 1.6                | 0.8                               | 1.9         | 1.1         | 0.8         | 1.4       | 1.5         | 2.0         | 1.5         |
| KNRK            | Camas           | C2        | 94.7  | 17.0       | 850  | a          | Entercom        | 92       | 9808       |                   | c1    | Modern Rock | 3,800           | 0.76        | 4.3                | 3.7                               | 3.3         | 2.9         | 4.2         | 3.8       | 3.8         | 3.1         | 3.0         |
| ● KXJM          | Portland        | C         | 95.5  | 100.0      | 1266 | c          | Rose City Radio | 65       | 9812       | 55,000            | c4    | Rap         | 3,500           | 0.68        | 4.4                | 5.8                               | 5.9         | 5.9         | 1.6         | 1.2       | 1.1         | 0.9         | 1.5         |
| ● KKSJ          | Portland        | C         | 97.1  | 100.0      | 1266 | a          | Entercom        | 46       | 9801       |                   | p     | Oldies      | 7,200           | 1.03        | 6.0                | 5.9                               | 5.2         | 5.0         | 3.9         | 5.8       | 6.1         | 5.8         | 5.3         |
| ● KUPL          | Portland        | C1        | 98.7  | 37.0       | 1444 | b          | Infinity Bcstg  | 48       | 9805       |                   |       | Country     | 8,000           | 1.01        | 6.8                | 6.2                               | 5.4         | 5.7         | 5.0         | 6.4       | 5.6         | 5.8         | 5.4         |
| ● KWJJ          | Portland        | C1        | 99.5  | 52.0       | 1266 | e          | Fisher Bcstg    | 68       | 9605       | 35,000            | c2    | Country     | 6,450           | 1.01        | 5.5                | 4.3                               | 4.4         | 4.7         | 4.9         | 4.3       | 3.8         | 4.8         | 5.5         |
| ● KKRZ          | Portland        | C         | 100.3 | 100.0      | 1434 | d          | Clear Channel   | 46       | 9905       |                   |       | CHR         | 9,100           | 0.77        | 10.2               | 7.0                               | 6.7         | 8.0         | 9.7         | 9.3       | 9.5         | 11.1        | 10.7        |
| ● KUFO          | Portland        | C         | 101.1 | 100.0      | 1444 | b          | Infinity Bcstg  | 77       | 9805       |                   |       | AOR         | 8,000           | 1.17        | 5.9                | 4.1                               | 5.0         | 4.7         | 5.3         | 4.4       | 5.1         | 4.6         | 5.0         |
| ● KINK          | Portland        | C         | 101.9 | 100.0      | 1673 | b          | Infinity Bcstg  | 68       | 9805       |                   |       | AAA         | 8,600           | 1.51        | 4.9                | 5.4                               | 4.7         | 3.9         | 4.2         | 3.5       | 3.3         | 4.2         | 2.8         |
| ● KKCW          | Beaverton       | C         | 103.3 | 100.0      | 1654 | d          | Clear Channel   | 84       | 9905       |                   |       | AC          | 11,800          | 1.29        | 7.9                | 6.6                               | 6.4         | 7.4         | 6.3         | 6.0       | 6.7         | 6.9         | 6.7         |
| ● KRSK          | Salem           | C         | 105.1 | 100.0      | 1890 | a          | Entercom        | 70       | 9805       |                   |       | Hot AC      | 5,000           | 1.05        | 4.1                | 3.4                               | 3.3         | 2.9         | 3.4         | 3.9       | 4.4         | 2.7         | 3.4         |
| ● KKJZ          | Lake Oswego     | C         | 106.7 | 100.0      | 1444 | b          | Infinity Bcstg  | 77       | 9805       |                   |       | Smooth Jazz | 4,300           | 0.97        | 3.8                | 2.8                               | 3.2         | 3.5         | 2.7         | 3.2       | 3.6         | 3.2         | 3.8         |
| ● KBBT          | Banks           | C1        | 107.5 | 37.0       | cp   | b          | Infinity Bcstg  | 91       | 9805       |                   |       | Modern AC   | 3,300           | 0.86        | 3.3                | 2.5                               | 3.1         | 2.5         | 2.8         | 2.6       | 2.7         | 3.1         | 2.7         |
| # FM Stations - |                 |           |       |            | 14   | # Combos - |                 |          |            |                   | 14    | FM TOTALS   |                 |             | 74.9               | 63.0                              | 63.5        | 63.4        | 59.9        | 60.9      | 62.5        | 63.0        | 62.4        |

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.



**Metro Rank: 25**

Revenue Rank: 22

# Portland, OR Market Overview



### Metro Counties / Population (000)

|                |                |
|----------------|----------------|
| Clackamas, OR  | 326.4          |
| Marion, OR     | 276.4          |
| Multnomah, OR  | 651.7          |
| Washington, OR | 401.0          |
| Yamhill, OR    | 82.2           |
| Clark, WA      | 339.6          |
| <b>Total</b>   | <b>2,077.3</b> |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES *** | 1993      | 1994      | 1995      | 1996      | 1997      | 1998      | Δ 93 - 98 |
|------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
|                              | \$62,000  | \$69,200  | \$74,000  | \$88,000  | \$95,300  | \$107,200 | 11.6%     |
| Δ 98 - 99                    | 1999      | 2000      | 2001      | 2002      | 2003      | Δ 99 - 03 |           |
| 6.9%                         | \$114,600 | \$126,100 | \$138,700 | \$152,500 | \$167,800 | 10.0%     |           |

|                      | 1993         | 1998         | 2003         | Est. Breakout |
|----------------------|--------------|--------------|--------------|---------------|
| Revenue/Retail Sales | \$3.57/1,000 | \$4.34/1,000 | \$5.04/1,000 | Local 70%     |
| Revenue/Capita       | \$33.28      | \$51.61      | \$74.95      | National 30%  |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

| MSA          | 1993       | 1998     | Growth Rate | 1998     | 2003     | Growth Rate |
|--------------|------------|----------|-------------|----------|----------|-------------|
|              | Population | 1,863.1  | 2,077.3     | 2.2%     | 2,077.3  | 2,238.7     |
| Households   | 717.5      | 802.0    | 2.3%        | 802.0    | 869.4    | 1.6%        |
| Retail Sales | 17,350.6   | 24,679.1 | 7.3%        | 24,679.1 | 33,313.2 | 6.2%        |
| EBI          | 30,355.3   | 37,222.2 | 4.2%        | 37,222.2 | 50,140.5 | 6.1%        |

### Demographic Breakdown

|                    | Total       | Under 12   | 12 - 17    | 18 - 24          | 25 - 34   | 35 - 44 | 45 - 54       | Over 55   |
|--------------------|-------------|------------|------------|------------------|-----------|---------|---------------|-----------|
| Men (000)          | 1,022.8     | 173.0      | 88.7       | 82.8             | 144.5     | 192.8   | 150.6         | 190.3     |
| Women (000)        | 1,054.5     | 165.2      | 84.9       | 80.9             | 139.6     | 192.5   | 148.4         | 242.9     |
| Total              | 2,077.3     | 338.2      | 173.7      | 163.7            | 284.1     | 385.3   | 299.1         | 433.2     |
| Percentage         | 100.0%      | 16.3%      | 8.4%       | 7.9%             | 13.7%     | 18.5%   | 14.4%         | 20.9%     |
| Per Capita         | \$ 17,919   |            |            |                  |           |         |               |           |
|                    |             |            |            | Median Household | \$ 38,037 |         | Avg Household | \$ 46,412 |
| Ethnic Population: | White 91.8% | Black 2.9% | Asian 4.4% | Hispanic 6.3%    |           |         |               |           |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations |         |         | 14      | 14         | 14      | 26      | 40    |
| Tot 12+    |         |         | 63.0    | 63.0       | 63.0    | 19.4    | 82.4  |
| Avg 12+    |         |         | 4.5     | 4.5        | 4.5     | 0.7     | 2.1   |
| Tot LCS    |         |         | 76.5    | 76.5       | 76.5    | 23.5    | 100.0 |
| Avg LCS    |         |         | 5.5     | 5.5        | 5.5     | 0.9     | 2.5   |

# Competitive Overview

## AM Stations

| Calls  | City of License | FCC Class | Freq | Day Power (kW)              | Night Power (kW) | C  | Owner              | Year Std | Date Acq'd | Sales Price (000)            | L M A | Format      | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |             |             |           |             |             |             |      |
|--------|-----------------|-----------|------|-----------------------------|------------------|----|--------------------|----------|------------|------------------------------|-------|-------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|------|
|        |                 |           |      |                             |                  |    |                    |          |            |                              |       |             |                          |             |                    | Fall 1999                         | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |      |
| ● KEWS | Portland        | B         | 620  | 5.0 cp                      | 5.00             | d  | Clear Channel      | 22       | 9905       |                              | g1    | News/Talk   | 2,200                    | 0.41        | 4.6                | 1.2                               | 3.7         | 3.4         | 3.8         | 4.3       | 4.7         | 3.3         | 3.4         |      |
| ● KXL  | Portland        | B         | 750  | 100.0                       | 20.00            | c  | Rose City Radio    | 26       | 9901 p     |                              | c4    | News/Talk   | 7,050                    | 1.41        | 4.3                | 3.6                               | 3.5         | 3.4         | 3.7         | 3.7       | 3.6         | 3.8         | 3.8         |      |
| KPDQ   | Portland        | B         | 800  | 1.0                         | 0.50             | f  | Salem Comm Corp    | 47       | 8609       |                              | c3    | Talk        |                          |             | 0.3                | 0.4                               | 0.2         | 0.4         | 0.0         | 0.3       | 0.0         | 0.0         | 0.2         |      |
| ● KPAM | Troutdale       | B         | 860  | 50.0                        | 5.00             |    | Pamplin Comm       | 97       | 9711       |                              | st    | ChrsContemp |                          |             | 0.1                | 0.0                               | 0.0         | 0.0         | 0.0         | 0.4       | 0.0         | 0.0         | 0.0         |      |
| KWIP   | Dallas          | B         | 880  | 5.0                         | 1.00             |    | Jupiter Comm       | 55       | 9106       |                              | 21    | Spanish     | 500                      |             | 0.5                | 0.5                               | 0.0         | 0.4         | 0.7         | 0.6       | 0.0         | 0.0         | 0.0         |      |
| KFXX   | Vancouver       | B         | 910  | 10.0 cp                     | 10.00            | a  | Entercom           | 80       | 9508       |                              | c1    | Sprts/Talk  | 2,600                    | 1.40        | 1.6                | 1.4                               | 1.3         | 1.2         | 1.7         | 1.2       | 1.4         | 1.2         | 1.8         |      |
| ● KWBY | Woodburn        | B         | 940  | 0.3                         | 0.20             |    | Coss, Donald D.    | 64       | 9110       |                              | st    | Spanish     |                          |             | 0.6                | 0.4                               | 0.0         | 0.7         | 0.5         | 0.8       | 0.0         | 0.4         | 0.0         |      |
| ● KUPL | Portland        | B         | 970  | 5.0                         | 5.00             | b  | Infinity Bcstg     | 25       | 9805       |                              | g2    | Country     | 650                      | 0.47        | 1.2                | 0.9                               | 0.9         | 0.6         | 1.4         | 0.9       | 0.7         | 0.8         | 0.9         |      |
| ● KGUY | Milwaukie       | B         | 1010 | 4.5                         | 0.00             |    | Eads Bcstg Corp    | 88       | 0002 p     | 600                          |       | Sprts/Cntry |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |
| ● KOTK | Portland        | B         | 1080 | 50.0                        | 10.00            | e  | Fisher Bcstg       | 25       | 9605       |                              | c2    | Talk        | 1,200                    | 0.54        | 1.9                | 1.1                               | 2.1         | 1.0         | 1.6         | 1.5       | 1.4         | 0.9         | 1.1         |      |
| KKGT   | Portland        | B         | 1150 | 5.0                         | 0.05             |    | Wells, Jeannine J. | 54       | 9708       | 345                          |       | Talk        | 100                      |             | 0.1                | 0.0                               | 0.0         | 0.0         | 0.0         | 0.4       | 0.0         | 0.0         | 0.0         |      |
| ● KEX  | Portland        | A         | 1190 | 50.0                        | 50.00            | d  | Clear Channel      | 26       | 9905       |                              | g1    | FuSvc/AC    | 8,100                    | 1.16        | 6.0                | 6.5                               | 4.5         | 5.5         | 5.1         | 4.6       | 4.7         | 5.0         | 5.9         |      |
| ● KCCS | Salem           | B         | 1220 | 1.0                         | 0.17             |    | Christian Center   | 61       |            |                              |       | ChrsContemp |                          |             | 0.1                | 0.0                               | 0.0         | 0.0         | 0.0         | 0.4       | 0.0         | 0.0         | 0.0         |      |
| KMUZ   | Gresham         | C         | 1230 | 0.9                         | 0.92             |    | Pacific Northwest  | 56       | 9203       | 82                           |       | Spanish     |                          |             | 0.4                | 0.6                               | 0.4         | 0.5         | 0.4         | 0.0       | 0.4         | 0.0         | 0.0         |      |
| ● KLYC | McMinnville     | B         | 1260 | 1.0 cp                      | 0.80             |    | Bohnsack           | 49       | 9010       | 120                          |       | AC/Oldes    |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |
| ● KKSL | Lake Oswego     | B         | 1290 | 3.5 cp                      | 5.00             | g  | Crawford Bcstg Co  | 48       | 9109       | 450                          |       | Christian   |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |
| ● KKPZ | Portland        | B         | 1330 | 5.0                         | 5.00             | g  | Crawford Bcstg Co  | 23       | 9510       | 2,000                        |       | Christian   |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |
| KUIK   | Hillsboro       | B         | 1360 | 5.0                         | 5.00             |    | Dolphin Comm Inc   | 54       | 7808       |                              |       | Nws/Tlk/Spt | 1,100                    |             |                    | 0.3                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |
| ● KSLM | Salem           | B         | 1390 | 5.0                         | 1.00             |    | Entercom           | 34       | 9811       | 605                          |       | Sprts/Talk  |                          |             | 0.1                | 0.1                               | 0.2         | 0.0         | 0.1         | 0.0       | 0.0         | 0.0         | 0.0         |      |
| KBNP   | Portland        | B         | 1410 | 5.0                         | 0.01             |    | Cmmte Keep&Bear    | 49       | 9008       |                              | st    | Bus News    |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |
| KYKN   | Keizer          | B         | 1430 | 5.0                         | 5.00             |    | Willamette Bcstg   | 51       | 9108       |                              | al    | Nws/Tlk/Spt | 250                      |             | 0.4                | 0.0                               | 0.0         | 0.5         | 0.4         | 0.4       | 0.6         | 0.5         | 0.0         |      |
| ● KBPS | Portland        | C         | 1450 | 1.0                         | 1.00             |    | School District #1 | 23       |            |                              |       | Kids/Varty  |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |
| ● KBMS | Vancouver       | B         | 1480 | 1.0                         | 2.50             |    | Bennett, C. & G.   | 55       | 8801       | 475                          |       | Urban       | 200                      |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |
| ● KBZY | Salem           | C         | 1490 | 1.0                         | 1.00             |    | Capital Bcstg Inc  | 57       | 8206       |                              |       | AC          |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |
| ● KKSJ | Oregon City     | B         | 1520 | 50.0                        | 15.00            | a  | Entercom           | 47       | 9805       |                              | g4    | Nostalgia   | 1,600                    | 0.51        | 2.7                | 2.4                               | 2.2         | 2.2         | 2.1         | 2.4       | 2.8         | 3.2         | 2.8         |      |
| ● KVAN | Vancouver       | B         | 1550 | 10.0                        | 10.00            |    | Pamplin Comm       | 63       | 9812       | 1,650                        |       | Nws/Tlk/Spt |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |
|        |                 |           |      | # AM Stations -             |                  | 26 | # Combos -         |          | 10         | AM TOTALS                    |       |             |                          |             |                    | 24.9                              | 19.4        | 19.0        | 19.8        | 21.5      | 21.9        | 20.3        | 19.1        | 19.9 |
|        |                 |           |      | AM & FM Stations Profiled - |                  | 40 | # Duopolies -      |          | 10         | Total Local Commercial Share |       |             |                          |             |                    | 82.4                              | 82.5        | 83.2        | 81.4        | 82.8      | 82.8        | 82.1        | 82.3        |      |

Other Rulemaking: 105.9, C2, Vancouver, WA

● Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

**Metro Rank: 26**

Revenue Rank: 19

# Cincinnati Market Overview



### Metro Counties / Population (000)

|               |                |
|---------------|----------------|
| Brown, OH     | 41.1           |
| Butler, OH    | 334.1          |
| Clermont, OH  | 177.5          |
| Hamilton, OH  | 846.2          |
| Warren, OH    | 149.5          |
| Dearborn, IN  | 47.6           |
| Ohio, IN      | 5.4            |
| Boone, KY     | 81.5           |
| Campbell, KY  | 87.8           |
| Gallatin, KY  | 7.4            |
| Grant, KY     | 20.6           |
| Kenton, KY    | 147.1          |
| Pendleton, KY | 13.6           |
| <b>Total</b>  | <b>1,959.4</b> |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>*** | 1993      | 1994      | 1995      | 1996      | 1997      | 1998      | Δ 93 - 98 |
|---------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
|                                 |           | \$65,400  | \$70,800  | \$83,100  | \$92,700  | \$100,300 | \$118,900 |
|                                 | Δ 98 - 99 | 1999      | 2000      | 2001      | 2002      | 2003      | Δ 99 - 03 |
|                                 | 7.6%      | \$127,900 | \$139,400 | \$146,400 | \$156,600 | \$164,500 | 6.5%      |

|                      | 1993         | 1998         | 2003         | Est. Breakout |
|----------------------|--------------|--------------|--------------|---------------|
| Revenue/Retail Sales | \$4.08/1,000 | \$5.78/1,000 | \$6.22/1,000 | Local 85%     |
| Revenue/Capita       | \$34.65      | \$60.68      | \$81.61      | National 15%  |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993     | 1998     | Growth Rate | 1998     | 2003     | Growth Rate |
|----------------|----------|----------|-------------|----------|----------|-------------|
| MSA Population | 1,887.3  | 1,959.4  | 0.8%        | 1,959.4  | 2,015.8  | 0.6%        |
| Households     | 707.8    | 742.2    | 1.0%        | 742.2    | 776.4    | 0.9%        |
| Retail Sales   | 16,045.7 | 20,574.7 | 5.1%        | 20,574.7 | 26,435.5 | 5.1%        |
| EBI            | 31,257.0 | 34,992.7 | 2.3%        | 34,992.7 | 44,248.9 | 4.8%        |

### Demographic Breakdown

|                    | Total       | Under 12    | 12 - 17          | 18 - 24   | 25 - 34 | 35 - 44       | 45 - 54       | Over 55   |
|--------------------|-------------|-------------|------------------|-----------|---------|---------------|---------------|-----------|
| Men (000)          | 947.2       | 170.5       | 86.7             | 88.2      | 137.4   | 156.5         | 128.3         | 179.6     |
| Women (000)        | 1,012.2     | 162.1       | 82.9             | 89.3      | 140.0   | 161.0         | 136.8         | 240.2     |
| Total              | 1,959.4     | 332.6       | 169.6            | 177.5     | 277.4   | 317.5         | 265.1         | 419.7     |
| Percentage         | 100.0%      | 17.0%       | 8.7%             | 9.1%      | 14.2%   | 16.2%         | 13.5%         | 21.4%     |
| Per Capita         | \$ 17,859   |             |                  |           |         |               |               |           |
|                    |             |             | Median Household | \$ 38,225 |         |               | Avg Household | \$ 47,147 |
| Ethnic Population: | White 87.2% | Black 11.6% | Asian 1.1%       |           |         | Hispanic 0.7% |               |           |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 8       | 12      | 1       | 11         | 21      | 13      | 34    |
| Tot 12+    | 6.7     | 56.4    | 0.0     | 60.2       | 63.1    | 19.5    | 82.6  |
| Avg 12+    | 0.8     | 4.7     | 0.0     | 5.5        | 3.0     | 1.5     | 2.4   |
| Tot LCS    | 8.1     | 68.3    | 0.0     | 72.9       | 76.4    | 23.6    | 100.0 |
| Avg LCS    | 1.0     | 5.7     | 0.0     | 6.6        | 3.6     | 1.8     | 2.9   |

# Competitive Overview

Some stations also rated in Dayton.

**FM Stations**

| Calls           | City of License | FCC Class | Freq  | Power (kW) | HAAT | C          | Owner               | Year Std | Date Acq'd | Sales Price (000) | L M A | Format      | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |             |             |           |             |             |             |  |
|-----------------|-----------------|-----------|-------|------------|------|------------|---------------------|----------|------------|-------------------|-------|-------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|--|
|                 |                 |           |       |            |      |            |                     |          |            |                   |       |             |                          |             |                    | Fall 1999                         | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |  |
| WOFX            | Cincinnati      | B         | 92.5  | 16.0 cp    | 866  | b          | Clear Channel       | 64       | 9905       |                   | g1 1  | Clsc Rock   | 7,800                    | 1.09        | 5.5                | 4.0                               | 4.1         | 4.7         | 5.5         | 4.4       | 4.9         | 4.7         | 5.2         |  |
| WAKW            | Cincinnati      | B         | 93.3  | 50.0       | 492  |            | Pillar of Fire      | 61       |            |                   |       | ChrsContemp |                          |             | 2.0                | 1.4                               | 1.7         | 1.4         | 1.8         | 1.8       | 1.4         | 1.7         | 1.7         |  |
| WVMX            | Cincinnati      | B         | 94.1  | 32.0 cp    | 600  | b          | Clear Channel       | 55       | 9905       |                   | g1 1  | Hot AC      | 6,400                    | 0.95        | 5.2                | 3.6                               | 4.1         | 4.9         | 3.7         | 4.8       | 4.7         | 5.2         | 5.1         |  |
| WMOJ            | Fairfield       | B         | 94.9  | 10.5       | 1056 | g          | Susquehanna         | 62       | 9801       |                   | sw    | R&B Oldies  | 3,400                    | 0.48        | 5.5                | 6.2                               | 5.5         | 3.8         | 5.1         | 4.1       | 4.2         | 4.4         | 4.2         |  |
| ● WYGY          | Hamilton        | B         | 96.5  | 19.5       | 810  | a          | Salem Comm Corp     | 58       | 0003 p     |                   | g3    | Country     | 3,800                    | 1.22        | 2.4                | 3.8                               | 1.9         | 2.0         | 2.1         | 2.2       | 2.6         | 3.0         | 2.9         |  |
| WYLX            | Lebanon         | A         | 97.3  | 5.0 cp     | 358  | f          | Infinity Bcstg      | 94       | 9805       |                   | g3    | Clsc Hits   | 1,400                    | 0.90        | 1.2                | 0.5                               | 0.6         | 1.0         | 1.3         | 1.0       | 1.3         | 0.8         | 0.6         |  |
| WAXZ            | Georgetown      | A         | 97.7  | 2.1        | 387  | c          | Plessinger Radio    | 76       |            |                   |       | Country     |                          |             | 0.1                | 0.0                               | 0.0         | 0.0         | 0.0         | 0.4       | 0.0         | 0.0         | 0.3         |  |
| WOXY            | Oxford          | A         | 97.7  | 3.0        | 322  |            | Balogh Bcstg Co     | 59       | 8107       |                   |       | Modern Rock |                          |             | 0.3                | 0.0                               | 0.5         | 0.0         | 0.0         | 0.4       | 0.0         | 0.0         | 0.0         |  |
| WRRM            | Cincinnati      | B         | 98.5  | 17.5       | 807  | g          | Susquehanna         | 59       | 7201       |                   |       | AC          | 9,400                    | 0.98        | 7.4                | 5.6                               | 5.6         | 6.3         | 6.7         | 6.5       | 6.0         | 6.1         | 7.0         |  |
| ● WSCH          | Aurora          | A         | 99.3  | 1.2        | 525  |            | Dearborn Cnty       | 70       |            |                   |       | Country     |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.5         | 0.0         | 0.3         |  |
| WAOL            | Ripley          | C3        | 99.5  | 11.5       | 318  | c          | Plessinger Radio    | 93       |            |                   |       | Country     |                          |             | 0.2                | 0.0                               | 0.4         | 0.0         | 0.0         | 0.4       | 0.0         | 0.0         | 0.0         |  |
| WIZF            | Erlanger        | A         | 100.9 | 1.3        | 509  |            | Blue Chip Bcstg Ltd | 65       | 9603       | 4,000             |       | Urban       | 5,800                    | 0.70        | 6.4                | 5.7                               | 5.2         | 5.3         | 5.8         | 5.5       | 5.7         | 5.5         | 5.8         |  |
| WKRQ            | Cincinnati      | B         | 101.9 | 16.0 cp    | 866  | f          | Infinity Bcstg      | 47       | 9805       |                   | g3    | CHR         | 9,400                    | 1.21        | 6.0                | 4.7                               | 5.3         | 5.3         | 4.4         | 5.3       | 6.1         | 6.7         | 5.2         |  |
| WEBN            | Cincinnati      | B         | 102.7 | 16.0       | 866  | b          | Clear Channel       | 67       | 9905       |                   | g1 1  | AOR         | 14,200                   | 1.12        | 9.8                | 8.9                               | 8.0         | 8.3         | 8.7         | 8.0       | 7.6         | 7.6         | 7.5         |  |
| WGRR            | Hamilton        | B         | 103.5 | 11.0       | 1037 | f          | Infinity Bcstg      | 61       | 9805       |                   | g3    | Oldies      | 10,200                   | 1.08        | 7.3                | 5.2                               | 6.1         | 6.1         | 5.8         | 6.7       | 7.0         | 6.3         | 5.9         |  |
| ● WNLT          | Harrison        | A         | 104.3 | 5.2 cp     | 328  | e          | Baldwin             | 91       | 9106       |                   | cp    | ChrsContemp | 400                      |             | 0.4                | 0.5                               | 0.5         | 0.5         | 0.0         | 0.4       | 0.5         | 0.5         | 0.0         |  |
| ● WUBE          | Cincinnati      | B         | 105.1 | 14.5       | 915  | a          | Infinity Bcstg      | 49       | 0003 p     |                   | g     | Country     | 14,200                   | 1.17        | 9.4                | 7.5                               | 7.5         | 8.3         | 8.0         | 8.0       | 8.7         | 8.6         | 9.1         |  |
| WPFB            | Middletown      | B         | 105.9 | 34.0       | 590  | d          | Braden, Ruth &      | 59       |            |                   |       | Country     | n/a                      |             | 0.7                | 0.5                               | 0.7         | 0.5         | 0.5         | 0.8       | 0.7         | 0.5         | 0.8         |  |
| ● WNKR          | Williamstown    | A         | 106.5 | 1.4        | 476  |            | Grant County        | 92       | 9207       |                   | st    | Country     |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |  |
| WKFS            | Milford         | B1        | 107.1 | 2.8        | 866  | b          | Clear Channel       | 69       | 9905       |                   | g1 1  | CHR         | 3,200                    | 0.49        | 5.0                | 5.0                               | 5.0         | 4.7         | 4.1         | 3.1       | 2.4         | 2.3         | 2.7         |  |
| ● WIOK          | Falmouth        | A         | 107.5 | 1.4        | 696  |            | Hammond Bcstg       | 81       | 9212       |                   | 100 + | Gospel      |                          |             | 0.6                | 0.0                               | 0.4         | 0.6         | 0.6         | 0.5       | 0.0         | 0.0         | 0.4         |  |
| # FM Stations - |                 |           |       |            | 21   | # Combos - |                     |          |            |                   | 15    | FM TOTALS   |                          |             | 75.4               | 63.1                              | 63.1        | 63.7        | 64.1        | 64.3      | 64.3        | 63.9        | 64.7        |  |

● Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

**Metro Rank: 26**  
Revenue Rank: 19

# Cincinnati Market Overview



### Metro Counties / Population (000)

|               |                |
|---------------|----------------|
| Brown, OH     | 41.1           |
| Butler, OH    | 334.1          |
| Clermont, OH  | 177.5          |
| Hamilton, OH  | 846.2          |
| Warren, OH    | 149.5          |
| Dearborn, IN  | 47.6           |
| Ohio, IN      | 5.4            |
| Boone, KY     | 81.5           |
| Campbell, KY  | 87.8           |
| Gallatin, KY  | 7.4            |
| Grant, KY     | 20.6           |
| Kenton, KY    | 147.1          |
| Pendleton, KY | 13.6           |
| <b>Total</b>  | <b>1,959.4</b> |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES *** | 1993      | 1994      | 1995      | 1996      | 1997      | 1998      | Δ 93 - 98 |
|------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
|                              | \$65,400  | \$70,800  | \$83,100  | \$92,700  | \$100,300 | \$118,900 | 12.7%     |
| Δ 98 - 99                    | 1999      | 2000      | 2001      | 2002      | 2003      | Δ 99 - 03 |           |
| 7.6%                         | \$127,900 | \$139,400 | \$146,400 | \$156,600 | \$164,500 | 6.5%      |           |

|                      | 1993         | 1998         | 2003         | Est. Breakout |
|----------------------|--------------|--------------|--------------|---------------|
| Revenue/Retail Sales | \$4.08/1,000 | \$5.78/1,000 | \$6.22/1,000 | Local 85%     |
| Revenue/Capita       | \$34.65      | \$60.68      | \$81.61      | National 15%  |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993     | 1998     | Growth Rate | 1998     | 2003     | Growth Rate |
|----------------|----------|----------|-------------|----------|----------|-------------|
| MSA Population | 1,887.3  | 1,959.4  | 0.8%        | 1,959.4  | 2,015.8  | 0.6%        |
| Households     | 707.8    | 742.2    | 1.0%        | 742.2    | 776.4    | 0.9%        |
| Retail Sales   | 16,045.7 | 20,574.7 | 5.1%        | 20,574.7 | 26,435.5 | 5.1%        |
| EBI            | 31,257.0 | 34,992.7 | 2.3%        | 34,992.7 | 44,248.9 | 4.8%        |

### Demographic Breakdown

|                    | Total       | Under 12    | 12 - 17          | 18 - 24       | 25 - 34 | 35 - 44 | 45 - 54       | Over 55   |
|--------------------|-------------|-------------|------------------|---------------|---------|---------|---------------|-----------|
| Men (000)          | 947.2       | 170.5       | 86.7             | 88.2          | 137.4   | 156.5   | 128.3         | 179.6     |
| Women (000)        | 1,012.2     | 162.1       | 82.9             | 89.3          | 140.0   | 161.0   | 136.8         | 240.2     |
| Total              | 1,959.4     | 332.6       | 169.6            | 177.5         | 277.4   | 317.5   | 265.1         | 419.7     |
| Percentage         | 100.0%      | 17.0%       | 8.7%             | 9.1%          | 14.2%   | 16.2%   | 13.5%         | 21.4%     |
| Per Capita         | \$ 17,859   |             |                  |               |         |         |               |           |
|                    |             |             | Median Household | \$ 38,225     |         |         | Avg Household | \$ 47,147 |
| Ethnic Population: | White 87.2% | Black 11.6% | Asian 1.1%       | Hispanic 0.7% |         |         |               |           |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 8       | 12      | 1       | 11         | 21      | 13      | 34    |
| Tot 12+    | 6.7     | 56.4    | 0.0     | 60.2       | 63.1    | 19.5    | 82.6  |
| Avg 12+    | 0.8     | 4.7     | 0.0     | 5.5        | 3.0     | 1.5     | 2.4   |
| Tot LCS    | 8.1     | 68.3    | 0.0     | 72.9       | 76.4    | 23.6    | 100.0 |
| Avg LCS    | 1.0     | 5.7     | 0.0     | 6.6        | 3.6     | 1.8     | 2.9   |



# Competitive Overview

Some stations also rated in Dayton.

| AM Stations |                 | Day       |      | Night                       |            | Year |                     | Sales | L          | 1999 Est                     | Avg '99 | ARB 12+ Metro Shares (see rights) |             |            |           |             |             |             |           |             |             |             |     |     |
|-------------|-----------------|-----------|------|-----------------------------|------------|------|---------------------|-------|------------|------------------------------|---------|-----------------------------------|-------------|------------|-----------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|-----|-----|
| Calls       | City of License | FCC Class | Freq | Power (kW)                  | Power (kW) | C    | Owner               | Std   | Date Acq'd | Price (000)                  | M       | Revenue (000)1/                   | Power Ratio | Local Comm | Fall 1999 | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |     |     |
| WKRC        | Cincinnati      | B         | 550  | 5.0                         | 1.00       | b    | Clear Channel       | 22    | 9905       |                              | g1      | 1                                 | News/Talk   | 6,700      | 0.89      | 5.8         | 4.1         | 5.0         | 5.0       | 4.9         | 4.8         | 4.2         | 3.9 | 4.3 |
| ● WLW       | Cincinnati      | A         | 700  | 50.0                        | 50.00      | b    | Clear Channel       | 22    | 9905       |                              | g1      | 1                                 | Nws/Tik/Spt | 22,300     | 1.61      | 10.7        | 8.6         | 9.9         | 9.2       | 8.8         | 8.4         | 9.8         | 9.6 | 6.6 |
| ● WNOP      | Newport         | B         | 740  | 1.0                         | 0.03       |      | Main Street Comm    | 48    | 9805       | 500                          | 2       | Jazz                              | 400         |            | 0.3       | 0.0         | 0.3         | 0.0         | 0.0       | 0.6         | 0.0         | 0.3         | 0.4 |     |
| WPFB        | Middletown      | B         | 910  | 1.0                         | 0.10       | d    | Braden, Ruth &      | 47    |            |                              |         | Nostalgia                         | n/a         |            | 0.2       | 0.4         | 0.4         | 0.0         | 0.0       | 0.4         | 0.5         | 0.0         | 0.0 |     |
| ● WTSJ      | Cincinnati      | B         | 1050 | 1.0                         | 0.28       |      | Salem Comm Corp     | 47    | 9707       |                              | g       |                                   | Chrst/Talk  |            |           | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0 | 0.4 |
| ● WBOB      | Florence        | B         | 1160 | 5.0                         | 1.00       | a    | Salem Comm Corp     | 84    | 0003 p     |                              | g3      |                                   | Sports      | 3,000      | 2.31      | 1.0         | 1.2         | 0.7         | 0.8       | 0.8         | 1.0         | 0.9         | 0.7 | 0.9 |
| ● WUBE      | Cincinnati      | C         | 1230 | 1.0 cp                      | 1.00       | a    | Blue Chip Bcstg Ltd | 27    | 0003 p     |                              |         |                                   | Sprts/Talk  | 250        |           | 0.1         | 0.0         | 0.0         | 0.3       | 0.1         | 0.0         | 0.0         | 0.0 | 0.0 |
| ● WCVG      | Covington       | B         | 1320 | 0.5                         | 0.43       | c    | Plessinger Radio    | 65    |            |                              |         |                                   | Gospel      | 750        |           | 0.7         | 0.4         | 0.8         | 0.4       | 1.2         | 0.0         | 0.4         | 0.7 | 1.0 |
| WCKY        | Cincinnati      | B         | 1360 | 5.0                         | 5.00       | b    | Clear Channel       | 23    | 9905       |                              | g1      | 1                                 | Sports      | 500        |           | 0.7         | 0.9         | 0.5         | 0.8       | 0.4         | 0.6         | 0.0         | 0.0 | 0.0 |
| WMOH        | Hamilton        | C         | 1450 | 1.0                         | 1.00       |      | Findlay Publishing  | 44    | 8512       | 1,250                        |         |                                   | Nws/Tik/Spt |            |           | 0.1         | 0.0         | 0.0         | 0.3       | 0.0         | 0.0         | 0.0         | 0.0 | 0.0 |
| WCIN        | Cincinnati      | B         | 1480 | 1.3 cp                      | 0.25       |      | J4 Broadcasting Co  | 53    | 9302       | 425                          |         |                                   | R&B Oldies  | 1,200      | 0.66      | 1.4         | 0.9         | 1.2         | 1.1       | 1.1         | 1.3         | 0.7         | 0.7 | 1.2 |
| WSAI        | Cincinnati      | A         | 1530 | 50.0                        | 50.00      | b    | Clear Channel       | 29    | 9905       |                              | g1      | 1                                 | Nostalgia   | 3,200      | 0.69      | 3.6         | 3.0         | 2.8         | 3.2       | 2.6         | 3.5         | 3.2         | 3.8 | 3.8 |
| ● WCNW      | Fairfield       | B         | 1560 | 5.0                         | 0.00       | e    | Baldwin             | 64    | 8406       |                              |         |                                   | Gospel      |            |           | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0 |     |
|             |                 |           |      | # AM Stations -             |            | 13   | # Combos -          |       | 9          | AM TOTALS                    |         |                                   |             | 24.6       | 19.5      | 21.6        | 21.1        | 19.9        | 20.6      | 19.7        | 19.7        | 18.6        |     |     |
|             |                 |           |      | AM & FM Stations Profiled - |            | 34   | # Duopolies -       |       | 9          | Total Local Commercial Share |         |                                   |             | 82.6       | 84.7      | 84.8        | 84.0        | 84.9        | 84.0      | 83.6        | 83.3        |             |     |     |

● Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

**Metro Rank: 27**

Revenue Rank: 50

# San Jose Market Overview



**Metro Counties / Population (000)**

|                 |         |
|-----------------|---------|
| Santa Clara, CA | 1,725.0 |
|                 | 1,725.0 |

**Market Radio Financials**  
(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>★★★ | 1993         | 1994         | 1995         | 1996          | 1997     | 1998     | Δ 93 - 98 |
|---------------------------------|--------------|--------------|--------------|---------------|----------|----------|-----------|
|                                 |              | \$33,000     | \$37,700     | \$39,500      | \$40,400 | \$41,600 | \$41,800  |
|                                 | Δ 98 - 99    | 1999         | 2000         | 2001          | 2002     | 2003     | Δ 99 - 03 |
|                                 | 12.7%        | \$47,100     | \$51,800     | \$57,000      | \$62,700 | \$69,000 | 10.0%     |
|                                 | 1993         | 1998         | 2003         | Est. Breakout |          |          |           |
| Revenue/Retail Sales            | \$2.54/1,000 | \$2.17/1,000 | \$2.86/1,000 | Local         | 82%      |          |           |
| Revenue/Capita                  | \$21.13      | \$24.23      | \$36.92      | National      | 18%      |          |           |

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

|              | 1993           | 1998     | Growth Rate | 1998     | 2003     | Growth Rate |
|--------------|----------------|----------|-------------|----------|----------|-------------|
|              | MSA Population | 1,561.9  | 1,725.0     | 2.0%     | 1,725.0  | 1,868.9     |
| Households   | 529.8          | 583.9    | 2.0%        | 583.9    | 628.5    | 1.5%        |
| Retail Sales | 13,008.2       | 19,221.7 | 8.1%        | 19,221.7 | 24,094.6 | 4.6%        |
| EBI          | 32,148.5       | 39,640.7 | 4.3%        | 39,640.7 | 51,536.7 | 5.4%        |

**Demographic Breakdown**

|                    | Total       | Under 12         | 12 - 17     | 18 - 24        | 25 - 34       | 35 - 44 | 45 - 54   | Over 55 |
|--------------------|-------------|------------------|-------------|----------------|---------------|---------|-----------|---------|
| Men (000)          | 875.0       | 138.0            | 65.3        | 86.2           | 163.1         | 156.6   | 128.7     | 137.2   |
| Women (000)        | 850.0       | 131.8            | 62.2        | 75.8           | 137.0         | 147.8   | 129.8     | 165.7   |
| Total              | 1,725.0     | 269.8            | 127.5       | 162.0          | 300.1         | 304.4   | 258.4     | 302.9   |
| Percentage         | 100.0%      | 15.6%            | 7.4%        | 9.4%           | 17.4%         | 17.6%   | 15.0%     | 17.6%   |
| Per Capita         | \$ 22,980   | Median Household |             | \$ 57,144      | Avg Household |         | \$ 67,890 |         |
| Ethnic Population: | White 73.8% | Black 3.7%       | Asian 21.8% | Hispanic 26.3% |               |         |           |         |

**Market Summary**

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 4       | 9       |         | 8          | 13      | 9       | 22    |
| Tot 12+    | 5.9     | 26.0    |         | 24.2       | 31.9    | 7.7     | 39.6  |
| Avg 12+    | 1.5     | 2.9     |         | 3.0        | 2.5     | 0.9     | 1.8   |
| Tot LCS    | 14.9    | 65.7    |         | 61.1       | 80.6    | 19.4    | 100.0 |
| Avg LCS    | 3.7     | 7.3     |         | 7.6        | 6.2     | 2.2     | 4.5   |

# Competitive Overview

Some stations also rated in San Francisco and Monterey.

## FM Stations

| Calls           | City of License | FCC Class | Freq  | Power (kW) | HAAT | C          | Owner             | Year Std | Date Acq'd | Sales Price (000) | L M A | Format      | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |             |             |           |             |             |             |      |
|-----------------|-----------------|-----------|-------|------------|------|------------|-------------------|----------|------------|-------------------|-------|-------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|------|
|                 |                 |           |       |            |      |            |                   |          |            |                   |       |             |                          |             |                    | Fall 1999                         | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |      |
| ● KSJO          | San Jose        | B         | 92.3  | 50.0       | 466  | g          | Chase Radio       | 46       | 0003       | p                 | g2    | AOR         | 9,400                    | 2.13        | 9.7                | 3.5                               | 3.6         | 4.1         | 3.9         | 3.1       | 3.8         | 3.4         | 2.8         |      |
| KBAY            | Gilroy          | B         | 94.5  | 30.0       | 587  | d          | Infinity Bcstg    | 70       | 9805       |                   | g1    | Soft Rock   | 5,800                    | 1.43        | 8.9                | 2.5                               | 3.4         | 3.4         | 3.0         | 3.6       | 2.3         | 3.7         | 4.0         |      |
| KRTY            | Los Gatos       | A         | 95.3  | 0.9        | 860  | b          | Empire Bcstg Corp | 66       | 9212       | 3,310             |       | Country     | 4,200                    | 1.21        | 7.6                | 2.9                               | 2.5         | 4.1         | 2.2         | 2.9       | 3.2         | 3.0         | 3.0         |      |
| ● KSQQ          | Morgan Hill     | A         | 96.1  | 4.7        | 157  |            | Coyote Comm Inc   | 90       |            |                   |       | Ethnic      |                          |             | 0.2                | 0.6                               | 0.0         | 0.4         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |
| KFFG            | Los Altos       | A         | 97.7  | 1.6        | 433  |            | Susquehanna       | 60       | 9510       | 8,000             |       | AOR         |                          |             | 2.6                | 0.8                               | 0.9         | 1.0         | 1.3         | 0.8       | 0.7         | 0.9         | 0.7         |      |
| ● KUFX          | San Jose        | B         | 98.5  | 12.5       | 879  | g          | Chase Radio       | 59       | 0003       | p                 | g2    | Clisc Rock  | 3,800                    | 1.04        | 8.0                | 2.8                               | 3.1         | 3.3         | 3.3         | 2.4       | 2.4         | 4.0         | 4.6         |      |
| KZOL            | Santa Cruz      | B         | 99.1  | 1.1        | 2612 |            | Hispanic Bcstg    | 61       | 9702       |                   |       | Spanish     | n/a                      |             | 4.3                | 2.0                               | 1.8         | 1.5         | 1.9         | 1.3       | 1.1         | 1.2         | 1.0         |      |
| ● KBRG          | San Jose        | B         | 100.3 | 14.5       | 2579 | d          | Entravision Comm  | 63       | 9912       | p                 |       | Spanish     | n/a                      |             | 8.5                | 3.5                               | 3.1         | 3.3         | 3.4         | 3.0       | 2.5         | 1.8         | 4.0         |      |
| KDFC            | San Francisco   | B         | 102.1 | 33.0       | 1047 | e          | Bonneville Intl   | 47       | 9707       |                   |       | Classical   | n/a                      |             | 6.6                | 3.1                               | 2.1         | 2.5         | 2.4         | 3.0       | 2.2         | 2.6         | 2.4         |      |
| ● KFOG          | San Francisco   | B         | 104.5 | 7.1        | 1506 | a          | Susquehanna       | 63       | 8312       | See (4)           |       | AAA         | n/a                      |             | 3.6                | 1.2                               | 1.5         | 1.5         | 1.1         | 1.4       | 1.8         | 1.7         | 1.9         |      |
| ● KCNL          | Fremont         | A         | 104.9 | 5.7        | 338  | g          | Chase Radio       | 70       | 0003       | p                 | g2    | Alternative | 2,400                    | 0.99        | 5.3                | 1.6                               | 1.8         | 2.0         | 2.1         | 2.1       | 0.8         | 1.7         | 2.0         |      |
| KARA            | Santa Clara     | B         | 105.7 | 50.0       | 499  | b          | Empire Bcstg Corp | 64       | 7207       |                   |       | Adult Hits  | 4,400                    | 1.18        | 8.2                | 3.2                               | 3.0         | 3.8         | 3.0         | 2.7       | 3.0         | 2.7         | 3.3         |      |
| KEZR            | San Jose        | B         | 106.5 | 50.0       | 430  | d          | Infinity Bcstg    | 67       | 9805       |                   | g     | AC          | 8,300                    | 1.84        | 9.9                | 4.2                               | 3.7         | 3.6         | 3.8         | 3.9       | 3.8         | 3.7         | 3.2         |      |
| # FM Stations - |                 |           |       |            | 13   | # Combos - |                   |          |            |                   | 9     | FM TOTALS   |                          |             |                    | 83.4                              | 31.9        | 30.5        | 34.5        | 31.4      | 30.2        | 27.6        | 30.4        | 32.9 |

## AM Stations

| Calls                       | City of License | FCC Class | Freq | Day Power (kW) | Night Power (kW) | C             | Owner               | Year Std        | Date Acq'd | Sales Price (000) | L M A | Format                       | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |             |             |           |             |             |             |     |
|-----------------------------|-----------------|-----------|------|----------------|------------------|---------------|---------------------|-----------------|------------|-------------------|-------|------------------------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|-----|
|                             |                 |           |      |                |                  |               |                     |                 |            |                   |       |                              |                          |             |                    | Fall 1999                         | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |     |
| ● KTCT                      | San Mateo       | B         | 1050 | 50.0           | cp               | 10.00         | Susquehanna         | 46              | 9710       | See (4)           |       | Sports                       | n/a                      |             | 1.3                | 1.0                               | 0.6         | 0.0         | 0.8         | 0.5       | 0.0         | 0.5         | 0.0         |     |
| KZSJ                        | San Martin      | B         | 1120 | 5.0            | 0.15             | f             | Z-Spanish Media     | 96              | 9806       | p                 | st 2  | Asian                        | 400                      | 0.80        | 1.1                | 0.0                               | 1.2         | 0.0         | 0.4         | 0.0       | 0.4         | 0.0         | 0.0         |     |
| ● KLOK                      | San Jose        | B         | 1170 | 50.0           | 5.00             | c             | Entravision Comm    | 46              | 9912       | p                 | g4    | Spanish                      | 5,600                    | 1.62        | 7.6                | 3.1                               | 2.6         | 3.1         | 2.7         | 3.1       | 2.5         | 3.3         | 2.3         |     |
| KBZS                        | Palo Alto       | B         | 1220 | 5.0            | 0.15             | e             | In Radio License    | 47              | 9904       |                   |       | Bus News                     | n/a                      |             | 0.0                | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |     |
| KAZA                        | Gilroy          | B         | 1290 | 5.0            | 0.00             |               | Radio Fiesta        | 57              | 7305       |                   |       | Spanish                      | 650                      | 0.55        | 2.6                | 1.3                               | 0.6         | 1.5         | 0.6         | 1.3       | 0.8         | 0.7         | 1.6         |     |
| ● KZSF                      | San Jose        | B         | 1370 | 3.6            | cp               | 3.60          | f                   | Z-Spanish Media | 47         | 9806              | g 2   | Spanish                      | 300                      | 0.60        | 1.1                | 0.4                               | 0.8         | 0.4         | 0.0         | 0.5       | 0.8         | 0.7         | 0.6         |     |
| KVVN                        | Santa Clara     | B         | 1430 | 1.0            | 2.50             |               | Inner City Bcstg    | 64              | 9704       | 2,200             |       | Ethnic                       | 1,100                    |             | 0.4                | 0.6                               | 0.0         | 0.6         | 0.0         | 0.0       | 0.4         | 0.0         | 0.0         |     |
| KSJX                        | San Jose        | B         | 1500 | 10.0           | 5.00             |               | Multicultural Bcstg | 48              | 9803       |                   | g 1   | Asian                        | 400                      |             | 0.7                | 0.6                               | 0.5         | 0.6         | 0.0         | 0.0       | 0.0         | 0.5         | 0.5         |     |
| KLIV                        | San Jose        | B         | 1590 | 5.0            | 5.00             | b             | Empire Bcstg Corp   | 46              | 6707       |                   |       | News                         | 350                      | 0.45        | 1.7                | 0.7                               | 0.6         | 0.7         | 0.5         | 0.8       | 0.7         | 0.7         | 1.0         |     |
| # AM Stations -             |                 |           |      |                | 9                | # Combos -    |                     |                 |            |                   | 4     | AM TOTALS                    |                          |             |                    | 16.5                              | 7.7         | 6.9         | 6.9         | 5.0       | 6.2         | 5.6         | 6.4         | 6.0 |
| AM & FM Stations Profiled - |                 |           |      |                | 22               | # Duopolies - |                     |                 |            |                   | 5     | Total Local Commercial Share |                          |             |                    | 39.6                              | 37.4        | 41.4        | 36.4        | 36.4      | 33.2        | 36.8        | 38.9        |     |

● Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 28

Revenue Rank: 62

# Riverside-San Bernardino Market Overview



### Metro Counties / Population (000)

|                    |                |
|--------------------|----------------|
| Riverside, CA      | 1,014.6        |
| San Bernardino, CA | 758.4          |
| <b>Total</b>       | <b>1,773.0</b> |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>*** | 1993     | 1994     | 1995     | 1996     | 1997     | 1998      | Δ 93 - 98 |
|---------------------------------|----------|----------|----------|----------|----------|-----------|-----------|
|                                 | \$23,000 | \$24,200 | \$26,700 | \$30,700 | \$31,300 | \$34,800  | 8.7%      |
| Δ 98 - 99                       | 1999     | 2000     | 2001     | 2002     | 2003     | Δ 99 - 03 |           |
| 10.1%                           | \$38,300 | \$42,900 | \$47,200 | \$52,400 | \$56,600 | 10.2%     |           |

|                      | 1993         | 1998         | 2003         | Est. Breakout |
|----------------------|--------------|--------------|--------------|---------------|
| Revenue/Retail Sales | \$2.22/1,000 | \$2.41/1,000 | \$3.17/1,000 | Local 85%     |
| Revenue/Capita       | \$13.96      | \$19.63      | \$28.98      | National 15%  |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993     | 1998     | Growth Rate | 1998     | 2003     | Growth Rate |
|----------------|----------|----------|-------------|----------|----------|-------------|
| MSA Population | 1,647.9  | 1,773.0  | 1.5%        | 1,773.0  | 1,953.1  | 2.0%        |
| Households     | 545.8    | 580.8    | 1.3%        | 580.8    | 636.7    | 1.9%        |
| Retail Sales   | 10,353.4 | 14,466.4 | 6.9%        | 14,466.4 | 17,869.9 | 4.3%        |
| EBI            | 23,729.5 | 23,244.4 | -0.4%       | 23,244.4 | 26,893.0 | 3.0%        |

### Demographic Breakdown

|                    | Total       | Under 12 | 12 - 17    | 18 - 24          | 25 - 34    | 35 - 44 | 45 - 54        | Over 55   |
|--------------------|-------------|----------|------------|------------------|------------|---------|----------------|-----------|
| Men (000)          | 889.4       | 179.5    | 80.7       | 81.8             | 138.9      | 143.4   | 106.5          | 158.7     |
| Women (000)        | 883.6       | 172.3    | 76.3       | 73.0             | 129.9      | 137.4   | 104.5          | 190.2     |
| Total              | 1,773.0     | 351.8    | 157.0      | 154.8            | 268.8      | 280.8   | 211.0          | 348.8     |
| Percentage         | 100.0%      | 19.8%    | 8.9%       | 8.7%             | 15.2%      | 15.8%   | 11.9%          | 19.7%     |
| Per Capita         | \$ 13,110   |          |            |                  |            |         |                |           |
|                    |             |          |            | Median Household | \$ 32,672  |         | Avg Household  | \$ 40,019 |
| Ethnic Population: | White 87.1% |          | Black 6.8% |                  | Asian 5.0% |         | Hispanic 33.9% |           |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 11      | 4       |         | 8          | 15      | 13      | 28    |
| Tot 12+    | 13.3    | 22.8    |         | 33.8       | 36.1    | 1.6     | 37.7  |
| Avg 12+    | 1.2     | 5.7     |         | 4.2        | 2.4     | 0.1     | 1.3   |
| Tot LCS    | 35.3    | 60.5    |         | 89.7       | 95.8    | 4.2     | 100.0 |
| Avg LCS    | 3.2     | 15.1    |         | 11.2       | 6.4     | 0.3     | 3.6   |

# Competitive Overview

Some stations also rated in Los Angeles.

## FM Stations

| Calls           | City of License | FCC Class | Freq  | Power (kW) | HAAT | C          | Owner             | Year Std | Date Acq'd | Sales Price (000) | L M A | Format      | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |             |             |           |             |             |             |      |      |
|-----------------|-----------------|-----------|-------|------------|------|------------|-------------------|----------|------------|-------------------|-------|-------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|------|------|
|                 |                 |           |       |            |      |            |                   |          |            |                   |       |             |                          |             |                    | Fall 1999                         | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |      |      |
| KELT            | Riverside       | A         | 92.7  | 6.0        | 328  |            | Amaturo Group Ltd | 59       | 9301       |                   | nc    | AC          | 1,000                    | 0.88        | 2.9                | 1.1                               | 0.9         | 1.2         | 1.3         | 0.9       | 0.8         | 0.9         | 0.6         |      |      |
| ● KXFG          | Sun City        | A         | 92.9  | 6.0        | 328  | f          | Infinity Bcstg    | 97       | 9805       |                   | g1    | Country     |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.2         | 0.0         |      |      |
| KBHR            | Big Bear City   | A         | 93.3  | 1.5        | 663  |            | Parallel Bcstg    | 95       |            |                   |       | AAA         | 300                      |             | 0.3                | 0.0                               | 0.0         | 0.0         | 0.0         | 0.4       | 0.0         | 0.0         | 0.5         |      |      |
| ● KREA          | Ontario         | A         | 93.5  | 6.0        | 0    |            | Rodriguez Comm    | 67       | 0001 p     |                   | g     | Korean      |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |      |
| ● KFRG          | San Bernardino  | B         | 95.1  | 49.0       | 489  | f          | Infinity Bcstg    | 74       | 9805       |                   | g1    | Country     | 12,200                   | 1.24        | 25.1               | 9.7                               | 8.7         | 8.9         | 9.5         | 9.9       | 9.6         | 11.0        | 12.3        |      |      |
| KWRP            | San Jacinto     | A         | 96.1  | 0.3        | 1503 |            | Magic Bcstg Inc   | 90       | 9810       | 2,650             |       | Adlt Stndrd | 800                      | 0.25        | 8.1                | 2.9                               | 2.7         | 3.0         | 3.0         | 3.2       | 2.9         | 3.0         | 2.2         |      |      |
| KCAL            | Redlands        | A         | 96.7  | 1.8        | 377  | e          | Anaheim Bcstg     | 65       | 8612       | 4,000             |       | Clsc Rock   | 3,100                    | 0.86        | 9.2                | 3.3                               | 4.5         | 3.1         | 2.8         | 3.2       | 2.8         | 2.7         | 1.9         |      |      |
| KSSE            | Riverside       | B         | 97.5  | 72.0       | 1828 | c          | Entravision Comm  | 59       | 9912 p     |                   |       | Span/CHR    | n/a                      |             | 5.8                | 2.7                               | 2.2         | 2.5         | 1.8         | 2.1       | 2.3         | 1.8         | 2.7         |      |      |
| ● KGGI          | Riverside       | B         | 99.1  | 2.6        | 1844 | a          | Chase Radio       | 65       | 0003 p     |                   | g     | CHR         | 8,700                    | 1.31        | 17.0               | 5.1                               | 6.0         | 5.9         | 6.1         | 7.0       | 5.9         | 6.1         | 5.6         |      |      |
| KOLA            | San Bernardino  | B         | 99.9  | 29.5       | 1663 | e          | Anaheim Bcstg     | 59       | 9610       | 5,000             |       | Oldies      | 4,100                    | 0.75        | 14.0               | 5.3                               | 5.6         | 5.2         | 5.1         | 4.7       | 4.6         | 4.6         | 3.7         |      |      |
| ● KAEH          | Beaumont        | A         | 100.9 | 1.5        | 479  |            | RGB Comm Inc      | 96       |            |                   |       | ChrsContemp |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |      |
| KATY            | Idyllwild       | A         | 101.3 | 1.9        | 597  |            | KATY FM LLC       | 89       | 9810       |                   | nc 2  | AC          | 550                      | 1.00        | 1.4                | 0.6                               | 0.6         | 1.0         | 0.0         | 0.5       | 0.6         | 0.8         | 0.5         |      |      |
| KXSB            | Big Bear Lake   | A         | 101.7 | 0.3 cp     | 1414 | d          | Lazer Bcstg Corp  | 75       | 9502       | 750               |       | Spanish     | 1,800                    | 1.64        | 2.8                | 2.1                               | 1.2         | 1.2         | 1.1         | 0.7       | 1.0         | 0.5         | 0.7         |      |      |
| KCXX            | Lake Arrowhead  | A         | 103.9 | 0.2        | 1798 |            | All Pro Bcstg     | 78       | 9209       | 5,000             | 2     | Alternative | 2,250                    | 0.89        | 6.5                | 2.7                               | 2.5         | 2.1         | 2.6         | 2.4       | 2.5         | 2.7         | 3.0         |      |      |
| KXRS            | Hemet           | A         | 105.7 | 0.2        | 1024 | d          | Lazer Bcstg Corp  | 63       | 9312       | 550               | c2    | Spanish     | 850                      | 1.36        | 1.6                | 0.6                               | 0.5         | 0.6         | 0.6         | 0.7       | 0.5         | 0.6         | 0.6         |      |      |
| # FM Stations - |                 |           |       |            | 15   | # Combos - |                   |          |            |                   | 8     | FM TOTALS   |                          |             |                    |                                   | 94.7        | 36.1        | 35.4        | 34.7      | 33.9        | 35.7        | 33.5        | 34.9 | 34.3 |

## AM Stations

| Calls                       | City of License | FCC Class | Freq | Day Power (kW) | Night Power (kW) | C             | Owner             | Year Std | Date Acq'd | Sales Price (000) | L M A | Format                       | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |             |             |           |             |             |             |      |     |
|-----------------------------|-----------------|-----------|------|----------------|------------------|---------------|-------------------|----------|------------|-------------------|-------|------------------------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|------|-----|
|                             |                 |           |      |                |                  |               |                   |          |            |                   |       |                              |                          |             |                    | Fall 1999                         | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |      |     |
| ● KSZZ                      | San Bernardino  | B         | 590  | 1.0            | 1.00             | c             | Entravision Comm  | 29       | 9912 p     |                   | g4    | Spn/Mex/Tej                  | 500                      |             | 0.8                | 0.5                               | 0.5         | 0.1         | 0.3         | 0.3       | 0.2         | 0.0         | 0.4         |      |     |
| KBBV                        | Big Bear Lake   | B         | 1050 | 0.5            | 0.00             |               | Washington Bcst   | 64       | 9903       | 30                |       | DARK                         |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |     |
| ● KLTH                      | San Bernardino  | C         | 1240 | 1.0            | 1.00             |               | Salem Comm Corp   | 47       | 8611       | 1,150             |       | Religion                     |                          |             | 0.6                | 0.0                               | 0.3         | 0.4         | 0.2         | 0.0       | 0.0         | 0.4         | 0.3         |      |     |
| KKDD                        | San Bernardino  | B         | 1290 | 5.0            | 5.00             | a             | AMFM Inc          | 47       | 9910 p     |                   | g     | Children                     | 250                      |             | 0.3                | 0.0                               | 0.4         | 0.0         | 0.0         | 0.0       | 0.5         | 0.0         | 0.0         |      |     |
| KSDT                        | Hemet           | B         | 1320 | 0.5 cp         | 0.30             | d             | Lazer Bcstg Corp  | 59       | 9312       |                   | c2    | Oldes/Rock                   | 50                       |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |     |
| ● KCKC                      | San Bernardino  | B         | 1350 | 5.0            | 0.60             | b             | Clear Channel     | 47       | 9905       |                   | g3    | Ranchera                     |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.6         | 0.5         | 0.6         |      |     |
| KWRM                        | Corona          | B         | 1370 | 5.0            | 2.50             |               | Major Market Stns | 48       | 6706       |                   |       | Spanish                      |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |     |
| ● KCAL                      | Redlands        | B         | 1410 | 5.0            | 4.00             | c             | Entravision Comm  | 54       | 9912 p     |                   | g4    | Spn/Mex/Tej                  | 1,200                    | 2.05        | 1.5                | 0.4                               | 0.5         | 0.8         | 0.5         | 0.4       | 0.5         | 0.6         | 1.0         |      |     |
| KDIF                        | Riverside       | B         | 1440 | 1.0            | 1.00             | b             | Clear Channel     | 41       | 9905       |                   | g3    | Spanish                      | 600                      | 0.81        | 1.9                | 0.7                               | 0.7         | 1.0         | 0.6         | 0.5       | 0.6         | 0.7         | 0.6         |      |     |
| ● KMET                      | Banning         | C         | 1490 | 1.0            | 1.00             |               | Delphi Comm Inc   | 48       | 9808       | 500               |       | Sports                       | 75                       |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |     |
| KIKA                        | Ontario         | B         | 1510 | 10.0           | 1.00             |               | Astor Bcst Group  | 46       | 9908       | 2,500             |       | Country                      |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |     |
| KHPY                        | Moreno Valley   | B         | 1530 | 10.0           | 0.00             |               | Van Voorhis, D.L. | 90       | 9604       | 737               | 1     | Variety                      |                          |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |     |
| KPRO                        | Riverside       | B         | 1570 | 5.0            | 0.19             |               | Sherban, Olive    | 57       | 9205       |                   | nc    | Inspiration                  |                          |             | 0.3                | 0.0                               | 0.4         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |     |
| # AM Stations -             |                 |           |      |                | 13               | # Combos -    |                   |          |            |                   | 6     | AM TOTALS                    |                          |             |                    |                                   | 5.4         | 1.6         | 2.8         | 2.3       | 1.6         | 1.2         | 2.4         | 2.2  | 2.9 |
| AM & FM Stations Profiled - |                 |           |      |                | 28               | # Duopolies - |                   |          |            |                   | 5     | Total Local Commercial Share |                          |             |                    |                                   | 37.7        | 38.2        | 37.0        | 35.5      | 36.9        | 35.9        | 37.1        | 37.2 |     |

● Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.



**Metro Rank: 29**  
Revenue Rank: 28

# Sacramento, CA Market Overview



### Metro Counties / Population (000)

|                |                |
|----------------|----------------|
| El Dorado, CA  | 103.7          |
| Nevada, CA     | 72.3           |
| Placer, CA     | 212.6          |
| Sacramento, CA | 1,180.1        |
| Yolo, CA       | 159.8          |
| <b>Total</b>   | <b>1,728.5</b> |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>★★★ | 1993         | 1994         | 1995         | 1996      | 1997      | 1998      | Δ 93 - 98     |
|---------------------------------|--------------|--------------|--------------|-----------|-----------|-----------|---------------|
|                                 | \$63,300     | \$68,100     | \$70,200     | \$75,400  | \$80,800  | \$86,500  | 6.4%          |
| Δ 98 - 99                       | 1999         | 2000         | 2001         | 2002      | 2003      | Δ 99 - 03 |               |
| 10.5%                           | \$95,600     | \$106,100    | \$116,700    | \$126,100 | \$136,200 | 9.2%      |               |
|                                 | 1993         | 1998         | 2003         |           |           |           | Est. Breakout |
| Revenue/Retail Sales            | \$5.15/1,000 | \$5.15/1,000 | \$6.39/1,000 |           |           |           | Local 75%     |
| Revenue/Capita                  | \$38.69      | \$50.04      | \$72.76      |           |           |           | National 25%  |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993     | 1998     | Growth Rate | 1998     | 2003     | Growth Rate |
|----------------|----------|----------|-------------|----------|----------|-------------|
| MSA Population | 1,635.9  | 1,728.5  | 1.1%        | 1,728.5  | 1,871.8  | 1.6%        |
| Households     | 612.6    | 646.4    | 1.1%        | 646.4    | 703.5    | 1.7%        |
| Retail Sales   | 12,289.9 | 16,795.7 | 6.4%        | 16,795.7 | 21,308.5 | 4.9%        |
| EBI            | 26,862.0 | 28,355.1 | 1.1%        | 28,355.1 | 34,812.8 | 4.2%        |

### Demographic Breakdown

|                    | Total       | Under 12 | 12 - 17    | 18 - 24          | 25 - 34     | 35 - 44 | 45 - 54        | Over 55   |
|--------------------|-------------|----------|------------|------------------|-------------|---------|----------------|-----------|
| Men (000)          | 852.5       | 150.9    | 70.9       | 75.3             | 130.0       | 151.2   | 116.1          | 158.2     |
| Women (000)        | 875.9       | 144.3    | 67.6       | 74.3             | 126.5       | 153.0   | 119.8          | 190.5     |
| Total              | 1,728.5     | 295.2    | 138.5      | 149.6            | 256.4       | 304.2   | 235.9          | 348.7     |
| Percentage         | 100.0%      | 17.1%    | 8.0%       | 8.7%             | 14.8%       | 17.6%   | 13.6%          | 20.2%     |
| Per Capita         | \$ 16,405   |          |            |                  |             |         |                |           |
|                    |             |          |            | Median Household | \$ 35,890   |         | Avg Household  | \$ 43,870 |
| Ethnic Population: | White 81.5% |          | Black 7.0% |                  | Asian 10.2% |         | Hispanic 15.3% |           |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 5       | 15      |         | 14         | 20      | 18      | 38    |
| Tot 12+    | 7.4     | 53.0    |         | 56.4       | 60.4    | 20.4    | 80.8  |
| Avg 12+    | 1.5     | 3.5     |         | 4.0        | 3.0     | 1.1     | 2.1   |
| Tot LCS    | 9.2     | 65.6    |         | 69.8       | 74.8    | 25.2    | 100.0 |
| Avg LCS    | 1.8     | 4.4     |         | 5.0        | 3.7     | 1.4     | 2.6   |

# Competitive Overview

Some stations also rated in Stockton and Chico.

| City of | FCC | Power | HAAT | C Owner | Year Acqd | Sales Price (000) | L | 1999 Est Revenue (000)/// | Power Ratio | Avg '99 Local Comm | 1999 | Summer | Spring | Winter | Fall | Summer | Spring | Winter | Fall | Summer | 1998 | Spring | Winter | 1998 |
|---------|-----|-------|------|---------|-----------|-------------------|---|---------------------------|-------------|--------------------|------|--------|--------|--------|------|--------|--------|--------|------|--------|------|--------|--------|------|
|---------|-----|-------|------|---------|-----------|-------------------|---|---------------------------|-------------|--------------------|------|--------|--------|--------|------|--------|--------|--------|------|--------|------|--------|--------|------|

|                    |                 |    |       |        |      |   |                     |    |        |       |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|--------------------|-----------------|----|-------|--------|------|---|---------------------|----|--------|-------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| KZSA               | Placerville     | A  | 92.1  | 1.9 cp | 417  | h | Z-Spanish Media     | 82 | 9806   | 1,050 | 0.6  | 0.6 | 0.5 | 0.4 | 0.6 | 0.4 | 0.4 | 0.5 | 0.8 | 0.8 | 0.4 | 0.5 | 0.8 | 0.4 | 0.5 |     |
| KGBY               | Sacramento      | B  | 92.5  | 39.0   | 449  | c | AMFM Inc            | 46 | 9910 p | 7,300 | 1.82 | 4.3 | 2.7 | 2.9 | 3.3 | 4.0 | 4.5 | 4.2 | 4.7 | 0.8 | 0.4 | 0.5 | 0.8 | 0.4 | 0.5 |     |
| KXOA               | Roseville       | B1 | 93.7  | 25.0   | 328  | d | Infinity Bcstg      | 70 | 9808   | 5,000 | 1.58 | 3.4 | 2.0 | 2.8 | 3.5 | 2.4 | 2.6 | 2.7 | 3.0 | 3.0 | 2.7 | 2.7 | 3.0 | 2.7 | 3.0 |     |
| KRLT               | S. Lake Tahoe   | A  | 93.9  | 6.0    | -190 | e | Commonwealth        | 76 | 9910   | 600   |      | 0.0 | 0.0 | 0.0 | 0.0 | 0.4 | 0.4 | 0.6 | 0.6 | 0.6 | 0.4 | 0.5 | 0.8 | 0.4 | 0.5 |     |
| KSSJ               | Fair Oaks       | B1 | 94.7  | 25.0   | 325  | b | Entercom            | 70 | 9808   | 4,350 | 0.83 | 5.6 | 4.9 | 4.7 | 5.1 | 4.6 | 4.0 | 3.7 | 2.4 | 2.4 | 0.0 | 0.4 | 0.5 | 0.8 | 0.4 | 0.5 |
| KYMX               | Sacramento      | B  | 96.1  | 50.0   | 476  | d | Infinity Bcstg      | 47 | 9805   | 4,900 | 1.01 | 5.2 | 4.4 | 4.1 | 4.7 | 4.0 | 4.3 | 4.1 | 3.8 | 3.8 | 3.0 | 3.7 | 3.7 | 3.0 | 3.0 |     |
| KSEG               | Sacramento      | B  | 96.9  | 50.0   | 499  | b | Entercom            | 59 | 9808   | 6,650 | 1.19 | 6.0 | 5.6 | 5.4 | 4.8 | 4.9 | 3.8 | 3.7 | 3.0 | 3.0 | 3.0 | 3.7 | 3.7 | 3.0 | 3.0 |     |
| KTTA               | Esparto         | A  | 97.9  | 6.0    | 328  | i | Pacific Spanish     | 95 |        | 250   | 0.3  | 0.8 | 0.7 | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.5 | 0.5 | 0.8 | 0.7 | 0.3 | 0.0 | 0.0 |     |
| KRXQ               | Sacramento      | B  | 98.5  | 50.0   | 495  | b | Entercom            | 59 | 9808   | 5,300 | 1.03 | 5.5 | 5.3 | 4.4 | 4.6 | 4.0 | 4.1 | 4.5 | 4.5 | 4.5 | 0.8 | 0.4 | 0.5 | 0.8 | 0.4 | 0.5 |
| KRCX               | Marysville      | B  | 99.9  | 1.8    | 2182 | a | Entravision Comm    | 47 | 9912 p | 950   | 1.02 | 1.0 | 1.2 | 0.6 | 0.7 | 1.0 | 1.0 | 0.8 | 0.8 | 0.8 | 0.8 | 0.8 | 0.8 | 0.8 | 0.8 |     |
| KZZO               | Sacramento      | B  | 100.5 | 115.0  | 328  | d | Infinity Bcstg      | 58 | 9805   | 7,000 | 1.47 | 5.1 | 3.3 | 4.0 | 3.6 | 4.3 | 4.6 | 6.4 | 6.3 | 6.3 | 0.8 | 0.4 | 0.5 | 0.8 | 0.4 | 0.5 |
| KHYL               | Auburn          | B  | 101.1 | 36.0   | 577  | c | AMFM Inc            | 61 | 9910 p | 4,150 | 0.97 | 4.6 | 3.7 | 3.4 | 3.6 | 4.0 | 4.1 | 4.3 | 4.3 | 4.3 | 0.8 | 0.4 | 0.5 | 0.8 | 0.4 | 0.5 |
| KFRE               | Shingle Springs | B  | 101.9 | 47.0   | 505  | a | Entravision Comm    | 89 | 9912 p | 2,650 | 2.84 | 1.0 | 1.0 | 0.6 | 0.7 | 1.3 | 0.7 | 0.7 | 0.3 | 0.3 | 0.8 | 0.7 | 0.7 | 0.3 | 0.3 |     |
| KSRM               | Woodland        | B  | 102.5 | 50.0   | 499  | d | Infinity Bcstg      | 61 | 9805   | 5,000 | 0.88 | 6.1 | 4.0 | 3.6 | 5.0 | 5.6 | 6.3 | 6.8 | 6.2 | 6.2 | 0.8 | 0.4 | 0.5 | 0.8 | 0.4 | 0.5 |
| KBMB               | Sacramento      | A  | 103.5 | 6.0 cp | 312  |   | Diamond Radio       | 96 |        | 2,800 | 0.59 | 5.1 | 4.5 | 4.3 | 4.6 | 3.8 | 3.7 | 4.0 | 4.0 | 4.0 | 0.8 | 0.4 | 0.5 | 0.8 | 0.4 | 0.5 |
| KHZZ               | Davis           | A  | 104.3 | 6.0    | 328  | h | Z-Spanish Media     | 79 | 9906   | 2,300 | 0.82 | 3.0 | 1.5 | 2.2 | 2.9 | 2.2 | 2.5 | 1.6 | 1.4 | 1.4 | 0.8 | 0.4 | 0.5 | 0.8 | 0.4 | 0.5 |
| KNCI               | Sacramento      | B  | 105.1 | 50.0   | 499  | d | Infinity Bcstg      | 60 | 9805   | 7,200 | 1.17 | 6.6 | 5.5 | 5.8 | 5.2 | 5.8 | 6.1 | 6.1 | 6.1 | 6.1 | 0.8 | 0.4 | 0.5 | 0.8 | 0.4 | 0.5 |
| KLNA               | Dunnigan        | B1 | 105.5 | 2.6 cp | 1011 | i | Pacific Spanish     | 83 |        | 0.1   | 0.4  | 0.1 | 0.0 | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.8 | 0.4 | 0.5 | 0.8 | 0.4 | 0.5 |
| KWOD               | Sacramento      | B  | 106.5 | 50.0   | 411  | b | Royce Intl Bcstg Co | 57 |        | 3,800 | 1.02 | 4.0 | 3.7 | 3.9 | 3.1 | 2.8 | 3.4 | 4.3 | 4.3 | 4.3 | 0.8 | 0.4 | 0.5 | 0.8 | 0.4 | 0.5 |
| KDND               | Sacramento      | B  | 107.9 | 50.0   | 404  | b | Entercom            | 45 | 9808   | 3,450 | 0.64 | 5.8 | 5.3 | 5.5 | 4.8 | 4.2 | 4.4 | 3.8 | 3.3 | 3.3 | 0.8 | 0.4 | 0.5 | 0.8 | 0.4 | 0.5 |
| # FM Stations - 20 |                 |    |       |        |      |   |                     |    |        |       |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| # Combos - 18      |                 |    |       |        |      |   |                     |    |        |       |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| FM TOTALS          |                 |    |       |        |      |   |                     |    |        |       |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|                    |                 |    |       |        |      |   |                     |    |        |       |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.



# Competitive Overview

Some stations also rated in Stockton and Chico.

ARB 12+ Metro Shares (see rights)

| City of Calls                     | FCC Class | Power (kW) | Day Power (kW) | Night Power (kW) | C Owner             | Year Date | Std Acqd | Sales Price M (000) | L Format    | 1999 Est Revenue (000)/Power Ratio | 1999 Est  |                                   |             |             | Avg 99 Local Comm                 |  |      |                                   |  |      |                                   |  |
|-----------------------------------|-----------|------------|----------------|------------------|---------------------|-----------|----------|---------------------|-------------|------------------------------------|-----------|-----------------------------------|-------------|-------------|-----------------------------------|--|------|-----------------------------------|--|------|-----------------------------------|--|
|                                   |           |            |                |                  |                     |           |          |                     |             |                                    | Fall 1999 | Summer 1999                       | Spring 1999 | Winter 1999 |                                   |  |      |                                   |  |      |                                   |  |
| KTHO                              | B         | 590        | 2.5            | 0.50             | KIDD                | 63        | 9507     | 425                 | AC          | 0.0                                | 0.0       | 0.0                               | 0.0         | 0.0         | 0.0                               |  |      |                                   |  |      |                                   |  |
| Rancho Cordova                    | B         | 650        | 25.0           | cp               | AMFM Inc            | 91        | 9910     | p                   | g           | 2,200                              | 0.69      | 3.4                               | 3.1         | 2.7         | 2.5                               |  |      |                                   |  |      |                                   |  |
| S. Lake Tahoe                     | B         | 590        | 2.5            | 0.50             | KIDD                | 63        | 9507     | 425                 | AC          | 0.0                                | 0.0       | 0.0                               | 0.0         | 0.0         | 0.0                               |  |      |                                   |  |      |                                   |  |
| KSTE                              | B         | 710        | 25.0           | cp               | Salem Comm Corp     | 79        | 9502     | 4,100               | Chrst/Talk  | 0.5                                | 0.5       | 0.5                               | 0.5         | 0.5         | 0.5                               |  |      |                                   |  |      |                                   |  |
| Carmichael                        | B         | 710        | 25.0           | cp               | Salem Comm Corp     | 79        | 9502     | 4,100               | Chrst/Talk  | 0.5                                | 0.5       | 0.5                               | 0.5         | 0.5         | 0.5                               |  |      |                                   |  |      |                                   |  |
| KFIA                              | B         | 830        | 25.0           | cp               | Nevada County       | 78        | 9605     | 475                 | st          | 0.7                                | 0.7       | 0.7                               | 0.7         | 0.7         | 0.7                               |  |      |                                   |  |      |                                   |  |
| KAHI                              | B         | 950        | 5.0            | cp               | Immaculate Heart    | 57        | 9905     | 450                 | FullService | 0.6                                | 0.6       | 0.6                               | 0.6         | 0.6         | 0.6                               |  |      |                                   |  |      |                                   |  |
| Auburn                            | B         | 950        | 5.0            | cp               | Immaculate Heart    | 57        | 9905     | 450                 | FullService | 0.6                                | 0.6       | 0.6                               | 0.6         | 0.6         | 0.6                               |  |      |                                   |  |      |                                   |  |
| KIOQ                              | B         | 1030       | 50.0           | cp               | Royce Intl Bcstg Co | 85        | 9310     | 28                  | cp          | 0.0                                | 0.0       | 0.0                               | 0.0         | 0.0         | 0.0                               |  |      |                                   |  |      |                                   |  |
| Folsom                            | B         | 1030       | 50.0           | cp               | Royce Intl Bcstg Co | 85        | 9310     | 28                  | cp          | 0.0                                | 0.0       | 0.0                               | 0.0         | 0.0         | 0.0                               |  |      |                                   |  |      |                                   |  |
| KLIB                              | B         | 1110       | 5.0            | cp               | Multicultural Bcstg | 68        | 0003     | p                   | g3          | 300                                | 0.0       | 0.0                               | 0.0         | 0.0         | 0.0                               |  |      |                                   |  |      |                                   |  |
| Roseville                         | B         | 1110       | 5.0            | cp               | Multicultural Bcstg | 68        | 0003     | p                   | g3          | 300                                | 0.0       | 0.0                               | 0.0         | 0.0         | 0.0                               |  |      |                                   |  |      |                                   |  |
| KHTK                              | B         | 1140       | 50.0           | cp               | Infinity Bcstg      | 26        | 9805     | g1                  | Sports      | 2,350                              | 0.63      | 4.0                               | 3.3         | 2.9         | 3.6                               |  |      |                                   |  |      |                                   |  |
| Sacramento                        | B         | 1140       | 50.0           | cp               | Infinity Bcstg      | 26        | 9805     | g1                  | Sports      | 2,350                              | 0.63      | 4.0                               | 3.3         | 2.9         | 3.6                               |  |      |                                   |  |      |                                   |  |
| KSQR                              | C         | 1240       | 1.0            | cp               | Z-Spanish Media     | 37        | 9806     | st                  | Spanish     | 500                                | 0.2       | 0.2                               | 0.0         | 0.4         | 0.4                               |  |      |                                   |  |      |                                   |  |
| Sacramento                        | C         | 1240       | 1.0            | cp               | Z-Spanish Media     | 37        | 9806     | st                  | Spanish     | 500                                | 0.2       | 0.2                               | 0.0         | 0.4         | 0.4                               |  |      |                                   |  |      |                                   |  |
| KCTC                              | B         | 1320       | 5.0            | cp               | Entercom            | 45        | 9808     | sw                  | AC          | 700                                | 0.15      | 4.9                               | 3.7         | 4.0         | 3.9                               |  |      |                                   |  |      |                                   |  |
| Sacramento                        | B         | 1320       | 5.0            | cp               | Entercom            | 45        | 9808     | sw                  | AC          | 700                                | 0.15      | 4.9                               | 3.7         | 4.0         | 3.9                               |  |      |                                   |  |      |                                   |  |
| KTKZ                              | B         | 1380       | 5.0            | cp               | Salem Comm Corp     | 52        | 9704     | 1,500               | Talk        | 0.1                                | 0.1       | 0.1                               | 0.0         | 0.4         | 0.4                               |  |      |                                   |  |      |                                   |  |
| Sacramento                        | B         | 1380       | 5.0            | cp               | Salem Comm Corp     | 52        | 9704     | 1,500               | Talk        | 0.1                                | 0.1       | 0.1                               | 0.0         | 0.4         | 0.4                               |  |      |                                   |  |      |                                   |  |
| Marysville                        | B         | 1410       | 5.0            | cp               | Hult, Tom           | 40        | 9908     | 425                 | Talk        | 0.0                                | 0.0       | 0.0                               | 0.0         | 0.0         | 0.0                               |  |      |                                   |  |      |                                   |  |
| Sacramento                        | B         | 1410       | 5.0            | cp               | Hult, Tom           | 40        | 9908     | 425                 | Talk        | 0.0                                | 0.0       | 0.0                               | 0.0         | 0.0         | 0.0                               |  |      |                                   |  |      |                                   |  |
| KJAY                              | B         | 1430       | 0.5            | cp               | KJAY LLC            | 63        | 9709     | nc                  | Talk        | 0.0                                | 0.0       | 0.0                               | 0.0         | 0.0         | 0.0                               |  |      |                                   |  |      |                                   |  |
| Sacramento                        | B         | 1430       | 0.5            | cp               | KJAY LLC            | 63        | 9709     | nc                  | Talk        | 0.0                                | 0.0       | 0.0                               | 0.0         | 0.0         | 0.0                               |  |      |                                   |  |      |                                   |  |
| KRAK                              | B         | 1470       | 5.0            | cp               | Infinity Bcstg      | 45        | 9805     | g1                  | Country     | 500                                | 0.54      | 1.0                               | 1.1         | 1.0         | 0.6                               |  |      |                                   |  |      |                                   |  |
| Sacramento                        | B         | 1470       | 5.0            | cp               | Infinity Bcstg      | 45        | 9805     | g1                  | Country     | 500                                | 0.54      | 1.0                               | 1.1         | 1.0         | 0.6                               |  |      |                                   |  |      |                                   |  |
| S. Lake Tahoe                     | C         | 1490       | 1.0            | cp               | Commonwealth        | 56        | 9910     | c4                  | Nws/TK/Spt  | 11.6                               | 1.29      | 11.6                              | 8.1         | 9.3         | 10.3                              |  |      |                                   |  |      |                                   |  |
| Sacramento                        | C         | 1490       | 1.0            | cp               | Commonwealth        | 56        | 9910     | c4                  | Nws/TK/Spt  | 11.6                               | 1.29      | 11.6                              | 8.1         | 9.3         | 10.3                              |  |      |                                   |  |      |                                   |  |
| KFBK                              | A         | 1530       | 50.0           | cp               | AMFM Inc            | 22        | 9910     | g                   | News/Talk   | 13,900                             | 1.29      | 13,900                            | 8.1         | 9.3         | 10.0                              |  |      |                                   |  |      |                                   |  |
| Sacramento                        | A         | 1530       | 50.0           | cp               | AMFM Inc            | 22        | 9910     | g                   | News/Talk   | 13,900                             | 1.29      | 13,900                            | 8.1         | 9.3         | 10.0                              |  |      |                                   |  |      |                                   |  |
| KSMH                              | B         | 1620       | 10.0           | cp               | Immaculate Heart    | 99        | 9905     | c1                  | Religion    | 0.0                                | 0.0       | 0.0                               | 0.0         | 0.0         | 0.0                               |  |      |                                   |  |      |                                   |  |
| Auburn                            | B         | 1620       | 10.0           | cp               | Immaculate Heart    | 99        | 9905     | c1                  | Religion    | 0.0                                | 0.0       | 0.0                               | 0.0         | 0.0         | 0.0                               |  |      |                                   |  |      |                                   |  |
| KSXX                              | B         | 1690       | 10.0           | cp               | Multicultural Bcstg | 99        | 0003     | g3                  | DARK        | 0.0                                | 0.0       | 0.0                               | 0.0         | 0.0         | 0.0                               |  |      |                                   |  |      |                                   |  |
| Roseville                         | B         | 1690       | 10.0           | cp               | Multicultural Bcstg | 99        | 0003     | g3                  | DARK        | 0.0                                | 0.0       | 0.0                               | 0.0         | 0.0         | 0.0                               |  |      |                                   |  |      |                                   |  |
| AM & FM Stations Profiled -       |           |            |                |                  |                     |           |          |                     |             |                                    | 38        | # AM Stations -                   |             | 18          | # Combos -                        |  | 9    | # Duopolies -                     |  | 13   | Total Local Commercial Share      |  |
| AM STATIONS                       |           |            |                |                  |                     |           |          |                     |             |                                    | 26.4      | AM TOTALS                         |             | 26.4        | AM TOTALS                         |  | 26.4 | AM TOTALS                         |  | 26.4 | AM TOTALS                         |  |
| ARB 12+ Metro Shares (see rights) |           |            |                |                  |                     |           |          |                     |             |                                    | 80.8      | ARB 12+ Metro Shares (see rights) |             | 80.8        | ARB 12+ Metro Shares (see rights) |  | 80.8 | ARB 12+ Metro Shares (see rights) |  | 80.8 | ARB 12+ Metro Shares (see rights) |  |
| ARB 12+ Metro Shares (see rights) |           |            |                |                  |                     |           |          |                     |             |                                    | 79.8      | ARB 12+ Metro Shares (see rights) |             | 79.8        | ARB 12+ Metro Shares (see rights) |  | 79.8 | ARB 12+ Metro Shares (see rights) |  | 79.8 | ARB 12+ Metro Shares (see rights) |  |
| ARB 12+ Metro Shares (see rights) |           |            |                |                  |                     |           |          |                     |             |                                    | 81.5      | ARB 12+ Metro Shares (see rights) |             | 81.5        | ARB 12+ Metro Shares (see rights) |  | 81.5 | ARB 12+ Metro Shares (see rights) |  | 81.5 | ARB 12+ Metro Shares (see rights) |  |
| ARB 12+ Metro Shares (see rights) |           |            |                |                  |                     |           |          |                     |             |                                    | 82.0      | ARB 12+ Metro Shares (see rights) |             | 82.0        | ARB 12+ Metro Shares (see rights) |  | 82.0 | ARB 12+ Metro Shares (see rights) |  | 82.0 | ARB 12+ Metro Shares (see rights) |  |
| ARB 12+ Metro Shares (see rights) |           |            |                |                  |                     |           |          |                     |             |                                    | 83.1      | ARB 12+ Metro Shares (see rights) |             | 83.1        | ARB 12+ Metro Shares (see rights) |  | 83.1 | ARB 12+ Metro Shares (see rights) |  | 83.1 | ARB 12+ Metro Shares (see rights) |  |
| ARB 12+ Metro Shares (see rights) |           |            |                |                  |                     |           |          |                     |             |                                    | 83.1      | ARB 12+ Metro Shares (see rights) |             | 83.1        | ARB 12+ Metro Shares (see rights) |  | 83.1 | ARB 12+ Metro Shares (see rights) |  | 83.1 | ARB 12+ Metro Shares (see rights) |  |
| ARB 12+ Metro Shares (see rights) |           |            |                |                  |                     |           |          |                     |             |                                    | 80.4      | ARB 12+ Metro Shares (see rights) |             | 80.4        | ARB 12+ Metro Shares (see rights) |  | 80.4 | ARB 12+ Metro Shares (see rights) |  | 80.4 | ARB 12+ Metro Shares (see rights) |  |
| ARB 12+ Metro Shares (see rights) |           |            |                |                  |                     |           |          |                     |             |                                    | 80.1      | ARB 12+ Metro Shares (see rights) |             | 80.1        | ARB 12+ Metro Shares (see rights) |  | 80.1 | ARB 12+ Metro Shares (see rights) |  | 80.1 | ARB 12+ Metro Shares (see rights) |  |

1/ See introduction section for interpretation of revenue estimates.

• Indicates a change since last edition

Metro Rank: 30  
Revenue Rank: 29



Metro Counties / Population (000)

|                 |                |
|-----------------|----------------|
| Johnson, KS     | 435.5          |
| Leavenworth, KS | 71.4           |
| Miami, KS       | 26.8           |
| Wyandotte, KS   | 152.0          |
| Cass, MO        | 80.8           |
| Clay, MO        | 178.3          |
| Jackson, MO     | 650.9          |
| Lafayette, MO   | 32.8           |
| Platte, MO      | 70.9           |
| Ray, MO         | 23.5           |
| <b>Total</b>    | <b>1,722.9</b> |

# Kansas City Market Overview



## Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED<br>GROSS<br>REVENUES<br>*** | 1993           |                | 1994           |                | 1995           |                | 1996           |                | 1997           |                | 1998           |                | 1999           |                | 2000           |                | 2001           |                | 2002           |                | 2003           |                |
|---------------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
|                                       | Revenue/Capita | Revenue/Capita | Revenue/Capita | Revenue/Capita | Revenue/Capita | Revenue/Capita | Revenue/Capita | Revenue/Capita | Revenue/Capita | Revenue/Capita | Revenue/Capita | Revenue/Capita | Revenue/Capita | Revenue/Capita | Revenue/Capita | Revenue/Capita | Revenue/Capita | Revenue/Capita | Revenue/Capita | Revenue/Capita | Revenue/Capita | Revenue/Capita |
|                                       | \$47,600       | \$53,300       | \$59,400       | \$66,700       | \$73,800       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       |
|                                       | 11.3%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          |
|                                       | \$3,091,000    | \$3,091,000    | \$3,091,000    | \$3,091,000    | \$3,091,000    | \$3,091,000    | \$3,091,000    | \$3,091,000    | \$3,091,000    | \$3,091,000    | \$3,091,000    | \$3,091,000    | \$3,091,000    | \$3,091,000    | \$3,091,000    | \$3,091,000    | \$3,091,000    | \$3,091,000    | \$3,091,000    | \$3,091,000    | \$3,091,000    |                |
|                                       | \$4,301,000    | \$4,301,000    | \$4,301,000    | \$4,301,000    | \$4,301,000    | \$4,301,000    | \$4,301,000    | \$4,301,000    | \$4,301,000    | \$4,301,000    | \$4,301,000    | \$4,301,000    | \$4,301,000    | \$4,301,000    | \$4,301,000    | \$4,301,000    | \$4,301,000    | \$4,301,000    | \$4,301,000    | \$4,301,000    | \$4,301,000    |                |
|                                       | \$29.02        | \$29.02        | \$29.02        | \$29.02        | \$29.02        | \$29.02        | \$29.02        | \$29.02        | \$29.02        | \$29.02        | \$29.02        | \$29.02        | \$29.02        | \$29.02        | \$29.02        | \$29.02        | \$29.02        | \$29.02        | \$29.02        | \$29.02        | \$29.02        |                |
|                                       | \$48.41        | \$48.41        | \$48.41        | \$48.41        | \$48.41        | \$48.41        | \$48.41        | \$48.41        | \$48.41        | \$48.41        | \$48.41        | \$48.41        | \$48.41        | \$48.41        | \$48.41        | \$48.41        | \$48.41        | \$48.41        | \$48.41        | \$48.41        | \$48.41        |                |
|                                       | \$4,741,000    | \$4,741,000    | \$4,741,000    | \$4,741,000    | \$4,741,000    | \$4,741,000    | \$4,741,000    | \$4,741,000    | \$4,741,000    | \$4,741,000    | \$4,741,000    | \$4,741,000    | \$4,741,000    | \$4,741,000    | \$4,741,000    | \$4,741,000    | \$4,741,000    | \$4,741,000    | \$4,741,000    | \$4,741,000    | \$4,741,000    |                |
|                                       | \$66.72        | \$66.72        | \$66.72        | \$66.72        | \$66.72        | \$66.72        | \$66.72        | \$66.72        | \$66.72        | \$66.72        | \$66.72        | \$66.72        | \$66.72        | \$66.72        | \$66.72        | \$66.72        | \$66.72        | \$66.72        | \$66.72        | \$66.72        | \$66.72        |                |
|                                       | 83%            | 83%            | 83%            | 83%            | 83%            | 83%            | 83%            | 83%            | 83%            | 83%            | 83%            | 83%            | 83%            | 83%            | 83%            | 83%            | 83%            | 83%            | 83%            | 83%            | 83%            |                |
|                                       | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           |                |
|                                       | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      |                |
|                                       | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          |                |
|                                       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       |                |
|                                       | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           |                |
|                                       | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      |                |
|                                       | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          |                |
|                                       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       |                |
|                                       | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           |                |
|                                       | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      |                |
|                                       | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          |                |
|                                       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       |                |
|                                       | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           |                |
|                                       | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      |                |
|                                       | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          | 11.9%          |                |
|                                       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       | \$83,400       |                |
|                                       | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           | 7.1%           |                |
|                                       | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      | \$122,200      |                |

## Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

| Growth Rate    | 1998     |          | 1998     |          | 1998     |          | 1998     |          | 1998     |          | 1998     |          | 2003     |          | 2003     |          | 2003     |  |
|----------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|--|
|                | Rate     | Rate     | Rate     | Rate     | Rate     | Rate     | Rate     | Rate     | Rate     | Rate     | Rate     | Rate     | Rate     | Rate     | Rate     | Rate     | Rate     |  |
| MSA Population | 1,640.5  | 1,722.9  | 1,640.5  | 1,722.9  | 1,640.5  | 1,722.9  | 1,640.5  | 1,722.9  | 1,640.5  | 1,722.9  | 1,640.5  | 1,722.9  | 1,640.5  | 1,722.9  | 1,640.5  | 1,722.9  | 1,640.5  |  |
| Households     | 633.4    | 668.5    | 633.4    | 668.5    | 633.4    | 668.5    | 633.4    | 668.5    | 633.4    | 668.5    | 633.4    | 668.5    | 633.4    | 668.5    | 633.4    | 668.5    | 633.4    |  |
| Retail Sales   | 15,422.6 | 19,409.0 | 15,422.6 | 19,409.0 | 15,422.6 | 19,409.0 | 15,422.6 | 19,409.0 | 15,422.6 | 19,409.0 | 15,422.6 | 19,409.0 | 15,422.6 | 19,409.0 | 15,422.6 | 19,409.0 | 15,422.6 |  |
| EBI            | 28,752.5 | 32,111.4 | 28,752.5 | 32,111.4 | 28,752.5 | 32,111.4 | 28,752.5 | 32,111.4 | 28,752.5 | 32,111.4 | 28,752.5 | 32,111.4 | 28,752.5 | 32,111.4 | 28,752.5 | 32,111.4 | 28,752.5 |  |
|                | 1.0%     | 1.1%     | 1.0%     | 1.1%     | 1.0%     | 1.1%     | 1.0%     | 1.1%     | 1.0%     | 1.1%     | 1.0%     | 1.1%     | 1.0%     | 1.1%     | 1.0%     | 1.1%     | 1.0%     |  |
|                | 1.2%     | 1.1%     | 1.2%     | 1.1%     | 1.2%     | 1.1%     | 1.2%     | 1.1%     | 1.2%     | 1.1%     | 1.2%     | 1.1%     | 1.2%     | 1.1%     | 1.2%     | 1.1%     | 1.2%     |  |
|                | 1.5%     | 1.5%     | 1.5%     | 1.5%     | 1.5%     | 1.5%     | 1.5%     | 1.5%     | 1.5%     | 1.5%     | 1.5%     | 1.5%     | 1.5%     | 1.5%     | 1.5%     | 1.5%     | 1.5%     |  |
|                | 5.8%     | 5.8%     | 5.8%     | 5.8%     | 5.8%     | 5.8%     | 5.8%     | 5.8%     | 5.8%     | 5.8%     | 5.8%     | 5.8%     | 5.8%     | 5.8%     | 5.8%     | 5.8%     | 5.8%     |  |
|                | 4.8%     | 4.8%     | 4.8%     | 4.8%     | 4.8%     | 4.8%     | 4.8%     | 4.8%     | 4.8%     | 4.8%     | 4.8%     | 4.8%     | 4.8%     | 4.8%     | 4.8%     | 4.8%     | 4.8%     |  |

## Demographic Breakdown

| Over 55            | 45 - 54     | 35 - 44     | 25 - 34    | 18 - 24       | 12 - 17       | Class C       | Class B       | Class A       | Class A       | Class B       | Class C       | Viabile FMs   | All FMs       | All AMs       | Total         |
|--------------------|-------------|-------------|------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| 156.6              | 120.0       | 145.5       | 126.4      | 66.2          | 73.9          | 66.2          | 126.4         | 145.5         | 120.0         | 156.6         | 124.5         | 205.1         | 361.7         | 21.0%         | 2.7           |
| 152.0              | 80.8        | 178.3       | 650.9      | 32.8          | 70.9          | 23.5          | 1,722.9       | 1,722.9       | 1,722.9       | 1,722.9       | 1,722.9       | 1,722.9       | 1,722.9       | 1,722.9       | 1,722.9       |
| Women (000)        | 886.6       | 141.3       | 71.0       | 67.6          | 127.4         | 149.8         | 124.5         | 205.1         | 361.7         | 21.0%         | 2.7           | 100.0         | 100.0         | 100.0         | 100.0         |
| Men (000)          | 836.3       | 147.8       | 73.9       | 66.2          | 126.4         | 145.5         | 120.0         | 156.6         | 124.5         | 205.1         | 361.7         | 21.0%         | 2.7           | 2.7           | 2.7           |
| Total              | 1,722.9     | 289.0       | 144.9      | 133.7         | 253.8         | 295.3         | 244.5         | 361.7         | 21.0%         | 2.7           | 100.0         | 100.0         | 100.0         | 100.0         | 100.0         |
| Percentage         | 100.0%      | 16.8%       | 8.4%       | 7.8%          | 14.7%         | 17.1%         | 14.2%         | 21.0%         | 21.0%         | 2.7           | 100.0         | 100.0         | 100.0         | 100.0         | 100.0         |
| Per Capita         | \$18,638    | \$39,767    | \$39,767   | \$39,767      | \$39,767      | \$39,767      | \$39,767      | \$39,767      | \$39,767      | \$39,767      | \$39,767      | \$39,767      | \$39,767      | \$39,767      | \$39,767      |
| Median Household   | \$39,767    | \$39,767    | \$39,767   | \$39,767      | \$39,767      | \$39,767      | \$39,767      | \$39,767      | \$39,767      | \$39,767      | \$39,767      | \$39,767      | \$39,767      | \$39,767      | \$39,767      |
| Avg Household      | \$48,035    | \$48,035    | \$48,035   | \$48,035      | \$48,035      | \$48,035      | \$48,035      | \$48,035      | \$48,035      | \$48,035      | \$48,035      | \$48,035      | \$48,035      | \$48,035      | \$48,035      |
| Ethnic Population: | White 84.4% | Black 13.5% | Asian 1.6% | Hispanic 3.9% | Hispanic 3.9% | Hispanic 3.9% | Hispanic 3.9% | Hispanic 3.9% | Hispanic 3.9% | Hispanic 3.9% | Hispanic 3.9% | Hispanic 3.9% | Hispanic 3.9% | Hispanic 3.9% | Hispanic 3.9% |

## Market Summary

| FM Classes | Class A | Class B | Class C | Viabile FMs | All FMs | All AMs |
|------------|---------|---------|---------|-------------|---------|---------|
|------------|---------|---------|---------|-------------|---------|---------|



### Competitive Overview

| City of License    | FCC Class | Power Freq (kW) | HAAT     | C Owner | Year Date          | Std Acqd | Sales Price M (000) | A Format | 1999 Est Revenue (000)/Power Ratio | Avg 99 Local Comm | 1999 Fall | 1999 Summer | 1999 Spring | 1999 Winter | 1998 Fall | 1998 Summer | 1998 Spring | 1998 Winter |
|--------------------|-----------|-----------------|----------|---------|--------------------|----------|---------------------|----------|------------------------------------|-------------------|-----------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|
| KCCV Olathe        | C3        | 92.3            | 8.3      | 564 e   | Bott Radio Network | 93       | 9205                | 538 cp   | Religion                           | 0.7               | 0.4       | 0.7         | 0.5         | 0.5         | 0.7       | 0.6         | 0.4         | 0.5         |
| KAYX Richmond      | A         | 92.5            | 2.4      | 535 b   | Bott Radio Network | 91       | 9405                | 225 c2   | Relign/Talk                        | 0.0               | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |
| KMXV Kansas City   | C         | 93.3            | 100.0    | 1066 d  | Infinity Bcstg     | 58       | 9805                | g3       | CHR                                | 7.8               | 6.8       | 7.2         | 8.5         | 5.7         | 6.5       | 7.1         | 7.8         | 6.2         |
| KFKF Kansas City   | C         | 94.1            | 100.0    | 994 d   | Infinity Bcstg     | 63       | 9805                | g3       | Country                            | 6.6               | 5.4       | 5.2         | 4.6         | 6.8         | 7.2       | 5.6         | 6.6         | 6.5         |
| KCMO Kansas City   | C         | 94.9            | 100.0 cp | 1056 a  | Entercom           | 48       | 9703                | sw       | Oldies                             | 5.1               | 4.4       | 5.0         | 4.6         | 4.6         | 4.6       | 4.7         | 4.7         | 5.2         |
| KCHZ Ottawa        | C1        | 95.7            | 100.0    | 981 i   | Syncrom Radio Corp | 62       | 9905                | g1       | Top 40                             | 2.8               | 3.7       | 3.1         | 2.4         | 1.9         | 2.1       | 1.2         | 1.2         | 1.9         |
| KXTR Kansas City   | C         | 96.5            | 99.0     | 984 f   | Entercom           | 59       | 9907 p              | g1       | Classical                          | 3.5               | 3.9       | 3.0         | 3.6         | 3.3         | 2.8       | 2.5         | 2.6         | 1.9         |
| KUDL Kansas City   | C         | 98.1            | 100.0    | 994 a   | Entercom           | 59       | 9808                | sw       | Lite AC                            | 6.900             | 1.34      | 5.1         | 5.4         | 5.4         | 4.9       | 6.0         | 7.0         | 7.0         |
| KORC Leavenworth   | C         | 98.9            | 100.0    | 1056 f  | Entercom           | 62       | 9907 p              | g1       | AOR                                | 6,200             | 0.99      | 7.1         | 7.4         | 6.1         | 5.3       | 4.9         | 6.3         | 5.1         |
| KYYS Kansas City   | C         | 99.7            | 100.0    | 1011 a  | Entercom           | 62       | 9808                | sw       | Rock & Roll                        | 6,400             | 1.39      | 5.2         | 3.7         | 5.0         | 4.4       | 4.9         | 5.0         | 5.0         |
| KMZU Carrollton    | C1        | 100.7           | 99.0     | 991 g   | KANZA Inc          | 62       |                     |          | Country                            | 9,150             | 1.88      | 5.5         | 4.3         | 4.9         | 4.6       | 5.9         | 4.6         | 0.3         |
| KCFX Harrisonville | C1        | 101.1           | 97.0     | 994 f   | Entercom           | 74       | 9907 p              | g1       | Rock & Roll                        | 3,800             | 1.19      | 3.6         | 4.2         | 3.4         | 2.8       | 3.7         | 2.8         | 3.7         |
| KSFC Kansas City   | C         | 102.1           | 100.0    | 1001 d  | Infinity Bcstg     | 61       | 9805                | g3       | Hot AC                             | 6,700             | 0.92      | 8.2         | 6.7         | 6.3         | 3.3       | 3.4         | 2.8         | 3.7         |
| KPRS Kansas City   | C         | 103.3           | 100.0    | 994 c   | Carter, Mildred    | 63       |                     |          | Urban                              | 5,600             | 1.15      | 5.5         | 4.5         | 4.4         | 4.4       | 4.8         | 4.8         | 8.3         |
| KBEQ Kansas City   | C         | 104.3           | 99.0     | 988 d   | Infinity Bcstg     | 60       | 9805                | g3       | Country                            | 1,000             | 0.81      | 1.4         | 0.4         | 1.5         | 1.7       | 1.3         | 0.7         | 1.1         |
| KLZR Lawrence      | C1        | 105.9           | 100.0    | 774 h   | Zimmer Radio       | 63       | 9808                | c1       | Top 40                             | 2,450             | 0.68      | 4.1         | 4.0         | 3.4         | 3.8       | 3.3         | 4.1         | 5.7         |
| KCIV Liberty       | C1        | 106.5           | 100.0    | 981 f   | Entercom           | 79       | 9907 p              | g1       | Jazz                               | 1,500             | 0.55      | 3.1         | 2.9         | 3.6         | 2.6       | 2.0         | 2.0         | 1.8         |
| KNRX Lexington     | C         | 107.3           | 100.0    | 1184 i  | Syncrom Radio Corp | 69       | 9606                |          | R&B Oldies                         | 76.2              |           |             |             |             |           |             |             |             |

F.M TOTALS

# FM Stations - 18

# Combos - 17

• Indicates a change since last edition  
 / See introduction section for interpretation of revenue estimates.  
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 Metro Rank: 30



# Competitive Overview

| City of                     | FCC Class       | Power (kW) | Day Power (kW) | Night Power (kW) | C Owner              | Year Acqd | Std Date | Sales Price M (000) | A Format    | 1999 Est Revenue (000)/Power Ratio | ARB 12+ Metro Shares (see rights) |           |          |            |            |            |          |            |            |            |         |       |
|-----------------------------|-----------------|------------|----------------|------------------|----------------------|-----------|----------|---------------------|-------------|------------------------------------|-----------------------------------|-----------|----------|------------|------------|------------|----------|------------|------------|------------|---------|-------|
|                             |                 |            |                |                  |                      |           |          |                     |             |                                    | 1999 Local                        | 1999 Comm | Fall '99 | Summer '99 | Spring '99 | Winter '99 | Fall '98 | Summer '98 | Spring '98 | Winter '98 | Avg '99 | Local |
| • WDAF                      | Kansas City     | B          | 610            | 5.0 cp           | a Entercom           | 22        | 9808     | 2,200               | sw          | 0.50                               | 7.3                               | 6.5       | 6.5      | 6.2        | 7.1        | 6.5        | 6.9      | 6.7        | 7.3        |            |         |       |
| • KCMO                      | Kansas City     | B          | 710            | 10.0             | a Entercom           | 36        | 9808     | 2,600               | sw          | 0.82                               | 4.1                               | 3.6       | 3.0      | 3.4        | 2.9        | 3.6        | 3.8      | 4.1        | 4.1        |            |         |       |
| KCCV                        | Overland Park   | B          | 760            | 6.0              | e Bott Radio Network | 47        |          |                     | Relgn/Talk  | 0.3                                | 0.0                               | 0.3       | 0.7      | 0.4        | 0.0        | 0.4        | 0.4      | 0.4        | 0.0        |            |         |       |
| • WHB                       | Kansas City     | B          | 810            | 50.0             | k Union Broadcasting | 22        | 9909 p   | 8,000               | Sports      | 0.3                                | 1.8                               | 0.4       | 0.4      | 0.0        | 0.3        | 0.3        | 0.4      | 0.5        | 0.3        |            |         |       |
| • KGNW                      | Gladstone       | B          | 890            | 1.0              | Mortenson Bcstg      | 96        | 9701     | 450                 | Gospel      | 0.4                                | 0.0                               | 0.0       | 0.0      | 0.0        | 0.0        | 0.0        | 0.0      | 0.3        | 0.0        |            |         |       |
| • KMBZ                      | Kansas City     | B          | 980            | 5.0              | a Entercom           | 21        | 9808     | 7,500               | Nws/Trk/Spt | 1.35                               | 6.3                               | 4.7       | 5.4      | 6.1        | 5.9        | 5.4        | 5.6      | 4.6        | 5.4        |            |         |       |
| • KCWJ                      | Blue Springs    | B          | 1030           | 1.0              | a Christian Bcstg    | 84        | 9902     | 750                 | Gospel      | 0.4                                | 0.0                               | 0.0       | 0.0      | 0.0        | 0.0        | 0.0        | 0.0      | 0.0        | 0.0        |            |         |       |
| • KEXS                      | Excelsior Sprng | B          | 1090           | 1.0              | Campbell, Brad L.    | 68        | 9704     | 350                 | Christian   | 0.1                                | 0.0                               | 0.0       | 0.0      | 0.0        | 0.4        | 0.0        | 0.0      | 0.0        | 0.0        |            |         |       |
| • KCXL                      | Liberty         | B          | 1140           | 0.5              | Alpine Bcstg         | 67        | 9403     | 15                  | Talk/AC     | 0.3                                | 0.0                               | 0.0       | 0.0      | 0.0        | 0.4        | 0.4        | 0.4      | 0.0        | 0.0        |            |         |       |
| • KPHN                      | Kansas City     | B          | 1190           | 5.0              | KCBR-AM LP           | 71        | 9611     | 1,300               | News/Talk   | 0.9                                | 0.9                               | 0.7       | 0.9      | 0.7        | 0.8        | 0.7        | 1.1      | 0.5        | 0.6        |            |         |       |
| • KKGW                      | Kansas City     | B          | 1250           | 25.0             | a Entercom           | 26        | 9906     | 2,750               | Sports      | 0.0                                | 0.0                               | 0.0       | 0.0      | 0.0        | 0.0        | 0.0        | 0.0      | 0.0        | 0.0        |            |         |       |
| • KLVN                      | Lawrence        | B          | 1320           | 0.5 cp           | h Zimmer Radio       | 51        | 9808     | 600                 | AC          | 0.0                                | 0.0                               | 0.0       | 0.0      | 0.0        | 0.0        | 0.0        | 0.0      | 0.0        | 0.0        |            |         |       |
| • KFEZ                      | Kansas City     | C          | 1340           | 0.2              | ! Innovative Bcstg   | 25        | 9707     | 110                 | Nostalgia   | 1.1                                | 0.9                               | 0.9       | 0.6      | 0.9        | 1.2        | 1.4        | 1.2      | 1.1        | 1.3        |            |         |       |
| • KCNW                      | Fairway         | B          | 1380           | 2.5              | g Catholic Radio     | 53        | 9810     | 1,300               | Chrsv/Talk  | 0.62                               | 0.0                               | 0.0       | 0.0      | 0.0        | 0.0        | 0.0        | 0.0      | 0.0        | 0.0        |            |         |       |
| • KKLO                      | Leavenworth     | B          | 1410           | 5.0              | New Life Evangel     | 46        | 9912     | 1,300               | Csv/Trk/Spt | 0.0                                | 0.0                               | 0.0       | 0.0      | 0.0        | 0.0        | 0.0        | 0.0      | 0.0        | 0.0        |            |         |       |
| • KUPN                      | Mission         | B          | 1480           | 1.0              | HME                  | 57        | 9908     | 550                 | Top 40      | 0.5                                | 0.0                               | 0.0       | 0.0      | 0.0        | 0.0        | 0.0        | 0.0      | 0.0        | 0.0        |            |         |       |
| KCTE                        | Independence    | B          | 1510           | 10.0             | k Union Broadcasting | 89        | 9809     | 925                 | Sports      | 0.83                               | 1.9                               | 0.6       | 1.9      | 1.5        | 2.2        | 1.4        | 0.9      | 1.0        | 0.9        |            |         |       |
| KLEX                        | Lexington       | B          | 1570           | 0.3              | b Bott Radio Network | 56        | 9405     |                     | Relgn/Talk  |                                    | 0.0                               | 0.0       | 0.0      | 0.0        | 0.0        | 0.0        | 0.0      | 0.0        | 0.0        |            |         |       |
| • KPRT                      | Kansas City     | B          | 1590           | 1.0              | c Carter, Mildred    | 50        |          | 450                 | Gospel      | 0.32                               | 1.6                               | 1.4       | 1.2      | 1.6        | 1.9        | 1.2        | 1.5      | 1.9        | 1.3        |            |         |       |
| AM & FM Stations Profiled - |                 |            |                |                  |                      |           |          |                     |             |                                    | Total Local Commercial Share      |           |          |            |            |            |          |            |            |            |         |       |
| # AM Stations -             |                 |            |                |                  |                      |           |          |                     |             |                                    | AM TOTALS                         |           |          |            |            |            |          |            |            |            |         |       |
| 19                          |                 |            |                |                  |                      |           |          |                     |             |                                    | 23.7                              |           |          |            |            |            |          |            |            |            |         |       |
| # Combos -                  |                 |            |                |                  |                      |           |          |                     |             |                                    | 21.5                              |           |          |            |            |            |          |            |            |            |         |       |
| 10                          |                 |            |                |                  |                      |           |          |                     |             |                                    | 20.3                              |           |          |            |            |            |          |            |            |            |         |       |
| # Duopolies -               |                 |            |                |                  |                      |           |          |                     |             |                                    | 20.9                              |           |          |            |            |            |          |            |            |            |         |       |
| 37                          |                 |            |                |                  |                      |           |          |                     |             |                                    | 20.9                              |           |          |            |            |            |          |            |            |            |         |       |
| -                           |                 |            |                |                  |                      |           |          |                     |             |                                    | 23.4                              |           |          |            |            |            |          |            |            |            |         |       |
| -                           |                 |            |                |                  |                      |           |          |                     |             |                                    | 22.2                              |           |          |            |            |            |          |            |            |            |         |       |
| -                           |                 |            |                |                  |                      |           |          |                     |             |                                    | 21.6                              |           |          |            |            |            |          |            |            |            |         |       |
| -                           |                 |            |                |                  |                      |           |          |                     |             |                                    | 21.2                              |           |          |            |            |            |          |            |            |            |         |       |

• Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.



# Milwaukee - Racine Market Overview

## Market Radio Financials

(all figures in 000's, except percentages and ratios)

| Est. Breakout | 1998      |           | 1997      |           | 1996      |           | 1995      |           | 1994      |           | 1993      |           | 1992      |           | 1991      |           | 1990      |           |
|---------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
|               | Local     | National  | Local     | National  | Local     | National  | Local     | National  | Local     | National  | Local     | National  | Local     | National  | Local     | National  | Local     | National  |
| 85%           | 85%       | 15%       | 85%       | 15%       | 85%       | 15%       | 85%       | 15%       | 85%       | 15%       | 85%       | 15%       | 85%       | 15%       | 85%       | 15%       | 85%       | 15%       |
| 10.0%         | 10.0%     | 10.0%     | 10.0%     | 10.0%     | 10.0%     | 10.0%     | 10.0%     | 10.0%     | 10.0%     | 10.0%     | 10.0%     | 10.0%     | 10.0%     | 10.0%     | 10.0%     | 10.0%     | 10.0%     | 10.0%     |
| 6.4%          | 6.4%      | 6.4%      | 6.4%      | 6.4%      | 6.4%      | 6.4%      | 6.4%      | 6.4%      | 6.4%      | 6.4%      | 6.4%      | 6.4%      | 6.4%      | 6.4%      | 6.4%      | 6.4%      | 6.4%      | 6.4%      |
| \$72,300      | \$72,300  | \$72,300  | \$72,300  | \$72,300  | \$72,300  | \$72,300  | \$72,300  | \$72,300  | \$72,300  | \$72,300  | \$72,300  | \$72,300  | \$72,300  | \$72,300  | \$72,300  | \$72,300  | \$72,300  | \$72,300  |
| \$117,600     | \$117,600 | \$117,600 | \$117,600 | \$117,600 | \$117,600 | \$117,600 | \$117,600 | \$117,600 | \$117,600 | \$117,600 | \$117,600 | \$117,600 | \$117,600 | \$117,600 | \$117,600 | \$117,600 | \$117,600 | \$117,600 |
| 2003          | 2003      | 2002      | 2002      | 2001      | 2001      | 2000      | 2000      | 1999      | 1999      | 1998      | 1998      | 1997      | 1997      | 1996      | 1996      | 1995      | 1995      | 1994      |

## ESTIMATED GROSS REVENUES

\*\*\*

## Revenue/Retail Sales

(000's, except Retail Sales and EBI in 000,000's)

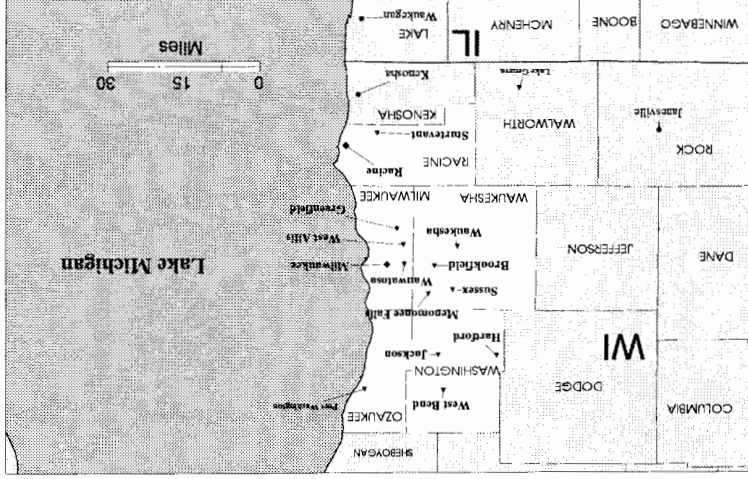
| Growth Rate | 2003     |          | 1998     |          | 1997     |          | 1996     |          | 1995     |          | 1994     |          | 1993     |          | 1992     |          | 1991     |  |
|-------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|--|
|             | Rate     | Rate     | Rate     | Rate     | Rate     | Rate     | Rate     | Rate     | Rate     | Rate     | Rate     | Rate     | Rate     | Rate     | Rate     | Rate     | Rate     |  |
| 0.0%        | 0.0%     | 0.0%     | 0.0%     | 0.0%     | 0.5%     | 0.5%     | 0.5%     | 0.5%     | 0.5%     | 0.5%     | 0.5%     | 0.5%     | 0.5%     | 0.5%     | 0.5%     | 0.5%     | 0.5%     |  |
| 0.2%        | 0.2%     | 0.2%     | 0.2%     | 0.2%     | 0.5%     | 0.5%     | 0.5%     | 0.5%     | 0.5%     | 0.5%     | 0.5%     | 0.5%     | 0.5%     | 0.5%     | 0.5%     | 0.5%     | 0.5%     |  |
| 4.0%        | 4.0%     | 4.0%     | 4.0%     | 4.0%     | 4.1%     | 4.1%     | 4.1%     | 4.1%     | 4.1%     | 4.1%     | 4.1%     | 4.1%     | 4.1%     | 4.1%     | 4.1%     | 4.1%     | 4.1%     |  |
| 3.6%        | 3.6%     | 3.6%     | 3.6%     | 3.6%     | 0.7%     | 0.7%     | 0.7%     | 0.7%     | 0.7%     | 0.7%     | 0.7%     | 0.7%     | 0.7%     | 0.7%     | 0.7%     | 0.7%     | 0.7%     |  |
| 1,688.0     | 1,688.0  | 1,688.0  | 1,688.0  | 1,688.0  | 1,690.6  | 1,690.6  | 1,690.6  | 1,690.6  | 1,690.6  | 1,690.6  | 1,690.6  | 1,690.6  | 1,690.6  | 1,690.6  | 1,690.6  | 1,690.6  | 1,690.6  |  |
| 642.6       | 642.6    | 636.2    | 636.2    | 636.2    | 636.2    | 636.2    | 636.2    | 636.2    | 636.2    | 636.2    | 636.2    | 636.2    | 636.2    | 636.2    | 636.2    | 636.2    | 636.2    |  |
| 21,144.7    | 21,144.7 | 17,412.6 | 17,412.6 | 17,412.6 | 17,412.6 | 17,412.6 | 17,412.6 | 17,412.6 | 17,412.6 | 17,412.6 | 17,412.6 | 17,412.6 | 17,412.6 | 17,412.6 | 17,412.6 | 17,412.6 | 17,412.6 |  |
| 35,405.6    | 35,405.6 | 29,692.1 | 29,692.1 | 29,692.1 | 29,692.1 | 29,692.1 | 29,692.1 | 29,692.1 | 29,692.1 | 29,692.1 | 29,692.1 | 29,692.1 | 29,692.1 | 29,692.1 | 29,692.1 | 29,692.1 | 29,692.1 |  |

## Demographic Breakdown

| Men (000) | 2003      |             | 1998      |             | 1997      |             | 1996      |             | 1995      |             | 1994      |             | 1993      |             | 1992      |             | 1991      |             |
|-----------|-----------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|           | Men (000) | Women (000) | Men (000) | Women (000) | Men (000) | Women (000) | Men (000) | Women (000) | Men (000) | Women (000) | Men (000) | Women (000) | Men (000) | Women (000) | Men (000) | Women (000) | Men (000) | Women (000) |
| 163.5     | 163.5     | 163.5       | 163.5     | 163.5       | 163.5     | 163.5       | 163.5     | 163.5       | 163.5     | 163.5       | 163.5     | 163.5       | 163.5     | 163.5       | 163.5     | 163.5       | 163.5     | 163.5       |
| 213.5     | 213.5     | 213.5       | 213.5     | 213.5       | 213.5     | 213.5       | 213.5     | 213.5       | 213.5     | 213.5       | 213.5     | 213.5       | 213.5     | 213.5       | 213.5     | 213.5       | 213.5     | 213.5       |
| 377.0     | 377.0     | 377.0       | 377.0     | 377.0       | 377.0     | 377.0       | 377.0     | 377.0       | 377.0     | 377.0       | 377.0     | 377.0       | 377.0     | 377.0       | 377.0     | 377.0       | 377.0     | 377.0       |
| 100.0%    | 100.0%    | 100.0%      | 100.0%    | 100.0%      | 100.0%    | 100.0%      | 100.0%    | 100.0%      | 100.0%    | 100.0%      | 100.0%    | 100.0%      | 100.0%    | 100.0%      | 100.0%    | 100.0%      | 100.0%    | 100.0%      |
| 16.7%     | 16.7%     | 16.7%       | 16.7%     | 16.7%       | 16.7%     | 16.7%       | 16.7%     | 16.7%       | 16.7%     | 16.7%       | 16.7%     | 16.7%       | 16.7%     | 16.7%       | 16.7%     | 16.7%       | 16.7%     | 16.7%       |
| 8.5%      | 8.5%      | 8.4%        | 8.4%      | 8.4%        | 8.4%      | 8.4%        | 8.4%      | 8.4%        | 8.4%      | 8.4%        | 8.4%      | 8.4%        | 8.4%      | 8.4%        | 8.4%      | 8.4%        | 8.4%      | 8.4%        |
| 14.2%     | 14.2%     | 14.2%       | 14.2%     | 14.2%       | 14.2%     | 14.2%       | 14.2%     | 14.2%       | 14.2%     | 14.2%       | 14.2%     | 14.2%       | 14.2%     | 14.2%       | 14.2%     | 14.2%       | 14.2%     | 14.2%       |
| 16.3%     | 16.3%     | 16.3%       | 16.3%     | 16.3%       | 16.3%     | 16.3%       | 16.3%     | 16.3%       | 16.3%     | 16.3%       | 16.3%     | 16.3%       | 16.3%     | 16.3%       | 16.3%     | 16.3%       | 16.3%     | 16.3%       |
| 13.5%     | 13.5%     | 13.5%       | 13.5%     | 13.5%       | 13.5%     | 13.5%       | 13.5%     | 13.5%       | 13.5%     | 13.5%       | 13.5%     | 13.5%       | 13.5%     | 13.5%       | 13.5%     | 13.5%       | 13.5%     | 13.5%       |
| 22.3%     | 22.3%     | 22.3%       | 22.3%     | 22.3%       | 22.3%     | 22.3%       | 22.3%     | 22.3%       | 22.3%     | 22.3%       | 22.3%     | 22.3%       | 22.3%     | 22.3%       | 22.3%     | 22.3%       | 22.3%     | 22.3%       |
| \$46,671  | \$46,671  | \$46,671    | \$46,671  | \$46,671    | \$46,671  | \$46,671    | \$46,671  | \$46,671    | \$46,671  | \$46,671    | \$46,671  | \$46,671    | \$46,671  | \$46,671    | \$46,671  | \$46,671    | \$46,671  | \$46,671    |
| 17,563    | 17,563    | 17,563      | 17,563    | 17,563      | 17,563    | 17,563      | 17,563    | 17,563      | 17,563    | 17,563      | 17,563    | 17,563      | 17,563    | 17,563      | 17,563    | 17,563      | 17,563    | 17,563      |
| \$39,311  | \$39,311  | \$39,311    | \$39,311  | \$39,311    | \$39,311  | \$39,311    | \$39,311  | \$39,311    | \$39,311  | \$39,311    | \$39,311  | \$39,311    | \$39,311  | \$39,311    | \$39,311  | \$39,311    | \$39,311  | \$39,311    |
| 1.7%      | 1.7%      | 1.7%        | 1.7%      | 1.7%        | 1.7%      | 1.7%        | 1.7%      | 1.7%        | 1.7%      | 1.7%        | 1.7%      | 1.7%        | 1.7%      | 1.7%        | 1.7%      | 1.7%        | 1.7%      | 1.7%        |
| 5.1%      | 5.1%      | 5.1%        | 5.1%      | 5.1%        | 5.1%      | 5.1%        | 5.1%      | 5.1%        | 5.1%      | 5.1%        | 5.1%      | 5.1%        | 5.1%      | 5.1%        | 5.1%      | 5.1%        | 5.1%      | 5.1%        |

## Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 6       | 12      | 13      | 18         | 18      | 16      | 34    |
| Tot 12+    | 6.0     | 55.2    | 58.5    | 61.2       | 26.8    | 1.7     | 88.0  |
| Avg 12+    | 1.0     | 4.6     | 4.5     | 3.4        | 3.4     | 1.7     | 2.6   |
| Tot LCS    | 6.8     | 62.7    | 66.5    | 69.5       | 30.5    | 1.9     | 100.0 |
| Avg LCS    | 1.1     | 5.2     | 5.1     | 3.9        | 3.9     | 1.9     | 2.9   |



Metro Rank: 31  
Revenue Rank: 32

| Metro Counties / Population (000) | Population     |
|-----------------------------------|----------------|
| Milwaukee, WI                     | 955.5          |
| Ozaukee, WI                       | 81.0           |
| Racine, WI                        | 188.9          |
| Washington, WI                    | 114.5          |
| Waukesha, WI                      | 350.7          |
| <b>Total</b>                      | <b>1,690.6</b> |

# Competitive Overview

| City of | FCC             | Power    | HAAT    | Year  | Sales         | Revenue     | 1999 Est           | Avg 99 | City of | FCC    | Power    | HAAT       | Year  | Sales         | Revenue     | 1999 Est | Avg 99 |     |     |     |     |     |     |     |
|---------|-----------------|----------|---------|-------|---------------|-------------|--------------------|--------|---------|--------|----------|------------|-------|---------------|-------------|----------|--------|-----|-----|-----|-----|-----|-----|-----|
| License | Class           | Req (kW) | C Owner | Date  | M Price (000) | M/ (000)    | Local              | Local  | License | Class  | Req (kW) | C Owner    | Date  | M Price (000) | M/ (000)    | Local    | Local  |     |     |     |     |     |     |     |
| Calls   |                 |          |         | Acqd  | L             | Power Ratio | Comm               | Comm   | Calls   |        |          |            | Acqd  | L             | Power Ratio | Comm     | Comm   |     |     |     |     |     |     |     |
| WEZY    | Racine          | 2.7      | A       | 92.1  | 492           | d           | Bliss              | 62     | 9708    | 5,000  | c3       | Soft AC    | 700   | 0.8           | 0.8         | 0.6      | 0.7    | 0.7 | 0.7 | 0.7 | 0.7 | 0.7 | 1.0 |     |
| WBWI    | West Bend       | 17.3     | B       | 92.5  | 518           | d           | Bliss              | 58     |         |        |          | Country    | 450   | 0.5           | 0.8         | 0.4      | 0.5    | 0.4 | 0.4 | 0.6 | 0.5 | 0.7 | 0.5 |     |
| WJZI    | Milwaukee       | 12.5     | B       | 93.3  | 991           | b           | Milwaukee Radio    | 58     | 9710    |        | st       | NAC        | 3,200 | 0.98          | 4.2         | 3.1      | 4.0    | 4.1 | 3.9 | 2.7 | 3.0 | 2.6 | 2.7 |     |
| WKTI    | Milwaukee       | 14.0     | B       | 94.5  | 955           | c           | Journal Best Group | 59     |         |        |          | Hot AC     | 8,900 | 1.98          | 5.8         | 4.5      | 5.4    | 5.3 | 4.1 | 5.8 | 4.5 | 5.3 | 4.9 | 4.1 |
| WRIT    | Milwaukee       | 34.0     | B       | 95.7  | 610           | h           | Clear Channel      | 61     | 9710    | 14,500 |          | Oldies     | 2,700 | 0.76          | 4.6         | 3.3      | 4.2    | 4.4 | 4.2 | 3.6 | 4.2 | 4.2 | 4.1 | 4.1 |
| WKLH    | Milwaukee       | 20.0     | B       | 96.5  | 810           | e           | Saga Comm Inc      | 58     | 8607    | 4,000  | e        | Cisc Rock  | 8,900 | 1.69          | 6.8         | 6.0      | 5.8    | 5.9 | 6.2 | 6.1 | 6.0 | 6.0 | 5.6 | 6.7 |
| WLTO    | Milwaukee       | 15.5     | B       | 97.3  | 912           | i           | AMFM Inc           | 61     | 9910    | p      | g        | Lite AC    | 4,100 | 0.96          | 5.5         | 3.8      | 4.8    | 4.2 | 5.9 | 4.5 | 4.0 | 4.0 | 4.1 | 5.0 |
| WFMR    | Menomonee       | 6.0      | A       | 98.3  | 292           | e           | Saga Comm Inc      | 66     | 9705    | 5,000  | d5       | Classical  | 1,100 | 0.59          | 2.4         | 1.8      | 2.4    | 2.0 | 2.2 | 1.9 | 1.9 | 1.5 | 2.8 | 2.3 |
| WMYX    | Milwaukee       | 50.0     | B       | 99.1  | 449           | g           | Entercom           | 62     | 9912    |        | g1       | AC         | 6,400 | 1.50          | 5.5         | 4.6      | 4.3    | 5.1 | 4.9 | 4.9 | 4.6 | 4.6 | 5.3 | 5.1 |
| WGLB    | Port Washington | 6.0      | A       | 100.1 | 318           | j           | Kinlow, Joel J     | 69     | 9508    | 312    | c6       | 70s Oldies |       |               | 0.3         | 0.0      | 0.0    | 0.5 | 0.5 | 0.0 | 0.0 | 0.7 | 0.0 | 0.0 |
| WKKV    | Racine          | 50.0     | B       | 100.7 | 499           | h           | Clear Channel      | 48     | 9607    |        | g        | Urban CHR  | 3,300 | 0.59          | 7.2         | 7.4      | 6.2    | 6.4 | 6.2 | 6.8 | 7.0 | 6.7 | 6.6 | 6.6 |
| WLUM    | Milwaukee       | 20.0     | B       | 102.1 | 761           | b           | Milwaukee Radio    | 60     | 9710    |        | st       | Rock       | 2,600 | 1.46          | 2.3         | 2.2      | 2.3    | 1.9 | 1.7 | 1.9 | 2.7 | 2.6 | 2.6 |     |
| WLZR    | Milwaukee       | 50.0     | B       | 102.9 | 436           | e           | Saga Comm Inc      | 60     | 9403    | 7,000  | c2       | AOR        | 7,000 | 1.25          | 5.6         | 5.6      | 6.0    | 7.9 | 7.9 | 6.8 | 6.4 | 6.2 | 6.4 | 6.4 |
| WSSS    | Wauwatosa       | 19.5     | B       | 103.7 | 840           | g           | Entercom           | 61     | 9912    |        | g1       | CHR        | 2,900 | 0.59          | 6.3         | 7.9      | 6.5    | 6.0 | 4.8 | 4.8 | 4.4 | 3.0 | 2.4 | 6.4 |
| WEXT    | Sturtevant      | 6.0      | A       | 104.7 | 322           | a           | Pride Comm LLC     | 93     | 9104    | 70     | cp       | Country    | 250   |               | 0.6         | 0.5      | 0.6    | 0.7 | 0.5 | 0.4 | 0.4 | 0.5 | 0.7 | 0.7 |
| WTKM    | Hartford        | 5.8      | A       | 104.9 | 299           | f           | Kettle Moraine     | 73     | 9003    | 750    | c1       | Polka      | 750   | 0.81          | 1.2         | 0.8      | 1.3    | 1.0 | 0.7 | 1.6 | 0.9 | 0.9 | 1.0 | 1.0 |
| WMIL    | Waukesha        | 13.0     | B       | 106.1 | 974           | h           | Clear Channel      | 62     | 9702    | 40,000 | c4       | Country    | 6,900 | 1.25          | 7.1         | 6.0      | 6.6    | 6.1 | 5.2 | 7.3 | 7.7 | 7.7 | 6.9 | 6.9 |
| WJMR    | Brookfield      | 6.0      | A       | 106.9 | 328           | e           | Saga Comm Inc      | 95     | 9705    |        | ds       | R&B Oldies | 1,400 | 0.58          | 3.1         | 2.3      | 3.4    | 3.0 | 1.9 | 2.8 | 2.1 | 4.2 | 3.8 | 3.8 |

FM TOTALS

|    |                 |    |            |      |     |     |     |      |      |      |      |      |      |      |
|----|-----------------|----|------------|------|-----|-----|-----|------|------|------|------|------|------|------|
| 18 | # FM Stations - | 17 | # Combos - | 71.4 | 7.1 | 3.1 | 2.3 | 63.5 | 64.5 | 62.6 | 62.1 | 60.8 | 63.2 | 62.7 |
|----|-----------------|----|------------|------|-----|-----|-----|------|------|------|------|------|------|------|

• Indicates a change since last edition  
 !/ See introduction section for interpretation of revenue estimates.





# Competitive Overview

| City of<br>Calls | License     | FCC Class                   | Power (kW) | Day Power (kW) | Night Power (kW) | C Owner              | Year Date | Std Acqd | Sales Price (000) | L M A Format                 | 1999 Est Revenue (000)/Power Ratio | 1999 Local Comm |             |             |             | Avg 99 |
|------------------|-------------|-----------------------------|------------|----------------|------------------|----------------------|-----------|----------|-------------------|------------------------------|------------------------------------|-----------------|-------------|-------------|-------------|--------|
|                  |             |                             |            |                |                  |                      |           |          |                   |                              |                                    | Fall 1999       | Summer 1999 | Spring 1999 | Winter 1999 |        |
| WZER             | Jackson     | B                           | 540        | 0.4            | 0.40             | Catholic Radio       | 64        | 9810     |                   | g                            | Talk                               | 0.0             | 0.0         | 0.0         | 0.0         | 0.0    |
| WTMJ             | Milwaukee   | B                           | 620        | 50.0           | 10.00            | c Journal Best Group | 27        |          |                   | Nws/Tlk/Spt                  | 10.9                               | 10.8            | 9.6         | 9.1         | 8.7         | 11.3   |
| WNOV             | Milwaukee   | B                           | 860        | 0.3            | 0.01             | Courier Comm         | 46        | 7301     |                   | Urban AC                     | 10.9                               | 0.57            | 1.7         | 1.7         | 1.6         | 1.9    |
| WOKY             | Milwaukee   | B                           | 920        | 5.0            | 1.00             | h Clear Channel      | 47        | 9702     |                   | c4 Adlt SIndrd               | 5.8                                | 0.42            | 6.0         | 4.8         | 4.2         | 5.9    |
| WISN             | Milwaukee   | B                           | 1130       | 50.0           | 10.00            | i AMFM Inc           | 22        | 9910 p   |                   | g Talk                       | 5.8                                | 0.84            | 5.3         | 4.6         | 5.4         | 5.1    |
| WEMP             | Milwaukee   | B                           | 1250       | 5.0            | 5.00             | g Entercom           | 35        | 9912     |                   | g1 Religion                  | 0.3                                | 0.0             | 0.3         | 0.0         | 0.0         | 0.5    |
| WMCS             | Greenfield  | B                           | 1290       | 5.0            | 5.00             | b Milwaukee Radio    | 47        | 9710     |                   | st Urban AC                  | 2.2                                | 0.56            | 1.5         | 2.1         | 2.0         | 1.9    |
| WJVI             | Milwaukee   | C                           | 1340       | 1.0            | 1.00             | e Saga Comm Inc      | 55        | 9403     |                   | c2 ChrsContemp               | 400                                |                 | 0.0         | 0.0         | 0.0         | 0.0    |
| WAZI             | Sussex      | B                           | 1370       | 0.5            | 0.50             | h L&L Pewaukee       | 79        | 8905     |                   | d DARK                       | 0.0                                |                 | 0.0         | 0.0         | 0.0         | 0.0    |
| WRJN             | Racine      | C                           | 1400       | 1.0            | 1.00             | d Bliss              | 26        | 9705     |                   | c3 Tlk/Nws/Spt               | 800                                |                 | 0.5         | 0.6         | 0.3         | 0.5    |
| WBJX             | Racine      | B                           | 1460       | 0.5            | 0.06             | WBjX Inc             | 50        | 9601     |                   | 275 Spanish                  | 0.0                                |                 | 0.0         | 0.0         | 0.0         | 0.0    |
| WBKV             | West Bend   | B                           | 1470       | 2.5            | 2.50             | d Bliss              | 50        | 7010     |                   | Nws/Tlk/Spt                  | 0.0                                |                 | 0.0         | 0.0         | 0.0         | 0.0    |
| WALK             | Waukesha    | B                           | 1510       | 10.0           | 0.00             | k WALT-WEST WI       | 47        | 8611     |                   | Sports                       | 400                                |                 | 0.8         | 0.7         | 0.5         | 0.7    |
| WTKM             | Hartford    | B                           | 1540       | 0.5            | 0.00             | f Kettle Moraine     | 51        | 9003     |                   | c1 Polka                     | 0.1                                |                 | 0.1         | 0.0         | 0.2         | 0.1    |
| WAUX             | Lake Geneva | B                           | 1550       | 1.0            | 0.00             | k WALT-WEST WI       | 64        | 9508     |                   | 120 Sports                   | 0.0                                |                 | 0.0         | 0.0         | 0.0         | 0.0    |
| WGLB             | Elm Grove   | B                           | 1560       | 0.3            | 0.25             | j Kinlow, Joel J     | 63        | 9508     |                   | c6 Gospel                    | 400                                |                 | 0.5         | 0.6         | 0.4         | 0.3    |
|                  |             | # AM Stations -             |            | 16             | # Combos -       |                      | 12        |          |                   | AM TOTALS                    |                                    | 28.3            | 26.8        | 24.0        | 23.6        | 26.0   |
|                  |             | AM & FM Stations Profiled - |            | 34             | # Duopolies -    |                      | 8         |          |                   | Total Local Commercial Share |                                    | 88.0            | 87.5        | 88.1        | 89.5        | 88.8   |
|                  |             |                             |            |                |                  |                      |           |          |                   |                              |                                    | 24.9            | 25.4        | 28.0        | 27.4        | 28.0   |

ARB 12+ Metro Shares (see rights)

1/ See introduction section for interpretation of revenue estimates.  
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Metro Rank: 32  
Revenue Rank: 33

# San Antonio, TX Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES | Revenue/Retail Sales |             |             |             |               |              |
|--------------------------|----------------------|-------------|-------------|-------------|---------------|--------------|
|                          | 1993                 | 1994        | 1995        | 1996        | 2001          | 2002         |
| Δ 98 - 99                | \$49,600             | \$54,700    | \$60,200    | \$64,700    | \$67,600      | \$73,800     |
| Δ 99 - 03                | 7.7%                 | \$79,500    | \$83,400    | \$86,800    | \$91,100      | \$94,800     |
|                          |                      | \$4,141,000 | \$4,721,000 | \$4,501,000 |               |              |
|                          |                      | 1993        | 1998        | 2003        |               |              |
|                          |                      | \$32.52     | \$44.56     | \$52.49     |               |              |
|                          |                      |             |             |             | Local 75%     | National 25% |
|                          |                      |             |             |             | Est. Breakout |              |

## Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

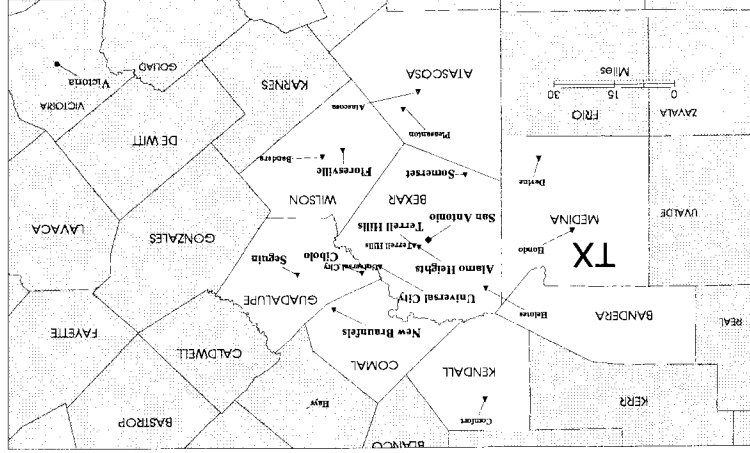
| Growth Rate | Households |          |          | Retail Sales |          |          | EBI  |          |          |
|-------------|------------|----------|----------|--------------|----------|----------|------|----------|----------|
|             | 1993       | 1998     | 2003     | 1993         | 1998     | 2003     | 1993 | 1998     | 2003     |
| 1.7%        | 1,525.1    | 1,656.2  | 1,805.9  | 1.7%         | 1,656.2  | 1,805.9  | 1.7% | 1,805.9  | 2,106.2  |
| 2.1%        | 528.7      | 579.5    | 642.2    | 1.9%         | 579.5    | 642.2    | 2.1% | 579.5    | 642.2    |
| 6.1%        | 11,991.5   | 15,643.9 | 21,067.9 | 5.5%         | 15,643.9 | 21,067.9 | 6.1% | 15,643.9 | 21,067.9 |
| 5.8%        | 20,619.5   | 24,269.7 | 32,180.1 | 3.3%         | 24,269.7 | 32,180.1 | 5.8% | 24,269.7 | 32,180.1 |

## Demographic Breakdown

|                    | Total     | Under 12 | 12 - 17 | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 54 | Over 55 |
|--------------------|-----------|----------|---------|---------|---------|---------|---------|---------|
| Men (000)          | 806.8     | 154.5    | 80.1    | 78.5    | 118.0   | 127.2   | 104.1   | 144.4   |
| Women (000)        | 849.4     | 148.7    | 77.0    | 77.8    | 117.8   | 134.3   | 111.6   | 182.3   |
| Total              | 1,656.2   | 303.2    | 157.1   | 156.3   | 235.8   | 261.5   | 215.7   | 326.7   |
| Percentage         | 100.0%    | 18.3%    | 9.5%    | 9.4%    | 14.2%   | 15.8%   | 13.0%   | 19.7%   |
| Per Capita         | \$ 14,654 |          |         |         |         |         |         |         |
| Median Household   | \$ 31,771 |          |         |         |         |         |         |         |
| Avg Household      | \$ 41,880 |          |         |         |         |         |         |         |
| Ethnic Population: |           |          |         |         |         |         |         |         |
| White              | 91.8%     |          |         |         |         |         |         |         |
| Black              | 6.1%      |          |         |         |         |         |         |         |
| Asian              | 1.7%      |          |         |         |         |         |         |         |
| Hispanic           | 53.8%     |          |         |         |         |         |         |         |

## Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 3       | 15      | 14      | 18         | 20      | 38      |       |
| Tot 12+    | 0.5     | 70.6    | 70.6    | 71.1       | 16.4    | 87.5    |       |
| Avg 12+    | 0.2     | 4.7     | 5.0     | 4.0        | 0.8     | 2.3     |       |
| Tot LCS    | 0.6     | 80.7    | 80.7    | 81.3       | 18.7    | 100.0   |       |
| Avg LCS    | 0.2     | 5.4     | 5.8     | 4.5        | 0.9     | 2.6     |       |



## Metro Counties / Population (000)

|               |                |
|---------------|----------------|
| Atascosa, TX  | 35.7           |
| Bandera, TX   | 15.3           |
| Bexar, TX     | 1,364.0        |
| Comal, TX     | 75.0           |
| Guadalupe, TX | 77.4           |
| Kendall, TX   | 21.5           |
| Medina, TX    | 37.0           |
| Wilson, TX    | 30.3           |
| <b>Total</b>  | <b>1,656.2</b> |

# Competitive Overview

| City of<br>Calls | FCC<br>Class | Power<br>Freq (kW) | HAAT<br>C Owner | Year<br>Date | Sales<br>Price<br>(000) | A<br>Format   | Revenue<br>(000)/<br>Ratio | Local<br>Comm | 1999 Est     |                |                |                |               | Avg '99 |     |      |     |     |      |      |      |      |     |
|------------------|--------------|--------------------|-----------------|--------------|-------------------------|---------------|----------------------------|---------------|--------------|----------------|----------------|----------------|---------------|---------|-----|------|-----|-----|------|------|------|------|-----|
|                  |              |                    |                 |              |                         |               |                            |               | Fall<br>1999 | Summer<br>1999 | Winter<br>1999 | Spring<br>1999 | Local<br>Comm |         |     |      |     |     |      |      |      |      |     |
| KNBT             | A            | 92.1               | 3.0             | 299          | c                       | New Braunfels | 68                         | 8912          | 975          | c2             | Country        | 50             | 0.0           | 0.0     | 0.0 | 0.0  | 0.0 | 0.0 | 0.0  |      |      |      |     |
| KSJL             | C2           | 92.5               | 50.0            | cp           | 492                     | a             | Clear Channel              | 82            | 9810         | 1,500          | Urban AC       | 950            | 0.87          | 1.4     | 1.3 | 0.9  | 1.3 | 1.1 | 1.7  | 3.4  | 4.4  | 4.4  |     |
| KROM             | C1           | 92.9               | 45.0            |              | 1352                    | b             | Hispanic Bcstg             | 47            | 9702         | g2             | 3 Spanish      | 3,200          | 1.10          | 3.7     | 3.7 | 2.8  | 4.0 | 2.7 | 3.9  | 4.0  | 4.4  | 4.4  |     |
| KLEY             | C2           | 94.1               | 25.0            |              | 696                     |               | Spanish Bcstg              | 77            | 9804         | 9,000          | Spanish        | 3,800          | 1.56          | 3.1     | 2.6 | 1.9  | 2.5 | 3.5 | 3.2  | 1.9  | 1.9  | 1.0  | 1.5 |
| KRNH             | C1           | 95.1               | 100.0           | cp           | 925                     |               | Radio Ranch Inc            | 94            |              |                | Country        | 50             | 0.3           | 0.0     | 0.0 | 0.4  | 0.0 | 0.0 | 0.0  | 0.0  | 0.0  | 0.0  | 0.0 |
| KXXM             | C1           | 96.1               | 99.0            |              | 597                     | a             | Clear Channel              | 64            | 9808         | 15,000         | 1 CHR          | 1,200          | 0.18          | 8.4     | 7.6 | 6.8  | 7.6 | 8.4 | 7.4  | 0.7  | 0.0  | 0.0  | 0.0 |
| KAJA             | C            | 97.3               | 98.0            |              | 984                     | a             | Clear Channel              | 79            |              |                | Country        | 4,800          | 1.18          | 5.2     | 5.3 | 3.9  | 4.2 | 5.3 | 5.1  | 5.0  | 5.0  | 5.3  |     |
| KBUC             | A            | 98.3               | 3.0             |              | 299                     |               | Reding Enterprises         | 76            |              |                | Country        | 125            |               | 0.2     | 0.3 | 0.3  | 0.0 | 0.0 | 0.0  | 0.0  | 0.0  | 0.0  | 0.5 |
| KEEP             | A            | 98.3               | 1.7             |              | 430                     |               | Fritz Bcstg Co Inc         | 81            | 9906         | 108            | 2 Amerc/AAA    |                |               | 0.0     | 0.0 | 0.0  | 0.0 | 0.0 | 0.0  | 0.0  | 0.0  | 0.0  | 0.0 |
| KISS             | C            | 99.5               | 100.0           |              | 1112                    | d             | Cox Radio Inc              | 46            | 9709         | 30,000         | d3 AOR         | 5,800          | 1.01          | 7.3     | 7.6 | 7.5  | 5.8 | 5.2 | 6.1  | 6.2  | 5.5  | 5.5  |     |
| KCY              | C            | 100.3              | 98.0            |              | 984                     | d             | Cox Radio Inc              | 66            | 9704         | g1             | Country        | 5,500          | 1.43          | 4.9     | 4.6 | 5.2  | 4.4 | 4.0 | 4.8  | 4.9  | 4.4  | 4.4  | 4.4 |
| KONO             | C1           | 101.1              | 98.0            | cp           | 991                     | d             | Cox Radio Inc              | 71            | 9803         | 23,000         | c4 Oldies      | 3,800          | 0.91          | 5.3     | 4.2 | 4.5  | 4.7 | 5.5 | 4.4  | 4.3  | 4.9  | 4.3  |     |
| KQXT             | C1           | 101.9              | 100.0           |              | 669                     | a             | Clear Channel              | 67            | 9301         | 8,000          | 1 AC           | 3,500          | 1.06          | 4.2     | 4.2 | 3.2  | 4.2 | 4.4 | 4.3  | 4.5  | 4.7  | 4.2  |     |
| KTFM             | C1           | 102.7              | 100.0           |              | 669                     | e             | Waterman Bcstg             | 69            |              |                | CHR/Dance      | 8,000          | 0.93          | 9.8     | 9.7 | 11.3 | 9.4 | 9.2 | 10.3 | 10.0 | 10.6 | 10.6 |     |
| KZEP             | C1           | 104.5              | 100.0           |              | 659                     |               | Lotus Comm Corp            | 66            |              |                | Clsc Rock      | 6,100          | 1.05          | 6.7     | 6.7 | 5.9  | 6.3 | 7.0 | 7.4  | 7.7  | 6.3  | 6.3  |     |
| KSMG             | C            | 105.3              | 94.0            |              | 1250                    | d             | Cox Radio Inc              | 70            | 9709         | d3             | Hot AC         | 5,600          | 1.40          | 5.1     | 4.3 | 3.7  | 4.6 | 4.3 | 5.5  | 7.5  | 6.5  | 6.2  |     |
| KCJZ             | C            | 106.7              | 100.0           |              | 1017                    | d             | Cox Radio Inc              | 79            | 9704         | g1             | R&B Oldies     | 2,000          | 0.73          | 3.5     | 4.7 | 2.2  | 2.6 | 3.1 | 2.9  | 2.7  | 2.7  | 2.7  |     |
| KXTN             | C            | 107.5              | 97.0            |              | 1470                    | b             | Hispanic Bcstg             | 67            | 9702         | g2             | 3 Tejano       | 8,500          | 1.75          | 6.2     | 6.7 | 5.7  | 6.4 | 4.7 | 5.3  | 5.5  | 5.2  | 6.1  |     |

FM TOTALS

|      |      |      |      |      |      |      |      |      |
|------|------|------|------|------|------|------|------|------|
| 77.2 | 71.1 | 70.7 | 69.4 | 68.7 | 67.9 | 68.3 | 67.2 | 66.4 |
|------|------|------|------|------|------|------|------|------|

ARB 12+ Metro Shares (see rights)

• Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 32  
Revenue Rank: 33

# San Antonio, TX Market Overview



Market Radio Financials  
(all figures in 000's, except percentages and ratios)

|                                     | 1993        | 1994        | 1995     | 1996        | 1997     | 1998     | 2003     | Est. Breakout             |
|-------------------------------------|-------------|-------------|----------|-------------|----------|----------|----------|---------------------------|
| <b>ESTIMATED GROSS REVENUES</b> *** | \$49,600    | \$54,700    | \$60,200 | \$64,700    | \$67,600 | \$73,800 | \$94,800 | 75% Local<br>25% National |
| Revenue/Retail Sales                | \$4,141,000 | \$4,721,000 | \$4,56   | \$4,501,000 | \$52.49  |          |          |                           |
| Revenue/Capita                      | \$32.52     |             |          |             |          |          |          |                           |
| Δ 98 - 99                           | 7.7%        |             |          |             |          |          |          |                           |
| Δ 99 - 03                           |             |             |          |             |          |          |          | 4.5%                      |

Demographic and Economic Overview  
(000's, except Retail Sales and EBI in 000,000's)

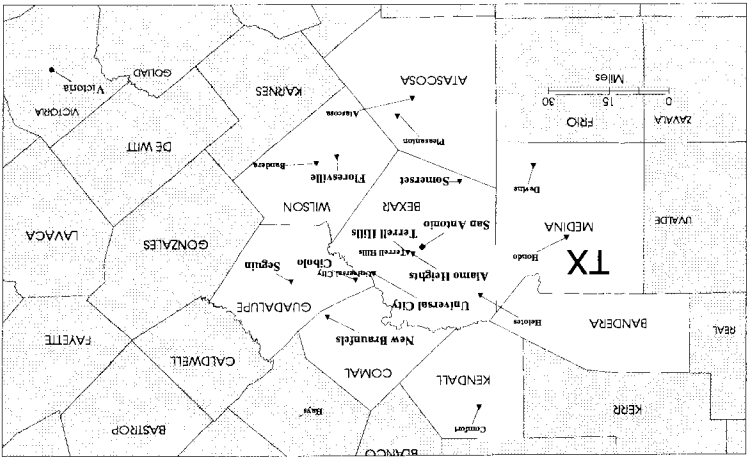
|                | 1993     | 1998     | 1998     | 2003     | Growth Rate |
|----------------|----------|----------|----------|----------|-------------|
| MSA Population | 1,525,1  | 1,656,2  | 1,656,2  | 1,805,9  | 1.7%        |
| Households     | 528,7    | 579,5    | 579,5    | 642,2    | 2.1%        |
| Retail Sales   | 11,991,5 | 15,643,9 | 15,643,9 | 21,067,9 | 6.1%        |
| EBI            | 20,619,5 | 24,269,7 | 24,269,7 | 32,180,1 | 5.8%        |

Demographic Breakdown

|                    | Total     | Under 12 | 12 - 17 | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 54 | Over 55 |
|--------------------|-----------|----------|---------|---------|---------|---------|---------|---------|
| Men (000)          | 806.8     | 154.5    | 80.1    | 78.5    | 118.0   | 127.2   | 104.1   | 144.4   |
| Women (000)        | 849.4     | 148.7    | 77.0    | 77.8    | 117.8   | 134.3   | 111.6   | 182.3   |
| Total              | 1,656.2   | 303.2    | 157.1   | 156.3   | 235.8   | 261.5   | 215.7   | 326.7   |
| Percentage         | 100.0%    | 18.3%    | 9.5%    | 9.4%    | 14.2%   | 15.8%   | 13.0%   | 19.7%   |
| Per Capita         | \$ 14,654 |          |         |         |         |         |         |         |
| Median Household   | \$ 31,771 |          |         |         |         |         |         |         |
| Avg Household      | \$ 41,880 |          |         |         |         |         |         |         |
| Ethnic Population: |           |          |         |         |         |         |         |         |
| White              | 91.8%     |          |         |         |         |         |         |         |
| Black              | 6.1%      |          |         |         |         |         |         |         |
| Asian              | 1.7%      |          |         |         |         |         |         |         |
| Hispanic           | 53.8%     |          |         |         |         |         |         |         |

Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 3       |         | 15      | 14         | 18      | 20      | 38    |
| Tot 12+    | 0.5     |         | 70.6    | 70.6       | 71.1    | 16.4    | 87.5  |
| Avg 12+    | 0.2     |         | 4.7     | 5.0        | 4.0     | 0.8     | 2.3   |
| Tot LCS    | 0.6     |         | 80.7    | 80.7       | 81.3    | 18.7    | 100.0 |
| Avg LCS    | 0.2     |         | 5.4     | 5.8        | 4.5     | 0.9     | 2.6   |



Metro Counties / Population (000)

|               |                |
|---------------|----------------|
| Atascosa, TX  | 35.7           |
| Bexar, TX     | 1,364.0        |
| Comal, TX     | 75.0           |
| Guadalupe, TX | 77.4           |
| Kendall, TX   | 21.5           |
| Medina, TX    | 37.0           |
| Wilson, TX    | 30.3           |
| <b>Total</b>  | <b>1,656.2</b> |



# Competitive Overview

| City of<br>Calls License | FCC<br>Class | FCC<br>Freq | Power       |               | C<br>Owner          | Year<br>Date | Std<br>Acq'd | Sales<br>L<br>M<br>Price<br>(000) | A<br>Format | 1999 Est<br>Revenue<br>(000)/<br>Ratio | 1999 Est |        |        |        | Avg '99<br>Local<br>Comm |     |     |     |     |     |
|--------------------------|--------------|-------------|-------------|---------------|---------------------|--------------|--------------|-----------------------------------|-------------|--|----------|--------|--------|--------|--------------------------|-----|-----|-----|-----|-----|
|                          |              |             | Day<br>(kW) | Night<br>(kW) |                     |              |              |                                   |             |  | Fall     | Spring | Summer | Winter |                          |     |     |     |     |     |
| KTSA                     | B            | 550         | 5.0         | 5.0           | e Waterman Bcstg    | 22           | 6506         | g                                 | Nws/Tlk/Spt | 4,500                                  | 1.17     | 4.9    | 3.3    | 3.5    | 3.7                      | 5.7 | 4.7 | 5.9 | 3.8 | 5.0 |
| KLRA                     | B            | 630         | 5.0         | 0.00          | Salem Comm Corp     | 26           | 9406         | g                                 | Religion    | 500                                    |          | 0.7    | 0.6    | 0.6    | 0.7                      | 0.5 | 0.7 | 0.7 | 0.5 | 0.7 |
| KKYX                     | B            | 680         | 50.0        | 10.00         | d Cox Radio Inc     | 26           | 9704         | g1                                | Country     | 700                                    | 0.43     | 2.1    | 1.6    | 2.0    | 1.6                      | 1.8 | 2.0 | 1.5 | 2.2 | 2.4 |
| KSAT                     | B            | 720         | 10.0        | 0.89          | Rodriguez Comm      | 86           | 0001 p       | 5,000                             | Spanish     | 1,200                                  |          | 0.7    | 0.4    | 0.0    | 1.1                      | 0.8 | 0.6 | 0.8 | 0.8 | 0.6 |
| KTAR                     | B            | 760         | 50.0        | 1.00          | a Clear Channel     | 84           | 9306         | 800                               | 1 Sports    | 550                                    |          | 0.8    | 0.5    | 0.8    | 0.8                      | 0.5 | 0.8 | 0.5 | 0.8 | 0.8 |
| KJUL                     | B            | 810         | 0.3 cp      | 0.25          | Marantha Bcstg      | 88           | 9804         | 750                               | 1 Urban AC  |  |          | 0.8    | 0.5    | 0.6    | 0.8                      | 0.6 | 1.0 | 0.0 | 0.0 | 0.0 |
| KONO                     | B            | 860         | 5.0         | 0.90          | d Cox Radio Inc     | 27           | 9803         | c4                                | Oldies      | 500                                    |          | 0.9    | 0.8    | 1.0    | 0.7                      | 0.8 | 0.9 | 0.6 | 0.6 | 0.9 |
| KLUP                     | B            | 930         | 5.0         | 1.00          | d Cox Radio Inc     | 47           | 9709         | d3                                | Nostalgia   | 500                                    | 0.25     | 2.6    | 1.6    | 2.4    | 2.6                      | 2.1 | 2.2 | 2.2 | 2.4 | 3.1 |
| KDRY                     | B            | 1100        | 11.0        | 1.00          | KDRY Inc            | 63           |              |                                   | Religion    | 500                                    |          | 0.2    | 0.4    | 0.0    | 0.4                      | 0.5 | 0.0 | 0.5 | 0.4 | 0.4 |
| KENS                     | B            | 1160        | 10.0        | 1.00          | Belo Corp           | 61           | 9712         | g                                 | News/Talk   |  |          | 0.1    | 0.0    | 0.0    | 0.4                      | 0.0 | 0.4 | 0.0 | 0.4 | 0.4 |
| WOAI                     | A            | 1200        | 50.0        | 50.00         | a Clear Channel     | 22           | 7506         | 1                                 | News/Talk   | 4,800                                  | 1.61     | 3.8    | 3.6    | 3.9    | 3.4                      | 2.7 | 2.5 | 3.8 | 3.1 | 3.1 |
| KZDC                     | B            | 1250        | 1.0         | 1.00          | Radio Unica         | 53           | 9801         | na                                | Spn/Nws/Tlk |  |          | 0.9    | 0.8    | 1.0    | 1.0                      | 0.7 | 1.0 | 0.5 | 0.0 | 0.0 |
| KXTN                     | B            | 1310        | 5.0         | 0.28          | Heart Unlimited Inc | 48           | 9712 p       | na                                | 3 Telano    |  |          | 0.1    | 0.0    | 0.0    | 0.0                      | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| KCOR                     | B            | 1350        | 5.0         | 5.00          | b Hispanic Bcstg    | 46           | 9702         | g2                                | 3 Talk      | 1,100                                  | 0.78     | 1.8    | 0.8    | 1.6    | 0.8                      | 2.1 | 1.9 | 1.7 | 2.7 | 1.8 |
| KFNI                     | B            | 1380        | 4.0         | 0.17          | Multicultural Bcstg | 51           | 0003 p       | g                                 | Variety     |  |          |        | 0.0    | 0.0    | 0.0                      | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| KGNB                     | B            | 1420        | 1.0         | 0.20          | c New Braunfels     | 50           | 8912         | c2                                | Nws/Tlk/Spt |  |          | 0.2    | 0.0    | 0.4    | 0.0                      | 0.4 | 0.0 | 0.3 | 0.0 | 0.0 |
| KCWM                     | B            | 1460        | 0.5         | 0.23          | Hondo Comm Inc      | 70           | 9611         | na                                | Country     |  |          |        | 0.0    | 0.0    | 0.0                      | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| KCHL                     | B            | 1480        | 2.5         | 0.09          | Martin Bcstg Inc    | 60           | 9206         | 150                               | ChrContemp  | 500                                    |          | 0.3    | 0.5    | 0.6    | 0.0                      | 0.5 | 0.5 | 0.7 | 0.6 | 0.6 |
| KEDA                     | B            | 1540        | 5.0         | 1.00          | D & E Bcstg         | 66           | 7610         |                                   | Spanish     | 550                                    | 0.50     | 1.4    | 0.9    | 0.8    | 1.5                      | 1.9 | 0.7 | 0.8 | 1.0 | 1.0 |
| KWED                     | B            | 1580        | 1.0         | 0.25          | Pinwheel Comm Co    | 48           | 9411         | 348                               | Country     | 600                                    |          | 0.5    | 0.0    | 0.4    | 0.6                      | 0.3 | 0.0 | 0.5 | 0.4 | 0.4 |

| AM Stations Profiled -      |  | # AM Stations - | 20            | # Combos - | 8                            | AM TOTALS           |    |        |       |             |       |      |     |     |     |     |     |     | 22.7 | 16.4 | 87.5 | 89.6 | 90.0 | 90.1 | 88.8 | 88.1 | 87.7 | 87.6 |     |
|-----------------------------|--|-----------------|---------------|------------|------------------------------|---------------------|----|--------|-------|-------------|-------|------|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|------|------|------|------|-----|
| AM & FM Stations Profiled - |  | 38              | # Duopolies - | 8          | Total Local Commercial Share |                     |    |        |       |             |       |      |     |     |     |     |     |     | 600  | 550  | 500  | 500  | 500  | 500  | 500  | 500  | 500  | 500  | 500 |
| KTSA                        |  | B               | 550           | 5.0        | 5.00                         | e Waterman Bcstg    | 22 | 6506   | g     | Nws/Tlk/Spt | 4,500 | 1.17 | 4.9 | 3.3 | 3.5 | 3.7 | 5.7 | 4.7 | 5.9  | 3.8  | 5.0  |      |      |      |      |      |      |      |     |
| KLRA                        |  | B               | 630           | 5.0        | 0.00                         | Salem Comm Corp     | 26 | 9406   | g     | Religion    | 500   |      | 0.7 | 0.6 | 0.6 | 0.7 | 0.5 | 0.7 | 0.7  | 0.5  | 0.7  |      |      |      |      |      |      |      |     |
| KKYX                        |  | B               | 680           | 50.0       | 10.00                        | d Cox Radio Inc     | 26 | 9704   | g1    | Country     | 700   | 0.43 | 2.1 | 1.6 | 2.0 | 1.6 | 1.8 | 2.0 | 1.5  | 2.2  | 2.4  |      |      |      |      |      |      |      |     |
| KSAT                        |  | B               | 720           | 10.0       | 0.89                         | Rodriguez Comm      | 86 | 0001 p | 5,000 | Spanish     | 1,200 |      | 0.7 | 0.4 | 0.0 | 1.1 | 0.8 | 0.6 | 0.8  | 0.8  | 0.6  |      |      |      |      |      |      |      |     |
| KTAR                        |  | B               | 760           | 50.0       | 1.00                         | a Clear Channel     | 84 | 9306   | 800   | 1 Sports    | 550   |      | 0.8 | 0.5 | 0.8 | 0.8 | 0.5 | 0.8 | 0.5  | 0.8  | 0.8  |      |      |      |      |      |      |      |     |
| KJUL                        |  | B               | 810           | 0.3 cp     | 0.25                         | Marantha Bcstg      | 88 | 9804   | 750   | 1 Urban AC  |       |      | 0.8 | 0.5 | 0.6 | 0.8 | 0.6 | 1.0 | 0.0  | 0.0  | 0.0  |      |      |      |      |      |      |      |     |
| KONO                        |  | B               | 860           | 5.0        | 0.90                         | d Cox Radio Inc     | 27 | 9803   | c4    | Oldies      | 500   |      | 0.9 | 0.8 | 1.0 | 0.7 | 0.8 | 0.9 | 0.6  | 0.6  | 0.9  |      |      |      |      |      |      |      |     |
| KLUP                        |  | B               | 930           | 5.0        | 1.00                         | d Cox Radio Inc     | 47 | 9709   | d3    | Nostalgia   | 500   | 0.25 | 2.6 | 1.6 | 2.4 | 2.6 | 2.1 | 2.2 | 2.2  | 2.4  | 3.1  |      |      |      |      |      |      |      |     |
| KDRY                        |  | B               | 1100          | 11.0       | 1.00                         | KDRY Inc            | 63 |        |       | Religion    | 500   |      | 0.2 | 0.4 | 0.0 | 0.4 | 0.5 | 0.0 | 0.5  | 0.4  | 0.4  |      |      |      |      |      |      |      |     |
| KENS                        |  | B               | 1160          | 10.0       | 1.00                         | Belo Corp           | 61 | 9712   | g     | News/Talk   |       |      | 0.1 | 0.0 | 0.0 | 0.4 | 0.0 | 0.4 | 0.0  | 0.4  | 0.4  |      |      |      |      |      |      |      |     |
| WOAI                        |  | A               | 1200          | 50.0       | 50.00                        | a Clear Channel     | 22 | 7506   | 1     | News/Talk   | 4,800 | 1.61 | 3.8 | 3.6 | 3.9 | 3.4 | 2.7 | 2.5 | 3.8  | 3.1  | 3.1  |      |      |      |      |      |      |      |     |
| KZDC                        |  | B               | 1250          | 1.0        | 1.00                         | Radio Unica         | 53 | 9801   | na    | Spn/Nws/Tlk |       |      | 0.9 | 0.8 | 1.0 | 1.0 | 0.7 | 1.0 | 0.5  | 0.0  | 0.0  |      |      |      |      |      |      |      |     |
| KXTN                        |  | B               | 1310          | 5.0        | 0.28                         | Heart Unlimited Inc | 48 | 9712 p | na    | 3 Telano    |       |      | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0  | 0.0  | 0.0  |      |      |      |      |      |      |      |     |
| KCOR                        |  | B               | 1350          | 5.0        | 5.00                         | b Hispanic Bcstg    | 46 | 9702   | g2    | 3 Talk      | 1,100 | 0.78 | 1.8 | 0.8 | 1.6 | 0.8 | 2.1 | 1.9 | 1.7  | 2.7  | 1.8  |      |      |      |      |      |      |      |     |
| KFNI                        |  | B               | 1380          | 4.0        | 0.17                         | Multicultural Bcstg | 51 | 0003 p | g     | Variety     |       |      |     | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0  | 0.0  | 0.0  |      |      |      |      |      |      |      |     |
| KGNB                        |  | B               | 1420          | 1.0        | 0.20                         | c New Braunfels     | 50 | 8912   | c2    | Nws/Tlk/Spt |       |      | 0.2 | 0.0 | 0.4 | 0.0 | 0.4 | 0.0 | 0.3  | 0.0  | 0.0  |      |      |      |      |      |      |      |     |
| KCWM                        |  | B               | 1460          | 0.5        | 0.23                         | Hondo Comm Inc      | 70 | 9611   | na    | Country     |       |      |     | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0  | 0.0  | 0.0  |      |      |      |      |      |      |      |     |
| KCHL                        |  | B               | 1480          | 2.5        | 0.09                         | Martin Bcstg Inc    | 60 | 9206   | 150   | ChrContemp  | 500   |      | 0.3 | 0.5 | 0.6 | 0.0 | 0.5 | 0.5 | 0.7  | 0.6  | 0.6  |      |      |      |      |      |      |      |     |
| KEDA                        |  | B               | 1540          | 5.0        | 1.00                         | D & E Bcstg         | 66 | 7610   |       | Spanish     | 550   | 0.50 | 1.4 | 0.9 | 0.8 | 1.5 | 1.9 | 0.7 | 0.8  | 1.0  | 1.0  |      |      |      |      |      |      |      |     |
| KWED                        |  | B               | 1580          | 1.0        | 0.25                         | Pinwheel Comm Co    | 48 | 9411   | 348   | Country     | 600   |      | 0.5 | 0.0 | 0.4 | 0.6 | 0.3 | 0.0 | 0.5  | 0.4  | 0.4  |      |      |      |      |      |      |      |     |



### Competitive Overview

Some stations also rated in New Bedford-Fall River.

Metro Rank: 33

#### FM Stations

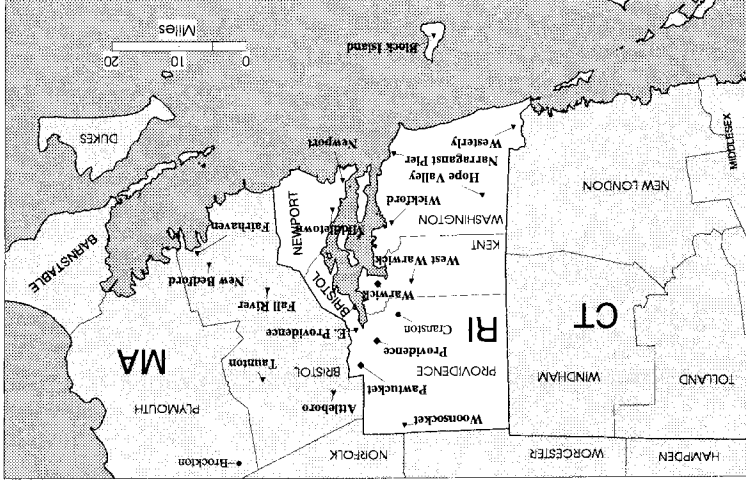
| City of   | FCC               | Power | HAAT  | HAAT C  | Year Acq'd | Sales L | 1999 Est            | Avg 99 | 1999 Est | Revenue | Power  | Format      | City of | FCC               | Power | HAAT  | HAAT C  | Year Acq'd | Sales L | 1999 Est            | Avg 99 | 1999 Est | Revenue | Power | Format      |  |
|---|-------------------|-------|-------|---------|------------|---------|---------------------|--------|----------|---------|--------|-------------|---------|-------------------|-------|-------|---------|------------|---------|---------------------|--------|----------|---------|-------|-------------|--|
| License   | Class             | (kW)  | (kW)  | Owner   | Date       | (000)   | (000)/              | Local  | (000)/   | Ratio   | (000)/ | A           | License | Class             | (kW)  | (kW)  | Owner   | Date       | (000)   | (000)/              | Local  | (000)/   | Ratio   | A     |             |  |
| WPRO  | Providence        | B     | 92.3  | 39.0    | 551        | a       | Citadel Comm Corp   | 49     | 9707     | 4,400   | 1.01   | CHR         | WPRO    | Providence        | B     | 92.3  | 39.0    | 551        | a       | Citadel Comm Corp   | 49     | 9707     | 4,400   | 1.01  | CHR         |  |
| WSNE  | Taunton           | B     | 93.3  | 30.0    | 620        | e       | AMFM Inc            | 66     | 9910     | 5,300   | 1.69   | AC          | WSNE    | Taunton           | B     | 93.3  | 30.0    | 620        | e       | AMFM Inc            | 66     | 9910     | 5,300   | 1.69  | AC          |  |
| WHJY  | Providence        | B     | 94.1  | 50.0 cp | 456        | e       | AMFM Inc            | 66     | 9910     | 7,100   | 1.66   | AOR         | WHJY    | Providence        | B     | 94.1  | 50.0 cp | 456        | e       | AMFM Inc            | 66     | 9910     | 7,100   | 1.66  | AOR         |  |
| WBRU  | Providence        | B     | 95.5  | 18.5    | 456        |         | Brown Bcstg Svc     | 66     |          | 2,600   | 0.90   | Alternative | WBRU    | Providence        | B     | 95.5  | 18.5    | 456        |         | Brown Bcstg Svc     | 66     |          | 2,600   | 0.90  | Alternative |  |
| WCRI  | New Bedford       | A     | 95.9  | 6.0     | 174        |         | Charles River Bcstg | 94     | 9905     | n/a     |        | Classical   | WCRI    | New Bedford       | A     | 95.9  | 6.0     | 174        |         | Charles River Bcstg | 94     | 9905     | n/a     |       | Classical   |  |
| WFJD  | New Bedford       | B     | 97.3  | 50.0    | 499        |         | Dinis, Edmund       | 49     |          | 0.9     | 0.5    | Ethnic      | WFJD    | New Bedford       | B     | 97.3  | 50.0    | 499        |         | Dinis, Edmund       | 49     |          | 0.9     | 0.5   | Ethnic      |  |
| WCTK  | New Bedford       | B     | 98.1  | 47.0    | 509        |         | Hall                | 46     | 6610     | 2,600   | 0.79   | Country     | WCTK    | New Bedford       | B     | 98.1  | 47.0    | 509        |         | Hall                | 46     | 6610     | 2,600   | 0.79  | Country     |  |
| WADK  | Block Island      | A     | 99.3  | 4.6     | 177        | f       | Astro Tele-Comm     | 88     | 9909     | 1,800   | 0.3    | Dance/Jazz  | WADK    | Block Island      | A     | 99.3  | 4.6     | 177        | f       | Astro Tele-Comm     | 88     | 9909     | 1,800   | 0.3   | Dance/Jazz  |  |
| WHCK  | Wakefield-Peace   | A     | 99.7  | 2.3     | 535        | a       | Citadel Comm Corp   | 95     | 9709     | 450     | 1.02   | Alternative | WHCK    | Wakefield-Peace   | A     | 99.7  | 2.3     | 535        | a       | Citadel Comm Corp   | 95     | 9709     | 450     | 1.02  | Alternative |  |
| • WHKK  | Middletown        | A     | 100.3 | 1.6 cp  | 656        | a       | Citadel Comm Corp   | 78     | 9806     | 750     | 0.94   | 70s Oldies  | • WHKK  | Middletown        | A     | 100.3 | 1.6 cp  | 656        | a       | Citadel Comm Corp   | 78     | 9806     | 750     | 0.94  | 70s Oldies  |  |
| WBBB  | Providence        | B     | 101.5 | 13.5    | 951        | c       | Clear Channel       | 68     | 9612     | 5,000   | 1.26   | Oldies      | WBBB    | Providence        | B     | 101.5 | 13.5    | 951        | c       | Clear Channel       | 68     | 9612     | 5,000   | 1.26  | Oldies      |  |
| WAKX  | Narragansett Pier | A     | 102.7 | 2.0     | 226        | d       | AAA Entertainment   | 90     | 9801     | 1,000   |        | Urban       | WAKX    | Narragansett Pier | A     | 102.7 | 2.0     | 226        | d       | AAA Entertainment   | 90     | 9801     | 1,000   |       | Urban       |  |
| • WWRX  | Westerly          | B     | 103.7 | 37.0    | 568        | c       | Phoenix Media       | 67     | 0003     | n/a     |        | Cisc Rock   | • WWRX  | Westerly          | B     | 103.7 | 37.0    | 568        | c       | Phoenix Media       | 67     | 0003     | n/a     |       | Cisc Rock   |  |
| WWLI  | Providence        | B     | 105.1 | 50.0    | 499        | a       | Citadel Comm Corp   | 48     | 9707     | 5,600   | 1.14   | AC          | WWLI    | Providence        | B     | 105.1 | 50.0    | 499        | a       | Citadel Comm Corp   | 48     | 9707     | 5,600   | 1.14  | AC          |  |
| WVKX  | Woonsocket        | A     | 106.3 | 2.5 cp  | 518        | d       | AAA Entertainment   | 49     | 9009     | 2,200   | 0.73   | Urban       | WVKX    | Woonsocket        | A     | 106.3 | 2.5 cp  | 518        | d       | AAA Entertainment   | 49     | 9009     | 2,200   | 0.73  | Urban       |  |
| • WFHN  | Fairhaven         | A     | 107.1 | 6.0 cp  | 325        | h       | Citadel Comm Corp   | 89     | 9910     | n/a     |        | CHR         | • WFHN  | Fairhaven         | A     | 107.1 | 6.0 cp  | 325        | h       | Citadel Comm Corp   | 89     | 9910     | n/a     |       | CHR         |  |
| <div style="display: flex; justify-content: space-between;"> <div> <p># FM Stations - 16</p> <p># Combos - 12</p> <p>FM TOTALS</p> </div> <div> <p>78.6</p> <p>56.4</p> <p>56.0</p> <p>54.8</p> <p>54.1</p> <p>55.2</p> <p>55.4</p> <p>56.6</p> <p>55.1</p> </div> </div> |                   |       |       |         |            |         |                     |        |          |         |        |             |         |                   |       |       |         |            |         |                     |        |          |         |       |             |  |

ARB 12+ Metro Shares (see rights)

Metro Rank: 33

• Indicates a change since last edition  
 † See introduction section for interpretation of revenue estimates.

Metro Rank: 33  
Revenue Rank: 51



**Metro Counties / Population (000)**

|                |                |
|----------------|----------------|
| Bristol, RI    | 49.3           |
| Kent, RI       | 162.0          |
| Newport, RI    | 82.3           |
| Providence, RI | 575.1          |
| Washington, RI | 121.5          |
| Bristol, MA    | 518.1          |
| <b>Total</b>   | <b>1,508.3</b> |

# Providence-Warwick-Pawtucket, RI Market Overview



## Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES | Revenue/Retail Sales |              | Revenue/Capita |              |
|--------------------------|----------------------|--------------|----------------|--------------|
|                          | 1993                 | 1994         | 1998           | 2003         |
| Δ 98 - 99                | \$30,700             | \$34,700     | \$2,62/1,000   | \$2,98/1,000 |
| Δ 99 - 03                | \$46,800             | \$50,100     | \$27.85        | \$40.37      |
| Δ 93 - 98                | \$37,500             | \$36,300     | \$3.70/1,000   | \$4.37       |
| Δ 98 - 99                | \$53,600             | \$53,600     | \$3.70/1,000   | \$4.37       |
| Δ 99 - 03                | \$57,300             | \$53,600     | \$3.70/1,000   | \$4.37       |
| Δ 99 - 03                | \$61,300             | \$57,300     | \$3.70/1,000   | \$4.37       |
| Δ 93 - 98                | \$42,000             | \$39,000     | \$3.70/1,000   | \$4.37       |
| Δ 99 - 03                | \$61,300             | \$57,300     | \$3.70/1,000   | \$4.37       |
| Est. Breakout            | Local 75%            | National 25% |                |              |

## Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

| Growth Rate | MSA Population |       | Households |          | Retail Sales |          | EBI  |      |
|-------------|----------------|-------|------------|----------|--------------|----------|------|------|
|             | 1998           | 1993  | 1998       | 1993     | 1998         | 1993     | 1998 | 1993 |
| 0.1%        | 1,522.4        | 570.3 | 14,112.3   | 11,711.8 | 25,303.9     | 23,232.4 | 1.7% | 3.4% |
| 0.0%        | 1,508.3        | 569.0 | 14,112.3   | 11,711.8 | 25,303.9     | 23,232.4 | 1.7% | 3.3% |
| 0.4%        | 1,518.3        | 579.6 | 14,112.3   | 11,711.8 | 25,303.9     | 23,232.4 | 1.7% | 3.3% |
| 0.1%        | 1,518.3        | 579.6 | 14,112.3   | 11,711.8 | 25,303.9     | 23,232.4 | 1.7% | 3.3% |
| 0.1%        | 1,518.3        | 579.6 | 14,112.3   | 11,711.8 | 25,303.9     | 23,232.4 | 1.7% | 3.3% |
| 0.1%        | 1,518.3        | 579.6 | 14,112.3   | 11,711.8 | 25,303.9     | 23,232.4 | 1.7% | 3.3% |
| 0.1%        | 1,518.3        | 579.6 | 14,112.3   | 11,711.8 | 25,303.9     | 23,232.4 | 1.7% | 3.3% |
| 0.1%        | 1,518.3        | 579.6 | 14,112.3   | 11,711.8 | 25,303.9     | 23,232.4 | 1.7% | 3.3% |
| 0.1%        | 1,518.3        | 579.6 | 14,112.3   | 11,711.8 | 25,303.9     | 23,232.4 | 1.7% | 3.3% |

## Demographic Breakdown

| Ethnic Population: | Men (000)      |                | Women (000)    |                | Total          | Percentage    | Per Capita       | Median Household | Avg Household    |
|--------------------|----------------|----------------|----------------|----------------|----------------|---------------|------------------|------------------|------------------|
|                    | 1998           | 1993           | 1998           | 1993           |                |               |                  |                  |                  |
| White              | 724.4          | 112.9          | 783.9          | 106.9          | 1,508.3        | 100.0%        | \$ 16,776        | \$ 36,957        | \$ 44,471        |
| Black              | 57.9           | 73.7           | 55.7           | 74.2           | 113.6          | 7.5%          |                  |                  |                  |
| Asian              | 105.8          | 117.9          | 104.7          | 120.8          | 210.6          | 14.0%         |                  |                  |                  |
| Hispanic           | 98.1           | 117.9          | 120.8          | 102.9          | 238.7          | 15.8%         |                  |                  |                  |
| Other              | 158.0          | 158.0          | 158.0          | 158.0          | 201.0          | 13.3%         |                  |                  |                  |
| <b>Total</b>       | <b>1,508.3</b> | <b>1,508.3</b> | <b>1,508.3</b> | <b>1,508.3</b> | <b>1,508.3</b> | <b>100.0%</b> | <b>\$ 16,776</b> | <b>\$ 36,957</b> | <b>\$ 44,471</b> |

## Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 7       | 9       | 10      | 16         | 21      | 37      | 70.1  |
| Tot 12+    | 7.7     | 48.7    | 54.6    | 56.4       | 13.7    | 70.1    | 1.9   |
| Avg 12+    | 1.1     | 5.4     | 5.5     | 3.5        | 0.7     | 19.5    | 100.0 |
| Tot LCS    | 11.0    | 69.5    | 77.9    | 80.5       | 19.5    | 100.0   | 2.7   |
| Avg LCS    | 1.6     | 7.7     | 7.8     | 5.0        | 0.9     | 2.7     |       |

Some stations also rated in New Bedford-Fall River.

ARB 12+ Metro Shares (see rights)

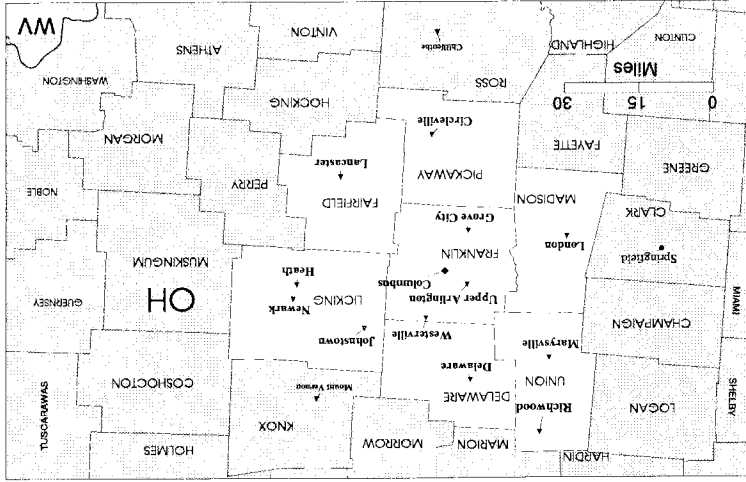
| AM Stations | City of       | License                      | FCC Class | Freq | Power (kW) | Day           | Night | C Owner              | Year Acqd | Price (000) | Sales L   | 1999 Est      | Avg '99     | Local | Comm | 1999 | 1999   | 1999   | 1998   | 1998 | 1998   | 1998   | 1998   |      |  |
|-------------|---------------|------------------------------|-----------|------|------------|---------------|-------|----------------------|-----------|-------------|-----------|---------------|-------------|-------|------|------|--------|--------|--------|------|--------|--------|--------|------|--|
|             |               |                              |           |      | (kW)       | (kW)          | (kW)  |                      |           | (000)       | M         | Revenue (000) | Power Ratio |       |      |      | Summer | Spring | Winter | Fall | Summer | Spring | Winter | 1998 |  |
| WLKW        | Pawtucket     | B                            | B         | 550  | 1.0        | 0.50          | 1.0   | d AAA Entertainment  | 50        | 9505        | 720       | 550           | 0.23        | 5.3   | 0.8  | 2.8  | 4.2    | 4.4    | 4.4    | 3.3  | 4.7    | 4.3    | 4.9    | 4.9  |  |
| WPRO        | Providence    | B                            | B         | 630  | 5.0        | 5.00          | 5.0   | a Citadel Comm Corp  | 31        | 9707        | g1        | 3,100         | 1.11        | 6.3   | 3.8  | 4.8  | 4.2    | 4.5    | 4.0    | 3.9  | 4.7    | 5.3    | 4.4    | 4.4  |  |
| WSKO        | Providence    | B                            | B         | 790  | 5.0        | 5.00          | 5.0   | a Citadel Comm Corp  | 22        | 9707        | g1        | 1,100         | 1.91        | 1.3   | 1.9  | 1.2  | 0.6    | 1.0    | 0.9    | 0.7  | 3.0    | 0.6    | 0.3    | 0.3  |  |
| WHJU        | Providence    | B                            | B         | 920  | 5.0        | 5.00          | 5.0   | e AMFM Inc           | 22        | 9910        | g         | 850           | 0.53        | 3.6   | 2.9  | 2.5  | 2.8    | 1.9    | 2.8    | 2.6  | 3.0    | 4.2    | 4.2    | 4.2  |  |
| WALE        | Greenville    | B                            | B         | 990  | 50.0       | 5.00          | 50.0  | No Amer Bestig Co    | 48        | 9405        | 500       | 500           |             | 0.0   | 0.0  | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  |  |
| WPMZ        | E. Providence | B                            | B         | 1110 | 5.0        | 0.25          | 5.0   | Video Mundo Bestig   | 47        | 9803        | 900       | 450           | 0.85        | 1.2   | 0.5  | 0.7  | 1.0    | 0.0    | 1.8    | 1.7  | 1.4    | 0.0    | 0.0    | 0.0  |  |
| • WJUF      | Hope Valley   | B                            | B         | 1180 | 1.8        | 0.00          | 1.8   | Fuller, John         | 85        |             |           |               |             | 0.0   | 0.0  | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  |  |
| WRIB        | Providence    | B                            | B         | 1220 | 1.0        | 0.17          | 1.0   | Catholic Radio       | 46        | 9910        | g         |               |             | 0.0   | 0.0  | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  |  |
| WRIE        | Providence    | B                            | B         | 1220 | 1.0        | 0.17          | 1.0   | Catholic Radio       | 46        | 9910        | g         |               |             | 0.0   | 0.0  | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  |  |
| WXTN        | Westerly      | C                            | C         | 1230 | 6.0        | 6.0           | 6.0   | WRNI Foundation      | 49        | 9904        | 300       |               |             | 0.0   | 0.0  | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  |  |
| WONN        | Woonsocket    | C                            | C         | 1240 | 1.0        | 1.00          | 1.0   | Willow Farm Inc      | 46        | 9811        | 380       |               |             | 0.1   | 0.4  | 0.3  | 0.0    | 0.0    | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  |  |
| • WRNI      | Providence    | B                            | B         | 1290 | 5.0        | 10.00         | 5.0   | cp Boston University | 47        | 9808        | 1,975     |               |             | 0.0   | 0.0  | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  |  |
| • WJYT      | Attleboro     | B                            | B         | 1320 | 5.0        | 5.00          | 5.0   | Add Radio Group      | 50        | 9807        | See (164) |               |             | 0.0   | 0.0  | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  |  |
| WNBH        | New Bedford   | C                            | C         | 1340 | 1.0        | 1.00          | 1.0   | b Hall               | 21        | 6610        |           |               |             | 0.3   | 0.0  | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  |  |
| WEGM        | Wickford      | B                            | B         | 1370 | 0.3        | 0.13          | 0.3   | Fuller, John         | 61        | 9806        | 75        |               |             | 0.0   | 0.0  | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  |  |
| WNRI        | Woonsocket    | B                            | B         | 1380 | 2.5        | 0.02          | 2.5   | Willow Farm Inc      | 54        | 9905        | 850       |               |             | 0.3   | 0.0  | 0.0  | 0.0    | 0.0    | 0.4    | 0.5  | 0.9    | 0.8    | 0.6    | 0.6  |  |
| • WHTB      | Fall River    | C                            | C         | 1400 | 1.0        | 1.00          | 1.0   | g Karam, Bob &       | 48        | 8905        | See (164) |               |             | 0.2   | 0.0  | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  |  |
| • WBSM      | New Bedford   | B                            | B         | 1420 | 5.0        | 1.00          | 5.0   | h Citadel Comm Corp  | 49        | 9910        | p         |               |             | 1.4   | 1.3  | 0.8  | 1.0    | 0.8    | 1.4    | 0.8  | 0.8    | 0.8    | 1.8    | 1.8  |  |
| • WHRC      | West Warwick  | C                            | C         | 1450 | 1.0        | 1.00          | 1.0   | hibernia Comm        | 56        | 9801        | 550       |               |             | 0.8   | 0.9  | 0.4  | 0.4    | 0.0    | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  |  |
| WSAR        | Fall River    | B                            | B         | 1480 | 5.0        | 5.00          | 5.0   | g Karam, Bob &       | 21        | 9211        | See (164) |               |             | 0.8   | 0.9  | 0.4  | 0.4    | 0.8    | 0.7    | 0.6  | 0.8    | 0.8    | 0.4    | 0.4  |  |
| WADK        | Newport       | B                            | B         | 1540 | 1.0        | 0.00          | 1.0   | f Astro Tele-Comm    | 48        | 9909        | c3        | 400           |             | 0.3   | 0.5  | 0.0  | 0.3    | 0.6    | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    | 0.5  |  |
| WARV        | Warwick       | B                            | B         | 1590 | 5.0        | 5.00          | 5.0   | Blount Comm          | 59        | 7807        |           |               |             | 0.6   | 0.4  | 0.3  | 0.3    | 0.4    | 0.6    | 0.6  | 0.6    | 0.6    | 0.4    | 0.4  |  |
|             |               | # AM Stations -              |           | 21   |            | # Combos -    |       | 8                    |           |             |           |               |             |       |      |      |        |        |        |      |        |        |        |      |  |
|             |               | AM & FM Stations Profiled -  |           | 37   |            | # Duopolies - |       | 9                    |           |             |           |               |             |       |      |      |        |        |        |      |        |        |        |      |  |
|             |               | Total Local Commercial Share |           |      |            |               |       |                      |           |             |           |               |             |       |      |      |        |        |        |      |        |        |        |      |  |
|             |               | AM TOTALS                    |           | 21.4 |            |               |       |                      |           |             |           |               |             |       |      |      |        |        |        |      |        |        |        |      |  |
|             |               |                              |           | 13.7 |            |               |       |                      |           |             |           |               |             |       |      |      |        |        |        |      |        |        |        |      |  |
|             |               |                              |           | 13.8 |            |               |       |                      |           |             |           |               |             |       |      |      |        |        |        |      |        |        |        |      |  |
|             |               |                              |           | 15.3 |            |               |       |                      |           |             |           |               |             |       |      |      |        |        |        |      |        |        |        |      |  |
|             |               |                              |           | 14.8 |            |               |       |                      |           |             |           |               |             |       |      |      |        |        |        |      |        |        |        |      |  |
|             |               |                              |           | 16.1 |            |               |       |                      |           |             |           |               |             |       |      |      |        |        |        |      |        |        |        |      |  |
|             |               |                              |           | 16.5 |            |               |       |                      |           |             |           |               |             |       |      |      |        |        |        |      |        |        |        |      |  |
|             |               |                              |           | 17.5 |            |               |       |                      |           |             |           |               |             |       |      |      |        |        |        |      |        |        |        |      |  |
|             |               |                              |           | 17.6 |            |               |       |                      |           |             |           |               |             |       |      |      |        |        |        |      |        |        |        |      |  |
|             |               |                              |           | 72.6 |            |               |       |                      |           |             |           |               |             |       |      |      |        |        |        |      |        |        |        |      |  |
|             |               |                              |           | 74.2 |            |               |       |                      |           |             |           |               |             |       |      |      |        |        |        |      |        |        |        |      |  |
|             |               |                              |           | 71.9 |            |               |       |                      |           |             |           |               |             |       |      |      |        |        |        |      |        |        |        |      |  |
|             |               |                              |           | 71.3 |            |               |       |                      |           |             |           |               |             |       |      |      |        |        |        |      |        |        |        |      |  |
|             |               |                              |           | 68.9 |            |               |       |                      |           |             |           |               |             |       |      |      |        |        |        |      |        |        |        |      |  |
|             |               |                              |           | 70.1 |            |               |       |                      |           |             |           |               |             |       |      |      |        |        |        |      |        |        |        |      |  |
|             |               |                              |           | 69.8 |            |               |       |                      |           |             |           |               |             |       |      |      |        |        |        |      |        |        |        |      |  |
|             |               |                              |           | 70.1 |            |               |       |                      |           |             |           |               |             |       |      |      |        |        |        |      |        |        |        |      |  |
|             |               |                              |           | 71.3 |            |               |       |                      |           |             |           |               |             |       |      |      |        |        |        |      |        |        |        |      |  |
|             |               |                              |           | 71.9 |            |               |       |                      |           |             |           |               |             |       |      |      |        |        |        |      |        |        |        |      |  |
|             |               |                              |           | 74.2 |            |               |       |                      |           |             |           |               |             |       |      |      |        |        |        |      |        |        |        |      |  |
|             |               |                              |           | 17.5 |            |               |       |                      |           |             |           |               |             |       |      |      |        |        |        |      |        |        |        |      |  |

## Competitive Overview

• Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.



Metro Rank: 34  
Revenue Rank: 30



| Metro Counties / Population (000) | Population (000) |
|-----------------------------------|------------------|
| Delaware, OH                      | 94.8             |
| Fairfield, OH                     | 125.8            |
| Franklin, OH                      | 1,025.5          |
| Licking, OH                       | 136.9            |
| Madison, OH                       | 41.0             |
| Pickaway, OH                      | 55.1             |
| Union, OH                         | 40.7             |
| <b>Total</b>                      | <b>1,519.8</b>   |

# Columbus, OH Market Overview



## Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES | Revenue/Retail Sales |              | Revenue/Capita |             |
|--------------------------|----------------------|--------------|----------------|-------------|
|                          | 1993                 | 1994         | 1995           | 1996        |
| \$53,000                 | \$58,400             | \$65,000     | \$68,000       | \$76,700    |
| \$3,901,000              | \$4,011,000          | \$4,091,000  | \$4,091,000    | \$4,091,000 |
| \$36.40                  | \$55.34              | \$74.54      |                |             |
| Δ 98 - 99                | 7.7%                 |              |                |             |
| Δ 93 - 98                | 9.7%                 |              |                |             |
| Δ 99 - 03                | 6.7%                 |              |                |             |
| Est. Breakout            | Local 77%            | National 23% |                |             |

## Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

| MSA Population | Households |         | Retail Sales |          | EBI      |          |
|----------------|------------|---------|--------------|----------|----------|----------|
|                | 1993       | 1998    | 1993         | 1998     | 1993     | 1998     |
| 1,455.9        | 553.4      | 1,519.8 | 20,980.2     | 27,901.2 | 24,282.6 | 27,901.2 |
| 0.9%           | 1.1%       | 0.9%    | 9.1%         | 2.8%     | 6.5%     | 5.2%     |
| 1,519.8        | 583.4      | 1,519.8 | 20,980.2     | 27,901.2 | 24,282.6 | 27,901.2 |
| 1,577.6        | 614.6      | 1,577.6 | 28,757.4     | 35,970.9 | 28,757.4 | 35,970.9 |
| 0.7%           | 1.0%       | 0.7%    | 6.5%         | 5.2%     | 6.5%     | 5.2%     |

## Demographic Breakdown

| Total   | Men (000) |       | Women (000) |       | Percentage |
|---------|-----------|-------|-------------|-------|------------|
|         | 1993      | 1998  | 1993        | 1998  |            |
| 1,519.8 | 743.7     | 776.1 | 776.1       | 743.7 | 100.0%     |
| 243.2   | 124.1     | 119.1 | 119.1       | 124.1 | 16.0%      |
| 123.0   | 63.3      | 59.8  | 59.8        | 63.3  | 8.1%       |
| 155.7   | 79.9      | 75.8  | 75.8        | 79.9  | 10.2%      |
| 237.9   | 121.3     | 116.6 | 116.6       | 121.3 | 15.7%      |
| 258.4   | 127.5     | 131.0 | 131.0       | 127.5 | 17.0%      |
| 208.2   | 100.9     | 107.3 | 107.3       | 100.9 | 13.7%      |
| 293.3   | 126.8     | 166.5 | 166.5       | 126.8 | 19.3%      |

Per Capita \$ 18,358  
 Median Household \$ 38,789  
 Avg Household \$ 47,825  
 Ethnic Population: White 84.6% Black 13.1% Asian 2.1% Hispanic 1.0%

## Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 12      | 10      | 14      | 22         | 22      | 11      | 33    |
| Tot 12+    | 22.6    | 45.6    | 61.9    | 68.2       | 68.2    | 15.6    | 83.8  |
| Avg 12+    | 1.9     | 4.6     | 4.4     | 3.1        | 3.1     | 1.4     | 2.5   |
| Tot LCS    | 27.0    | 54.4    | 73.9    | 81.4       | 81.4    | 18.6    | 100.0 |
| Avg LCS    | 2.2     | 5.4     | 5.3     | 3.7        | 3.7     | 1.7     | 3.0   |

# Competitive Overview

| City of License      | FCC Class | Power (kW) | HAAT    | C Owner                   | Year Date | Sales Price M (000) | A Format    | Revenue (000)/Power Ratio | 1999 Est  |             |             |             |      | Avg 99 Local Comm |     |     |     |     |
|----------------------|-----------|------------|---------|---------------------------|-----------|---------------------|-------------|---------------------------|-----------|-------------|-------------|-------------|------|-------------------|-----|-----|-----|-----|
|                      |           |            |         |                           |           |                     |             |                           | Fall 1999 | Summer 1999 | Spring 1999 | Winter 1999 | 1998 |                   |     |     |     |     |
| WCOL Columbus        | B         | 92.3       | 22.0    | 755 f Clear Channel       | 47        | 9905                | Country     | 10,100                    | 1.32      | 8.4         | 7.4         | 6.3         | 5.8  | 7.6               | 9.0 | 8.8 | 7.7 | 6.2 |
| WKJL Chillicothe     | B         | 93.3       | 43.0 cp | 532 Secret Comm           | 61        | 9811                | Country     | 6,000                     |           | 0.4         | 0.0         | 0.0         | 0.0  | 0.0               | 0.0 | 0.0 | 0.0 | 0.5 |
| WOIO Mount Vernon    | B         | 93.7       | 37.0    | 564 g KNOX Bcstg Corp     | 51        |                     | 80s Hits    | 700                       |           | 0.4         | 0.0         | 0.5         | 0.4  | 0.5               | 0.8 | 0.8 | 0.5 | 0.6 |
| WSNY Columbus        | B         | 94.7       | 22.0    | 753 d Saga Comm Inc       | 48        | 8607                | AC          | 11,800                    | 1.58      | 8.2         | 7.2         | 7.3         | 7.8  | 6.9               | 6.0 | 6.6 | 8.4 | 7.7 |
| WHOK Lancaster       | B         | 95.5       | 21.0    | 761 j Infinity Bcstg      | 58        | 9808                | Country     | 3,900                     | 0.91      | 4.7         | 3.6         | 3.5         | 4.2  | 4.1               | 3.9 | 4.0 | 4.3 | 4.3 |
| WLVO Columbus        | B         | 96.3       | 18.0    | 751 j Infinity Bcstg      | 59        | 9808                | AOR/C/Hck   | 9,500                     | 1.41      | 7.4         | 6.5         | 6.5         | 5.7  | 6.0               | 6.0 | 4.8 | 5.9 | 5.9 |
| WBNS Columbus        | B         | 97.1       | 20.5    | 781 b Radio Chio, Inc.    | 59        |                     | Oldies      | 3,800                     | 0.74      | 5.6         | 5.8         | 4.6         | 4.1  | 4.9               | 5.6 | 4.7 | 3.9 | 6.2 |
| WNCI Columbus        | B         | 97.9       | 175.0   | 561 f Clear Channel       | 61        | 9905                | CHR         | 13,500                    | 1.36      | 10.9        | 8.1         | 9.9         | 10.1 | 9.0               | 8.3 | 9.8 | 8.8 | 9.6 |
| WXMG Upper Arlington | A         | 98.9       | 6.0 cp  | 328 h Blue Chip Bcstg Ltd | 89        | 9808                | R&B Oldies  | 1,100                     | 0.52      | 2.3         | 2.7         | 2.1         | 2.3  | 2.0               | 0.6 | 0.9 | 1.4 | 1.4 |
| WBXJ Columbus        | B         | 99.7       | 20.0    | 784 a N American Bcstg    | 62        |                     | AOR         | 6,400                     | 1.23      | 5.7         | 5.4         | 5.3         | 4.6  | 4.1               | 4.2 | 5.4 | 5.3 | 5.3 |
| WCLT Newark          | B         | 100.3      | 50.0    | 390 e WCLT Radio Inc      | 47        |                     | Country     | 1,400                     | 0.70      | 2.2         | 1.6         | 1.7         | 2.2  | 1.7               | 1.8 | 2.0 | 2.2 | 2.2 |
| WWCD Grove City      | A         | 101.1      | 6.0     | 328 Ingleside Radio Inc   | 90        | 9110                | Alternative | 1,900                     | 0.83      | 2.5         | 1.7         | 2.4         | 2.2  | 2.5               | 1.6 | 1.5 | 1.8 | 1.4 |
| WNKO Newark          | A         | 101.7      | 3.0     | 299 c Runnymede Corp      | 72        |                     | Oldies      | 1,000                     | 0.49      | 1.0         | 0.8         | 0.9         | 0.6  | 0.6               | 0.4 | 0.0 | 0.6 | 0.6 |
| WSMZ Johnston        | A         | 103.1      | 1.6     | 443 Stop 26-Riverbend     | 75        | 9512                | Urban AC    | 450                       | 0.45      | 1.1         | 1.2         | 1.1         | 1.1  | 0.8               | 0.8 | 0.7 | 1.3 | 0.8 |
| WJZA Lancaster       | A         | 103.5      | 4.0 cp  | 404 i Scantland Bcstg Ltd | 89        | 9806                | Smooth Jazz | 1,200                     | 0.45      | 1.1         | 1.1         | 1.1         | 0.9  | 0.8               | 0.8 | 0.7 | 1.3 | 0.8 |
| WEGE Westerville     | A         | 103.9      | 5.1     | 354 N American Bcstg      | 98        | 9902                | Cisc Hits   | 5,000                     |           | 2.4         | 1.8         | 2.1         | 2.0  | 2.3               | 1.8 | 0.0 | 0.0 | 0.0 |
| WJZK Fitchwood       | A         | 104.3      | 3.4     | 436 i Scantland Bcstg Ltd | 96        |                     | Smooth Jazz | 800                       |           | 0.8         | 0.9         | 0.6         | 0.7  | 0.6               | 0.8 | 1.4 | 1.7 | 0.0 |
| WZAZ Marysville      | A         | 105.7      | 2.5     | 512 f Clear Channel       | 90        | 9905                | Alternative | 2,200                     | 1.00      | 2.4         | 1.9         | 1.8         | 2.4  | 2.2               | 3.7 | 3.9 | 3.6 | 0.0 |
| WCZL London          | A         | 106.3      | 6.0     | 328 h Blue Chip Bcstg Ltd | 65        | 9702                | Smooth Jazz | 100                       |           | 0.8         | 0.8         | 0.9         | 0.7  | 0.6               | 0.9 | 0.0 | 0.0 | 0.0 |
| WAZU Circleville     | A         | 107.1      | 3.0     | 328 f Infinity Bcstg      | 65        | 9808                | New Rock    | 1,500                     | 0.82      | 2.0         | 1.7         | 1.8         | 2.0  | 1.7               | 1.0 | 1.1 | 1.2 | 1.2 |
| WCKX Columbus        | A         | 107.5      | 1.9     | 413 h Blue Chip Bcstg Ltd | 96        | 9709                | Urban       | 6,000                     | 0.81      | 8.1         | 6.4         | 7.1         | 6.6  | 7.3               | 6.2 | 7.6 | 6.8 | 6.8 |
| WXST Delaware        | A         | 107.9      | 2.6     | 505 Stop 26-Riverbend     | 91        | 9912 p              | 80s Hits    | 750                       | 0.29      | 2.8         | 1.9         | 1.9         | 2.2  | 2.3               | 3.1 | 2.6 | 1.6 | 1.1 |

ARB 12+ Metro Shares (see rights)

## FM Stations

City of License FCC Class Power (kW) HAAT C Owner Year Date Sales Price M (000) A Format Revenue (000)/Power Ratio Avg 99 Local Comm

|                      |   |       |         |                           |    |        |             |        |      |      |     |     |      |     |     |     |     |     |
|----------------------|---|-------|---------|---------------------------|----|--------|-------------|--------|------|------|-----|-----|------|-----|-----|-----|-----|-----|
| WCOL Columbus        | B | 92.3  | 22.0    | 755 f Clear Channel       | 47 | 9905   | Country     | 10,100 | 1.32 | 8.4  | 7.4 | 6.3 | 5.8  | 7.6 | 9.0 | 8.8 | 7.7 | 6.2 |
| WKJL Chillicothe     | B | 93.3  | 43.0 cp | 532 Secret Comm           | 61 | 9811   | Country     | 6,000  |      | 0.4  | 0.0 | 0.0 | 0.0  | 0.0 | 0.0 | 0.0 | 0.0 | 0.5 |
| WOIO Mount Vernon    | B | 93.7  | 37.0    | 564 g KNOX Bcstg Corp     | 51 |        | 80s Hits    | 700    |      | 0.4  | 0.0 | 0.5 | 0.4  | 0.5 | 0.8 | 0.8 | 0.5 | 0.6 |
| WSNY Columbus        | B | 94.7  | 22.0    | 753 d Saga Comm Inc       | 48 | 8607   | AC          | 11,800 | 1.58 | 8.2  | 7.2 | 7.3 | 7.8  | 6.9 | 6.0 | 6.6 | 8.4 | 7.7 |
| WHOK Lancaster       | B | 95.5  | 21.0    | 761 j Infinity Bcstg      | 58 | 9808   | Country     | 3,900  | 0.91 | 4.7  | 3.6 | 3.5 | 4.2  | 4.1 | 3.9 | 4.0 | 4.3 | 4.3 |
| WLVO Columbus        | B | 96.3  | 18.0    | 751 j Infinity Bcstg      | 59 | 9808   | AOR/C/Hck   | 9,500  | 1.41 | 7.4  | 6.5 | 6.5 | 5.7  | 6.0 | 6.0 | 4.8 | 5.9 | 5.9 |
| WBNS Columbus        | B | 97.1  | 20.5    | 781 b Radio Chio, Inc.    | 59 |        | Oldies      | 3,800  | 0.74 | 5.6  | 5.8 | 4.6 | 4.1  | 4.9 | 5.6 | 4.7 | 3.9 | 6.2 |
| WNCI Columbus        | B | 97.9  | 175.0   | 561 f Clear Channel       | 61 | 9905   | CHR         | 13,500 | 1.36 | 10.9 | 8.1 | 9.9 | 10.1 | 9.0 | 8.3 | 9.8 | 8.8 | 9.6 |
| WXMG Upper Arlington | A | 98.9  | 6.0 cp  | 328 h Blue Chip Bcstg Ltd | 89 | 9808   | R&B Oldies  | 1,100  | 0.52 | 2.3  | 2.7 | 2.1 | 2.3  | 2.0 | 0.6 | 0.9 | 1.4 | 1.4 |
| WBXJ Columbus        | B | 99.7  | 20.0    | 784 a N American Bcstg    | 62 |        | AOR         | 6,400  | 1.23 | 5.7  | 5.4 | 5.3 | 4.6  | 4.1 | 4.2 | 5.4 | 5.3 | 5.3 |
| WCLT Newark          | B | 100.3 | 50.0    | 390 e WCLT Radio Inc      | 47 |        | Country     | 1,400  | 0.70 | 2.2  | 1.6 | 1.7 | 2.2  | 1.7 | 1.8 | 2.0 | 2.2 | 2.2 |
| WWCD Grove City      | A | 101.1 | 6.0     | 328 Ingleside Radio Inc   | 90 | 9110   | Alternative | 1,900  | 0.83 | 2.5  | 1.7 | 2.4 | 2.2  | 2.5 | 1.6 | 1.5 | 1.8 | 1.4 |
| WNKO Newark          | A | 101.7 | 3.0     | 299 c Runnymede Corp      | 72 |        | Oldies      | 1,000  | 0.49 | 1.0  | 0.8 | 0.9 | 0.6  | 0.6 | 0.4 | 0.0 | 0.6 | 0.6 |
| WSMZ Johnston        | A | 103.1 | 1.6     | 443 Stop 26-Riverbend     | 75 | 9512   | Urban AC    | 450    | 0.45 | 1.1  | 1.2 | 1.1 | 1.1  | 0.8 | 0.8 | 0.7 | 1.3 | 0.8 |
| WJZA Lancaster       | A | 103.5 | 4.0 cp  | 404 i Scantland Bcstg Ltd | 89 | 9806   | Smooth Jazz | 1,200  | 0.45 | 1.1  | 1.1 | 1.1 | 0.9  | 0.8 | 0.8 | 0.7 | 1.3 | 0.8 |
| WEGE Westerville     | A | 103.9 | 5.1     | 354 N American Bcstg      | 98 | 9902   | Cisc Hits   | 5,000  |      | 2.4  | 1.8 | 2.1 | 2.0  | 2.3 | 1.8 | 0.0 | 0.0 | 0.0 |
| WJZK Fitchwood       | A | 104.3 | 3.4     | 436 i Scantland Bcstg Ltd | 96 |        | Smooth Jazz | 800    |      | 0.8  | 0.9 | 0.6 | 0.7  | 0.6 | 0.8 | 1.4 | 1.7 | 0.0 |
| WZAZ Marysville      | A | 105.7 | 2.5     | 512 f Clear Channel       | 90 | 9905   | Alternative | 2,200  | 1.00 | 2.4  | 1.9 | 1.8 | 2.4  | 2.2 | 3.7 | 3.9 | 3.6 | 0.0 |
| WCZL London          | A | 106.3 | 6.0     | 328 h Blue Chip Bcstg Ltd | 65 | 9702   | Smooth Jazz | 100    |      | 0.8  | 0.8 | 0.9 | 0.7  | 0.6 | 0.9 | 0.0 | 0.0 | 0.0 |
| WAZU Circleville     | A | 107.1 | 3.0     | 328 f Infinity Bcstg      | 65 | 9808   | New Rock    | 1,500  | 0.82 | 2.0  | 1.7 | 1.8 | 2.0  | 1.7 | 1.0 | 1.1 | 1.2 | 1.2 |
| WCKX Columbus        | A | 107.5 | 1.9     | 413 h Blue Chip Bcstg Ltd | 96 | 9709   | Urban       | 6,000  | 0.81 | 8.1  | 6.4 | 7.1 | 6.6  | 7.3 | 6.2 | 7.6 | 6.8 | 6.8 |
| WXST Delaware        | A | 107.9 | 2.6     | 505 Stop 26-Riverbend     | 91 | 9912 p | 80s Hits    | 750    | 0.29 | 2.8  | 1.9 | 1.9 | 2.2  | 2.3 | 3.1 | 2.6 | 1.6 | 1.1 |

• Indicates a change since last edition

†/ See introduction section for interpretation of revenue estimates.



# Competitive Overview

| City of License   | FCC Class | Freq | Power (kW) | Day   | Night | Sales L          | Revenue (000)† | Power Ratio | Local Comm  | Fall 1999 | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |
|-------------------|-----------|------|------------|-------|-------|------------------|----------------|-------------|-------------|-----------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|
| • WTVN Columbus   | B         | 610  | 5.0 cp     | 50.00 | f     | Clear Channel    | 24             | 9905        | g1          | 9.3       | 7.7         | 8.0         | 8.3         | 7.5       | 7.8         | 7.3         | 7.7         |
| • WHTH Health     | B         | 790  | 1.0        | 0.03  | c     | Runnymede Corp   | 70             |             | Country     | 0.1       | 0.0         | 0.0         | 0.4         | 0.0       | 0.0         | 0.0         | 0.0         |
| WRFD Columbus     | B         | 880  | 23.0       | 0.00  |       | Salem Comm Corp  | 47             | 8202        | 1,800       | 0.7       | 0.6         | 0.7         | 0.7         | 0.6       | 0.6         | 0.5         | 0.6         |
| WMNI Columbus     | B         | 920  | 1.0        | 0.50  | a     | N American Bcstg | 58             |             | Adlt Stndrd | 3.4       | 2.9         | 3.7         | 2.2         | 2.9       | 2.9         | 3.3         | 3.0         |
| WFII Columbus     | C         | 1230 | 1.0        | 1.00  | f     | Clear Channel    | 22             | 9905        | g1          | 1.3       | 0.9         | 0.9         | 0.8         | 1.3       | 0.8         | 1.3         | 1.1         |
| WMVO Mount Vernon | B         | 1300 | 0.4        | 0.05  | g     | KNOX Bcstg Corp  | 53             |             | Variety     | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |
| • WLOH Lancaster  | B         | 1320 | 0.5 cp     | 0.02  |       | WLOH Inc         | 48             | 9802        | 100         | 0.2       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |
| WCLT Newark       | B         | 1430 | 0.5        | 0.05  | e     | WCLT Radio Inc   | 49             | 5801        |             | 0.3       | 0.0         | 0.0         | 0.5         | 0.4       | 0.0         | 0.0         | 0.4         |
| WBNS Columbus     | B         | 1460 | 5.0        | 1.00  | b     | Radio Ohio, Inc. | 22             | 3306        |             | 2.5       | 2.0         | 2.3         | 1.9         | 1.7       | 2.6         | 1.6         | 1.3         |
| WDLR Delaware     | B         | 1550 | 0.5        | 0.03  |       | Esq. Comm Inc    | 61             | 9801        | 750         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |
| WKCO Columbus     | B         | 1580 | 1.0        | 0.25  | d     | Saga Comm Inc    | 51             | 8607        | c2          | 1.8       | 1.5         | 1.3         | 2.1         | 1.5       | 2.1         | 1.5         | 1.7         |

| AM Stations Profiled -      |  | # AM Stations - | # Combos - | # Duopolies - | Total Local Commercial Share |      |      |      |      |      |      |      |      |      |      |      |      |
|-----------------------------|--|-----------------|------------|---------------|------------------------------|------|------|------|------|------|------|------|------|------|------|------|------|
| AM & FM Stations Profiled - |  | 11              | 8          | 8             | 19.6                         | 15.6 | 17.5 | 15.9 | 16.5 | 17.1 | 15.8 | 15.9 | 15.8 | 82.9 | 82.9 | 84.2 | 84.2 |
| AM TOTALS                   |  |                 |            |               | 1.9                          | 1.8  | 1.5  | 1.3  | 1.5  | 1.7  | 1.5  | 1.5  | 1.7  | 83.8 | 86.5 | 85.9 | 85.3 |
| Gosp/Inspr                  |  |                 |            |               | 0.30                         | 0.30 | 0.30 | 0.30 | 0.30 | 0.30 | 0.30 | 0.30 | 0.30 | 0.30 | 0.30 | 0.30 | 0.30 |
| DARK                        |  |                 |            |               |                              |      |      |      |      |      |      |      |      |      |      |      |      |
| Sprts/Talk                  |  |                 |            |               | 0.70                         | 0.70 | 0.70 | 0.70 | 0.70 | 0.70 | 0.70 | 0.70 | 0.70 | 0.70 | 0.70 | 0.70 | 0.70 |
| Nws/Tlk/Spt                 |  |                 |            |               |                              |      |      |      |      |      |      |      |      |      |      |      |      |
| Cisc Rck                    |  |                 |            |               |                              |      |      |      |      |      |      |      |      |      |      |      |      |
| Variety                     |  |                 |            |               |                              |      |      |      |      |      |      |      |      |      |      |      |      |
| Talk                        |  |                 |            |               | 0.46                         | 0.46 | 0.46 | 0.46 | 0.46 | 0.46 | 0.46 | 0.46 | 0.46 | 0.46 | 0.46 | 0.46 | 0.46 |
| Adlt Stndrd                 |  |                 |            |               | 0.45                         | 0.45 | 0.45 | 0.45 | 0.45 | 0.45 | 0.45 | 0.45 | 0.45 | 0.45 | 0.45 | 0.45 | 0.45 |
| Chrst/Talk                  |  |                 |            |               |                              |      |      |      |      |      |      |      |      |      |      |      |      |
| Country                     |  |                 |            |               |                              |      |      |      |      |      |      |      |      |      |      |      |      |
| Nws/Tlk/Spt                 |  |                 |            |               | 1.20                         | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 |

ARB 12+ Metro Shares (see rights)

• Indicates a change since last edition  
 †/ See introduction section for interpretation of revenue estimates.  
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Metro Rank: 35  
Revenue Rank: 35

# Salt Lake City - Ogden Market Overview



## Market Radio Financials

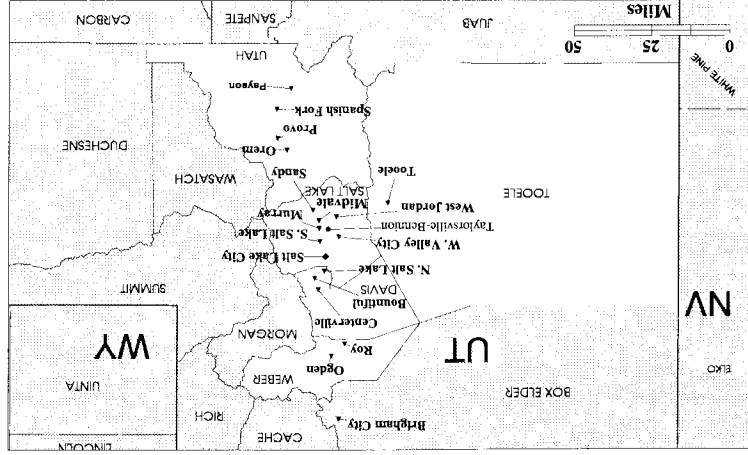
(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES | Revenue/Retail Sales |             |               |             |          | Revenue/Capita |
|--------------------------|----------------------|-------------|---------------|-------------|----------|----------------|
|                          | 1993                 | 1994        | 1995          | 1996        | 1997     |                |
| \$36,500                 | \$43,400             | \$50,300    | \$57,700      | \$62,400    | \$72,200 | \$100,300      |
| Δ 98 - 99                | 8.0%                 | \$78,000    | \$84,200      | \$89,200    | \$95,500 | \$100,300      |
| 1993                     | 1994                 | 1995        | 1996          | 1997        | 2002     | 2003           |
| \$3,301,000              | \$4,741,000          | \$5,001,000 | \$5,001,000   | \$5,001,000 | \$56,48  |                |
| 1993                     | 1998                 | 2003        | Est. Breakout |             |          |                |
| \$24.59                  | \$43.77              | \$56.48     | Local         | 80%         | National | 20%            |

## Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

| MSA Population | Households |         | Retail Sales |          | EBI         |
|----------------|------------|---------|--------------|----------|-------------|
|                | 1993       | 1998    | 1998         | 2003     |             |
| 1,484,6        | 463.4      | 1,052.8 | 19,496.2     | 32,275.9 | 6.4%        |
| 1,649.6        | 525.7      | 1,521.8 | 23,720.4     | 20,055.8 | 5.7%        |
| 1,649.6        | 2.1%       | 2.6%    | 4.0%         | 579.8    | 2.0%        |
| 1,775.8        | 1.5%       | 1.5%    | 1.5%         | 1,775.8  | 1.5%        |
| 1998           | 1998       | 1998    | 1998         | 2003     | Growth Rate |



## Metro Counties / Population (000)

|               |                |
|---------------|----------------|
| Davis, UT     | 231.3          |
| Salt Lake, UT | 848.3          |
| Tooele, UT    | 34.3           |
| Utah, UT      | 350.2          |
| Weber, UT     | 185.5          |
| <b>Total</b>  | <b>1,649.6</b> |

| Demographic Breakdown | Ethnic Population |          |          |          |          | Per Capita | Median Household | Avg Household |
|-----------------------|-------------------|----------|----------|----------|----------|------------|------------------|---------------|
|                       | 1993              | 1998     | 2003     | 1998     | 2003     |            |                  |               |
| MSA Population        | 1,484,6           | 1,649.6  | 1,775.8  | \$37,602 | \$45,122 |            |                  |               |
| Households            | 463.4             | 525.7    | 579.8    |          |          |            |                  |               |
| Retail Sales          | 11,052.8          | 15,218.7 | 20,055.8 |          |          |            |                  |               |
| EBI                   | 19,496.2          | 23,720.4 | 32,275.9 |          |          |            |                  |               |
| Men (000)             | 821.5             | 102.5    | 116.3    | 119.0    | 90.5     | 115.1      | 137.7            |               |
| Women (000)           | 828.1             | 183.4    | 98.5     | 109.8    | 118.4    | 92.2       | 137.7            |               |
| Total                 | 1,649.6           | 201.0    | 173.1    | 226.2    | 237.5    | 182.7      | 252.8            |               |
| Percentage            | 100.0%            | 12.2%    | 10.5%    | 13.7%    | 14.4%    | 11.1%      | 15.3%            |               |
| Per Capita            | \$14,380          | \$37,602 | \$45,122 |          |          |            |                  |               |
| Median Household      | \$37,602          |          |          |          |          |            |                  |               |
| Avg Household         | \$45,122          |          |          |          |          |            |                  |               |

## Demographic Breakdown

## Market Summary

| FM Classes | Class A | Class B | Class C | Viabile FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|-------------|---------|---------|-------|
| # Stations | 1       | 21      | 18      | 22          | 23      | 45      |       |
| Tot 12+    | 0.5     | 68.3    | 68.1    | 68.8        | 21.1    | 89.9    |       |
| Avg 12+    | 0.5     | 3.3     | 3.8     | 3.1         | 0.9     | 2.0     |       |
| Tot LCS    | 0.6     | 76.0    | 75.8    | 76.5        | 23.5    | 100.0   |       |
| Avg LCS    | 0.6     | 3.6     | 4.2     | 3.5         | 1.0     | 2.2     |       |



# Competitive Overview

| City of License | FCC Class      | Power (kW) | HAAT  | C Owner | Year Date | Sid Acqd          | Price (000) | M Format    | 1999 Est Revenue (000)/Power Ratio | 1999 Est                           |            |      |           | Avg 99      |             |             |        |     |     |  |    |
|-----------------|----------------|------------|-------|---------|-----------|-------------------|-------------|-------------|------------------------------------|------------------------------------|------------|------|-----------|-------------|-------------|-------------|--------|-----|-----|--|----|
|                 |                |            |       |         |           |                   |             |             |                                    | Rhymc/CHR                          | 800        | 0.58 | 1.8       |             | 2.6         | 2.5         | 3.3    | 0.7 |     |  |    |
| Calls           | License        | Class      | Freq  | HAAT    | C Owner   | Year Date         | Sid Acqd    | Price (000) | M Format                           | 1999 Est Revenue (000)/Power Ratio | Local      | Comm | Fall 1999 | Summer 1999 | Spring 1999 | Winter 1999 | Avg 99 |     |     |  |    |
| KUUU            | Tooele         | C3         | 92.1  | 6.5     | 553       | Marathon Media    | 79          | 9905        | 3,000                              | Rhymc/CHR                          | 800        | 0.58 | 1.8       | 2.6         | 2.5         | 3.3         | 0.7    | 0.0 |     |  |    |
| KTCF            | Payson         | A          | 92.3  | 0.1     | 2163      | Moenkopi Comm     | 99          |             |                                    | CHR                                |            |      | 0.5       | 0.5         | 0.8         | 0.6         | 0.0    | 0.0 |     |  |    |
| KUBL            | Salt Lake City | C          | 93.3  | 26.0    | 3740      | Citadel Comm Corp | 65          | 9212        | 4,000                              | 1.03                               | 4,000      | 1.03 | 5.1       | 4.5         | 5.1         | 4.7         | 3.7    | 4.8 | 4.6 |  |    |
| KODJ            | Salt Lake City | C          | 94.1  | 40.0    | 3061      | Clear Channel     | 68          | 9905        | 4,100                              | 1.12                               | 4,100      | 1.12 | 4.8       | 4.1         | 4.1         | 4.3         | 4.7    | 4.9 | 5.3 |  |    |
| KZHT            | Provo          | C          | 94.9  | 47.0    | 2790      | Clear Channel     | 81          | 9905        | 3,800                              | 0.74                               | 3,800      | 0.74 | 6.7       | 5.8         | 5.3         | 6.0         | 6.4    | 6.4 | 7.1 |  |    |
| KYFO            | Ogden          | C1         | 95.5  | 100.0   | 774       | Bible Bcstg       | 83          | 9406        | 455                                | c4                                 | CHR        |      | 6.0       | 6.0         | 6.0         | 6.4         | 6.4    | 6.7 | 7.1 |  |    |
| KXRX            | Provo          | C          | 96.3  | 38.0    | 2953      | Simmons Media     | 68          | 9804        | 10,400                             | Alternative                        | 10,400     | 0.86 | 5.3       | 3.9         | 4.0         | 4.8         | 4.9    | 5.4 | 4.3 |  |    |
| KISN            | Salt Lake City | C          | 97.1  | 30.0    | 3652      | Trumper Comm Inc  | 61          | 9511        | 3,600                              | 1.27                               | 3,600      | 1.27 | 3.7       | 4.3         | 2.8         | 3.6         | 3.2    | 3.6 | 3.8 |  |    |
| KZBN            | Ogden          | C          | 97.9  | 26.0    | 3770      | Webb, John        | 78          | 9004        | 1,700                              | 0.93                               | 1,700      | 0.93 | 2.4       | 2.8         | 2.1         | 2.0         | 2.3    | 2.0 | 2.0 |  |    |
| KBEE            | Salt Lake City | C          | 98.7  | 40.0    | 2933      | Citadel Comm Corp | 47          | 9709        | 2,873                              | c3                                 | 1 AC       |      | 3.4       | 2.7         | 3.0         | 3.0         | 3.6    | 2.7 | 2.9 |  |    |
| KURR            | Bountiful      | C          | 99.5  | 39.0    | 2953      | Clear Channel     | 88          | 9905        | 3,000                              | 1.15                               | 3,000      | 1.15 | 3.4       | 3.1         | 3.4         | 3.1         | 3.6    | 3.9 | 3.6 |  |    |
| KSFI            | Salt Lake City | C          | 100.3 | 26.0    | 3740      | Simmons Media     | 46          |             | 7,600                              | 1.31                               | 7,600      | 1.31 | 7.6       | 6.8         | 7.2         | 5.8         | 6.4    | 6.4 | 8.6 |  |    |
| KBER            | Ogden          | C          | 101.1 | 25.0    | 3740      | Citadel Comm Corp | 75          | 9609        | 7,200                              | 1 AOR                              | 2,800      | 0.85 | 4.3       | 4.1         | 4.0         | 3.4         | 4.2    | 4.0 | 4.0 |  |    |
| KKAT            | Ogden          | C          | 101.9 | 26.0    | 3740      | Clear Channel     | 64          | 9905        | 3,000                              | 0.91                               | 3,000      | 0.91 | 4.3       | 3.6         | 3.6         | 4.3         | 4.1    | 4.1 | 3.9 |  |    |
| KOMB            | Midvale        | C          | 102.7 | 25.5    | 3737      | Simmons Media     | 95          | 9802        | 3,425                              | 2 Modern AC                        | 1,400      | 0.43 | 4.3       | 3.4         | 4.2         | 3.1         | 3.7    | 4.3 | 3.4 |  |    |
| KRSP            | Salt Lake City | C          | 103.5 | 27.5    | 3629      | Simmons Media     | 68          | 9701        | 1,200                              | 2 Cisc Flock                       | 3,800      | 1.18 | 4.2       | 4.0         | 3.6         | 4.4         | 4.4    | 4.1 | 3.8 |  |    |
| KSOP            | Salt Lake City | C          | 104.3 | 25.0    | 3639      | KSOP Inc          | 64          |             | 2,600                              | 0.77                               | 2,600      | 0.77 | 4.4       | 3.3         | 4.1         | 3.5         | 4.6    | 4.5 | 4.4 |  |    |
| KCPX            | Centerville    | C          | 105.7 | 25.5    | 3645      | Trumper Comm Inc  | 79          | 9511        | 1,850                              | 70s Hits                           | 1,600      | 0.81 | 2.6       | 2.1         | 3.0         | 3.3         | 3.3    | 1.4 | 4.9 |  |    |
| KOSY            | Spanish Fork   | C          | 106.5 | 45.0    | 2759      | Trumper Comm Inc  | 67          | 9708        | 2,000                              | 0.87                               | 2,000      | 0.87 | 3.0       | 3.7         | 2.3         | 2.9         | 3.1    | 2.5 | 2.8 |  |    |
| KRAR            | Brigham City   | C          | 106.9 | 68.0    | 2369      | Trumper Comm Inc  | 72          | 9906        | 300                                | Soft AC                            | 500        | 0.9  | 0.9       | 0.2         | 0.1         | 0.4         | 4.6    | 1.6 | 0.8 |  |    |
| KENZ            | Orem           | C          | 107.5 | 45.0    | 2851      | Citadel Comm Corp | 78          | 9701        | 5,500                              | Alternative                        | 4,700      | 1.23 | 5.0       | 3.5         | 4.4         | 4.1         | 4.7    | 4.6 | 3.6 |  |    |
| KSNL            | Roy            | C          | 107.9 | 67.0    | 2379      | Marathon Media    | 84          | 9909        | 3,250                              | Rhymc/Oldies                       | 200        |      | 0.4       | 0.0         | 1.1         | 0.0         | 0.1    | 0.2 | 0.6 |  |    |
| # FM Stations - |                |            |       |         |           |                   |             |             |                                    | 22                                 | # Combos - |      |           |             |             |             |        |     |     |  | 19 |
| FM TOTALS       |                |            |       |         |           |                   |             |             |                                    |                                    | FM TOTALS  |      |           |             |             |             |        |     |     |  |    |
|                 |                |            |       |         |           |                   |             |             |                                    |                                    |            |      |           |             |             |             |        |     |     |  |    |

ARB 12+ Metro Shares (see rights)

## FM Stations

• Indicates a change since last edition  
 †/ See introduction section for interpretation of revenue estimates.

Metro Rank: 35  
Revenue Rank: 35

## Salt Lake City - Ogden Market Overview



### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES *** | Revenue/Capita |              |              |               |          |           |
|------------------------------|----------------|--------------|--------------|---------------|----------|-----------|
|                              | 1993           | 1994         | 1995         | 1996          | 2001     | 2002      |
| \$36,500                     | \$43,400       | \$50,300     | \$57,700     | \$89,200      | \$95,500 | \$100,300 |
| Δ 98 - 99                    | 8.0%           |              |              |               |          |           |
|                              | \$3,30/1,000   | \$4,74/1,000 | \$5,00/1,000 | \$5,56/1,000  |          |           |
|                              | 1993           | 1998         | 2003         | Est. Breakout |          |           |
|                              |                |              |              | Local         | National |           |
|                              |                |              |              | 80%           | 20%      |           |
|                              |                |              |              | Δ 99 - 03     |          |           |
|                              |                |              |              | 14.6%         | 6.5%     |           |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

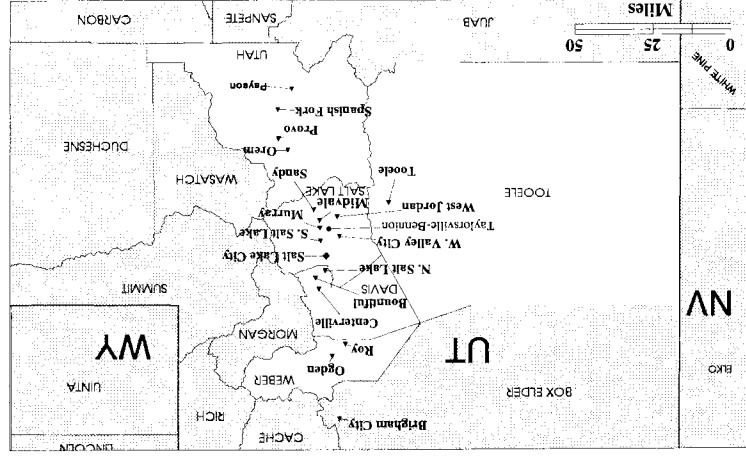
| MSA Population | 1993     |        | 1998     |        | 2003     |        |
|----------------|----------|--------|----------|--------|----------|--------|
|                | Rate     | Growth | Rate     | Growth | Rate     | Growth |
| Households     | 1,484.6  | 2.1%   | 1,649.6  | 2.6%   | 1,775.8  | 1.5%   |
| Retail Sales   | 463.4    | 2.6%   | 525.7    | 2.0%   | 579.8    | 2.0%   |
| EBI            | 11,052.8 | 6.6%   | 15,218.7 | 5.7%   | 20,055.8 | 6.4%   |

### Demographic Breakdown

|                    | Total     | Under 12 | 12 - 17 | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 54 | Over 55 |
|--------------------|-----------|----------|---------|---------|---------|---------|---------|---------|
| Men (000)          | 821.5     | 193.0    | 102.5   | 85.1    | 116.3   | 119.0   | 90.5    | 115.1   |
| Women (000)        | 828.1     | 183.4    | 98.5    | 88.0    | 109.8   | 118.4   | 92.2    | 137.7   |
| Total              | 1,649.6   | 376.4    | 201.0   | 173.1   | 226.2   | 237.5   | 182.7   | 252.8   |
| Percentage         | 100.0%    | 22.8%    | 12.2%   | 10.5%   | 13.7%   | 14.4%   | 11.1%   | 15.3%   |
| Per Capita         | \$ 14,380 |          |         |         |         |         |         |         |
| Median Household   | \$ 37,602 |          |         |         |         |         |         |         |
| Avg Household      | \$ 45,122 |          |         |         |         |         |         |         |
| Ethnic Population: |           |          |         |         |         |         |         |         |
| White              | 95.2%     |          |         |         |         |         |         |         |
| Black              | 1.1%      |          |         |         |         |         |         |         |
| Asian              | 2.9%      |          |         |         |         |         |         |         |
| Hispanic           | 7.7%      |          |         |         |         |         |         |         |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 1       | 21      | 18      | 22         | 23      | 45      |       |
| Tot 12+    | 0.5     | 68.3    | 68.1    | 68.8       | 21.1    | 89.9    |       |
| Avg 12+    | 0.5     | 3.3     | 3.8     | 3.1        | 0.9     | 2.0     |       |
| Tot LCS    | 0.6     | 76.0    | 75.8    | 76.5       | 23.5    | 100.0   |       |
| Avg LCS    | 0.6     | 3.6     | 4.2     | 3.5        | 1.0     | 2.2     |       |



### Metro Counties / Population (000)

|               |                |
|---------------|----------------|
| Davis, UT     | 231.3          |
| Salt Lake, UT | 848.3          |
| Tooele, UT    | 34.3           |
| Utah, UT      | 350.2          |
| Weber, UT     | 185.5          |
| <b>Total</b>  | <b>1,649.6</b> |

# Competitive Overview

| AM Stations | City of License | FCC Class | Freq | Power (kW) | Day | Night | Owner | Year Acqd | Std Date | Sales Price (000) | A Format | 1999 Est Revenue (000)/Power Ratio | Avg 99 Local Comm | 1999 Fall | 1999 Summer | 1999 Winter | 1998 Fall | 1998 Summer | 1998 Spring | 1998 Winter |
|-------------|-----------------|-----------|------|------------|-----|-------|-------|-----------|----------|-------------------|----------|------------------------------------|-------------------|-----------|-------------|-------------|-----------|-------------|-------------|-------------|
|-------------|-----------------|-----------|------|------------|-----|-------|-------|-----------|----------|-------------------|----------|------------------------------------|-------------------|-----------|-------------|-------------|-----------|-------------|-------------|-------------|

|                              |                |      |      |      |       |       |                      |      |      |       |       |       |      |     |     |     |     |     |     |     |     |     |
|------------------------------|----------------|------|------|------|-------|-------|----------------------|------|------|-------|-------|-------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| • KNRS                       | Salt Lake City | B    | 570  | 5.0  | 5.00  | 5.00  | c Clear Channel      | 38   | 9905 | 250   | g1    | 1,600 | 0.58 | 3.6 | 2.7 | 3.3 | 3.4 | 2.8 | 3.0 | 2.9 | 2.5 |     |
| • KTKK                       | Sandy          | B    | 630  | 1.0  | 0.50  | 0.50  | United Bcstg         | 60   | 9605 | 250   | g1    | 250   | 0.3  | 0.3 | 0.4 | 0.0 | 0.7 | 0.0 | 0.5 | 1.0 | 0.0 | 0.6 |
| • KWLW                       | N. Salt Lake   | B    | 700  | 50.0 | 1.00  | 1.00  | Clear Channel        | 81   | 9905 | 300   | g1    | 300   | 0.33 | 1.2 | 1.2 | 1.5 | 1.3 | 0.1 | 0.2 | 0.0 | 0.0 | 0.8 |
| • KSVN                       | Ogden          | B    | 730  | 1.0  | 0.07  | 0.07  | Azteca Bcstg         | 46   | 8602 | 100   | c1    | 300   | 0.6  | 0.6 | 0.6 | 0.5 | 0.7 | 0.0 | 0.8 | 0.5 | 1.1 | 0.4 |
| KSOS                         | Brigham City   | B    | 800  | 1.0  | 0.03  | 0.03  | First National Bcstg | 48   | 8306 | 100   | c1    | 300   | 0.6  | 0.6 | 0.6 | 0.5 | 0.7 | 0.0 | 0.8 | 0.5 | 1.1 | 0.4 |
| • KBEE                       | Salt Lake City | B    | 860  | 10.0 | 0.20  | 0.20  | Citadel Comm Corp    | 92   | 9212 | 250   | g2    | 250   | 0.1  | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.5 | 0.0 | 0.0 |
| • KALL                       | Salt Lake City | B    | 910  | 5.0  | 1.00  | 1.00  | Clear Channel        | 45   | 9905 | 2,600 | g1    | 2,600 | 1.42 | 2.4 | 2.2 | 2.3 | 2.2 | 2.0 | 2.0 | 1.8 | 2.6 |     |
| KOVO                         | Provo          | B    | 960  | 5.0  | 1.00  | 1.00  | Great Stock Co       | 39   | 9003 | 950   | 2     | 950   | 0.2  | 0.1 | 0.0 | 0.0 | 0.2 | 0.1 | 0.2 | 0.2 | 0.2 | 0.2 |
| KION                         | Tooele         | B    | 1010 | 50.0 | 0.01  | 0.01  | IntelliQuest Media   | 33   | 9811 | 950   | 585 + | 950   | 0.2  | 0.2 | 0.0 | 0.0 | 0.8 | 0.0 | 0.4 | 0.0 | 0.0 | 0.0 |
| • KKDS                       | S. Salt Lake   | B    | 1060 | 10.0 | 1.00  | 1.00  | Carlson Comm Intl    | 67   |      |       |       |       |      |     |     |     |     |     |     |     |     |     |
| KANN                         | Roy            | B    | 1120 | 10.0 | 1.00  | 1.00  | Faith Comm           | 61   | 7511 |       |       |       |      |     |     |     |     |     |     |     |     |     |
| • KSL                        | Salt Lake City | A    | 1160 | 50.0 | 50.00 | 50.00 | Bonneville Intl      | 22   |      | 9,800 | 1     | 9,800 | 1.97 | 6.5 | 7.0 | 6.1 | 5.1 | 5.6 | 5.4 | 6.6 | 6.2 |     |
| • KWUN                       | Murray         | C    | 1230 | 1.0  | 1.00  | 1.00  | Venture Bcstg        | 48   | 9003 | 1     | 1     | 1     | 0.0  | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.8 |
| KDYL                         | Salt Lake City | B    | 1280 | 10.0 | 0.60  | 0.60  | Simmons Media        | 45   | 8205 | 750   | 2     | 1,300 | 0.59 | 2.9 | 3.2 | 2.6 | 3.1 | 2.5 | 3.3 | 2.7 | 2.6 |     |
| KFNZ                         | Salt Lake City | B    | 1320 | 5.0  | 5.00  | 5.00  | Citadel Comm Corp    | 55   | 9709 | 2,000 | c3    | 2,000 | 1.19 | 2.2 | 1.9 | 1.4 | 2.7 | 1.9 | 1.7 | 5.2 | 2.6 |     |
| KSOP                         | S. Salt Lake   | B    | 1370 | 5.0  | 0.50  | 0.50  | KSOP Inc             | 55   |      | 250   |       | 250   | 0.2  | 0.2 | 0.1 | 0.1 | 0.2 | 0.1 | 0.5 | 0.2 | 0.3 |     |
| KSRH                         | Provo          | C    | 1400 | 1.0  | 1.00  | 1.00  | Morey, Robert H.     | 47   | 9710 | 250   | nc    | 250   | 0.8  | 0.8 | 0.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| KLO                          | Ogden          | B    | 1430 | 10.0 | 5.00  | 5.00  | Webb, John           | 24   | 7910 | 400   |       | 400   | 0.4  | 0.4 | 0.4 | 0.7 | 1.0 | 0.8 | 0.5 | 0.6 | 1.2 |     |
| KYFO                         | Ogden          | C    | 1490 | 1.0  | 1.00  | 1.00  | Bible Bcstg          | 48   | 9406 |       | c4    |       |      |     |     |     |     |     |     |     |     |     |
| KTLB                         | West Jordan    | B    | 1510 | 10.0 | 0.00  | 0.00  | United Security Fin  | 82   | 9106 | 180   |       | 180   | 0.0  | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| KMRI                         | W. Valley City | B    | 1550 | 10.0 | 0.50  | 0.50  | KMRI Radio LLC       | 56   | 9801 | 500   |       | 500   | 0.0  | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| • KSGO                       | Centerville    | B    | 1600 | 5.0  | 1.00  | 1.00  | Utah Spanish Radio   | 57   | 9603 | 105   |       | 105   | 0.9  | 0.8 | 0.8 | 1.3 | 0.8 | 0.8 | 0.0 | 0.0 | 0.0 | 0.0 |
| KXOL                         | Brigham City   | B    | 1660 | 1.0  | 0.03  | 0.03  | First National Bcstg | 48   | 8306 |       | c1    |       |      |     |     |     |     |     |     |     |     |     |
| AM & FM Stations Profiled -  |                |      |      |      |       |       |                      |      |      |       |       |       |      |     |     |     |     |     |     |     |     |     |
| # AM Stations -              |                |      |      |      |       |       |                      |      |      |       |       |       |      |     |     |     |     |     |     |     |     |     |
| # Compos - 11                |                |      |      |      |       |       |                      |      |      |       |       |       |      |     |     |     |     |     |     |     |     |     |
| # Duopolies - 12             |                |      |      |      |       |       |                      |      |      |       |       |       |      |     |     |     |     |     |     |     |     |     |
| Total Local Commercial Share |                |      |      |      |       |       |                      |      |      |       |       |       |      |     |     |     |     |     |     |     |     |     |
| AM TOTALS                    |                |      |      |      |       |       |                      |      |      |       |       |       |      |     |     |     |     |     |     |     |     |     |
| 22.0                         | 21.1           | 19.5 | 20.5 | 19.9 | 19.7  | 20.0  | 21.3                 | 21.2 |      |       |       |       |      |     |     |     |     |     |     |     |     |     |
| 89.9                         | 90.2           | 89.9 | 90.0 | 89.5 | 91.2  | 89.2  | 91.1                 |      |      |       |       |       |      |     |     |     |     |     |     |     |     |     |

ARB 12+ Metro Shares (see rights)

• Indicates a change since last edition  
 †/ See introduction section for interpretation of revenue estimates.



# Competitive Overview

Some stations also rated in Richmond.

Metro Rank: 36

## FM Stations

| City of         | FCC            | Power     | HAAT    | Year | 1999 Est         | 1999 Est           |      |        |        |          | Avg 99    |        |        |        |      |      |      |      |      |      |      |      |      |      |      |
|-----------------|----------------|-----------|---------|------|------------------|--------------------|------|--------|--------|----------|-----------|--------|--------|--------|------|------|------|------|------|------|------|------|------|------|------|
| License         | Class          | Freq (kW) | C Owner | Date | Revenue (000)†   | Power Ratio        | A    | M      | L      | Local    | Fall      | Summer | Spring | Winter | Comm | 1999 | 1999 | 1999 | 1999 | 1998 | 1998 | 1998 | 1998 |      |      |
| WSSV            | Moyock         | 14.5      | C3      | 430  | b                | Clear Channel      | 74   | 9608   | 3,350  | Urban AC | 0.95      | 1.8    | 1.8    | 1.5    | 2.1  | 1.6  | 1.1  | 1.1  | 1.1  | 4.0  | 4.0  | 1.1  | 1.1  | 1.3  |      |
| WWSO            | Suffolk        | 50.0      | B       | 479  | Barnstable Bcstg | 65                 | 9908 | 1,050  | 0.50   | d3       | 0.50      | 4.2    | 5.1    | 3.4    | 2.7  | 4.0  | 4.5  | 4.0  | 4.0  | 4.0  | 4.0  | 4.0  | 4.0  | 4.3  |      |
| WKEZ            | Yorktown       | 40.0      | B       | 532  | Yorktown Comm    | 75                 | 8612 | 1,700  | 1.07   | g2       | 1.07      | 3.2    | 2.4    | 2.8    | 3.2  | 2.7  | 2.6  | 3.6  | 2.4  | 2.4  | 2.4  | 2.4  | 2.4  | 2.7  |      |
| WPTF            | Virginia Beach | 50.0      | B       | 499  | e                | Entercom           | 84   | 9912   | 3,500  | g2       | 1.21      | 5.8    | 4.6    | 6.0    | 4.4  | 5.3  | 4.6  | 4.6  | 5.1  | 5.1  | 5.1  | 5.1  | 5.1  | 6.1  |      |
| WTKL            | Norfolk        | 40.0      | B       | 879  | e                | Entercom           | 61   | 9912   | 1,800  | g2       | 0.84      | 4.3    | 4.1    | 3.7    | 4.3  | 3.2  | 3.9  | 3.6  | 3.6  | 3.6  | 3.6  | 3.6  | 3.6  | 4.4  |      |
| WROX            | Cape Charles   | 23.0      | B       | 722  | g                | Sinclair Telecable | 86   | 9309   | 1,500  | g2       | 0.84      | 4.3    | 4.1    | 3.7    | 3.2  | 2.9  | 2.8  | 2.5  | 2.4  | 2.4  | 2.4  | 2.4  | 2.4  | 3.1  |      |
| WTKR            | Fort Lee       | 50.0      | B       | 453  | d                | Cox Radio Inc      | 63   | 0003 p | n/a    | 1        | Cisc Hits | 3.3    | 3.3    | 3.2    | 2.8  | 2.8  | 2.5  | 2.4  | 1.9  | 1.9  | 1.9  | 1.9  | 1.9  | 3.1  |      |
| WGHI            | Newport News   | 74.0      | B       | 394  | j                | Barnstable Bcstg   | 48   | 9908   | 4,600  | d3       | 1.49      | 6.2    | 5.1    | 5.2    | 5.2  | 5.9  | 5.4  | 5.5  | 6.1  | 6.1  | 6.1  | 6.1  | 6.1  | 6.3  |      |
| WNOR            | Norfolk        | 46.0      | B       | 518  | c                | Saga Comm Inc      | 61   | 8607   | 4,600  | c2       | 1.38      | 6.7    | 7.8    | 6.1    | 6.2  | 5.9  | 5.1  | 5.1  | 4.7  | 4.7  | 4.7  | 4.7  | 4.7  | 6.3  |      |
| WXGM            | Gloucester     | 6.0       | A       | 328  | h                | Robinson Comm      | 91   |        |        |          | 0.1       | 0.1    | 0.6    | 0.5    | 0.0  | 0.0  | 0.0  | 0.4  | 0.4  | 0.4  | 0.4  | 0.4  | 0.4  | 0.5  |      |
| WYFI            | Norfolk        | 50.0      | B       | 456  | f                | Bible Bcstg        | 71   |        |        |          | 0.0       | 0.0    | 0.0    | 0.0    | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  |      |
| WCMS            | Norfolk        | 50.0      | B       | 499  | f                | Barnstable Bcstg   | 62   | 0003   | 15,500 | c3       | 0.97      | 6.3    | 5.4    | 5.8    | 5.0  | 5.0  | 6.1  | 6.2  | 6.5  | 5.7  | 5.7  | 5.7  | 5.7  | 7.1  |      |
| WOWI            | Norfolk        | 50.0      | B       | 499  | e                | Entercom           | 62   | 9912   | 3,050  | g2       | 0.97      | 6.3    | 5.4    | 5.8    | 5.0  | 5.0  | 6.1  | 6.2  | 6.5  | 5.7  | 5.7  | 5.7  | 5.7  | 6.2  |      |
| WVDE            | Hampton        | 50.0      | B       | 499  | e                | Entercom           | 62   | 9912   | 5,450  | g2       | 1.61      | 6.8    | 5.6    | 5.7    | 5.0  | 5.0  | 6.3  | 6.3  | 5.5  | 5.5  | 5.5  | 5.5  | 5.5  | 6.2  |      |
| WNVZ            | Norfolk        | 49.0      | B       | 479  | e                | Entercom           | 67   | 9912   | 2,600  | g2       | 0.90      | 5.8    | 6.3    | 5.7    | 5.1  | 4.7  | 5.8  | 5.8  | 5.1  | 5.1  | 5.1  | 5.1  | 5.1  | 5.0  |      |
| WJCD            | Norfolk        | 50.0      | B       | 499  | b                | Clear Channel      | 62   | 9607   | 2,150  | g1       | 0.77      | 5.6    | 4.5    | 4.4    | 5.0  | 5.2  | 4.8  | 4.6  | 4.6  | 4.6  | 4.6  | 4.6  | 4.6  | 4.6  |      |
| WAFX            | Suffolk        | 100.0     | C       | 984  | c                | Saga Comm Inc      | 83   | 9403   | 4,100  |          | 1.50      | 5.5    | 4.9    | 5.5    | 5.4  | 4.6  | 4.9  | 4.9  | 5.8  | 5.8  | 5.8  | 5.8  | 5.8  | 3.2  |      |
| WSVY            | Windsor        | 1.7       | A       | 620  | b                | Clear Channel      | 90   | 9609   | 3,000  |          | 0.73      | 4.4    | 1.5    | 4.3    | 3.3  | 3.5  | 3.5  | 3.5  | 3.6  | 3.6  | 3.6  | 3.6  | 3.6  | 2.7  |      |
| # FM Stations - |                |           |         |      |                  |                    |      |        |        |          |           |        |        |        |      |      |      |      |      |      |      |      |      |      |      |
| 19              |                |           |         |      |                  |                    |      |        |        |          |           |        |        |        |      |      |      |      |      |      |      |      |      |      |      |
| # Combos -      |                |           |         |      |                  |                    |      |        |        |          |           |        |        |        |      |      |      |      |      |      |      |      |      |      |      |
| 15              |                |           |         |      |                  |                    |      |        |        |          |           |        |        |        |      |      |      |      |      |      |      |      |      |      |      |
| FM TOTALS       |                |           |         |      |                  |                    |      |        |        |          |           |        |        |        |      |      |      |      |      |      |      |      |      |      |      |
| 87.9            | 75.9           | 78.2      | 74.8    | 77.8 | 75.4             | 79.1               | 77.3 | 79.1   | 79.1   | 79.1     | 79.1      | 79.1   | 79.1   | 79.1   | 79.1 | 79.1 | 79.1 | 79.1 | 79.1 | 79.1 | 79.1 | 79.1 | 79.1 | 79.1 | 79.1 |

ARB 12+ Metro Shares (see rights)

1999 Est

Revenue (000)†

Power Ratio

A

M

L

Sales Price (000)

Year Date

HAAT C Owner

HAAT C Owner

Year Date

Std Acqd

Price (000)

A

M

L

Revenue (000)†

Power Ratio

A

M

L

Sales Price (000)

Year Date

HAAT C Owner

HAAT C Owner

Year Date

Std Acqd

Price (000)

A

M

L

Revenue (000)†

Power Ratio

A

M

L

Sales Price (000)

Year Date

HAAT C Owner

HAAT C Owner

Year Date

Std Acqd

Price (000)

A

M

L

Revenue (000)†

Power Ratio

A

M

L

Sales Price (000)

Year Date

HAAT C Owner

HAAT C Owner

Year Date

Std Acqd

Price (000)

A

M

L

Revenue (000)†

Power Ratio

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Std Acqd

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Power Ratio

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Sales Price (000)

Year Date

HAAT C Owner





# Competitive Overview

Some stations also rated in Richmond.

ARB 12+ Metro Shares (see rights)

| City of License | FCC Class | Freq | Power (kW) | Night Power (kW) | Day Power (kW) | C Owner | Year Acqd | Price (000) | Sales L | 1999 Est Revenue (000)/Power Ratio | Avg 99 Local Comm | 1999 Fall | 1999 Summer | 1999 Spring | 1999 Winter | 1998 Fall | 1998 Summer | 1998 Spring | 1998 Winter |
|-----------------|-----------|------|------------|------------------|----------------|---------|-----------|-------------|---------|------------------------------------|-------------------|-----------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|
|-----------------|-----------|------|------------|------------------|----------------|---------|-----------|-------------|---------|------------------------------------|-------------------|-----------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|

|  |   |      |      |       |       |                     |    |      |       |            |                              |      |     |      |     |      |     |     |     |     |
|--|---|------|------|-------|-------|---------------------|----|------|-------|------------|------------------------------|------|-----|------|-----|------|-----|-----|-----|-----|
| WMBG   | B | 740  | 0.5  | 0.01  | 0.01  | Great Sounds Inc    | 59 | 8609 | 250   | Nostalgia  | 0.1                          | 0.0  | 0.0 | 0.4  | 0.0 | 0.0  | 0.4 | 0.0 | 0.0 | 0.0 |
| WINS   | B | 790  | 5.0  | 5.00  | 5.00  | Sinclair Telecable  | 23 | 9610 | 23    | News/Talk  | 4.5                          | 4.0  | 3.2 | 4.0  | 4.1 | 4.3  | 3.1 | 3.3 | 2.3 | 2.3 |
| WTAR   | B | 850  | 50.0 | 25.00 | 25.00 | Sinclair Telecable  | 52 | 8707 | 725   | Talk       | 1.5                          | 1.0  | 1.3 | 1.2  | 1.3 | 1.4  | 1.3 | 1.5 | 1.4 | 1.4 |
| WKGM   | B | 940  | 10.0 | 3.10  | 3.10  | Baker Family Stns   | 74 |      |       | Religion   | 0.3                          | 0.0  | 0.0 | 0.4  | 0.0 | 0.5  | 0.0 | 0.0 | 0.0 | 0.0 |
| WPMH   | B | 1010 | 5.0  | 0.45  | 0.45  | Chesapeake-Portsm   | 72 | 9306 | 140   | Chrst/Talk | 0.3                          | 0.0  | 0.0 | 0.0  | 0.0 | 0.0  | 0.0 | 0.0 | 0.0 | 0.0 |
| WCMS   | B | 1050 | 5.0  | 0.36  | 0.36  | Barnstable Bcstg    | 54 | 0003 | c3    | Country    | 0.3                          | 0.1  | 0.1 | 0.2  | 0.2 | 0.4  | 0.2 | 0.2 | 0.2 | 0.1 |
| WCOK   | B | 1110 | 50.0 | 0.00  | 0.00  | Metropolitan Radio  | 76 | 9804 | 262   | Gospel     | 0.5                          | 0.0  | 0.0 | 0.0  | 0.0 | 0.0  | 0.0 | 0.0 | 0.0 | 0.0 |
| WJOI   | C | 1230 | 1.0  | 1.00  | 1.00  | Saga Comm Inc       | 49 | 8607 | c2    | AOR        | 0.0                          | 0.0  | 0.0 | 0.0  | 0.0 | 0.0  | 0.0 | 0.0 | 0.0 | 0.0 |
| WTJZ   | B | 1270 | 1.5  | 0.90  | 0.90  | Chesapeake-Portsm   | 47 | 9902 | 380   | Gospel     | 0.3                          | 0.5  | 0.0 | 0.4  | 0.0 | 0.8  | 0.6 | 0.4 | 0.4 | 0.4 |
| WGH  | B | 1310 | 5.0  | 5.00  | 5.00  | Barnstable Bcstg    | 28 | 9908 | d3    | Sports     | 1.2                          | 0.9  | 1.0 | 0.9  | 1.1 | 1.1  | 0.5 | 0.7 | 0.7 | 0.7 |
| WGFL   | B | 1350 | 5.0  | 5.00  | 5.00  | Willis Family Bcstg | 42 | 9607 | 700   | Gospel     | 1.6                          | 0.7  | 1.4 | 1.6  | 1.1 | 1.4  | 0.8 | 0.6 | 0.6 | 2.1 |
| WPCE   | C | 1400 | 1.0  | 1.00  | 1.00  | Willis Family Bcstg | 64 | 9203 | 1,200 | Gospel     | 2.0                          | 2.4  | 1.8 | 2.5  | 1.1 | 1.6  | 2.6 | 1.5 | 0.9 | 0.9 |
| WXGM   | B | 1420 | 0.7  | 0.06  | 0.06  | Robinson Comm       | 57 |      |       | AC         | 0.0                          | 0.0  | 0.0 | 0.0  | 0.0 | 0.0  | 0.0 | 0.0 | 0.0 | 0.0 |
| WBVM   | C | 1490 | 1.0  | 1.00  | 1.00  | Hampton Radio Inc   | 48 | 8611 | 485   | Country    | 0.5                          | 0.0  | 0.5 | 0.0  | 0.0 | 0.5  | 0.0 | 0.0 | 0.4 | 0.0 |
| WVAB   | B | 1550 | 5.0  | 0.01  | 0.01  | Cowan, Ronald, Jr   | 54 | 9202 | 150   | News/Info  | 0.0                          | 0.0  | 0.0 | 0.0  | 0.0 | 0.0  | 0.0 | 0.0 | 0.0 | 0.0 |
| WCPK   | B | 1600 | 4.2  | 0.02  | 0.02  | Willis Bcstg Corp   | 67 | 0003 | sw    | News/Talk  | 0.0                          | 0.0  | 0.0 | 0.0  | 0.0 | 0.0  | 0.0 | 0.0 | 0.0 | 0.0 |
| WHKT   | B | 1650 | 10.0 | 1.00  | 1.00  | Chesapeake-Portsm   | 99 |      |       | Talk/Spts  | 12.1                         | 10.5 | 9.3 | 11.6 | 8.9 | 12.0 | 9.5 | 8.7 | 7.9 | 0.0 |
| # AM Stations - 17                                 |   |      |      |       |       |                     |    |      |       |            |                              |      |     |      |     |      |     |     |     |     |
| # Combos - 11                                      |   |      |      |       |       |                     |    |      |       |            |                              |      |     |      |     |      |     |     |     |     |
| # Duopolies - 12                                   |   |      |      |       |       |                     |    |      |       |            |                              |      |     |      |     |      |     |     |     |     |
| AM & FM Stations Profiled -                        |   |      |      |       |       |                     |    |      |       |            | Total Local Commercial Share |      |     |      |     |      |     |     |     |     |
| Docket 80-90 Allocations: 102.1, A, Virginia Beach |   |      |      |       |       |                     |    |      |       |            |                              |      |     |      |     |      |     |     |     |     |

• Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.



# Competitive Overview

Some stations also rated in markets (42) and (58).

Metro Rank: 37

| City of<br>Calls License | FCC<br>Class | Power<br>Freq (kW) | HAAT<br>C Owner | Year<br>Date<br>Std Acq'd | Sales<br>L<br>Price<br>M<br>(000) | A<br>Format | 1999 Est<br>Revenue<br>(000)/<br>Power<br>Ratio | ARB 12+ Metro Shares (see rights) |              |                |                |                |              |                |                |                |  |  |  |  |  |  |  |  |  |  |      |
|--------------------------|--------------|--------------------|-----------------|---------------------------|-----------------------------------|-------------|---|-----------------------------------|--------------|----------------|----------------|----------------|--------------|----------------|----------------|----------------|--|--|--|--|--|--|--|--|--|--|------|
|                          |              |                    |                 |                           |                                   |             |   | Avg 99<br>Local<br>Comm           | Fall<br>1999 | Summer<br>1999 | Spring<br>1999 | Winter<br>1999 | Fall<br>1998 | Summer<br>1998 | Spring<br>1998 | Winter<br>1998 |  |  |  |  |  |  |  |  |  |  |      |
| • WCCJ Harrisburg        | A            | 92.7               | 6.0             | 328                       | Radio One Inc                     | g3          | 1,500   | 0.47                              | 3.1          | 2.9            | 2.3            | 2.8            | 2.0          | 1.7            | 1.9            | 2.4            |  |  |  |  |  |  |  |  |  |  |      |
| • WNKS Charlotte         | C            | 95.1               | 100.0           | 1542                      | c Infinity Bcstg                  | g3          | 7,900   | 0.79                              | 9.8          | 8.8            | 8.8            | 8.0            | 6.9          | 6.3            | 6.1            | 5.6            |  |  |  |  |  |  |  |  |  |  |      |
| • WXRC Hickory           | C            | 95.7               | 100.0           | 1021                      | Pacific Bcstg Group               | 62          | 9410  | 0.37                              | 3.4          | 2.7            | 2.7            | 2.6            | 2.6          | 2.9            | 2.3            | 2.7            |  |  |  |  |  |  |  |  |  |  |      |
| WMMG Shelby              | C            | 96.1               | 99.0            | 1739                      | b Dalton Group                    | 48          | 9307  | 1.13                              | 7.2          | 6.1            | 5.8            | 5.6            | 5.4          | 5.7            | 5.0            | 5.8            |  |  |  |  |  |  |  |  |  |  |      |
| WKKT Statesville         | C            | 96.9               | 100.0           | 1549                      | d AMFM Inc                        | g           | 61  | 1.12                              | 6.9          | 5.8            | 5.6            | 5.7            | 5.1          | 6.0            | 5.5            | 6.3            |  |  |  |  |  |  |  |  |  |  |      |
| WPEG Concord             | C            | 97.9               | 95.0            | 1611                      | c Infinity Bcstg                  | g3          | 9,600   | 0.81                              | 11.6         | 9.3            | 9.1            | 8.9            | 8.5          | 11.0           | 9.8            | 9.9            |  |  |  |  |  |  |  |  |  |  |      |
| WBT Chester              | C3           | 99.3               | 7.6             | 604                       | a Jefferson-Pilot                 | 69          | 9505  | 1.500                             | 400          | 0.5            | 0.3            | 0.6            | 0.8          | 0.7            | 0.8            | 0.7            |  |  |  |  |  |  |  |  |  |  |      |
| WRFX Kannapolis          | C1           | 99.7               | 84.0            | 1056                      | d AMFM Inc                        | g           | 13,300  | 1.81                              | 7.2          | 5.4            | 6.1            | 5.0            | 6.2          | 6.0            | 7.1            | 6.8            |  |  |  |  |  |  |  |  |  |  |      |
| WBAV Gastonia            | C            | 101.9              | 99.0            | 988                       | c Infinity Bcstg                  | g3          | 4,100   | 0.58                              | 6.9          | 4.9            | 6.3            | 4.8            | 6.0          | 5.2            | 6.1            | 6.8            |  |  |  |  |  |  |  |  |  |  |      |
| WLYT Hickory             | C1           | 102.9              | 31.0            | 1536                      | d AMFM Inc                        | g           | 9,600   | 1.14                              | 8.2          | 7.2            | 6.0            | 7.9            | 6.5          | 6.0            | 5.5            | 6.6            |  |  |  |  |  |  |  |  |  |  |      |
| • WSOC Charlotte         | C            | 103.7              | 100.0           | 1050                      | c Infinity Bcstg                  | g3          | 9,000   | 1.21                              | 7.3          | 4.8            | 6.1            | 5.4            | 5.2          | 6.7            | 5.9            | 7.4            |  |  |  |  |  |  |  |  |  |  |      |
| WSSS Charlotte           | C            | 104.7              | 100.0           | 1211                      | c Infinity Bcstg                  | g3          | 5,100   | 1.25                              | 4.0          | 2.5            | 2.9            | 2.6            | 3.7          | 3.6            | 3.9            | 3.1            |  |  |  |  |  |  |  |  |  |  |      |
| WNNX Waxhaw              | C2           | 106.1              | 32.0            | 364                       | e GHB Bcstg                       | st          | 1,000   | 0.31                              | 3.2          | 2.0            | 2.9            | 2.3            | 2.7          | 2.1            | 1.8            | 2.5            |  |  |  |  |  |  |  |  |  |  |      |
| WEND Salisbury           | C1           | 106.5              | 84.0            | 1047                      | b Dalton Group                    | 46          | 9504  | 1.08                              | 3.8          | 2.8            | 3.3            | 3.2            | 3.0          | 3.3            | 3.6            | 3.5            |  |  |  |  |  |  |  |  |  |  |      |
| WLNK Charlotte           | C            | 107.9              | 100.0           | 1694                      | a Jefferson-Pilot                 | 62          | 6,900   | 1.35                              | 5.0          | 4.9            | 3.9            | 3.8            | 4.1          | 3.4            | 4.2            | 4.7            |  |  |  |  |  |  |  |  |  |  |      |
| # FM Stations -          |              |                    |                 |                           |                                   |             |   |                                   |              |                |                |                | 15           | # Combos -     |                |                |  |  |  |  |  |  |  |  |  |  | 13   |
| FM TOTALS                |              |                    |                 |                           |                                   |             |   |                                   |              |                |                |                | 88.3         | FM TOTALS      |                |                |  |  |  |  |  |  |  |  |  |  | 88.3 |

• Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.  
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 Metro Rank: 37



Market: Charlotte-Gastonia-Rock Hill

Competitive Overview

Some stations also rated in markets (42) and (58).

ARB 12+ Metro Shares (see rights)

| City of          | FCC Class | FCC Freq | Power (kW) | Day   | Night            | Year Acqd           | Std Acqd | Price (000) | M A Format | Revenue (000)/ | Power Ratio | Avg 99 | Fall 1999 | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |
|------------------|-----------|----------|------------|-------|------------------|---------------------|----------|-------------|------------|----------------|-------------|--------|-----------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|
| WFNZ Charlotte   | B         | 610      | 5.0        | 1.00  | c                | Infinity Bcstg      | 41       | 9805        | g3         | Sptrs/Talk     | 0.73        | 1.6    | 1.1       | 1.3         | 1.4         | 1.1         | 1.3       | 1.6         | 1.3         | 0.9         |
| WFYQ Charlotte   | B         | 930      | 5.0        | 1.00  | c                | Bible Bcstg         | 33       | 9202        | 475        | Christian      |             |        | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |
| WNOV Mint Hill   | B         | 1030     | 9.4        | 0.00  | Baker Family Sns | 87                  |          |             |            | Spanish        | 0.4         | 0.4    | 0.7       | 0.6         | 0.0         | 0.0         | 0.6       | 0.0         | 0.0         | 0.0         |
| WLON Lincolnton  | B         | 1050     | 1.0        | 0.23  | h                | KTC Bcstg Inc       | 53       | 9411        | 450        | Oldies         |             |        | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |
| WKRE Monroe      | B         | 1060     | 1.0        | 0.00  | Helms Comm Corp  | 47                  | 9607     |             | dn         | Variety        |             |        | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |
| WBT Charlotte    | A         | 1110     | 50.0       | 50.00 | a                | Jefferson-Pilot     | 22       | 4509        |            | News/Talk      | 1.91        | 7.0    | 4.3       | 5.2         | 6.4         | 5.5         | 5.4       | 6.1         | 4.7         | 6.3         |
| WRNA China Grove | B         | 1140     | 1.0        | 0.00  | f                | Ford Bcstg Inc      | 80       | 9205        | 178        | Gospel         |             |        | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |
| WAVO Rock Hill   | B         | 1150     | 1.0        | 0.06  | e                | GHB Bcstg           | 48       | 9202        | 115        | Religion       |             |        | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.1         | 0.0         | 0.0         |
| WIXE Monroe      | B         | 1190     | 1.0        | 0.00  | Monroe Bcstg Co  | 68                  | 9009     |             | st         | Country        | 250         | 0.5    | 0.4       | 0.4         | 0.6         | 0.0         | 0.6       | 0.5         | 0.5         | 0.0         |
| WHVA Charlotte   | C         | 1240     | 1.0        | 1.00  | e                | GHB Bcstg           | 28       | 8307        | 410        | Religion       |             | 0.2    | 0.0       | 0.0         | 0.0         | 0.0         | 0.7       | 0.3         | 0.3         | 0.6         |
| WCGC Belmont     | B         | 1270     | 5.0        | 0.50  | e                | GHB Bcstg           | 54       | 9805        | 250        | Christian      |             |        | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |
| WSAT Salisbury   | B         | 1280     | 1.0        | 1.00  | WSAT Inc         | 39                  | 9602     |             | 225        | AC/Sptrs       |             | 0.3    | 0.6       | 0.0         | 0.0         | 0.0         | 0.0       | 0.5         | 0.0         | 0.0         |
| WGSP Charlotte   | B         | 1310     | 1.0        | 1.60  | cp               | Willis Family Bcstg | 58       | 9203        | 550        | Black Gosp!    | 400         |        | 0.4       | 0.4         | 0.4         | 0.4         | 0.3       | 0.7         | 0.0         | 0.0         |
| WRHI Rock Hill   | C         | 1340     | 1.0        | 1.00  | Our Three Sons   | 44                  | 8410     |             | 650        | Nws/Spt/Tlk    |             |        | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |
| WLTC Gastonia    | B         | 1370     | 5.0        | 0.00  | Neely, Frank     | 48                  | 9804     |             | 162        | Gospel         |             |        | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |
| WEGO Concord     | B         | 1410     | 1.0        | 0.18  | Suburban Radio   | 43                  | 9112     |             |            | Oldies         |             |        | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |
| WGAS S Gastonia  | B         | 1420     | 0.5        | 0.00  | g                | Victory Chrsn       | 59       | 9507        |            | st             | Gospel      |        | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |
| WDGX Monroe      | B         | 1430     | 2.5        | 2.50  | f                | Ford Bcstg Inc      | 83       | 9404        | 75         | Gospel         |             |        | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |
| WGNC Gastonia    | C         | 1450     | 1.0        | 1.00  | Hastings, Calvin | 39                  | 8910     |             | 125        | Oldies         |             |        | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |
| WRKB Kannapolis  | B         | 1460     | 0.5        | 0.19  | f                | Ford Bcstg Inc      | 60       | 9406        | 100        | Gospel         |             |        | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |
| WGFX Charlotte   | B         | 1480     | 5.0        | 5.00  | Hibernia Comm    | 55                  | 9808     |             | 950        | Children       | 100         |        | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |
| WSTP Salisbury   | C         | 1490     | 1.0        | 1.00  | Davidson Cnty    | 39                  | 9512     |             | 210        | News/Talk      |             |        | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |
| WOGF Charlotte   | B         | 1540     | 2.5        | 0.00  | g                | Victory Chrsn       | 64       | 8807        | 431        | Gospel         |             |        | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |
| WCSL Cherryville | B         | 1590     | 1.0        | 0.04  | h                | KTC Bcstg Inc       | 67       |             |            | Oldies         |             |        | 0.0       | 0.0         | 0.0         | 0.0         | 0.3       | 0.0         | 0.0         | 0.0         |
| WGIV Charlotte   | B         | 1600     | 1.0        | 1.00  | c                | Infinity Bcstg      | 47       | 9805        | g3         | Gospel         | 900         | 0.55   | 0.9       | 1.1         | 1.2         | 1.4         | 1.3       | 0.9         | 0.9         | 0.7         |

| AM Stations -                |      |     |      |     |     |      |      |      |      |     |     |     |     |     |     |     |     |     |     |     |     |
|------------------------------|------|-----|------|-----|-----|------|------|------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| # AM Stations -              |      |     |      |     |     |      |      |      |      |     |     |     |     |     |     |     |     |     |     |     |     |
| # Combos - 13                |      |     |      |     |     |      |      |      |      |     |     |     |     |     |     |     |     |     |     |     |     |
| # Dupolies - 12              |      |     |      |     |     |      |      |      |      |     |     |     |     |     |     |     |     |     |     |     |     |
| Total Local Commercial Share |      |     |      |     |     |      |      |      |      |     |     |     |     |     |     |     |     |     |     |     |     |
| AM TOTALS                    |      |     |      |     |     |      |      |      |      |     |     |     |     |     |     |     |     |     |     |     |     |
| 11.6                         | 8.4  | 8.6 | 10.0 | 9.0 | 9.6 | 82.2 | 80.7 | 81.9 | 82.1 | 8.5 | 0.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| 1.6                          | 0.9  | 1.1 | 1.2  | 1.4 | 1.3 | 0.9  | 0.9  | 0.9  | 0.7  | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| 900                          | 0.55 |     |      |     |     |      |      |      |      |     |     |     |     |     |     |     |     |     |     |     |     |

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 1/ See introduction section for interpretation of revenue estimates.  
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 Metro Rank: 37





Market: Indianapolis, IN

Competitive Overview

Some stations also rated in Lafayette, IN.

Metro Rank: 38

| City of | Calls        | License | FCC Class | FCC Freq | Power (kW) | HAAT | C Owner            | Year Date | Std Acqd | Sales Price (000) | M A Format  | 1999 Est Revenue (000)/Power Ratio | 1999 Avg 99 Local Comm |        |        |        |      |      |      |      |
|---------|--------------|---------|-----------|----------|------------|------|--------------------|-----------|----------|-------------------|-------------|------------------------------------|------------------------|--------|--------|--------|------|------|------|------|
|         |              |         |           |          |            |      |                    |           |          |                   |             |                                    | Fall                   | Summer | Spring | Winter | Fall |      |      |      |
| WITS    | Bloomington  |         | B         | 92.3     | 37.0       | 1089 | Sarkes Tarzian Inc | 60        | 9406     | 1,200             | AAA         | 0.44                               | 3.2                    | 2.7    | 3.5    | 2.7    | 2.8  | 2.8  | 2.7  |      |
| WNAP    | Indianapolis |         | B         | 93.1     | 12.5       | 1024 | Emmits             | 60        | 9406     | 26,000            | c1          | 0.90                               | 4.2                    | 2.9    | 3.6    | 4.3    | 3.7  | 3.3  | 3.3  | 3.4  |
| WGRL    | Noblesville  |         | A         | 93.9     | 2.8        | 492  | Susquehanna        | 93        | 9706     | 4,300             | Country     | 1.26                               | 1.6                    | 1.0    | 1.2    | 1.5    | 1.6  | 1.6  | 1.1  | 1.6  |
| WFBO    | Indianapolis |         | B         | 94.7     | 58.0       | 804  | AMFM Inc           | 59        | 9910 p   | 16,500            | AOR         | 1.85                               | 10.6                   | 7.4    | 9.3    | 8.5    | 10.6 | 9.8  | 10.3 | 10.7 |
| WFMS    | Indianapolis |         | B         | 95.5     | 13.0       | 991  | Susquehanna        | 57        |          | 14,300            | Country     | 1.30                               | 13.0                   | 11.5   | 10.8   | 12.7   | 10.5 | 12.8 | 13.6 | 11.4 |
| WPZZ    | Franklin     |         | A         | 95.9     | 3.0        | 299  | Pilgrim Comm LLC   | 61        | 9710     | 300               | Religion    | 0.4                                | 0.4                    | 0.4    | 0.0    | 0.7    | 0.5  | 0.9  | 0.5  | 0.6  |
| WHHH    | Indianapolis |         | A         | 96.3     | 3.3        | 285  | Radio One Inc      | 91        | 0003 p   | 2,800             | Top 40      | 0.56                               | 5.9                    | 5.5    | 5.0    | 6.1    | 4.6  | 5.4  | 5.4  | 4.9  |
| WENS    | Shelbyville  |         | B         | 97.1     | 23.0 cp    | 732  | Emmits             | 64        | 8106     | 1,200             | AC          | 1.52                               | 5.5                    | 4.0    | 5.2    | 5.8    | 4.9  | 5.5  | 6.0  | 5.5  |
| WGNR    | Anderson     |         | B         | 97.9     | 50.0       | 489  | Moody Bible Inst   | 73        | 9712     | 800               | Inspiration | 0.76                               | 1.4                    | 1.4    | 1.1    | 1.4    | 1.0  | 1.7  | 1.2  | 1.4  |
| WXIR    | Plainfield   |         | A         | 98.3     | 3.0        | 299  | Radio 1500         | 64        | 8010     | 900               | ChrsContemp | 0.76                               | 1.4                    | 1.4    | 1.1    | 1.4    | 1.0  | 1.7  | 1.2  | 1.4  |
| WZPL    | Greenfield   |         | B         | 99.5     | 47.0 cp    | 479  | MyStar Comm Corp   | 62        | 9405     | 10,800            | CHR         | 1.05                               | 6.1                    | 5.8    | 5.9    | 5.9    | 5.0  | 6.0  | 5.9  | 6.0  |
| WYJZ    | Lebanon      |         | A         | 100.9    | 3.0 cp     | 299  | Radio One Inc      | 67        | 0003 p   | 300               | Smooth Jazz | 0.18                               | 2.0                    | 1.8    | 1.3    | 2.5    | 1.5  | 1.7  | 1.8  | 0.3  |
| WKLU    | Brownsburg   |         | A         | 101.9    | 3.7        | 253  | Quinn, Helen       | 92        |          | 600               | Cisc Rock   | 0.7                                | 0.7                    | 0.7    | 0.9    | 0.6    | 0.6  | 0.6  | 0.7  | 0.8  |
| WCBK    | Martinsville |         | A         | 102.3    | 6.0        | 308  | Mid-Amer Radio     | 68        | 9709     | 600               | Country     | 0.4                                | 0.6                    | 0.4    | 0.6    | 0.7    | 0.7  | 0.5  | 0.4  | 0.4  |
| WRZX    | Indianapolis |         | B         | 103.3    | 18.0       | 850  | AMFM Inc           | 64        | 9910 p   | 5,200             | Alternative | 0.92                               | 6.7                    | 6.2    | 7.2    | 6.1    | 5.2  | 5.4  | 5.0  | 5.2  |
| WGLD    | Indianapolis |         | B         | 104.5    | 14.0       | 512  | Susquehanna        | 41        | 9310     | 7,150             | Oldies      | 1.19                               | 5.8                    | 6.0    | 5.0    | 5.0    | 5.2  | 5.6  | 6.0  | 5.0  |
| WTLG    | Indianapolis |         | B         | 105.7    | 50.0       | 449  | Emmits             | 68        | 9711     | 14,980            | Urban       | 1.03                               | 5.9                    | 6.0    | 5.8    | 4.9    | 4.6  | 6.0  | 6.2  | 6.5  |
| WBKS    | Greenwood    |         | A         | 106.7    | 3.0        | 328  | Radio One Inc      | 94        | 0003 p   | 700               | Rhythm/Blue | 0.36                               | 2.3                    | 2.2    | 1.9    | 2.0    | 2.7  | 1.9  | 2.0  | 2.1  |
| WEDJ    | Danville     |         | A         | 107.1    | 1.8        | 604  | Continental Bcst   | 75        | 9311     | 550               | CHR/Top40   | 0.3                                | 0.3                    | 0.4    | 0.4    | 0.0    | 0.3  | 0.4  | 0.5  | 1.1  |
| WTFI    | Indianapolis |         | B         | 107.9    | 22.0       | 761  | MyStar Comm Corp   | 84        | 9001     | 12,000            | Lite Rock   | 0.99                               | 5.9                    | 5.8    | 5.8    | 4.3    | 5.9  | 5.0  | 4.8  | 6.0  |

ARB 12+ Metro Shares (see rights)

| City of | Calls        | License | FCC Class | FCC Freq | Power (kW) | HAAT  | C Owner            | Year Date | Std Acqd | Sales Price (000) | M A Format  | 1999 Est Revenue (000)/Power Ratio | 1999 Avg 99 Local Comm |        |        |        |      |     |     |     |
|---------|--------------|---------|-----------|----------|------------|-------|--------------------|-----------|----------|-------------------|-------------|------------------------------------|------------------------|--------|--------|--------|------|-----|-----|-----|
|         |              |         |           |          |            |       |                    |           |          |                   |             |                                    | Fall                   | Summer | Spring | Winter | Fall |     |     |     |
| WTSW    | Indianapolis |         | B         | 810      | 0.3        | 0.00  | Continental Bcst   | 63        | 9311     | 700               | Spanish     | 0.4                                | 0.0                    | 0.0    | 0.0    | 0.7    | 0.8  | 0.8 | 0.0 | 0.0 |
| WXLW    | Indianapolis |         | B         | 950      | 5.0        | 0.12  | Pilgrim Comm LLC   | 48        | 9508     | 700               | ChrsContemp | 0.4                                | 0.6                    | 0.4    | 0.0    | 0.7    | 0.5  | 0.5 | 0.4 | 0.0 |
| WIBC    | Indianapolis |         | B         | 1070     | 50.0       | 10.00 | Emmits             | 38        | 9406     | 8,700             | Nws/TK/Spt  | 1.05                               | 9.8                    | 8.4    | 9.0    | 9.1    | 9.3  | 7.8 | 7.1 | 9.0 |
| WNDE    | Indianapolis |         | B         | 1260     | 5.0        | 5.00  | AMFM Inc           | 24        | 9910 p   | 900               | News/Spts   | 0.67                               | 1.6                    | 1.7    | 1.3    | 1.4    | 2.0  | 1.2 | 1.5 | 1.4 |
| WTLC    | Indianapolis |         | B         | 1310     | 5.0        | 1.00  | Emmits             | 41        | 9711     | 600               | Black Gosp! | 0.59                               | 1.2                    | 1.5    | 1.1    | 1.1    | 0.8  | 0.9 | 0.7 | 0.9 |
| WMS     | Indianapolis |         | B         | 1430     | 5.0        | 5.00  | MyStar Comm Corp   | 23        | 9405     | 575               | Nstlg/Spts  | 0.24                               | 3.4                    | 3.3    | 3.2    | 2.7    | 2.3  | 3.3 | 3.8 | 2.8 |
| WBRI    | Indianapolis |         | B         | 1500     | 5.0        | 0.00  | Amer Bible Radio   | 64        |          | 250               | Oldies      | 0.3                                | 0.3                    | 0.0    | 0.0    | 0.4    | 0.6  | 0.3 | 0.0 | 0.5 |
| WOOO    | Shelbyville  |         | B         | 1520     | 1.0        | 0.25  | RSE Broadcasting   | 61        | 9912     | 250               | Religion    | 0.3                                | 0.4                    | 0.0    | 0.0    | 0.0    | 0.0  | 0.0 | 0.0 | 0.0 |
| WMCB    | Martinsville |         | B         | 1540     | 0.5        | 0.00  | Mid-Amer Radio     | 67        | 9709     | 600               | Country     | 0.0                                | 0.0                    | 0.0    | 0.0    | 0.0    | 0.0  | 0.0 | 0.0 | 0.0 |
| WNTS    | Beech Grove  |         | B         | 1590     | 5.0        | 0.50  | S & M Bcstg Co Inc | 56        | 7404     | 17.5              | Religion    | 0.4                                | 0.4                    | 0.0    | 0.4    | 0.5    | 0.5  | 0.0 | 0.0 | 0.0 |

AM Stations

| City of | Calls        | License | FCC Class | FCC Freq | Power (kW) | Day   | Night              | Power (kW) | C Owner | Year Date | Std Acqd    | Sales Price (000) | M A Format | 1999 Est Revenue (000)/Power Ratio | 1999 Avg 99 Local Comm |        |        |        |      |     |
|---------|--------------|---------|-----------|----------|------------|-------|--------------------|------------|---------|-----------|-------------|-------------------|------------|------------------------------------|------------------------|--------|--------|--------|------|-----|
|         |              |         |           |          |            |       |                    |            |         |           |             |                   |            |                                    | Fall                   | Summer | Spring | Winter | Fall |     |
| WSVW    | Indianapolis |         | B         | 810      | 0.3        | 0.00  | Continental Bcst   | 63         | 9311    | 700       | Spanish     | 0.4               | 0.0        | 0.0                                | 0.0                    | 0.7    | 0.8    | 0.8    | 0.0  | 0.0 |
| WXLW    | Indianapolis |         | B         | 950      | 5.0        | 0.12  | Pilgrim Comm LLC   | 48         | 9508    | 700       | ChrsContemp | 0.4               | 0.6        | 0.4                                | 0.0                    | 0.7    | 0.5    | 0.5    | 0.4  | 0.0 |
| WIBC    | Indianapolis |         | B         | 1070     | 50.0       | 10.00 | Emmits             | 38         | 9406    | 8,700     | Nws/TK/Spt  | 1.05              | 9.8        | 8.4                                | 9.0                    | 9.1    | 9.3    | 7.8    | 7.1  | 9.0 |
| WNDE    | Indianapolis |         | B         | 1260     | 5.0        | 5.00  | AMFM Inc           | 24         | 9910 p  | 900       | News/Spts   | 0.67              | 1.6        | 1.7                                | 1.3                    | 1.4    | 2.0    | 1.2    | 1.5  | 1.4 |
| WTLC    | Indianapolis |         | B         | 1310     | 5.0        | 1.00  | Emmits             | 41         | 9711    | 600       | Black Gosp! | 0.59              | 1.2        | 1.5                                | 1.1                    | 1.1    | 0.8    | 0.9    | 0.7  | 0.9 |
| WMS     | Indianapolis |         | B         | 1430     | 5.0        | 5.00  | MyStar Comm Corp   | 23         | 9405    | 575       | Nstlg/Spts  | 0.24              | 3.4        | 3.3                                | 3.2                    | 2.7    | 2.3    | 3.3    | 3.8  | 2.8 |
| WBRI    | Indianapolis |         | B         | 1500     | 5.0        | 0.00  | Amer Bible Radio   | 64         |         | 250       | Oldies      | 0.3               | 0.3        | 0.0                                | 0.0                    | 0.4    | 0.6    | 0.3    | 0.0  | 0.5 |
| WOOO    | Shelbyville  |         | B         | 1520     | 1.0        | 0.25  | RSE Broadcasting   | 61         | 9912    | 250       | Religion    | 0.3               | 0.4        | 0.0                                | 0.0                    | 0.0    | 0.0    | 0.0    | 0.0  | 0.0 |
| WMCB    | Martinsville |         | B         | 1540     | 0.5        | 0.00  | Mid-Amer Radio     | 67         | 9709    | 600       | Country     | 0.0               | 0.0        | 0.0                                | 0.0                    | 0.0    | 0.0    | 0.0    | 0.0  | 0.0 |
| WNTS    | Beech Grove  |         | B         | 1590     | 5.0        | 0.50  | S & M Bcstg Co Inc | 56         | 7404    | 17.5      | Religion    | 0.4               | 0.4        | 0.0                                | 0.4                    | 0.5    | 0.5    | 0.0    | 0.0  | 0.0 |

AM & FM Stations Profiled

| City of   | Calls | License | FCC Class | FCC Freq | Power (kW) | Day | Night | Power (kW) | C Owner | Year Date | Std Acqd | Sales Price (000) | M A Format | 1999 Est Revenue (000)/Power Ratio | 1999 Avg 99 Local Comm |        |        |        |      |      |
|-----------|-------|---------|-----------|----------|------------|-----|-------|------------|---------|-----------|----------|-------------------|------------|------------------------------------|------------------------|--------|--------|--------|------|------|
|           |       |         |           |          |            |     |       |            |         |           |          |                   |            |                                    | Fall                   | Summer | Spring | Winter | Fall |      |
| AM TOTALS |       |         |           |          |            |     |       |            |         |           |          |                   |            |                                    | 17.5                   | 15.5   | 15.9   | 14.3   | 14.6 |      |
| FM TOTALS |       |         |           |          |            |     |       |            |         |           |          |                   |            |                                    | 82.2                   | 73.3   | 73.5   | 74.5   | 75.8 | 77.3 |

AM & FM Stations Profiled - # AM Stations - 10

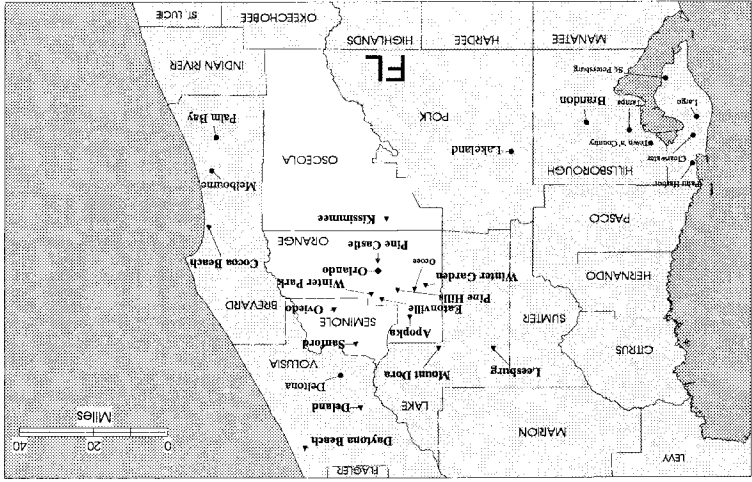
| City of   | Calls | License | FCC Class | FCC Freq | Power (kW) | Day | Night | Power (kW) | C Owner | Year Date | Std Acqd | Sales Price (000) | M A Format | 1999 Est Revenue (000)/Power Ratio | 1999 Avg 99 Local Comm |        |        |        |      |
|-----------|-------|---------|-----------|----------|------------|-----|-------|------------|---------|-----------|----------|-------------------|------------|------------------------------------|------------------------|--------|--------|--------|------|
|           |       |         |           |          |            |     |       |            |         |           |          |                   |            |                                    | Fall                   | Summer | Spring | Winter | Fall |
| AM TOTALS |       |         |           |          |            |     |       |            |         |           |          |                   |            |                                    | 17.5                   | 15.5   | 15.9   | 14.3   | 14.6 |

Metro Rank: 38

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Indicates a change since last edition  
1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 39  
Revenue Rank: 24



**Metro Counties / Population (000)**

|              |                |
|--------------|----------------|
| Orange, FL   | 839.5          |
| Osceola, FL  | 152.4          |
| Seminole, FL | 350.9          |
| <b>Total</b> | <b>1,342.8</b> |

# Orlando Market Overview



## Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES | Revenue/Retail Sales |         | Revenue/Capita |
|--------------------------|----------------------|---------|----------------|
|                          | 1993                 | 1998    |                |
| \$51,500                 | \$4,071,000          | \$71.34 | \$43.41        |
| \$58,800                 | \$5,551,000          | 6.4%    | \$4.07/1,000   |
| \$64,400                 | \$5,551,000          | 2.7%    | \$4.07/1,000   |
| \$73,600                 | \$6,591,000          | 2.5%    | \$6.59/1,000   |
| \$81,500                 | \$6,591,000          | 2.2%    | \$6.59/1,000   |
| \$95,800                 | \$103.11             | 2.2%    | \$103.11       |
| 13.2% Δ 93 - 98          | 10.0% Δ 98 - 99      | 2003    | 2003           |
| \$154,300                | \$127,500            | 2002    | 2002           |
| 70% Local                | 70% National         | 2003    | 2003           |
| 30% Est. Breakout        | 30% National         | 2003    | 2003           |

## Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

| Growth Rate | MSA Population |          | Households | Retail Sales | EBI      |
|-------------|----------------|----------|------------|--------------|----------|
|             | 1993           | 1998     |            |              |          |
| 2.2%        | 1,186.3        | 1,342.8  | 442.7      | 12,641.3     | 19,257.2 |
| 2.7%        | 505.6          | 505.6    | 505.6      | 17,264.4     | 23,988.7 |
| 2.4%        | 568.9          | 505.6    | 568.9      | 17,264.4     | 23,988.7 |
| 2.2%        | 1,496.4        | 1,496.4  | 1,496.4    | 23,408.0     | 32,662.6 |
| 2.4%        | 568.9          | 505.6    | 568.9      | 23,408.0     | 32,662.6 |
| 6.3%        | 23,408.0       | 23,408.0 | 23,408.0   | 23,408.0     | 23,408.0 |
| 6.4%        | 32,662.6       | 32,662.6 | 32,662.6   | 32,662.6     | 32,662.6 |

## Demographic Breakdown

| Over 55 | Men (000) |       | Women (000) |         | Total  | Percentage | Per Capita              | Ethnic Population: |
|---------|-----------|-------|-------------|---------|--------|------------|-------------------------|--------------------|
|         | 1993      | 1998  | 1993        | 1998    |        |            |                         |                    |
| 122.1   | 661.8     | 107.3 | 681.0       | 1,342.8 | 100.0% | \$ 17,665  | White 81.6%             |                    |
| 151.4   | 107.3     | 53.9  | 103.1       | 210.4   | 15.7%  | \$ 37,464  | Black 15.0%             |                    |
| 122.1   | 107.3     | 64.5  | 103.1       | 210.4   | 15.7%  | \$ 37,464  | Asian 3.0%              |                    |
| 151.4   | 107.3     | 111.0 | 104.9       | 215.9   | 16.1%  | \$ 37,464  | Hispanic 13.0%          |                    |
| 151.4   | 107.3     | 112.3 | 113.8       | 226.1   | 16.8%  | \$ 37,464  | Avg Household \$ 47,446 |                    |
| 151.4   | 107.3     | 112.3 | 113.8       | 226.1   | 16.8%  | \$ 37,464  |                         |                    |
| 151.4   | 107.3     | 112.3 | 113.8       | 226.1   | 16.8%  | \$ 37,464  |                         |                    |
| 151.4   | 107.3     | 112.3 | 113.8       | 226.1   | 16.8%  | \$ 37,464  |                         |                    |
| 151.4   | 107.3     | 112.3 | 113.8       | 226.1   | 16.8%  | \$ 37,464  |                         |                    |

## Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 1       | 13      | 13      | 13         | 14      | 16      | 30    |
| Tot 12+    | 1.9     | 67.3    | 67.3    | 67.3       | 69.2    | 15.1    | 84.3  |
| Avg 12+    | 1.9     | 5.2     | 5.2     | 5.2        | 4.9     | 0.9     | 2.8   |
| Tot LCS    | 2.3     | 79.8    | 79.8    | 79.8       | 82.1    | 17.9    | 100.0 |
| Avg LCS    | 2.3     | 79.8    | 79.8    | 79.8       | 82.1    | 17.9    | 100.0 |

# Competitive Overview

Some stations also rated in Daytona Beach.

| City of Calls | FCC Class     | Power (kW) | HAAT    | C  | Owner            | Year Date | Std Acq'd | Sales Price (000) | L      | M            | A    | Format | Revenue (000)/Power Ratio | 1999 Est |        |        |        | Avg 99 Local | Comm |     |
|---------------|---------------|------------|---------|----|------------------|-----------|-----------|-------------------|--------|--------------|------|--------|---------------------------|----------|--------|--------|--------|--------------|------|-----|
|               |               |            |         |    |                  |           |           |                   |        |              |      |        |                           | Fall     | Summer | Spring | Winter |              |      |     |
| • WwKA        | Orlando       | 92.3       | 98.0    | C  | Cox Radio Inc    | 52        | 9704      | 10,300            | g1     | Country      | 1.12 | 8.9    | 6.4                       | 7.4      | 7.1    | 6.5    | 9.4    | 7.7          | 8.2  | 8.3 |
| • WCFB        | Daytona Beach | 94.5       | 100.0   | C  | Cox Radio Inc    | 47        | 9704      | 3,700             | g1     | Urban AC     | 0.75 | 4.8    | 4.4                       | 3.9      | 3.4    | 4.3    | 4.9    | 3.4          | 4.3  | 4.2 |
| • WPVO        | Apopka        | 95.3       | 6.0     | A  | Cox Radio Inc    | 68        | 9909      | 880               | 14,500 | CHR/Rhythmic | 0.39 | 2.2    | 2.2                       | 2.3      | 2.4    | 1.9    | 1.0    | 1.4          | 1.0  | 1.0 |
| • WHTQ        | Orlando       | 96.5       | 100.0   | C  | Cox Radio Inc    | 52        | 9612      | 6,500             | sw     | Cisc Rock    | 1.46 | 4.3    | 4.1                       | 4.2      | 3.9    | 3.6    | 3.2    | 4.1          | 3.1  | 3.1 |
| • WMMO        | Orlando       | 98.9       | 44.0 cp | C2 | Cox Radio Inc    | 90        | 9612      | 7,000             | sw     | Soft Rock    | 1.19 | 5.7    | 4.3                       | 4.3      | 5.3    | 5.5    | 4.6    | 4.5          | 3.4  | 4.9 |
| • WSHE        | Orlando       | 100.3      | 94.0    | C  | Clear Channel    | 71        | 9712      | 5,600             | g3     | Oldies       | 1.00 | 5.4    | 5.2                       | 5.6      | 5.7    | 3.6    | 3.5    | 4.4          | 3.3  | 2.8 |
| • WJMR        | Cocoa Beach   | 101.1      | 100.0   | C  | Clear Channel    | 62        | 9712      | 5,200             | g3     | Rock         | 0.93 | 5.4    | 4.5                       | 4.6      | 4.4    | 4.4    | 4.3    | 4.4          | 4.5  | 4.5 |
| • WJHM        | Daytona Beach | 101.9      | 61.0    | C  | a Infinity Bestg | 67        | 0003 p    | 6,100             | g2     | Urban        | 0.92 | 6.4    | 5.3                       | 4.9      | 5.3    | 5.9    | 6.0    | 6.4          | 7.6  | 6.7 |
| • WLOQ        | Winter Park   | 103.1      | 14.0    | C3 | Gross            | 66        | 7706      | 4,500             | g2     | Smooth Jazz  | 0.91 | 4.8    | 5.8                       | 3.8      | 4.1    | 3.9    | 4.0    | 4.0          | 3.8  | 4.0 |
| • WTKS        | Cocoa Beach   | 104.1      | 100.0   | C  | Clear Channel    | 61        | 9712      | 9,000             | g3     | Talk         | 1.09 | 8.0    | 6.0                       | 6.7      | 6.7    | 7.0    | 6.9    | 6.9          | 6.2  | 7.5 |
| • WOMX        | Orlando       | 105.1      | 100.0   | C  | a Infinity Bestg | 67        | 0003 p    | 9,600             | g2     | Mix AC       | 1.43 | 6.5    | 4.9                       | 5.1      | 6.0    | 5.5    | 5.6    | 7.0          | 5.9  | 5.7 |
| • WOCL        | Deland        | 105.9      | 96.0    | C  | Infinity Bestg   | 67        | 0003 p    | 7,400             | g2     | R&B Oldies   | 1.46 | 4.9    | 2.9                       | 2.9      | 4.8    | 4.0    | 5.0    | 4.4          | 4.4  | 6.0 |
| • WXXL        | Tavares       | 106.7      | 100.0   | C1 | a AMFM Inc       | 69        | 9910 p    | 9,900             | g      | CHR          | 1.18 | 8.1    | 8.1                       | 7.3      | 5.6    | 7.6    | 7.1    | 7.3          | 7.1  | 7.6 |
| • WMGF        | Mount Dora    | 107.7      | 100.0   | C  | Clear Channel    | 66        | 9712      | 7,500             | g3     | Soft AC      | 1.04 | 7.0    | 5.4                       | 6.3      | 5.3    | 6.8    | 5.7    | 5.5          | 6.5  | 6.1 |

ARB 12+ Metro Shares (see rights)

| Avg 99 Local | Fall | Summer | Spring | Winter | Fall | Summer | Spring | Winter | 1998 | 1998 | 1998 | 1998 | 1998 |
|--------------|------|--------|--------|--------|------|--------|--------|--------|------|------|------|------|------|
| 82.4         | 69.2 | 70.3   | 70.9   | 70.5   | 71.1 | 71.0   | 71.0   | 69.7   | 72.4 |      |      |      |      |

# AM Stations

| City of Calls | FCC Class     | Power (kW) | Day     | Night | Power (kW) | C    | Owner               | Year Date | Std Acq'd | Sales Price (000) | L    | M           | A     | Format | Revenue (000)/Power Ratio | 1999 Est |        |        |        | Avg 99 Local | Comm |     |
|---------------|---------------|------------|---------|-------|------------|------|---------------------|-----------|-----------|-------------------|------|-------------|-------|--------|---------------------------|----------|--------|--------|--------|--------------|------|-----|
|               |               |            |         |       |            |      |                     |           |           |                   |      |             |       |        |                           | Fall     | Summer | Spring | Winter |              |      |     |
| • WQTM        | Pine Hills    | 54.0       | 50.0    | B     | 50.0       | c    | Clear Channel       | 55        | 9712      | 1,700             | g3   | Sports      | 1.03  | 1.6    | 1.3                       | 1.4      | 1.2    | 1.8    | 1.2    | 0.9          | 1.1  |     |
| • WDBO        | Orlando       | 58.0       | 5.0     | B     | 5.0        | b    | Cox Radio Inc       | 24        | 9704      | 5,400             | g1   | Talk        | 0.66  | 7.9    | 6.1                       | 6.9      | 6.4    | 7.5    | 6.0    | 7.6          | 5.7  |     |
| • WWNZ        | Orlando       | 74.0       | 50.0    | B     | 50.0       | c    | Clear Channel       | 47        | 9712      | 1,100             | g3   | News/Talk   |       | 0.5    | 0.5                       | 0.5      | 0.5    | 0.4    | 0.7    | 0.4          | 0.4  |     |
| • WTLN        | Orlando       | 95.0       | 5.0     | B     | 5.0        | d    | Moffitt, Thomas H,  | 40        | 9808      | 500               | g3   | Chrst/Talk  | 500   | 0.3    | 0.7                       | 0.3      | 0.0    | 0.0    | 0.0    | 0.0          | 0.0  | 0.0 |
| • WHOO        | Orlando       | 99.0       | 50.0 cp | B     | 14.0       | b    | Cox Radio Inc       | 47        | 9612      | 450               | sw   | Nostalga    | 0.17  | 2.6    | 1.9                       | 2.2      | 2.2    | 2.6    | 2.2    | 2.7          | 2.8  | 3.1 |
| • WONO        | Oviedo        | 103.0      | 10.0 cp | B     | 1.7        | e    | Florida Bests       | 92        |           | 800               | 0.77 | 1.0         | 1.1   | 1.0    | 0.8                       | 0.9      | 0.8    | 0.9    | 0.9    | 0.9          | 0.9  |     |
| • WFTV        | Kissimmee     | 108.0      | 10.0    | B     | 10.0       | 0.00 | Genesis Comm Inc    | 64        | 9911      | 1,800             |      | Spanish     | 1.800 | 0.1    | 0.4                       | 0.3      | 0.0    | 0.0    | 0.0    | 0.0          | 0.0  | 0.0 |
| • WRMQ        | Orlando       | 114.0      | 4.1     | B     | 0.00       | e    | Florida Bests       | 85        |           | 500               | 0.48 | 1.0         | 0.9   | 0.8    | 0.8                       | 0.9      | 0.8    | 0.8    | 1.2    | 0.0          | 0.0  |     |
| • WAJL        | Pine Castle   | 119.0      | 5.0 cp  | B     | 0.00       | f    | Genesis Comm Inc    | 77        | 9912 p    | 2,100             |      | Chrst/Talk  | 2,100 | 0.0    | 0.0                       | 0.0      | 0.0    | 0.0    | 0.4    | 0.4          | 0.0  |     |
| • WOTS        | Kissimmee     | 122.0      | 1.0     | B     | 0.00       | f    | J&V Comm Inc        | 78        | 9902      | 450               |      | Spanish     | 450   | 0.0    | 0.0                       | 0.0      | 0.0    | 0.0    | 0.0    | 0.0          | 0.0  | 0.0 |
| • WSDO        | Sanford       | 127.0      | 5.0     | B     | 5.00       | f    | J&V Comm Inc        | 57        | 9603      | 382               |      | Spanish AC  | 300   | 0.5    | 0.7                       | 0.8      | 0.9    | 0.7    | 1.0    | 0.4          | 0.5  |     |
| • WFRD        | Winter Park   | 144.0      | 5.0     | B     | 1.00       | f    | J&V Comm Inc        | 54        | 9411      | 200               |      | Spanish     | 200   | 0.0    | 0.0                       | 0.0      | 0.0    | 0.0    | 0.0    | 0.0          | 0.0  |     |
| • WUNA        | Ocoee         | 148.0      | 1.0     | B     | 0.07       |      | Multicultural Bestg | 62        | 0003 p    |                   |      | Ethnic      |       | 0.0    | 0.0                       | 0.0      | 0.0    | 0.0    | 0.0    | 0.0          | 0.0  |     |
| • WHIM        | Apopka        | 152.0      | 5.0     | B     | 0.35       | d    | Moffitt, Thomas H,  | 64        |           | 600               | 0.45 | 1.3         | 0.2   | 0.2    | 0.6                       | 0.0      | 0.0    | 0.0    | 0.0    | 0.0          | 0.0  |     |
| • WOKB        | Winter Garden | 160.0      | 5.0     | B     | 5.00       |      | Rama Comm Inc       | 58        | 9310      | 600               |      | Urban/Gospl | 600   | 0.0    | 0.0                       | 0.0      | 0.0    | 0.0    | 0.9    | 1.2          | 1.1  |     |

# AM & FM Stations Profiled -

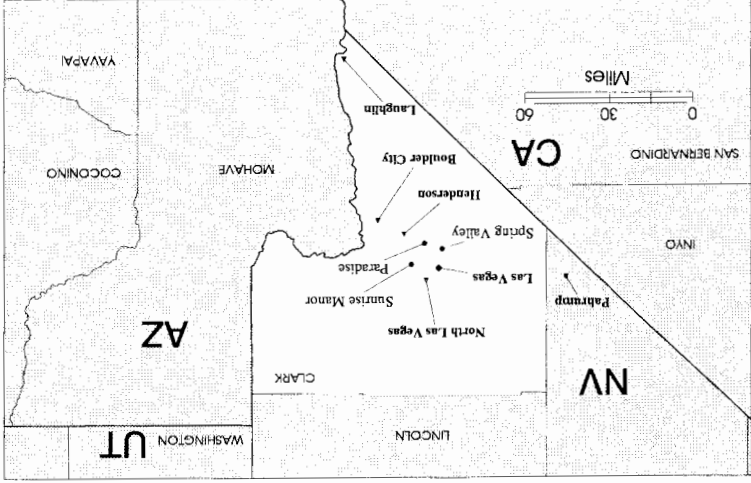
| # AM Stations | # Combos | # Duopolies | Total Local Commercial Share |
|---------------|----------|-------------|------------------------------|
| 16            | 11       | 12          | 17.4                         |

| 84.3 | 85.3 | 86.1 | 85.5 | 86.0 | 85.7 | 85.3 | 86.1 |
|------|------|------|------|------|------|------|------|
| 15.1 | 15.0 | 15.2 | 15.0 | 14.9 | 14.7 | 15.6 | 13.7 |

1/ See introduction section for interpretation of revenue estimates.

• Indicates a change since last edition

Metro Rank: 40  
Revenue Rank: 38



# Las Vegas, NV Market Overview



Market Radio Financials  
(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES |          | REVENUE/RETAIL SALES |              | REVENUE/CAPITA |         |
|--------------------------|----------|----------------------|--------------|----------------|---------|
| 1993                     | \$28,500 | 1993                 | \$3,74/1,000 | 1993           | \$31.40 |
| 1994                     | \$33,000 | 1998                 | \$4,16/1,000 | 1998           | \$49.04 |
| 1995                     | \$38,900 | 2001                 | \$5,54/1,000 | 2003           | \$80.41 |
| 1996                     | \$45,700 | 2000                 | \$6,400      |                |         |
| 1997                     | \$53,700 | 1999                 | \$72,600     |                |         |
| 1998                     | \$63,100 | 1998                 | \$86,400     |                |         |
| 1999                     | \$72,600 | 2001                 | \$96,800     |                |         |
| 2000                     | \$86,400 | 2002                 | \$108,400    |                |         |
| 2001                     | \$96,800 | 2003                 | \$121,400    |                |         |
| 1993-99                  | Δ 15.1%  | Est. Breakout        | Local 85%    | National 15%   |         |
| 1994-99                  | Δ 17.2%  |                      |              |                |         |

Demographic and Economic Overview  
(000's, except Retail Sales and EBI in 000,000's)

| Growth Rate |          | Growth Rate |          | Growth Rate |          |
|-------------|----------|-------------|----------|-------------|----------|
| 1993        | 907.7    | 1998        | 1,286.7  | 2003        | 1,509.7  |
| 1998        | 350.5    | 1998        | 498.7    | 2003        | 589.7    |
| 1993        | 7,611.3  | 1998        | 15,179.8 | 2003        | 21,914.1 |
| 1998        | 14,859.9 | 1998        | 22,411.8 | 2003        | 31,997.6 |
| 1993        | 1,286.7  | 1998        | 7.2%     | 2003        | 3.2%     |
| 1998        | 498.7    | 1998        | 7.3%     | 2003        | 3.4%     |
| 1993        | 15,179.8 | 1998        | 14.8%    | 2003        | 7.6%     |
| 1998        | 22,411.8 | 1998        | 8.6%     | 2003        | 7.4%     |

## Demographic Breakdown

| MSA Population | Households | Retail Sales | EBI      |
|----------------|------------|--------------|----------|
| 1993           | 907.7      | 350.5        | 14,859.9 |
| 1998           | 1,286.7    | 498.7        | 22,411.8 |
| 2003           | 1,509.7    | 589.7        | 31,997.6 |
| 1993           | 653.8      | 105.9        | 48.5     |
| 1998           | 632.9      | 101.1        | 47.2     |
| 2003           | 632.9      | 92.9         | 53.2     |
| 1993           | 1,286.7    | 207.0        | 95.8     |
| 1998           | 1,286.7    | 108.1        | 108.1    |
| 2003           | 1,286.7    | 197.3        | 197.3    |
| 1993           | 100.0%     | 16.1%        | 7.4%     |
| 1998           | 100.0%     | 8.4%         | 15.3%    |
| 2003           | 100.0%     | 15.3%        | 16.7%    |
| 1993           | \$17,418   | \$35,351     |          |
| 1998           | \$17,418   | \$35,351     |          |
| 2003           | \$17,418   | \$35,351     |          |
| 1993           | 83.6%      | White        | 10.4%    |
| 1998           | 83.6%      | Black        | 10.4%    |
| 2003           | 83.6%      | Asian        | 5.1%     |
| 1993           | 17.5%      | Hispanic     | 17.5%    |

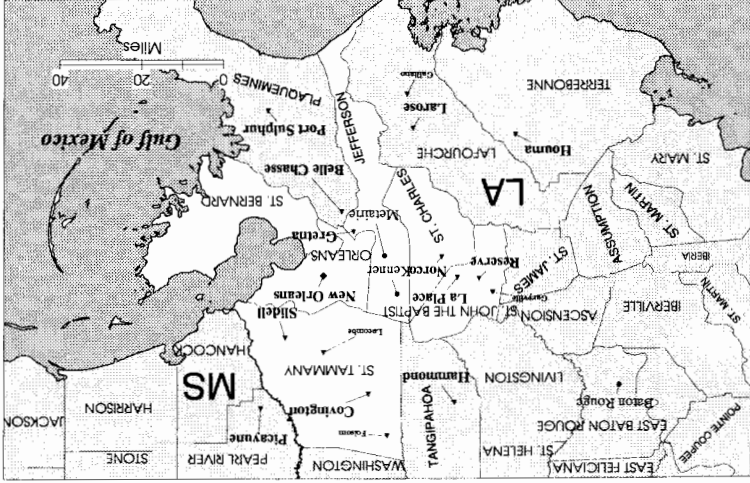
## Market Summary

| FM Classes | Class A | Class B | Class C | Viabile FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|-------------|---------|---------|-------|
| # Stations | 17      | 17      | 15      | 17          | 17      | 12      | 29    |
| Tot 12+    | 73.9    | 73.9    | 73.9    | 73.9        | 73.9    | 10.8    | 84.7  |
| Avg 12+    | 4.3     | 4.3     | 4.3     | 4.3         | 4.3     | 0.9     | 2.9   |
| Tot LCS    | 87.2    | 87.2    | 87.2    | 87.2        | 87.2    | 12.8    | 100.0 |
| Avg LCS    | 5.1     | 5.1     | 5.1     | 5.1         | 5.1     | 1.1     | 3.4   |





Metro Rank: 41  
Revenue Rank: 40



Metro Counties / Population (000)

|                      |                |
|----------------------|----------------|
| Jefferson, LA        | 453.2          |
| Orleans, LA          | 465.7          |
| St. Bernard, LA      | 67.4           |
| St. Charles, LA      | 48.4           |
| St. John the Baptist | 42.3           |
| St. Tammany, LA      | 185.2          |
| <b>Total</b>         | <b>1,262.2</b> |

# New Orleans Market Overview



## Market Radio Financials

(all figures in 000's, except percentages and ratios)

|                                 | 1993         | 1994         | 1995         | 1996         | 1997         | 1998         | 1999         | 2000         | 2001         | 2002         | 2003         | Est. Breakout |
|---------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------|
| <b>ESTIMATED GROSS REVENUES</b> | \$37,200     | \$40,400     | \$42,500     | \$47,200     | \$49,800     | \$54,400     | \$59,600     | \$64,900     | \$68,800     | \$72,900     | \$77,300     | Local 84%     |
| Revenue/Retail Sales            | \$3,53/1,000 | \$4,35/1,000 | \$4,35/1,000 | \$5,11/1,000 | \$5,11/1,000 | \$6,13/1,000 | \$6,59/1,000 | \$6,88/1,000 | \$7,29/1,000 | \$7,73/1,000 | \$8,16/1,000 | National 16%  |
| Revenue/Capita                  | \$29.30      | \$31.10      | \$31.10      | \$37.10      | \$37.10      | \$43.37      | \$46.90      | \$49.90      | \$52.80      | \$56.90      | \$60.30      | Local 84%     |
|                                 | 9.6%         | 10.0%        | 10.0%        | 12.0%        | 12.0%        | 14.0%        | 14.9%        | 15.9%        | 16.8%        | 17.9%        | 19.3%        | National 16%  |
| Δ 98 - 99                       |              |              |              |              |              |              |              |              |              |              |              | Local 84%     |
| Δ 99 - 03                       |              |              |              |              |              |              |              |              |              |              |              | National 16%  |

## Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993      | 1998      | 1998      | 2003      | Growth Rate |
|----------------|-----------|-----------|-----------|-----------|-------------|
| MSA Population | 1,269,600 | 1,262,200 | 1,262,200 | 1,259,600 | 0.0%        |
| Households     | 467,800   | 471,000   | 471,000   | 478,500   | 0.3%        |
| Retail Sales   | 10,524.5  | 12,506.7  | 12,506.7  | 15,113.0  | 3.9%        |
| EBI            | 19,195.0  | 19,626.2  | 19,626.2  | 23,864.0  | 4.0%        |

## Demographic Breakdown

|                    | Total     | Under 12 | 12 - 17 | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 54 | Over 55 |
|--------------------|-----------|----------|---------|---------|---------|---------|---------|---------|
| Men (000)          | 604.5     | 112.1    | 59.5    | 55.3    | 86.5    | 101.5   | 81.8    | 107.8   |
| Women (000)        | 657.7     | 108.0    | 58.0    | 57.5    | 91.0    | 108.5   | 88.9    | 145.8   |
| Total              | 1,262.2   | 220.2    | 117.5   | 112.8   | 177.5   | 210.1   | 170.6   | 253.6   |
| Percentage         | 100.0%    | 17.4%    | 9.3%    | 8.9%    | 14.1%   | 16.6%   | 13.5%   | 20.1%   |
| Per Capita         | \$ 15,549 |          |         |         |         |         |         |         |
| Median Household   | \$ 31,072 |          |         |         |         |         |         |         |
| Avg Household      | \$ 41,669 |          |         |         |         |         |         |         |
| Ethnic Population: |           |          |         |         |         |         |         |         |
| White              | 62.6%     |          |         |         |         |         |         |         |
| Black              | 34.9%     |          |         |         |         |         |         |         |
| Asian              | 2.2%      |          |         |         |         |         |         |         |
| Hispanic           | 5.2%      |          |         |         |         |         |         |         |

## Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 2       | 17      | 11      | 19         | 16      | 35      |       |
| Tot 12+    | 0.0     | 70.2    | 67.6    | 70.2       | 16.5    | 86.7    |       |
| Avg 12+    | 0.0     | 4.1     | 6.1     | 3.7        | 1.0     | 2.5     |       |
| Tot LCS    | 0.0     | 81.0    | 78.0    | 81.0       | 19.0    | 100.0   |       |
| Avg LCS    | 0.0     | 4.8     | 7.1     | 4.3        | 1.2     | 2.9     |       |



Metro Rank: 41  
Revenue Rank: 40



Metro Counties / Population (000)

|                      |                |
|----------------------|----------------|
| Jefferson, LA        | 453.2          |
| Orleans, LA          | 465.7          |
| St. Bernard, LA      | 67.4           |
| St. Charles, LA      | 48.4           |
| St. John the Baptist | 42.3           |
| St. Tammany, LA      | 185.2          |
| <b>Total</b>         | <b>1,262.2</b> |

# New Orleans Market Overview



## Market Radio Financials

(all figures in 000's, except percentages and ratios)

|                                 | 1993        | 1994        | 1995        | 1996        | 1997     | 1998     | 1999     | 2000     | 2001     | 2002     | 2003     | Est. Breakout |
|---------------------------------|-------------|-------------|-------------|-------------|----------|----------|----------|----------|----------|----------|----------|---------------|
| <b>ESTIMATED GROSS REVENUES</b> | \$37,200    | \$40,400    | \$42,500    | \$47,200    | \$49,800 | \$54,400 | \$59,600 | \$64,900 | \$68,800 | \$72,900 | \$77,300 | Local 84%     |
|                                 |             |             |             |             |          |          | 9.6%     |          |          |          |          | National 16%  |
| Revenue/Retail Sales            | \$3,531,000 | \$4,351,000 | \$4,351,000 | \$5,111,000 | \$61.37  |          |          |          |          |          |          |               |
| Revenue/Capita                  | \$29.30     | \$43.10     | \$43.10     | \$61.37     |          |          |          |          |          |          |          |               |
| Δ 98 - 99                       |             |             |             |             |          |          |          |          |          |          |          |               |
| Δ 99 - 03                       |             |             |             |             |          |          |          |          |          |          |          |               |

## Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993      | 1998      | 1998  | 2003      |
|----------------|-----------|-----------|-------|-----------|
| MSA Population | 1,269,600 | 1,262,200 | -0.1% | 1,259,600 |
| Households     | 467,800   | 471,000   | 0.1%  | 478,500   |
| Retail Sales   | 10,524.5  | 12,506.7  | 3.5%  | 15,113.0  |
| EBI            | 19,195.0  | 19,626.2  | 0.4%  | 23,864.0  |
| Growth Rate    |           |           |       |           |
|                |           |           |       | 4.0%      |

## Demographic Breakdown

|                    | Total    | Under 12 | 12 - 17 | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 54 | Over 55 |
|--------------------|----------|----------|---------|---------|---------|---------|---------|---------|
| Men (000)          | 604.5    | 112.1    | 59.5    | 55.3    | 86.5    | 101.5   | 81.8    | 107.8   |
| Women (000)        | 657.7    | 108.0    | 58.0    | 57.5    | 91.0    | 108.5   | 88.9    | 145.8   |
| Total              | 1,262.2  | 220.2    | 117.5   | 112.8   | 177.5   | 210.1   | 170.6   | 253.6   |
| Percentage         | 100.0%   | 17.4%    | 9.3%    | 8.9%    | 14.1%   | 16.6%   | 13.5%   | 20.1%   |
| Per Capita         | \$15,549 |          |         |         |         |         |         |         |
| Median Household   | \$31,072 |          |         |         |         |         |         |         |
| Avg Household      | \$41,669 |          |         |         |         |         |         |         |
| Ethnic Population: |          |          |         |         |         |         |         |         |
| White              | 62.6%    |          |         |         |         |         |         |         |
| Black              | 34.9%    |          |         |         |         |         |         |         |
| Asian              | 2.2%     |          |         |         |         |         |         |         |
| Hispanic           | 5.2%     |          |         |         |         |         |         |         |

## Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMS | All FMS | All Ams | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 2       | 17      | 11      | 19         | 16      | 35      |       |
| Tot 12+    | 0.0     | 70.2    | 67.6    | 70.2       | 16.5    | 86.7    |       |
| Avg 12+    | 0.0     | 4.1     | 6.1     | 3.7        | 1.0     | 2.5     |       |
| Tot LCS    | 0.0     | 81.0    | 78.0    | 81.0       | 19.0    | 100.0   |       |
| Avg LCS    | 0.0     | 4.8     | 7.1     | 4.3        | 1.2     | 2.9     |       |

# Competitive Overview

Some stations also rated in Baton Rouge.

| City of Calls               | License     | Class | FCC | Freq | Power (kW) | C Owner            | Year Acqd | Std Acqd | Sales Price (000) | M A Format                   | 1999 Est Revenue (000)† | Power Ratio | ARB 12+ Metro Shares (see rights) |           |             |             |             |      |      |      |      |
|-----------------------------|-------------|-------|-----|------|------------|--------------------|-----------|----------|-------------------|------------------------------|-------------------------|-------------|-----------------------------------|-----------|-------------|-------------|-------------|------|------|------|------|
|                             |             |       |     |      |            |                    |           |          |                   |                              |                         |             | Avg 99 Local Comm                 | Fall 1999 | Summer 1999 | Spring 1999 | Winter 1999 |      |      |      |      |
| WVOG                        | New Orleans | B     | B   | 600  | 1.0        | F.W. Robert Bcstg  | 64        | 7406     | 800               | Chrst/Talk                   | 360                     | 0.7         | 0.0                               | 0.0       | 0.0         | 0.0         | 0.0         | 0.0  | 0.0  | 0.0  |      |
| WTIX                        | New Orleans | B     | B   | 690  | 10.0       | GHB Bcstg          | 48        | 9202     | 800               | News/Talk                    | 360                     | 0.7         | 0.5                               | 0.5       | 0.6         | 0.5         | 0.8         | 0.5  | 0.5  | 0.5  |      |
| WASO                        | Covington   | B     | B   | 730  | 0.3        | America First      | 53        | 9207     | 200               | News/Talk                    |                         | 0.2         | 0.0                               | 0.0       | 0.0         | 0.0         | 0.0         | 0.0  | 0.0  | 0.0  |      |
| • KKNO                      | Gretna      | B     | B   | 750  | 0.3        | Blakes, Robert C.  | 89        | 9308     | 275               | Christian                    |                         | 0.2         | 0.0                               | 0.0       | 0.7         | 0.0         | 0.0         | 0.0  | 0.0  | 0.4  |      |
| WSHO                        | New Orleans | B     | B   | 800  | 1.0        | Shadowlands        | 26        | 9504     | 675               | Religion                     |                         | 0.1         | 0.0                               | 0.0       | 0.0         | 0.0         | 0.0         | 0.0  | 0.0  | 0.0  |      |
| • WFNO                      | Norco       | B     | B   | 830  | 5.0        | NOPG LLC           | 87        | 9611     | 700               | Spanish                      |                         | 0.1         | 0.0                               | 0.5       | 0.0         | 0.0         | 0.0         | 0.0  | 0.0  | 0.0  |      |
| WFL                         | New Orleans | A     | A   | 870  | 50.0       | a Entercom         | 22        | 9912     | g3                | Nws/Tlk/Spt                  | 11,500                  | 2.24        | 8.9                               | 7.5       | 7.8         | 5.6         | 7.4         | 10.5 | 7.2  | 7.5  |      |
| WYLD                        | New Orleans | B     | B   | 940  | 10.0       | c Clear Channel    | 49        | 9303     | c1                | Gospel                       | 1,600                   | 0.59        | 4.7                               | 3.6       | 3.9         | 4.4         | 4.4         | 3.8  | 3.8  | 2.9  |      |
| • WGSO                      | New Orleans | B     | B   | 990  | 1.0        | b NOPG LLC         | 46        | 9611     | 575               | News                         | 400                     | 0.4         | 0.4                               | 0.0       | 0.0         | 0.5         | 0.6         | 0.3  | 0.7  | 0.6  |      |
| WCKW                        | Garville    | B     | B   | 1010 | 0.5        | e 222 Corp         | 70        |          |                   | Gospel                       |                         |             | 0.0                               | 0.0       | 0.0         | 0.0         | 0.0         | 0.0  | 0.0  | 0.0  |      |
| WLNO                        | New Orleans | B     | B   | 1060 | 50.0       | Communicom         | 25        | 9503     | 700               | Religion                     |                         |             | 0.0                               | 0.0       | 0.0         | 0.0         | 0.0         | 0.0  | 0.0  | 0.0  |      |
| WBOK                        | New Orleans | C     | C   | 1230 | 1.0        | Willis Bcstg Corp  | 51        | 8305     | 450               | Gospel                       | 740                     | 0.92        | 1.4                               | 1.2       | 1.1         | 1.4         | 1.3         | 1.4  | 1.4  | 1.8  |      |
| WODT                        | New Orleans | B     | B   | 1280 | 5.0        | c Clear Channel    | 23        | 8409     | 400               | Rhythm/Blue                  |                         |             | 0.9                               | 1.0       | 0.8         | 1.0         | 0.4         | 0.5  | 1.0  | 0.7  |      |
| W5MB                        | New Orleans | B     | B   | 1350 | 5.0        | a Entercom         | 25        | 9912     | g3                | Sports                       | 900                     | 0.45        | 0.8                               | 0.6       | 0.7         | 0.8         | 0.7         | 0.6  | 1.0  | 1.2  |      |
| WBVU                        | New Orleans | C     | C   | 1450 | 1.0        | d Centennial Bcstg | 50        | 9807     | d3                | Adlt Strnd                   | 600                     | 0.45        | 2.3                               | 1.8       | 2.0         | 2.2         | 2.0         | 2.2  | 2.2  | 2.5  |      |
| • KGLA                      | Gretna      | B     | B   | 1540 | 1.0        | Crocodile Bcstg    | 69        | 9202     | 300               | Spanish                      |                         |             | 0.7                               | 0.0       | 1.1         | 0.5         | 0.6         | 0.4  | 0.6  | 0.4  |      |
| # AM Stations -             |             |       |     | 16   |            | # Combos -         |           | 8        |                   | AM TOTALS                    |                         |             | 21.1                              | 16.5      | 18.6        | 17.5        | 18.1        | 20.6 | 17.8 | 18.4 | 21.5 |
| AM & FM Stations Profiled - |             |       |     | 35   |            | # Duopolies -      |           | 10       |                   | Total Local Commercial Share |                         |             | 86.7                              | 89.4      | 87.1        | 86.2        | 88.3        | 87.2 | 88.2 | 88.1 |      |

• Indicates a change since last edition

† See introduction section for interpretation of revenue estimates.

Metro Rank: 42  
Revenue Rank: 51



**Metro Counties / Population (000)**

|              |                |
|--------------|----------------|
| Alamance, NC | 120.1          |
| Davidson, NC | 142.0          |
| Davie, NC    | 32.4           |
| Forsyth, NC  | 288.9          |
| Guilford, NC | 391.7          |
| Randolph, NC | 122.0          |
| Stokes, NC   | 43.4           |
| Yadkin, NC   | 35.1           |
| <b>Total</b> | <b>1,175.6</b> |

# Greensboro-Winston Salem-High Point Market



Market Radio Financials (all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES | Revenue/Retail Sales |              | Revenue/Capita |
|--------------------------|----------------------|--------------|----------------|
|                          | Revenue              | Retail Sales |                |
| 1993                     | \$27,500             | \$2,781,000  | \$25.02        |
| 1994                     | \$28,800             | \$3,421,000  | \$38.36        |
| 1995                     | \$33,300             | \$4,031,000  | \$54.93        |
| 1996                     | \$35,900             | \$56,600     |                |
| 1997                     | \$38,400             | \$62,200     |                |
| 1998                     | \$45,100             | \$68,400     |                |
| 1999                     | \$46,800             | \$51,400     |                |
| 2000                     | \$51,400             | \$56,600     |                |
| 2001                     | \$56,600             | \$62,200     |                |
| 2002                     | \$62,200             | \$68,400     |                |
| 2003                     | \$68,400             | \$74,000     |                |
| Δ 98 - 99                | 3.8%                 |              |                |
| Δ 99 - 03                | 10.0%                |              |                |
| 1993                     | \$27,500             | \$2,781,000  | \$25.02        |
| 1998                     | \$38,360             | \$3,421,000  | \$38.36        |
| 2003                     | \$54,930             | \$4,031,000  | \$54.93        |
| Est. Breakout            | Local 85%            | National 15% |                |

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

| Growth Rate | MSA Population |          | Households | Retail Sales | EBI      |
|-------------|----------------|----------|------------|--------------|----------|
|             | 1998           | 1993     |            |              |          |
| 1.2%        | 1,175.6        | 1,099.2  | 437.3      | 9,893.5      | 17,255.2 |
| 1.5%        | 470.1          | 437.3    | 470.1      | 13,180.0     | 19,443.7 |
| 1.5%        | 1,175.6        | 1,099.2  | 470.1      | 13,180.0     | 19,443.7 |
| 1.2%        | 1,175.6        | 1,099.2  | 470.1      | 13,180.0     | 19,443.7 |
| 1.5%        | 470.1          | 437.3    | 470.1      | 13,180.0     | 19,443.7 |
| 5.2%        | 16,961.1       | 16,961.1 | 16,961.1   | 16,961.1     | 24,380.4 |
| 4.6%        | 24,380.4       | 24,380.4 | 24,380.4   | 24,380.4     | 24,380.4 |

## Demographic Breakdown

| Category           | Total     | Under 12 | 12 - 17 | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 54 | Over 55 |
|--------------------|-----------|----------|---------|---------|---------|---------|---------|---------|
| Men (000)          | 563.8     | 83.7     | 46.0    | 55.8    | 81.8    | 94.9    | 86.0    | 115.6   |
| Women (000)        | 611.8     | 79.9     | 44.2    | 59.3    | 82.2    | 100.1   | 91.2    | 155.0   |
| Total              | 1,175.6   | 163.6    | 90.1    | 115.0   | 164.0   | 194.9   | 177.2   | 270.6   |
| Percentage         | 100.0%    | 13.9%    | 7.7%    | 9.8%    | 13.9%   | 16.6%   | 15.1%   | 23.0%   |
| Per Capita         | \$ 16,539 |          |         |         |         |         |         |         |
| Median Household   | \$ 33,168 |          |         |         |         |         |         |         |
| Avg Household      | \$ 41,361 |          |         |         |         |         |         |         |
| Ethnic Population: |           |          |         |         |         |         |         |         |
| White              | 78.9%     |          |         |         |         |         |         |         |
| Black              | 19.6%     |          |         |         |         |         |         |         |
| Asian              | 1.1%      |          |         |         |         |         |         |         |
| Hispanic           | 1.5%      |          |         |         |         |         |         |         |

## Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 1       | 14      | 10      | 15         | 23      | 38      |       |
| Tot 12+    | 1.1     | 63.6    | 59.7    | 64.7       | 8.6     | 73.3    |       |
| Avg 12+    | 1.1     | 4.5     | 6.0     | 4.3        | 0.4     | 1.9     |       |
| Tot LCS    | 1.5     | 86.8    | 81.4    | 88.3       | 11.7    | 100.0   |       |
| Avg LCS    | 1.5     | 6.2     | 8.1     | 5.9        | 0.5     | 2.6     |       |



# Competitive Overview

Some stations also rated in Charlotte and Raleigh-Durham.

| City of Calls                     | FCC Class | Freq (kHz) | Power (kW) | HAAT | C Owner              | Year Acqd | Std Acqd | Price (M) | Sales L     | 1999 Est       | Local Power | Avg 99      |             |            |             |             |             |      |     |
|-----------------------------------|-----------|------------|------------|------|----------------------|-----------|----------|-----------|-------------|----------------|-------------|-------------|-------------|------------|-------------|-------------|-------------|------|-----|
| City of License                   | FCC Class | Freq (kHz) | Power (kW) | HAAT | C Owner              | Year Acqd | Std Acqd | Price (M) | Format      | Revenue (000)† | Power Ratio | Co mm       |             |            |             |             |             |      |     |
| ARB 12+ Metro Shares (see rights) |           |            |            |      |                      |           |          |           |             |                |             |             |             |            |             |             |             |      |     |
|                                   |           |            |            |      |                      |           |          |           |             | Fall 1999      | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998  | Summer 1998 | Spring 1998 | Winter 1998 |      |     |
| WKRH Asheville                    | C         | 92.3       | 100.0      | 1289 | c Dick Bcstg Co Inc  | 48        | 8503     | 2,000     | Cisc Rock   | 4,000          | 1.09        | 7.5         | 5.9         | 5.0        | 6.2         | 5.4         | 6.3         | 6.4  | 4.9 |
| WMOX Winston Salem                | C         | 93.1       | 99.0       | 1099 | b Entercom           | 47        | 9912     |           | Oldies      | 3,900          | 1.04        | 7.7         | 5.1         | 6.5        | 6.1         | 6.0         | 5.0         | 6.3  | 5.7 |
| WVGL Lexington                    | C         | 94.1       | 100.0      | 1014 | a Davidson Cnty      | 49        |          |           | ChrsContemp | 500            | 0.79        | 1.3         | 0.9         | 1.1        | 1.0         | 1.1         | 0.9         | 0.9  | 0.7 |
| WXRA Eden                         | C1        | 94.5       | 100.0      | 981  | f Clear Channel      | 49        | 9607     |           | Rock        | 2,100          | 0.92        | 4.7         | 3.1         | 3.6        | 3.5         | 3.8         | 2.8         | 2.7  | 2.4 |
| WHPE High Point                   | C1        | 95.5       | 100.0      | 522  | Bible Bcstg          | 47        | 7410     |           | Religion    | 3,300          | 0.75        | 9.0         | 7.5         | 7.9        | 7.4         | 6.6         | 6.6         | 7.0  | 6.1 |
| WOMG Greensboro                   | C         | 97.1       | 100.0 cp   | 1230 | b Entercom           | 62        | 9912     |           | Urban       | 3,300          | 0.75        | 9.0         | 7.5         | 7.9        | 7.4         | 6.6         | 6.6         | 7.0  | 6.1 |
| WIST Thomasville                  | A         | 98.3       | 1.7        | 420  | GHB Bcstg            | 49        | 9701     | 925       | Nostalgia   | 300            | 0.31        | 2.0         | 1.1         | 2.1        | 1.2         | 1.2         | 0.9         | 0.8  | 1.0 |
| WKSI Greensboro                   | C         | 98.7       | 100.0      | 1037 | d Bahakel Comm       | 58        | 8704     | 5,600     | Modern AC   | 2,850          | 1.02        | 5.7         | 4.5         | 4.0        | 4.1         | 4.3         | 4.4         | 4.1  | 4.3 |
| WMAG High Point                   | C         | 99.5       | 100.0      | 1496 | g AMFM Inc           | 46        | 9910 p   |           | AC          | 4,900          | 1.15        | 8.7         | 6.3         | 6.7        | 6.1         | 7.1         | 6.6         | 6.5  | 6.3 |
| WHSL High Point                   | C         | 100.3      | 100.0      | 1037 | g AMFM Inc           | 53        | 9910 p   |           | Country     | 2,800          | 0.84        | 6.8         | 5.9         | 4.6        | 5.8         | 5.1         | 5.2         | 5.1  | 4.8 |
| WJXH Reidsville                   | C         | 102.1      | 99.0       | 1204 | b Entercom           | 48        | 9912     |           | Urban       | 3,850          | 0.69        | 11.4        | 7.2         | 9.3        | 8.6         | 7.3         | 9.7         | 9.2  | 7.6 |
| WTKX Burlington                   | C         | 101.1      | 100.0      | 1191 | e Curtis Media Group | 46        | 9001     |           | Country     | 0.78           | 0.78        | 2.3         | 2.0         | 1.9        | 1.7         | 1.5         | 1.8         | 2.0  | 1.9 |
| WTQR Winston Salem                | C         | 104.1      | 100.0      | 1453 | f Clear Channel      | 47        | 9607     |           | Country     | 8,100          | 1.34        | 12.4        | 8.3         | 9.7        | 9.3         | 9.4         | 9.5         | 10.1 | 9.7 |
| WFND Salisbury                    | C1        | 106.5      | 84.0       | 1047 | Dalton Group         | 46        | 9504     |           | Alternative | n/a            | n/a         | 1.6         | 1.0         | 1.1        | 1.1         | 1.1         | 1.2         | 1.2  | 1.7 |
| WKZL Winston Salem                | C         | 107.5      | 100.0      | 994  | c Dick Bcstg Co Inc  | 72        | 9212     |           | CHR         | 3,350          | 1.30        | 5.3         | 5.9         | 3.3        | 3.9         | 4.0         | 5.0         | 4.9  | 5.4 |
| FM STATIONS -                     |           |            |            |      |                      |           |          |           |             |                |             |             | 15          | # Combos - |             |             | 11          |      |     |
| FM TOTALS                         |           |            |            |      |                      |           |          |           |             |                |             |             | 86.4        | FM TOTALS  |             |             | 86.4        |      |     |





**Market: Greensboro-Winston Salem-High Point**

**Competitive Overview**

Some stations also rated in Charlotte and Raleigh-Durham.

ARB 12+ Metro Shares (see rights)

| City of | FCC Class | Freq | Power (kW) | Day   | Night | Sales L | Price M | Avg 99 |
|---------|-----------|------|------------|-------|-------|---------|---------|--------|
| WZOO    | B         | 710  | 1.0        | 0.00  | 5.00  | 6.0     | 3.9     | 4.1    |
| WTNC    | B         | 790  | 1.0        | 0.05  | 10.00 | 6.0     | 3.9     | 4.1    |
| WXII    | B         | 830  | 50.0       | 10.00 | 10.00 | 6.0     | 3.9     | 4.1    |
| WPCM    | B         | 920  | 5.0        | 0.06  | 10.00 | 6.0     | 3.9     | 4.1    |
| WPET    | B         | 950  | 0.5        | 0.00  | 10.00 | 6.0     | 3.9     | 4.1    |
| WAAA    | B         | 980  | 1.0        | 0.00  | 10.00 | 6.0     | 3.9     | 4.1    |
| WSGH    | B         | 1040 | 9.1        | 0.18  | 10.00 | 6.0     | 3.9     | 4.1    |
| WGOS    | B         | 1070 | 1.0        | 0.00  | 10.00 | 6.0     | 3.9     | 4.1    |
| WBAQ    | B         | 1150 | 1.0        | 0.05  | 10.00 | 6.0     | 3.9     | 4.1    |
| WSML    | B         | 1200 | 10.0       | 1.00  | 10.00 | 6.0     | 3.9     | 4.1    |
| WMFR    | C         | 1230 | 1.0        | 1.00  | 10.00 | 6.0     | 3.9     | 4.1    |
| WKXR    | B         | 1260 | 5.0        | 0.50  | 10.00 | 6.0     | 3.9     | 4.1    |
| WCQG    | B         | 1320 | 5.0 cp     | 5.00  | 10.00 | 6.0     | 3.9     | 4.1    |
| WPOL    | C         | 1340 | 1.0        | 1.00  | 10.00 | 6.0     | 3.9     | 4.1    |
| WTQB    | B         | 1380 | 5.0        | 2.50  | 10.00 | 6.0     | 3.9     | 4.1    |
| WKEW    | C         | 1400 | 1.0        | 1.00  | 10.00 | 6.0     | 3.9     | 4.1    |
| WLXN    | B         | 1440 | 5.0        | 1.00  | 10.00 | 6.0     | 3.9     | 4.1    |
| WVBG    | B         | 1470 | 5.0        | 5.00  | 10.00 | 6.0     | 3.9     | 4.1    |
| WSMX    | B         | 1500 | 1.0        | 0.00  | 10.00 | 6.0     | 3.9     | 4.1    |
| WEAL    | B         | 1510 | 1.0        | 0.00  | 10.00 | 6.0     | 3.9     | 4.1    |
| WBFL    | B         | 1550 | 2.5        | 0.00  | 10.00 | 6.0     | 3.9     | 4.1    |
| WOKX    | B         | 1590 | 1.3 cp     | 0.00  | 10.00 | 6.0     | 3.9     | 4.1    |

| City of | FCC Class | Freq | Power (kW) | Day   | Night | Sales L | Price M | Avg 99 |
|---------|-----------|------|------------|-------|-------|---------|---------|--------|
| WZOO    | B         | 710  | 1.0        | 0.00  | 5.00  | 6.0     | 3.9     | 4.1    |
| WTNC    | B         | 790  | 1.0        | 0.05  | 10.00 | 6.0     | 3.9     | 4.1    |
| WXII    | B         | 830  | 50.0       | 10.00 | 10.00 | 6.0     | 3.9     | 4.1    |
| WPCM    | B         | 920  | 5.0        | 0.06  | 10.00 | 6.0     | 3.9     | 4.1    |
| WPET    | B         | 950  | 0.5        | 0.00  | 10.00 | 6.0     | 3.9     | 4.1    |
| WAAA    | B         | 980  | 1.0        | 0.00  | 10.00 | 6.0     | 3.9     | 4.1    |
| WSGH    | B         | 1040 | 9.1        | 0.18  | 10.00 | 6.0     | 3.9     | 4.1    |
| WGOS    | B         | 1070 | 1.0        | 0.00  | 10.00 | 6.0     | 3.9     | 4.1    |
| WBAQ    | B         | 1150 | 1.0        | 0.05  | 10.00 | 6.0     | 3.9     | 4.1    |
| WSML    | B         | 1200 | 10.0       | 1.00  | 10.00 | 6.0     | 3.9     | 4.1    |
| WMFR    | C         | 1230 | 1.0        | 1.00  | 10.00 | 6.0     | 3.9     | 4.1    |
| WKXR    | B         | 1260 | 5.0        | 0.50  | 10.00 | 6.0     | 3.9     | 4.1    |
| WCQG    | B         | 1320 | 5.0 cp     | 5.00  | 10.00 | 6.0     | 3.9     | 4.1    |
| WPOL    | C         | 1340 | 1.0        | 1.00  | 10.00 | 6.0     | 3.9     | 4.1    |
| WTQB    | B         | 1380 | 5.0        | 2.50  | 10.00 | 6.0     | 3.9     | 4.1    |
| WKEW    | C         | 1400 | 1.0        | 1.00  | 10.00 | 6.0     | 3.9     | 4.1    |
| WLXN    | B         | 1440 | 5.0        | 1.00  | 10.00 | 6.0     | 3.9     | 4.1    |
| WVBG    | B         | 1470 | 5.0        | 5.00  | 10.00 | 6.0     | 3.9     | 4.1    |
| WSMX    | B         | 1500 | 1.0        | 0.00  | 10.00 | 6.0     | 3.9     | 4.1    |
| WEAL    | B         | 1510 | 1.0        | 0.00  | 10.00 | 6.0     | 3.9     | 4.1    |
| WBFL    | B         | 1550 | 2.5        | 0.00  | 10.00 | 6.0     | 3.9     | 4.1    |
| WOKX    | B         | 1590 | 1.3 cp     | 0.00  | 10.00 | 6.0     | 3.9     | 4.1    |

| City of | FCC Class | Freq | Power (kW) | Day   | Night | Sales L | Price M | Avg 99 |
|---------|-----------|------|------------|-------|-------|---------|---------|--------|
| WZOO    | B         | 710  | 1.0        | 0.00  | 5.00  | 6.0     | 3.9     | 4.1    |
| WTNC    | B         | 790  | 1.0        | 0.05  | 10.00 | 6.0     | 3.9     | 4.1    |
| WXII    | B         | 830  | 50.0       | 10.00 | 10.00 | 6.0     | 3.9     | 4.1    |
| WPCM    | B         | 920  | 5.0        | 0.06  | 10.00 | 6.0     | 3.9     | 4.1    |
| WPET    | B         | 950  | 0.5        | 0.00  | 10.00 | 6.0     | 3.9     | 4.1    |
| WAAA    | B         | 980  | 1.0        | 0.00  | 10.00 | 6.0     | 3.9     | 4.1    |
| WSGH    | B         | 1040 | 9.1        | 0.18  | 10.00 | 6.0     | 3.9     | 4.1    |
| WGOS    | B         | 1070 | 1.0        | 0.00  | 10.00 | 6.0     | 3.9     | 4.1    |
| WBAQ    | B         | 1150 | 1.0        | 0.05  | 10.00 | 6.0     | 3.9     | 4.1    |
| WSML    | B         | 1200 | 10.0       | 1.00  | 10.00 | 6.0     | 3.9     | 4.1    |
| WMFR    | C         | 1230 | 1.0        | 1.00  | 10.00 | 6.0     | 3.9     | 4.1    |
| WKXR    | B         | 1260 | 5.0        | 0.50  | 10.00 | 6.0     | 3.9     | 4.1    |
| WCQG    | B         | 1320 | 5.0 cp     | 5.00  | 10.00 | 6.0     | 3.9     | 4.1    |
| WPOL    | C         | 1340 | 1.0        | 1.00  | 10.00 | 6.0     | 3.9     | 4.1    |
| WTQB    | B         | 1380 | 5.0        | 2.50  | 10.00 | 6.0     | 3.9     | 4.1    |
| WKEW    | C         | 1400 | 1.0        | 1.00  | 10.00 | 6.0     | 3.9     | 4.1    |
| WLXN    | B         | 1440 | 5.0        | 1.00  | 10.00 | 6.0     | 3.9     | 4.1    |
| WVBG    | B         | 1470 | 5.0        | 5.00  | 10.00 | 6.0     | 3.9     | 4.1    |
| WSMX    | B         | 1500 | 1.0        | 0.00  | 10.00 | 6.0     | 3.9     | 4.1    |
| WEAL    | B         | 1510 | 1.0        | 0.00  | 10.00 | 6.0     | 3.9     | 4.1    |
| WBFL    | B         | 1550 | 2.5        | 0.00  | 10.00 | 6.0     | 3.9     | 4.1    |
| WOKX    | B         | 1590 | 1.3 cp     | 0.00  | 10.00 | 6.0     | 3.9     | 4.1    |

• Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.  
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 Metro Rank: 42

Metro Rank: 43  
Revenue Rank: 39



| Metro Counties / Population (000) | Population (000) |
|-----------------------------------|------------------|
| Cheatham, TN                      | 35.8             |
| Davidson, TN                      | 533.7            |
| Dickson, TN                       | 42.9             |
| Robertson, TN                     | 53.9             |
| Rutherford, TN                    | 169.1            |
| Sumner, TN                        | 125.1            |
| Williamson, TN                    | 120.6            |
| Wilson, TN                        | 85.3             |
| <b>Total</b>                      | <b>1,166.4</b>   |

## Nashville Market Overview



Market Radio Financials (all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES | Revenue/Retail Sales |              |              |              |              |
|--------------------------|----------------------|--------------|--------------|--------------|--------------|
|                          | 1993                 | 1994         | 1995         | 2000         | 2001         |
| Revenue/Capita           | \$38,200             | \$43,700     | \$49,100     | \$54,100     | \$58,500     |
| Revenue/Retail Sales     | \$362/1,000          | \$471/1,000  | \$52.98      | \$5,29/1,000 | \$78.26      |
| Est. Breakout            | Local 80%            | Local 80%    | Local 80%    | Local 80%    | Local 80%    |
|                          | National 20%         | National 20% | National 20% | National 20% | National 20% |
| Δ 98 - 99                | 12.3%                | \$69,400     | \$77,400     | \$83,600     | \$91,900     |
| Δ 99 - 03                | 9.1%                 | \$98,400     | \$98,400     | \$98,400     | \$98,400     |

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

| Growth Rate    | Growth Rate |          |      |          |          |
|----------------|-------------|----------|------|----------|----------|
|                | 1993        | 1998     | 1998 | 1998     | 2003     |
| MSA Population | 1,055.0     | 1,166.4  | 2.0% | 1,166.4  | 1,257.4  |
| Households     | 406.3       | 450.4    | 2.1% | 450.4    | 493.2    |
| Retail Sales   | 10,563.2    | 13,840.8 | 5.6% | 13,840.8 | 18,601.7 |
| EBI            | 18,147.6    | 23,234.6 | 5.1% | 23,234.6 | 32,773.8 |

### Demographic Breakdown

|                    | Total        | Under 12     | 12 - 17     | 18 - 24        | 25 - 34 | 35 - 44 | 45 - 54 | Over 55 |
|--------------------|--------------|--------------|-------------|----------------|---------|---------|---------|---------|
| Men (000)          | 566.9        | 94.7         | 50.0        | 53.5           | 86.8    | 99.8    | 83.3    | 98.8    |
| Women (000)        | 599.5        | 89.8         | 47.7        | 55.0           | 88.9    | 102.9   | 85.3    | 129.9   |
| Total              | 1,166.4      | 184.5        | 97.6        | 108.5          | 175.7   | 202.7   | 168.6   | 228.7   |
| Percentage         | 100.0%       | 15.8%        | 8.4%        | 9.3%           | 15.1%   | 17.4%   | 14.5%   | 19.6%   |
| Per Capita         | \$ 19,920    |              |             |                |         |         |         |         |
| Median Household   | \$ 40,399    |              |             |                |         |         |         |         |
| Avg Household      | \$ 51,587    |              |             |                |         |         |         |         |
| Ethnic Population: | White: 82.6% | Black: 15.7% | Asian: 1.5% | Hispanic: 1.3% |         |         |         |         |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 10      | 13      | 14      | 23         | 24      | 47      |       |
| Tot 12+    | 15.7    | 58.1    | 70.9    | 73.8       | 11.7    | 85.5    |       |
| Avg 12+    | 1.6     | 4.5     | 5.1     | 3.2        | 0.5     | 1.8     |       |
| Tot LCS    | 18.4    | 68.0    | 82.9    | 86.3       | 13.7    | 100.0   |       |
| Avg LCS    | 1.8     | 5.2     | 5.9     | 3.8        | 0.6     | 2.1     |       |

# Competitive Overview

| City of | FCC Class | FCC Freq | Power (kW) | HAAT | C Owner              | Year Date | Std Acq'd | Price (000) | Sales L | 1999 Est Revenue (000)/ | Power Ratio | Local Comm | Avg 99 | Fall 1999 | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |
|---------|-----------|----------|------------|------|----------------------|-----------|-----------|-------------|---------|-------------------------|-------------|------------|--------|-----------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|
| WGOK    | A         | 92.1     | 3.0        | 463  | d Dickey Bros Bcstg  | 70        | 9709      | 12,000      | 375     | 4,700                   | 0.99        | 10.4       | 10.4   | 8.4       | 10.0        | 7.7         | 8.5         | 9.8       | 10.2        | 9.1         | 10.7        |
| WJXA    | C         | 92.9     | 97.0       | 1053 | g South Central      | 76        | 8005      | 375         | 500     | 4,700                   | 0.99        | 6.8        | 6.8    | 8.2       | 6.1         | 5.4         | 6.5         | 6.0       | 6.0         | 5.3         | 6.3         |
| WYRB    | A         | 93.7     | 1.2        | 755  | e Tuned In Bcstg Inc | 91        | 9512      | 500         | 100     | 4,700                   | 0.99        | 0.2        | 0.2    | 0.0       | 0.0         | 0.6         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |
| WRLG    | A         | 94.1     | 3.9        | 237  | e Tuned In Bcstg Inc | 93        | 9504      | 750         | 750     | 4,700                   | 0.99        | 0.1        | 0.1    | 0.1       | 0.1         | 0.1         | 0.1         | 0.1       | 0.1         | 0.1         | 0.0         |
| WDBL    | A         | 94.3     | 3.0        | 325  | e Tuned In Bcstg Inc | 50        | 9706      | 580         | 100     | 4,700                   | 0.99        | 0.1        | 0.1    | 0.0       | 0.0         | 0.3         | 0.0         | 0.0       | 0.0         | 0.4         | 0.0         |
| WSM     | C         | 95.5     | 100.0      | 1280 | c Gaylord Bcstg Co   | 62        | 8412      | 10,000      | 7,400   | 7,400                   | 1.31        | 8.1        | 8.1    | 4.4       | 6.2         | 6.5         | 6.9         | 8.5       | 8.2         | 7.6         | 8.1         |
| WRMX    | C1        | 96.3     | 52.0       | 1286 | g South Central      | 63        | 9402      | 6,500       | 5,000   | 5,000                   | 1.12        | 6.4        | 6.4    | 5.9       | 5.3         | 5.7         | 6.3         | 4.7       | 6.5         | 5.1         | 4.3         |
| WRQO    | C2        | 97.1     | 50.0       | 492  | d Dickey Bros Bcstg  | 99        | 0013      | 11,000      | 6,500   | 5,000                   | 1.12        | 0.0        | 0.0    | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |
| WSIX    | C         | 97.9     | 100.0      | 1145 | h AMFM Inc           | 48        | 9910      | 11,000      | 12,000  | 12,000                  | 1.77        | 9.7        | 9.7    | 6.1       | 7.9         | 8.9         | 8.7         | 8.1       | 12.3        | 10.2        | 11.6        |
| WAMB    | A         | 98.7     | 0.1        | 259  | f Great Southern     | 90        |           |             | 400     | 3,500                   | 1.07        | 0.0        | 0.0    | 0.0       | 0.0         | 0.0         | 0.1         | 0.0       | 0.0         | 0.0         | 0.0         |
| WANT    | A         | 98.9     | 5.0        | 318  | f Bay, Susan         | 94        |           |             | 400     | 3,500                   | 1.07        | 0.6        | 0.6    | 0.7       | 0.4         | 0.5         | 0.8         | 0.3       | 0.5         | 0.0         | 0.0         |
| WWTN    | C         | 99.7     | 100.0      | 1296 | c Gaylord Bcstg Co   | 62        | 9508      | 3,800       | 3,500   | 3,500                   | 1.07        | 4.7        | 4.7    | 4.7       | 3.2         | 3.5         | 4.7         | 4.8       | 4.1         | 3.2         | 3.4         |
| WRLT    | A         | 100.1    | 0.2        | 1181 | e Tuned In Bcstg Inc | 61        | 9512      | 550         | 1,400   | 1,400                   | 1.25        | 1.6        | 1.6    | 0.8       | 1.4         | 1.6         | 1.6         | 0.8       | 1.2         | 0.9         | 0.9         |
| WZTO    | C1        | 101.1    | 47.0       | 1289 | h AMFM Inc           | 65        | 9910      | 1,500       | 1,500   | 1,500                   | 0.83        | 2.6        | 2.6    | 2.4       | 2.3         | 1.8         | 2.3         | 3.3       | 2.9         | 3.4         | 2.7         |
| WQZO    | C1        | 102.5    | 100.0      | 856  | a Cromwell Group     | 64        | 9201      | 1,638       | 1,500   | 1,500                   | 0.65        | 3.3        | 3.3    | 2.1       | 3.4         | 3.0         | 2.7         | 2.4       | 2.7         | 2.8         | 1.9         |
| WZPC    | C1        | 102.9    | 100.0      | 810  | a Cromwell Group     | 62        | 8911      | 2,000       | 2,000   | 2,000                   | 0.96        | 3.0        | 3.0    | 4.7       | 4.0         | 4.0         | 4.0         | 1.3       | 1.1         | 1.1         | 1.1         |
| WKDF    | C         | 103.3    | 100.0      | 1234 | b Dick Bcstg Co Inc  | 67        |           |             | 3,450   | 3,450                   | 1.21        | 4.1        | 4.1    | 4.5       | 3.4         | 3.6         | 3.9         | 3.4       | 4.2         | 4.0         | 4.6         |
| WGFX    | A         | 104.5    | 38.0       | 1424 | b Dick Bcstg Co Inc  | 60        | 9212      | 2,200       | 2,200   | 2,200                   | 0.85        | 3.7        | 3.7    | 2.7       | 3.5         | 2.5         | 3.3         | 3.6       | 4.3         | 4.3         | 5.9         |
| WBOZ    | A         | 104.9    | 6.0        | 328  | j Salem Comm Corp    | 94        | 0001      | 250         | 250     | 250                     |             | 0.7        | 0.6    | 0.4       | 0.4         | 0.4         | 0.7         | 0.8       | 0.9         | 0.7         | 0.6         |
| WVRV    | C2        | 105.1    | 50.0       | 492  | j Salem Comm Corp    | 72        | 0001      | 250         | 250     | 250                     |             | 0.2        | 0.6    | 0.1       | 0.3         | 0.3         | 0.3         | 0.6       | 0.6         | 0.1         | 0.0         |
| WNHQ    | C         | 105.9    | 98.0       | 1234 | h AMFM Inc           | 53        | 9910      | 5,200       | 5,200   | 5,200                   | 0.78        | 9.6        | 9.6    | 6.7       | 8.1         | 9.0         | 7.8         | 8.2       | 7.6         | 9.5         | 7.4         |
| WNPL    | A         | 106.7    | 1.1        | 774  | d Dickey Bros Bcstg  | 98        | 9905      | 1,580       | 150     | 150                     | 0.09        | 2.4        | 2.3    | 2.2       | 2.6         | 2.7         | 2.7         | 0.9       | 0.7         | 0.8         | 0.0         |
| WRVW    | C1        | 107.5    | 29.8       | 1234 | h AMFM Inc           | 67        | 9910      | 6,500       | 6,500   | 6,500                   | 1.29        | 7.2        | 7.8    | 6.9       | 5.9         | 6.4         | 5.7         | 4.5       | 4.9         | 5.1         | 5.1         |

FM TOTALS

# FM Stations - 23 # Compos - 22

ARB 12+ Metro Shares (see rights)

• Indicates a change since last edition

†/ See introduction section for interpretation of revenue estimates.





# Competitive Overview

| City of | FCC Class | Freq | Power (kW) | Day | Night | Year Acqd | Sales Price (000) | M A Format | Revenue (000)/ | Power Ratio | Local Comm | Avg 99 | Fall 1999 | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |
|---------|-----------|------|------------|-----|-------|-----------|-------------------|------------|----------------|-------------|------------|--------|-----------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|
|---------|-----------|------|------------|-----|-------|-----------|-------------------|------------|----------------|-------------|------------|--------|-----------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|

|                              |      |      |      |       |      |                     |      |      |      |      |       |      |      |      |     |     |     |     |     |     |     |
|------------------------------|------|------|------|-------|------|---------------------|------|------|------|------|-------|------|------|------|-----|-----|-----|-----|-----|-----|-----|
| WNSR Brentwood               | B    | 560  | 0.5  | 0.06  | 0.06 | Bell, Randolph V.   | 85   | 9712 | 185  | e    | 200   | 0.3  | 0.0  | 0.4  | 0.3 | 0.0 | 0.4 | 0.0 | 0.0 | 0.0 | 0.0 |
| WSM Nashville                | A    | 650  | 50.0 | 50.00 | c    | Gaylord Bcstg Co    | 25   | 8412 | 163  | c2   | 2,900 | 1.09 | 3.8  | 3.7  | 3.7 | 2.7 | 2.9 | 3.7 | 2.8 | 3.4 | 3.2 |
| WFCM Smyrna                  | B    | 710  | 0.3  | 0.00  | 0.00 | Moody Bible Inst    | 93   | 9706 | 163  |      | 150   | 0.1  | 0.0  | 0.0  | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| WENO Nashville               | B    | 760  | 1.0  | 0.00  | 0.00 | Radio Corp of       | 88   | 9005 | 300  |      | 150   | 0.1  | 0.0  | 0.0  | 0.0 | 0.0 | 0.4 | 0.0 | 0.0 | 0.0 | 0.0 |
| WMDB Nashville               | B    | 880  | 2.5  | 0.00  | 0.00 | Babb Bcstg Co       | 83   |      |      |      | 700   | 1.00 | 0.5  | 0.5  | 1.0 | 0.7 | 1.3 | 2.6 | 1.4 | 0.0 | 0.0 |
| WCOR Lebanon                 | B    | 900  | 0.5  | 0.14  | !    | Bay, Susan          | 49   | 9303 | 16   |      | 100   | 0.1  | 0.0  | 0.0  | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| WAKM Franklin                | B    | 950  | 2.5  | 0.08  | 0.08 | Franklin Radio      | 53   | 8209 | 600  |      | 600   |      | 0.0  | 0.0  | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.6 |
| WYFN Nashville               | B    | 980  | 5.0  | 5.00  |      | Bible Bcstg         | 27   | 9101 | 600  |      | 600   |      | 0.0  | 0.0  | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| WHIN Gallatin                | B    | 1010 | 5.0  | 0.05  |      | WHIN Inc            | 48   |      |      |      | 600   |      | 0.0  | 0.0  | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| WYXE Gallatin                | B    | 1130 | 2.3  | 0.00  | 0.00 | Deck, Richard       | 66   | 0003 | p    | 50   |       |      | 0.0  | 0.0  | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| WAMB Donelson                | B    | 1160 | 50.0 | 1.00  | f    | Great Southern      | 71   |      |      |      | 450   | 0.59 | 1.1  | 1.0  | 1.0 | 0.7 | 1.0 | 1.2 | 0.8 | 0.0 | 0.0 |
| WKDA Lebanon                 | B    | 1200 | 10.0 | 0.50  |      | Radio Nashville Inc | 79   | 9606 | cp   |      |       |      | 0.0  | 0.0  | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| WNSG Nashville               | C    | 1240 | 1.0  | 1.00  | cp   | Mortenson Bcstg     | 48   | 9808 | 600  |      | 200   | 0.7  | 0.0  | 0.7  | 0.0 | 0.9 | 0.7 | 0.0 | 0.0 | 0.0 | 0.5 |
| WDKN Dickson                 | B    | 1260 | 5.0  | 0.00  |      | Edmison/Eubank      | 55   | 8705 | 220  |      | 200   |      | 0.0  | 0.0  | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| WNQM Nashville               | B    | 1300 | 50.0 | 5.00  | cp   | F.W. Robert Bcstg   | 48   | 8312 | 700  |      | 100   |      | 0.0  | 0.0  | 0.8 | 0.6 | 0.0 | 0.0 | 0.0 | 0.4 | 0.3 |
| WNAH Nashville               | B    | 1360 | 1.0  | 0.03  |      | Hermilage Bcstg     | 49   |      |      |      |       | 0.4  | 0.0  | 0.0  | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| WHEW Franklin                | B    | 1380 | 5.0  | 0.50  |      | SG                  | 69   | 9908 | 220  |      | 200   |      | 0.0  | 0.0  | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| WZNG Shelbyville             | C    | 1400 | 1.0  | 1.00  |      | Hopkins-Hall Bcstg  | 46   | 9701 | 250  |      | 250   |      | 0.0  | 0.0  | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| WMAK Madison                 | B    | 1430 | 5.0  | 1.00  | f    | Great Southern      | 58   | 9512 | 25   |      | 0.1   |      | 0.0  | 0.0  | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| WGNS Murfreesboro            | C    | 1450 | 1.0  | 1.00  |      | Rutherford Group    | 47   | 8410 | 476  |      | 100   |      | 0.3  | 0.0  | 0.8 | 0.0 | 0.3 | 0.0 | 0.4 | 0.0 | 0.0 |
| WVOL Berry Hill              | B    | 1470 | 5.0  | 1.00  | d    | Middle Tenn Bcstg   | 51   | 0001 | p    | sw 1 | 250   | 0.14 | 2.6  | 2.3  | 2.7 | 2.2 | 1.8 | 1.9 | 1.0 | 2.6 | 0.0 |
| WLAC Nashville               | A    | 1510 | 50.0 | 50.00 | h    | AMFM Inc            | 26   | 9910 | p    | g    | 2,300 | 0.80 | 4.1  | 3.4  | 3.2 | 3.9 | 4.5 | 3.4 | 3.2 | 3.4 | 0.0 |
| WMRO Gallatin                | B    | 1560 | 1.5  | 0.00  |      | Classic Bcstg Inc   | 67   | 9310 | na   |      |       |      | 0.0  | 0.0  | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| WBLL Springfield             | B    | 1590 | 0.7  | 0.03  | e    | Tuned In Bcstg Inc  | 50   | 9706 | ct   |      |       |      | 0.0  | 0.0  | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| AM & FM Stations Profiled -  |      |      |      |       |      |                     |      |      |      |      |       |      |      |      |     |     |     |     |     |     |     |
| # AM Stations -              |      |      |      |       |      |                     |      |      |      |      |       |      |      |      |     |     |     |     |     |     |     |
| # Combos - 7                 |      |      |      |       |      |                     |      |      |      |      |       |      |      |      |     |     |     |     |     |     |     |
| # Duopolies - 11             |      |      |      |       |      |                     |      |      |      |      |       |      |      |      |     |     |     |     |     |     |     |
| Total Local Commercial Share |      |      |      |       |      |                     |      |      |      |      |       |      |      |      |     |     |     |     |     |     |     |
| AM TOTALS                    |      |      |      |       |      |                     |      |      |      |      |       |      |      |      |     |     |     |     |     |     |     |
| 14.6                         | 11.7 | 11.8 | 12.0 | 12.2  | 14.1 | 85.5                | 86.6 | 85.9 | 87.0 | 86.3 | 87.8  | 86.1 | 87.4 | 12.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |

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• Indicates a change since last edition

! See introduction section for interpretation of revenue estimates.

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Metro Rank: 44  
Revenue Rank: 37

# Hartford-New Britain-Middletown Market Overview



## Market Radio Financials

(all figures in 000's, except percentages and ratios)

|                                 | 1993          | 1994        | 1995     | 1996        | 1997     | 1998     | 2002      | 2003      | Est. Breakout             |
|---------------------------------|---------------|-------------|----------|-------------|----------|----------|-----------|-----------|---------------------------|
| <b>ESTIMATED GROSS REVENUES</b> | \$42,000      | \$46,400    | \$49,400 | \$54,200    | \$59,900 | \$65,000 | \$109,500 | \$109,500 | 70% Local<br>30% National |
| <b>REVENUES</b>                 | Δ 98 - 99     | 15.1%       | \$74,800 | \$82,300    | \$90,500 | \$99,600 | \$109,500 | \$109,500 | 10.0%                     |
| <b>REVENUE/RETAIL SALES</b>     | \$4,277,1,000 | \$5,411,000 | \$56,98  | \$8,181,000 | \$96,10  |          |           |           |                           |

## Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993     | 1998     | 1998  | 2003     | Growth Rate |
|----------------|----------|----------|-------|----------|-------------|
| MSA Population | 1,148,1  | 1,140,8  | -0.1% | 1,139,4  | 0.0%        |
| Households     | 434,4    | 433,2    | -0.1% | 437,9    | 0.2%        |
| Retail Sales   | 9,835,7  | 12,020,6 | 4.1%  | 13,383,4 | 2.2%        |
| EBI            | 23,786,6 | 24,448,7 | 0.6%  | 24,448,7 | 3.0%        |

## Demographic Breakdown

|                    | Under 12  | 12 - 17 | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 54 | Over 55 |
|--------------------|-----------|---------|---------|---------|---------|---------|---------|
| Men (000)          | 82.9      | 41.6    | 52.7    | 84.1    | 93.6    | 81.8    | 117.5   |
| Women (000)        | 554.2     | 39.9    | 51.9    | 81.6    | 96.6    | 84.5    | 152.5   |
| Total              | 1,140.8   | 162.5   | 81.5    | 104.6   | 165.6   | 190.2   | 270.0   |
| Percentage         | 100.0%    | 14.2%   | 7.1%    | 9.2%    | 14.5%   | 16.7%   | 23.7%   |
| Per Capita         | \$ 21,431 |         |         |         |         |         |         |
| Median Household   | \$ 47,189 |         |         |         |         |         |         |
| Avg Household      | \$ 56,433 |         |         |         |         |         |         |
| Ethnic Population: |           |         |         |         |         |         |         |
| White              | 87.6%     |         |         |         |         |         |         |
| Black              | 9.7%      |         |         |         |         |         |         |
| Asian              | 2.5%      |         |         |         |         |         |         |
| Hispanic           | 8.7%      |         |         |         |         |         |         |

## Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 1       | 11      | 9       | 12         | 14      | 26      |       |
| Tot 12+    | 0.6     | 56.1    | 54.3    | 56.7       | 20.8    | 77.5    |       |
| Avg 12+    | 0.6     | 5.1     | 6.0     | 4.7        | 1.5     | 3.0     |       |
| Tot LCS    | 0.8     | 72.4    | 70.1    | 73.2       | 26.8    | 100.0   |       |
| Avg LCS    | 0.8     | 6.6     | 7.8     | 6.1        | 1.9     | 3.8     |       |



| Metro Counties / Population (000) | Population     |
|-----------------------------------|----------------|
| Hartford, CT                      | 831.0          |
| Litchfield, CT                    | 20.7           |
| Middlesex, CT                     | 101.4          |
| New Haven, CT                     | 54.1           |
| Tolland, CT                       | 133.6          |
| <b>Total</b>                      | <b>1,140.8</b> |

Market: Hartford-New Britain-Middletown

Competitive Overview

Some stations also rated in markets (80), (102) and (180).

FM Stations

| City of License     | FCC Class | Power (kW) | HAAT (m) | C Owner | Year Date          | Std Acq'd | Sales L Price M (000) | A Format    | Revenue (000)/Power Ratio | Local Comm | Avg '99 | Fall 1999 | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |
|---------------------|-----------|------------|----------|---------|--------------------|-----------|-----------------------|-------------|---------------------------|------------|---------|-----------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|
| WYRZ Waterbury      | B         | 92.5       | 17.0     | 879 c   | AMFM Inc           | 61 9910 p | g                     | Country     | 8,800 1.23                | 9.8        | 8.0     | 8.4       | 8.4         | 7.9         | 7.4         | 6.9       | 6.6         | 8.4         | 7.0         |
| WZMX Hartford       | B         | 93.7       | 17.0     | 850 d   | Infinity Bcstg     | 39 9805   | g2                    | Dance Olds  | 3,000 0.92                | 4.5        | 4.0     | 4.0       | 4.0         | 4.2         | 2.5         | 3.3       | 3.0         | 3.2         | 3.8         |
| WKSJ Hartford-Merdn | B         | 95.7       | 16.5     | 879 c   | AMFM Inc           | 47 9910 p | g                     | Top 40      | 8,300 1.05                | 10.9       | 9.1     | 9.3       | 8.9         | 8.2         | 7.6         | 6.8       | 7.5         | 7.8         | 7.8         |
| WTIC Hartford       | B         | 96.5       | 20.0     | 810 d   | Infinity Bcstg     | 40 9805   | g2                    | Modern AC   | 7,000 1.08                | 8.9        | 6.5     | 6.2       | 6.9         | 7.5         | 7.1         | 6.5       | 6.7         | 7.5         | 7.5         |
| WPKX Enfield        | A         | 97.9       | 2.2      | 528 c   | AMFM Inc           | 90 9910 p | n/a                   | Country     | n/a                       | 0.9        | 0.6     | 0.6       | 0.7         | 0.8         | 0.7         | 0.8       | 0.8         | 0.8         | 0.4         |
| WPLR New Haven      | B         | 99.1       | 15.0     | 906 c   | Cox Radio Inc      | 44 9908 p | n/a                   | AOR         | n/a                       | 1.2        | 0.8     | 0.9       | 0.9         | 0.9         | 1.0         | 1.0       | 1.0         | 1.0         | 0.9         |
| WRCH New Britain    | B         | 100.5      | 7.5      | 1250 d  | Infinity Bcstg     | 68 9805   | g2                    | Soft AC     | 13,200 1.24               | 14.6       | 9.6     | 10.3      | 11.3        | 12.5        | 11.4        | 11.5      | 11.2        | 11.2        | 11.2        |
| WKCI Hamden         | B         | 101.3      | 15.0     | 876 c   | Clear Channel      | 69 9205   | See (102)             | CHR/AC      | n/a                       | 1.4        | 1.0     | 1.1       | 1.3         | 1.3         | 1.1         | 1.0       | 0.9         | 0.7         | 0.8         |
| WDRJ Hartford       | B         | 102.9      | 19.5     | 810 a   | Buckley Bcstg Corp | 36        | g                     | Oldies      | 5,900 1.25                | 6.5        | 5.6     | 5.5       | 4.7         | 4.7         | 4.5         | 6.2       | 6.0         | 5.8         | 5.8         |
| WMRQ Waterbury      | B         | 104.1      | 17.8     | 837 c   | AMFM Inc           | 67 9910 p | g                     | Modern Rock | 4,900 1.35                | 5.0        | 3.6     | 3.8       | 3.8         | 4.0         | 4.0         | 4.7       | 4.8         | 4.8         | 4.8         |
| WHCN Hartford       | B         | 105.9      | 16.0     | 866 c   | AMFM Inc           | 39 9910 p | g                     | AOR         | 3,600 1.03                | 4.8        | 3.2     | 3.7       | 4.3         | 3.7         | 3.1         | 3.0       | 2.4         | 2.3         | 2.3         |
| WCCJ Hartford       | B         | 106.9      | 23.0     | 725 b   | Marlin Bcstg Inc   | 60 9805   | 15,000 c1             | Rock        | 4,500 1.07                | 5.8        | 4.7     | 4.5       | 4.7         | 4.7         | 4.2         | 4.3       | 4.6         | 4.7         | 4.7         |

ARB 12+ Metro Shares (see rights)

| City of License     | FCC Class | Power (kW) | HAAT (m) | C Owner | Year Date          | Std Acq'd | Sales L Price M (000) | A Format    | Revenue (000)/Power Ratio | Local Comm | Avg '99 | Fall 1999 | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |
|---------------------|-----------|------------|----------|---------|--------------------|-----------|-----------------------|-------------|---------------------------|------------|---------|-----------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|
| WYRZ Waterbury      | B         | 92.5       | 17.0     | 879 c   | AMFM Inc           | 61 9910 p | g                     | Country     | 8,800 1.23                | 9.8        | 8.0     | 8.4       | 8.4         | 7.9         | 7.4         | 6.9       | 6.6         | 8.4         | 7.0         |
| WZMX Hartford       | B         | 93.7       | 17.0     | 850 d   | Infinity Bcstg     | 39 9805   | g2                    | Dance Olds  | 3,000 0.92                | 4.5        | 4.0     | 4.0       | 4.0         | 4.2         | 2.5         | 3.3       | 3.0         | 3.2         | 3.8         |
| WKSJ Hartford-Merdn | B         | 95.7       | 16.5     | 879 c   | AMFM Inc           | 47 9910 p | g                     | Top 40      | 8,300 1.05                | 10.9       | 9.1     | 9.3       | 8.9         | 8.2         | 7.6         | 6.8       | 7.5         | 7.8         | 7.8         |
| WTIC Hartford       | B         | 96.5       | 20.0     | 810 d   | Infinity Bcstg     | 40 9805   | g2                    | Modern AC   | 7,000 1.08                | 8.9        | 6.5     | 6.2       | 6.9         | 7.5         | 7.1         | 6.5       | 6.7         | 7.5         | 7.5         |
| WPKX Enfield        | A         | 97.9       | 2.2      | 528 c   | AMFM Inc           | 90 9910 p | n/a                   | Country     | n/a                       | 0.9        | 0.6     | 0.6       | 0.7         | 0.8         | 0.7         | 0.8       | 0.8         | 0.8         | 0.4         |
| WPLR New Haven      | B         | 99.1       | 15.0     | 906 c   | Cox Radio Inc      | 44 9908 p | n/a                   | AOR         | n/a                       | 1.2        | 0.8     | 0.9       | 0.9         | 0.9         | 1.0         | 1.0       | 1.0         | 1.0         | 0.9         |
| WRCH New Britain    | B         | 100.5      | 7.5      | 1250 d  | Infinity Bcstg     | 68 9805   | g2                    | Soft AC     | 13,200 1.24               | 14.6       | 9.6     | 10.3      | 11.3        | 12.5        | 11.4        | 11.5      | 11.2        | 11.2        | 11.2        |
| WKCI Hamden         | B         | 101.3      | 15.0     | 876 c   | Clear Channel      | 69 9205   | See (102)             | CHR/AC      | n/a                       | 1.4        | 1.0     | 1.1       | 1.3         | 1.3         | 1.1         | 1.0       | 0.9         | 0.7         | 0.8         |
| WDRJ Hartford       | B         | 102.9      | 19.5     | 810 a   | Buckley Bcstg Corp | 36        | g                     | Oldies      | 5,900 1.25                | 6.5        | 5.6     | 5.5       | 4.7         | 4.7         | 4.5         | 6.2       | 6.0         | 5.8         | 5.8         |
| WMRQ Waterbury      | B         | 104.1      | 17.8     | 837 c   | AMFM Inc           | 67 9910 p | g                     | Modern Rock | 4,900 1.35                | 5.0        | 3.6     | 3.8       | 3.8         | 4.0         | 4.0         | 4.7       | 4.8         | 4.8         | 4.8         |
| WHCN Hartford       | B         | 105.9      | 16.0     | 866 c   | AMFM Inc           | 39 9910 p | g                     | AOR         | 3,600 1.03                | 4.8        | 3.2     | 3.7       | 4.3         | 3.7         | 3.1         | 3.0       | 2.4         | 2.3         | 2.3         |
| WCCJ Hartford       | B         | 106.9      | 23.0     | 725 b   | Marlin Bcstg Inc   | 60 9805   | 15,000 c1             | Rock        | 4,500 1.07                | 5.8        | 4.7     | 4.5       | 4.7         | 4.7         | 4.2         | 4.3       | 4.6         | 4.7         | 4.7         |

ARB 12+ Metro Shares (see rights)

| City of License     | FCC Class | Power (kW) | HAAT (m) | C Owner | Year Date          | Std Acq'd | Sales L Price M (000) | A Format    | Revenue (000)/Power Ratio | Local Comm | Avg '99 | Fall 1999 | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |
|---------------------|-----------|------------|----------|---------|--------------------|-----------|-----------------------|-------------|---------------------------|------------|---------|-----------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|
| WYRZ Waterbury      | B         | 92.5       | 17.0     | 879 c   | AMFM Inc           | 61 9910 p | g                     | Country     | 8,800 1.23                | 9.8        | 8.0     | 8.4       | 8.4         | 7.9         | 7.4         | 6.9       | 6.6         | 8.4         | 7.0         |
| WZMX Hartford       | B         | 93.7       | 17.0     | 850 d   | Infinity Bcstg     | 39 9805   | g2                    | Dance Olds  | 3,000 0.92                | 4.5        | 4.0     | 4.0       | 4.0         | 4.2         | 2.5         | 3.3       | 3.0         | 3.2         | 3.8         |
| WKSJ Hartford-Merdn | B         | 95.7       | 16.5     | 879 c   | AMFM Inc           | 47 9910 p | g                     | Top 40      | 8,300 1.05                | 10.9       | 9.1     | 9.3       | 8.9         | 8.2         | 7.6         | 6.8       | 7.5         | 7.8         | 7.8         |
| WTIC Hartford       | B         | 96.5       | 20.0     | 810 d   | Infinity Bcstg     | 40 9805   | g2                    | Modern AC   | 7,000 1.08                | 8.9        | 6.5     | 6.2       | 6.9         | 7.5         | 7.1         | 6.5       | 6.7         | 7.5         | 7.5         |
| WPKX Enfield        | A         | 97.9       | 2.2      | 528 c   | AMFM Inc           | 90 9910 p | n/a                   | Country     | n/a                       | 0.9        | 0.6     | 0.6       | 0.7         | 0.8         | 0.7         | 0.8       | 0.8         | 0.8         | 0.4         |
| WPLR New Haven      | B         | 99.1       | 15.0     | 906 c   | Cox Radio Inc      | 44 9908 p | n/a                   | AOR         | n/a                       | 1.2        | 0.8     | 0.9       | 0.9         | 0.9         | 1.0         | 1.0       | 1.0         | 1.0         | 0.9         |
| WRCH New Britain    | B         | 100.5      | 7.5      | 1250 d  | Infinity Bcstg     | 68 9805   | g2                    | Soft AC     | 13,200 1.24               | 14.6       | 9.6     | 10.3      | 11.3        | 12.5        | 11.4        | 11.5      | 11.2        | 11.2        | 11.2        |
| WKCI Hamden         | B         | 101.3      | 15.0     | 876 c   | Clear Channel      | 69 9205   | See (102)             | CHR/AC      | n/a                       | 1.4        | 1.0     | 1.1       | 1.3         | 1.3         | 1.1         | 1.0       | 0.9         | 0.7         | 0.8         |
| WDRJ Hartford       | B         | 102.9      | 19.5     | 810 a   | Buckley Bcstg Corp | 36        | g                     | Oldies      | 5,900 1.25                | 6.5        | 5.6     | 5.5       | 4.7         | 4.7         | 4.5         | 6.2       | 6.0         | 5.8         | 5.8         |
| WMRQ Waterbury      | B         | 104.1      | 17.8     | 837 c   | AMFM Inc           | 67 9910 p | g                     | Modern Rock | 4,900 1.35                | 5.0        | 3.6     | 3.8       | 3.8         | 4.0         | 4.0         | 4.7       | 4.8         | 4.8         | 4.8         |
| WHCN Hartford       | B         | 105.9      | 16.0     | 866 c   | AMFM Inc           | 39 9910 p | g                     | AOR         | 3,600 1.03                | 4.8        | 3.2     | 3.7       | 4.3         | 3.7         | 3.1         | 3.0       | 2.4         | 2.3         | 2.3         |
| WCCJ Hartford       | B         | 106.9      | 23.0     | 725 b   | Marlin Bcstg Inc   | 60 9805   | 15,000 c1             | Rock        | 4,500 1.07                | 5.8        | 4.7     | 4.5       | 4.7         | 4.7         | 4.2         | 4.3       | 4.6         | 4.7         | 4.7         |

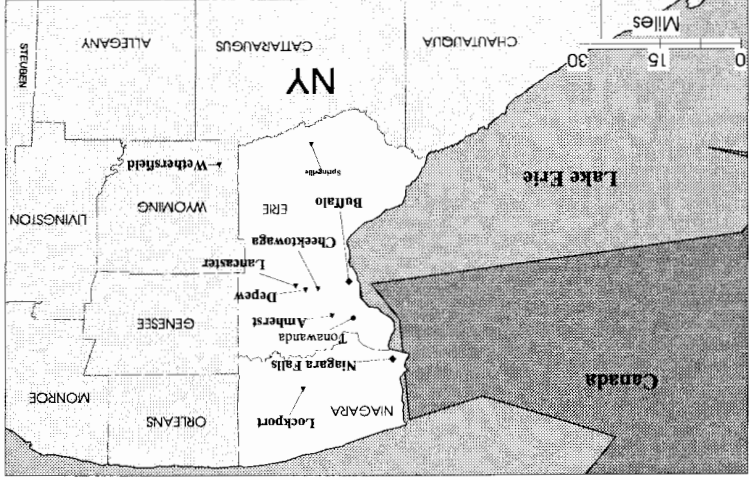
ARB 12+ Metro Shares (see rights)

| City of License     | FCC Class | Power (kW) | HAAT (m) | C Owner | Year Date          | Std Acq'd | Sales L Price M (000) | A Format    | Revenue (000)/Power Ratio | Local Comm | Avg '99 | Fall 1999 | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |
|---------------------|-----------|------------|----------|---------|--------------------|-----------|-----------------------|-------------|---------------------------|------------|---------|-----------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|
| WYRZ Waterbury      | B         | 92.5       | 17.0     | 879 c   | AMFM Inc           | 61 9910 p | g                     | Country     | 8,800 1.23                | 9.8        | 8.0     | 8.4       | 8.4         | 7.9         | 7.4         | 6.9       | 6.6         | 8.4         | 7.0         |
| WZMX Hartford       | B         | 93.7       | 17.0     | 850 d   | Infinity Bcstg     | 39 9805   | g2                    | Dance Olds  | 3,000 0.92                | 4.5        | 4.0     | 4.0       | 4.0         | 4.2         | 2.5         | 3.3       | 3.0         | 3.2         | 3.8         |
| WKSJ Hartford-Merdn | B         | 95.7       | 16.5     | 879 c   | AMFM Inc           | 47 9910 p | g                     | Top 40      | 8,300 1.05                | 10.9       | 9.1     | 9.3       | 8.9         | 8.2         | 7.6         | 6.8       | 7.5         | 7.8         | 7.8         |
| WTIC Hartford       | B         | 96.5       | 20.0     | 810 d   | Infinity Bcstg     | 40 9805   | g2                    | Modern AC   | 7,000 1.08                | 8.9        | 6.5     | 6.2       | 6.9         | 7.5         | 7.1         | 6.5       | 6.7         | 7.5         | 7.5         |
| WPKX Enfield        | A         | 97.9       | 2.2      | 528 c   | AMFM Inc           | 90 9910 p | n/a                   | Country     | n/a                       | 0.9        | 0.6     | 0.6       | 0.7         | 0.8         | 0.7         | 0.8       | 0.8         | 0.8         | 0.4         |
| WPLR New Haven      | B         | 99.1       | 15.0     | 906 c   | Cox Radio Inc      | 44 9908 p | n/a                   | AOR         | n/a                       | 1.2        | 0.8     | 0.9       | 0.9         | 0.9         | 1.0         | 1.0       | 1.0         | 1.0         | 0.9         |
| WRCH New Britain    | B         | 100.5      | 7.5      | 1250 d  | Infinity Bcstg     | 68 9805   | g2                    | Soft AC     | 13,200 1.24               | 14.6       | 9.6     | 10.3      | 11.3        | 12.5        | 11.4        | 11.5      | 11.2        | 11.2        | 11.2        |
| WKCI Hamden         | B         | 101.3      | 15.0     | 876 c   | Clear Channel      | 69 9205   | See (102)             | CHR/AC      | n/a                       | 1.4        | 1.0     | 1.1       | 1.3         | 1.3         | 1.1         | 1.0       | 0.9         | 0.7         | 0.8         |
| WDRJ Hartford       | B         | 102.9      | 19.5     | 810 a   | Buckley Bcstg Corp | 36        | g                     | Oldies      | 5,900 1.25                | 6.5        | 5.6     | 5.5       | 4.7         | 4.7         | 4.5         | 6.2       | 6.0         | 5.8         | 5.8         |
| WMRQ Waterbury      | B         | 104.1      | 17.8     | 837 c   | AMFM Inc           | 67 9910 p | g                     | Modern Rock | 4,900 1.35                | 5.0        | 3.6     | 3.8       | 3.8         | 4.0         | 4.0         | 4.7       | 4.8         | 4.8         | 4.8         |
| WHCN Hartford       | B         | 105.9      | 16.0     | 866 c   | AMFM Inc           | 39 9910 p | g                     | AOR         | 3,600 1.03                | 4.8        | 3.2     | 3.7       | 4.3         | 3.7         | 3.1         | 3.0       | 2.4         | 2.3         | 2.3         |
| WCCJ Hartford       | B         | 106.9      | 23.0     | 725 b   | Marlin Bcstg Inc   | 60 9805   | 15,000 c1             | Rock        | 4,500 1.07                | 5.8        | 4.7     | 4.5       | 4.7         | 4.7         | 4.2         | 4.3       | 4.6         | 4.7         | 4.7         |

ARB 12+ Metro Shares (see rights)

| City of License     | FCC Class | Power (kW) | HAAT (m) | C Owner | Year Date      | Std Acq'd | Sales L Price M (000) | A Format   | Revenue (000)/Power Ratio | Local Comm | Avg '99 | Fall 1999 | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |
|---------------------|-----------|------------|----------|---------|----------------|-----------|-----------------------|------------|---------------------------|------------|---------|-----------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|
| WYRZ Waterbury      | B         | 92.5       | 17.0     | 879 c   | AMFM Inc       | 61 9910 p | g                     | Country    | 8,800 1.23                | 9.8        | 8.0     | 8.4       | 8.4         | 7.9         | 7.4         | 6.9       | 6.6         | 8.4         | 7.0         |
| WZMX Hartford       | B         | 93.7       | 17.0     | 850 d   | Infinity Bcstg | 39 9805   | g2                    | Dance Olds | 3,000 0.92                | 4.5        | 4.0     | 4.0       | 4.0         | 4.2         | 2.5         | 3.3       | 3.0         | 3.2         | 3.8         |
| WKSJ Hartford-Merdn | B         | 95.7       | 16.5     | 879 c   | AMFM Inc       | 47 9910 p | g                     | Top 40     | 8,300 1.05                | 10.9       | 9.1     | 9.3       | 8.9         | 8.2         | 7.6         | 6.8       | 7.5         | 7.8         | 7.8         |
| WTIC Hartford       | B         | 96.5       | 20.0     | 810 d   | Infinity Bcstg | 40 9805   | g2                    | Modern AC  | 7,000 1.08                | 8.9        | 6.5     | 6.2       | 6.9         | 7.5         | 7.1         | 6.5       | 6.7         | 7.5         | 7.5         |
| WPKX Enfield        | A         | 97.9       | 2.2      | 528 c   | AMFM Inc       | 90 9910 p | n/a                   | Country    | n/a                       | 0.9        | 0.6     | 0.6       | 0.7         | 0.8         | 0.7         | 0.8       | 0.8         | 0.8         | 0.4         |
| WPLR New Haven      | B         | 99.1       | 15.0     | 906 c   | Cox Radio Inc  | 44 9908 p | n/a                   | AOR        | n/a                       | 1.2        | 0.8     | 0.9       | 0.9         | 0.9         | 1.0         | 1.0       | 1.0         | 1.0         | 0.9</       |

Metro Rank: 45  
Revenue Rank: 42



Metro Counties / Population (000)

|              |                |
|--------------|----------------|
| Erie, NY     | 932.7          |
| Niagara, NY  | 217.4          |
| <b>Total</b> | <b>1,150.1</b> |

# Buffalo-Niagara Falls, NY Market Overview



## Market Radio Financials

(all figures in 000's, except percentages and ratios)

|                                 | 1993        | 1994        | 1995        | 1996        | 1997        | 1998        | 1999        | 2000        | 2001        | 2002        | 2003        | Est. Breakout |
|---------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------------|
| <b>ESTIMATED GROSS REVENUES</b> | \$32,500    | \$37,000    | \$39,900    | \$43,700    | \$46,700    | \$52,900    | \$52,900    | \$52,900    | \$52,900    | \$52,900    | \$52,900    | 10.2%         |
| Δ 98 - 99                       |             |             |             |             |             |             |             |             |             |             |             |               |
| Δ 99 - 03                       |             |             |             |             |             |             |             |             |             |             |             | 6.2%          |
| Revenue/Capita                  | \$3,681,000 | \$5,021,000 | \$6,161,000 | \$6,161,000 | \$6,161,000 | \$6,161,000 | \$6,161,000 | \$6,161,000 | \$6,161,000 | \$6,161,000 | \$6,161,000 | 82%           |
| Revenue/Retail Sales            | \$27.36     | \$46.00     | \$63.54     | \$63.54     | \$63.54     | \$63.54     | \$63.54     | \$63.54     | \$63.54     | \$63.54     | \$63.54     | 18%           |

## Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993     | 1998     | 2003     |
|----------------|----------|----------|----------|
| MSA Population | 1,187.9  | 1,150.1  | 1,122.2  |
| Households     | 465.2    | 452.3    | 448.9    |
| Retail Sales   | 8,821.7  | 10,531.3 | 11,572.9 |
| EBI            | 17,931.3 | 17,803.9 | 20,268.0 |
| Growth Rate    |          |          |          |
| Households     | -0.6%    | -0.6%    | -0.5%    |
| Retail Sales   | 3.6%     | 3.6%     | 1.9%     |
| EBI            | -0.1%    | -0.1%    | 2.6%     |

## Demographic Breakdown

|                    | Under 12  | 12 - 17 | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 54 | Over 55 |
|--------------------|-----------|---------|---------|---------|---------|---------|---------|
| Men (000)          | 549.9     | 87.1    | 44.3    | 51.6    | 76.2    | 86.5    | 74.0    |
| Women (000)        | 600.2     | 83.1    | 42.6    | 51.1    | 77.0    | 90.4    | 81.3    |
| Total              | 1,150.1   | 170.2   | 87.0    | 102.7   | 153.2   | 176.9   | 155.3   |
| Percentage         | 100.0%    | 14.8%   | 7.6%    | 8.9%    | 13.3%   | 15.4%   | 13.5%   |
| Per Capita         | \$ 15,480 |         |         |         |         |         |         |
| Median Household   | \$ 32,260 |         |         |         |         |         |         |
| Avg Household      | \$ 39,363 |         |         |         |         |         |         |
| Ethnic Population: |           |         |         |         |         |         |         |
| White              | 86.0%     |         |         |         |         |         |         |
| Black              | 11.9%     |         |         |         |         |         |         |
| Asian              | 1.4%      |         |         |         |         |         |         |
| Hispanic           | 2.7%      |         |         |         |         |         |         |

## Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 12      | 9       | 12      | 14         | 26      |         |       |
| Tot 12+    | 61.2    | 58.9    | 61.2    | 20.9       | 82.1    |         |       |
| Avg 12+    | 5.1     | 6.5     | 5.1     | 1.5        | 3.2     |         |       |
| Tot LCS    | 74.5    | 71.7    | 74.5    | 25.5       | 100.0   |         |       |
| Avg LCS    | 6.2     | 8.0     | 6.2     | 1.8        | 3.8     |         |       |

## Competitive Overview

### FM Stations

| City of            | FCC Class | Power (kW) | HAAT C | Owner  | Year Acqd         | Std Acqd | Price (000) | Sales L | 1999 Est | Avg '99 | Local | Fall | Summer | Spring | Winter | 1998 | 1998 | 1998 |  |
|--------------------|-----------|------------|--------|--------|-------------------|----------|-------------|---------|----------|---------|-------|------|--------|--------|--------|------|------|------|--|
| Buffalo            | B         | 92.9       | 91.0   | 581 c  | Infinity Bcstg    | 47       | 9805        | 2,250   | 1.01     | 4.0     | 4.4   | 3.9  | 3.3    | 3.2    | 3.3    | 3.4  | 4.0  | 4.6  |  |
| Buffalo            | B         | 93.7       | 47.1   | 505 c  | Infinity Bcstg    | 64       | 0003 p      | 4,000   | 0.84     | 9.0     | 7.5   | 7.7  | 7.6    | 7.5    | 7.9    | 8.0  | 7.5  | 7.8  |  |
| Buffalo            | B         | 94.5       | 105.0  | 709 b  | Wstrn NY Public   | 60       |             |         |          | 9.0     | 0.0   | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  | 0.0  | 0.0  |  |
| Buffalo            | B         | 96.1       | 47.1   | 505 c  | Infinity Bcstg    | 66       | 9805        | 5,000   | 1.01     | 8.9     | 6.9   | 6.1  | 8.2    | 7.5    | 7.2    | 8.5  | 8.5  | 8.0  |  |
| Buffalo            | B         | 98.5       | 46.0   | 420 a  | Entercom          | 46       | 9912        | 5,200   | 1.03     | 9.1     | 8.0   | 8.5  | 8.1    | 7.3    | 7.0    | 7.6  | 7.6  | 6.6  |  |
| Buffalo            | B         | 99.5       | 110.0  | 640 c  | Crawford Bcstg Co | 63       |             | 450     |          | 5.8     | 1.1   | 0.8  | 0.8    | 0.8    | 0.8    | 0.6  | 1.0  | 1.0  |  |
| Buffalo            | B         | 102.5      | 110.0  | 1339 a | Entercom          | 46       | 9912        | 4,500   | 1.40     | 5.8     | 4.6   | 4.4  | 4.9    | 5.6    | 4.8    | 5.0  | 4.2  | 4.6  |  |
| Buffalo            | B         | 103.3      | 49.0   | 348 d  | Citadel Comm Corp | 47       | 9910 p      | 4,600   | 1.56     | 5.3     | 4.5   | 5.2  | 4.1    | 4.3    | 4.5    | 4.8  | 4.6  | 4.5  |  |
| Buffalo            | B         | 104.1      | 50.0   | 387 d  | Citadel Comm Corp | 54       | 9910 p      | 5,400   | 1.23     | 7.9     | 5.9   | 6.6  | 8.2    | 5.9    | 6.2    | 6.8  | 7.7  | 7.2  |  |
| Buffalo            | B         | 106.5      | 50.0   | 466 c  | Infinity Bcstg    | 62       | 9805        | 5,900   | 0.99     | 10.7    | 8.8   | 8.7  | 9.6    | 8.2    | 9.9    | 8.7  | 8.3  | 8.7  |  |
| Wethersfield       | B         | 107.7      | 18.0   | 801    | Casciani Comm Inc | 48       | 8808        | 1,200   | 1.20     | 1.8     | 1.2   | 1.4  | 1.7    | 1.4    | 1.6    | 1.4  | 1.0  | 1.3  |  |
| FM TOTALS          |           |            |        |        |                   |          |             |         |          |         |       |      |        |        |        |      |      |      |  |
| # FM Stations - 12 |           |            |        |        |                   |          |             |         |          |         |       |      |        |        |        |      |      |      |  |
| # Combs - 9        |           |            |        |        |                   |          |             |         |          |         |       |      |        |        |        |      |      |      |  |

### AM Stations

| City of            | FCC Class | Power (kW) | Owner | Year Acqd | Std Acqd           | Price (000) | Sales L | 1999 Est | Avg '99 | Local | Fall | Summer | Spring | Winter | 1998 | 1998 | 1998 |     |  |
|--------------------|-----------|------------|-------|-----------|--------------------|-------------|---------|----------|---------|-------|------|--------|--------|--------|------|------|------|-----|--|
| Buffalo            | B         | 550        | 5.0   | 5.00      | Entercom           | 22          | 9912    | 2,800    | 0.83    | 6.1   | 4.5  | 4.2    | 5.2    | 5.9    | 5.3  | 4.7  | 5.5  | 5.6 |  |
| Buffalo            | B         | 770        | 5.0   | 5.00      | Birach Bcstg Corp  | 98          | 9604    | 409      | cp      | 8.9   | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  | 0.0  | 0.0  | 0.0 |  |
| Buffalo            | B         | 930        | 5.0   | 5.00      | Entercom           | 30          | 9912    | 4,850    | 0.98    | 8.9   | 6.8  | 7.0    | 7.7    | 7.6    | 7.9  | 7.1  | 7.9  | 8.5 |  |
| Buffalo            | B         | 970        | 5.0   | 5.00      | Wstrn NY Public    | 24          | 7608    |          |         | 0.0   | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  | 0.0  | 0.0  | 0.0 |  |
| Amherst            | B         | 1080       | 1.0   | 0.00      | Sheridan Bcstg     | 48          | 7203    |          |         | 0.8   | 0.4  | 0.3    | 0.9    | 0.5    | 1.0  | 0.7  | 1.0  | 0.4 |  |
| Buffalo            | B         | 1120       | 1.0   | 0.00      | Citadel Comm Corp  | 47          | 9910 p  | 200      | 0.36    | 1.0   | 0.3  | 0.6    | 0.8    | 1.3    | 0.4  | 0.4  | 0.4  | 0.5 |  |
| Buffalo            | B         | 1230       | 1.0   | 1.00      | Infinity Bcstg     | 56          | 9805    | 1,200    | 0.35    | 6.1   | 5.3  | 4.8    | 4.9    | 5.8    | 5.2  | 6.8  | 4.8  | 6.1 |  |
| Niagara Falls      | B         | 1270       | 5.0   | 5.0       | Citadel Comm Corp  | 40          | 9910 p  |          |         | 0.1   | 0.0  | 0.3    | 0.0    | 0.0    | 0.4  | 0.3  | 0.3  | 0.3 |  |
| Lancaster          | B         | 1300       | 5.0   | 5.0       | Dome Bcstg         | 64          | 7011    | 250      |         | 0.6   | 0.6  | 0.6    | 0.3    | 0.7    | 0.6  | 0.4  | 0.4  | 0.5 |  |
| Sprngville         | B         | 1330       | 1.0   | 1.00      | Hawk Comm Inc      | 86          | 9103    |          |         | 0.6   | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  | 0.0  | 0.0  | 0.0 |  |
| Lockport           | C         | 1340       | 1.0   | 1.00      | Culver Comm        | 47          | 8109    | 550      |         | 0.6   | 0.6  | 0.5    | 0.7    | 0.6    | 0.4  | 0.3  | 0.6  | 0.7 |  |
| Buffalo            | C         | 1400       | 1.0   | 1.00      | Entercom           | 34          | 9912    | 350      | 0.37    | 1.7   | 1.1  | 1.4    | 1.7    | 1.5    | 1.3  | 1.6  | 1.4  | 1.5 |  |
| Niagara Falls      | B         | 1440       | 1.0   | 0.06      | M.J. Phillips Comm | 47          | 9211    | 225      |         | 0.1   | 0.3  | 0.4    | 0.0    | 0.0    | 0.0  | 0.0  | 0.0  | 0.7 |  |
| Buffalo            | A         | 1520       | 50.0  | 50.00     | Entercom           | 25          | 9912    | 300      | 0.49    | 1.1   | 1.0  | 0.9    | 0.7    | 0.6    | 1.4  | 1.1  | 0.7  | 0.6 |  |
| AM TOTALS          |           |            |       |           |                    |             |         |          |         |       |      |        |        |        |      |      |      |     |  |
| # AM Stations - 14 |           |            |       |           |                    |             |         |          |         |       |      |        |        |        |      |      |      |     |  |
| # Combs - 7        |           |            |       |           |                    |             |         |          |         |       |      |        |        |        |      |      |      |     |  |

### AM & FM Stations Profiled - 26

| City of                      | FCC Class | Power (kW) | Owner | Year Acqd | Std Acqd           | Price (000) | Sales L | 1999 Est | Avg '99 | Local | Fall | Summer | Spring | Winter | 1998 | 1998 | 1998 |     |  |
|------------------------------|-----------|------------|-------|-----------|--------------------|-------------|---------|----------|---------|-------|------|--------|--------|--------|------|------|------|-----|--|
| Buffalo                      | B         | 550        | 5.0   | 5.00      | Entercom           | 22          | 9912    | 2,800    | 0.83    | 6.1   | 4.5  | 4.2    | 5.2    | 5.9    | 5.3  | 4.7  | 5.5  | 5.6 |  |
| Buffalo                      | B         | 770        | 5.0   | 5.00      | Birach Bcstg Corp  | 98          | 9604    | 409      | cp      | 8.9   | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  | 0.0  | 0.0  | 0.0 |  |
| Buffalo                      | B         | 930        | 5.0   | 5.00      | Entercom           | 30          | 9912    | 4,850    | 0.98    | 8.9   | 6.8  | 7.0    | 7.7    | 7.6    | 7.9  | 7.1  | 7.9  | 8.5 |  |
| Buffalo                      | B         | 970        | 5.0   | 5.00      | Wstrn NY Public    | 24          | 7608    |          |         | 0.0   | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  | 0.0  | 0.0  | 0.0 |  |
| Amherst                      | B         | 1080       | 1.0   | 0.00      | Sheridan Bcstg     | 48          | 7203    |          |         | 0.8   | 0.4  | 0.3    | 0.9    | 0.5    | 1.0  | 0.7  | 1.0  | 0.4 |  |
| Buffalo                      | B         | 1120       | 1.0   | 0.00      | Citadel Comm Corp  | 47          | 9910 p  | 200      | 0.36    | 1.0   | 0.3  | 0.6    | 0.8    | 1.3    | 0.4  | 0.4  | 0.4  | 0.5 |  |
| Niagara Falls                | B         | 1230       | 1.0   | 1.00      | Infinity Bcstg     | 56          | 9805    | 1,200    | 0.35    | 6.1   | 5.3  | 4.8    | 4.9    | 5.8    | 5.2  | 6.8  | 4.8  | 6.1 |  |
| Lancaster                    | B         | 1300       | 5.0   | 5.0       | Dome Bcstg         | 64          | 7011    | 250      |         | 0.6   | 0.6  | 0.6    | 0.3    | 0.7    | 0.6  | 0.4  | 0.4  | 0.5 |  |
| Sprngville                   | B         | 1330       | 1.0   | 1.00      | Hawk Comm Inc      | 86          | 9103    |          |         | 0.6   | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  | 0.0  | 0.0  | 0.0 |  |
| Lockport                     | C         | 1340       | 1.0   | 1.00      | Culver Comm        | 47          | 8109    | 550      |         | 0.6   | 0.6  | 0.5    | 0.7    | 0.6    | 0.4  | 0.3  | 0.6  | 0.7 |  |
| Buffalo                      | C         | 1400       | 1.0   | 1.00      | Entercom           | 34          | 9912    | 350      | 0.37    | 1.7   | 1.1  | 1.4    | 1.7    | 1.5    | 1.3  | 1.6  | 1.4  | 1.5 |  |
| Niagara Falls                | B         | 1440       | 1.0   | 0.06      | M.J. Phillips Comm | 47          | 9211    | 225      |         | 0.1   | 0.3  | 0.4    | 0.0    | 0.0    | 0.0  | 0.0  | 0.0  | 0.7 |  |
| Buffalo                      | A         | 1520       | 50.0  | 50.00     | Entercom           | 25          | 9912    | 300      | 0.49    | 1.1   | 1.0  | 0.9    | 0.7    | 0.6    | 1.4  | 1.1  | 0.7  | 0.6 |  |
| Total Local Commercial Share |           |            |       |           |                    |             |         |          |         |       |      |        |        |        |      |      |      |     |  |
| 82.1                         |           |            |       |           |                    |             |         |          |         |       |      |        |        |        |      |      |      |     |  |
| 83.6                         |           |            |       |           |                    |             |         |          |         |       |      |        |        |        |      |      |      |     |  |
| 86.0                         |           |            |       |           |                    |             |         |          |         |       |      |        |        |        |      |      |      |     |  |
| 84.4                         |           |            |       |           |                    |             |         |          |         |       |      |        |        |        |      |      |      |     |  |
| 85.4                         |           |            |       |           |                    |             |         |          |         |       |      |        |        |        |      |      |      |     |  |
| 85.3                         |           |            |       |           |                    |             |         |          |         |       |      |        |        |        |      |      |      |     |  |
| 85.3                         |           |            |       |           |                    |             |         |          |         |       |      |        |        |        |      |      |      |     |  |
| 23.0                         |           |            |       |           |                    |             |         |          |         |       |      |        |        |        |      |      |      |     |  |
| 23.5                         |           |            |       |           |                    |             |         |          |         |       |      |        |        |        |      |      |      |     |  |
| 24.4                         |           |            |       |           |                    |             |         |          |         |       |      |        |        |        |      |      |      |     |  |
| 24.0                         |           |            |       |           |                    |             |         |          |         |       |      |        |        |        |      |      |      |     |  |
| 22.7                         |           |            |       |           |                    |             |         |          |         |       |      |        |        |        |      |      |      |     |  |
| 27.1                         |           |            |       |           |                    |             |         |          |         |       |      |        |        |        |      |      |      |     |  |
| 20.9                         |           |            |       |           |                    |             |         |          |         |       |      |        |        |        |      |      |      |     |  |
| 21.0                         |           |            |       |           |                    |             |         |          |         |       |      |        |        |        |      |      |      |     |  |
| 20.9                         |           |            |       |           |                    |             |         |          |         |       |      |        |        |        |      |      |      |     |  |
| 25.4                         |           |            |       |           |                    |             |         |          |         |       |      |        |        |        |      |      |      |     |  |

• Indicates a change since last edition  
 † See introduction section for interpretation of revenue estimates.

Metro Rank: 46  
Revenue Rank: 41



Metro Counties / Population (000)

|                 |                |
|-----------------|----------------|
| Fayette, TN     | 30.9           |
| Shelby, TN      | 872.1          |
| Tipton, TN      | 48.0           |
| Crittenden, AR  | 50.1           |
| Mississippi, AR | 50.8           |
| De Soto, MS     | 99.3           |
| Marshall, MS    | 32.3           |
| <b>Total</b>    | <b>1,183.5</b> |

# Memphis Market Overview



Market Radio Financials (all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES | Revenue/Retail Sales |              |             |             |          |
|--------------------------|----------------------|--------------|-------------|-------------|----------|
|                          | 1993                 | 1994         | 1995        | 1996        | 1997     |
| \$35,500                 | \$41,600             | \$41,700     | \$43,900    | \$46,800    | \$52,700 |
| Δ 98 - 99                | 10.6%                | \$58,300     | \$64,100    | \$69,200    | \$75,400 |
| Δ 99 - 03                | 8.7%                 | \$81,500     |             |             |          |
| Est. Breakout            | Local 83%            | National 17% |             |             |          |
|                          | Revenue/Capita       | \$4,041,000  | \$4,381,000 | \$5,281,000 | \$67.23  |

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

| Growth Rate    | Growth Rate |          |      |          |          |
|----------------|-------------|----------|------|----------|----------|
|                | 1993        | 1998     | 1998 | 1998     | 2003     |
| MSA Population | 1,144.4     | 1,183.5  | 0.7% | 1,183.5  | 1,212.3  |
| Households     | 416.1       | 436.5    | 1.0% | 436.5    | 455.7    |
| Retail Sales   | 8,788.6     | 12,032.0 | 6.5% | 12,032.0 | 15,432.9 |
| EBI            | 17,130.3    | 19,474.7 | 2.6% | 19,474.7 | 25,220.8 |

## Demographic Breakdown

|                    | Total       | Under 12    | 12 - 17    | 18 - 24       | 25 - 34 | 35 - 44 | 45 - 54 | Over 55 |
|--------------------|-------------|-------------|------------|---------------|---------|---------|---------|---------|
| Men (000)          | 568.1       | 106.9       | 55.5       | 57.3          | 82.7    | 93.8    | 74.9    | 97.0    |
| Women (000)        | 615.4       | 102.2       | 53.7       | 55.0          | 87.4    | 101.6   | 82.4    | 133.1   |
| Total              | 1,183.5     | 209.1       | 109.2      | 112.3         | 170.1   | 195.4   | 157.4   | 230.1   |
| Percentage         | 100.0%      | 17.7%       | 9.2%       | 9.5%          | 14.4%   | 16.5%   | 13.3%   | 19.4%   |
| Per Capita         | \$ 16,455   |             |            |               |         |         |         |         |
| Median Household   | \$ 33,959   |             |            |               |         |         |         |         |
| Avg Household      | \$ 44,616   |             |            |               |         |         |         |         |
| Ethnic Population: | White 56.6% | Black 42.1% | Asian 1.1% | Hispanic 1.4% |         |         |         |         |

## Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMS | All FMS | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 11      | 10      | 13      | 21         | 20      | 41      |       |
| Tot 12+    | 16.3    | 49.9    | 65.9    | 66.2       | 21.3    | 87.5    |       |
| Avg 12+    | 1.5     | 5.0     | 5.1     | 3.2        | 1.1     | 2.1     |       |
| Tot LCS    | 18.6    | 57.0    | 75.3    | 75.7       | 24.3    | 100.0   |       |
| Avg LCS    | 1.7     | 5.7     | 5.8     | 3.6        | 1.2     | 2.4     |       |

# Competitive Overview

| City of Calls      | FCC Class | Power (kW) | HAAT  | C Owner | Year Date           | Std Acq'd | Sales Price (000) | M A Format  | 1999 Est Revenue (000)/Ratio | 1999 Est  |                 |             |             | Avg 99 Local Comm |
|--------------------|-----------|------------|-------|---------|---------------------|-----------|-------------------|-------------|------------------------------|-----------|-----------------|-------------|-------------|-------------------|
|                    |           |            |       |         |                     |           |                   |             |                              | Fall 1999 | Spring 1999     | Winter 1999 | Summer 1999 |                   |
| WKRA Holly Springs | A         | 92.7       | 3.0   | 299 h   | Autry, Billy        | 76        | 9408              | 250 ct      | 0.3                          | 0.0       | 0.0             | 0.0         | 0.0         | 0.3               |
| WMFS Bartlett      | A         | 92.9       | 6.0   | 328     | Belz Bcstg Co       | 94        | 8203              | AOR         | 650                          | 0.44      | 2.0             | 2.9         | 2.0         | 2.2               |
| WKBC Covington     | A         | 93.5       | 6.0   | 328     | f Covington Bcstg   | 65        | 8203              | AC          |                              |           | 0.0             | 0.0         | 0.0         | 0.0               |
| KAMU Gossnell      | A         | 93.9       | 2.0   | 328     | Sudbury Bcst        | 99        |                   | Urban       |                              |           | 0.3             | 0.0         | 0.0         | 0.0               |
| WOGY Germantown    | C2        | 94.1       | 50.0  | 472 e   | Entercom            | 77        | 9912              | g2          | 2,950                        | 1.33      | 3.9             | 2.8         | 3.1         | 4.4               |
| KSUD Turrell       | A         | 94.7       | 6.0   | 328     | d Pollack Bcstg Co  | 99        |                   | ChrsContemp |                              |           | 0.2             | 0.0         | 0.0         | 0.0               |
| WYLT Byhalia       | A         | 94.9       | 3.6   | 423     | a Educational Media | 99        | 9912              | p           | 1,400                        |           | 0.0             | 0.0         | 0.0         | 0.0               |
| WVIM Coldwater     | A         | 95.3       | 3.6   | 423     | Tate & Desota       | 76        |                   | ChrsContemp |                              |           | 0.1             | 0.0         | 0.0         | 0.0               |
| WOTO Olive Branch  | A         | 95.7       | 6.0   | 328     | a Clear Channel     | 93        | 9612              | g1          | 1,100                        | 0.71      | 2.7             | 3.5         | 3.1         | 1.2               |
| KHLS Blytheville   | C1        | 96.3       | 100.0 | 351     | g Sudbury Bcst      | 48        |                   | Country     |                              |           | 0.5             | 0.0         | 0.0         | 0.0               |
| WHRK Memphis       | C1        | 97.1       | 100.0 | 532     | a Clear Channel     | 61        | 9607              | g3          | 6,300                        | 1.20      | 9.2             | 8.2         | 8.8         | 9.3               |
| WSRR Millington    | C1        | 98.1       | 100.0 | 840     | ! Barnstable Bcstg  | 60        | 9305              | 4,250       | 3,700                        | 1.55      | 4.2             | 2.1         | 3.5         | 4.0               |
| WMC Memphis        | C         | 99.7       | 300.0 | 910     | c Raycom Media Inc  | 47        | 9608              | g3          | 4,700                        | 1.35      | 6.1             | 6.1         | 5.1         | 5.9               |
| KJMS Memphis       | C1        | 101.1      | 100.0 | 449     | a Clear Channel     | 65        | 9701              | 12,500      | 3,400                        | 0.96      | 6.2             | 4.9         | 5.2         | 4.5               |
| WEGR Memphis       | C1        | 102.7      | 87.0  | 945     | a Clear Channel     | 67        | 9612              | g1          | 5,200                        | 1.45      | 6.3             | 6.3         | 5.8         | 5.4               |
| WRBO Como          | C1        | 103.5      | 100.0 | 587     | ! Barnstable Bcstg  | 66        | 9710              | 6,300       | 3,700                        | 1.00      | 6.5             | 6.5         | 5.5         | 6.2               |
| WVFR Memphis       | C         | 104.5      | 100.0 | 751     | e Entercom          | 68        | 9912              | g2          | 7,700                        | 2.11      | 6.4             | 6.5         | 5.0         | 5.8               |
| WGKX Memphis       | C         | 105.9      | 100.0 | 994     | ! Barnstable Bcstg  | 68        | 8505              | 7,000       | 4,600                        | 1.20      | 6.7             | 6.5         | 6.8         | 6.6               |
| KXHT Marion        | A         | 107.1      | 3.0   | 328     | b Flinn Bcstg Corp  | 86        | 9906              | 1,650       | 1,100                        | 0.29      | 6.6             | 6.9         | 5.3         | 6.0               |
| KOSE Osceola       | A         | 107.3      | 1.6   | 335     | g Sudbury Bcst      | 94        | 9608              | 273         |                              |           |                 |             |             |                   |
| WKSL Germantown    | A         | 107.5      | 19.0  | 374     | b Flinn Bcstg Corp  | 94        | 9707              | 4,500       | 1,300                        | 0.62      | 3.7             | 3.6         | 3.9         | 2.8               |
| FM TOTALS          |           |            |       |         |                     |           |                   |             |                              |           |                 |             |             |                   |
|                    |           |            |       |         |                     |           |                   |             |                              | 21        | # FM Stations - | 18          | # Combos -  |                   |

ARB 12+ Metro Shares (see rights)

• Indicates a change since last edition

†/ See introduction section for interpretation of revenue estimates.



Metro Rank: 46  
Revenue Rank: 41



**Metro Counties / Population (000)**

|                 |                |
|-----------------|----------------|
| Fayette, TN     | 30.9           |
| Shelby, TN      | 872.1          |
| Tipson, TN      | 48.0           |
| Crittenden, AR  | 50.1           |
| Mississippi, AR | 50.8           |
| De Soto, MS     | 99.3           |
| Marshall, MS    | 32.3           |
| <b>Total</b>    | <b>1,183.5</b> |

# Memphis Market Overview



Market Radio Financials (all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES | 1993        |             | 1994        |              | 1995         |               | 1996          |               | 1997          |               | 1998          |               | 1999          |               | 2000          |               | 2001          |               | 2002          |               | 2003          |               |
|--------------------------|-------------|-------------|-------------|--------------|--------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
|                          | 1993        | 1994        | 1994        | 1995         | 1995         | 1996          | 1996          | 1997          | 1997          | 1998          | 1998          | 1998          | 1999          | 1999          | 2000          | 2000          | 2001          | 2001          | 2002          | 2002          | 2003          | 2003          |
| Revenue/Retail Sales     | \$4,041,000 | \$4,160,000 | \$4,170,000 | \$43,900     | \$43,900     | \$46,800      | \$52,700      | \$58,300      | \$58,300      | \$64,100      | \$69,200      | \$75,400      | \$81,500      | \$81,500      | \$81,500      | \$81,500      | \$81,500      | \$81,500      | \$81,500      | \$81,500      | \$81,500      | \$81,500      |
| Revenue/Capita           | \$31.02     | \$31.02     | \$31.02     | \$44.53      | \$44.53      | \$55.28/1,000 | \$55.28/1,000 | \$55.28/1,000 | \$55.28/1,000 | \$55.28/1,000 | \$55.28/1,000 | \$55.28/1,000 | \$55.28/1,000 | \$55.28/1,000 | \$55.28/1,000 | \$55.28/1,000 | \$55.28/1,000 | \$55.28/1,000 | \$55.28/1,000 | \$55.28/1,000 | \$55.28/1,000 | \$55.28/1,000 |
| Est. Breakout            | Local 83%   | Local 83%   | Local 83%   | National 17% | National 17% | National 17%  | National 17%  | National 17%  | National 17%  | National 17%  | National 17%  | National 17%  | National 17%  | National 17%  | National 17%  | National 17%  | National 17%  | National 17%  | National 17%  | National 17%  | National 17%  | National 17%  |
| Δ 98 - 99                | 10.6%       | 10.6%       | 10.6%       | 10.6%        | 10.6%        | 10.6%         | 10.6%         | 10.6%         | 10.6%         | 10.6%         | 10.6%         | 10.6%         | 10.6%         | 10.6%         | 10.6%         | 10.6%         | 10.6%         | 10.6%         | 10.6%         | 10.6%         | 10.6%         | 10.6%         |
| Δ 99 - 03                | 8.7%        | 8.7%        | 8.7%        | 8.7%         | 8.7%         | 8.7%          | 8.7%          | 8.7%          | 8.7%          | 8.7%          | 8.7%          | 8.7%          | 8.7%          | 8.7%          | 8.7%          | 8.7%          | 8.7%          | 8.7%          | 8.7%          | 8.7%          | 8.7%          | 8.7%          |

MSA Population 1,144.4  
Households 416.1  
Retail Sales 8,788.6  
EBI 17,130.3

## Demographic Breakdown

| Rate           | 1998    | 1998    | 1998 | 1998    | 1998    | 1998 | 1998       | 1998  | 1998  | 1998 | 1998  | 1998  | 1998 | 1998         | 1998    | 1998     | 1998 | 1998     | 1998     | 1998 | 1998     | 1998     |      |          |      |
|----------------|---------|---------|------|---------|---------|------|------------|-------|-------|------|-------|-------|------|--------------|---------|----------|------|----------|----------|------|----------|----------|------|----------|------|
| MSA Population | 1,144.4 | 1,183.5 | 0.7% | 1,183.5 | 1,212.3 | 0.5% | Households | 416.1 | 436.5 | 1.0% | 436.5 | 455.7 | 0.9% | Retail Sales | 8,788.6 | 12,032.0 | 6.5% | 12,032.0 | 15,432.9 | 5.1% | 15,432.9 | 25,220.8 | 5.3% | 25,220.8 | 5.3% |

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

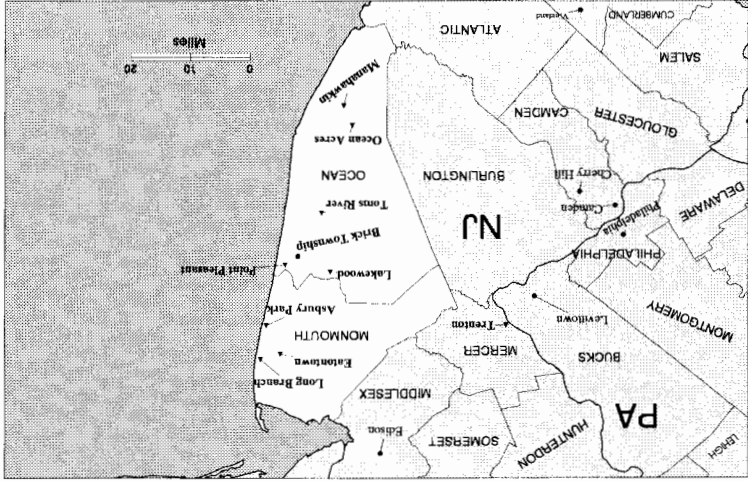
| Rate               | 1998        | 1998        | 1998        | 1998        | 1998        | 1998        | 1998        | 1998        | 1998        | 1998        | 1998        | 1998        | 1998        | 1998        | 1998        | 1998        | 1998        | 1998        | 1998        | 1998        | 1998        | 1998        |             |             |             |
|--------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Percentage         | 100.0%      | 100.0%      | 17.7%       | 17.7%       | 17.7%       | 17.7%       | 17.7%       | 17.7%       | 17.7%       | 17.7%       | 17.7%       | 17.7%       | 17.7%       | 17.7%       | 17.7%       | 17.7%       | 17.7%       | 17.7%       | 17.7%       | 17.7%       | 17.7%       | 17.7%       | 17.7%       | 17.7%       | 17.7%       |
| Per Capita         | \$16,455    | \$16,455    | \$33,959    | \$33,959    | \$33,959    | \$33,959    | \$33,959    | \$33,959    | \$33,959    | \$33,959    | \$33,959    | \$33,959    | \$33,959    | \$33,959    | \$33,959    | \$33,959    | \$33,959    | \$33,959    | \$33,959    | \$33,959    | \$33,959    | \$33,959    | \$33,959    | \$33,959    | \$33,959    |
| Ethnic Population: | White 56.6% | White 56.6% | Black 42.1% | Black 42.1% | Black 42.1% | Black 42.1% | Black 42.1% | Black 42.1% | Black 42.1% | Black 42.1% | Black 42.1% | Black 42.1% | Black 42.1% | Black 42.1% | Black 42.1% | Black 42.1% | Black 42.1% | Black 42.1% | Black 42.1% | Black 42.1% | Black 42.1% | Black 42.1% | Black 42.1% | Black 42.1% | Black 42.1% |
| Avg Household      | \$44,616    | \$44,616    | 1.1%        | 1.1%        | 1.1%        | 1.1%        | 1.1%        | 1.1%        | 1.1%        | 1.1%        | 1.1%        | 1.1%        | 1.1%        | 1.1%        | 1.1%        | 1.1%        | 1.1%        | 1.1%        | 1.1%        | 1.1%        | 1.1%        | 1.1%        | 1.1%        | 1.1%        | 1.1%        |
| Hispanic           | 1.4%        | 1.4%        | 1.4%        | 1.4%        | 1.4%        | 1.4%        | 1.4%        | 1.4%        | 1.4%        | 1.4%        | 1.4%        | 1.4%        | 1.4%        | 1.4%        | 1.4%        | 1.4%        | 1.4%        | 1.4%        | 1.4%        | 1.4%        | 1.4%        | 1.4%        | 1.4%        | 1.4%        | 1.4%        |

## Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 11      | 10      | 13      | 21         | 20      | 41      | 41    |
| Tot 12+    | 16.3    | 49.9    | 65.9    | 66.2       | 21.3    | 87.5    | 87.5  |
| Avg 12+    | 1.5     | 5.0     | 5.1     | 3.2        | 1.1     | 2.1     | 2.1   |
| Tot LCS    | 18.6    | 57.0    | 75.3    | 75.7       | 24.3    | 100.0   | 100.0 |
| Avg LCS    | 1.7     | 5.7     | 5.8     | 3.6        | 1.2     | 2.4     | 2.4   |



Metro Rank: 47  
Revenue Rank: 83



Metro Counties / Population (000)

|              |                |
|--------------|----------------|
| Monmouth, NJ | 609.0          |
| Ocean, NJ    | 493.9          |
| <b>Total</b> | <b>1,102.9</b> |

# Monmouth-Ocean, NJ Market Overview



Market Radio Financials (all figures in 000's, except percentages and ratios)

|           | ESTIMATED GROSS REVENUES |          |          |          |          | Revenue/Capita |
|-----------|--------------------------|----------|----------|----------|----------|----------------|
|           | 1993                     | 1994     | 1995     | 1996     | 1997     |                |
| Δ 98 - 99 | \$13,500                 | \$13,800 | \$14,100 | \$14,500 | \$26,600 | \$13.09        |
| Δ 99 - 03 | \$17,800                 | \$16,300 | \$17,800 | \$30,200 | \$28,500 | \$16.14        |
|           |                          |          |          |          |          | \$25.67        |
|           |                          |          |          |          |          | \$1.47/1,000   |
|           |                          |          |          |          |          | \$1.58/1,000   |
|           |                          |          |          |          |          | \$2.31/1,000   |
|           |                          |          |          |          |          | National 80%   |
|           |                          |          |          |          |          | Local 20%      |

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

|             | MSA Population |          |           | Households |          |           | Retail Sales |          |           | EBI      |          |           |
|-------------|----------------|----------|-----------|------------|----------|-----------|--------------|----------|-----------|----------|----------|-----------|
|             | 1993           | 1998     | 1998 Rate | 1993       | 1998     | 1998 Rate | 1993         | 1998     | 1998 Rate | 1993     | 1998     | 1998 Rate |
| Growth Rate | 1.3%           | 1.4%     | 1.4%      | 1.0%       | 1.4%     | 1.4%      | 1.5%         | 1.3%     | 1.4%      | 1.5%     | 1.3%     | 1.5%      |
|             | 1,031.3        | 1,102.9  | 1,102.9   | 382.3      | 410.5    | 410.5     | 13,058.1     | 11,300.6 | 11,300.6  | 22,698.8 | 21,562.4 | 21,562.4  |
|             | 9,183.7        | 11,300.6 | 4.2%      | 9,183.7    | 11,300.6 | 4.2%      | 13,058.1     | 11,300.6 | 13,058.1  | 22,698.8 | 21,562.4 | 21,562.4  |
|             | 22,698.8       | 21,562.4 | -1.0%     | 22,698.8   | 21,562.4 | -1.0%     | 24,781.7     | 24,781.7 | 24,781.7  | 22,698.8 | 21,562.4 | 21,562.4  |

|                    | Demographic Breakdown |          |         |         |         |         |         |
|--------------------|-----------------------|----------|---------|---------|---------|---------|---------|
|                    | Total                 | Under 12 | 12 - 17 | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 54 |
| Men (000)          | 530.7                 | 81.6     | 43.5    | 41.5    | 68.8    | 87.8    | 77.0    |
| Women (000)        | 572.2                 | 78.8     | 41.8    | 39.5    | 68.4    | 91.1    | 78.8    |
| Total              | 1,102.9               | 160.4    | 85.4    | 81.0    | 137.2   | 178.9   | 155.8   |
| Percentage         | 100.0%                | 14.5%    | 7.7%    | 7.3%    | 12.4%   | 16.2%   | 14.1%   |
| Per Capita         | \$ 19,551             |          |         |         |         |         |         |
| Median Household   | \$ 43,247             |          |         |         |         |         |         |
| Avg Household      | \$ 52,527             |          |         |         |         |         |         |
| Ethnic Population: |                       |          |         |         |         |         |         |
| White              | 89.7%                 |          |         |         |         |         |         |
| Black              | 6.9%                  |          |         |         |         |         |         |
| Asian              | 3.2%                  |          |         |         |         |         |         |
| Hispanic           | 5.2%                  |          |         |         |         |         |         |

Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 7       | 1       |         | 6          | 8       | 4       | 12    |
| Tot 12+    | 21.6    | 5.7     |         | 20.6       | 27.3    | 5.0     | 32.3  |
| Avg 12+    | 3.1     | 5.7     |         | 3.4        | 3.4     | 1.3     | 2.7   |
| Tot LCS    | 66.9    | 17.6    |         | 63.8       | 84.5    | 15.5    | 100.0 |
| Avg LCS    | 9.6     | 17.6    |         | 10.6       | 10.6    | 3.9     | 8.3   |

# Competitive Overview

Some stations also rated in New York and Trenton.

| City of                                      | FCC   | Power | HAAT | C     | Owner              | Year | Sales  | 1999 Est | Avg '99 | ARB 12+ Metro Shares (see rights) |        |      |        |      |        |      |        |      |        |
|--|-------|-------|------|-------|--------------------|------|--------|----------|---------|-----------------------------------|--------|------|--------|------|--------|------|--------|------|--------|
| License                                      | Class | (kW)  | Freq | Class |                    | Acqd | (000)  | Revenue  | Local   | Fall                              | Spring | Fall | Spring | Fall | Spring | Fall | Spring | Fall | Spring |
| WOBM   | A     | 92.7  | 1.4  | A     | Seashore Bcstg     | 68   | 4,500  | 1.64     | 12.8    | 4.7                               | 4.2    | 3.0  | 3.0    | 3.8  | 3.8    | 4.8  | 4.7    | 4.7  | 4.7    |
| WJLK   | A     | 94.3  | 1.3  | A     | Nassau Bcstg Ptrs  | 47   | 16,750 | 1.01     | 10.8    | 3.0                               | 3.7    | 3.2  | 3.4    | 3.9  | 3.7    | 3.7  | 3.7    | 3.7  | 4.4    |
| WRAT   | A     | 95.9  | 4.0  | A     | New Jersey Bcstg   | 68   | 8,000  | 0.94     | 10.9    | 4.7                               | 2.7    | 4.3  | 3.0    | 3.9  | 3.7    | 3.7  | 3.7    | 3.7  | 4.4    |
| WBBO   | A     | 98.5  | 6.0  | A     | Nassau Bcstg Ptrs  | 93   | 2,200  | 1.11     | 9.2     | 2.9                               | 2.9    | 2.8  | 2.8    | 3.9  | 3.9    | 2.5  | 2.5    | 2.5  | 5.4    |
| WJAZ   | A     | 100.1 | 1.6  | A     | Jersey Shore Bcstg | 76   | 1,500  | 1.20     | 5.8     | 1.2                               | 2.1    | 1.6  | 1.6    | 2.8  | 2.8    | 1.9  | 1.9    | 1.9  | 5.4    |
| WKXW   | B     | 101.5 | 19.0 | B     | Press Comm LLC     | 62   | na     | na       | 18.7    | 5.7                               | 5.8    | 6.2  | 5.5    | 5.7  | 3.8    | 5.8  | 5.4    | 5.4  | 5.4    |
| WHTG   | A     | 106.3 | 3.9  | A     | Gade, Faye B       | 61   | 750    | 0.79     | 4.4     | 1.0                               | 1.8    | 1.0  | 1.1    | 1.7  | 1.7    | 1.7  | 1.7    | 1.7  | 1.7    |
| WZDY   | A     | 107.1 | 4.7  | A     | Big City Radio     | 60   | 12,000 | 1.06     | 12.7    | 4.1                               | 3.6    | 4.5  | 2.8    | 4.2  | 3.3    | 4.0  | 4.0    | 4.0  | 4.0    |
| FM STATIONS - # FM Stations - 8 # Combos - 4 |       |       |      |       |                    |      |        |          |         |                                   |        |      |        |      |        |      |        |      |        |

| City of                                      | FCC   | Power | HAAT | C     | Owner              | Year | Sales | 1999 Est | Avg '99 | ARB 12+ Metro Shares (see rights) |        |      |        |      |        |      |        |      |        |
|--|-------|-------|------|-------|--------------------|------|-------|----------|---------|-----------------------------------|--------|------|--------|------|--------|------|--------|------|--------|
| License                                      | Class | (kW)  | Freq | Class |                    | Acqd | (000) | Revenue  | Local   | Fall                              | Spring | Fall | Spring | Fall | Spring | Fall | Spring | Fall | Spring |
| WOBM   | B     | 1160  | 5.0  | B     | Seashore Bcstg     | 70   | 1,150 | 0.67     | 8.0     | 3.7                               | 2.2    | 2.9  | 3.8    | 2.4  | 2.3    | 3.8  | 2.1    | 2.1  | 2.1    |
| WADB   | B     | 1310  | 2.5  | B     | Nassau Bcstg Ptrs  | 26   | 550   | 0.38     | 6.7     | 1.3                               | 2.8    | 1.5  | 1.6    | 2.0  | 1.1    | 0.5  | 0.0    | 0.0  | 0.0    |
| WHTG   | B     | 1410  | 0.5  | B     | Gade, Faye B       | 57   | 150   | na       |         | 0.0                               | 0.0    | 0.0  | 0.0    | 0.0  | 0.0    | 0.0  | 0.0    | 0.0  | 0.0    |
| WJAZ   | B     | 1550  | 6.0  | B     | Knox Bcstg Grp Inc | 94   |       | na       |         | 0.0                               | 0.0    | 0.0  | 0.0    | 0.0  | 0.0    | 0.0  | 0.0    | 0.0  | 0.0    |
| AM STATIONS - # AM Stations - 4 # Combos - 3 |       |       |      |       |                    |      |       |          |         |                                   |        |      |        |      |        |      |        |      |        |

| City of  | FCC   | Power | HAAT | C     | Owner              | Year | Sales | 1999 Est | Avg '99 | ARB 12+ Metro Shares (see rights) |        |      |        |      |        |      |        |      |        |
|--|-------|-------|------|-------|--------------------|------|-------|----------|---------|-----------------------------------|--------|------|--------|------|--------|------|--------|------|--------|
| License  | Class | (kW)  | Freq | Class |                    | Acqd | (000) | Revenue  | Local   | Fall                              | Spring | Fall | Spring | Fall | Spring | Fall | Spring | Fall | Spring |
| WOBM   | B     | 1160  | 5.0  | B     | Seashore Bcstg     | 70   | 1,150 | 0.67     | 8.0     | 3.7                               | 2.2    | 2.9  | 3.8    | 2.4  | 2.3    | 3.8  | 2.1    | 2.1  | 2.1    |
| WADB   | B     | 1310  | 2.5  | B     | Nassau Bcstg Ptrs  | 26   | 550   | 0.38     | 6.7     | 1.3                               | 2.8    | 1.5  | 1.6    | 2.0  | 1.1    | 0.5  | 0.0    | 0.0  | 0.0    |
| WHTG   | B     | 1410  | 0.5  | B     | Gade, Faye B       | 57   | 150   | na       |         | 0.0                               | 0.0    | 0.0  | 0.0    | 0.0  | 0.0    | 0.0  | 0.0    | 0.0  | 0.0    |
| WJAZ   | B     | 1550  | 6.0  | B     | Knox Bcstg Grp Inc | 94   |       | na       |         | 0.0                               | 0.0    | 0.0  | 0.0    | 0.0  | 0.0    | 0.0  | 0.0    | 0.0  | 0.0    |
| AM & FM Stations Profiled - 12 # Duopolies - 1 |       |       |      |       |                    |      |       |          |         |                                   |        |      |        |      |        |      |        |      |        |
| Total Local Commercial Share                   |       |       |      |       |                    |      |       |          |         |                                   |        |      |        |      |        |      |        |      |        |

Other Huemaking: 105.7, B1, Manahawkin

• Indicates a change since last edition  
 †/ See introduction section for interpretation of revenue estimates.

Metro Rank: 48  
Revenue Rank: 36

# Raleigh - Durham, NC Market Overview



Market Radio Financials (all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES | Revenue/Retail Sales |                |
|--------------------------|----------------------|----------------|
|                          | Revenue/Capita       | Revenue/Capita |
| 1993                     | \$32,000             | \$34.26        |
| 1994                     | \$36,600             | \$37.51,000    |
| 1995                     | \$42,600             | \$4.98/1,000   |
| 1996                     | \$51,500             | \$63.58        |
| 1997                     | \$58,500             | \$5.24/1,000   |
| 1998                     | \$69,400             | \$88.84        |
| 1999                     | \$77,300             |                |
| 2000                     | \$85,000             |                |
| 2001                     | \$91,800             |                |
| 2002                     | \$101,000            |                |
| 2003                     | \$109,000            |                |
| Δ 98 - 99                | 11.4%                |                |
| Δ 99 - 03                | 16.7%                |                |
|                          | Est. Breakout        |                |
|                          | Local 80%            |                |
|                          | National 20%         |                |

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

| Growth Rate | Growth Rate |          |
|-------------|-------------|----------|
|             | 1998        | 1993     |
| 2.4%        | 1,091.5     | 934.0    |
| 2.8%        | 435.5       | 369.0    |
| 8.3%        | 13,934.5    | 8,523.8  |
| 8.8%        | 20,788.6    | 16,477.8 |
|             | 10.3%       | 20,731.3 |
|             | 4.7%        | 20,731.3 |
|             | 3.2%        | 1,091.5  |
|             | 3.4%        | 435.5    |
|             | 10.3%       | 13,934.5 |
|             | 4.7%        | 20,731.3 |
|             | 2.4%        | 1,226.9  |
|             | 2.8%        | 499.0    |
|             | 8.3%        | 20,788.6 |
|             | 8.8%        | 28,745.2 |



Metro Counties / Population (000)

|              |                |
|--------------|----------------|
| Chatham, NC  | 45.6           |
| Durham, NC   | 203.4          |
| Franklin, NC | 45.1           |
| Johnston, NC | 108.3          |
| Orange, NC   | 111.3          |
| Wake, NC     | 577.8          |
| <b>Total</b> | <b>1,091.5</b> |

| Demographic Breakdown |             |
|-----------------------|-------------|
| Men (000)             | Women (000) |
| Total                 | 1,091.5     |
| Under 12              | 529.3       |
| 12 - 17               | 81.2        |
| 18 - 24               | 41.0        |
| 25 - 34               | 59.6        |
| 35 - 44               | 91.6        |
| 45 - 54               | 97.0        |
| Over 55               | 75.7        |
|                       | 83.2        |
|                       | 112.5       |
| Total                 | 1,091.5     |
| Percentage            | 100.0%      |
| Per Capita            | \$ 18,993   |
| Median Household      | \$ 38,964   |
| Avg Household         | \$ 47,603   |
| Ethnic Population:    |             |
| White                 | 72.9%       |
| Black                 | 24.0%       |
| Asian                 | 2.7%        |
| Hispanic              | 2.6%        |

Market Summary

| FM Classes |         |
|------------|---------|
| Class A    | Class B |
| # Stations | 3       |
| Tot 12+    | 5.0     |
| Avg 12+    | 1.7     |
| Tot LCS    | 6.5     |
| Avg LCS    | 2.2     |
| Class C    |         |
| Class C    | 14      |
| Viable FMs | 12      |
| All FMs    | 17      |
| All AMs    | 22      |
| Total      | 39      |
| Tot 12+    | 77.5    |
| Avg 12+    | 2.0     |
| Tot LCS    | 13.8    |
| Avg LCS    | 2.6     |

Market: Raleigh - Durham, NC

Competitive Overview

Metro Rank: 48  
 Some stations also rated in Greensboro-WS & Greenville.

ARB 12+ Metro Shares (see rights)

| City of License    | FCC Class | Power (kW) | HAAT     | C Owner            | Year Acqd | Sales Price (000) | M A Format  | Revenue (000)/ | Power Ratio | Local Comm | Avg '99 | Fall 1999 | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |
|--------------------|-----------|------------|----------|--------------------|-----------|-------------------|-------------|----------------|-------------|------------|---------|-----------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|
| WRSN Burlington    | C         | 93.9       | 100.0    | AMFM Inc           | 46        | 9910 p            | g           | 5,200          | 1.05        | 6.0        | 4.5     | 4.5       | 4.4         | 4.4         | 4.5         | 4.2       | 4.4         | 4.4         | 3.7         |
| WDRR Raleigh       | C         | 94.7       | 95.0     | Curtis Media Group | 49        | 9107              | g           | 6,700          | 1.05        | 7.7        | 7.1     | 6.0       | 5.5         | 6.3         | 5.7         | 8.2       | 5.6         | 4.8         | 4.8         |
| WBBB Raleigh       | C         | 96.1       | 98.0     | Curtis Media Group | 47        | 9608              | e           | 3,100          | 0.68        | 5.5        | 4.0     | 4.1       | 4.7         | 3.5         | 4.5         | 3.5       | 5.9         | 4.0         | 4.0         |
| WKIX Goldsboro     | C         | 96.9       | 99.0     | Curtis Media Group | 46        | 9002              | e           | 3,000          | 1.35        | 2.7        | 1.8     | 1.8       | 1.4         | 2.3         | 2.6         | 3.0       | 3.4         | 2.9         | 2.9         |
| WQMG Greensboro    | C         | 97.1       | 100.0 cp | Entercom           | 62        | 9912              | Urban       | n/a            |             | 0.8        | 1.0     | 0.5       | 0.4         | 0.9         | 0.5         | 0.5       | 0.4         | 0.4         | 0.4         |
| WQOK South Boston  | C1        | 97.5       | 100.0    | Radio One Inc      | 60        | 0003 p            | g4          | 7,400          | 0.90        | 10.0       | 7.4     | 7.7       | 7.5         | 7.3         | 8.1         | 6.9       | 10.0        | 7.7         | 7.7         |
| WTRG Rocky Mount   | C         | 100.7      | 100.0    | AMFM Inc           | 47        | 9910 p            | g           | 6,700          | 1.16        | 7.0        | 4.4     | 5.7       | 5.5         | 5.3         | 5.0         | 5.9       | 5.8         | 5.4         | 5.4         |
| WKXU Burlington    | C         | 101.1      | 100.0    | Curtis Media Group | 46        | 9001              | e           | 3,450          | c2          | 1.6        | 1.3     | 1.1       | 1.4         | 1.0         | 1.4         | 1.4       | 1.5         | 1.8         | 1.8         |
| WRAL Raleigh       | C         | 101.5      | 96.0     | Capitol Bcstg Co   | 47        |                   | AC          | 9,400          | 1.52        | 7.5        | 5.7     | 5.7       | 5.3         | 6.2         | 5.7         | 6.8       | 5.8         | 6.3         | 6.3         |
| WJMH Reidsville    | C         | 102.1      | 99.0     | Entercom           | 48        | 9912              | Urban       | n/a            |             | 2.9        | 2.6     | 1.9       | 2.2         | 2.4         | 2.3         | 2.7       | 2.9         | 2.4         | 2.4         |
| WHLQ Louisville    | A         | 102.5      | 6.0      | Franklin Bcstg Co  | 89        |                   | Country     | 0.6            | 0.5         | 0.6        | 0.5     | 0.4       | 0.4         | 0.6         | 0.6         | 0.8       | 0.4         | 0.0         | 0.0         |
| WNND Raleigh       | A         | 102.9      | 1.7      | Curtis Media Group | 98        |                   | Smooth Jazz | 3.1            | 2.3         | 3.1        | 2.3     | 2.4       | 2.5         | 2.3         | 2.3         | 1.3       | 0.0         | 0.0         | 0.0         |
| WNFL Fuguay Varina | C3        | 103.9      | 7.9      | Radio One Inc      | 80        | 0003 p            | g3          | 1,600          | 0.25        | 7.8        | 6.7     | 6.0       | 7.8         | 5.2         | 4.8         | 5.8       | 4.8         | 3.9         | 3.9         |
| WFXX Tarboro       | C1        | 104.3      | 100.0    | Radio One Inc      | 52        | 0003 p            | g4          | 2.7            | 2.0         | 2.7        | 2.0     | 1.7       | 2.0         | 2.6         | 2.1         | 2.2       | 2.4         | 2.4         | 2.4         |
| WDCG Durham        | C         | 105.1      | 100.0    | AMFM Inc           | 48        | 9910 p            | g           | 11,600         | 1.39        | 10.1       | 7.6     | 8.4       | 6.4         | 7.5         | 8.7         | 6.3       | 6.4         | 7.7         | 7.7         |
| WRDU Wilson        | C         | 106.1      | 100.0    | AMFM Inc           | 48        | 9910 p            | g           | 8,600          | 1.49        | 7.0        | 5.7     | 5.2       | 5.9         | 5.2         | 5.1         | 4.6       | 4.6         | 6.0         | 6.0         |
| WFXC Durham        | A         | 107.1      | 2.6      | Radio One Inc      | 71        | 0003 p            | g4          | 3,400          | 1.18        | 3.5        | 2.2     | 3.3       | 2.8         | 2.5         | 2.1         | 3.0       | 2.8         | 3.0         | 3.0         |
| # FM Stations -    |           |            |          |                    |           |                   |             |                |             |            |         |           |             |             |             |           |             |             |             |
| 17                 |           |            |          |                    |           |                   |             |                |             |            |         |           |             |             |             |           |             |             |             |
| # Combos -         |           |            |          |                    |           |                   |             |                |             |            |         |           |             |             |             |           |             |             |             |
| 14                 |           |            |          |                    |           |                   |             |                |             |            |         |           |             |             |             |           |             |             |             |
| FM TOTALS          |           |            |          |                    |           |                   |             |                |             |            |         |           |             |             |             |           |             |             |             |
| 86.5               |           |            |          |                    |           |                   |             |                |             |            |         |           |             |             |             |           |             |             |             |
| 66.8               |           |            |          |                    |           |                   |             |                |             |            |         |           |             |             |             |           |             |             |             |
| 66.4               |           |            |          |                    |           |                   |             |                |             |            |         |           |             |             |             |           |             |             |             |
| 66.7               |           |            |          |                    |           |                   |             |                |             |            |         |           |             |             |             |           |             |             |             |
| 65.3               |           |            |          |                    |           |                   |             |                |             |            |         |           |             |             |             |           |             |             |             |
| 66.0               |           |            |          |                    |           |                   |             |                |             |            |         |           |             |             |             |           |             |             |             |
| 66.9               |           |            |          |                    |           |                   |             |                |             |            |         |           |             |             |             |           |             |             |             |
| 62.4               |           |            |          |                    |           |                   |             |                |             |            |         |           |             |             |             |           |             |             |             |

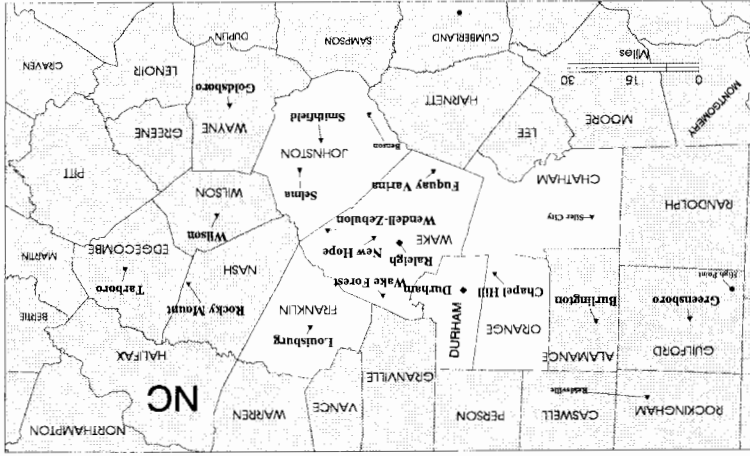
Metro Rank: 48

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1/ See introduction section for interpretation of revenue estimates.  
 • Indicates a change since last edition



Metro Rank: 48  
Revenue Rank: 36



Metro Counties / Population (000)

|              |                |
|--------------|----------------|
| Chatham, NC  | 45.6           |
| Durham, NC   | 203.4          |
| Franklin, NC | 45.1           |
| Johnston, NC | 108.3          |
| Orange, NC   | 111.3          |
| Wake, NC     | 577.8          |
| <b>Total</b> | <b>1,091.5</b> |

## Raleigh - Durham, NC Market Overview



### Market Radio Financials

(all figures in 000's, except percentages and ratios)

|                                 | 1993         | 1994         | 1995     | 1996     | 1997     | 1998     | 2003      |
|---------------------------------|--------------|--------------|----------|----------|----------|----------|-----------|
| <b>ESTIMATED GROSS REVENUES</b> | \$32,000     | \$36,600     | \$42,600 | \$51,500 | \$58,500 | \$69,400 | \$109,000 |
| Δ 98 - 99                       | 11.4%        |              |          |          |          |          |           |
| Δ 99 - 03                       |              |              |          |          |          |          | 9.0%      |
| Revenue/Capita                  | \$3,75/1,000 | \$4,98/1,000 | \$63.58  | \$88.84  |          |          |           |
| Revenue/Retail Sales            | \$34.26      |              |          |          |          |          |           |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993     | 1998     | 1998     | 2003     |
|----------------|----------|----------|----------|----------|
| MSA Population | 934.0    | 1,091.5  | 1,091.5  | 1,226.9  |
| Households     | 369.0    | 435.5    | 435.5    | 499.0    |
| Retail Sales   | 8,523.8  | 13,934.5 | 13,934.5 | 20,788.6 |
| EBI            | 16,477.8 | 20,731.3 | 20,731.3 | 28,745.2 |
| Growth Rate    |          |          |          |          |
| Households     | 3.2%     | 3.4%     | 2.4%     | 2.8%     |
| Retail Sales   | 10.3%    | 10.3%    | 2.8%     | 8.3%     |
| EBI            | 4.7%     | 4.7%     | 2.4%     | 6.8%     |

### Demographic Breakdown

|                    | Total     | Under 12 | 12 - 17 | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 54 | Over 55 |
|--------------------|-----------|----------|---------|---------|---------|---------|---------|---------|
| Men (000)          | 529.3     | 81.2     | 41.0    | 59.6    | 91.6    | 97.0    | 75.7    | 83.2    |
| Women (000)        | 562.2     | 78.3     | 39.6    | 60.8    | 91.1    | 101.5   | 78.3    | 112.5   |
| Total              | 1,091.5   | 159.5    | 80.6    | 120.4   | 182.8   | 198.5   | 154.0   | 195.7   |
| Percentage         | 100.0%    | 14.6%    | 7.4%    | 11.0%   | 16.7%   | 18.2%   | 14.1%   | 17.9%   |
| Per Capita         | \$ 18,993 |          |         |         |         |         |         |         |
| Median Household   | \$ 38,964 |          |         |         |         |         |         |         |
| Avg Household      | \$ 47,603 |          |         |         |         |         |         |         |
| Ethnic Population: |           |          |         |         |         |         |         |         |
| White              | 72.9%     |          |         |         |         |         |         |         |
| Black              | 24.0%     |          |         |         |         |         |         |         |
| Asian              | 2.7%      |          |         |         |         |         |         |         |
| Hispanic           | 2.6%      |          |         |         |         |         |         |         |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 3       |         | 14      | 12         | 17      | 22      | 39    |
| Tot 12+    | 5.0     |         | 61.8    | 59.6       | 66.8    | 10.7    | 77.5  |
| Avg 12+    | 1.7     |         | 4.4     | 5.0        | 3.9     | 0.5     | 2.0   |
| Tot LCS    | 6.5     |         | 79.7    | 76.9       | 86.2    | 13.8    | 100.0 |
| Avg LCS    | 2.2     |         | 5.7     | 6.4        | 5.1     | 0.6     | 2.6   |

# Competitive Overview

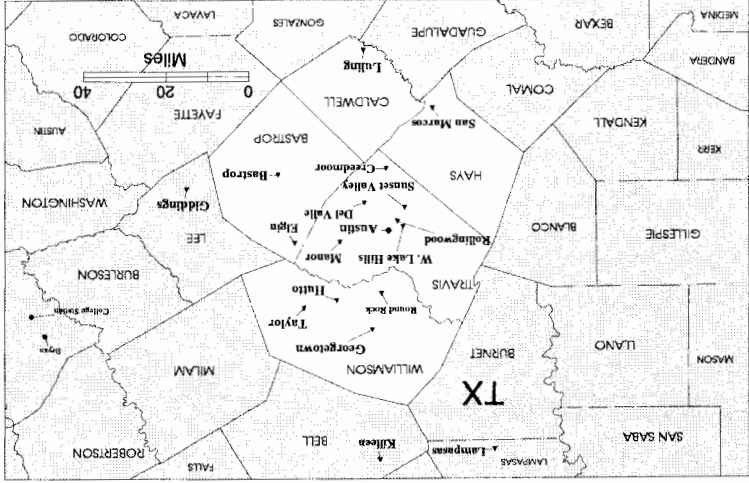
Some stations also rated in Greensboro-WS & Greenville.

ARB 12+ Metro Shares (see rights)

| City of                      | FCC Class       | FCC Freq | Power (kW) | Day  | Night | Year Acqd | Sales Price (000) | M A Format   | 1999 Est Revenue (000)† | Power Ratio | Local Comm | Avg 99 | Fall 1999 | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |  |
|------------------------------|-----------------|----------|------------|------|-------|-----------|-------------------|--------------|-------------------------|-------------|------------|--------|-----------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|--|
| WETC                         | Wendell-Zebulon | B        | 540        | 8.0  | 0.50  | 59        | 2922              | Mexican      | 650                     | 0.3         | 0.0        | 0.0    | 0.0       | 0.0         | 0.5         | 0.0         | 0.4       | 0.0         | 0.0         | 0.0         |  |
| WDTF                         | Raleigh         | B        | 570        | 0.5  | 0.05  | 81        | 9906              | Chrsl/Talk   | 650                     | 0.0         | 0.0        | 0.0    | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |  |
| WDNC                         | Durham          | B        | 620        | 5.0  | 1.00  | 34        |                   | News/Sprts   | 650                     | 0.9         | 1.0        | 1.0    | 0.7       | 0.4         | 1.0         | 0.7         | 0.7       | 0.7         | 0.9         | 0.9         |  |
| WPTF                         | Raleigh         | B        | 680        | 50.0 | 50.00 | 24        | 9107              | 1 News/Talk  | 6,100                   | 0.95        | 7.8        | 5.8    | 6.8       | 5.6         | 6.1         | 5.4         | 5.7       | 5.8         | 6.7         | 6.7         |  |
| WAUG                         | New Hope        | B        | 750        | 0.5  | 0.00  | 87        |                   | Gospel       | 100                     | 0.3         | 0.0        | 0.0    | 0.0       | 0.5         | 0.4         | 0.0         | 0.4       | 0.4         | 0.0         | 0.0         |  |
| WRBZ                         | Raleigh         | B        | 850        | 10.0 | 5.00  | 47        | 8909              | Sports       | 1,200                   | 0.76        | 1.9        | 1.6    | 0.8       | 1.8         | 1.8         | 1.3         | 1.0       | 1.4         | 1.5         | 1.5         |  |
| WRTG                         | Gamer           | B        | 1000       | 1.0  | 0.00  | 69        |                   | ChrscContemp | 0.1                     | 0.0         | 0.0        | 0.0    | 0.3       | 0.0         | 0.0         | 0.1         | 0.0       | 0.0         | 0.0         | 0.0         |  |
| WFTK                         | Wake Forest     | B        | 1030       | 50.0 | 0.00  | 89        |                   | Gospel       | 0.1                     | 0.0         | 0.0        | 0.0    | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |  |
| WBZB                         | Selma           | B        | 1090       | 1.0  | 0.00  | 64        | 9404              | Country      | 150                     | 0.0         | 0.0        | 0.0    | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |  |
| WPYB                         | Benson          | B        | 1130       | 1.0  | 0.00  | 61        |                   | Cnty/Gospl   | 0.0                     | 0.0         | 0.0        | 0.0    | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |  |
| WGBR                         | Goldsboro       | B        | 1150       | 5.0  | 1.00  | 39        | 9002              | News/Talk    | 0.1                     | 0.0         | 0.0        | 0.0    | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |  |
| WPJL                         | Raleigh         | C        | 1240       | 1.0  | 1.00  | 39        | 8605              | ChrscContemp | 350                     | 0.0         | 0.0        | 0.0    | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |  |
| WMPM                         | Smithfield      | B        | 1270       | 5.0  | 0.00  | 50        |                   | Country      | 450                     | 0.50        | 1.1        | 1.1    | 0.6       | 0.9         | 0.6         | 1.2         | 0.8       | 0.8         | 1.0         | 0.8         |  |
| WTKL                         | Durham          | B        | 1310       | 5.0  | 1.00  | 45        | 9410              | Black Gospl  | 320                     | 0.4         | 0.4        | 0.4    | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.4         |  |
| WCHL                         | Chapel Hill     | B        | 1360       | 5.0  | 1.00  | 53        | 9708              | Oldies       | 400                     | 1,000       | 0.4        | 0.4    | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |  |
| WSRC                         | Durham          | B        | 1410       | 5.0  | 0.29  | 54        | 8611              | Gospel       | 450                     | 400         | 0.4        | 0.0    | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.5         | 0.6         |  |
| WCXY                         | Fuquay Varina   | B        | 1460       | 5.0  | 0.12  | 49        | 9701              | Gospel       | 175                     | 400         | 0.0        | 0.0    | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |  |
| WYRN                         | Louisburg       | B        | 1480       | 0.5  | 0.04  | 58        | 6903              | Country      | 0.3                     | 0.3         | 0.3        | 0.2    | 0.1       | 0.3         | 0.3         | 0.4         | 0.1       | 0.1         | 0.0         | 0.0         |  |
| WDUR                         | Durham          | C        | 1490       | 1.0  | 1.00  | 47        | 9706              | ChrscContemp | 0.6                     | 0.6         | 0.6        | 0.2    | 0.2       | 0.3         | 0.7         | 0.4         | 0.5       | 0.4         | 0.4         | 0.4         |  |
| WTRF                         | Chapel Hill     | B        | 1530       | 10.0 | 0.00  | 73        | 9404              | ChrscContemp | 297                     | 0.2         | 0.2        | 0.2    | 0.0       | 0.0         | 0.1         | 0.0         | 0.6       | 0.4         | 0.0         | 0.3         |  |
| WCLY                         | Raleigh         | B        | 1550       | 1.0  | 0.01  | 62        | 9906              | Gospel       | 300                     | 0.2         | 0.2        | 0.0    | 0.0       | 0.0         | 0.6         | 0.0         | 0.0       | 0.0         | 0.0         | 0.7         |  |
| WNCA                         | Siler City      | B        | 1570       | 1.0  | 0.28  | 52        |                   | AC/Nws/Inf   | 13.7                    | 0.0         | 0.0        | 0.0    | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.4         |  |
| # AM Stations -              |                 |          |            |      |       |           |                   |              |                         |             |            |        |           |             |             |             |           |             |             |             |  |
| # AM Stations Profiled -     |                 |          |            |      |       |           |                   |              |                         |             |            |        |           |             |             |             |           |             |             |             |  |
| # Dupolies - 13              |                 |          |            |      |       |           |                   |              |                         |             |            |        |           |             |             |             |           |             |             |             |  |
| # Combos - 13                |                 |          |            |      |       |           |                   |              |                         |             |            |        |           |             |             |             |           |             |             |             |  |
| AM TOTALS                    |                 |          |            |      |       |           |                   |              |                         |             |            |        |           |             |             |             |           |             |             |             |  |
| Total Local Commercial Share |                 |          |            |      |       |           |                   |              |                         |             |            |        |           |             |             |             |           |             |             |             |  |
| 13.7                         | 10.7            | 9.3      | 11.7       | 10.2 | 10.5  | 9.6       | 10.5              | 75.5         | 78.4                    | 75.7        | 77.5       | 77.5   | 75.6      | 77.4        | 75.1        | 12.7        | 10.5      | 77.4        | 75.1        | 12.7        |  |

† See introduction section for interpretation of revenue estimates.

Metro Rank: 49  
Revenue Rank: 34



**Metro Counties / Population (000)**

|                |                |
|----------------|----------------|
| Bastrop, TX    | 50.3           |
| Caldwell, TX   | 32.0           |
| Hays, TX       | 89.2           |
| Travis, TX     | 716.3          |
| Williamson, TX | 222.5          |
| <b>Total</b>   | <b>1,110.3</b> |

## Austin, TX Market Overview



Market Radio Financials (all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES |                | REVENUE/RETAIL SALES |                |
|--------------------------|----------------|----------------------|----------------|
| Year                     | Revenue/Capita | Revenue/Retail Sales | Revenue/Capita |
| 1993                     | \$30,000       | \$3,761,000          | \$31.98        |
| 1994                     | \$36,900       | \$4,671,000          | \$57.91        |
| 1995                     | \$44,100       | \$5,721,000          | \$94.10        |
| 1996                     | \$49,500       |                      |                |
| 1997                     | \$56,300       |                      |                |
| 2001                     | \$98,200       |                      |                |
| 2002                     | \$108,000      |                      |                |
| 2003                     | \$118,800      |                      |                |
| Δ 93 - 99                | 16.5%          | 21.8%                |                |
| Δ 99 - 03                | 11.0%          |                      |                |
| Est. Breakout            |                | National 15%         |                |
|                          |                | Local 85%            |                |

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

| Year      | MSA Population | Households | Retail Sales | EBI      |
|-----------|----------------|------------|--------------|----------|
| 1993      | 938.2          | 364.1      | 7,975.4      | 16,120.3 |
| 1998      | 1,110.3        | 432.5      | 13,771.6     | 21,550.0 |
| 1998 Rate | 3.4%           | 3.5%       | 11.5%        | 6.0%     |
| 1998      | 1,110.3        | 432.5      | 13,771.6     | 21,550.0 |
| 2003      | 1,262.5        | 499.1      | 20,775.9     | 31,860.4 |
| 2003 Rate | 2.6%           | 2.9%       | 8.6%         | 8.1%     |

Demographic Breakdown

| Category           | Under 12    | 12 - 17     | 18 - 24    | 25 - 34        | 35 - 44 | 45 - 54 | Over 55 |
|--------------------|-------------|-------------|------------|----------------|---------|---------|---------|
| Men (000)          | 555.5       | 97.3        | 45.6       | 67.3           | 99.7    | 102.7   | 68.5    |
| Women (000)        | 554.8       | 92.8        | 43.6       | 65.6           | 92.7    | 98.7    | 68.4    |
| Total              | 1,110.3     | 190.1       | 89.3       | 132.8          | 192.4   | 201.3   | 137.0   |
| Percentage         | 100.0%      | 17.1%       | 8.0%       | 12.0%          | 17.3%   | 18.1%   | 12.3%   |
| Per Capita         | \$ 19,409   |             |            |                |         |         |         |
| Median Household   | \$ 37,873   |             |            |                |         |         |         |
| Avg Household      | \$ 49,827   |             |            |                |         |         |         |
| Ethnic Population: | White 86.2% | Black 10.1% | Asian 3.2% | Hispanic 26.1% |         |         |         |

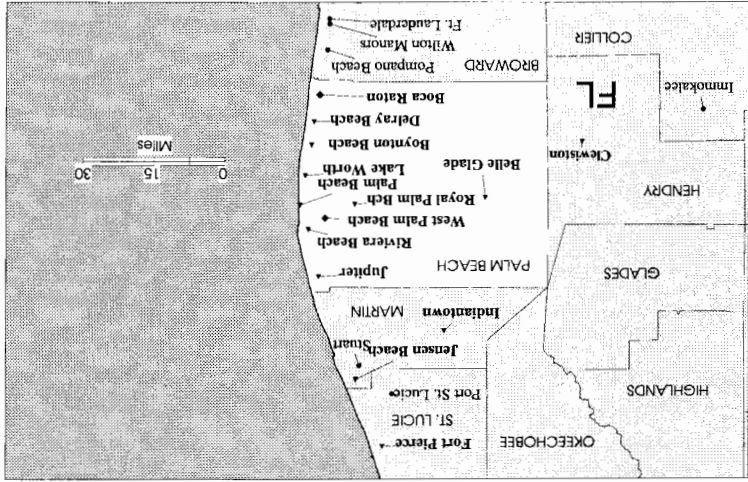
Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 2       | 15      | 14      | 17         | 11      | 28      |       |
| Tot 12+    | 2.9     | 62.0    | 61.2    | 64.9       | 14.4    | 79.3    |       |
| Avg 12+    | 1.5     | 4.1     | 4.4     | 3.8        | 1.3     | 2.8     |       |
| Tot LCS    | 3.7     | 78.2    | 77.2    | 81.8       | 18.2    | 100.0   |       |
| Avg LCS    | 1.8     | 5.2     | 5.5     | 4.8        | 1.7     | 3.6     |       |





Metro Rank: 50  
Revenue Rank: 43



Metro Counties / Population (000)

Palm Beach, FL 1,042.5  
1,042.5

# W. Palm Beach-Boca Raton Market Overview



## Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES | Revenue/Retail Sales |          |          |          |                   |
|--------------------------|----------------------|----------|----------|----------|-------------------|
|                          | 1993                 | 1994     | 1995     | 1996     | 1997              |
| \$31,500                 | \$35,300             | \$37,800 | \$39,200 | \$41,400 | \$47,800          |
| Δ 98 - 99                | 14.4%                | \$54,700 | \$62,400 | \$69,800 | \$79,600          |
| Δ 99 - 03                | 12.5%                |          |          |          | \$87,600          |
|                          |                      |          |          |          | Est. Breakout     |
|                          |                      |          |          |          | Local 80%         |
|                          |                      |          |          |          | National 20%      |
|                          |                      |          |          |          | Revenue/Capita    |
|                          |                      |          |          |          | 1993 \$3,12/1,000 |
|                          |                      |          |          |          | 1998 \$3,43/1,000 |
|                          |                      |          |          |          | 2003 \$4,55/1,000 |
|                          |                      |          |          |          | Revenue/Capita    |
|                          |                      |          |          |          | 1993 \$33,22      |
|                          |                      |          |          |          | 1998 \$45,85      |
|                          |                      |          |          |          | 2003 \$76,48      |

## Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

| Growth Rate | MSA Population |          |      | Households | Retail Sales | EBI      |
|-------------|----------------|----------|------|------------|--------------|----------|
|             | 1993           | 1998     | 1998 |            |              |          |
| 1.9%        | 948.1          | 1,042.5  | 1.9% | 403.2      | 10,096.4     | 19,940.9 |
| 1.8%        | 439.8          | 439.8    | 1.8% | 439.8      | 13,951.0     | 24,854.4 |
| 2.0%        | 486.5          | 439.8    | 1.9% | 439.8      | 13,951.0     | 24,854.4 |
| 6.7%        | 19,251.6       | 19,251.6 | 6.7% | 13,951.0   | 13,951.0     | 24,854.4 |
| 6.4%        | 33,828.6       | 33,828.6 | 6.4% | 33,828.6   | 33,828.6     | 33,828.6 |

## Demographic Breakdown

| Men (000) | Women (000) | Total   | Percentage | Per Capita | Median Household | Avg Household | Hispanic |
|-----------|-------------|---------|------------|------------|------------------|---------------|----------|
|           |             |         |            |            |                  |               |          |
| 503.7     | 538.8       | 1,042.5 | 100.0%     | \$ 23,841  | \$ 39,340        | \$ 56,513     | 10.9%    |
| 67.8      | 64.4        | 132.2   | 12.7%      | 5.9%       | 6.3%             | 12.6%         | 35.3%    |
| 31.4      | 30.5        | 61.9    | 5.9%       | 6.3%       | 6.3%             | 12.7%         | 35.3%    |
| 33.2      | 32.9        | 66.1    | 6.3%       | 6.3%       | 6.3%             | 12.7%         | 35.3%    |
| 67.7      | 64.3        | 132.0   | 12.7%      | 6.3%       | 6.3%             | 12.7%         | 35.3%    |
| 75.8      | 75.3        | 151.0   | 14.5%      | 6.3%       | 6.3%             | 12.7%         | 35.3%    |
| 64.1      | 66.7        | 130.9   | 12.6%      | 6.3%       | 6.3%             | 12.7%         | 35.3%    |
| 163.7     | 204.7       | 368.4   | 35.3%      | 6.3%       | 6.3%             | 12.7%         | 35.3%    |

## Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 1       | 12      | 10      | 13         | 15      | 28      | 28    |
| Tot 12+    | 0.0     | 44.0    | 41.7    | 44.0       | 11.5    | 55.5    | 55.5  |
| Avg 12+    | 0.0     | 3.7     | 4.2     | 3.4        | 0.8     | 2.0     | 2.0   |
| Tot LCS    | 0.0     | 79.3    | 75.1    | 79.3       | 20.7    | 100.0   | 100.0 |
| Avg LCS    | 0.0     | 6.6     | 7.5     | 6.1        | 1.4     | 3.6     | 3.6   |

# Competitive Overview

Some stations also rated in Miami and Ft. Pierce.

## FM Stations

| City of | FCC           | Class | Freq  | Power (kW) | HAAT | C Owner | Year Date           | Sid | Acqd | Price (000) | A Format | Revenue (000)/ | Power Ratio | Local Comm | 1999 | 1999 | 1999 | 1999 | 1999 | 1998 | 1998 | 1998 | 1998 | 1998 | 1998 |
|---------|---------------|-------|-------|------------|------|---------|---------------------|-----|------|-------------|----------|----------------|-------------|------------|------|------|------|------|------|------|------|------|------|------|------|
| Calls   | License       |       |       |            |      |         |                     |     |      |             |          |                |             |            |      |      |      |      |      |      |      |      |      |      |      |
| WRLX    | West Palm     | C3    | 92.1  | 7.2        | 499  | c       | J Crystal Entrprses | 75  | 9808 | 1,800       | Oldies   | 1,800          | 1.04        | 3.3        | 2.5  | 1.7  | 1.9  | 2.1  | 2.0  | 2.2  | 3.8  | 3.8  | 3.3  | 3.5  | 3.5  |
| WBGF    | Belle Glade   | A     | 93.5  | 5.0        | 269  | b       | Bgl Bcstg LP        | 65  | 9608 | 1,000       | c2       | Country        | 1,600       | 1.27       | 2.4  | 1.3  | 1.6  | 1.7  | 1.5  | 0.9  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  |
| WWLV    | Riviera Beach | C3    | 94.3  | 4.1        | 807  | f       | Clear Channel       | 71  | 9712 | 33,000      | d1       | Jazz           | 1,600       | 1.27       | 2.4  | 1.3  | 1.6  | 1.7  | 1.5  | 0.9  | 0.0  | 0.0  | 0.0  | 0.0  |      |
| WLDI    | Fort Pierce   | C1    | 95.5  | 100.0      | 981  | f       | Clear Channel       | 69  | 9808 | 2,500       | d1       | CHR            | 2,500       | 0.85       | 5.6  | 2.8  | 3.6  | 3.4  | 3.5  | 2.5  | 1.8  | 1.6  | 1.6  | 1.6  |      |
| WRMF    | Palm Beach    | C     | 97.9  | 100.0      | 1348 | c       | J Crystal Entrprses | 57  | 9808 | 10,400      | sw       | AC             | 10,400      | 2.25       | 8.8  | 4.3  | 4.5  | 5.0  | 4.9  | 6.1  | 6.4  | 7.0  | 6.6  | 6.6  |      |
| WKGR    | Fort Pierce   | C1    | 98.7  | 100.0      | 974  | f       | Clear Channel       | 61  | 9712 | 4,400       | d1       | Cisc Rock      | 4,400       | 1.52       | 5.5  | 2.9  | 3.3  | 2.8  | 3.1  | 3.6  | 3.5  | 2.6  | 3.0  | 3.0  |      |
| WKIS    | Boca Raton    | C     | 99.9  | 100.0      | 984  | c       | Beasley Bcst Group  | 65  | 9610 | See (12)    | Country  | n/a            | n/a         | 2.6        | 1.0  | 1.3  | 1.8  | 1.5  | 1.4  | 1.1  | 1.1  | 1.5  | 1.5  |      |      |
| • WMBX  | Jensen Beach  | C1    | 102.3 | 100.0      | 974  | c       | Infinity Bcstg      | 80  | 0003 | 1,800       | na       | Modern AC      | 1,800       | 0.93       | 3.7  | 2.2  | 2.1  | 2.3  | 2.1  | 2.1  | 2.1  | 3.5  | 3.5  |      |      |
| • WPBZ  | Indiantown    | C1    | 103.1 | 90.0       | 974  | c       | Infinity Bcstg      | 65  | 0003 | 3,000       | na       | Modern Rock    | 3,000       | 1.10       | 3.7  | 2.2  | 2.1  | 2.3  | 3.1  | 3.4  | 3.3  | 3.5  | 3.3  |      |      |
| WEAT    | West Palm     | C     | 104.3 | 100.0      | 1273 | d       | Infinity Bcstg      | 69  | 9805 | 8,700       | g2       | Soft AC        | 8,700       | 1.04       | 16.0 | 8.7  | 9.7  | 10.9 | 7.4  | 7.3  | 8.6  | 8.6  | 8.6  |      |      |
| WOLL    | Jupiter       | C2    | 105.5 | 2.8        | 974  | f       | Clear Channel       | 97  | 9808 | 2,200       | sw       | Oldies         | 2,200       | 1.16       | 3.6  | 2.6  | 1.7  | 2.2  | 2.0  | 2.4  | 2.3  | 2.2  | 1.6  |      |      |
| WJBW    | Jupiter       | C3    | 106.3 | 25.0       | 308  | a       | Rubenstein &        | 71  | 9902 | 10,000      | g2       | Nostalgia      | 1,200       | 0.23       | 10.1 | 7.2  | 6.3  | 5.4  | 6.0  | 5.7  | 6.4  | 5.9  | 5.7  |      |      |
| WIRK    | West Palm     | C1    | 107.9 | 100.0      | 427  | d       | Infinity Bcstg      | 65  | 9805 | 7,000       | g2       | Country        | 7,000       | 1.32       | 10.1 | 5.7  | 5.6  | 5.7  | 5.5  | 6.6  | 5.5  | 6.5  | 5.3  |      |      |

ARB 12+ Metro Shares (see rights)

| 1999 Est                          | Sales L | Revenue (000)/ | Power Ratio | Local Comm | 1999 | 1999 | 1999 | 1999 | 1999 | 1998 | 1998 | 1998 | 1998 | 1998 |
|-----------------------------------|---------|----------------|-------------|------------|------|------|------|------|------|------|------|------|------|------|
| ARB 12+ Metro Shares (see rights) |         |                |             |            |      |      |      |      |      |      |      |      |      |      |
| 76.9                              | 44.0    | 44.4           | 44.5        | 45.9       | 43.8 | 43.2 | 46.3 | 44.0 |      |      |      |      |      |      |

## AM Stations

| City of | FCC     | Class | Freq | Power (kW) | Day | Night | C Owner | Year Date | Sid | Acqd | Price (000) | A Format | Revenue (000)/ | Power Ratio | Local Comm | 1999 | 1999 | 1999 | 1999 | 1999 | 1998 | 1998 | 1998 | 1998 | 1998 |
|---------|---------|-------|------|------------|-----|-------|---------|-----------|-----|------|-------------|----------|----------------|-------------|------------|------|------|------|------|------|------|------|------|------|------|
| Calls   | License |       |      |            |     |       |         |           |     |      |             |          |                |             |            |      |      |      |      |      |      |      |      |      |      |

| 1999 Est                          | Sales L | Revenue (000)/ | Power Ratio | Local Comm | 1999 | 1999 | 1999 | 1999 | 1999 | 1998 | 1998 | 1998 | 1998 | 1998 |
|-----------------------------------|---------|----------------|-------------|------------|------|------|------|------|------|------|------|------|------|------|
| ARB 12+ Metro Shares (see rights) |         |                |             |            |      |      |      |      |      |      |      |      |      |      |
| 76.9                              | 44.0    | 44.4           | 44.5        | 45.9       | 43.8 | 43.2 | 46.3 | 44.0 |      |      |      |      |      |      |

| City of | FCC            | Class | Freq | Power (kW) | Day  | Night | C Owner             | Year Date | Sid  | Acqd  | Price (000) | A Format    | Revenue (000)/ | Power Ratio | Local Comm | 1999 | 1999 | 1999 | 1999 | 1999 | 1998 | 1998 | 1998 | 1998 | 1998 |
|---------|----------------|-------|------|------------|------|-------|---------------------|-----------|------|-------|-------------|-------------|----------------|-------------|------------|------|------|------|------|------|------|------|------|------|------|
| Calls   | License        |       |      |            |      |       |                     |           |      |       |             |             |                |             |            |      |      |      |      |      |      |      |      |      |      |
| WAFB    | Clewiston      | B     | 590  | 0.9        | 0.47 | c     | Glades Media        | 88        |      |       | 100         | Spanish     | 100            | 0.3         | 0.0        | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  |
| • WSBP  | Royal Palm Bch | B     | 640  | 7.5        | 0.46 | c     | J Crystal Entrprses | 86        | 9912 | 3,946 | 1           | Religion    | 3,946          | 0.0         | 0.0        | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  |
| WLVJ    | Royal Palm Bch | B     | 640  | 7.5        | 0.46 | c     | J Crystal Entrprses | 86        | 9912 | 3,946 | 1           | Spanish     | 100            | 0.3         | 0.0        | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  |
| • WBSR  | Boca Raton     | B     | 740  | 2.5        | 0.94 | e     | Beasley Bcst Group  | 65        | 0001 | p     | d3          | Bus News    | 350            | 0.7         | 0.4        | 0.5  | 0.5  | 0.6  | 0.0  | 0.0  | 0.0  | 0.0  | 0.3  | 0.6  |      |
| WJVA    | West Palm      | B     | 850  | 5.0        | 1.00 | c     | J Crystal Entrprses | 48        | 9806 | 1,500 | c2          | Bus News    | 350            | 0.6         | 0.4        | 0.0  | 0.4  | 0.3  | 0.6  | 0.7  | 0.8  | 0.8  | 0.8  | 0.8  |      |
| WJWA    | West Palm      | B     | 900  | 1.0        | 0.02 | b     | Bgl Bcstg LP        | 47        | 9608 | 1,500 | c2          | Urban/Gospl | 750            | 0.79        | 1.8        | 1.0  | 1.0  | 1.3  | 1.0  | 0.5  | 1.1  | 0.7  | 0.7  |      |      |
| WSWN    | Belle Glade    | B     | 900  | 1.0        | 0.02 | b     | Bgl Bcstg LP        | 47        | 9608 | 1,500 | c2          | Urban/Gospl | 750            | 0.79        | 1.8        | 1.0  | 1.0  | 1.3  | 1.0  | 0.5  | 1.1  | 0.7  | 0.7  |      |      |
| WDBE    | Jupiter        | B     | 1000 | 0.7        | 0.02 | a     | Rubenstein &        | 68        | 9902 | 450   | cp          | EgBnd/Jazz  | 1,300          | 0.82        | 7.4        | 4.1  | 4.6  | 4.6  | 4.9  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  |      |
| WJNO    | Boynton Beach  | B     | 1040 | 25.0       | 1.10 | f     | Clear Channel       | 73        | 9808 | 3,200 | d1          | News/Talk   | 3,200          | 0.82        | 7.4        | 4.1  | 4.6  | 4.7  | 4.9  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  |      |
| WJNC    | Boynton Beach  | B     | 1040 | 25.0       | 1.10 | f     | Clear Channel       | 73        | 9808 | 3,200 | d1          | News/Talk   | 3,200          | 0.82        | 7.4        | 4.1  | 4.6  | 4.7  | 4.9  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  |      |
| WSPF    | Royal Palm Bch | B     | 1190 | 0.7        | 0.41 | c     | Q Broadcasting      | 91        |      |       |             | Spanish     | 0.0            | 0.0         | 0.0        | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  |      |
| WJNA    | West Palm      | C     | 1230 | 1.0        | 1.00 | c     | J Crystal Entrprses | 36        | 9808 | 750   | sw          | Nostalgia   | 750            | 0.57        | 2.5        | 1.2  | 1.9  | 1.5  | 1.2  | 1.1  | 1.6  | 1.1  | 1.8  |      |      |
| WBZT    | West Palm      | B     | 1290 | 10.0       | 4.90 | f     | Clear Channel       | 47        | 9712 | 1,100 | d1          | Talk        | 1,100          | 0.68        | 3.1        | 1.6  | 1.4  | 2.0  | 1.5  | 2.4  | 2.8  | 2.2  | 2.3  |      |      |
| WJNX    | Fort Pierce    | B     | 1330 | 5.0        | 1.00 | f     | Clear Channel       | 52        | 9808 | 450   | d1          | News/Talk   | 450            | 0.9         | 0.0        | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  |      |
| • WLVS  | Lake Worth     | B     | 1380 | 1.0        | 0.10 | c     | Radio Fiesta Inc.   | 59        | 0001 | p     | 400         | 1           | Spanish        | 200         | 0.6        | 0.0  | 0.4  | 0.5  | 0.6  | 0.0  | 0.0  | 0.0  | 0.0  | 0.4  |      |
| WFBR    | Lantana        | C     | 1340 | 0.8        | 0.81 | c     | Omnilingual Bcstg   | 41        | 9403 | 700   | d1          | News/Talk   | 700            | 0.9         | 0.0        | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  |      |
| WDBF    | Delray Beach   | B     | 1420 | 5.0        | 0.46 | cp    | Rubenstein &        | 52        | 9805 | 1,100 | g2          | EgBnd/Jazz  | 950            | 0.42        | 4.3        | 2.2  | 2.1  | 2.5  | 3.3  | 2.2  | 3.4  | 2.0  | 2.1  |      |      |
| WMNE    | Riviera Beach  | B     | 1600 | 5.0        | 4.70 | c     | Hibernia Comm       | 59        | 9906 | 1,200 | g2          | Children    | 600            | 1.04        | 1.1        | 0.0  | 0.0  | 0.9  | 0.8  | 0.8  | 1.0  | 1.2  | 0.8  |      |      |

| AM TOTALS | 1999 Est | Sales L | Revenue (000)/ | Power Ratio | Local Comm | 1999 | 1999 | 1999 | 1999 | 1999 | 1998 | 1998 | 1998 | 1998 |
|-----------|----------|---------|----------------|-------------|------------|------|------|------|------|------|------|------|------|------|
| AM TOTALS | 23.3     | 11.5    | 12.4           | 15.3        | 13.4       | 13.3 | 14.9 | 13.2 |      |      |      |      |      |      |

| # AM Stations | 15 | # Combos | 8 | # Duopolies | 9 |
|---------------|----|----------|---|-------------|---|
| # AM Stations | 15 | 8        | 9 | 28          | 9 |

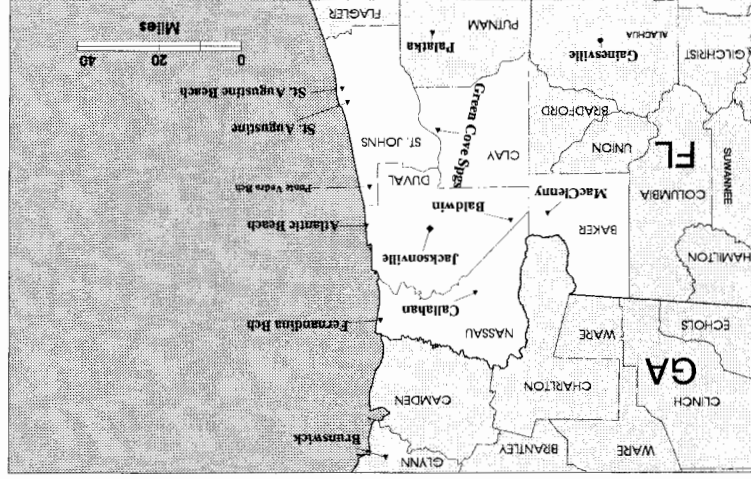
| AM & FM Stations Profiled | 28 |
|---------------------------|----|
| AM & FM Stations Profiled | 28 |

| Total Local Commercial Share | 55.5 | 56.8 | 59.8 | 59.3 | 57.1 | 58.1 | 58.5 | 57.2 |
|------------------------------|------|------|------|------|------|------|------|------|
| Total Local Commercial Share | 55.5 | 56.8 | 59.8 | 59.3 | 57.1 | 58.1 | 58.5 | 57.2 |

• Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.



Metro Rank: 51  
Revenue Rank: 44



Metro Counties / Population (000)

|               |                |
|---------------|----------------|
| Baker, FL     | 21.1           |
| Clay, FL      | 139.5          |
| Duval, FL     | 763.1          |
| Nassau, FL    | 55.9           |
| St. Johns, FL | 112.8          |
| <b>Total</b>  | <b>1,092.4</b> |

# Jacksonville, FL Market Overview



Market Radio Financials (all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES |          | Revenue/Retail Sales |              |
|--------------------------|----------|----------------------|--------------|
| 1993                     | \$29,500 | 1993                 | \$3,10/1,000 |
| 1994                     | \$33,900 | 1998                 | \$4,25/1,000 |
| 1995                     | \$38,400 | 1998                 | \$4,92/1,000 |
| 1996                     | \$40,600 | 2001                 | \$63,800     |
| 1997                     | \$44,900 | 2002                 | \$70,200     |
| 1998                     | \$49,100 | 2003                 | \$75,800     |
| Δ 93 - 98                | 10.7%    | Est. Breakout        | Local 75%    |
| Δ 98 - 99                | 9.4%     | Revenue/Capita       | National 25% |
| 1999                     | \$53,700 | 1993                 | \$29.75      |
| 2000                     | \$59,100 | 1998                 | \$44.95      |
| 2001                     | \$63,800 | 2003                 | \$63.01      |

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

| 1993         | 1998     | 1998     | 2003     |
|--------------|----------|----------|----------|
| 991.5        | 1,092.4  | 1,092.4  | 1,203.0  |
| 373.3        | 413.5    | 413.5    | 458.3    |
| 9,506.3      | 11,562.8 | 11,562.8 | 15,421.0 |
| 15,137.4     | 18,841.1 | 18,841.1 | 25,671.0 |
| Households   | 2.1%     | 2.0%     | 1.9%     |
| Retail Sales | 4.0%     | 4.0%     | 5.9%     |
| EBI          | 4.5%     | 4.5%     | 6.4%     |

Demographic Breakdown

| Over 55       | 45 - 54       | 35 - 44          | 25 - 34          | 18 - 24    | 12 - 17    | Under 12   | Total      |
|---------------|---------------|------------------|------------------|------------|------------|------------|------------|
| 96.8          | 73.8          | 90.1             | 83.9             | 48.9       | 45.6       | 93.6       | 532.6      |
| 125.4         | 77.8          | 93.3             | 81.2             | 46.9       | 44.7       | 90.4       | 559.8      |
| 222.2         | 151.6         | 183.4            | 165.0            | 95.9       | 90.3       | 184.0      | 1,092.4    |
| 20.3%         | 13.9%         | 16.8%            | 15.1%            | 8.8%       | 8.3%       | 16.8%      | 100.0%     |
| Avg Household | Avg Household | Median Household | Median Household | Per Capita | Per Capita | Per Capita | Per Capita |
| \$ 45,565     | \$ 45,565     | \$ 35,619        | \$ 35,619        | \$ 17,247  | \$ 17,247  | \$ 17,247  | \$ 17,247  |
| 96.8          | 73.8          | 90.1             | 83.9             | 48.9       | 45.6       | 93.6       | 532.6      |
| 125.4         | 77.8          | 93.3             | 81.2             | 46.9       | 44.7       | 90.4       | 559.8      |
| 222.2         | 151.6         | 183.4            | 165.0            | 95.9       | 90.3       | 184.0      | 1,092.4    |
| 20.3%         | 13.9%         | 16.8%            | 15.1%            | 8.8%       | 8.3%       | 16.8%      | 100.0%     |
| Avg Household | Avg Household | Median Household | Median Household | Per Capita | Per Capita | Per Capita | Per Capita |
| \$ 45,565     | \$ 45,565     | \$ 35,619        | \$ 35,619        | \$ 17,247  | \$ 17,247  | \$ 17,247  | \$ 17,247  |
| 96.8          | 73.8          | 90.1             | 83.9             | 48.9       | 45.6       | 93.6       | 532.6      |
| 125.4         | 77.8          | 93.3             | 81.2             | 46.9       | 44.7       | 90.4       | 559.8      |
| 222.2         | 151.6         | 183.4            | 165.0            | 95.9       | 90.3       | 184.0      | 1,092.4    |
| 20.3%         | 13.9%         | 16.8%            | 15.1%            | 8.8%       | 8.3%       | 16.8%      | 100.0%     |
| Avg Household | Avg Household | Median Household | Median Household | Per Capita | Per Capita | Per Capita | Per Capita |
| \$ 45,565     | \$ 45,565     | \$ 35,619        | \$ 35,619        | \$ 17,247  | \$ 17,247  | \$ 17,247  | \$ 17,247  |
| 96.8          | 73.8          | 90.1             | 83.9             | 48.9       | 45.6       | 93.6       | 532.6      |
| 125.4         | 77.8          | 93.3             | 81.2             | 46.9       | 44.7       | 90.4       | 559.8      |
| 222.2         | 151.6         | 183.4            | 165.0            | 95.9       | 90.3       | 184.0      | 1,092.4    |
| 20.3%         | 13.9%         | 16.8%            | 15.1%            | 8.8%       | 8.3%       | 16.8%      | 100.0%     |
| Avg Household | Avg Household | Median Household | Median Household | Per Capita | Per Capita | Per Capita | Per Capita |
| \$ 45,565     | \$ 45,565     | \$ 35,619        | \$ 35,619        | \$ 17,247  | \$ 17,247  | \$ 17,247  | \$ 17,247  |
| 96.8          | 73.8          | 90.1             | 83.9             | 48.9       | 45.6       | 93.6       | 532.6      |
| 125.4         | 77.8          | 93.3             | 81.2             | 46.9       | 44.7       | 90.4       | 559.8      |
| 222.2         | 151.6         | 183.4            | 165.0            | 95.9       | 90.3       | 184.0      | 1,092.4    |
| 20.3%         | 13.9%         | 16.8%            | 15.1%            | 8.8%       | 8.3%       | 16.8%      | 100.0%     |
| Avg Household | Avg Household | Median Household | Median Household | Per Capita | Per Capita | Per Capita | Per Capita |
| \$ 45,565     | \$ 45,565     | \$ 35,619        | \$ 35,619        | \$ 17,247  | \$ 17,247  | \$ 17,247  | \$ 17,247  |
| 96.8          | 73.8          | 90.1             | 83.9             | 48.9       | 45.6       | 93.6       | 532.6      |
| 125.4         | 77.8          | 93.3             | 81.2             | 46.9       | 44.7       | 90.4       | 559.8      |
| 222.2         | 151.6         | 183.4            | 165.0            | 95.9       | 90.3       | 184.0      | 1,092.4    |
| 20.3%         | 13.9%         | 16.8%            | 15.1%            | 8.8%       | 8.3%       | 16.8%      | 100.0%     |
| Avg Household | Avg Household | Median Household | Median Household | Per Capita | Per Capita | Per Capita | Per Capita |
| \$ 45,565     | \$ 45,565     | \$ 35,619        | \$ 35,619        | \$ 17,247  | \$ 17,247  | \$ 17,247  | \$ 17,247  |
| 96.8          | 73.8          | 90.1             | 83.9             | 48.9       | 45.6       | 93.6       | 532.6      |
| 125.4         | 77.8          | 93.3             | 81.2             | 46.9       | 44.7       | 90.4       | 559.8      |
| 222.2         | 151.6         | 183.4            | 165.0            | 95.9       | 90.3       | 184.0      | 1,092.4    |
| 20.3%         | 13.9%         | 16.8%            | 15.1%            | 8.8%       | 8.3%       | 16.8%      | 100.0%     |
| Avg Household | Avg Household | Median Household | Median Household | Per Capita | Per Capita | Per Capita | Per Capita |
| \$ 45,565     | \$ 45,565     | \$ 35,619        | \$ 35,619        | \$ 17,247  | \$ 17,247  | \$ 17,247  | \$ 17,247  |
| 96.8          | 73.8          | 90.1             | 83.9             | 48.9       | 45.6       | 93.6       | 532.6      |
| 125.4         | 77.8          | 93.3             | 81.2             | 46.9       | 44.7       | 90.4       | 559.8      |
| 222.2         | 151.6         | 183.4            | 165.0            | 95.9       | 90.3       | 184.0      | 1,092.4    |
| 20.3%         | 13.9%         | 16.8%            | 15.1%            | 8.8%       | 8.3%       | 16.8%      | 100.0%     |
| Avg Household | Avg Household | Median Household | Median Household | Per Capita | Per Capita | Per Capita | Per Capita |
| \$ 45,565     | \$ 45,565     | \$ 35,619        | \$ 35,619        | \$ 17,247  | \$ 17,247  | \$ 17,247  | \$ 17,247  |
| 96.8          | 73.8          | 90.1             | 83.9             | 48.9       | 45.6       | 93.6       | 532.6      |
| 125.4         | 77.8          | 93.3             | 81.2             | 46.9       | 44.7       | 90.4       | 559.8      |
| 222.2         | 151.6         | 183.4            | 165.0            | 95.9       | 90.3       | 184.0      | 1,092.4    |
| 20.3%         | 13.9%         | 16.8%            | 15.1%            | 8.8%       | 8.3%       | 16.8%      | 100.0%     |
| Avg Household | Avg Household | Median Household | Median Household | Per Capita | Per Capita | Per Capita | Per Capita |
| \$ 45,565     | \$ 45,565     | \$ 35,619        | \$ 35,619        | \$ 17,247  | \$ 17,247  | \$ 17,247  | \$ 17,247  |
| 96.8          | 73.8          | 90.1             | 83.9             | 48.9       | 45.6       | 93.6       | 532.6      |
| 125.4         | 77.8          | 93.3             | 81.2             | 46.9       | 44.7       | 90.4       | 559.8      |
| 222.2         | 151.6         | 183.4            | 165.0            | 95.9       | 90.3       | 184.0      | 1,092.4    |
| 20.3%         | 13.9%         | 16.8%            | 15.1%            | 8.8%       | 8.3%       | 16.8%      | 100.0%     |
| Avg Household | Avg Household | Median Household | Median Household | Per Capita | Per Capita | Per Capita | Per Capita |
| \$ 45,565     | \$ 45,565     | \$ 35,619        | \$ 35,619        | \$ 17,247  | \$ 17,247  | \$ 17,247  | \$ 17,247  |
| 96.8          | 73.8          | 90.1             | 83.9             | 48.9       | 45.6       | 93.6       | 532.6      |
| 125.4         | 77.8          | 93.3             | 81.2             | 46.9       | 44.7       | 90.4       | 559.8      |
| 222.2         | 151.6         | 183.4            | 165.0            | 95.9       | 90.3       | 184.0      | 1,092.4    |
| 20.3%         | 13.9%         | 16.8%            | 15.1%            | 8.8%       | 8.3%       | 16.8%      | 100.0%     |
| Avg Household | Avg Household | Median Household | Median Household | Per Capita | Per Capita | Per Capita | Per Capita |
| \$ 45,565     | \$ 45,565     | \$ 35,619        | \$ 35,619        | \$ 17,247  | \$ 17,247  | \$ 17,247  | \$ 17,247  |
| 96.8          | 73.8          | 90.1             | 83.9             | 48.9       | 45.6       | 93.6       | 532.6      |
| 125.4         | 77.8          | 93.3             | 81.2             | 46.9       | 44.7       | 90.4       | 559.8      |
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| 20.3%         | 13.9%         | 16.8%            | 15.1%            | 8.8%       | 8.3%       | 16.8%      | 100.0%     |
| Avg Household | Avg Household | Median Household | Median Household | Per Capita | Per Capita | Per Capita | Per Capita |
| \$ 45,565     | \$ 45,565     | \$ 35,619        | \$ 35,619        | \$ 17,247  | \$ 17,247  | \$ 17,247  | \$ 17,247  |
| 96.8          | 73.8          | 90.1             | 83.9             | 48.9       | 45.6       | 93.6       | 532.6      |
| 125.4         | 77.8          | 93.3             | 81.2             | 46.9       | 44.7       | 90.4       | 559.8      |
| 222.2         | 151.6         | 183.4            | 165.0            | 95.9       | 90.3       | 184.0      | 1,092.4    |
| 20.3%         | 13.9%         | 16.8%            | 15.1%            | 8.8%       | 8.3%       | 16.8%      | 100.0%     |
| Avg Household | Avg Household | Median Household | Median Household | Per Capita | Per Capita | Per Capita | Per Capita |
| \$ 45,565     | \$ 45,565     | \$ 35,619        | \$ 35,619        | \$ 17,247  | \$ 17,247  | \$ 17,247  | \$ 17,247  |
| 96.8          | 73.8          | 90.1             | 83.9             | 48.9       | 45.6       | 93.6       | 532.6      |
| 125.4         | 77.8          | 93.3             | 81.2             | 46.9       | 44.7       | 90.4       | 559.8      |
| 222.2         | 151.6         | 183.4            | 165.0            | 95.9       | 90.3       | 184.0      | 1,092.4    |
| 20.3%         | 13.9%         | 16.8%            | 15.1%            | 8.8%       | 8.3%       | 16.8%      | 100.0%     |
| Avg Household | Avg Household | Median Household | Median Household | Per Capita | Per Capita | Per Capita | Per Capita |
| \$ 45,565     | \$ 45,565     | \$ 35,619        | \$ 35,619        | \$ 17,247  | \$ 17,247  | \$ 17,247  | \$ 17,247  |
| 96.8          | 73.8          | 90.1             | 83.9             | 48.9       | 45.6       | 93.6       | 532.6      |
| 125.4         | 77.8          | 93.3             | 81.2             | 46.9       | 44.7       | 90.4       | 559.8      |
| 222.2         | 151.6         | 183.4            | 165.0            | 95.9       | 90.3       | 184.0      | 1,092.4    |
| 20.3%         | 13.9%         | 16.8%            | 15.1%            | 8.8%       | 8.3%       | 16.8%      | 100.0%     |
| Avg Household | Avg Household | Median Household | Median Household | Per Capita | Per Capita | Per Capita | Per Capita |
| \$ 45,565     | \$ 45,565     | \$ 35,619        | \$ 35,619        | \$ 17,247  | \$ 17,247  | \$ 17,247  | \$ 17,247  |
| 96.8          | 73.8          | 90.1             | 83.9             | 48.9       | 45.6       | 93.6       | 532.6      |
| 125.4         | 77.8          | 93.3             | 81.2             | 46.9       | 44.7       | 90.4       | 559.8      |
| 222.2         | 151.6         | 183.4            | 165.0            | 95.9       | 90.3       | 184.0      | 1,092.4    |
| 20.3%         | 13.9%         | 16.8%            | 15.1%            | 8.8%       | 8.3%       | 16.8%      | 100.0%     |
| Avg Household | Avg Household | Median Household | Median Household | Per Capita | Per Capita | Per Capita | Per Capita |
| \$ 45,565     | \$ 45,565     | \$ 35,619        | \$ 35,619        | \$ 17,247  | \$ 17,247  | \$ 17,247  | \$ 17,247  |
| 96.8          | 73.8          | 90.1             | 83.9             | 48.9       | 45.6       | 93.6       | 532.6      |
| 125.4         | 77.8          | 93.3             | 81.2             | 46.9       | 44.7       | 90.4       | 559.8      |
| 222.2         | 151.6         | 183.4            | 165.0            | 95.9       | 90.3       | 184.0      | 1,092.4    |
| 20.3%         | 13.9%         | 16.8%            | 15.1%            | 8.8%       | 8.3%       | 16.8%      | 100.0%     |
| Avg Household | Avg Household | Median Household | Median Household | Per Capita | Per Capita | Per Capita | Per Capita |
| \$ 45,565     | \$ 45,565     | \$ 35,619        | \$ 35,619        | \$ 17,247  | \$ 17,247  | \$ 17,247  | \$ 17,247  |
| 96.8          | 73.8          | 90.1             | 83.9             | 48.9       | 45.6       | 93.6       | 532.6      |
| 125.4         | 77.8          | 93.3             | 81.2             | 46.9       | 44.7       | 90.4       | 559.8      |
| 222.2         | 151.6         | 183.4            | 165.0            | 95.9       | 90.3       | 184.0      | 1,092.4    |
| 20.3%         | 13.9%         | 16.8%            | 15.1%            | 8.8%       | 8.3%       | 16.8%      | 100.0%     |
| Avg Household | Avg Household | Median Household | Median Household | Per Capita | Per Capita | Per Capita | Per Capita |
| \$ 45,565     | \$ 45,565     | \$ 35,619        | \$ 35,619        | \$ 17,247  | \$ 17,247  | \$ 17,247  | \$ 17,247  |
| 96.8          | 73.8          | 90.1             | 83.9             | 48.9       | 45.6       | 93.6       | 532.6      |
| 125.4         | 77.8          | 93.3             | 81.2             | 46.9       | 44.7       | 90.4       | 559.8      |
| 222.2         | 151.6         | 183.4            | 165.0            | 95.9       | 90.3       | 184.0      | 1,092.4    |
| 20.3%         | 13.9%         | 16.8%            | 15.1%            | 8.8%       | 8.3%       | 16.8%      | 100.0%     |
| Avg Household | Avg Household | Median Household | Median Household | Per Capita | Per Capita | Per Capita | Per Capita |
| \$ 45,565     | \$ 45,565     | \$ 35,619        | \$ 35,619        | \$ 17,247  | \$ 17,247  | \$ 17,247  | \$ 17,247  |
| 96.8          | 73.8          | 90.1             | 83.9             | 48.9       | 45.6       | 93.6       | 532.6      |
| 125.4         | 77.8          | 93.3             | 81.2             | 46.9       | 44.7       | 90.4       |            |

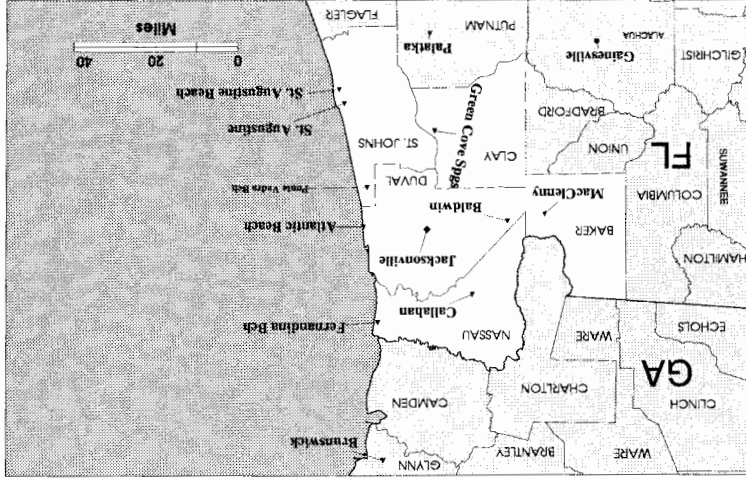
# Competitive Overview

Some stations also rated in Daytona Beach.

ARB 12+ Metro Shares (see rights)

| City of            | FCC            | Class | Freq  | Power (kW) | HAAT | C Owner             | Year Acqd | Std Date | Price (000) | M A Format | Revenue (000)/ | Power Ratio | Local Comm | 1999   | 1999   | 1999   | 1999 | 1999   | 1998   | 1998   | 1998 | 1998   | 1998   | 1998   |      |
|--------------------|----------------|-------|-------|------------|------|---------------------|-----------|----------|-------------|------------|----------------|-------------|------------|--------|--------|--------|------|--------|--------|--------|------|--------|--------|--------|------|
| Calls              | License        |       |       |            |      |                     |           |          |             |            | 1999 Est       | Avg 99      | Fall       | Summer | Spring | Winter | Fall | Summer | Spring | Winter | Fall | Summer | Spring | Winter |      |
| WJXR               | MacClenny      | C3    | 92.1  | 25.0       | 328  | Perich, Gregory G   | 78        | 8501     | 1,000       | g1         | Talk           | 0.4         | 0.0        | 0.4    | 0.0    | 0.4    | 0.0  | 0.4    | 0.5    | 5.8    | 0.5  | 0.5    | 0.0    | 0.8    |      |
| WJBT               | Green Cove     | A     | 92.7  | 26.6 cp    | 505  | Clear Channel       | 78        | 9905     | 2,400       | 0.63       | 7.1            | 6.0         | 5.5        | 5.6    | 5.8    | 5.8    | 7.0  | 5.8    | 6.4    | 5.9    | 6.4  | 4.9    | 4.9    | 5.9    |      |
| WPLA               | Callahan       | C2    | 93.3  | 50.0       | 463  | Clear Channel       | 90        | 9712     | 2,300       | 0.70       | 6.1            | 4.4         | 5.8        | 5.0    | 5.2    | 4.4    | 4.7  | 4.7    | 4.9    | 4.1    | 4.1  | 4.9    | 4.1    |        |      |
| WSOS               | St. Augustine  | C3    | 94.1  | 19.0       | 377  | WSOS-FM Inc         | 82        | 9005     | 300         | 1,620      | Bright AC      | 0.3         | 0.5        | 0.0    | 0.0    | 0.4    | 0.7  | 0.6    | 0.9    | 0.0    | 0.0  | 0.9    | 0.0    | 0.0    |      |
| WAFP               | Jacksonville   | C     | 95.1  | 100.0      | 984  | Cox Radio Inc       | 49        | 9908 p   | 7,100       | 1.26       | 10.4           | 10.5        | 9.1        | 9.6    | 8.8    | 7.4    | 9.3  | 9.4    | 8.3    | 8.3    | 9.4  | 8.3    | 7.1    |        |      |
| WEJZ               | Jacksonville   | C     | 96.1  | 100.0      | 984  | Renda Bcstg Corp    | 49        | 9003     | 4,700       | 1.16       | 7.5            | 6.1         | 6.4        | 6.9    | 5.9    | 5.9    | 7.9  | 7.9    | 7.8    | 7.1    | 7.8  | 7.8    | 7.1    | 7.1    |      |
| WKOL               | Jacksonville   | C     | 96.9  | 98.0       | 1014 | b Cox Radio Inc     | 69        | 9908 p   | 4,000       | 1.06       | 7.0            | 6.7         | 5.7        | 5.0    | 5.6    | 5.9    | 7.1  | 5.1    | 5.1    | 5.8    | 5.8  | 5.1    | 5.1    | 5.1    |      |
| WFSJ               | St. Augustine  | C2    | 97.9  | 50.0 cp    | 482  | Clear Channel       | 65        | 9908 p   | 1,600       | 0.93       | 3.2            | 3.2         | 2.1        | 3.4    | 2.3    | 3.0    | 2.5  | 2.5    | 3.7    | 3.5    | 3.7  | 3.7    | 3.7    | 3.5    |      |
| WOJK               | Jacksonville   | C     | 99.1  | 100.0      | 1014 | c Clear Channel     | 64        | 9905     | 6,100       | 1.33       | 8.5            | 6.4         | 6.9        | 8.4    | 7.8    | 8.4    | 5.7  | 7.4    | 6.9    | 8.2    | 8.2  | 7.4    | 6.9    | 8.2    |      |
| WFSK               | Palatka        | C     | 99.9  | 100.0      | 1201 | d Renda Bcstg Corp  | 73        | 9602     | n/a         |            | Hot AC         | 0.9         | 0.6        | 0.7    | 1.0    | 0.7    | 0.9  | 0.9    | 0.6    | 0.8    | 0.8  | 0.9    | 0.9    | 0.8    |      |
| WWRB               | Brunswick      | C1    | 100.7 | 36.0       | 1463 | d Renda Bcstg Corp  | 65        | 9602     | 650         | 0.67       | 1.8            | 1.5         | 1.6        | 1.5    | 1.6    | 1.6    | 1.5  | 2.1    | 1.6    | 1.6    | 2.2  | 2.2    | 1.6    | 1.6    |      |
| WSOL               | Brunswick      | C     | 101.5 | 100.0      | 1463 | c Clear Channel     | 66        | 9905     | 3,200       | 0.67       | 8.8            | 8.2         | 8.1        | 6.9    | 6.5    | 6.9    | 7.1  | 7.1    | 6.8    | 6.8    | 7.1  | 7.1    | 6.8    | 6.8    |      |
| WMXQ               | Jacksonville   | C     | 102.9 | 98.0       | 1014 | b Cox Radio Inc     | 65        | 9908 p   | 2,500       | 1.25       | 3.7            | 1.9         | 3.2        | 3.0    | 3.3    | 2.8    | 3.3  | 3.3    | 3.1    | 3.1    | 3.3  | 3.3    | 3.1    | 3.1    |      |
| WFLV               | Atlantic Beach | C     | 104.5 | 99.0       | 1014 | b Cox Radio Inc     | 67        | 9908 p   | 7,000       | 1.38       | 9.4            | 7.4         | 8.4        | 8.9    | 7.2    | 7.2    | 7.5  | 8.0    | 8.3    | 8.3    | 8.0  | 8.0    | 8.0    | 8.3    |      |
| WXGTV              | Fernandina     | A     | 105.3 | 3.9 cp     | 410  | e Mondosphere Bcstg | 99        |          |             |            | Rhymc/Oldes    | 0.0         | 0.0        | 0.0    | 0.0    | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  |
| WYGV               | St. Augustine  | C3    | 105.5 | 16.0       | 410  | e Mondosphere Bcstg | 95        | 9804     | 1,900       | c1         | Rhymc/Oldes    | 0.7         | 0.7        | 0.7    | 0.4    | 0.7    | 0.5  | 0.0    | 0.0    | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  |
| WXQL               | Baldwin        | A     | 105.7 | 6.0        | 328  | United Comm Inc     | 92        | 9603     |             | 120        | Mix AC         | 0.1         | 0.0        | 0.0    | 0.0    | 0.4    | 0.4  | 0.4    | 0.6    | 0.6    | 0.6  | 0.7    | 0.7    | 0.6    |      |
| WBGB               | Ponte Vedra    | A     | 106.5 | 6.0        | 328  | a Concord Media     | 96        | 9907     | 450         | 0.56       | 1.5            | 1.7         | 1.4        | 1.3    | 1.3    | 1.2    | 1.2  | 1.0    | 1.0    | 1.0    | 1.2  | 1.2    | 1.0    | 1.0    |      |
| WROO               | Jacksonville   | C     | 107.3 | 100.0      | 705  | c Clear Channel     | 77        | 9712     | 3,500       | 1.03       | 6.3            | 4.9         | 5.7        | 5.6    | 4.9    | 5.3    | 5.3  | 5.3    | 5.5    | 5.5    | 5.3  | 5.3    | 5.3    | 5.5    |      |
| # FM Stations - 19 |                |       |       |            |      |                     |           |          |             |            |                |             |            |        |        |        |      |        |        |        |      |        |        |        |      |
| # Combos - 16      |                |       |       |            |      |                     |           |          |             |            |                |             |            |        |        |        |      |        |        |        |      |        |        |        |      |
| FM TOTALS          |                |       |       |            |      |                     |           |          |             |            |                |             |            |        |        |        |      |        |        |        |      |        |        |        |      |
|                    |                |       | 83.7  | 70.2       | 71.0 | 72.9                | 70.0      | 68.2     | 72.3        | 74.0       | 71.4           | 71.4        | 71.4       | 71.4   | 71.4   | 71.4   | 71.4 | 71.4   | 71.4   | 71.4   | 71.4 | 71.4   | 71.4   | 71.4   | 71.4 |

Metro Rank: 51  
Revenue Rank: 44



Metro Counties / Population (000)

|               |                |
|---------------|----------------|
| Baker, FL     | 21.1           |
| Clay, FL      | 139.5          |
| Duval, FL     | 763.1          |
| Nassau, FL    | 55.9           |
| St. Johns, FL | 112.8          |
| <b>Total</b>  | <b>1,092.4</b> |

# Jacksonville, FL Market Overview



Market Radio Financials and Ratios (all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES |          | Revenue/Retail Sales |              | Revenue/Capita |          |
|--------------------------|----------|----------------------|--------------|----------------|----------|
| 1993                     | \$29,500 | 1993                 | \$3,10/1,000 | 1993           | \$29.75  |
| 1994                     | \$33,900 | 1994                 | \$4.25/1,000 | 1994           | \$44.95  |
| 1995                     | \$38,400 | 1995                 | \$59,100     | 1995           | \$63,800 |
| 1996                     | \$40,600 | 1996                 | \$63,800     | 1996           | \$70,200 |
| 1997                     | \$44,900 | 1997                 | \$70,200     | 1997           | \$75,800 |
| 1998                     | \$49,100 | 1998                 | \$75,800     | 1998           | \$75,800 |
| 1999                     | \$53,700 | 1999                 | \$75,800     | 1999           | \$75,800 |
| 2000                     | \$59,100 | 2000                 | \$75,800     | 2000           | \$75,800 |
| 2001                     | \$63,800 | 2001                 | \$75,800     | 2001           | \$75,800 |
| 2002                     | \$70,200 | 2002                 | \$75,800     | 2002           | \$75,800 |
| 2003                     | \$75,800 | 2003                 | \$75,800     | 2003           | \$75,800 |
| Est. Breakout            |          | Local 75%            |              | National 25%   |          |
| Δ 98 - 99                | 9.4%     | Δ 98 - 99            | 9.4%         | Δ 98 - 99      | 9.0%     |
| Δ 93 - 98                | 10.7%    | Δ 93 - 98            | 10.7%        | Δ 93 - 98      | 10.7%    |

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

| MSA Population |         | Households  |       | Retail Sales |          | EBI         |          |
|----------------|---------|-------------|-------|--------------|----------|-------------|----------|
| 1993           | 991.5   | 1993        | 373.3 | 1993         | 9,506.3  | 1993        | 15,137.4 |
| 1998           | 1,092.4 | 1998        | 413.5 | 1998         | 11,562.8 | 1998        | 18,841.1 |
| 2003           | 1,203.0 | 2003        | 458.3 | 2003         | 15,421.0 | 2003        | 25,671.0 |
| Growth Rate    |         | Growth Rate |       | Growth Rate  |          | Growth Rate |          |
| 1993           | 2.0%    | 1993        | 2.1%  | 1993         | 4.0%     | 1993        | 4.5%     |
| 1998           | 2.0%    | 1998        | 2.1%  | 1998         | 4.0%     | 1998        | 4.5%     |
| 2003           | 1.9%    | 2003        | 2.1%  | 2003         | 5.9%     | 2003        | 6.4%     |

Demographic Breakdown

| Category           | Total     | Under 12 | 12 - 17 | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 54 | Over 55 |
|--------------------|-----------|----------|---------|---------|---------|---------|---------|---------|
| Men (000)          | 532.6     | 93.6     | 45.6    | 48.9    | 83.9    | 90.1    | 73.8    | 96.8    |
| Women (000)        | 559.8     | 90.4     | 44.7    | 46.9    | 81.2    | 93.3    | 77.8    | 125.4   |
| Total              | 1,092.4   | 184.0    | 90.3    | 95.9    | 165.0   | 183.4   | 151.6   | 222.2   |
| Percentage         | 100.0%    | 16.8%    | 8.3%    | 8.8%    | 15.1%   | 16.8%   | 13.9%   | 20.3%   |
| Per Capita         | \$ 17,247 |          |         |         |         |         |         |         |
| Median Household   | \$ 35,619 |          |         |         |         |         |         |         |
| Avg Household      | \$ 45,565 |          |         |         |         |         |         |         |
| Ethnic Population: |           |          |         |         |         |         |         |         |
| White              | 73.8%     |          |         |         |         |         |         |         |
| Black              | 23.2%     |          |         |         |         |         |         |         |
| Asian              | 2.7%      |          |         |         |         |         |         |         |
| Hispanic           | 3.6%      |          |         |         |         |         |         |         |

Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 4       | 15      | 10      | 19         | 19      | 18      | 37    |
| Tot 12+    | 7.7     | 62.5    | 63.3    | 70.2       | 13.9    | 84.1    | 2.3   |
| Avg 12+    | 1.9     | 4.2     | 6.3     | 3.7        | 0.8     | 0.8     | 2.3   |
| Tot LCS    | 9.2     | 74.3    | 75.3    | 83.5       | 16.5    | 100.0   | 2.7   |
| Avg LCS    | 2.3     | 5.0     | 7.5     | 4.4        | 0.9     | 0.9     | 2.7   |

# Competitive Overview

Some stations also rated in Daytona Beach.

ARB 12+ Metro Shares (see rights)

| City of                      | License        | FCC Class | Freq (kHz) | Power (kW) | Day  | Night            | C Owner               | Year Acqd | Std Acqd | Sales Price M (000) | A Format    | Revenue (000)/ | Power Ratio | Local Comm | 1999 Est | Avg 99 | 1999 Fall | 1999 Spring | 1999 Winter | 1998 Fall | 1998 Spring | 1998 Winter |      |  |  |  |  |  |  |  |  |  |  |  |  |  |
|------------------------------|----------------|-----------|------------|------------|------|------------------|-----------------------|-----------|----------|---------------------|-------------|----------------|-------------|------------|----------|--------|-----------|-------------|-------------|-----------|-------------|-------------|------|--|--|--|--|--|--|--|--|--|--|--|--|--|
| WBWL                         | Jacksonville   | B         | 600        | 5.0        | 5.0  | 5.0              | b Cox Radio Inc       | 33        | 9908 p   | 33                  | Sports      | 1,000          | 1.16        | 1.6        | 1.9      | 1.5    | 0.8       | 1.1         | 2.1         | 1.8       | 1.8         | 1.2         |      |  |  |  |  |  |  |  |  |  |  |  |  |  |
| WOKV                         | Jacksonville   | B         | 690        | 50.0       | 50.0 | 10.00            | b Cox Radio Inc       | 58        | 9908 p   | 58                  | Nws/TK/Spt  | 2,300          | 0.80        | 5.3        | 4.4      | 4.9    | 3.5       | 4.4         | 5.2         | 5.0       | 4.1         | 4.2         |      |  |  |  |  |  |  |  |  |  |  |  |  |  |
| WNZS                         | Jacksonville   | B         | 930        | 5.0        | 5.0  | 5.00             | c Clear Channel       | 25        | 9712     | 25                  | Sports      | 750            | 0.93        | 1.5        | 1.1      | 0.7    | 1.3       | 2.1         | 1.1         | 1.1       | 1.4         | 0.9         |      |  |  |  |  |  |  |  |  |  |  |  |  |  |
| WVOJ                         | Jacksonville   | B         | 970        | 1.0        | 1.0  | 0.16             | Morgan Media Inc      | 69        | 9803     | 495                 | Talk        | 200            |             |            | 0.0      | 0.0    | 0.0       | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         |      |  |  |  |  |  |  |  |  |  |  |  |  |  |
| WIOJ                         | Baldwin        | B         | 1010       | 23.0 ep    | 4.30 | McEntee Bcstg FL | 47                    | 9603      | 47       | 240                 | Christian   |                |             | 0.0        | 0.0      | 0.0    | 0.0       | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         |      |  |  |  |  |  |  |  |  |  |  |  |  |  |
| WROS                         | Jacksonville   | B         | 1050       | 5.0        | 5.0  | 0.00             | Hall, Elwyn V.        | 55        | 8506     | 525                 | Christian   |                | 0.2         | 0.0        | 0.0      | 0.0    | 0.4       | 0.4         | 0.0         | 0.0       | 0.0         | 0.5         |      |  |  |  |  |  |  |  |  |  |  |  |  |  |
| WELX                         | Callahan       | B         | 1160       | 5.0        | 5.0  | 0.25             | Circle Bcstg of       | 99        |          |                     | Spanish     |                |             | 0.0        | 0.0      | 0.0    | 0.0       | 0.4         | 0.4         | 0.0       | 0.0         | 0.0         |      |  |  |  |  |  |  |  |  |  |  |  |  |  |
| WJAX                         | Jacksonville   | B         | 1220       | 1.0        | 1.0  | 0.00             | Jones College         | 58        | 8509     |                     | Nostalga    |                | 0.5         | 0.3        | 0.4      | 0.4    | 0.4       | 0.4         | 0.4         | 0.4       | 0.0         | 0.0         |      |  |  |  |  |  |  |  |  |  |  |  |  |  |
| WFOY                         | St. Augustine  | C         | 1240       | 1.0        | 1.0  | 1.00             | Shull Bcstg Co Inc    | 36        |          | 200                 | Nws/TK/Spt  | 200            | 0.4         | 0.3        | 0.0      | 0.4    | 0.4       | 0.4         | 0.6         | 0.5       | 0.0         | 0.4         |      |  |  |  |  |  |  |  |  |  |  |  |  |  |
| WWE                          | Jacksonville   | B         | 1280       | 5.0        | 5.0  | 0.00             | Willis Bcstg Corp     | 48        | 9505     | 338                 | Gospel      | 500            | 0.9         | 1.0        | 0.7      | 0.9    | 1.0       | 0.9         | 0.7         | 0.7       | 0.7         | 1.2         |      |  |  |  |  |  |  |  |  |  |  |  |  |  |
| WJGR                         | Jacksonville   | B         | 1320       | 5.0        | 5.0  | 5.00             | c Clear Channel       | 45        | 9905     | 250                 | Nws/TK/Spt  | 250            | 0.6         | 0.4        | 0.6      | 0.4    | 0.4       | 0.5         | 0.6         | 0.6       | 0.6         | 0.5         |      |  |  |  |  |  |  |  |  |  |  |  |  |  |
| WGCL                         | Jacksonville   | B         | 1360       | 5.0        | 5.0  | 0.00             | Malden, D & Battle, B | 48        | 8912     | 510                 | Gospel      | 500            | 0.66        | 1.4        | 1.3      | 0.6    | 1.2       | 2.0         | 1.0         | 1.0       | 1.5         | 1.0         |      |  |  |  |  |  |  |  |  |  |  |  |  |  |
| WZAZ                         | Jacksonville   | C         | 1400       | 1.0        | 1.0  | 1.00             | c Clear Channel       | 50        | 9905     |                     | Gospel      | 900            | 0.46        | 3.6        | 2.5      | 2.8    | 3.0       | 2.8         | 3.5         | 2.2       | 3.0         | 3.0         |      |  |  |  |  |  |  |  |  |  |  |  |  |  |
| WAOC                         | St. Augustine  | B         | 1420       | 2.2        | 2.2  | 0.25             | e Mondosphere Bcstg   | 53        | 9804     |                     | Nws/TK/Spt  |                |             | 0.0        | 0.0      | 0.0    | 0.0       | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         |      |  |  |  |  |  |  |  |  |  |  |  |  |  |
| WZNX                         | Jacksonville   | B         | 1460       | 5.0        | 5.0  | 5.00             | a Concord Media       | 42        | 9907     |                     | News/Talk   | 200            | 0.1         | 0.0        | 0.0      | 0.4    | 0.0       | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         |      |  |  |  |  |  |  |  |  |  |  |  |  |  |
| WBOBS                        | Jacksonville   | B         | 1530       | 50.0       | 50.0 | 0.00             | Metropolitan Radio    | 76        | 9803     | 252                 | Gospel      |                |             | 0.0        | 0.0      | 0.0    | 0.0       | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         |      |  |  |  |  |  |  |  |  |  |  |  |  |  |
| WGSF                         | Ferrandina     | B         | 1570       | 5.0        | 5.0  | 0.00             | RJM Comm Inc          | 55        | 9904     | 225                 | Adlt Strndr |                |             | 0.0        | 0.0      | 0.0    | 0.0       | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         |      |  |  |  |  |  |  |  |  |  |  |  |  |  |
| WQOP                         | Atlantic Beach | B         | 1600       | 5.0        | 5.0  | 0.09             | First Coast Catholic  | 58        | 9707     | 350                 | Christian   |                |             | 0.0        | 0.0      | 0.0    | 0.0       | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         |      |  |  |  |  |  |  |  |  |  |  |  |  |  |
| AM & FM Stations Profiled -  |                |           |            |            |      |                  |                       |           |          |                     |             |                |             |            |          |        |           |             |             |           |             |             |      |  |  |  |  |  |  |  |  |  |  |  |  |  |
| # AM Stations -              |                |           |            |            |      |                  |                       |           |          |                     |             |                |             |            |          |        |           |             |             |           |             |             |      |  |  |  |  |  |  |  |  |  |  |  |  |  |
| # Combos - 7                 |                |           |            |            |      |                  |                       |           |          |                     |             |                |             |            |          |        |           |             |             |           |             |             |      |  |  |  |  |  |  |  |  |  |  |  |  |  |
| # Duopolies - 10             |                |           |            |            |      |                  |                       |           |          |                     |             |                |             |            |          |        |           |             |             |           |             |             |      |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Total Local Commercial Share |                |           |            |            |      |                  |                       |           |          |                     |             |                |             |            | 16.1     | 13.9   | 13.0      | 11.7        | 14.4        | 15.5      | 14.6        | 12.3        | 12.9 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| AM TOTALS                    |                |           |            |            |      |                  |                       |           |          |                     |             |                |             |            | 16.1     | 13.9   | 13.0      | 11.7        | 14.4        | 15.5      | 14.6        | 12.3        | 12.9 |  |  |  |  |  |  |  |  |  |  |  |  |  |

Metro Rank: 52  
Revenue Rank: 54



| Metro Counties / Population (000) | Population (000) |
|-----------------------------------|------------------|
| Genesee, NY                       | 60.5             |
| Livingston, NY                    | 65.7             |
| Monroe, NY                        | 714.7            |
| Ontario, NY                       | 99.7             |
| Orleans, NY                       | 44.8             |
| Wayne, NY                         | 95.0             |
| <b>Total</b>                      | <b>1,080.4</b>   |

## Rochester, NY Market Overview



Market Radio Financials (all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES | Revenue/Retail Sales |              | Revenue/Capita |         |
|--------------------------|----------------------|--------------|----------------|---------|
|                          | 1993                 | 1994         | 1998           | 1993    |
| 1993                     | \$26,700             | \$30,800     | \$3,747,000    | \$24.67 |
| Δ 98 - 99                | 5.8%                 | \$41,800     | \$3,747,000    | \$36.56 |
| 2000                     | \$45,600             | \$48,300     | \$4,351,000    | \$49.66 |
| 2001                     | \$51,200             | \$54,300     | \$4,351,000    | \$49.66 |
| 2002                     | \$51,200             | \$54,300     | \$4,351,000    | \$49.66 |
| 2003                     | \$54,300             | \$54,300     | \$4,351,000    | \$49.66 |
| Est. Breakout            | Local 81%            | National 19% |                |         |
| Δ 93 - 98                | 8.2%                 |              |                |         |
| Δ 99 - 03                | 6.7%                 |              |                |         |

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

| Growth Rate | MSA Population |          | Households |       | Retail Sales |         | EBI      |          |
|-------------|----------------|----------|------------|-------|--------------|---------|----------|----------|
|             | 1998           | 1993     | 1998       | 1993  | 1998         | 1993    | 1998     | 1993     |
| 2003        | 1,093.4        | 1,082.4  | 406.0      | 405.0 | 10,554.1     | 8,322.5 | 17,602.2 | 17,829.2 |
| 1998        | 1,080.4        | 1,080.4  | 406.0      | 405.0 | 10,554.1     | 8,322.5 | 17,602.2 | 17,829.2 |
| 2003        | 1.0%           | 0.0%     | 0.0%       | 0.0%  | 4.9%         | 0.0%    | -0.3%    | 0.5%     |
| 1998        | 1.0%           | 0.0%     | 0.0%       | 0.0%  | 4.9%         | 0.0%    | -0.3%    | 0.5%     |
| 2003        | 19,948.9       | 12,496.9 | 3.4%       | 3.4%  | 2.5%         | 2.5%    | 2.5%     | 2.5%     |
| 1998        | 19,948.9       | 12,496.9 | 3.4%       | 3.4%  | 2.5%         | 2.5%    | 2.5%     | 2.5%     |

### Demographic Breakdown

| Category           | 1993        | 1998        | 2003       |
|--------------------|-------------|-------------|------------|
| Men (000)          | 524.7       | 515.5       | 74.6       |
| Women (000)        | 555.7       | 504.9       | 77.3       |
| Total              | 1,080.4     | 1,019.9     | 151.9      |
| Percentage         | 100.0%      | 7.8%        | 14.1%      |
| Per Capita         | \$16,292    | \$36,847    | \$43,355   |
| Ethnic Population: | White 87.3% | Black 10.3% | Asian 2.0% |
| Avg Household      |             |             | 4.0%       |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 15      | 7       | 10      | 22         | 10      | 32      | 32    |
| Tot 12+    | 19.2    | 42.6    | 55.4    | 61.8       | 15.9    | 77.7    | 77.7  |
| Avg 12+    | 1.3     | 6.1     | 5.5     | 2.8        | 1.6     | 2.4     | 2.4   |
| Tot LCS    | 24.7    | 54.8    | 71.3    | 79.5       | 20.5    | 100.0   | 100.0 |
| Avg LCS    | 1.6     | 7.8     | 7.1     | 3.6        | 2.0     | 3.1     | 3.1   |



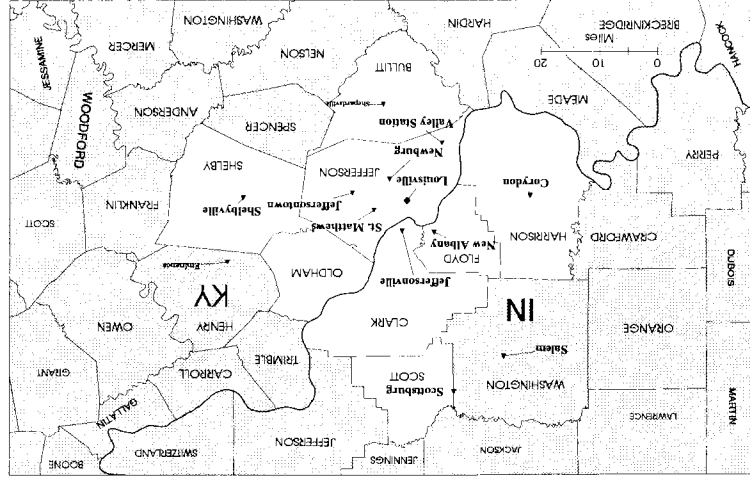








Metro Rank: 53  
Revenue Rank: 46



|               |                |
|---------------|----------------|
| Bullitt, KY   | 60.0           |
| Jefferson, KY | 672.5          |
| Oldham, KY    | 46.5           |
| Shelby, KY    | 30.0           |
| Clark, IN     | 94.2           |
| Floyd, IN     | 72.3           |
| Harrison, IN  | 35.1           |
| Scott, IN     | 23.0           |
| <b>Total</b>  | <b>1,033.6</b> |

# Louisville, KY Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES *** | Revenue/Retail Sales |          |          |          |          |               |
|------------------------------|----------------------|----------|----------|----------|----------|---------------|
|                              | 1993                 | 1994     | 1995     | 1996     | 1997     | 1998          |
| Revenue/Capita               | \$31,500             | \$35,000 | \$37,500 | \$39,000 | \$40,500 | \$48,300      |
|                              | Δ 98 - 99            | 9.5%     |          |          |          | 7.0%          |
|                              | Δ 93 - 98            | 8.9%     |          |          |          | 13%           |
|                              |                      |          |          |          |          | 87%           |
|                              |                      |          |          |          |          | Est. Breakout |
|                              |                      |          |          |          |          | Local         |
|                              |                      |          |          |          |          | National      |

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

| MSA Population | Households |          |          | Retail Sales |          |          | EBI      |          |          |
|----------------|------------|----------|----------|--------------|----------|----------|----------|----------|----------|
|                | 1993       | 1998     | 1999     | 1993         | 1998     | 1999     | 1993     | 1998     | 1999     |
| 1,002.8        | 1,033.6    | 1,033.6  | 1,002.8  | 388.7        | 405.8    | 405.8    | 1,033.6  | 1,056.6  | 1,056.6  |
| 0.6%           | 0.6%       | 0.9%     | 0.6%     | 0.9%         | 0.9%     | 0.8%     | 0.4%     | 0.4%     | 0.4%     |
| 0.9%           | 0.9%       | 0.9%     | 0.9%     | 4.2%         | 4.2%     | 4.1%     | 4.9%     | 4.1%     | 4.1%     |
| 15,944.7       | 17,973.6   | 17,973.6 | 15,944.7 | 17,973.6     | 17,973.6 | 22,867.4 | 17,973.6 | 22,867.4 | 22,867.4 |
| 2.4%           | 2.4%       | 2.4%     | 2.4%     | 2.4%         | 2.4%     | 4.9%     | 2.4%     | 2.4%     | 2.4%     |

Demographic Breakdown

| Total   | Men (000) |         |         | Women (000) |         |         | Total   | Percentage | Per Capita    | Ethnic Population: |
|---------|-----------|---------|---------|-------------|---------|---------|---------|------------|---------------|--------------------|
|         | Under 12  | 12 - 17 | 18 - 24 | 25 - 34     | 35 - 44 | 45 - 54 |         |            |               |                    |
| 1,033.6 | 496.4     | 80.9    | 77.2    | 44.0        | 89.9    | 85.3    | 1,033.6 | 100.0%     | \$ 17,389     | White 86.1%        |
| 537.2   | 80.9      | 46.0    | 42.6    | 70.2        | 85.2    | 71.6    | 537.2   | 51.0%      | \$ 35,207     | Black 12.9%        |
| 496.4   | 80.9      | 46.0    | 42.6    | 70.2        | 85.2    | 71.6    | 496.4   | 48.0%      | \$ 35,207     | Asian 0.8%         |
| 77.2    | 15.3%     | 8.7%    | 8.3%    | 13.8%       | 16.9%   | 14.3%   | 77.2    | 7.4%       | Avg Household | Hispanic 0.8%      |
| 158.1   | 15.3%     | 8.7%    | 8.3%    | 13.8%       | 16.9%   | 14.3%   | 158.1   | 15.3%      |               |                    |
| 89.9    | 8.7%      | 8.3%    | 8.3%    | 13.8%       | 16.9%   | 14.3%   | 89.9    | 8.7%       |               |                    |
| 85.3    | 8.3%      | 8.3%    | 8.3%    | 13.8%       | 16.9%   | 14.3%   | 85.3    | 8.3%       |               |                    |
| 142.4   | 13.8%     | 8.3%    | 8.3%    | 13.8%       | 16.9%   | 14.3%   | 142.4   | 13.8%      |               |                    |
| 175.1   | 16.9%     | 8.3%    | 8.3%    | 13.8%       | 16.9%   | 14.3%   | 175.1   | 16.9%      |               |                    |
| 147.7   | 14.3%     | 8.3%    | 8.3%    | 13.8%       | 16.9%   | 14.3%   | 147.7   | 14.3%      |               |                    |
| 235.1   | 22.7%     | 8.3%    | 8.3%    | 13.8%       | 16.9%   | 14.3%   | 235.1   | 22.7%      |               |                    |

Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 13      | 5       | 2       | 13         | 20      | 14      | 34    |
| Tot 12+    | 21.6    | 29.1    | 16.6    | 65.2       | 67.3    | 19.0    | 86.3  |
| Avg 12+    | 1.7     | 5.8     | 8.3     | 5.0        | 3.4     | 1.4     | 2.5   |
| Tot LCS    | 25.0    | 33.7    | 19.2    | 75.6       | 78.0    | 22.0    | 100.0 |
| Avg LCS    | 1.9     | 6.7     | 9.6     | 5.8        | 3.9     | 1.6     | 2.9   |

## Competitive Overview

| City of<br>Calls License | FCC<br>Class | Power<br>(kW)               | Day<br>Power<br>(kW) | Night<br>Power<br>(kW) | C Owner             | Year<br>Acq'd | Sales<br>L<br>Price<br>M<br>(000) | A<br>Format | 1999 Est<br>Revenue<br>(000)/<br>Power<br>Ratio | ARB 12+ Metro Shares (see rights) |                |                |                |              | Avg '99<br>Local<br>Comm |                |                |                |
|--------------------------|--------------|-----------------------------|----------------------|------------------------|---------------------|---------------|-----------------------------------|-------------|---|-----------------------------------|----------------|----------------|----------------|--------------|--------------------------|----------------|----------------|----------------|
|                          |              |                             |                      |                        |                     |               |                                   |             |   | Fall<br>1999                      | Summer<br>1999 | Spring<br>1999 | Winter<br>1999 | Fall<br>1998 |                          | Summer<br>1998 | Spring<br>1998 | Winter<br>1998 |
| • WTMJ                   | B            | 620                         | 0.5                  | 0.50                   | Cross Country       | 58            | 2,000                             | Sprts/Talk  | 350   | 0.8                               | 0.4            | 0.7            | 0.4            | 0.7          | 1.1                      | 0.6            | 0.5            | 0.9            |
| • WJIE                   | B            | 680                         | 1.0                  | 0.45                   | Word Broadcasting   | 92            | 820                               | Talk/Sprts  |   |                                   | 0.0            | 0.0            | 0.0            | 0.0          | 0.0                      | 0.0            | 0.0            | 0.0            |
| • WKY                    | B            | 790                         | 5.0                  | 1.00                   | Clear Channel       | 36            | 9610                              | Talk        | 750   | 1.03                              | 1.4            | 0.9            | 0.9            | 1.5          | 1.5                      | 1.5            | 1.1            | 1.1            |
| • WHAS                   | A            | 840                         | 50.0                 | 50.00                  | Clear Channel       | 22            | 8606                              | FullService | 9,600   | 1.36                              | 13.6           | 10.0           | 11.8           | 11.9         | 12.8                     | 11.1           | 12.3           | 12.2           |
| • WFIA                   | B            | 900                         | 1.0                  | 0.16                   | Blue Chip Bcstg Ltd | 47            | 9905                              | Religion    | 600   |                                   | 0.5            | 0.0            | 0.0            | 0.6          | 0.7                      | 0.5            | 0.6            | 0.5            |
| • WCND                   | B            | 940                         | 0.3                  | 0.00                   | Commonwealth        | 64            | 9807                              | Adlt Strnd  |   |                                   | 0.5            | 0.0            | 0.0            | 0.6          | 0.7                      | 0.5            | 0.6            | 0.0            |
| • WLKY                   | B            | 970                         | 5.0                  | 5.00                   | Hearst-Argyle       | 33            | 9903                              | News        | 750   | 0.90                              | 1.6            | 1.4            | 1.3            | 1.7          | 1.4                      | 1.2            | 1.1            | 2.2            |
| • WKJK                   | B            | 1080                        | 10.0                 | 1.00                   | Clear Channel       | 48            | 9610                              | Adlt Strnd  | 1,000   | 0.58                              | 3.3            | 2.8            | 2.9            | 3.7          | 2.1                      | 3.3            | 2.4            | 3.1            |
| • WLLV                   | C            | 1240                        | 1.0                  | 1.00                   | Mortenson Bcstg     | 40            | 9612                              | Gospel      | 250   |                                   | 0.8            | 1.0            | 0.8            | 0.4          | 0.7                      | 0.5            | 0.0            | 0.8            |
| • WLOU                   | B            | 1350                        | 2.2                  | 0.50                   | Mortenson Bcstg     | 51            | 9509                              | Gospel      | 400   |                                   | 0.9            | 0.9            | 1.0            | 0.7          | 0.9                      | 1.3            | 1.4            | 1.3            |
| • WAVG                   | C            | 1450                        | 1.0                  | 1.00                   | Sunnyside Comm      | 61            | 9705                              | Country     | 350   |                                   | 0.7            | 0.0            | 0.6            | 0.7          | 1.1                      | 0.6            | 1.2            | 0.7            |
| • WLCR                   | B            | 1470                        | 1.0                  | 0.05                   | LCR Partners        | 55            | 9904                              | Religion    |   |                                   | 0.0            | 0.0            | 0.0            | 0.0          | 0.0                      | 0.0            | 0.0            | 0.0            |
| • WOCC                   | B            | 1550                        | 0.3                  | 0.01                   | Richard L. Brabandt | 64            | 9506                              | Oldies      | 50  |                                   | 0.0            | 0.0            | 0.0            | 0.0          | 0.0                      | 0.0            | 0.0            | 0.0            |
| • WXLN                   | B            | 1570                        | 1.5                  | 0.23                   | Cross Country       | 49            | 9211                              | Religion    | 250   |                                   | 0.0            | 0.0            | 0.0            | 0.0          | 0.0                      | 0.0            | 0.0            | 0.0            |
|                          |              | # AM Stations -             |                      | 14                     | # Combs -           | 8             | AM TOTALS                         |             |   | 23.6                              | 19.0           | 19.2           | 20.8           | 21.1         | 22.3                     | 20.6           | 21.0           | 22.8           |
|                          |              | AM & FM Stations Profiled - |                      | 34                     | # Duopolies -       | 11            | Total Local Commercial Share      |             |   | 86.3                              | 88.4           | 89.8           | 88.4           | 88.6         | 89.1                     | 87.5           | 87.3           |                |

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

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# Competitive Overview

Some stations also rated in Tuscaloosa.

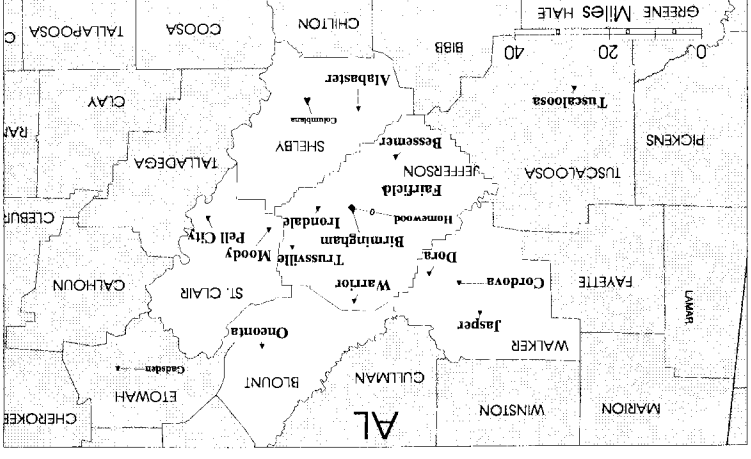
ARB 12+ Metro Shares (see rights)

| City of License    | FCC Class | Power (kW) | HAAT    | C Owner                 | Year Acqd | Sales Price (000) | A Format      | Revenue (000)/ | 1999 Est | Avg '99 | Local | Comm | 1999 | 1999 | 1999 | 1999 | 1998 | 1998 | 1998 | 1998 | 1998 | 1998 |
|--------------------|-----------|------------|---------|-------------------------|-----------|-------------------|---------------|----------------|----------|---------|-------|------|------|------|------|------|------|------|------|------|------|------|
| Calls              | Class     | Freq       | Class   | Owner                   | Date      | M Price           | Format        | Power          | Est      | Local   | Comm  | 1999 | 1999 | 1999 | 1999 | 1999 | 1998 | 1998 | 1998 | 1998 | 1998 | 1998 |
| WZJT Dora          | A         | 92.5       | 2.2     | J.T. Roberts Bstg       | 97        | Christian         | Christian     | 0.5            | 0.5      | 0.5     | 0.5   | 0.5  | 0.5  | 0.5  | 0.5  | 0.5  | 0.5  | 0.5  | 0.5  | 0.5  | 0.5  | 0.5  |
| WTUG Tuscaloosa    | C1        | 92.9       | 100.0   | Radio South Inc         | 79        | Urban AC          | Urban AC      | n/a            | 0.7      | 0.7     | 0.7   | 0.7  | 0.6  | 1.1  | 0.6  | 0.7  | 0.7  | 0.5  | 0.7  | 0.4  | 0.4  | 0.8  |
| WDJC Birmingham    | C         | 93.7       | 99.0    | Crawford Bstg Co        | 68        | Christian         | Christian     | 700            | 0.54     | 2.7     | 2.7   | 2.2  | 2.2  | 2.0  | 2.2  | 3.2  | 2.0  | 1.8  | 2.4  | 2.4  | 2.4  | 0.4  |
| WYSF Birmingham    | C         | 94.5       | 100.0   | Dick Bstg Co Inc        | 47        | Soft AC           | Soft AC       | 4,325          | 1.42     | 6.4     | 6.4   | 4.3  | 6.1  | 6.8  | 6.1  | 3.5  | 4.5  | 3.6  | 3.9  | 3.9  | 3.9  | 3.9  |
| WFFN Cordova       | A         | 95.3       | 5.0     | New Century Radio       | 87        | Country           | Country       | 225            | 0.72     | 10.0    | 10.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  |
| WBHU Tuscaloosa    | C1        | 95.7       | 100.0   | 981 b Cox Radio Inc     | 52        | CHR/Rhymc         | CHR/Rhymc     | 3,450          | 0.72     | 10.0    | 10.0  | 8.4  | 7.5  | 8.6  | 10.5 | 8.6  | 8.1  | 7.6  | 8.3  | 8.3  | 8.3  | 8.3  |
| WMJU Birmingham    | C         | 96.5       | 100.0   | 1027 e AMFM Inc         | 61        | 3 AC              | 3 AC          | 5,200          | 1.79     | 6.1     | 6.1   | 5.4  | 5.2  | 5.1  | 4.3  | 6.8  | 5.1  | 7.2  | 5.4  | 5.4  | 5.4  | 5.4  |
| WRLR Homewood      | A         | 97.3       | 0.6 cp  | Cox Radio Inc           | 98        | na 2 Rock         | na 2 Rock     | 700            | 0.82     | 1.8     | 1.8   | 5.3  | 3.0  | 1.7  | 1.5  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  |
| WKLD Oneonta       | A         | 97.7       | 4.0     | 341 a Blount County     | 68        | Country           | Country       | 0.5            | 0.5      | 0.5     | 0.5   | 0.6  | 0.5  | 0.0  | 0.6  | 0.5  | 0.4  | 0.0  | 0.6  | 0.6  | 0.6  | 0.6  |
| WBKH Warrior       | C2        | 98.7       | 9.4 cp  | 1122 b Cox Radio Inc    | 92        | Urban AC          | Urban AC      | 4,900          | 1.05     | 9.8     | 9.8   | 7.4  | 7.9  | 7.5  | 8.7  | 10.4 | 7.8  | 7.9  | 8.0  | 8.0  | 8.0  | 8.0  |
| WZRR Birmingham    | C         | 99.5       | 100.0   | 1014 d Dick Bstg Co Inc | 75        | 7,750 c4          | Cisc Hits     | 3,200          | 1.34     | 5.0     | 5.0   | 4.3  | 5.1  | 3.9  | 5.2  | 3.5  | 5.3  | 5.6  | 6.2  | 6.2  | 6.2  | 6.2  |
| WRFS Cullman       | C1        | 101.1      | 100.0   | Eddins Bstg Co          | 49        | 1 ChrSContemp     | 1 ChrSContemp | 1,075          | 1.25     | 1.8     | 1.8   | 2.2  | 1.6  | 1.8  | 2.4  | 0.4  | 1.2  | 1.1  | 1.2  | 1.2  | 1.2  | 1.2  |
| WQEM Columbiana    | A         | 101.5      | 2.0 cp  | 584 AMFM Inc            | 99        | Top 40            | Top 40        | 900            | 0.67     | 2.8     | 2.8   | 3.6  | 2.4  | 2.6  | 2.1  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  |
| WDXB Jasper        | C         | 102.5      | 83.0    | 2098 e AMFM Inc         | 62        | 3 Country         | 3 Country     | 900            | 0.67     | 2.8     | 2.8   | 3.6  | 2.4  | 2.6  | 2.1  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  |
| WOEN Gadsden       | C1        | 103.7      | 77.0 cp | 1106 e AMFM Inc         | 66        | 3 CHR             | 3 CHR         | 2,200          | 0.84     | 5.5     | 5.5   | 4.3  | 4.7  | 3.7  | 3.6  | 4.6  | 2.5  | 3.1  | 3.1  | 3.1  | 3.1  | 3.1  |
| WZZK Birmingham    | C         | 104.7      | 99.0    | 1299 c Cox Radio Inc    | 48        | 2 Country         | 2 Country     | 5,500          | 1.18     | 9.8     | 9.8   | 10.0 | 10.1 | 8.5  | 8.3  | 7.5  | 9.4  | 11.3 | 11.2 | 11.2 | 11.2 | 11.2 |
| WENN Trussville    | A         | 105.9      | 1.4     | 673 AMFM Inc            | 93        | 3 R&B Oldies      | 3 R&B Oldies  | 900            | 0.99     | 1.9     | 1.9   | 1.6  | 0.8  | 1.4  | 2.4  | 1.9  | 2.2  | 2.0  | 2.0  | 2.0  | 2.0  | 2.0  |
| WODL Birmingham    | C         | 106.9      | 99.0    | 1152 c Cox Radio Inc    | 59        | 2 Oldies          | 2 Oldies      | 2,600          | 0.97     | 5.6     | 5.6   | 5.2  | 5.1  | 5.6  | 4.0  | 3.6  | 4.7  | 5.4  | 5.4  | 5.4  | 5.4  | 5.4  |
| WRAX Birmingham    | C         | 107.7      | 100.0   | Dick Bstg Co Inc        | 69        | 14,500            | Alternative   | 4,100          | 1.07     | 8.0     | 8.0   | 5.5  | 6.0  | 7.8  | 7.0  | 7.3  | 8.3  | 8.3  | 8.3  | 8.3  | 8.3  | 8.3  |
| # FM Stations - 19 |           |            |         |                         |           |                   |               |                |          |         |       |      |      |      |      |      |      |      |      |      |      |      |
| # Combos - 13      |           |            |         |                         |           |                   |               |                |          |         |       |      |      |      |      |      |      |      |      |      |      |      |
| FM TOTALS          |           |            |         |                         |           |                   |               |                |          |         |       |      |      |      |      |      |      |      |      |      |      |      |
| 78.9               |           |            |         |                         |           |                   |               |                |          |         |       |      |      |      |      |      |      |      |      |      |      |      |
| 70.9               |           |            |         |                         |           |                   |               |                |          |         |       |      |      |      |      |      |      |      |      |      |      |      |
| 69.1               |           |            |         |                         |           |                   |               |                |          |         |       |      |      |      |      |      |      |      |      |      |      |      |
| 68.3               |           |            |         |                         |           |                   |               |                |          |         |       |      |      |      |      |      |      |      |      |      |      |      |
| 69.7               |           |            |         |                         |           |                   |               |                |          |         |       |      |      |      |      |      |      |      |      |      |      |      |
| 69.6               |           |            |         |                         |           |                   |               |                |          |         |       |      |      |      |      |      |      |      |      |      |      |      |
| 66.2               |           |            |         |                         |           |                   |               |                |          |         |       |      |      |      |      |      |      |      |      |      |      |      |
| 68.8               |           |            |         |                         |           |                   |               |                |          |         |       |      |      |      |      |      |      |      |      |      |      |      |
| 68.5               |           |            |         |                         |           |                   |               |                |          |         |       |      |      |      |      |      |      |      |      |      |      |      |

• Indicates a change since last edition

†/ See introduction section for interpretation of revenue estimates.

Metro Rank: 55  
Revenue Rank: 49



| Metro Counties / Population (000) | Population (000) |
|-----------------------------------|------------------|
| Blount, AL                        | 46.9             |
| Jefferson, AL                     | 66.1             |
| St. Clair, AL                     | 62.4             |
| Shelby, AL                        | 143.6            |
| Walker, AL                        | 71.2             |
| <b>Total</b>                      | <b>985.2</b>     |

# Birmingham, AL Market Overview



Market Radio Financials (all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES | REVENUE/CAPITA |             | Revenue/Capita |          |
|--------------------------|----------------|-------------|----------------|----------|
|                          | 1993           | 1994        | 1998           | 1999     |
| \$27,500                 | \$31,500       | \$34,000    | \$38,500       | \$44,500 |
| \$47,200                 | \$51,000       | \$54,000    | \$58,400       | \$61,900 |
| 6.1%                     |                |             |                |          |
| \$3,621,000              | \$4,381,000    | \$4,921,000 | \$61.21        |          |
| \$29.25                  | \$45.17        |             |                |          |
| \$3,621,000              | \$4,381,000    | \$4,921,000 | \$61.21        |          |

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

| Growth Rate | Growth Rate |      | Growth Rate |          |
|-------------|-------------|------|-------------|----------|
|             | 1998        | 1999 | 2003        | 2003     |
| 0.5%        | 0.9%        | 0.9% | 1,011.3     | 402.1    |
| 1.0%        | 1.3%        | 1.3% | 383.4       | 12,589.3 |
| 4.4%        | 6.0%        | 6.0% | 10,148.4    | 21,939.2 |
| 5.5%        | 3.1%        | 3.1% | 16,770.8    |          |

| MSA Population |          | Households |       | Retail Sales |          | EBI      |          |
|----------------|----------|------------|-------|--------------|----------|----------|----------|
| 1993           | 1998     | 1993       | 1998  | 1993         | 1998     | 1993     | 1998     |
| 940.1          | 985.2    | 358.8      | 383.4 | 7,590.6      | 10,148.4 | 14,376.8 | 16,770.8 |
| 358.8          | 383.4    | 1.3%       | 1.3%  | 10,148.4     | 6.0%     | 16,770.8 | 3.1%     |
| 10,148.4       | 10,148.4 | 6.0%       | 6.0%  | 16,770.8     | 3.1%     | 16,770.8 | 3.1%     |

| Demographic Breakdown |       | Ethnic Population |       | Per Capita |          | Median Household |          |
|-----------------------|-------|-------------------|-------|------------|----------|------------------|----------|
| 1993                  | 1998  | 1993              | 1998  | 1993       | 1998     | 1993             | 1998     |
| 15.6%                 | 13.6% | White             | 71.9% | \$17,023   | \$33,821 | \$33,821         | \$33,821 |
| 8.6%                  | 8.6%  | Black             | 27.4% | 100.0%     | 8.6%     | 8.6%             | 8.6%     |
| 13.6%                 | 13.6% | Asian             | 0.5%  | 13.6%      | 13.6%    | 13.6%            | 13.6%    |
| 13.6%                 | 13.6% | Hispanic          | 0.7%  | 13.6%      | 13.6%    | 13.6%            | 13.6%    |

| Market Summary |         | Market Summary |         |
|----------------|---------|----------------|---------|
| Class A        | Class B | Class C        | Class D |
| 6              | 13      | 13             | 13      |
| 7.5            | 63.4    | 67.5           | 70.9    |
| 1.3            | 4.9     | 5.2            | 3.7     |
| 8.6            | 72.3    | 77.0           | 80.8    |
| 1.4            | 5.6     | 5.9            | 4.3     |
| Avg LCS        |         |                |         |
| 100.0          | 19.2    | 19.2           | 100.0   |
| 2.3            | 87.7    | 87.7           | 2.3     |
| 19             | 19      | 19             | 19      |
| All Ams        | All Ams | All Ams        | All Ams |
| 38             | 38      | 38             | 38      |
| Total          | Total   | Total          | Total   |

# Competitive Overview

Some stations also rated in Tuscaloosa.

Metro Rank: 55

A/RB 12+ Metro Shares (see rights)

| AM Stations       | City of License | FCC Class                   | Power (kW) | Day Power (kW) | Night Power (kW) | C Owner             | Year Acq'd | Std Price (000) | Sales M Price (000) | A Format                     | Revenue (000)/Ratio | 1999 Est |        |        |        |      | Local Comm | Avg '99 |     |      |     |      |  |      |  |      |  |      |  |      |  |      |  |      |  |
|-------------------|-----------------|-----------------------------|------------|----------------|------------------|---------------------|------------|-----------------|---------------------|------------------------------|---------------------|----------|--------|--------|--------|------|------------|---------|-----|------|-----|------|--|------|--|------|--|------|--|------|--|------|--|------|--|
|                   |                 |                             |            |                |                  |                     |            |                 |                     |                              |                     | Fall     | Summer | Spring | Winter | Fall |            |         |     |      |     |      |  |      |  |      |  |      |  |      |  |      |  |      |  |
| • WAGG Birmingham | B               | B                           | 610        | 5.0            | 1.00             | b Cox Radio Inc     | 26         | 9704            | g1                  | Gospel                       | 775                 | 0.42     | 3.9    | 4.2    | 3.7    | 4.8  | 2.8        | 2.4     | 3.4 | 3.8  | 2.8 |      |  |      |  |      |  |      |  |      |  |      |  |      |  |
| • WJXX Birmingham | B               | B                           | 690        | 50.0           | 0.50             | d Dick Bcstg Co Inc | 47         | 8811            | c4                  | Sports                       | 1,700               | 1.70     | 2.1    | 2.0    | 2.0    | 2.0  | 1.6        | 1.9     | 2.6 | 1.6  | 2.3 |      |  |      |  |      |  |      |  |      |  |      |  |      |  |
| • WURL Moody      | B               | B                           | 760        | 1.0            | 0.00             | Bill Davison        | 84         | 8909            | 175                 | Gospel                       |                     |          |        | 0.0    | 0.0    | 0.0  | 0.0        | 0.0     | 0.0 | 0.0  | 0.0 |      |  |      |  |      |  |      |  |      |  |      |  |      |  |
| • WYDE Birmingham | B               | B                           | 850        | 9.2 cp         | 1.00             | g Crawford Bcstg Co | 53         | 9911            | 2,750               | Talk                         | 300                 |          |        | 0.0    | 0.0    | 0.0  | 0.0        | 0.0     | 0.0 | 0.0  | 0.0 |      |  |      |  |      |  |      |  |      |  |      |  |      |  |
| • WATV Birmingham | B               | B                           | 900        | 1.0 cp         | 0.16             | Birmingham Ebony    | 46         | 8811            | 400                 | Oldies                       | 200                 | 0.14     | 3.0    | 2.1    | 2.3    | 2.9  | 3.3        | 1.9     | 2.4 | 3.1  | 3.1 |      |  |      |  |      |  |      |  |      |  |      |  |      |  |
| • WERC Birmingham | B               | B                           | 960        | 5.0            | 5.00             | e AMFM Inc          | 25         | 9910 p          | g                   | Nws/Tlk/Spt                  | 2,600               | 0.94     | 5.8    | 4.2    | 5.8    | 5.1  | 4.8        | 5.9     | 4.5 | 5.6  | 5.6 |      |  |      |  |      |  |      |  |      |  |      |  |      |  |
| • WPYK Dora       | B               | B                           | 1010       | 5.0            | 0.04             | Johnson, Paul T.    | 82         | 8912            | al                  | Country                      |                     |          |        | 0.0    | 0.0    | 0.0  | 0.0        | 0.0     | 0.0 | 0.6  | 0.0 |      |  |      |  |      |  |      |  |      |  |      |  |      |  |
| • WAPI Birmingham | B               | B                           | 1070       | 50.0 cp        | 10.00            | d Dick Bcstg Co Inc | 22         | 9404            | c1                  | Talk                         | 1,000               | 1.10     | 1.9    | 1.5    | 1.6    | 1.8  | 1.3        | 1.8     | 1.9 | 0.9  | 0.9 |      |  |      |  |      |  |      |  |      |  |      |  |      |  |
| • WAVE Birmingham | B               | B                           | 1220       | 1.0 cp         | 0.08             | Willis Bcstg Corp   | 72         | 8708            | 225                 | Gospel                       | 100                 |          | 0.7    | 0.0    | 0.4    | 0.9  | 0.6        | 0.5     | 0.7 | 0.0  | 0.6 |      |  |      |  |      |  |      |  |      |  |      |  |      |  |
| • WARF Jasper     | C               | C                           | 1240       | 1.0            | 1.00             | f New Century Radio | 57         | 9310            | c3                  | Cnty/News                    |                     |          |        | 0.0    | 0.0    | 0.0  | 0.0        | 0.0     | 0.0 | 0.0  | 0.0 |      |  |      |  |      |  |      |  |      |  |      |  |      |  |
| • WLGS Birmingham | B               | B                           | 1260       | 5.0            | 0.04             | g Crawford Bcstg Co | 53         | 9404            | 150                 | Bgbnd/Easy                   |                     |          |        | 0.6    | 0.0    | 0.0  | 0.0        | 0.0     | 0.0 | 0.0  | 0.0 |      |  |      |  |      |  |      |  |      |  |      |  |      |  |
| • WRJS Birmingham | B               | B                           | 1320       | 5.0            | 1.11             | c Cox Radio Inc     | 50         | 9710            | na 2                | Gospel/Talk                  | 200                 | 0.17     | 2.4    | 0.9    | 1.4    | 2.6  | 2.4        | 2.2     | 3.2 | 2.6  | 2.4 |      |  |      |  |      |  |      |  |      |  |      |  |      |  |
| • WZPQ Jasper     | B               | B                           | 1360       | 1.0            | 0.04             | Lee, James          | 46         | 9909            | 100                 | Gospel                       |                     |          |        | 0.0    | 0.0    | 0.0  | 0.0        | 0.0     | 0.0 | 0.0  | 0.0 |      |  |      |  |      |  |      |  |      |  |      |  |      |  |
| • WJLD Fairfield  | C               | C                           | 1400       | 1.0            | 1.00             | Richardson, Gary    | 42         | 8712            | 515                 | Gosp/RhyBl                   | 350                 | 0.56     | 1.3    | 1.3    | 0.8    | 1.2  | 1.1        | 1.3     | 1.8 | 1.3  | 1.8 |      |  |      |  |      |  |      |  |      |  |      |  |      |  |
| • WFHK Pell City  | B               | B                           | 1430       | 5.0            | 0.00             | Williamson Bcstg    | 56         | 9902 p          | 10 na               | Country                      |                     |          | 0.1    | 0.0    | 0.0    | 0.0  | 0.5        | 0.0     | 0.0 | 0.0  | 0.5 |      |  |      |  |      |  |      |  |      |  |      |  |      |  |
| • WSMQ Bessemer   | C               | C                           | 1450       | 1.0            | 1.00             | PowerNomics         | 60         | 9906            | 250 na              | Nws/Tlk/Spt                  |                     |          |        | 0.0    | 0.0    | 0.0  | 0.0        | 0.0     | 0.0 | 0.0  | 0.0 |      |  |      |  |      |  |      |  |      |  |      |  |      |  |
| • WLPH Irondale   | B               | B                           | 1480       | 5.0            | 0.00             | Willis Bcstg Corp   | 60         | 9705            | na                  | Gospel                       |                     |          |        | 0.0    | 0.0    | 0.0  | 0.0        | 0.0     | 0.0 | 0.0  | 0.0 |      |  |      |  |      |  |      |  |      |  |      |  |      |  |
| • WGTT Alabaster  | B               | B                           | 1500       | 1.0            | 0.00             | WGT Inc             | 81         | 9204            | 18 +                | Gospel                       |                     |          |        | 0.0    | 0.0    | 0.0  | 0.0        | 0.0     | 0.0 | 0.0  | 0.0 |      |  |      |  |      |  |      |  |      |  |      |  |      |  |
| • WCRL Oneonta    | B               | B                           | 1570       | 2.5            | 0.00             | a Blount County     | 52         | 5503            |                     | Oldies                       |                     |          |        | 0.0    | 0.0    | 0.0  | 0.0        | 0.0     | 0.0 | 0.0  | 0.0 |      |  |      |  |      |  |      |  |      |  |      |  |      |  |
|                   |                 | # AM Stations -             |            | 19             |                  | # Combos -          |            | 9               |                     | AM TOTALS                    |                     |          |        | 21.2   |        | 16.8 |            | 18.0    |     | 87.7 |     | 87.1 |  | 89.0 |  | 88.4 |  | 86.4 |  | 88.1 |  | 87.2 |  | 88.5 |  |
|                   |                 | AM & FM Stations Profiled - |            | 38             |                  | # Dupolies -        |            | 10              |                     | Total Local Commercial Share |                     |          |        |        |        |      |            |         |     |      |     |      |  |      |  |      |  |      |  |      |  |      |  |      |  |

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.



# Competitive Overview

Some stations also rated in Cincinnati.

Metro Rank: 56

## FM Stations

| City of License | Class         | FCC | Freq  | Power (kW) | HAAT | C Owner | Year Acqd           | Std Acqd | Price (000) | M Format     | Revenue (000)/ | Power Ratio | Local | Comm | 1999 | Fall | Summer | Spring | Winter | 1998 | 1998 | 1998 | 1998 | 1998 | 1998 |      |      |      |
|-----------------|---------------|-----|-------|------------|------|---------|---------------------|----------|-------------|--------------|----------------|-------------|-------|------|------|------|--------|--------|--------|------|------|------|------|------|------|------|------|------|
| WROU            | W, Carrollton | A   | 92.1  | 0.9        | 597  | e       | Hawes-Saunders      | 91       | 1,900       | Urban        | 1,900          | 0.60        | 8.0   | 7.3  | 8.2  | 6.1  | 5.5    | 5.7    | 5.7    | 5.7  | 5.7  | 5.7  | 5.7  | 5.7  | 5.7  | 5.7  | 5.7  |      |
| WGZ             | Eaton         | B   | 92.9  | 40.0       | 551  | a       | Blue Chip Bcstg Ltd | 60       | 2,400       | CHR          | 2,400          | 0.93        | 6.5   | 4.8  | 4.7  | 4.5  | 5.0    | 4.6    | 4.6    | 4.6  | 4.5  | 4.6  | 4.5  | 4.6  | 4.5  | 4.6  | 4.5  |      |
| WFCJ            | Miamisburg    | B   | 93.7  | 50.0       | 492  |         | Miami Valley Chrsn  | 61       | 775         | Religion     | 775            | 0.82        | 2.4   | 1.2  | 1.6  | 1.9  | 2.2    | 1.9    | 1.8    | 1.7  | 1.9  | 1.8  | 1.7  | 1.9  | 1.8  | 1.7  | 1.9  |      |
| WBTT            | Englewood     | A   | 94.5  | 2.8 cp     | 482  | d       | Clear Channel       | 94       | 950         | Rhymc/AC     | 950            | 0.55        | 4.4   | 4.4  | 4.1  | 3.6  | 3.6    | 3.6    | 3.6    | 2.6  | 2.6  | 2.6  | 2.6  | 2.6  | 2.6  | 2.6  | 2.6  |      |
| WZLR            | Xenia         | A   | 95.3  | 6.0        | 322  | c       | Cox Radio Inc       | 67       | 6,300       | d2 2 Oldies  | 1,200          | 1.18        | 1.2   | 0.9  | 1.0  | 1.2  | 1.2    | 0.9    | 0.9    | 0.9  | 1.1  | 1.1  | 1.1  | 1.1  | 1.1  | 1.1  | 1.1  | 1.1  |
| WCLR            | Piqua         | B   | 95.7  | 50.0       | 476  | c       | Cox Radio Inc       | 60       | 1,400       | d2 2 Oldies  | 1,400          | 1.18        | 3.0   | 2.7  | 2.1  | 2.3  | 2.6    | 2.7    | 2.8    | 2.8  | 2.8  | 2.8  | 2.8  | 2.8  | 2.8  | 2.8  | 2.8  | 2.8  |
| WRNB            | Troy          | A   | 96.9  | 3.0        | 315  | e       | Hawes-Saunders      | 91       | 1,100       | Urban/Oldies | 400            | 0.78        | 1.3   | 1.1  | 0.5  | 1.1  | 1.4    | 1.2    | 0.7    | 1.1  | 1.1  | 1.1  | 1.1  | 1.1  | 1.1  | 1.1  | 1.1  | 1.1  |
| WHKO            | Dayton        | B   | 99.1  | 50.0       | 1066 | c       | Cox Radio Inc       | 46       | 7,400       | 2 Country    | 7,400          | 1.23        | 15.2  | 11.1 | 12.0 | 11.6 | 12.6   | 12.1   | 11.1   | 12.2 | 12.2 | 12.2 | 12.2 | 12.2 | 12.2 | 12.2 | 12.2 | 12.2 |
| WLQT            | Kettering     | B   | 99.9  | 28.0 cp    | 656  | d       | Clear Channel       | 62       | 2,800       | Lite AC      | 2,800          | 0.96        | 7.4   | 7.9  | 6.7  | 5.8  | 5.6    | 6.3    | 6.3    | 7.1  | 7.1  | 6.3  | 6.3  | 6.3  | 6.3  | 6.3  | 6.3  | 6.3  |
| WKSW            | Urbana        | A   | 101.7 | 3.2        | 397  |         | Blue Chip Bcstg Ltd | 65       | 1,200       | Country      | 1,200          | 1.60        | 1.9   | 1.3  | 1.0  | 1.7  | 2.0    | 1.3    | 1.6    | 1.6  | 1.6  | 1.6  | 1.6  | 1.6  | 1.6  | 1.6  | 1.6  | 1.6  |
| WING            | Springfield   | B   | 102.9 | 50.0       | 492  |         | Blue Chip Bcstg Ltd | 58       | 2,500       | Cisc Rock    | 2,500          | 1.02        | 6.2   | 4.3  | 4.2  | 5.0  | 5.1    | 5.6    | 5.7    | 4.7  | 4.7  | 4.7  | 4.7  | 4.7  | 4.7  | 4.7  | 4.7  | 4.7  |
| WXEG            | Beavercreek   | A   | 103.9 | 2.6 cp     | 502  | d       | Clear Channel       | 72       | 900         | Modern Rock  | 900            | 0.51        | 4.5   | 3.5  | 3.4  | 3.5  | 3.3    | 4.0    | 4.7    | 3.8  | 4.7  | 3.8  | 3.8  | 4.7  | 3.8  | 4.7  | 3.8  | 4.7  |
| WTUE            | Dayton        | B   | 104.7 | 28.0 cp    | 656  | d       | Clear Channel       | 59       | 5,500       | Rock         | 5,500          | 1.56        | 8.9   | 6.7  | 6.5  | 6.8  | 5.8    | 6.4    | 6.4    | 6.5  | 6.4  | 6.5  | 6.4  | 6.5  | 6.4  | 6.5  | 6.4  | 6.5  |
| WFPB            | Middletown    | B   | 105.9 | 34.0       | 590  | b       | Braden, Ruth &      | 59       | 700         | Country      | 700            | 1.18        | 1.5   | 0.8  | 1.0  | 1.2  | 1.2    | 1.4    | 1.6    | 1.0  | 1.0  | 1.3  | 1.3  | 1.3  | 1.3  | 1.3  | 1.3  | 1.3  |
| WBKI            | Greenville    | B   | 106.5 | 50.0       | 479  | d       | Clear Channel       | 90       | 200         | Country      | 200            | 0.51        | 1.0   | 0.5  | 0.5  | 0.7  | 0.4    | 1.5    | 1.8    | 1.8  | 1.8  | 1.8  | 1.8  | 1.8  | 1.8  | 1.8  | 1.8  | 1.8  |
| WMMX            | Dayton        | B   | 107.7 | 50.0       | 420  | d       | Clear Channel       | 64       | 6,000       | Hot AC       | 6,000          | 1.57        | 9.7   | 8.9  | 8.1  | 6.1  | 8.9    | 7.8    | 7.7    | 8.6  | 8.6  | 8.6  | 8.6  | 8.6  | 8.6  | 8.6  | 8.6  | 8.6  |

ARB 12+ Metro Shares (see rights)

| 1999 Est | Revenue (000)/ | Power Ratio | Local | Comm | 1999 | Fall | Summer | Spring | Winter | 1998 | 1998 | 1998 | 1998 | 1998 | 1998 | 1998 | 1998 | 1998 | 1998 | 1998 | 1998 | 1998 | 1998 | 1998 | 1998 | 1998 | 1998 | 1998 |      |      |
|----------|----------------|-------------|-------|------|------|------|--------|--------|--------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| 83.4     | 67.9           | 66.0        | 66.1  | 67.1 | 66.4 | 65.5 | 67.9   | 68.1   | 68.1   | 68.1 | 68.1 | 68.1 | 68.1 | 68.1 | 68.1 | 68.1 | 68.1 | 68.1 | 68.1 | 68.1 | 68.1 | 68.1 | 68.1 | 68.1 | 68.1 | 68.1 | 68.1 | 68.1 | 68.1 | 68.1 |

## AM Stations

| City of License | Class         | FCC | Freq  | Power (kW) | Day  | Night | C Owner             | Year Acqd | Std Acqd | Price (000)  | M Format | Revenue (000)/ | Power Ratio | Local | Comm | 1999 | Fall | Summer | Spring | Winter | 1998 | 1998 | 1998 | 1998 | 1998 | 1998 | 1998 | 1998 | 1998 |      |      |     |
|-----------------|---------------|-----|-------|------------|------|-------|---------------------|-----------|----------|--------------|----------|----------------|-------------|-------|------|------|------|--------|--------|--------|------|------|------|------|------|------|------|------|------|------|------|-----|
| WROU            | W, Carrollton | A   | 92.1  | 0.9        | 597  | e     | Hawes-Saunders      | 91        | 1,900    | Urban        | 1,900    | 0.60           | 8.0         | 7.3   | 8.2  | 6.1  | 5.5  | 5.7    | 5.7    | 5.7    | 5.7  | 5.7  | 5.7  | 5.7  | 5.7  | 5.7  | 5.7  | 5.7  | 5.7  | 5.7  |      |     |
| WGZ             | Eaton         | B   | 92.9  | 40.0       | 551  | a     | Blue Chip Bcstg Ltd | 60        | 2,400    | CHR          | 2,400    | 0.93           | 6.5         | 4.8   | 4.7  | 4.5  | 5.0  | 4.6    | 4.6    | 4.6    | 4.5  | 4.6  | 4.5  | 4.6  | 4.5  | 4.6  | 4.5  | 4.6  | 4.5  | 4.6  |      |     |
| WFCJ            | Miamisburg    | B   | 93.7  | 50.0       | 492  |       | Miami Valley Chrsn  | 61        | 775      | Religion     | 775      | 0.82           | 2.4         | 1.2   | 1.6  | 1.9  | 2.2  | 1.9    | 1.8    | 1.7    | 1.9  | 1.8  | 1.7  | 1.9  | 1.8  | 1.7  | 1.9  | 1.8  | 1.7  | 1.9  |      |     |
| WBTT            | Englewood     | A   | 94.5  | 2.8 cp     | 482  | d     | Clear Channel       | 94        | 950      | Rhymc/AC     | 950      | 0.55           | 4.4         | 4.4   | 4.1  | 3.6  | 3.6  | 3.6    | 3.6    | 2.6    | 2.6  | 2.6  | 2.6  | 2.6  | 2.6  | 2.6  | 2.6  | 2.6  | 2.6  | 2.6  |      |     |
| WZLR            | Xenia         | A   | 95.3  | 6.0        | 322  | c     | Cox Radio Inc       | 67        | 6,300    | d2 2 Oldies  | 1,200    | 1.18           | 1.2         | 0.9   | 1.0  | 1.2  | 1.2  | 0.9    | 0.9    | 0.9    | 1.1  | 1.1  | 1.1  | 1.1  | 1.1  | 1.1  | 1.1  | 1.1  | 1.1  | 1.1  | 1.1  |     |
| WCLR            | Piqua         | B   | 95.7  | 50.0       | 476  | c     | Cox Radio Inc       | 60        | 1,400    | d2 2 Oldies  | 1,400    | 1.18           | 3.0         | 2.7   | 2.1  | 2.3  | 2.6  | 2.7    | 2.8    | 2.8    | 2.8  | 2.8  | 2.8  | 2.8  | 2.8  | 2.8  | 2.8  | 2.8  | 2.8  | 2.8  | 2.8  |     |
| WRNB            | Troy          | A   | 96.9  | 3.0        | 315  | e     | Hawes-Saunders      | 91        | 1,100    | Urban/Oldies | 400      | 0.78           | 1.3         | 1.1   | 0.5  | 1.1  | 1.4  | 1.2    | 0.7    | 1.1    | 1.1  | 1.1  | 1.1  | 1.1  | 1.1  | 1.1  | 1.1  | 1.1  | 1.1  | 1.1  | 1.1  |     |
| WHKO            | Dayton        | B   | 99.1  | 50.0       | 1066 | c     | Cox Radio Inc       | 46        | 7,400    | 2 Country    | 7,400    | 1.23           | 15.2        | 11.1  | 12.0 | 11.6 | 12.6 | 12.1   | 11.1   | 12.2   | 12.2 | 12.2 | 12.2 | 12.2 | 12.2 | 12.2 | 12.2 | 12.2 | 12.2 | 12.2 | 12.2 |     |
| WLQT            | Kettering     | B   | 99.9  | 28.0 cp    | 656  | d     | Clear Channel       | 62        | 2,800    | Lite AC      | 2,800    | 0.96           | 7.4         | 7.9   | 6.7  | 5.8  | 5.6  | 6.3    | 6.3    | 7.1    | 7.1  | 6.3  | 6.3  | 6.3  | 6.3  | 6.3  | 6.3  | 6.3  | 6.3  | 6.3  | 6.3  |     |
| WKSW            | Urbana        | A   | 101.7 | 3.2        | 397  |       | Blue Chip Bcstg Ltd | 65        | 1,200    | Country      | 1,200    | 1.60           | 1.9         | 1.3   | 1.0  | 1.7  | 2.0  | 1.3    | 1.6    | 1.6    | 1.6  | 1.6  | 1.6  | 1.6  | 1.6  | 1.6  | 1.6  | 1.6  | 1.6  | 1.6  | 1.6  | 1.6 |
| WING            | Springfield   | B   | 102.9 | 50.0       | 492  |       | Blue Chip Bcstg Ltd | 58        | 2,500    | Cisc Rock    | 2,500    | 1.02           | 6.2         | 4.3   | 4.2  | 5.0  | 5.1  | 5.6    | 5.7    | 4.7    | 4.7  | 4.7  | 4.7  | 4.7  | 4.7  | 4.7  | 4.7  | 4.7  | 4.7  | 4.7  | 4.7  |     |
| WXEG            | Beavercreek   | A   | 103.9 | 2.6 cp     | 502  | d     | Clear Channel       | 72        | 900      | Modern Rock  | 900      | 0.51           | 4.5         | 3.5   | 3.4  | 3.5  | 3.3  | 4.0    | 4.7    | 3.8    | 4.7  | 3.8  | 3.8  | 4.7  | 3.8  | 4.7  | 3.8  | 4.7  | 3.8  | 4.7  |      |     |
| WTUE            | Dayton        | B   | 104.7 | 28.0 cp    | 656  | d     | Clear Channel       | 59        | 5,500    | Rock         | 5,500    | 1.56           | 8.9         | 6.7   | 6.5  | 6.8  | 5.8  | 6.4    | 6.4    | 6.5    | 6.4  | 6.5  | 6.4  | 6.5  | 6.4  | 6.5  | 6.4  | 6.5  | 6.4  | 6.5  |      |     |
| WFPB            | Middletown    | B   | 105.9 | 34.0       | 590  | b     | Braden, Ruth &      | 59        | 700      | Country      | 700      | 1.18           | 1.5         | 0.8   | 1.0  | 1.2  | 1.2  | 1.4    | 1.6    | 1.0    | 1.0  | 1.3  | 1.3  | 1.3  | 1.3  | 1.3  | 1.3  | 1.3  | 1.3  | 1.3  | 1.3  |     |
| WBKI            | Greenville    | B   | 106.5 | 50.0       | 479  | d     | Clear Channel       | 90        | 200      | Country      | 200      | 0.51           | 1.0         | 0.5   | 0.5  | 0.7  | 0.4  | 1.5    | 1.8    | 1.8    | 1.8  | 1.8  | 1.8  | 1.8  | 1.8  | 1.8  | 1.8  | 1.8  | 1.8  | 1.8  | 1.8  |     |
| WMMX            | Dayton        | B   | 107.7 | 50.0       | 420  | d     | Clear Channel       | 64        | 6,000    | Hot AC       | 6,000    | 1.57           | 9.7         | 8.9   | 8.1  | 6.1  | 8.9  | 7.8    | 7.7    | 8.6    | 8.6  | 8.6  | 8.6  | 8.6  | 8.6  | 8.6  | 8.6  | 8.6  | 8.6  | 8.6  | 8.6  | 8.6 |

ARB 12+ Metro Shares (see rights)

| 1999 Est | Revenue (000)/ | Power Ratio | Local | Comm | 1999 | Fall | Summer | Spring | Winter | 1998 | 1998 | 1998 | 1998 | 1998 | 1998 | 1998 | 1998 | 1998 | 1998 | 1998 | 1998 | 1998 | 1998 | 1998 | 1998 | 1998 | 1998 | 1998 | 1998 |      |
|----------|----------------|-------------|-------|------|------|------|--------|--------|--------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| 83.4     | 67.9           | 66.0        | 66.1  | 67.1 | 66.4 | 65.5 | 67.9   | 68.1   | 68.1   | 68.1 | 68.1 | 68.1 | 68.1 | 68.1 | 68.1 | 68.1 | 68.1 | 68.1 | 68.1 | 68.1 | 68.1 | 68.1 | 68.1 | 68.1 | 68.1 | 68.1 | 68.1 | 68.1 | 68.1 | 68.1 |

| City of License | Class         | FCC | Freq | Power (kW) | Day | Night | C Owner             | Year Acqd | Std Acqd | Price (000) | M Format | Revenue (000)/ | Power Ratio | Local | Comm | 1999 | Fall | Summer | Spring | Winter | 1998 | 1998 | 1998 | 1998 | 1998 | 1998 | 1998 | 1998 | 1998 |     |
|-----------------|---------------|-----|------|------------|-----|-------|---------------------|-----------|----------|-------------|----------|----------------|-------------|-------|------|------|------|--------|--------|--------|------|------|------|------|------|------|------|------|------|-----|
| WROU            | W, Carrollton | A   | 92.1 | 0.9        | 597 | e     | Hawes-Saunders      | 91        | 1,900    | Urban       | 1,900    | 0.60           | 8.0         | 7.3   | 8.2  | 6.1  | 5.5  | 5.7    | 5.7    | 5.7    | 5.7  | 5.7  | 5.7  | 5.7  | 5.7  | 5.7  | 5.7  | 5.7  | 5.7  | 5.7 |
| WGZ             | Eaton         | B   | 92.9 | 40.0       | 551 | a     | Blue Chip Bcstg Ltd | 60        | 2,400    | CHR         | 2,400    | 0.93           | 6.5         | 4.8   | 4.7  | 4.5  | 5.0  | 4.6    | 4.6    | 4.6    | 4.5  | 4.6  | 4.5  | 4.6  | 4.5  | 4.6  | 4.5  | 4.6  | 4.5  | 4.6 |
| WFCJ            | Miamisburg    | B   | 93.7 | 50.0       | 492 |       | Miami Valley Chrsn  | 61        | 775      | Religion    | 775      | 0.82           | 2.4         | 1.2   | 1.6  | 1.9  | 2.2  | 1.9    | 1.8    | 1.7    | 1.9  | 1.8  | 1.7  | 1.9  | 1.8  | 1.7  | 1.9  | 1.8  | 1.7  | 1.9 |
| WBTT            | Englewood     | A   | 94.5 | 2.8 cp     | 482 | d     |                     |           |          |             |          |                |             |       |      |      |      |        |        |        |      |      |      |      |      |      |      |      |      |     |





# Competitive Overview

Some stations also rated in Norfolk-Virginia Beach-Newprt News.

## FM Stations

| City of License | FCC Class | Power (kW) | HAAT C | Owner           | Year Acqd | Std Date | Sales L | 1999 Est       | Avg '99 | Local | Comm | Fall   | Summer | Spring | Winter | 1998 | 1998 | 1998 | 1998 |
|-----------------|-----------|------------|--------|-----------------|-----------|----------|---------|----------------|---------|-------|------|--------|--------|--------|--------|------|------|------|------|
| City of License | FCC Class | Power (kW) | HAAT C | Owner           | Year Acqd | Std Date | Sales L | Revenue (000)† | Local   | Comm  | Fall | Summer | Spring | Winter | 1998   | 1998 | 1998 | 1998 | 1998 |
| WCDX            | A         | 92.1       | 2.4    | Radio One Inc   | 85        | 9908     | 1       | 5,200          | 10.3    | 10.3  | 11.3 | 9.3    | 9.4    | 8.4    | 8.4    | 9.5  | 10.3 | 10.3 | 10.1 |
| WBBC            | C3        | 93.5       | 17.5   | Denbar Comm Inc | 75        | 9106     | 200     | 200            | 0.1     | 0.0   | 0.0  | 0.0    | 0.0    | 0.4    | 0.0    | 0.0  | 0.0  | 0.0  | 0.0  |
| WRVQ            | B         | 94.5       | 200.0  | Clear Channel   | 48        | 9207     | g1      | 5,000          | 1.17    | 8.5   | 6.9  | 8.4    | 7.8    | 6.7    | 6.5    | 6.3  | 6.7  | 7.0  | 7.0  |
| WKHK            | B1        | 95.3       | 17.5   | Cox Radio Inc   | 72        | 0003     | g       | 7,000          | 1.59    | 8.8   | 8.8  | 5.6    | 5.6    | 7.4    | 8.7    | 8.8  | 9.4  | 10.8 | 10.6 |
| WKLR            | B         | 96.5       | 50.0   | Cisc Hits       | 63        | 0003     | g       | 3,000          | 1.11    | 5.4   | 5.3  | 4.4    | 4.9    | 4.7    | 4.6    | 4.7  | 3.6  | 3.6  | 3.6  |
| WUJZ            | A         | 96.9       | 2.8    | Rappahannock    | 98        |          |         | 0.2            | 0.0     | 0.0   | 0.0  | 0.4    | 0.3    | 0.0    | 0.0    | 0.0  | 0.0  | 0.0  | 0.0  |
| WTVR            | B         | 98.1       | 50.0   | Clear Channel   | 46        | 9606     | c3      | 18,000         | 1.36    | 10.4  | 8.8  | 8.8    | 9.1    | 8.7    | 9.5    | 9.1  | 10.3 | 10.0 | 10.0 |
| WPLZ            | A         | 99.3       | 6.0    | Radio One Inc   | 66        | 9908     | 1       | 1,400          | 0.54    | 5.2   | 3.4  | 4.6    | 4.0    | 4.6    | 4.8    | 3.6  | 3.9  | 5.6  | 5.6  |
| WARV            | A         | 100.3      | 4.7    | Radio One Inc   | 92        | 9907     | d1      | 25             | 0.01    | 3.5   | 0.5  | 1.8    | 3.2    | 3.9    | 3.2    | 2.6  | 2.1  | 1.6  | 1.6  |
| WDYL            | A         | 101.1      | 6.0    | Radio One Inc   | 96        | 9907     | c2      | 300            | 0.7     | 1.9   | 0.0  | 0.8    | 0.6    | 0.9    | 0.4    | 0.6  | 1.0  | 1.0  | 4.0  |
| WBXL            | B         | 102.1      | 20.0   | Clear Channel   | 49        | 9308     | c2      | 4,500          | 1.43    | 6.3   | 4.4  | 5.2    | 5.5    | 5.4    | 5.8    | 3.6  | 3.3  | 4.0  | 4.0  |
| WMXB            | B         | 103.7      | 20.0   | Cox Radio Inc   | 61        | 0003     | g       | 2,000          | 0.63    | 5.3   | 6.4  | 5.0    | 6.1    | 4.4    | 6.0    | 4.9  | 4.9  | 4.9  | 4.9  |
| WKJS            | C1        | 104.7      | 100.0  | Radio One Inc   | 49        | 9907     | d1      | 3,000          | 0.86    | 7.0   | 6.9  | 6.2    | 5.2    | 4.6    | 6.2    | 4.8  | 3.1  | 3.1  | 3.1  |
| WJRV            | A         | 105.7      | 3.3    | Radio One Inc   | 68        | 9908     | g1      | 1,000          | 0.77    | 2.6   | 1.5  | 3.3    | 2.2    | 2.1    | 3.5    | 3.6  | 3.6  | 5.5  | 5.5  |
| WRCL            | B         | 106.5      | 7.6    | AMFM Inc        | 57        | 9910     | p       | 1,500          | 0.52    | 5.8   | 4.4  | 5.2    | 4.6    | 4.9    | 5.4    | 4.7  | 4.0  | 3.2  | 3.2  |
| WBBT            | A         | 107.3      | 1.4    | MainQuad Comm   | 99        |          |         | 0.8            | 0.8     | 0.8   | 3.1  | 2.7    | 0.0    | 0.0    | 0.0    | 0.0  | 0.0  | 0.0  | 0.0  |

| City of License | FCC Class | Power (kW) | HAAT C | Owner           | Year Acqd | Std Date | Sales L | 1999 Est       | Avg '99 | Local | Comm | Fall   | Summer | Spring | Winter | 1998 | 1998 | 1998 | 1998 |
|-----------------|-----------|------------|--------|-----------------|-----------|----------|---------|----------------|---------|-------|------|--------|--------|--------|--------|------|------|------|------|
| City of License | FCC Class | Power (kW) | HAAT C | Owner           | Year Acqd | Std Date | Sales L | Revenue (000)† | Local   | Comm  | Fall | Summer | Spring | Winter | 1998   | 1998 | 1998 | 1998 | 1998 |
| WCDX            | A         | 92.1       | 2.4    | Radio One Inc   | 85        | 9908     | c1      | 5,200          | 1.01    | 10.3  | 10.3 | 11.3   | 9.3    | 9.4    | 8.4    | 8.4  | 9.5  | 10.3 | 10.1 |
| WBBC            | C3        | 93.5       | 17.5   | Denbar Comm Inc | 75        | 9106     | 200     | 200            | 0.1     | 0.0   | 0.0  | 0.0    | 0.0    | 0.4    | 0.0    | 0.0  | 0.0  | 0.0  | 0.0  |
| WRVQ            | B         | 94.5       | 200.0  | Clear Channel   | 48        | 9207     | g1      | 5,000          | 1.17    | 8.5   | 6.9  | 8.4    | 7.8    | 6.7    | 6.5    | 6.3  | 6.7  | 7.0  | 7.0  |
| WKHK            | B1        | 95.3       | 17.5   | Cox Radio Inc   | 72        | 0003     | g       | 7,000          | 1.59    | 8.8   | 8.8  | 5.6    | 5.6    | 7.4    | 8.7    | 8.8  | 9.4  | 10.8 | 10.6 |
| WKLR            | B         | 96.5       | 50.0   | Cisc Hits       | 63        | 0003     | g       | 3,000          | 1.11    | 5.4   | 5.3  | 4.4    | 4.9    | 4.7    | 4.6    | 4.7  | 3.6  | 3.6  | 3.6  |
| WUJZ            | A         | 96.9       | 2.8    | Rappahannock    | 98        |          |         | 0.2            | 0.0     | 0.0   | 0.0  | 0.4    | 0.3    | 0.0    | 0.0    | 0.0  | 0.0  | 0.0  | 0.0  |
| WTVR            | B         | 98.1       | 50.0   | Clear Channel   | 46        | 9606     | c3      | 18,000         | 1.36    | 10.4  | 8.8  | 8.8    | 9.1    | 8.7    | 9.5    | 9.1  | 10.3 | 10.0 | 10.0 |
| WPLZ            | A         | 99.3       | 6.0    | Radio One Inc   | 66        | 9908     | 1       | 1,400          | 0.54    | 5.2   | 3.4  | 4.6    | 4.0    | 4.6    | 4.8    | 3.6  | 3.9  | 5.6  | 5.6  |
| WARV            | A         | 100.3      | 4.7    | Radio One Inc   | 92        | 9907     | d1      | 25             | 0.01    | 3.5   | 0.5  | 1.8    | 3.2    | 3.9    | 3.2    | 2.6  | 2.1  | 1.6  | 1.6  |
| WDYL            | A         | 101.1      | 6.0    | Radio One Inc   | 96        | 9907     | c2      | 300            | 0.7     | 1.9   | 0.0  | 0.8    | 0.6    | 0.9    | 0.4    | 0.6  | 1.0  | 1.0  | 4.0  |
| WBXL            | B         | 102.1      | 20.0   | Clear Channel   | 49        | 9308     | c2      | 4,500          | 1.43    | 6.3   | 4.4  | 5.2    | 5.5    | 5.4    | 5.8    | 3.6  | 3.3  | 4.0  | 4.0  |
| WMXB            | B         | 103.7      | 20.0   | Cox Radio Inc   | 61        | 0003     | g       | 2,000          | 0.63    | 5.3   | 6.4  | 5.0    | 6.1    | 4.4    | 6.0    | 4.9  | 4.9  | 4.9  | 4.9  |
| WKJS            | C1        | 104.7      | 100.0  | Radio One Inc   | 49        | 9907     | d1      | 3,000          | 0.86    | 7.0   | 6.9  | 6.2    | 5.2    | 4.6    | 6.2    | 4.8  | 3.1  | 3.1  | 3.1  |
| WJRV            | A         | 105.7      | 3.3    | Radio One Inc   | 68        | 9908     | g1      | 1,000          | 0.77    | 2.6   | 1.5  | 3.3    | 2.2    | 2.1    | 3.5    | 3.6  | 3.6  | 5.5  | 5.5  |
| WRCL            | B         | 106.5      | 7.6    | AMFM Inc        | 57        | 9910     | p       | 1,500          | 0.52    | 5.8   | 4.4  | 5.2    | 4.6    | 4.9    | 5.4    | 4.7  | 4.0  | 3.2  | 3.2  |
| WBBT            | A         | 107.3      | 1.4    | MainQuad Comm   | 99        |          |         | 0.8            | 0.8     | 0.8   | 3.1  | 2.7    | 0.0    | 0.0    | 0.0    | 0.0  | 0.0  | 0.0  | 0.0  |

| City of License | FCC Class | Power (kW) | HAAT C | Owner           | Year Acqd | Std Date | Sales L | 1999 Est       | Avg '99 | Local | Comm | Fall   | Summer | Spring | Winter | 1998 | 1998 | 1998 | 1998 |
|-----------------|-----------|------------|--------|-----------------|-----------|----------|---------|----------------|---------|-------|------|--------|--------|--------|--------|------|------|------|------|
| City of License | FCC Class | Power (kW) | HAAT C | Owner           | Year Acqd | Std Date | Sales L | Revenue (000)† | Local   | Comm  | Fall | Summer | Spring | Winter | 1998   | 1998 | 1998 | 1998 | 1998 |
| WCDX            | A         | 92.1       | 2.4    | Radio One Inc   | 85        | 9908     | c1      | 5,200          | 1.01    | 10.3  | 10.3 | 11.3   | 9.3    | 9.4    | 8.4    | 8.4  | 9.5  | 10.3 | 10.1 |
| WBBC            | C3        | 93.5       | 17.5   | Denbar Comm Inc | 75        | 9106     | 200     | 200            | 0.1     | 0.0   | 0.0  | 0.0    | 0.0    | 0.4    | 0.0    | 0.0  | 0.0  | 0.0  | 0.0  |
| WRVQ            | B         | 94.5       | 200.0  | Clear Channel   | 48        | 9207     | g1      | 5,000          | 1.17    | 8.5   | 6.9  | 8.4    | 7.8    | 6.7    | 6.5    | 6.3  | 6.7  | 7.0  | 7.0  |
| WKHK            | B1        | 95.3       | 17.5   | Cox Radio Inc   | 72        | 0003     | g       | 7,000          | 1.59    | 8.8   | 8.8  | 5.6    | 5.6    | 7.4    | 8.7    | 8.8  | 9.4  | 10.8 | 10.6 |
| WKLR            | B         | 96.5       | 50.0   | Cisc Hits       | 63        | 0003     | g       | 3,000          | 1.11    | 5.4   | 5.3  | 4.4    | 4.9    | 4.7    | 4.6    | 4.7  | 3.6  | 3.6  | 3.6  |
| WUJZ            | A         | 96.9       | 2.8    | Rappahannock    | 98        |          |         | 0.2            | 0.0     | 0.0   | 0.0  | 0.4    | 0.3    | 0.0    | 0.0    | 0.0  | 0.0  | 0.0  | 0.0  |
| WTVR            | B         | 98.1       | 50.0   | Clear Channel   | 46        | 9606     | c3      | 18,000         | 1.36    | 10.4  | 8.8  | 8.8    | 9.1    | 8.7    | 9.5    | 9.1  | 10.3 | 10.0 | 10.0 |
| WPLZ            | A         | 99.3       | 6.0    | Radio One Inc   | 66        | 9908     | 1       | 1,400          | 0.54    | 5.2   | 3.4  | 4.6    | 4.0    | 4.6    | 4.8    | 3.6  | 3.9  | 5.6  | 5.6  |
| WARV            | A         | 100.3      | 4.7    | Radio One Inc   | 92        | 9907     | d1      | 25             | 0.01    | 3.5   | 0.5  | 1.8    | 3.2    | 3.9    | 3.2    | 2.6  | 2.1  | 1.6  | 1.6  |
| WDYL            | A         | 101.1      | 6.0    | Radio One Inc   | 96        | 9907     | c2      | 300            | 0.7     | 1.9   | 0.0  | 0.8    | 0.6    | 0.9    | 0.4    | 0.6  | 1.0  | 1.0  | 4.0  |
| WBXL            | B         | 102.1      | 20.0   | Clear Channel   | 49        | 9308     | c2      | 4,500          | 1.43    | 6.3   | 4.4  | 5.2    | 5.5    | 5.4    | 5.8    | 3.6  | 3.3  | 4.0  | 4.0  |
| WMXB            | B         | 103.7      | 20.0   | Cox Radio Inc   | 61        | 0003     | g       | 2,000          | 0.63    | 5.3   | 6.4  | 5.0    | 6.1    | 4.4    | 6.0    | 4.9  | 4.9  | 4.9  | 4.9  |
| WKJS            | C1        | 104.7      | 100.0  | Radio One Inc   | 49        | 9907     | d1      | 3,000          | 0.86    | 7.0   | 6.9  | 6.2    | 5.2    | 4.6    | 6.2    | 4.8  | 3.1  | 3.1  | 3.1  |
| WJRV            | A         | 105.7      | 3.3    | Radio One Inc   | 68        | 9908     | g1      | 1,000          | 0.77    | 2.6   | 1.5  | 3.3    | 2.2    | 2.1    | 3.5    | 3.6  | 3.6  | 5.5  | 5.5  |
| WRCL            | B         | 106.5      | 7.6    | AMFM Inc        | 57        | 9910     | p       | 1,500          | 0.52    | 5.8   | 4.4  | 5.2    | 4.6    | 4.9    | 5.4    | 4.7  | 4.0  | 3.2  | 3.2  |
| WBBT            | A         | 107.3      | 1.4    | MainQuad Comm   | 99        |          |         | 0.8            | 0.8     | 0.8   | 3.1  | 2.7    | 0.0    | 0.0    | 0.0    | 0.0  | 0.0  | 0.0  | 0.0  |

| City of License | FCC Class | Power (kW) | HAAT C | Owner           | Year Acqd | Std Date | Sales L | 1999 Est       | Avg '99 | Local | Comm | Fall   | Summer | Spring | Winter | 1998 | 1998 | 1998 | 1998 |
|-----------------|-----------|------------|--------|-----------------|-----------|----------|---------|----------------|---------|-------|------|--------|--------|--------|--------|------|------|------|------|
| City of License | FCC Class | Power (kW) | HAAT C | Owner           | Year Acqd | Std Date | Sales L | Revenue (000)† | Local   | Comm  | Fall | Summer | Spring | Winter | 1998   | 1998 | 1998 | 1998 | 1998 |
| WCDX            | A         | 92.1       | 2.4    | Radio One Inc   | 85        | 9908     | c1      | 5,200          | 1.01    | 10.3  | 10.3 | 11.3   | 9.3    | 9.4    | 8.4    | 8.4  | 9.5  | 10.3 | 10.1 |
| WBBC            | C3        | 93.5       | 17.5   | Denbar Comm Inc | 75        | 9106     | 200     | 200            | 0.1     | 0.0   | 0.0  | 0.0    | 0.0    | 0.4    | 0.0    | 0.0  | 0.0  | 0.0  | 0.0  |
| WRVQ            | B         | 94.5       | 200.0  | Clear Channel   | 48        | 9207     | g1      | 5,000          | 1.17    | 8.5   | 6.9  | 8.4    | 7.8    | 6.7    | 6.5    | 6.3  | 6.7  | 7.0  | 7.0  |
| WKHK            | B1        | 95.3       | 17.5   | Cox Radio Inc   | 72        | 0003     | g       | 7,000          | 1.59    | 8.8   | 8.8  | 5.6    | 5.6    | 7.4    | 8.7    | 8.8  | 9.4  | 10.8 | 10.6 |
| WKLR            | B         | 96.5       | 50.0   | Cisc Hits       | 63        | 0003     | g       | 3,000          | 1.11    | 5.4   | 5.3  | 4.4    | 4.9    | 4.7    | 4.6    | 4.7  | 3.6  | 3.6  | 3.6  |
| WUJZ            | A         | 96.9       | 2.8    | Rappahannock    | 98        |          |         | 0.2            | 0.0     | 0.0   | 0.0  | 0.4    | 0.3    | 0.0    | 0.0    | 0.0  | 0.0  | 0.0  | 0.0  |
| WTVR            | B         | 98.1       | 50.0   | Clear Channel   | 46        | 9606     | c3      | 18,000         | 1.36    | 10.4  | 8.8  | 8.8    | 9.1    | 8.7    | 9.5    | 9.1  | 10.3 | 10.0 | 10.0 |
| WPLZ            | A         | 99.3       | 6.0    | Radio One Inc   | 66        | 9908     | 1       | 1,400          | 0.54    | 5.2   | 3.4  | 4.6    | 4.0    | 4.6    | 4.8    | 3.6  | 3.9  | 5.6  | 5.6  |
| WARV            | A         | 100.3      | 4.7    | Radio One Inc   | 92        | 9907     | d1      | 25             | 0.01    | 3.5   | 0.5  | 1.8    |        |        |        |      |      |      |      |

Metro Rank: 58  
Revenue Rank: 55

# Greenville-Spartanburg, SC Market Overview



Market Radio Financials

(all figures in '00's, except percentages and ratios)

| ESTIMATED GROSS REVENUES | 1993     |          | 1994     |          | 1995     |          | 1996     |          | 1997     |          | 1998     |         | 1999       |         | 2000    |         | 2001    |         | 2002    |         | 2003    |         |
|--------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|---------|------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
|                          | 1993     | 1994     | 1995     | 1996     | 1997     | 1998     | 1999     | 2000     | 2001     | 2002     | 2003     | 1993    | 1994       | 1995    | 1996    | 1997    | 1998    | 1999    | 2000    | 2001    | 2002    | 2003    |
| Revenue/Capita           | \$25,000 | \$28,900 | \$29,800 | \$31,400 | \$32,000 | \$35,900 | \$40,500 | \$44,600 | \$47,900 | \$52,700 | \$56,600 | \$30.56 | \$35/1,000 | \$40.99 | \$46.35 | \$50.35 | \$55.10 | \$60.35 | \$65.60 | \$70.85 | \$76.10 | \$81.35 |
| Revenue/Retail Sales     | 12.8%    | 12.8%    | 12.8%    | 12.8%    | 12.8%    | 12.8%    | 12.8%    | 12.8%    | 12.8%    | 12.8%    | 12.8%    | 12.8%   | 12.8%      | 12.8%   | 12.8%   | 12.8%   | 12.8%   | 12.8%   | 12.8%   | 12.8%   | 12.8%   |         |
| Est. Breakout            | 7.5%     | 7.5%     | 7.5%     | 7.5%     | 7.5%     | 7.5%     | 7.5%     | 7.5%     | 7.5%     | 7.5%     | 7.5%     | 7.5%    | 7.5%       | 7.5%    | 7.5%    | 7.5%    | 7.5%    | 7.5%    | 7.5%    | 7.5%    | 7.5%    |         |
|                          | 8.7%     | 8.7%     | 8.7%     | 8.7%     | 8.7%     | 8.7%     | 8.7%     | 8.7%     | 8.7%     | 8.7%     | 8.7%     | 8.7%    | 8.7%       | 8.7%    | 8.7%    | 8.7%    | 8.7%    | 8.7%    | 8.7%    | 8.7%    | 8.7%    |         |

## Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

| Growth Rate    | 1993     |          | 1998 |          | 2003     |      |
|----------------|----------|----------|------|----------|----------|------|
|                | 1993     | 1998     | 1998 | 2003     | 2003     | 2003 |
| MSA Population | 818.0    | 875.9    | 1.4% | 875.9    | 937.8    | 1.4% |
| Households     | 310.1    | 331.5    | 1.3% | 331.5    | 359.0    | 1.6% |
| Retail Sales   | 7,042.7  | 9,847.2  | 6.9% | 9,847.2  | 13,594.6 | 6.7% |
| EBI            | 11,669.6 | 13,083.5 | 2.3% | 13,083.5 | 17,125.6 | 5.5% |

## Demographic Breakdown

|                    | Total     | Under 12 | 12 - 17 | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 54 | Over 55 |
|--------------------|-----------|----------|---------|---------|---------|---------|---------|---------|
| Men (000)          | 424.0     | 65.9     | 36.7    | 45.0    | 58.7    | 69.1    | 64.4    | 84.1    |
| Women (000)        | 451.9     | 63.4     | 35.6    | 44.2    | 57.3    | 72.0    | 66.9    | 112.5   |
| Total              | 875.9     | 129.3    | 72.3    | 89.2    | 116.0   | 141.2   | 131.2   | 196.6   |
| Percentage         | 100.0%    | 14.8%    | 8.3%    | 10.2%   | 13.2%   | 16.1%   | 15.0%   | 22.4%   |
| Per Capita         | \$ 14,937 |          |         |         |         |         |         |         |
| Median Household   | \$ 32,274 |          |         |         |         |         |         |         |
| Avg Household      | \$ 39,468 |          |         |         |         |         |         |         |
| Ethnic Population: |           |          |         |         |         |         |         |         |
| White              | 81.2%     |          |         |         |         |         |         |         |
| Black              | 17.8%     |          |         |         |         |         |         |         |
| Asian              | 0.9%      |          |         |         |         |         |         |         |
| Hispanic           | 1.2%      |          |         |         |         |         |         |         |

## Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 4       | 14      | 10      | 10         | 18      | 21      | 39    |
| Tot 12+    | 3.9     | 1.0     | 4.7     | 66.4       | 70.3    | 8.5     | 78.8  |
| Avg 12+    | 1.0     | 4.7     | 6.4     | 63.6       | 70.3    | 3.9     | 2.0   |
| Tot LCS    | 4.9     | 84.3    | 80.7    | 89.2       | 89.2    | 10.8    | 100.0 |
| Avg LCS    | 1.2     | 6.0     | 8.1     | 5.0        | 0.5     | 2.6     |       |



## Metro Counties / Population (000)

|                 |              |
|-----------------|--------------|
| Anderson, SC    | 162.3        |
| Greenville, SC  | 355.1        |
| Pickens, SC     | 109.8        |
| Spartanburg, SC | 248.7        |
| <b>Total</b>    | <b>875.9</b> |

# Competitive Overview

Some stations also rated in Charlotte, NC & Asheville, NC.

| City of                        | FCC Class | Power (kW) | HAAT     | C Owner | Year Date | Std Acq'd         | Sales Price (000) | M A Format | Revenue (000)/ | Power Ratio | Local Comm | 1999 Est | ARB 12+ Metro Shares (see rights) |             |             |             |           |             |             |             |  |
|--------------------------------|-----------|------------|----------|---------|-----------|-------------------|-------------------|------------|----------------|-------------|------------|----------|-----------------------------------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|--|
| Calls                          | FCC       | Freq       | Class    | City of | Year Date | Std Acq'd         | Sales Price (000) | M A Format | Revenue (000)/ | Power Ratio | Local Comm | 1999 Est | Fall 1999                         | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |  |
| WESC Greenville                | C         | 92.5       | 100.0    | 2001    | i         | Clear Channel     | 48                | 9803 p     | 3,500          | 0.98        | 90.1       | 90.1     | 70.3                              | 70.3        | 76.7        | 73.3        | 70.8      | 73.6        | 73.3        | 71.8        |  |
| WFTPT Forest City              | C         | 93.3       | 92.9     | 2031    | i         | Barnstable Bcstg  | 47                | 0003 p     | 1,700          | 0.65        | 90.1       | 90.1     | 70.3                              | 70.3        | 76.7        | 73.3        | 70.8      | 73.6        | 73.3        | 71.8        |  |
| WFBC Greenville                | C         | 93.7       | 100.0    | 1850    | c         | Entercom          | 47                | 9912       | 3,500          | 0.84        | 90.1       | 90.1     | 70.3                              | 70.3        | 76.7        | 73.3        | 70.8      | 73.6        | 73.3        | 71.8        |  |
| WMUU Greenville                | C         | 94.5       | 100.0    | 1201    | g         | WMUU Inc          | 60                |            | 750            | 0.61        | 90.1       | 90.1     | 70.3                              | 70.3        | 76.7        | 73.3        | 70.8      | 73.6        | 73.3        | 71.8        |  |
| WPEK Seneca                    | C         | 98.1       | 100.0 cp | 997     |           | Alpeak Bcstg Corp | 47                | 9506       | 1,100          | 1.02        | 90.1       | 90.1     | 70.3                              | 70.3        | 76.7        | 73.3        | 70.8      | 73.6        | 73.3        | 71.8        |  |
| WSPA Spartanburg               | C         | 98.9       | 100.0    | 1910    | c         | Entercom          | 46                | 9912       | 4,150          | 1.32        | 90.1       | 90.1     | 70.3                              | 70.3        | 76.7        | 73.3        | 70.8      | 73.6        | 73.3        | 71.8        |  |
| WKSFA Asheville                | C         | 99.9       | 48.0     | 2622    | f         | AMFM Inc          | 47                | 9910 p     | n/a            |             | 90.1       | 90.1     | 70.3                              | 70.3        | 76.7        | 73.3        | 70.8      | 73.6        | 73.3        | 71.8        |  |
| WSSL Gray Court                | C         | 100.5      | 100.0    | 1240    | f         | AMFM Inc          | 60                | 9910 p     | 6,800          | 1.44        | 90.1       | 90.1     | 70.3                              | 70.3        | 76.7        | 73.3        | 70.8      | 73.6        | 73.3        | 71.8        |  |
| WRDQ Anderson                  | C         | 101.1      | 100.0    | 988     | f         | Barnstable Bcstg  | 47                | 0003 p     | 5,800          | 1.65        | 90.1       | 90.1     | 70.3                              | 70.3        | 76.7        | 73.3        | 70.8      | 73.6        | 73.3        | 71.8        |  |
| WBAV Gastonia                  | C         | 101.9      | 99.0     | 988     | f         | Infinity Bcstg    | 47                | 9805       | n/a            |             | 90.1       | 90.1     | 70.3                              | 70.3        | 76.7        | 73.3        | 70.8      | 73.6        | 73.3        | 71.8        |  |
| WMYI Hendersonvie              | C1        | 102.5      | 19.0     | 1811    | f         | AMFM Inc          | 58                | 9910 p     | 5,000          | 1.75        | 90.1       | 90.1     | 70.3                              | 70.3        | 76.7        | 73.3        | 70.8      | 73.6        | 73.3        | 71.8        |  |
| WRIX Honea Path                | A         | 103.1      | 6.0      | 328     | b         | Phillips, Matt    | 77                |            | 300            | 0.70        | 90.1       | 90.1     | 70.3                              | 70.3        | 76.7        | 73.3        | 70.8      | 73.6        | 73.3        | 71.8        |  |
| WOLT Greer                     | A         | 103.3      | 2.7      | 495     | a         | Palm Bcstg Co LP  | 93                | 9605       | 3,000          | c4 1        | 90.1       | 90.1     | 70.3                              | 70.3        | 76.7        | 73.3        | 70.8      | 73.6        | 73.3        | 71.8        |  |
| WOLT Esaley                    | A         | 103.9      | 6.0      | 328     | a         | Palm Bcstg Co LP  | 65                | 9605       | 2.2            | 1.6         | 90.1       | 90.1     | 70.3                              | 70.3        | 76.7        | 73.3        | 70.8      | 73.6        | 73.3        | 71.8        |  |
| WCPC Clemson                   | A         | 104.9      | 6.0      | 302     | d         | Golden Corners    | 93                |            | 250            |             | 90.1       | 90.1     | 70.3                              | 70.3        | 76.7        | 73.3        | 70.8      | 73.6        | 73.3        | 71.8        |  |
| WAGI Gaffney                   | C         | 105.3      | 100.0    | 1191    | h         | Gaffney Bcstg Inc | 59                |            |                |             | 90.1       | 90.1     | 70.3                              | 70.3        | 76.7        | 73.3        | 70.8      | 73.6        | 73.3        | 71.8        |  |
| WMT Black Mountain             | C         | 106.9      | 36.0     | 3094    |           | Billy Graham      | 41                | 9603       | n/a            |             | 90.1       | 90.1     | 70.3                              | 70.3        | 76.7        | 73.3        | 70.8      | 73.6        | 73.3        | 71.8        |  |
| WJMZ Anderson                  | C         | 107.3      | 100.0    | 1011    | i         | Radio One Inc     | 63                | 0003 p     | 4,600          | 0.95        | 90.1       | 90.1     | 70.3                              | 70.3        | 76.7        | 73.3        | 70.8      | 73.6        | 73.3        | 71.8        |  |
| FM STATIONS - 18 # Combos - 14 |           |            |          |         |           |                   |                   |            |                |             |            |          |                                   |             |             |             |           |             |             |             |  |
| FM TOTALS                      |           |            |          |         |           |                   |                   |            |                |             |            |          |                                   |             |             |             |           |             |             |             |  |

• Indicates a change since last edition

†/ See introduction section for interpretation of revenue estimates.

Metro Rank: 58  
Revenue Rank: 55



Metro Counties / Population (000)

|                 |              |
|-----------------|--------------|
| Anderson, SC    | 162.3        |
| Greenville, SC  | 355.1        |
| Pickens, SC     | 109.8        |
| Spartanburg, SC | 248.7        |
| <b>Total</b>    | <b>875.9</b> |

# Greenville-Spartanburg, SC Market Overview



## Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES | Revenue/Retail Sales |             | Revenue/Capita |               |
|--------------------------|----------------------|-------------|----------------|---------------|
|                          | 1993                 | 1994        | 1995           | 1996          |
| \$25,000                 | \$28,900             | \$29,800    | \$31,400       | \$32,000      |
| \$40,500                 | \$45,500             | \$44,600    | \$47,900       | \$52,700      |
| \$3,551,000              | \$3,651,000          | \$4,161,000 | \$4,161,000    | \$4,161,000   |
| \$30.56                  | \$40.99              | \$60.35     | \$60.35        | \$60.35       |
| Δ 98-99                  | 12.8%                |             |                |               |
| Δ 99-03                  |                      |             |                | 8.7%          |
|                          |                      |             |                | \$56,600      |
|                          |                      |             |                | 2003          |
|                          |                      |             |                | 85%           |
|                          |                      |             |                | Local         |
|                          |                      |             |                | 15%           |
|                          |                      |             |                | National      |
|                          |                      |             |                | Est. Breakout |

## Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

| Growth Rate    | 1998     |          | 1993     |          |
|----------------|----------|----------|----------|----------|
|                | 1998     | 2003     | 1998     | 1993     |
| MSA Population | 875.9    | 937.8    | 818.0    | 875.9    |
| Households     | 331.5    | 359.0    | 310.1    | 331.5    |
| Retail Sales   | 9,847.2  | 13,594.6 | 7,042.7  | 9,847.2  |
| EBI            | 13,083.5 | 17,125.6 | 11,669.6 | 13,083.5 |

## Demographic Breakdown

| Total              | Under 12  |                  | 12 - 17   |               | 18 - 24   |             | 25 - 34   |             | 35 - 44   |             | 45 - 54   |             | Over 55   |             |
|--------------------|-----------|------------------|-----------|---------------|-----------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                    | Men (000) | Women (000)      | Men (000) | Women (000)   | Men (000) | Women (000) | Men (000) | Women (000) | Men (000) | Women (000) | Men (000) | Women (000) | Men (000) | Women (000) |
| 424.0              | 451.9     | 63.4             | 65.9      | 36.7          | 45.0      | 58.7        | 69.1      | 64.4        | 84.1      | 112.5       | 196.6     | 131.2       | 15.0%     | 22.4%       |
| 875.9              | 129.3     | 72.3             | 89.2      | 116.0         | 141.2     | 131.2       | 196.6     | 112.5       | 196.6     | 131.2       | 15.0%     | 22.4%       | 15.0%     | 22.4%       |
| Per Capita         | \$ 14,937 | Median Household | \$ 32,274 | Avg Household | \$ 39,468 | Hispanic    | 1.2%      |             |           |             |           |             |           |             |
| Ethnic Population: | White     | 81.2%            | Black     | 17.8%         | Asian     | 0.9%        |           |             |           |             |           |             |           |             |

## Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMS | All FMS | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 4       | 14      | 10      | 18         | 21      | 39      |       |
| Tot 12+    | 3.9     | 66.4    | 63.6    | 70.3       | 8.5     | 78.8    |       |
| Avg 12+    | 1.0     | 4.7     | 6.4     | 3.9        | 0.4     | 2.0     |       |
| Tot LCS    | 4.9     | 84.3    | 80.7    | 89.2       | 10.8    | 100.0   |       |
| Avg LCS    | 1.2     | 6.0     | 8.1     | 5.0        | 0.5     | 2.6     |       |

# Competitive Overview

Some stations also rated in Charlotte, NC & Asheville, NC.

## AM Stations

| City of License  | FCC Class       | Freq | Power (kW)                   | Day  | Night | C Owner             | Year Date | Std Acqd | Sales Price (000) | A Format         | 1999 Est Revenue (000)/Ratio | Local Power | Avg '99 Local Comm | Fall 1999 | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |     |  |                 |    |            |    |                             |  |  |  |  |    |               |   |                              |  |
|--|-----------------|------|------------------------------|------|-------|---------------------|-----------|----------|-------------------|------------------|------------------------------|-------------|--------------------|-----------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|-----|--|-----------------|----|------------|----|-----------------------------|--|--|--|--|----|---------------|---|------------------------------|--|
| ● WLFJ Greenville  | B               | 660  | 50.0                         | 0.00 | 0.00  | ! Clear Channel     | 47        | 9803 p   | 49                | g2 Chrst/Talk    | 400                          | 0.4         | 0.4                | 0.4       | 0.4         | 0.4         | 0.4         | 1.2       | 0.5         | 0.5         | 0.5         | 0.6 |  |                 |    |            |    |                             |  |  |  |  |    |               |   |                              |  |
| WPJM Greer   | B               | 800  | 1.0                          | 0.44 | 0.44  | Cohen, Cobby        | 49        | 9801     | 200               | Gospel           | 400                          | 0.57        | 1.8                | 2.0       | 1.5         | 1.5         | 1.2         | 1.7       | 0.8         | 1.2         | 2.4         | 2.4 |  |                 |    |            |    |                             |  |  |  |  |    |               |   |                              |  |
| WORD Spartanburg   | B               | 910  | 3.6                          | 0.89 | 0.89  | e Entercom          | 40        | 9912     | 3,000             | c3 1 Nws/Tlk/Spt | 1,200                        | 1.55        | 2.0                | 2.4       | 1.7         | 2.2         | 1.6         | 2.1       | 2.1         | 2.0         | 2.3         | 2.3 |  |                 |    |            |    |                             |  |  |  |  |    |               |   |                              |  |
| WSPA Spartanburg   | B               | 950  | 5.0                          | 5.00 | 5.00  | e Entercom          | 30        | 9912     | 30                | c3 1 Nws/Tlk/Spt | 700                          | 1.29        | 1.4                | 1.2       | 1.3         | 0.8         | 1.5         | 1.1       | 1.7         | 0.7         | 1.0         | 1.0 |  |                 |    |            |    |                             |  |  |  |  |    |               |   |                              |  |
| WRHX Homeland Park   | B               | 1020 | 10.0                         | 0.00 | 0.00  | b Phillips, Matt    | 86        |          |                   | Gospel           |                              |             | 1.2                | 0.5       | 0.9         | 1.4         | 0.9         | 0.5       | 1.3         | 1.3         | 1.0         | 1.0 |  |                 |    |            |    |                             |  |  |  |  |    |               |   |                              |  |
| WHYZ Sans Souci  | B               | 1070 | 50.0                         | 1.50 | 1.50  | PSI                 | 66        | 9608     | 200               | Talk             |                              |             |                    | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.6         | 0.6         | 0.6         | 0.6 |  |                 |    |            |    |                             |  |  |  |  |    |               |   |                              |  |
| WAIM Anderson  | C               | 1230 | 1.0                          | 1.00 | 1.00  | Palmetto Bcstg Co   | 35        | 9209     | 80                | News/Talk        |                              |             | 0.0                | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0 |  |                 |    |            |    |                             |  |  |  |  |    |               |   |                              |  |
| WMUJ Greenville  | B               | 1260 | 5.0                          | 0.02 | 0.02  | g WMJU Inc          | 49        | 7503     |                   | Feligion         |                              | 0.4         | 0.4                | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0 |  |                 |    |            |    |                             |  |  |  |  |    |               |   |                              |  |
| WANS Anderson  | B               | 1280 | 5.0                          | 1.00 | 1.00  | b Phillips, Matt    | 49        | 9405     | 75                | Oldies           |                              |             | 0.0                | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.4 |  |                 |    |            |    |                             |  |  |  |  |    |               |   |                              |  |
| WCKI Greer   | B               | 1300 | 1.0                          | 0.00 | 0.00  | Sira-Pack Radio     | 55        | 6405     |                   | Gospel           |                              |             | 0.0                | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.7 |  |                 |    |            |    |                             |  |  |  |  |    |               |   |                              |  |
| WYRD Greenville  | B               | 1330 | 5.0                          | 5.00 | 5.00  | e Entercom          | 33        | 9912     |                   | c3 1 Nws/Tlk/Spt |                              | 2.4         | 1.6                | 1.8       | 1.8         | 1.7         | 2.4         | 1.7       | 2.0         | 2.0         | 2.0         | 2.0 |  |                 |    |            |    |                             |  |  |  |  |    |               |   |                              |  |
| WELP Easley  | B               | 1360 | 5.0                          | 0.04 | 0.04  | Wilkins Comm        | 51        | 9906     | 150               | Christian        |                              |             | 0.0                | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0 |  |                 |    |            |    |                             |  |  |  |  |    |               |   |                              |  |
| WKDY Spartanburg   | C               | 1400 | 1.0                          | 1.00 | 1.00  | Associated Bcstg    | 52        | 9109     | 80                | Cnry/CHR         |                              | 0.2         | 0.0                | 0.0       | 0.0         | 0.0         | 0.0         | 0.5       | 0.0         | 0.0         | 0.0         | 0.0 |  |                 |    |            |    |                             |  |  |  |  |    |               |   |                              |  |
| WGVL Greenville  | B               | 1400 | 5.0                          | 5.00 | 5.00  | f AMFM Inc          | 50        | 9910 p   | 150               | Spanish          |                              |             | 0.0                | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0 |  |                 |    |            |    |                             |  |  |  |  |    |               |   |                              |  |
| WPCI Greenville  | C               | 1490 | 1.0                          | 1.00 | 1.00  | Mathena, Randy R.   | 54        | 8901     | 15                | Eclectic         |                              |             | 0.0                | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0 |  |                 |    |            |    |                             |  |  |  |  |    |               |   |                              |  |
| WEAC Gaffney   | B               | 1500 | 1.0                          | 0.00 | 0.00  | h Gaffney Bcstg Inc | 62        |          |                   | Oldes/Talk       |                              |             | 0.0                | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0 |  |                 |    |            |    |                             |  |  |  |  |    |               |   |                              |  |
| WASC Spartanburg   | B               | 1530 | 1.0                          | 0.00 | 0.00  | New South Bcstg     | 68        | 7602     | 100               | Urban/Oldes      |                              | 0.5         | 0.0                | 0.4       | 0.6         | 0.0         | 0.7         | 0.5       | 0.0         | 0.0         | 0.0         | 0.0 |  |                 |    |            |    |                             |  |  |  |  |    |               |   |                              |  |
| WTBI Pickens   | B               | 1540 | 10.0                         | 0.00 | 0.00  | Tabernacle          | 67        | 8311     |                   | Christian        |                              |             | 0.0                | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0 |  |                 |    |            |    |                             |  |  |  |  |    |               |   |                              |  |
| WAHT Clemson   | B               | 1560 | 1.0                          | 0.00 | 0.00  | Golden Corners      | 69        |          | 50                | Oldies           |                              |             | 0.0                | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0 |  |                 |    |            |    |                             |  |  |  |  |    |               |   |                              |  |
| WDAB Travelers Rest  | B               | 1580 | 5.0                          | 0.00 | 0.00  | Robles, Belen       | 64        | 9904     | na                | Spanish          |                              |             | 0.0                | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0 |  |                 |    |            |    |                             |  |  |  |  |    |               |   |                              |  |
| WFIS Fountain Inn  | B               | 1600 | 1.0                          | 0.03 | 0.03  | La Stringer, Joseph | 56        | 9902     | 195               | Spts/Cnry        |                              |             | 0.0                | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0 |  |                 |    |            |    |                             |  |  |  |  |    |               |   |                              |  |
| <table border="0" style="width:100%; border-collapse: collapse;"> <tr> <td style="width:25%;"></td> <td style="width:25%; text-align: center;"># AM Stations -</td> <td style="width:25%; text-align: center;">21</td> <td style="width:25%; text-align: center;"># Combos -</td> <td style="width:25%; text-align: center;">10</td> </tr> <tr> <td colspan="5">AM &amp; FM Stations Profiled -</td> </tr> <tr> <td style="text-align: center;">39</td> <td style="text-align: center;"># Duopolies -</td> <td style="text-align: center;">7</td> <td colspan="2">Total Local Commercial Share</td> </tr> </table> |                 |      |                              |      |       |                     |           |          |                   |                  |                              |             |                    |           |             |             |             |           |             |             |             |     |  | # AM Stations - | 21 | # Combos - | 10 | AM & FM Stations Profiled - |  |  |  |  | 39 | # Duopolies - | 7 | Total Local Commercial Share |  |
|  | # AM Stations - | 21   | # Combos -                   | 10   |       |                     |           |          |                   |                  |                              |             |                    |           |             |             |             |           |             |             |             |     |  |                 |    |            |    |                             |  |  |  |  |    |               |   |                              |  |
| AM & FM Stations Profiled -  |                 |      |                              |      |       |                     |           |          |                   |                  |                              |             |                    |           |             |             |             |           |             |             |             |     |  |                 |    |            |    |                             |  |  |  |  |    |               |   |                              |  |
| 39   | # Duopolies -   | 7    | Total Local Commercial Share |      |       |                     |           |          |                   |                  |                              |             |                    |           |             |             |             |           |             |             |             |     |  |                 |    |            |    |                             |  |  |  |  |    |               |   |                              |  |
| 9.9  | 78.8            | 82.3 | 83.5                         | 81.3 | 80.1  | 81.4                | 81.6      | 82.8     |                   |                  |                              |             |                    |           |             |             |             |           |             |             |             |     |  |                 |    |            |    |                             |  |  |  |  |    |               |   |                              |  |

ARB 12+ Metro Shares (see rights)

● Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.  
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 Metro Rank: 58





Market: Albany-Schenectady-Troy

Competitive Overview

Metro Rank: 59

| City of<br>Calls | License       | FCC<br>Class | Power<br>Freq (kW) | HAAT<br>C Owner | Year<br>Acqd | Sales<br>L<br>Price<br>(000) | M<br>Format | Revenue<br>(000)† | 1999 Est  | ARB 12+ Metro Shares (see rights) |                |                |                | Avg '99<br>Local<br>Comm |     |     |     |      |      |
|------------------|---------------|--------------|--------------------|-----------------|--------------|------------------------------|-------------|-------------------|-----------|-----------------------------------|----------------|----------------|----------------|--------------------------|-----|-----|-----|------|------|
|                  |               |              |                    |                 |              |                              |             |                   |           | Fall<br>1999                      | Summer<br>1999 | Spring<br>1999 | Winter<br>1999 |                          |     |     |     |      |      |
| WFLY             | Troy          | B            | 92.3               | 17.0            | 850          | 48                           | 8702        | 4,450             | 1.09      | 10.3                              | 6.4            | 10.1           | 7.4            | 7.9                      | 9.9 | 9.2 | 9.7 | 10.0 |      |
| WZZM             | Cornith       | A            | 93.5               | 1.4             | 420          | 81                           | 9609        | 450               | Country   | 450                               | 0.0            | 0.0            | 0.0            | 0.0                      | 0.0 | 0.0 | 0.0 | 0.8  | 0.0  |
| WKLI             | Havena        | A            | 94.5               | 3.0             | 328          | 91                           | 9903        | 1,550             | d5        | 1,200                             | 0.57           | 5.3            | 4.4            | 4.2                      | 5.8 | 5.6 | 5.2 | 6.1  | 0.0  |
| WYJB             | Albany        | B            | 95.5               | 12.0            | 1024         | 66                           | 9312        | 5,000             | c2        | 4,650                             | 1.31           | 8.9            | 7.3            | 8.1                      | 7.9 | 7.4 | 7.3 | 7.5  | 9.0  |
| WAJZ             | Voorheesville | A            | 96.3               | 0.5             | 1119         | 92                           | 9608        | 850               | Urban AC  | 350                               | 0.29           | 3.0            | 3.2            | 3.4                      | 3.1 | 2.8 | 1.0 | 0.9  | 1.4  |
| WDCD             | Clifton Park  | A            | 96.7               | 4.7             | 328          | 85                           | 9606        | 820               | Christian | 820                               | 0.4            | 0.6            | 0.4            | 0.4                      | 0.3 | 0.3 | 0.3 | 0.3  | 0.2  |
| WMMY             | Schoharie     | A            | 97.3               | 2.0             | 577          | 90                           | 9202        | 525               | Cs/TTik   | 525                               | 0.0            | 0.0            | 0.0            | 0.0                      | 0.0 | 0.0 | 0.0 | 0.1  | 0.0  |
| WZEC             | Hoosick Falls | A            | 97.5               | 0.4             | cp           | 1204                         | 92          | 9911              | 100       | Christian                         | 100            | 0.0            | 0.0            | 0.0                      | 0.0 | 0.0 | 0.0 | 0.0  | 0.0  |
| WBKK             | Amsterdam     | A            | 97.7               | 1.6             | cp           | 388                          | 75          | 9410              | 400       | c5                                | 150            | 0.38           | 1.0            | 1.4                      | 0.9 | 0.9 | 0.6 | 1.1  | 1.3  |
| WTRV             | Rotterdam     | A            | 98.3               | 6.0             | 318          | 86                           | 9910        | 1,300             | Oldies    | 1,300                             | 0.78           | 4.2            | 3.0            | 3.9                      | 3.3 | 3.8 | 3.3 | 3.6  | 3.4  |
| WCKM             | Lake George   | A            | 98.5               | 0.4             | 1289         | 94                           | 9404        | 1                 | Oldies    | 1                                 | 0.1            | 0.1            | 0.0            | 0.0                      | 0.0 | 0.0 | 0.0 | 0.3  | 0.0  |
| WRVE             | Schenectady   | B            | 99.5               | 14.5            | 925          | 40                           | 9906        | 3,300             | g3        | 1,54                              | 5.4            | 6.3            | 4.8            | 3.5                      | 5.6 | 4.5 | 5.9 | 5.0  | 4.3  |
| WKBE             | Warrensburg   | B1           | 100.3              | 1.5             | 1312         | 91                           | 9903        | 800               | d5        | 800                               | 0.74           | 2.7            | 2.9            | 2.7                      | 2.1 | 3.1 | 1.4 | 1.9  | 2.6  |
| WCPT             | Albany        | A            | 100.9              | 6.0             | 299          | 72                           | 9903        | 800               | d5        | 800                               | 0.74           | 2.7            | 2.9            | 2.7                      | 2.1 | 3.1 | 1.4 | 1.9  | 2.6  |
| WBGU             | Fort Plain    | A            | 101.1              | 1.3             | 719          | 91                           | 9411        | 400               | c1        | 400                               | 0.7            | 0.5            | 0.7            | 0.7                      | 1.0 | 0.6 | 0.3 | 0.3  | 0.3  |
| WQAR             | Stillwater    | A            | 101.3              | 2.9             | 469          | 88                           | 9810        | 250               | AC        | 250                               | 0.7            | 0.7            | 0.7            | 0.6                      | 0.6 | 0.5 | 0.7 | 0.5  | 0.7  |
| WJIV             | Cherry Valley | B            | 101.9              | 11.5            | 1024         | 48                           | 0002        | 1,300             | Religion  | 1,300                             | 0.2            | 0.0            | 0.0            | 0.0                      | 0.0 | 0.4 | 0.4 | 0.0  | 0.5  |
| WXCR             | Ballston Spa  | A            | 102.3              | 4.1             | 387          | 68                           | 9905        | 1,100             | d4        | 1,100                             | 0.89           | 3.1            | 2.0            | 3.0                      | 2.4 | 2.1 | 2.7 | 2.0  | 2.4  |
| WEQX             | Manchester    | B            | 102.7              | 1.3             | 2490         | 84                           |             | 700               | 0.98      | 1.8                               | 1.3            | 1.7            | 1.8            | 1.8                      | 0.9 | 1.0 | 1.1 | 0.7  | 2.4  |
| WHRL             | Albany        | A            | 103.1              | 6.0             | 325          | 66                           | 9906        | 1,150             | g3        | 1,150                             | 0.80           | 3.6            | 2.0            | 3.2                      | 2.8 | 3.2 | 2.8 | 2.5  | 2.5  |
| WQBJ             | Cobleskill    | B            | 103.5              | 50.0            | 492          | 88                           | 0003        | 350               | sw        | 350                               | 0.37           | 2.4            | 1.6            | 1.7                      | 2.2 | 2.1 | 2.2 | 2.4  | 1.5  |
| WQBK             | Fennesselear  | A            | 103.9              | 6.0             | 302          | 72                           | 0003        | 2,050             | sw        | 2,050                             | 0.99           | 5.2            | 4.2            | 4.2                      | 3.9 | 4.6 | 4.9 | 4.7  | 4.6  |
| WABT             | Mechanicville | A            | 104.5              | 5.0             | 351          | 93                           | 0003        | 1,100             | sw        | 1,100                             | 0.99           | 2.8            | 1.6            | 2.1                      | 2.6 | 2.3 | 2.5 | 2.7  | 1.9  |
| WZMR             | Altamont      | A            | 104.9              | 0.6             | 1050         | 68                           | 9902        | 2,200             | c3        | 2,200                             | 0.8            | 0.8            | 1.8            | 1.3                      | 0.9 | 0.4 | 0.4 | 0.0  | 0.0  |
| WNQC             | Queensbury    | B1           | 105.7              | 2.5             | 1037         | 96                           |             | AC                | AC        | 0.3                               | 0.3            | 0.0            | 0.0            | 0.4                      | 0.3 | 0.3 | 0.0 | 0.3  | 0.0  |
| WPYX             | Albany        | B            | 106.5              | 15.3            | 902          | 80                           | 9910        | 4,800             | g         | 4,800                             | 1.49           | 8.1            | 6.9            | 5.8                      | 7.1 | 6.6 | 8.1 | 5.0  | 5.6  |
| WGNA             | Albany        | B            | 107.7              | 12.5            | 984          | 73                           | 0003        | 6,000             | sw        | 6,000                             | 1.36           | 11.1           | 11.4           | 10.4                     | 9.4 | 9.6 | 8.7 | 11.8 | 10.9 |

FM TOTALS

# Combos - 21

# FM Stations -

Metro Rank: 59

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• Indicates a change since last edition  
† See introduction section for interpretation of revenue estimates.

Metro Rank: 59  
Revenue Rank: 56



**Metro Counties / Population (000)**

|                 |              |
|-----------------|--------------|
| Albany, NY      | 292.7        |
| Montgomery, NY  | 50.5         |
| Rensselaer, NY  | 152.1        |
| Saratoga, NY    | 198.9        |
| Schenectady, NY | 145.4        |
| Schoharie, NY   | 32.1         |
| <b>Total</b>    | <b>871.7</b> |

**ESTIMATED GROSS REVENUES**

| Year                 | 1993        | 1994        | 1995        | 1996     | 1997     | 1998     | 1999     | 2000     | 2001     | 2002     | 2003     |
|----------------------|-------------|-------------|-------------|----------|----------|----------|----------|----------|----------|----------|----------|
| Revenue/Retail Sales | \$23,500    | \$26,900    | \$28,600    | \$31,100 | \$32,800 | \$37,100 | \$40,000 | \$43,600 | \$46,200 | \$49,900 | \$53,400 |
| Revenue/Capita       | \$3,291,000 | \$4,261,000 | \$5,491,000 | \$61.51  |          |          |          |          |          |          |          |
| Est. Breakout        |             |             |             |          |          |          |          |          |          |          |          |
| Local                | 85%         |             |             |          |          |          |          |          |          |          |          |
| National             | 15%         |             |             |          |          |          |          |          |          |          |          |

Market Radio Financials (all figures in 000's, except percentages and ratios)

**Albany-Schenectady-Troy Market Overview**

**Demographic and Economic Overview** (000's, except Retail Sales and EBI in 000,000's)

| Year           | 1993     | 1998     | 1998  | 2003     |
|----------------|----------|----------|-------|----------|
| MSA Population | 882.4    | 871.7    | -0.2% | 868.2    |
| Households     | 339.8    | 336.9    | -0.2% | 339.2    |
| Retail Sales   | 7,141.4  | 8,707.4  | 4.0%  | 9,726.7  |
| EBI            | 15,171.3 | 14,543.4 | -0.8% | 16,434.1 |
| Growth Rate    |          |          |       |          |
| 1993           |          |          |       | -0.1%    |
| 1998           |          |          |       | 2.2%     |
| 2003           |          |          |       | 2.5%     |

**Demographic Breakdown**

| Category           | Total     | Under 12 | 12 - 17 | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 54 | Over 55 |
|--------------------|-----------|----------|---------|---------|---------|---------|---------|---------|
| Men (000)          | 422.1     | 65.1     | 32.1    | 45.3    | 59.4    | 71.1    | 58.1    | 89.5    |
| Women (000)        | 449.6     | 62.4     | 32.1    | 42.4    | 59.7    | 72.1    | 60.5    | 120.5   |
| Total              | 871.7     | 127.5    | 65.7    | 87.7    | 119.1   | 143.2   | 118.6   | 209.9   |
| Percentage         | 100.0%    | 14.6%    | 7.5%    | 10.1%   | 13.7%   | 16.4%   | 13.6%   | 24.1%   |
| Per Capita         | \$ 16,684 |          |         |         |         |         |         |         |
| Median Household   | \$ 36,185 |          |         |         |         |         |         |         |
| Avg Household      | \$ 43,168 |          |         |         |         |         |         |         |
| Ethnic Population: |           |          |         |         |         |         |         |         |
| White              | 92.7%     |          |         |         |         |         |         |         |
| Black              | 5.2%      |          |         |         |         |         |         |         |
| Asian              | 1.9%      |          |         |         |         |         |         |         |
| Hispanic           | 2.2%      |          |         |         |         |         |         |         |

**Market Summary**

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 17      | 10      |         | 14         | 27      | 15      | 42    |
| Tot 12+    | 28.3    | 41.2    |         | 63.2       | 69.5    | 13.7    | 83.2  |
| Avg 12+    | 1.7     | 4.1     |         | 4.5        | 2.6     | 0.9     | 2.0   |
| Tot LCS    | 34.0    | 49.5    |         | 76.0       | 83.5    | 16.5    | 100.0 |
| Avg LCS    | 2.0     | 5.0     |         | 5.4        | 3.1     | 1.1     | 2.4   |



Market: Albany-Schenectady-Troy

Competitive Overview

Metro Rank: 59

| City of<br>Calls    | FCC<br>Class | Power<br>Freq<br>(kW) | Day<br>Power<br>(kW) | Night<br>Power<br>(kW) | C Owner            | Year<br>Date<br>Acq'd | Std<br>Price<br>(000) | A<br>Format | 1999 Est<br>Revenue<br>(000)/<br>Ratio | Local<br>Comm | ARB 12+ Metro Shares (see rights) |                |                |                |      |      |      |      |      |      |      |      |      |  |
|---------------------|--------------|-----------------------|----------------------|------------------------|--------------------|-----------------------|-----------------------|-------------|--|---------------|-----------------------------------|----------------|----------------|----------------|------|------|------|------|------|------|------|------|------|--|
|                     |              |                       |                      |                        |                    |                       |                       |             |  |               | Fall<br>1999                      | Summer<br>1999 | Spring<br>1999 | Winter<br>1999 |      |      |      |      |      |      |      |      |      |  |
| WROW Albany         | B            | 590                   | 5.0                  | 1.00                   | a                  | Pamal                 | 47                    | 9312        | c2                                     | News/Talk     | 1,000                             | 0.90           | 2.8            | 2.0            | 2.1  | 2.9  | 2.6  | 2.1  | 2.2  | 1.9  | 2.5  |      |      |  |
| WGYS Schenectady    | A            | 810                   | 50.0                 | 50.00                  | b                  | Clear Channel         | 22                    | 9906        | g3                                     | News/Talk     | 4,000                             | 0.99           | 10.2           | 7.6            | 7.9  | 8.1  | 10.2 | 8.5  | 9.4  | 9.4  | 9.9  |      |      |  |
| WUAM Saratoga Spngs | B            | 900                   | 0.3                  | 0.05                   | a                  | Anastos Bcst Group    | 64                    | 9908        | 100                                    | Nostalgia     | 0.6                               | 0.6            | 0.6            | 0.5            | 0.6  | 1.0  | 0.3  | 0.3  | 0.0  | 0.0  | 0.0  |      |      |  |
| WIZR Johnstown      | B            | 930                   | 1.0                  | 0.03                   | a                  | Pamal                 | 64                    | 9902        | c3                                     | Big Band      | 0.1                               | 0.1            | 0.4            | 0.3            | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  |      |      |  |
| WTRY Troy           | B            | 980                   | 5.0                  | 5.00                   | f                  | AMFM Inc              | 40                    | 9910        | p                                      | Oldies        | 1.3                               | 1.06           | 1.3            | 1.2            | 1.1  | 0.8  | 0.9  | 1.5  | 1.1  | 1.4  | 1.2  |      |      |  |
| WXBH Cobleskill     | B            | 1190                  | 1.0                  | 0.00                   | NY Comm LLC        | 81                    | 9808                  | 75          | g                                      | Talk          | 0.0                               | 0.0            | 0.0            | 0.0            | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  |      |      |  |
| • WVKZ Schenectady  | C            | 1240                  | 1.0                  | 1.00                   | Anastos Bcst Group | 42                    | 0002                  | p           | 138                                    | Info/Spts     | 0.1                               | 0.1            | 0.3            | 0.0            | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  |      |      |  |
| • WTMH Rensselaer   | B            | 1300                  | 5.0                  | 5.00                   | b                  | Regent Comm           | 61                    | 0003        | p                                      | Sports        | 0.6                               | 0.6            | 0.8            | 0.8            | 0.8  | 0.4  | 0.3  | 0.6  | 0.3  | 0.0  | 0.5  |      |      |  |
| WHAZ Troy           | B            | 1330                  | 1.0                  | 0.05                   | c                  | Capital Media Corp    | 22                    | 8707        | 300                                    | Cstl/Tlk      | 0.0                               | 0.0            | 0.0            | 0.0            | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.4  | 0.0  |      |      |  |
| • WABY Albany       | C            | 1400                  | 1.0                  | 1.00                   | e                  | Tele-Media Bcstg      | 34                    | 9903        | d5                                     | News          | 1.1                               | 0.69           | 1.1            | 0.4            | 0.4  | 0.7  | 1.9  | 0.9  | 1.5  | 1.3  | 1.2  |      |      |  |
| WBZA South Glens    | B            | 1410                  | 1.0                  | 0.13                   | h                  | Bradmark Comm         | 88                    | 9612        | c2                                     | Talk          | 0.0                               | 0.0            | 0.0            | 0.0            | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  |      |      |  |
| • WGNB Albany       | B            | 1460                  | 5.0                  | 5.00                   | f                  | Regent Comm           | 24                    | 0003        | p                                      | Country       | 0.3                               | 0.3            | 0.3            | 0.2            | 0.2  | 0.3  | 0.2  | 0.3  | 0.1  | 0.2  | 0.2  |      |      |  |
| • WCSS Amsterdam    | C            | 1490                  | 1.0                  | 1.00                   | IZ Communications  | 48                    | 9910                  | 188         | sw                                     | AC/Oldies     | 0.4                               | 0.4            | 0.5            | 0.0            | 0.4  | 0.4  | 0.6  | 0.5  | 0.5  | 0.5  | 0.6  |      |      |  |
| • WPTF Albany       | B            | 1540                  | 50.0                 | 50.00                  | d                  | Crawford Bcstg Co     | 48                    | 9510        | 700                                    | Adlt Strnd    | 0.2                               | 0.2            | 0.0            | 0.1            | 0.2  | 0.3  | 0.3  | 0.1  | 0.0  | 0.1  | 0.1  |      |      |  |
| WBUG Amsterdam      | B            | 1570                  | 1.0                  | 0.20                   | i                  | Hoser                 | 61                    | 9411        | c1                                     | Country       | 0.0                               | 0.0            | 0.0            | 0.0            | 0.0  | 0.0  | 0.0  | 0.1  | 0.0  | 0.0  | 0.0  |      |      |  |
|                     |              |                       |                      |                        |                    |                       |                       |             |  |               | # AM Stations -                   |                | 15             |                |      |      |      |      |      |      |      |      |      |  |
|                     |              |                       |                      |                        |                    |                       |                       |             |  |               | AM & FM Stations Profiled -       |                | 42             |                |      |      |      |      |      |      |      |      |      |  |
|                     |              |                       |                      |                        |                    |                       |                       |             |  |               | # Duopolies -                     |                | 12             |                |      |      |      |      |      |      |      |      |      |  |
|                     |              |                       |                      |                        |                    |                       |                       |             |  |               | Total Local Commercial Share      |                | 17.7           |                |      |      |      |      |      |      |      |      |      |  |
|                     |              |                       |                      |                        |                    |                       |                       |             |  |               | AM TOTALS                         |                | 13.7           | 13.8           | 14.8 | 17.3 | 14.7 | 15.2 | 15.2 | 16.2 | 17.7 | 17.7 | 17.7 |  |
|                     |              |                       |                      |                        |                    |                       |                       |             |  |               | # Combos -                        |                | 11             |                |      |      |      |      |      |      |      |      |      |  |

• Indicates a change since last edition  
 †/ See introduction section for interpretation of revenue estimates.  
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Metro Rank: 59



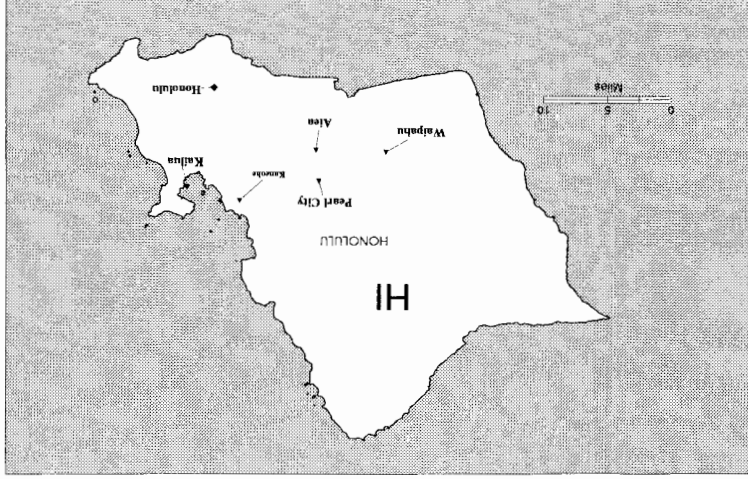
# Competitive Overview

| City of Calls License | FCC Class | Power (kW) | HAAT     | C Owner | Year Date          | Std Acq'd | Sales Price (000) | M A Format | 1999 Est Revenue (000)/Ratio | Local Comm | ARB 12+ Metro Shares (see rights) |             |             |             |      |      |      |      |      |
|-----------------------|-----------|------------|----------|---------|--------------------|-----------|-------------------|------------|------------------------------|------------|-----------------------------------|-------------|-------------|-------------|------|------|------|------|------|
|                       |           |            |          |         |                    |           |                   |            |                              |            | Fall 1999                         | Summer 1999 | Spring 1999 | Winter 1999 |      |      |      |      |      |
| KSSK Waipahu          | C         | 92.3       | 100.0    | 1949 b  | AMFM Inc           | 76        | 9910 p            | g          | 5,100                        | 1.81       | 10.3                              | 9.2         | 9.3         | 7.9         | 11.3 | 9.9  | 9.8  | 9.1  | 8.8  |
| KOMQ Honolulu         | C         | 93.1       | 100.0    | 1854 e  | New Wave Bcstg     | 67        | 9810              | 7,500 d2   | 1,300                        | 1.10       | 4.3                               | 2.7         | 4.0         | 3.5         | 3.7  | 4.9  | 4.2  | 5.4  | 5.7  |
| KIKI Honolulu         | C1        | 93.9       | 100.0    | -141 b  | AMFM Inc           | 79        | 9910 p            | g          | 3,200                        | 1.48       | 7.9                               | 4.9         | 5.4         | 6.7         | 8.6  | 8.8  | 8.0  | 6.6  | 8.8  |
| KUMU Honolulu         | C1        | 94.7       | 100.0    | 79 c    | Emerald City Radio | 67        | 9910 p            | 3,365 c3   | 1,300                        | 0.83       | 5.7                               | 4.7         | 4.7         | 5.1         | 5.6  | 5.6  | 5.6  | 6.3  | 6.3  |
| KAOI Waikuku          | C         | 95.1       | 100.0    | 1227 g  | Visionary Relatd   | 74        | 9008              | 650        | Rock                         |            | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  |
| KAIM Honolulu         | C         | 95.5       | 100.0 cp | 1854 a  | Salem Comm Corp    | 53        | 9912              | 1,800 c4   | 400                          | 0.81       | 1.8                               | 1.8         | 1.4         | 2.4         | 1.8  | 1.4  | 1.4  | 1.2  | 1.4  |
| KPTR Kailua           | C         | 96.3       | 75.0     | 2116 f  | Cox Radio Inc      | 78        | 9911              | 16,375 d3  | 2,100                        | 1.01       | 7.6                               | 6.2         | 6.6         | 7.3         | 7.9  | 6.4  | 7.5  | 5.9  | 6.0  |
| KPOI Honolulu         | C1        | 97.5       | 80.0     | 46 e    | New Wave Bcstg     | 62        | 9810              | d2         | 800                          | 0.91       | 3.2                               | 4.8         | 3.1         | 3.3         | 2.6  | 2.5  | 2.5  | 3.3  | 3.3  |
| KDNN Honolulu         | C1        | 98.5       | 51.0     | 59 b    | AMFM Inc           | 88        | 9910 p            | g          | 650                          | 0.79       | 3.0                               | 3.7         | 2.9         | 2.4         | 2.7  | 3.0  | 3.2  | 2.7  | 2.8  |
| KOFL Honolulu         | C         | 99.5       | 100.0    | 1965 e  | New Wave Bcstg     | 96        | 9904              | 1,650      | Soft AC                      | 0.8        | 2.8                               | 2.8         | 2.3         | 0.5         | 0.0  | 0.0  | 0.0  | 0.6  | 0.0  |
| KCCN Honolulu         | C         | 100.3      | 100.0    | 1965 d  | Cox Radio Inc      | 90        | 0001 p            | 17,800 d3  | 3,200                        | 1.09       | 10.7                              | 10.1        | 9.9         | 11.7        | 10.8 | 7.6  | 8.9  | 8.6  | 8.2  |
| KUCD Pearl City       | C         | 101.9      | 100.0    | 1965 b  | AMFM Inc           | 95        | 9910 p            | g          | 400                          | 0.39       | 3.7                               | 4.6         | 4.4         | 3.0         | 3.2  | 3.3  | 3.8  | 3.5  | 3.3  |
| KAHN Waipahu          | C         | 102.7      | 61.0     | 1893 e  | New Wave Bcstg     | 88        | 9810              | d2         | 750                          | 0.88       | 3.1                               | 3.2         | 2.6         | 3.0         | 3.0  | 3.0  | 2.5  | 2.5  | 2.6  |
| KXME Kaneohe          | C         | 104.3      | 75.0     | 2116 f  | Cox Radio Inc      | 97        | 9911              | d3         | 700                          | 0.36       | 7.0                               | 8.0         | 7.5         | 6.7         | 6.4  | 5.5  | 5.5  | 6.5  | 5.0  |
| KINE Honolulu         | C         | 105.1      | 100.0    | 1965 d  | Cox Radio Inc      | 88        | 0001 p            | d3         | 1,400                        | 0.69       | 7.4                               | 8.0         | 7.2         | 6.8         | 7.2  | 6.2  | 7.3  | 7.8  | 8.2  |
| KGMZ Aiea             | C         | 107.9      | 100.0    | 1965 f  | Honolulu Bcstg     | 92        | 0001 p            | 6,600      | Oldies                       | 0.74       | 5.4                               | 4.3         | 4.1         | 5.2         | 5.0  | 5.8  | 5.4  | 6.6  | 4.3  |
| FM TOTALS             |           |            |          |         |                    |           |                   |            |                              |            | 81.9                              | 79.0        | 75.4        | 75.8        | 79.5 | 74.4 | 76.2 | 74.5 | 74.7 |

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 / See introduction section for interpretation of revenue estimates.  
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Metro Rank: 60  
Revenue Rank: 70



Metro Counties / Population (000)

|              |       |
|--------------|-------|
| Honolulu, HI | 872.3 |
|              | 872.3 |

# Honolulu Market Overview



## Market Radio Financials

(all figures in 000's, except percentages and ratios)

|               | ESTIMATED GROSS REVENUES |             | REVENUE/RETAIL SALES |          | REVENUE/CAPITA |          |
|---------------|--------------------------|-------------|----------------------|----------|----------------|----------|
|               | 1993                     | 1994        | 1995                 | 1996     | 1997           | 1998     |
| Δ 98 - 99     | \$20,200                 | \$22,300    | \$22,600             | \$23,500 | \$24,100       | \$26,100 |
| 8.8%          | \$2,041,000              | \$2,691,000 | \$3,661,000          | \$4,38   |                |          |
| Δ 99 - 03     | \$28,400                 | \$30,700    | \$33,400             | \$35,800 | \$38,600       |          |
| 8.0%          | \$23,05                  | \$29,92     | \$44,38              |          |                |          |
| Est. Breakout |                          |             |                      |          |                |          |
| Local         |                          |             |                      |          |                | 85%      |
| National      |                          |             |                      |          |                | 15%      |

## Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|             | MSA Population |       | Households |         | Retail Sales |          | EBI   |       |
|-------------|----------------|-------|------------|---------|--------------|----------|-------|-------|
|             | 1993           | 1998  | 1993       | 1998    | 1993         | 1998     | 1993  | 1998  |
| Growth Rate | -0.1%          | 872.3 | -0.1%      | 872.3   | -0.1%        | 869.8    | -0.1% | 869.8 |
| 2003        | 293.6          | 286.4 | 9,703.9    | 9,703.9 | 10,539.4     | 18,589.2 | 3.4%  | 1.7%  |
|             | 0.5%           | 286.4 | 0.3%       | 286.4   | 1.7%         | 18,589.2 |       |       |
|             | 0.5%           | 286.4 | 0.3%       | 286.4   | 1.7%         | 18,589.2 |       |       |
|             | 0.5%           | 286.4 | 0.3%       | 286.4   | 1.7%         | 18,589.2 |       |       |

## Demographic Breakdown

|                    | Total     |                  | Under 12  |               | 12 - 17   |             | 18 - 24   |             | 25 - 34   |             | 35 - 44   |             | 45 - 54   |             | Over 55   |             |
|--------------------|-----------|------------------|-----------|---------------|-----------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                    | Men (000) | Women (000)      | Men (000) | Women (000)   | Men (000) | Women (000) | Men (000) | Women (000) | Men (000) | Women (000) | Men (000) | Women (000) | Men (000) | Women (000) | Men (000) | Women (000) |
| Percentage         | 445.5     | 426.8            | 70.7      | 66.8          | 34.6      | 32.7        | 48.2      | 37.9        | 72.8      | 74.9        | 59.1      | 59.1        | 85.2      | 95.1        | 180.4     | 20.7%       |
| Total              | 872.3     | 137.6            | 67.3      | 86.1          | 135.8     | 146.9       | 118.2     | 180.4       | 13.5%     | 16.8%       | 15.6%     | 15.8%       | 13.5%     | 13.5%       | 180.4     | 20.7%       |
| Per Capita         | \$ 18,069 | Median Household | \$ 44,855 | Avg Household | \$ 55,033 | Hispanic    | 7.6%      |             |           |             |           |             |           |             |           |             |
| Ethnic Population: | White     | 31.1%            | Black     | 3.8%          | Asian     | 64.7%       | Hispanic  | 7.6%        |           |             |           |             |           |             |           |             |

## Market Summary

| FM Classes | Class A | Class B | Class C | Viabile FMS | All FMS | All AMS | Total |
|------------|---------|---------|---------|-------------|---------|---------|-------|
| # Stations | 16      | 14      | 16      | 17          | 17      | 33      | 33    |
| Tot 12+    | 79.0    | 77.2    | 79.0    | 79.0        | 14.8    | 93.8    | 93.8  |
| Avg 12+    | 4.9     | 5.5     | 4.9     | 4.9         | 0.9     | 2.8     | 2.8   |
| Tot LCS    | 84.2    | 82.3    | 84.2    | 84.2        | 15.8    | 100.0   | 100.0 |
| Avg LCS    | 5.3     | 5.9     | 5.3     | 5.3         | 0.9     | 3.0     | 3.0   |

# Competitive Overview

| City of<br>Calls License     | FCC<br>Class | FCC<br>Freq | Power<br>(kW) | Night<br>Power<br>(kW) | C Owner            | Year<br>Acq'd | Sales<br>L<br>Price<br>(000) | M<br>A Format | 1999 Est<br>Revenue<br>(000)/<br>Ratio | Local<br>Comm | 1999 Est |        |        |        | Avg '99<br>Local<br>Comm |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
|------------------------------|--------------|-------------|---------------|------------------------|--------------------|---------------|------------------------------|---------------|--|---------------|----------|--------|--------|--------|--------------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
|                              |              |             |               |                        |                    |               |                              |               |  |               | Fall     | Summer | Spring | Winter |                          |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
| KSSK Honolulu                | B            | 590         | 7.5           | 7.5                    | AMFM Inc           | 29            | 9910 p                       | g             | AC                                     | 2,100         | 1.50     | 5.1    | 3.5    | 5.6    | 4.6                      | 3.8  | 5.1  | 6.0  | 5.9  | 5.2  |      |      |      |      |      |      |      |      |      |
| KHNR Honolulu                | B            | 650         | 10.0          | 10.0                   | Salem Comm Corp    | 46            | 9912                         | c3            | News                                   | 550           | 1.54     | 1.3    | 1.1    | 0.9    | 1.2                      | 1.2  | 1.4  | 1.4  | 1.2  | 1.7  |      |      |      |      |      |      |      |      |      |
| KOMO Honolulu                | B            | 690         | 10.0          | 10.0                   | New Wave Bcstg     | 47            | 9810                         | d2            | Children                               | 150           | 0.2      | 0.0    | 0.0    | 0.1    | 0.2                      | 0.3  | 0.2  | 0.2  | 0.4  | 0.4  |      |      |      |      |      |      |      |      |      |
| KGU Honolulu                 | B            | 760         | 10.0          | 10.0                   | Salem Comm Corp    | 22            | 9910 p                       | c3            | Sports                                 | 350           | 0.80     | 1.6    | 1.5    | 1.3    | 1.4                      | 1.2  | 1.9  | 1.0  | 1.2  | 1.1  |      |      |      |      |      |      |      |      |      |
| KHVV Honolulu                | B            | 830         | 10.0          | 10.0                   | AMFM Inc           | 51            | 9910 p                       | g             | News/Talk                              | 750           | 0.86     | 3.2    | 3.3    | 3.6    | 2.5                      | 3.6  | 3.8  | 3.2  | 3.2  |      |      |      |      |      |      |      |      |      |      |
| KAIM Honolulu                | B            | 870         | 50.0          | 50.0                   | Salem Comm Corp    | 56            | 9912                         | c4            | Chrst/Talk                             | 0.1           | 0.0      | 0.0    | 0.0    | 0.0    | 0.4                      | 0.2  | 0.4  | 0.0  | 0.0  |      |      |      |      |      |      |      |      |      |      |
| KJPN Waipahu                 | B            | 940         | 10.0          | 10.0                   | International Comm | 50            | 9405                         | a             | Adult Rock                             | 200           | 0.3      | 0.0    | 0.0    | 0.0    | 0.4                      | 0.4  | 0.0  | 0.0  | 0.0  |      |      |      |      |      |      |      |      |      |      |
| KIKI Honolulu                | B            | 990         | 5.0           | 5.0                    | AMFM Inc           | 57            | 9910 p                       | b             | CHR/Dance                              | 50            | 0.2      | 0.1    | 0.1    | 0.1    | 0.0                      | 0.4  | 0.9  | 0.9  | 1.8  |      |      |      |      |      |      |      |      |      |      |
| KLHT Honolulu                | B            | 1040        | 7.5           | 7.5                    | Calvary Chapel     | 46            | 8504                         | g             | Chrstian                               | 250           | 0.6      | 0.4    | 0.5    | 0.7    | 0.0                      | 0.9  | 0.5  | 0.4  | 0.4  |      |      |      |      |      |      |      |      |      |      |
| KWAI Honolulu                | B            | 1080        | 5.0           | 5.0                    | Wagenvoord, Barry  | 72            | 9305                         | nc            | Nws/TK/Spt                             | 250           | 0.6      | 0.0    | 0.0    | 0.0    | 0.0                      | 0.0  | 0.0  | 0.0  | 0.4  |      |      |      |      |      |      |      |      |      |      |
| KOHO Honolulu                | B            | 1170        | 5.0           | 5.0 cp                 | Legacy             | 59            | 9908                         |               | Cisc Hits                              |               |          | 0.0    | 0.0    | 0.0    | 0.0                      | 0.0  | 0.0  | 0.0  | 0.0  |      |      |      |      |      |      |      |      |      |      |
| KZOO Honolulu                | B            | 1210        | 1.0           | 1.0                    | Polynesia Bcstg    | 63            | 6704                         |               | Ethnic                                 | 250           | 0.70     | 1.3    | 0.9    | 1.2    | 0.7                      | 1.6  | 0.4  | 1.0  | 0.8  |      |      |      |      |      |      |      |      |      |      |
| KNDI Honolulu                | B            | 1270        | 5.0           | 5.0                    | Bcst House/Pacific | 60            | 8805                         |               | Ethnic                                 | 750           | 2.11     | 1.3    | 0.7    | 1.2    | 1.1                      | 1.4  | 1.1  | 1.0  | 1.2  |      |      |      |      |      |      |      |      |      |      |
| KGCN Honolulu                | B            | 1420        | 5.0           | 5.0                    | Cox Radio Inc      | 66            | 0001 p                       | d3            | News/Talk                              | 250           | 0.91     | 1.0    | 1.5    | 0.5    | 1.0                      | 0.8  | 1.5  | 1.4  | 1.4  |      |      |      |      |      |      |      |      |      |      |
| KGMZ Honolulu                | B            | 1460        | 5.0           | 5.0                    | Cox Radio Inc      | 90            | 9911                         | d3            | Oldies                                 | 0.1           | 0.1      | 0.0    | 0.0    | 0.0    | 0.3                      | 0.1  | 0.1  | 0.2  | 0.1  |      |      |      |      |      |      |      |      |      |      |
| KUMU Honolulu                | B            | 1500        | 10.0          | 10.0                   | Emerald City Radio | 63            | 0001                         | c3            | Nostalgia                              | 350           | 0.67     | 1.9    | 1.8    | 1.4    | 2.1                      | 1.3  | 2.2  | 1.4  | 2.0  | 2.1  |      |      |      |      |      |      |      |      |      |
| KISA Honolulu                | B            | 1540        | 5.0           | 5.0                    | JMK                | 73            | 0002 p                       |               | Korean                                 | 575           |          | 0.1    | 0.0    | 0.0    | 0.4                      | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  |      |      |      |      |      |      |      |      |      |
| AM & FM Stations Profiled -  |              |             |               |                        |                    |               |                              |               |  |               | 17       |        |        |        |                          |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
| # AM Stations -              |              |             |               |                        |                    |               |                              |               |  |               | 10       |        |        |        |                          |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
| # Combos -                   |              |             |               |                        |                    |               |                              |               |  |               | 10       |        |        |        |                          |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
| # Duopolies -                |              |             |               |                        |                    |               |                              |               |  |               | 10       |        |        |        |                          |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
| Total Local Commercial Share |              |             |               |                        |                    |               |                              |               |  |               | 18.3     | 14.8   | 16.3   | 17.3   | 13.7                     | 20.3 | 18.3 | 19.6 | 19.8 | 19.8 | 19.8 | 19.8 | 19.8 | 19.8 | 19.8 | 19.8 | 19.8 | 19.8 | 19.8 |

Docket 80-90 Allocations: 105.9, C, Honolulu

• Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

ARB 12+ Metro Shares (see rights)



# Competitive Overview

Some stations also rated in Phoenix.

Metro Rank: 61

| FM Stations                       |              |           |        |            |      |                     |                    |          |                   |                                   |                                   |                         |             |                         |             |     |
|-----------------------------------|--------------|-----------|--------|------------|------|---------------------|--------------------|----------|-------------------|-----------------------------------|-----------------------------------|-------------------------|-------------|-------------------------|-------------|-----|
| City of                           | License      | FCC Class | Freq   | Power (kW) | HAAT | C Owner             | Year Acqd          | Std Acqd | Sales Price (000) | M Format                          | A Format                          | 1999 Est Revenue (000)/ | Power Ratio |                         |             |     |
| City of                           | License      | FCC Class | Freq   | Power (kW) | HAAT | C Owner             | Year Acqd          | Std Acqd | Sales Price (000) | M Format                          | A Format                          | 1999 Est Revenue (000)/ | Power Ratio |                         |             |     |
| ARB 12+ Metro Shares (see rights) |              |           |        |            |      |                     |                    |          |                   |                                   |                                   |                         |             |                         |             |     |
| Local                             | Fall         | Summer    | Spring | Winter     | Fall | Summer              | Spring             | Winter   | Avg '99           | ARB 12+ Metro Shares (see rights) |                                   |                         |             |                         |             |     |
| Comm                              | 1999         | 1999      | 1999   | 1998       | 1998 | 1998                | 1998               | 1998     | 1998              | 1998                              | 1998                              | 1998                    | 1998        |                         |             |     |
| KFMA                              | Green Valley | C2        | 92.1   | 50.0       | 492  | c                   | Lotus Comm Corp    | 83       | 9308              | 1,500                             | Alternative                       | 950                     | 0.55        |                         |             |     |
| KQOA                              | Tucson       | C         | 92.9   | 90.0       | 2038 | d                   | AMFM Inc           | 70       | 9910 p            | g                                 | Oldies                            | 2,100                   | 1.10        |                         |             |     |
| KRQQ                              | Tucson       | C         | 93.7   | 91.0       | 2031 | d                   | AMFM Inc           | 71       | 9910 p            | g                                 | CHR                               | 5,100                   | 1.33        |                         |             |     |
| KMXX                              | Tucson       | C         | 94.9   | 97.0       | 1952 | b                   | Journal Bcst Group | 73       | 9601              | 16,500                            | c1                                | AC                      | 4,900       | 1.51                    |             |     |
| KLPX                              | Tucson       | C         | 96.1   | 100.0      | 1952 | c                   | Lotus Comm Corp    | 67       | 7906              | 7,906                             | st                                | AOR                     | 3,200       | 1.16                    |             |     |
| KGMS                              | Green Valley | C3        | 97.1   | 0.3 cp     | 2418 | f                   | Good News Bcstg    | 90       | 9602              | st                                | ChrContemp                        | 600                     | 0.45        |                         |             |     |
| KOAZ                              | Oro Valley   | A         | 97.5   | 6.0        | 151  | e                   | Stone Bcstg        | 92       | 9803              | 6,500                             | c3                                | Smooth Jazz             | 8.8         | 0.8                     |             |     |
| KOHT                              | Marana       | A         | 98.3   | 6.0        | 184  | a                   | Big Bcst of AZ LLC | 84       | 9603              | 2,225                             | c2                                | CHR/Rhymc               | 1,600       | 0.71                    |             |     |
| KIIM                              | Tucson       | C         | 99.5   | 90.0       | 2038 | e                   | Stone Bcstg        | 54       | 8310              | 2,650                             | Country                           | 7,000                   | 1.44        |                         |             |     |
| KZPT                              | Tucson       | A         | 104.1  | 3.0 cp     | 328  | b                   | Journal Bcst Group | 94       | 9601              | c1                                | Hot AC                            | 2,000                   | 1.09        |                         |             |     |
| KZLZ                              | Kearney      | C2        | 105.3  | 50.0       | 492  | Desert W Air        | 92                 | 9907     | 800               | sw                                | Spanish                           | 800                     | 1.07        |                         |             |     |
| KGMG                              | Oracle       | C2        | 106.3  | 0.4        | 4173 | b                   | Journal Bcst Group | 84       | 9806              | 5,800                             | R&B Oldies                        | 500                     | 0.42        |                         |             |     |
| KHYT                              | Tucson       | C         | 107.5  | 82.0       | 2034 | e                   | Stone Bcstg        | 93       | 9411              | 3,500                             | 70s Hits                          | 2,300                   | 1.19        |                         |             |     |
| FM TOTALS                         |              |           |        |            |      |                     |                    |          |                   |                                   |                                   |                         |             |                         |             |     |
| ARB 12+ Metro Shares (see rights) |              |           |        |            |      |                     |                    |          |                   |                                   |                                   |                         |             |                         |             |     |
| Local                             | Fall         | Summer    | Spring | Winter     | Fall | Summer              | Spring             | Winter   | Avg '99           | ARB 12+ Metro Shares (see rights) |                                   |                         |             |                         |             |     |
| Comm                              | 1999         | 1999      | 1999   | 1998       | 1998 | 1998                | 1998               | 1998     | 1998              | 1998                              | 1998                              | 1998                    | 1998        |                         |             |     |
| 74.8                              | 66.0         | 63.4      | 66.0   | 61.5       | 66.6 | 65.1                | 65.1               | 59.8     | 74.8              | ARB 12+ Metro Shares (see rights) |                                   |                         |             |                         |             |     |
| AM Stations                       |              |           |        |            |      |                     |                    |          |                   |                                   |                                   |                         |             |                         |             |     |
| City of                           | License      | FCC Class | Freq   | Power (kW) | Day  | Night               | Power (kW)         | C Owner  | Year Acqd         | Std Acqd                          | Sales Price (000)                 | M Format                | A Format    | 1999 Est Revenue (000)/ | Power Ratio |     |
| City of                           | License      | FCC Class | Freq   | Power (kW) | Day  | Night               | Power (kW)         | C Owner  | Year Acqd         | Std Acqd                          | Sales Price (000)                 | M Format                | A Format    | 1999 Est Revenue (000)/ | Power Ratio |     |
| ARB 12+ Metro Shares (see rights) |              |           |        |            |      |                     |                    |          |                   |                                   |                                   |                         |             |                         |             |     |
| Local                             | Fall         | Summer    | Spring | Winter     | Fall | Summer              | Spring             | Winter   | Avg '99           | ARB 12+ Metro Shares (see rights) |                                   |                         |             |                         |             |     |
| Comm                              | 1999         | 1999      | 1999   | 1998       | 1998 | 1998                | 1998               | 1998     | 1998              | 1998                              | 1998                              | 1998                    | 1998        | 1998                    | 1998        |     |
| KSAZ                              | Tucson       | B         | 580    | 5.0 cp     | 0.55 | Ellinger, P & W     | 87                 | 8904     | 1,050             | Adlt Sindr                        | 400                               | 0.60                    | 1.8         | 1.0                     | 2.5         |     |
| KVOI                              | Tucson       | B         | 690    | 0.3        | 0.00 | f                   | Good News Bcstg    | 53       | 9602              | st                                | Religion                          | 0.4                     | 0.4         | 0.6                     | 0.8         |     |
| KNST                              | Tucson       | B         | 790    | 5.0        | 0.50 | d                   | AMFM Inc           | 63       | 9910 p            | g                                 | Nws/Trk/Spt                       | 6.1                     | 5.4         | 5.2                     | 5.9         |     |
| KFLT                              | Tucson       | B         | 830    | 50.0       | 1.00 | f                   | Family Life Bcstg  | 86       | 8605              | 742                               | Christian                         | 0.0                     | 0.0         | 0.0                     | 0.0         |     |
| KCEE                              | Tucson       | B         | 940    | 1.0        | 0.25 | d                   | AMFM Inc           | 58       | 9910 p            | g                                 | Nostalgia                         | 2.8                     | 2.4         | 2.0                     | 2.0         |     |
| KTRT                              | Tucson       | B         | 990    | 10.0       | 1.00 | c                   | Lotus Comm Corp    | 49       | 7208              | 400                               | News/Talk                         | 0.6                     | 0.5         | 0.7                     | 0.6         |     |
| KEVT                              | Cortaro      | B         | 1030   | 10.0       | 1.00 | c                   | Cortaro Bcstg Corp | 94       |                   |                                   | Mexican                           | 0.3                     | 0.8         | 0.6                     | 0.0         |     |
| KGKY                              | Green Valley | B         | 1080   | 1.0 cp     | 0.00 | Neilson Enterprises | 81                 | 9808     | 375               | 375                               | Big Band                          | 4.50                    | 0.75        | 1.6                     | 1.4         |     |
| KQTL                              | Sahuarita    | B         | 1210   | 10.0       | 1.00 | c                   | CIMA Bcstg LLC     | 85       | 9604              | 600                               | Spanish                           | 7.00                    | 0.78        | 2.4                     | 0.8         |     |
| KCUB                              | Tucson       | B         | 1290   | 1.0        | 1.00 | e                   | Stone Bcstg        | 29       | 6806              | 250                               | 0.45                              | 1.5                     | 1.4         | 1.5                     | 1.5         |     |
| KJLL                              | South Tucson | B         | 1330   | 2.0        | 5.00 | c                   | Hudson Comm Inc    | 57       | 9612              | 110                               | 110                               | Nws/Trk/Spt             | 0.7         | 0.7                     | 0.7         | 0.6 |
| KTUC                              | Tucson       | C         | 1400   | 1.0        | 1.00 | e                   | Stone Bcstg        | 26       | 9803              | 100                               | 0.22                              | 1.2                     | 2.0         | 0.9                     | 0.9         |     |
| KTRR                              | Tucson       | C         | 1450   | 1.0        | 1.00 | a                   | Big Bcst of AZ LLC | 47       | 9606              | 650                               | 650                               | Spanish                 | 1.9         | 1.9                     | 2.0         | 1.2 |
| KFFN                              | Tucson       | C         | 1490   | 1.0        | 1.00 | b                   | Journal Bcst Group | 57       | 9601              | c1                                | Spts/Talk                         | 1.4                     | 1.3         | 1.2                     | 0.8         |     |
| KXEW                              | South Tucson | B         | 1600   | 1.0        | 1.00 | a                   | Big Bcst of AZ LLC | 63       | 9603              | c2                                | Tejano                            | 2.4                     | 1.3         | 2.4                     | 1.5         |     |
| # AM Stations - 15                |              |           |        |            |      |                     |                    |          |                   |                                   |                                   |                         |             |                         |             |     |
| # FM Stations - 13                |              |           |        |            |      |                     |                    |          |                   |                                   |                                   |                         |             |                         |             |     |
| # AM Stations Profiled - 28       |              |           |        |            |      |                     |                    |          |                   |                                   |                                   |                         |             |                         |             |     |
| # Duopolies - 8                   |              |           |        |            |      |                     |                    |          |                   |                                   |                                   |                         |             |                         |             |     |
| # Combos - 9                      |              |           |        |            |      |                     |                    |          |                   |                                   |                                   |                         |             |                         |             |     |
| AM TOTALS                         |              |           |        |            |      |                     |                    |          |                   |                                   |                                   |                         |             |                         |             |     |
| Total Local Commercial Share      |              |           |        |            |      |                     |                    |          |                   |                                   |                                   |                         |             |                         |             |     |
| 25.2                              | 22.1         | 22.6      | 19.2   | 24.1       | 85.6 | 85.2                | 87.4               | 85.8     | 87.6              | 83.2                              | ARB 12+ Metro Shares (see rights) |                         |             |                         |             |     |
| 23.4                              | 22.5         | 22.5      | 20.7   | 20.8       | 20.7 | 20.7                | 20.7               | 19.9     | 23.4              | ARB 12+ Metro Shares (see rights) |                                   |                         |             |                         |             |     |

• Indicates a change since last edition  
 1/ See Introduction section for interpretation of revenue estimates.  
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# Competitive Overview

| FM Stations                  |           |       |            |        |                      |           |                   |             |                |             |       |      |        |
|------------------------------|-----------|-------|------------|--------|----------------------|-----------|-------------------|-------------|----------------|-------------|-------|------|--------|
| City of                      | FCC Class | Freq  | Power (kW) | HAAT   | C Owner              | Year Date | Sales Price (000) | M A Format  | Revenue (000)/ | Power Ratio | Local | Fall | Spring |
| City of License              | FCC Class | Freq  | Power (kW) | HAAT   | C Owner              | Year Date | Sales Price (000) | M A Format  | Revenue (000)/ | Power Ratio | Local | Fall | Spring |
| KESO                         | C3        | 92.7  | 3.0 cp     | 299    | Alternative Bcg      | 96 9611 p | 140               | Alternative | 1,600          | 0.92        | 0.7   | 0.5  | 0.5    |
| KFRQ                         | C         | 94.5  | 100.0      | 1158 f | Sunburst Media LP    | 60 9608   | 5,500 c2          | Cisc Rock   | 1,600          | 0.92        | 9.8   | 8.7  | 7.7    |
| KZSP                         | A         | 95.3  | 2.5        | 328    | Alternative Bcg      | 90 0001 p | 50                | Jazz        | 50             | 0.4         | 0.4   | 0.0  | 0.0    |
| KIWW                         | C         | 96.1  | 100.0      | 988 b  | Hispanic Bcstg       | 75 9702   | 1,300             | Tejano      | 1,300          | 1.14        | 6.4   | 4.1  | 4.9    |
| KGBT                         | C         | 98.5  | 100.0      | 997 b  | Hispanic Bcstg       | 64 9702   | 1,800             | Spanish     | 1,800          | 0.84        | 12.0  | 8.4  | 9.5    |
| KKPS                         | C         | 99.5  | 100.0      | 1037 f | Sunburst Media LP    | 78 9608   | 2,800             | Tejano      | 2,800          | 1.57        | 10.0  | 8.6  | 8.4    |
| KTEX                         | C         | 100.3 | 99.0       | 1125 c | Cumulus Bcstg Inc    | 75 9911   | 1,650             | Country     | 1,650          | 1.12        | 8.3   | 8.4  | 5.7    |
| KVPA                         | C2        | 101.1 | 50.0 cp    | 486    | Trubb, Mathew C      | 93        | 250               | Cisc Rock   | 250            | 0.8         | 8.3   | 0.0  | 0.0    |
| KILM                         | C2        | 102.1 | 18.0       | 758 a  | Sendero Multimedia   | 80 9903   | 3,000 c1          | Mexican     | 400            | 1.12        | 2.0   | 0.6  | 1.5    |
| KBFM                         | C         | 104.1 | 100.0      | 1001 c | Cumulus Bcstg Inc    | 72 9911   | 17,100 d3         | CHR/Infl    | 2,800          | 0.82        | 19.3  | 16.5 | 15.6   |
| KJAV                         | A         | 104.9 | 6.0 cp     | 328 e  | La Radio Cristiana   | 80 8610   | 475               | Spanish     | 475            | 0.2         | 0.2   | 0.0  | 0.0    |
| KBOR                         | A         | 105.5 | 3.0        | 285 d  | Trevino, Edgar       | 85 9305   | 350               | Spanish     | 250            | 0.94        | 1.5   | 1.7  | 1.2    |
| KBIC                         | A         | 105.7 | 1.8        | 427 g  | Christian Ministries | 97 9306   | 10 cp             | Chrst/Spain | 350            | 0.89        | 2.2   | 0.0  | 0.0    |
| KTJN                         | A         | 106.3 | 1.6        | 650 d  | Trevino, Edgar       | 82 8906   | 300               | Var/Tel/Spn | 350            | 0.89        | 2.2   | 1.4  | 1.7    |
| KVLY                         | C1        | 107.9 | 98.0       | 719 f  | Sunburst Media LP    | 74 9607   | 3,175             | AC          | 2,000          | 1.16        | 9.7   | 9.2  | 8.5    |
| # FM Stations - 12           |           |       |            |        |                      |           |                   |             |                |             |       |      |        |
| Compos - 12                  |           |       |            |        |                      |           |                   |             |                |             |       |      |        |
| Night Power (kW)             |           |       |            |        |                      |           |                   |             |                |             |       |      |        |
| Day Power (kW)               |           |       |            |        |                      |           |                   |             |                |             |       |      |        |
| FCC Class                    |           |       |            |        |                      |           |                   |             |                |             |       |      |        |
| Freq                         |           |       |            |        |                      |           |                   |             |                |             |       |      |        |
| City of License              |           |       |            |        |                      |           |                   |             |                |             |       |      |        |
| City of License              |           |       |            |        |                      |           |                   |             |                |             |       |      |        |
| # FM Stations Profiled -     |           |       |            |        |                      |           |                   |             |                |             |       |      |        |
| 25                           |           |       |            |        |                      |           |                   |             |                |             |       |      |        |
| # Duopolies - 6              |           |       |            |        |                      |           |                   |             |                |             |       |      |        |
| AM & FM Stations Profiled -  |           |       |            |        |                      |           |                   |             |                |             |       |      |        |
| 10                           |           |       |            |        |                      |           |                   |             |                |             |       |      |        |
| # Compos - 6                 |           |       |            |        |                      |           |                   |             |                |             |       |      |        |
| AM TOTALS                    |           |       |            |        |                      |           |                   |             |                |             |       |      |        |
| 17.3                         |           |       |            |        |                      |           |                   |             |                |             |       |      |        |
| 12.4                         |           |       |            |        |                      |           |                   |             |                |             |       |      |        |
| 15.6                         |           |       |            |        |                      |           |                   |             |                |             |       |      |        |
| 12.6                         |           |       |            |        |                      |           |                   |             |                |             |       |      |        |
| 12.8                         |           |       |            |        |                      |           |                   |             |                |             |       |      |        |
| 83.4                         |           |       |            |        |                      |           |                   |             |                |             |       |      |        |
| 82.3                         |           |       |            |        |                      |           |                   |             |                |             |       |      |        |
| 15.7                         |           |       |            |        |                      |           |                   |             |                |             |       |      |        |
| 18.0                         |           |       |            |        |                      |           |                   |             |                |             |       |      |        |
| 20.7                         |           |       |            |        |                      |           |                   |             |                |             |       |      |        |
| 83.0                         |           |       |            |        |                      |           |                   |             |                |             |       |      |        |
| Total Local Commercial Share |           |       |            |        |                      |           |                   |             |                |             |       |      |        |
| 80.5                         |           |       |            |        |                      |           |                   |             |                |             |       |      |        |
| 81.4                         |           |       |            |        |                      |           |                   |             |                |             |       |      |        |
| 81.5                         |           |       |            |        |                      |           |                   |             |                |             |       |      |        |
| 82.4                         |           |       |            |        |                      |           |                   |             |                |             |       |      |        |
| 83.4                         |           |       |            |        |                      |           |                   |             |                |             |       |      |        |
| 82.3                         |           |       |            |        |                      |           |                   |             |                |             |       |      |        |
| 15.7                         |           |       |            |        |                      |           |                   |             |                |             |       |      |        |
| 18.0                         |           |       |            |        |                      |           |                   |             |                |             |       |      |        |
| 20.7                         |           |       |            |        |                      |           |                   |             |                |             |       |      |        |
| 83.0                         |           |       |            |        |                      |           |                   |             |                |             |       |      |        |

• Indicates a change since last edition  
 †/ See introduction section for interpretation of revenue estimates.

Metro Rank: 64  
Revenue Rank: 77



**Metro Counties / Population (000)**

|                |              |
|----------------|--------------|
| Columbia, PA   | 64.4         |
| Lackawanna, PA | 208.7        |
| Luzerne, PA    | 315.4        |
| Monroe, PA     | 128.1        |
| Wyoming, PA    | 29.7         |
| <b>Total</b>   | <b>746.3</b> |

# Wilkes Barre - Scranton Market Overview



Market Radio Financials (all figures in 000's, except percentages and ratios)

|                                     | 1993        | 1994        | 1995        | 1996     | 1997     | 1998     | 2003     |
|-------------------------------------|-------------|-------------|-------------|----------|----------|----------|----------|
| <b>ESTIMATED GROSS REVENUES</b> *** | \$17,400    | \$19,400    | \$21,500    | \$22,600 | \$24,200 | \$23,800 | \$33,800 |
| Δ 98 - 99                           | 11.3%       |             |             |          |          | 6.2%     |          |
| Δ 99 - 03                           |             |             |             |          |          |          | 6.2%     |
| Revenue/Retail Sales                | \$2,751,000 | \$3,251,000 | \$3,921,000 | \$45.68  |          |          |          |
| Revenue/Capita                      | \$23.32     | \$31.89     |             |          |          |          |          |
| Local                               | 80%         |             |             |          |          |          |          |
| National                            | 20%         |             |             |          |          |          |          |

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

|                | 1993     | 1998     | 1998     | 2003     |
|----------------|----------|----------|----------|----------|
| MSA Population | 746.1    | 746.3    | 746.3    | 740.0    |
| Households     | 287.1    | 289.7    | 289.7    | 291.9    |
| Retail Sales   | 6,323.6  | 7,317.4  | 7,317.4  | 8,621.6  |
| EBI            | 10,782.3 | 11,611.2 | 11,611.2 | 13,942.0 |
| Growth Rate    |          |          |          |          |
| Households     | 0.0%     | 0.0%     | 746.3    | 740.0    |
| Retail Sales   | 0.2%     | 0.2%     | 289.7    | 291.9    |
| EBI            | 3.0%     | 1.5%     | 7,317.4  | 8,621.6  |
| Growth Rate    |          |          |          |          |
| Population     | 0.0%     | 0.0%     | 746.3    | 740.0    |
| Households     | 0.2%     | 0.2%     | 289.7    | 291.9    |
| Retail Sales   | 3.0%     | 1.5%     | 7,317.4  | 8,621.6  |
| EBI            | 1.5%     | 1.5%     | 11,611.2 | 13,942.0 |
| Growth Rate    |          |          |          |          |

**Demographic Breakdown**

|                    | Under 12  | 12 - 17 | 18 - 24 | 25 - 34   | 35 - 44 | 45 - 54 | Over 55   |
|--------------------|-----------|---------|---------|-----------|---------|---------|-----------|
| Men (000)          | 356.4     | 52.2    | 28.7    | 33.0      | 44.7    | 56.8    | 49.7      |
| Women (000)        | 389.9     | 49.6    | 27.5    | 33.8      | 43.6    | 55.9    | 50.8      |
| Total              | 746.3     | 101.8   | 56.2    | 66.8      | 88.3    | 112.6   | 100.6     |
| Percentage         | 100.0%    | 13.6%   | 7.5%    | 9.0%      | 11.8%   | 15.1%   | 13.5%     |
| Per Capita         | \$ 15,558 |         |         | \$ 31,637 |         |         |           |
| Median Household   |           |         |         |           |         |         |           |
| Avg Household      |           |         |         |           |         |         | \$ 40,080 |
| Ethnic Population: |           |         |         |           |         |         |           |
| White              | 97.9%     |         |         |           |         |         |           |
| Black              | 1.3%      |         |         |           |         |         |           |
| Asian              | 0.8%      |         |         |           |         |         |           |
| Hispanic           | 1.2%      |         |         |           |         |         |           |

**Market Summary**

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 15      | 5       | 8       | 20         | 19      | 39      |       |
| Tot 12+    | 27.6    | 32.9    | 49.1    | 60.5       | 16.7    | 77.2    |       |
| Avg 12+    | 1.8     | 6.6     | 6.1     | 3.0        | 0.9     | 2.0     |       |
| Tot LCS    | 35.8    | 42.6    | 63.6    | 78.4       | 21.6    | 100.0   |       |
| Avg LCS    | 2.4     | 8.5     | 8.0     | 3.9        | 1.1     | 2.6     |       |

# Competitive Overview

NOTE: Some stations also rated in Allentown and Sussex.

| City of License | FCC Class | Power Freq (kW) | HAAT | C Owner | Year Date | Sid Acq'd | Price M (000) | Sales L | 1999 Est Revenue (000)/ Power Ratio | Avg 99 Local Comm | Fall 1999 | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |
|-----------------|-----------|-----------------|------|---------|-----------|-----------|---------------|---------|-------------------------------------|-------------------|-----------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|
|-----------------|-----------|-----------------|------|---------|-----------|-----------|---------------|---------|-------------------------------------|-------------------|-----------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|

|                   |   |       |         |                           |    |      |                   |        |      |      |      |      |      |      |      |      |      |     |     |
|-------------------|---|-------|---------|---------------------------|----|------|-------------------|--------|------|------|------|------|------|------|------|------|------|-----|-----|
| WQFM Nanticoke    | A | 92.1  | 0.7 cp  | 994 d Shamrock Comm       | 73 | 9408 | na                | Oldies | 750  | 0.66 | 4.5  | 3.8  | 3.8  | 3.2  | 4.0  | 3.1  | 3.4  | 2.7 | 1.5 |
| WMSG Wilkes Barre | B | 92.9  | 5.3     | 1385 e Citadel Comm Corp  | 46 | 9707 | g2 1 AC           | 2,400  | 0.86 | 11.0 | 8.0  | 8.0  | 8.0  | 9.2  | 8.2  | 8.9  | 6.8  | 8.4 | 7.7 |
| WSBG Stroudsburg  | A | 93.5  | 0.6     | 764 a Multicultural Bcstg | 64 | 9811 | 7,000 c5 3 Hot AC | 2,000  | 2.73 | 2.9  | 1.8  | 2.0  | 1.9  | 2.3  | 2.8  | 1.8  | 1.8  | 1.8 | 2.0 |
| WCTD Dallas       | A | 93.7  | 1.5     | 679 e Citadel Comm Corp   | 89 | 9803 | 6,000 d1 Country  | 450    | 0.81 | 2.2  | 1.5  | 1.5  | 2.5  | 1.4  | 1.5  | 1.5  | 0.9  | 0.9 | 0.8 |
| WCTP Carbondale   | A | 94.3  | 1.1 cp  | 771 e Citadel Comm Corp   | 65 | 9803 | d1 Country        | 600    | 1.82 | 1.3  | 0.9  | 0.5  | 0.8  | 1.1  | 1.1  | 2.0  | 1.2  | 1.7 |     |
| WXAR Olyphant     | A | 95.7  | 0.6 cp  | 1011 e Citadel Comm Corp  | 91 | 9904 | 2,500 d1 1 Rock   | 250    | 0.47 | 2.1  | 1.9  | 1.9  | 1.9  | 1.2  | 1.4  | 1.2  | 1.0  | 1.6 |     |
| WGI Benton        | A | 95.9  | 6.0     | 328 f Entercom            | 85 | 9912 | g1 2 Country      | 900    | 0.67 | 5.3  | 0.3  | 0.2  | 0.4  | 0.5  | 0.1  | 0.3  | 0.5  | 0.4 |     |
| WBHT Mountaintop  | A | 97.1  | 0.5     | 1102 e Citadel Comm Corp  | 92 | 9811 | 1,200 + 1 CHR     | 900    | 0.67 | 5.3  | 5.2  | 4.3  | 4.6  | 4.0  | 3.7  | 3.7  | 4.6  | 4.4 |     |
| WXBE Hazleton     | B | 97.9  | 15.0 cp | 751 e Citadel Comm Corp   | 49 | 9707 | g2 Rock           | 1,300  | 0.89 | 5.8  | 3.6  | 4.1  | 4.7  | 5.1  | 4.1  | 4.5  | 3.4  | 4.3 |     |
| WKRZ Wilkes Barre | B | 98.5  | 8.7     | 1171 f Entercom           | 47 | 9912 | g1 2 CHR          | 6,500  | 1.76 | 14.6 | 12.3 | 11.8 | 11.3 | 10.8 | 11.6 | 13.3 | 10.4 |     |     |
| WGGY Scranton     | B | 101.3 | 7.0     | 1109 f Entercom           | 48 | 9912 | g1 2 Country      | 3,450  | 1.42 | 9.6  | 7.2  | 6.5  | 8.3  | 6.3  | 8.8  | 8.5  | 10.0 | 9.8 |     |
| WSHG Pittston     | A | 102.3 | 5.8     | 72 f Entercom             | 83 | 9912 | g1 2 Soft Hits    |        |      | 1.6  | 1.2  | 0.9  | 1.2  | 1.4  | 1.5  | 1.0  | 1.0  | 1.5 |     |
| WWFH Freeland     | A | 103.1 | 0.7     | 679 f Entercom            | 76 | 9912 | g1 2 AC           |        |      | 0.5  | 0.4  | 0.1  | 0.3  | 0.4  | 0.8  | 1.0  | 0.8  | 0.6 |     |
| WKAB Berwick      | A | 103.5 | 4.1     | 387 4M Bcstg Inc          | 92 |      | Oldies            | 300    | 0.74 | 1.6  | 1.6  | 1.6  | 2.0  | 1.1  | 1.1  | 1.2  | 1.3  | 1.6 |     |
| WDDL Scranton     | A | 104.9 | 0.3     | 1093 c Lane, Douglas      | 64 |      | AC                | 300    | 1.08 | 1.1  | 1.1  | 0.8  | 1.0  | 0.4  | 0.7  | 0.6  | 0.6  | 0.7 |     |
| WHCY Blairstown   | A | 106.3 | 0.4     | 860 Nassau Bcstg Ptrs     | 73 | 9602 | 3 Country         | n/a    |      | 0.6  | 0.0  | 0.6  | 0.6  | 0.4  | 0.4  | 0.7  | 0.6  | 0.7 |     |
| WHLM Bloomsburg   | B | 106.5 | 11.0 cp | 102 b Radio Friendz Inc   | 56 | 9812 | 2,510 c4 Hot AC   | 700    | 1.46 | 1.9  | 1.8  | 0.7  | 2.1  | 1.7  | 1.5  | 1.4  | 1.4  | 1.4 |     |
| WEZX Scranton     | A | 106.9 | 1.5     | 617 d Shamrock Comm       | 67 |      | Clsc Rock         | 1,900  | 0.81 | 9.3  | 7.2  | 8.2  | 6.3  | 6.6  | 7.9  | 7.2  | 6.0  | 7.8 |     |
| WEMR Tunkhannock  | A | 107.7 | 0.2     | 1161 e Citadel Comm Corp  | 90 | 9712 | 815 c2 CHR        |        |      | 0.1  | 0.2  | 0.0  | 0.1  | 0.0  | 0.1  | 0.4  | 0.3  | 0.2 |     |
| WKRF Tobyhanna    | A | 107.9 | 0.8     | 876 f Entercom            | 93 | 9912 | g1 2 CHR          |        |      | 0.6  | 0.5  | 0.6  | 0.7  | 0.5  | 0.2  | 0.2  | 0.1  | 0.3 |     |

FM TOTALS

77.0 60.5 58.5 62.2 59.6 59.9 60.5 60.0 59.1

Metro Rank: 64  
Revenue Rank: 77



Metro Counties / Population (000)

|                |              |
|----------------|--------------|
| Columbia, PA   | 64.4         |
| Lackawanna, PA | 208.7        |
| Luzerne, PA    | 315.4        |
| Monroe, PA     | 128.1        |
| Wyoming, PA    | 29.7         |
| <b>Total</b>   | <b>746.3</b> |

# Wilkes Barre - Scranton Market Overview



## Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES | Revenue/Retail Sales |              |             |          |          |
|--------------------------|----------------------|--------------|-------------|----------|----------|
|                          | 1993                 | 1994         | 1995        | 1996     | 1997     |
| \$17,400                 | \$19,400             | \$21,500     | \$22,600    | \$24,200 | \$23,800 |
| Δ 98 - 99                | 11.3%                |              |             |          | 6.5%     |
|                          | \$26,500             | \$28,600     | \$30,100    | \$32,200 | \$33,800 |
|                          | \$2,751,000          | \$3,251,000  | \$3,921,000 | \$45.68  |          |
|                          | 1993                 | 1998         | 2003        |          |          |
| Revenue/Capita           | \$23.32              | \$31.89      | \$45.68     |          |          |
| Est. Breakout            | Local 80%            | National 20% |             |          |          |
| Δ 99 - 03                |                      |              |             | 6.2%     |          |

## Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

| Growth Rate | MSA Population |       |      | Households |       |       | Retail Sales |         |       | EBI      |          |        |
|-------------|----------------|-------|------|------------|-------|-------|--------------|---------|-------|----------|----------|--------|
|             | 1993           | 1998  | 1998 | 1993       | 1998  | 1998  | 1993         | 1998    | 1998  | 1993     | 1998     | 1998   |
| -0.2%       | 746.1          | 746.3 | 0.0% | 287.1      | 289.7 | 0.2%  | 6,323.6      | 7,317.4 | 3.0%  | 10,782.3 | 11,611.2 | 1.5%   |
| 0.2%        | 746.3          | 746.3 | 0.0% | 289.7      | 289.7 | 0.2%  | 7,317.4      | 7,317.4 | 3.0%  | 7,317.4  | 7,317.4  | 0.0%   |
| 0.2%        | 740.0          | 746.3 | 0.8% | 291.9      | 289.7 | -0.2% | 8,621.6      | 7,317.4 | -3.3% | 13,942.0 | 11,611.2 | -16.6% |
| 3.7%        |                |       |      |            |       |       |              |         |       |          |          |        |

## Demographic Breakdown

|                    | Total     | Under 12 | 12 - 17 | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 54 | Over 55 |
|--------------------|-----------|----------|---------|---------|---------|---------|---------|---------|
| Men (000)          | 356.4     | 52.2     | 28.7    | 33.0    | 44.7    | 56.8    | 49.7    | 91.3    |
| Women (000)        | 389.9     | 49.6     | 27.5    | 33.8    | 43.6    | 55.9    | 50.8    | 128.7   |
| Total              | 746.3     | 101.8    | 56.2    | 66.8    | 88.3    | 112.6   | 100.6   | 220.0   |
| Percentage         | 100.0%    | 13.6%    | 7.5%    | 9.0%    | 11.8%   | 15.1%   | 13.5%   | 29.5%   |
| Per Capita         | \$ 15,558 |          |         |         |         |         |         |         |
| Median Household   | \$ 31,637 |          |         |         |         |         |         |         |
| Avg Household      | \$ 40,080 |          |         |         |         |         |         |         |
| Ethnic Population: |           |          |         |         |         |         |         |         |
| White              | 97.9%     |          |         |         |         |         |         |         |
| Black              | 1.3%      |          |         |         |         |         |         |         |
| Asian              | 0.8%      |          |         |         |         |         |         |         |
| Hispanic           | 1.2%      |          |         |         |         |         |         |         |

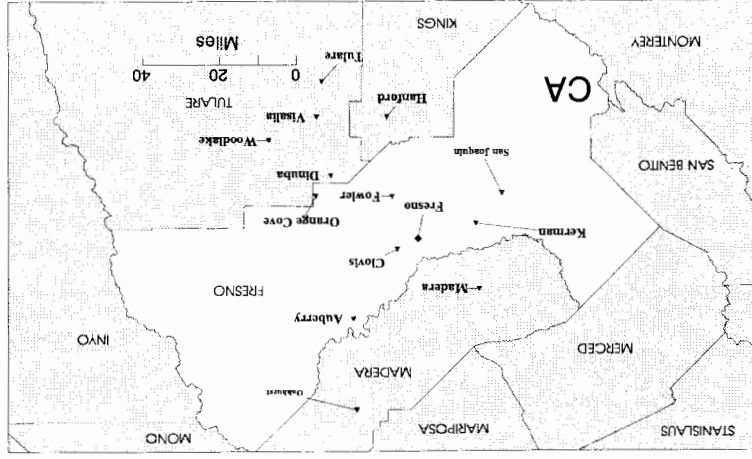
## Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 15      | 5       | 8       | 20         | 19      | 39      |       |
| Tot 12+    | 27.6    | 32.9    | 49.1    | 60.5       | 16.7    | 77.2    |       |
| Avg 12+    | 1.8     | 6.6     | 6.1     | 3.0        | 0.9     | 2.0     |       |
| Tot LCS    | 35.8    | 42.6    | 63.6    | 78.4       | 21.6    | 100.0   |       |
| Avg LCS    | 2.4     | 8.5     | 8.0     | 3.9        | 1.1     | 2.6     |       |





Metro Rank: 65  
Revenue Rank: 64



Metro Counties / Population (000)

Fresno, CA 799.4  
799.4

# Fresno Market Overview



## Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES |          | Revenue/Retail Sales |          | Revenue/Capita |          |
|--------------------------|----------|----------------------|----------|----------------|----------|
| 1993                     | 1994     | 1995                 | 1996     | 1997           | 1998     |
| \$22,800                 | \$25,100 | \$26,300             | \$28,600 | \$30,700       | \$33,300 |
| Δ 98 - 99                | 8.4%     | \$36,100             | \$39,300 | \$42,100       | \$45,500 |
| Δ 99 - 03                | 7.7%     | \$48,700             | \$57.31  | \$6.64/1,000   | \$30.67  |
| 1998                     | 1999     | 2000                 | 2001     | 2002           | 2003     |
| \$33,300                 | \$33,300 | \$33,300             | \$33,300 | \$33,300       | \$33,300 |
| Δ 93 - 98                | 7.9%     | \$48,700             | \$57.31  | \$6.64/1,000   | \$30.67  |
| Est. Breakout            | 75%      | Local                | 75%      | National       | 25%      |

## Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

| Growth Rate |         | Growth Rate |         | Growth Rate |          |
|-------------|---------|-------------|---------|-------------|----------|
| 1993        | 1998    | 1998        | 1998    | 2003        | 2003     |
| 743.3       | 799.4   | 799.4       | 799.4   | 849.7       | 849.7    |
| 243.3       | 259.5   | 259.5       | 259.5   | 276.2       | 276.2    |
| 4,570.2     | 6,263.3 | 6,263.3     | 6,263.3 | 7,332.9     | 7,332.9  |
| 9,252.2     | 9,335.5 | 9,335.5     | 9,335.5 | 10,721.9    | 10,721.9 |
| 9.2%        | 0.2%    | 0.2%        | 0.2%    | 2.8%        | 2.8%     |

## Demographic Breakdown

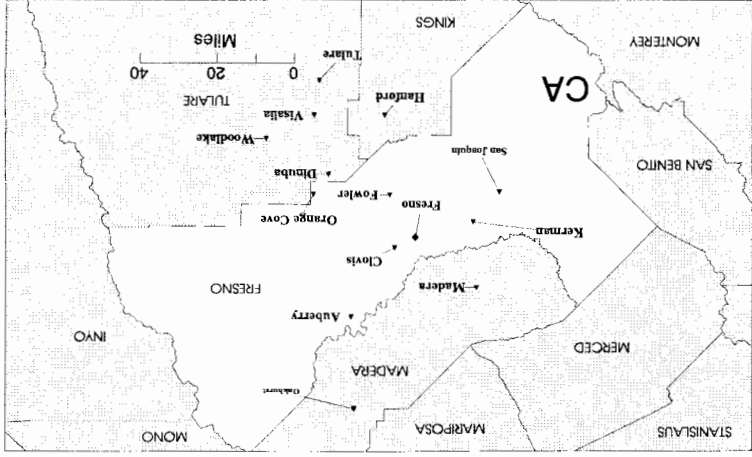
| Men (000) |         | Women (000) |         | Total   |         | Percentage |        | Per Capita |           | Ethnic Population: |       |
|-----------|---------|-------------|---------|---------|---------|------------|--------|------------|-----------|--------------------|-------|
| Under 12  | 12 - 17 | 18 - 24     | 25 - 34 | 35 - 44 | 45 - 54 | Over 55    | Total  | 100.0%     | \$ 11,678 | White              | 83.0% |
| 84.7      | 39.7    | 40.1        | 57.7    | 60.8    | 48.1    | 66.2       | 397.3  | 20.7%      | \$ 26,884 | Black              | 5.2%  |
| 402.1     | 80.8    | 37.0        | 55.0    | 60.8    | 48.6    | 82.5       | 799.4  | 9.6%       |           | Asian              | 10.6% |
| 799.4     | 165.5   | 77.0        | 112.7   | 121.6   | 96.8    | 148.7      | 100.0% | 9.6%       |           | Avg Household      | 43.2% |
| 148.7     | 18.6%   | 148.7       | 18.6%   | 148.7   | 18.6%   | 148.7      | 18.6%  | 12.1%      |           | Median Household   |       |
| 148.7     | 18.6%   | 148.7       | 18.6%   | 148.7   | 18.6%   | 148.7      | 18.6%  | 15.2%      |           |                    |       |
| 148.7     | 18.6%   | 148.7       | 18.6%   | 148.7   | 18.6%   | 148.7      | 18.6%  | 12.1%      |           |                    |       |

## Market Summary

| FM Classes | Class A | Class B | Class C | Viabile FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|-------------|---------|---------|-------|
| # Stations | 3       | 21      | 15      | 24          | 15      | 39      |       |
| Tot 12+    | 8.2     | 65.3    | 3.1     | 73.5        | 12.9    | 86.4    |       |
| Avg 12+    | 2.7     | 3.1     | 4.3     | 3.1         | 0.9     | 2.2     |       |
| Tot LCS    | 9.5     | 75.6    | 3.6     | 85.1        | 14.9    | 100.0   |       |
| Avg LCS    | 3.2     | 3.6     | 5.0     | 3.5         | 1.0     | 2.6     |       |



Metro Rank: 65  
Revenue Rank: 64



Metro Counties / Population (000)  
Fresno, CA

799.4  
799.4

## Fresno Market Overview



Market Radio Financials  
(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES |              | Revenue/Retail Sales |          | Revenue/Capita |          |
|--------------------------|--------------|----------------------|----------|----------------|----------|
| 1993                     | 1994         | 1995                 | 1996     | 1997           | 1998     |
| \$22,800                 | \$25,100     | \$26,300             | \$28,600 | \$30,700       | \$45,500 |
| 1999                     | 2000         | 2001                 | 2002     | 2003           |          |
| \$36,100                 | \$39,300     | \$42,100             | \$45,500 | \$48,700       |          |
| Δ 98 - 99                | 8.4%         | \$36,100             | \$39,300 | \$42,100       | \$45,500 |
| 1993                     | 1994         | 1995                 | 1996     | 1997           | 1998     |
| \$4,991,000              | \$5,321,000  | \$6,641,000          | \$57,31  |                |          |
| 1993                     | 1998         | 2003                 |          |                |          |
| \$30.67                  | \$41.66      | \$57.31              |          |                |          |
| Local 75%                | National 25% |                      |          |                |          |
| Est. Breakout            |              |                      |          |                |          |
| Δ 93 - 98                | 7.9%         | \$33,300             |          |                |          |
| Δ 99 - 03                | 7.7%         | \$48,700             |          |                |          |

Demographic and Economic Overview  
(000's, except Retail Sales and EBI in 000,000's)

| MSA Population |       | Households |       | Retail Sales |          | EBI     |         |
|----------------|-------|------------|-------|--------------|----------|---------|---------|
| 1993           | 1998  | 1993       | 1998  | 1993         | 1998     | 1993    | 1998    |
| 743.3          | 799.4 | 259.5      | 299.5 | 4,570.2      | 6,263.3  | 9,252.2 | 9,335.5 |
| 1.5%           | 1.3%  | 1.3%       | 1.5%  | 6.5%         | 0.2%     | 9.6%    | 9.6%    |
| 1.2%           | 1.5%  | 1.3%       | 1.5%  | 6.5%         | 0.2%     | 9.6%    | 9.6%    |
| 849.7          | 799.4 | 276.2      | 259.5 | 7,332.9      | 10,721.9 | 2.8%    | 2.8%    |
| 2003           | 1998  | 2003       | 1998  |              |          |         |         |
| 849.7          | 799.4 | 276.2      | 259.5 | 7,332.9      | 10,721.9 | 2.8%    | 2.8%    |
| 1.2%           | 1.5%  | 1.3%       | 1.5%  | 6.5%         | 0.2%     | 9.6%    | 9.6%    |
| 1.3%           | 1.5%  | 1.3%       | 1.5%  | 6.5%         | 0.2%     | 9.6%    | 9.6%    |
| 3.2%           | 3.2%  | 3.2%       | 3.2%  | 3.2%         | 3.2%     | 3.2%    | 3.2%    |
| 2.8%           | 2.8%  | 2.8%       | 2.8%  | 2.8%         | 2.8%     | 2.8%    | 2.8%    |

Demographic Breakdown

| Men (000)        |               | Women (000) |         | Total   |         | Percentage |          | Per Capita |  | Ethnic Population: |  |
|------------------|---------------|-------------|---------|---------|---------|------------|----------|------------|--|--------------------|--|
| Under 12         | 12 - 17       | 18 - 24     | 25 - 34 | 35 - 44 | 45 - 54 | Over 55    |          |            |  |                    |  |
| 84.7             | 39.7          | 40.1        | 57.7    | 60.8    | 48.1    | 66.2       |          |            |  |                    |  |
| 80.8             | 37.3          | 37.0        | 55.0    | 60.8    | 48.6    | 82.5       |          |            |  |                    |  |
| 165.5            | 77.0          | 77.1        | 112.7   | 121.6   | 96.8    | 148.7      |          |            |  |                    |  |
| 100.0%           | 20.7%         | 9.6%        | 9.6%    | 15.2%   | 12.1%   | 18.6%      |          |            |  |                    |  |
| \$11,678         | \$26,884      | \$26,884    |         |         |         |            |          |            |  |                    |  |
| Median Household | Avg Household |             |         |         |         |            |          |            |  |                    |  |
| \$11,678         | \$26,884      | \$26,884    |         |         |         |            |          |            |  |                    |  |
| 83.0%            | White         | 5.2%        | Black   | 10.6%   | Asian   | 43.2%      | Hispanic |            |  |                    |  |

Market Summary

| FM Classes |     | Class A |      | Class B |      | Class C |     | Viable FMs |       | All FMs |       | All AMs |      | Total |       |       |
|------------|-----|---------|------|---------|------|---------|-----|------------|-------|---------|-------|---------|------|-------|-------|-------|
| # Stations | 3   | 21      | 15   | 24      | 15   | 39      | 15  | 24         | 15    | 39      | 15    | 39      | 15   | 39    | 15    |       |
| Tot 12+    | 8.2 | 65.3    | 65.1 | 73.5    | 12.9 | 86.4    | 2.2 | 0.9        | 14.9  | 100.0   | 2.6   | 2.2     | 0.9  | 14.9  | 100.0 |       |
| Avg 12+    | 2.7 | 3.1     | 4.3  | 3.1     | 0.9  | 2.2     | 0.9 | 14.9       | 100.0 | 2.6     | 2.2   | 0.9     | 14.9 | 100.0 | 2.6   |       |
| Tot LCS    | 9.5 | 75.6    | 75.3 | 85.1    | 14.9 | 100.0   | 2.6 | 2.2        | 0.9   | 14.9    | 100.0 | 2.6     | 2.2  | 0.9   | 14.9  | 100.0 |
| Avg LCS    | 3.2 | 3.6     | 5.0  | 3.5     | 1.0  | 2.6     | 1.0 | 14.9       | 100.0 | 2.6     | 2.2   | 0.9     | 14.9 | 100.0 | 2.6   |       |

# Competitive Overview

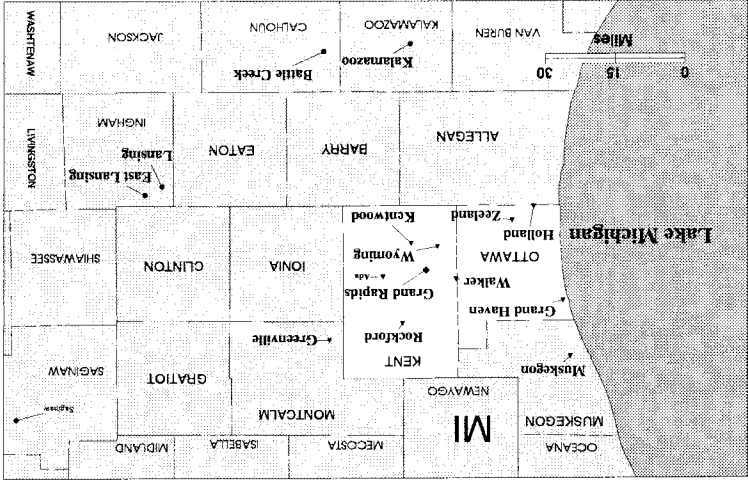
Some stations also rated in Visalia and Merced.

ARB 12+ Metro Shares (see rights)

| AM Stations     |           | Day             | Night      | Power (kW) | FCC Class | City of License | 1999 Est                     | Avg '99     | Local Comm | Fall 1999 | Summer 1999 | Sprng 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Sprng 1998 | Winter 1998 |
|-----------------|-----------|-----------------|------------|------------|-----------|-----------------|------------------------------|-------------|------------|-----------|-------------|------------|-------------|-----------|-------------|------------|-------------|
| City of License | FCC Class | Power (kW)      | Power (kW) | Freq       | Class     | City of License | Revenue (000)1/              | Power Ratio | Comm       | 1999      | 1999        | 1999       | 1999        | 1998      | 1998        | 1998       | 1998        |
| KMJ Fresno      | B         | 580             | 5.0        | 580        | B         | Fresno          | 5,900                        | 1.67        | 10.1       | 7.3       | 7.7         | 7.8        | 8.6         | 10.2      | 9.2         | 8.8        | 10.1        |
| KIGS Hanford    | B         | 620             | 1.0        | 620        | B         | Hanford         | 300                          |             | 0.0        | 0.0       | 0.0         | 0.0        | 0.0         | 0.0       | 0.9         | 0.0        | 0.0         |
| KOOR Clovis     | B         | 790             | 5.0        | 790        | B         | Clovis          | 100                          | 0.24        | 1.2        | 0.9       | 0.6         | 1.0        | 1.7         | 0.8       | 0.8         | 1.0        | 0.0         |
| KBRF Fresno     | B         | 900             | 1.0        | 900        | B         | Fresno          | 400                          |             | 0.5        | 0.5       | 0.4         | 0.6        | 0.0         | 0.5       | 0.0         | 0.0        | 0.0         |
| KFRE Fresno     | B         | 940             | 50.0       | 940        | B         | Fresno          | 700                          | 0.80        | 2.5        | 1.9       | 2.5         | 2.4        | 1.5         | 2.0       | 1.9         | 1.4        | 1.9         |
| KEYQ Fresno     | B         | 980             | 0.5        | 980        | B         | Fresno          | 100                          |             | 0.0        | 0.0       | 0.0         | 0.0        | 0.0         | 0.0       | 0.0         | 0.0        | 0.0         |
| KRDU Dinuba     | B         | 1130            | 5.0        | 1130       | B         | Dinuba          | 350                          |             | 0.1        | 0.0       | 0.0         | 0.0        | 0.4         | 0.0       | 0.4         | 0.0        | 0.0         |
| KQEO Fowler     | B         | 1210            | 0.4        | 1210       | B         | Fowler          | 300                          |             | 0.3        | 0.0       | 0.0         | 0.0        | 0.5         | 0.0       | 1.0         | 0.7        | 0.0         |
| KHOT Madera     | B         | 1250            | 0.5 cp     | 1250       | B         | Madera          | 100                          |             | 0.0        | 0.0       | 0.0         | 0.0        | 0.0         | 0.0       | 0.0         | 0.0        | 0.0         |
| KYNO Fresno     | B         | 1300            | 5.0        | 1300       | B         | Fresno          | 200                          |             | 0.2        | 0.0       | 0.4         | 0.0        | 0.4         | 0.8       | 0.5         | 0.4        | 0.4         |
| KCBL Fresno     | C         | 1340            | 1.0        | 1340       | C         | Fresno          | 200                          |             | 0.4        | 0.5       | 0.0         | 0.7        | 0.5         | 0.9       | 0.7         | 0.4        | 0.4         |
| FIG Fresno      | B         | 1430            | 5.0        | 1430       | B         | Fresno          | 350                          |             | 0.0        | 0.0       | 0.0         | 0.0        | 0.0         | 0.0       | 0.6         | 0.0        | 0.4         |
| KIRV Fresno     | B         | 1510            | 10.0       | 1510       | B         | Fresno          | 200                          |             | 0.0        | 0.0       | 0.0         | 0.0        | 0.0         | 0.0       | 0.0         | 0.0        | 0.0         |
| KEX Fresno      | B         | 1550            | 5.0        | 1550       | B         | Fresno          | 100                          |             | 0.4        | 0.0       | 0.4         | 0.4        | 0.0         | 1.0       | 0.0         | 0.5        | 0.0         |
| KGST Fresno     | B         | 1600            | 5.0        | 1600       | B         | Fresno          | 650                          | 1.03        | 1.8        | 1.0       | 1.6         | 1.8        | 1.4         | 1.7       | 1.7         | 1.1        | 1.1         |
|                 |           | # AM Stations - |            | 15         |           |                 | AM TOTALS                    |             | 17.5       | 12.9      | 13.9        | 13.8       | 14.2        | 17.9      | 17.5        | 15.9       | 16.9        |
|                 |           | # Dupolies -    |            | 11         |           |                 | Total Local Commercial Share |             | 86.4       | 86.2      | 86.0        | 84.7       | 83.6        | 86.3      | 86.5        | 87.5       |             |
|                 |           | # Combos -      |            | 9          |           |                 |                              |             |            |           |             |            |             |           |             |            |             |

• Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.  
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Metro Rank: 66  
Revenue Rank: 59



Metro Counties / Population (000)

Kent, MI 547.5  
Ottawa, MI 227.7

775.2

# Grand Rapids, MI Market Overview



Market Radio Financials  
(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES | Revenue/Retail Sales |          | Revenue/Capita |              |
|--------------------------|----------------------|----------|----------------|--------------|
|                          | 1993                 | 1994     | 1993           | 1998         |
| Δ 98 - 99 1.3%           | \$26,000             | \$28,200 | \$3,97/1,000   | \$4,38/1,000 |
| Δ 93 - 98 8.2%           | 1993                 | 1994     | 1993           | 1998         |
|                          | \$26,000             | \$30,600 | \$3,97/1,000   | \$4,38/1,000 |
|                          | 1993                 | 1994     | 1993           | 1998         |
|                          | \$26,000             | \$31,600 | \$3,97/1,000   | \$4,27/1,000 |
|                          | 1993                 | 1994     | 1993           | 1998         |
|                          | \$26,000             | \$35,700 | \$3,97/1,000   | \$4,44/1,000 |
|                          | 1993                 | 1994     | 1993           | 1998         |
|                          | \$26,000             | \$45,800 | Local 70%      | National 30% |
|                          | 1993                 | 1998     | Local 70%      | National 30% |
|                          | \$26,000             | \$45,800 | Local 70%      | National 30% |

Demographic and Economic Overview  
(000's, except Retail Sales and EBI in 000,000's)

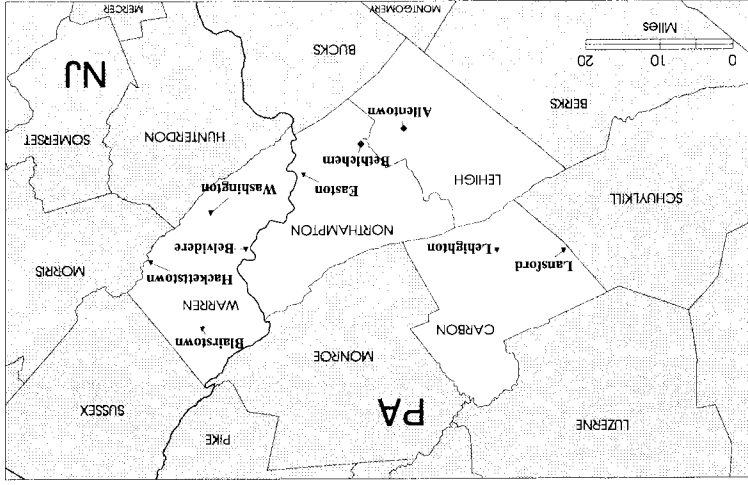
| Growth Rate | MSA Population |          | Retail Sales |         | EBI      |          |
|-------------|----------------|----------|--------------|---------|----------|----------|
|             | 1993           | 1998     | 1993         | 1998    | 1993     | 1998     |
| 1.1%        | 726.4          | 775.2    | 278.0        | 298.0   | 11,736.9 | 14,210.3 |
| 1.4%        | 278.0          | 298.0    | 278.0        | 298.0   | 11,736.9 | 14,210.3 |
| 1.1%        | 817.2          | 775.2    | 8,821.8      | 8,821.8 | 11,736.9 | 14,210.3 |
| 1.4%        | 298.0          | 298.0    | 8,821.8      | 8,821.8 | 11,736.9 | 14,210.3 |
| 5.9%        | 11,751.7       | 18,733.2 | 8,821.8      | 8,821.8 | 11,736.9 | 14,210.3 |
| 5.7%        | 18,733.2       | 18,733.2 | 8,821.8      | 8,821.8 | 11,736.9 | 14,210.3 |

| Demographic Breakdown |             | Market Summary |            |
|-----------------------|-------------|----------------|------------|
| Men (000)             | Women (000) | Percentage     | Per Capita |
| 378.7                 | 396.5       | 100.0%         | \$ 18,331  |
| 74.0                  | 71.1        | 18.7%          | \$ 42,969  |
| 34.8                  | 33.3        | 8.8%           |            |
| 36.1                  | 37.3        | 9.5%           |            |
| 58.4                  | 57.7        | 15.0%          |            |
| 62.6                  | 63.7        | 16.3%          |            |
| 48.2                  | 50.0        | 12.7%          |            |
| 64.6                  | 83.4        | 19.1%          |            |
| 396.5                 | 396.5       |                |            |
| 775.2                 | 775.2       |                |            |
| 145.1                 | 145.1       |                |            |
| 68.1                  | 73.4        |                |            |
| 73.4                  | 116.2       |                |            |
| 98.2                  | 126.3       |                |            |
| 148.0                 | 98.2        |                |            |
| 100.0%                | 148.0       |                |            |
| 18.7%                 | 148.0       |                |            |
| 8.8%                  | 148.0       |                |            |
| 9.5%                  | 148.0       |                |            |
| 15.0%                 | 148.0       |                |            |
| 16.3%                 | 148.0       |                |            |
| 12.7%                 | 148.0       |                |            |
| 19.1%                 | 148.0       |                |            |
| 100.0%                | 148.0       |                |            |
| 18.7%                 | 148.0       |                |            |
| 8.8%                  | 148.0       |                |            |
| 9.5%                  | 148.0       |                |            |
| 15.0%                 | 148.0       |                |            |
| 16.3%                 | 148.0       |                |            |
| 12.7%                 | 148.0       |                |            |
| 19.1%                 | 148.0       |                |            |
| 100.0%                | 148.0       |                |            |
| 18.7%                 | 148.0       |                |            |
| 8.8%                  | 148.0       |                |            |
| 9.5%                  | 148.0       |                |            |
| 15.0%                 | 148.0       |                |            |
| 16.3%                 | 148.0       |                |            |
| 12.7%                 | 148.0       |                |            |
| 19.1%                 | 148.0       |                |            |
| 100.0%                | 148.0       |                |            |
| 18.7%                 | 148.0       |                |            |
| 8.8%                  | 148.0       |                |            |
| 9.5%                  | 148.0       |                |            |
| 15.0%                 | 148.0       |                |            |
| 16.3%                 | 148.0       |                |            |
| 12.7%                 | 148.0       |                |            |
| 19.1%                 | 148.0       |                |            |
| 100.0%                | 148.0       |                |            |
| 18.7%                 | 148.0       |                |            |
| 8.8%                  | 148.0       |                |            |
| 9.5%                  | 148.0       |                |            |
| 15.0%                 | 148.0       |                |            |
| 16.3%                 | 148.0       |                |            |
| 12.7%                 | 148.0       |                |            |
| 19.1%                 | 148.0       |                |            |
| 100.0%                | 148.0       |                |            |
| 18.7%                 | 148.0       |                |            |
| 8.8%                  | 148.0       |                |            |
| 9.5%                  | 148.0       |                |            |
| 15.0%                 | 148.0       |                |            |
| 16.3%                 | 148.0       |                |            |
| 12.7%                 | 148.0       |                |            |
| 19.1%                 | 148.0       |                |            |
| 100.0%                | 148.0       |                |            |
| 18.7%                 | 148.0       |                |            |
| 8.8%                  | 148.0       |                |            |
| 9.5%                  | 148.0       |                |            |
| 15.0%                 | 148.0       |                |            |
| 16.3%                 | 148.0       |                |            |
| 12.7%                 | 148.0       |                |            |
| 19.1%                 | 148.0       |                |            |
| 100.0%                | 148.0       |                |            |
| 18.7%                 | 148.0       |                |            |
| 8.8%                  | 148.0       |                |            |
| 9.5%                  | 148.0       |                |            |
| 15.0%                 | 148.0       |                |            |
| 16.3%                 | 148.0       |                |            |
| 12.7%                 | 148.0       |                |            |
| 19.1%                 | 148.0       |                |            |
| 100.0%                | 148.0       |                |            |
| 18.7%                 | 148.0       |                |            |
| 8.8%                  | 148.0       |                |            |
| 9.5%                  | 148.0       |                |            |
| 15.0%                 | 148.0       |                |            |
| 16.3%                 | 148.0       |                |            |
| 12.7%                 | 148.0       |                |            |
| 19.1%                 | 148.0       |                |            |
| 100.0%                | 148.0       |                |            |
| 18.7%                 | 148.0       |                |            |
| 8.8%                  | 148.0       |                |            |
| 9.5%                  | 148.0       |                |            |
| 15.0%                 | 148.0       |                |            |
| 16.3%                 | 148.0       |                |            |
| 12.7%                 | 148.0       |                |            |
| 19.1%                 | 148.0       |                |            |
| 100.0%                | 148.0       |                |            |
| 18.7%                 | 148.0       |                |            |
| 8.8%                  | 148.0       |                |            |
| 9.5%                  | 148.0       |                |            |
| 15.0%                 | 148.0       |                |            |
| 16.3%                 | 148.0       |                |            |
| 12.7%                 | 148.0       |                |            |
| 19.1%                 | 148.0       |                |            |
| 100.0%                | 148.0       |                |            |
| 18.7%                 | 148.0       |                |            |
| 8.8%                  | 148.0       |                |            |
| 9.5%                  | 148.0       |                |            |
| 15.0%                 | 148.0       |                |            |
| 16.3%                 | 148.0       |                |            |
| 12.7%                 | 148.0       |                |            |
| 19.1%                 | 148.0       |                |            |
| 100.0%                | 148.0       |                |            |
| 18.7%                 | 148.0       |                |            |
| 8.8%                  | 148.0       |                |            |
| 9.5%                  | 148.0       |                |            |
| 15.0%                 | 148.0       |                |            |
| 16.3%                 | 148.0       |                |            |
| 12.7%                 | 148.0       |                |            |
| 19.1%                 | 148.0       |                |            |
| 100.0%                | 148.0       |                |            |
| 18.7%                 | 148.0       |                |            |
| 8.8%                  | 148.0       |                |            |
| 9.5%                  | 148.0       |                |            |
| 15.0%                 | 148.0       |                |            |
| 16.3%                 | 148.0       |                |            |
| 12.7%                 | 148.0       |                |            |
| 19.1%                 | 148.0       |                |            |
| 100.0%                | 148.0       |                |            |
| 18.7%                 | 148.0       |                |            |
| 8.8%                  | 148.0       |                |            |
| 9.5%                  | 148.0       |                |            |
| 15.0%                 | 148.0       |                |            |
| 16.3%                 | 148.0       |                |            |
| 12.7%                 | 148.0       |                |            |
| 19.1%                 | 148.0       |                |            |
| 100.0%                | 148.0       |                |            |
| 18.7%                 | 148.0       |                |            |
| 8.8%                  | 148.0       |                |            |
| 9.5%                  | 148.0       |                |            |
| 15.0%                 | 148.0       |                |            |
| 16.3%                 | 148.0       |                |            |
| 12.7%                 | 148.0       |                |            |
| 19.1%                 | 148.0       |                |            |
| 100.0%                | 148.0       |                |            |
| 18.7%                 | 148.0       |                |            |
| 8.8%                  | 148.0       |                |            |
| 9.5%                  | 148.0       |                |            |
| 15.0%                 | 148.0       |                |            |
| 16.3%                 | 148.0       |                |            |
| 12.7%                 | 148.0       |                |            |
| 19.1%                 | 148.0       |                |            |
| 100.0%                | 148.0       |                |            |
| 18.7%                 | 148.0       |                |            |
| 8.8%                  | 148.0       |                |            |
| 9.5%                  | 148.0       |                |            |
| 15.0%                 | 148.0       |                |            |
| 16.3%                 | 148.0       |                |            |
| 12.7%                 | 148.0       |                |            |
| 19.1%                 | 148.0       |                |            |
| 100.0%                | 148.0       |                |            |
| 18.7%                 | 148.0       |                |            |
| 8.8%                  | 148.0       |                |            |
| 9.5%                  | 148.0       |                |            |
| 15.0%                 | 148.0       |                |            |
| 16.3%                 | 148.0       |                |            |
| 12.7%                 | 148.0       |                |            |
| 19.1%                 | 148.0       |                |            |
| 100.0%                | 148.0       |                |            |
| 18.7%                 | 148.0       |                |            |
| 8.8%                  | 148.0       |                |            |
| 9.5%                  | 148.0       |                |            |
| 15.0%                 | 148.0       |                |            |
| 16.3%                 | 148.0       |                |            |
| 12.7%                 | 148.0       |                |            |
| 19.1%                 | 148.0       |                |            |
| 100.0%                | 148.0       |                |            |
| 18.7%                 | 148.0       |                |            |
| 8.8%                  | 148.0       |                |            |
| 9.5%                  | 148.0       |                |            |
| 15.0%                 | 148.0       |                |            |
| 16.3%                 | 148.0       |                |            |
| 12.7%                 | 148.0       |                |            |
| 19.1%                 | 148.0       |                |            |
| 100.0%                | 148.0       |                |            |
| 18.7%                 | 148.0       |                |            |
| 8.8%                  | 148.0       |                |            |
| 9.5%                  | 148.0       |                |            |
| 15.0%                 | 148.0       |                |            |
| 16.3%                 | 148.0       |                |            |
| 12.7%                 | 148.0       |                |            |
| 19.1%                 | 148.0       |                |            |
| 100.0%                | 148.0       |                |            |
| 18.7%                 | 148.0       |                |            |
| 8.8%                  | 148.0       |                |            |
| 9.5%                  | 148.0       |                |            |
| 15.0%                 | 148.0       |                |            |
| 16.3%                 | 148.0       |                |            |
| 12.7%                 | 148.0       |                |            |
| 19.1%                 | 148.0       |                |            |
| 100.0%                | 148.0       |                |            |
| 18.7%                 | 148.0       |                |            |
| 8.8%                  | 148.0       |                |            |
| 9.5%                  | 148.0       |                |            |
| 15.0%                 | 148.0       |                |            |
| 16.3%                 | 148.0       |                |            |
| 12.7%                 | 148.0       |                |            |
| 19.1%                 | 148.0       |                |            |
| 100.0%                | 148.0       |                |            |
| 18.7%                 | 148.0       |                |            |
| 8.8%                  | 148.0       |                |            |
| 9.5%                  | 148.0       |                |            |
| 15.0%                 | 148.0       |                |            |
| 16.3%                 | 148.0       |                |            |
| 12.7%                 | 148.0       |                |            |
| 19.1%                 | 148.0       |                |            |
| 100.0%                | 148.0       |                |            |
| 18.7%                 | 148.0       |                |            |
| 8.8%                  | 148.0       |                |            |
| 9.5%                  | 148.0       |                |            |
| 15.0%                 | 148.0       |                |            |
| 16.3%                 | 148.0       |                |            |
| 12.7%                 | 148.0       |                |            |
| 19.1%                 | 148.0       |                |            |
| 100.0%                | 148.0       |                |            |
| 18.7%                 | 148.0       |                |            |
| 8.8%                  | 148.0       |                |            |
| 9.5%                  | 148.0       |                |            |
| 15.0%                 | 148.0       |                |            |
| 16.3%                 | 148.0       |                |            |
| 12.7%                 | 148.0       |                |            |
| 19.1%                 | 148.0       |                |            |
| 100.0%                | 148.0       |                |            |
| 18.7%                 | 148.0       |                |            |
| 8.8%                  | 148.0       |                |            |
| 9.5%                  | 148.0       |                |            |
| 15.0%                 | 148.0       |                |            |
| 16.3%                 | 148.0       |                |            |
| 12.7%                 | 148.0       |                |            |
| 19.1%                 | 148.0       |                |            |
| 100.0%                | 148.0       |                |            |
| 18.7%                 | 148.0       |                |            |
| 8.8%                  | 148.0       |                |            |
| 9.5%                  | 148.0       |                |            |
| 15.0%                 | 148.0       |                |            |
| 16.3%                 | 148.0       |                |            |
| 12.7%                 | 148.0       |                |            |
| 19.1%                 | 148.0       |                |            |
| 100.0%                | 148.0       |                |            |
| 18.7%                 | 148.0       |                |            |
| 8.8%                  | 148.0       |                |            |
| 9.5%                  | 148.0       |                |            |
| 15.0%                 | 148.0       |                |            |
| 16.3%                 | 148.0       |                |            |
| 12.7%                 | 148.0       |                |            |
| 19.1%                 | 148.0       |                |            |
| 100.0%                | 148.0       |                |            |
| 18.7%                 | 148.0       |                |            |
| 8.8%                  | 148.0       |                |            |
| 9.5%                  | 148.0       |                |            |
| 15.0%                 | 148.0       |                |            |
| 16.3%                 | 148.0       |                |            |
| 12.7%                 | 148.0       |                |            |
| 19.1%                 | 148.0       |                |            |
| 100.0%                | 148.0       |                |            |
| 18.7%                 | 148.0       |                |            |
| 8.8%                  | 148.0       |                |            |
| 9.5%                  | 148.0       |                |            |





Metro Rank: 67  
Revenue Rank: 76



Metro Counties / Population (000)

|                 |              |
|-----------------|--------------|
| Carbon, PA      | 59.3         |
| Lehigh, PA      | 299.1        |
| Northampton, PA | 259.4        |
| Warren, NJ      | 99.0         |
| <b>Total</b>    | <b>716.8</b> |

# Allentown - Bethlehem Market Overview



## Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES *** | Revenue/Retail Sales |              |              |              |              |              |
|------------------------------|----------------------|--------------|--------------|--------------|--------------|--------------|
|                              | 1993                 | 1994         | 1995         | 1996         | 2001         | 2003         |
| Δ 98 - 99                    | \$17,400             | \$19,400     | \$21,400     | \$22,600     | \$28,500     | \$41.89      |
| 1993                         | \$19,400             | \$21,400     | \$22,600     | \$22,600     | \$28,500     | \$41.89      |
| 1994                         | \$19,400             | \$21,400     | \$22,600     | \$22,600     | \$28,500     | \$41.89      |
| 1995                         | \$19,400             | \$21,400     | \$22,600     | \$22,600     | \$28,500     | \$41.89      |
| 1996                         | \$19,400             | \$21,400     | \$22,600     | \$22,600     | \$28,500     | \$41.89      |
| 2001                         | \$19,400             | \$21,400     | \$22,600     | \$22,600     | \$28,500     | \$41.89      |
| 2002                         | \$19,400             | \$21,400     | \$22,600     | \$22,600     | \$28,500     | \$41.89      |
| 2003                         | \$19,400             | \$21,400     | \$22,600     | \$22,600     | \$28,500     | \$41.89      |
| Δ 98 - 99                    | 6.8%                 | \$26,700     | \$27,700     | \$28,500     | \$28,500     | \$41.89      |
| 1999                         | \$26,700             | \$27,700     | \$28,500     | \$28,500     | \$28,500     | \$41.89      |
| 2000                         | \$26,700             | \$27,700     | \$28,500     | \$28,500     | \$28,500     | \$41.89      |
| 2001                         | \$26,700             | \$27,700     | \$28,500     | \$28,500     | \$28,500     | \$41.89      |
| 2002                         | \$26,700             | \$27,700     | \$28,500     | \$28,500     | \$28,500     | \$41.89      |
| 2003                         | \$26,700             | \$27,700     | \$28,500     | \$28,500     | \$28,500     | \$41.89      |
| Est. Breakout                | 80% Local            | 80% Local    | 80% Local    | 80% Local    | 80% Local    | 80% Local    |
|                              | 20% National         | 20% National | 20% National | 20% National | 20% National | 20% National |
| Δ 93 - 98                    | 7.5%                 | \$25,000     | \$25,000     | \$25,000     | \$25,000     | \$25,000     |
| 1998                         | \$25,000             | \$25,000     | \$25,000     | \$25,000     | \$25,000     | \$25,000     |
| 2003                         | \$25,000             | \$25,000     | \$25,000     | \$25,000     | \$25,000     | \$25,000     |
| Δ 99 - 03                    | 3.5%                 | \$30,600     | \$30,600     | \$30,600     | \$30,600     | \$30,600     |
| 2003                         | \$30,600             | \$30,600     | \$30,600     | \$30,600     | \$30,600     | \$30,600     |

## Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

| Growth Rate | MSA Population |       |      | Retail Sales |         |      | EBI      |          |          |
|-------------|----------------|-------|------|--------------|---------|------|----------|----------|----------|
|             | 1993           | 1998  | 1998 | 1993         | 1998    | 1998 | 1993     | 1998     | 2003     |
| 0.4%        | 713.4          | 716.8 | 0.1% | 271.3        | 273.9   | 0.2% | 12,210.0 | 13,158.7 | 16,017.9 |
| 0.7%        | 271.3          | 273.9 | 0.2% | 5,861.8      | 6,435.4 | 1.9% | 6,435.4  | 7,502.9  | 7,502.9  |
| 0.4%        | 713.4          | 716.8 | 0.1% | 271.3        | 273.9   | 0.2% | 12,210.0 | 13,158.7 | 16,017.9 |
| 0.4%        | 713.4          | 716.8 | 0.1% | 271.3        | 273.9   | 0.2% | 12,210.0 | 13,158.7 | 16,017.9 |
| 0.4%        | 713.4          | 716.8 | 0.1% | 271.3        | 273.9   | 0.2% | 12,210.0 | 13,158.7 | 16,017.9 |
| 0.4%        | 713.4          | 716.8 | 0.1% | 271.3        | 273.9   | 0.2% | 12,210.0 | 13,158.7 | 16,017.9 |

## Demographic Breakdown

| Category           | Under 12    | 12 - 17                    | 18 - 24                    | 25 - 34                 | 35 - 44                 | 45 - 54                 | Over 55                 |
|--------------------|-------------|----------------------------|----------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| Men (000)          | 347.9       | 273.3                      | 30.9                       | 47.5                    | 58.3                    | 49.5                    | 81.3                    |
| Women (000)        | 368.9       | 261.1                      | 30.0                       | 46.9                    | 58.5                    | 50.9                    | 105.9                   |
| Total              | 716.8       | 534.4                      | 60.9                       | 94.4                    | 116.8                   | 100.3                   | 187.2                   |
| Percentage         | 100.0%      | 14.5%                      | 7.4%                       | 8.5%                    | 13.2%                   | 16.3%                   | 26.1%                   |
| Per Capita         | \$ 18,358   | Median Household \$ 40,287 | Median Household \$ 40,287 | Avg Household \$ 48,042 | Avg Household \$ 48,042 | Avg Household \$ 48,042 | Avg Household \$ 48,042 |
| Ethnic Population: | White 95.8% | Black 2.5%                 | Asian 1.6%                 | Hispanic 5.9%           | Hispanic 5.9%           | Hispanic 5.9%           | Hispanic 5.9%           |

## Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 3       | 5       | 5       | 8          | 10      | 18      | 18    |
| Tot 12+    | 1.3     | 52.8    | 52.8    | 54.1       | 13.3    | 67.4    | 67.4  |
| Avg 12+    | 0.4     | 10.6    | 10.6    | 6.8        | 1.3     | 3.7     | 3.7   |
| Tot LCS    | 1.9     | 78.3    | 78.3    | 80.3       | 19.7    | 100.0   | 100.0 |
| Avg LCS    | 0.6     | 15.7    | 15.7    | 10.0       | 2.0     | 5.6     | 5.6   |

# Competitive Overview

NOTE: Some stations also rated in Wilkes Barre and Reading.

| FM Stations                       |           |           |                                   |         |       |           |                   |             |            |        |                         |             |                    |  |
|-----------------------------------|-----------|-----------|-----------------------------------|---------|-------|-----------|-------------------|-------------|------------|--------|-------------------------|-------------|--------------------|--|
| City of Calls                     | License   | FCC Class | Freq (kW)                         | HAAT C  | Owner | Year Acqd | Date              | Price (000) | M A        | Format | 1999 Est Revenue (000)/ | Power Ratio | Avg '99 Local Comm |  |
| ARB 12+ Metro Shares (see rights) |           |           |                                   |         |       |           |                   |             |            |        |                         |             |                    |  |
| City of Calls                     | License   | FCC Class | Freq (kW)                         | HAAT C  | Owner | Year Acqd | Date              | Price (000) | M A        | Format | 1999 Est Revenue (000)/ | Power Ratio | Avg '99 Local Comm |  |
| WZCO                              | Bethlehem | B         | 95.1                              | 30.0    | 630   | a         | AMFM Inc          | 46          | 99         | 10     | 4,600                   | 1.25        | 14.3               |  |
| WCTO                              | Easton    | B         | 96.1                              | 50.0    | 499   | b         | Citadel Comm Corp | 48          | 97         | 07     | 3,900                   | 0.87        | 17.5               |  |
| WODE                              | Easton    | B         | 99.9                              | 50.0    | 449   | d         | Nassau Bcstg Ptrs | 50          | 00         | 03     | 3,700                   | 1.16        | 12.4               |  |
| WLEU                              | Allentown | B         | 100.7                             | 11.0    | 1073  | b         | Citadel Comm Corp | 47          | 97         | 10     | 3,600                   | 1.02        | 13.7               |  |
| WAEB                              | Allentown | B         | 104.1                             | 19.4 cp | 164   | a         | AMFM Inc          | 61          | 99         | 10     | 6,200                   | 1.36        | 17.7               |  |
| WMGH                              | Tamaqua   | A         | 105.5                             | 1.5     | 469   | c         | HGF Media Group   | 65          |            |        | n/a                     |             | 0.8                |  |
| WHCY                              | Bethlehem | A         | 106.3                             | 0.4     | 860   |           | Nassau Bcstg Ptrs | 73          | 96         | 02     | See (239)               |             | 0.8                |  |
| WVY                               | Belvidere | A         | 107.1                             | 1.2     | 719   |           | Big City Radio    | 92          | 98         | 08     | 6,350                   | 0.56        | 1.4                |  |
| FM TOTALS                         |           |           |                                   |         |       |           |                   |             |            |        |                         |             |                    |  |
|                                   |           |           | # FM Stations -                   |         |       | 8         |                   |             | # Combos - |        |                         | 6           |                    |  |
|                                   |           |           | Day Power (kW)                    |         |       | 719       |                   |             | Country    |        |                         | 200         |                    |  |
|                                   |           |           | Night Power (kW)                  |         |       | 860       |                   |             | Country    |        |                         | n/a         |                    |  |
|                                   |           |           | FCC Class                         |         |       | A         |                   |             | Country    |        |                         | 0.8         |                    |  |
|                                   |           |           | Freq (kW)                         |         |       | 107.1     |                   |             | Country    |        |                         | 0.56        |                    |  |
|                                   |           |           | Power (kW)                        |         |       | 1.2       |                   |             | Country    |        |                         | 0.5         |                    |  |
|                                   |           |           | Std Acqd                          |         |       | 92        |                   |             | Country    |        |                         | 0.5         |                    |  |
|                                   |           |           | Year Date                         |         |       | 9808      |                   |             | Country    |        |                         | 0.5         |                    |  |
|                                   |           |           | Price (000)                       |         |       | 6,350     |                   |             | Country    |        |                         | 0.5         |                    |  |
|                                   |           |           | Sales L                           |         |       | 23,000 +  |                   |             | Country    |        |                         | 0.5         |                    |  |
|                                   |           |           | M A                               |         |       | g         |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Format                            |         |       | AC        |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Revenue (000)/                    |         |       | 6,200     |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Power Ratio                       |         |       | 1.36      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Avg '99 Local Comm                |         |       | 17.7      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | ARB 12+ Metro Shares (see rights) |         |       | 13.7      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Fall                              |         |       | 13.7      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Summer                            |         |       | 12.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Spring                            |         |       | 11.7      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Winter                            |         |       | 10.0      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Fall                              |         |       | 10.0      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Summer                            |         |       | 9.7       |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Spring                            |         |       | 9.4       |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Winter                            |         |       | 8.7       |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Fall                              |         |       | 8.7       |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Summer                            |         |       | 8.5       |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Spring                            |         |       | 8.1       |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Winter                            |         |       | 7.6       |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Fall                              |         |       | 7.7       |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Summer                            |         |       | 7.9       |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Spring                            |         |       | 8.1       |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Winter                            |         |       | 8.8       |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Fall                              |         |       | 8.8       |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Summer                            |         |       | 8.5       |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Spring                            |         |       | 8.1       |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Winter                            |         |       | 7.6       |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Fall                              |         |       | 7.6       |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Summer                            |         |       | 8.7       |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Spring                            |         |       | 8.7       |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Winter                            |         |       | 8.7       |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Fall                              |         |       | 8.7       |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Summer                            |         |       | 8.7       |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Spring                            |         |       | 8.1       |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Winter                            |         |       | 9.4       |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Fall                              |         |       | 9.4       |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Summer                            |         |       | 9.4       |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Spring                            |         |       | 9.4       |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Winter                            |         |       | 11.7      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Fall                              |         |       | 11.7      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Summer                            |         |       | 12.2      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Spring                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Winter                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Fall                              |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Summer                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Spring                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Winter                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Fall                              |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Summer                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Spring                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Winter                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Fall                              |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Summer                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Spring                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Winter                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Fall                              |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Summer                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Spring                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Winter                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Fall                              |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Summer                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Spring                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Winter                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Fall                              |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Summer                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Spring                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Winter                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Fall                              |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Summer                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Spring                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Winter                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Fall                              |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Summer                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Spring                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Winter                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Fall                              |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Summer                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Spring                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Winter                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Fall                              |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Summer                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Spring                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Winter                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Fall                              |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Summer                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Spring                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Winter                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Fall                              |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Summer                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Spring                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Winter                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Fall                              |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Summer                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Spring                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Winter                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Fall                              |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Summer                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Spring                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Winter                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Fall                              |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Summer                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Spring                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Winter                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Fall                              |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Summer                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Spring                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Winter                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Fall                              |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Summer                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Spring                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Winter                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Fall                              |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Summer                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Spring                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Winter                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Fall                              |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Summer                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Spring                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Winter                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Fall                              |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Summer                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Spring                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Winter                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Fall                              |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Summer                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Spring                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Winter                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Fall                              |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Summer                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Spring                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Winter                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Fall                              |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Summer                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Spring                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Winter                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Fall                              |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Summer                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Spring                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Winter                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Fall                              |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Summer                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Spring                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Winter                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Fall                              |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Summer                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Spring                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Winter                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Fall                              |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Summer                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Spring                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Winter                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Fall                              |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Summer                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Spring                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Winter                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Fall                              |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Summer                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Spring                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Winter                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Fall                              |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Summer                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Spring                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Winter                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Fall                              |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Summer                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Spring                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Winter                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Fall                              |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Summer                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Spring                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |
|                                   |           |           | Winter                            |         |       | 14.1      |                   |             | CHR        |        |                         | 0.5         |                    |  |





Metro Rank: 69  
Revenue Rank: 65

# Knoxville, TN Market Overview



Market Radio Financials (all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES | Revenue/Capita |          |          |          |          | Revenue/Capita |
|--------------------------|----------------|----------|----------|----------|----------|----------------|
|                          | 1993           | 1994     | 1995     | 1996     | 1997     |                |
| 18,000                   | 19,700         | 21,900   | 23,800   | 27,700   | 29,600   | 10.4%          |
| 28,800                   | 32,800         | 35,800   | 38,300   | 41,700   | 45,000   | 8.2%           |
| 29.15                    | 32.11          | 34.65    | 36.19    | 38.19    | 40.12    | 12%            |
| 1993                     | 1994           | 1995     | 1996     | 1997     | 2003     | Est. Breakout  |
| Local                    | Local          | Local    | Local    | Local    | Local    | 88%            |
| National                 | National       | National | National | National | National | 12%            |

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

| MSA Population | Households  |             | Retail Sales |             | EBI         |
|----------------|-------------|-------------|--------------|-------------|-------------|
|                | 1993        | 1998        | 1993         | 1998        |             |
| 617.5          | 246.0       | 266.9       | 6,251.0      | 9,212.0     | 9,642.9     |
| 1.4%           | 1.6%        | 1.4%        | 8.1%         | 3.3%        | 11,348.6    |
| 662.9          | 266.9       | 662.9       | 9,212.0      | 11,348.6    | 11,348.6    |
| 690.3          | 282.9       | 690.3       | 12,197.6     | 14,784.0    | 14,784.0    |
| 0.8%           | 1.2%        | 0.8%        | 5.8%         | 5.4%        | 5.4%        |
| Growth Rate    | Growth Rate | Growth Rate | Growth Rate  | Growth Rate | Growth Rate |
| 2003           | 2003        | 1998        | 1998         | 1998        | 2003        |

## Demographic Breakdown

|                    | Total     | Under 12 | 12 - 17 | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 54 | Over 55 |
|--------------------|-----------|----------|---------|---------|---------|---------|---------|---------|
| Men (000)          | 319.1     | 47.0     | 26.5    | 31.9    | 44.2    | 53.7    | 48.6    | 67.3    |
| Women (000)        | 343.8     | 45.0     | 25.2    | 31.1    | 44.7    | 56.0    | 50.9    | 90.8    |
| Total              | 662.9     | 92.0     | 51.6    | 63.0    | 88.9    | 109.7   | 99.5    | 158.1   |
| Percentage         | 100.0%    | 13.9%    | 7.8%    | 9.5%    | 13.4%   | 16.6%   | 15.0%   | 23.9%   |
| Per Capita         | \$ 17,120 |          |         |         |         |         |         |         |
| Median Household   | \$ 32,039 |          |         |         |         |         |         |         |
| Avg Household      | \$ 42,520 |          |         |         |         |         |         |         |
| Ethnic Population: |           |          |         |         |         |         |         |         |
| White              | 92.0%     |          |         |         |         |         |         |         |
| Black              | 6.5%      |          |         |         |         |         |         |         |
| Asian              | 1.2%      |          |         |         |         |         |         |         |
| Hispanic           | 1.0%      |          |         |         |         |         |         |         |

## Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 11      | 6       | 11      | 17         | 17      | 19      | 36    |
| Tot 12+    | 26.4    | 2.4     | 49.0    | 71.4       | 75.4    | 11.0    | 86.4  |
| Avg 12+    | 2.4     | 8.2     | 6.5     | 4.4        | 4.4     | 0.6     | 2.4   |
| Tot LCS    | 30.6    | 56.7    | 82.6    | 87.3       | 87.3    | 12.7    | 100.0 |
| Avg LCS    | 2.8     | 9.5     | 7.5     | 5.1        | 5.1     | 0.7     | 2.8   |



| Metro Counties / Population (000) | Population   |
|-----------------------------------|--------------|
| Anderson, TN                      | 70.9         |
| Blount, TN                        | 102.4        |
| Knox, TN                          | 368.3        |
| Loudon, TN                        | 39.5         |
| Sevier, TN                        | 65.4         |
| Union, TN                         | 16.4         |
| <b>Total</b>                      | <b>662.9</b> |

# Competitive Overview

| FM Stations |                | City of | FCC   | Power  | HAAT   | HAAT C             | Year Date     | Sales L       | 1999 Est       | Avg 99      | ARB 12+ Metro Shares (see rights) |      |        |        |        |      |      |      |      |
|-------------|----------------|---------|-------|--------|--------|--------------------|---------------|---------------|----------------|-------------|-----------------------------------|------|--------|--------|--------|------|------|------|------|
| Calls       | License        | Class   | Freq  | (kW)   | Owner  | Std Acq'd          | Price M (000) | A Format      | Revenue (000)† | Power Ratio | Local                             | Fall | Summer | Spring | Winter |      |      |      |      |
| WST         | Karrs          | A       | 93.1  | 2.4    | 512 e  | Journal Best Group | 88            | sw            | 1,800          | 0.58        | 9.7                               | 10.6 | 9.0    | 9.3    | 7.9    |      |      |      |      |
| WLF         | Lenoir City    | A       | 93.5  | 6.0    | 164 f  | Wilkinson Bcstg    | 67            | Country       | 0.4            | 0.4         | 0.4                               | 0.4  | 0.4    | 0.0    | 0.0    |      |      |      |      |
| WNFZ        | Oak Ridge      | A       | 94.3  | 2.6 cp | 505 d  | Pirkle, John W     | 67            | 1 Alternative | 650            | 0.46        | 4.4                               | 4.0  | 4.5    | 4.4    | 2.4    |      |      |      |      |
| WYFC        | Clinton        | A       | 95.3  | 0.5    | 669    | Bible Bcstg        | 66            | Religion      | 400            |             | 0.0                               | 0.0  | 0.0    | 0.0    | 0.0    |      |      |      |      |
| WTXM        | Marville       | A       | 95.7  | 6.0 cp | 322 b  | South Central      | 90            | 1 Hot AC      | 450            | 0.82        | 1.7                               | 1.9  | 1.5    | 2.4    | 1.4    |      |      |      |      |
| WJBZ        | Seymour        | A       | 96.3  | 2.9    | 479 i  | Seymour Comm       | 90            | Gospel        | 450            | 0.37        | 3.8                               | 2.5  | 3.7    | 3.8    | 3.7    |      |      |      |      |
| WJXB        | Knoxville      | C       | 97.5  | 96.0   | 1296 b | South Central      | 67            | 1 AC          | 5,600          | 1.37        | 12.7                              | 8.0  | 10.5   | 10.1   | 10.0   |      |      |      |      |
| WSMJ        | Oliver Springs | C3      | 98.7  | 8.0    | 571 a  | Dick Bcstg Co Inc  | 89            | NAC/Jazz      | 400            | 0.37        | 3.4                               | 2.1  | 3.5    | 2.3    | 3.0    |      |      |      |      |
| WNOX        | London         | A       | 99.1  | 6.0    | 328 a  | Dick Bcstg Co Inc  | 89            | News/Talk     | 750            | 0.97        | 2.4                               | 2.5  | 1.4    | 2.5    | 2.3    |      |      |      |      |
| WOKI        | Oak Ridge      | C       | 100.3 | 100.0  | 2001 a | Dick Bcstg Co Inc  | 74            | Clisc Hits    | 2,000          | 1.35        | 4.6                               | 2.1  | 4.3    | 3.3    | 4.0    |      |      |      |      |
| WMYU        | Sevierville    | C1      | 102.1 | 15.0   | 1978 e | Journal Bcst Group | 61            | Oldies        | 2,800          | 1.21        | 7.2                               | 6.8  | 6.9    | 5.2    | 5.6    |      |      |      |      |
| WIMZ        | Knoxville      | C       | 103.5 | 100.0  | 1723 b | South Central      | 49            | Clisc Rock    | 3,900          | 1.66        | 7.3                               | 6.4  | 5.4    | 6.1    | 7.1    |      |      |      |      |
| WQIX        | Knoxville      | A       | 104.5 | 2.3 cp | 528 e  | Dean, Richard C.   | 91            | Country       | 150            | 0.17        | 2.7                               | 2.8  | 2.1    | 2.6    | 2.6    |      |      |      |      |
| WKVL        | London         | A       | 105.3 | 6.0    | 328 h  | MetroWest Radio    | 91            | 2 Talk/Sprts  | 300            |             | 0.6                               | 0.8  | 0.6    | 0.4    | 0.6    |      |      |      |      |
| WDLY        | Gallinburg     | A       | 105.5 | 0.5    | 1056 c | Radio Center       | 83            | Country       | 1,450          | c1          | 0.9                               | 1.0  | 0.6    | 1.0    | 0.9    |      |      |      |      |
| WXVO        | Norris         | A       | 106.7 | 1.5 cp | 666    | Newko LLC          | 99            | Rock          |                |             | 0.0                               | 0.0  | 0.0    | 0.0    | 0.0    |      |      |      |      |
| WIVK        | Knoxville      | C       | 107.7 | 91.0   | 2054 a | Dick Bcstg Co Inc  | 65            | Country       | 10,950         | 1.31        | 26.1                              | 23.6 | 21.9   | 21.6   | 22.2   |      |      |      |      |
| FM TOTALS   |                |         |       |        |        |                    |               |               |                |             | 87.9                              | 75.4 | 76.4   | 75.3   | 75.1   | 75.2 | 75.9 | 76.7 | 74.7 |

• Indicates a change since last edition  
 †/ See introduction section for interpretation of revenue estimates.  
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# Competitive Overview

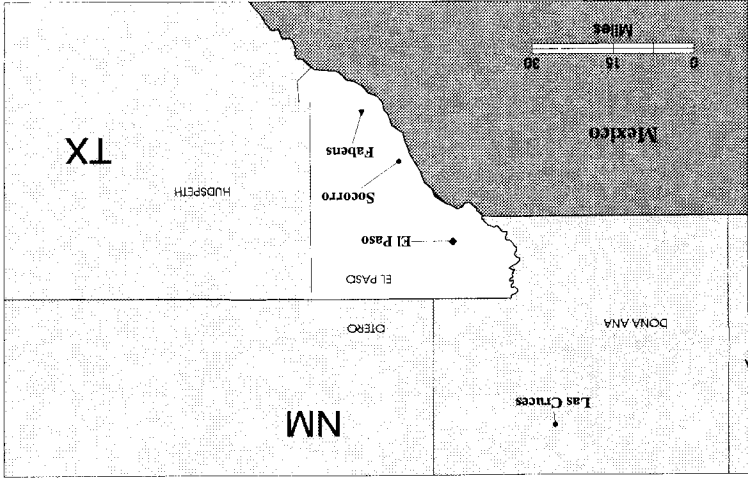
| City of          | Calls | License | FCC Class | Power (kW) | Day Power (kW) | Night Power (kW) | C Owner              | Year Acq'd | Sales Price M (000) | L M A Format | 1999 Est Revenue (000)/Power Ratio | 1999 Est |        |        |        | Avg '99 Local Comm |     |     |     |     |     |
|------------------|-------|---------|-----------|------------|----------------|------------------|----------------------|------------|---------------------|--------------|------------------------------------|----------|--------|--------|--------|--------------------|-----|-----|-----|-----|-----|
|                  |       |         |           |            |                |                  |                      |            |                     |              |                                    | Fall     | Summer | Spring | Winter |                    |     |     |     |     |     |
| WAJZ Knoxville   | 620   | B       | B         | 5.0        | 5.0            | 5.0              | Tennessee Media      | 27 8611    | 300                 | Chrst/Talk   | 1.1                                | 1.1      | 1.4    | 1.5    | 1.0    | 0.0                | 0.0 | 0.0 | 0.0 | 1.1 |     |
| WKFN Farragut    | 670   | B       | B         | 2.5        | 0.00           | 0.00             | Home Radio LLC       | 88 9812    | 275                 | AC           | 0.0                                | 0.0      | 0.0    | 0.0    | 0.0    | 0.0                | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| WLIL Lenoir City | 730   | B       | B         | 1.0        | 0.21           | 1.0              | Wilkinson Bcstg      | 50         | 50                  | Country      | 0.0                                | 0.0      | 0.0    | 0.0    | 0.0    | 0.0                | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| WMEN Knoxville   | 760   | B       | B         | 2.4        | 0.00           | 2.4              | Moffitt, Thomas H,   | 95 9412    | 18 cp               | Motivational | 0.0                                | 0.0      | 0.0    | 0.0    | 0.0    | 0.0                | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| WKVL Knoxville   | 850   | B       | B         | 50.0       | 0.00           | 50.0             | Home Radio LLC       | 53 9911    | g                   | News         | 0.1                                | 0.1      | 0.0    | 0.0    | 0.0    | 0.0                | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| WKXV Knoxville   | 900   | B       | B         | 1.0        | 0.26           | 1.0              | Knoxville Ra-Tel     | 53 8403    | e                   | Gospel       | 0.2                                | 0.3      | 0.0    | 0.0    | 0.0    | 0.0                | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| WSEV Sevierville | 930   | B       | B         | 5.0        | 0.15           | 5.0              | Radio Center         | 55 0002 p  | c1                  | Country      | 0.3                                | 0.4      | 0.5    | 0.4    | 0.0    | 0.0                | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| WNOX Knoxville   | 990   | B       | B         | 10.0       | 10.00          | 10.0             | Dick Bcstg Co Inc    | 21 8806    | 450                 | News/Talk    | 1.900                              | 5.1      | 2.9    | 4.3    | 5.8    | 4.4                | 4.0 | 3.6 | 4.5 | 4.5 |     |
| WQBB Powell      | 1040  | B       | B         | 10.0       | 3.00           | 10.0             | Journal Bcst Group   | 84 9804    | c3                  | Adlt Strnd   | 2.5                                | 1.6      | 2.5    | 1.5    | 2.3    | 2.2                | 1.9 | 1.0 | 0.0 | 0.0 |     |
| WKCE Maryville   | 1120  | B       | B         | 1.0 cp     | 0.00           | 1.0 cp           | Morgan Bcstg Co      | 89 9505    | 1,250               | Nostalgia    | 0.0                                | 0.0      | 0.0    | 0.0    | 0.0    | 0.0                | 0.0 | 0.0 | 0.0 | 0.0 |     |
| WL0D Loudon      | 1140  | B       | B         | 1.0        | 0.00           | 1.0              | Metrowest Radio      | 83 9811    | g                   | Nostalgia    | 0.1                                | 0.2      | 0.0    | 0.4    | 0.0    | 0.0                | 0.0 | 0.0 | 0.0 | 0.0 |     |
| WHJM Knoxville   | 1180  | B       | B         | 10.0 cp    | 0.00           | 10.0 cp          | Morgan Bcstg Co      | 88         | c2                  | Talk         | 0.0                                | 0.0      | 0.0    | 0.0    | 0.0    | 0.0                | 0.0 | 0.0 | 0.0 | 0.0 |     |
| WIMZ Knoxville   | 1240  | C       | B         | 1.0        | 1.00           | 1.0              | South Central        | 41 9302    | h                   | Spts/Talk    | 0.5                                | 0.9      | 0.6    | 0.5    | 0.6    | 0.4                | 0.5 | 0.0 | 0.0 | 0.0 |     |
| WATO Oak Ridge   | 1290  | B       | B         | 5.0        | 0.50           | 5.0              | Metrowest Radio      | 48 9812    | g                   | Nws/Tlk/Spt  | 0.5                                | 0.2      | 0.0    | 0.1    | 0.0    | 0.0                | 0.0 | 0.0 | 0.0 | 0.0 |     |
| WKGN Knoxville   | 1340  | C       | C         | 1.0        | 1.00           | 1.0              | Triple S Enterprises | 46 9111    | st                  | Urban AC     | 1.7                                | 1.4      | 1.2    | 2.1    | 0.7    | 1.9                | 2.2 | 1.1 | 2.3 |     |     |
| WYSH Clinton     | 1380  | B       | B         | 1.0        | 0.08           | 1.0              | Clinton Bcstrs Inc   | 60 9104    | g                   | Country      | 0.3                                | 0.0      | 0.0    | 0.0    | 0.0    | 0.4                | 0.0 | 0.6 | 0.6 |     |     |
| WGAP Maryville   | 1400  | C       | C         | 1.0        | 1.00           | 1.0              | Greenwood,           | 47 9908    | st                  | 2 Country    | 0.4                                | 0.4      | 0.4    | 0.4    | 0.5    | 0.0                | 0.5 | 0.0 | 0.6 |     |     |
| WITA Knoxville   | 1490  | C       | C         | 1.0        | 1.00           | 1.0              | F.W. Robert Bcstg    | 60 8310    | g                   | Religion     | 0.0                                | 0.0      | 0.0    | 0.0    | 0.0    | 0.0                | 0.0 | 0.0 | 0.0 |     |     |
| WAHI Knoxville   | 1580  | B       | B         | 5.0        | 0.00           | 5.0              | As He Is Ministries  | 61 9804    | g                   | Christian    | 0.0                                | 0.0      | 0.0    | 0.0    | 0.0    | 0.0                | 0.4 | 0.0 | 0.0 |     |     |

| # AM Stations - |    | # Combos - | # Duopolies - | Total Local Commercial Share |      |     |      |      |      |      |      |      |      |  |  |
|-----------------|----|------------|---------------|------------------------------|------|-----|------|------|------|------|------|------|------|--|--|
| 19              | 36 | 7          | AM TOTALS     | 12.2                         | 11.0 | 9.5 | 87.1 | 85.9 | 84.8 | 85.3 | 84.5 | 85.7 | 11.0 |  |  |

| City of          | Calls | License | FCC Class | Power (kW) | Day Power (kW) | Night Power (kW) | C Owner              | Year Acq'd | Sales Price M (000) | L M A Format | 1999 Est Revenue (000)/Power Ratio | Fall | Summer | Spring | Winter | Avg '99 Local Comm |
|------------------|-------|---------|-----------|------------|----------------|------------------|----------------------|------------|---------------------|--------------|------------------------------------|------|--------|--------|--------|--------------------|
| WAJZ Knoxville   | 620   | B       | B         | 5.0        | 5.0            | 5.0              | Tennessee Media      | 27 8611    | 300                 | Chrst/Talk   | 1.1                                | 1.1  | 1.4    | 1.5    | 1.0    | 0.0                |
| WKFN Farragut    | 670   | B       | B         | 2.5        | 0.00           | 0.00             | Home Radio LLC       | 88 9812    | 275                 | AC           | 0.0                                | 0.0  | 0.0    | 0.0    | 0.0    | 0.0                |
| WLIL Lenoir City | 730   | B       | B         | 1.0        | 0.21           | 1.0              | Wilkinson Bcstg      | 50         | 50                  | Country      | 0.0                                | 0.0  | 0.0    | 0.0    | 0.0    | 0.0                |
| WMEN Knoxville   | 760   | B       | B         | 2.4        | 0.00           | 2.4              | Moffitt, Thomas H,   | 95 9412    | 18 cp               | Motivational | 0.0                                | 0.0  | 0.0    | 0.0    | 0.0    | 0.0                |
| WKVL Knoxville   | 850   | B       | B         | 50.0       | 0.00           | 50.0             | Home Radio LLC       | 53 9911    | g                   | News         | 0.1                                | 0.1  | 0.0    | 0.0    | 0.0    | 0.0                |
| WKXV Knoxville   | 900   | B       | B         | 1.0        | 0.26           | 1.0              | Knoxville Ra-Tel     | 53 8403    | e                   | Gospel       | 0.2                                | 0.3  | 0.0    | 0.0    | 0.0    | 0.0                |
| WSEV Sevierville | 930   | B       | B         | 5.0        | 0.15           | 5.0              | Radio Center         | 55 0002 p  | c1                  | Country      | 0.3                                | 0.4  | 0.5    | 0.4    | 0.0    | 0.0                |
| WNOX Knoxville   | 990   | B       | B         | 10.0       | 10.00          | 10.0             | Dick Bcstg Co Inc    | 21 8806    | 450                 | News/Talk    | 1.900                              | 5.1  | 2.9    | 4.3    | 5.8    | 4.4                |
| WQBB Powell      | 1040  | B       | B         | 10.0       | 3.00           | 10.0             | Journal Bcst Group   | 84 9804    | c3                  | Adlt Strnd   | 2.5                                | 1.6  | 2.5    | 1.5    | 2.3    | 2.2                |
| WKCE Maryville   | 1120  | B       | B         | 1.0 cp     | 0.00           | 1.0 cp           | Morgan Bcstg Co      | 89 9505    | 1,250               | Nostalgia    | 0.0                                | 0.0  | 0.0    | 0.0    | 0.0    | 0.0                |
| WL0D Loudon      | 1140  | B       | B         | 1.0        | 0.00           | 1.0              | Metrowest Radio      | 83 9811    | g                   | Nostalgia    | 0.1                                | 0.2  | 0.0    | 0.4    | 0.0    | 0.0                |
| WHJM Knoxville   | 1180  | B       | B         | 10.0 cp    | 0.00           | 10.0 cp          | Morgan Bcstg Co      | 88         | c2                  | Talk         | 0.0                                | 0.0  | 0.0    | 0.0    | 0.0    | 0.0                |
| WIMZ Knoxville   | 1240  | C       | B         | 1.0        | 1.00           | 1.0              | South Central        | 41 9302    | h                   | Spts/Talk    | 0.5                                | 0.9  | 0.6    | 0.5    | 0.6    | 0.4                |
| WATO Oak Ridge   | 1290  | B       | B         | 5.0        | 0.50           | 5.0              | Metrowest Radio      | 48 9812    | g                   | Nws/Tlk/Spt  | 0.5                                | 0.2  | 0.0    | 0.1    | 0.0    | 0.0                |
| WKGN Knoxville   | 1340  | C       | C         | 1.0        | 1.00           | 1.0              | Triple S Enterprises | 46 9111    | st                  | Urban AC     | 1.7                                | 1.4  | 1.2    | 2.1    | 0.7    | 1.9                |
| WYSH Clinton     | 1380  | B       | B         | 1.0        | 0.08           | 1.0              | Clinton Bcstrs Inc   | 60 9104    | g                   | Country      | 0.3                                | 0.0  | 0.0    | 0.0    | 0.0    | 0.4                |
| WGAP Maryville   | 1400  | C       | C         | 1.0        | 1.00           | 1.0              | Greenwood,           | 47 9908    | st                  | 2 Country    | 0.4                                | 0.4  | 0.4    | 0.4    | 0.5    | 0.0                |
| WITA Knoxville   | 1490  | C       | C         | 1.0        | 1.00           | 1.0              | F.W. Robert Bcstg    | 60 8310    | g                   | Religion     | 0.0                                | 0.0  | 0.0    | 0.0    | 0.0    | 0.0                |
| WAHI Knoxville   | 1580  | B       | B         | 5.0        | 0.00           | 5.0              | As He Is Ministries  | 61 9804    | g                   | Christian    | 0.0                                | 0.0  | 0.0    | 0.0    | 0.0    | 0.0                |

AM Stations

Metro Rank: 70  
Revenue Rank: 86



## El Paso, TX Market Overview



Market Radio Financials (all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES *** | Revenue/Retail Sales |              |          |             |          |          |
|------------------------------|----------------------|--------------|----------|-------------|----------|----------|
|                              | 1993                 | 1994         | 1995     | 1996        | 1997     | 1998     |
| Δ 98 - 99                    | \$14,500             | \$15,500     | \$16,600 | \$17,200    | \$18,700 | \$19,800 |
| Δ 99 - 03                    |                      |              |          |             |          |          |
|                              | \$3,391,000          | \$3,601,000  | \$27.91  | \$4,311,000 | \$37.17  | 20%      |
| Est. Breakout                | Local 80%            | National 20% |          |             |          |          |

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

| Growth Rate    | Growth Rate |         |      |         |         |      |
|----------------|-------------|---------|------|---------|---------|------|
|                | 1993        | 1998    | 1998 | 1998    | 2003    | 2003 |
| MSA Population | 652.0       | 709.5   | 1.7% | 709.5   | 774.9   | 1.8% |
| Households     | 194.6       | 215.5   | 2.1% | 215.5   | 239.5   | 2.1% |
| Retail Sales   | 4,281.1     | 5,501.8 | 5.1% | 5,501.8 | 6,679.3 | 4.0% |
| EBI            | 6,974.9     | 7,647.2 | 1.9% | 7,647.2 | 9,761.8 | 5.0% |

### Demographic Breakdown

|                    | Total     | Under 12 | 12 - 17 | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 54 | Over 55 |
|--------------------|-----------|----------|---------|---------|---------|---------|---------|---------|
| Men (000)          | 345.1     | 72.9     | 40.2    | 39.3    | 49.9    | 50.5    | 39.7    | 52.7    |
| Women (000)        | 364.4     | 69.7     | 37.7    | 51.2    | 55.0    | 45.4    | 66.1    | 118.8   |
| Total              | 709.5     | 142.6    | 79.5    | 76.9    | 101.1   | 105.5   | 85.1    | 16.7%   |
| Percentage         | 100.0%    | 20.1%    | 11.2%   | 10.8%   | 14.3%   | 14.9%   | 12.0%   | 16.7%   |
| Per Capita         | \$ 10,778 |          |         |         |         |         |         |         |
| Median Household   | \$ 26,267 |          |         |         |         |         |         |         |
| Avg Household      | \$ 35,486 |          |         |         |         |         |         |         |
| Ethnic Population: |           |          |         |         |         |         |         |         |
| White              | 94.5%     |          |         |         |         |         |         |         |
| Black              | 3.5%      |          |         |         |         |         |         |         |
| Asian              | 1.5%      |          |         |         |         |         |         |         |
| Hispanic           | 75.4%     |          |         |         |         |         |         |         |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 1       |         | 10      | 9          | 11      | 9       | 20    |
| Tot 12+    | 0.0     |         | 67.9    | 67.6       | 67.9    | 10.1    | 78.0  |
| Avg 12+    | 0.0     |         | 6.8     | 7.5        | 6.2     | 1.1     | 3.9   |
| Tot LCS    | 0.0     |         | 87.1    | 86.7       | 87.1    | 12.9    | 100.0 |
| Avg LCS    | 0.0     |         | 8.7     | 9.6        | 7.9     | 1.4     | 5.0   |

# Competitive Overview

| City of Calls               | License    | FCC Class | Power Freq (kW) | FM Stations   |         | HAAT C Owner       | Year Acqd       | Std Price (000) | A Format               | Revenue (000)/1999 Est | Power Ratio        | Avg '99 Local Comm                | ARB 12+ Metro Shares (see rights) |        |        |        |      |      |      |  |
|-----------------------------|------------|-----------|-----------------|---------------|---------|--------------------|-----------------|-----------------|------------------------|------------------------|--------------------|-----------------------------------|-----------------------------------|--------|--------|--------|------|------|------|--|
|                             |            |           |                 | Night         | Day     |                    |                 |                 |                        |                        |                    |                                   | 1999                              | 1999   | 1999   | 1999   | 1999 |      |      |  |
|                             |            |           |                 |               |         |                    |                 |                 |                        |                        |                    |                                   | Fall                              | Summer | Spring | Winter | Fall |      |      |  |
| KFCX                        | El Paso    | C         | 92.3            | 100.0         | 1860 e  | Magic Media Inc    | 78              | 3,000           | Oldies                 | 1,700                  | 1.13               | 6.9                               | 5.2                               | 5.7    | 5.3    | 5.7    | 7.4  | 4.9  | 6.1  |  |
| KSII                        | El Paso    | C         | 93.1            | 98.0          | 1422 a  | Regent Comm        | 75              | 4,500           | Hot AC                 | 1,900                  | 1.08               | 8.1                               | 7.5                               | 6.2    | 6.8    | 6.6    | 8.0  | 7.8  | 6.7  |  |
| KINT                        | El Paso    | C         | 93.9            | 96.0          | 1421 b  | Entravision Comm   | 75              | 9706            | Spanish g3             | 1,500                  | 1.25               | 5.5                               | 5.0                               | 4.7    | 5.1    | 4.3    | 3.8  | 3.1  | 2.7  |  |
| KATH                        | El Paso    | C         | 94.7            | 97.0          | 1191 e  | Magic Media Inc    | 58              | 2,700           | Country                | 1,200                  | 1.34               | 4.1                               | 2.5                               | 3.3    | 4.1    | 2.5    | 2.9  | 2.8  | 1.7  |  |
| KLAQ                        | El Paso    | C         | 95.5            | 88.0          | 1391 a  | Regent Comm        | 78              | 3,500           | AOR                    | 3,400                  | 1.08               | 14.4                              | 11.3                              | 12.1   | 10.3   | 12.6   | 11.6 | 10.8 | 11.4 |  |
| KHEY                        | El Paso    | C         | 96.3            | 88.0          | 1391 c  | Clear Channel      | 74              | 9607            | Country g1             | 1,100                  | 0.97               | 5.2                               | 2.4                               | 4.2    | 3.6    | 4.1    | 4.9  | 5.1  | 5.7  |  |
| KBNA                        | El Paso    | C         | 97.5            | 100.0         | 1089 d  | Hispanic Bcstg     | 69              | 9702            | Spanish g2             | 3,800                  | 1.27               | 13.7                              | 10.5                              | 10.2   | 10.8   | 10.4   | 13.0 | 8.8  | 6.2  |  |
| KROL                        | Las Cruces | C         | 99.5            | 100.0         | 1024 f  | McClatchey Bcstg   | 94              | 9512            | ChrSContemp            | 100                    |                    | 0.7                               | 0.3                               | 0.4    | 0.6    | 0.8    | 0.4  | 0.3  | 0.0  |  |
| KTSM                        | El Paso    | C         | 99.9            | 87.0          | 1821 c  | Clear Channel      | 62              | 9807            | Soft AC c1             | 1,600                  | 0.81               | 9.1                               | 8.2                               | 6.5    | 6.6    | 8.7    | 7.7  | 6.0  | 6.9  |  |
| KPRR                        | El Paso    | C         | 102.1           | 100.0         | 1191 c  | Clear Channel      | 69              | 9607            | CHR g1                 | 2,600                  | 0.64               | 18.6                              | 15.0                              | 16.3   | 15.9   | 14.5   | 13.5 | 17.3 | 15.5 |  |
| KPAS                        | Fabens     | A         | 103.1           | 3.0           | 299     | Felder, Algje A    | 79              | 8606            | Gospl/Inspr            |                        |                    | 0.0                               | 0.0                               | 0.0    | 0.0    | 0.0    | 0.3  | 0.0  | 0.0  |  |
|                             |            |           |                 |               |         |                    |                 |                 |                        |                        |                    |                                   | ARB 12+ Metro Shares (see rights) |        |        |        |      |      |      |  |
| # FM Stations -             |            | 11        |                 | # Combos -    |         | 10                 |                 |                 |                        |                        |                    |                                   |                                   |        |        |        |      |      |      |  |
|                             |            |           |                 |               |         |                    |                 |                 |                        |                        |                    |                                   | FM TOTALS                         |        |        |        |      |      |      |  |
| City of Calls               | License    | FCC Class | Power Freq (kW) | Day           | Night   | Year Acqd          | Std Price (000) | A Format        | Revenue (000)/1999 Est | Power Ratio            | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |                                   |        |        |        |      |      |      |  |
| KROD                        | El Paso    | B         | 600             | 5.0           | 5.00 a  | Regent Comm        | 40              | 0002            | News/Talk c2           | 350                    | 0.80               | 2.0                               | 2.1                               | 1.7    | 1.9    | 1.3    | 1.5  | 1.4  | 1.8  |  |
| KHEY                        | El Paso    | B         | 690             | 10.0          | 10.00 c | Clear Channel      | 47              | 9607            | Sprts/Talk g1          | 150                    | 0.49               | 1.4                               | 0.9                               | 2.0    | 0.8    | 0.6    | 1.1  | 0.7  | 0.7  |  |
| KAMA                        | El Paso    | B         | 750             | 10.0          | 1.00 d  | Hispanic Bcstg     | 72              | 9702            | Spanish g2             | 200                    | 0.92               | 1.0                               | 0.9                               | 1.5    | 0.6    | 0.9    | 0.4  | 0.5  | 0.6  |  |
| KBNA                        | El Paso    | B         | 920             | 1.0           | 0.36 d  | Hispanic Bcstg     | 47              | 9702            | Spanish g2             | 250                    | 0.76               | 1.5                               | 1.0                               | 1.6    | 0.6    | 0.6    | 1.4  | 1.3  | 2.2  |  |
| KBNA                        | El Paso    | B         | 1060            | 10.0          | 0.00    | K-FINA Results Inc | 85              | 9102            | Spanish g2             | 100                    |                    | 0.2                               | 0.0                               | 0.0    | 0.3    | 0.3    | 0.7  | 0.0  | 0.0  |  |
| KXPL                        | El Paso    | B         | 1150            | 5.0           | 0.38 b  | Entravision Comm   | 58              | 9706            | Talk g3                | 100                    | 0.38               | 1.2                               | 1.4                               | 1.2    | 1.2    | 0.9    | 0.7  | 0.9  | 0.6  |  |
| KSVE                        | El Paso    | B         | 1340            | 1.0 cp        | 1.00    | Spanish Chrsn      | 49              | 9505            | Christian              | 200                    | 0.92               | 1.0                               | 1.0                               | 0.4    | 1.0    | 0.3    | 1.3  | 0.6  | 1.0  |  |
| KVIJ                        | El Paso    | C         | 1380            | 5.0           | 0.50 c  | Clear Channel      | 29              | 9807            | News/Talk c1           | 750                    | 0.72               | 4.8                               | 2.4                               | 3.6    | 4.0    | 3.7    | 4.1  | 3.4  | 3.7  |  |
| KELP                        | El Paso    | B         | 1590            | 5.0           | 0.80 f  | McClatchey Bcstg   | 59              | 8401            | Chrs/Talk              | 450                    |                    | 0.6                               | 0.4                               | 0.7    | 0.5    | 0.4    | 0.3  | 0.9  | 0.6  |  |
|                             |            |           |                 |               |         |                    |                 |                 |                        |                        |                    |                                   | AM TOTALS                         |        |        |        |      |      |      |  |
| # AM Stations -             |            | 9         |                 | # Combos -    |         | 7                  |                 |                 |                        |                        |                    |                                   |                                   |        |        |        |      |      |      |  |
|                             |            |           |                 |               |         |                    |                 |                 |                        |                        |                    |                                   | AM TOTALS                         |        |        |        |      |      |      |  |
|                             |            |           |                 |               |         |                    |                 |                 |                        |                        |                    |                                   | Total Local Commercial Share      |        |        |        |      |      |      |  |
| AM & FM Stations Profited - |            | 20        |                 | # Duopolies - |         | 5                  |                 |                 |                        |                        |                    |                                   |                                   |        |        |        |      |      |      |  |
| City of Calls               | License    | FCC Class | Power Freq (kW) | Day           | Night   | Year Acqd          | Std Price (000) | A Format        | Revenue (000)/1999 Est | Power Ratio            | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |                                   |        |        |        |      |      |      |  |
| KROD                        | El Paso    | B         | 600             | 5.0           | 5.00 a  | Regent Comm        | 40              | 0002            | News/Talk c2           | 350                    | 0.80               | 2.0                               | 2.1                               | 1.7    | 1.9    | 1.3    | 1.5  | 1.4  | 1.8  |  |
| KHEY                        | El Paso    | B         | 690             | 10.0          | 10.00 c | Clear Channel      | 47              | 9607            | Sprts/Talk g1          | 150                    | 0.49               | 1.4                               | 0.9                               | 2.0    | 0.8    | 0.6    | 1.1  | 0.7  | 0.7  |  |
| KAMA                        | El Paso    | B         | 750             | 10.0          | 1.00 d  | Hispanic Bcstg     | 72              | 9702            | Spanish g2             | 200                    | 0.92               | 1.0                               | 0.9                               | 1.5    | 0.6    | 0.9    | 0.4  | 0.5  | 0.6  |  |
| KBNA                        | El Paso    | B         | 920             | 1.0           | 0.36 d  | Hispanic Bcstg     | 47              | 9702            | Spanish g2             | 250                    | 0.76               | 1.5                               | 1.0                               | 1.6    | 0.6    | 0.6    | 1.4  | 1.3  | 2.2  |  |
| KBNA                        | El Paso    | B         | 1060            | 10.0          | 0.00    | K-FINA Results Inc | 85              | 9102            | Spanish g2             | 100                    |                    | 0.2                               | 0.0                               | 0.0    | 0.3    | 0.3    | 0.7  | 0.0  | 0.0  |  |
| KXPL                        | El Paso    | B         | 1150            | 5.0           | 0.38 b  | Entravision Comm   | 58              | 9706            | Talk g3                | 100                    | 0.38               | 1.2                               | 1.4                               | 1.2    | 1.2    | 0.9    | 0.7  | 0.9  | 0.6  |  |
| KSVE                        | El Paso    | B         | 1340            | 1.0 cp        | 1.00    | Spanish Chrsn      | 49              | 9505            | Christian              | 200                    | 0.92               | 1.0                               | 1.0                               | 0.4    | 1.0    | 0.3    | 1.3  | 0.6  | 1.0  |  |
| KTSM                        | El Paso    | B         | 1380            | 5.0           | 0.50 c  | Clear Channel      | 29              | 9807            | News/Talk c1           | 750                    | 0.72               | 4.8                               | 2.4                               | 3.6    | 4.0    | 3.7    | 4.1  | 3.4  | 3.7  |  |
| KELP                        | El Paso    | B         | 1590            | 5.0           | 0.80 f  | McClatchey Bcstg   | 59              | 8401            | Chrs/Talk              | 450                    |                    | 0.6                               | 0.4                               | 0.7    | 0.5    | 0.4    | 0.3  | 0.9  | 0.6  |  |
|                             |            |           |                 |               |         |                    |                 |                 |                        |                        |                    |                                   | AM TOTALS                         |        |        |        |      |      |      |  |
| # AM Stations -             |            | 9         |                 | # Combos -    |         | 7                  |                 |                 |                        |                        |                    |                                   |                                   |        |        |        |      |      |      |  |
|                             |            |           |                 |               |         |                    |                 |                 |                        |                        |                    |                                   | AM TOTALS                         |        |        |        |      |      |      |  |
|                             |            |           |                 |               |         |                    |                 |                 |                        |                        |                    |                                   | Total Local Commercial Share      |        |        |        |      |      |      |  |
| AM & FM Stations Profited - |            | 20        |                 | # Duopolies - |         | 5                  |                 |                 |                        |                        |                    |                                   |                                   |        |        |        |      |      |      |  |

• Indicates a change since last edition  
 †/ See introduction section for interpretation of revenue estimates.  
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Metro Rank: 71  
Revenue Rank: 72

# Ft. Myers-Naples-Marco Island Market Overview



## Market Radio Financials

(all figures in 000's, except percentages and ratios)

|                      | ESTIMATED GROSS REVENUES |              |              |          |          |
|----------------------|--------------------------|--------------|--------------|----------|----------|
|                      | 1993                     | 1994         | 1995         | 1996     | 1997     |
| Δ 98 - 99            | \$16,500                 | \$18,400     | \$20,300     | \$21,300 | \$23,200 |
| Δ 99 - 03            | \$37,800                 | \$37,800     | \$35,300     | \$32,700 | \$37,800 |
| Est. Breakout        |                          |              |              |          |          |
| Local                | 85%                      |              |              |          |          |
| National             | 15%                      |              |              |          |          |
| Revenue/Capita       | \$2,95/1,000             | \$2,82/1,000 | \$3,89/1,000 | \$54.49  |          |
| Revenue/Retail Sales |                          |              |              |          |          |

## Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

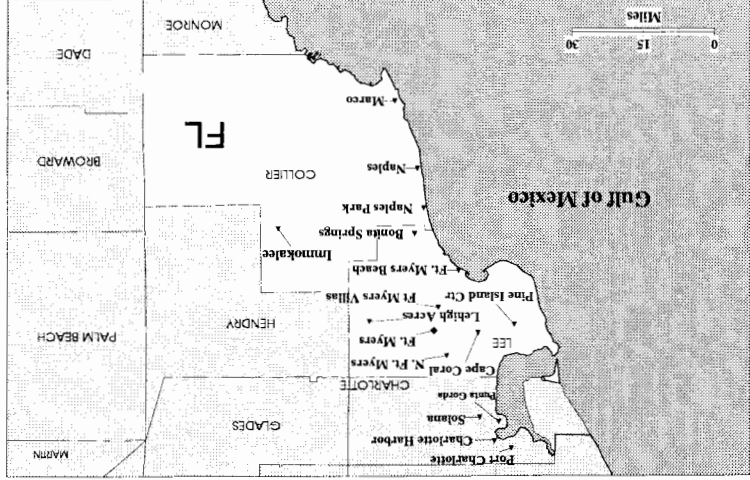
|                | 1993     |          | 1998     |        | 2003     |        |
|----------------|----------|----------|----------|--------|----------|--------|
|                | Rate     | Growth   | Rate     | Growth | Rate     | Growth |
| MSA Population | 545.4    | 3.0%     | 631.8    | 3.0%   | 693.7    | 1.9%   |
| Households     | 223.6    | 3.0%     | 259.5    | 3.0%   | 285.3    | 1.9%   |
| Retail Sales   | 5,594.5  | 9.3%     | 8,719.0  | 9.3%   | 11,695.0 | 6.0%   |
| EBI            | 10,296.6 | 12.973.6 | 12,973.6 | 4.7%   | 17,330.1 | 6.0%   |

## Demographic Breakdown

|                    | Total     | Under 12 | 12 - 17 | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 54 | Over 55 |
|--------------------|-----------|----------|---------|---------|---------|---------|---------|---------|
| Men (000)          | 309.2     | 40.8     | 19.9    | 20.3    | 37.5    | 42.1    | 38.9    | 109.8   |
| Women (000)        | 322.6     | 39.2     | 18.8    | 19.2    | 35.4    | 42.5    | 42.6    | 125.0   |
| Total              | 631.8     | 80.0     | 38.7    | 39.5    | 72.8    | 84.6    | 81.5    | 234.8   |
| Percentage         | 100.0%    | 12.7%    | 6.1%    | 6.2%    | 11.5%   | 13.4%   | 12.9%   | 37.2%   |
| Per Capita         | \$ 20,534 |          |         |         |         |         |         |         |
| Median Household   | \$ 35,512 |          |         |         |         |         |         |         |
| Avg Household      | \$ 49,994 |          |         |         |         |         |         |         |
| Ethnic Population: |           |          |         |         |         |         |         |         |
| White              | 91.2%     |          |         |         |         |         |         |         |
| Black              | 7.5%      |          |         |         |         |         |         |         |
| Asian              | 0.9%      |          |         |         |         |         |         |         |
| Hispanic           | 11.0%     |          |         |         |         |         |         |         |

## Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 5       | 16      | 16      | 21         | 21      | 11      | 32    |
| Tot 12+    | 5.8     | 70.1    | 72.6    | 75.9       | 75.9    | 11.6    | 87.5  |
| Avg 12+    | 1.2     | 4.4     | 4.5     | 3.6        | 3.6     | 1.1     | 2.7   |
| Tot LCS    | 6.6     | 80.1    | 83.0    | 86.7       | 86.7    | 13.3    | 100.0 |
| Avg LCS    | 1.3     | 5.0     | 5.2     | 4.1        | 4.1     | 1.2     | 3.1   |



## Metro Counties / Population (000)

|              |              |
|--------------|--------------|
| Collier, FL  | 217.6        |
| Lee, FL      | 414.2        |
| <b>Total</b> | <b>631.8</b> |

# Competitive Overview

| FM Stations |     |       |       |            |      |                    |      |      |       |                   |      |             |                           | AM Stations                  |         |       |      |      |      |        |      |      |        |      |      |        |      |      |        |      |     |
|-------------|-----|-------|-------|------------|------|--------------------|------|------|-------|-------------------|------|-------------|---------------------------|------------------------------|---------|-------|------|------|------|--------|------|------|--------|------|------|--------|------|------|--------|------|-----|
| City of     | FCC | Class | Freq  | Power (kW) | HAAT | C Owner            | Year | Std  | Acq'd | Sales Price (000) | M L  | A Format    | Revenue (000)/Power Ratio | 1999 Est                     | Avg '99 | Local | Comm | 1999 | Fall | Spring | 1998 | Fall | Spring | 1997 | Fall | Spring | 1996 | 1996 | Spring |      |     |
| WGQC        | A   |       | 92.1  | 4.1        | 397  | Praise Enterprises | 84   | 9906 |       | 1,000             |      | Gospel      | 0.3                       | 0.0                          | 0.0     | 0.0   | 0.0  | 0.0  | 0.0  | 0.0    | 0.0  | 0.0  | 0.0    | 0.0  | 0.0  | 0.0    | 0.0  | 0.0  | 0.0    | 0.0  | 0.0 |
| WIKX        | C1  |       | 92.9  | 100.0 cp   | 807  | e Clear Channel    | 70   | 9905 |       |                   | g2   | Country     | 0.3                       | 0.0                          | 0.0     | 0.0   | 0.0  | 0.0  | 0.0  | 0.0    | 0.0  | 0.0  | 0.0    | 0.0  | 0.0  | 0.0    | 0.0  | 0.0  | 0.0    | 0.0  | 0.0 |
| WTLT        | A   |       | 93.5  | 6.0        | 328  | c Meridian Bcstg   | 71   | 9612 |       |                   | c2 1 | Soft AC     | 0.23                      | 150                          | 2.3     | 2.5   | 2.3  | 2.5  | 2.8  | 2.8    | 2.5  | 2.3  | 2.5    | 2.8  | 2.8  | 3.4    | 2.8  | 3.4  | 2.8    | 2.8  |     |
| WOLZ        | C1  |       | 96.3  | 78.5       | 476  | d Clear Channel    | 70   | 9703 |       | 11,000            | dt1  | Oldies      | 1.32                      | 2,450                        | 1.2     | 6.6   | 6.5  | 6.2  | 6.0  | 6.5    | 5.2  | 5.0  | 5.0    | 5.0  | 5.0  | 5.0    | 4.7  | 4.7  | 4.0    | 4.0  |     |
| WRXK        | C   |       | 96.1  | 99.0       | 1119 | a Beasley Bcstg    | 74   | 8608 |       | 3,500             |      | AOR         | 1.78                      | 3,250                        | 1.78    | 6.5   | 6.5  | 5.9  | 5.7  | 6.2    | 5.7  | 5.8  | 5.5    | 5.5  | 5.7  | 5.2    | 5.2  | 4.0  | 4.0    |      |     |
| WINK        | C   |       | 96.9  | 98.0       | 1322 | b Ft Myers Bcstg   | 64   |      |       |                   | 1    | AC          | 2.09                      | 3,575                        | 2.09    | 6.1   | 6.1  | 4.9  | 4.8  | 5.8    | 5.8  | 5.8  | 5.5    | 5.5  | 5.7  | 5.7    | 7.5  | 7.5  | 8.3    | 8.3  |     |
| WCCL        | C3  |       | 97.7  | 14.5 cp    | 430  | Intermart Bcstg    | 99   |      |       |                   |      | Classical   | 1.1                       | 1.1                          | 2.6     | 1.1   | 2.6  | 2.0  | 2.0  | 0.0    | 0.0  | 0.0  | 0.0    | 0.0  | 0.0  | 0.0    | 0.0  | 0.0  | 0.0    | 0.0  |     |
| WDRR        | C3  |       | 98.5  | 18.5 cp    | 371  | Ruth Comm Corp     | 95   |      |       |                   |      | Smooth Jazz | 0.73                      | 450                          | 0.73    | 2.2   | 2.2  | 1.8  | 2.0  | 1.3    | 1.3  | 1.7  | 1.6    | 1.6  | 1.6  | 2.2    | 2.2  | 1.3  | 1.3    | 1.3  |     |
| WGUF        | A   |       | 98.9  | 4.1        | 328  | f Renda Bcstg      | 90   | 9705 |       | 2,000             |      | Talk        | 0.9                       | 300                          | 0.9     | 0.9   | 0.0  | 0.0  | 0.0  | 0.0    | 0.0  | 0.0  | 0.0    | 0.0  | 0.0  | 0.0    | 0.0  | 0.0  | 0.0    | 0.0  | 0.0 |
| WJWB        | C2  |       | 99.3  | 45.0 cp    | 472  | a Beasley Bcstg    | 83   | 9802 |       | 6,000             | d3   | Alternative | 1.25                      | 2,000                        | 1.25    | 5.7   | 6.6  | 5.3  | 4.6  | 4.6    | 3.6  | 3.6  | 3.1    | 3.1  | 3.1  | 3.5    | 3.5  | 2.5  | 2.5    | 2.5  |     |
| WOST        | C1  |       | 100.1 | 100.0      | 476  | d Clear Channel    | 76   | 9703 |       |                   | dt1  | Alternative | 0.59                      | 450                          | 0.59    | 2.7   | 3.8  | 2.3  | 2.2  | 2.2    | 1.6  | 1.6  | 1.6    | 1.6  | 1.9  | 1.9    | 2.3  | 2.3  | 2.3    | 2.3  |     |
| WAVV        | C1  |       | 101.1 | 100.0      | 981  | f Alpine Bcstg     | 87   |      |       |                   |      | Easy        | 0.48                      | 2,100                        | 0.48    | 15.5  | 11.7 | 11.9 | 15.2 | 12.1   | 13.6 | 12.1 | 12.1   | 13.6 | 11.5 | 13.1   | 13.1 | 13.1 | 13.1   |      |     |
| WVGR        | C   |       | 101.9 | 100.0      | 991  | f Renda Bcstg      | 69   | 9407 |       | 4,000             |      | Country     | 0.65                      | 1,000                        | 0.65    | 5.5   | 4.8  | 4.4  | 5.2  | 4.0    | 3.4  | 4.0  | 3.4    | 3.4  | 5.7  | 7.1    | 5.6  | 5.6  | 5.6    | 5.6  |     |
| WJGO        | C2  |       | 102.9 | 50.0 cp    | 466  | gulf Comm          | 99   |      |       |                   |      | Oldies      | 0.65                      | 1,000                        | 0.65    | 2.8   | 2.8  | 0.0  | 0.0  | 0.0    | 0.0  | 0.0  | 0.0    | 0.0  | 0.0  | 0.0    | 0.0  | 0.0  | 0.0    | 0.0  | 0.0 |
| WXKB        | C   |       | 103.9 | 100.0 cp   | 1119 | a Beasley Bcstg    | 75   | 9411 |       | 3,500             |      | Adult CHR   | 1.51                      | 4,000                        | 1.51    | 9.4   | 8.7  | 8.5  | 8.0  | 8.7    | 7.4  | 8.7  | 10.7   | 7.4  | 9.6  | 9.6    | 10.3 | 10.3 | 10.3   | 10.3 |     |
| WSGL        | C2  |       | 104.7 | 20.0 cp    | 436  | f Renda Bcstg      | 80   | 9812 |       | 3,650             |      | Hot AC      | 1.10                      | 650                          | 1.10    | 2.1   | 2.1  | 2.1  | 1.5  | 2.9    | 2.1  | 2.1  | 2.0    | 2.0  | 1.6  | 1.6    | 1.6  | 1.6  | 1.6    | 1.6  |     |
| WCNU        | A   |       | 104.9 | 6.0        | 318  | e Clear Channel    | 93   | 9905 |       |                   | g2   | Easy        | 0.3                       | 300                          | 0.3     | 0.3   | 0.5  | 0.0  | 0.0  | 0.0    | 0.0  | 0.0  | 0.0    | 0.0  | 0.0  | 0.0    | 0.0  | 0.0  | 0.0    | 0.0  | 0.0 |
| WQNU        | C2  |       | 105.5 | 23.5 cp    | 722  | d Clear Channel    | 87   | 9607 |       |                   | g1   | Country     | 0.40                      | 300                          | 0.40    | 2.7   | 2.5  | 2.1  | 2.7  | 2.8    | 0.9  | 0.8  | 0.8    | 0.9  | 1.9  | 2.3    | 2.3  | 2.3  | 2.3    | 2.3  |     |
| WJST        | A   |       | 106.3 | 6.0        | 328  | a Beasley Bcstg    | 92   | 9802 |       | 450               | d3   | Adult Sindr | 0.30                      | 450                          | 0.30    | 5.3   | 2.8  | 5.4  | 3.8  | 5.2    | 4.0  | 5.2  | 4.0    | 5.7  | 5.8  | 5.4    | 5.4  | 5.4  | 5.4    | 5.4  |     |
| WKCT        | C2  |       | 107.1 | 28.5       | 650  | d Clear Channel    | 76   | 9607 |       | 2,600             | g1   | Country     | 1.52                      | 2,600                        | 1.52    | 6.1   | 4.1  | 5.5  | 5.1  | 7.3    | 5.8  | 7.3  | 7.3    | 5.8  | 7.9  | 7.9    | 7.9  | 7.9  | 7.9    | 7.9  |     |
|             |     |       |       |            |      |                    |      |      |       |                   |      |             |                           | # FM Stations -              |         |       |      |      |      |        |      |      |        |      |      |        |      |      |        |      |     |
|             |     |       |       |            |      |                    |      |      |       |                   |      |             |                           | # FM Stations -              |         |       |      |      |      |        |      |      |        |      |      |        |      |      |        |      |     |
|             |     |       |       |            |      |                    |      |      |       |                   |      |             |                           | # Combos -                   |         |       |      |      |      |        |      |      |        |      |      |        |      |      |        |      |     |
|             |     |       |       |            |      |                    |      |      |       |                   |      |             |                           | # Combos -                   |         |       |      |      |      |        |      |      |        |      |      |        |      |      |        |      |     |
|             |     |       |       |            |      |                    |      |      |       |                   |      |             |                           | # Duopolies -                |         |       |      |      |      |        |      |      |        |      |      |        |      |      |        |      |     |
|             |     |       |       |            |      |                    |      |      |       |                   |      |             |                           | AM & FM Stations Profiled -  |         |       |      |      |      |        |      |      |        |      |      |        |      |      |        |      |     |
|             |     |       |       |            |      |                    |      |      |       |                   |      |             |                           | AM Stations -                |         |       |      |      |      |        |      |      |        |      |      |        |      |      |        |      |     |
|             |     |       |       |            |      |                    |      |      |       |                   |      |             |                           | # AM Stations -              |         |       |      |      |      |        |      |      |        |      |      |        |      |      |        |      |     |
|             |     |       |       |            |      |                    |      |      |       |                   |      |             |                           | # Combos -                   |         |       |      |      |      |        |      |      |        |      |      |        |      |      |        |      |     |
|             |     |       |       |            |      |                    |      |      |       |                   |      |             |                           | # Duopolies -                |         |       |      |      |      |        |      |      |        |      |      |        |      |      |        |      |     |
|             |     |       |       |            |      |                    |      |      |       |                   |      |             |                           | Total Local Commercial Share |         |       |      |      |      |        |      |      |        |      |      |        |      |      |        |      |     |

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 1/ See introduction section for interpretation of revenue estimates.  
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# Albuquerque, NM Market Overview

## Market Radio Financials

(all figures in 000's, except percentages and ratios)

|                      | ESTIMATED GROSS REVENUES *** |             |          |             |          |          |
|----------------------|------------------------------|-------------|----------|-------------|----------|----------|
|                      | 1993                         | 1994        | 1995     | 1996        | 1997     | 1998     |
| Revenue/Capita       | \$20,300                     | \$25,200    | \$29,100 | \$32,700    | \$34,600 | \$38,200 |
| Revenue/Retail Sales | \$3,581,000                  | \$4,591,000 | \$566,09 | \$4,121,000 | \$42,300 | \$46,200 |
| Revenue/Capita       | \$31.35                      | \$38,400    | \$40,700 | \$42,300    | \$44,400 | \$46,200 |
| Est. Breakout        |                              |             |          |             |          |          |
| Local                | 82%                          |             |          |             |          |          |
| National             | 18%                          |             |          |             |          |          |
| Δ 98 - 99            | 0.5%                         |             |          |             |          |          |
| Δ 99 - 03            | 4.7%                         |             |          |             |          |          |

## Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993    | 1998     | 2003     |
|----------------|---------|----------|----------|
| MSA Population | 647.6   | 681.1    | 699.6    |
| Households     | 245.4   | 259.1    | 269.7    |
| Retail Sales   | 5,675.3 | 8,323.8  | 11,213.7 |
| EBI            | 9,741.6 | 11,036.3 | 14,067.6 |
| Growth Rate    |         |          |          |
| 1993           | 1.0%    | 1.1%     | 0.8%     |
| 1998           | 1.0%    | 1.1%     | 0.8%     |
| 2003           | 0.5%    | 0.8%     | 0.5%     |

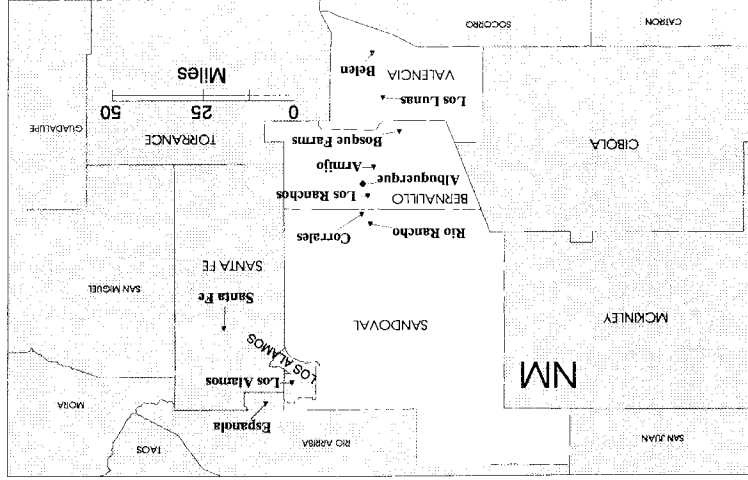
## Demographic Breakdown

|                            | Total  | Under 12 | 12 - 17 | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 54 | Over 55 |
|----------------------------|--------|----------|---------|---------|---------|---------|---------|---------|
| Men (000)                  | 334.9  | 61.4     | 29.7    | 28.8    | 52.1    | 58.8    | 45.1    | 59.1    |
| Women (000)                | 346.2  | 59.1     | 28.5    | 28.6    | 50.7    | 59.5    | 47.7    | 72.2    |
| Total                      | 681.1  | 120.6    | 58.1    | 57.3    | 102.8   | 118.3   | 92.7    | 131.2   |
| Percentage                 | 100.0% | 17.7%    | 8.5%    | 8.4%    | 15.1%   | 17.4%   | 13.6%   | 19.3%   |
| Per Capita \$ 16,204       |        |          |         |         |         |         |         |         |
| Median Household \$ 33,823 |        |          |         |         |         |         |         |         |
| Avg Household \$ 42,595    |        |          |         |         |         |         |         |         |
| Ethnic Population:         |        |          |         |         |         |         |         |         |
| White                      | 88.6%  |          |         |         |         |         |         |         |
| Black                      | 3.5%   |          |         |         |         |         |         |         |
| Asian                      | 2.1%   |          |         |         |         |         |         |         |
| Hispanic                   | 39.5%  |          |         |         |         |         |         |         |

## Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 2       | 21      | 17      | 23         | 15      | 38      |       |
| Tot 12+    | 3.3     | 69.7    | 67.6    | 73.0       | 15.3    | 88.3    |       |
| Avg 12+    | 1.7     | 3.3     | 4.0     | 3.2        | 1.0     | 2.3     |       |
| Tot LCS    | 3.7     | 78.9    | 76.6    | 82.7       | 17.3    | 100.0   |       |
| Avg LCS    | 1.9     | 3.8     | 4.5     | 3.6        | 1.2     | 2.6     |       |

Metro Rank: 72  
Revenue Rank: 61



## Metro Counties / Population (000)

|                |              |
|----------------|--------------|
| Bernalillo, NM | 526.7        |
| Sandoval, NM   | 89.1         |
| Valencia, NM   | 65.3         |
| <b>Total</b>   | <b>681.1</b> |

# Competitive Overview

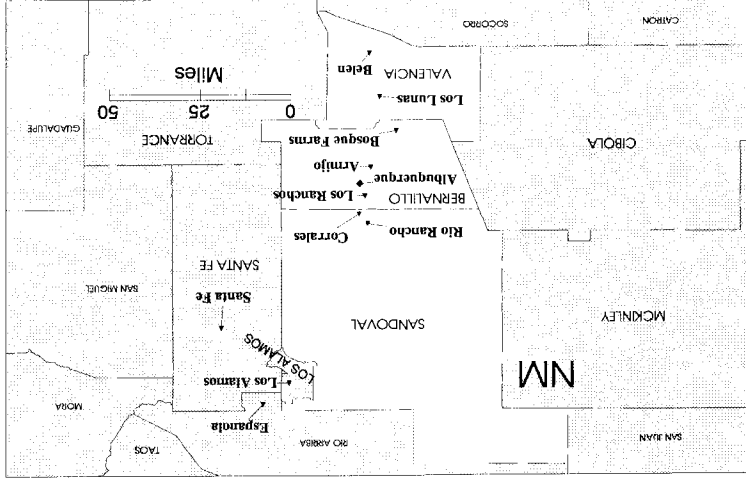
Some stations also rated in Santa Fe.

ARB 12+ Metro Shares (see rights)

| City of            | FCC Class    | Power (kW) | HAAT  | C Owner | Year Date          | Sales Price M (000) | A Format | 1999 Est Revenue (000)/ | Power Ratio | Avg 99 Local Comm | Fall 1999 | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |      |
|--------------------|--------------|------------|-------|---------|--------------------|---------------------|----------|-------------------------|-------------|-------------------|-----------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|------|
| Albuquerque        | C            | 22.0       | 4160  | b       | Citadel Comm Corp  | 65                  | 9610     | 5,500                   | 1.36        | 9.7               | 9.6       | 9.4         | 8.3         | 9.5         | 7.4       | 7.8         | 9.3         | 10.2        |      |
| KRST               | Albuquerque  | 92.3       | 22.0  | 4160    | b                  | Citadel Comm Corp   | 65       | 9610                    | 5,500       | 1.36              | 9.6       | 9.4         | 8.3         | 9.5         | 7.4       | 7.8         | 9.3         | 10.2        |      |
| KYBR               | Espanola     | 92.9       | 9.1   | 538     | Garcia, Richard L  | 81                  | 9506     | See (235)               | Country     | g                 | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |
| KKOB               | Albuquerque  | 93.3       | 20.0  | 4150    | b                  | Citadel Comm Corp   | 67       | 9403                    | 2,900       | 1.31              | 5.3       | 4.0         | 4.2         | 5.7         | 4.6       | 4.3         | 5.2         | 5.4         |      |
| KZRR               | Albuquerque  | 94.1       | 22.5  | 4131    | a                  | Clear Channel       | 61       | 9911                    | 3,100       | 1.26              | 5.9       | 6.6         | 5.1         | 5.6         | 5.8       | 5.2         | 5.5         | 5.1         |      |
| KSMG               | Santa Fe     | 95.5       | 19.0  | 1791    | d                  | Amer General        | 65       | 9609                    | 3,500       | 0.31              | 0.1       | 1.3         | 0.4         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |      |
| KHFM               | Albuquerque  | 96.3       | 20.0  | 4134    | b                  | Citadel Comm Corp   | 54       | 9605                    | 1,500       | 0.69              | 5.2       | 4.2         | 4.5         | 4.9         | 5.0       | 4.1         | 4.7         | 5.1         |      |
| KSSS               | Santa Fe     | 97.3       | 94.0  | 1877    | c                  | Simmons Media       | 69       | 9901                    | 1,500       | 0.82              | 4.4       | 3.2         | 3.0         | 4.4         | 4.1       | 4.1         | 4.2         | 4.3         |      |
| KLVO               | Beien        | 97.7       | 100.0 | 860     | d                  | Amer General        | 83       | 9801                    | 1,050       | 0.84              | 3.0       | 3.1         | 2.5         | 3.4         | 3.0       | 1.7         | 2.6         | 3.3         |      |
| KABG               | Los Alamos   | 98.5       | 100.0 | 1906    | d                  | Amer General        | 56       | 9609                    | 500         | 0.55              | 2.2       | 2.6         | 2.7         | 1.5         | 2.2       | 1.4         | 1.9         | 1.6         |      |
| KMGA               | Albuquerque  | 99.5       | 22.5  | 4127    | b                  | Citadel Comm Corp   | 63       | 9403                    | 2,500       | 1.07              | 5.6       | 5.3         | 5.7         | 4.2         | 4.9       | 3.4         | 3.0         | 3.8         |      |
| KPEK               | Albuquerque  | 100.3      | 22.5  | 4111    | a                  | Clear Channel       | 74       | 9911                    | 3,300       | 1.20              | 6.6       | 4.2         | 6.0         | 6.2         | 6.3       | 4.6         | 5.0         | 5.3         |      |
| KROS               | Albuquerque  | 101.3      | 6.0   | 328     | c                  | Simmons Media       | 94       | 9610                    | 100         | 0.11              | 2.2       | 1.3         | 1.7         | 1.6         | 2.7       | 1.2         | 0.3         | 0.5         |      |
| KZKL               | Rio Rancho   | 101.7      | 5.8   | 0       | c                  | Simmons Media       | 85       | 9606                    | 950         | 0.84              | 2.7       | 2.0         | 2.8         | 1.6         | 2.2       | 3.1         | 3.7         | 3.4         |      |
| KIOT               | Los Lunas    | 102.5      | 17.0  | 4160    | c                  | Simmons Media       | 93       | 9508                    | 1,600       | 0.88              | 4.5       | 3.5         | 3.9         | 3.8         | 4.1       | 5.6         | 5.1         | 4.5         |      |
| KTBL               | Albuquerque  | 103.3      | 20.0  | 4187    | b                  | Citadel Comm Corp   | 87       | 9604                    | 1,650       | 0.84              | 4.7       | 4.3         | 5.5         | 3.8         | 3.8       | 4.6         | 4.5         | 4.5         |      |
| KLSK               | Santa Fe     | 104.1      | 100.0 | 1877    | a                  | Clear Channel       | 84       | 9911                    | 750         | 0.78              | 2.3       | 1.9         | 1.7         | 2.5         | 1.8       | 2.5         | 2.8         | 2.3         |      |
| KEXT               | Bosque Farms | 104.7      | 100.0 | 843     | a                  | Clear Channel       | 95       | 9912                    | 250         | 0.26              | 0.6       | 0.8         | 0.4         | 0.6         | 0.5       | 0.4         | 0.0         | 0.0         |      |
| KCHQ               | Santa Fe     | 105.1      | 100.0 | 1936    | c                  | Simmons Media       | 85       | 9606                    | 250         | 0.26              | 2.3       | 2.5         | 2.6         | 1.7         | 1.7       | 2.1         | 1.9         | 2.1         |      |
| KRZY               | Santa Fe     | 105.9      | 100.0 | 1919    | e                  | Entravision Comm    | 83       | 9912                    | 550         | 0.88              | 1.5       | 0.9         | 1.2         | 2.0         | 1.3       | 0.9         | 0.8         | 0.7         |      |
| KYLZ               | Las Lunas    | 106.3      | 100.0 | 859     | d                  | Amer General        | 95       | 9712                    | 250         | 0.16              | 3.8       | 3.6         | 2.7         | 4.1         | 3.0       | 3.7         | 4.5         | 4.3         |      |
| KNKT               | Armiño       | 107.1      | 20.0  | 364     | Calvary Chapel Inc | 88                  | 9410     | 400                     | 0.80        | 1.2               | 1.1       | 1.6         | 0.8         | 1.0         | 1.0       | 1.5         | 0.7         | 1.0         |      |
| KTEG               | Albuquerque  | 107.9      | 22.5  | 4131    | a                  | Clear Channel       | 79       | 9911                    | 1,200       | 0.65              | 4.4       | 4.5         | 3.8         | 3.9         | 4.7       | 3.0         | 4.0         | 3.4         |      |
| # FM Stations - 23 |              |            |       |         |                    |                     |          |                         |             |                   |           |             |             |             |           |             |             |             |      |
| # Combos - 20      |              |            |       |         |                    |                     |          |                         |             |                   |           |             |             |             |           |             |             |             |      |
| FM TOTALS          |              |            |       |         |                    |                     |          |                         |             |                   |           |             |             |             |           |             |             |             |      |
|                    |              |            |       |         |                    |                     |          |                         |             |                   | 81.7      | 73.0        | 74.6        | 72.4        | 73.1      | 70.8        | 71.6        | 71.6        | 70.7 |

• Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.  
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 Metro Rank: 72

Metro Rank: 72  
Revenue Rank: 61



Metro Counties / Population (000)

|                |              |
|----------------|--------------|
| Bernalillo, NM | 526.7        |
| Sandoval, NM   | 89.1         |
| Valencia, NM   | 65.3         |
| <b>Total</b>   | <b>681.1</b> |

# Albuquerque, NM Market Overview



## Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES *** | 1993           |                      | 1994           |                      | 1995           |                      | 1996           |                      | 1997           |                      | 1998           |                      | 1999           |                      | 2000           |                      | 2001           |                      | 2002           |                      | 2003           |                      |
|------------------------------|----------------|----------------------|----------------|----------------------|----------------|----------------------|----------------|----------------------|----------------|----------------------|----------------|----------------------|----------------|----------------------|----------------|----------------------|----------------|----------------------|----------------|----------------------|----------------|----------------------|
|                              | Revenue/Capita | Revenue/Retail Sales | Revenue/Capita | Revenue/Retail Sales | Revenue/Capita | Revenue/Retail Sales | Revenue/Capita | Revenue/Retail Sales | Revenue/Capita | Revenue/Retail Sales | Revenue/Capita | Revenue/Retail Sales | Revenue/Capita | Revenue/Retail Sales | Revenue/Capita | Revenue/Retail Sales | Revenue/Capita | Revenue/Retail Sales | Revenue/Capita | Revenue/Retail Sales | Revenue/Capita | Revenue/Retail Sales |
|                              | \$20,300       | \$25,200             | \$20,300       | \$25,200             | \$29,100       | \$32,700             | \$34,600       | \$38,200             | \$38,200       | \$38,200             | \$46,200       | \$46,200             | \$46,200       | \$46,200             | \$46,200       | \$46,200             | \$46,200       | \$46,200             | \$46,200       | \$46,200             | \$46,200       | \$46,200             |
|                              | Δ 98 - 99      | 0.5%                 | Δ 98 - 99      | 0.5%                 |                |                      |                |                      |                |                      |                |                      |                |                      |                |                      |                |                      |                |                      |                |                      |
|                              | Δ 93 - 98      | 13.5%                | Δ 99 - 03      | 4.7%                 |                |                      |                |                      |                |                      |                |                      |                |                      |                |                      |                |                      |                |                      |                |                      |

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

| MSA Population | 1993    |          | 1998  |          | 1998     |          | 2003     |  |
|----------------|---------|----------|-------|----------|----------|----------|----------|--|
|                | Rate    | Rate     | Rate  | Rate     | Rate     | Rate     | Rate     |  |
| Households     | 647.6   | 245.4    | 681.1 | 259.1    | 681.1    | 699.6    | 699.6    |  |
| Retail Sales   | 5,675.3 | 8,323.8  | 8,0%  | 8,323.8  | 8,323.8  | 11,213.7 | 11,213.7 |  |
| EBI            | 9,741.6 | 11,036.3 | 2.5%  | 11,036.3 | 11,036.3 | 14,067.6 | 14,067.6 |  |

Demographic Breakdown

| Men (000)        | 1993       |            | 1998       |            | 1998       |            | 2003       |  |
|------------------|------------|------------|------------|------------|------------|------------|------------|--|
|                  | Percentage | Percentage | Percentage | Percentage | Percentage | Percentage | Percentage |  |
| Total            | 681.1      | 120.6      | 58.1       | 57.3       | 102.8      | 118.3      | 92.7       |  |
| Women (000)      | 346.2      | 59.1       | 28.5       | 28.6       | 50.7       | 59.5       | 47.7       |  |
| Avg Household    | \$ 16,204  | \$ 33,823  | 3.5%       | 3.2%       | 73.0       | 73.0       | 15.3       |  |
| Median Household | \$ 33,823  | \$ 33,823  | 2.1%       | 2.1%       | 15.1%      | 15.1%      | 13.6%      |  |
| Avg Household    | \$ 42,595  | \$ 42,595  | 39.5%      | 39.5%      | 19.3%      | 19.3%      | 19.3%      |  |

Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 2       | 21      | 17      | 23         | 15      | 38      | 38    |
| Tot 12+    | 3.3     | 69.7    | 67.6    | 73.0       | 15.3    | 88.3    | 88.3  |
| Avg 12+    | 1.7     | 3.3     | 4.0     | 3.2        | 1.0     | 2.3     | 2.3   |
| Tot LCS    | 3.7     | 78.9    | 76.6    | 82.7       | 17.3    | 100.0   | 100.0 |
| Avg LCS    | 1.9     | 3.8     | 4.5     | 3.6        | 1.2     | 2.6     | 2.6   |

# Competitive Overview

Some stations also rated in Santa Fe.

ARB 12+ Metro Shares (see rights)

| City of Calls               | City of License | Class | Freq | Power (kW) | Night Power (kW) | C Owner | Year Acqd            | Sales Price M (000) | L Format | 1999 Est Revenue (000)/Power Ratio | 1999 Est     |                 |             |             | Avg 99 Local Comm | ARB 12+ Metro Shares (see rights) |      |                              |      |      |      |      |      |      |
|-----------------------------|-----------------|-------|------|------------|------------------|---------|----------------------|---------------------|----------|------------------------------------|--------------|-----------------|-------------|-------------|-------------------|-----------------------------------|------|------------------------------|------|------|------|------|------|------|
|                             |                 |       |      |            |                  |         |                      |                     |          |                                    | Fall 1999    | Summer 1999     | Spring 1999 | Winter 1999 |                   |                                   |      |                              |      |      |      |      |      |      |
| • KSVA                      | Albuquerque     | B     | 610  | 5.0        | 5.0              | b       | Citadel Comm Corp 28 | 0001 p              | 5,400 sw | 150                                | 0.5          | 0.0             | 0.0         | 0.0         | 0.7               | 0.5                               | 0.6  | 0.6                          |      |      |      |      |      |      |
| • KDAZ                      | Albuquerque     | B     | 730  | 1.0        | 0.08             |         | Pan American         | 59                  | 6506     |                                    |              |                 |             |             |                   |                                   |      |                              | 0.0  |      |      |      |      |      |
| • KKOB                      | Albuquerque     | B     | 770  | 50.0       | 50.0             | b       | Citadel Comm Corp 22 | 9403                | c8       | News/Talk                          | 5,100        | 1.22            | 10.0        | 8.2         | 8.1               | 9.3                               | 10.4 | 8.4                          | 8.7  | 9.3  |      |      |      |      |
| • KARS                      | Belem           | B     | 860  | 1.3        | 0.19             | d       | Amer General         | 61                  | 9712     | d3                                 | Spanish      | 400             |             | 4.0         | 0.0               | 0.0                               | 0.0  | 0.0                          | 0.0  | 0.0  |      |      |      |      |
| • KHTL                      | Albuquerque     | B     | 920  | 1.0        | 0.50             | d       | Amer General         | 47                  | 0001 p   | sw                                 | Talk         | 200             | 0.4         | 0.6         | 0.0               | 0.0                               | 0.3  | 0.5                          | 0.4  | 0.3  |      |      |      |      |
| • KKIM                      | Albuquerque     | B     | 1000 | 10.0       | 0.04             | d       | Amer General         | 72                  | 9712     | d3                                 | Chrst/Talk   | 325             | 0.2         | 0.0         | 0.0               | 0.0                               | 0.3  | 0.5                          | 0.3  | 0.0  |      |      |      |      |
| • KNML                      | Los Ranchos     | B     | 1050 | 1.0        | 1.0              | b       | Citadel Comm Corp 87 | 9605                | c2       | Sports                             | 400          | 0.87            | 1.1         | 1.3         | 0.7               | 1.0                               | 1.1  | 1.0                          | 1.2  | 0.8  |      |      |      |      |
| • KDEF                      | Albuquerque     | B     | 1150 | 5.0        | 0.50             |         | RAMH Corp            | 53                  | 9609     | st                                 | Sports       | 100             | 0.3         | 0.3         | 0.0               | 0.3                               | 0.3  | 0.0                          | 0.0  | 0.0  |      |      |      |      |
| • KXKS                      | Albuquerque     | B     | 1190 | 10.0       | 0.02             | a       | Clear Channel        | 69                  | 9912 p   | g3                                 | Mexican      | 250             | 0.8         | 0.5         | 0.6               | 0.7                               | 1.1  | 0.5                          | 0.7  | 0.3  |      |      |      |      |
| • KALY                      | Los Ranchos     | C     | 1240 | 1.0        | 1.00             |         | Septien &            | 82                  | 9205     | 482                                | Mexican      | 250             | 0.2         | 0.3         | 0.0               | 0.6                               | 0.0  | 0.4                          | 0.3  | 0.5  |      |      |      |      |
| • KBTK                      | Corrales        | B     | 1310 | 5.0        | 0.50             | c       | Simmons Media        | 85                  | 9606     | st                                 | Talk         | 250             | 0.20        | 3.0         | 0.8               | 1.1                               | 3.5  | 3.8                          | 3.4  | 3.9  |      |      |      |      |
| • KABQ                      | Albuquerque     | B     | 1350 | 5.0        | 0.50             | a       | Clear Channel        | 47                  | 9912 p   | g3                                 | Spanish      | 100             | 0.5         | 0.6         | 0.0               | 0.9                               | 0.5  | 0.2                          | 0.0  | 0.3  |      |      |      |      |
| • KRZY                      | Albuquerque     | C     | 1450 | 1.0        | 1.00             | e       | Entravision Comm     | 56                  | 9912 p   | g4                                 | Mexican      | 450             | 1.08        | 1.0         | 0.8               | 1.6                               | 0.5  | 1.0                          | 0.4  | 1.1  |      |      |      |      |
| • KQKL                      | Albuquerque     | B     | 1520 | 1.0        | 0.00             | a       | Clear Channel        | 71                  | 9908 p   | sw                                 | DAFK         |                 |             | 0.0         | 0.0               | 0.1                               | 0.0  | 0.0                          | 0.0  |      |      |      |      |      |
| • KIVA                      | Albuquerque     | B     | 1600 | 10.0       | 0.13             | c       | Simmons Media        | 56                  | 9606     | st                                 | 1 Adlt Sindr | 25              | 0.5         | 1.9         | 1.6               | 0.3                               | 0.0  | 0.0                          | 0.0  | 0.0  |      |      |      |      |
| AM & FM Stations Profiled - |                 |       |      |            |                  |         |                      |                     |          |                                    | 15           | # AM Stations - | 11          | # Combos -  | 15                | # Duopolies -                     | 38   | Total Local Commercial Share | 18.5 | 88.3 | 88.3 | 88.2 | 87.6 | 88.9 |
| AM TOTALS                   |                 |       |      |            |                  |         |                      |                     |          |                                    | 15           |                 | 11          |             | 15                |                                   | 38   |                              | 18.5 | 88.3 | 88.3 | 88.2 | 87.6 | 88.9 |



Market: Omaha - Council Bluffs

Competitive Overview

Some stations also rated in Lincoln.

Metro Rank: 73

| City of<br>Calls License | FCC Class | Power<br>Freq (kW) | HAAT<br>C Owner | Year<br>Date       | Year<br>Acqd | Sales<br>L<br>Price<br>M<br>(000) | A<br>Format | 1999 Est<br>Revenue<br>Power<br>(000)/<br>Ratio | Local<br>Comm | ARB 12+ Metro Shares (see rights) |               |              |             |           |                       |          |                                     |            |           |             |             |             |
|--------------------------|-----------|--------------------|-----------------|--------------------|--------------|-----------------------------------|-------------|---|---------------|-----------------------------------|---------------|--------------|-------------|-----------|-----------------------|----------|-------------------------------------|------------|-----------|-------------|-------------|-------------|
|                          |           |                    |                 |                    |              |                                   |             |   |               | Fall 1999                         | Summer 1999   | Spring 1999  | Winter 1999 |           |                       |          |                                     |            |           |             |             |             |
| KEZO Omaha               | C         | 92.3 100.0         | 1198 a          | Journal Bcst Group | 61           | 9,000                             | c3          | 4,900   | 1.14          | 11.0                              | 7.3           | 7.2          | 8.3         | 10.5      | 11.3                  | 11.0     | 10.1                                | 9.9        |           |             |             |             |
| KRQC Bennington          | C3        | 93.3 9.6           | 427 e           | AMFM Inc           | 91           | 9910 p                            | g           | 800   | 0.89          | 2.3                               | 3.7           | 2.6          | 1.8         | 1.4       | 1.5                   | 2.2      | 2.2                                 | 3.2        |           |             |             |             |
| WOW Omaha                | C         | 94.1 100.0         | 1184 b          | Journal Bcst Group | 59           | 9906                              | g2          | 2,700   | 1.15          | 6.0                               | 5.3           | 4.1          | 4.6         | 6.7       | 4.8                   | 5.5      | 5.2                                 | 5.1        |           |             |             |             |
| KEFM Omaha               | C         | 96.1 100.0         | 1414            | Webster Comm       | 76           |                                   | AC          | 3,300   | 1.23          | 6.9                               | 5.1           | 5.7          | 6.9         | 6.1       | 4.7                   | 5.6      | 4.9                                 | 6.9        |           |             |             |             |
| KOCH Nebraska City       | C1        | 97.7 100.0         | 1122 a          | Journal Bcst Group | 77           | 9701                              | CHR         | 900   | 0.58          | 4.0                               | 5.9           | 6.6          | 2.7         | 2.2       | 2.0                   | 2.1      | 3.0                                 | 2.0        |           |             |             |             |
| KOKO Council Bluffs      | C         | 98.5 100.0         | 1175 c          | Mitchell Bcst Co   | 69           | 9910 p                            | 1 CHR       | 2,950   | 0.80          | 9.4                               | 6.9           | 7.0          | 9.3         | 7.6       | 7.4                   | 7.0      | 7.0                                 | 6.3        |           |             |             |             |
| KGOR Omaha               | C         | 99.9 115.0         | 1230 e          | AMFM Inc           | 59           | 9910 p                            | g           | 3,600   | 1.09          | 8.5                               | 7.8           | 8.2          | 7.8         | 6.5       | 5.6                   | 7.2      | 7.2                                 | 6.3        |           |             |             |             |
| KGBI Omaha               | C         | 100.7 100.0        | 1161            | Grace University   | 66           |                                   | Christian   |   |               | 0.0                               | 0.0           | 0.0          | 0.0         | 0.0       | 0.0                   | 0.0      | 0.0                                 | 0.0        |           |             |             |             |
| KISF Blair               | C3        | 101.5 25.0         | 302             | Sunrise Bcst Corp  | 79           | 9001                              | al          | 700   | 0.51          | 3.5                               | 2.7           | 3.1          | 2.4         | 3.6       | 2.9                   | 3.1      | 2.3                                 | 3.9        |           |             |             |             |
| KZFX Lincoln             | C         | 101.9 100.0        | 1132 c          | Mitchell Bcst Co   | 58           | 9504                              | 1 Cisc Hits | 1,700   |               | 10.4                              | 10.6          | 7.7          | 10.2        | 9.0       | 8.3                   | 9.5      | 9.4                                 | 6.9        |           |             |             |             |
| KXKT Glenwood            | C         | 103.7 100.0        | 1014 e          | AMFM Inc           | 66           | 9910 p                            | g           | 5,000   | 1.23          | 10.4                              | 10.6          | 7.7          | 10.2        | 9.0       | 8.3                   | 9.5      | 9.4                                 | 6.9        |           |             |             |             |
| KSRZ Omaha               | C         | 104.5 100.0        | 1086 a          | Journal Bcst Group | 72           | 9801                              | 5,475 c1    | 5,475   | 0.88          | 7.6                               | 4.1           | 5.3          | 6.8         | 6.3       | 7.4                   | 8.0      | 7.2                                 | 5.9        |           |             |             |             |
| KKCD Omaha               | C2        | 105.9 50.0 cp      | 463 a           | Journal Bcst Group | 90           | 9501                              | Cisc Rock   | 3,500   | 1.28          | 4.4                               | 3.7           | 3.2          | 3.7         | 3.8       | 4.1                   | 3.6      | 5.9                                 | 6.2        |           |             |             |             |
| KCTY Plattsmouth         | C3        | 106.9 25.0 cp      | 328 d           | Waitt Radio Inc    | 93           | 9805                              | st          | 200   | 0.17          | 3.0                               | 1.7           | 3.2          | 2.6         | 2.0       | 2.5                   | 1.3      | 1.1                                 | 1.1        |           |             |             |             |
|                          |           |                    |                 |                    |              |                                   |             |   |               | ARB 12+ Metro Shares (see rights) |               |              |             |           |                       |          |                                     |            |           |             |             |             |
|                          |           |                    |                 |                    |              |                                   |             |   |               | Avg 99                            | 77.1          | 64.8         | 63.9        | 67.1      | 66.4                  | 63.5     | 65.4                                | 65.7       | 63.7      |             |             |             |
|                          |           |                    |                 |                    |              |                                   |             |   |               | FM TOTALS                         |               |              |             |           |                       |          |                                     |            |           |             |             |             |
|                          |           |                    |                 |                    |              |                                   |             |   |               | # Stations -                      | 14            | # Combos -   | 11          |           |                       |          |                                     |            |           |             |             |             |
|                          |           |                    |                 |                    |              |                                   |             |   |               | Day                               | Power (kW)    | 1175         | 1230        | 1161      | 302                   | 1132     | 1014                                | 1086       | 463       | 328         |             |             |
|                          |           |                    |                 |                    |              |                                   |             |   |               | Night                             | Power (kW)    | 1175         | 1230        | 1161      | 302                   | 1132     | 1014                                | 1086       | 463       | 328         |             |             |
|                          |           |                    |                 |                    |              |                                   |             |   |               | City of                           | Calls License | HAAT C Owner | Year Date   | Year Acqd | Sales L Price M (000) | A Format | 1999 Est Revenue Power (000)/ Ratio | Local Comm | Fall 1999 | Summer 1999 | Spring 1999 | Winter 1999 |

| City of<br>Calls License | FCC Class | Power<br>Freq (kW) | C Owner | Year<br>Date       | Year<br>Acqd | Sales<br>L<br>Price<br>M<br>(000) | A<br>Format | 1999 Est<br>Revenue<br>Power<br>(000)/<br>Ratio | Local<br>Comm | ARB 12+ Metro Shares (see rights) |               |              |             |           |                       |          |                                     |            |           |             |             |             |
|--------------------------|-----------|--------------------|---------|--------------------|--------------|-----------------------------------|-------------|---|---------------|-----------------------------------|---------------|--------------|-------------|-----------|-----------------------|----------|-------------------------------------|------------|-----------|-------------|-------------|-------------|
|                          |           |                    |         |                    |              |                                   |             |   |               | Fall 1999                         | Summer 1999   | Spring 1999  | Winter 1999 |           |                       |          |                                     |            |           |             |             |             |
| KOMJ Omaha               | B         | 590 5.0            | 5.00 b  | Journal Bcst Group | 23           | 9906                              | g2          | 1,000   | 0.95          | 2.7                               | 3.6           | 2.1          | 1.7         | 2.2       | 3.3                   | 2.7      | 2.6                                 | 1.8        |           |             |             |             |
| KCRO Omaha               | B         | 660 1.0            | 0.00 d  | Wargo Bcst LLC     | 22           | 7904                              | st          | 100   | 0.15          | 1.7                               | 1.2           | 2.6          | 0.8         | 1.4       | 0.8                   | 1.7      | 1.6                                 | 1.0        |           |             |             |             |
| KOTD Plattsmouth         | B         | 1020 1.0           | 50.00 e | AMFM Inc           | 24           | 9910 p                            | g           | 3,700   | 1.03          | 9.2                               | 7.4           | 8.3          | 7.4         | 7.4       | 7.9                   | 8.6      | 6.6                                 | 8.6        |           |             |             |             |
| KOIL Bellevue            | B         | 1180 25.0          | 1.00 c  | Mitchell Bcst Co   | 99           |                                   | 1 Children  |   |               | 0.4                               | 0.0           | 0.0          | 0.0         | 0.0       | 0.0                   | 0.0      | 0.0                                 | 0.0        |           |             |             |             |
| KKAR Omaha               | B         | 1290 5.0           | 5.00 c  | Mitchell Bcst Co   | 76           | 9308                              | 1 News/Talk | 1,800   | 0.76          | 6.1                               | 5.2           | 3.8          | 4.9         | 5.2       | 6.7                   | 4.1      | 4.9                                 | 5.4        |           |             |             |             |
| KBBX Omaha               | B         | 1420 1.0           | 0.33 a  | Journal Bcst Group | 57           | 9801                              | c1          | 200   |               | 1.8                               | 2.0           | 1.5          | 1.0         | 0.0       | 0.0                   | 0.6      | 1.2                                 | 1.0        |           |             |             |             |
| KOSR Omaha               | C         | 1490 1.0           | 1.00 a  | Journal Bcst Group | 42           | 9412                              | c3          | 550   | 0.78          | 1.8                               | 2.0           | 1.5          | 1.0         | 0.0       | 0.0                   | 1.4      | 1.7                                 | 1.0        |           |             |             |             |
| KLNG Council Bluffs      | B         | 1560 1.0           | 0.00 c  | Wilkins Comm       | 47           | 8906                              | 250         | 100   |               | 0.8                               | 1.7           | 0.5          | 0.8         | 0.0       | 0.0                   | 0.0      | 0.0                                 | 0.0        |           |             |             |             |
| KAZP Bellevue            | B         | 1620 10.0          | 1.00 c  | Mitchell Bcst Co   | 87           |                                   | 1 Sports    | 200   |               | 0.8                               | 1.7           | 0.5          | 0.8         | 0.0       | 0.0                   | 0.7      | 0.4                                 | 2.5        |           |             |             |             |
|                          |           |                    |         |                    |              |                                   |             |   |               | ARB 12+ Metro Shares (see rights) |               |              |             |           |                       |          |                                     |            |           |             |             |             |
|                          |           |                    |         |                    |              |                                   |             |   |               | Avg 99                            | 22.9          | 21.5         | 19.2        | 17.2      | 19.0                  | 22.1     | 19.6                                | 18.4       | 21.5      |             |             |             |
|                          |           |                    |         |                    |              |                                   |             |   |               | AM TOTALS                         |               |              |             |           |                       |          |                                     |            |           |             |             |             |
|                          |           |                    |         |                    |              |                                   |             |   |               | # Stations -                      | 10            | # Combos -   | 8           |           |                       |          |                                     |            |           |             |             |             |
|                          |           |                    |         |                    |              |                                   |             |   |               | Day                               | Power (kW)    | 1175         | 1230        | 1161      | 302                   | 1132     | 1014                                | 1086       | 463       | 328         |             |             |
|                          |           |                    |         |                    |              |                                   |             |   |               | Night                             | Power (kW)    | 1175         | 1230        | 1161      | 302                   | 1132     | 1014                                | 1086       | 463       | 328         |             |             |
|                          |           |                    |         |                    |              |                                   |             |   |               | City of                           | Calls License | HAAT C Owner | Year Date   | Year Acqd | Sales L Price M (000) | A Format | 1999 Est Revenue Power (000)/ Ratio | Local Comm | Fall 1999 | Summer 1999 | Spring 1999 | Winter 1999 |

Docket 80-90 Allocations: 97.3, C3, Blair

• Indicates a change since last edition  
 !/ See introduction section for interpretation of revenue estimates.

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Metro Rank: 73



Metro Rank: 74  
Revenue Rank: 120

# Monterey-Salinas-Santa Cruz Market Overview



Market Radio Financials (all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES *** | Revenue/Retail Sales |              |          |          |          |
|------------------------------|----------------------|--------------|----------|----------|----------|
|                              | 1993                 | 1994         | 1995     | 1996     | 1997     |
| \$11,800                     | \$12,600             | \$13,100     | \$13,800 | \$14,300 | \$15,900 |
| Δ 98 - 99                    | 0.6%                 | \$16,000     | \$16,800 | \$17,700 | \$18,600 |
| Est. Breakout                | Local 78%            | National 22% |          |          |          |
| Δ 93 - 98                    | 6.1%                 | 2001         | 2002     | 2003     | 2003     |
| Δ 99 - 03                    | 5.0%                 | \$19,500     | \$19,500 | \$19,500 | \$19,500 |

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

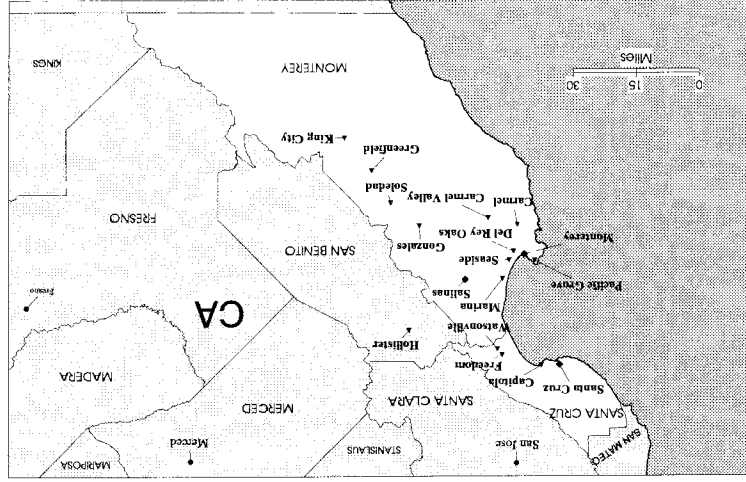
| MSA Population | 1993    |          | 1998  |          | 2003     |        |
|----------------|---------|----------|-------|----------|----------|--------|
|                | Rate    | Growth   | Rate  | Growth   | Rate     | Growth |
| Households     | 613.0   | 201.7    | 218.8 | 1.6%     | 733.0    | 2.2%   |
| Retail Sales   | 4,446.8 | 5,551.3  | 4.5%  | 5,551.3  | 6,569.4  | 3.4%   |
| EBI            | 9,906.6 | 11,821.0 | 3.6%  | 11,821.0 | 15,622.1 | 5.7%   |

Demographic Breakdown

| Men (000)          | Total       |                            |            |                |         |         |         |
|--------------------|-------------|----------------------------|------------|----------------|---------|---------|---------|
|                    | Under 12    | 12 - 17                    | 18 - 24    | 25 - 34        | 35 - 44 | 45 - 54 | Over 55 |
| 333.4              | 59.3        | 27.0                       | 37.1       | 54.5           | 59.9    | 41.4    | 54.2    |
| 325.0              | 56.3        | 25.6                       | 31.1       | 46.7           | 56.2    | 40.7    | 68.4    |
| Women (000)        | 658.4       | 115.7                      | 52.6       | 68.2           | 101.2   | 116.0   | 82.1    |
| Percentage         | 100.0%      | 17.6%                      | 8.0%       | 10.4%          | 15.4%   | 17.6%   | 12.5%   |
| Per Capita         | \$ 17,954   | Median Household \$ 41,689 |            |                |         |         |         |
| Ethnic Population: | White 86.4% | Black 4.5%                 | Asian 8.2% | Hispanic 35.8% |         |         |         |

Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 11      | 10      | 12      | 21         | 21      | 13      | 34    |
| Tot 12+    | 23.0    | 32.6    | 46.9    | 55.6       | 55.6    | 10.0    | 65.6  |
| Avg 12+    | 2.1     | 3.3     | 3.9     | 2.6        | 2.6     | 0.8     | 1.9   |
| Tot LCS    | 35.1    | 49.7    | 71.5    | 84.8       | 84.8    | 15.2    | 100.0 |
| Avg LCS    | 3.2     | 5.0     | 6.0     | 4.0        | 4.0     | 1.2     | 2.9   |



| Metro Counties / Population (000) | Monterey, CA | Santa Cruz, CA |
|-----------------------------------|--------------|----------------|
| 403.5                             | 254.9        | 658.4          |

# Competitive Overview

Some stations also rated in San Jose.

Metro Rank: 74

ARB 12+ Metro Shares (see rights)

| City of License    | FCC Class | Power Freq (kW) | HAAT   | C Owner | Year Date | Sales L Price M (000) | A Format | Revenue (000)/ | Power Ratio | Local | 1999 | Summer | Spring | Winter | Fall | 1998 | Summer | Spring | Winter | 1998 | 1998 |     |     |
|--------------------|-----------|-----------------|--------|---------|-----------|-----------------------|----------|----------------|-------------|-------|------|--------|--------|--------|------|------|--------|--------|--------|------|------|-----|-----|
| KMJO Marina        | B1        | 92.7            | 6.9    | 620     | a         | Clear Channel         | 82       | 9710           | 23,200 d1   | 850   | 1.29 | 3.8    | 0.8    | 2.5    | 2.7  | 2.7  | 2.7    | 2.7    | 2.7    | 2.3  | 3.0  | 2.4 | 2.7 |
| KCDU Hollister     | A         | 93.5            | 0.1    | 2297    | b         | New Wave Bcstg        | 79       | 9710           | 5,300 d2    | 925   | 1.05 | 5.1    | 3.3    | 2.9    | 3.7  | 3.8  | 3.3    | 3.7    | 3.8    | 3.3  | 4.3  | 5.1 | 4.1 |
| KHIP Felton        | A         | 93.7            | 0.0    | 1230    | b         | New Wave Bcstg        | 98       | 9708           | 35 cp       |       |      | 0.0    | 0.0    | 0.0    | 0.0  | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  | 0.0  | 0.0 | 0.0 |
| KZSL King City     | B1        | 93.9            | 5.4    | 702     | e         | Z-Spanish Media       | 81       | 9811           | 1,600 c4    | 250   | 1.11 | 1.3    | 0.5    | 0.8    | 0.6  | 0.6  | 0.6    | 0.6    | 0.6    | 0.6  | 1.0  | 1.6 | 1.1 |
| KBOQ Monterey      | A         | 95.5            | 1.7    | 630     | c         | J & M Bcstg Inc       | 93       |                | Classical   | 550   | 0.55 | 5.8    | 4.7    | 4.2    | 3.9  | 3.5  | 3.5    | 3.9    | 3.9    | 3.5  | 4.7  | 4.7 | 4.2 |
| KWAV Monterey      | B         | 96.9            | 18.0   | 2451    | c         | Buckley Bcstg Corp    | 61       | 8005           | 700         | 2,200 | 2.02 | 6.3    | 6.4    | 3.7    | 3.9  | 3.9  | 3.9    | 3.9    | 3.7    | 3.9  | 4.2  | 4.2 | 4.8 |
| KLXM Salinas       | A         | 97.9            | 2.9    | 479     | e         | Z-Spanish Media       | 97       | 9905           | 4,500 d3    | 1.0   | 0.8  | 0.5    | 0.7    | 1.0    | 0.5  | 0.5  | 0.5    | 0.7    | 1.0    | 0.9  | 0.4  | 0.6 |     |
| KZOL Santa Cruz    | B         | 99.1            | 1.1    | 2612    | e         | Hispanic Bcstg        | 61       | 9702           | Spanish     | n/a   |      | 5.2    | 3.7    | 4.2    | 3.0  | 3.1  | 3.5    | 3.0    | 3.1    | 3.5  | 1.8  | 1.7 | 1.7 |
| KLOK Greenfield    | B         | 99.5            | 30.0   | 640     | d         | Entravision Comm      | 89       | 9912 p         | g4          | 900   | 0.84 | 6.2    | 3.5    | 4.1    | 4.8  | 2.7  | 5.0    | 4.8    | 2.7    | 5.0  | 4.8  | 4.3 | 3.6 |
| KTOM Salinas       | B         | 100.7           | 1.4    | 2421    | a         | Clear Channel         | 64       | 9710           | d1          | 2,200 | 1.55 | 8.2    | 5.3    | 5.0    | 5.9  | 5.7  | 5.3    | 5.9    | 5.7    | 5.3  | 7.1  | 4.9 | 5.7 |
| KBTV Carmel        | A         | 101.7           | 2.4    | 529     | b         | New Wave Bcstg        | 71       | 9710           | d2          | 650   | 0.85 | 4.4    | 2.8    | 3.6    | 4.5  | 2.0  | 1.8    | 4.5    | 1.8    | 1.8  | 2.7  | 2.7 | 2.8 |
| KRKC King City     | B         | 102.1           | 2.6    | 1821    | f         | Radio Del Rey Inc     | 89       |                | AC          | 0.2   | 0.0  | 0.2    | 0.0    | 0.4    | 0.0  | 0.0  | 0.0    | 0.4    | 0.0    | 0.0  | 0.4  | 0.4 | 0.5 |
| KDON Salinas       | B         | 102.5           | 18.5   | 2270    | a         | Clear Channel         | 59       | 9801           | d1          | 2,000 | 0.90 | 12.8   | 8.2    | 7.0    | 7.3  | 9.7  | 10.1   | 9.4    | 8.8    | 8.8  | 8.8  | 8.8 | 8.5 |
| KRAY Salinas       | A         | 103.5           | 2.5    | 512     | e         | Z-Spanish Media       | 77       | 9905           | d3          | 1,000 | 1.16 | 5.0    | 2.1    | 2.8    | 3.2  | 3.6  | 3.8    | 3.6    | 3.2    | 3.6  | 2.6  | 3.4 | 3.4 |
| KTEE Seaside       | A         | 103.9           | 1.4    | 604     | e         | Dunlin Group          | 94       |                | Alternative | 200   | 0.96 | 1.2    | 1.1    | 0.8    | 0.9  | 0.8  | 0.8    | 0.6    | 0.9    | 0.8  | 0.8  | 0.5 | 0.5 |
| KMBY Gonzales      | A         | 104.3           | 2.6    | 509     | b         | New Wave Bcstg        | 90       | 9711           | New Rock    | 200   | 0.34 | 3.4    | 1.8    | 2.5    | 2.6  | 2.2  | 1.7    | 2.3    | 2.3    | 2.0  | 2.0  | 2.4 |     |
| KOCN Pacific Grove | B1        | 105.1           | 4.2 cp | 791     | a         | Clear Channel         | 77       | 9710           | d1          | 1,300 | 1.30 | 5.8    | 2.6    | 3.5    | 4.1  | 4.3  | 4.0    | 4.5    | 4.5    | 4.0  | 4.5  | 5.1 |     |
| KLUE Soledad       | A         | 106.3           | 4.7    | 371     | Z         | Spanish Radio         | 91       | 9912 p         | na          | 150   |      | 1.8    | 0.0    | 0.0    | 0.0  | 0.0  | 0.0    | 0.0    | 0.0    | 0.4  | 0.0  | 0.0 |     |
| KSES Seaside       | A         | 107.1           | 1.9    | 587     | d         | Entravision Comm      | 72       | 9912 p         | g4          | 300   | 0.96 | 6.6    | 4.6    | 5.0    | 3.2  | 4.4  | 3.8    | 4.4    | 4.1    | 1.2  | 1.2  | 1.6 |     |
| KSES Seaside       | A         | 107.5           | 5.4 cp | 338     | b         | New Wave Bcstg        | 87       | 9710           | d2          | 1,000 | 0.88 | 3.0    | 1.6    | 3.0    | 3.0  | 3.0  | 3.0    | 3.0    | 3.0    | 3.0  | 3.0  | 3.6 |     |
| KSEA Greenfield    | B1        | 107.9           | 0.9    | 1637    | Radio     | Campesina             | 98       | 9701           | 600 cp      | 3.0   |      | 3.0    |        |        |      |      |        |        |        |      |      |     | 0.0 |
| # FM Stations -    |           |                 |        |         |           |                       |          |                |             |       |      |        |        |        |      |      |        |        |        |      |      |     |     |
| # Combos - 16      |           |                 |        |         |           |                       |          |                |             |       |      |        |        |        |      |      |        |        |        |      |      |     |     |
| FM TOTALS          |           |                 |        |         |           |                       |          |                |             |       |      |        |        |        |      |      |        |        |        |      |      |     |     |
| 87.1               | 55.6      | 57.4            | 60.0   | 57.1    | 58.2      | 58.1                  | 56.8     | 57.2           |             |       |      |        |        |        |      |      |        |        |        |      |      |     |     |

• Indicates a change since last edition

†/ See introduction section for interpretation of revenue estimates.

Metro Rank: 74  
Revenue Rank: 120

# Monterey-Salinas-Santa Cruz Market Overview



Market Radio Financials  
(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES *** | 1993           |              | 1994         |              | 1995         |              | 1996         |      | 1997          |              | 1998         |              | 1999 |           | 2000    |         | 2001    |         | 2002    |         | 2003    |         |         |         |
|------------------------------|----------------|--------------|--------------|--------------|--------------|--------------|--------------|------|---------------|--------------|--------------|--------------|------|-----------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
|                              | Revenue/Capita | Retail Sales | Households   | Population   | Rate         | Rate         | Rate         | Rate | Rate          | Rate         | Rate         | Rate         | Rate | Rate      | Rate    | Rate    | Rate    | Rate    | Rate    | Rate    | Rate    | Rate    | Rate    |         |
|                              | \$11,800       | \$12,600     | \$13,100     | \$13,800     | \$14,300     | \$15,900     | \$19,500     | 6.1% | Δ 93 - 98     | \$19,500     | \$19,500     | \$19,500     | 5.0% | Δ 99 - 03 | \$26.60 | \$26.60 | \$26.60 | \$26.60 | \$26.60 | \$26.60 | \$26.60 | \$26.60 | \$26.60 | \$26.60 |
|                              | \$2.65/1,000   | \$2.86/1,000 | \$2.97/1,000 | \$2.97/1,000 | \$2.97/1,000 | \$2.97/1,000 | \$2.97/1,000 | 78%  | Est. Breakout | \$2.97/1,000 | \$2.97/1,000 | \$2.97/1,000 | 22%  | National  | \$19.25 | \$19.25 | \$19.25 | \$19.25 | \$19.25 | \$19.25 | \$19.25 | \$19.25 | \$19.25 | \$19.25 |

Demographic and Economic Overview  
(000's, except Retail Sales and EBI in 000,000's)

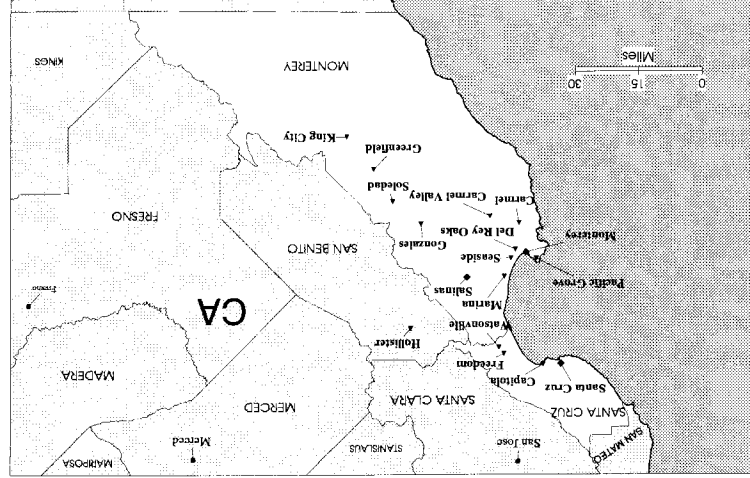
| Growth Rate    | 1993    |          | 1998     |      | 2003     |      |
|----------------|---------|----------|----------|------|----------|------|
|                | Rate    | Rate     | Rate     | Rate | Rate     | Rate |
| MSA Population | 613.0   | 201.7    | 658.4    | 1.6% | 733.0    | 2.2% |
| Households     | 201.7   | 218.8    | 218.8    | 1.6% | 243.0    | 2.1% |
| Retail Sales   | 4,446.8 | 5,551.3  | 5,551.3  | 4.5% | 6,569.4  | 3.4% |
| EBI            | 9,906.6 | 11,821.0 | 11,821.0 | 3.6% | 15,622.1 | 5.7% |

Demographic Breakdown

| Over 55 | 45 - 54   |             | 35 - 44   |             | 25 - 34   |             | 18 - 24   |             | 12 - 17   |             | Under 12  |             | Total     |             | Men (000) | Women (000) | Percentage | Per Capita | Ethnic Population: |
|---------|-----------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|------------|------------|--------------------|
|         | Men (000) | Women (000) | Men (000) | Women (000) | Men (000) | Women (000) | Men (000) | Women (000) | Men (000) | Women (000) | Men (000) | Women (000) | Men (000) | Women (000) |           |             |            |            |                    |
| 122.6   | 12.5%     | 17.6%       | 15.4%     | 10.4%       | 8.0%      | 17.6%       | 100.0%    | 17.6%       | 52.6      | 68.2        | 101.2     | 116.0       | 82.1      | 333.4       | 325.0     | 658.4       | \$17,954   | 86.4%      | White              |
| 18.6%   | 12.5%     | 17.6%       | 15.4%     | 10.4%       | 8.0%      | 17.6%       | 100.0%    | 17.6%       | 52.6      | 68.2        | 101.2     | 116.0       | 82.1      | 333.4       | 325.0     | 658.4       | \$17,954   | 86.4%      | Black              |
| 54.2    | 41.4      | 59.9        | 54.5      | 37.1        | 27.0      | 59.3        | 333.4     | 325.0       | 56.3      | 25.6        | 31.1      | 46.7        | 56.2      | 41.4        | 40.7      | 68.4        | \$41,689   | 4.5%       | Asian              |
| 68.4    | 40.7      | 56.2        | 46.7      | 31.1        | 25.6      | 56.3        | 325.0     | 325.0       | 56.3      | 25.6        | 31.1      | 46.7        | 56.2      | 41.4        | 40.7      | 68.4        | \$41,689   | 4.5%       | Hispanic           |
| 54.2    | 41.4      | 59.9        | 54.5      | 37.1        | 27.0      | 59.3        | 333.4     | 325.0       | 56.3      | 25.6        | 31.1      | 46.7        | 56.2      | 41.4        | 40.7      | 68.4        | \$41,689   | 4.5%       | Avg Household      |
| 65.6    | 10.0      | 55.6        | 46.9      | 46.9        | 46.9      | 46.9        | 23.0      | 23.0        | 32.6      | 32.6        | 46.9      | 55.6        | 65.6      | 10.0        | 10.0      | 65.6        | \$54,026   | 8.2%       | Avg Household      |
| 1.9     | 0.8       | 2.6         | 2.6       | 2.6         | 2.6       | 2.6         | 2.1       | 2.1         | 3.3       | 3.3         | 2.6       | 2.6         | 2.6       | 0.8         | 0.8       | 1.9         | \$54,026   | 8.2%       | Avg Household      |
| 100.0   | 15.2      | 84.8        | 71.5      | 71.5        | 71.5      | 71.5        | 35.1      | 35.1        | 49.7      | 49.7        | 71.5      | 84.8        | 100.0     | 34          | 34        | 100.0       | \$54,026   | 8.2%       | Avg Household      |
| 2.9     | 1.2       | 4.0         | 4.0       | 4.0         | 4.0       | 4.0         | 3.2       | 3.2         | 5.0       | 5.0         | 4.0       | 4.0         | 4.0       | 1.2         | 1.2       | 2.9         | \$54,026   | 8.2%       | Avg Household      |

Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 11      | 10      | 12      | 21         | 21      | 13      | 34    |
| Tot 12+    | 23.0    | 32.6    | 46.9    | 55.6       | 55.6    | 10.0    | 65.6  |
| Avg 12+    | 2.1     | 3.3     | 2.6     | 2.6        | 2.6     | 0.8     | 1.9   |
| Tot LCS    | 35.1    | 49.7    | 71.5    | 84.8       | 84.8    | 15.2    | 100.0 |
| Avg LCS    | 3.2     | 5.0     | 6.0     | 6.0        | 6.0     | 1.2     | 2.9   |



Metro Counties / Population (000)

|                |              |
|----------------|--------------|
| Monterey, CA   | 403.5        |
| Santa Cruz, CA | 254.9        |
| <b>Total</b>   | <b>658.4</b> |

# Competitive Overview

Some stations also rated in San Jose.  
ARB 12+ Metro Shares (see rights)

| City of<br>Calls       | FCC<br>Class | Power<br>(kW) | Day<br>Power<br>(kW) | Night<br>Power<br>(kW) | C Owner                | Year<br>Date | Std<br>Acqd | Sales<br>L<br>Price<br>M<br>(000) | A<br>Format | 1999 Est<br>Revenue<br>Power<br>Ratio<br>(000)/ | 1999 Est |        |                              |        |      | Avg 99<br>Comm |               |     |      |     |      |  |      |  |      |  |      |  |      |  |      |  |
|------------------------|--------------|---------------|----------------------|------------------------|------------------------|--------------|-------------|-----------------------------------|-------------|---|----------|--------|------------------------------|--------|------|----------------|---------------|-----|------|-----|------|--|------|--|------|--|------|--|------|--|------|--|
|                        |              |               |                      |                        |                        |              |             |                                   |             |   | Fall     | Summer | Spring                       | Winter | 1998 |                |               |     |      |     |      |  |      |  |      |  |      |  |      |  |      |  |
| KIEZ<br>Carmel Valley  | B            | 540           | 10.0                 | 0.50                   | h Rodriguez Comm       | 89           | 0001        | 700                               | Nws/TK/Spt  | 250   | 0.28     | 5.1    | 3.3                          | 3.6    | 3.4  | 4.2            | 2.4           | 3.3 | 2.9  | 3.0 | 0.0  |  |      |  |      |  |      |  |      |  |      |  |
| KIDD<br>Monterey       | B            | 630           | 1.0                  | 1.00                   | c Buckley Bestig Corp  | 55           | 9501        | 200                               | Nostalgia   | 250   | 0.28     | 5.1    | 3.3                          | 3.6    | 3.4  | 4.2            | 2.4           | 3.3 | 2.9  | 3.0 | 0.0  |  |      |  |      |  |      |  |      |  |      |  |
| KSES<br>Soledad        | B            | 700           | 2.5                  | 0.70                   | d Entravision Comm     | 90           | 9912        | p                                 | g4          | 250   | 0.28     | 5.1    | 3.3                          | 3.6    | 3.4  | 4.2            | 2.4           | 3.3 | 2.9  | 3.0 | 0.0  |  |      |  |      |  |      |  |      |  |      |  |
| KKMC<br>Salinas        | B            | 880           | 10.0                 | 10.00                  | Monterey Cnty          | 84           |             |                                   |             | 100   |          | 0.2    | 0.1                          | 0.2    | 0.0  | 0.0            | 0.4           | 0.1 | 0.1  | 0.1 | 0.0  |  |      |  |      |  |      |  |      |  |      |  |
| KCTY<br>Salinas        | B            | 980           | 10.0                 | 10.00                  | e Z-Spanish Media      | 63           | 9905        |                                   | d3          | 100   |          | 0.2    | 0.3                          | 0.0    | 0.0  | 0.0            | 0.5           | 0.5 | 0.8  | 0.5 | 0.6  |  |      |  |      |  |      |  |      |  |      |  |
| KSCO<br>Santa Cruz     | B            | 1080          | 10.0                 | 5.00                   | g Zwertling Bestig Sys | 47           | 9012        | 600                               | News/Talk   | 550   | 0.91     | 0.2    | 0.3                          | 0.0    | 0.0  | 0.0            | 0.0           | 0.5 | 0.0  | 0.0 | 0.5  |  |      |  |      |  |      |  |      |  |      |  |
| KNRY<br>Monterey       | C            | 1240          | 1.0                  | 1.00                   | h Wagenvoord           | 35           | 9202        | 425                               | Nws/TK/Spt  | 100   |          | 0.2    | 0.0                          | 0.0    | 0.0  | 0.0            | 0.0           | 0.0 | 0.0  | 0.0 | 0.0  |  |      |  |      |  |      |  |      |  |      |  |
| KOMY<br>La Selva Beach | C            | 1340          | 1.0                  | 1.00                   | g Zwertling Bestig Sys | 37           | 9707        | 18                                | News/Talk   |   |          | 0.2    | 0.0                          | 0.1    | 0.0  | 0.0            | 0.4           | 0.0 | 0.0  | 0.4 | 0.0  |  |      |  |      |  |      |  |      |  |      |  |
| KTOM<br>Salinas        | B            | 1380          | 5.0                  | 5.00                   | a Clear Channel        | 47           | 9710        |                                   | d1          |   |          | 0.5    | 0.5                          | 0.0    | 0.0  | 0.8            | 0.6           | 0.5 | 0.0  | 0.0 | 0.0  |  |      |  |      |  |      |  |      |  |      |  |
| KFML<br>Carmel         | B            | 1410          | 2.5                  | 2.00                   | g Wisdom Bestig        | 57           | 8512        | 120                               | Jazz        |   |          | 0.3    | 0.4                          | 0.4    | 0.4  | 0.0            | 0.0           | 0.0 | 0.0  | 0.0 | 0.5  |  |      |  |      |  |      |  |      |  |      |  |
| KTXX<br>Salinas        | B            | 1460          | 10.0                 | 10.00                  | a Clear Channel        | 47           | 9710        |                                   | d1          |   |          | 0.0    | 0.0                          | 0.0    | 0.0  | 0.0            | 0.0           | 0.0 | 0.0  | 0.0 | 0.0  |  |      |  |      |  |      |  |      |  |      |  |
| KRKC<br>King City      | C            | 1490          | 1.0                  | 1.00                   | f Radio Del Rey Inc    | 58           | 8207        | 270                               | Country     |   |          | 0.3    | 0.0                          | 0.0    | 0.0  | 0.0            | 0.0           | 0.0 | 0.0  | 0.0 | 0.0  |  |      |  |      |  |      |  |      |  |      |  |
| KTGE<br>Salinas        | B            | 1570          | 5.0                  | 0.50                   | e Z-Spanish Media      | 63           | 9811        |                                   | c4          | 350   | 0.88     | 2.3    | 2.4                          | 1.6    | 2.1  | 0.6            | 1.9           | 1.1 | 2.7  | 2.2 | 0.0  |  |      |  |      |  |      |  |      |  |      |  |
|                        |              |               |                      |                        |                        |              |             |                                   |             |   |          |        | # AM Stations -              |        | 13   |                | # Combos -    |     | 11   |     |      |  |      |  |      |  |      |  |      |  |      |  |
|                        |              |               |                      |                        |                        |              |             |                                   |             |   |          |        | # AM Stations Profiled -     |        | 34   |                | # Duopolies - |     | 10   |     |      |  |      |  |      |  |      |  |      |  |      |  |
|                        |              |               |                      |                        |                        |              |             |                                   |             |   |          |        | Total Local Commercial Share |        | 13.0 |                |               |     |      |     |      |  |      |  |      |  |      |  |      |  |      |  |
|                        |              |               |                      |                        |                        |              |             |                                   |             |   |          |        | AM TOTALS                    |        | 10.0 |                | 8.1           |     | 65.5 |     | 68.9 |  | 65.9 |  | 67.3 |  | 66.5 |  | 67.1 |  | 67.4 |  |

Metro Rank: 75  
Revenue Rank: 66



| Metro Counties / Population (000) | Population (000) |
|-----------------------------------|------------------|
| Madison, NY                       | 71.4             |
| Onondaga, NY                      | 456.2            |
| Oswego, NY                        | 123.4            |
| <b>Total</b>                      | <b>651.0</b>     |

# Syracuse, NY Market Overview



Market Radio Financials (all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES | Revenue/Capita |             |             |             |             | Revenue/Capita          |
|--------------------------|----------------|-------------|-------------|-------------|-------------|-------------------------|
|                          | 1993           | 1994        | 1995        | 1996        | 1997        |                         |
| \$18,300                 | \$19,000       | \$19,400    | \$21,000    | \$23,500    | \$28,200    | 9.0% Δ '93 - 98         |
| \$3,661,000              | \$4,961,000    | \$6,171,000 | \$6,171,000 | \$6,171,000 | \$6,171,000 | 73% Local Est. Breakout |
| \$27.30                  | \$43.32        | \$58.87     | \$58.87     | \$58.87     | \$58.87     | 27% National            |
| 1998                     | 1999           | 2000        | 2001        | 2002        | 2003        | 5.2% Δ '99 - 03         |
| \$30,700                 | \$32,500       | \$34,100    | \$34,100    | \$35,800    | \$37,600    |                         |
| 8.9%                     |                |             |             |             |             |                         |

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

| Growth Rate | Growth Rate |         |         |          |          | Growth Rate |
|-------------|-------------|---------|---------|----------|----------|-------------|
|             | 1993        | 1998    | 1998    | 2003     | 2003     |             |
| -0.4%       | 651.0       | 651.0   | 651.0   | 638.7    | 638.7    | -0.4%       |
| -0.1%       | 248.8       | 242.6   | 242.6   | 240.8    | 240.8    | -0.1%       |
| 1.4%        | 5,000.2     | 5,688.6 | 5,688.6 | 6,090.1  | 6,090.1  | 1.4%        |
| 1.7%        | 10,304.8    | 9,619.3 | 9,619.3 | 10,462.6 | 10,462.6 | 1.7%        |

| Demographic Breakdown |          |         |         |          |          |          |
|-----------------------|----------|---------|---------|----------|----------|----------|
|                       | 1993     | 1998    | 2003    | 1993     | 1998     | 2003     |
| MSA Population        | 670.4    | 651.0   | 651.0   | 638.7    | 638.7    | 638.7    |
| Households            | 248.8    | 242.6   | 242.6   | 240.8    | 240.8    | 240.8    |
| Retail Sales          | 5,000.2  | 5,688.6 | 5,688.6 | 6,090.1  | 6,090.1  | 6,090.1  |
| EBI                   | 10,304.8 | 9,619.3 | 9,619.3 | 10,462.6 | 10,462.6 | 10,462.6 |

## Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 10      | 11      | 10      | 21         | 21      | 13      | 34    |
| Tot 12+    | 21.0    | 43.4    | 58.0    | 64.4       | 64.4    | 19.3    | 83.7  |
| Avg 12+    | 2.1     | 3.9     | 5.8     | 3.1        | 3.1     | 1.5     | 2.5   |
| Tot LCS    | 25.1    | 51.9    | 69.3    | 76.9       | 76.9    | 23.1    | 100.0 |
| Avg LCS    | 2.5     | 4.7     | 6.9     | 3.7        | 3.7     | 1.8     | 2.9   |

| Ethnic Population: |       |       |       |       |       |       |
|--------------------|-------|-------|-------|-------|-------|-------|
|                    | 1993  | 1998  | 2003  | 1993  | 1998  | 2003  |
| White              | 90.8% | 90.8% | 90.8% | 90.8% | 90.8% | 90.8% |
| Black              | 6.7%  | 6.7%  | 6.7%  | 6.7%  | 6.7%  | 6.7%  |
| Asian              | 1.8%  | 1.8%  | 1.8%  | 1.8%  | 1.8%  | 1.8%  |
| Hispanic           | 1.8%  | 1.8%  | 1.8%  | 1.8%  | 1.8%  | 1.8%  |

# Competitive Overview

Some stations also rated in Ithaca and Utica.

ARB 12+ Metro Shares (see rights)

| City of License    | FCC Class | Power (kW) | HAAT    | C Owner | Year Date          | Std Acq'd | Sales L Price M (000) | A Format  | Revenue (000)/Power Ratio | Local Comm | 1999 Est | 1999 | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |     |
|--------------------|-----------|------------|---------|---------|--------------------|-----------|-----------------------|-----------|---------------------------|------------|----------|------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|-----|
| WSEN Baldwinsville | B         | 92.1       | 25.0    | 299 b   | Buckley Bcstg Corp | 67        | 8008                  | 700 c1    | 2,150                     | 1.02       | 7.1      | 5.8  | 6.2         | 5.9         | 5.5         | 5.9       | 5.9         | 5.2         | 6.3         | 6.3 |
| WNTQ Syracuse      | B         | 93.1       | 97.0 cp | 659 f   | Citadel Comm Corp  | 56        | 9910 p                | g1        | 4,450                     | 1.66       | 9.0      | 7.4  | 8.3         | 8.2         | 7.2         | 7.2       | 7.4         | 7.4         | 6.9         | 6.9 |
| WYYY Syracuse      | B         | 94.5       | 100.0   | 650 d   | Clear Channel      | 46        | 9901 p                | sw        | 4,300                     | 1.83       | 7.9      | 5.5  | 6.1         | 7.1         | 7.0         | 5.7       | 7.6         | 7.6         | 6.7         | 6.7 |
| WKLL Frankfurt     | B         | 94.9       | 34.0    | 568 e   | Radio Corp         | 90        | 9004                  | See (151) | n/a                       | 0.5        | 0.5      | 0.3  | 0.4         | 0.0         | 0.0         | 0.6       | 0.0         | 0.0         | 0.5         | 0.5 |
| WAOX Manlius       | B1        | 96.7       | 25.0    | 328 f   | Citadel Comm Corp  | 78        | 9910 p                | g1        | 2,500                     | 1.00       | 8.4      | 5.3  | 6.7         | 6.8         | 7.5         | 7.0       | 7.6         | 7.3         | 7.9         | 7.9 |
| WOLF Oswego        | A         | 96.7       | 3.0     | 328 h   | Fox, Craig         | 90        | 9709                  | 80        | 0.1                       | 0.0        | 0.1      | 0.0  | 0.0         | 0.0         | 0.2         | 0.0       | 0.0         | 0.1         | 0.0         | 0.0 |
| WTKW Bridgeport    | A         | 99.5       | 5.7     | 338 e   | Radio Corp         | 92        | 9408                  | 100       | 1,850                     | 1.27       | 4.9      | 3.8  | 3.6         | 3.9         | 4.2         | 4.7       | 3.7         | 3.5         | 4.2         | 4.0 |
| WKRL N. Syracuse   | A         | 100.9      | 6.0     | 164 e   | Radio Corp         | 72        | 9402                  | 1,375 c3  | 1,300                     | 0.84       | 5.2      | 3.7  | 4.6         | 4.3         | 3.7         | 4.6       | 3.6         | 4.0         | 4.1         | 4.1 |
| WSCP Pulaski       | A         | 101.7      | 2.5     | 364 a   | Tr-County Bcstg    | 87        | 9506                  | 170 c4    | 400                       | 0.96       | 1.4      | 1.6  | 1.0         | 0.9         | 1.3         | 1.6       | 1.7         | 1.7         | 1.4         | 1.4 |
| WRDS Phoenix       | A         | 102.1      | 6.0     | 220     | Short Bcstg Co Inc | 95        |                       |           | 775                       | 1.00       | 2.6      | 3.9  | 3.1         | 3.0         | 1.1         | 2.3       | 2.8         | 2.8         | 1.9         | 1.9 |
| WMHR Syracuse      | B         | 102.9      | 20.0    | 781     | Mars Hill Bcstg    | 69        |                       |           |                           |            |          |      |             |             |             |           |             |             |             |     |
| WVOQ Mexico        | A         | 103.9      | 3.0     | 292 h   | Fox, Craig         | 96        | 9607                  | 3 cp      | n/a                       |            | 2.3      | 0.0  | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0 |
| WFRC Utica         | B         | 104.3      | 100.0   | 495 f   | Regent Comm        | 48        | 0001                  |           |                           |            |          |      |             |             |             |           |             |             |             |     |
| WBBS Fulton        | B         | 104.7      | 50.0 cp | 479 d   | Clear Channel      | 61        | 9902 p                | sw        | 4,900                     | 1.39       | 11.8     | 11.3 | 8.1         | 10.7        | 10.1        | 10.4      | 9.7         | 9.3         | 9.7         | 9.7 |
| WVOA DeRuyter      | B         | 105.1      | 42.0    | 541 h   | Fox, Craig         | 48        | 9611                  | 900       |                           |            | 0.1      | 0.0  | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0 |
| WTKV Oswego        | A         | 105.5      | 4.0     | 397 c   | Radio Corp         | 73        | 9512                  | 466 c5    | 250                       | 0.76       | 1.1      | 1.2  | 0.9         | 0.8         | 0.9         | 0.9       | 0.7         | 0.7         | 0.8         | 0.8 |
| WLTJ Syracuse      | A         | 105.9      | 4.0     | 200 f   | Citadel Comm Corp  | 96        | 9910 p                | g1        | 850                       | 0.49       | 5.8      | 5.4  | 4.8         | 4.2         | 5.6         | 4.6       | 4.9         | 5.8         | 5.8         | 5.8 |
| WMCR Oneida        | A         | 106.3      | 1.7 cp  | 719 g   | Warren Bcstg Co    | 72        |                       |           |                           |            | 0.2      | 0.3  | 0.4         | 0.0         | 0.0         | 0.2       | 0.1         | 0.2         | 0.0         | 0.0 |
| WKRH Minetto       | A         | 106.5      | 5.0     | 328 e   | Radio Corp         | 96        |                       |           | 200                       | 0.42       | 1.6      | 1.1  | 2.0         | 0.9         | 1.0         | 1.3       | 0.6         | 1.1         | 1.1         | 0.5 |
| WHCD Auburn        | B         | 106.9      | 13.8    | 942     | Clear Channel      | 49        | 9908 p                | See (262) | n/a                       |            | 1.2      | 0.6  | 1.2         | 0.7         | 1.1         | 0.9       | 1.0         | 1.2         | 0.8         | 0.8 |
| WVHT Syracuse      | B         | 107.9      | 50.0    | 499 d   | Clear Channel      | 58        | 9902 p                | sw        | 1,900                     | 0.84       | 7.6      | 5.9  | 5.6         | 6.8         | 6.7         | 6.1       | 6.7         | 6.4         | 5.5         | 5.5 |
| # FM Stations -    |           |            |         |         |                    |           |                       |           |                           |            |          |      |             |             |             |           |             |             |             |     |
| 21                 |           |            |         |         |                    |           |                       |           |                           |            |          |      |             |             |             |           |             |             |             |     |
| # Combos - 17      |           |            |         |         |                    |           |                       |           |                           |            |          |      |             |             |             |           |             |             |             |     |
| FM TOTALS          |           |            |         |         |                    |           |                       |           |                           |            |          |      |             |             |             |           |             |             |             |     |
| 78.8               |           |            |         |         |                    |           |                       |           |                           |            |          |      |             |             |             |           |             |             |             |     |
| 64.4               |           |            |         |         |                    |           |                       |           |                           |            |          |      |             |             |             |           |             |             |             |     |
| 65.1               |           |            |         |         |                    |           |                       |           |                           |            |          |      |             |             |             |           |             |             |             |     |
| 66.5               |           |            |         |         |                    |           |                       |           |                           |            |          |      |             |             |             |           |             |             |             |     |
| 63.5               |           |            |         |         |                    |           |                       |           |                           |            |          |      |             |             |             |           |             |             |             |     |
| 66.4               |           |            |         |         |                    |           |                       |           |                           |            |          |      |             |             |             |           |             |             |             |     |
| 63.5               |           |            |         |         |                    |           |                       |           |                           |            |          |      |             |             |             |           |             |             |             |     |
| 65.6               |           |            |         |         |                    |           |                       |           |                           |            |          |      |             |             |             |           |             |             |             |     |
| 64.4               |           |            |         |         |                    |           |                       |           |                           |            |          |      |             |             |             |           |             |             |             |     |

• Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.  
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 Metro Rank: 75





# Syracuse, NY Market Overview

## Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES | 1993           |                      | 1994           |                      | 1995           |                      | 1996           |                      | 1997           |                      | 1998           |                      | 1999           |                      | 2000           |                      | 2001           |                      | 2002           |                      | 2003           |                      |
|--------------------------|----------------|----------------------|----------------|----------------------|----------------|----------------------|----------------|----------------------|----------------|----------------------|----------------|----------------------|----------------|----------------------|----------------|----------------------|----------------|----------------------|----------------|----------------------|----------------|----------------------|
|                          | Revenue/Capita | Revenue/Retail Sales | Revenue/Capita | Revenue/Retail Sales | Revenue/Capita | Revenue/Retail Sales | Revenue/Capita | Revenue/Retail Sales | Revenue/Capita | Revenue/Retail Sales | Revenue/Capita | Revenue/Retail Sales | Revenue/Capita | Revenue/Retail Sales | Revenue/Capita | Revenue/Retail Sales | Revenue/Capita | Revenue/Retail Sales | Revenue/Capita | Revenue/Retail Sales | Revenue/Capita | Revenue/Retail Sales |
|                          | \$18,300       | \$19,000             | \$19,400       | \$19,000             | \$19,400       | \$19,000             | \$21,000       | \$21,000             | \$23,500       | \$23,500             | \$28,200       | \$28,200             | \$28,200       | \$28,200             | \$28,200       | \$28,200             | \$28,200       | \$28,200             | \$28,200       | \$28,200             | \$28,200       | \$28,200             |
|                          | 8.9%           | 8.9%                 | 8.9%           | 8.9%                 | 8.9%           | 8.9%                 | 8.9%           | 8.9%                 | 8.9%           | 8.9%                 | 8.9%           | 8.9%                 | 8.9%           | 8.9%                 | 8.9%           | 8.9%                 | 8.9%           | 8.9%                 | 8.9%           | 8.9%                 | 8.9%           | 8.9%                 |
| ***                      |                |                      |                |                      |                |                      |                |                      |                |                      |                |                      |                |                      |                |                      |                |                      |                |                      |                |                      |
|                          | \$3,661,000    | \$3,661,000          | \$4,961,000    | \$4,961,000          | \$4,961,000    | \$4,961,000          | \$6,171,000    | \$6,171,000          | \$6,171,000    | \$6,171,000          | \$6,171,000    | \$6,171,000          | \$6,171,000    | \$6,171,000          | \$6,171,000    | \$6,171,000          | \$6,171,000    | \$6,171,000          | \$6,171,000    | \$6,171,000          | \$6,171,000    |                      |
|                          | \$27.30        | \$27.30              | \$43.32        | \$43.32              | \$43.32        | \$43.32              | \$58.87        | \$58.87              | \$58.87        | \$58.87              | \$58.87        | \$58.87              | \$58.87        | \$58.87              | \$58.87        | \$58.87              | \$58.87        | \$58.87              | \$58.87        | \$58.87              | \$58.87        |                      |
| Est. Breakout            |                |                      |                |                      |                |                      |                |                      |                |                      |                |                      |                |                      |                |                      |                |                      |                |                      |                |                      |
| Local                    | 73%            | 73%                  | 73%            | 73%                  | 73%            | 73%                  | 73%            | 73%                  | 73%            | 73%                  | 73%            | 73%                  | 73%            | 73%                  | 73%            | 73%                  | 73%            | 73%                  | 73%            | 73%                  | 73%            | 73%                  |
| National                 | 27%            | 27%                  | 27%            | 27%                  | 27%            | 27%                  | 27%            | 27%                  | 27%            | 27%                  | 27%            | 27%                  | 27%            | 27%                  | 27%            | 27%                  | 27%            | 27%                  | 27%            | 27%                  | 27%            | 27%                  |
| Δ 98 - 99                |                |                      |                |                      |                |                      |                |                      |                |                      |                |                      |                |                      |                |                      |                |                      |                |                      |                |                      |
| Δ 99 - 03                |                |                      |                |                      |                |                      |                |                      |                |                      |                |                      |                |                      |                |                      |                |                      |                |                      |                |                      |

## Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

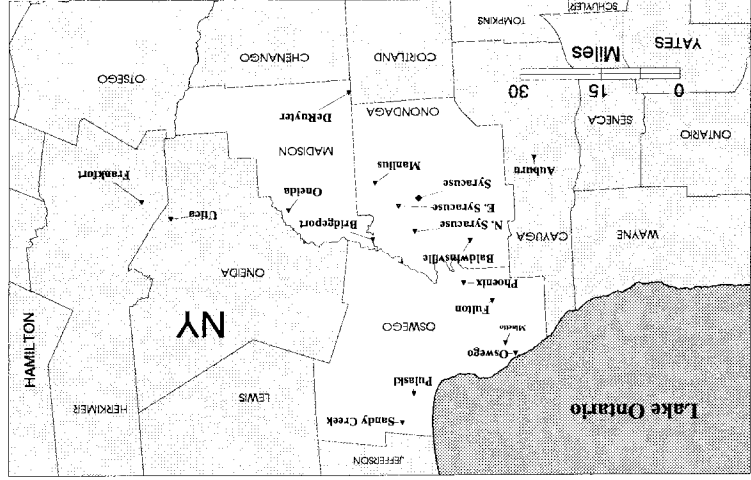
| Growth Rate | 1993       |            | 1998       |            | 2003       |            |
|-------------|------------|------------|------------|------------|------------|------------|
|             | Households | Population | Households | Population | Households | Population |
| -0.4%       | 670.4      | 651.0      | -0.5%      | 651.0      | -0.4%      | 638.7      |
| -0.1%       | 248.8      | 242.6      | -0.5%      | 242.6      | -0.1%      | 240.8      |
| 1.4%        | 5,000.2    | 5,688.6    | 2.6%       | 5,688.6    | 1.4%       | 6,090.1    |
| 1.7%        | 10,304.8   | 9,619.3    | -1.4%      | 9,619.3    | 1.7%       | 10,462.6   |

## Demographic Breakdown

| Over 55   | 45 - 54       |             | 35 - 44          |             | 25 - 34       |             | 18 - 24          |             | 12 - 17       |             | Class B          |             | Class C       |             | Viable FMs       |             | All FMs       |             | All AMs          |             | Total         |             |
|-----------|---------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------|---------------|-------------|------------------|-------------|---------------|-------------|
|           | Men (000)     | Women (000) | Men (000)        | Women (000) | Men (000)     | Women (000) | Men (000)        | Women (000) | Men (000)     | Women (000) | Men (000)        | Women (000) | Men (000)     | Women (000) | Men (000)        | Women (000) | Men (000)     | Women (000) | Men (000)        | Women (000) | Men (000)     | Women (000) |
| 62.5      | 41.9          | 50.4        | 45.2             | 50.4        | 41.9          | 50.4        | 45.2             | 50.4        | 41.9          | 50.4        | 45.2             | 50.4        | 41.9          | 50.4        | 45.2             | 50.4        | 41.9          | 50.4        | 41.9             | 50.4        | 34            | 83.7        |
| 82.1      | 44.1          | 52.3        | 45.2             | 52.3        | 44.1          | 52.3        | 45.2             | 52.3        | 44.1          | 52.3        | 45.2             | 52.3        | 44.1          | 52.3        | 45.2             | 52.3        | 44.1          | 52.3        | 44.1             | 52.3        | 34            | 83.7        |
| 144.6     | 86.0          | 102.7       | 90.5             | 102.7       | 86.0          | 102.7       | 90.5             | 102.7       | 86.0          | 102.7       | 90.5             | 102.7       | 86.0          | 102.7       | 90.5             | 102.7       | 86.0          | 102.7       | 86.0             | 102.7       | 34            | 83.7        |
| 22.2%     | 13.2%         | 15.8%       | 13.9%            | 15.8%       | 22.2%         | 13.2%       | 15.8%            | 13.9%       | 15.8%         | 22.2%       | 13.2%            | 15.8%       | 13.9%         | 15.8%       | 13.9%            | 15.8%       | 13.2%         | 15.8%       | 13.2%            | 15.8%       | 22.2%         | 13.2%       |
| \$ 39,651 | Avg Household | \$ 33,154   | Median Household | \$ 33,154   | Avg Household | \$ 39,651   | Median Household | \$ 33,154   | Avg Household | \$ 39,651   | Median Household | \$ 33,154   | Avg Household | \$ 39,651   | Median Household | \$ 33,154   | Avg Household | \$ 39,651   | Median Household | \$ 33,154   | Avg Household | \$ 39,651   |
| 1.8%      | Hispanic      | 1.8%        | Asian            | 1.8%        | Hispanic      | 1.8%        | Asian            | 1.8%        | Hispanic      | 1.8%        | Asian            | 1.8%        | Hispanic      | 1.8%        | Asian            | 1.8%        | Hispanic      | 1.8%        | Asian            | 1.8%        | Hispanic      | 1.8%        |
| 90.8%     | White         | 90.8%       | Black            | 6.7%        | White         | 90.8%       | Black            | 6.7%        | White         | 90.8%       | Black            | 6.7%        | White         | 90.8%       | Black            | 6.7%        | White         | 90.8%       | Black            | 6.7%        | White         | 90.8%       |
| 2.5       | Avg 12+       | 3.1         | Avg 12+          | 3.1         | Avg 12+       | 3.1         | Avg 12+          | 3.1         | Avg 12+       | 3.1         | Avg 12+          | 3.1         | Avg 12+       | 3.1         | Avg 12+          | 3.1         | Avg 12+       | 3.1         | Avg 12+          | 3.1         | Avg 12+       | 3.1         |
| 25.1      | Tot LCS       | 23.1        | Tot LCS          | 23.1        | Tot LCS       | 23.1        | Tot LCS          | 23.1        | Tot LCS       | 23.1        | Tot LCS          | 23.1        | Tot LCS       | 23.1        | Tot LCS          | 23.1        | Tot LCS       | 23.1        | Tot LCS          | 23.1        | Tot LCS       | 23.1        |
| 4.7       | Avg LCS       | 1.8         | Avg LCS          | 3.7         | Avg LCS       | 1.8         | Avg LCS          | 3.7         | Avg LCS       | 1.8         | Avg LCS          | 3.7         | Avg LCS       | 1.8         | Avg LCS          | 3.7         | Avg LCS       | 1.8         | Avg LCS          | 3.7         | Avg LCS       | 1.8         |

## Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 10      | 11      | 10      | 21         | 13      | 34      | 34    |
| Tot 12+    | 21.0    | 43.4    | 58.0    | 64.4       | 19.3    | 83.7    | 83.7  |
| Avg 12+    | 2.1     | 3.9     | 5.8     | 3.1        | 1.5     | 2.5     | 2.5   |
| Tot LCS    | 25.1    | 51.9    | 69.3    | 76.9       | 23.1    | 100.0   | 100.0 |
| Avg LCS    | 2.5     | 4.7     | 6.9     | 3.7        | 1.8     | 2.9     | 2.9   |



Metro Rank: 75  
Revenue Rank: 66

# Competitive Overview

Some stations also rated in Ithaca and Utica.

Metro Rank: 75

ARB 12+ Metro Shares (see rights)

| City of Calls               | FCC Class | FCC License | Day Power (kW) | Night Power (kW) | C Owner              | Year Date | Std Acq'd | Sales Price M (000) | A Format       | 1999 Est Revenue (000)/Power Ratio | 1999 |                 |        |        | Local Comm                   | Avg '99 |      |                              |      |      |      |      |      |      |      |
|-----------------------------|-----------|-------------|----------------|------------------|----------------------|-----------|-----------|---------------------|----------------|------------------------------------|------|-----------------|--------|--------|------------------------------|---------|------|------------------------------|------|------|------|------|------|------|------|
|                             |           |             |                |                  |                      |           |           |                     |                |                                    | Fall | Summer          | Spring | Winter |                              |         |      |                              |      |      |      |      |      |      |      |
| WSR Syracuse                | B         | 570         | 5.0            | 5.0              | d Clear Channel      | 22        | 9902 p    | 3,100               | sw             | 0.99                               | 10.5 | 10.3            | 8.1    | 7.9    | 8.9                          | 9.9     | 8.9  | 7.9                          | 8.4  |      |      |      |      |      |      |
| WHEN Syracuse               | B         | 620         | 5.0            | 1.00             | d Clear Channel      | 41        | 9902 p    | 550                 | sw             | 0.71                               | 2.6  | 2.7             | 2.0    | 2.0    | 2.5                          | 2.0     | 2.4  | 2.1                          | 2.6  |      |      |      |      |      |      |
| WFBL Baldwinsville          | B         | 1050        | 2.5            | 0.02             | b Buckley Bcstg Corp | 59        | 8008      | 350                 | c1 Adlt Shndrd | 0.42                               | 2.8  | 2.4             | 2.0    | 2.2    | 2.5                          | 2.6     | 3.0  | 2.4                          | 3.0  |      |      |      |      |      |      |
| WSCP Sandy Creek            | B         | 1070        | 2.5            | 0.00             | a Tri-County Bcstg   | 74        | 9506      | 300                 | c4 County      | 0.39                               | 2.6  | 1.7             | 0.0    | 0.0    | 0.0                          | 0.0     | 0.0  | 0.0                          | 0.0  |      |      |      |      |      |      |
| WTLA N. Syracuse            | B         | 1200        | 1.0            | 1.00             | e Radio Corp         | 59        | 9402      | 400                 | c3 Nostalgia   | 1.03                               | 1.3  | 1.7             | 1.6    | 2.9    | 1.6                          | 1.6     | 1.8  | 1.2                          | 1.2  |      |      |      |      |      |      |
| WNSS Syracuse               | B         | 1260        | 5.0            | 5.00             | f Citadel Comm Corp  | 46        | 9910 p    | 300                 | g1 News        | 0.39                               | 2.6  | 1.7             | 0.6    | 2.5    | 1.6                          | 1.6     | 1.8  | 1.8                          | 1.2  |      |      |      |      |      |      |
| WZZZ Fulton                 | B         | 1300        | 1.0            | 0.04             | Zinkhann, David      | 49        | 9412      | 400                 | g1 News        | 1.03                               | 1.3  | 1.3             | 0.6    | 1.2    | 1.4                          | 1.1     | 0.8  | 0.8                          | 1.7  |      |      |      |      |      |      |
| WTLB Utica                  | B         | 1310        | 5.0            | 0.50             | e Radio Corp         | 46        | 9409      | 300                 | AC             | 0.39                               | 2.6  | 1.7             | 0.0    | 0.0    | 0.0                          | 0.0     | 0.0  | 0.0                          | 0.0  |      |      |      |      |      |      |
| WDCW Syracuse               | B         | 1390        | 5.0            | 5.00             | e Crawford Bcstg Co  | 22        | 9307      | 400                 | AC             | 0.39                               | 2.6  | 1.7             | 0.0    | 0.0    | 0.0                          | 0.0     | 0.0  | 0.0                          | 0.0  |      |      |      |      |      |      |
| WGO Oswego                  | B         | 1440        | 1.0            | 0.05             | c Radio Corp         | 60        | 9512      | 100                 | c5 AC          | 0.39                               | 2.6  | 1.7             | 0.0    | 0.0    | 0.0                          | 0.0     | 0.0  | 0.0                          | 0.0  |      |      |      |      |      |      |
| WOLF Syracuse               | C         | 1490        | 1.0 cp         | 1.00             | h Fox, Craig         | 40        | 8210      | 50                  | c1 Children    | 0.39                               | 2.6  | 1.7             | 0.0    | 0.0    | 0.0                          | 0.0     | 0.0  | 0.0                          | 0.0  |      |      |      |      |      |      |
| WSIV E. Syracuse            | B         | 1540        | 1.0 cp         | 0.06             | h Fox, Craig         | 55        | 9609      | 50                  | c1 Children    | 0.39                               | 2.6  | 1.7             | 0.0    | 0.0    | 0.0                          | 0.0     | 0.0  | 0.0                          | 0.0  |      |      |      |      |      |      |
| WMCR Oneida                 | B         | 1600        | 1.0            | 0.02             | g Warren Bcstg Co    | 56        | 6901      | 50                  | c1 Children    | 0.39                               | 2.6  | 1.7             | 0.0    | 0.0    | 0.0                          | 0.0     | 0.0  | 0.0                          | 0.0  |      |      |      |      |      |      |
| AM & FM Stations Profiled - |           |             |                |                  |                      |           |           |                     |                |                                    | 13   | # AM Stations - |        | 34     | # Duopolies -                |         | 11   | Total Local Commercial Share |      |      |      |      |      |      |      |
| AM TOTALS                   |           |             |                |                  |                      |           |           |                     |                |                                    | 13   | # Combos -      |        | 11     | Total Local Commercial Share |         | 83.7 | 80.8                         | 82.9 | 83.3 | 85.2 | 81.4 | 81.8 | 81.8 | 17.4 |

Metro Rank: 76  
Revenue Rank: 78

# Wilmington, DE Market Overview



## Market Radio Financials

(all figures in 000's, except percentages and ratios)

| Est. Breakout | ESTIMATED GROSS REVENUES *** |           |           |           |           |           | Revenue/Retail Sales |
|---------------|------------------------------|-----------|-----------|-----------|-----------|-----------|----------------------|
|               | 1993                         | 1994      | 1995      | 1996      | 1997      | 1998      |                      |
| Local 70%     | \$14,900                     | \$16,800  | \$18,400  | \$19,200  | \$20,900  | \$23,500  | \$2,811,000          |
| National 30%  | Δ 98 - 99                    | Δ 99 - 03 | Δ 98 - 99 | Δ 99 - 03 | Δ 98 - 99 | Δ 99 - 03 | \$373,000            |
|               |                              |           |           |           |           |           | \$536/1,000          |
|               |                              |           |           |           |           |           | \$24.61              |
|               |                              |           |           |           |           |           | \$29,200             |
|               |                              |           |           |           |           |           | \$32,100             |
|               |                              |           |           |           |           |           | \$35,900             |
|               |                              |           |           |           |           |           | \$39,500             |
|               |                              |           |           |           |           |           | \$59.94              |

## Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

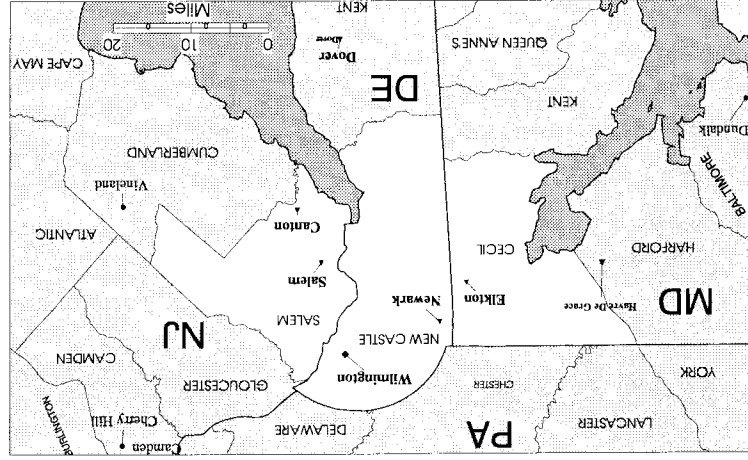
| Growth Rate | MSA Population |          |      |          |          |          | Households | Retail Sales | EBI      |
|-------------|----------------|----------|------|----------|----------|----------|------------|--------------|----------|
|             | 1993           | 1998     | 1998 | 1998     | 2003     | 2003     |            |              |          |
| 1.0%        | 605.5          | 628.4    | 0.7% | 628.4    | 659.0    | 659.0    | 223.2      | 235.3        | 6,301.1  |
| 1.4%        | 223.2          | 235.3    | 1.1% | 235.3    | 252.0    | 252.0    | 223.2      | 235.3        | 6,301.1  |
| 3.2%        | 5,305.4        | 6,301.1  | 3.5% | 6,301.1  | 7,363.0  | 7,363.0  | 5,305.4    | 6,301.1      | 15,936.7 |
| 5.1%        | 10,896.4       | 12,420.7 | 2.7% | 12,420.7 | 15,936.7 | 15,936.7 | 10,896.4   | 12,420.7     | 15,936.7 |

## Demographic Breakdown

| Over 55 | Ethnic Population: |         |         |         |         |       | Women (000) | Men (000) | Total  | Percentage | Per Capita | Median Household | Avg Household | \$ 52,786 |
|---------|--------------------|---------|---------|---------|---------|-------|-------------|-----------|--------|------------|------------|------------------|---------------|-----------|
|         | 45 - 54            | 35 - 44 | 25 - 34 | 18 - 24 | 12 - 17 | 80.5% |             |           |        |            |            |                  |               |           |
| 59.7    | 43.9               | 50.9    | 46.1    | 30.2    | 49.5    | 322.0 | 306.4       | 628.4     | 100.0% | \$ 19,766  | \$ 45,042  | \$ 52,786        | \$ 52,786     |           |
| 75.0    | 45.2               | 52.6    | 45.8    | 31.4    | 49.5    | 47.8  | 50.3        | 98.1      | 15.6%  | 100.0%     | 15.6%      | 15.6%            | 15.6%         |           |
| 134.7   | 89.1               | 103.5   | 91.9    | 61.6    | 91.9    | 61.6  | 25.3        | 91.9      | 7.9%   | 100.0%     | 7.9%       | 7.9%             | 7.9%          |           |
| 134.7   | 89.1               | 103.5   | 91.9    | 61.6    | 91.9    | 61.6  | 30.2        | 91.9      | 9.8%   | 100.0%     | 9.8%       | 9.8%             | 9.8%          |           |
| 134.7   | 89.1               | 103.5   | 91.9    | 61.6    | 91.9    | 61.6  | 46.1        | 91.9      | 14.6%  | 100.0%     | 14.6%      | 14.6%            | 14.6%         |           |
| 134.7   | 89.1               | 103.5   | 91.9    | 61.6    | 91.9    | 61.6  | 50.9        | 91.9      | 16.5%  | 100.0%     | 16.5%      | 16.5%            | 16.5%         |           |
| 134.7   | 89.1               | 103.5   | 91.9    | 61.6    | 91.9    | 61.6  | 59.7        | 91.9      | 21.4%  | 100.0%     | 21.4%      | 21.4%            | 21.4%         |           |

## Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 2       | 4       | 5       | 6          | 6       | 8       | 14    |
| Tot 12+    | 4.0     | 25.9    | 28.4    | 29.9       | 29.9    | 7.6     | 37.5  |
| Avg 12+    | 2.0     | 6.5     | 5.7     | 5.0        | 5.0     | 1.0     | 2.7   |
| Tot LCS    | 10.7    | 69.1    | 75.7    | 79.7       | 79.7    | 20.3    | 100.0 |
| Avg LCS    | 5.3     | 17.3    | 15.1    | 13.3       | 13.3    | 2.5     | 7.1   |



## Metro Counties / Population (000)

|                |              |
|----------------|--------------|
| New Castle, DE | 480.0        |
| Cecil, MD      | 83.6         |
| Salem, NJ      | 64.8         |
| <b>Total</b>   | <b>628.4</b> |









Metro Rank: 78  
Revenue Rank: 228

# Sarasota - Bradenton, FL Market Overview



Market Radio Financials  
(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES *** | 1993           |                      | 1994           |                      | 1995           |                      | 1996           |                      | 1997           |                      | 1998           |                      | 1999           |                      | 2000           |                      | 2001           |                      | 2002           |                      | 2003           |                      |
|------------------------------|----------------|----------------------|----------------|----------------------|----------------|----------------------|----------------|----------------------|----------------|----------------------|----------------|----------------------|----------------|----------------------|----------------|----------------------|----------------|----------------------|----------------|----------------------|----------------|----------------------|
|                              | Revenue/Capita | Revenue/Retail Sales | Revenue/Capita | Revenue/Retail Sales | Revenue/Capita | Revenue/Retail Sales | Revenue/Capita | Revenue/Retail Sales | Revenue/Capita | Revenue/Retail Sales | Revenue/Capita | Revenue/Retail Sales | Revenue/Capita | Revenue/Retail Sales | Revenue/Capita | Revenue/Retail Sales | Revenue/Capita | Revenue/Retail Sales | Revenue/Capita | Revenue/Retail Sales | Revenue/Capita | Revenue/Retail Sales |
|                              | \$3,700        | \$3,900              | \$3,700        | \$3,900              | \$4,000        | \$4,000              | \$3,800        | \$3,800              | \$3,800        | \$4,600              | \$3,800        | \$3,800              | \$3,700        | \$5,900              | \$6,300        | \$6,700              | \$6,700        | \$7,100              | \$7,100        | \$7,400              | \$7,400        | \$7,400              |
|                              | 28.3%          | 28.3%                | 28.3%          | 28.3%                | 28.3%          | 28.3%                | 28.3%          | 28.3%                | 28.3%          | 28.3%                | 28.3%          | 28.3%                | 28.3%          | 28.3%                | 28.3%          | 28.3%                | 28.3%          | 28.3%                | 28.3%          | 28.3%                | 28.3%          | 28.3%                |
|                              | Δ 98 - 99      | Δ 98 - 99            | Δ 98 - 99      | Δ 98 - 99            | Δ 98 - 99      | Δ 98 - 99            | Δ 98 - 99      | Δ 98 - 99            | Δ 98 - 99      | Δ 98 - 99            | Δ 98 - 99      | Δ 98 - 99            | Δ 98 - 99      | Δ 98 - 99            | Δ 98 - 99      | Δ 98 - 99            | Δ 98 - 99      | Δ 98 - 99            | Δ 98 - 99      | Δ 98 - 99            | Δ 98 - 99      | Δ 98 - 99            |
|                              | 4.5%           | 4.5%                 | 4.5%           | 4.5%                 | 4.5%           | 4.5%                 | 4.5%           | 4.5%                 | 4.5%           | 4.5%                 | 4.5%           | 4.5%                 | 4.5%           | 4.5%                 | 4.5%           | 4.5%                 | 4.5%           | 4.5%                 | 4.5%           | 4.5%                 | 4.5%           | 4.5%                 |
|                              | Est. Breakout  | Est. Breakout        | Est. Breakout  | Est. Breakout        | Est. Breakout  | Est. Breakout        | Est. Breakout  | Est. Breakout        | Est. Breakout  | Est. Breakout        | Est. Breakout  | Est. Breakout        | Est. Breakout  | Est. Breakout        | Est. Breakout  | Est. Breakout        | Est. Breakout  | Est. Breakout        | Est. Breakout  | Est. Breakout        | Est. Breakout  | Est. Breakout        |
|                              | Local 80%      | Local 80%            | Local 80%      | Local 80%            | Local 80%      | Local 80%            | Local 80%      | Local 80%            | Local 80%      | Local 80%            | Local 80%      | Local 80%            | Local 80%      | Local 80%            | Local 80%      | Local 80%            | Local 80%      | Local 80%            | Local 80%      | Local 80%            | Local 80%      | Local 80%            |
|                              | National 20%   | National 20%         | National 20%   | National 20%         | National 20%   | National 20%         | National 20%   | National 20%         | National 20%   | National 20%         | National 20%   | National 20%         | National 20%   | National 20%         | National 20%   | National 20%         | National 20%   | National 20%         | National 20%   | National 20%         | National 20%   | National 20%         |

## Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

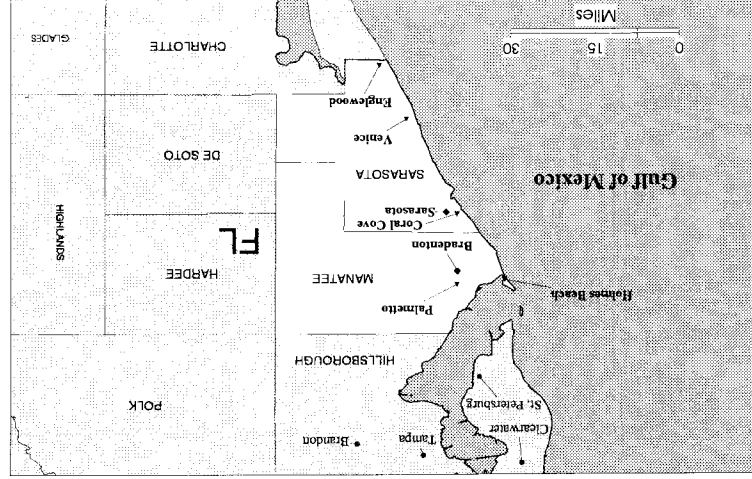
| Growth Rate    | 1998    |          | 1998 |          | 1998     |      | 1998     |      | 2003     |  |
|----------------|---------|----------|------|----------|----------|------|----------|------|----------|--|
|                | Rate    | Rate     | Rate | Rate     | Rate     | Rate | Rate     | Rate | Rate     |  |
| MSA Population | 519.6   | 571.0    | 1.9% | 571.0    | 605.6    | 1.2% | 605.6    | 1.2% | 605.6    |  |
| Households     | 230.3   | 251.4    | 1.8% | 251.4    | 267.4    | 1.2% | 267.4    | 1.2% | 267.4    |  |
| Retail Sales   | 5,357.0 | 6,602.0  | 4.3% | 6,602.0  | 8,366.9  | 4.9% | 8,366.9  | 4.9% | 8,366.9  |  |
| EBI            | 9,246.8 | 11,157.7 | 3.8% | 11,157.7 | 14,209.0 | 5.0% | 14,209.0 | 5.0% | 14,209.0 |  |

## Demographic Breakdown

|                    | Total     | Under 12 | 12 - 17 | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 54 | Over 55 |
|--------------------|-----------|----------|---------|---------|---------|---------|---------|---------|
| Men (000)          | 270.3     | 31.8     | 15.9    | 16.3    | 29.3    | 35.7    | 32.4    | 108.9   |
| Women (000)        | 300.7     | 30.0     | 15.0    | 15.8    | 28.7    | 36.6    | 36.8    | 137.8   |
| Total              | 571.0     | 61.7     | 30.9    | 32.1    | 58.0    | 72.3    | 69.3    | 246.7   |
| Percentage         | 100.0%    | 10.8%    | 5.4%    | 5.6%    | 10.2%   | 12.7%   | 12.1%   | 43.2%   |
| Per Capita         | \$ 19,541 |          |         |         |         |         |         |         |
| Median Household   | \$ 33,080 |          |         |         |         |         |         |         |
| Avg Household      | \$ 44,382 |          |         |         |         |         |         |         |
| Ethnic Population: |           |          |         |         |         |         |         |         |
| White              | 91.6%     |          |         |         |         |         |         |         |
| Black              | 7.3%      |          |         |         |         |         |         |         |
| Asian              | 0.9%      |          |         |         |         |         |         |         |
| Hispanic           | 4.7%      |          |         |         |         |         |         |         |

## Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 1       | 7       | 5       | 8          | 8       | 8       | 16    |
| Tot 12+    | 0.6     | 34.1    | 28.3    | 34.7       | 2.1     | 36.8    | 2.3   |
| Avg 12+    | 0.6     | 4.9     | 5.7     | 4.3        | 0.3     | 36.8    | 2.3   |
| Tot LCS    | 1.6     | 92.7    | 76.9    | 94.3       | 5.7     | 100.0   | 6.3   |
| Avg LCS    | 1.6     | 13.2    | 15.4    | 11.8       | 0.7     | 16      | 6.3   |



## Metro Counties / Population (000)

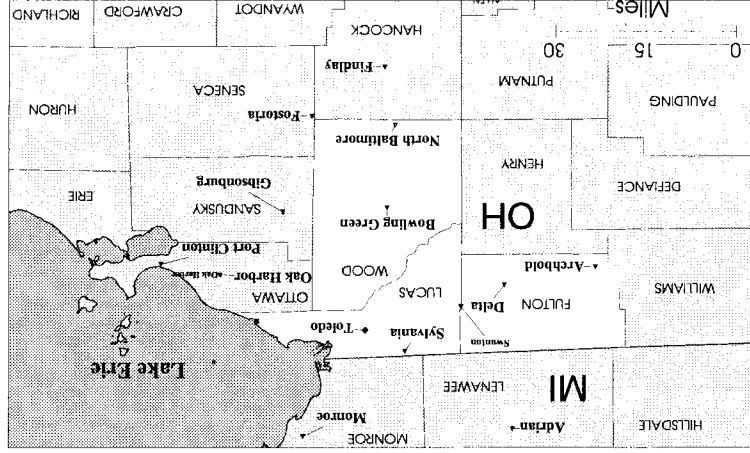
|              |              |
|--------------|--------------|
| Manatee, FL  | 251.2        |
| Sarasota, FL | 319.8        |
| <b>Total</b> | <b>571.0</b> |

# Competitive Overview

Some stations also rated in Tampa-St. Petersburg-Clearwater.

| FM Stations                       |           |        |            |        |                  |           |          |             |           |                |             |          |
|-----------------------------------|-----------|--------|------------|--------|------------------|-----------|----------|-------------|-----------|----------------|-------------|----------|
| City of License                   | FCC Class | Freq   | Power (kW) | HAAT C | Owner            | Year Acqd | Std Acqd | Price (000) | A Format  | Revenue (000)/ | Power Ratio | 1999 Est |
| City of License                   | FCC Class | Freq   | Power (kW) | HAAT C | Owner            | Year Acqd | Std Acqd | Price (000) | A Format  | Revenue (000)/ | Power Ratio | 1999 Est |
| WDDV Venice                       | C3        | 92.1   | 22.0       | 328    | a Clear Channel  | 74        | 9905     | 11.9        | Nstg/Easy | 12.3           | 9.9         | 4.2      |
| WFLZ Tampa                        | C         | 93.3   | 99.0       | 1358   | Clear Channel    | 48        | 9905     | 17.1        | CHR       | 5.8            | 6.2         | 5.8      |
| • WLLD Holmes Beach               | C2        | 98.7   | 50.0 cp    | 489    | Infinity Bcstg   | 91        | 9811     | 8.4         | CHR       | 2.8            | 3.2         | 2.4      |
| WHPY Sarasota                     | C         | 102.5  | 100.0      | 1650   | Cox Radio Inc    | 60        | 9905     | n/a         | Cisc Rock | n/a            | n/a         | 4.5      |
| WKZM Sarasota                     | C2        | 104.3  | 6.0        | 266    | Moody Bible Inst | 74        | 9911     | 18.6        | Religion  | 5.1            | 6.2         | 4.5      |
| WYNF Englewood                    | A         | 105.9  | 4.3 cp     | 394    | a Clear Channel  | 99        |          | 10.8        | Rock      | 0.0            | 0.0         | 0.0      |
| WTOQ Sarasota                     | C2        | 106.5  | 13.0       | 584    | a Clear Channel  | 65        | 9905     | 16.9        | Country   | 4.0            | 5.6         | 4.0      |
| WSRZ Coral Cove                   | C2        | 107.9  | 47.0 cp    | 509    | a Clear Channel  | 95        | 9905     | 12.9        | Oldies    | 4.1            | 5.3         | 4.6      |
| # FM Stations - 8                 |           |        |            |        |                  |           |          |             |           |                |             |          |
| # Combos - 4                      |           |        |            |        |                  |           |          |             |           |                |             |          |
| FM TOTALS                         |           |        |            |        |                  |           |          |             |           |                |             |          |
| Avg '99 Local                     | Fall      | Spring | Fall       | Spring | Fall             | Spring    | Fall     | Spring      | Fall      | Spring         | Fall        | Spring   |
| 96.6                              | 34.7      | 39.9   | 35.9       | 38.5   | 29.7             | 31.3      | 33.8     | 30.4        |           |                |             |          |
| ARB 12+ Metro Shares (see rights) |           |        |            |        |                  |           |          |             |           |                |             |          |
| 1999 Est                          |           |        |            |        |                  |           |          |             |           |                |             |          |
| Sales L                           | Fall      | Spring | Fall       | Spring | Fall             | Spring    | Fall     | Spring      | Fall      | Spring         | Fall        | Spring   |
| 900                               | 300       | 336    | 300        | 336    | 300              | 336       | 300      | 336         | 300       | 336            | 300         | 336      |
| Price (000)                       | Fall      | Spring | Fall       | Spring | Fall             | Spring    | Fall     | Spring      | Fall      | Spring         | Fall        | Spring   |
| 900                               | 300       | 336    | 300        | 336    | 300              | 336       | 300      | 336         | 300       | 336            | 300         | 336      |
| A Format                          | Fall      | Spring | Fall       | Spring | Fall             | Spring    | Fall     | Spring      | Fall      | Spring         | Fall        | Spring   |
| News/Talk                         | Fall      | Spring | Fall       | Spring | Fall             | Spring    | Fall     | Spring      | Fall      | Spring         | Fall        | Spring   |
| Revenue (000)/                    | Fall      | Spring | Fall       | Spring | Fall             | Spring    | Fall     | Spring      | Fall      | Spring         | Fall        | Spring   |
| 300                               | 300       | 336    | 300        | 336    | 300              | 336       | 300      | 336         | 300       | 336            | 300         | 336      |
| Power Ratio                       | Fall      | Spring | Fall       | Spring | Fall             | Spring    | Fall     | Spring      | Fall      | Spring         | Fall        | Spring   |
| 1.9                               | 1.9       | 1.9    | 1.9        | 1.9    | 1.9              | 1.9       | 1.9      | 1.9         | 1.9       | 1.9            | 1.9         | 1.9      |
| Sales L                           | Fall      | Spring | Fall       | Spring | Fall             | Spring    | Fall     | Spring      | Fall      | Spring         | Fall        | Spring   |
| 900                               | 300       | 336    | 900        | 300    | 336              | 900       | 300      | 336         | 900       | 300            | 336         | 900      |
| Price (000)                       | Fall      | Spring | Fall       | Spring | Fall             | Spring    | Fall     | Spring      | Fall      | Spring         | Fall        | Spring   |
| 900                               | 300       | 336    | 900        | 300    | 336              | 900       | 300      | 336         | 900       | 300            | 336         | 900      |
| A Format                          | Fall      | Spring | Fall       | Spring | Fall             | Spring    | Fall     | Spring      | Fall      | Spring         | Fall        | Spring   |
| News/Talk                         | Fall      | Spring | Fall       | Spring | Fall             | Spring    | Fall     | Spring      | Fall      | Spring         | Fall        | Spring   |
| Revenue (000)/                    | Fall      | Spring | Fall       | Spring | Fall             | Spring    | Fall     | Spring      | Fall      | Spring         | Fall        | Spring   |
| 900                               | 300       | 336    | 900        | 300    | 336              | 900       | 300      | 336         | 900       | 300            | 336         | 900      |
| Power Ratio                       | Fall      | Spring | Fall       | Spring | Fall             | Spring    | Fall     | Spring      | Fall      | Spring         | Fall        | Spring   |
| 1.9                               | 1.9       | 1.9    | 1.9        | 1.9    | 1.9              | 1.9       | 1.9      | 1.9         | 1.9       | 1.9            | 1.9         | 1.9      |
| ARB 12+ Metro Shares (see rights) |           |        |            |        |                  |           |          |             |           |                |             |          |
| 1999 Est                          |           |        |            |        |                  |           |          |             |           |                |             |          |
| Sales L                           | Fall      | Spring | Fall       | Spring | Fall             | Spring    | Fall     | Spring      | Fall      | Spring         | Fall        | Spring   |
| 900                               | 300       | 336    | 900        | 300    | 336              | 900       | 300      | 336         | 900       | 300            | 336         | 900      |
| Price (000)                       | Fall      | Spring | Fall       | Spring | Fall             | Spring    | Fall     | Spring      | Fall      | Spring         | Fall        | Spring   |
| 900                               | 300       | 336    | 900        | 300    | 336              | 900       | 300      | 336         | 900       | 300            | 336         | 900      |
| A Format                          | Fall      | Spring | Fall       | Spring | Fall             | Spring    | Fall     | Spring      | Fall      | Spring         | Fall        | Spring   |
| News/Talk                         | Fall      | Spring | Fall       | Spring | Fall             | Spring    | Fall     | Spring      | Fall      | Spring         | Fall        | Spring   |
| Revenue (000)/                    | Fall      | Spring | Fall       | Spring | Fall             | Spring    | Fall     | Spring      | Fall      | Spring         | Fall        | Spring   |
| 900                               | 300       | 336    | 900        | 300    | 336              | 900       | 300      | 336         | 900       | 300            | 336         | 900      |
| Power Ratio                       | Fall      | Spring | Fall       | Spring | Fall             | Spring    | Fall     | Spring      | Fall      | Spring         | Fall        | Spring   |
| 1.9                               | 1.9       | 1.9    | 1.9        | 1.9    | 1.9              | 1.9       | 1.9      | 1.9         | 1.9       | 1.9            | 1.9         | 1.9      |
| ARB 12+ Metro Shares (see rights) |           |        |            |        |                  |           |          |             |           |                |             |          |
| 1999 Est                          |           |        |            |        |                  |           |          |             |           |                |             |          |
| Sales L                           | Fall      | Spring | Fall       | Spring | Fall             | Spring    | Fall     | Spring      | Fall      | Spring         | Fall        | Spring   |
| 900                               | 300       | 336    | 900        | 300    | 336              | 900       | 300      | 336         | 900       | 300            | 336         | 900      |
| Price (000)                       | Fall      | Spring | Fall       | Spring | Fall             | Spring    | Fall     | Spring      | Fall      | Spring         | Fall        | Spring   |
| 900                               | 300       | 336    | 900        | 300    | 336              | 900       | 300      | 336         | 900       | 300            | 336         | 900      |
| A Format                          | Fall      | Spring | Fall       | Spring | Fall             | Spring    | Fall     | Spring      | Fall      | Spring         | Fall        | Spring   |
| News/Talk                         | Fall      | Spring | Fall       | Spring | Fall             | Spring    | Fall     | Spring      | Fall      | Spring         | Fall        | Spring   |
| Revenue (000)/                    | Fall      | Spring | Fall       | Spring | Fall             | Spring    | Fall     | Spring      | Fall      | Spring         | Fall        | Spring   |
| 900                               | 300       | 336    | 900        | 300    | 336              | 900       | 300      | 336         | 900       | 300            | 336         | 900      |
| Power Ratio                       | Fall      | Spring | Fall       | Spring | Fall             | Spring    | Fall     | Spring      | Fall      | Spring         | Fall        | Spring   |
| 1.9                               | 1.9       | 1.9    | 1.9        | 1.9    | 1.9              | 1.9       | 1.9      | 1.9         | 1.9       | 1.9            | 1.9         | 1.9      |
| ARB 12+ Metro Shares (see rights) |           |        |            |        |                  |           |          |             |           |                |             |          |
| 1999 Est                          |           |        |            |        |                  |           |          |             |           |                |             |          |
| Sales L                           | Fall      | Spring | Fall       | Spring | Fall             | Spring    | Fall     | Spring      | Fall      | Spring         | Fall        | Spring   |
| 900                               | 300       | 336    | 900        | 300    | 336              | 900       | 300      | 336         | 900       | 300            | 336         | 900      |
| Price (000)                       | Fall      | Spring | Fall       | Spring | Fall             | Spring    | Fall     | Spring      | Fall      | Spring         | Fall        | Spring   |
| 900                               | 300       | 336    | 900        | 300    | 336              | 900       | 300      | 336         | 900       | 300            | 336         | 900      |
| A Format                          | Fall      | Spring | Fall       | Spring | Fall             | Spring    | Fall     | Spring      | Fall      | Spring         | Fall        | Spring   |
| News/Talk                         | Fall      | Spring | Fall       | Spring | Fall             | Spring    | Fall     | Spring      | Fall      | Spring         | Fall        | Spring   |
| Revenue (000)/                    | Fall      | Spring | Fall       | Spring | Fall             | Spring    | Fall     | Spring      | Fall      | Spring         | Fall        | Spring   |
| 900                               | 300       | 336    | 900        | 300    | 336              | 900       | 300      | 336         | 900       | 300            | 336         | 900      |
| Power Ratio                       | Fall      | Spring | Fall       | Spring | Fall             | Spring    | Fall     | Spring      | Fall      | Spring         | Fall        | Spring   |
| 1.9                               | 1.9       | 1.9    | 1.9        | 1.9    | 1.9              | 1.9       | 1.9      | 1.9         | 1.9       | 1.9            | 1.9         | 1.9      |
| ARB 12+ Metro Shares (see rights) |           |        |            |        |                  |           |          |             |           |                |             |          |
| 1999 Est                          |           |        |            |        |                  |           |          |             |           |                |             |          |
| Sales L                           | Fall      | Spring | Fall       | Spring | Fall             | Spring    | Fall     | Spring      | Fall      | Spring         | Fall        | Spring   |
| 900                               | 300       | 336    | 900        | 300    | 336              | 900       | 300      | 336         | 900       | 300            | 336         | 900      |
| Price (000)                       | Fall      | Spring | Fall       | Spring | Fall             | Spring    | Fall     | Spring      | Fall      | Spring         | Fall        | Spring   |
| 900                               | 300       | 336    | 900        | 300    | 336              | 900       | 300      | 336         | 900       | 300            | 336         | 900      |
| A Format                          | Fall      | Spring | Fall       | Spring | Fall             | Spring    | Fall     | Spring      | Fall      | Spring         | Fall        | Spring   |
| News/Talk                         | Fall      | Spring | Fall       | Spring | Fall             | Spring    | Fall     | Spring      | Fall      | Spring         | Fall        | Spring   |
| Revenue (000)/                    | Fall      | Spring | Fall       | Spring | Fall             | Spring    | Fall     | Spring      | Fall      | Spring         | Fall        | Spring   |
| 900                               | 300       | 336    | 900        | 300    | 336              | 900       | 300      | 336         | 900       | 300            | 336         | 900      |
| Power Ratio                       | Fall      | Spring | Fall       | Spring | Fall             | Spring    | Fall     | Spring      | Fall      | Spring         | Fall        | Spring   |
| 1.9                               | 1.9       | 1.9    | 1.9        | 1.9    | 1.9              | 1.9       | 1.9      | 1.9         | 1.9       | 1.9            | 1.9         | 1.9      |
| ARB 12+ Metro Shares (see rights) |           |        |            |        |                  |           |          |             |           |                |             |          |
| 1999 Est                          |           |        |            |        |                  |           |          |             |           |                |             |          |
| Sales L                           | Fall      | Spring | Fall       | Spring | Fall             | Spring    | Fall     | Spring      | Fall      | Spring         | Fall        | Spring   |
| 900                               | 300       | 336    | 900        | 300    | 336              | 900       | 300      | 336         | 900       | 300            | 336         | 900      |
| Price (000)                       | Fall      | Spring | Fall       | Spring | Fall             | Spring    | Fall     | Spring      | Fall      | Spring         | Fall        | Spring   |
| 900                               | 300       | 336    | 900        | 300    | 336              | 900       | 300      | 336         | 900       | 300            | 336         | 900      |
| A Format                          | Fall      | Spring | Fall       | Spring | Fall             | Spring    | Fall     | Spring      | Fall      | Spring         | Fall        | Spring   |
| News/Talk                         | Fall      | Spring | Fall       | Spring | Fall             | Spring    | Fall     | Spring      | Fall      | Spring         | Fall        | Spring   |
| Revenue (000)/                    | Fall      | Spring | Fall       | Spring | Fall             | Spring    | Fall     | Spring      | Fall      | Spring         | Fall        | Spring   |
| 900                               | 300       | 336    | 900        | 300    | 336              | 900       | 300      | 336         | 900       | 300            | 336         | 900      |
| Power Ratio                       | Fall      | Spring | Fall       | Spring | Fall             | Spring    | Fall     | Spring      | Fall      | Spring         | Fall        | Spring   |
| 1.9                               | 1.9       | 1.9    | 1.9        | 1.9    | 1.9              | 1.9       | 1.9      | 1.9         | 1.9       | 1.9            | 1.9         | 1.9      |
| ARB 12+ Metro Shares (see rights) |           |        |            |        |                  |           |          |             |           |                |             |          |
| 1999 Est                          |           |        |            |        |                  |           |          |             |           |                |             |          |
| Sales L                           | Fall      | Spring | Fall       | Spring | Fall             | Spring    | Fall     | Spring      | Fall      | Spring         | Fall        | Spring   |
| 900                               | 300       | 336    | 900        | 300    | 336              | 900       | 300      | 336         | 900       | 300            | 336         | 900      |
| Price (000)                       | Fall      | Spring | Fall       | Spring | Fall             | Spring    | Fall     | Spring      | Fall      | Spring         | Fall        | Spring   |
| 900                               | 300       | 336    | 900        | 300    | 336              | 900       | 300      | 336         | 900       | 300            | 336         | 900      |
| A Format                          | Fall      | Spring | Fall       | Spring | Fall             | Spring    | Fall     | Spring      | Fall      | Spring         | Fall        | Spring   |
| News/Talk                         | Fall      | Spring | Fall       | Spring | Fall             | Spring    | Fall     | Spring      | Fall      | Spring         | Fall        | Spring   |
| Revenue (000)/                    | Fall      | Spring | Fall       | Spring | Fall             | Spring    | Fall     | Spring      | Fall      | Spring         | Fall        | Spring   |
| 900                               | 300       | 336    | 900        | 300    | 336              | 900       | 300      | 336         | 900       | 300            | 336         | 900      |
| Power Ratio                       | Fall      | Spring | Fall       | Spring | Fall             | Spring    | Fall     | Spring      | Fall      | Spring         | Fall        | Spring   |
| 1.9                               | 1.9       | 1.9    | 1.9        | 1.9    | 1.9              | 1.9       | 1.9      | 1.9         | 1.9       | 1.9            | 1.9         | 1.9      |
| ARB 12+ Metro Shares (see rights) |           |        |            |        |                  |           |          |             |           |                |             |          |
| 1999 Est                          |           |        |            |        |                  |           |          |             |           |                |             |          |
| Sales L                           | Fall      | Spring | Fall       | Spring | Fall             | Spring    | Fall     | Spring      | Fall      | Spring         | Fall        | Spring   |
| 900                               | 300       | 336    | 900        | 300    | 336              | 900       | 300      | 336         | 900       | 300            | 336         | 900      |
| Price (000)                       | Fall      | Spring | Fall       | Spring | Fall             | Spring    | Fall     | Spring      | Fall      | Spring         | Fall        | Spring   |
| 900                               | 300       | 336    | 900        | 300    | 336              | 900       | 300      | 336         | 900       | 300            | 336         | 900      |
| A Format                          | Fall      | Spring | Fall       | Spring | Fall             | Spring    | Fall     | Spring      | Fall      | Spring         | Fall        | Spring   |
| News/Talk                         | Fall      | Spring | Fall       | Spring | Fall             | Spring    | Fall     | Spring      | Fall      | Spring         | Fall        | Spring   |
| Revenue (000)/                    | Fall      | Spring | Fall       | Spring | Fall             | Spring    | Fall     | Spring      | Fall      | Spring         | Fall        | Spring   |
| 900                               | 300       | 336    | 900        | 300    | 336              | 900       | 300      | 336         | 900       | 300            | 336         | 900      |
| Power Ratio                       | Fall      | Spring | Fall       | Spring | Fall             | Spring    | Fall     | Spring      | Fall      | Spring         | Fall        | Spring   |
| 1.9                               | 1.9       | 1.9    | 1.9        | 1.9    | 1.9              | 1.9       | 1.9      | 1.9         | 1.9       | 1.9            | 1.9         | 1.9      |
| ARB 12+ Metro Shares (see rights) |           |        |            |        |                  |           |          |             |           |                |             |          |
| 1999 Est                          |           |        |            |        |                  |           |          |             |           |                |             |          |
| Sales L                           | Fall      | Spring | Fall       | Spring | Fall             | Spring    | Fall     | Spring      | Fall      | Spring         | Fall        | Spring   |
| 900                               | 300       | 336    | 900        | 300    | 336              | 900       | 300      | 336         | 900       | 300            | 336         | 900      |
| Price (000)                       | Fall      | Spring | Fall       | Spring | Fall             | Spring    |          |             |           |                |             |          |

Metro Rank: 79  
Revenue Rank: 68



| Metro Counties / Population (000) |              |
|-----------------------------------|--------------|
| Fulton, OH                        | 42.1         |
| Lucas, OH                         | 447.7        |
| Wood, OH                          | 120.6        |
| <b>Total</b>                      | <b>610.4</b> |

## Toledo, OH Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES | Revenue/Retail Sales |              |             |          |          |          |
|--------------------------|----------------------|--------------|-------------|----------|----------|----------|
|                          | 1993                 | 1994         | 1995        | 1996     | 1997     | 1998     |
| Δ 98 - 99                | \$17,700             | \$20,000     | \$20,200    | \$21,800 | \$25,500 | \$28,100 |
|                          | 7.1%                 |              |             |          |          |          |
|                          | \$30,100             | \$32,500     | \$33,800    | \$36,200 | \$37,600 |          |
| Δ 99 - 03                |                      |              |             |          |          | 5.7%     |
|                          | \$3,191,000          | \$3,871,000  | \$4,011,000 | \$61.86  |          |          |
|                          | 1993                 | 1998         | 2003        |          |          |          |
|                          | Local 83%            | National 17% |             |          |          |          |
|                          | Est. Breakout        |              |             |          |          |          |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

| Growth Rate | MSA Population |       |       | Retail Sales |          |       | EBI      |          |          |
|-------------|----------------|-------|-------|--------------|----------|-------|----------|----------|----------|
|             | 1993           | 1998  | 1998  | 1993         | 1998     | 1998  | 1993     | 1998     | 2003     |
| -0.1%       | 623.8          | 610.4 | -0.4% | 235.0        | 232.1    | -0.2% | 9,213.6  | 10,194.1 | 12,285.5 |
| 0.2%        | 235.0          | 232.1 | -0.2% | 5,547.9      | 7,256.1  | 5.5%  | 10,194.1 | 10,194.1 | 9,369.4  |
| 5.2%        | 623.8          | 610.4 | -0.4% | 9,213.6      | 10,194.1 | 2.0%  | 10,194.1 | 10,194.1 | 9,369.4  |
| 3.8%        | 623.8          | 610.4 | -0.4% | 9,213.6      | 10,194.1 | 2.0%  | 10,194.1 | 10,194.1 | 9,369.4  |

| Demographic Breakdown |           |          |         |         |         |         |         |         |  |
|-----------------------|-----------|----------|---------|---------|---------|---------|---------|---------|--|
|                       | Total     | Under 12 | 12 - 17 | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 54 | Over 55 |  |
| Men (000)             | 293.2     | 50.8     | 26.8    | 31.7    | 40.8    | 47.3    | 38.3    | 57.4    |  |
| Women (000)           | 317.2     | 49.3     | 25.8    | 33.9    | 41.6    | 49.0    | 40.6    | 77.0    |  |
| Total                 | 610.4     | 100.1    | 52.6    | 65.6    | 82.4    | 96.3    | 78.9    | 134.4   |  |
| Percentage            | 100.0%    | 16.4%    | 8.6%    | 10.8%   | 13.5%   | 15.8%   | 12.9%   | 22.0%   |  |
| Per Capita            | \$ 16,701 |          |         |         |         |         |         |         |  |
| Median Household      | \$ 35,243 |          |         |         |         |         |         |         |  |
| Avg Household         | \$ 43,921 |          |         |         |         |         |         |         |  |
| Ethnic Population:    |           |          |         |         |         |         |         |         |  |
| White                 | 85.8%     |          |         |         |         |         |         |         |  |
| Black                 | 12.5%     |          |         |         |         |         |         |         |  |
| Asian                 | 1.4%      |          |         |         |         |         |         |         |  |
| Hispanic              | 4.2%      |          |         |         |         |         |         |         |  |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 11      | 6       | 10      | 17         | 17      | 9       | 26    |
| Tot 12+    | 22.5    | 42.5    | 62.4    | 65.0       | 12.7    | 77.7    | 3.0   |
| Avg 12+    | 2.0     | 7.1     | 6.2     | 3.8        | 1.4     | 16.3    | 100.0 |
| Tot LCS    | 29.0    | 54.7    | 80.3    | 83.7       | 16.3    | 100.0   | 3.8   |
| Avg LCS    | 2.6     | 9.1     | 8.0     | 4.9        | 1.8     | 3.8     |       |



Metro Rank: 80  
Revenue Rank: 105

# Springfield, MA Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES *** | Revenue/Retail Sales |          |          |          |          |               |
|------------------------------|----------------------|----------|----------|----------|----------|---------------|
|                              | 1993                 | 1994     | 1995     | 1996     | 1997     | 1998          |
| Δ 98 - 99                    | \$13,000             | \$15,100 | \$16,200 | \$16,600 | \$17,100 | \$20,500      |
| Δ 99 - 03                    |                      |          |          |          |          | \$21,100      |
|                              |                      |          |          |          |          | Est. Breakout |
|                              |                      |          |          |          |          | Local 75%     |
|                              |                      |          |          |          |          | National 25%  |

## Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

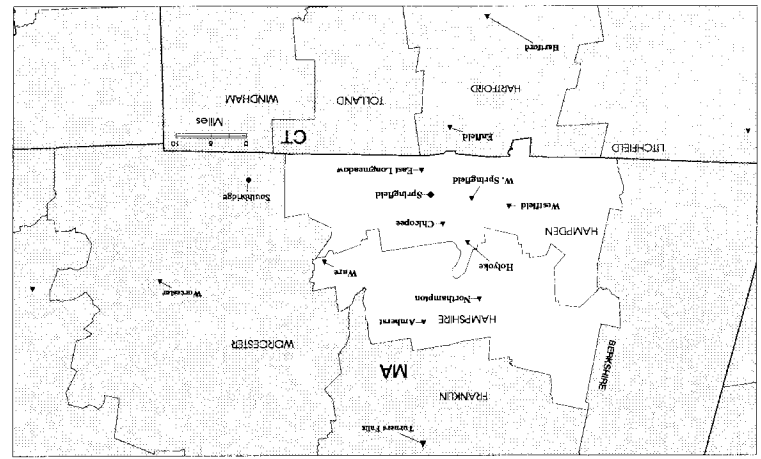
| Growth Rate  | Growth Rate |         |       |         |         |      |
|--------------|-------------|---------|-------|---------|---------|------|
|              | 1993        | 1998    | 1998  | 1998    | 2003    | 2003 |
| Households   | 223.1       | 218.0   | -0.5% | 588.2   | 587.1   | 0.0% |
| Retail Sales | 4,217.6     | 4,498.0 | 1.3%  | 4,498.0 | 4,789.8 | 1.3% |
| EBI          | 9,476.8     | 9,109.3 | -0.8% | 9,109.3 | 9,987.7 | 1.9% |

### Demographic Breakdown

|                  | 1993      | 1998  | 2003      |
|------------------|-----------|-------|-----------|
| Men (000)        | 280.3     | 45.1  | 36.5      |
| Women (000)      | 307.9     | 43.1  | 38.4      |
| Total            | 588.2     | 88.2  | 75.0      |
| Percentage       | 100.0%    | 15.0% | 12.7%     |
| Per Capita       | \$ 15,487 |       |           |
| Median Household | \$ 34,755 |       |           |
| Avg Household    |           |       | \$ 41,786 |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 5       | 6       | 6       | 11         | 10      | 21      |       |
| Tot 12+    | 12.8    | 40.3    | 37.4    | 53.1       | 14.2    | 67.3    |       |
| Avg 12+    | 2.6     | 6.7     | 6.2     | 4.8        | 1.4     | 3.2     |       |
| Tot LCS    | 19.0    | 59.9    | 55.6    | 78.9       | 21.1    | 100.0   |       |
| Avg LCS    | 3.8     | 10.0    | 9.3     | 7.2        | 2.1     | 4.8     |       |



### Metro Counties / Population (000)

|               |              |
|---------------|--------------|
| Hampden, MA   | 439.0        |
| Hampshire, MA | 149.2        |
| <b>Total</b>  | <b>588.2</b> |

# Competitive Overview

Some stations also rated in Hartford.

| FM Stations |                  |           |           |            |        |                    |           |           |                   |             |          |                         |             | AM Stations                       |           |             |            |             |           |             |            |             |      |  |  |  |  |
|-------------|------------------|-----------|-----------|------------|--------|--------------------|-----------|-----------|-------------------|-------------|----------|-------------------------|-------------|-----------------------------------|-----------|-------------|------------|-------------|-----------|-------------|------------|-------------|------|--|--|--|--|
| City of     | License          | FCC Class | Freq (kW) | Power (kW) | HAAT C | Owner              | Year Date | Std Acq'd | Sales Price (000) | M A         | L Format | 1999 Est Revenue (000)/ | Power Ratio | Avg '99 Local Comm                | Fall 1999 | Summer 1999 | Sprng 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Sprng 1998 | Winter 1998 |      |  |  |  |  |
| WHTN        | Springfield      | B         | 93.1      | 8.9        | 1001 b | Clear Channel      | 46        | 9607      | g2                | AC          | 2,000    | 1.08                    | 9.8         | 8.1                               | 6.6       | 7.2         | 6.4        | 5.6         | 6.3       | 7.3         | 7.1        | 7.1         | 7.1  |  |  |  |  |
| • WPVQ      | Turners Falls    | A         | 93.9      | 4.3 cp     | 390    | Cardwell Bcstg Inc | 94        |           |                   | Country     | 1.1      | 0.6                     | 0.6         | 0.6                               | 0.8       | 0.8         | 0.8        | 0.6         | 0.4       | 0.5         | 0.5        | 0.5         | 0.5  |  |  |  |  |
| WMAA        | Springfield      | B         | 94.7      | 50.0       | 194 a  | Laplin Comm        | 47        |           |                   | AC          | 4,000    | 1.49                    | 14.2        | 9.6                               | 9.6       | 8.4         | 8.9        | 10.2        | 9.4       | 10.0        | 9.4        | 9.4         | 9.4  |  |  |  |  |
| WKSJ        | Hartford-Meriden | B         | 95.7      | 16.5       | 879    | AMFM Inc           | 47        | 9910 p    | n/a               | Top 40      | n/a      |                         | 6.9         | 6.2                               | 6.1       | 5.1         | 5.2        | 5.3         | 5.5       | 4.4         | 4.4        | 4.4         | 4.4  |  |  |  |  |
| WTC         | Hartford         | B         | 96.5      | 20.0       | 810    | Infinity Bcstg     | 40        | 9805      |                   | Modern AC   | 6.6      | 6.9                     | 6.9         | 4.2                               | 3.9       | 4.6         | 4.3        | 4.4         | 4.9       | 4.6         | 4.5        | 4.4         | 4.5  |  |  |  |  |
| • WPKX      | Enfield          | A         | 97.9      | 2.2        | 528 c  | AMFM Inc           | 90        | 9910 p    | g                 | Country     | 2,700    | 1.22                    | 11.7        | 8.1                               | 7.5       | 7.6         | 7.6        | 6.9         | 6.9       | 7.7         | 8.2        | 8.2         | 8.2  |  |  |  |  |
| • WHMP      | Northampton      | A         | 99.3      | 5.8 cp     | 331 c  | Saga Comm Inc      | 56        | 0003 p    | c2                | Alternative | 1,600    | 2.35                    | 3.6         | 1.6                               | 2.7       | 2.6         | 2.0        | 2.2         | 3.2       | 3.2         | 2.1        | 2.1         | 2.1  |  |  |  |  |
| WRNX        | Amherst          | A         | 100.9     | 1.4        | 692 e  | Hampshire Cnty     | 90        |           |                   | AAA         | 1,050    | 1.50                    | 3.7         | 1.7                               | 2.1       | 2.0         | 2.9        | 2.7         | 2.1       | 1.8         | 1.8        | 1.8         | 1.8  |  |  |  |  |
| WAQY        | Springfield      | B         | 102.1     | 17.0       | 781 d  | Saga Comm Inc      | 66        | 9011      | g1                | Cisc Rock   | 4,000    | 1.84                    | 11.5        | 8.3                               | 7.9       | 7.8         | 5.7        | 8.7         | 7.6       | 8.6         | 10.2       | 10.2        | 10.2 |  |  |  |  |
| WEIB        | Northampton      | A         | 106.3     | 3.0 cp     | 289    | Cutting Edge Bcstg | 99        |           |                   | AC          | 0.2      | 0.8                     | 0.8         | 0.5                               | 0.0       | 0.0         | 0.0        | 0.0         | 0.0       | 0.0         | 0.0        | 0.0         | 0.0  |  |  |  |  |
| • WAAF      | Worcester        | B         | 107.3     | 20.0       | 784    | Entercom           | 61        | 9811      |                   | Rock        | n/a      |                         | 4.3         | 3.2                               | 3.2       | 3.3         | 2.3        | 2.6         | 2.7       | 2.7         | 3.6        | 3.6         | 3.6  |  |  |  |  |
|             |                  |           |           |            |        |                    |           |           |                   |             |          |                         |             | # FM Stations - 11                |           |             |            |             |           |             |            |             |      |  |  |  |  |
|             |                  |           |           |            |        |                    |           |           |                   |             |          |                         |             | # AM Stations - 10                |           |             |            |             |           |             |            |             |      |  |  |  |  |
|             |                  |           |           |            |        |                    |           |           |                   |             |          |                         |             | # Duopolies - 4                   |           |             |            |             |           |             |            |             |      |  |  |  |  |
|             |                  |           |           |            |        |                    |           |           |                   |             |          |                         |             | # Combos - 5                      |           |             |            |             |           |             |            |             |      |  |  |  |  |
| WHTN        | Springfield      | B         | 560       | 5.0        | 1.00 b | Clear Channel      | 41        | 9607      | g2                | News/Talk   | 1,200    | 0.81                    | 7.8         | 5.1                               | 5.3       | 5.2         | 4.7        | 5.3         | 6.5       | 6.3         | 6.0        | 6.0         | 6.0  |  |  |  |  |
| WNNZ        | Westfield        | B         | 640       | 50.0 cp    | 14.00  | Clear Channel      | 57        | 9811      | g2                | Talk        | 550      | 0.57                    | 5.1         | 2.5                               | 3.0       | 4.7         | 3.6        | 2.2         | 3.3       | 3.5         | 3.7        | 3.7         | 3.7  |  |  |  |  |
| WACE        | Chicopee         | B         | 730       | 5.0        | 0.01   | Catholic Radio     | 46        | 9910      | g3                | Religion    | 0.5      | 0.4                     | 0.5         | 0.4                               | 0.4       | 0.4         | 0.7        | 0.5         | 0.0       | 0.4         | 0.4        | 0.4         | 0.4  |  |  |  |  |
| WARE        | Ware             | B         | 1250      | 5.0        | 2.50   | Mega Comm Inc      | 48        | 9908      | 475               | Spanish     | 150      | 0.79                    | 1.0         | 0.0                               | 0.0       | 0.8         | 0.7        | 1.0         | 1.0       | 0.6         | 0.0        | 0.0         | 0.0  |  |  |  |  |
| WSPR        | Springfield      | B         | 1270      | 5.0        | 1.00   | Dinis, Edmund      | 36        | 9302      | 70                | Spanish     | 200      | 0.44                    | 2.4         | 1.2                               | 2.1       | 0.7         | 1.7        | 1.7         | 1.2       | 1.9         | 1.9        | 1.9         | 1.9  |  |  |  |  |
| • WHMP      | Northampton      | C         | 1400      | 1.0        | 1.00 c | Saga Comm Inc      | 50        | 0003 p    | g1                | News/Talk   | 500      | 1.56                    | 1.7         | 0.9                               | 1.2       | 1.4         | 1.3        | 0.6         | 1.0       | 1.4         | 1.4        | 1.4         |      |  |  |  |  |
| • WPNI      | Amherst          | B         | 1430      | 5.0        | 0.00 e | Hampshire Cnty     | 63        | 9002      | 400               | News/Talk   | 400      |                         | 0.0         | 0.0                               | 0.0       | 0.0         | 0.0        | 0.0         | 0.0       | 0.4         | 0.4        | 0.4         | 0.4  |  |  |  |  |
| WMAA        | Springfield      | C         | 1450      | 1.0        | 1.00 a | Laplin Comm        | 32        | 7805      |                   | Nostalgia   | 300      | 0.28                    | 5.6         | 3.4                               | 2.6       | 3.7         | 4.5        | 4.0         | 3.6       | 4.8         | 4.8        | 4.8         | 4.8  |  |  |  |  |
| WACM        | W. Springfield   | C         | 1490      | 0.5        | 0.47   | Gois, Antonio F.   | 49        | 9707      | 600               | Spanish     | 0.6      | 0.6                     | 0.6         | 0.0                               | 0.0       | 0.0         | 0.0        | 0.4         | 0.5       | 0.0         | 0.4        | 0.4         | 0.4  |  |  |  |  |
| WPNT        | East             | B         | 1600      | 2.5        | 2.50 d | Saga Comm Inc      | 47        | 9011      | g1                | Cisc Rock   |          |                         | 0.0         | 0.0                               | 0.0       | 0.0         | 0.0        | 0.1         | 0.0       | 0.0         | 0.0        | 0.0         | 0.0  |  |  |  |  |
|             |                  |           |           |            |        |                    |           |           |                   |             |          |                         |             | # AM Stations Profiled - 21       |           |             |            |             |           |             |            |             |      |  |  |  |  |
|             |                  |           |           |            |        |                    |           |           |                   |             |          |                         |             | Total Local Commercial Share      |           |             |            |             |           |             |            |             |      |  |  |  |  |
|             |                  |           |           |            |        |                    |           |           |                   |             |          |                         |             | AM TOTALS                         |           |             |            |             |           |             |            |             |      |  |  |  |  |
|             |                  |           |           |            |        |                    |           |           |                   |             |          |                         |             | FM TOTALS                         |           |             |            |             |           |             |            |             |      |  |  |  |  |
|             |                  |           |           |            |        |                    |           |           |                   |             |          |                         |             | ARB 12+ Metro Shares (see rights) |           |             |            |             |           |             |            |             |      |  |  |  |  |
|             |                  |           |           |            |        |                    |           |           |                   |             |          |                         |             | ARB 12+ Metro Shares (see rights) |           |             |            |             |           |             |            |             |      |  |  |  |  |

• Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.  
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### Competitive Overview

Some stations also rated in Raleigh and Wilmington, NC.

Metro Rank: 81

ARB 12+ Metro Shares (see rights)

| City of              | FCC   | Power     | HAAT    | Year | Sales          | 1999 Est             | Avg '99 | 1999   | 1999   | 1999   | 1999   | 1999   | 1998 | 1998   | 1998   | 1998   | 1998 | 1998   |      |
|----------------------|-------|-----------|---------|------|----------------|----------------------|---------|--------|--------|--------|--------|--------|------|--------|--------|--------|------|--------|------|
| License              | Class | Freq (kW) | C Owner | Date | M Price (000)  | Revenue (000)†       | Local   | Comm   | Fall   | Summer | Spring | Winter | Fall | Summer | Spring | Winter | Fall | Summer |      |
| WRSV Rocky Mount     | A     | 92.1      | 532     | !    | North Star Inc | 49                   | 2.5     | 2.5    | 1.6    | 1.9    | 1.6    | 2.4    | 2.0  | 2.2    | 1.8    | 1.8    | 1.8  | 2.2    | 1.8  |
| WQSL Jacksonville    | G2    | 92.3      | 22.7    | 725  | e              | Cumulus Bcstg Inc    | 94      | 9708   | 2.2    | 1.7    | 1.6    | 2.1    | 1.4  | 1.9    | 2.5    | 2.1    | 1.8  | 2.5    | 1.8  |
| WERO Washington      | C     | 93.3      | 100.0   | 1782 | f              | NextMedia Group      | 61      | 0002 p | g3     | 1,000  | 1.76   | 2.7    | 2.7  | 3.4    | 2.2    | 2.3    | 1.7  | 3.2    | 2.5  |
| WNBR Oriental        | C3    | 94.1      | 11.0    | 486  | h              | Eastm Carolina       | 93      | 9904   | 1,200  | 750    | 175    | 0.8    | 0.8  | 0.7    | 0.9    | 0.3    | 0.3  | 0.9    | 0.3  |
| WGPM Farmville       | A     | 94.3      | 2.0 cp  | 407  | h              | Grantsboro Tower     | 74      | 9904   | 750    | 750    | 0.6    | 0.8    | 0.0  | 0.9    | 0.6    | 1.0    | 1.0  | 0.0    | 0.4  |
| WRNS Kinston         | C     | 95.1      | 95.0    | 1499 | f              | NextMedia Group      | 68      | 0002 p | g3     | 4,500  | 1.09   | 19.5   | 11.9 | 14.4   | 13.4   | 17.1   | 16.3 | 12.1   | 17.0 |
| WRHT Morehead City   | C1    | 96.3      | 100.0   | 492  | h              | Eastm Carolina       | 72      | 9002   | 1,525  | 1,100  | 1.06   | 4.9    | 4.1  | 4.5    | 4.1    | 3.1    | 3.6  | 3.6    | 3.2  |
| WZBR Kinston         | A     | 97.7      | 1.6 cp  | 451  | h              | Eastm Carolina       | 76      | 9904   | 175    | 0.8    | 0.3    | 0.6    | 0.6  | 0.6    | 0.7    | 1.0    | 1.0  | 1.6    | 1.7  |
| WCZI Washington      | A     | 98.3      | 1.4     | 489  | h              | New East Comm        | 88      | 8910   | 640    | 0.9    | 0.5    | 1.0    | 0.4  | 0.7    | 1.0    | 0.7    | 0.6  | 0.7    | 0.0  |
| WKOO Jacksonville    | C1    | 98.7      | 100.0   | 974  | h              | NextMedia Group      | 65      | 0002 p | g3     | 1,200  | 2.11   | 2.7    | 1.6  | 2.3    | 2.0    | 2.4    | 2.8  | 2.6    | 2.3  |
| WXNR Grifton         | C2    | 99.5      | 16.5    | 843  | c              | Beasley Bcst Group   | 89      | 9611   | 2,000  | 0.67   | 7.1    | 5.6    | 4.6  | 6.8    | 5.4    | 5.3    | 4.0  | 4.4    | 4.8  |
| WLGFP Harkers Island | C1    | 100.3     | 100.0   | 486  | h              | Barinowski,          | 96      | 9505   | nc     | 0.0    | 0.0    | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  | 0.0    | 0.0  |
| WANJ Belhaven        | C2    | 101.1     | 31.0    | 607  | h              | NextMedia Group      | 80      | 0002 p | g3     | 0.6    | 0.5    | 0.4    | 0.4  | 0.6    | 0.4    | 0.6    | 0.4  | 0.1    | 0.3  |
| WIKS New Bern        | C1    | 101.9     | 100.0   | 981  | c              | Beasley Bcst Group   | 77      | 9611   | 14,000 | 0.89   | 15.9   | 10.8   | 13.6 | 10.7   | 12.0   | 13.4   | 12.1 | 14.0   | 12.1 |
| WELS Kinston         | A     | 102.9     | 3.0     | 295  | g              | Willis Bcstg Corp    | 90      | 9607   | 150    | 0.49   | 3.4    | 3.8    | 2.5  | 2.4    | 2.5    | 3.3    | 2.5  | 2.3    | 3.4  |
| WMGV Newport         | C1    | 103.3     | 100.0   | 981  | c              | Beasley Bcst Group   | 83      | 9611   | c8     | 0.84   | 4.8    | 4.9    | 4.9  | 3.7    | 3.5    | 4.3    | 4.5  | 4.5    | 4.5  |
| WCBZ Williamston     | C1    | 103.7     | 100.0   | 981  | h              | Eastm Carolina       | 88      | 9506   | 725    | 2.12   | 1.9    | 2.4    | 1.5  | 1.7    | 1.1    | 1.4    | 1.5  | 1.4    | 1.4  |
| WZXS Topsail Beach   | C3    | 103.9     | 21.5    | 328  | !              | Jacksonville-Topsai  | 93      | 9802   | 650    | 1.18   | 1.4    | 1.2    | 0.9  | 1.4    | 1.3    | 0.9    | 1.5  | 1.8    | 1.0  |
| WANG Havelock        | C2    | 105.1     | 18.5    | 384  | f              | NextMedia Group      | 71      | 0002 p | g3     | 0.27   | 1.25   | 2.2    | 2.1  | 1.7    | 2.5    | 1.4    | 1.4  | 0.8    | 0.8  |
| WXOR Jacksonville    | C2    | 105.5     | 19.0    | 794  | e              | Cumulus Bcstg Inc    | 66      | 9708   | g1     | 1.67   | 600    | 2.4    | 2.0  | 1.7    | 0.8    | 0.9    | 1.4  | 1.1    | 1.3  |
| WRDU Wilson          | C     | 106.1     | 100.0   | 1348 | f              | AMFM Inc             | 48      | 9910 p | n/a    | 1.8    | 1.8    | 1.6    | 2.2  | 1.3    | 1.1    | 1.0    | 1.1  | 1.1    | 1.0  |
| WSFL New Bern        | C1    | 106.5     | 100.0   | 915  | c              | Beasley Bcst Group   | 68      | 9107   | 3,050  | 1.27   | 11.4   | 7.7    | 6.2  | 8.9    | 10.6   | 9.9    | 8.6  | 7.1    | 8.3  |
| WTKF Atlantic        | C3    | 107.3     | 7.0     | 607  | h              | Atlantic Ridge Tvcst | 92      | 9512   | st     | 0.66   | 1.8    | 1.4    | 1.3  | 1.6    | 1.3    | 1.3    | 1.3  | 1.2    | 1.4  |
| WNCT Greenville      | C     | 107.9     | 100.0   | 1700 | c              | Beasley Bcst Group   | 63      | 9603   | 3,000  | 1.97   | 4.8    | 4.7    | 3.9  | 4.2    | 3.1    | 3.9    | 4.6  | 4.3    | 3.8  |
| FM TOTALS            |       |           |         |      |                |                      |         |        |        |        |        |        |      |        |        |        |      |        |      |
| 24 # FM Stations -   |       |           |         |      |                |                      |         |        |        |        |        |        |      |        |        |        |      |        |      |
| 16 # Combos -        |       |           |         |      |                |                      |         |        |        |        |        |        |      |        |        |        |      |        |      |
| 96.4                 |       |           |         |      |                |                      |         |        |        |        |        |        |      |        |        |        |      |        |      |
| 75.7                 |       |           |         |      |                |                      |         |        |        |        |        |        |      |        |        |        |      |        |      |
| 74.6                 |       |           |         |      |                |                      |         |        |        |        |        |        |      |        |        |        |      |        |      |
| 73.8                 |       |           |         |      |                |                      |         |        |        |        |        |        |      |        |        |        |      |        |      |
| 76.2                 |       |           |         |      |                |                      |         |        |        |        |        |        |      |        |        |        |      |        |      |
| 77.0                 |       |           |         |      |                |                      |         |        |        |        |        |        |      |        |        |        |      |        |      |
| 73.9                 |       |           |         |      |                |                      |         |        |        |        |        |        |      |        |        |        |      |        |      |
| 78.2                 |       |           |         |      |                |                      |         |        |        |        |        |        |      |        |        |        |      |        |      |
| 74.8                 |       |           |         |      |                |                      |         |        |        |        |        |        |      |        |        |        |      |        |      |

Metro Rank: 81

1/ See introduction section for interpretation of revenue estimates.

• Indicates a change since last edition



# Competitive Overview

Some stations also rated in Raleigh and Wilmington, NC.

Metro Rank: 81

ARB 12+ Metro Shares (see rights)

| City of       | FCC Class | Day Power (kW) | Night Power (kW) | C Owner | Year Date             | Std Acqd | Sales Price M (000) | A Format | Revenue (000)/ | Power Ratio | Avg 99 | Local | Fall 1999 | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |
|---------------|-----------|----------------|------------------|---------|-----------------------|----------|---------------------|----------|----------------|-------------|--------|-------|-----------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|
| Morehead City | B         | 740            | 1.0 cp           | 0.01    | Moseley, Ashley       | 47       | 9705                | 40       | Adlt Stndrd    | 50          | 0.1    | 0.0   | 0.0       | 0.0         | 0.0         | 0.0         | 0.4       | 0.4         | 0.7         | 0.0         |
| Jacksonville  | B         | 910            | 5.0              | 5.00    | Conner Media Corp     | 54       | 9801                | 17       | Nws/Trk/Spt    | 50          | 0.0    | 0.0   | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |
| Washington    | B         | 930            | 5.0 cp           | 1.00    | f NextMedia Group     | 42       | 0002 p              | g3       | News/Talk      | 200         | 0.7    | 0.0   | 0.7       | 0.6         | 0.4         | 0.4         | 0.4       | 0.0         | 0.7         | 0.4         |
| Kinston       | B         | 960            | 5.0              | 1.00    | f NextMedia Group     | 37       | 0002 p              | g3       | Country        | 50          | 0.0    | 0.0   | 0.0       | 0.0         | 0.0         | 0.0         | 0.1       | 0.1         | 0.1         | 0.1         |
| Greenville    | B         | 1070           | 10.0             | 10.08   | g Beasley Bcst Group  | 40       | 9603                | c6       | Spanish        | 50          | 0.5    | 0.0   | 0.0       | 0.0         | 0.0         | 0.0         | 0.4       | 0.7         | 0.0         | 0.0         |
| Greenville    | B         | 1070           | 10.0             | 1.00    | c Beasley Bcst Group  | 50       | 9607                | 150      | c7 Gospel      | 250         | 0.5    | 0.0   | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |
| Kinston       | C         | 1230           | 1.0              | 1.00    | b Conner Media Corp   | 54       | 9910                | 250      | Country        | 50          | 0.0    | 0.0   | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |
| Jacksonville  | C         | 1240           | 1.0              | 1.00    | j Jacksonville-Topsat | 45       | 9803                | 300      | 1 Nws/Trk/Spt  | 150         | 0.4    | 0.9   | 0.4       | 0.0         | 0.4         | 0.6         | 0.6       | 0.7         | 0.7         | 0.7         |
| Farmville     | B         | 1250           | 5.0              | 2.50    | Rivercity Radio Inc   | 59       | 9103                | 325      | Gospel         | 50          | 0.0    | 0.0   | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |
| Jacksonville  | B         | 1290           | 1.0              | 0.00    | Caleb                 | 68       | 7908                | 68       | Inspiration    | 50          | 0.5    | 0.0   | 0.0       | 0.0         | 0.0         | 0.0         | 0.8       | 0.8         | 0.0         | 0.0         |
| Washington    | B         | 1320           | 0.5              | 0.05    | d Rouse, James        | 61       | 9302                | 75       | Gospel         | 50          | 0.2    | 0.0   | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |
| Washinton     | B         | 1330           | 1.0              | 0.00    | f NextMedia Group     | 62       | 0002 p              | g3       | Adlt Stndrd    | 50          | 0.8    | 0.6   | 0.7       | 0.4         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |
| Havelock      | B         | 1330           | 1.0              | 0.00    | f NextMedia Group     | 62       | 0002 p              | g3       | Adlt Stndrd    | 50          | 0.8    | 0.6   | 0.7       | 0.4         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |
| Greenville    | C         | 1340           | 1.0              | 1.00    | d Rouse, James        | 59       | 8708                | 125      | d Religion     | 50          | 0.8    | 0.6   | 0.7       | 0.4         | 0.0         | 0.0         | 0.7       | 0.7         | 0.8         | 1.0         |
| Beaufort      | C         | 1400           | 1.0              | 1.00    | h Eastm Carolina      | 54       | 9705                | 18       | DARK           | 50          | 0.8    | 0.0   | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |
| New Bern      | C         | 1450           | 1.0              | 1.00    | Thompson, Richard     | 42       | 8909                | 111      | Adlt Stndrd    | 50          | 0.3    | 0.0   | 0.0       | 0.0         | 0.6         | 0.4         | 0.0       | 1.0         | 0.0         | 0.0         |
| New Bern      | C         | 1490           | 1.0              | 1.00    | a CTC Media Group     | 53       | 9010                | 100      | Easy           | 50          | 0.3    | 0.0   | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |
| Camp Lejeune  | B         | 1580           | 10.0             | 0.02    | a CTC Media Group     | 80       | 9508                | 38       | DARK           | 50          | 0.3    | 0.0   | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |

| # AM Stations -             |    | # AM Stations Profiled - | # Duopolies - | Total Local Commercial Share |     |
|-----------------------------|----|--------------------------|---------------|------------------------------|-----|
| 17                          | 41 | 12                       | 11            | 77.7                         | 3.5 |
| AM & FM Stations Profiled - |    | AM TOTALS                |               | Total Local Commercial Share |     |

Other Rulemaking: 97.9, C3, Bayboro

| 1999 Est | Local | Fall 1999 | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |
|----------|-------|-----------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|
| 50       | 3.5   | 2.0       | 2.2         | 3.0         | 3.3         | 2.6       | 5.0         | 3.0         | 2.2         |

Metro Rank: 81

• Indicates a change since last edition  
 !/ See introduction section for interpretation of revenue estimates.



# Competitive Overview

Some stations also rated in New Orleans and Lafayette, LA.

## FM Stations

| City of License     | FCC Class | Power Freq (kW) | HAAT C | Owner | Year Date         | Std Acqd | Price M (000) | A Format | Revenue Power (000)/ Ratio | Local Comm | 1999 Est | Avg '99 | 1999 | Summer | Spring | Winter | Fall | 1998 | Summer | Spring | Winter |     |
|---------------------|-----------|-----------------|--------|-------|-------------------|----------|---------------|----------|----------------------------|------------|----------|---------|------|--------|--------|--------|------|------|--------|--------|--------|-----|
| WOCK Clinton        | C2        | 92.7            | 32.0   | 604   | Touch Comm Inc    | 81       | 9703          | 2,025 +  | AC                         | 650        | 0.81     | 3.1     | 2.5  | 2.5    | 2.2    | 2.0    | 2.4  | 2.2  | 2.2    | 2.0    | 2.0    | 2.0 |
| KOOL New Iberia     | C1        | 93.7            | 97.0   | 997   | Citadel Comm Corp | 92       | 9911          | 9,500    | Oldies                     | 350        | 0.30     | 4.5     | 3.0  | 4.0    | 3.6    | 2.9    | 2.7  | 3.7  | 4.8    | 4.8    | 5.0    | 5.0 |
| WEMX Kentwood       | C1        | 94.1            | 100.0  | 981   | Citadel Comm Corp | 67       | 9903          | 1,500    | Urban                      | 1,500      | 0.46     | 12.7    | 7.5  | 10.3   | 7.8    | 9.1    | 9.8  | 7.1  | 7.3    | 7.6    | 7.6    | 7.6 |
| KRAVE Brusly        | C2        | 96.1            | 43.0   | 449   | AMFM Inc          | 89       | 9910          | 89       | AC                         | 2,700      | 1.30     | 8.0     | 6.4  | 4.9    | 6.4    | 7.0    | 5.2  | 6.8  | 6.8    | 4.4    | 5.0    | 5.0 |
| WDGL Baton Rouge    | C         | 98.1            | 95.0   | 68    | Guaranty Bcstg    | 68       | 9608          | 5,000    | Cisc Rock                  | 2,24       | 2.24     | 8.6     | 6.3  | 5.9    | 7.0    | 5.9    | 6.4  | 8.1  | 5.5    | 5.5    | 6.4    | 6.4 |
| WYMK Baton Rouge    | C         | 100.7           | 97.0   | 1499  | Guaranty Bcstg    | 66       | 9608          | 2,900    | Country                    | 2,900      | 1.49     | 7.5     | 4.5  | 4.1    | 5.2    | 5.2    | 7.4  | 8.1  | 8.0    | 8.0    | 5.8    | 5.8 |
| WYMK Baton Rouge    | C         | 101.5           | 96.0   | 1499  | AMFM Inc          | 68       | 9910          | 4,000    | Country                    | 4,000      | 1.49     | 10.4    | 8.1  | 7.5    | 8.1    | 7.4    | 7.4  | 8.1  | 9.0    | 9.0    | 9.9    | 9.9 |
| WFME Baton Rouge    | C         | 102.5           | 100.0  | 1260  | AMFM Inc          | 41       | 9910          | 1,700    | Top 40                     | 1,700      | 0.89     | 7.4     | 5.3  | 5.3    | 5.7    | 6.1    | 4.7  | 5.0  | 3.9    | 4.7    | 4.7    | 4.7 |
| WCAC Hammond        | C         | 103.3           | 100.0  | 1004  | Citadel Comm Corp | 65       | 9903          | 1,100    | Country                    | 1,100      | 1.18     | 3.6     | 2.1  | 2.4    | 3.2    | 2.9    | 2.2  | 2.5  | 3.8    | 3.8    | 3.3    | 3.3 |
| KKAY Donaldsonville | A         | 104.9           | 6.0    | 328   | Guaranty Bcstg    | 72       | 9912          | 1,500    | 1 Rhytm/Oldes              | 1,1        | 1.1      | 1.1     | 1.1  | 1.2    | 0.6    | 0.6    | 1.0  | 0.6  | 1.2    | 0.6    | 0.6    | 0.6 |
| KOXL New Roads      | C2        | 106.5           | 50.0   | 486   | Citadel Comm Corp | 79       | 9903          | 2,600    | Urban                      | 1,30       | 1.30     | 7.7     | 5.3  | 5.7    | 5.2    | 5.8    | 6.1  | 5.2  | 5.2    | 5.1    | 5.1    | 5.1 |
| WTGE Baker          | A         | 107.3           | 4.6    | 374   | Guaranty Bcstg    | 94       | 9701          | 1,750    | 1 Rhytm/Oldes              | 0.50       | 0.50     | 3.9     | 5.3  | 4.3    | 3.6    | 2.3    | 1.3  | 1.6  | 1.9    | 1.8    | 1.8    | 1.8 |

ARB 12+ Metro Shares (see rights)

|      |      |      |      |      |      |      |      |      |
|------|------|------|------|------|------|------|------|------|
| 78.5 | 57.4 | 58.1 | 59.1 | 56.5 | 56.3 | 57.3 | 57.0 | 56.7 |
| 1999 | 1999 | 1999 | 1999 | 1999 | 1999 | 1998 | 1998 | 1998 |

## AM Stations

| City of License     | FCC Class | Power Freq (kW) | Day  | Night | Power (kW) | C Owner             | Year Date | Std Acqd | Price M (000) | L Format | Revenue Power (000)/ Ratio | Local Comm | 1999 | Summer | Spring | Winter | Fall | 1998 | Summer | Spring | Winter |     |
|---------------------|-----------|-----------------|------|-------|------------|---------------------|-----------|----------|---------------|----------|----------------------------|------------|------|--------|--------|--------|------|------|--------|--------|--------|-----|
| WJBO Baton Rouge    | B         | 1150            | 5.0  | 5.00  | 1.00       | AMFM Inc            | 34        | 9910     | 34            | 9910     | g                          | 2,300      | 1.15 | 7.7    | 5.0    | 5.6    | 5.8  | 5.2  | 5.8    | 4.6    | 6.0    | 6.7 |
| WJBO Baton Rouge    | B         | 1150            | 5.0  | 5.00  | 1.00       | AMFM Inc            | 59        | 9910     | 59            | 9910     | g                          | 100        | 0.7  | 0.5    | 0.0    | 0.0    | 0.0  | 0.0  | 0.0    | 0.0    | 0.0    | 0.0 |
| WSKR Denham Springs | B         | 1210            | 10.0 | 1.00  | 1.00       | AMFM Inc            | 46        | 8812     | 46            | 8812     | g                          | 500        | 1.07 | 1.8    | 1.7    | 0.7    | 1.3  | 2.1  | 1.2    | 1.3    | 1.7    | 1.9 |
| WJBO Baton Rouge    | B         | 1260            | 5.0  | 0.13  | 0.13       | E Baton Rouge       | 77        | 9308     | 77            | 9308     | nc                         | 400        | 1.03 | 1.5    | 1.8    | 1.2    | 1.2  | 0.9  | 1.5    | 1.0    | 0.7    | 0.7 |
| KBRH Baton Rouge    | B         | 1260            | 5.0  | 1.00  | 1.00       | Citadel Comm Corp   | 48        | 9903     | 48            | 9903     | g2                         | 400        | 1.03 | 1.5    | 1.8    | 1.2    | 1.2  | 0.9  | 1.5    | 1.0    | 0.7    | 0.7 |
| WYMK Baton Rouge    | B         | 1380            | 5.0  | 0.00  | 0.00       | AMFM Inc            | 56        | 9910     | 56            | 9910     | g                          | 50         | 0.1  | 0.0    | 0.0    | 0.0    | 0.0  | 0.4  | 0.6    | 0.0    | 0.0    | 0.0 |
| WYMK Baton Rouge    | B         | 1380            | 5.0  | 1.00  | 1.00       | a Citadel Comm Corp | 53        | 9903     | 53            | 9903     | g2                         | 1,500      | 0.78 | 7.4    | 4.5    | 5.4    | 5.8  | 4.9  | 5.6    | 5.0    | 6.0    | 6.0 |
| WPFC Port Allen     | B         | 1550            | 5.0  | 0.50  | 0.50       | Victory & Power Inc | 63        | 9411     | 63            | 9411     | g2                         | 450        | 2.1  | 2.6    | 1.0    | 2.3    | 1.2  | 1.8  | 1.2    | 1.7    | 1.5    | 1.5 |
| KKAY White Castle   | B         | 1590            | 1.0  | 0.07  | 0.07       | Guaranty Bcstg      | 76        | 9910     | 76            | 9910     | g2                         | 25         | 0.1  | 0.0    | 0.0    | 0.0    | 0.0  | 0.0  | 0.0    | 0.6    | 1.1    | 1.1 |

|      |      |      |      |      |      |      |      |      |
|------|------|------|------|------|------|------|------|------|
| 21.4 | 16.1 | 15.0 | 16.4 | 16.0 | 15.4 | 15.4 | 16.4 | 18.5 |
| 1999 | 1999 | 1999 | 1999 | 1999 | 1998 | 1998 | 1998 | 1998 |

## AM & FM Stations Profiled

| City of License     | FCC Class | Power Freq (kW) | Day  | Night | Power (kW) | C Owner             | Year Date | Std Acqd | Price M (000) | L Format | Revenue Power (000)/ Ratio | Local Comm | 1999 | Summer | Spring | Winter | Fall | 1998 | Summer | Spring | Winter |     |
|---------------------|-----------|-----------------|------|-------|------------|---------------------|-----------|----------|---------------|----------|----------------------------|------------|------|--------|--------|--------|------|------|--------|--------|--------|-----|
| WJBO Baton Rouge    | B         | 1150            | 5.0  | 5.00  | 1.00       | AMFM Inc            | 34        | 9910     | 34            | 9910     | g                          | 2,300      | 1.15 | 7.7    | 5.0    | 5.6    | 5.8  | 5.2  | 5.8    | 4.6    | 6.0    | 6.7 |
| WJBO Baton Rouge    | B         | 1150            | 5.0  | 5.00  | 1.00       | AMFM Inc            | 59        | 9910     | 59            | 9910     | g                          | 100        | 0.7  | 0.5    | 0.0    | 0.0    | 0.0  | 0.0  | 0.0    | 0.0    | 0.0    | 0.0 |
| WSKR Denham Springs | B         | 1210            | 10.0 | 1.00  | 1.00       | AMFM Inc            | 46        | 8812     | 46            | 8812     | g                          | 500        | 1.07 | 1.8    | 1.7    | 0.7    | 1.3  | 2.1  | 1.2    | 1.3    | 1.7    | 1.9 |
| WJBO Baton Rouge    | B         | 1260            | 5.0  | 0.13  | 0.13       | E Baton Rouge       | 77        | 9308     | 77            | 9308     | nc                         | 400        | 1.03 | 1.5    | 1.8    | 1.2    | 1.2  | 0.9  | 1.5    | 1.0    | 0.7    | 0.7 |
| KBRH Baton Rouge    | B         | 1260            | 5.0  | 1.00  | 1.00       | Citadel Comm Corp   | 48        | 9903     | 48            | 9903     | g2                         | 400        | 1.03 | 1.5    | 1.8    | 1.2    | 1.2  | 0.9  | 1.5    | 1.0    | 0.7    | 0.7 |
| WYMK Baton Rouge    | B         | 1380            | 5.0  | 0.00  | 0.00       | AMFM Inc            | 56        | 9910     | 56            | 9910     | g                          | 50         | 0.1  | 0.0    | 0.0    | 0.0    | 0.0  | 0.4  | 0.6    | 0.0    | 0.0    | 0.0 |
| WYMK Baton Rouge    | B         | 1380            | 5.0  | 1.00  | 1.00       | a Citadel Comm Corp | 53        | 9903     | 53            | 9903     | g2                         | 1,500      | 0.78 | 7.4    | 4.5    | 5.4    | 5.8  | 4.9  | 5.6    | 5.0    | 6.0    | 6.0 |
| WPFC Port Allen     | B         | 1550            | 5.0  | 0.50  | 0.50       | Victory & Power Inc | 63        | 9411     | 63            | 9411     | g2                         | 450        | 2.1  | 2.6    | 1.0    | 2.3    | 1.2  | 1.8  | 1.2    | 1.7    | 1.5    | 1.5 |
| KKAY White Castle   | B         | 1590            | 1.0  | 0.07  | 0.07       | Guaranty Bcstg      | 76        | 9910     | 76            | 9910     | g2                         | 25         | 0.1  | 0.0    | 0.0    | 0.0    | 0.0  | 0.0  | 0.0    | 0.6    | 1.1    | 1.1 |

|      |      |      |      |      |      |      |      |      |
|------|------|------|------|------|------|------|------|------|
| 21.4 | 16.1 | 15.0 | 16.4 | 16.0 | 15.4 | 15.4 | 16.4 | 18.5 |
| 1999 | 1999 | 1999 | 1999 | 1999 | 1998 | 1998 | 1998 | 1998 |

## Total Local Commercial Share

|               |   |   |    |   |
|---------------|---|---|----|---|
| AM TOTALS     | 5 | 9 | 21 | 8 |
| # Combos -    | 5 | 9 | 21 | 8 |
| # Duopolies - | 5 | 9 | 21 | 8 |

1/ See introduction section for interpretation of revenue estimates.

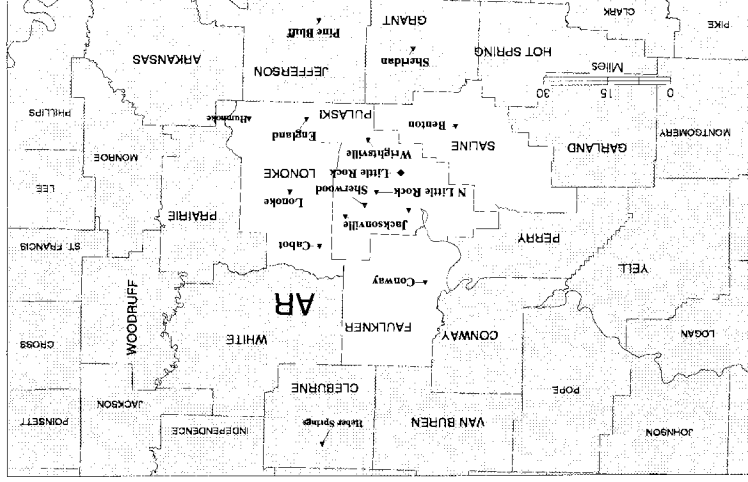
• Indicates a change since last edition







Metro Rank: 83  
Revenue Rank: 79



Metro Counties / Population (000)

|              |              |
|--------------|--------------|
| Faulkner, AR | 80.5         |
| Lonoke, AR   | 50.6         |
| Pulaski, AR  | 351.5        |
| Saline, AR   | 78.1         |
| <b>Total</b> | <b>560.7</b> |

## Little Rock, AR Market Overview



### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES *** | Revenue/Capita |             |             |          |          |          |
|------------------------------|----------------|-------------|-------------|----------|----------|----------|
|                              | 1993           | 1994        | 1995        | 1996     | 1997     | 1998     |
| \$17,000                     | \$19,100       | \$19,400    | \$19,800    | \$21,000 | \$22,600 | \$22,600 |
| Δ 98 - 99                    | 8.8%           |             |             |          |          |          |
| \$24,600                     | \$26,800       | \$28,100    | \$28,100    | \$30,100 | \$31,600 | \$31,600 |
| Δ 99 - 03                    |                |             |             |          |          | 6.5%     |
| \$3,701,000                  | \$3,601,000    | \$4,031,000 | \$4,031,000 | \$54,73  |          |          |
| 1993                         | 1998           | 2003        |             |          |          |          |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

| Growth Rate | MSA Population |         |         | Households |         |         | Retail Sales |         |          | EBI      |      |  |
|-------------|----------------|---------|---------|------------|---------|---------|--------------|---------|----------|----------|------|--|
|             | 1998           | 1993    | 1998    | 1998       | 1993    | 1998    | 1998         | 1993    | 1998     | 1993     | 1998 |  |
| 0.6%        | 538.7          | 205.7   | 560.7   | 0.8%       | 214.8   | 214.8   | 0.9%         | 224.2   | 577.4    | 224.2    | 0.9% |  |
| 0.9%        | 4,599.2        | 6,284.3 | 6,284.3 | 6.4%       | 6,284.3 | 6,284.3 | 6.4%         | 6,284.3 | 7,839.4  | 7,839.4  | 4.5% |  |
| 5.5%        | 8,393.3        | 9,590.9 | 9,590.9 | 2.7%       | 9,590.9 | 9,590.9 | 2.7%         | 9,590.9 | 12,556.2 | 12,556.2 | 5.5% |  |

### Demographic Breakdown

| Over 55 | 45 - 54 | 35 - 44 | 25 - 34 | 18 - 24 | 12 - 17 | Under 12 | Total | Percentage | Per Capita | Median Household | Avg Household | Hispanic |
|---------|---------|---------|---------|---------|---------|----------|-------|------------|------------|------------------|---------------|----------|
| 49.8    | 38.2    | 45.1    | 39.9    | 25.3    | 25.7    | 46.9     | 270.9 | 100.0%     | \$ 17,105  | \$ 35,383        | \$ 44,650     | 1.9%     |
| 65.7    | 40.2    | 47.6    | 40.4    | 26.8    | 24.4    | 44.6     | 289.8 | 16.3%      | 77.7%      | 21.1%            | 0.9%          |          |
| 115.5   | 78.4    | 92.7    | 80.4    | 52.1    | 50.1    | 91.6     | 560.7 | 8.9%       | Black      | Asian            |               |          |
| 115.5   | 78.4    | 92.7    | 80.4    | 52.1    | 50.1    | 91.6     | 560.7 | 9.3%       | White      |                  |               |          |
| 115.5   | 78.4    | 92.7    | 80.4    | 52.1    | 50.1    | 91.6     | 560.7 | 14.3%      |            |                  |               |          |
| 115.5   | 78.4    | 92.7    | 80.4    | 52.1    | 50.1    | 91.6     | 560.7 | 16.3%      |            |                  |               |          |
| 115.5   | 78.4    | 92.7    | 80.4    | 52.1    | 50.1    | 91.6     | 560.7 | 100.0%     |            |                  |               |          |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 6       | 14      | 16      | 20         | 20      | 13      | 33    |
| Tot 12+    | 12.9    | 65.5    | 76.0    | 78.4       | 78.4    | 9.9     | 88.3  |
| Avg 12+    | 2.2     | 4.7     | 4.8     | 3.9        | 3.9     | 0.8     | 2.7   |
| Tot LCS    | 14.6    | 74.2    | 86.1    | 88.8       | 88.8    | 11.2    | 100.0 |
| Avg LCS    | 2.4     | 5.3     | 5.4     | 4.4        | 4.4     | 0.9     | 3.0   |

# Competitive Overview

| AM Stations                  | City of License | FCC Class | Power (kW) | Day  | Night | C Owner            | Year Acq'd | Std Date | Sales Price M (000) | A Format     | 1999 Est Revenue (000)/Power Ratio | 1999 Est |        |        |        |      | Avg '99 Local Comm |      |      |      |     |     |  |  |  |
|------------------------------|-----------------|-----------|------------|------|-------|--------------------|------------|----------|---------------------|--------------|------------------------------------|----------|--------|--------|--------|------|--------------------|------|------|------|-----|-----|--|--|--|
|                              |                 |           |            |      |       |                    |            |          |                     |              |                                    | Fall     | Summer | Spring | Winter | 1999 |                    |      |      |      |     |     |  |  |  |
| KMTL                         | Sherwood        | B         | 760        | 10.0 | 0.00  | Domerese, George   | 83         | 8808     | 575                 | Gospel       | 200                                | 0.61     | 1.4    | 0.7    | 1.7    | 0.8  | 1.1                | 1.5  | 1.9  | 2.3  | 1.4 | 0.0 |  |  |  |
| KGHT                         | Sheridan        | B         | 880        | 50.0 | 0.22  | Metropolitan Radio | 82         | 9612     | 338                 | Gospel       | 200                                | 0.61     | 1.4    | 0.7    | 1.7    | 0.8  | 1.1                | 1.5  | 1.9  | 2.3  | 1.4 | 0.0 |  |  |  |
| KARN                         | Little Rock     | B         | 920        | 5.0  | 5.00  | Citadel Comm Corp  | 28         | 9709     | 6.6                 | News/Talk    | 1,650                              | 1.06     | 6.6    | 5.6    | 5.9    | 5.2  | 5.5                | 7.0  | 6.0  | 5.9  | 6.4 | 0.0 |  |  |  |
| KJBN                         | Little Rock     | B         | 1050       | 1.0  | 0.02  | Joshua Ministries  | 46         | 9209     | 250                 | ChrscContemp | 50                                 | 0.1      | 0.1    | 0.0    | 0.0    | 0.5  | 0.0                | 0.0  | 0.0  | 0.5  | 6.4 | 0.0 |  |  |  |
| KAAY                         | Little Rock     | A         | 1090       | 50.0 | 50.00 | Citadel Comm Corp  | 24         | 9811     | 5,000               | Gospel       | 1,000                              | 0.3      | 0.3    | 0.0    | 0.0    | 0.6  | 0.6                | 0.4  | 0.6  | 0.6  | 0.0 | 0.0 |  |  |  |
| KLRG                         | N Little Rock   | B         | 1150       | 5.0  | 1.00  | Willis Bcstg Corp  | 46         | 9003     | 250                 | Urban/Gospl  | 150                                | 0.58     | 1.1    | 0.9    | 0.9    | 0.6  | 0.9                | 1.5  | 0.9  | 0.8  | 1.3 | 0.0 |  |  |  |
| KCON                         | Conway          | C         | 1230       | 1.0  | 1.00  | Univ of Central AR | 50         | 9906     | 0.0                 | AC           | 150                                | 0.58     | 1.1    | 0.9    | 0.9    | 0.6  | 0.9                | 1.5  | 0.9  | 0.8  | 1.3 | 0.0 |  |  |  |
| KLIH                         | Little Rock     | B         | 1250       | 2.0  | 1.20  | Citadel Comm Corp  | 27         | 9711     | 150                 | Gospel       | 150                                | 0.49     | 1.3    | 0.9    | 0.9    | 1.1  | 1.4                | 1.3  | 0.8  | 0.7  | 0.0 | 0.0 |  |  |  |
| KLBL                         | Cabot           | B         | 1350       | 2.5  | 0.07  | Equity Bcstg Corp  | 80         | 9811 p   | 75                  | 1 CHR        | 75                                 | 0.49     | 1.3    | 0.9    | 0.9    | 1.1  | 1.4                | 1.3  | 0.8  | 0.7  | 0.0 | 0.0 |  |  |  |
| KRNN                         | N Little Rock   | B         | 1380       | 5.0  | 2.50  | e NINE             | 57         | 9906     | 500                 | na Children  | 500                                | 0.49     | 1.3    | 0.9    | 0.9    | 1.1  | 1.4                | 1.3  | 0.8  | 0.7  | 0.0 | 0.0 |  |  |  |
| KITA                         | Little Rock     | B         | 1440       | 5.0  | 0.24  | Rusk, Tom          | 56         | 8405     | 675                 | Gospel       | 350                                | 0.87     | 1.7    | 1.8    | 1.7    | 1.1  | 1.1                | 1.9  | 1.7  | 1.8  | 0.0 | 0.0 |  |  |  |
| KOKY                         | Jacksonville    | B         | 1500       | 1.0  | 0.00  | Ramsey, Richard,   | 63         | 8911     | 165                 | DARK         | 165                                | 0.87     | 1.7    | 1.8    | 1.7    | 1.1  | 1.1                | 1.9  | 1.7  | 1.8  | 0.0 | 0.0 |  |  |  |
| KLEC                         | England         | B         | 1530       | 0.3  | 0.00  | Equity Bcstg Corp  | 79         | 9904     | cs                  | Alternative  | 150                                | 0.87     | 1.7    | 1.8    | 1.7    | 1.1  | 1.1                | 1.9  | 1.7  | 1.8  | 0.0 | 0.0 |  |  |  |
| AM & FM Stations Profiled -  |                 |           |            |      |       |                    |            |          |                     |              |                                    |          | 13     |        |        |      |                    |      |      |      |     |     |  |  |  |
| # AM Stations -              |                 |           |            |      |       |                    |            |          |                     |              |                                    |          | 6      |        |        |      |                    |      |      |      |     |     |  |  |  |
| # Duopolies -                |                 |           |            |      |       |                    |            |          |                     |              |                                    |          | 12     |        |        |      |                    |      |      |      |     |     |  |  |  |
| Total Local Commercial Share |                 |           |            |      |       |                    |            |          |                     |              |                                    |          | 88.3   | 88.8   | 90.2   | 88.4 | 90.1               | 88.7 | 88.3 | 87.9 |     |     |  |  |  |
| AM TOTALS                    |                 |           |            |      |       |                    |            |          |                     |              |                                    |          | 12.6   | 9.9    | 11.1   | 10.6 | 13.4               | 12.4 | 12.6 | 11.6 |     |     |  |  |  |

ARB 12+ Metro Shares (see rights)

Metro Rank: 84  
Revenue Rank: 67

# Wichita, KS Market Overview



## Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES *** | Revenue/Retail Sales |              |              |              |          |
|------------------------------|----------------------|--------------|--------------|--------------|----------|
|                              | 1993                 | 1994         | 1995         | 1996         | 1997     |
| \$17,300                     | \$19,200             | \$19,800     | \$22,000     | \$24,500     | \$27,100 |
| Δ 98 - 99                    | 11.8%                | \$30,300     | \$33,600     | \$36,700     | \$40,300 |
|                              |                      | \$4,95/1,000 | \$4,92/1,000 | \$6,71/1,000 | \$73.36  |
|                              |                      | 1998         | 1998         | 2003         |          |
|                              |                      | \$34.06      | \$49.27      | \$73.36      |          |

| Est. Breakout | Revenue/Capita |          |
|---------------|----------------|----------|
|               | Local          | National |
| 90%           | 90%            | 10%      |
| Δ 93 - 98     | 9.4%           | 9.5%     |
|               | 1998           | 2003     |
|               | \$27,100       | \$43,600 |

## Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

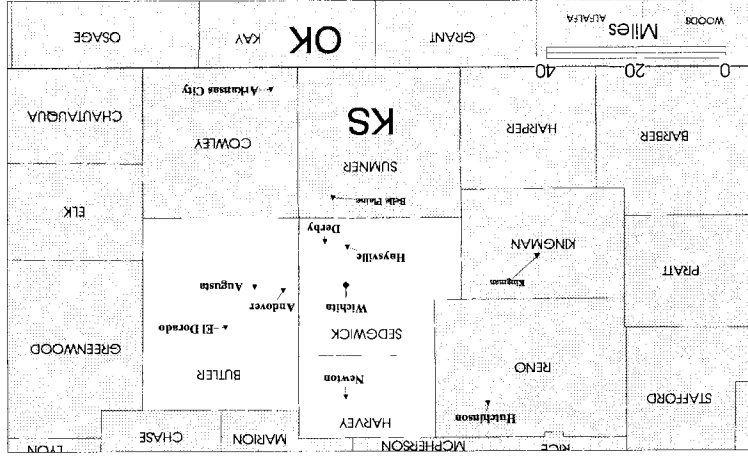
| Growth Rate | MSA Population |         | Households | Retail Sales | EBI     |
|-------------|----------------|---------|------------|--------------|---------|
|             | 1998           | 1993    |            |              |         |
| 1.6%        | 507.9          | 507.9   | 195.8      | 4,751.4      | 8,315.0 |
| 1.6%        | 550.0          | 550.0   | 211.6      | 5,471.3      | 9,502.9 |
| 1.8%        | 594.3          | 594.3   | 231.2      | 5,471.3      | 9,502.9 |
| 3.5%        | 6,498.2        | 6,498.2 | 2,120.4    | 12,120.4     | 5.0%    |

## Demographic Breakdown

|                    | Total       | Under 12         | 12 - 17    | 18 - 24       | 25 - 34 | 35 - 44       | 45 - 54 | Over 55   |
|--------------------|-------------|------------------|------------|---------------|---------|---------------|---------|-----------|
| Men (000)          | 270.0       | 50.4             | 24.2       | 22.6          | 40.8    | 45.7          | 34.1    | 52.1      |
| Women (000)        | 280.0       | 48.4             | 23.4       | 22.1          | 39.3    | 44.2          | 35.7    | 67.0      |
| Total              | 550.0       | 98.9             | 47.6       | 44.7          | 80.1    | 89.8          | 69.8    | 119.0     |
| Percentage         | 100.0%      | 18.0%            | 8.7%       | 8.1%          | 14.6%   | 16.3%         | 12.7%   | 21.6%     |
| Per Capita         | \$ 17,278   | Median Household |            | \$ 36,484     |         | Avg Household |         | \$ 44,910 |
| Ethnic Population: | White 88.3% | Black 8.1%       | Asian 2.5% | Hispanic 6.0% |         |               |         |           |

## Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 1       | 16      | 14      | 17         | 8       | 25      |       |
| Tot 12+    | 0.5     | 76.6    | 75.4    | 77.1       | 14.9    | 92.0    |       |
| Avg 12+    | 0.5     | 4.8     | 5.4     | 4.5        | 1.9     | 3.7     |       |
| Tot LCS    | 0.5     | 83.3    | 82.0    | 83.8       | 16.2    | 100.0   |       |
| Avg LCS    | 0.5     | 5.2     | 5.9     | 4.9        | 2.0     | 4.0     |       |



## Metro Counties / Population (000)

|              |              |
|--------------|--------------|
| Butler, KS   | 62.8         |
| Harvey, KS   | 34.6         |
| Sedgwick, KS | 452.6        |
| <b>Total</b> | <b>550.0</b> |

# Competitive Overview

| FM Stations                       |               |                 |                 |        |            |           |            |                      |          |                |             |                |             |            |          |
|-----------------------------------|---------------|-----------------|-----------------|--------|------------|-----------|------------|----------------------|----------|----------------|-------------|----------------|-------------|------------|----------|
| City of License                   | FCC Class     | Freq            | Power (kW)      | HAAT C | Owner      | Year Acqd | Std Date   | Price (000)          | A Format | Revenue (000)/ | Power Ratio | Local Comm     | 1999 Est    |            |          |
| ARB 12+ Metro Shares (see rights) |               |                 |                 |        |            |           |            |                      |          |                |             |                |             |            |          |
|                                   |               |                 |                 |        |            |           |            |                      |          |                |             |                |             |            |          |
| Call                              | License       | City of License | FCC Class       | Freq   | Power (kW) | HAAT C    | Owner      | Year Acqd            | Std Date | Price (000)    | A Format    | Revenue (000)/ | Power Ratio | Local Comm | 1999 Est |
| KOZZ                              | Newton        | Newton          | C1              | 92.3   | 100.0      | 640       | e          | Journal Best Group   | 59       | 9912 p         | 4,500       | Hot AC         | 800         | 0.61       | 4.5      |
| KANR                              | Belle Plaine  | Belle Plaine    | B               | 92.7   | 12.2       | 469       | e          | Smith, Daniel D.     | 96       |                |             | News/Talk      | 100         | 0.3        | 0.5      |
| KDGS                              | Andover       | Andover         | C3              | 93.9   | 25.0       | 328       | b          | Entercom             | 93       | 0002 p         | 3,150       | CHR/Rhythmic   | 1,000       | 0.56       | 6.1      |
| KCJV                              | Kingman       | Kingman         | C2              | 94.3   | 50.0       | 150       | a          | Community            | 99       |                |             | Reign/Talk     | 0.3         | 0.3        | 0.5      |
| KICT                              | Wichita       | Wichita         | C1              | 95.1   | 100.0      | 899       | a          | Journal Best Group   | 72       | 9906           | g2          | Rock           | 2,300       | 1.13       | 7.0      |
| KRZZ                              | Derby         | Derby           | C2              | 96.3   | 50.0       | 492       | a          | AMFM Inc             | 78       | 9910 p         | g           | Cisc Rock      | 2,625       | 1.38       | 6.5      |
| KRBB                              | Wichita       | Wichita         | C               | 97.9   | 100.0      | 994       | c          | AMFM Inc             | 48       | 9910 p         | g           | AC             | 3,050       | 1.51       | 6.9      |
| KAYY                              | Clearwater    | Clearwater      | C2              | 98.7   | 50.0       | 492       | b          | Violet, Viola & Gary | 95       |                | 1           | Hot AC         | 350         | 0.67       | 1.8      |
| KTLI                              | El Dorado     | El Dorado       | C1              | 99.1   | 100.0      | 617       | a          | Stephens Family LP   | 72       | 9606           | 1,253       | ChrContemp     | 1,000       | 0.88       | 3.9      |
| KTCM                              | Kingman       | Kingman         | C2              | 100.3  | 48.0       | 505       | a          | Salazar, Maria       | 89       | 9608           | na          | Spanish        | 0.7         | 0.7        | 0.0      |
| KFDI                              | Wichita       | Wichita         | C               | 101.3  | 100.0      | 1,139     | a          | Journal Best Group   | 63       | 9906           | g2          | Country        | 3,800       | 1.28       | 10.2     |
| KZSN                              | Hutchinson    | Hutchinson      | C               | 102.1  | 98.0       | 1,034     | c          | AMFM Inc             | 68       | 9910 p         | g           | Country        | 3,700       | 1.33       | 9.5      |
| KEYN                              | Wichita       | Wichita         | C1              | 103.7  | 100.0 cp   | 879       | d          | Entercom             | 68       | 0002           | 8,000 d1    | Oldies         | 1,700       | 0.95       | 6.1      |
| KLLS                              | Augusta       | Augusta         | C2              | 104.5  | 45.0       | 515       | a          | Journal Best Group   | 92       | 9906           | g2          | Cisc Rock      | 1,150       | 0.80       | 4.9      |
| KWSJ                              | Haysville     | Haysville       | C               | 105.3  | 100.0      | 988       | d          | Entercom             | 85       | 0002           | d1          | Smooth Jazz    | 500         | 0.57       | 3.0      |
| KYQQ                              | Arkansas City | Arkansas City   | C               | 106.5  | 100.0      | 1,280     | a          | Journal Best Group   | 79       | 9906           | g2          | Country        | 750         | 1.12       | 2.3      |
| KKRD                              | Wichita       | Wichita         | C1              | 107.3  | 100.0 cp   | 879       | c          | AMFM Inc             | 67       | 9910 p         | g           | CHR            | 3,625       | 1.29       | 9.6      |
| FM TOTALS                         |               |                 |                 |        |            |           |            |                      |          |                |             |                |             |            |          |
|                                   |               |                 | # FM Stations - | 17     |            |           | # Combos - | 13                   |          |                |             |                |             |            |          |
| Call                              | License       | City of License | FCC Class       | Freq   | Power (kW) | HAAT C    | Owner      | Year Acqd            | Std Date | Price (000)    | A Format    | Revenue (000)/ | Power Ratio | Local Comm | 1999 Est |
| KOZZ                              | Newton        | Newton          | C1              | 92.3   | 100.0      | 640       | e          | Journal Best Group   | 59       | 9912 p         | 4,500       | Hot AC         | 800         | 0.61       | 4.5      |
| KANR                              | Belle Plaine  | Belle Plaine    | B               | 92.7   | 12.2       | 469       | e          | Smith, Daniel D.     | 96       |                |             | News/Talk      | 100         | 0.3        | 0.5      |
| KDGS                              | Andover       | Andover         | C3              | 93.9   | 25.0       | 328       | b          | Entercom             | 93       | 0002 p         | 3,150       | CHR/Rhythmic   | 1,000       | 0.56       | 6.1      |
| KCJV                              | Kingman       | Kingman         | C2              | 94.3   | 50.0       | 150       | a          | Community            | 99       |                |             | Reign/Talk     | 0.3         | 0.3        | 0.5      |
| KICT                              | Wichita       | Wichita         | C1              | 95.1   | 100.0      | 899       | a          | Journal Best Group   | 72       | 9906           | g2          | Rock           | 2,300       | 1.13       | 7.0      |
| KRZZ                              | Derby         | Derby           | C2              | 96.3   | 50.0       | 492       | a          | AMFM Inc             | 78       | 9910 p         | g           | Cisc Rock      | 2,625       | 1.38       | 6.5      |
| KRBB                              | Wichita       | Wichita         | C               | 97.9   | 100.0      | 994       | c          | AMFM Inc             | 48       | 9910 p         | g           | AC             | 3,050       | 1.51       | 6.9      |
| KAYY                              | Clearwater    | Clearwater      | C2              | 98.7   | 50.0       | 492       | b          | Violet, Viola & Gary | 95       |                | 1           | Hot AC         | 350         | 0.67       | 1.8      |
| KTLI                              | El Dorado     | El Dorado       | C1              | 99.1   | 100.0      | 617       | a          | Stephens Family LP   | 72       | 9606           | 1,253       | ChrContemp     | 1,000       | 0.88       | 3.9      |
| KTCM                              | Kingman       | Kingman         | C2              | 100.3  | 48.0       | 505       | a          | Salazar, Maria       | 89       | 9608           | na          | Spanish        | 0.7         | 0.7        | 0.0      |
| KFDI                              | Wichita       | Wichita         | C               | 101.3  | 100.0      | 1,139     | a          | Journal Best Group   | 63       | 9906           | g2          | Country        | 3,800       | 1.28       | 10.2     |
| KZSN                              | Hutchinson    | Hutchinson      | C               | 102.1  | 98.0       | 1,034     | c          | AMFM Inc             | 68       | 9910 p         | g           | Country        | 3,700       | 1.33       | 9.5      |
| KEYN                              | Wichita       | Wichita         | C1              | 103.7  | 100.0 cp   | 879       | d          | Entercom             | 68       | 0002           | 8,000 d1    | Oldies         | 1,700       | 0.95       | 6.1      |
| KLLS                              | Augusta       | Augusta         | C2              | 104.5  | 45.0       | 515       | a          | Journal Best Group   | 92       | 9906           | g2          | Cisc Rock      | 1,150       | 0.80       | 4.9      |
| KWSJ                              | Haysville     | Haysville       | C               | 105.3  | 100.0      | 988       | d          | Entercom             | 85       | 0002           | d1          | Smooth Jazz    | 500         | 0.57       | 3.0      |
| KYQQ                              | Arkansas City | Arkansas City   | C               | 106.5  | 100.0      | 1,280     | a          | Journal Best Group   | 79       | 9906           | g2          | Country        | 750         | 1.12       | 2.3      |
| KKRD                              | Wichita       | Wichita         | C1              | 107.3  | 100.0 cp   | 879       | c          | AMFM Inc             | 67       | 9910 p         | g           | CHR            | 3,625       | 1.29       | 9.6      |
| FM TOTALS                         |               |                 |                 |        |            |           |            |                      |          |                |             |                |             |            |          |
|                                   |               |                 | # FM Stations - | 17     |            |           | # Combos - | 13                   |          |                |             |                |             |            |          |
| Call                              | License       | City of License | FCC Class       | Freq   | Power (kW) | HAAT C    | Owner      | Year Acqd            | Std Date | Price (000)    | A Format    | Revenue (000)/ | Power Ratio | Local Comm | 1999 Est |
| KOZZ                              | Newton        | Newton          | C1              | 92.3   | 100.0      | 640       | e          | Journal Best Group   | 59       | 9912 p         | 4,500       | Hot AC         | 800         | 0.61       | 4.5      |
| KANR                              | Belle Plaine  | Belle Plaine    | B               | 92.7   | 12.2       | 469       | e          | Smith, Daniel D.     | 96       |                |             | News/Talk      | 100         | 0.3        | 0.5      |
| KDGS                              | Andover       | Andover         | C3              | 93.9   | 25.0       | 328       | b          | Entercom             | 93       | 0002 p         | 3,150       | CHR/Rhythmic   | 1,000       | 0.56       | 6.1      |
| KCJV                              | Kingman       | Kingman         | C2              | 94.3   | 50.0       | 150       | a          | Community            | 99       |                |             | Reign/Talk     | 0.3         | 0.3        | 0.5      |
| KICT                              | Wichita       | Wichita         | C1              | 95.1   | 100.0      | 899       | a          | Journal Best Group   | 72       | 9906           | g2          | Rock           | 2,300       | 1.13       | 7.0      |
| KRZZ                              | Derby         | Derby           | C2              | 96.3   | 50.0       | 492       | a          | AMFM Inc             | 78       | 9910 p         | g           | Cisc Rock      | 2,625       | 1.38       | 6.5      |
| KRBB                              | Wichita       | Wichita         | C               | 97.9   | 100.0      | 994       | c          | AMFM Inc             | 48       | 9910 p         | g           | AC             | 3,050       | 1.51       | 6.9      |
| KAYY                              | Clearwater    | Clearwater      | C2              | 98.7   | 50.0       | 492       | b          | Violet, Viola & Gary | 95       |                | 1           | Hot AC         | 350         | 0.67       | 1.8      |
| KTLI                              | El Dorado     | El Dorado       | C1              | 99.1   | 100.0      | 617       | a          | Stephens Family LP   | 72       | 9606           | 1,253       | ChrContemp     | 1,000       | 0.88       | 3.9      |
| KTCM                              | Kingman       | Kingman         | C2              | 100.3  | 48.0       | 505       | a          | Salazar, Maria       | 89       | 9608           | na          | Spanish        | 0.7         | 0.7        | 0.0      |
| KFDI                              | Wichita       | Wichita         | C               | 101.3  | 100.0      | 1,139     | a          | Journal Best Group   | 63       | 9906           | g2          | Country        | 3,800       | 1.28       | 10.2     |
| KZSN                              | Hutchinson    | Hutchinson      | C               | 102.1  | 98.0       | 1,034     | c          | AMFM Inc             | 68       | 9910 p         | g           | Country        | 3,700       | 1.33       | 9.5      |
| KEYN                              | Wichita       | Wichita         | C1              | 103.7  | 100.0 cp   | 879       | d          | Entercom             | 68       | 0002           | 8,000 d1    | Oldies         | 1,700       | 0.95       | 6.1      |
| KLLS                              | Augusta       | Augusta         | C2              | 104.5  | 45.0       | 515       | a          | Journal Best Group   | 92       | 9906           | g2          | Cisc Rock      | 1,150       | 0.80       | 4.9      |
| KWSJ                              | Haysville     | Haysville       | C               | 105.3  | 100.0      | 988       | d          | Entercom             | 85       | 0002           | d1          | Smooth Jazz    | 500         | 0.57       | 3.0      |
| KYQQ                              | Arkansas City | Arkansas City   | C               | 106.5  | 100.0      | 1,280     | a          | Journal Best Group   | 79       | 9906           | g2          | Country        | 750         | 1.12       | 2.3      |
| KKRD                              | Wichita       | Wichita         | C1              | 107.3  | 100.0 cp   | 879       | c          | AMFM Inc             | 67       | 9910 p         | g           | CHR            | 3,625       | 1.29       | 9.6      |
| FM TOTALS                         |               |                 |                 |        |            |           |            |                      |          |                |             |                |             |            |          |
|                                   |               |                 | # FM Stations - | 17     |            |           | # Combos - | 13                   |          |                |             |                |             |            |          |
| Call                              | License       | City of License | FCC Class       | Freq   | Power (kW) | HAAT C    | Owner      | Year Acqd            | Std Date | Price (000)    | A Format    | Revenue (000)/ | Power Ratio | Local Comm | 1999 Est |
| KOZZ                              | Newton        | Newton          | C1              | 92.3   | 100.0      | 640       | e          | Journal Best Group   | 59       | 9912 p         | 4,500       | Hot AC         | 800         | 0.61       | 4.5      |
| KANR                              | Belle Plaine  | Belle Plaine    | B               | 92.7   | 12.2       | 469       | e          | Smith, Daniel D.     | 96       |                |             | News/Talk      | 100         | 0.3        | 0.5      |
| KDGS                              | Andover       | Andover         | C3              | 93.9   | 25.0       | 328       | b          | Entercom             | 93       | 0002 p         | 3,150       | CHR/Rhythmic   | 1,000       | 0.56       | 6.1      |
| KCJV                              | Kingman       | Kingman         | C2              | 94.3   | 50.0       | 150       | a          | Community            | 99       |                |             | Reign/Talk     | 0.3         | 0.3        | 0.5      |
| KICT                              | Wichita       | Wichita         | C1              | 95.1   | 100.0      | 899       | a          | Journal Best Group   | 72       | 9906           | g2          | Rock           | 2,300       | 1.13       | 7.0      |
| KRZZ                              | Derby         | Derby           | C2              | 96.3   | 50.0       | 492       | a          | AMFM Inc             | 78       | 9910 p         | g           | Cisc Rock      | 2,625       | 1.38       | 6.5      |
| KRBB                              | Wichita       | Wichita         | C               | 97.9   | 100.0      | 994       | c          | AMFM Inc             | 48       | 9910 p         | g           | AC             | 3,050       | 1.51       | 6.9      |
| KAYY                              | Clearwater    | Clearwater      | C2              | 98.7   | 50.0       | 492       | b          | Violet, Viola & Gary | 95       |                | 1           | Hot AC         | 350         | 0.67       | 1.8      |
| KTLI                              | El Dorado     | El Dorado       | C1              | 99.1   | 100.0      | 617       | a          | Stephens Family LP   | 72       | 9606           | 1,253       | ChrContemp     | 1,000       | 0.88       | 3.9      |
| KTCM                              | Kingman       | Kingman         | C2              | 100.3  | 48.0       | 505       | a          | Salazar, Maria       | 89       | 9608           | na          | Spanish        | 0.7         | 0.7        | 0.0      |
| KFDI                              | Wichita       | Wichita         | C               | 101.3  | 100.0      | 1,139     | a          | Journal Best Group   | 63       | 9906           | g2          | Country        | 3,800       | 1.28       | 10.2     |
| KZSN                              | Hutchinson    | Hutchinson      | C               | 102.1  | 98.0       | 1,034     | c          | AMFM Inc             | 68       | 9910 p         | g           | Country        | 3,700       | 1.33       | 9.5      |
| KEYN                              | Wichita       | Wichita         | C1              | 103.7  | 100.0 cp   | 879       | d          | Entercom             | 68       | 0002           | 8,000 d1    | Oldies         | 1,700       | 0.95       | 6.1      |
| KLLS                              | Augusta       | Augusta         | C2              | 104.5  | 45.0       | 515       | a          | Journal Best Group   | 92       | 9906           | g2          | Cisc Rock      | 1,150       | 0.80       | 4.9      |
| KWSJ                              | Haysville     | Haysville       | C               | 105.3  | 100.0      | 988       | d          | Entercom             | 85       | 0002           | d1          | Smooth Jazz    | 500         | 0.57       | 3.0      |
| KYQQ                              | Arkansas City | Arkansas City   | C               | 106.5  | 100.0      | 1,280     | a          | Journal Best Group   | 79       | 9906           | g2          | Country        | 750         | 1.12       | 2.3      |
| KKRD                              | Wichita       | Wichita         | C1              | 107.3  | 100.0 cp   | 879       | c          | AMFM Inc             | 67       | 9910 p         | g           | CHR            | 3,625       | 1.29       | 9.6      |
| FM TOTALS                         |               |                 |                 |        |            |           |            |                      |          |                |             |                |             |            |          |
|                                   |               |                 | # FM Stations - | 17     |            |           | # Combos - | 13                   |          |                |             |                |             |            |          |
| Call                              | License       | City of License | FCC Class       | Freq   | Power (kW) | HAAT C    | Owner      | Year Acqd            | Std Date | Price (000)    | A Format    | Revenue (000)/ | Power Ratio | Local Comm | 1999 Est |
| KOZZ                              | Newton        | Newton          | C1              | 92.3   | 100.0      | 640       | e          | Journal Best Group   | 59       | 9912 p         | 4,500       | Hot AC         | 800         | 0.61       | 4.5      |
| KANR                              | Belle Plaine  | Belle Plaine    | B               | 92.7   | 12.2       | 469       | e          | Smith, Daniel D.     | 96       |                |             | News/Talk      | 100         | 0.3        | 0.5      |
| KDGS                              | Andover       | Andover         | C3              | 93.9   | 25.0       | 328       | b          | Entercom             | 93       | 0002 p         | 3,150       | CHR/Rhythmic   | 1,000       | 0.56       | 6.1      |
| KCJV                              | Kingman       | Kingman         | C2              | 94.3   | 50.0       | 150       | a          | Community            | 99       |                |             | Reign/Talk     | 0.3         | 0.3        | 0.5      |
| KICT                              | Wichita       | Wichita         | C1              | 95.1   | 100.0      | 899       | a          | Journal Best Group   | 72       | 9906           | g2          | Rock           | 2,300       | 1.13       | 7.0      |
| KRZZ                              | Derby         | Derby           | C2              | 96.3   | 50.0       | 492       | a          | AMFM Inc             | 78       | 9910 p         | g           | Cisc Rock      | 2,625       | 1.38       | 6.5      |
| KRBB                              | Wichita       | Wichita         | C               | 97.9   | 100.0      | 994       |            |                      |          |                |             |                |             |            |          |





# Competitive Overview

Some stations also rated in Sacramento and Modesto.

Metro Rank: 85

| FM Stations                       |           |            |            |      |                     |           |          |             |            |                |             |       |         |      |      |      |      |      |      |      |     |
|-----------------------------------|-----------|------------|------------|------|---------------------|-----------|----------|-------------|------------|----------------|-------------|-------|---------|------|------|------|------|------|------|------|-----|
| City of License                   | FCC Class | Freq (kHz) | Power (kW) | HAAT | C Owner             | Year Date | Sid Acqd | Price (000) | A Format   | Revenue (000)/ | Power Ratio | Local | Comm    |      |      |      |      |      |      |      |     |
| 1999 Est                          |           |            |            |      |                     |           |          |             |            |                |             |       | Avg '99 |      |      |      |      |      |      |      |     |
| Sales L                           |           |            |            |      |                     |           |          |             |            |                |             |       | 1999    |      |      |      |      |      |      |      |     |
| Fall                              |           |            |            |      |                     |           |          |             |            |                |             |       | 1999    |      |      |      |      |      |      |      |     |
| Spring                            |           |            |            |      |                     |           |          |             |            |                |             |       | 1999    |      |      |      |      |      |      |      |     |
| Fall                              |           |            |            |      |                     |           |          |             |            |                |             |       | 1998    |      |      |      |      |      |      |      |     |
| Spring                            |           |            |            |      |                     |           |          |             |            |                |             |       | 1998    |      |      |      |      |      |      |      |     |
| Fall                              |           |            |            |      |                     |           |          |             |            |                |             |       | 1997    |      |      |      |      |      |      |      |     |
| Spring                            |           |            |            |      |                     |           |          |             |            |                |             |       | 1997    |      |      |      |      |      |      |      |     |
| Fall                              |           |            |            |      |                     |           |          |             |            |                |             |       | 1996    |      |      |      |      |      |      |      |     |
| Spring                            |           |            |            |      |                     |           |          |             |            |                |             |       | 1996    |      |      |      |      |      |      |      |     |
| ARB 12+ Metro Shares (see rights) |           |            |            |      |                     |           |          |             |            |                |             |       |         |      |      |      |      |      |      |      |     |
| 1999 Est                          |           |            |            |      |                     |           |          |             |            |                |             |       | Avg '99 |      |      |      |      |      |      |      |     |
| Sales L                           |           |            |            |      |                     |           |          |             |            |                |             |       | 1999    |      |      |      |      |      |      |      |     |
| Fall                              |           |            |            |      |                     |           |          |             |            |                |             |       | 1999    |      |      |      |      |      |      |      |     |
| Spring                            |           |            |            |      |                     |           |          |             |            |                |             |       | 1999    |      |      |      |      |      |      |      |     |
| Fall                              |           |            |            |      |                     |           |          |             |            |                |             |       | 1998    |      |      |      |      |      |      |      |     |
| Spring                            |           |            |            |      |                     |           |          |             |            |                |             |       | 1998    |      |      |      |      |      |      |      |     |
| Fall                              |           |            |            |      |                     |           |          |             |            |                |             |       | 1997    |      |      |      |      |      |      |      |     |
| Spring                            |           |            |            |      |                     |           |          |             |            |                |             |       | 1997    |      |      |      |      |      |      |      |     |
| Fall                              |           |            |            |      |                     |           |          |             |            |                |             |       | 1996    |      |      |      |      |      |      |      |     |
| Spring                            |           |            |            |      |                     |           |          |             |            |                |             |       | 1996    |      |      |      |      |      |      |      |     |
| ARB 12+ Metro Shares (see rights) |           |            |            |      |                     |           |          |             |            |                |             |       |         |      |      |      |      |      |      |      |     |
| KHOP                              | B         | 95.1       | 16.0 cp    | 876  | Citadel Comm Corp   | 85        | 9703     | See (122)   | AOR        | n/a            | n/a         | 5.6   | 2.1     | 2.1  | 2.6  | 3.3  | 2.4  | 3.0  | 4.6  | 3.7  |     |
| KKME                              | A         | 96.7       | 1.5        | 466  | AMFM Inc            | 79        | 9910 p   | 466         | g          | 650            | 2.52        | 2.8   | 0.8     | 2.0  | 0.8  | 0.5  | 0.0  | 1.5  | 1.6  | 2.4  | 2.4 |
| KWIN                              | A         | 97.7       | 3.0        | 299  | Silverado Bcstg Co  | 59        | 9404     | 3,300       | CHR        | 2,600          | 1.38        | 20.5  | 10.3    | 9.6  | 11.4 | 10.4 | 7.2  | 8.6  | 8.3  | 7.9  | 7.9 |
| KJOY                              | A         | 99.3       | 4.8 cp     | 361  | Silverado Bcstg Co  | 68        | 9808     | 3,600       | AC         | 700            | 0.94        | 8.1   | 4.6     | 4.0  | 4.3  | 1.2  | 1.6  | 2.0  | 1.6  | 0.9  | 0.9 |
| KOOD                              | A         | 100.1      | 6.0        | 328  | AMFM Inc            | 80        | 9912     | 5,140       | Oldies     | 2,000          | 1.98        | 11.0  | 6.5     | 4.7  | 6.6  | 6.8  | 6.0  | 6.3  | 6.0  | 4.3  | 4.3 |
| KMIK                              | A         | 100.9      | 6.0        | 328  | Z-Spanish Media     | 66        | 9806     | 1,400       | st         | 1,400          | 2.11        | 7.2   | 3.6     | 2.0  | 5.6  | 5.1  | 4.7  | 3.3  | 3.3  | 4.2  | 1.8 |
| KATM                              | B         | 103.3      | 50.0       | 499  | Citadel Comm Corp   | 48        | 9212     | n/a         | Country    | n/a            | n/a         | 19.2  | 9.2     | 9.3  | 10.3 | 11.3 | 10.8 | 11.8 | 11.4 | 11.8 | 1.8 |
| KHKK                              | B         | 104.1      | 50.0       | 499  | Citadel Comm Corp   | 49        | 9308     | n/a         | Cisc Hills | n/a            | n/a         | 10.7  | 5.4     | 5.3  | 5.6  | 5.4  | 4.9  | 4.7  | 6.3  | 5.8  | 5.8 |
| Modesto                           | B         | 104.1      | 50.0       | 499  | Infinity Bcstg      | 60        | 9805     | n/a         | Country    | n/a            | n/a         | 0.6   | 1.0     | 0.0  | 0.6  | 0.6  | 0.8  | 0.5  | 0.7  | 0.7  | 0.7 |
| KNCI                              | B         | 105.1      | 50.0       | 499  | Infinity Bcstg      | 60        | 9805     | n/a         | Country    | n/a            | n/a         | 0.6   | 1.0     | 0.0  | 0.6  | 0.6  | 0.8  | 0.5  | 0.7  | 0.7  | 0.7 |
| KSTN                              | B         | 107.3      | 8.1        | 1611 | b San Joaquin Bcstg | 62        |          | 300         | Spanish    | 300            | 0.99        | 3.3   | 2.0     | 2.2  | 1.1  | 0.0  | 1.6  | 0.6  | 0.9  | 1.8  | 1.8 |
| # FM Stations -                   |           |            |            |      |                     |           |          |             |            |                |             |       |         | 10   |      |      |      |      |      |      |     |
| # Compos -                        |           |            |            |      |                     |           |          |             |            |                |             |       |         | 9    |      |      |      |      |      |      |     |
| FM TOTALS                         |           |            |            |      |                     |           |          |             |            |                |             |       |         | 89.0 |      |      |      |      |      |      |     |
| 1999 Est                          |           |            |            |      |                     |           |          |             |            |                |             |       | Avg '99 |      |      |      |      |      |      |      |     |
| Revenue (000)/                    |           |            |            |      |                     |           |          |             |            |                |             |       | 1999    |      |      |      |      |      |      |      |     |
| Power Ratio                       |           |            |            |      |                     |           |          |             |            |                |             |       | 1999    |      |      |      |      |      |      |      |     |
| Local                             |           |            |            |      |                     |           |          |             |            |                |             |       | 1999    |      |      |      |      |      |      |      |     |
| Fall                              |           |            |            |      |                     |           |          |             |            |                |             |       | 1999    |      |      |      |      |      |      |      |     |
| Spring                            |           |            |            |      |                     |           |          |             |            |                |             |       | 1999    |      |      |      |      |      |      |      |     |
| Fall                              |           |            |            |      |                     |           |          |             |            |                |             |       | 1998    |      |      |      |      |      |      |      |     |
| Spring                            |           |            |            |      |                     |           |          |             |            |                |             |       | 1998    |      |      |      |      |      |      |      |     |
| Fall                              |           |            |            |      |                     |           |          |             |            |                |             |       | 1997    |      |      |      |      |      |      |      |     |
| Spring                            |           |            |            |      |                     |           |          |             |            |                |             |       | 1997    |      |      |      |      |      |      |      |     |
| Fall                              |           |            |            |      |                     |           |          |             |            |                |             |       | 1996    |      |      |      |      |      |      |      |     |
| Spring                            |           |            |            |      |                     |           |          |             |            |                |             |       | 1996    |      |      |      |      |      |      |      |     |
| ARB 12+ Metro Shares (see rights) |           |            |            |      |                     |           |          |             |            |                |             |       |         |      |      |      |      |      |      |      |     |
| 1999 Est                          |           |            |            |      |                     |           |          |             |            |                |             |       | Avg '99 |      |      |      |      |      |      |      |     |
| Sales L                           |           |            |            |      |                     |           |          |             |            |                |             |       | 1999    |      |      |      |      |      |      |      |     |
| Fall                              |           |            |            |      |                     |           |          |             |            |                |             |       | 1999    |      |      |      |      |      |      |      |     |
| Spring                            |           |            |            |      |                     |           |          |             |            |                |             |       | 1999    |      |      |      |      |      |      |      |     |
| Fall                              |           |            |            |      |                     |           |          |             |            |                |             |       | 1998    |      |      |      |      |      |      |      |     |
| Spring                            |           |            |            |      |                     |           |          |             |            |                |             |       | 1998    |      |      |      |      |      |      |      |     |
| Fall                              |           |            |            |      |                     |           |          |             |            |                |             |       | 1997    |      |      |      |      |      |      |      |     |
| Spring                            |           |            |            |      |                     |           |          |             |            |                |             |       | 1997    |      |      |      |      |      |      |      |     |
| Fall                              |           |            |            |      |                     |           |          |             |            |                |             |       | 1996    |      |      |      |      |      |      |      |     |
| Spring                            |           |            |            |      |                     |           |          |             |            |                |             |       | 1996    |      |      |      |      |      |      |      |     |
| ARB 12+ Metro Shares (see rights) |           |            |            |      |                     |           |          |             |            |                |             |       |         |      |      |      |      |      |      |      |     |

# AM Stations

| City of License                   | FCC Class | Freq (kHz) | Power (kW) | C Owner | Year Date           | Sid Acqd | Price (000) | A Format  | Revenue (000)/ | Power Ratio | Local | Comm | 1999    |      |      |      |      |      |      |      |     |
|-----------------------------------|-----------|------------|------------|---------|---------------------|----------|-------------|-----------|----------------|-------------|-------|------|---------|------|------|------|------|------|------|------|-----|
| 1999 Est                          |           |            |            |         |                     |          |             |           |                |             |       |      | Avg '99 |      |      |      |      |      |      |      |     |
| Sales L                           |           |            |            |         |                     |          |             |           |                |             |       |      | 1999    |      |      |      |      |      |      |      |     |
| Fall                              |           |            |            |         |                     |          |             |           |                |             |       |      | 1999    |      |      |      |      |      |      |      |     |
| Spring                            |           |            |            |         |                     |          |             |           |                |             |       |      | 1999    |      |      |      |      |      |      |      |     |
| Fall                              |           |            |            |         |                     |          |             |           |                |             |       |      | 1998    |      |      |      |      |      |      |      |     |
| Spring                            |           |            |            |         |                     |          |             |           |                |             |       |      | 1998    |      |      |      |      |      |      |      |     |
| Fall                              |           |            |            |         |                     |          |             |           |                |             |       |      | 1997    |      |      |      |      |      |      |      |     |
| Spring                            |           |            |            |         |                     |          |             |           |                |             |       |      | 1997    |      |      |      |      |      |      |      |     |
| Fall                              |           |            |            |         |                     |          |             |           |                |             |       |      | 1996    |      |      |      |      |      |      |      |     |
| Spring                            |           |            |            |         |                     |          |             |           |                |             |       |      | 1996    |      |      |      |      |      |      |      |     |
| ARB 12+ Metro Shares (see rights) |           |            |            |         |                     |          |             |           |                |             |       |      |         |      |      |      |      |      |      |      |     |
| KHOP                              | B         | 95.1       | 16.0 cp    | 876     | Citadel Comm Corp   | 85       | 9703        | See (122) | AOR            | n/a         | n/a   | 5.6  | 2.1     | 2.1  | 2.6  | 3.3  | 2.4  | 3.0  | 4.6  | 3.7  |     |
| KKME                              | A         | 96.7       | 1.5        | 466     | AMFM Inc            | 79       | 9910 p      | 466       | g              | 650         | 2.52  | 2.8  | 0.8     | 2.0  | 0.8  | 0.5  | 0.0  | 1.5  | 1.6  | 2.4  | 2.4 |
| KWIN                              | A         | 97.7       | 3.0        | 299     | Silverado Bcstg Co  | 59       | 9404        | 3,300     | CHR            | 2,600       | 1.38  | 20.5 | 10.3    | 9.6  | 11.4 | 10.4 | 7.2  | 8.6  | 8.3  | 7.9  | 7.9 |
| KJOY                              | A         | 99.3       | 4.8 cp     | 361     | Silverado Bcstg Co  | 68       | 9808        | 3,600     | AC             | 700         | 0.94  | 8.1  | 4.6     | 4.0  | 4.3  | 1.2  | 1.6  | 2.0  | 1.6  | 0.9  | 0.9 |
| KOOD                              | A         | 100.1      | 6.0        | 328     | AMFM Inc            | 80       | 9912        | 5,140     | Oldies         | 2,000       | 1.98  | 11.0 | 6.5     | 4.7  | 6.6  | 6.8  | 6.0  | 6.3  | 6.0  | 4.3  | 4.3 |
| KMIK                              | A         | 100.9      | 6.0        | 328     | Z-Spanish Media     | 66       | 9806        | 1,400     | st             | 1,400       | 2.11  | 7.2  | 3.6     | 2.0  | 5.6  | 5.1  | 4.7  | 3.3  | 3.3  | 4.2  | 1.8 |
| KATM                              | B         | 103.3      | 50.0       | 499     | Citadel Comm Corp   | 48       | 9212        | n/a       | Country        | n/a         | n/a   | 19.2 | 9.2     | 9.3  | 10.3 | 11.3 | 10.8 | 11.8 | 11.4 | 11.8 | 1.8 |
| KHKK                              | B         | 104.1      | 50.0       | 499     | Citadel Comm Corp   | 49       | 9308        | n/a       | Cisc Hills     | n/a         | n/a   | 10.7 | 5.4     | 5.3  | 5.6  | 5.4  | 4.9  | 4.7  | 6.3  | 5.8  | 5.8 |
| Modesto                           | B         | 104.1      | 50.0       | 499     | Infinity Bcstg      | 60       | 9805        | n/a       | Country        | n/a         | n/a   | 0.6  | 1.0     | 0.0  | 0.6  | 0.6  | 0.8  | 0.5  | 0.7  | 0.7  | 0.7 |
| KNCI                              | B         | 105.1      | 50.0       | 499     | Infinity Bcstg      | 60       | 9805        | n/a       | Country        | n/a         | n/a   | 0.6  | 1.0     | 0.0  | 0.6  | 0.6  | 0.8  | 0.5  | 0.7  | 0.7  | 0.7 |
| KSTN                              | B         | 107.3      | 8.1        | 1611    | b San Joaquin Bcstg | 62       |             | 300       | Spanish        | 300         | 0.99  | 3.3  | 2.0     | 2.2  | 1.1  | 0.0  | 1.6  | 0.6  | 0.9  | 1.8  | 1.8 |
| # FM Stations -                   |           |            |            |         |                     |          |             |           |                |             |       |      |         | 10   |      |      |      |      |      |      |     |
| # Compos -                        |           |            |            |         |                     |          |             |           |                |             |       |      |         | 9    |      |      |      |      |      |      |     |
| FM TOTALS                         |           |            |            |         |                     |          |             |           |                |             |       |      |         | 89.0 |      |      |      |      |      |      |     |
| 1999 Est                          |           |            |            |         |                     |          |             |           |                |             |       |      | Avg '99 |      |      |      |      |      |      |      |     |
| Revenue (000)/                    |           |            |            |         |                     |          |             |           |                |             |       |      | 1999    |      |      |      |      |      |      |      |     |
| Power Ratio                       |           |            |            |         |                     |          |             |           |                |             |       |      | 1999    |      |      |      |      |      |      |      |     |
| Local                             |           |            |            |         |                     |          |             |           |                |             |       |      | 1999    |      |      |      |      |      |      |      |     |
| Fall                              |           |            |            |         |                     |          |             |           |                |             |       |      | 1999    |      |      |      |      |      |      |      |     |
| Spring                            |           |            |            |         |                     |          |             |           |                |             |       |      | 1999    |      |      |      |      |      |      |      |     |
| Fall                              |           |            |            |         |                     |          |             |           |                |             |       |      | 1998    |      |      |      |      |      |      |      |     |
| Spring                            |           |            |            |         |                     |          |             |           |                |             |       |      | 1998    |      |      |      |      |      |      |      |     |
| Fall                              |           |            |            |         |                     |          |             |           |                |             |       |      | 1997    |      |      |      |      |      |      |      |     |
| Spring                            |           |            |            |         |                     |          |             |           |                |             |       |      | 1997    |      |      |      |      |      |      |      |     |
| Fall                              |           |            |            |         |                     |          |             |           |                |             |       |      | 1996    |      |      |      |      |      |      |      |     |
| Spring                            |           |            |            |         |                     |          |             |           |                |             |       |      | 1996    |      |      |      |      |      |      |      |     |
| ARB 12+ Metro Shares (see rights) |           |            |            |         |                     |          |             |           |                |             |       |      |         |      |      |      |      |      |      |      |     |

# AM & FM Stations Profiled -

| City of License                   | FCC Class | Freq (kHz) | Power (kW) | C Owner | Year Date           | Sid Acqd | Price (000) | A Format  | Revenue (000)/ | Power Ratio | Local | Comm | 1999    |      |      |      |      |      |      |      |     |
|-----------------------------------|-----------|------------|------------|---------|---------------------|----------|-------------|-----------|----------------|-------------|-------|------|---------|------|------|------|------|------|------|------|-----|
| 1999 Est                          |           |            |            |         |                     |          |             |           |                |             |       |      | Avg '99 |      |      |      |      |      |      |      |     |
| Sales L                           |           |            |            |         |                     |          |             |           |                |             |       |      | 1999    |      |      |      |      |      |      |      |     |
| Fall                              |           |            |            |         |                     |          |             |           |                |             |       |      | 1999    |      |      |      |      |      |      |      |     |
| Spring                            |           |            |            |         |                     |          |             |           |                |             |       |      | 1999    |      |      |      |      |      |      |      |     |
| Fall                              |           |            |            |         |                     |          |             |           |                |             |       |      | 1998    |      |      |      |      |      |      |      |     |
| Spring                            |           |            |            |         |                     |          |             |           |                |             |       |      | 1998    |      |      |      |      |      |      |      |     |
| Fall                              |           |            |            |         |                     |          |             |           |                |             |       |      | 1997    |      |      |      |      |      |      |      |     |
| Spring                            |           |            |            |         |                     |          |             |           |                |             |       |      | 1997    |      |      |      |      |      |      |      |     |
| Fall                              |           |            |            |         |                     |          |             |           |                |             |       |      | 1996    |      |      |      |      |      |      |      |     |
| Spring                            |           |            |            |         |                     |          |             |           |                |             |       |      | 1996    |      |      |      |      |      |      |      |     |
| ARB 12+ Metro Shares (see rights) |           |            |            |         |                     |          |             |           |                |             |       |      |         |      |      |      |      |      |      |      |     |
| KHOP                              | B         | 95.1       | 16.0 cp    | 876     | Citadel Comm Corp   | 85       | 9703        | See (122) | AOR            | n/a         | n/a   | 5.6  | 2.1     | 2.1  | 2.6  | 3.3  | 2.4  | 3.0  | 4.6  | 3.7  |     |
| KKME                              | A         | 96.7       | 1.5        | 466     | AMFM Inc            | 79       | 9910 p      | 466       | g              | 650         | 2.52  | 2.8  | 0.8     | 2.0  | 0.8  | 0.5  | 0.0  | 1.5  | 1.6  | 2.4  | 2.4 |
| KWIN                              | A         | 97.7       | 3.0        | 299     | Silverado Bcstg Co  | 59       | 9404        | 3,300     | CHR            | 2,600       | 1.38  | 20.5 | 10.3    | 9.6  | 11.4 | 10.4 | 7.2  | 8.6  | 8.3  | 7.9  | 7.9 |
| KJOY                              | A         | 99.3       | 4.8 cp     | 361     | Silverado Bcstg Co  | 68       | 9808        | 3,600     | AC             | 700         | 0.94  | 8.1  | 4.6     | 4.0  | 4.3  | 1.2  | 1.6  | 2.0  | 1.6  | 0.9  | 0.9 |
| KOOD                              | A         | 100.1      | 6.0        | 328     | AMFM Inc            | 80       | 9912        | 5,140     | Oldies         | 2,000       | 1.98  | 11.0 | 6.5     | 4.7  | 6.6  | 6.8  | 6.0  | 6.3  | 6.0  | 4.3  | 4.3 |
| KMIK                              | A         | 100.9      | 6.0        | 328     | Z-Spanish Media     | 66       | 9806        | 1,400     | st             | 1,400       | 2.11  | 7.2  | 3.6     | 2.0  | 5.6  | 5.1  | 4.7  | 3.3  | 3.3  | 4.2  | 1.8 |
| KATM                              | B         | 103.3      | 50.0       | 499     | Citadel Comm Corp   | 48       | 9212        | n/a       | Country        | n/a         | n/a   | 19.2 | 9.2     | 9.3  | 10.3 | 11.3 | 10.8 | 11.8 | 11.4 | 11.8 | 1.8 |
| KHKK                              | B         | 104.1      | 50.0       | 499     | Citadel Comm Corp   | 49       | 9308        | n/a       | Cisc Hills     | n/a         | n/a   | 10.7 | 5.4     | 5.3  | 5.6  | 5.4  | 4.9  | 4.7  | 6.3  | 5.8  | 5.8 |
| Modesto                           | B         | 104.1      | 50.0       | 499     | Infinity Bcstg      | 60       | 9805        | n/a       | Country        | n/a         | n/a   | 0.6  | 1.0     | 0.0  | 0.6  | 0.6  | 0.8  | 0.5  | 0.7  | 0.7  | 0.7 |
| KNCI                              | B         | 105.1      | 50.0       | 499     | Infinity Bcstg      | 60       | 9805        | n/a       | Country        | n/a         | n/a   | 0.6  | 1.0     | 0.0  | 0.6  | 0.6  | 0.8  | 0.5  | 0.7  | 0.7  | 0.7 |
| KSTN                              | B         | 107.3      | 8.1        | 1611    | b San Joaquin Bcstg | 62       |             | 300       | Spanish        | 300         | 0.99  | 3.3  | 2.0     | 2.2  | 1.1  | 0.0  | 1.6  | 0.6  | 0.9  | 1.8  | 1.8 |
| # FM Stations -                   |           |            |            |         |                     |          |             |           |                |             |       |      |         | 10   |      |      |      |      |      |      |     |
| # Compos -                        |           |            |            |         |                     |          |             |           |                |             |       |      |         | 9    |      |      |      |      |      |      |     |
| FM TOTALS                         |           |            |            |         |                     |          |             |           |                |             |       |      |         | 89.0 |      |      |      |      |      |      |     |
| 1999 Est                          |           |            |            |         |                     |          |             |           |                |             |       |      | Avg '99 |      |      |      |      |      |      |      |     |
| Revenue (000)/                    |           |            |            |         |                     |          |             |           |                |             |       |      | 1999    |      |      |      |      |      |      |      |     |
| Power Ratio                       |           |            |            |         |                     |          |             |           |                |             |       |      | 1999    |      |      |      |      |      |      |      |     |
| Local                             |           |            |            |         |                     |          |             |           |                |             |       |      | 1999    |      |      |      |      |      |      |      |     |
| Fall                              |           |            |            |         |                     |          |             |           |                |             |       |      | 1999    |      |      |      |      |      |      |      |     |
| Spring                            |           |            |            |         |                     |          |             |           |                |             |       |      | 1999    |      |      |      |      |      |      |      |     |
| Fall                              |           |            |            |         |                     |          |             |           |                |             |       |      | 1998    |      |      |      |      |      |      |      |     |
| Spring                            |           |            |            |         |                     |          |             |           |                |             |       |      | 1998    |      |      |      |      |      |      |      |     |
| Fall                              |           |            |            |         |                     |          |             |           |                |             |       |      | 1997    |      |      |      |      |      |      |      |     |
| Spring                            |           |            |            |         |                     |          |             |           |                |             |       |      | 1997    |      |      |      |      |      |      |      |     |
| Fall                              |           |            |            |         |                     |          |             |           |                |             |       |      | 1996    |      |      |      |      |      |      |      |     |
| Spring                            |           |            |            |         |                     |          |             |           |                |             |       |      | 1996    |      |      |      |      |      |      |      |     |
| ARB 12+ Metro Shares (see rights) |           |            |            |         |                     |          |             |           |                |             |       |      |         |      |      |      |      |      |      |      |     |

# AM & FM Stations Profiled -

| City of License                   | FCC Class | Freq (kHz) | Power (kW) | C Owner | Year Date          | Sid Acqd | Price (000) | A Format  | Revenue (000)/ | Power Ratio | Local | Comm | 1999    |     |      |      |      |      |     |     |     |
|-----------------------------------|-----------|------------|------------|---------|--------------------|----------|-------------|-----------|----------------|-------------|-------|------|---------|-----|------|------|------|------|-----|-----|-----|
| 1999 Est                          |           |            |            |         |                    |          |             |           |                |             |       |      | Avg '99 |     |      |      |      |      |     |     |     |
| Sales L                           |           |            |            |         |                    |          |             |           |                |             |       |      | 1999    |     |      |      |      |      |     |     |     |
| Fall                              |           |            |            |         |                    |          |             |           |                |             |       |      | 1999    |     |      |      |      |      |     |     |     |
| Spring                            |           |            |            |         |                    |          |             |           |                |             |       |      | 1999    |     |      |      |      |      |     |     |     |
| Fall                              |           |            |            |         |                    |          |             |           |                |             |       |      | 1998    |     |      |      |      |      |     |     |     |
| Spring                            |           |            |            |         |                    |          |             |           |                |             |       |      | 1998    |     |      |      |      |      |     |     |     |
| Fall                              |           |            |            |         |                    |          |             |           |                |             |       |      | 1997    |     |      |      |      |      |     |     |     |
| Spring                            |           |            |            |         |                    |          |             |           |                |             |       |      | 1997    |     |      |      |      |      |     |     |     |
| Fall                              |           |            |            |         |                    |          |             |           |                |             |       |      | 1996    |     |      |      |      |      |     |     |     |
| Spring                            |           |            |            |         |                    |          |             |           |                |             |       |      | 1996    |     |      |      |      |      |     |     |     |
| ARB 12+ Metro Shares (see rights) |           |            |            |         |                    |          |             |           |                |             |       |      |         |     |      |      |      |      |     |     |     |
| KHOP                              | B         | 95.1       | 16.0 cp    | 876     | Citadel Comm Corp  | 85       | 9703        | See (122) | AOR            | n/a         | n/a   | 5.6  | 2.1     | 2.1 | 2.6  | 3.3  | 2.4  | 3.0  | 4.6 | 3.7 |     |
| KKME                              | A         | 96.7       | 1.5        | 466     | AMFM Inc           | 79       | 9910 p      | 466       | g              | 650         | 2.52  | 2.8  | 0.8     | 2.0 | 0.8  | 0.5  | 0.0  | 1.5  | 1.6 | 2.4 | 2.4 |
| KWIN                              | A         | 97.7       | 3.0        | 299     | Silverado Bcstg Co | 59       | 9404        | 3,300     | CHR            | 2,600       | 1.38  | 20.5 | 10.3    | 9.6 | 11.4 | 10.4 | 7.2  | 8.6  | 8.3 | 7.9 | 7.9 |
| KJOY                              | A         | 99.3       | 4.8 cp     | 361     | Silverado Bcstg Co | 68       | 9808        | 3,600     | AC             | 700         | 0.94  | 8.1  | 4.6     | 4.0 | 4.3  | 1.2  | 1.6  | 2.0  | 1.6 | 0.9 | 0.9 |
| KOOD                              | A         | 100.1      | 6.0        | 328     | AMFM Inc           | 80       | 9912        | 5,140     | Oldies         | 2,000       | 1.98  | 11.0 | 6.5     | 4.7 | 6.6  | 6.8  | 6.0  | 6.3  | 6.0 | 4.3 | 4.3 |
| KMIK                              | A         | 100.9      | 6.0        | 328     | Z-Spanish Media    | 66       | 9806        | 1,400     | st             | 1,400       | 2.11  | 7.2  | 3.6     | 2.0 | 5.6  | 5.1  | 4.7  | 3.3  | 3.3 | 4.2 | 1.8 |
| KATM                              | B         | 103.3      | 50.0       | 499     | Citadel Comm Corp  | 48       | 9212        | n/a       | Country        | n/a         | n/a   | 19.2 | 9.2     | 9.3 | 10.3 | 11.3 | 10.8 | 11.8 |     |     |     |



# Competitive Overview

## FM Stations

| City of License | FCC Class | Power (kW) | HAAT (m) | C Owner | Year Acqd | Sales L (000) | Price M (000) | A Format | Revenue (000)/Power Ratio | Avg '99 Local Comm | 1999 Est | ARB 12+ Metro Shares (see rights) |             |             |             |
|-----------------|-----------|------------|----------|---------|-----------|---------------|---------------|----------|---------------------------|--------------------|----------|-----------------------------------|-------------|-------------|-------------|
|                 |           |            |          |         |           |               |               |          |                           |                    |          | Fall 1999                         | Summer 1999 | Spring 1999 | Winter 1999 |

|                    |    |       |      |       |                      |     |       |    |              |       |      |      |      |     |      |     |     |      |      |      |     |
|--------------------|----|-------|------|-------|----------------------|-----|-------|----|--------------|-------|------|------|------|-----|------|-----|-----|------|------|------|-----|
| KIWI Bakersfield   | A  | 2.0   | 92.1 | 568 i | 85                   | 909 | 6,300 | c2 | Spanish AC   | 900   | 0.92 | 5.7  | 3.7  | 4.0 | 4.3  | 5.2 | 5.0 | 4.8  | 4.4  | 2.9  |     |
| KBDS Arvin         | A  | 92.5  | 1.2  | 751   | Farmworker Edu       | 99  |       |    | Spanish      | 1.3   | 0.0  | 1.3  | 0.0  | 0.0 | 0.0  | 0.0 | 0.0 | 0.0  | 0.0  | 0.0  | 0.0 |
| KISV Bakersfield   | B  | 94.1  | 6.3  | 1332  | f Amer General       | 48  | 8205  | 1  | CHR/Rhythmic | 1,100 | 0.97 | 6.6  | 7.2  | 6.4 | 5.7  | 4.2 | 5.2 | 7.3  | 7.6  | 9.8  |     |
| KLLY Oldale        | B1 | 95.3  | 12.5 | 463   | c Buckley Bcstg Corp | 85  | 8611  |    | Modern AC    | 1,200 | 1.21 | 5.8  | 5.0  | 5.3 | 4.3  | 4.3 | 5.2 | 5.1  | 5.1  | 3.6  |     |
| KXXX Bakersfield   | B  | 96.5  | 50.0 | 499   | c Mondosphere Bcstg  | 63  | 9612  | c3 | Top 40       | 600   | 0.58 | 6.0  | 4.9  | 4.3 | 5.3  | 4.6 | 5.4 | 7.0  | 5.4  | 4.6  |     |
| KRME Shafter       | A  | 97.7  | 6.0  | 328   | e Tri-Caballero LLC  | 78  | 9408  |    | Mexican      | 525   | 1.64 | 1.6  | 0.7  | 0.9 | 1.3  | 1.8 | 2.3 | 1.3  | 1.3  | 1.3  |     |
| KSMJ Delano        | B1 | 98.5  | 8.0  | 581   | h Mondosphere Bcstg  | 68  | 9702  |    | Smooth Jazz  | 1,750 | 0.95 | 4.0  | 2.7  | 3.7 | 3.1  | 2.8 | 3.6 | 3.3  | 3.2  | 3.2  |     |
| KBWB Bakersfield   | B1 | 99.3  | 1.2  | 1352  | c Buckley Bcstg Corp | 90  | 9410  |    | Cisc Rock    | 1,000 | 0.94 | 5.0  | 4.4  | 3.7 | 4.0  | 4.2 | 4.0 | 4.0  | 4.0  | 4.6  |     |
| KGFM Bakersfield   | B  | 101.5 | 6.7  | 1299  | d Laguiapape Bcstg   | 64  | 9212  | c2 | Soft Rock    | 1,300 | 1.15 | 6.6  | 4.8  | 6.4 | 4.3  | 5.5 | 5.2 | 6.7  | 6.5  | 5.1  |     |
| KCNC Kernville     | A  | 102.5 | 0.1  | 1230  | g Bohn, Robert &     | 85  | 9708  |    | Country      | 200   | 0.55 | 1.6  | 1.3  | 0.9 | 1.6  | 1.6 | 1.0 | 0.7  | 0.9  | 1.4  |     |
| KSUW McFarland     | B1 | 102.9 | 20.3 | 364   | e Tri-Caballero LLC  | 89  |       |    | Mexican      | 700   | 1.08 | 3.8  | 3.3  | 2.4 | 4.7  | 2.5 | 2.9 | 3.1  | 3.1  | 3.3  |     |
| KMXX Taft          | A  | 103.9 | 6.0  | 328   | b Radio Campesina    | 87  | 9407  | c1 | R&B Oldies   | 418   | 0.6  | 2.4  | 2.4  | 3.7 | 4.1  | 2.2 | 1.7 | 1.5  | 1.5  | 2.0  |     |
| KCOO Shafter       | A  | 104.3 | 6.0  | 305   | f Amer General       | 94  | 9712  | c4 | 1            | 500   | 0.68 | 4.3  | 3.1  | 3.7 | 3.3  | 2.8 | 3.3 | 1.7  | 1.7  | 2.0  |     |
| KVLI Lake Isabella | A  | 104.5 | 0.2  | 1260  | g Bohn, Robert &     | 92  | 9706  | p  | Adlt Strndr  | 300   | 0.58 | 1.0  | 0.0  | 1.2 | 0.6  | 1.0 | 0.0 | 0.0  | 0.9  | 0.6  |     |
| KKDJ Delano        | B  | 105.3 | 35.0 | 581   | h Mondosphere Bcstg  | 87  | 9404  |    | Oldies       | 1,515 | 0.75 | 3.5  | 3.8  | 3.7 | 2.9  | 2.8 | 2.5 | 2.5  | 2.0  | 2.0  |     |
| KRAB Greenacres    | B1 | 106.1 | 25.0 | 328   | h Mondosphere Bcstg  | 89  | 8911  | cp | AOR          | 1,500 | 0.74 | 7.5  | 5.7  | 7.2 | 6.0  | 5.7 | 4.9 | 5.9  | 5.6  | 5.6  |     |
| KCWF Bakersfield   | A  | 107.1 | 6.0  | 164   | a Buck Owens Prdctn  | 89  | 9308  |    | Country      | 900   | 0.94 | 2.5  | 1.9  | 2.3 | 2.3  | 1.8 | 2.2 | 2.3  | 1.3  | 1.3  |     |
| KUZZ Bakersfield   | B  | 107.9 | 6.0  | 1358  | a Buck Owens Prdctn  | 68  |       |    | Country      | 3,000 | 1.44 | 12.2 | 10.7 | 9.5 | 11.0 | 9.3 | 9.9 | 10.2 | 12.2 | 11.1 |     |

## AM Stations

| City of License | FCC Class | Power (kW) | Day | Night | C Owner | Year Acqd | Sales L (000) | Price M (000) | A Format | Revenue (000)/Power Ratio | Avg '99 Local Comm | 1999 Est | ARB 12+ Metro Shares (see rights) |             |             |             |
|-----------------|-----------|------------|-----|-------|---------|-----------|---------------|---------------|----------|---------------------------|--------------------|----------|-----------------------------------|-------------|-------------|-------------|
|                 |           |            |     |       |         |           |               |               |          |                           |                    |          | Fall 1999                         | Summer 1999 | Spring 1999 | Winter 1999 |

|                    |   |      |      |       |                      |    |      |     |             |     |      |     |     |     |     |     |     |     |     |     |     |
|--------------------|---|------|------|-------|----------------------|----|------|-----|-------------|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Bakersfield        | B | 550  | 5.0  | 5.0   | a Buck Owens Prdctn  | 46 |      |     | Country     | 175 | 0.93 | 1.1 | 1.1 | 0.8 | 0.9 | 0.9 | 0.9 | 1.0 | 1.2 | 1.3 | 1.7 |
| KHIS Bakersfield   | B | 800  | 1.0  | 0.44  | h Mondosphere Bcstg  | 59 | 9612 | c3  | Christian   | 0.1 | 0.0  | 0.1 | 0.0 | 0.0 | 0.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.4 |
| KAFY Bakersfield   | B | 970  | 1.0  | 1.0   | cp                   | 58 | 9604 |     | Spanish     | 1.7 | 1.3  | 1.7 | 1.3 | 1.7 | 1.0 | 1.6 | 1.2 | 0.7 | 1.6 | 3.0 |     |
| KCHJ Delano        | B | 1010 | 5.0  | 1.00  | i                    | 51 | 9909 |     | Mexican     | 0.8 | 0.0  | 0.8 | 0.0 | 0.5 | 0.6 | 0.6 | 0.6 | 0.6 | 0.6 | 0.9 |     |
| KMAP Frazier Park  | B | 1050 | 10.0 | 10.0  | g                    | 93 | 9608 | 367 | Children    | 0.3 | 0.4  | 0.4 | 0.0 | 0.6 | 0.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.4 |     |
| KQAB Lake Isabella | B | 1140 | 1.0  | 1.0   | cp                   | 50 |      |     | Adlt Strndr | 0.0 | 0.0  | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.4 |     |
| KERI Wasco         | B | 1180 | 50.0 | 10.00 | g                    | 50 |      |     | Chrst/Talk  | 0.6 | 0.7  | 0.6 | 0.7 | 0.0 | 0.6 | 0.7 | 0.7 | 0.4 | 0.4 | 0.4 |     |
| KGEO Bakersfield   | C | 1230 | 1.0  | 1.00  | d Laguiapape Bcstg   | 56 | 9212 | c2  | 1           | 1.5 | 1.17 | 1.5 | 1.0 | 0.9 | 1.2 | 1.8 | 1.1 | 1.0 | 1.0 | 1.9 |     |
| KMXX Taft          | B | 1310 | 1.0  | 0.05  | b Radio Campesina    | 48 | 9407 | c1  | Spanish     | 0.0 | 0.0  | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 |     |
| KBID Bakersfield   | B | 1350 | 1.0  | 0.03  | f Amer General       | 58 | 9712 | c4  | 1           | 1.5 | 1.20 | 1.5 | 1.2 | 0.9 | 0.7 | 1.8 | 0.7 | 0.7 | 0.6 | 1.6 |     |
| KEFN Bakersfield   | B | 1410 | 1.0  | 1.00  | f Amer General       | 32 | 7505 |     | News/Talk   | 7.8 | 1.20 | 7.8 | 5.2 | 5.5 | 6.9 | 6.1 | 6.1 | 6.3 | 5.3 | 5.3 |     |
| KMWC Bakersfield   | C | 1490 | 1.0  | 1.00  | i                    | 54 | 9909 | c3  | Spanish     | 2.2 | 1.1  | 2.2 | 1.1 | 1.2 | 0.7 | 3.1 | 2.3 | 1.6 | 1.3 | 2.0 |     |
| KNZR Bakersfield   | A | 1560 | 25.0 | 10.00 | c Buckley Bcstg Corp | 33 | 9001 |     | Nws/Tik/Spt | 325 | 0.79 | 2.4 | 1.4 | 1.8 | 1.9 | 1.9 | 2.3 | 2.8 | 2.2 | 1.7 |     |

|  |  |  |  |  |  |  |  |  |  |  |  |  |                              |      |      |      |      |      |      |      |      |
|--|--|--|--|--|--|--|--|--|--|--|--|--|------------------------------|------|------|------|------|------|------|------|------|
|  |  |  |  |  |  |  |  |  |  |  |  |  | Total Local Commercial Share |      |      |      |      |      |      |      |      |
|  |  |  |  |  |  |  |  |  |  |  |  |  | 20.0                         | 13.4 | 13.3 | 14.5 | 19.6 | 18.4 | 15.2 | 17.0 | 19.7 |

| AM & FM Stations Profiled - |           |            |     |       |         |           |               |               |          |                           |                    |          | # AM Stations -                   |  | # Combos - |  | # Duopolies - |  |
|-----------------------------|-----------|------------|-----|-------|---------|-----------|---------------|---------------|----------|---------------------------|--------------------|----------|-----------------------------------|--|------------|--|---------------|--|
| City of License             | FCC Class | Power (kW) | Day | Night | C Owner | Year Acqd | Sales L (000) | Price M (000) | A Format | Revenue (000)/Power Ratio | Avg '99 Local Comm | 1999 Est | ARB 12+ Metro Shares (see rights) |  |            |  |               |  |

• Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.  
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 Metro Rank: 86



# Competitive Overview

Some stations also rated in Savannah.

## FM Stations

| City of License    | FCC Class | Freq (KW) | HAAT C  | Owner  | Year Date            | Std Acqd | Price M (000) | Sales L     | Revenue (000)/ | Power Ratio | Local Comm | 1999 Est | Avg '99 | 1999 | Summer | Spring | Winter | 1998 | 1998 | 1998 | 1998 |
|--------------------|-----------|-----------|---------|--------|----------------------|----------|---------------|-------------|----------------|-------------|------------|----------|---------|------|--------|--------|--------|------|------|------|------|
| WWWZ Summerville   | C2        | 93.3      | 50.0    | 492 a  | Citadel Comm Corp 74 | 9906     | 1,600         | g2          | 3,000          | 0.92        | 13.5       | 11.6     | 13.0    | 11.9 | 13.0   | 11.9   | 11.9   | 11.0 | 12.9 | 9.7  | 13.9 |
| WSSP Goose Creek   | C3        | 94.3      | 5.8 cp  | 479    | Concord Media        | 83 9904  | 1,600         | Urban       | 500            | 0.42        | 4.9        | 5.6      | 4.4     | 6.2  | 3.5    | 3.1    | 2.5    | 2.5  | 2.5  | 3.4  | 6.5  |
| WAVF Hanahan       | C1        | 96.1      | 100.0   | 538    | Emerald City Radio   | 85 9911  | 3,000         | AOR         | 1,700          | 1.26        | 5.6        | 4.2      | 5.3     | 3.6  | 5.3    | 5.4    | 5.7    | 4.9  | 4.9  | 4.8  | 4.8  |
| WSUV Charleston    | C         | 96.9      | 100.0   | 1767 a | Citadel Comm Corp 48 | 9906     | 2,000         | Soft Rock   | 1,500          | 1.15        | 5.4        | 5.1      | 4.6     | 6.5  | 3.9    | 4.2    | 3.9    | 3.9  | 6.4  | 5.4  | 5.4  |
| WYBB Folly Beach   | C2        | 98.1      | 50.0    | 479 d  | L. M.                | 88 8806  | 2,000         | Cisc Rock   | 950            | 1.19        | 3.3        | 2.8      | 2.1     | 2.8  | 2.9    | 3.9    | 2.7    | 2.7  | 3.1  | 2.6  | 2.6  |
| WWBZ McEllanville  | C2        | 98.9      | 50.0    | 492    | Baker Bcstg Inc      | 94 9508  | 848           | Beach/RhyBI | 950            | 1.19        | 1.5        | 1.6      | 1.1     | 1.2  | 1.2    | 1.8    | 1.8    | 1.4  | 1.4  | 0.9  | 0.9  |
| WHBZ Port Royal    | C         | 99.7      | 100.0   | 1211   | Barnacle Bcstg Ltd   | 89       |               | DARK        |                |             | 0.2        | 0.0      | 0.0     | 0.0  | 0.3    | 0.3    | 0.3    | 0.6  | 0.6  | 0.6  | 0.6  |
| WALC Charleston    | C3        | 100.5     | 17.5    | 394 c  | Clear Channel        | 89 9905  | 700           | Modern AC   | 700            | 0.65        | 4.5        | 3.1      | 3.3     | 3.3  | 4.5    | 4.8    | 4.8    | 5.3  | 4.9  | 4.3  | 4.3  |
| WPAL Ridgeville    | C3        | 100.9     | 25.0 cp | 328    | WPAL Radio Inc       | 68       |               | Urban AC    | 250            | 0.69        | 1.5        | 1.5      | 1.8     | 1.2  | 1.0    | 1.4    | 1.7    | 1.7  | 1.7  | 2.5  | 2.5  |
| WMGL Ravenel       | C3        | 101.7     | 6.5     | 423 a  | Citadel Comm Corp 86 | 9906     | 1,050         | Urban       | 1,050          | 0.87        | 5.0        | 4.4      | 4.4     | 4.8  | 4.8    | 4.8    | 4.8    | 5.0  | 5.5  | 4.3  | 4.3  |
| WXLY N. Charleston | C         | 102.5     | 100.0   | 1001 c | Clear Channel        | 62 9905  | 1,900         | Oldies      | 1,900          | 0.97        | 8.1        | 6.8      | 8.7     | 7.6  | 5.2    | 7.1    | 7.1    | 5.8  | 6.0  | 5.4  | 5.4  |
| WEZL Charleston    | C1        | 103.5     | 100.0   | 659 c  | Clear Channel        | 70 9905  | 2,900         | Country     | 2,900          | 1.31        | 9.2        | 9.2      | 9.2     | 7.6  | 10.8   | 8.6    | 8.6    | 7.5  | 7.1  | 7.1  | 7.1  |
| WFRQ Mt. Pleasant  | C2        | 104.5     | 28.0    | 656 c  | Clear Channel        | 85 9905  | 850           | Cisc Hits   | 850            | 0.86        | 4.1        | 3.1      | 2.6     | 4.3  | 3.7    | 3.9    | 3.7    | 4.2  | 3.9  | 4.2  | 4.2  |
| WCOO Moncks Corner | C3        | 105.3     | 13.5    | 446 d  | L. M.                | 69 9505  | 800           | R&B Oldies  | 800            | 0.90        | 3.7        | 2.5      | 4.6     | 3.7  | 2.9    | 1.7    | 1.4    | 1.4  | 1.4  | 2.2  | 2.2  |
| WTJA St. Stephen   | A         | 106.1     | 6.0     | 328    | Havenell, Jeremiah   | 89 9907  |               | Gospel      |                |             | 0.8        | 1.6      | 1.0     | 0.0  | 0.8    | 1.3    | 2.0    | 1.3  | 2.0  | 1.1  | 1.1  |
| WJNI Ladson        | A         | 106.3     | 3.0     | 328    | Daniels, Thomas B    | 98       | 150           | Gospel      | 150            | 0.24        | 2.6        | 3.3      | 2.0     | 3.1  | 1.9    | 2.0    | 2.0    | 2.0  | 2.0  | 0.0  | 0.0  |
| WNKT St. George    | C         | 107.5     | 100.0   | 984 a  | Citadel Comm Corp 71 | 9906     | 1,100         | Country     | 1,100          | 0.93        | 4.9        | 4.6      | 3.4     | 3.9  | 4.5    | 5.6    | 2.8    | 2.8  | 2.4  | 3.5  | 3.5  |

ARB 12+ Metro Shares (see rights)

| City of License    | FCC Class | Freq (KW) | HAAT C  | Owner  | Year Date            | Std Acqd | Price M (000) | Sales L     | Revenue (000)/ | Power Ratio | Local Comm | 1999 Est | Avg '99 | 1999 | Summer | Spring | Winter | 1998 | 1998 | 1998 | 1998 |
|--------------------|-----------|-----------|---------|--------|----------------------|----------|---------------|-------------|----------------|-------------|------------|----------|---------|------|--------|--------|--------|------|------|------|------|
| WSSX Charleston    | C         | 95.1      | 100.0   | 1001 a | Citadel Comm Corp 45 | 9906     | 1,900         | CHR         | 1,900          | 1.21        | 6.5        | 4.7      | 6.6     | 4.8  | 5.0    | 6.4    | 6.4    | 6.8  | 6.8  | 6.5  | 6.5  |
| WSSZ Goose Creek   | C3        | 94.3      | 5.8 cp  | 479    | Concord Media        | 83 9904  | 1,600         | Urban       | 500            | 0.42        | 4.9        | 5.6      | 4.4     | 6.2  | 3.5    | 3.1    | 2.5    | 2.5  | 2.5  | 3.4  | 6.5  |
| WAVF Hanahan       | C1        | 96.1      | 100.0   | 538    | Emerald City Radio   | 85 9911  | 3,000         | AOR         | 1,700          | 1.26        | 5.6        | 4.2      | 5.3     | 3.6  | 5.3    | 5.4    | 5.7    | 4.9  | 4.9  | 4.8  | 4.8  |
| WSUV Charleston    | C         | 96.9      | 100.0   | 1767 a | Citadel Comm Corp 48 | 9906     | 2,000         | Soft Rock   | 1,500          | 1.15        | 5.4        | 5.1      | 4.6     | 6.5  | 3.9    | 4.2    | 3.9    | 3.9  | 6.4  | 5.4  | 5.4  |
| WYBB Folly Beach   | C2        | 98.1      | 50.0    | 479 d  | L. M.                | 88 8806  | 2,000         | Cisc Rock   | 950            | 1.19        | 3.3        | 2.8      | 2.1     | 2.8  | 2.9    | 3.9    | 2.7    | 2.7  | 3.1  | 2.6  | 2.6  |
| WWBZ McEllanville  | C2        | 98.9      | 50.0    | 492    | Baker Bcstg Inc      | 94 9508  | 848           | Beach/RhyBI | 950            | 1.19        | 1.5        | 1.6      | 1.1     | 1.2  | 1.2    | 1.8    | 1.8    | 1.4  | 1.4  | 0.9  | 0.9  |
| WHBZ Port Royal    | C         | 99.7      | 100.0   | 1211   | Barnacle Bcstg Ltd   | 89       |               | DARK        |                |             | 0.2        | 0.0      | 0.0     | 0.0  | 0.3    | 0.3    | 0.3    | 0.6  | 0.6  | 0.6  | 0.6  |
| WALC Charleston    | C3        | 100.5     | 17.5    | 394 c  | Clear Channel        | 89 9905  | 700           | Modern AC   | 700            | 0.65        | 4.5        | 3.1      | 3.3     | 3.3  | 4.5    | 4.8    | 4.8    | 5.3  | 4.9  | 4.3  | 4.3  |
| WPAL Ridgeville    | C3        | 100.9     | 25.0 cp | 328    | WPAL Radio Inc       | 68       |               | Urban AC    | 250            | 0.69        | 1.5        | 1.5      | 1.8     | 1.2  | 1.0    | 1.4    | 1.7    | 1.7  | 1.7  | 2.5  | 2.5  |
| WMGL Ravenel       | C3        | 101.7     | 6.5     | 423 a  | Citadel Comm Corp 86 | 9906     | 1,050         | Urban       | 1,050          | 0.87        | 5.0        | 4.4      | 4.4     | 4.8  | 4.8    | 4.8    | 4.8    | 5.0  | 5.5  | 4.3  | 4.3  |
| WXLY N. Charleston | C         | 102.5     | 100.0   | 1001 c | Clear Channel        | 62 9905  | 1,900         | Oldies      | 1,900          | 0.97        | 8.1        | 6.8      | 8.7     | 7.6  | 5.2    | 7.1    | 7.1    | 5.8  | 6.0  | 5.4  | 5.4  |
| WEZL Charleston    | C1        | 103.5     | 100.0   | 659 c  | Clear Channel        | 70 9905  | 2,900         | Country     | 2,900          | 1.31        | 9.2        | 9.2      | 9.2     | 7.6  | 10.8   | 8.6    | 8.6    | 7.5  | 7.1  | 7.1  | 7.1  |
| WFRQ Mt. Pleasant  | C2        | 104.5     | 28.0    | 656 c  | Clear Channel        | 85 9905  | 850           | Cisc Hits   | 850            | 0.86        | 4.1        | 3.1      | 2.6     | 4.3  | 3.7    | 3.9    | 3.7    | 4.2  | 3.9  | 4.2  | 4.2  |
| WCOO Moncks Corner | C3        | 105.3     | 13.5    | 446 d  | L. M.                | 69 9505  | 800           | R&B Oldies  | 800            | 0.90        | 3.7        | 2.5      | 4.6     | 3.7  | 2.9    | 1.7    | 1.4    | 1.4  | 1.4  | 2.2  | 2.2  |
| WTJA St. Stephen   | A         | 106.1     | 6.0     | 328    | Havenell, Jeremiah   | 89 9907  |               | Gospel      |                |             | 0.8        | 1.6      | 1.0     | 0.0  | 0.8    | 1.3    | 2.0    | 1.3  | 2.0  | 1.1  | 1.1  |
| WJNI Ladson        | A         | 106.3     | 3.0     | 328    | Daniels, Thomas B    | 98       | 150           | Gospel      | 150            | 0.24        | 2.6        | 3.3      | 2.0     | 3.1  | 1.9    | 2.0    | 2.0    | 2.0  | 2.0  | 0.0  | 0.0  |
| WNKT St. George    | C         | 107.5     | 100.0   | 984 a  | Citadel Comm Corp 71 | 9906     | 1,100         | Country     | 1,100          | 0.93        | 4.9        | 4.6      | 3.4     | 3.9  | 4.5    | 5.6    | 2.8    | 2.8  | 2.4  | 3.5  | 3.5  |

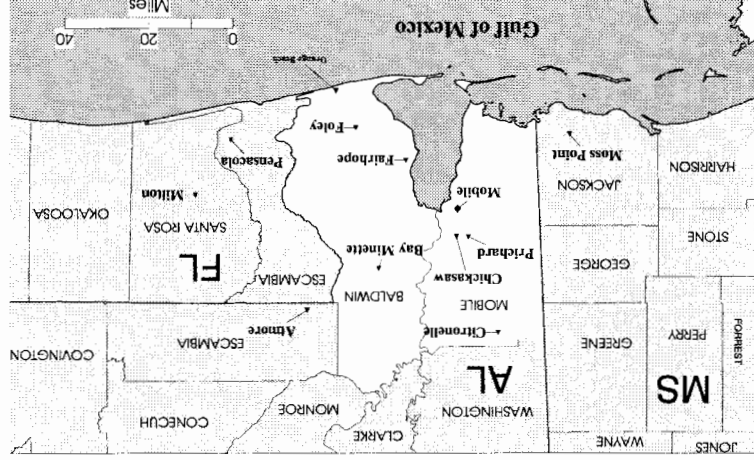
ARB 12+ Metro Shares (see rights)

| City of License    | FCC Class | Freq (KW) | HAAT C  | Owner  | Year Date            | Std Acqd | Price M (000) | Sales L     | Revenue (000)/ | Power Ratio | Local Comm | 1999 Est | Avg '99 | 1999 | Summer | Spring | Winter | 1998 | 1998 | 1998 | 1998 |
|--------------------|-----------|-----------|---------|--------|----------------------|----------|---------------|-------------|----------------|-------------|------------|----------|---------|------|--------|--------|--------|------|------|------|------|
| WSSX Charleston    | C         | 95.1      | 100.0   | 1001 a | Citadel Comm Corp 45 | 9906     | 1,900         | CHR         | 1,900          | 1.21        | 6.5        | 4.7      | 6.6     | 4.8  | 5.0    | 6.4    | 6.4    | 6.8  | 6.8  | 6.5  | 6.5  |
| WSSZ Goose Creek   | C3        | 94.3      | 5.8 cp  | 479    | Concord Media        | 83 9904  | 1,600         | Urban       | 500            | 0.42        | 4.9        | 5.6      | 4.4     | 6.2  | 3.5    | 3.1    | 2.5    | 2.5  | 2.5  | 3.4  | 6.5  |
| WAVF Hanahan       | C1        | 96.1      | 100.0   | 538    | Emerald City Radio   | 85 9911  | 3,000         | AOR         | 1,700          | 1.26        | 5.6        | 4.2      | 5.3     | 3.6  | 5.3    | 5.4    | 5.7    | 4.9  | 4.9  | 4.8  | 4.8  |
| WSUV Charleston    | C         | 96.9      | 100.0   | 1767 a | Citadel Comm Corp 48 | 9906     | 2,000         | Soft Rock   | 1,500          | 1.15        | 5.4        | 5.1      | 4.6     | 6.5  | 3.9    | 4.2    | 3.9    | 3.9  | 6.4  | 5.4  | 5.4  |
| WYBB Folly Beach   | C2        | 98.1      | 50.0    | 479 d  | L. M.                | 88 8806  | 2,000         | Cisc Rock   | 950            | 1.19        | 3.3        | 2.8      | 2.1     | 2.8  | 2.9    | 3.9    | 2.7    | 2.7  | 3.1  | 2.6  | 2.6  |
| WWBZ McEllanville  | C2        | 98.9      | 50.0    | 492    | Baker Bcstg Inc      | 94 9508  | 848           | Beach/RhyBI | 950            | 1.19        | 1.5        | 1.6      | 1.1     | 1.2  | 1.2    | 1.8    | 1.8    | 1.4  | 1.4  | 0.9  | 0.9  |
| WHBZ Port Royal    | C         | 99.7      | 100.0   | 1211   | Barnacle Bcstg Ltd   | 89       |               | DARK        |                |             | 0.2        | 0.0      | 0.0     | 0.0  | 0.3    | 0.3    | 0.3    | 0.6  | 0.6  | 0.6  | 0.6  |
| WALC Charleston    | C3        | 100.5     | 17.5    | 394 c  | Clear Channel        | 89 9905  | 700           | Modern AC   | 700            | 0.65        | 4.5        | 3.1      | 3.3     | 3.3  | 4.5    | 4.8    | 4.8    | 5.3  | 4.9  | 4.3  | 4.3  |
| WPAL Ridgeville    | C3        | 100.9     | 25.0 cp | 328    | WPAL Radio Inc       | 68       |               | Urban AC    | 250            | 0.69        | 1.5        | 1.5      | 1.8     | 1.2  | 1.0    | 1.4    | 1.7    | 1.7  | 1.7  | 2.5  | 2.5  |
| WMGL Ravenel       | C3        | 101.7     | 6.5     | 423 a  | Citadel Comm Corp 86 | 9906     | 1,050         | Urban       | 1,050          | 0.87        | 5.0        | 4.4      | 4.4     | 4.8  | 4.8    | 4.8    | 4.8    | 5.0  | 5.5  | 4.3  | 4.3  |
| WXLY N. Charleston | C         | 102.5     | 100.0   | 1001 c | Clear Channel        | 62 9905  | 1,900         | Oldies      | 1,900          | 0.97        | 8.1        | 6.8      | 8.7     | 7.6  | 5.2    | 7.1    | 7.1    | 5.8  | 6.0  | 5.4  | 5.4  |
| WEZL Charleston    | C1        | 103.5     | 100.0   | 659 c  | Clear Channel        | 70 9905  | 2,900         | Country     | 2,900          | 1.31        | 9.2        | 9.2      | 9.2     | 7.6  | 10.8   | 8.6    | 8.6    | 7.5  | 7.1  | 7.1  | 7.1  |
| WFRQ Mt. Pleasant  | C2        | 104.5     | 28.0    | 656 c  | Clear Channel        | 85 9905  | 850           | Cisc Hits   | 850            | 0.86        | 4.1        | 3.1      | 2.6     | 4.3  | 3.7    | 3.9    | 3.7    | 4.2  | 3.9  | 4.2  | 4.2  |
| WCOO Moncks Corner | C3        | 105.3     | 13.5    | 446 d  | L. M.                | 69 9505  | 800           | R&B Oldies  | 800            | 0.90        | 3.7        | 2.5      | 4.6     | 3.7  | 2.9    | 1.7    | 1.4    | 1.4  | 1.4  | 2.2  | 2.2  |
| WTJA St. Stephen   | A         | 106.1     | 6.0     | 328    | Havenell, Jeremiah   | 89 9907  |               | Gospel      |                |             | 0.8        | 1.6      | 1.0     | 0.0  | 0.8    | 1.3    | 2.0    | 1.3  | 2.0  | 1.1  | 1.1  |
| WJNI Ladson        | A         | 106.3     | 3.0     | 328    | Daniels, Thomas B    | 98       | 150           | Gospel      | 150            | 0.24        | 2.6        | 3.3      | 2.0     | 3.1  | 1.9    | 2.0    | 2.0    | 2.0  | 2.0  | 0.0  | 0.0  |
| WNKT St. George    | C         | 107.5     | 100.0   | 984 a  | Citadel Comm Corp 71 | 9906     | 1,100         | Country     | 1,100          | 0.93        | 4.9        | 4.6      | 3.4     | 3.9  | 4.5    | 5.6    | 2.8    | 2.8  | 2.4  | 3.5  | 3.5  |

ARB 12+ Metro Shares (see rights)

| City of License | FCC Class | Freq (KW) | HAAT C | Owner  | Year Date            | Std Acqd | Price M (000) | Sales L | Revenue (000)/ | Power Ratio | Local Comm | 1999 Est | Avg '99 | 1999 | Summer | Spring | Winter | 1998 | 1998 | 1998 | 1998 |
|-----------------|-----------|-----------|--------|--------|----------------------|----------|---------------|---------|----------------|-------------|------------|----------|---------|------|--------|--------|--------|------|------|------|------|
| WSSX Charleston | C         | 95.1      | 100.0  | 1001 a | Citadel Comm Corp 45 | 9906     | 1,900         | CHR     | 1,900          | 1.21        | 6.5        | 4.7      | 6.6     | 4.8  | 5.0    | 6.4    | 6.4    | 6.8  |      |      |      |

Metro Rank: 88  
Revenue Rank: 89



Metro Counties / Population (000)

|              |              |
|--------------|--------------|
| Baldwin, AL  | 134.6        |
| Mobile, AL   | 400.8        |
| <b>Total</b> | <b>535.4</b> |

## Mobile, AL Market Overview



Market Radio Financials and Ratios

(all figures in 000's, except percentages and ratios)

|                | ESTIMATED GROSS REVENUES *** |             |             |          |          | Revenue/Capita |
|----------------|------------------------------|-------------|-------------|----------|----------|----------------|
|                | 1993                         | 1994        | 1995        | 1996     | 1997     |                |
| Local          | \$11,500                     | \$12,800    | \$13,000    | \$14,300 | \$15,500 | \$18,400       |
| National       | \$3,051,000                  | \$3,521,000 | \$4,571,000 | \$55.51  |          |                |
| Revenue/Capita | \$22.89                      | \$34.37     | \$55.51     |          |          |                |
| Δ 98 - 99      | 15.8%                        |             |             |          |          |                |
| Δ 99 - 03      |                              |             |             |          |          | 10.0%          |
| Est. Breakout  |                              |             |             |          |          | 78%            |
| Local          |                              |             |             |          |          | 22%            |

Demographic and Economic Overview  
(000's, except Retail Sales and EBI in 000,000's)

|                | 1993    |         |         | 1998    |          |          | 2003     |          |  |
|----------------|---------|---------|---------|---------|----------|----------|----------|----------|--|
|                | Rate    | Rate    | Rate    | Rate    | Rate     | Rate     | Rate     | Rate     |  |
| MSA Population | 502.5   | 535.4   | 535.4   | 535.4   | 560.3    | 560.3    | 560.3    | 560.3    |  |
| Households     | 184.6   | 200.7   | 200.7   | 200.7   | 215.3    | 215.3    | 215.3    | 215.3    |  |
| Retail Sales   | 3,773.4 | 5,233.9 | 5,233.9 | 5,233.9 | 6,801.4  | 6,801.4  | 6,801.4  | 6,801.4  |  |
| EBI            | 6,606.2 | 8,176.0 | 8,176.0 | 8,176.0 | 11,122.9 | 11,122.9 | 11,122.9 | 11,122.9 |  |
| Growth         |         |         |         |         |          |          |          |          |  |
| Households     | 1.3%    | 1.7%    | 1.7%    | 1.7%    | 0.9%     | 0.9%     | 0.9%     | 0.9%     |  |
| Retail Sales   | 1.3%    | 1.7%    | 1.7%    | 1.7%    | 1.4%     | 1.4%     | 1.4%     | 1.4%     |  |
| EBI            | 6.8%    | 6.8%    | 6.8%    | 6.8%    | 5.4%     | 5.4%     | 5.4%     | 5.4%     |  |
| Growth         | 4.4%    | 4.4%    | 4.4%    | 4.4%    | 6.3%     | 6.3%     | 6.3%     | 6.3%     |  |

|                    | Demographic Breakdown |          |         |         |         |         |         |
|--------------------|-----------------------|----------|---------|---------|---------|---------|---------|
|                    | Total                 | Under 12 | 12 - 17 | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 54 |
| Men (000)          | 256.6                 | 46.2     | 26.1    | 23.0    | 33.1    | 40.2    | 35.2    |
| Women (000)        | 278.8                 | 44.3     | 25.0    | 24.0    | 35.6    | 42.8    | 38.9    |
| Total              | 535.4                 | 90.6     | 51.2    | 47.0    | 68.6    | 83.0    | 74.2    |
| Percentage         | 100.0%                | 16.9%    | 9.6%    | 8.8%    | 12.8%   | 15.5%   | 13.8%   |
| Per Capita         | \$ 15,271             |          |         |         |         |         |         |
| Median Household   | \$ 31,138             |          |         |         |         |         |         |
| Avg Household      | \$ 40,738             |          |         |         |         |         |         |
| Ethnic Population: |                       |          |         |         |         |         |         |
| White              | 70.5%                 |          |         |         |         |         |         |
| Black              | 28.2%                 |          |         |         |         |         |         |
| Asian              | 0.9%                  |          |         |         |         |         |         |
| Hispanic           | 1.4%                  |          |         |         |         |         |         |

Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 2       | 14      | 10      | 16         | 16      | 12      | 28    |
| Tot 12+    | 1.9     | 62.5    | 55.5    | 64.4       | 64.4    | 15.0    | 79.4  |
| Avg 12+    | 1.0     | 4.5     | 5.6     | 4.0        | 4.0     | 1.3     | 2.8   |
| Tot LCS    | 2.4     | 78.7    | 69.9    | 81.1       | 81.1    | 18.9    | 100.0 |
| Avg LCS    | 1.2     | 5.6     | 7.0     | 5.1        | 5.1     | 1.6     | 3.6   |



# Competitive Overview

Some stations also rated in Pensacola and Biloxi.

## FM Stations

| City of Calls | License      | FCC Class | Power (kW) | HAAT  | C Owner | Year Date           | Std Acq'd | Price M (000) | A Format  | Revenue (000)/ | Power Ratio | Local Comm | 1999 Est | Avg 99 | Fall 1999 | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |
|---------------|--------------|-----------|------------|-------|---------|---------------------|-----------|---------------|-----------|----------------|-------------|------------|----------|--------|-----------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|
| WZEW          | Fairhope     | C3        | 92.1       | 13.5  | 449     | Baldwin Bcstg Co    | 66        | 981           | 1,425     | AAA            | 575         | 1.31       | 2.2      | 1.5    | 1.3       | 1.4         | 2.3         | 2.0         | 2.0       | 1.4         | 0.8         | 2.4         |
| •             | WBLX         | Mobile    | 92.9       | 98.0  | 1555    | a Cumulus Bcstg Inc | 73        | 991           | 19,000    | d1             | Urban AC    | 2,200      | 1.16     | 9.5    | 11.0      | 7.0         | 8.3         | 7.0         | 7.7       | 7.0         | 8.5         | 6.9         |
| •             | WMEZ         | Pensacola | 94.1       | 100.0 | 1329    | Urban Radio Bcstg   | 60        | 0003          | p         | AC             | na          | 3.5        | 2.2      | 3.5    | 2.6       | 3.0         | 3.0         | 2.0         | 3.0       | 3.0         | 2.7         | 2.6         |
| WKSJ          | Mobile       | C         | 94.9       | 100.0 | 1555    | d Clear Channel     | 71        | 9705          | 24,000    | d2             | Country     | 3,750      | 1.74     | 10.8   | 8.4       | 9.4         | 9.0         | 7.8         | 9.4       | 7.0         | 8.0         | 8.0         |
| WRKH          | Mobile       | C         | 96.1       | 97.0  | 1342    | d Clear Channel     | 64        | 9705          |           | d2             | Cisc Rock   | 1,400      | 1.53     | 4.6    | 3.5       | 3.9         | 3.3         | 2.7         | 4.5       | 4.7         | 4.1         | 3.5         |
| WABB          | Mobile       | C         | 97.5       | 100.0 | 1552    | c Dittman Group     | 73        |               |           | d1             | Adult CHR   | 3,500      | 1.47     | 12.0   | 9.8       | 8.4         | 9.0         | 11.1        | 9.4       | 8.8         | 10.0        | 6.0         |
| •             | WDLT         | Chickasaw | 98.3       | 40.0  | 548     | a Cumulus Bcstg Inc | 81        | 9911          |           | d1             | Urban AC    | 1,900      | 1.05     | 9.1    | 7.4       | 9.6         | 7.3         | 5.2         | 6.6       | 7.0         | 7.8         | 6.9         |
| WMXC          | Mobile       | C         | 99.9       | 94.0  | 1755    | d Clear Channel     | 47        | 9705          |           | d2             | AC          | 1,500      | 1.48     | 5.1    | 5.7       | 4.8         | 4.1         | 2.6         | 4.5       | 4.1         | 3.4         | 3.0         |
| WPRO          | Pensacola    | C         | 100.7      | 100.0 | 1555    | Cumulus Bcstg Inc   | 65        | 9911          | See (121) |                | Cisc Rock   | na         | n/a      | 3.5    | 1.8       | 2.8         | 2.4         | 2.7         | 3.2       | 3.1         | 3.0         | 3.0         |
| WQUA          | Citronelle   | C3        | 102.1      | 15.0  | 427     | Syncom Radio Corp   | 89        | 9811          |           | st             | AC          | 100        | 0.50     | 1.0    | 0.8       | 0.6         | 1.3         | 0.5         | 0.6       | 1.0         | 0.7         | 0.5         |
| •             | WXBM         | Milton    | 102.7      | 100.0 | 1329    | Urban Radio Bcstg   | 64        | 0003          | p         |                | Country     | n/a        | n/a      | 3.6    | 2.5       | 2.9         | 1.9         | 4.0         | 2.6       | 3.3         | 2.9         | 2.9         |
| •             | WYCK         | Atmore    | 104.1      | 100.0 | 1555    | a Cumulus Bcstg Inc | 66        | 9911          | 6,000     | c1             | Top 40      | 675        | 0.42     | 8.1    | 2.9       | 5.9         | 5.4         | 7.8         | 6.5       | 6.3         | 7.7         | 6.5         |
| WDWG          | Moss Point   | C2        | 104.9      | 33.0  | 600     | d Clear Channel     | 64        | 9901          |           | sw             | Country     | 1,300      | 1.31     | 5.0    | 2.9       | 3.5         | 4.0         | 4.4         | 2.9       | 2.7         | 3.5         | 3.5         |
| WNSP          | Bay Minette  | A         | 105.5      | 5.3   | 348     | .COM+Inc.           | 64        | 9808          |           |                | Sports      | 700        | 2.51     | 1.4    | 1.9       | 0.9         | 0.7         | 1.4         | 1.4       | 0.6         | 0.5         | 1.2         |
| WCSN          | Orange Beach | A         | 105.7      | 5.0   | 246     | Purchase Bcstg Co   | 96        | 9711          | 760       |                | AC          | 325        | 3.25     | 0.1    | 0.0       | 0.4         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |
| WAVH          | Daphne       | C2        | 106.5      | 50.0  | 450     | Amer General        | 93        | 9707          | 4,000     |                | Oldies      | 1,000      | 1.14     | 4.4    | 2.1       | 3.5         | 2.8         | 4.1         | 3.5       | 3.1         | 5.2         | 3.9         |

ARB 12+ Metro Shares (see rights)

| 1999 Est | Avg 99 | Fall 1999 | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |
|----------|--------|-----------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|
| 83.9     | 64.4   | 65.8      | 64.3        | 66.4        | 68.0        | 65.7      | 67.0        | 60.8        | 60.8        |

## AM Stations

| City of Calls                | License     | FCC Class | Power (kW) | Day  | Night | Sales L             | Price M (000) | A Format | Revenue (000)/ | Power Ratio | Local Comm  | 1999 Est | Avg 99 | Fall 1999 | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |     |
|------------------------------|-------------|-----------|------------|------|-------|---------------------|---------------|----------|----------------|-------------|-------------|----------|--------|-----------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|-----|
| WZEW                         | Fairhope    | C3        | 92.1       | 13.5 | 449   | Baldwin Bcstg Co    | 66            | 9811     | 1,425          | AAA         | 575         | 1.31     | 2.2    | 1.5       | 1.3         | 1.4         | 2.3         | 2.0       | 1.4         | 0.8         | 2.4         |     |
| WNTM                         | Mobile      | B         | 710        | 1.0  | 0.50  | d Clear Channel     | 46            | 9705     |                | d2          | News/Talk   | 1,000    | 0.90   | 5.6       | 4.9         | 4.8         | 4.7         | 3.4       | 4.8         | 3.6         | 2.9         | 4.8 |
| WBHY                         | Mobile      | B         | 840        | 33.0 | 0.00  | b Gforth Media Inc  | 43            | 8604     | 250            | +           | Chrstan     | 250      | 0.9    | 0.9       | 0.5         | 0.4         | 0.6         | 0.0       | 1.8         | 0.0         | 0.0         | 1.8 |
| WGOK                         | Mobile      | B         | 900        | 1.0  | 0.38  | a Cumulus Bcstg Inc | 58            | 9911     |                | c1          | Gospel      | 600      | 0.64   | 4.7       | 3.4         | 3.9         | 3.7         | 3.8       | 3.5         | 6.6         | 4.7         | 8.4 |
| WLFM                         | Prichard    | B         | 960        | 5.0  | 1.00  | b Gforth Media Inc  | 85            | 9404     | 180            |             | Christian   | 180      |        | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.5 |
| WBCA                         | Bay Minette | B         | 1110       | 10.0 | 0.00  | Southern Media      | 57            | 9807     | 65             |             | Country     | 65       |        | 0.0       | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0 |
| WABF                         | Fairhope    | B         | 1220       | 1.0  | 0.00  | Gulf Coast Bcstg    | 61            | 9906     | na             |             | Adult Strnd | 125      |        | 0.6       | 2.0         | 0.6         | 0.9         | 0.5       | 0.4         | 1.2         | 0.9         | 0.9 |
| WKSJ                         | Prichard    | B         | 1270       | 5.0  | 0.10  | d Clear Channel     | 66            | 9705     |                | d2          | Adult Strnd | 100      |        | 0.1       | 0.7         | 0.4         | 0.0         | 0.0       | 0.0         | 0.4         | 0.0         | 0.0 |
| WHEP                         | Foley       | B         | 1310       | 1.0  | 0.00  | Stewart Bcstg Co    | 53            | 6105     |                |             | News/Spts   | 100      |        | 0.3       | 0.0         | 0.9         | 0.0         | 0.0       | 0.0         | 0.6         | 1.2         | 1.1 |
| WMOB                         | Mobile      | B         | 1360       | 5.0  | 0.21  | B Tucker Assoc Inc  | 61            | 8409     | 350            |             | Religion    | 350      |        | 0.6       | 0.8         | 0.0         | 1.4         | 0.5       | 0.0         | 0.0         | 0.0         | 1.1 |
| WLTV                         | Mobile      | B         | 1410       | 3.9  | cp    | 3.90                | 30            | 9906     | 264            |             | Gospel      | 350      |        | 0.7       | 0.4         | 0.0         | 0.6         | 0.6       | 0.9         | 0.0         | 0.8         | 0.6 |
| WABB                         | Mobile      | B         | 1480       | 5.0  | 4.40  | c Dittman Group     | 48            |          |                |             | News/Talk   | 350      |        | 0.8       | 0.8         | 0.9         | 0.6         | 0.5       | 0.6         | 0.7         | 0.7         | 0.5 |
| # AM Stations -              |             |           |            |      |       |                     |               |          |                |             |             |          |        |           |             |             |             |           |             |             |             |     |
| # FM Stations -              |             |           |            |      |       |                     |               |          |                |             |             |          |        |           |             |             |             |           |             |             |             |     |
| # Dupolies - 8               |             |           |            |      |       |                     |               |          |                |             |             |          |        |           |             |             |             |           |             |             |             |     |
| # Combos - 7                 |             |           |            |      |       |                     |               |          |                |             |             |          |        |           |             |             |             |           |             |             |             |     |
| AM & FM Stations Profiled -  |             |           |            |      |       |                     |               |          |                |             |             |          |        |           |             |             |             |           |             |             |             |     |
| Total Local Commercial Share |             |           |            |      |       |                     |               |          |                |             |             |          |        |           |             |             |             |           |             |             |             |     |

| 1999 Est | Avg 99 | Fall 1999 | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |
|----------|--------|-----------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|
| 16.0     | 15.0   | 13.8      | 12.9        | 11.2        | 12.9        | 12.9      | 12.6        | 12.7        | 19.7        |

1/ See introduction section for interpretation of revenue estimates.

• Indicates a change since last edition



# Competitive Overview

| FM Stations |       |       |            |       |         |          |        |      |        |        |        |                |
|-------------|-------|-------|------------|-------|---------|----------|--------|------|--------|--------|--------|----------------|
| City of     | FCC   | Power | HAAT       | Year  | Sales   | 1999 Est | Avg 99 | Fall | Summer | Spring | Winter | City of        |
| License     | Class | (kW)  | C Owner    | Date  | Price   | Revenue  | Local  | 1999 | 1999   | 1998   | 1998   | License        |
| Calls       | Power | Power | Std        | Acq'd | (000)   | (000)/   | Comm   | 1999 | 1999   | 1998   | 1998   | Calls          |
|             |       |       |            |       |         |          |        |      |        |        |        |                |
| WZMJ        | A     | 93.1  | 561 a      | 65    | 3,412   | 991      | 0.1    | 0.5  | 0.0    | 0.0    | 0.0    | Batesburg      |
| • WARB      | A     | 93.5  | 443 d      | 71    | 0.71    | 2,200    | 5.8    | 3.9  | 4.9    | 4.6    | 6.1    | Columbia       |
| • WFMV      | A     | 95.3  | 328 e      | 93    | 0.44    | 900      | 7.0    | 5.8  | 6.6    | 4.7    | 5.6    | South Congaree |
| WLTG        | A     | 96.7  | 443 c      | 74    | 0.76    | 1,000    | 4.5    | 2.3  | 4.1    | 1.9    | 1.6    | Cayce          |
| • WCOS      | C1    | 97.5  | 981 c      | 51    | 1.19    | 4,100    | 11.8   | 10.8 | 10.5   | 10.7   | 10.3   | Columbia       |
| WLIJ        | A     | 98.3  | 328 e      | 96    | 0.2     | 108cp    | 0.5    | 0.3  | 0.2    | 0.2    | 0.2    | Summerton      |
| • WLXC      | A     | 98.5  | 328 b      | 94    | 0.40    | 500      | 4.3    | 4.3  | 3.2    | 2.7    | 2.5    | Lexington      |
| • WSCQ      | A     | 100.1 | 328 c      | 75    | 0.55    | 900      | 5.6    | 3.7  | 4.1    | 4.7    | 5.6    | West Columbia  |
| • WWDW      | C     | 101.3 | 1322 d     | 61    | 1.24    | 5,300    | 14.7   | 6.5  | 10.9   | 14.9   | 16.3   | Sumter         |
| • WMFX      | A     | 102.3 | 328 d      | 85    | 1.19    | 2,700    | 7.8    | 5.4  | 6.2    | 6.7    | 6.9    | St. Andrews    |
| • WOMG      | A     | 103.1 | 308 b      | 84    | 0.83    | 1,525    | 6.3    | 5.4  | 5.2    | 5.3    | 6.2    | Columbia       |
| • WHXT      | C3    | 103.9 | 532 a      | 73    | 3,413c1 | 991      | 6.9    | 7.3  | 5.2    | 5.4    | 6.2    | Orangeburg     |
| • WNOK      | C     | 104.7 | 1034 c     | 59    | 1.18    | 3,700    | 10.8   | 6.9  | 9.7    | 7.2    | 7.6    | Columbia       |
| • WGVG      | A     | 106.3 | 328        | 89    | 1.72    | 3,950    | 6.7    | 5.3  | 4.9    | 6.4    | 7.1    | Newberry       |
| • WTCB      | C1    | 106.7 | 787 b      | 67    | 1.72    | 3,950    | 6.7    | 5.3  | 4.9    | 6.4    | 7.1    | Orangeburg     |
| FM TOTALS   |       |       | # Combos - | 14    |         |          | 85.9   | 70.5 | 71.4   | 72.9   | 74.5   |                |

| AM Stations                  |       |       |         |       |       |          |        |      |        |        |        |           |
|------------------------------|-------|-------|---------|-------|-------|----------|--------|------|--------|--------|--------|-----------|
| City of                      | FCC   | Power | C Owner | Year  | Sales | 1999 Est | Avg 99 | Fall | Summer | Spring | Winter | City of   |
| License                      | Class | (kW)  | C Owner | Date  | Price | Revenue  | Local  | 1999 | 1999   | 1998   | 1998   | License   |
| Calls                        | Power | Power | Std     | Acq'd | (000) | (000)/   | Comm   | 1999 | 1999   | 1998   | 1998   | Calls     |
|                              |       |       |         |       |       |          |        |      |        |        |        |           |
| WVOC                         | B     | 560   | 5.00 c  | 30    | 1.00  | 2,000    | 6.9    | 5.7  | 5.2    | 5.4    | 4.8    | Columbia  |
| WTGH                         | B     | 620   | 0.13    | 58    | 0.39  | 200      | 0.7    | 1.5  | 0.5    | 0.6    | 0.7    | Cayce     |
| WCTG                         | B     | 840   | 50.0    | 93    | 850   | 200      | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    | Columbia  |
| WLGX                         | B     | 1170  | 10.0    | 88    | 200   | 200      | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    | Lexington |
| • WIOC                       | C     | 1230  | 1.0     | 47    | 0.39  | 250      | 2.2    | 0.9  | 1.5    | 2.2    | 1.6    | Columbia  |
| • WISW                       | B     | 1320  | 5.0     | 54    | 0.50  | 350      | 2.4    | 3.5  | 4.2    | 2.3    | 1.6    | Columbia  |
| WCOS                         | C     | 1400  | 1.0     | 39    | 1.8   | 350      | 1.8    | 1.5  | 1.1    | 1.4    | 1.5    | Columbia  |
| WBFL                         | B     | 1430  | 5.0     | 56    | na    | 350      | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    | Batesburg |
| WQXL                         | B     | 1470  | 5.0     | 45    | 135   | 350      | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    | Columbia  |
| # AM Stations -              |       |       |         | 9     |       |          | 14.0   | 13.1 | 12.5   | 10.9   | 11.4   |           |
| # FM Stations -              |       |       |         | 15    |       |          | 85.9   | 70.5 | 71.4   | 72.9   | 74.5   |           |
| # Combos -                   |       |       |         | 14    |       |          |        |      |        |        |        |           |
| # Dupolies -                 |       |       |         | 8     |       |          |        |      |        |        |        |           |
| AM & FM Stations Profiled -  |       |       |         | 24    |       |          |        |      |        |        |        |           |
| Total Local Commercial Share |       |       |         |       |       |          |        |      |        |        |        |           |

| ARB 12+ Metro Shares (see rights) |       |       |         |       |       |          |        |      |        |        |        |           |
|-----------------------------------|-------|-------|---------|-------|-------|----------|--------|------|--------|--------|--------|-----------|
| City of                           | FCC   | Power | C Owner | Year  | Sales | 1999 Est | Avg 99 | Fall | Summer | Spring | Winter | City of   |
| License                           | Class | (kW)  | C Owner | Date  | Price | Revenue  | Local  | 1999 | 1999   | 1998   | 1998   | License   |
| Calls                             | Power | Power | Std     | Acq'd | (000) | (000)/   | Comm   | 1999 | 1999   | 1998   | 1998   | Calls     |
|                                   |       |       |         |       |       |          |        |      |        |        |        |           |
| WVOC                              | B     | 560   | 5.00 c  | 30    | 1.00  | 2,000    | 6.9    | 5.7  | 5.2    | 5.4    | 4.8    | Columbia  |
| WTGH                              | B     | 620   | 0.13    | 58    | 0.39  | 200      | 0.7    | 1.5  | 0.5    | 0.6    | 0.7    | Cayce     |
| WCTG                              | B     | 840   | 50.0    | 93    | 850   | 200      | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    | Columbia  |
| WLGX                              | B     | 1170  | 10.0    | 88    | 200   | 200      | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    | Lexington |
| • WIOC                            | C     | 1230  | 1.0     | 47    | 0.39  | 250      | 2.2    | 0.9  | 1.5    | 2.2    | 1.6    | Columbia  |
| • WISW                            | B     | 1320  | 5.0     | 54    | 0.50  | 350      | 2.4    | 3.5  | 4.2    | 2.3    | 1.6    | Columbia  |
| WCOS                              | C     | 1400  | 1.0     | 39    | 1.8   | 350      | 1.8    | 1.5  | 1.1    | 1.4    | 1.5    | Columbia  |
| WBFL                              | B     | 1430  | 5.0     | 56    | na    | 350      | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    | Batesburg |
| WQXL                              | B     | 1470  | 5.0     | 45    | 135   | 350      | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    | Columbia  |
| # AM Stations -                   |       |       |         | 9     |       |          | 14.0   | 13.1 | 12.5   | 10.9   | 11.4   |           |
| # FM Stations -                   |       |       |         | 15    |       |          | 85.9   | 70.5 | 71.4   | 72.9   | 74.5   |           |
| # Combos -                        |       |       |         | 14    |       |          |        |      |        |        |        |           |
| # Dupolies -                      |       |       |         | 8     |       |          |        |      |        |        |        |           |
| AM & FM Stations Profiled -       |       |       |         | 24    |       |          |        |      |        |        |        |           |
| Total Local Commercial Share      |       |       |         |       |       |          |        |      |        |        |        |           |

| ARB 12+ Metro Shares (see rights) |       |       |         |       |       |          |        |      |        |        |        |           |
|-----------------------------------|-------|-------|---------|-------|-------|----------|--------|------|--------|--------|--------|-----------|
| City of                           | FCC   | Power | C Owner | Year  | Sales | 1999 Est | Avg 99 | Fall | Summer | Spring | Winter | City of   |
| License                           | Class | (kW)  | C Owner | Date  | Price | Revenue  | Local  | 1999 | 1999   | 1998   | 1998   | License   |
| Calls                             | Power | Power | Std     | Acq'd | (000) | (000)/   | Comm   | 1999 | 1999   | 1998   | 1998   | Calls     |
|                                   |       |       |         |       |       |          |        |      |        |        |        |           |
| WVOC                              | B     | 560   | 5.00 c  | 30    | 1.00  | 2,000    | 6.9    | 5.7  | 5.2    | 5.4    | 4.8    | Columbia  |
| WTGH                              | B     | 620   | 0.13    | 58    | 0.39  | 200      | 0.7    | 1.5  | 0.5    | 0.6    | 0.7    | Cayce     |
| WCTG                              | B     | 840   | 50.0    | 93    | 850   | 200      | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    | Columbia  |
| WLGX                              | B     | 1170  | 10.0    | 88    | 200   | 200      | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    | Lexington |
| • WIOC                            | C     | 1230  | 1.0     | 47    | 0.39  | 250      | 2.2    | 0.9  | 1.5    | 2.2    | 1.6    | Columbia  |
| • WISW                            | B     | 1320  | 5.0     | 54    | 0.50  | 350      | 2.4    | 3.5  | 4.2    | 2.3    | 1.6    | Columbia  |
| WCOS                              | C     | 1400  | 1.0     | 39    | 1.8   | 350      | 1.8    | 1.5  | 1.1    | 1.4    | 1.5    | Columbia  |
| WBFL                              | B     | 1430  | 5.0     | 56    | na    | 350      | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    | Batesburg |
| WQXL                              | B     | 1470  | 5.0     | 45    | 135   | 350      | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    | Columbia  |
| # AM Stations -                   |       |       |         | 9     |       |          | 14.0   | 13.1 | 12.5   | 10.9   | 11.4   |           |
| # FM Stations -                   |       |       |         | 15    |       |          | 85.9   | 70.5 | 71.4   | 72.9   | 74.5   |           |
| # Combos -                        |       |       |         | 14    |       |          |        |      |        |        |        |           |
| # Dupolies -                      |       |       |         | 8     |       |          |        |      |        |        |        |           |
| AM & FM Stations Profiled -       |       |       |         | 24    |       |          |        |      |        |        |        |           |
| Total Local Commercial Share      |       |       |         |       |       |          |        |      |        |        |        |           |

| ARB 12+ Metro Shares (see rights) |       |       |         |       |       |          |        |      |        |        |        |           |
|-----------------------------------|-------|-------|---------|-------|-------|----------|--------|------|--------|--------|--------|-----------|
| City of                           | FCC   | Power | C Owner | Year  | Sales | 1999 Est | Avg 99 | Fall | Summer | Spring | Winter | City of   |
| License                           | Class | (kW)  | C Owner | Date  | Price | Revenue  | Local  | 1999 | 1999   | 1998   | 1998   | License   |
| Calls                             | Power | Power | Std     | Acq'd | (000) | (000)/   | Comm   | 1999 | 1999   | 1998   | 1998   | Calls     |
|                                   |       |       |         |       |       |          |        |      |        |        |        |           |
| WVOC                              | B     | 560   | 5.00 c  | 30    | 1.00  | 2,000    | 6.9    | 5.7  | 5.2    | 5.4    | 4.8    | Columbia  |
| WTGH                              | B     | 620   | 0.13    | 58    | 0.39  | 200      | 0.7    | 1.5  | 0.5    | 0.6    | 0.7    | Cayce     |
| WCTG                              | B     | 840   | 50.0    | 93    | 850   | 200      | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    | Columbia  |
| WLGX                              | B     | 1170  | 10.0    | 88    | 200   | 200      | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    | Lexington |
| • WIOC                            | C     | 1230  | 1.0     | 47    | 0.39  | 250      | 2.2    | 0.9  | 1.5    | 2.2    | 1.6    | Columbia  |
| • WISW                            | B     | 1320  | 5.0     | 54    | 0.50  | 350      | 2.4    | 3.5  | 4.2    | 2.3    | 1.6    | Columbia  |
| WCOS                              | C     | 1400  | 1.0     | 39    | 1.8   | 350      | 1.8    | 1.5  | 1.1    | 1.4    | 1.5    | Columbia  |
| WBFL                              | B     | 1430  | 5.0     | 56    | na    | 350      | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    | Batesburg |
| WQXL                              | B     | 1470  | 5.0     | 45    | 135   | 350      | 0.0    | 0.0  | 0.0    | 0.0    | 0.0    | Columbia  |
| # AM Stations -                   |       |       |         | 9     |       |          | 14.0   | 13.1 | 12.5   | 10.9   | 11.4   |           |
| # FM Stations -                   |       |       |         | 15    |       |          | 85.9   | 70.5 | 71.4   | 72.9   | 74.5   |           |
| # Combos -                        |       |       |         | 14    |       |          |        |      |        |        |        |           |
| # Dupolies -                      |       |       |         | 8     |       |          |        |      |        |        |        |           |
| AM & FM Stations Profiled -       |       |       |         | 24    |       |          |        |      |        |        |        |           |
| Total Local Commercial Share      |       |       |         |       |       |          |        |      |        |        |        |           |



## Competitive Overview

### FM Stations

| City of License | FCC Class      | Freq  | Power (kW) | HAAT | C Owner             | Year Acqd | Std Date | Price (000) | A Format      | 1999 Est Revenue (000)/Power Ratio | Avg '99 Local Comm | 1999 | Spring | Fall | 1998 | Spring | Fall | 1997 | Spring | Fall | 1996 | Spring |      |
|-----------------|----------------|-------|------------|------|---------------------|-----------|----------|-------------|---------------|------------------------------------|--------------------|------|--------|------|------|--------|------|------|--------|------|------|--------|------|
| WNDT            | A              | 92.5  | 3.2        | 443  | f Dix               | 96        | 9711     | 675         | 1 C/Rck/NWRck | 1.5                                | 1.5                | 2.0  | 2.0    | 1.0  | 0.9  | 1.7    | 1.7  | 1.8  | 1.3    | 1.2  | 0.0  | 1.2    | 0.0  |
| WMFQ            | Ocala          | 92.9  | 50.0       | 476  | a Asterisk Comm Inc | 77        | 9503     | 2,100       | Soft AC       | 7.9                                | 3.9                | 4.7  | 4.7    | 5.6  | 4.3  | 4.7    | 4.7  | 5.0  | 4.4    | 5.1  | 4.4  | 5.1    | 0.0  |
| WOGK            | Ocala          | 93.7  | 100.0      | 1348 | f Dix               | 60        | 8605     | 1,400       | Country       | 14.2                               | 9.9                | 9.3  | 9.2    | 11.2 | 10.1 | 10.9   | 13.4 | 0.0  | 0.0    | 0.0  | 13.4 | 0.0    |      |
| WNDD            | Silver Springs | 95.5  | 6.0        | 328  | f Dix               | 91        | 9709     | 4,060       | 1 AOR         | 1.30                               | 8.1                | 2.3  | 5.5    | 5.1  | 4.3  | 3.4    | 3.1  | 3.1  | 3.2    | 3.2  | 3.2  | 0.0    |      |
| WXOF            | Yankeetown     | 96.3  | 3.5 cp     | 433  | WGUL FM Inc         | 98        |          |             | Country       | 0.0                                | 0.0                | 0.0  | 0.0    | 0.0  | 0.0  | 0.0    | 0.0  | 0.0  | 0.0    | 0.0  | 0.0  | 0.0    | 0.0  |
| WNPN            | Chiefland      | 97.3  | 6.0        | 328  | d Dix               | 92        | 9912     | 470         | c2            | 1.01                               | 3.8                | 4.2  | 3.4    | 1.5  | 1.3  | 1.4    | 2.0  | 2.0  | 2.3    | 2.5  | 2.5  | 0.0    |      |
| WSKY            | Micanopy       | 97.3  | 13.5 cp    | 948  | g Entercom          | 85        | 9804     | 2,850       | News          | 550                                | 1.01               | 550  | 1.01   | 550  | 1.01 | 550    | 1.01 | 550  | 1.01   | 550  | 1.01 | 550    | 1.01 |
| WKTR            | Crystal River  | 98.5  | 100.0      | 981  | g Entercom          | 76        | 8612     | 3,600       | AC            | 2,500                              | 1.67               | 10.5 | 7.1    | 6.8  | 6.9  | 7.6    | 7.0  | 8.1  | 9.0    | 8.4  | 8.4  | 2.5    |      |
| WBXY            | LaCrosse       | 99.5  | 2.2        | 472  | a Asterisk Comm Inc | 99        |          |             | Hot AC        | 1.7                                | 1.7                | 1.3  | 1.1    | 1.1  | 1.1  | 0.6    | 0.6  | 1.1  | 0.4    | 0.8  | 1.9  | 0.9    |      |
| WRKG            | Newberry       | 100.5 | 11.0       | 492  | a Asterisk Comm Inc | 94        | 9980     | 1,150       | Cisc Rck      | 1.5                                | 1.5                | 1.0  | 1.0    | 0.9  | 0.6  | 0.6    | 0.6  | 0.7  | 0.9    | 0.9  | 0.9  | 0.9    |      |
| WYGC            | Gainesville    | 100.9 | 6.0        | 299  | a Asterisk Comm Inc | 82        | 9310     | 1,400       | Country       | 2.2                                | 1.9                | 1.9  | 1.8    | 2.0  | 2.0  | 1.9    | 1.9  | 4.2  | 4.2    | 3.2  | 3.2  | 0.0    |      |
| WTMG            | Williston      | 101.3 | 3.5        | 433  | Connecticut Best    | 83        | 9603     | 870         | Urban AC      | 0.61                               | 9.2                | 6.6  | 6.0    | 5.2  | 5.6  | 6.7    | 6.7  | 4.2  | 4.7    | 4.7  | 4.7  | 4.7    |      |
| WDJY            | Trenton        | 101.7 | 2.4 cp     | 525  | Prime Time Radio    | 88        | 9909     | 2,500       | c2            | Country                            | 7.9                | 6.1  | 5.4    | 4.9  | 3.9  | 3.9    | 6.7  | 4.8  | 5.2    | 5.1  | 5.1  | 0.0    |      |
| WTRS            | Dunnellon      | 102.3 | 50.0       | 489  | a Asterisk Comm Inc | 69        | 8303     | 385         | Country       | 1.15                               | 7.9                | 6.1  | 5.4    | 4.9  | 3.9  | 3.9    | 6.7  | 4.8  | 5.2    | 5.1  | 5.1  | 0.0    |      |
| WRGO            | Cedar Key      | 102.7 | 12.5 cp    | 459  | Williams Bestig Co  | 96        | 9703     | 550         | Oldies        | 0.84                               | 9.2                | 5.3  | 6.0    | 0.0  | 0.0  | 0.0    | 0.0  | 0.0  | 0.0    | 0.0  | 0.0  | 0.0    | 0.0  |
| WRUF            | Gainesville    | 103.7 | 100.0      | 768  | c Univ of Florida   | 48        |          |             | Rock          | 1,100                              | 0.84               | 9.2  | 5.3    | 6.0  | 6.0  | 5.9    | 6.7  | 6.3  | 5.9    | 7.5  | 7.5  | 7.5    |      |
| WAVO            | Inflis         | 104.3 | 6.0        | 328  | Seven Rivers Best   | 96        | 9804     | 1,200       | Adlt Sindr    | 0.5                                | 1.3                | 0.7  | 0.0    | 0.0  | 0.0  | 0.0    | 0.0  | 0.0  | 0.3    | 0.0  | 0.0  | 0.0    |      |
| WXJZ            | High Springs   | 104.9 | 3.2        | 449  | a Asterisk Comm Inc | 84        | 9905     | 825         | Smooth Jazz   | 0.48                               | 6.5                | 5.4  | 4.2    | 4.3  | 4.6  | 3.8    | 3.5  | 4.2  | 4.2    | 2.1  | 0.0  | 0.0    |      |
| WYKS            | Gainesville    | 105.3 | 3.0        | 466  | b Gillen, Albert J  | 70        | 8708     | 1,900       | c2            | CHR                                | 450                | 0.48 | 6.5    | 5.4  | 4.2  | 4.3    | 4.6  | 3.5  | 4.2    | 2.1  | 0.0  | 0.0    |      |

ARB 12+ Metro Shares (see rights)

### AM Stations

| City of License             | FCC Class   | Freq            | Power (kW) | Day  | Night                | C Owner | Year Acqd                    | Std Date | Price (000) | A Format    | 1999 Est Revenue (000)/Power Ratio | Avg '99 Local Comm | 1999 | Spring | Fall | 1998 | Spring | Fall | 1997 | Spring | Fall | 1996 | Spring |
|-----------------------------|-------------|-----------------|------------|------|----------------------|---------|------------------------------|----------|-------------|-------------|------------------------------------|--------------------|------|--------|------|------|--------|------|------|--------|------|------|--------|
| WRZN                        | Hernando    | 720             | 10.0       | 0.25 | Mgmt & Marketing     | 89      |                              |          | 250         | 0.35        | 5.0                                | 2.1                | 3.1  | 3.4    | 2.6  | 2.3  | 3.1    | 3.1  | 3.1  | 1.7    | 4.9  | 1.7  | 4.9    |
| WRUF                        | Gainesville | 850             | 5.0        | 5.00 | c Univ of Florida    | 28      |                              |          | 400         | 1.00        | 2.8                                | 0.9                | 1.3  | 2.3    | 1.9  | 3.8  | 2.4    | 2.7  | 2.5  | 2.5    | 2.5  | 2.5  | 2.5    |
| WMOP                        | Ocala       | 900             | 3.3        | 0.02 | e Florida Sportstalk | 53      | 9701                         | 350      | Sports      | 0.6         | 1.0                                | 0.0                | 0.8  | 0.0    | 0.0  | 0.5  | 0.7    | 1.5  | 1.4  | 1.4    | 1.4  | 1.4  | 1.4    |
| WLCH                        | Chiefland   | 940             | 0.8        | 0.02 | d Dix                | 68      | 9912                         | 350      | Country     | 0.98        | 2.5                                | 2.5                | 1.6  | 1.7    | 2.8  | 1.1  | 2.0    | 1.2  | 0.0  | 0.0    | 0.0  | 0.0  | 0.0    |
| WLUS                        | Gainesville | 980             | 5.0        | 0.17 | e Florida Sportstalk | 54      | 9909                         | 300      | c2          | 0.98        | 350                                | 0.98               | 350  | 0.0    | 0.0  | 0.0  | 0.0    | 0.0  | 0.0  | 0.0    | 0.0  | 0.0  | 0.0    |
| WGGG                        | Gainesville | 1230            | 1.0        | 1.00 | e Florida Sportstalk | 48      | 9701                         | 300      | Sports      | 1.2         | 1.2                                | 0.4                | 0.7  | 0.9    | 0.0  | 0.0  | 0.7    | 0.4  | 0.0  | 0.0    | 0.0  | 0.0  | 0.0    |
| WOCF                        | Ocala       | 1290            | 5.0        | 1.00 | News & Travel        | 39      | 9509                         | 125      | News        | 0.3         | 0.3                                | 0.0                | 0.0  | 0.0    | 0.4  | 1.1  | 0.4    | 0.4  | 0.4  | 0.4    | 0.4  | 0.4  | 0.4    |
| WVCA                        | Ocala       | 1370            | 5.0        | 0.03 | WSOS-FM Inc          | 57      | 0001 p                       | 743      | News/Talk   | 1.31        | 450                                | 1.31               | 450  | 2.5    | 0.8  | 2.3  | 2.0    | 2.7  | 2.8  | 2.0    | 2.8  | 2.0  | 2.8    |
| WADP                        | Gainesville | 1390            | 5.0        | 0.05 | b Gillen, Albert J   | 61      | 8708                         | 200      | c2          | Alternative | 0.5                                | 0.5                | 0.0  | 0.0    | 0.0  | 0.0  | 0.0    | 0.0  | 0.0  | 0.0    | 0.0  | 0.0  | 0.0    |
| WVLO                        | Gainesville | 1430            | 2.5        | 0.00 | Connecticut Best     | 91      | 9701                         | 200      | Talk        | 15.3        | 15.3                               | 6.9                | 7.5  | 12.4   | 10.4 | 11.9 | 13.3   | 13.3 | 10.1 | 13.8   | 13.8 | 13.8 |        |
| AM & FM Stations Profiled - |             | # AM Stations - |            | 10   | # Combos -           | 5       | Total Local Commercial Share |          |             |             |                                    |                    |      |        |      |      |        |      |      |        |      |      |        |
|                             |             |                 |            | 29   | # Duopolies -        | 7       |                              |          |             |             |                                    |                    |      |        |      |      |        |      |      |        |      |      |        |

ARB 12+ Metro Shares (see rights)

### AM Stations

| City of License             | FCC Class   | Freq            | Power (kW) | Day  | Night                | C Owner | Year Acqd                    | Std Date | Price (000) | A Format    | 1999 Est Revenue (000)/Power Ratio | Avg '99 Local Comm | 1999 | Spring | Fall | 1998 | Spring | Fall | 1997 | Spring | Fall | 1996 | Spring |
|-----------------------------|-------------|-----------------|------------|------|----------------------|---------|------------------------------|----------|-------------|-------------|------------------------------------|--------------------|------|--------|------|------|--------|------|------|--------|------|------|--------|
| WRZN                        | Hernando    | 720             | 10.0       | 0.25 | Mgmt & Marketing     | 89      |                              |          | 250         | 0.35        | 5.0                                | 2.1                | 3.1  | 3.4    | 2.6  | 2.3  | 3.1    | 3.1  | 3.1  | 1.7    | 4.9  | 1.7  | 4.9    |
| WRUF                        | Gainesville | 850             | 5.0        | 5.00 | c Univ of Florida    | 28      |                              |          | 400         | 1.00        | 2.8                                | 0.9                | 1.3  | 2.3    | 1.9  | 3.8  | 2.4    | 2.7  | 2.5  | 2.5    | 2.5  | 2.5  | 2.5    |
| WMOP                        | Ocala       | 900             | 3.3        | 0.02 | e Florida Sportstalk | 53      | 9701                         | 350      | Sports      | 0.6         | 1.0                                | 0.0                | 0.8  | 0.0    | 0.0  | 0.5  | 0.7    | 1.5  | 1.4  | 1.4    | 1.4  | 1.4  | 1.4    |
| WLCH                        | Chiefland   | 940             | 0.8        | 0.02 | d Dix                | 68      | 9912                         | 350      | Country     | 0.98        | 2.5                                | 2.5                | 1.6  | 1.7    | 2.8  | 1.1  | 2.0    | 1.2  | 0.0  | 0.0    | 0.0  | 0.0  | 0.0    |
| WLUS                        | Gainesville | 980             | 5.0        | 0.17 | e Florida Sportstalk | 54      | 9909                         | 300      | c2          | 0.98        | 350                                | 0.98               | 350  | 0.0    | 0.0  | 0.0  | 0.0    | 0.0  | 0.0  | 0.0    | 0.0  | 0.0  | 0.0    |
| WGGG                        | Gainesville | 1230            | 1.0        | 1.00 | e Florida Sportstalk | 48      | 9701                         | 300      | Sports      | 1.2         | 1.2                                | 0.4                | 0.7  | 0.9    | 0.0  | 0.0  | 0.7    | 0.4  | 0.0  | 0.0    | 0.0  | 0.0  | 0.0    |
| WOCF                        | Ocala       | 1290            | 5.0        | 1.00 | News & Travel        | 39      | 9509                         | 125      | News        | 0.3         | 0.3                                | 0.0                | 0.0  | 0.0    | 0.4  | 1.1  | 0.4    | 0.4  | 0.4  | 0.4    | 0.4  | 0.4  | 0.4    |
| WVCA                        | Ocala       | 1370            | 5.0        | 0.03 | WSOS-FM Inc          | 57      | 0001 p                       | 743      | News/Talk   | 1.31        | 450                                | 1.31               | 450  | 2.5    | 0.8  | 2.3  | 2.0    | 2.7  | 2.8  | 2.0    | 2.8  | 2.0  | 2.8    |
| WADP                        | Gainesville | 1390            | 5.0        | 0.05 | b Gillen, Albert J   | 61      | 8708                         | 200      | c2          | Alternative | 0.5                                | 0.5                | 0.0  | 0.0    | 0.0  | 0.0  | 0.0    | 0.0  | 0.0  | 0.0    | 0.0  | 0.0  | 0.0    |
| WVLO                        | Gainesville | 1430            | 2.5        | 0.00 | Connecticut Best     | 91      | 9701                         | 200      | Talk        | 15.3        | 15.3                               | 6.9                | 7.5  | 12.4   | 10.4 | 11.9 | 13.3   | 13.3 | 10.1 | 13.8   | 13.8 | 13.8 |        |
| AM & FM Stations Profiled - |             | # AM Stations - |            | 10   | # Combos -           | 5       | Total Local Commercial Share |          |             |             |                                    |                    |      |        |      |      |        |      |      |        |      |      |        |
|                             |             |                 |            | 29   | # Duopolies -        | 7       |                              |          |             |             |                                    |                    |      |        |      |      |        |      |      |        |      |      |        |

ARB 12+ Metro Shares (see rights)

• Indicates a change since last edition  
 • See introduction section for interpretation of revenue estimates.



# Competitive Overview

| Calls | City of License | FCC Class | FCC Freq | Power (kW) | HAAT    | C Owner             | Year Acqd | Sales L Price (000) | M Format      | 1999 Est Revenue (000)/ Power Ratio | 1999 |        |                 |        |                 | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |      |      |      |  |      |      |      |      |      |      |      |      |      |  |  |  |
|-------|-----------------|-----------|----------|------------|---------|---------------------|-----------|---------------------|---------------|-------------------------------------|------|--------|-----------------|--------|-----------------|--------------------|-----------------------------------|------|------|------|--|------|------|------|------|------|------|------|------|------|--|--|--|
|       |                 |           |          |            |         |                     |           |                     |               |                                     | Fall | Summer | Spring          | Winter | Fall            |                    |                                   |      |      |      |  |      |      |      |      |      |      |      |      |      |  |  |  |
| KZZU  | Spokane         | C         | 92.9     | 81.0       | 2080    | d Morgan Murphy     | 55 9908   | 1,750               | c2 CHR        | 1,800                               | 0.83 | 11.8   | 9.3             | 10.7   | 9.4             | 10.2               | 11.1                              | 9.1  | 7.8  | 8.3  |  |      |      |      |      |      |      |      |      |      |  |  |  |
| KDRK  | Spokane         | C         | 93.7     | 56.0       | 2379    | a Citadel Comm Corp | 65 9212   | 2,200               | g2 Country    | 2,200                               | 1.23 | 9.7    | 7.2             | 8.0    | 8.9             | 8.8                | 8.2                               | 7.0  | 8.0  | 8.0  |  |      |      |      |      |      |      |      |      |      |  |  |  |
| KHTQ  | Hayden          | C         | 94.5     | 83.0       | cp 2182 | e KXLY Bcsig Group  | 92 9805   | 2,500               | c4 Rock       | 700                                 | 0.76 | 5.0    | 3.8             | 4.5    | 4.7             | 4.2                | 4.3                               | 4.6  | 3.2  | 5.3  |  |      |      |      |      |      |      |      |      |      |  |  |  |
| KNFR  | Opportunity     | C         | 96.1     | 56.0       | 2379    | b AMFM Inc          | 61 9910   | 1,250               | g Country     | 1,250                               | 1.58 | 4.3    | 6.4             | 3.1    | 2.7             | 4.3                | 4.9                               | 4.6  | 5.2  | 7.2  |  |      |      |      |      |      |      |      |      |      |  |  |  |
| KEZE  | Spokane         | C2        | 96.9     | 8.2        | cp 1198 | d Morgan Murphy     | 93 9906   | 150                 | na Hot AC     | 150                                 | 0.34 | 2.4    | 2.9             | 3.2    | 4.5             | 0.7                | 0.0                               | 0.6  | 1.1  | 1.1  |  |      |      |      |      |      |      |      |      |      |  |  |  |
| KISC  | Spokane         | C         | 98.1     | 94.0       | 2031    | b AMFM Inc          | 66 9910   | 2,000               | g AC          | 2,000                               | 1.78 | 6.1    | 6.0             | 5.1    | 6.4             | 5.5                | 5.0                               | 6.7  | 5.9  | 5.9  |  |      |      |      |      |      |      |      |      |      |  |  |  |
| KKZX  | Spokane         | C         | 98.9     | 10.0       | 1608    | c AMFM Inc          | 75 9910   | 2,500               | g Cisc Rock   | 2,500                               | 1.40 | 9.7    | 8.6             | 9.3    | 8.9             | 7.8                | 9.1                               | 11.3 | 10.7 | 10.7 |  |      |      |      |      |      |      |      |      |      |  |  |  |
| KXLY  | Spokane         | C         | 99.9     | 37.0       | 2999    | d Morgan Murphy     | 59        | 1,500               | g Soft AC     | 1,500                               | 1.07 | 7.6    | 6.3             | 6.0    | 6.5             | 7.3                | 7.0                               | 6.6  | 6.3  | 6.5  |  |      |      |      |      |      |      |      |      |      |  |  |  |
| KEYF  | Cheney          | C         | 101.1    | 100.0      | 1608    | c Citadel Comm Corp | 86 9905   | 1,600               | g1 Oldies     | 1,600                               | 1.43 | 6.1    | 4.4             | 4.8    | 6.3             | 4.8                | 5.6                               | 6.8  | 5.4  | 5.6  |  |      |      |      |      |      |      |      |      |      |  |  |  |
| KTSL  | Medical Lake    | C2        | 101.9    | 28.5       | 650     | Pamplin Comm        | 89 9808   | 350                 | g1 ChrContemp | 350                                 | 1.12 | 1.7    | 2.1             | 2.2    | 1.2             | 1.2                | 1.5                               | 1.6  | 1.1  | 1.4  |  |      |      |      |      |      |      |      |      |      |  |  |  |
| KCDA  | Coeur d'Alene   | C2        | 103.1    | 2.4        | 1887    | Amer General        | 79 9811   | 400                 | d3 Hot AC     | 400                                 | 0.72 | 3.0    | 1.4             | 2.8    | 2.1             | 2.7                | 3.0                               | 3.0  | 3.7  | 2.9  |  |      |      |      |      |      |      |      |      |      |  |  |  |
| KWHK  | Spokane         | C2        | 103.9    | 5.5        | 1417    | a Citadel Comm Corp | 86 9906   | 4,150               | g Cisc Hits   | 450                                 | 0.76 | 3.2    | 2.3             | 2.6    | 2.0             | 3.4                | 3.2                               | 3.6  | 3.2  | 2.7  |  |      |      |      |      |      |      |      |      |      |  |  |  |
| KAEP  | Spokane         | C         | 105.7    | 100.0      | 1910    | a Citadel Comm Corp | 65 9303   | 2,900               | e Alternative | 1,200                               | 1.00 | 6.5    | 6.2             | 7.6    | 4.5             | 5.2                | 5.5                               | 6.0  | 6.2  | 5.0  |  |      |      |      |      |      |      |      |      |      |  |  |  |
| KSPD  | Dishman         | A         | 106.5    | 2.3        | cp 528  | Head Bcsig          | 95 9512   | 100                 | cp Religion   | 0.4                                 | 0.5  | 0.9    | 0.0             | 0.6    | 0.4             | 0.5                | 0.6                               | 0.0  | 0.0  | 0.5  |  |      |      |      |      |      |      |      |      |      |  |  |  |
| KAZZ  | Deer Park       | C3        | 107.1    | 9.0        | 253     | Kazmark, Barbara    | 83        | 50                  | g Adlt Shndrd | 50                                  | 0.9  | 0.8    | 0.9             | 0.9    | 0.9             | 0.9                | 0.6                               | 0.5  | 0.5  | 0.5  |  |      |      |      |      |      |      |      |      |      |  |  |  |
| KMBI  | Spokane         | C         | 107.9    | 56.0       | 2379    | f Moody Bible Inst  | 68        | 78.4                | g Religion    | 78.4                                | 0.0  | 0.0    | 0.0             | 0.0    | 0.0             | 0.0                | 0.0                               | 0.0  | 0.0  | 0.0  |  |      |      |      |      |      |      |      |      |      |  |  |  |
|       |                 |           |          |            |         |                     |           |                     |               |                                     |      |        | # FM Stations - | 16     | # FM Stations - | 12                 | ARB 12+ Metro Shares (see rights) |      |      |      |  | 78.4 | 68.2 | 70.8 | 67.7 | 68.4 | 69.1 | 69.3 | 68.2 | 71.6 |  |  |  |
|       |                 |           |          |            |         |                     |           |                     |               |                                     |      |        | FM TOTALS       |        |                 |                    |                                   |      |      |      |  |      |      |      |      |      |      |      |      |      |  |  |  |

| Calls | City of License | FCC Class | FCC Freq | Power (kW) | Day     | Night               | Sales L Price (000) | M Format | 1999 Est Revenue (000)/ Power Ratio | Local Comm | 1999 |        |                              |        |                 | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |      |                                   |      |  |  |  |      |      |      |      |      |      |      |      |  |  |  |
|-------|-----------------|-----------|----------|------------|---------|---------------------|---------------------|----------|-------------------------------------|------------|------|--------|------------------------------|--------|-----------------|--------------------|-----------------------------------|------|-----------------------------------|------|--|--|--|------|------|------|------|------|------|------|------|--|--|--|
|       |                 |           |          |            |         |                     |                     |          |                                     |            | Fall | Summer | Spring                       | Winter | Fall            |                    |                                   |      |                                   |      |  |  |  |      |      |      |      |      |      |      |      |  |  |  |
| KAQQ  | Spokane         | B         | 590      | 5.0        | 5.00    | b AMFM Inc          | 72 9910             | 750      | g MOR                               | 750        | 0.72 | 5.7    | 3.8                          | 4.3    | 5.9             | 4.6                | 5.2                               | 4.6  | 4.0                               | 4.1  |  |  |  |      |      |      |      |      |      |      |      |  |  |  |
| KXLI  | Opportunity     | B         | 630      | 0.5        | 0.53    | d Morgan Murphy     | 55 9612             | 330      | g News                              | 50         | 0.25 | 1.1    | 0.5                          | 1.1    | 0.8             | 1.2                | 0.9                               | 1.1  | 1.4                               | 1.1  |  |  |  |      |      |      |      |      |      |      |      |  |  |  |
| KJRB  | Spokane         | B         | 790      | 5.0        | 3.80    | a Citadel Comm Corp | 47 9309             | 250      | g1 Spts/Talk                        | 250        | 1.05 | 1.3    | 2.9                          | 1.5    | 1.4             | 1.3                | 0.5                               | 0.8  | 1.4                               | 1.1  |  |  |  |      |      |      |      |      |      |      |      |  |  |  |
| KTRW  | Spokane         | B         | 970      | 5.0        | 1.00    | d Morgan Murphy     | 47 9512             | 1,200    | c3 Religion                         | 200        | 1.02 | 6.4    | 5.4                          | 6.2    | 5.1             | 5.5                | 5.8                               | 5.8  | 5.6                               | 5.9  |  |  |  |      |      |      |      |      |      |      |      |  |  |  |
| KEYF  | Dishman         | B         | 1050     | 5.0        | cp 1050 | c Citadel Comm Corp | 84 9905             | 0.2      | g1 Oldies                           | 0.2        | 0.1  | 0.1    | 0.2                          | 0.2    | 0.1             | 0.2                | 0.3                               | 0.2  | 0.8                               | 0.8  |  |  |  |      |      |      |      |      |      |      |      |  |  |  |
| KVNI  | Coeur d'Alene   | B         | 1080     | 10.0       | 1.00    | e KXLY Bcsig Group  | 46 9805             | 150      | c4 Talk/Spts                        | 0.3        | 0.8  | 0.0    | 0.0                          | 0.0    | 0.0             | 0.0                | 0.5                               | 0.0  | 0.0                               | 0.5  |  |  |  |      |      |      |      |      |      |      |      |  |  |  |
| KSBN  | Spokane         | C         | 1230     | 1.0        | 1.00    | c Cmte Keep&Bear    | 21 9505             | 100      | g BusNW/                            | 0.3        | 0.8  | 0.0    | 0.0                          | 0.0    | 0.4             | 0.0                | 0.0                               | 0.0  | 0.0                               | 0.0  |  |  |  |      |      |      |      |      |      |      |      |  |  |  |
| KUDY  | Spokane         | B         | 1280     | 5.0        | 0.00    | c AMFM Inc          | 65 9910             | 100      | g Religion                          | 100        | 1.00 | 0.0    | 0.0                          | 0.0    | 0.0             | 0.0                | 0.0                               | 0.0  | 0.0                               | 0.0  |  |  |  |      |      |      |      |      |      |      |      |  |  |  |
| KMBI  | Spokane         | B         | 1330     | 5.0        | 0.00    | f Moody Bible Inst  | 59                  | 5.7      | g2 News/Talk                        | 1,200      | 1.14 | 5.7    | 6.4                          | 3.7    | 5.1             | 5.4                | 5.8                               | 4.9  | 4.1                               | 4.1  |  |  |  |      |      |      |      |      |      |      |      |  |  |  |
| KGA   | Spokane         | A         | 1510     | 50.0       | 50.00   | a Citadel Comm Corp | 26 9212             | 21.3     | g2 News/Talk                        | 21.3       | 19.9 | 17.0   | 17.0                         | 19.0   | 19.1            | 20.1               | 20.5                              | 19.2 | 17.8                              | 17.8 |  |  |  |      |      |      |      |      |      |      |      |  |  |  |
|       |                 |           |          |            |         |                     |                     |          |                                     |            |      |        | AM TOTALS                    |        |                 |                    |                                   |      |                                   |      |  |  |  |      |      |      |      |      |      |      |      |  |  |  |
|       |                 |           |          |            |         |                     |                     |          |                                     |            |      |        | Total Local Commercial Share |        |                 |                    |                                   |      |                                   |      |  |  |  |      |      |      |      |      |      |      |      |  |  |  |
|       |                 |           |          |            |         |                     |                     |          |                                     |            |      |        | # AM Stations -              | 11     | # AM Stations - | 9                  | # Duopolies -                     | 9    | ARB 12+ Metro Shares (see rights) |      |  |  |  | 88.1 | 87.8 | 86.7 | 87.5 | 89.2 | 89.8 | 87.4 | 89.4 |  |  |  |

Other Rulemaking: 102.3, A, Coeur d'Alene

• Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates  
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Metro Rank: 94  
Revenue Rank: 80

# Colorado Springs, CO Market Overview



Market Radio Financials  
(all figures in 000's, except percentages and ratios)

|                                 | 1993         | 1994         | 1995      | 1996         | 1997     | 1998     | 2003     |
|---------------------------------|--------------|--------------|-----------|--------------|----------|----------|----------|
| <b>ESTIMATED GROSS REVENUES</b> | \$11,500     | \$12,600     | \$12,800  | \$14,400     | \$15,700 | \$17,500 | \$35,100 |
| Δ 98 - 99                       | 29.7%        |              |           |              |          |          |          |
| Δ 93 - 98                       |              | 8.8%         |           |              |          |          |          |
| Revenue/Retail Sales            | \$3,00/1,000 | \$3,14/1,000 | \$3,35.33 | \$4,92/1,000 |          |          |          |
| Revenue/Capita                  | \$25.75      |              |           | \$65.63      |          |          |          |
| Est. Breakout                   |              |              |           |              |          |          |          |
| Local                           | 80%          |              |           |              |          |          |          |
| National                        | 20%          |              |           |              |          |          |          |

## Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

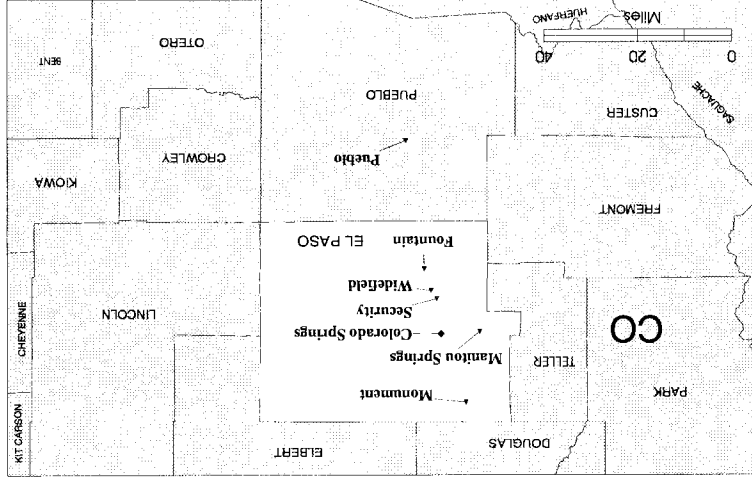
|                | 1993    | 1998    | 1998 | 2003    |
|----------------|---------|---------|------|---------|
| MSA Population | 446.6   | 495.3   | 2.1% | 534.8   |
| Households     | 166.7   | 187.9   | 2.4% | 206.9   |
| Retail Sales   | 3,834.7 | 5,570.9 | 7.8% | 7,141.1 |
| EBI            | 6,652.0 | 7,687.4 | 2.9% | 9,613.9 |
| Growth Rate    |         |         |      |         |
| 1993           |         |         |      |         |
| 1998           |         |         |      |         |
| 2003           |         |         |      |         |

## Demographic Breakdown

|                    | Total     | Under 12 | 12 - 17 | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 54 | Over 55 |
|--------------------|-----------|----------|---------|---------|---------|---------|---------|---------|
| Men (000)          | 248.1     | 45.7     | 21.7    | 27.7    | 41.2    | 43.4    | 32.2    | 36.2    |
| Women (000)        | 247.2     | 43.8     | 20.7    | 21.7    | 38.7    | 44.1    | 33.8    | 44.4    |
| Total              | 495.3     | 89.6     | 42.5    | 49.4    | 79.9    | 87.4    | 66.0    | 80.6    |
| Percentage         | 100.0%    | 18.1%    | 8.6%    | 10.0%   | 16.1%   | 17.7%   | 13.3%   | 16.3%   |
| Per Capita         | \$ 15,521 |          |         |         |         |         |         |         |
| Median Household   | \$ 32,838 |          |         |         |         |         |         |         |
| Avg Household      | \$ 40,912 |          |         |         |         |         |         |         |
| Ethnic Population: |           |          |         |         |         |         |         |         |
| White              | 87.9%     |          |         |         |         |         |         |         |
| Black              | 7.9%      |          |         |         |         |         |         |         |
| Asian              | 3.4%      |          |         |         |         |         |         |         |
| Hispanic           | 10.8%     |          |         |         |         |         |         |         |

## Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 14      | 14      | 10      | 14         | 14      | 8       | 22    |
| Tot 12+    | 68.8    | 58.9    | 68.8    | 68.8       | 68.8    | 9.5     | 78.3  |
| Avg 12+    | 4.9     | 5.9     | 4.9     | 4.9        | 4.9     | 1.2     | 3.6   |
| Tot LCS    | 87.9    | 75.2    | 87.9    | 75.2       | 87.9    | 12.1    | 100.0 |
| Avg LCS    | 6.3     | 7.5     | 6.3     | 7.5        | 6.3     | 1.5     | 4.5   |



## Metro Counties / Population (000)

El Paso, CO 495.3  
495.3

## Competitive Overview

Some stations also rated in Pueblo.

ARB 12+ Metro Shares (see rights)

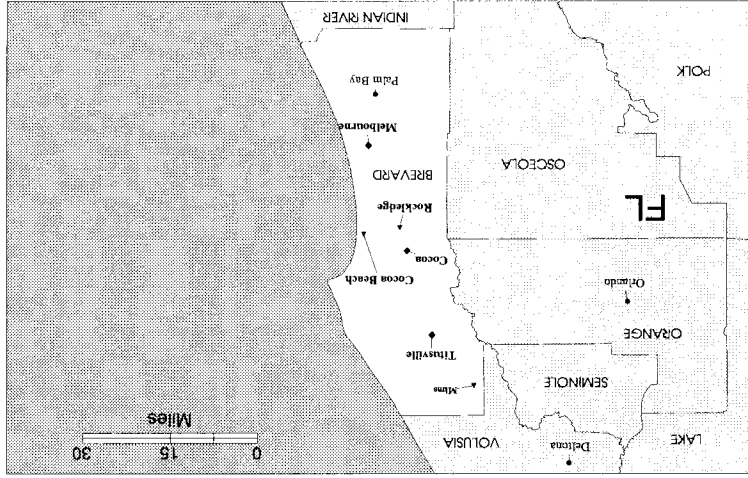
| City of License                   | FCC Class | Freq  | Power (kW) | HAAT | C Owner | Year Acqd         | Sid | Price (000) | L M A Format | 1999 Est Revenue (000)/Power Ratio | Avg 99 Local Comm | Fall 1999 | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |
|-----------------------------------|-----------|-------|------------|------|---------|-------------------|-----|-------------|--------------|------------------------------------|-------------------|-----------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|
| KSPZ                              | C         | 92.9  | 79.0       | 2198 | b       | Citadel Comm Corp | 60  | 9905        | sw           | 1,400                              | 1.21              | 6.2       | 5.1         | 4.5         | 5.0         | 4.4       | 5.7         | 6.0         | 5.8         |
| KILO                              | C         | 94.3  | 83.0       | 2110 | a       | Bahakel Comm      | 66  | 8408        | AOR          | 1,400                              | 0.82              | 9.2       | 7.8         | 6.6         | 7.3         | 7.8       | 6.3         | 6.9         | 6.2         |
| KRDO                              | C         | 95.1  | 96.0       | 2011 | e       | Pikes Peak Bcsig  | 69  |             | 1 Soft Rock  | 850                                | 1.34              | 3.4       | 1.9         | 1.8         | 2.8         | 2.9       | 3.4         | 4.1         | 4.4         |
| KPRZ                              | C2        | 96.1  | 1.7 cp     | 2198 |         | McCoy Bcsig Co    | 75  | 8509        | sw 2         | 250                                | 1.34              | 1.0       | 1.1         | 1.0         | 0.7         | 0.7       | 0.7         | 0.8         | 1.1         |
| KCCY                              | C         | 96.9  | 58.0       | 2280 |         | McCoy Bcsig Co    | 75  | 8509        | See (241)    | n/a                                |                   | 7.9       | 5.4         | 5.3         | 5.2         | 7.8       | 4.2         | 6.0         | 5.4         |
| KKFM                              | C         | 98.1  | 71.0       | 2290 | d       | Citadel Comm Corp | 58  | 9212        | g            | 3,200                              | 1.81              | 9.5       | 5.8         | 6.8         | 6.9         | 7.4       | 11.5        | 8.0         | 8.1         |
| KKMG                              | C         | 98.9  | 57.0 cp    | 2280 | d       | Citadel Comm Corp | 67  | 9403        | CHR          | 2,600                              | 0.92              | 15.2      | 13.7        | 11.9        | 11.3        | 11.8      | 11.5        | 10.8        | 9.1         |
| KVUU                              | C         | 99.9  | 79.0 cp    | 2198 | d       | AMFM Inc          | 76  | 9910 p      | g            | 2,050                              | 1.55              | 7.1       | 4.2         | 5.9         | 5.8         | 4.7       | 5.1         | 5.7         | 5.8         |
| KGFT                              | C         | 100.7 | 78.0       | 2218 | g       | Salem Comm Corp   | 76  | 9603        | 2            | 3,000                              | 1.08              | 1.5       | 1.1         | 1.0         | 1.2         | 1.1       | 1.5         | 1.5         | 1.3         |
| KKCS                              | C         | 101.9 | 72.1       | 2280 | c       | Walton Stations   | 67  | 8209        | Country      | 3,600                              | 1.81              | 10.7      | 7.7         | 7.6         | 8.2         | 9.8       | 6.6         | 9.1         | 6.8         |
| KBIO                              | C         | 102.7 | 72.0       | 2280 | g       | Salem Comm Corp   | 74  | 9610        | 2            | 500                                | 1.00              | 2.7       | 2.3         | 2.3         | 2.8         | 1.4       | 1.8         | 1.8         | 1.9         |
| KYZX                              | C2        | 103.9 | 1.8        | 2159 | a       | Bahakel Comm      | 92  | 9903        | 4,500 d2     | 350                                |                   | 4.0       | 5.0         | 3.3         | 3.2         | 4.8       | 0.0         | 0.0         | 0.3         |
| KSXK                              | C3        | 105.5 | 0.4        | 2228 | d       | AMFM Inc          | 87  | 9910 p      | g            | 1,100                              | 1.23              | 4.8       | 3.5         | 3.3         | 3.2         | 3.5       | 3.4         | 4.7         | 4.7         |
| KKLI                              | C2        | 106.3 | 1.6        | 2225 | d       | AMFM Inc          | 87  | 9910 p      | g            | 1,600                              | 1.41              | 6.1       | 5.2         | 5.0         | 5.2         | 5.1       | 4.2         | 4.9         | 5.5         |
| FM TOTALS                         |           |       |            |      |         |                   |     |             |              | 85.3                               | 68.8              | 68.0      | 68.2        | 65.4        | 64.3        | 65.6      | 69.0        | 66.4        |             |
| ARB 12+ Metro Shares (see rights) |           |       |            |      |         |                   |     |             |              | Avg 99                             | Local             | Fall 1999 | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |
|                                   |           |       |            |      |         |                   |     |             |              | Comm                               | Power             | 1999      | 1999        | 1999        | 1999        | 1998      | 1998        | 1998        | 1998        |

## AM Stations

| City of License | FCC Class | Freq | Power (kW) | Day | Night | Power (kW) | C Owner | Year Acqd | Sid | Price (000) | L M A Format | 1999 Est Revenue (000)/Power Ratio | Avg 99 Local Comm | Fall 1999 | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |
|-----------------|-----------|------|------------|-----|-------|------------|---------|-----------|-----|-------------|--------------|------------------------------------|-------------------|-----------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|
|-----------------|-----------|------|------------|-----|-------|------------|---------|-----------|-----|-------------|--------------|------------------------------------|-------------------|-----------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|

|                                   |   |      |         |      |   |                   |    |        |        |                              |            |           |              |             |             |           |             |             |             |     |  |
|-----------------------------------|---|------|---------|------|---|-------------------|----|--------|--------|------------------------------|------------|-----------|--------------|-------------|-------------|-----------|-------------|-------------|-------------|-----|--|
| KTWK                              | B | 740  | 3.3     | 1,50 | b | Citadel Comm Corp | 55 | 9905   | g1     | 300                          | 0.85       | 1.9       | 1.0          | 1.3         | 1.0         | 1.7       | 1.8         | 1.7         | 1.5         | 1.1 |  |
| KCBR                              | B | 1040 | 15.0 cp | 0.00 | f | Crawford Bcsig Co | 85 | 9902   | 750 d1 | 750                          | 1.92       | 0.3       | 0.0          | 0.0         | 0.3         | 0.5       | 0.0         | 0.3         | 0.3         | 0.5 |  |
| KRDO                              | C | 1240 | 1.0     | 1,00 | e | Pikes Peak Bcsig  | 47 |        | 1      | 500                          | 1.92       | 1.4       | 0.8          | 1.0         | 1.0         | 1.2       | 1.2         | 0.8         | 0.8         | 1.0 |  |
| KVOP                              | B | 1300 | 5.0     | 1,00 | b | Citadel Comm Corp | 22 | 9905   | g1     | 1,300                        | 0.91       | 7.7       | 6.4          | 5.8         | 6.2         | 6.7       | 6.6         | 5.4         | 5.5         |     |  |
| KKCS                              | B | 1460 | 5.0     | 0.50 | c | Walton Stations   | 56 | 8207   | g1     | 1,300                        | 0.91       | 1.0       | 0.0          | 1.0         | 0.5         | 0.5       | 0.7         | 0.7         | 1.0         |     |  |
| KXRE                              | C | 1490 | 0.5     | 0.25 | f | Council Tree      | 56 | 9912 p | d1     | 3,900                        | 0.90       | 2.4       | 0.0          | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         |     |  |
| KCMN                              | B | 1530 | 15.0 cp | 0.02 | f | Crawford Bcsig Co | 64 | 9902   | d1     | 400                          | 0.90       | 2.4       | 1.3          | 1.0         | 2.2         | 2.4       | 1.9         | 0.8         | 1.3         | 3.2 |  |
| KWYD                              | B | 1580 | 10.0    | 0.07 | f | Pilgrim Comm LLC  | 57 | 9805   | 450    |                              |            | 0.0       | 0.0          | 0.0         | 0.0         | 0.0       | 0.0         | 0.3         | 0.0         |     |  |
| ARB 12+ Metro Shares (see rights) |   |      |         |      |   |                   |    |        |        | Avg 99                       | Local      | Fall 1999 | Summer 1999  | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |     |  |
|                                   |   |      |         |      |   |                   |    |        |        | Comm                         | Power      | 1999      | 1999         | 1999        | 1999        | 1998      | 1998        | 1998        | 1998        |     |  |
| AM TOTALS                         |   |      |         |      |   |                   |    |        |        | 14.7                         | 9.5        | 10.1      | 78.0         | 77.9        | 77.0        | 76.5      | 79.3        | 78.7        |             |     |  |
|                                   |   |      |         |      |   |                   |    |        |        | Total Local Commercial Share |            |           |              |             |             |           |             |             |             |     |  |
| # AM Stations -                   |   |      |         |      |   |                   |    |        |        | 8                            | # Combos - | 6         | # Dupolies - | 7           |             |           |             |             |             |     |  |

Metro Rank: 95  
Revenue Rank: 184



Metro Counties / Population (000)

|              |              |
|--------------|--------------|
| Brevard, FL  | 471.7        |
| <b>Total</b> | <b>471.7</b> |

# Melbourne-Titusville-Cocoa, FL Market Overview



## Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES | Revenue/Capita |              |         |             |          |          |
|--------------------------|----------------|--------------|---------|-------------|----------|----------|
|                          | 1993           | 1994         | 1995    | 1996        | 1997     | 1998     |
| ***                      | \$6,000        | \$5,800      | \$5,800 | \$6,300     | \$6,600  | \$7,500  |
| Δ 98 - 99                | 16.0%          | \$8,700      | \$9,900 | \$10,900    | \$12,400 | \$13,600 |
|                          | \$1,721,000    | \$1,311,000  | \$1,590 | \$1,921,000 | \$27.27  |          |
|                          | 1993           | 1998         | 2003    |             |          |          |
| Est. Breakout            | Local 90%      | National 10% |         |             |          |          |
| Δ 93 - 98                | 4.5%           |              |         |             |          |          |
| Δ 99 - 03                | 12.0%          |              |         |             |          |          |

## Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

| Growth Rate | MSA Population |       |       | Households |       |       | Retail Sales |         |         | EBI     |         |         |
|-------------|----------------|-------|-------|------------|-------|-------|--------------|---------|---------|---------|---------|---------|
|             | 1998           | 1998  | 1993  | 1998       | 1998  | 1993  | 1998         | 1998    | 1998    | 1998    | 1998    | 2003    |
| 1.1%        | 471.7          | 471.7 | 436.2 | 178.8      | 192.8 | 178.8 | 436.2        | 3,489.9 | 5,717.9 | 7,386.5 | 7,659.5 | 9,168.8 |
| 1.4%        | 206.8          | 192.8 | 192.8 | 1.5%       | 1.5%  | 1.5%  | 1.6%         | 10.4%   | 10.4%   | 10.4%   | 10.4%   | 7,101.2 |
| 1.1%        | 498.8          | 471.7 | 471.7 | 1.1%       | 1.1%  | 1.1%  | 1.1%         | 4.4%    | 4.4%    | 4.4%    | 4.4%    | 3.7%    |

## Demographic Breakdown

| Over 55 | Men (000) |      |      | Women (000) |      |      | Total | Percentage | Per Capita | Ethnic Population: | Hispanic 4.7% |
|---------|-----------|------|------|-------------|------|------|-------|------------|------------|--------------------|---------------|
|         | 1998      | 1998 | 1993 | 1998        | 1998 | 1993 |       |            |            |                    |               |
| 63.4    | 31.7      | 35.1 | 35.0 | 31.9        | 31.9 | 31.9 | 66.9  | 14.2%      | \$32,598   | White 87.5%        |               |
| 73.1    | 34.4      | 34.4 | 34.4 | 16.1        | 16.1 | 16.1 | 34.3  | 7.3%       | \$32,598   | Black 9.8%         |               |
| 136.5   | 66.0      | 69.4 | 69.4 | 34.3        | 34.3 | 34.3 | 66.9  | 6.8%       | \$32,598   | Asian 2.2%         |               |
| 136.5   | 66.0      | 69.4 | 69.4 | 34.3        | 34.3 | 34.3 | 66.9  | 14.1%      | \$32,598   | Other 2.2%         |               |
| 136.5   | 66.0      | 69.4 | 69.4 | 34.3        | 34.3 | 34.3 | 66.9  | 100.0%     | \$32,598   |                    |               |
| 136.5   | 66.0      | 69.4 | 69.4 | 34.3        | 34.3 | 34.3 | 66.9  | 14.1%      | \$32,598   |                    |               |
| 136.5   | 66.0      | 69.4 | 69.4 | 34.3        | 34.3 | 34.3 | 66.9  | 14.1%      | \$32,598   |                    |               |
| 136.5   | 66.0      | 69.4 | 69.4 | 34.3        | 34.3 | 34.3 | 66.9  | 14.1%      | \$32,598   |                    |               |
| 136.5   | 66.0      | 69.4 | 69.4 | 34.3        | 34.3 | 34.3 | 66.9  | 14.1%      | \$32,598   |                    |               |

## Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 1       | 5       | 4       | 4          | 6       | 8       | 14    |
| Tot 12+    | 1.9     | 1.9     | 21.0    | 21.7       | 22.9    | 9.2     | 32.1  |
| Avg 12+    | 1.9     | 4.2     | 5.4     | 5.4        | 3.8     | 1.2     | 2.3   |
| Tot LCS    | 5.9     | 5.9     | 65.4    | 67.6       | 71.3    | 28.7    | 100.0 |
| Avg LCS    | 5.9     | 13.1    | 16.9    | 16.9       | 11.9    | 3.6     | 7.1   |



# Competitive Overview

Metro Rank: 95

Some stations also rated in Daytona Beach.

| FM Stations   |             |       |       |            |      |                        |                   |           |             |             |                                    |               |                                    |               |        |      |        |        |      |        |        |      |        |        |      |        |
|---|-------------|-------|-------|------------|------|------------------------|-------------------|-----------|-------------|-------------|------------------------------------|---------------|------------------------------------|---------------|--------|------|--------|--------|------|--------|--------|------|--------|--------|------|--------|
| City of   | FCC         | Class | Freq  | Power (kW) | HAAT | C Owner                | Year Acqd         | Std Date  | Price (000) | A Format    | 1999 Est Revenue (000)/Power Ratio | Avg '99 Local | Comm                               | 1999          | Spring | Fall | 1998   | Spring | Fall | 1997   | Spring | Fall | 1996   | Spring |      |        |
| WBVD  | A           |       | 95.1  | 6.0 cp     | 253  | b AMFM Inc             | 65                | 9910 p    | 1,250       | g           | 2.01                               | 7.4           | 1999                               | 7.4           | 1.9    | 2.2  | 2.5    | 3.7    | 5.2  | 3.1    | 2.8    | 2.0  | 2.0    | 1.8    | 2.0  |        |
| • WGEN  | C1          |       | 98.1  | 100.0      | 463  | a Mega Comm Inc        | 68                | 0003 p    | n/a         | See (93)    | 3.9                                | 1.2           | 0.8                                | 1.7           | 1.5    | 1.6  | 1.5    | 4.2    | 5.7  | 4.7    | 4.7    | 4.7  | 4.7    | 4.7    | 3.8  |        |
| WLRQ  | C2          |       | 99.3  | 50.0       | 492  | b AMFM Inc             | 67                | 9910 p    | 2,350       | g           | 1.62                               | 17.3          | 8.0                                | 6.0           | 4.9    | 4.8  | 4.8    | 6.2    | 4.2  | 5.7    | 2.0    | 1.8  | 1.8    | 1.8    |      |        |
| • WHKR  | C2          |       | 102.7 | 50.0 cp    | 433  | b Cumulus Bcstg Inc    | 89                | 0003 p    | 1,125       | g           | 1.37                               | 9.8           | 3.2                                | 3.0           | 3.2    | 4.5  | 3.2    | 3.2    | 5.0  | 4.7    | 4.7    | 4.7  | 4.7    | 4.7    |      |        |
| WCIF  | C3          |       | 106.3 | 13.5       | 446  | c First Baptist Church | 80                |           | 100         | CHR         | 0.89                               | 28.1          | 0.0                                | 0.0           | 0.0    | 0.0  | 0.0    | 0.0    | 0.0  | 0.0    | 0.0    | 0.0  | 0.0    | 0.0    |      |        |
| WAOA  | C1          |       | 107.1 | 100.0      | 486  | c Southern Bcst        | 72                | 0001      | 10,000      | ct          | 0.89                               | 66.5          | 22.9                               | 20.4          | 21.7   | 23.0 | 23.0   | 23.7   | 19.8 | 21.9   | 20.1   | 20.1 | 20.1   | 20.1   |      |        |
| # FM Stations - 6<br># Combos - 4<br>FM TOTALS  |             |       |       |            |      |                        |                   |           |             |             |                                    |               |                                    |               |        |      |        |        |      |        |        |      |        |        |      |        |
| 1999 Est Revenue (000)/Power Ratio<br>Avg '99 Local<br>Comm<br>1999<br>Fall<br>Spring<br>1998<br>Fall<br>Spring<br>1997<br>Fall<br>Spring<br>1996<br>Fall<br>Spring |             |       |       |            |      |                        |                   |           |             |             |                                    |               |                                    |               |        |      |        |        |      |        |        |      |        |        |      |        |
| AM Stations   |             |       |       |            |      |                        |                   |           |             |             |                                    |               |                                    |               |        |      |        |        |      |        |        |      |        |        |      |        |
| City of   | FCC         | Class | Freq  | Power (kW) | Day  | Night                  | C Owner           | Year Acqd | Std Date    | Price (000) | L Sales                            | A Format      | 1999 Est Revenue (000)/Power Ratio | Avg '99 Local | Comm   | 1999 | Spring | Fall   | 1998 | Spring | Fall   | 1997 | Spring | Fall   | 1996 | Spring |
| WPGS  | Mims        | B     | 840   | 0.3        | 0.00 |                        | WPGS Inc          | 86        |             |             |                                    | News/Talk     | 50                                 | 0.0           | 0.0    | 0.0  | 0.0    | 0.0    | 0.0  | 0.0    | 0.0    | 0.0  | 0.0    | 0.0    | 0.0  | 0.0    |
| WAMT  | Titusville  | B     | 920   | 5.0        | 1.00 |                        | Twin Towers Bcstg | 56        | 9308        | 450         | 650                                | News/Talk/Spt | 475                                | 0.94          | 6.0    | 2.6  | 1.9    | 2.7    | 2.3  | 1.0    | 0.3    | 1.1  | 0.3    | 1.1    | 0.3  | 1.1    |
| • WAMEL   | Melbourne   | B     | 1060  | 10.0       | 5.00 |                        | Genesis Comm Inc  | 57        | 0002 p      |             |                                    | News/Talk     | 50                                 | 0.5           | 0.0    | 0.0  | 0.3    | 0.0    | 0.0  | 0.0    | 0.0    | 0.0  | 0.0    | 0.0    | 0.0  | 0.3    |
| WMMB  | Melbourne   | C     | 1240  | 0.9 cp     | 0.94 | b                      | AMFM Inc          | 47        | 9910 p      |             | g                                  | MOR           | 850                                | 0.44          | 22.8   | 6.4  | 7.3    | 7.1    | 6.3  | 9.1    | 6.0    | 8.8  | 9.3    | 9.3    | 9.3  |        |
| WXXU  | Cocoa Beach | B     | 1300  | 5.0        | 1.00 |                        | Rama Comm Inc     | 59        | 9310        |             | g                                  | Gospel        | 50                                 |               | 0.0    | 0.0  | 0.0    | 0.0    | 0.0  | 0.0    | 0.0    | 0.0  | 0.0    | 0.0    | 0.3  |        |
| WMMV  | Cocoa       | B     | 1350  | 1.0        | 1.00 | b                      | AMFM Inc          | 57        | 9910 p      |             | g                                  | Adlt Sindr    | 1.3                                | 1.3           | 0.2    | 0.5  | 0.3    | 0.2    | 0.0  | 0.3    | 0.5    | 0.5  | 0.5    | 0.5    | 0.5  |        |
| WNBC  | Cocoa       | B     | 1510  | 1.0 cp     | 0.49 | c                      | Astro Enterprises | 65        | 7603        |             | ct                                 | Religion      | 50                                 |               | 0.0    | 0.0  | 0.0    | 0.0    | 0.4  | 0.0    | 0.3    | 0.0  | 0.3    | 0.0    | 0.0  |        |
| WTMS  | Melbourne   | B     | 1560  | 5.0        | 0.00 | c                      | Southern Bcst     | 68        | 0001 p      |             | ct                                 | Oldies        | 200                                | 2.38          | 2.00   | 0.0  | 0.3    | 0.3    | 0.0  | 3.4    | 3.1    | 2.5  | 2.5    | 2.5    | 2.5  |        |
| # AM Stations - 8<br># Combos - 3<br>AM TOTALS  |             |       |       |            |      |                        |                   |           |             |             |                                    |               |                                    |               |        |      |        |        |      |        |        |      |        |        |      |        |
| Total Local Commercial Share<br>31.6<br>9.2<br>10.0<br>9.9<br>9.5<br>11.8<br>10.7<br>13.0<br>14.0<br>31.6<br>34.1<br>34.9<br>34.1                                   |             |       |       |            |      |                        |                   |           |             |             |                                    |               |                                    |               |        |      |        |        |      |        |        |      |        |        |      |        |
| # AM & FM Stations Profiled - 14<br># Dupolies - 2  |             |       |       |            |      |                        |                   |           |             |             |                                    |               |                                    |               |        |      |        |        |      |        |        |      |        |        |      |        |

Metro Rank: 95

Metro Rank: 96  
Revenue Rank: 115

# Johnson City-Kingsport-Bristol Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES | Revenue/Capita       |                      |                      |                      |          |          |
|--------------------------|----------------------|----------------------|----------------------|----------------------|----------|----------|
|                          | 1993                 | 1994                 | 1995                 | 1996                 | 1997     | 1998     |
| ***                      | \$10,700             | \$11,600             | \$12,200             | \$13,000             | \$13,800 | \$14,700 |
| ***                      | Δ 96 - 99            | 10.2%                | \$16,200             | \$17,800             | \$19,200 | \$20,900 |
| ***                      | 1993                 | 1994                 | 1995                 | 1996                 | 2001     | 2002     |
| ***                      | \$3,271,000          | \$3,391,000          | \$4,181,000          | \$46.62              | 2003     | 2003     |
| ***                      | \$23.88              | \$31.62              | \$46.62              | Est. Breakout        | 2003     | 2003     |
| ***                      | 1993                 | 1998                 | 2003                 | Local 85%            | 2003     | 2003     |
| ***                      | Revenue/Capita       | Revenue/Capita       | Revenue/Capita       | National 15%         | 2003     | 2003     |
| ***                      | Revenue/Retail Sales | Revenue/Retail Sales | Revenue/Retail Sales | Revenue/Retail Sales | 2003     | 2003     |

## Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

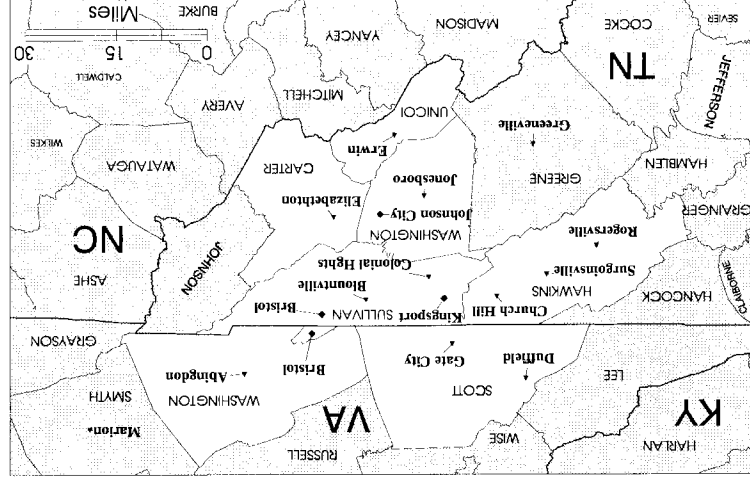
| Growth Rate | MSA Population |         |         | Households | Retail Sales | EBI     |
|-------------|----------------|---------|---------|------------|--------------|---------|
|             | 1993           | 1998    | 2003    |            |              |         |
| 0.5%        | 448.1          | 464.9   | 476.2   | 176.6      | 185.7        | 193.8   |
| 0.9%        | 176.6          | 185.7   | 185.7   | 1.0%       | 1.0%         | 1.0%    |
| 4.1%        | 3,276.2        | 4,339.5 | 4,339.5 | 5.8%       | 5.8%         | 5,309.9 |
| 5.2%        | 6,021.2        | 6,939.7 | 6,939.7 | 2.9%       | 2.9%         | 8,924.1 |

## Demographic Breakdown

| Over 55   | Ethnic Population: White 97.0% |                            |                         |               |            |               | Over 55       |
|-----------|--------------------------------|----------------------------|-------------------------|---------------|------------|---------------|---------------|
|           | Under 12                       | 12 - 17                    | 18 - 24                 | 25 - 34       | 35 - 44    | 45 - 54       |               |
| 52.4      | 224.8                          | 30.5                       | 19.1                    | 21.1          | 28.5       | 36.3          | 37.0          |
| 68.6      | 240.1                          | 29.0                       | 18.2                    | 20.9          | 28.3       | 37.3          | 37.9          |
| 121.0     | 464.9                          | 59.5                       | 37.2                    | 42.0          | 56.7       | 73.7          | 74.8          |
| 26.0%     | 100.0%                         | 12.8%                      | 8.0%                    | 9.0%          | 12.2%      | 15.8%         | 16.1%         |
| \$ 37,370 | \$ 14,927                      | Median Household \$ 28,460 | Avg Household \$ 37,370 | Hispanic 0.7% | Asian 0.4% | Hispanic 0.7% | Hispanic 0.7% |

## Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 5       | 7       | 7       | 7          | 12      | 21      | 33    |
| Tot 12+    | 6.5     | 57.5    | 60.9    | 64.0       | 15.3    | 79.3    | 79.3  |
| Avg 12+    | 1.3     | 8.2     | 8.7     | 5.3        | 0.7     | 2.4     | 2.4   |
| Tot LCS    | 8.2     | 72.5    | 76.8    | 80.7       | 19.3    | 100.0   | 100.0 |
| Avg LCS    | 1.6     | 10.4    | 11.0    | 6.7        | 0.9     | 3.0     | 3.0   |



## Metro Counties / Population (000)

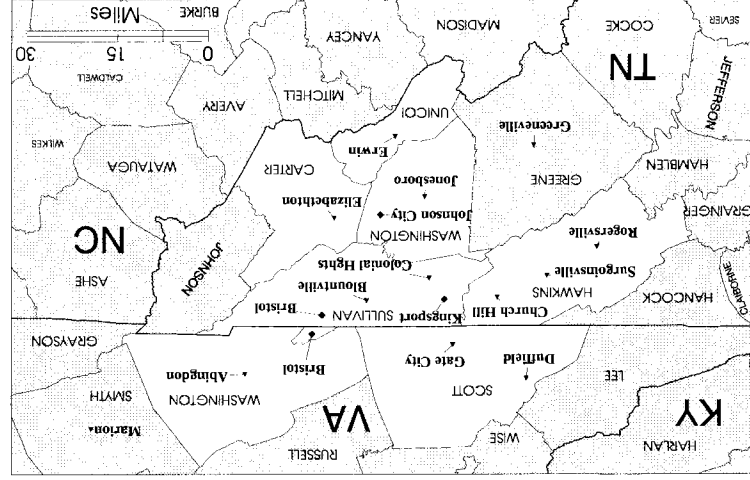
|                  |              |
|------------------|--------------|
| Carter, TN       | 53.5         |
| Hawkins, TN      | 50.2         |
| Sullivan, TN     | 150.7        |
| Unicoi, TN       | 17.2         |
| Washington, TN   | 103.1        |
| Bristol City, VA | 17.4         |
| Scott, VA        | 22.9         |
| Washington, VA   | 49.9         |
| <b>Total</b>     | <b>464.9</b> |

### Competitive Overview

| City of<br>Calls | FCC<br>Class | Power<br>Freq (kW) | HAAT<br>C Owner | Year<br>Date<br>Std Acqd | Sales<br>L<br>Price<br>M<br>(000) | A<br>Format | 1999 Est<br>Revenue<br>(000) //<br>Power<br>Ratio | ARB 12+ Metro Shares (see rights) |                |                |                | Avg 99<br>Local<br>Comm |      |            |     |           |      |      |      |      |      |      |      |      |     |
|------------------|--------------|--------------------|-----------------|--------------------------|-----------------------------------|-------------|---|-----------------------------------|----------------|----------------|----------------|-------------------------|------|------------|-----|-----------|------|------|------|------|------|------|------|------|-----|
|                  |              |                    |                 |                          |                                   |             |   | Fall<br>1999                      | Summer<br>1999 | Spring<br>1999 | Winter<br>1999 |                         |      |            |     |           |      |      |      |      |      |      |      |      |     |
| WABN             | A            | 92.7               | 371             | 56                       | 8705                              | 466 c1      | 0.4   | 0.9                               | 0.5            | 0.3            | 0.4            | 0.0                     | 0.7  | 0.0        | 0.0 |           |      |      |      |      |      |      |      |      |     |
| WMEV             | C            | 93.9               | 1460            | 61                       | 9807                              | 1,650 c3    | 1.8   | 2.1                               | 1.1            | 2.3            | 1.4            | 1.2                     | 2.2  | 1.3        | 0.0 |           |      |      |      |      |      |      |      |      |     |
| WIKQ             | C            | 94.9               | 1089            | 56                       |                                   | Country     | 1.0   | 0.7                               | 0.9            | 0.7            | 0.9            | 0.5                     | 0.9  | 0.9        | 0.0 |           |      |      |      |      |      |      |      |      |     |
| WXBQ             | C            | 96.9               | 2241            | 45                       |                                   | Country     | 19.5  | 26.7                              | 20.4           | 23.7           | 24.7           | 23.3                    | 22.3 | 22.3       | 0.0 |           |      |      |      |      |      |      |      |      |     |
| WTFM             | C            | 98.5               | 2242            | 48                       |                                   | 1 Soft Rock | 11.5  | 15.0                              | 11.5           | 9.7            | 8.9            | 8.4                     | 7.0  | 10.7       | 0.0 |           |      |      |      |      |      |      |      |      |     |
| WAEZ             | C3           | 99.3               | 810             | 68                       | 9706                              | 3,000       | 12.6  | 11.9                              | 10.8           | 10.6           | 10.4           | 11.9                    | 10.7 | 10.7       | 0.0 |           |      |      |      |      |      |      |      |      |     |
| WQUT             | C            | 101.5              | 1499            | 48                       | 0001 p                            | g4          | 11.5  | 12.6                              | 11.9           | 10.8           | 10.4           | 11.9                    | 10.7 | 10.7       | 0.0 |           |      |      |      |      |      |      |      |      |     |
| WAEZ             | C3           | 99.3               | 810             | 68                       | 9706                              | 3,000       | 12.6  | 11.9                              | 10.8           | 10.6           | 10.4           | 11.9                    | 10.7 | 10.7       | 0.0 |           |      |      |      |      |      |      |      |      |     |
| WQUT             | C            | 101.5              | 1499            | 48                       | 0001 p                            | g4          | 11.5  | 12.6                              | 11.9           | 10.8           | 10.4           | 11.9                    | 10.7 | 10.7       | 0.0 |           |      |      |      |      |      |      |      |      |     |
| WAEZ             | C3           | 99.3               | 810             | 68                       | 9706                              | 3,000       | 12.6  | 11.9                              | 10.8           | 10.6           | 10.4           | 11.9                    | 10.7 | 10.7       | 0.0 |           |      |      |      |      |      |      |      |      |     |
| WQUT             | C            | 101.5              | 1499            | 48                       | 0001 p                            | g4          | 11.5  | 12.6                              | 11.9           | 10.8           | 10.4           | 11.9                    | 10.7 | 10.7       | 0.0 |           |      |      |      |      |      |      |      |      |     |
| WAEZ             | C3           | 99.3               | 810             | 68                       | 9706                              | 3,000       | 12.6  | 11.9                              | 10.8           | 10.6           | 10.4           | 11.9                    | 10.7 | 10.7       | 0.0 |           |      |      |      |      |      |      |      |      |     |
| WXIS             | A            | 103.9              | 328             | 68                       |                                   | c WEMB Inc  | 1.6   | 1.0                               | 1.1            | 1.6            | 1.4            | 0.9                     | 1.5  | 0.0        | 0.0 |           |      |      |      |      |      |      |      |      |     |
| WEXS             | A            | 103.9              | 328             | 68                       |                                   | c WEMB Inc  | 1.6   | 1.0                               | 1.1            | 1.6            | 1.4            | 0.9                     | 1.5  | 0.0        | 0.0 |           |      |      |      |      |      |      |      |      |     |
| WEYE             | A            | 104.3              | 381             | 90                       | 0001                              | na          | 0.4   | 0.5                               | 0.5            | 0.3            | 0.2            | 0.5                     | 0.9  | 0.0        | 0.0 |           |      |      |      |      |      |      |      |      |     |
| WEYE             | A            | 104.3              | 381             | 90                       | 0001                              | na          | 0.4   | 0.5                               | 0.5            | 0.3            | 0.2            | 0.5                     | 0.9  | 0.0        | 0.0 |           |      |      |      |      |      |      |      |      |     |
| WYOS             | A            | 104.9              | 492             | 70                       | 0001 p                            | g4          | 5.5   | 4.1                               | 5.7            | 4.2            | 3.7            | 5.5                     | 4.4  | 0.0        | 0.0 |           |      |      |      |      |      |      |      |      |     |
| WZKZ             | C3           | 105.9              | 1296            | 97                       |                                   | 1 AOR       | 4.7   | 4.5                               | 5.0            | 4.2            | 3.6            | 3.1                     | 2.7  | 3.5        | 0.0 |           |      |      |      |      |      |      |      |      |     |
| WJDT             | A            | 106.5              | 1378            | 90                       |                                   | Country     | 0.1   | 0.0                               | 0.4            | 0.0            | 0.0            | 0.0                     | 0.0  | 0.0        | 0.0 |           |      |      |      |      |      |      |      |      |     |
| # FM Stations -  |              |                    |                 |                          |                                   |             |   |                                   |                |                |                |                         | 12   | # Combos - | 9   | FM TOTALS | 80.4 | 64.0 | 69.7 | 67.5 | 66.0 | 68.2 | 67.4 | 64.8 | 0.0 |

• Indicates a change since last edition  
 !/ See introduction section for interpretation of revenue estimates.

Metro Rank: 96  
Revenue Rank: 115



**Metro Counties / Population (000)**

|                  |              |
|------------------|--------------|
| Carter, TN       | 53.5         |
| Hawkins, TN      | 50.2         |
| Sullivan, TN     | 150.7        |
| Unicoi, TN       | 17.2         |
| Washington, TN   | 103.1        |
| Bristol City, VA | 17.4         |
| Scott, VA        | 22.9         |
| Washington, VA   | 49.9         |
| <b>Total</b>     | <b>464.9</b> |

# Johnson City-Kingsport-Bristol Market Overview



## Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES | Revenue/Capita |          |          |          |          |               |
|--------------------------|----------------|----------|----------|----------|----------|---------------|
|                          | 1993           | 1994     | 1995     | 1996     | 1997     | 1998          |
| 1993                     | \$10,700       | \$11,600 | \$12,200 | \$13,000 | \$13,800 | \$14,700      |
| Δ 98 - 99                | 10.2%          | \$16,200 | \$17,800 | \$19,200 | \$20,900 | \$22,200      |
| Δ 99 - 03                |                |          |          |          |          | 8.2%          |
|                          |                |          |          |          |          | Est. Breakout |
|                          |                |          |          |          |          | Local 85%     |
|                          |                |          |          |          |          | National 15%  |

## Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

| MSA Population | 1993    |         | 1998    |         | 2003    |      |
|----------------|---------|---------|---------|---------|---------|------|
|                | Rate    | Rate    | Rate    | Rate    | Rate    | Rate |
| Households     | 176.6   | 185.7   | 176.6   | 185.7   | 193.8   | 0.9% |
| Retail Sales   | 3,276.2 | 4,339.5 | 3,276.2 | 4,339.5 | 5,309.9 | 4.1% |
| EBI            | 6,021.2 | 6,939.7 | 6,021.2 | 6,939.7 | 8,924.1 | 5.2% |

## Demographic Breakdown

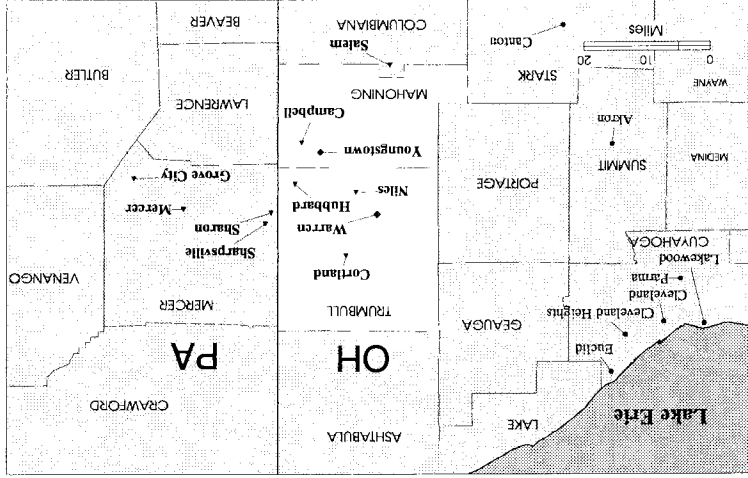
|                  | Total     | Under 12 | 12 - 17 | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 54 | Over 55 |
|------------------|-----------|----------|---------|---------|---------|---------|---------|---------|
| Men (000)        | 224.8     | 30.5     | 19.1    | 21.1    | 28.5    | 36.3    | 37.0    | 52.4    |
| Women (000)      | 240.1     | 29.0     | 18.2    | 20.9    | 28.3    | 37.3    | 37.9    | 68.6    |
| Total            | 464.9     | 59.5     | 37.2    | 42.0    | 56.7    | 73.7    | 74.8    | 121.0   |
| Percentage       | 100.0%    | 12.8%    | 8.0%    | 9.0%    | 12.2%   | 15.8%   | 16.1%   | 26.0%   |
| Per Capita       | \$ 14,927 |          |         |         |         |         |         |         |
| Median Household | \$ 28,460 |          |         |         |         |         |         |         |
| Avg Household    | \$ 37,370 |          |         |         |         |         |         |         |

## Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 5       | 7       | 7       | 7          | 12      | 21      | 33    |
| Tot 12+    | 6.5     | 8.2     | 8.7     | 60.9       | 64.0    | 15.3    | 79.3  |
| Avg 12+    | 1.3     | 8.2     | 8.7     | 5.3        | 5.3     | 0.7     | 2.4   |
| Tot LCS    | 8.2     | 72.5    | 76.8    | 80.7       | 80.7    | 19.3    | 100.0 |
| Avg LCS    | 1.6     | 10.4    | 11.0    | 6.7        | 6.7     | 0.9     | 3.0   |



Metro Rank: 97  
Revenue Rank: 84



Metro Counties / Population (000)  
Mahoning, OH 254.1  
Trumbull, OH 225.3

479.4

# Youngstown - Warren, OH Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES | Revenue/Retail Sales |                |             |             |          |          |
|--------------------------|----------------------|----------------|-------------|-------------|----------|----------|
|                          | 1993                 | 1994           | 1995        | 1996        | 1997     | 1998     |
| 1993                     | 1994                 | 1995           | 1996        | 1997        | 1998     | 1998     |
| \$13,600                 | \$14,100             | \$15,600       | \$16,600    | \$16,900    | \$18,900 | \$18,900 |
| Δ 98 - 99                | 13.8%                | \$21,500       | \$23,700    | \$25,500    | \$27,700 | \$29,900 |
| Δ 99 - 03                | 8.6%                 | \$3,141,000    | \$3,671,000 | \$4,801,000 | \$64.47  |          |
|                          |                      | 1993           | 1998        | 2003        |          |          |
|                          |                      | \$3,141,000    | \$3,671,000 | \$4,801,000 |          |          |
|                          |                      | Revenue/Capita |             |             |          |          |
|                          |                      | \$27.49        | \$39.42     | \$64.47     |          |          |
|                          |                      | 1993           | 1998        | 2003        |          |          |
|                          |                      | \$3,141,000    | \$3,671,000 | \$4,801,000 |          |          |
|                          |                      | Est. Breakout  |             |             |          |          |
|                          |                      | Local 89%      |             |             |          |          |
|                          |                      | National 11%   |             |             |          |          |

## Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

| Growth Rate | MSA Population |         |         | Retail Sales |         |         | EBI     |         |         |
|-------------|----------------|---------|---------|--------------|---------|---------|---------|---------|---------|
|             | 1993           | 1998    | 2003    | 1993         | 1998    | 2003    | 1993    | 1998    | 2003    |
| -0.7%       | 494.8          | 479.4   | 463.8   | 189.8        | 186.2   | 184.1   | 6,796.1 | 7,111.5 | 8,216.8 |
| -0.2%       | 494.8          | 479.4   | 463.8   | 189.8        | 186.2   | 184.1   | 6,796.1 | 7,111.5 | 8,216.8 |
| 3.9%        | 4,335.2        | 5,143.1 | 6,222.7 | 5,143.1      | 5,143.1 | 6,222.7 | 6,796.1 | 7,111.5 | 8,216.8 |
| 2.9%        | 6,796.1        | 7,111.5 | 8,216.8 | 7,111.5      | 7,111.5 | 8,216.8 | 6,796.1 | 7,111.5 | 8,216.8 |

## Demographic Breakdown

| Total | Men (000) |         |         | Women (000) |         |         | Total | Percentage | Per Capita | Ethnic Population: |         |      |       |       |       |       |        |           |               |               |
|-------|-----------|---------|---------|-------------|---------|---------|-------|------------|------------|--------------------|---------|------|-------|-------|-------|-------|--------|-----------|---------------|---------------|
|       | Under 12  | 12 - 17 | 18 - 24 | 25 - 34     | 35 - 44 | 45 - 54 |       |            |            |                    | Over 55 |      |       |       |       |       |        |           |               |               |
| 479.4 | 229.0     | 36.0    | 20.9    | 19.1        | 27.2    | 36.5    | 32.1  | 57.1       | 229.0      | 36.0               | 20.9    | 19.1 | 27.2  | 36.5  | 32.1  | 57.1  | 479.4  | 100.0%    | \$ 14,834     | White 86.7%   |
| 70.8  | 34.8      | 19.9    | 18.9    | 28.9        | 38.6    | 35.0    | 74.3  | 74.3       | 70.8       | 34.8               | 19.9    | 18.9 | 28.9  | 38.6  | 35.0  | 74.3  | 74.3   | 100.0%    | \$ 30,863     | Black 12.6%   |
| 40.8  | 19.9      | 18.9    | 28.9    | 38.6        | 35.0    | 74.3    | 74.3  | 74.3       | 40.8       | 19.9               | 18.9    | 28.9 | 38.6  | 35.0  | 74.3  | 74.3  | 100.0% | \$ 30,863 | Asian 0.6%    |               |
| 38.0  | 19.9      | 18.9    | 28.9    | 38.6        | 35.0    | 74.3    | 74.3  | 74.3       | 38.0       | 19.9               | 18.9    | 28.9 | 38.6  | 35.0  | 74.3  | 74.3  | 100.0% | \$ 30,863 | Avg Household |               |
| 56.1  | 20.9      | 36.0    | 20.9    | 19.1        | 27.2    | 36.5    | 32.1  | 57.1       | 56.1       | 20.9               | 36.0    | 20.9 | 19.1  | 27.2  | 36.5  | 32.1  | 57.1   | 100.0%    | \$ 38,193     | Hispanic 1.9% |
| 75.1  | 36.5      | 32.1    | 57.1    | 463.8       | 463.8   | 463.8   | 463.8 | 463.8      | 75.1       | 36.5               | 32.1    | 57.1 | 463.8 | 463.8 | 463.8 | 463.8 | 463.8  | 100.0%    | \$ 38,193     |               |

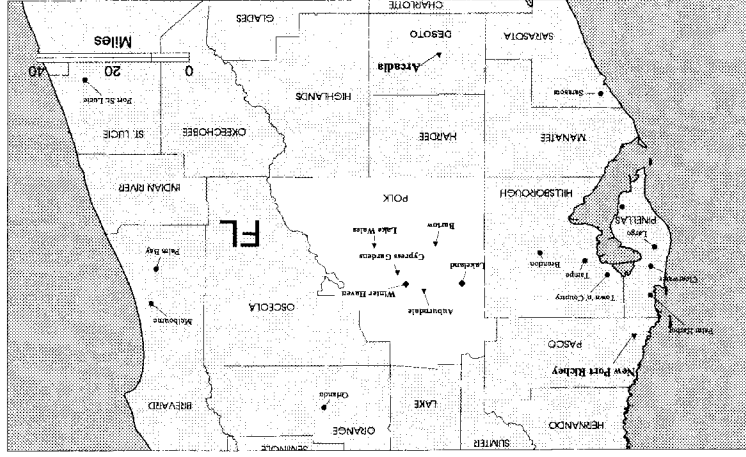
## Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 5       | 6       | 7       | 11         | 11      | 11      | 22    |
| Tot 12+    | 12.5    | 43.6    | 51.0    | 56.1       | 56.1    | 21.2    | 77.3  |
| Avg 12+    | 2.5     | 7.3     | 7.3     | 5.1        | 5.1     | 1.9     | 3.5   |
| Tot LCS    | 16.2    | 56.4    | 66.0    | 72.6       | 72.6    | 27.4    | 100.0 |
| Avg LCS    | 3.2     | 9.4     | 9.4     | 6.6        | 6.6     | 2.5     | 4.5   |





Metro Rank: 98  
Revenue Rank: 236



Metro Counties / Population (000)  
Polk, FL 471.0  
471.0

# Lakeland-Winter Haven, FL Market Overview



## Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES | Revenue/Capita |                |                |                |                |                |
|--------------------------|----------------|----------------|----------------|----------------|----------------|----------------|
|                          | 1993           | 1994           | 1995           | 1996           | 2001           | 2003           |
| \$4,300                  | \$4,400        | \$4,500        | \$4,600        | \$6,500        | \$7,100        | \$7,600        |
| Δ 98 - 99                | 9.8%           | \$5,600        | \$6,100        | \$6,500        | \$15.09        |                |
| 1993                     | 1994           | 1995           | 1996           | 2001           | 2003           |                |
| \$1,201,000              | \$1,121,000    | \$1,083        | \$1,311,000    | \$9.92         | \$15.09        |                |
| Revenue/Capita           | Revenue/Capita | Revenue/Capita | Revenue/Capita | Revenue/Capita | Revenue/Capita | Revenue/Capita |
| Est. Breakout            | Local 85%      | National 15%   |                |                |                |                |
| Δ 93 - 98                | 3.3%           | Δ 99 - 03      | 8.2%           |                |                |                |

## Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

| Growth Rate  | MSA Population |              |              |              |              |              |
|--------------|----------------|--------------|--------------|--------------|--------------|--------------|
|              | 1993           | 1998         | 1998         | 1998         | 2003         | 2003         |
| 1.3%         | 471.0          | 471.0        | 1.7%         | 503.5        | 1.3%         | 503.5        |
| 1.5%         | 168.0          | 182.0        | 1.6%         | 196.4        | 1.5%         | 196.4        |
| 4.9%         | 3,574.4        | 4,552.4      | 5.0%         | 5,780.5      | 4.9%         | 5,780.5      |
| 4.4%         | 5,813.1        | 6,588.9      | 2.5%         | 8,187.2      | 4.4%         | 8,187.2      |
| Households   | Households     | Households   | Households   | Households   | Households   | Households   |
| Retail Sales | Retail Sales   | Retail Sales | Retail Sales | Retail Sales | Retail Sales | Retail Sales |
| EBI          | EBI            | EBI          | EBI          | EBI          | EBI          | EBI          |

### Demographic Breakdown

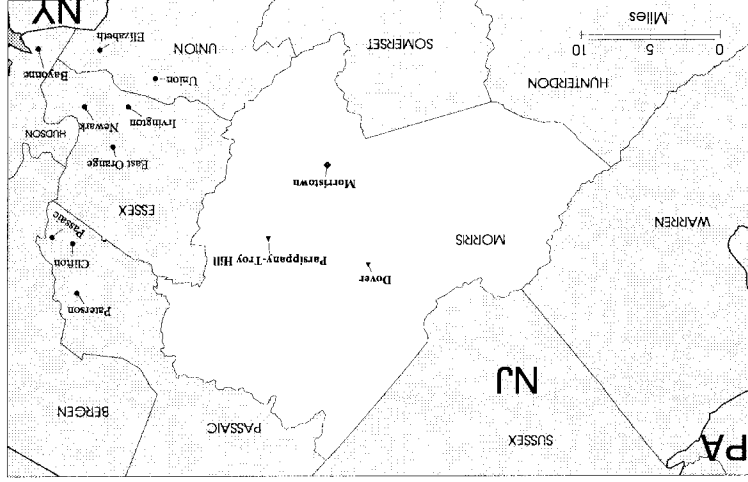
|                    | Total       | Under 12    | 12 - 17    | 18 - 24       | 25 - 34 | 35 - 44 | 45 - 54 | Over 55 |
|--------------------|-------------|-------------|------------|---------------|---------|---------|---------|---------|
| Men (000)          | 229.1       | 36.6        | 19.0       | 18.2          | 28.3    | 32.2    | 30.7    | 64.1    |
| Women (000)        | 241.9       | 34.7        | 18.0       | 18.7          | 27.9    | 33.3    | 32.5    | 76.9    |
| Total              | 471.0       | 71.2        | 37.0       | 36.9          | 56.2    | 65.6    | 63.2    | 141.0   |
| Percentage         | 100.0%      | 15.1%       | 7.8%       | 7.8%          | 11.9%   | 13.9%   | 13.4%   | 29.9%   |
| Per Capita         | \$ 13,989   |             |            |               |         |         |         |         |
| Median Household   | \$ 28,036   |             |            |               |         |         |         |         |
| Avg Household      | \$ 36,203   |             |            |               |         |         |         |         |
| Ethnic Population: | White 82.3% | Black 16.3% | Asian 1.0% | Hispanic 6.0% |         |         |         |         |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 5       | 3       | 5       | 9          | 14      |         |       |
| Tot 12+    | 30.6    | 17.5    | 30.6    | 12.7       | 43.3    |         |       |
| Avg 12+    | 6.1     | 5.8     | 6.1     | 1.4        | 3.1     |         |       |
| Tot LCS    | 70.7    | 40.4    | 70.7    | 29.3       | 100.0   |         |       |
| Avg LCS    | 14.1    | 13.5    | 14.1    | 3.3        | 7.1     |         |       |



Metro Rank: 99  
Revenue Rank: N/A



Metro Counties / Population (000)

|              |              |
|--------------|--------------|
| Morris, NJ   | 462.6        |
| <b>Total</b> | <b>462.6</b> |

# Morristown, NJ Market Overview



## Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES | REVENUE/RETAIL SALES |                    |      |               |           |
|--------------------------|----------------------|--------------------|------|---------------|-----------|
|                          | 1993                 | 1994               | 1995 | 1996          | 1997      |
| 1993                     | 1994                 | 1995               | 1996 | 1997          | 1998      |
| 1998                     | 1999                 | 2000               | 2001 | 2002          | 2003      |
| Δ 98 - 99                | Δ 99 - 00            | DATA NOT AVAILABLE |      |               | Δ 99 - 03 |
| Revenue/Capita           | 1993                 | 1998               | 2003 | Est. Breakout |           |

## Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

| MSA Population | Households |       | Retail Sales |          | EBI      |      |
|----------------|------------|-------|--------------|----------|----------|------|
|                | 1993       | 1998  | 1993         | 1998     | 1993     | 1998 |
| 431.0          | 462.6      | 164.3 | 1.4%         | 462.6    | 492.0    | 1.2% |
| 152.8          | 164.3      | 1.5%  | 1.4%         | 164.3    | 176.3    | 1.4% |
| 4,777.1        | 5,556.6    | 3.1%  | 2.6%         | 5,556.6  | 6,315.3  | 2.6% |
| 12,494.3       | 12,317.6   | -0.3% | 3.0%         | 12,317.6 | 14,261.5 | 3.0% |

## Demographic Breakdown

| Total    | Men (000) |       | Women (000) |       | Total | Percentage | Per Capita \$ | Median Household \$ | Avg Household \$ |
|----------|-----------|-------|-------------|-------|-------|------------|---------------|---------------------|------------------|
|          | 1993      | 1998  | 1993        | 1998  |       |            |               |                     |                  |
| 462.6    | 226.8     | 235.8 | 226.8       | 235.8 | 462.6 | 100.0%     | \$ 26,627     | \$ 59,702           | \$ 74,970        |
| Under 12 | 32.4      | 31.1  | 32.4        | 31.1  | 63.5  | 13.7%      |               |                     |                  |
| 12 - 17  | 18.1      | 17.2  | 18.1        | 17.2  | 35.3  | 7.6%       |               |                     |                  |
| 18 - 24  | 18.9      | 18.4  | 18.9        | 18.4  | 37.3  | 8.1%       |               |                     |                  |
| 25 - 34  | 32.1      | 31.0  | 32.1        | 31.0  | 63.0  | 13.6%      |               |                     |                  |
| 35 - 44  | 40.1      | 42.5  | 40.1        | 42.5  | 82.5  | 17.8%      |               |                     |                  |
| 45 - 54  | 40.8      | 42.1  | 40.8        | 42.1  | 82.9  | 17.9%      |               |                     |                  |
| Over 55  | 44.5      | 53.5  | 44.5        | 53.5  | 98.0  | 21.2%      |               |                     |                  |

## Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 1       |         |         | 1          | 1       | 2       | 3     |
| Tot 12+    | 6.5     |         |         | 6.5        | 6.5     | 4.0     | 10.5  |
| Avg 12+    | 6.5     |         |         | 6.5        | 6.5     | 2.0     | 3.5   |
| Tot LCS    | 61.9    |         |         | 61.9       | 61.9    | 38.1    | 100.0 |
| Avg LCS    | 61.9    |         |         | 61.9       | 61.9    | 19.0    | 33.3  |

# Competitive Overview

Some stations also rated in New York.

| FM Stations  |            |       |       |            |      |                    |           |          |             |              |                 |             |       |               |      |                              |         |         |           |          |             |          |                 |             |      |        |      |      |      |        |      |      |      |        |      |  |  |  |  |  |  |  |
|--|------------|-------|-------|------------|------|--------------------|-----------|----------|-------------|--------------|-----------------|-------------|-------|---------------|------|------------------------------|---------|---------|-----------|----------|-------------|----------|-----------------|-------------|------|--------|------|------|------|--------|------|------|------|--------|------|--|--|--|--|--|--|--|
| City of  | FCC        | Class | Freq  | Power (kW) | HAAT | C Owner            | Year Date | Std Acqd | Price (000) | A Format     | Revenue (000) / | Power Ratio |       |               |      |                              |         |         |           |          |             |          |                 |             |      |        |      |      |      |        |      |      |      |        |      |  |  |  |  |  |  |  |
| Calls  | License    |       |       |            |      |                    |           |          |             |              |                 |             |       |               |      |                              |         |         |           |          |             |          |                 |             |      |        |      |      |      |        |      |      |      |        |      |  |  |  |  |  |  |  |
| WDHA   | Dover      | A     | 105.5 | 1.0        | 574  | a New Jersey Bcstg | 61        | 9206     | 50          | c1 AOR       | 1999 Est        | Avg '99     |       |               |      |                              |         |         |           |          |             |          |                 |             |      |        |      |      |      |        |      |      |      |        |      |  |  |  |  |  |  |  |
|  |            |       |       |            |      |                    |           |          |             |              | Local           | Comm        |       |               |      |                              |         |         |           |          |             |          |                 |             |      |        |      |      |      |        |      |      |      |        |      |  |  |  |  |  |  |  |
|  |            |       |       |            |      |                    |           |          |             |              | Fall            | 1999        |       |               |      |                              |         |         |           |          |             |          |                 |             |      |        |      |      |      |        |      |      |      |        |      |  |  |  |  |  |  |  |
|  |            |       |       |            |      |                    |           |          |             |              | Spring          | 1999        |       |               |      |                              |         |         |           |          |             |          |                 |             |      |        |      |      |      |        |      |      |      |        |      |  |  |  |  |  |  |  |
|  |            |       |       |            |      |                    |           |          |             |              | Fall            | 1998        |       |               |      |                              |         |         |           |          |             |          |                 |             |      |        |      |      |      |        |      |      |      |        |      |  |  |  |  |  |  |  |
|  |            |       |       |            |      |                    |           |          |             |              | Spring          | 1998        |       |               |      |                              |         |         |           |          |             |          |                 |             |      |        |      |      |      |        |      |      |      |        |      |  |  |  |  |  |  |  |
|  |            |       |       |            |      |                    |           |          |             |              | Fall            | 1997        |       |               |      |                              |         |         |           |          |             |          |                 |             |      |        |      |      |      |        |      |      |      |        |      |  |  |  |  |  |  |  |
|  |            |       |       |            |      |                    |           |          |             |              | Spring          | 1997        |       |               |      |                              |         |         |           |          |             |          |                 |             |      |        |      |      |      |        |      |      |      |        |      |  |  |  |  |  |  |  |
|  |            |       |       |            |      |                    |           |          |             |              | Fall            | 1996        |       |               |      |                              |         |         |           |          |             |          |                 |             |      |        |      |      |      |        |      |      |      |        |      |  |  |  |  |  |  |  |
|  |            |       |       |            |      |                    |           |          |             |              | Spring          | 1996        |       |               |      |                              |         |         |           |          |             |          |                 |             |      |        |      |      |      |        |      |      |      |        |      |  |  |  |  |  |  |  |
| ARB 12+ Metro Shares (see rights)                      |            |       |       |            |      |                    |           |          |             |              |                 | Avg '99     | 57.3  | 6.5           | 5.2  | 4.6                          | 4.0     | 5.4     | 0.0       | 4.3      |             |          |                 |             |      |        |      |      |      |        |      |      |      |        |      |  |  |  |  |  |  |  |
| # FM Stations -  |            |       |       |            |      |                    |           |          |             |              |                 |             | 1     | # Combos -    | 1    | FM TOTALS                    |         |         |           |          |             |          |                 |             |      |        |      |      |      |        |      |      |      |        |      |  |  |  |  |  |  |  |
| Day  |            |       |       |            |      |                    |           |          |             |              |                 |             | Night | Sales         | L    | 1999 Est                     | Avg '99 | Local   | Comm      | Fall     | 1999        | Spring   | 1999            | Fall        | 1998 | Spring | 1998 | Fall | 1997 | Spring | 1997 | Fall | 1996 | Spring | 1996 |  |  |  |  |  |  |  |
| City of  |            |       |       |            |      |                    |           |          |             |              |                 |             | FCC   | Class         | Freq | Power (kW)                   | HAAT    | C Owner | Year Date | Std Acqd | Price (000) | A Format | Revenue (000) / | Power Ratio |      |        |      |      |      |        |      |      |      |        |      |  |  |  |  |  |  |  |
| WMTN   | Morristown | B     | 1250  | 5.0        | 1.00 | a New Jersey Bcstg | 48        | 9206     | 200         | c1 Nostalgia | 1999 Est        | Avg '99     |       |               |      |                              |         |         |           |          |             |          |                 |             |      |        |      |      |      |        |      |      |      |        |      |  |  |  |  |  |  |  |
|  |            |       |       |            |      |                    |           |          |             |              | Local           | Comm        |       |               |      |                              |         |         |           |          |             |          |                 |             |      |        |      |      |      |        |      |      |      |        |      |  |  |  |  |  |  |  |
|  |            |       |       |            |      |                    |           |          |             |              | Fall            | 1999        |       |               |      |                              |         |         |           |          |             |          |                 |             |      |        |      |      |      |        |      |      |      |        |      |  |  |  |  |  |  |  |
|  |            |       |       |            |      |                    |           |          |             |              | Spring          | 1999        |       |               |      |                              |         |         |           |          |             |          |                 |             |      |        |      |      |      |        |      |      |      |        |      |  |  |  |  |  |  |  |
|  |            |       |       |            |      |                    |           |          |             |              | Fall            | 1998        |       |               |      |                              |         |         |           |          |             |          |                 |             |      |        |      |      |      |        |      |      |      |        |      |  |  |  |  |  |  |  |
|  |            |       |       |            |      |                    |           |          |             |              | Spring          | 1998        |       |               |      |                              |         |         |           |          |             |          |                 |             |      |        |      |      |      |        |      |      |      |        |      |  |  |  |  |  |  |  |
|  |            |       |       |            |      |                    |           |          |             |              | Fall            | 1997        |       |               |      |                              |         |         |           |          |             |          |                 |             |      |        |      |      |      |        |      |      |      |        |      |  |  |  |  |  |  |  |
|  |            |       |       |            |      |                    |           |          |             |              | Spring          | 1997        |       |               |      |                              |         |         |           |          |             |          |                 |             |      |        |      |      |      |        |      |      |      |        |      |  |  |  |  |  |  |  |
|  |            |       |       |            |      |                    |           |          |             |              | Fall            | 1996        |       |               |      |                              |         |         |           |          |             |          |                 |             |      |        |      |      |      |        |      |      |      |        |      |  |  |  |  |  |  |  |
|  |            |       |       |            |      |                    |           |          |             |              | Spring          | 1996        |       |               |      |                              |         |         |           |          |             |          |                 |             |      |        |      |      |      |        |      |      |      |        |      |  |  |  |  |  |  |  |
| ARB 12+ Metro Shares (see rights)                      |            |       |       |            |      |                    |           |          |             |              |                 | Avg '99     | 42.7  | 4.0           | 3.7  | 3.6                          | 4.0     | 2.9     | 4.8       | 0.0      | 5.2         |          |                 |             |      |        |      |      |      |        |      |      |      |        |      |  |  |  |  |  |  |  |
| # AM Stations -  |            |       |       |            |      |                    |           |          |             |              |                 |             | 2     | # Combos -    | 1    | AM TOTALS                    |         |         |           |          |             |          |                 |             |      |        |      |      |      |        |      |      |      |        |      |  |  |  |  |  |  |  |
| AM & FM Stations Profiled -                            |            |       |       |            |      |                    |           |          |             |              |                 |             | 3     | # Duopolies - | 0    | Total Local Commercial Share |         |         |           |          |             |          |                 |             |      |        |      |      |      |        |      |      |      |        |      |  |  |  |  |  |  |  |
| NOTE: Market rated twice yearly with Fall 1997 period. |            |       |       |            |      |                    |           |          |             |              |                 |             |       |               |      |                              |         |         |           |          |             |          |                 |             |      |        |      |      |      |        |      |      |      |        |      |  |  |  |  |  |  |  |

Metro Rank: 100  
Revenue Rank: 129



Metro Counties / Population (000)

|                |       |
|----------------|-------|
| Acadia, LA     | 58.5  |
| Iberville, LA  | 73.7  |
| LaFayette, LA  | 186.1 |
| St. Landry, LA | 82.2  |
| St. Martin, LA | 46.9  |
| Vermilion, LA  | 51.2  |

# LaFayette, LA Market Overview



Market Radio Financials

(all figures in 000's, except percentages and ratios)

| Est. Breakout        | ESTIMATED GROSS REVENUES *** |             |             |             |             |             |
|----------------------|------------------------------|-------------|-------------|-------------|-------------|-------------|
|                      | 1993                         | 1994        | 1995        | 2000        | 2001        | 2002        |
| Local 80%            | \$8,100                      | \$9,400     | \$10,200    | \$15,600    | \$16,900    | \$18,400    |
| National 20%         | \$13,000                     | \$13,000    | \$13,000    | \$19,900    | \$19,900    | \$19,900    |
|                      | 9.9%                         | 9.9%        | 9.9%        | 8.5%        | 8.5%        | 8.5%        |
|                      | Δ 93 - 98                    |             |             |             |             |             |
|                      | Δ 98 - 99                    |             |             |             |             |             |
| Revenue/Capita       | \$2,571,000                  | \$2,641,000 | \$2,670,000 | \$3,011,000 | \$3,011,000 | \$3,011,000 |
| Revenue/Retail Sales | \$17.06                      | \$17.06     | \$17.06     | \$17.06     | \$17.06     | \$17.06     |

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

| Growth Rate | MSA Population |         |           | Retail Sales |         |           | EBI     |         |           |
|-------------|----------------|---------|-----------|--------------|---------|-----------|---------|---------|-----------|
|             | 1993           | 1998    | 1998 Rate | 1993         | 1998    | 1998 Rate | 1993    | 1998    | 1998 Rate |
|             | 474.8          | 498.6   | 1.0%      | 168.1        | 180.0   | 1.4%      | 498.6   | 523.6   | 523.6     |
|             | 3,155.2        | 4,923.1 | 9.3%      | 4,923.1      | 6,652.8 | 3.2%      | 4,923.1 | 6,616.7 | 6,616.7   |
|             | 5,671.0        | 6,652.8 | 3.2%      | 6,652.8      | 8,920.9 | 6.0%      | 6,652.8 | 8,920.9 | 8,920.9   |

Demographic Breakdown

| Total     | Men (000)        |         |         |         |         | Women (000)   |         |          |         |         |           |         |         |         |
|-----------|------------------|---------|---------|---------|---------|---------------|---------|----------|---------|---------|-----------|---------|---------|---------|
|           | Under 12         | 12 - 17 | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 54       | Over 55 | Under 12 | 12 - 17 | 18 - 24 | 25 - 34   | 35 - 44 | 45 - 54 | Over 55 |
| 241.3     | 49.9             | 25.2    | 22.5    | 34.0    | 36.9    | 30.0          | 42.8    | 257.3    | 47.8    | 24.6    | 23.8      | 35.4    | 38.3    | 32.6    |
| 498.6     | 97.7             | 49.8    | 46.3    | 69.4    | 75.2    | 62.6          | 97.6    | 498.6    | 97.7    | 49.8    | 46.3      | 69.4    | 75.2    | 62.6    |
| 100.0%    | 19.6%            | 10.0%   | 9.3%    | 13.9%   | 15.1%   | 12.6%         | 19.6%   | 100.0%   | 19.6%   | 10.0%   | 9.3%      | 13.9%   | 15.1%   | 12.6%   |
| \$ 13,343 | Median Household |         |         |         |         | Avg Household |         |          |         |         | \$ 36,960 |         |         |         |
| 70.2%     | White            |         |         |         |         | Asian         |         |          |         |         | 1.7%      |         |         |         |
| 28.5%     | Black            |         |         |         |         | Hispanic      |         |          |         |         | 1.7%      |         |         |         |

Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 6       | 16      | 13      | 22         | 11      | 33      | 33    |
| Tot 12+    | 7.6     | 73.3    | 69.6    | 80.9       | 9.0     | 89.9    | 89.9  |
| Avg 12+    | 1.3     | 4.6     | 5.4     | 3.7        | 0.8     | 2.7     | 2.7   |
| Tot LCS    | 8.5     | 81.5    | 77.4    | 90.0       | 10.0    | 100.0   | 100.0 |
| Avg LCS    | 1.4     | 5.1     | 6.0     | 4.1        | 0.9     | 3.0     | 3.0   |

# Competitive Overview

Some stations also rated in Baton Rouge.

Metro Rank: 100

## FM Stations

| Calls              | City of License | FCC Class | Freq  | Power (kW) | HAAT | C Owner              | Year Acqd | Std Date | Sales Price (000) | M A Format  | 1999 Est Revenue (000)/Power Ratio | Avg 99 Local Comm | 1999 Fall | 1999 Spring | 1998 Fall | 1998 Spring | 1997 Fall | 1997 Spring | 1996 Fall | 1996 Spring |     |  |  |
|--------------------|-----------------|-----------|-------|------------|------|----------------------|-----------|----------|-------------------|-------------|------------------------------------|-------------------|-----------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|-----|--|--|
| KOOU               | New Iberia      | C1        | 93.7  | 97.0       | 997  | b Citadel Comm Corp  | 92        | 9911     | See (82)          | Oldies      | n/a                                | 2.3               | 2.3       | 2.3         | 2.4       | 4.9         | 2.8       | 3.6         | 1.9       | 0.7         |     |  |  |
| KSMB               | Lafayette       | C         | 94.5  | 100.0      | 1079 | b Citadel Comm Corp  | 64        | 9911 p   | 8,500 d3          | CHR         | 2,000                              | 1.43              | 9.3       | 10.6        | 7.0       | 7.7         | 8.7       | 7.4         | 9.4       | 10.3        |     |  |  |
| KRRQ               | Lafayette       | C2        | 95.5  | 50.0       | 443  | Citadel Comm Corp    | 96        | 9903     | g1                | Urban AC    | 650                                | 0.40              | 10.9      | 8.5         | 10.4      | 8.9         | 8.2       | 8.9         | 7.3       | 7.2         | 3.9 |  |  |
| KFTE               | Breaux Bridge   | C2        | 96.5  | 42.0 cp    | 535  | a Comm Corp of       | 92        | 9612     | 4,475 d3          | Alternative | 625                                | 0.82              | 5.1       | 4.8         | 5.4       | 3.7         | 4.1       | 5.4         | 4.2       | 4.3         |     |  |  |
| KMDL               | Kaplan          | C2        | 97.3  | 38.0       | 561  | a Comm Corp of       | 81        | 9612     | d3                | Country     | 2,050                              | 1.45              | 9.4       | 7.4         | 8.2       | 6.9         | 7.6       | 7.1         | 7.3       | 6.9         |     |  |  |
| WDGL               | Baton Rouge     | C         | 98.1  | 95.0       | 1499 | Guaranty Bcstg       | 68        |          | n/a               | Cisc Rock   | 3.0                                | 2.2               | 3.0       | 2.2         | 2.8       | 4.9         | 4.1       | 3.7         | 2.2       | 2.2         |     |  |  |
| KXKC               | New Iberia      | C         | 99.1  | 100.0      | 984  | e Bonin Bcstg Corp   | 69        |          | 2,100             | Country     | 1.46                               | 1.46              | 9.6       | 8.1         | 6.5       | 10.5        | 10.3      | 11.3        | 7.9       | 10.0        |     |  |  |
| KTDY               | Lafayette       | C         | 99.9  | 100.0 cp   | 984  | a Comm Corp of       | 66        | 8804     | 3,500 c2          | AC          | 1,950                              | 2.03              | 6.4       | 6.3         | 7.0       | 7.4         | 5.9       | 4.5         | 5.8       | 5.3         |     |  |  |
| WXCT               | Baton Rouge     | C         | 100.7 | 97.0       | 1499 | Guaranty Bcstg       | 66        | 9608     | n/a               | Country     | 0.7                                | 0.40              | 0.7       | 0.6         | 0.6       | 0.4         | 0.4       | 0.3         | 1.0       | 0.4         | 3.5 |  |  |
| KBON               | Mamou           | C3        | 101.1 | 25.0       | 328  | Marx, Rose Ann       | 97        | 9810     | 70                | Variety     | 200                                | 0.40              | 3.3       | 4.0         | 3.0       | 2.8         | 2.2       | 2.1         | 0.5       | 0.0         | 0.0 |  |  |
| WYNK               | Baton Rouge     | C         | 101.5 | 96.0       | 1499 | AMFM Inc             | 68        | 9910 p   | n/a               | Country     | n/a                                | n/a               | 2.2       | 1.8         | 2.0       | 1.9         | 3.5       | 4.4         | 3.7       | 3.3         |     |  |  |
| KOIS               | Basile          | C1        | 102.1 | 100.0      | 981  | d Broadcast Ptns Inc | 90        | 9412     | 380               | Soft Rock   | 200                                | 0.78              | 1.7       | 1.6         | 1.4       | 1.6         | 2.4       | 1.3         | 0.8       | 3.9         | 2.2 |  |  |
| KAJN               | Crowley         | C         | 102.9 | 95.0       | 1499 | Rice Capital Bcstg   | 77        |          | 375               | Religion    | 0.93                               | 2.7               | 1.6       | 2.2         | 2.5       | 2.4         | 2.0       | 2.1         | 1.9       | 3.1         |     |  |  |
| KNEK               | Washington      | C3        | 104.7 | 25.0       | 364  | c Citadel Comm Corp  | 89        | 9903     | g1                | Urban       | 500                                | 0.56              | 5.9       | 7.3         | 6.8       | 3.9         | 3.1       | 3.5         | 3.8       | 4.6         |     |  |  |
| KPEL               | Abbeville       | C3        | 105.1 | 25.0       | 292  | a Comm Corp of       | 74        | 9903     | 1,500 c5          | News/Talk   | 500                                | 1.28              | 2.6       | 3.9         | 3.0       | 1.9         | 2.8       | 3.2         | 2.2       | 2.8         |     |  |  |
| KFMV               | Franklin        | A         | 105.5 | 3.0        | 299  | FM Radio LC          | 75        | 9705     | 100 c1            | Gosp/RhyBl  | 0.1                                | 0.1               | 0.5       | 0.2         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 |  |  |
| KJUB               | Eunice          | A         | 105.5 | 3.0        | 299  | Tri-Farsh Bcstg Inc  | 81        | 9311     | 216               | 70s Hits    | 100                                | 0.56              | 1.2       | 1.4         | 0.9       | 1.2         | 1.2       | 0.4         | 0.5       | 0.3         | 0.4 |  |  |
| KVOL               | Opeousas        | A         | 105.9 | 3.1 cp     | 459  | b Citadel Comm Corp  | 89        | 9911 p   | 8,500 d3          | Spts/Talk   | 150                                | 0.7               | 1.2       | 0.3         | 0.3       | 0.8         | 1.0       | 0.8         | 0.8       | 2.6         | 2.6 |  |  |
| KFXZ               | Maurice         | A         | 106.3 | 2.6        | 495  | Citadel Comm Corp    | 85        | 9903     | g1                | Black Gospl | 500                                | 1.01              | 3.3       | 2.8         | 2.8       | 2.7         | 1.8       | 3.4         | 3.8       | 3.9         | 3.9 |  |  |
| KLTW               | Rayne           | A         | 106.7 | 4.5        | 377  | d Broadcast Ptns Inc | 93        | 9304     | 60 cp             | Oldies      | 300                                | 1.00              | 2.0       | 1.7         | 2.2       | 1.3         | 1.6       | 2.3         | 2.2       | 1.5         | 1.1 |  |  |
| KOGM               | Opeousas        | A         | 107.1 | 3.0        | 203  | f KSLO Bcstg Co Inc  | 65        |          | 2,000             | Oldies      | 0.7                                | 0.0               | 0.0       | 0.8         | 0.4       | 0.3         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 |  |  |
| KRXZ               | Eraith          | C1        | 107.9 | 100.0      | 863  | a Comm Corp of       | 92        | 9704     | 700               | Cisc Rock   | 1.33                               | 1.33              | 3.5       | 2.5         | 2.3       | 3.7         | 2.8       | 2.5         | 2.8       | 3.7         |     |  |  |
| # FM Stations - 22 |                 |           |       |            |      |                      |           |          |                   |             |                                    | # Combos - 14     |           |             |           |             |           |             |           |             |     |  |  |
| FM TOTALS          |                 |           |       |            |      |                      |           |          |                   |             |                                    |                   |           |             |           |             |           |             |           |             |     |  |  |

Metro Rank: 100





### Competitive Overview

Some stations also rated in Baton Rouge.

Metro Rank: 100

ARB 12+ Metro Shares (see rights)

| City of Calls   | FCC Class | Power (kW) | Night Power (kW) | C Owner | Year Date              | Std Acq'd | Sales Price (000) | M A Format | 1999 Est Revenue (000)/Ratio | 1999 Avg |                          |      |        |               | Local Comm |        |           |     |     |     |                              |  |
|-----------------|-----------|------------|------------------|---------|------------------------|-----------|-------------------|------------|------------------------------|----------|--------------------------|------|--------|---------------|------------|--------|-----------|-----|-----|-----|------------------------------|--|
|                 |           |            |                  |         |                        |           |                   |            |                              | Fall     | Spring                   | Fall | Spring | Fall          |            | Spring |           |     |     |     |                              |  |
| KJCB Lafayette  | B         | 770        | 1.0              | 0.50    | R&M Bcstg Inc          | 82        | 9211              | st         | Urban                        | 800      | 0.76                     | 7.0  | 4.3    | 6.2           | 6.2        | 4.0    | 5.1       | 4.5 | 5.4 | 5.1 |                              |  |
| KROF Abbeville  | B         | 960        | 1.0              | 0.10    | a Comm Corp of         | 48        | 9903              | c5         | Adlt Sindr                   | 100      | 0.37                     | 1.8  | 0.3    | 1.1           | 2.1        | 1.5    | 2.0       | 2.3 | 2.9 | 2.1 |                              |  |
| KNEK Washington | B         | 1190       | 0.3              | 0.00    | c Citadel Comm Corp    | 80        | 9903              | g1         | Ethnic                       |          |                          | 0.0  | 0.0    | 0.0           | 0.0        | 0.0    | 0.0       | 0.0 | 0.7 | 1.0 |                              |  |
| KSLO Opelousas  | C         | 1230       | 1.0              | 1.00    | f KSLO Bcstg Co Inc    | 47        |                   |            | Country                      |          |                          | 1.2  | 0.8    | 0.6           | 1.5        | 0.7    | 0.6       | 0.8 | 0.7 | 1.1 |                              |  |
| KANE New Iberia | C         | 1240       | 1.0              | 1.00    | New Iberia Bcstg       | 46        |                   |            | Oldies                       |          |                          | 0.7  | 1.1    | 0.6           | 1.0        | 0.8    | 0.4       | 0.9 | 0.6 | 0.6 |                              |  |
| KVOL Lafayette  | B         | 1330       | 5.0              | 1.00    | b Citadel Comm Corp    | 35        | 9911              | p          | Sprts/Talk                   | 100      |                          | 0.3  | 0.4    | 0.2           | 0.4        | 0.4    | 0.8       | 0.4 | 0.4 | 1.2 |                              |  |
| KNIR New Iberia | B         | 1360       | 1.0              | 0.21    | e Bonin Bcstg Corp     | 51        |                   |            | Nostalgia                    |          |                          | 0.0  | 0.0    | 0.0           | 0.0        | 0.0    | 0.0       | 0.0 | 0.0 | 1.0 |                              |  |
| KPFL Lafayette  | B         | 1420       | 1.0              | 0.75    | a Comm Corp of         | 50        | 8804              | c2         | Sports                       | 300      | 1.25                     | 1.6  | 0.6    | 0.6           | 2.2        | 0.6    | 0.4       | 1.2 | 0.6 | 0.8 |                              |  |
| KSIG Crowley    | C         | 1450       | 1.0              | 1.00    | d Broadcast Firms Inc  | 47        | 9212              |            | Nostalgia                    | 75       |                          | 0.8  | 1.2    | 0.6           | 0.9        | 0.6    | 0.7       | 0.3 | 0.4 | 1.0 |                              |  |
| KEUN Eunice     | C         | 1490       | 1.0              | 1.00    | g Tri-Parish Bcstg Inc | 52        |                   |            | Country                      |          |                          | 0.2  | 0.3    | 0.0           | 0.3        | 0.4    | 0.3       | 0.0 | 0.0 | 0.0 |                              |  |
| KDYS Lafayette  | B         | 1520       | 10.0             | 0.50    | b Citadel Comm Corp    | 60        | 9911              | p          | Children                     | 75       |                          | 13.6 | 9.0    | 0.0           | 0.0        | 0.0    | 0.0       | 0.0 | 0.0 | 0.0 |                              |  |
|                 |           |            |                  |         |                        |           |                   |            |                              |          | # AM Stations -          |      | 11     | # Combos -    |            | 9      | AM TOTALS |     |     |     | Total Local Commercial Share |  |
|                 |           |            |                  |         |                        |           |                   |            |                              |          | # AM Stations Profiled - |      | 33     | # Duopolies - |            | 10     |           |     |     |     |                              |  |
|                 |           |            |                  |         |                        |           |                   |            |                              |          |                          |      | 89.9   |               |            | 87.8   |           |     |     |     |                              |  |
|                 |           |            |                  |         |                        |           |                   |            |                              |          |                          |      | 86.2   |               |            | 86.2   |           |     |     |     |                              |  |
|                 |           |            |                  |         |                        |           |                   |            |                              |          |                          |      | 87.2   |               |            | 87.2   |           |     |     |     |                              |  |
|                 |           |            |                  |         |                        |           |                   |            |                              |          |                          |      | 86.4   |               |            | 86.4   |           |     |     |     |                              |  |
|                 |           |            |                  |         |                        |           |                   |            |                              |          |                          |      | 86.4   |               |            | 86.4   |           |     |     |     |                              |  |
|                 |           |            |                  |         |                        |           |                   |            |                              |          |                          |      | 89.0   |               |            | 89.0   |           |     |     |     |                              |  |
|                 |           |            |                  |         |                        |           |                   |            |                              |          |                          |      | 14.2   |               |            | 14.2   |           |     |     |     |                              |  |



# Ft. Wayne, IN Market Overview

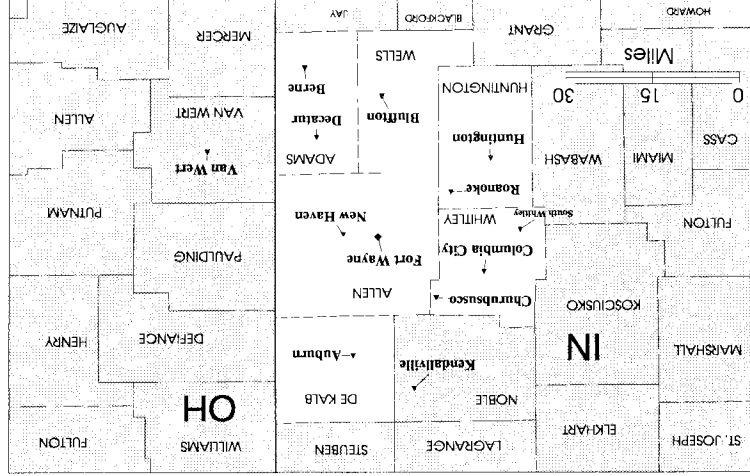
Metro Rank: 101  
Revenue Rank: 84

Market Radio Financials and ratios  
(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES | REVENUE/RETAIL SALES |             |             |              |          |
|--------------------------|----------------------|-------------|-------------|--------------|----------|
|                          | 1993                 | 1994        | 1995        | 1996         | 1997     |
| \$13,800                 | \$15,800             | \$16,200    | \$16,600    | \$18,200     | \$19,600 |
| Δ 98 - 99                | 9.7%                 | \$21,500    | \$23,200    | \$24,400     | \$27,400 |
| Δ 99 - 03                | 6.2%                 | \$29,100    | \$40,550    | \$49,931,000 | \$55,310 |
| Revenue/Capita           | \$3,581,000          | \$4,201,000 | \$4,201,000 | \$4,931,000  | \$55,310 |
| Revenue/Retail Sales     | \$29.10              | \$40.55     | \$49.93     | \$55.31      |          |

Demographic and Economic Overview  
(000's, except Retail Sales and EBI in 000,000's)

| Growth Rate    | 1998    |         |         | 2003     |          |          |
|----------------|---------|---------|---------|----------|----------|----------|
|                | Rate    | 1998    | 1998    | Rate     | 2003     | 2003     |
| MSA Population | 474.3   | 483.4   | 483.4   | 495.4    | 495.4    | 495.4    |
| Households     | 176.3   | 182.9   | 182.9   | 181.7    | 181.7    | 181.7    |
| Retail Sales   | 3,859.4 | 4,666.7 | 4,666.7 | 5,560.6  | 5,560.6  | 5,560.6  |
| EBI            | 7,268.7 | 8,355.1 | 8,355.1 | 10,544.9 | 10,544.9 | 10,544.9 |
| Growth Rate    | 1993    | 1998    | 1998    | 2003     | 2003     | 2003     |
|                | 0.4%    | 0.7%    | 0.7%    | 0.9%     | 0.9%     | 0.5%     |
|                | 0.4%    | 0.7%    | 0.7%    | 0.9%     | 0.9%     | 0.5%     |
|                | 3.9%    | 3.9%    | 3.9%    | 3.6%     | 3.6%     | 4.8%     |



Metro Counties / Population (000)

|                |              |
|----------------|--------------|
| Adams, IN      | 33.2         |
| Allen, IN      | 315.7        |
| De Kalb, IN    | 39.6         |
| Huntington, IN | 37.3         |
| Wells, IN      | 26.9         |
| Whitley, IN    | 30.7         |
| <b>Total</b>   | <b>483.4</b> |

| Demographic Breakdown |       | Market Summary |         |         |         |         |         |         |           |             |       |            |            |                  |               |          |
|-----------------------|-------|----------------|---------|---------|---------|---------|---------|---------|-----------|-------------|-------|------------|------------|------------------|---------------|----------|
| Category              | Value | Under 12       | 12 - 17 | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 54 | Over 55 | Men (000) | Women (000) | Total | Percentage | Per Capita | Median Household | Avg Household | Hispanic |
| White                 | 91.2% | 43.2           | 41.2    | 22.1    | 20.2    | 33.1    | 39.6    | 32.8    | 235.7     | 247.7       | 483.4 | 100.0%     | \$17,284   | \$38,396         | \$45,681      | 2.5%     |
| Black                 | 7.5%  | 23.2           | 22.1    | 20.2    | 33.1    | 39.6    | 32.8    | 44.5    | 43.2      | 41.2        | 84.5  | 17.5%      |            |                  |               |          |
| Asian                 | 1.0%  | 20.6           | 20.2    | 20.2    | 33.1    | 39.6    | 32.8    | 44.5    | 20.6      | 20.2        | 40.9  | 8.5%       |            |                  |               |          |
| Hispanic              | 2.5%  | 33.4           | 33.1    | 33.1    | 33.1    | 39.6    | 32.8    | 44.5    | 33.4      | 33.1        | 66.5  | 13.8%      |            |                  |               |          |
| Other                 |       | 39.3           | 39.6    | 39.6    | 39.6    | 39.6    | 32.8    | 44.5    | 39.3      | 39.6        | 79.0  | 16.3%      |            |                  |               |          |
| Total                 |       | 235.7          | 247.7   | 247.7   | 247.7   | 247.7   | 247.7   | 247.7   | 235.7     | 247.7       | 483.4 | 100.0%     |            |                  |               |          |

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 11      | 6       | 13      | 13         | 17      | 7       | 24    |
| Tot 12+    | 34.7    | 37.7    | 72.1    | 72.1       | 72.4    | 9.9     | 82.3  |
| Avg 12+    | 3.2     | 6.3     | 5.5     | 5.5        | 4.3     | 1.4     | 3.4   |
| Tot LCS    | 42.2    | 45.8    | 87.6    | 87.6       | 88.0    | 12.0    | 100.0 |
| Avg LCS    | 3.8     | 7.6     | 6.7     | 6.7        | 5.2     | 1.7     | 4.2   |

# Competitive Overview

Some stations also rated in Lima.

## FM Stations

| City of License    | FCC Class | Power (kW) | HAAT | C Owner | Year Date            | Std Acq'd | Price (000) | A Format | Revenue (000)/ | Power Ratio | Avg 99 Local | 1999 Fall | 1999 Spring | 1998 Fall | 1998 Spring | 1997 Fall | 1997 Spring | 1996 Fall | 1996 Spring |      |      |
|--------------------|-----------|------------|------|---------|----------------------|-----------|-------------|----------|----------------|-------------|--------------|-----------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|------|------|
| WFWI Ft. Wayne     | A         | 92.3       | 2.7  | 482 e   | Federated Media      | 93        | 9702        | 4,350    | 1              | Cisc Rock   | 2,100        | 1.36      | 7.4         | 6.6       | 6.2         | 6.4       | 5.6         | 6.9       | 7.0         | 7.6  | 8.5  |
| WZBD Berne         | A         | 92.7       | 4.1  | 394     | Weaver, Robert       | 93        |             |          |                | AC          | 0.2          | 0.3       | 0.3         | 0.0       | 0.3         | 1.0       | 0.0         | 0.0       | 0.3         | 0.0  | 0.0  |
| WBTV Kendallville  | B         | 93.3       | 50.0 | 492     | 62nd Street Bcstg    | 55        | 9702        | 6,800    |                | Country     | 1,300        | 0.97      | 6.4         | 5.0       | 4.9         | 4.9       | 5.8         | 5.5       | 6.0         | 6.7  | 6.7  |
| WYSR Roanoke       | A         | 94.1       | 3.0  | 328     | d Kovas Comm         | 91        | 9305        | 100      |                | Oldies      | 350          | 0.76      | 2.2         | 2.5       | 2.2         | 2.7       | 2.9         | 0.8       | 2.1         | 2.3  | 10.7 |
| WAJI Ft. Wayne     | B         | 95.1       | 39.0 | 679     | b Sarkes Tarzian Inc | 59        |             |          |                | AC          | 2,900        | 1.48      | 9.4         | 7.9       | 7.0         | 7.9       | 9.2         | 9.0       | 9.4         | 10.7 | 10.7 |
| WEJE Churubusco    | B1        | 96.3       | 6.7  | 554     | d Kovas Comm         | 94        | 9311        | 259      | cp             | Alternative | 500          | 0.49      | 4.9         | 3.1       | 3.3         | 3.9       | 4.6         | 3.8       | 4.5         | 5.0  | 5.0  |
| WMEE Ft. Wayne     | B         | 97.3       | 26.0 | 689     | e Federated Media    | 65        |             |          |                | 1           | Hot AC       | 1,900     | 1.15        | 7.9       | 6.3         | 7.0       | 6.9         | 7.8       | 6.6         | 4.2  | 4.7  |
| WBVR Van Wert      | B         | 98.9       | 50.0 | 453     | e Federated Media    | 62        | 9610        | 5,800    | e              | 1           | Cisc Rock    | 5,800     | 1.26        | 8.7       | 5.9         | 8.2       | 6.6         | 6.4       | 6.3         | 5.1  | 6.9  |
| WNJV Bluffton      | A         | 100.1      | 5.2  | 351     | a Wells County Radio | 63        | 9312        |          |                | st          | AC           | 0.3       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.3         | 0.0  | 0.0  |
| WLZQ South Whitley | A         | 101.1      | 6.0  | 328     | Larke Comm Inc       | 92        |             |          |                | AC          | 0.2          | 0.2       | 0.0         | 0.0       | 0.3         | 0.5       | 0.0         | 0.0       | 0.0         | 0.0  | 0.0  |
| WLDE Ft. Wayne     | A         | 101.7      | 3.0  | 328     | b Sarkes Tarzian Inc | 70        | 9304        | 1,500    |                | Oldies      | 1,850        | 1.09      | 8.1         | 6.8       | 7.0         | 6.8       | 7.8         | 5.4       | 5.3         | 5.5  | 6.4  |
| WCKZ Auburn        | A         | 102.3      | 6.0  | 315     | d Kovas Comm         | 67        | 9505        | 300      | cl             | CHR/Rhythmc | 1.9          | 2.4       | 3.0         | 0.2       | 0.2         | 0.5       | 0.8         | 0.8       | 0.0         | 0.0  | 0.0  |
| WEXI Huntington    | A         | 102.9      | 3.0  | 299     | c Taylor Bcst Group  | 65        | 9507        | 300      |                | 2           | Cisc Rock    | 0.2       | 0.0         | 0.0       | 0.3         | 0.0       | 0.2         | 0.2       | 0.2         | 0.0  | 0.0  |
| WXKE Ft. Wayne     | A         | 103.9      | 3.0  | 328     | c Taylor Bcst Group  | 76        | 8212        | 1,000    |                | 2           | Rock         | 1.54      | 900         | 2.1       | 3.2         | 1.6       | 2.4         | 2.7       | 3.6         | 4.4  | 2.8  |
| WQHK Decatur       | B1        | 105.1      | 13.5 | 449     | JAM                  | 66        | 9309        |          |                | 1           | Country      | 1.13      | 3,200       | 13.6      | 9.5         | 9.7       | 10.5        | 10.8      | 12.3        | 11.7 | 9.7  |
| WSHI Columbia City | A         | 106.3      | 2.0  | 407     | SBS Inc              | 68        | 9705        |          | na             | Adlt Shndrd | 0.19         | 7.4       | 9.1         | 6.2       | 6.3         | 5.1       | 3.4         | 1.3       | 1.1         | 3.3  | 3.3  |
| WJFX New Haven     | A         | 107.9      | 3.2  | 453     | Ft. Wayne Radio      | 90        | 9901        | 1,300    |                | CHR/Rhythmc | 1.15         | 5.8       | 4.9         | 5.7       | 4.2         | 2.7       | 4.4         | 5.0       | 5.8         | 3.2  | 3.2  |

ARB 12+ Metro Shares (see rights)

| 1999 Est | Revenue (000)/ | Power Ratio | Avg 99 Local | 1999 Fall | 1999 Spring | 1998 Fall | 1998 Spring | 1997 Fall | 1997 Spring | 1996 Fall | 1996 Spring |
|----------|----------------|-------------|--------------|-----------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
| 87.4     | 87.4           | 72.4        | 72.4         | 74.7      | 73.8        | 68.0      | 68.0        | 71.5      | 66.3        | 68.9      | 70.2        |

## AM Stations

| City of License | FCC Class | Power (kW) | Day  | Night | C Owner              | Year Date | Std Acq'd | Price (000) | A Format | Revenue (000)/ | Power Ratio | Avg 99 Local | 1999 Fall | 1999 Spring | 1998 Fall | 1998 Spring | 1997 Fall | 1997 Spring | 1996 Fall | 1996 Spring |     |
|-----------------|-----------|------------|------|-------|----------------------|-----------|-----------|-------------|----------|----------------|-------------|--------------|-----------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|-----|
| WFCV Ft. Wayne  | B         | 1090       | 1.0  | 0.00  | Bott Radio Network   | 68        | 8005      | 240         |          | Relgn/Talk     | 0.6         | 1.0          | 0.5       | 0.5         | 0.5       | 0.5         | 1.0       | 1.2         | 1.5       | 0.8         | 0.8 |
| WOWO Ft. Wayne  | B         | 1190       | 50.0 | cp    | e Federated Media    | 25        | 9506      | 1,600       |          | 1              | Nws/TK/Spt  | 0.82         | 9.3       | 6.8         | 7.5       | 8.3         | 7.6       | 6.6         | 5.6       | 5.5         | 5.2 |
| WGL Ft. Wayne   | B         | 1250       | 2.3  | 1.00  | d Kovas Comm         | 24        | 8109      | 425         |          | Sports         | 2.2         | 1.5          | 1.5       | 1.5         | 2.3       | 2.4         | 1.5       | 3.6         | 3.2       | 2.0         | 2.0 |
| WONO Ft. Wayne  | B         | 1380       | 5.0  | 5.00  | e Federated Media    | 47        |           |             |          | 1              | Sports      | 0.4          | 0.6       | 0.3         | 0.3       | 0.3         | 4.1       | 4.8         | 3.7       | 4.7         | 4.7 |
| WLVV Ft. Wayne  | C         | 1450       | 1.0  | 1.00  | Midwest Bcstg Corp   | 48        | 9412      | 90          |          | Gospel         | 0.2         | 0.0          | 0.0       | 0.0         | 0.3       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 |
| WADM Decatur    | B         | 1540       | 0.3  | 0.00  | a Wells County Radio | 64        | 9409      | 28          |          | AC             | 0.0         | 0.0          | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 |
| WGLL Auburn     | B         | 1570       | 0.5  | 0.15  | d Kovas Comm         | 68        | 9505      |             |          | cl             | Talk        | 0.0          | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 |

AM & FM Stations Profiled - # AM Stations - 7 # Combos - 5 # Duopolies - 7 Total Local Commercial Share

| 1999 Est | Revenue (000)/ | Power Ratio | Avg 99 Local | 1999 Fall | 1999 Spring | 1998 Fall | 1998 Spring | 1997 Fall | 1997 Spring | 1996 Fall | 1996 Spring |
|----------|----------------|-------------|--------------|-----------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
| 12.7     | 12.7           | 9.9         | 9.9          | 9.8       | 84.5        | 85.5      | 81.5        | 84.7      | 81.5        | 82.8      | 82.9        |

• Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

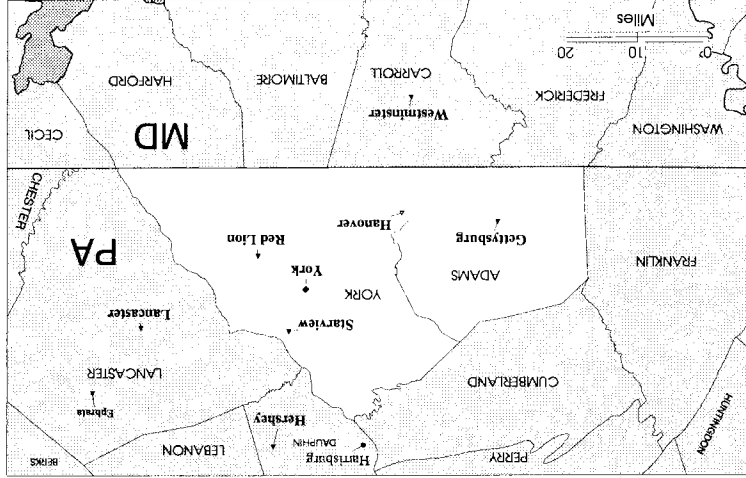


# Competitive Overview

Some stations also rated in markets 44, 112, 180 and 189.

| City of |           | FCC Class | Freq  | Power (kW) | HAAT C | Owner              | Year Acqd | Price (000) | M | A Format   | 1999 Est Revenue (000)/ | Power | Ratio | ARB 12+ Metro Shares (see rights) |                 |       |        |      |            |        |      |      |           |      |                                   |        |      |  |  |
|---------|-----------|-----------|-------|------------|--------|--------------------|-----------|-------------|---|------------|-------------------------|-------|-------|-----------------------------------|-----------------|-------|--------|------|------------|--------|------|------|-----------|------|-----------------------------------|--------|------|--|--|
| License | City of   | FCC Class | Freq  | Power (kW) | HAAT C | Owner              | Year Acqd | Price (000) | M | A Format   | 1999 Est Revenue (000)/ | Power | Ratio | Local                             | Comm            | 1999  | Spring | Fall | 1998       | Spring | Fall | 1997 | Spring    | Fall | 1996                              | Spring |      |  |  |
| WVYZ    | Waterbury | B         | 92.5  | 17.0       | 879    | b AMFM Inc         | 61        | 9910        | p | Country    | na                      | 16.7  | 6.5   | 5.6                               | 5.9             | 5.4   | 5.4    | 5.4  | 5.9        | 5.4    | 5.4  | 5.8  | 5.8       | 6.8  | 3.8                               |        |      |  |  |
| WYBC    | New Haven | A         | 94.3  | 1.8        | 325    | c Yale Bcstg Co    | 59        |             |   | Urban AC   | 1,800                   | 0.53  | 18.9  | 6.6                               | 6.1             | 6.9   | 6.3    | 5.3  | 6.3        | 5.4    | 5.4  | 6.1  | 5.4       | 6.1  | 4.6                               |        |      |  |  |
| WPLR    | New Haven | B         | 99.1  | 15.0       | 906    | Cox Radio Inc      | 44        | 9908        | p | AOR        | 8,300                   | 2.12  | 21.6  | 5.0                               | 7.1             | 7.8   | 8.0    | 5.4  | 7.8        | 8.0    | 5.4  | 7.8  | 7.3       | 8.7  |                                   |        |      |  |  |
| WKCI    | Hamden    | B         | 101.3 | 15.0       | 876    | a Clear Channel    | 69        | 9205        |   | CHR/AC     | 4,100                   | 1.24  | 18.2  | 5.8                               | 6.5             | 6.0   | 8.5    | 6.9  | 6.0        | 8.5    | 6.9  | 7.3  | 5.1       | 8.4  |                                   |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | # FM Stations - |       | 4      |      | # Combos - |        | 2    |      | FM TOTALS |      |                                   |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | Avg 99          | 75.4  | 23.9   | 25.3 | 26.6       | 28.2   | 23.0 | 26.3 | 25.3      | 25.5 | ARB 12+ Metro Shares (see rights) |        |      |  |  |
| City of |           | FCC Class | Freq  | Power (kW) | HAAT C | Owner              | Year Acqd | Price (000) | M | A Format   | 1999 Est Revenue (000)/ | Power | Ratio | ARB 12+ Metro Shares (see rights) |                 |       |        |      |            |        |      |      |           |      |                                   |        |      |  |  |
| License | City of   | FCC Class | Freq  | Power (kW) | HAAT C | Owner              | Year Acqd | Price (000) | M | A Format   | 1999 Est Revenue (000)/ | Power | Ratio | Local                             | Comm            | 1999  | Spring | Fall | 1998       | Spring | Fall | 1997 | Spring    | Fall | 1996                              | Spring |      |  |  |
| WVAVZ   | Hamden    | B         | 1220  | 1.0        | 0.00   | Quinnipiac College | 60        | 9608        |   | Nostalgia  | 300                     | 0.29  | 5.8   | 3.1                               | 1.8             | 2.2   | 2.4    | 1.6  | 0.7        | 0.0    | 0.0  | 0.7  | 0.0       | 0.6  |                                   |        |      |  |  |
| WQUN    | Hamden    | B         | 1300  | 1.0        | 1.00   | a Clear Channel    | 47        | 9212        |   | Nostalgia  | 1,100                   | 0.87  | 7.0   | 1.4                               | 1.8             | 2.4   | 2.2    | 3.3  | 4.4        | 3.3    | 3.3  | 4.4  | 3.3       | 3.3  |                                   |        |      |  |  |
| WVBC    | New Haven | C         | 1340  | 1.0        | 1.00   | c Yale Bcstg Co    | 44        | 9808        |   | Urban AC   | 150                     |       | 0.5   | 0.0                               | 0.3             | 0.0   | 1.4    | 2.4  | 2.0        | 2.0    | 2.0  | 2.8  | 3.6       |      |                                   |        |      |  |  |
| WMMW    | Meriden   | B         | 1470  | 2.5        | 2.50   | Buckley Bcstg Corp | 47        | 9811        |   | Adlt Sindr | 50                      |       | 24.6  | 9.6                               | 7.6             | 9.4   | 10.1   | 11.6 | 11.8       | 13.2   | 14.3 | 14.3 | 0.5       |      |                                   |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | # AM Stations - |       | 5      |      | # Combos - |        | 3    |      | AM TOTALS |      |                                   |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | Avg 99          | 24.6  | 9.6    | 7.6  | 9.4        | 10.1   | 11.6 | 11.8 | 13.2      | 14.3 | Total Local Commercial Share      |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | 1999 Est        | 1,500 | 0.73   | 11.3 | 5.1        | 3.7    | 4.1  | 3.9  | 5.4       | 5.7  | 6.3                               | 6.3    | 39.8 |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | Local           | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | Comm            | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | 1999            | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | Spring          | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | Fall            | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | 1999            | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | Spring          | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | Fall            | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | 1999            | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | Spring          | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | Fall            | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | 1999            | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | Spring          | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | Fall            | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | 1999            | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | Spring          | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | Fall            | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | 1999            | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | Spring          | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | Fall            | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | 1999            | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | Spring          | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | Fall            | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | 1999            | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | Spring          | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | Fall            | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | 1999            | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | Spring          | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | Fall            | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | 1999            | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | Spring          | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | Fall            | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | 1999            | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | Spring          | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | Fall            | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | 1999            | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | Spring          | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | Fall            | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | 1999            | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | Spring          | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | Fall            | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | 1999            | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | Spring          | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | Fall            | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | 1999            | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | Spring          | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | Fall            | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | 1999            | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | Spring          | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | Fall            | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | 1999            | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | Spring          | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | Fall            | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | 1999            | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | Spring          | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | Fall            | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | 1999            | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | Spring          | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | Fall            | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | 1999            | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | Spring          | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | Fall            | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | 1999            | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | Spring          | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | Fall            | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | 1999            | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | Spring          | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | Fall            | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | 1999            | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | Spring          | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | Fall            | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | 1999            | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | Spring          | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | Fall            | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | 1999            | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | Spring          | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | Fall            | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.8                              |        |      |  |  |
|         |           |           |       |            |        |                    |           |             |   |            |                         |       |       |                                   | 1999            | 11.3  | 5.1    | 3.7  | 4.1        | 3.9    | 5.4  | 5.7  | 6.3       | 6.3  | 39.                               |        |      |  |  |

Metro Rank: 103  
Revenue Rank: 104



Metro Counties / Population (000)

|              |              |
|--------------|--------------|
| Adams, PA    | 87.3         |
| York, PA     | 376.9        |
| <b>Total</b> | <b>464.2</b> |

# York, PA Market Overview



Market Radio Financials (all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES | 1993        |             | 1994        |             | 1995        |             | 1996        |             | 1997        |             | 1998        |             | Est. Breakout |
|--------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------------|
|                          | 1993        | 1994        | 1994        | 1995        | 1995        | 1996        | 1996        | 1997        | 1997        | 1998        | 1998        |             |               |
| Revenue/Retail Sales     | \$12,800    | \$13,500    | \$14,500    | \$14,900    | \$15,200    | \$16,200    | \$16,200    | \$16,200    | \$16,200    | \$16,200    | \$16,200    | \$16,200    | 85%           |
| Revenue/Capita           | \$3,611,000 | \$3,621,000 | \$3,621,000 | \$3,621,000 | \$3,621,000 | \$3,621,000 | \$3,621,000 | \$3,621,000 | \$3,621,000 | \$3,621,000 | \$3,621,000 | \$3,621,000 | 15%           |
|                          | Δ 98 - 99   | 13.6%       | Δ 99 - 00   | 13.6%       | Δ 99 - 03   | 5.7%        | Δ 99 - 03   | 5.7%        | Δ 99 - 03   | 5.7%        | Δ 99 - 03   | 5.7%        |               |

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

| Growth Rate    | 1998    |         | 1998 |         | 1998 |         | 2003 |         |
|----------------|---------|---------|------|---------|------|---------|------|---------|
|                | Rate    | 1998    | Rate | 1998    | Rate | 1998    | Rate | 2003    |
| MSA Population | 438.6   | 464.2   | 1.1% | 464.2   | 0.9% | 485.2   | 0.9% | 485.2   |
| Households     | 164.6   | 175.7   | 1.3% | 175.7   | 1.2% | 186.2   | 1.2% | 186.2   |
| Retail Sales   | 3,550.5 | 4,474.7 | 4.7% | 4,474.7 | 2.8% | 5,147.1 | 2.8% | 5,147.1 |
| EBI            | 7,272.4 | 7,921.4 | 1.7% | 7,921.4 | 4.2% | 9,718.9 | 4.2% | 9,718.9 |

Demographic Breakdown

| Men (000)          | 1998      |           | 1998  |      | 1998  |       | 2003     |           |
|--------------------|-----------|-----------|-------|------|-------|-------|----------|-----------|
|                    | Rate      | 1998      | Rate  | 1998 | Rate  | 1998  | Rate     | 2003      |
| Total              | 228.1     | 36.1      | 18.6  | 20.2 | 31.6  | 39.1  | 33.7     | 48.8      |
| Women (000)        | 236.1     | 33.8      | 18.1  | 20.2 | 31.1  | 39.0  | 33.8     | 59.9      |
| Percentage         | 100.0%    | 15.1%     | 7.9%  | 8.7% | 13.5% | 16.8% | 14.5%    | 23.4%     |
| Per Capita         | \$ 17,065 | \$ 38,565 |       |      |       |       |          | \$ 45,085 |
| Ethnic Population: | White     | 95.4%     | Black | 3.5% | Asian | 0.9%  | Hispanic | 2.2%      |

Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 1       | 9       | 7       | 10         | 10      | 6       | 16    |
| Tot 12+    | 1.9     | 48.8    | 41.6    | 50.7       | 50.7    | 6.4     | 57.1  |
| Avg 12+    | 1.9     | 5.4     | 5.9     | 5.1        | 5.1     | 1.1     | 3.6   |
| Tot LCS    | 3.3     | 85.5    | 72.9    | 88.8       | 88.8    | 11.2    | 100.0 |
| Avg LCS    | 3.3     | 9.5     | 10.4    | 8.9        | 8.9     | 1.9     | 6.3   |

# Competitive Overview

Some stations also rated in markets 20, 77 and 111.

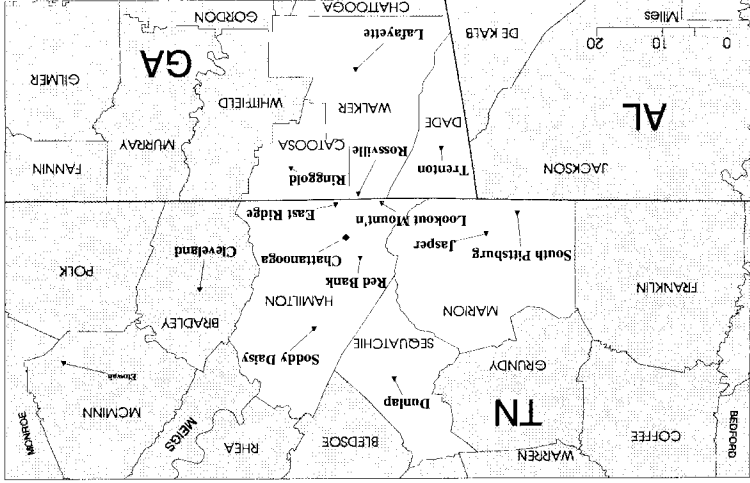
| FM Stations                       |             |            |        |                    |                   |                   |             |                |             |        |            |           |                 |        |
|-----------------------------------|-------------|------------|--------|--------------------|-------------------|-------------------|-------------|----------------|-------------|--------|------------|-----------|-----------------|--------|
| City of License                   | FCC Class   | Power (kW) | HAAT C | Owner              | Year Acq'd        | Sales Price (000) | A Format    | Revenue (000)/ | Power Ratio | Local  | Fall       | Summer    | Spring          | Winter |
| Calls                             |             |            |        |                    | Std Acq'd         | M                 |             | (000)/         |             | Comm   | 1999       | 1999      | 1999            | 1998   |
| ARB 12+ Metro Shares (see rights) |             |            |        |                    |                   |                   |             |                |             |        |            |           |                 |        |
| WEGK                              | Starlew     | 1.4        | A      | Hall               | 71                | 3,200             | Cisc Rock   | 875            | 1.02        | 4.8    | 1.9        | 2.7       | 3.4             | 2.4    |
| WSOX                              | Red Lion    | 13.5 cp    | B      | Moffitt, Thomas H, | 60                | 9305              | Oldies      | 3,000          | 1.22        | 13.7   | 6.1        | 8.5       | 8.4             | 7.9    |
| WYCR                              | Hanover     | 10.5       | B      | 929 b              | 62                |                   | CHR         | 1,700          | 0.71        | 13.4   | 8.3        | 7.2       | 7.9             | 8.4    |
| WZBA                              | Westminster | 16.0       | B      | 860                | 59                | 8104              | Rock AC     | n/a            |             | 1.2    | 0.5        | 0.8       | 0.9             | 0.7    |
| WROZ                              | Lancaster   | 6.7        | B      | 1309               | 44                |                   | Soft Rock   | 5.8            | 3.2         | 3.7    | 3.6        | 2.8       | 3.8             | 5.1    |
| WARM                              | York        | 6.4        | B      | 1306 c             | 62                |                   | AC          | 5,600          | 2.09        | 15.0   | 7.9        | 7.8       | 9.0             | 10.4   |
| WIOV                              | Ephrata     | 11.0 cp    | B      | 1017               | 62                | 8501              | Country     | n/a            |             | 1.6    | 1.0        | 0.7       | 1.5             | 0.9    |
| WQXA                              | York        | 25.0       | B      | 705 a              | 48                | 9707              | Alternative | n/a            | 0.88        | 10.6   | 6.5        | 7.0       | 6.6             | 6.0    |
| WRKZ                              | Hershey     | 14.0       | B      | 929 a              | 64                | 9707              | Country     | n/a            |             | 9.1    | 5.4        | 4.0       | 5.8             | 6.2    |
| WGTY                              | Gettysburg  | 16.0       | B      | 850 d              | 62                |                   | Country     | 2,800          | 1.22        | 12.8   | 9.9        | 7.2       | 8.1             | 6.9    |
| # FM Stations - 10                |             |            |        |                    |                   |                   |             |                |             |        |            |           |                 |        |
| # Combos - 5                      |             |            |        |                    |                   |                   |             |                |             |        |            |           |                 |        |
| FM TOTALS                         |             |            |        |                    |                   |                   |             |                |             |        |            |           |                 |        |
| ARB 12+ Metro Shares (see rights) |             |            |        |                    |                   |                   |             |                |             |        |            |           |                 |        |
| Avg '99                           |             |            |        |                    |                   |                   |             |                |             |        |            |           |                 |        |
| Local                             | Fall        | Summer     | Spring | Winter             | 1999              | 1999              | 1999        | 1999           | 1998        | 1998   | 1998       | 1998      | 1998            | 1998   |
| Comm                              | 1999        | 1999       | 1999   | 1999               | 1999              | 1999              | 1999        | 1999           | 1998        | 1998   | 1998       | 1998      | 1998            | 1998   |
| Power                             | Ratio       | Revenue    | (000)/ | A Format           | Sales Price (000) | M                 | Year Acq'd  | Std Acq'd      | Owner       | HAAT C | Power (kW) | FCC Class | City of License | Calls  |
| 1999 Est                          | 1999        | 1999       | 1999   | 1999               | 1999              | 1999              | 1999        | 1999           | 1999        | 1999   | 1999       | 1999      | 1999            | 1999   |
| 88.0                              | 50.7        | 49.6       | 54.4   | 51.1               | 54.8              | 50.6              | 50.3        | 49.3           |             |        |            |           |                 |        |
| AM Stations                       |             |            |        |                    |                   |                   |             |                |             |        |            |           |                 |        |
| City of License                   | FCC Class   | Power (kW) | Day    | Owner              | Year Acq'd        | Sales Price (000) | A Format    | Revenue (000)/ | Power Ratio | Local  | Fall       | Summer    | Spring          | Winter |
| Calls                             |             |            | Night  | C                  | Std Acq'd         | M                 |             | (000)/         |             | Comm   | 1999       | 1999      | 1999            | 1998   |
| ARB 12+ Metro Shares (see rights) |             |            |        |                    |                   |                   |             |                |             |        |            |           |                 |        |
| Avg '99                           |             |            |        |                    |                   |                   |             |                |             |        |            |           |                 |        |
| Local                             | Fall        | Summer     | Spring | Winter             | 1999              | 1999              | 1999        | 1999           | 1998        | 1998   | 1998       | 1998      | 1998            | 1998   |
| Comm                              | 1999        | 1999       | 1999   | 1999               | 1999              | 1999              | 1999        | 1999           | 1998        | 1998   | 1998       | 1998      | 1998            | 1998   |
| Power                             | Ratio       | Revenue    | (000)/ | A Format           | Sales Price (000) | M                 | Year Acq'd  | Std Acq'd      | Owner       | HAAT C | Power (kW) | FCC Class | City of License | Calls  |
| 1999 Est                          | 1999        | 1999       | 1999   | 1999               | 1999              | 1999              | 1999        | 1999           | 1999        | 1999   | 1999       | 1999      | 1999            | 1999   |
| 88.0                              | 50.7        | 49.6       | 54.4   | 51.1               | 54.8              | 50.6              | 50.3        | 49.3           |             |        |            |           |                 |        |
| AM & FM Stations Profiled - 16    |             |            |        |                    |                   |                   |             |                |             |        |            |           |                 |        |
| # Duopolies - 2                   |             |            |        |                    |                   |                   |             |                |             |        |            |           |                 |        |
| # Combos - 3                      |             |            |        |                    |                   |                   |             |                |             |        |            |           |                 |        |
| AM TOTALS                         |             |            |        |                    |                   |                   |             |                |             |        |            |           |                 |        |
| Total Local Commercial Share      |             |            |        |                    |                   |                   |             |                |             |        |            |           |                 |        |
| Avg '99                           |             |            |        |                    |                   |                   |             |                |             |        |            |           |                 |        |
| Local                             | Fall        | Summer     | Spring | Winter             | 1999              | 1999              | 1999        | 1999           | 1998        | 1998   | 1998       | 1998      | 1998            | 1998   |
| Comm                              | 1999        | 1999       | 1999   | 1999               | 1999              | 1999              | 1999        | 1999           | 1998        | 1998   | 1998       | 1998      | 1998            | 1998   |
| Power                             | Ratio       | Revenue    | (000)/ | A Format           | Sales Price (000) | M                 | Year Acq'd  | Std Acq'd      | Owner       | HAAT C | Power (kW) | FCC Class | City of License | Calls  |
| 1999 Est                          | 1999        | 1999       | 1999   | 1999               | 1999              | 1999              | 1999        | 1999           | 1999        | 1999   | 1999       | 1999      | 1999            | 1999   |
| 12.1                              | 6.4         | 6.9        | 5.6    | 7.9                | 8.4               | 9.8               | 9.7         | 10.2           |             |        |            |           |                 |        |
| AM & FM Stations Profiled - 16    |             |            |        |                    |                   |                   |             |                |             |        |            |           |                 |        |
| # Duopolies - 2                   |             |            |        |                    |                   |                   |             |                |             |        |            |           |                 |        |
| # Combos - 3                      |             |            |        |                    |                   |                   |             |                |             |        |            |           |                 |        |
| AM TOTALS                         |             |            |        |                    |                   |                   |             |                |             |        |            |           |                 |        |
| Total Local Commercial Share      |             |            |        |                    |                   |                   |             |                |             |        |            |           |                 |        |
| Avg '99                           |             |            |        |                    |                   |                   |             |                |             |        |            |           |                 |        |
| Local                             | Fall        | Summer     | Spring | Winter             | 1999              | 1999              | 1999        | 1999           | 1998        | 1998   | 1998       | 1998      | 1998            | 1998   |
| Comm                              | 1999        | 1999       | 1999   | 1999               | 1999              | 1999              | 1999        | 1999           | 1998        | 1998   | 1998       | 1998      | 1998            | 1998   |
| Power                             | Ratio       | Revenue    | (000)/ | A Format           | Sales Price (000) | M                 | Year Acq'd  | Std Acq'd      | Owner       | HAAT C | Power (kW) | FCC Class | City of License | Calls  |
| 1999 Est                          | 1999        | 1999       | 1999   | 1999               | 1999              | 1999              | 1999        | 1999           | 1999        | 1999   | 1999       | 1999      | 1999            | 1999   |
| 12.1                              | 6.4         | 6.9        | 5.6    | 7.9                | 8.4               | 9.8               | 9.7         | 10.2           |             |        |            |           |                 |        |

1/ See introduction section for interpretation of revenue estimates.

• Indicates a change since last edition



Metro Rank: 104  
Revenue Rank: 81



**Metro Counties / Population (000)**

|                |              |
|----------------|--------------|
| Hamilton, TN   | 294.8        |
| Marion, TN     | 26.9         |
| Sequatchie, TN | 10.5         |
| Catoosa, GA    | 51.1         |
| Dade, GA       | 15.5         |
| Walker, GA     | 63.6         |
| <b>Total</b>   | <b>462.4</b> |

# Chatanooga, TN Market Overview



Market Radio Financials (all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES *** | Revenue/Retail Sales |             | Revenue/Capita |             |
|------------------------------|----------------------|-------------|----------------|-------------|
|                              | 1993                 | 1994        | 1995           | 1996        |
| Δ 98 - 99                    | \$14,700             | \$16,600    | \$17,500       | \$19,300    |
|                              | \$22,600             | \$24,600    | \$26,600       | \$28,700    |
|                              | \$3,831,000          | \$4,171,000 | \$4,471,000    | \$4,471,000 |
|                              | \$32.86              | \$47.15     | \$64.15        |             |
| Δ 99 - 03                    | 3.7%                 |             |                |             |
|                              | \$21,800             | \$21,800    | \$21,800       | \$21,800    |
|                              | \$30,400             | \$30,400    | \$30,400       | \$30,400    |
|                              | 8.2%                 |             |                |             |
|                              | 7.7%                 |             |                |             |
|                              | 87%                  |             |                |             |
|                              | 13%                  |             |                |             |

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

| Growth Rate | MSA Population |         | Households |         | Retail Sales |         | EBI  |         |
|-------------|----------------|---------|------------|---------|--------------|---------|------|---------|
|             | 1993           | 1998    | 1993       | 1998    | 1993         | 1998    | 1993 | 1998    |
| 0.5%        | 473.9          | 462.4   | 0.7%       | 462.4   | 0.8%         | 180.2   | 0.8% | 180.2   |
| 0.8%        | 187.7          | 180.2   | 0.8%       | 180.2   | 0.8%         | 187.7   | 0.8% | 187.7   |
| 5.4%        | 6,800.2        | 5,224.4 | 6.3%       | 5,224.4 | 6.3%         | 5,224.4 | 6.3% | 5,224.4 |
| 4.9%        | 9,326.8        | 7,329.0 | 3.0%       | 7,329.0 | 3.0%         | 7,329.0 | 3.0% | 7,329.0 |

## Demographic Breakdown

|                    | Total     | Under 12 | 12 - 17 | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 54 | Over 55 |
|--------------------|-----------|----------|---------|---------|---------|---------|---------|---------|
| Men (000)          | 221.5     | 34.5     | 20.8    | 20.3    | 29.1    | 36.8    | 33.8    | 46.3    |
| Women (000)        | 240.9     | 33.1     | 19.5    | 20.4    | 29.9    | 39.0    | 35.6    | 63.4    |
| Total              | 462.4     | 67.6     | 40.3    | 40.7    | 59.0    | 75.8    | 69.4    | 109.7   |
| Percentage         | 100.0%    | 14.6%    | 8.7%    | 8.8%    | 12.7%   | 16.4%   | 15.0%   | 23.7%   |
| Per Capita         | \$ 15,850 |          |         |         |         |         |         |         |
| Median Household   | \$ 31,543 |          |         |         |         |         |         |         |
| Avg Household      | \$ 40,672 |          |         |         |         |         |         |         |
| Ethnic Population: |           |          |         |         |         |         |         |         |
| White              | 84.5%     |          |         |         |         |         |         |         |
| Black              | 14.3%     |          |         |         |         |         |         |         |
| Asian              | 1.0%      |          |         |         |         |         |         |         |
| Hispanic           | 1.0%      |          |         |         |         |         |         |         |

## Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 8       | 7       | 10      | 15         | 15      | 15      | 30    |
| Tot 12+    | 23.8    | 50.7    | 69.1    | 74.5       | 11.0    | 85.5    |       |
| Avg 12+    | 3.0     | 7.2     | 6.9     | 5.0        | 0.7     | 2.9     |       |
| Tot LCS    | 27.8    | 59.3    | 80.8    | 87.1       | 12.9    | 100.0   |       |
| Avg LCS    | 3.5     | 8.5     | 8.1     | 5.8        | 0.9     | 3.3     |       |

# Competitive Overview

| Calls | License         | City of | FCC Class | FCC Freq | Power (kW) | 1999 Est |         |          |                     |                    |          |           |       |      |         |        |        |      |        |        |        |      |
|-------|-----------------|---------|-----------|----------|------------|----------|---------|----------|---------------------|--------------------|----------|-----------|-------|------|---------|--------|--------|------|--------|--------|--------|------|
|       |                 |         |           |          |            | Sales L  | Price M | A Format | Revenue (000)/Ratio | 1999               |          |           |       |      | Avg '99 |        |        |      |        |        |        |      |
|       |                 |         |           |          |            |          |         |          |                     | Year Acqd          | Std Acqd | Year Date | Local | Fall | Summer  | Spring | Winter | Fall | Summer | Spring | Winter |      |
| WDFE  | Chattanooga     | C       | 92.3      | 97.0     | 1181 a     | 64       | 9609    | 7,700    | c3                  | Soft AC            | 2,850    | 1.33      | 9.4   | 8.9  | 7.7     | 8.6    | 8.2    | 7.7  | 7.7    | 8.2    | 7.5    | 7.8  |
| WMPZ  | Ringgold        | A       | 99.7      | 4.9      | 302 d      | 94       | 9612    | 960      |                     | Smooth Jazz        | 375      | 1.17      | 1.4   | 1.6  | 1.0     | 1.8    | 1.2    | 0.7  | 1.3    | 0.7    | 1.3    | 1.6  |
| WJTT  | Fad Bank        | A       | 94.3      | 4.7      | 371 d      | 72       | 9401    |          | al                  | Urban              | 2,000    | 1.14      | 7.7   | 6.6  | 6.5     | 6.4    | 5.9    | 7.7  | 8.7    | 7.6    | 7.3    | 7.3  |
| WALV  | Cleveland       | A       | 95.3      | 3.5      | 436 d      | 80       | 9805    |          | c4                  | AC                 | 550      | 0.5       | 0.5   | 0.5  | 0.7     | 0.3    | 0.3    | 0.5  | 0.3    | 0.5    | 0.3    | 0.5  |
| WDOD  | Chattanooga     | C       | 96.5      | 100.0    | 1079 a     | 60       |         |          |                     | Adult Rock         | 1,525    | 0.93      | 7.2   | 5.5  | 7.5     | 5.3    | 5.3    | 6.6  | 8.1    | 7.3    | 6.7    | 6.7  |
| WLOV  | South Pittsburg | C2      | 97.3      | 16.0     | 856 c      | 90       | 9811    | 3,000    |                     | R&B Oldies         | 300      | 0.32      | 4.1   | 4.1  | 4.7     | 3.6    | 4.6    | 1.2  | 0.7    | 1.2    | 1.2    | 1.6  |
| WKXX  | Signal Mountain | A       | 98.1      | 1.0      | 794 c      | 94       | 9808    | 5,500    | d2                  | CHR                | 475      | 0.37      | 5.7   | 4.5  | 5.8     | 5.6    | 3.8    | 4.5  | 6.7    | 6.0    | 6.0    | 5.2  |
| WUSY  | Cleveland       | C       | 100.7     | 100.0    | 1191 c     | 61       | 9807    |          | g                   | Country            | 6,775    | 1.23      | 24.1  | 19.4 | 21.6    | 18.2   | 24.0   | 18.8 | 17.6   | 18.6   | 17.6   | 21.6 |
| WSGC  | Ringgold        | A       | 101.9     | 1.3      | 702        | 89       |         |          |                     | Battlefield Bcstg. |          |           | 89    |      |         |        |        |      |        |        |        |      |
| WGOW  | Soddy Daisy     | A       | 102.3     | 6.0      | 285 b      | 77       | 0001 p  |          | g4                  | Talk               | 1,050    | 0.85      | 5.4   | 4.7  | 5.3     | 4.3    | 4.1    | 4.9  | 4.0    | 4.3    | 3.6    | 3.6  |
| WBDX  | Trenton         | A       | 102.7     | 0.3      | 1375       | 90       | 9807    | 1,189    |                     | ChrsContemp        | 850      | 2.07      | 1.8   | 2.1  | 1.3     | 1.8    | 1.6    | 1.6  | 1.7    | 2.0    | 2.4    | 2.4  |
| WLLJ  | Etowah          | C2      | 103.1     | 50.0     | 492        | 77       | 9803    | 645      |                     | ChrsContemp        |          |           | 645   |      |         |        |        |      |        |        |        |      |
| WRXR  | Rossville       | A       | 105.7     | 1.6      | 646 c      | 66       | 9808    |          | d2                  | Rock               | 500      | 0.64      | 3.4   | 2.9  | 2.5     | 2.6    | 2.8    | 3.2  | 3.2    | 4.3    | 3.6    | 3.2  |
| WSKZ  | Chattanooga     | C       | 106.5     | 100.0    | 1079 b     | 60       | 0001 p  |          | g4                  | Cisc Rock          | 2,400    | 1.07      | 9.8   | 7.5  | 7.0     | 10.4   | 8.1    | 8.2  | 7.7    | 6.0    | 6.9    | 6.9  |
| WOGT  | East Ridge      | C3      | 107.9     | 2.9      | 968 b      | 90       | 0001 p  |          | g4                  | Oldies             | 1,025    | 0.79      | 5.7   | 5.0  | 4.5     | 6.3    | 4.8    | 3.8  | 4.4    | 5.5    | 5.0    | 5.0  |

ARB 12+ Metro Shares (see rights)

| Calls | License         | City of | FCC Class | FCC Freq | Power (kW) | Day | Night  | Sales L | Price M | A Format           | Revenue (000)/Ratio | 1999 Est |       |      |        |        |        |      |                                   |        |        |      |      |
|-------|-----------------|---------|-----------|----------|------------|-----|--------|---------|---------|--------------------|---------------------|----------|-------|------|--------|--------|--------|------|-----------------------------------|--------|--------|------|------|
|       |                 |         |           |          |            |     |        |         |         |                    |                     | Avg '99  | Local | 1999 |        |        |        |      | ARB 12+ Metro Shares (see rights) |        |        |      |      |
|       |                 |         |           |          |            |     |        |         |         |                    |                     |          |       | Fall | Summer | Spring | Winter | Fall | Summer                            | Spring | Winter | 1999 | 1999 |
| WJAS  | Chattanooga     | C       | 95.5      | 10.0     | 1079 a     | 60  | 9805   | 1,525   | 0.93    | Adult Rock         | 300                 | 0.32     | 4.1   | 4.1  | 4.7    | 3.6    | 4.6    | 1.2  | 0.7                               | 1.2    | 1.2    | 1.6  |      |
| WMPZ  | Ringgold        | A       | 99.7      | 4.9      | 302 d      | 94  | 9612   | 960     |         | Smooth Jazz        | 375                 | 1.17     | 1.4   | 1.6  | 1.0    | 1.8    | 1.2    | 0.7  | 1.3                               | 0.7    | 1.3    | 1.6  |      |
| WJTT  | Fad Bank        | A       | 94.3      | 4.7      | 371 d      | 72  | 9401   |         | al      | Urban              | 2,000               | 1.14     | 7.7   | 6.6  | 6.5    | 6.4    | 5.9    | 7.7  | 8.7                               | 7.6    | 7.3    | 7.3  |      |
| WALV  | Cleveland       | A       | 95.3      | 3.5      | 436 d      | 80  | 9805   |         | c4      | AC                 | 550                 | 0.5      | 0.5   | 0.5  | 0.7    | 0.3    | 0.3    | 0.5  | 0.3                               | 0.5    | 0.3    | 0.5  |      |
| WDOD  | Chattanooga     | C       | 96.5      | 100.0    | 1079 a     | 60  |        |         |         | Adult Rock         | 1,525               | 0.93     | 7.2   | 5.5  | 7.5    | 5.3    | 5.3    | 6.6  | 8.1                               | 7.3    | 6.7    | 6.7  |      |
| WLOV  | South Pittsburg | C2      | 97.3      | 16.0     | 856 c      | 90  | 9811   | 3,000   |         | R&B Oldies         | 300                 | 0.32     | 4.1   | 4.1  | 4.7    | 3.6    | 4.6    | 1.2  | 0.7                               | 1.2    | 1.2    | 1.6  |      |
| WKXX  | Signal Mountain | A       | 98.1      | 1.0      | 794 c      | 94  | 9808   | 5,500   | d2      | CHR                | 475                 | 0.37     | 5.7   | 4.5  | 5.8    | 5.6    | 3.8    | 4.5  | 6.7                               | 6.0    | 6.0    | 5.2  |      |
| WUSY  | Cleveland       | C       | 100.7     | 100.0    | 1191 c     | 61  | 9807   |         | g       | Country            | 6,775               | 1.23     | 24.1  | 19.4 | 21.6   | 18.2   | 24.0   | 18.8 | 17.6                              | 18.6   | 17.6   | 21.6 |      |
| WSGC  | Ringgold        | A       | 101.9     | 1.3      | 702        | 89  |        |         |         | Battlefield Bcstg. |                     |          | 89    |      |        |        |        |      |                                   |        |        |      |      |
| WGOW  | Soddy Daisy     | A       | 102.3     | 6.0      | 285 b      | 77  | 0001 p |         | g4      | Talk               | 1,050               | 0.85     | 5.4   | 4.7  | 5.3    | 4.3    | 4.1    | 4.9  | 4.0                               | 4.3    | 3.6    | 3.6  |      |
| WBDX  | Trenton         | A       | 102.7     | 0.3      | 1375       | 90  | 9807   | 1,189   |         | ChrsContemp        | 850                 | 2.07     | 1.8   | 2.1  | 1.3    | 1.8    | 1.6    | 1.6  | 1.7                               | 2.0    | 2.4    | 2.4  |      |
| WLLJ  | Etowah          | C2      | 103.1     | 50.0     | 492        | 77  | 9803   | 645     |         | ChrsContemp        |                     |          | 645   |      |        |        |        |      |                                   |        |        |      |      |
| WRXR  | Rossville       | A       | 105.7     | 1.6      | 646 c      | 66  | 9808   |         | d2      | Rock               | 500                 | 0.64     | 3.4   | 2.9  | 2.5    | 2.6    | 2.8    | 3.2  | 3.2                               | 4.3    | 3.6    | 3.2  |      |
| WSKZ  | Chattanooga     | C       | 106.5     | 100.0    | 1079 b     | 60  | 0001 p |         | g4      | Cisc Rock          | 2,400               | 1.07     | 9.8   | 7.5  | 7.0    | 10.4   | 8.1    | 8.2  | 7.7                               | 6.0    | 6.9    | 6.9  |      |
| WOGT  | East Ridge      | C3      | 107.9     | 2.9      | 968 b      | 90  | 0001 p |         | g4      | Oldies             | 1,025               | 0.79     | 5.7   | 5.0  | 4.5    | 6.3    | 4.8    | 3.8  | 4.4                               | 5.5    | 5.0    | 5.0  |      |

ARB 12+ Metro Shares (see rights)

| Calls | License         | City of | FCC Class | FCC Freq | Power (kW) | Day | Night  | Sales L | Price M | A Format           | Revenue (000)/Ratio | 1999 Est |       |      |        |        |        |      |                                   |        |        |      |      |
|-------|-----------------|---------|-----------|----------|------------|-----|--------|---------|---------|--------------------|---------------------|----------|-------|------|--------|--------|--------|------|-----------------------------------|--------|--------|------|------|
|       |                 |         |           |          |            |     |        |         |         |                    |                     | Avg '99  | Local | 1999 |        |        |        |      | ARB 12+ Metro Shares (see rights) |        |        |      |      |
|       |                 |         |           |          |            |     |        |         |         |                    |                     |          |       | Fall | Summer | Spring | Winter | Fall | Summer                            | Spring | Winter | 1999 | 1999 |
| WJAS  | Chattanooga     | C       | 95.5      | 10.0     | 1079 a     | 60  | 9805   | 1,525   | 0.93    | Adult Rock         | 300                 | 0.32     | 4.1   | 4.1  | 4.7    | 3.6    | 4.6    | 1.2  | 0.7                               | 1.2    | 1.2    | 1.6  |      |
| WMPZ  | Ringgold        | A       | 99.7      | 4.9      | 302 d      | 94  | 9612   | 960     |         | Smooth Jazz        | 375                 | 1.17     | 1.4   | 1.6  | 1.0    | 1.8    | 1.2    | 0.7  | 1.3                               | 0.7    | 1.3    | 1.6  |      |
| WJTT  | Fad Bank        | A       | 94.3      | 4.7      | 371 d      | 72  | 9401   |         | al      | Urban              | 2,000               | 1.14     | 7.7   | 6.6  | 6.5    | 6.4    | 5.9    | 7.7  | 8.7                               | 7.6    | 7.3    | 7.3  |      |
| WALV  | Cleveland       | A       | 95.3      | 3.5      | 436 d      | 80  | 9805   |         | c4      | AC                 | 550                 | 0.5      | 0.5   | 0.5  | 0.7    | 0.3    | 0.3    | 0.5  | 0.3                               | 0.5    | 0.3    | 0.5  |      |
| WDOD  | Chattanooga     | C       | 96.5      | 100.0    | 1079 a     | 60  |        |         |         | Adult Rock         | 1,525               | 0.93     | 7.2   | 5.5  | 7.5    | 5.3    | 5.3    | 6.6  | 8.1                               | 7.3    | 6.7    | 6.7  |      |
| WLOV  | South Pittsburg | C2      | 97.3      | 16.0     | 856 c      | 90  | 9811   | 3,000   |         | R&B Oldies         | 300                 | 0.32     | 4.1   | 4.1  | 4.7    | 3.6    | 4.6    | 1.2  | 0.7                               | 1.2    | 1.2    | 1.6  |      |
| WKXX  | Signal Mountain | A       | 98.1      | 1.0      | 794 c      | 94  | 9808   | 5,500   | d2      | CHR                | 475                 | 0.37     | 5.7   | 4.5  | 5.8    | 5.6    | 3.8    | 4.5  | 6.7                               | 6.0    | 6.0    | 5.2  |      |
| WUSY  | Cleveland       | C       | 100.7     | 100.0    | 1191 c     | 61  | 9807   |         | g       | Country            | 6,775               | 1.23     | 24.1  | 19.4 | 21.6   | 18.2   | 24.0   | 18.8 | 17.6                              | 18.6   | 17.6   | 21.6 |      |
| WSGC  | Ringgold        | A       | 101.9     | 1.3      | 702        | 89  |        |         |         | Battlefield Bcstg. |                     |          | 89    |      |        |        |        |      |                                   |        |        |      |      |
| WGOW  | Soddy Daisy     | A       | 102.3     | 6.0      | 285 b      | 77  | 0001 p |         | g4      | Talk               | 1,050               | 0.85     | 5.4   | 4.7  | 5.3    | 4.3    | 4.1    | 4.9  | 4.0                               | 4.3    | 3.6    | 3.6  |      |
| WBDX  | Trenton         | A       | 102.7     | 0.3      | 1375       | 90  | 9807   | 1,189   |         | ChrsContemp        | 850                 | 2.07     | 1.8   | 2.1  | 1.3    | 1.8    | 1.6    | 1.6  | 1.7                               | 2.0    | 2.4    | 2.4  |      |
| WLLJ  | Etowah          | C2      | 103.1     | 50.0     | 492        | 77  | 9803   | 645     |         | ChrsContemp        |                     |          | 645   |      |        |        |        |      |                                   |        |        |      |      |
| WRXR  | Rossville       | A       | 105.7     | 1.6      | 646 c      | 66  | 9808   |         | d2      | Rock               | 500                 | 0.64     | 3.4   | 2.9  | 2.5    | 2.6    | 2.8    | 3.2  | 3.2                               | 4.3    | 3.6    | 3.2  |      |
| WSKZ  | Chattanooga     | C       | 106.5     | 100.0    | 1079 b     | 60  | 0001 p |         | g4      | Cisc Rock          | 2,400               | 1.07     | 9.8   | 7.5  | 7.0    | 10.4   | 8.1    | 8.2  | 7.7                               | 6.0    | 6.9    | 6.9  |      |
| WOGT  | East Ridge      | C3      | 107.9     | 2.9      | 968 b      | 90  | 0001 p |         | g4      | Oldies             | 1,025               | 0.79     | 5.7   | 5.0  | 4.5    | 6.3    | 4.8    | 3.8  | 4.4                               | 5.5    | 5.0    | 5.0  |      |

ARB 12+ Metro Shares (see rights)

| Calls | License         | City of | FCC Class | FCC Freq | Power (kW) | Day | Night | Sales L | Price M | A Format    | Revenue (000)/Ratio | 1999 Est |       |      |        |        |        |      |                                   |        |        |      |      |
|-------|-----------------|---------|-----------|----------|------------|-----|-------|---------|---------|-------------|---------------------|----------|-------|------|--------|--------|--------|------|-----------------------------------|--------|--------|------|------|
|       |                 |         |           |          |            |     |       |         |         |             |                     | Avg '99  | Local | 1999 |        |        |        |      | ARB 12+ Metro Shares (see rights) |        |        |      |      |
|       |                 |         |           |          |            |     |       |         |         |             |                     |          |       | Fall | Summer | Spring | Winter | Fall | Summer                            | Spring | Winter | 1999 | 1999 |
| WJAS  | Chattanooga     | C       | 95.5      | 10.0     | 1079 a     | 60  | 9805  | 1,525   | 0.93    | Adult Rock  | 300                 | 0.32     | 4.1   | 4.1  | 4.7    | 3.6    | 4.6    | 1.2  | 0.7                               | 1.2    | 1.2    | 1.6  |      |
| WMPZ  | Ringgold        | A       | 99.7      | 4.9      | 302 d      | 94  | 9612  | 960     |         | Smooth Jazz | 375                 | 1.17     | 1.4   | 1.6  | 1.0    | 1.8    | 1.2    | 0.7  | 1.3                               | 0.7    | 1.3    | 1.6  |      |
| WJTT  | Fad Bank        | A       | 94.3      | 4.7      | 371 d      | 72  | 9401  |         | al      | Urban       | 2,000               | 1.14     | 7.7   | 6.6  | 6.5    | 6.4    | 5.9    | 7.7  | 8.7                               | 7.6    | 7.3    | 7.3  |      |
| WALV  | Cleveland       | A       | 95.3      | 3.5      | 436 d      | 80  | 9805  |         | c4      | AC          | 550                 | 0.5      | 0.5   | 0.5  | 0.7    | 0.3    | 0.3    | 0.5  | 0.3                               | 0.5    | 0.3    | 0.5  |      |
| WDOD  | Chattanooga     | C       | 96.5      | 100.0    | 1079 a     | 60  |       |         |         | Adult Rock  | 1,525               | 0.93     | 7.2   | 5.5  | 7.5    | 5.3    | 5.3    | 6.6  | 8.1                               | 7.3    | 6.7    | 6.7  |      |
| WLOV  | South Pittsburg | C2      | 97.3      | 16.0     | 856 c      | 90  | 9811  | 3,000   |         | R&B Oldies  | 300                 | 0.32     | 4.1   | 4.1  | 4.7    | 3.6    | 4.6    | 1.2  | 0.7                               | 1.2    | 1.2    | 1.6  |      |
| WKXX  | Signal Mountain | A       | 98.1      | 1.0      | 794 c      | 94  | 9808  | 5,500   | d2      | CHR         | 475                 | 0.37     | 5.7   | 4.5  | 5.8    | 5.6    | 3.8    | 4.5  | 6.7                               | 6.0    | 6.0    | 5.2  |      |

Metro Rank: 105  
Revenue Rank: 92



**Metro Counties / Population (000)**

|                    |              |
|--------------------|--------------|
| Amherst, VA        | 30.5         |
| Appomattox, VA     | 13.3         |
| Bedford, VA        | 57.8         |
| Bedford city, VA   | 5.8          |
| Botetourt, VA      | 29.5         |
| Campbell, VA       | 50.5         |
| Lynchburg city, VA | 65.8         |
| Roanoke, VA        | 81.3         |
| Roanoke city, VA   | 95.3         |
| Salem city, VA     | 24.0         |
| <b>Total</b>       | <b>453.8</b> |

# Roanoke-Lynchburg, VA Market Overview



## Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES | 1993      |           | 1994      |           | 1995      |           | 1996      |           | 1997      |           | 1998      |           | 1999      |           | 2000      |           | 2001      |           | 2002      |           | 2003      |           |           |           |
|--------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
|                          | 1993      | 1994      | 1994      | 1995      | 1995      | 1996      | 1996      | 1997      | 1997      | 1998      | 1998      | 1998      | 1998      | 1999      | 1999      | 2000      | 2000      | 2001      | 2001      | 2002      | 2002      | 2003      | 2003      |           |
| Revenue/Retail Sales     | \$13,800  | \$14,800  | \$15,000  | \$15,000  | \$15,000  | \$15,300  | \$16,500  | \$18,300  | \$18,300  | \$18,300  | \$18,300  | \$18,300  | \$18,300  | \$18,300  | \$18,300  | \$18,300  | \$18,300  | \$18,300  | \$18,300  | \$18,300  | \$18,300  | \$18,300  | \$18,300  | \$18,300  |
| Revenue/Capita           | \$31.48   | \$31.48   | \$31.48   | \$31.48   | \$31.48   | \$31.48   | \$31.48   | \$31.48   | \$31.48   | \$31.48   | \$31.48   | \$31.48   | \$31.48   | \$31.48   | \$31.48   | \$31.48   | \$31.48   | \$31.48   | \$31.48   | \$31.48   | \$31.48   | \$31.48   | \$31.48   | \$31.48   |
| Est. Breakout            | Local 80% | Local 80% | Local 80% | Local 80% | Local 80% | Local 80% | Local 80% | Local 80% | Local 80% | Local 80% | Local 80% | Local 80% | Local 80% | Local 80% | Local 80% | Local 80% | Local 80% | Local 80% | Local 80% | Local 80% | Local 80% | Local 80% | Local 80% | Local 80% |
|                          | 9.3%      | 9.3%      | 9.3%      | 9.3%      | 9.3%      | 9.3%      | 9.3%      | 9.3%      | 9.3%      | 9.3%      | 9.3%      | 9.3%      | 9.3%      | 9.3%      | 9.3%      | 9.3%      | 9.3%      | 9.3%      | 9.3%      | 9.3%      | 9.3%      | 9.3%      | 9.3%      | 9.3%      |

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

| MSA Population | 1993    |         | 1998    |         | 1998    |         | 1998    |         | 2003    |         |
|----------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
|                | 1993    | 1998    | 1998    | 1998    | 1998    | 1998    | 1998    | 1998    | 2003    | 2003    |
| Households     | 438.4   | 438.4   | 453.8   | 453.8   | 453.8   | 453.8   | 453.8   | 453.8   | 453.8   | 453.8   |
| Retail Sales   | 4,213.5 | 4,213.5 | 5,907.5 | 5,907.5 | 5,907.5 | 5,907.5 | 5,907.5 | 5,907.5 | 5,907.5 | 5,907.5 |
| EBI            | 6,324.8 | 6,324.8 | 7,260.9 | 7,260.9 | 7,260.9 | 7,260.9 | 7,260.9 | 7,260.9 | 7,260.9 | 7,260.9 |
| Growth Rate    | 0.7%    | 0.7%    | 0.9%    | 0.9%    | 0.9%    | 0.9%    | 0.9%    | 0.9%    | 0.2%    | 0.2%    |
| Growth Rate    | 0.6%    | 0.6%    | 0.9%    | 0.9%    | 0.9%    | 0.9%    | 0.9%    | 0.9%    | 0.2%    | 0.2%    |
| Growth Rate    | 5.1%    | 5.1%    | 7.0%    | 7.0%    | 7.0%    | 7.0%    | 7.0%    | 7.0%    | 0.6%    | 0.6%    |
| Growth Rate    | 3.9%    | 3.9%    | 2.8%    | 2.8%    | 2.8%    | 2.8%    | 2.8%    | 2.8%    | 3.9%    | 3.9%    |

**Demographic Breakdown**

| Total              | Under 12    |             | 12 - 17    |               | 18 - 24     |             | 25 - 34    |               | 35 - 44     |             | 45 - 54    |               | Over 55     |             |
|--------------------|-------------|-------------|------------|---------------|-------------|-------------|------------|---------------|-------------|-------------|------------|---------------|-------------|-------------|
|                    | 1993        | 1998        | 1993       | 1998          | 1993        | 1998        | 1993       | 1998          | 1993        | 1998        | 1993       | 1998          | 1993        | 1998        |
| Men (000)          | 216.8       | 31.9        | 17.5       | 19.4          | 28.6        | 36.5        | 33.0       | 49.7          | 216.8       | 31.9        | 17.5       | 19.4          | 28.6        | 36.5        |
| Women (000)        | 237.0       | 30.4        | 17.1       | 21.8          | 29.1        | 38.0        | 34.7       | 66.0          | 237.0       | 30.4        | 17.1       | 21.8          | 29.1        | 38.0        |
| Percentage         | 100.0%      | 13.7%       | 7.6%       | 9.1%          | 12.7%       | 16.4%       | 14.9%      | 25.5%         | 100.0%      | 13.7%       | 7.6%       | 9.1%          | 12.7%       | 16.4%       |
| Per Capita         | \$ 16,000   | \$ 32,848   | \$ 32,848  | \$ 32,848     | \$ 32,848   | \$ 32,848   | \$ 32,848  | \$ 32,848     | \$ 16,000   | \$ 32,848   | \$ 32,848  | \$ 32,848     | \$ 32,848   | \$ 32,848   |
| Ethnic Population: | White 82.2% | Black 16.9% | Asian 0.8% | Hispanic 0.9% | White 82.2% | Black 16.9% | Asian 0.8% | Hispanic 0.9% | White 82.2% | Black 16.9% | Asian 0.8% | Hispanic 0.9% | White 82.2% | Black 16.9% |

**Market Summary**

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 7       | 1       | 9       | 13         | 17      | 17      | 34    |
| Tot 12+    | 16.0    | 1.5     | 46.0    | 61.2       | 63.5    | 13.8    | 77.3  |
| Avg 12+    | 2.3     | 1.5     | 5.1     | 4.7        | 3.7     | 0.8     | 2.3   |
| Tot LCS    | 20.7    | 1.9     | 59.5    | 79.2       | 82.1    | 17.9    | 100.0 |
| Avg LCS    | 3.0     | 1.9     | 6.6     | 6.1        | 4.8     | 1.1     | 2.9   |

## Competitive Overview

NOTE: Some stations also rated in Blacksburg.

| City of       | FCC Class | Power Freq (kW) | HAAT       | C Owner | Year Date | Std Acq'd         | Sales Price M (000) | A Format | Revenue (000) // | Power Ratio | 1999 Est |      |      |        | Avg '99 |      |      |      |
|---------------|-----------|-----------------|------------|---------|-----------|-------------------|---------------------|----------|------------------|-------------|----------|------|------|--------|---------|------|------|------|
|               |           |                 |            |         |           |                   |                     |          |                  |             | Local    | Comm | Fall | Spring |         |      |      |      |
| Roanoke       | C         | 92.3            | 93.0       | 2051    | d         | Wheeler, Mel      | 7,500               | d3       | 2,100            | 1.24        | 8.7      | 7.9  | 6.8  | 6.7    | 6.6     | 6.7  |      |      |
| WJLM          | A         | 93.5            | 5.8        | 98      | f         | AMFM Inc          | 69                  | g        | 975              | 0.97        | 5.2      | 3.1  | 4.0  | 4.4    | 4.4     | 5.0  | 4.4  | 4.1  |
| WPVR          | C         | 94.9            | 98.0       | 1982    | f         | Wheeler, Mel      | 48                  | d4       | 800              | 1.06        | 3.9      | 3.4  | 2.6  | 3.4    | 5.2     | 4.8  | 4.9  | 5.3  |
| WROV          | C1        | 96.3            | 13.8       | 2077    | f         | AMFM Inc          | 50                  | g        | 3,000            | 1.42        | 10.9     | 9.8  | 7.0  | 8.2    | 8.7     | 5.4  | 8.5  | 6.5  |
| WRXN          | C3        | 97.9            | 0.6        | 1926    | d         | Travis Media Corp | 70                  | nc       | 1,150            | 0.97        | 3.0      | 2.4  | 2.2  | 2.5    | 1.5     | 1.3  | 1.1  | 0.7  |
| WSTC          | C         | 99.1            | 200.0      | 1992    | d         | Wheeler, Mel      | 47                  | AC       | 600              | 1.03        | 3.0      | 2.4  | 2.2  | 2.5    | 1.5     | 1.3  | 1.1  | 0.7  |
| WLRK          | C3        | 100.1           | 20.0       | 328     | d         | Wheeler, Mel      | 48                  | d3       | 3,600            | 1.51        | 12.3     | 9.1  | 9.1  | 8.6    | 8.6     | 7.2  | 8.3  | 7.1  |
| WZZI          | A         | 101.5           | 0.5 cp     | 784     | f         | Travis Media Corp | 95                  | 0001     | 1,300            |             | 1.2      | 2.5  | 1.3  | 0.5    | 1.0     | 0.8  | 0.7  | 0.2  |
| WJXX          | C3        | 101.7           | 5.5 cp     | 692     | f         | AMFM Inc          | 64                  | g        | 500              | 0.92        | 2.8      | 1.7  | 2.3  | 2.0    | 3.7     | 4.4  | 4.2  | 4.7  |
| WLDJ          | B         | 102.7           | 22.0       | 745     | f         | AMFM Inc          | 89                  | g        | 500              | 0.64        | 4.0      | 1.5  | 2.8  | 3.4    | 3.2     | 2.5  | 2.6  | 3.3  |
| WRDJ          | C3        | 104.9           | 3.1        | 925     | f         | AMFM Inc          | 92                  | g        | 550              | 0.69        | 4.1      | 2.4  | 3.3  | 3.0    | 3.2     | 3.8  | 3.6  | 1.6  |
| WKDE          | A         | 105.5           | 3.0        | 328     | b         | DJ Bestig Inc     | 69                  | c1       | 100              | 0.47        | 1.1      | 0.4  | 0.7  | 1.0    | 0.5     | 0.5  | 0.5  | 0.5  |
| WLNJ          | A         | 105.9           | 6.0        | 266     | f         | Burns Media       | 93                  | g        | 350              | 1.00        | 1.8      | 1.9  | 1.7  | 1.0    | 1.3     | 2.0  | 1.6  | 1.9  |
| WJSS          | A         | 106.1           | 0.7        | 909     | f         | AMFM Inc          | 94                  | g        | 700              | 0.69        | 5.2      | 4.1  | 3.9  | 3.9    | 3.9     | 4.2  | 6.1  | 6.0  |
| WLOE          | A         | 106.9           | 0.3        | 1276    | a         | JLR               | 92                  | g        | 250              | 0.30        | 4.3      | 2.9  | 4.0  | 2.7    | 4.7     | 2.9  | 2.8  | 3.6  |
| WTTX          | A         | 107.1           | 1.8        | 427     | c         | CLL Inc           | 76                  | c2       | 4,350            | 1.62        | 13.8     | 9.8  | 10.3 | 11.0   | 12.2    | 12.4 | 11.8 | 14.1 |
| WYVD          | C1        | 107.9           | 20.5       | 1768    | f         | AMFM Inc          | 81                  | g        | 100              | 0.47        | 1.1      | 0.4  | 0.7  | 1.0    | 0.5     | 0.5  | 0.0  | 0.0  |
| FM Stations - | 17        |                 | # Combos - |         | 14        |                   | FM TOTALS           |          | 82.9             | 63.5        | 62.2     | 65.8 | 67.3 | 65.4   | 66.3    | 67.2 | 68.1 |      |

• Indicates a change since last edition  
 / See introduction section for interpretation of revenue estimates.

Metro Rank: 105  
Revenue Rank: 92



Metro Counties / Population (000)

|                    |              |
|--------------------|--------------|
| Amherst, VA        | 30.5         |
| Appomattox, VA     | 13.3         |
| Bedford, VA        | 57.8         |
| Bedford city, VA   | 5.8          |
| Botetourt, VA      | 29.5         |
| Campbell, VA       | 50.5         |
| Lynchburg city, VA | 65.8         |
| Roanoke, VA        | 81.3         |
| Roanoke city, VA   | 95.3         |
| Salem city, VA     | 24.0         |
| <b>Total</b>       | <b>453.8</b> |

# Roanoke-Lynchburg, VA Market Overview



## Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES | Revenue/Retail Sales |              | Revenue/Capita |              | Est. Breakout |
|--------------------------|----------------------|--------------|----------------|--------------|---------------|
|                          | Local 80%            | National 20% | Local 80%      | National 20% |               |
| 1993                     | \$13,800             | \$18,300     | \$31.48        | \$40.33      | 9.3%          |
| 1994                     | \$14,800             | \$15,000     | \$3,10/1,000   | \$40.33      | 9.3%          |
| 1995                     | \$15,000             | \$15,300     | \$3,33/1,000   | \$55.10      | 9.3%          |
| 1996                     | \$15,300             | \$16,500     | \$3,33/1,000   | \$55.10      | 9.3%          |
| 1997                     | \$16,500             | \$18,300     | \$3,33/1,000   | \$55.10      | 9.3%          |
| 1998                     | \$18,300             | \$25,300     | \$3,33/1,000   | \$55.10      | 9.3%          |
| 1999                     | \$14,800             | \$20,000     | \$3,10/1,000   | \$40.33      | 9.3%          |
| 2000                     | \$15,000             | \$21,600     | \$3,10/1,000   | \$40.33      | 9.3%          |
| 2001                     | \$15,300             | \$22,500     | \$3,33/1,000   | \$55.10      | 9.3%          |
| 2002                     | \$16,500             | \$23,900     | \$3,33/1,000   | \$55.10      | 9.3%          |
| 2003                     | \$18,300             | \$25,300     | \$3,33/1,000   | \$55.10      | 9.3%          |

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

| Growth Rate | MSA Population |       | Households |         | Retail Sales |         | EBI  |         |
|-------------|----------------|-------|------------|---------|--------------|---------|------|---------|
|             | 1998           | 1993  | 1998       | 1993    | 1998         | 1993    | 1998 | 1993    |
| 0.2%        | 438.4          | 438.4 | 0.7%       | 171.6   | 0.9%         | 179.3   | 0.9% | 459.2   |
| 0.6%        | 438.4          | 438.4 | 0.9%       | 179.3   | 0.9%         | 179.3   | 0.6% | 184.9   |
| 5.1%        | 438.4          | 438.4 | 7.0%       | 5,907.5 | 7.0%         | 5,907.5 | 5.1% | 7,588.7 |
| 3.9%        | 438.4          | 438.4 | 2.8%       | 7,260.9 | 2.8%         | 7,260.9 | 3.9% | 8,771.9 |

## Demographic Breakdown

| Total | Men (000) |       | Women (000) |      | Percentage | Per Capita \$ 16,000 | Median Household \$ 32,848 | Avg Household \$ 40,496 |
|-------|-----------|-------|-------------|------|------------|----------------------|----------------------------|-------------------------|
|       | 1998      | 1993  | 1998        | 1993 |            |                      |                            |                         |
| 453.8 | 216.8     | 216.8 | 237.0       | 30.4 | 100.0%     |                      |                            |                         |
| 453.8 | 31.9      | 31.9  | 17.1        | 17.1 | 13.7%      |                      |                            |                         |
| 453.8 | 17.5      | 17.5  | 19.4        | 19.4 | 7.6%       |                      |                            |                         |
| 453.8 | 41.2      | 41.2  | 21.8        | 21.8 | 9.1%       |                      |                            |                         |
| 453.8 | 57.7      | 57.7  | 29.1        | 29.1 | 12.7%      |                      |                            |                         |
| 453.8 | 74.6      | 74.6  | 38.0        | 38.0 | 16.4%      |                      |                            |                         |
| 453.8 | 67.7      | 67.7  | 34.7        | 34.7 | 14.9%      |                      |                            |                         |
| 453.8 | 115.7     | 115.7 | 49.7        | 49.7 | 25.5%      |                      |                            |                         |
| 453.8 | 115.7     | 115.7 | 66.0        | 66.0 | 25.5%      |                      |                            |                         |

## Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 7       | 1       | 9       | 13         | 17      | 17      | 34    |
| Tot 12+    | 16.0    | 1.5     | 46.0    | 61.2       | 63.5    | 13.8    | 77.3  |
| Avg 12+    | 2.3     | 1.5     | 5.1     | 4.7        | 3.7     | 0.8     | 2.3   |
| Tot LCS    | 20.7    | 1.9     | 59.5    | 79.2       | 82.1    | 17.9    | 100.0 |
| Avg LCS    | 3.0     | 1.9     | 6.6     | 6.1        | 4.8     | 1.1     | 2.9   |

**Market: Roanoke-Lynchburg, VA**

**Competitive Overview**

**Metro Rank: 105**

NOTE: Some stations also rated in Blacksburg.

ARB 12+ Metro Shares (see rights)

| City of License | FCC Class | Power (kW) | Day  | Night | Sales L            | 1999 Est         | Avg 99         | Local          | Fall 1999   | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |     |     |     |     |
|-----------------|-----------|------------|------|-------|--------------------|------------------|----------------|----------------|-------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|-----|-----|-----|-----|
| WLVA Lynchburg  | B         | 590        | 5.0  | 1.00  | 30                 | 9102             | 100            | 2              | Adlt Strnd  | 150         | 0.59      | 1.3         | 0.0       | 1.0         | 2.1       | 1.3         | 0.8 | 0.5 | 1.0 |     |
| WSLC Roanoke    | B         | 610        | 5.0  | 1.00  | d                  | Wheeler, Mel     | 40             | 7610           | Country     | 150         | 0.25      | 3.1         | 2.9       | 2.6         | 2.2       | 2.4         | 2.5 | 5.2 | 3.4 | 3.1 |
| WFLR Moneta     | B         | 880        | 0.9  | 0.00  | a                  | Perception Media | 91             | 9906           | News/Talk   | na          |           | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 | 0.2 | 0.0 | 0.0 |
| WVWR Roanoke    | B         | 910        | 1.0  | 0.08  | Perception Media   | 57               | 9104           | 150            | Gospel      | 200         | 0.86      | 1.2         | 0.9       | 0.8         | 1.0       | 0.5         | 0.0 | 0.7 | 0.0 | 0.0 |
| WLLL Lynchburg  | B         | 930        | 10.0 | cp    | 0.05               | Hubbards Ad      | 63             | 9602           | Gospel      | 28          |           | 5.5         | 3.4       | 5.5         | 2.9       | 2.6         | 5.6 | 2.6 | 3.1 | 0.0 |
| WFIR Roanoke    | B         | 960        | 5.0  | 5.00  | f                  | Wheeler, Mel     | 24             | 9909           | d4          | News/Talk   | 775       | 0.85        | 4.7       | 5.0         | 3.1       | 4.2         | 4.0 | 3.4 | 3.4 | 4.9 |
| WKDE Altavista  | B         | 1000       | 1.0  | 0.00  | b                  | DJ Bcstg Inc     | 62             | 9201           | c1          | Gospel      |           | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 | 0.0 | 0.0 | 0.0 |
| WBRG Lynchburg  | B         | 1050       | 1.0  | 0.10  | Tri-County Bcstg   | 56               | 6707           |                | Nws/Tk/Spt  |             | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 | 0.0 | 0.0 | 0.0 |
| WKPA Lynchburg  | B         | 1170       | 2.5  | cp    | 0.00               | e                | Moran, David H | 88             | Gospel      |             | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 | 0.0 | 0.0 | 0.0 |
| WKPX Lynchburg  | B         | 1170       | 1.0  | 2.5   | cp                 | 0.00             | e              | Moran, David H |             |             |           | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 | 0.0 | 0.0 | 0.0 |
| WGMN Roanoke    | C         | 1240       | 1.0  | 1.00  | f                  | AMFM Inc         | 46             | 9910           | g           | 1           | Sports    | 0.5         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 | 0.0 | 0.0 | 0.5 |
| WVWR Appomattox | B         | 1280       | 1.0  | 0.00  | c                  | CLL Inc          | 74             | 8812           | c2          | Gospel      |           | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 | 0.0 | 0.0 | 0.0 |
| WVGM Lynchburg  | B         | 1320       | 1.0  | 0.02  | f                  | AMFM Inc         | 62             | 9910           | g           | 1           | Spts/Talk | 0.2         | 0.8       | 0.3         | 0.6       | 0.7         | 1.0 | 0.3 | 0.0 | 0.0 |
| WBLT Bedford    | B         | 1350       | 1.0  | 0.00  | Bedford Bcstg Co   | 50               |                |                | Diverse     |             | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.7         | 0.0 | 0.0 | 0.0 | 0.0 |
| WRAIS Roanoke   | B         | 1410       | 5.0  | 0.07  | WRIS LLC           | 53               | 6405           | 117            | Inspiration |             | 0.0       | 0.5         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 | 0.5 | 0.3 | 0.0 |
| WAMV Amherst    | B         | 1420       | 2.2  | cp    | 0.02               | Community First  | 76             | 8801           | 50          | BG/Gsp/City |           | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 | 0.0 | 0.0 | 0.0 |
| WTOY Salem      | B         | 1480       | 5.0  | 0.02  | Ward, Irvin & Barb | 56               | 8711           | 375            | Urban/Gospl |             | 0.9       | 0.0         | 0.0       | 0.0         | 0.8       | 0.7         | 0.5 | 0.5 | 0.5 | 0.0 |
| WKBA Vinton     | B         | 1550       | 10.0 | 0.00  | e                  | Moran, David H   | 61             | 8301           | 350         | Gospel      |           | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 | 0.0 | 0.0 | 0.0 |

| # AM Stations -          |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
|--------------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| # AM Stations Profiled - |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
| # Duopolies -            |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
| # Combos -               |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
| AM TOTALS                |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
| 17.1                     | 13.8 | 14.3 | 12.1 | 13.0 | 16.0 | 14.9 | 12.6 | 10.3 | 77.3 | 76.5 | 77.9 | 80.3 | 81.4 | 81.2 | 79.8 | 78.4 |

Total Local Commercial Share

|      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| 17.1 | 13.8 | 14.3 | 12.1 | 13.0 | 16.0 | 14.9 | 12.6 | 10.3 | 77.3 | 76.5 | 77.9 | 80.3 | 81.4 | 81.2 | 79.8 | 78.4 |
|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|





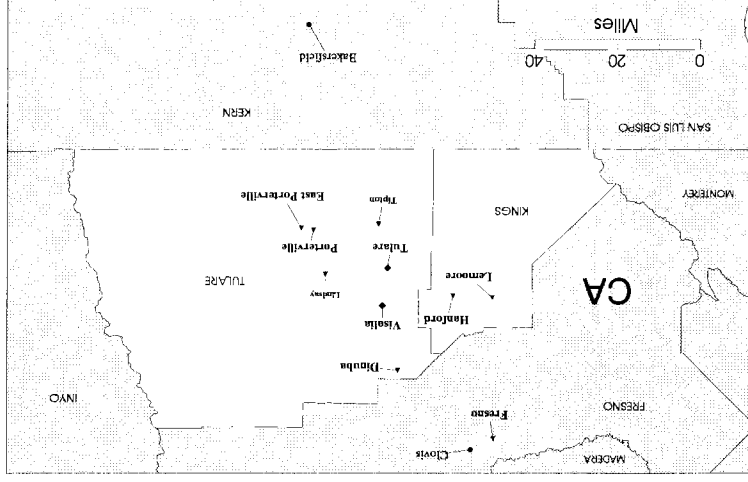
## Competitive Overview

| City of<br>Calls License | Class           | FCC<br>Class | FCC<br>Class | FCC<br>Class | FCC<br>Class | Power<br>(kW) | HAAT<br>C Owner | Year<br>Date        | Std<br>Acq'd | Price<br>(000) | M<br>Format | Revenue<br>(000)/<br>Ratio | 1999 Est    |          |        |      | Local<br>Comm | Avg '99 | ARB 12+ Metro Shares (see rights) |        |      |        |      |      |        |      |        |     |
|--------------------------|-----------------|--------------|--------------|--------------|--------------|---------------|-----------------|---------------------|--------------|----------------|-------------|----------------------------|-------------|----------|--------|------|---------------|---------|-----------------------------------|--------|------|--------|------|------|--------|------|--------|-----|
|                          |                 |              |              |              |              |               |                 |                     |              |                |             |                            | Sales<br>L  | Fall     | Spring | 1999 |               |         | Fall                              | Spring | 1998 | Spring | 1997 | Fall | Spring | 1996 | Spring |     |
| WSTL                     | Cartisle        | C3           | 92.1         | 25.0         | cp           | 308           | c               | Morenson Bcstg      | 94           | 9707           | 450         | ChrSContemp                | 4,000       | 1.32     | 13.8   | 11.3 | 12.3          | 10.4    | 13.3                              | 15.9   | 16.7 | 19.4   | 0.0  | 0.0  | 0.0    | 0.0  | 0.0    |     |
| WLK                      | Lexington       | C1           | 92.9         | 100.0        |              | 850           | e               | Cumulus Bcstg Inc   | 79           | 9909           | 44,500      | d4                         | Country     | 2,700    | 1.34   | 9.2  | 5.5           | 6.7     | 8.5                               | 8.1    | 7.6  | 7.5    | 7.8  | 0.0  | 0.0    | 0.0  | 0.0    |     |
| WMXL                     | Lexington       | C1           | 94.5         | 100.0        |              | 640           | b               | Clear Channel       | 40           | 9905           | g1          | Hot AC                     |             |          | 9.2    | 5.5  | 6.7           | 8.5     | 8.1                               | 7.6    | 7.6  | 7.5    | 7.8  | 0.0  | 0.0    | 0.0  | 0.0    |     |
| WVRB                     | Wilmore         | A            | 95.3         | 6.0          | cp           | 328           | f               | Baldwin             | 95           | 9507           | 45          | cp                         | ChrSContemp |          | 1.2    | 0.8  | 1.1           | 0.9     | 1.0                               | 0.9    | 2.0  | 0.7    | 1.1  | 0.0  | 0.0    | 0.0  | 0.0    | 0.0 |
| WFLS                     | Stamping Ground | A            | 96.1         | 6.0          | cp           | 328           |                 | Blue Chip Bcstg Ltd | 94           | 9901           | 1,265       |                            | Soft AC     |          | 6.3    | 5.0  | 5.4           | 4.9     | 4.6                               | 5.3    | 5.7  | 3.1    | 3.1  | 0.0  | 0.0    | 0.0  | 0.0    | 0.0 |
| WGKS                     | Paris           | C2           | 96.9         | 50.0         |              | 492           | a               | L. M.               | 68           | 8407           | 700         | 2                          | Soft Rock   | 1,400    | 1.01   | 5.0  | 5.4           | 4.9     | 4.6                               | 5.3    | 5.7  | 3.1    | 3.1  | 0.0  | 0.0    | 0.0  | 0.0    | 0.0 |
| WBUL                     | Lexington       | C1           | 98.1         | 100.0        |              | 561           | b               | Clear Channel       | 69           | 9905           | 700         | 1                          | Country     | 1,800    | 0.90   | 9.1  | 8.2           | 6.7     | 8.3                               | 8.1    | 4.3  | 4.6    | 6.3  | 7.4  | 0.0    | 0.0  | 0.0    | 0.0 |
| WJMM                     | Harrodsburg     | A            | 99.3         | 3.0          |              | 266           | c               | Morenson Bcstg      | 69           | 9811           | 1,200       | c1                         | ChrsvTalk   |          | 1.3    | 1.0  | 0.9           | 1.3     | 1.3                               | 1.9    | 1.3  | 0.9    | 1.6  | 0.9  | 0.0    | 0.0  | 0.0    | 0.0 |
| WKDQ                     | Winchester      | C2           | 100.1        | 20.0         | cp           | 637           | b               | Clear Channel       | 74           | 9905           | g1          | Cisc Rock                  | 2,300       | 1.27     | 8.3    | 6.7  | 6.7           | 7.0     | 8.1                               | 9.6    | 7.8  | 3.7    | 5.2  | 6.1  | 0.0    | 0.0  | 0.0    | 0.0 |
| WKY                      | Lawrenceburg    | A            | 102.1        | 3.0          |              | 328           |                 | Davenport Bcstg Inc | 93           | 9702           | 525         |                            | Soft Hills  |          | 0.6    | 0.8  | 0.6           | 0.4     | 0.4                               | 0.0    | 0.0  | 0.0    | 0.0  | 0.0  | 0.0    | 0.0  | 0.0    | 0.0 |
| WLTO                     | Nicholasville   | A            | 102.5        | 2.0          |              | 400           | e               | Cumulus Bcstg Inc   | 88           | 9909           | 450         | 0.66                       | R&B Oldies  |          | 3.1    | 3.2  | 2.6           | 2.5     | 1.7                               | 3.0    | 2.2  | 3.3    | 2.4  | 0.0  | 0.0    | 0.0  | 0.0    | 0.0 |
| WXZZ                     | Georgetown      | A            | 103.3        | 6.0          | cp           | 328           | e               | Cumulus Bcstg Inc   | 73           | 9909           | 850         | 0.83                       | Alternative |          | 4.7    | 4.1  | 3.9           | 3.8     | 3.9                               | 2.8    | 6.7  | 5.6    | 7.9  | 2.4  | 0.0    | 0.0  | 0.0    | 0.0 |
| WLKT                     | Lexington       | C2           | 104.5        | 50.0         | cp           | 466           | b               | Clear Channel       | 95           | 9905           | g1          | 1                          | CHR         | 1,200    | 0.52   | 10.5 | 7.9           | 7.3     | 10.0                              | 11.2   | 11.0 | 11.5   | 9.9  | 0.7  | 0.0    | 0.0  | 0.0    | 0.0 |
| WCDA                     | Versailles      | A            | 106.3        | 3.7          |              | 420           | a               | L. M.               | 73           | 9902           | 3,350       | 0.65                       | Hot AC      |          | 3.0    | 3.2  | 4.9           | 0.0     | 1.9                               | 1.3    | 0.9  | 1.6    | 0.9  | 0.9  | 0.0    | 0.0  | 0.0    | 0.0 |
| WFLX                     | Berea           | A            | 106.7        | 2.0          |              | 584           | d               | Wallingford Bcstg   | 91           | 9906           | 765         | d5                         | AC          |          | 5.2    | 5.9  | 5.8           | 2.7     | 0.0                               | 0.0    | 0.0  | 0.4    | 0.4  | 0.0  | 0.0    | 0.0  | 0.0    |     |
| WBTF                     | Midway          | A            | 107.9        | 6.0          |              | 328           | b               | Clear Channel       | 98           | 9811           | p           | st                         | 1           | Urban AC |        | 5.2  | 5.9           | 5.8     | 2.7                               | 0.0    | 0.0  | 0.0    | 0.4  | 0.4  | 0.0    | 0.0  | 0.0    | 0.0 |

| City of<br>Calls License | Class         | FCC<br>Class | FCC<br>Class | FCC<br>Class | FCC<br>Class | Power<br>(kW) | HAAT<br>C Owner | Year<br>Date      | Std<br>Acq'd | Price<br>(000) | M<br>Format | Revenue<br>(000)/<br>Ratio | 1999 Est    |      |        |      | Local<br>Comm | Avg '99 | ARB 12+ Metro Shares (see rights) |        |      |        |      |      |        |      |        |     |
|--------------------------|---------------|--------------|--------------|--------------|--------------|---------------|-----------------|-------------------|--------------|----------------|-------------|----------------------------|-------------|------|--------|------|---------------|---------|-----------------------------------|--------|------|--------|------|------|--------|------|--------|-----|
|                          |               |              |              |              |              |               |                 |                   |              |                |             |                            | Sales<br>L  | Fall | Spring | 1999 |               |         | Fall                              | Spring | 1998 | Spring | 1997 | Fall | Spring | 1996 | Spring |     |
| WLK                      | Lexington     | B            | 590          | 5.0          | cp           | 1,60          | e               | Cumulus Bcstg Inc | 47           | 9909           | d4          | FullService                | 3,600       | 1.79 | 9.2    | 7.4  | 6.2           | 8.9     | 6.2                               | 7.8    | 6.1  | 6.8    | 4.4  | 0.0  | 0.0    | 0.0  | 0.0    |     |
| WLP                      | Lexington     | B            | 630          | 5.0          |              | 1,00          | b               | Clear Channel     | 22           | 9905           | g1          | 1                          | News/Talk   | 475  | 0.56   | 3.9  | 3.0           | 3.4     | 3.3                               | 2.3    | 1.5  | 1.0    | 1.5  | 0.0  | 0.0    | 0.0  | 0.0    | 0.0 |
| WCGW                     | Nicholasville | B            | 770          | 1.0          |              | 0,00          | c               | Morenson Bcstg    | 86           |                |             | 1.14                       | Gospel      | 350  | 1.14   | 1.4  | 0.6           | 0.6     | 1.7                               | 0.4    | 0.6  | 1.5    | 1.7  | 0.7  | 0.0    | 0.0  | 0.0    | 0.0 |
| WCBR                     | Richmond      | B            | 1110         | 0.3          |              | 0,00          | c               | WCBR Radio Inc    | 69           | 9612           |             |                            | Gospel      |      |        | 0.6  | 0.0           | 0.0     | 0.4                               | 0.6    | 0.3  | 0.3    | 0.0  | 0.0  | 0.0    | 0.0  | 0.0    |     |
| WUGR                     | Nicholasville | B            | 1250         | 0.5          |              | 0,00          | c               | Morenson Bcstg    | 62           | 9808           | 150         | 0.70                       | Urban/Gospl | 200  | 0.70   | 1.3  | 1.4           | 1.3     | 0.8                               | 0.0    | 0.7  | 1.2    | 1.8  | 0.0  | 0.0    | 0.0  | 0.0    | 0.0 |
| WLXG                     | Lexington     | B            | 1300         | 2.5          |              | 1,00          | a               | L. M.             | 46           | 8510           | 881         | 2                          | Sports      | 325  | 1.48   | 1.0  | 0.8           | 0.9     | 0.8                               | 0.6    | 3.0  | 3.5    | 3.9  | 0.0  | 0.0    | 0.0  | 0.0    | 0.0 |
| WEKY                     | Richmond      | C            | 1340         | 1.0          |              | 1,00          | d               | Wallingford Bcstg | 53           | 9906           | d5          | 0.2                        | Oldies      |      | 0.2    | 0.0  | 0.4           | 0.0     | 0.4                               | 0.4    | 0.4  | 0.4    | 0.0  | 0.0  | 0.0    | 0.0  | 0.0    | 0.0 |
| WMJR                     | Winchester    | B            | 1380         | 2.5          |              | 0,04          | d               | Thy Kingdom Come  | 54           | 9904           | 583         |                            | Religion    | 225  |        | 0.0  | 0.0           | 0.4     | 0.0                               | 0.0    | 0.0  | 0.0    | 0.0  | 0.0  | 0.0    | 0.0  | 0.0    | 0.0 |
| WKXO                     | Berea         | B            | 1500         | 0.3          |              | 0,00          | d               | Wallingford Bcstg | 71           | 9906           | d5          |                            | 70s Hits    |      |        | 0.0  | 0.0           | 0.0     | 0.0                               | 0.0    | 0.0  | 0.0    | 0.0  | 0.0  | 0.0    | 0.0  | 0.0    | 0.0 |
| WTKT                     | Georgetown    | B            | 1580         | 10.0         |              | 0,05          | b               | Clear Channel     | 57           | 9905           | g1          | 1                          | Nostalgia   | 75   |        | 0.9  | 0.8           | 0.4     | 1.1                               | 3.9    | 3.2  | 3.7    | 2.4  | 3.7  | 0.0    | 0.0  | 0.0    | 0.0 |

• Indicates a change since last edition  
 / See introduction section for interpretation of revenue estimates.  
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Metro Rank: 107  
Revenue Rank: 256



| Metro Counties / Population (000) | Value        |
|-----------------------------------|--------------|
| Kings, CA                         | 129.0        |
| Tulare, CA                        | 364.8        |
| <b>Total</b>                      | <b>493.8</b> |

# Visalia-Tulare-Hanford Market Overview



## Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES | Revenue/Retail Sales |              |              |               |              |         |
|--------------------------|----------------------|--------------|--------------|---------------|--------------|---------|
|                          | 1993                 | 1994         | 1995         | 1996          | 1997         | 1998    |
| \$2,900                  | \$3,100              | \$3,300      | \$3,600      | \$4,200       | \$4,200      | \$2,900 |
| Δ 98 - 99                | 9.5%                 |              |              |               |              | 6.2%    |
| \$4,600                  | \$5,000              | \$5,000      | \$5,200      | \$5,600       | \$5,900      |         |
| \$6.36                   | \$1.25/1,000         | \$1.34/1,000 | \$1.58/1,000 | \$1.129       |              |         |
| Revenue/Capita           | 1993                 | 1998         | 2003         | Est. Breakout |              |         |
|                          | \$8.51               |              |              | Local 85%     | National 15% |         |

## Demographic and Economic Overview

| Growth Rate | MSA Population |         |         |         |         |         |
|-------------|----------------|---------|---------|---------|---------|---------|
|             | 1993           | 1998    | 1998    | 1998    | 2003    | 2003    |
| 1.1%        | 455.7          | 493.8   | 493.8   | 522.7   | 522.7   | 522.7   |
| 1.2%        | 137.4          | 149.3   | 149.3   | 149.3   | 158.6   | 158.6   |
| 3.6%        | 2,329.1        | 3,137.2 | 3,137.2 | 3,137.2 | 3,739.2 | 3,739.2 |
| 3.6%        | 5,098.9        | 5,427.3 | 5,427.3 | 5,427.3 | 6,476.3 | 6,476.3 |
| 3.6%        | Retail Sales   |         |         |         |         |         |
| 3.6%        | EBI            |         |         |         |         |         |

## Demographic Breakdown

| Ethnic Population: | Percentage |          |          |          |          |          |
|--------------------|------------|----------|----------|----------|----------|----------|
|                    | Under 12   | 12 - 17  | 18 - 24  | 25 - 34  | 35 - 44  | 45 - 54  |
| White              | 89.3%      | 89.3%    | 89.3%    | 89.3%    | 89.3%    | 89.3%    |
| Black              | 21.0%      | 21.0%    | 21.0%    | 21.0%    | 21.0%    | 21.0%    |
| Asian              | 10.3%      | 10.3%    | 10.3%    | 10.3%    | 10.3%    | 10.3%    |
| Hispanic           | 9.3%       | 9.3%     | 9.3%     | 9.3%     | 9.3%     | 9.3%     |
| Other              | 46.0%      | 46.0%    | 46.0%    | 46.0%    | 46.0%    | 46.0%    |
| Men (000)          | 251.3      | 251.3    | 251.3    | 251.3    | 251.3    | 251.3    |
| Women (000)        | 242.5      | 242.5    | 242.5    | 242.5    | 242.5    | 242.5    |
| Total              | 493.8      | 493.8    | 493.8    | 493.8    | 493.8    | 493.8    |
| Per Capita         | \$10,991   | \$10,991 | \$10,991 | \$10,991 | \$10,991 | \$10,991 |
| Avg Household      | \$26,967   | \$26,967 | \$26,967 | \$26,967 | \$26,967 | \$26,967 |
| Avg Household      | \$36,352   | \$36,352 | \$36,352 | \$36,352 | \$36,352 | \$36,352 |

## Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 4       | 9       | 4       | 4          | 13      | 7       | 20    |
| Tot 12+    | 4.0     | 43.8    | 17.1    | 47.8       | 6.8     | 54.6    | 2.7   |
| Avg 12+    | 1.0     | 4.9     | 3.7     | 47.8       | 6.8     | 54.6    | 2.7   |
| Tot LCS    | 7.3     | 80.2    | 31.3    | 87.5       | 12.5    | 100.0   | 5.0   |
| Avg LCS    | 1.8     | 8.9     | 7.8     | 6.7        | 1.8     | 5.0     | 5.0   |

# Competitive Overview

Some stations also rated in Fresno.

| FM Stations     |         |       |     |            |           |                    |           |                       |                              |            |                                   |        |      |        |      |        |      |        |      |        |      |        |      |     |
|-----------------|---------|-------|-----|------------|-----------|--------------------|-----------|-----------------------|------------------------------|------------|-----------------------------------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|------|-----|
| City of         | License | Class | FCC | Power      | HAAT      | C Owner            | Year      | Sales                 | 1999 Est                     | Avg '99    | ARB 12+ Metro Shares (see rights) |        |      |        |      |        |      |        |      |        |      |        |      |     |
| City of         | License | Class | FCC | Power (kW) | HAAT (kW) | C Owner            | Year Acqd | Sales L Price M (000) | Revenue Power (000) (000) P/ | Local      | Fall                              | Spring | Fall | Spring | Fall | Spring | Fall | Spring | Fall | Spring | Fall | Spring |      |     |
| Visalia         | KFSO    | B     | B   | 92.9       | 18.0      | AMFM Inc           | 51 1991 p | 51 9910 p             | Oldies                       | n/a        | 8.8                               | 3.9    | 5.7  | 4.3    | 5.6  | 6.0    | 6.1  | 5.5    | 5.7  | 5.5    | 5.5  | 5.7    | 5.5  |     |
| Fresno          | KSKS    | B     | B   | 93.7       | 68.0      | Infinity Bcstg     | 46 9805   | 46 9805               | Country                      | n/a        | 6.8                               | 3.7    | 3.4  | 4.3    | 3.7  | 5.0    | 4.3  | 5.3    | 5.0  | 5.3    | 5.3  | 5.0    | 5.0  |     |
| Hanford         | KGEN    | A     | A   | 94.5       | 3.3       | Collantes, Rolando | 96 9906   | 96 9906               | Spanish                      | 370        | 0.9                               | 0.3    | 0.5  | 0.3    | 0.5  | 0.3    | 0.5  | 0.0    | 0.0  | 0.0    | 0.0  | 0.0    | 0.0  |     |
| Tulare          | KBOS    | B     | B   | 94.9       | 16.5      | AMFM Inc           | 65 9910 p | 65 9910 p             | CHR                          | n/a        | 9.1                               | 5.6    | 5.3  | 5.0    | 7.8  | 9.8    | 10.6 | 13.1   | 11.0 | 11.0   | 11.0 | 11.0   | 11.0 |     |
| Visalia         | KSLK    | A     | A   | 96.1       | 4.8       | New Visalia Bcstg  | 94        | 94                    | Smooth Jazz                  | 275 3.93   | 1.4                               | 0.9    | 0.7  | 1.0    | 0.7  | 1.6    | 2.1  | 1.4    | 1.4  | 1.4    | 1.4  | 1.4    | 1.4  |     |
| Visalia         | KSEQ    | B     | B   | 97.1       | 17.0      | Buckley Bcstg Corp | 84 8912   | 84 8912               | Top 40                       | 850 2.10   | 8.1                               | 5.6    | 4.6  | 4.6    | 3.6  | 5.4    | 2.4  | 2.3    | 2.9  | 2.9    | 2.9  | 2.9    | 2.9  |     |
| Dinuba          | KSOE    | B     | B   | 98.9       | 19.0      | AMFM Inc           | 75 9910 p | 75 9910 p             | Soft AC                      | n/a        | 11.4                              | 6.6    | 5.8  | 7.1    | 7.1  | 5.5    | 5.4  | 4.8    | 6.0  | 6.0    | 6.0  | 6.0    | 6.0  |     |
| Porterville     | KIOO    | B     | B   | 99.7       | 24.0      | Buckley Bcstg Corp | 72 9404   | 72 9404               | Cisc Rock                    | 550 1.75   | 6.3                               | 2.5    | 3.4  | 3.7    | 3.6  | 3.3    | 3.5  | 2.1    | 2.9  | 2.9    | 2.9  | 2.9    | 2.9  |     |
| E. Porterville  | KMOA    | A     | A   | 100.5      | 2.1 cp    | Moon Bcstg Corp    | 89 9901   | 89 9901               | Spanish                      | 300 2.40   | 2.5                               | 1.7    | 1.4  | 1.0    | 1.7  | 1.6    | 2.3  | 1.0    | 1.0  | 1.0    | 1.0  | 1.0    | 1.0  |     |
| Lindsay         | KZPO    | B1    | B1  | 103.3      | 0.3       | Lindsay Bcstg      | 98        | 98                    | AC                           | 100 0.34   | 5.8                               | 3.0    | 3.4  | 3.2    | 1.9  | 0.0    | 0.0  | 0.0    | 0.0  | 0.0    | 0.0  | 0.0    | 0.0  | 0.0 |
| Woodlake        | KFRR    | B     | B   | 104.1      | 17.0      | Mondosphere Bcstg  | 92        | 92                    | Alternative                  | n/a        | 10.3                              | 6.9    | 6.2  | 5.5    | 5.2  | 5.5    | 3.8  | 4.6    | 4.8  | 4.8    | 4.8  | 4.8    | 4.8  |     |
| Tipton          | KCRZ    | A     | A   | 104.9      | 2.3       | Westcoast Bcstg    | 79 0002 p | 79 0002 p             | Oldies                       | 160 2.00   | 1.6                               | 0.6    | 0.7  | 1.0    | 1.0  | 0.5    | 0.0  | 0.0    | 0.0  | 0.0    | 0.0  | 0.0    | 0.0  |     |
| Tulare          | KJUG    | B     | B   | 106.7      | 1.2       | Westcoast Bcstg    | 65 8105   | 65 8105               | c2 1 Country                 | 1,550 2.90 | 10.7                              | 6.0    | 6.3  | 5.9    | 5.6  | 5.7    | 7.3  | 7.6    | 6.4  | 6.4    | 6.4  | 6.4    | 6.4  |     |
| # FM Stations - |         |       |     |            |           |                    |           |                       |                              |            |                                   |        | 13   |        |      |        |      |        |      |        |      |        |      |     |
| # Combos -      |         |       |     |            |           |                    |           |                       |                              |            |                                   |        | 5    |        |      |        |      |        |      |        |      |        |      |     |
| FM TOTALS       |         |       |     |            |           |                    |           |                       |                              |            |                                   |        | 83.7 | 47.8   | 47.6 | 47.3   | 49.2 | 48.1   | 47.6 | 49.7   | 47.1 |        |      |     |

| AM Stations     |         |       |     |            |           |                    |           |                       |                              |            |                                   |        |      |        |      |        |      |        |      |        |      |        |      |     |
|-----------------|---------|-------|-----|------------|-----------|--------------------|-----------|-----------------------|------------------------------|------------|-----------------------------------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|------|-----|
| City of         | License | Class | FCC | Power      | HAAT      | C Owner            | Year      | Sales                 | 1999 Est                     | Avg '99    | ARB 12+ Metro Shares (see rights) |        |      |        |      |        |      |        |      |        |      |        |      |     |
| City of         | License | Class | FCC | Power (kW) | HAAT (kW) | C Owner            | Year Acqd | Sales L Price M (000) | Revenue Power (000) (000) P/ | Local      | Fall                              | Spring | Fall | Spring | Fall | Spring | Fall | Spring | Fall | Spring | Fall | Spring |      |     |
| Visalia         | KFSO    | B     | B   | 92.9       | 18.0      | AMFM Inc           | 51 1991 p | 51 9910 p             | Oldies                       | n/a        | 8.8                               | 3.9    | 5.7  | 4.3    | 5.6  | 6.0    | 6.1  | 5.5    | 5.7  | 5.5    | 5.5  | 5.7    | 5.5  |     |
| Fresno          | KSKS    | B     | B   | 93.7       | 68.0      | Infinity Bcstg     | 46 9805   | 46 9805               | Country                      | n/a        | 6.8                               | 3.7    | 3.4  | 4.3    | 3.7  | 5.0    | 4.3  | 5.3    | 5.0  | 5.3    | 5.0  | 5.0    | 5.0  |     |
| Hanford         | KGEN    | A     | A   | 94.5       | 3.3       | Collantes, Rolando | 96 9906   | 96 9906               | Spanish                      | 370        | 0.9                               | 0.3    | 0.5  | 0.3    | 0.5  | 0.3    | 0.5  | 0.0    | 0.0  | 0.0    | 0.0  | 0.0    | 0.0  |     |
| Tulare          | KBOS    | B     | B   | 94.9       | 16.5      | AMFM Inc           | 65 9910 p | 65 9910 p             | CHR                          | n/a        | 9.1                               | 5.6    | 5.3  | 5.0    | 7.8  | 9.8    | 10.6 | 13.1   | 11.0 | 11.0   | 11.0 | 11.0   | 11.0 |     |
| Visalia         | KSEQ    | B     | B   | 97.1       | 17.0      | Buckley Bcstg Corp | 84 8912   | 84 8912               | Top 40                       | 850 2.10   | 8.1                               | 5.6    | 4.6  | 4.6    | 3.6  | 5.4    | 2.4  | 2.3    | 2.9  | 2.9    | 2.9  | 2.9    | 2.9  |     |
| Dinuba          | KSOE    | B     | B   | 98.9       | 19.0      | AMFM Inc           | 75 9910 p | 75 9910 p             | Soft AC                      | n/a        | 11.4                              | 6.6    | 5.8  | 7.1    | 7.1  | 5.5    | 5.4  | 4.8    | 6.0  | 6.0    | 6.0  | 6.0    | 6.0  |     |
| Porterville     | KIOO    | B     | B   | 99.7       | 24.0      | Buckley Bcstg Corp | 72 9404   | 72 9404               | Cisc Rock                    | 550 1.75   | 6.3                               | 2.5    | 3.4  | 3.7    | 3.6  | 3.3    | 3.5  | 2.1    | 2.9  | 2.9    | 2.9  | 2.9    | 2.9  |     |
| E. Porterville  | KMOA    | A     | A   | 100.5      | 2.1 cp    | Moon Bcstg Corp    | 89 9901   | 89 9901               | Spanish                      | 300 2.40   | 2.5                               | 1.7    | 1.4  | 1.0    | 1.7  | 1.6    | 2.3  | 1.0    | 1.0  | 1.0    | 1.0  | 1.0    | 1.0  |     |
| Lindsay         | KZPO    | B1    | B1  | 103.3      | 0.3       | Lindsay Bcstg      | 98        | 98                    | AC                           | 100 0.34   | 5.8                               | 3.0    | 3.4  | 3.2    | 1.9  | 0.0    | 0.0  | 0.0    | 0.0  | 0.0    | 0.0  | 0.0    | 0.0  | 0.0 |
| Woodlake        | KFRR    | B     | B   | 104.1      | 17.0      | Mondosphere Bcstg  | 92        | 92                    | Alternative                  | n/a        | 10.3                              | 6.9    | 6.2  | 5.5    | 5.2  | 5.5    | 3.8  | 4.6    | 4.8  | 4.8    | 4.8  | 4.8    | 4.8  |     |
| Tipton          | KCRZ    | A     | A   | 104.9      | 2.3       | Westcoast Bcstg    | 79 0002 p | 79 0002 p             | Oldies                       | 160 2.00   | 1.6                               | 0.6    | 0.7  | 1.0    | 1.0  | 0.5    | 0.0  | 0.0    | 0.0  | 0.0    | 0.0  | 0.0    | 0.0  |     |
| Tulare          | KJUG    | B     | B   | 106.7      | 1.2       | Westcoast Bcstg    | 65 8105   | 65 8105               | c2 1 Country                 | 1,550 2.90 | 10.7                              | 6.0    | 6.3  | 5.9    | 5.6  | 5.7    | 7.3  | 7.6    | 6.4  | 6.4    | 6.4  | 6.4    | 6.4  |     |
| # FM Stations - |         |       |     |            |           |                    |           |                       |                              |            |                                   |        | 13   |        |      |        |      |        |      |        |      |        |      |     |
| # Combos -      |         |       |     |            |           |                    |           |                       |                              |            |                                   |        | 5    |        |      |        |      |        |      |        |      |        |      |     |
| FM TOTALS       |         |       |     |            |           |                    |           |                       |                              |            |                                   |        | 83.7 | 47.8   | 47.6 | 47.3   | 49.2 | 48.1   | 47.6 | 49.7   | 47.1 |        |      |     |

| AM Stations                  |         |       |     |            |           |                    |           |                       |                              |          |                                   |        |      |        |      |        |      |        |      |        |      |        |     |  |  |
|------------------------------|---------|-------|-----|------------|-----------|--------------------|-----------|-----------------------|------------------------------|----------|-----------------------------------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|-----|--|--|
| City of                      | License | Class | FCC | Power      | HAAT      | C Owner            | Year      | Sales                 | 1999 Est                     | Avg '99  | ARB 12+ Metro Shares (see rights) |        |      |        |      |        |      |        |      |        |      |        |     |  |  |
| City of                      | License | Class | FCC | Power (kW) | HAAT (kW) | C Owner            | Year Acqd | Sales L Price M (000) | Revenue Power (000) (000) P/ | Local    | Fall                              | Spring | Fall | Spring | Fall | Spring | Fall | Spring | Fall | Spring | Fall | Spring |     |  |  |
| Fresno                       | KMJ     | B     | B   | 580        | 5.0       | Infinity Bcstg     | 25 9805   | 25 9805               | NWS/TK/Spt                   | n/a      | 10.6                              | 4.3    | 6.5  | 5.5    | 5.1  | 6.6    | 6.4  | 9.0    | 8.1  | 8.1    | 8.1  | 8.1    | 8.1 |  |  |
| Hanford                      | KIGS    | B     | B   | 620        | 1.0       | P&C Broadcasting   | 48 8906   | 48 8906               | See (65)                     | 120      | 0.4                               | 0.0    | 0.0  | 0.0    | 1.2  | 0.0    | 0.0  | 0.0    | 0.0  | 0.0    | 0.0  | 0.0    | 0.0 |  |  |
| Lemoore                      | KJOP    | C     | C   | 1240       | 0.3       | KJOP Radio LLC     | 63 9810   | 63 9810               | Portuguese                   | 120      | 0.0                               | 0.0    | 0.0  | 0.0    | 0.0  | 0.0    | 0.0  | 0.0    | 0.0  | 0.0    | 0.0  | 0.0    | 0.0 |  |  |
| Tulare                       | KJUG    | B     | B   | 1270       | 5.0 cp    | Westcoast Bcstg    | 46 8105   | 46 8105               | c2 1 Country                 | 3.1      | 1.3                               | 1.4    | 2.1  | 1.5    | 2.2  | 1.4    | 0.7  | 0.5    | 0.5  | 0.5    | 0.5  | 0.5    | 0.5 |  |  |
| Tulare                       | KGEN    | B     | B   | 1370       | 1.0       | Collantes, Rolando | 57 8507   | 57 8507               | Spanish                      | 3.1      | 0.0                               | 0.0    | 0.0  | 0.0    | 0.0  | 0.0    | 0.0  | 0.0    | 0.0  | 0.0    | 0.0  | 0.0    | 0.0 |  |  |
| Tulare                       | KVBL    | C     | C   | 1400       | 1.0       | AMFM Inc           | 48 9910 p | 48 9910 p             | Sports                       | 50       | 0.4                               | 0.4    | 0.0  | 0.5    | 0.5  | 0.0    | 0.3  | 0.5    | 0.9  | 0.9    | 0.9  | 0.9    | 0.9 |  |  |
| Porterville                  | KTIP    | C     | C   | 1450       | 1.0       | Caldwell Bcstg Co  | 47 9701   | 47 9701               | News/Talk                    | 420 4.42 | 1.9                               | 0.8    | 1.2  | 0.9    | 0.7  | 0.7    | 1.1  | 0.7    | 0.7  | 0.7    | 0.7  | 0.7    | 0.7 |  |  |
| # AM Stations -              |         |       |     |            |           |                    |           |                       |                              |          |                                   |        | 7    |        |      |        |      |        |      |        |      |        |     |  |  |
| # Combos -                   |         |       |     |            |           |                    |           |                       |                              |          |                                   |        | 3    |        |      |        |      |        |      |        |      |        |     |  |  |
| # Duopolies -                |         |       |     |            |           |                    |           |                       |                              |          |                                   |        | 3    |        |      |        |      |        |      |        |      |        |     |  |  |
| AM & FM Stations Profiled -  |         |       |     |            |           |                    |           |                       |                              |          |                                   |        | 20   |        |      |        |      |        |      |        |      |        |     |  |  |
| Total Local Commercial Share |         |       |     |            |           |                    |           |                       |                              |          |                                   |        | 16.4 | 6.8    | 6.8  | 9.1    | 9.5  | 8.1    | 10.7 | 8.8    | 61.0 | 58.2   |     |  |  |

Other Rulemaking: 102.3, B1, Corcoran

Metro Rank: 108  
Revenue Rank: 158

# Oxnard - Ventura, CA Market Overview



## Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES | REVENUES     |              |              |              |              |              |      |
|--------------------------|--------------|--------------|--------------|--------------|--------------|--------------|------|
|                          | 1993         | 1994         | 1995         | 1996         | 1997         | 1998         |      |
| \$8,400                  | \$8,500      | \$9,300      | \$10,100     | \$11,300     | \$11,400     | \$11,400     |      |
| Δ 98 - 99                | 0.9%         | \$11,500     | \$12,100     | \$12,400     | \$13,100     | \$13,500     |      |
| Revenue/Retail Sales     | \$2,40/1,000 | \$2,74/1,000 | \$2,79/1,000 | \$2,79/1,000 | \$2,79/1,000 | \$2,79/1,000 |      |
| Revenue/Capita           | \$19.13      | \$24.59      | \$26.91      | \$26.91      | \$26.91      | \$26.91      |      |
| Est. Breakout            | Local 85%    | National 15% | Local 85%    | National 15% | Local 85%    | National 15% |      |
| Δ 93 - 98                | 6.3%         | Δ 99 - 03    | 4.0%         | Δ 99 - 03    | 4.0%         | Δ 99 - 03    | 4.0% |

## Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

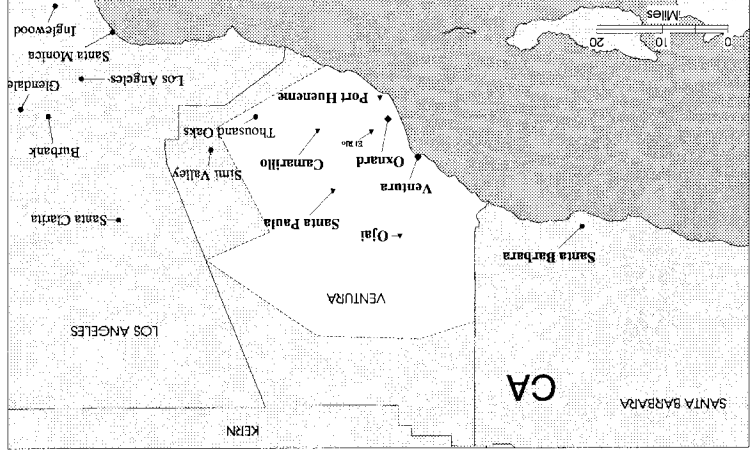
| Growth Rate    | 1998    |         |      | 1998    |         |      |
|----------------|---------|---------|------|---------|---------|------|
|                | 2003    | 1998    | 1998 | 2003    | 1998    | 1998 |
| MSA Population | 439.0   | 463.6   | 1.1% | 463.6   | 501.7   | 1.6% |
| Households     | 139.8   | 147.7   | 1.1% | 147.7   | 159.2   | 1.5% |
| Retail Sales   | 3,498.5 | 4,155.9 | 3.5% | 4,155.9 | 4,844.8 | 3.1% |
| EBI            | 7,908.0 | 8,124.5 | 0.5% | 8,124.5 | 9,587.3 | 3.4% |

## Demographic Breakdown

| Men (000)          | 18 - 24     |            |            |                |           | 25 - 34     |            |            |                |             | 35 - 44    |            |                |             |            | 45 - 54    |                |             |            |            | Over 55        |             |            |            |                |             |            |            |                |
|--------------------|-------------|------------|------------|----------------|-----------|-------------|------------|------------|----------------|-------------|------------|------------|----------------|-------------|------------|------------|----------------|-------------|------------|------------|----------------|-------------|------------|------------|----------------|-------------|------------|------------|----------------|
|                    | Total       | Under 12   | 12 - 17    | 18 - 24        | 25 - 34   | Total       | Under 12   | 12 - 17    | 18 - 24        | 25 - 34     | Total      | Under 12   | 12 - 17        | 18 - 24     | 25 - 34    | Total      | Under 12       | 12 - 17     | 18 - 24    | 25 - 34    | Total          | Under 12    | 12 - 17    | 18 - 24    | 25 - 34        | 35 - 44     | 45 - 54    | Over 55    |                |
| 234.0              | 41.1        | 39.5       | 19.8       | 19.4           | 31.8      | 40.8        | 34.4       | 38.3       | 45.3           | 229.7       | 42.3       | 67.5       | 81.1           | 68.0        | 83.6       | 18.0%      | 17.4%          | 14.7%       | 14.7%      | 18.0%      | 40.8           | 34.4        | 38.3       | 45.3       | 33.6           | 34.4        | 38.3       |            |                |
| Women (000)        | 229.7       | 39.5       | 19.8       | 19.4           | 31.8      | 40.3        | 33.6       | 45.3       | 45.3           | 229.7       | 42.3       | 67.5       | 81.1           | 68.0        | 83.6       | 18.0%      | 17.4%          | 14.7%       | 14.7%      | 18.0%      | 40.3           | 33.6        | 45.3       | 33.6       | 34.4           | 38.3        | 45.3       |            |                |
| Total              | 463.6       | 80.6       | 40.5       | 39.2           | 63.6      | 81.1        | 68.0       | 83.6       | 83.6           | 463.6       | 80.6       | 134.8      | 162.2          | 136.0       | 167.2      | 36.0%      | 34.8%          | 29.4%       | 29.4%      | 36.0%      | 81.1           | 68.0        | 83.6       | 83.6       | 68.0           | 83.6        | 83.6       |            |                |
| Percentage         | 100.0%      | 17.4%      | 8.7%       | 8.7%           | 14.6%     | 17.5%       | 14.7%      | 18.0%      | 18.0%          | 100.0%      | 17.4%      | 14.6%      | 14.6%          | 14.7%       | 18.0%      | 36.0%      | 34.8%          | 29.4%       | 29.4%      | 36.0%      | 19.4%          | 14.7%       | 18.0%      | 18.0%      | 14.7%          | 14.7%       | 18.0%      |            |                |
| Per Capita         | \$ 17,524   | \$ 17,524  | \$ 17,524  | \$ 17,524      | \$ 17,524 | \$ 17,524   | \$ 17,524  | \$ 17,524  | \$ 17,524      | \$ 17,524   | \$ 17,524  | \$ 17,524  | \$ 17,524      | \$ 17,524   | \$ 17,524  | \$ 17,524  | \$ 17,524      | \$ 17,524   | \$ 17,524  | \$ 17,524  | \$ 17,524      | \$ 17,524   | \$ 17,524  | \$ 17,524  | \$ 17,524      | \$ 17,524   | \$ 17,524  | \$ 17,524  |                |
| Ethnic Population: | White 89.7% | Black 2.4% | Asian 6.9% | Hispanic 33.7% |           | White 89.7% | Black 2.4% | Asian 6.9% | Hispanic 33.7% | White 89.7% | Black 2.4% | Asian 6.9% | Hispanic 33.7% | White 89.7% | Black 2.4% | Asian 6.9% | Hispanic 33.7% | White 89.7% | Black 2.4% | Asian 6.9% | Hispanic 33.7% | White 89.7% | Black 2.4% | Asian 6.9% | Hispanic 33.7% | White 89.7% | Black 2.4% | Asian 6.9% | Hispanic 33.7% |

## Market Summary

| FM Classes | Class A | Class B | Class C | Viabile FMS | All FMS | All AMs | Total |
|------------|---------|---------|---------|-------------|---------|---------|-------|
| # Stations | 5       | 5       | 9       | 10          | 5       | 15      | 51.9  |
| Tot 12+    | 18.2    | 22.6    | 39.6    | 40.8        | 11.1    | 51.9    | 51.9  |
| Avg 12+    | 3.6     | 4.5     | 4.4     | 4.1         | 2.2     | 3.5     | 3.5   |
| Tot LCS    | 35.1    | 43.5    | 76.3    | 78.6        | 21.4    | 100.0   | 100.0 |
| Avg LCS    | 7.0     | 8.7     | 8.5     | 7.9         | 4.3     | 6.7     | 6.7   |



| Metro Counties / Population (000) | 463.6 | 463.6 |
|-----------------------------------|-------|-------|
| Ventura, CA                       | 463.6 | 463.6 |

### Competitive Overview

ARB 12+ Metro Shares (see rights)

| City of Calls | License | FCC Class | FCC Freq | Power (kW) | HAAT | C Owner | Year Acq'd | Std Price (000) | M A Format | Sales L | 1999 Est Revenue (000)P | Power Ratio | Avg 99 Local Comm |             |           |             |           |
|---------------|---------|-----------|----------|------------|------|---------|------------|-----------------|------------|---------|-------------------------|-------------|-------------------|-------------|-----------|-------------|-----------|
|               |         |           |          |            |      |         |            |                 |            |         |                         |             | Fall 1999         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 |

|           |      |    |       |        |      |   |                   |    |        |    |       |      |      |      |      |      |      |      |      |      |      |
|-----------|------|----|-------|--------|------|---|-------------------|----|--------|----|-------|------|------|------|------|------|------|------|------|------|------|
| •         | KBYY | B  | 95.1  | 12.3   | 876  | a | Cumulus Bcstg Inc | 62 | 9912 p | g3 | 1,500 | 1.33 | 8.0  | 3.4  | 3.5  | 4.4  | 4.7  | 5.3  | 4.8  | 7.2  |      |
| •         | KOCN | A  | 96.7  | 0.3 cp | 1499 | c | Lazer Bcstg Corp  | 76 | 9804   |    | 1,000 | 0.62 | 6.6  | 3.7  | 3.7  | 2.7  | 1.2  | 4.0  | 2.1  | 1.2  | 1.0  |
| •         | KDAR | B1 | 98.3  | 1.5    | 1289 |   | Salem Comm Corp   | 48 |        | g3 | 1,750 | 1.17 | 10.6 | 6.6  | 1.2  | 1.2  | 0.8  | 1.4  | 1.5  | 1.9  | 2.2  |
| •         | KHAY | B  | 100.7 | 39.0   | 1211 | a | Cumulus Bcstg Inc | 62 | 9912 p | g3 | 1,750 | 1.17 | 10.6 | 6.6  | 3.2  | 7.1  | 6.1  | 6.2  | 6.2  | 7.2  | 6.1  |
|           | KXLM | A  | 102.9 | 5.5    | 112  | c | Lazer Bcstg Corp  | 91 |        |    | 1,500 | 0.64 | 16.5 | 6.0  | 9.7  | 6.3  | 3.4  | 6.2  | 7.0  | 5.5  | 6.9  |
|           | KMLA | A  | 103.7 | 0.5    | 807  | b | Gold Coast Radio  | 96 |        |    | 1,200 | 1.01 | 8.4  | 3.1  | 4.2  | 4.0  | 3.2  | 3.2  | 2.2  | 2.4  | 0.0  |
|           | KCAQ | B  | 104.7 | 5.1    | 1476 | b | Gold Coast Radio  | 58 | 9608   | c2 | 3,650 | 0.79 | 13.5 | 8.4  | 7.0  | 6.1  | 6.4  | 5.7  | 4.8  | 5.0  | 4.0  |
|           | KKBE | A  | 105.5 | 0.3    | 1440 | b | Gold Coast Radio  | 72 | 9709   | c1 | 2,000 | 0.69 | 3.1  | 2.4  | 1.7  | 1.3  | 1.9  | 0.5  | 0.7  | 0.5  | 1.3  |
|           | KVYY | A  | 107.1 | 0.8    | 876  |   | Big City Radio    | 89 | 9606   | g  | 50    | 0.06 | 5.5  | 3.0  | 2.7  | 2.6  | 3.2  | 2.5  | 2.7  | 3.1  | 1.5  |
| FM TOTALS |      |    |       |        |      |   |                   |    |        |    |       |      | 80.9 | 40.8 | 39.9 | 38.6 | 34.2 | 37.9 | 35.5 | 33.6 | 30.6 |

### AM Stations

| City of Calls | License | FCC Class | FCC Freq | Power (kW) | C Owner | Year Acq'd | Std Price (000) | M A Format | Sales L | 1999 Est Revenue (000)P | Power Ratio | Avg 99 Local Comm |             |           |             |           |
|---------------|---------|-----------|----------|------------|---------|------------|-----------------|------------|---------|-------------------------|-------------|-------------------|-------------|-----------|-------------|-----------|
|               |         |           |          |            |         |            |                 |            |         |                         |             | Fall 1999         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 |

|           |      |   |      |        |      |   |                   |    |        |     |     |      |      |      |     |     |     |     |      |      |      |      |
|-----------|------|---|------|--------|------|---|-------------------|----|--------|-----|-----|------|------|------|-----|-----|-----|-----|------|------|------|------|
| •         | KOXR | B | 910  | 5.0    | 1,00 | c | Lazer Bcstg Corp  | 55 | 9903   | 370 | 375 | 1.02 | 2.6  | 1.3  | 1.5 | 1.0 | 0.7 | 1.8 | 1.9  | 2.2  |      |      |
|           | KKZZ | C | 1400 | 1.0    | 1,00 | b | Gold Coast Radio  | 48 | 9502   | c3  | 400 | 0.32 | 8.8  | 4.4  | 3.7 | 4.8 | 3.2 | 4.4 | 4.3  | 3.2  |      |      |
| •         | KVEN | C | 1450 | 1.0    | 1,00 | a | Cumulus Bcstg Inc | 48 | 9912 p | g3  | 900 | 1.25 | 5.1  | 1.6  | 1.8 | 3.1 | 3.2 | 2.4 | 3.8  | 2.6  |      |      |
| •         | KVTA | B | 1520 | 10.0   | 1,00 | b | Gold Coast Radio  | 58 | 9608   | c2  | 250 | 0.89 | 2.0  | 1.2  | 1.3 | 0.6 | 0.3 | 0.5 | 0.7  | 0.3  | 1.8  |      |
|           | KUNX | B | 1590 | 5.0 cp | 5,00 | b | Gold Coast Radio  | 47 | 9905   | c1  | 350 |      | 0.8  | 2.6  | 0.5 | 0.3 | 0.0 | 0.3 | 1.2  | 0.9  | 1.0  |      |
| AM TOTALS |      |   |      |        |      |   |                   |    |        |     |     |      | 19.3 | 11.1 | 8.8 | 9.8 | 7.4 | 9.4 | 47.3 | 47.4 | 42.8 | 42.6 |

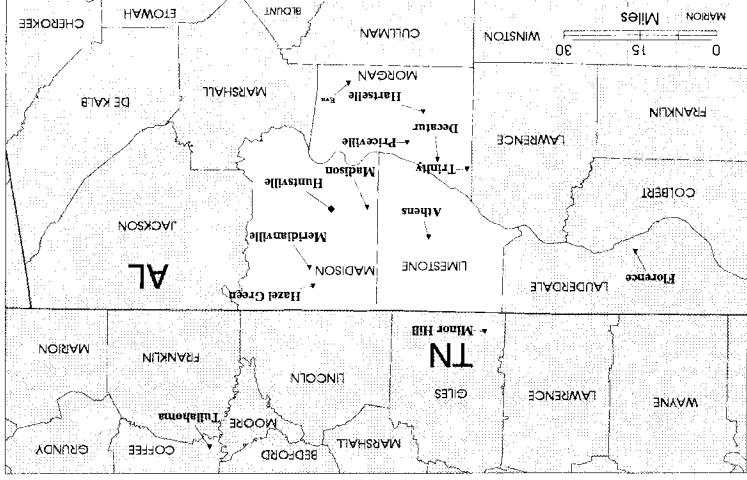
Total Local Commercial Share

|  |  |  |  |  |  |  |  |  |  |  |  |  | AM & FM Stations Profiled - |            |               |  |  |
|--|--|--|--|--|--|--|--|--|--|--|--|--|-----------------------------|------------|---------------|--|--|
|  |  |  |  |  |  |  |  |  |  |  |  |  | # AM Stations -             | # Combos - | # Duopolies - |  |  |

• Indicates a change since last edition

†/ See introduction section for interpretation of revenue estimates.

Metro Rank: 109  
Revenue Rank: 113



| Metro Counties / Population (000) | Revenue      |
|-----------------------------------|--------------|
| Limestone, AL                     | 62.7         |
| Madison, AL                       | 281.4        |
| Morgan, AL                        | 110.0        |
| <b>Total</b>                      | <b>454.1</b> |

## Huntsville, AL Market Overview



### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES | 1993           |                      | 1994           |                      | 1995           |                      | 1996           |                      | 1997           |                      | 1998           |                      | 1999           |                      | 2000           |                      | 2001           |                      | 2002           |                      | 2003           |                      |          |
|--------------------------|----------------|----------------------|----------------|----------------------|----------------|----------------------|----------------|----------------------|----------------|----------------------|----------------|----------------------|----------------|----------------------|----------------|----------------------|----------------|----------------------|----------------|----------------------|----------------|----------------------|----------|
|                          | Revenue/Capita | Revenue/Retail Sales | Revenue/Capita | Revenue/Retail Sales | Revenue/Capita | Revenue/Retail Sales | Revenue/Capita | Revenue/Retail Sales | Revenue/Capita | Revenue/Retail Sales | Revenue/Capita | Revenue/Retail Sales | Revenue/Capita | Revenue/Retail Sales | Revenue/Capita | Revenue/Retail Sales | Revenue/Capita | Revenue/Retail Sales | Revenue/Capita | Revenue/Retail Sales | Revenue/Capita | Revenue/Retail Sales |          |
| ***                      | \$11,800       | \$12,700             | \$13,300       | \$14,500             | \$15,700       | \$16,300             | \$17,000       | \$18,400             | \$19,500       | \$21,000             | \$22,300       | \$27.63              | \$35.90        | \$42.61              | \$47.30        | \$52.10              | \$57.00        | \$62.70              | \$67.60        | \$72.50              | \$77.40        | \$82.30              |          |
| 4.3%                     | Δ 98 - 99      | Δ 99 - 00            | Δ 00 - 01      | Δ 01 - 02            | Δ 02 - 03      | Δ 03 - 04            | Δ 04 - 05      | Δ 05 - 06            | Δ 06 - 07      | Δ 07 - 08            | Δ 08 - 09      | Δ 09 - 10            | Δ 10 - 11      | Δ 11 - 12            | Δ 12 - 13      | Δ 13 - 14            | Δ 14 - 15      | Δ 15 - 16            | Δ 16 - 17      | Δ 17 - 18            | Δ 18 - 19      | Δ 19 - 20            |          |
| 75%                      | Local          | 75%                  | Local          | 75%                  | Local          | 75%                  | Local          | 75%                  | Local          | 75%                  | Local          | 75%                  | Local          | 75%                  | Local          | 75%                  | Local          | 75%                  | Local          | 75%                  | Local          | 75%                  | Local    |
| 25%                      | National       | 25%                  | National       | 25%                  | National       | 25%                  | National       | 25%                  | National       | 25%                  | National       | 25%                  | National       | 25%                  | National       | 25%                  | National       | 25%                  | National       | 25%                  | National       | 25%                  | National |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

| Growth Rate    | 1998    |         | 1999    |         | 2000     |          | 2001     |          | 2002     |          | 2003     |  |
|----------------|---------|---------|---------|---------|----------|----------|----------|----------|----------|----------|----------|--|
|                | Rate    | Rate    | Rate    | Rate    | Rate     | Rate     | Rate     | Rate     | Rate     | Rate     | Rate     |  |
| MSA Population | 427.1   | 454.1   | 472.1   | 489.1   | 506.1    | 523.1    | 540.1    | 557.1    | 574.1    | 591.1    | 608.1    |  |
| Households     | 163.3   | 177.2   | 181.2   | 195.1   | 209.0    | 222.9    | 236.8    | 250.7    | 264.6    | 278.5    | 292.4    |  |
| Retail Sales   | 3,354.4 | 4,371.7 | 5,389.0 | 6,406.3 | 7,423.6  | 8,440.9  | 9,458.2  | 10,475.5 | 11,492.8 | 12,510.1 | 13,527.4 |  |
| EBI            | 7,170.3 | 7,897.6 | 8,624.9 | 9,352.2 | 10,079.5 | 10,806.8 | 11,534.1 | 12,261.4 | 12,988.7 | 13,716.0 | 14,443.3 |  |

### Demographic Breakdown

|                    | Total     | Under 12 | 12 - 17 | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 54 | Over 55 |
|--------------------|-----------|----------|---------|---------|---------|---------|---------|---------|
| Men (000)          | 224.1     | 36.1     | 19.2    | 21.1    | 36.4    | 36.4    | 33.6    | 41.3    |
| Women (000)        | 230.0     | 34.3     | 18.4    | 20.6    | 34.1    | 36.4    | 35.3    | 51.0    |
| Total              | 454.1     | 70.3     | 37.5    | 41.7    | 70.5    | 72.8    | 68.9    | 92.3    |
| Percentage         | 100.0%    | 15.5%    | 8.3%    | 9.2%    | 15.5%   | 16.0%   | 15.2%   | 20.3%   |
| Per Capita         | \$ 17,392 |          |         |         |         |         |         |         |
| Median Household   | \$ 37,172 |          |         |         |         |         |         |         |
| Avg Household      | \$ 44,569 |          |         |         |         |         |         |         |
| Ethnic Population: |           |          |         |         |         |         |         |         |
| White              | 80.1%     |          |         |         |         |         |         |         |
| Black              | 18.0%     |          |         |         |         |         |         |         |
| Asian              | 1.5%      |          |         |         |         |         |         |         |
| Hispanic           | 1.6%      |          |         |         |         |         |         |         |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 4       | 8       | 8       | 8          | 12      | 14      | 26    |
| Tot 12+    | 7.8     | 2.0     | 56.2    | 59.7       | 64.0    | 14.1    | 78.1  |
| Avg 12+    | 2.0     | 7.0     | 7.5     | 7.5        | 5.3     | 1.0     | 3.0   |
| Tot LCS    | 10.0    | 72.0    | 76.4    | 81.9       | 18.1    | 100.0   | 100.0 |
| Avg LCS    | 2.5     | 9.0     | 9.6     | 6.8        | 1.3     | 3.8     | 3.8   |

## Competitive Overview

Some stations also rated in Florence-Muscie Shoals

Metro Rank: 109

| FM Stations                        |              |                    |                          |                   |                      |                                   |             |   |                          |              |                |                |                |              |                |                |                |      |
|------------------------------------|--------------|--------------------|--------------------------|-------------------|----------------------|-----------------------------------|-------------|---|--------------------------|--------------|----------------|----------------|----------------|--------------|----------------|----------------|----------------|------|
| City of<br>Calls License           | FCC<br>Class | Power<br>Freq (kW) | HAAT<br>C Owner          | Year<br>Date Acqd | Sales<br>Price (000) | M<br>Format                       | A<br>Format | 1999 Est<br>Revenue<br>(000) //<br>Power<br>Ratio | Avg '99<br>Local<br>Comm | Fall<br>1999 | Summer<br>1999 | Spring<br>1999 | Winter<br>1999 | Fall<br>1998 | Summer<br>1998 | Spring<br>1998 | Winter<br>1998 |      |
| WEUP Minor Hill                    | A            | 92.1 2.6 cp        | 479 d Batts, H & Caples, | 83 9/02           | 310                  |                                   | Urban AC    | 550 0.61  | 4.9                      | 3.0          | 4.1            | 3.0            | 3.0            | 4.5          | 3.6            | 2.7            | 4.7            | 4.3  |
| WWXQ Trinity                       | A            | 92.5 3.1           | 423 c AMFM Inc           | 92 9/10 p         |                      | g                                 | Oldies      | 300 0.78  | 2.1                      | 0.5          | 2.2            | 1.3            | 1.5            | 1.5          | 1.3            | 1.2            | 1.3            | 0.5  |
| WPZM Tullahoma                     | C1           | 93.3 100.0         | 981 a Athens Bcstg Co    | 62 9/31           | 2,500                |                                   | Country     | 375 0.82  | 2.5                      | 2.0          | 1.8            | 2.8            | 1.6            | 1.5          | 2.4            | 2.3            | 1.9            | 1.9  |
| WXQW Meridianville                 | A            | 94.1 3.0           | 328 c AMFM Inc           | 95 9/10 p         |                      | g                                 | Oldies      | 250 0.28  | 4.8                      | 2.8          | 3.2            | 3.4            | 4.5            | 4.0          | 5.5            | 5.2            | 3.6            | 3.6  |
| WRTT Huntsville                    | C2           | 95.1 50.0          | 112 NCA Inc              | 60 00/1 p         | na                   | na                                | ChrsContemp | 250 1.13  | 1.2                      | 0.6          | 0.7            | 0.9            | 1.5            | 1.6          | 1.3            | 1.0            |                |      |
| WRSA Decatur                       | C            | 96.9 100.0         | 1012 STG Acquisition     | 59 9/06           | 11,200 na            |                                   | Easy        | 850 0.56  | 8.2                      | 5.2          | 5.2            | 8.0            | 6.5            | 7.1          | 5.8            | 5.5            | 5.5            | 5.5  |
| WAHR Huntsville                    | C            | 99.1 100.0         | 981 French, Jo &         | 96                |                      |                                   | Gospel      | 100 0.49  | 1.1                      | 1.5          | 0.7            | 1.1            | 0.9            | 0.8          | 1.6            | 1.0            | 0.9            | 0.9  |
| WRJL Eva                           | A            | 99.9 6.0           | 328 AMFM Inc             | 51 9/10 p         |                      | g                                 | Country     | 5,100 1.28  | 21.6                     | 17.1         | 14.1           | 19.4           | 16.9           | 17.1         | 17.5           | 20.5           | 21.4           | 21.4 |
| WDRM Decatur                       | C1           | 102.1 100.0        | 981 Athens Bcstg Co      | 58                |                      |                                   | Top 40      | 3,000 0.99  | 16.4                     | 11.7         | 14.6           | 12.5           | 13.1           | 10.8         | 14.0           | 11.1           | 11.1           | 8.6  |
| WZYP Athens                        | C            | 104.3 100.0        | 1116 AMFM Inc            | 92 9/10 p         |                      | g                                 | Cisc Rock   | 1,600 0.71  | 12.2                     | 8.4          | 9.5            | 7.8            | 11.6           | 9.1          | 8.2            | 7.0            | 8.6            | 8.6  |
| WTKA Hartselle                     | C3           | 106.1 5.4          | 725 Big River Bcstg      | 67 7/02           |                      |                                   | AC          | na 7.93   | 1.1                      | 1.7          | 0.5            | 0.7            | 1.1            | 1.3          | 0.9            | 0.8            | 0.7            | 0.7  |
| WOLT Florence                      | C1           | 107.3 93.0 cp      | 1017 Athens Bcstg Co     | 58                |                      |                                   | FM TOTALS   | 85.8  | 64.0                     | 64.2         | 68.5           | 70.2           | 64.9           | 69.8         | 72.0           | 67.3           |                |      |
| # FM Stations - 12     # Combs - 7 |              |                    |                          |                   |                      |                                   |             |   |                          |              |                |                |                |              |                |                |                |      |
|                                    |              | Day                | Night                    |                   |                      | ARB 12+ Metro Shares (see rights) |             |   |                          |              |                |                |                |              |                |                |                |      |
| ARB 12+ Metro Shares (see rights)  |              |                    |                          |                   |                      |                                   |             |   |                          |              |                |                |                |              |                |                |                |      |
| ARB 12+ Metro Shares (see rights)  |              |                    |                          |                   |                      |                                   |             |   |                          |              |                |                |                |              |                |                |                |      |

| AM Stations              |              |                    |                           |                   |                      |                 |              |   |                          |              |                |                |                |              |                |                |                |     |
|--------------------------|--------------|--------------------|---------------------------|-------------------|----------------------|-----------------|--------------|---|--------------------------|--------------|----------------|----------------|----------------|--------------|----------------|----------------|----------------|-----|
| City of<br>Calls License | FCC<br>Class | Power<br>Freq (kW) | C<br>Owner                | Year<br>Date Acqd | Sales<br>Price (000) | M<br>Format     | A<br>Format  | 1999 Est<br>Revenue<br>(000) //<br>Power<br>Ratio | Avg '99<br>Local<br>Comm | Fall<br>1999 | Summer<br>1999 | Spring<br>1999 | Winter<br>1999 | Fall<br>1998 | Summer<br>1998 | Spring<br>1998 | Winter<br>1998 |     |
| WUMFP Madison            | B            | 730 1.0            | 0.13 a Athens Bcstg Co    | 83 9/08           | 215                  |                 | Sports       | 100 0.49  | 1.1                      | 0.9          | 0.4            | 0.9            | 1.3            | 0.8          | 0.5            | 0.7            | 0.3            | 0.3 |
| WVNN Athens              | B            | 770 10.0           | 0.25 a Athens Bcstg Co    | 48 7/05           |                      |                 | News/Talk    | 500 0.55  | 4.9                      | 3.3          | 4.5            | 3.9            | 3.3            | 3.6          | 3.5            | 3.2            | 3.1            | 3.1 |
| WHOS Decatur             | B            | 800 1.0            | 0.22 c AMFM Inc           | 48 9/10 p         |                      | g               | News         |   |                          | 0.0          | 0.0            | 0.0            | 0.0            | 0.0          | 0.0            | 0.0            | 0.0            | 0.0 |
| WAMM Hartselle           | B            | 890 2.5            | 0.00 e Priority Comm      | 56 9/10           |                      |                 | AC           |   |                          | 0.0          | 0.0            | 0.0            | 0.0            | 0.0          | 0.0            | 0.0            | 0.0            | 0.0 |
| WDL Huntsville           | B            | 1000 5.0 cp        | 0.00 Sharp, James K       | 68 9/01           |                      |                 | Oldies       | 300 0.82  | 2.0                      | 5.4          | 1.1            | 1.1            | 1.5            | 2.5          | 1.3            | 0.8            | 1.0            | 1.0 |
| WKAC Athens              | B            | 1080 5.0           | 0.00 Limestone Bcstg      | 64                |                      |                 | Oldies       |   |                          | 0.0          | 0.0            | 0.0            | 0.0            | 0.0          | 0.0            | 0.0            | 0.0            | 0.0 |
| WBXR Hazel Green         | B            | 1140 15.6          | 0.00 Wilkins Comm         | 70 9/10           |                      |                 | Chrst/Talk   | 200   |                          | 0.0          | 0.0            | 0.0            | 0.0            | 0.0          | 0.0            | 0.0            | 0.0            | 0.0 |
| WBHP Huntsville          | C            | 1230 1.0           | 1.00 c AMFM Inc           | 37 9/10 p         |                      | g               | News         | 100   | 0.5                      | 0.0          | 0.4            | 0.4            | 0.5            | 0.4          | 0.4            | 0.3            | 0.5            | 0.5 |
| WJRA Priceville          | B            | 1310 1.0           | 0.00 Abecrombia Bcstg     | 86                |                      |                 | Black Gospel |   |                          | 0.0          | 0.0            | 0.0            | 0.0            | 0.0          | 0.0            | 0.0            | 0.0            | 0.0 |
| WAVD Decatur             | C            | 1400 1.0           | 0.00 R & B                | 35 8/09           |                      |                 | Talk         | 100   |                          | 0.0          | 0.0            | 0.0            | 0.0            | 0.0          | 0.0            | 0.0            | 0.0            | 0.0 |
| WTXI Huntsville          | C            | 1450 1.0           | 1.00 McDaniell Media Inc  | 46 9/03           |                      |                 | Nws/Tlk/Spt  | 250   | 0.4                      | 0.5          | 0.0            | 0.4            | 0.4            | 0.6          | 0.0            | 0.5            | 0.3            | 0.3 |
| WJAF Decatur             | C            | 1490 1.0           | 1.00 e Newnan Estate      | 53 9/12           |                      |                 | Talk         | 200   |                          | 0.0          | 0.0            | 0.0            | 0.0            | 0.0          | 0.0            | 0.0            | 0.0            | 0.0 |
| WJOR Huntsville          | B            | 1550 50.0          | 0.50 M.B. Associates      | 48 9/04           |                      |                 | Gospel       | 450 1.29  | 1.9                      | 2.8          | 0.7            | 1.3            | 2.0            | 2.1          | 3.1            | 1.2            | 3.1            | 3.1 |
| WEUP Huntsville          | B            | 1600 5.0           | 0.50 d Batts, H & Caples, | 58 8/09           |                      |                 | Urban AC     | 855   |                          | 3.4          | 1.2            | 2.3            | 2.4            | 3.4          | 2.2            | 1.3            | 2.9            | 2.9 |
|                          |              | # AM Stations - 14 |                           |                   |                      | # Combs - 7     |              | Total Local Commercial Share                      |                          |              |                |                |                |              |                |                |                |     |
|                          |              | # AM Stations - 14 |                           |                   |                      | # Duopolies - 6 |              | Total Local Commercial Share                      |                          |              |                |                |                |              |                |                |                |     |
|                          |              | # AM Stations - 14 |                           |                   |                      | # Combs - 7     |              | Total Local Commercial Share                      |                          |              |                |                |                |              |                |                |                |     |
|                          |              | # AM Stations - 14 |                           |                   |                      | # Duopolies - 6 |              | Total Local Commercial Share                      |                          |              |                |                |                |              |                |                |                |     |
|                          |              | # AM Stations - 14 |                           |                   |                      | # Combs - 7     |              | Total Local Commercial Share                      |                          |              |                |                |                |              |                |                |                |     |

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

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Metro Rank: 109





# Competitive Overview

Some stations also rated in Boston.

| FM Stations                  |     |       |       |            |         |                     |           |             |              |                |                |             |          |
|------------------------------|-----|-------|-------|------------|---------|---------------------|-----------|-------------|--------------|----------------|----------------|-------------|----------|
| City of                      | FCC | Class | Freq  | Power (kW) | HAAT    | C Owner             | Year Acqd | Std Acqd    | Price (000)  | M A Format     | Revenue (000)Y | Power Ratio | Avg '99  |
| City of                      | FCC | Class | Freq  | Power (kW) | HAAT    | C Owner             | Year Acqd | Std Acqd    | Price (000)  | M A Format     | Revenue (000)Y | Power Ratio | Avg '99  |
| WRSR Worcester               | B   | B     | 96.1  | 16.5       | 863     | b AMFM Inc          | 40        | 9910        | 40           | g              | 6,400          | 1.48        | 32.5     |
| WORC Fitchburg               | A   | A     | 98.9  | 1.9        | 410     | a Citadel Comm Corp | 94        | 9912        | 24,500       | d4             | 700            | 2.19        | 2.4      |
| WAFX Southbridge             | A   | A     | 100.1 | 2.9        | 486     | a Citadel Comm Corp | 68        | 9912        | 14,250       |                | 1,900          | 1.52        | 9.4      |
| WXLO Fitchburg               | B   | B     | 104.5 | 37.0       | 564     | a Citadel Comm Corp | 60        | 9912        | 3,400        | d4             | 18.6           | 1.37        | 18.6     |
| WAAF Worcester               | B   | B     | 107.3 | 20.0       | 784     | d Entercom          | 61        | 9811        | n/a          |                | 15.9           | n/a         | 15.9     |
| FM TOTALS                    |     |       |       |            |         |                     |           |             |              |                |                |             |          |
| # FM Stations - 5            |     |       |       |            |         |                     |           |             |              |                |                |             |          |
| # Combos - 3                 |     |       |       |            |         |                     |           |             |              |                |                |             |          |
| Night                        |     |       |       |            |         |                     |           |             |              |                |                |             |          |
| City of                      | FCC | Class | Freq  | Power (kW) | C Owner | Year Acqd           | Std Acqd  | Price (000) | L M A Format | Revenue (000)Y | Power Ratio    | Avg '99     | 1999 Est |
| WTAG Worcester               | B   | B     | 580   | 5.0        | 5.00    | b AMFM Inc          | 24        | 9910        | 24           | g              | 2,000          | 0.94        | 16.0     |
| WVNE Leicester               | B   | B     | 760   | 25.0       | 0.00    | Blount Comm         | 91        |             | 100          |                | 0.40           | 1.9         |          |
| WCN Worcester                | B   | B     | 830   | 7.0        | 5.00    | Carter Bcstg Corp   | 94        |             | 100          |                | 0.40           | 1.9         |          |
| WGFP Webster                 | B   | B     | 940   | 1.0        | 0.00    | Bengal Comm Co      | 80        | 9710        | 80           | c1             | 0.1            | 0.0         |          |
| WNEB Worcester               | C   | C     | 1230  | 1.0        | 1.00    | Grace Bcstg         | 46        | 9905        | 225          |                | 0.0            | 0.0         |          |
| WORC Worcester               | B   | B     | 1310  | 5.0        | 1.00    | c Bengal Comm Co    | 25        | 9805        | 790          |                | 0.9            | 0.7         |          |
| WWTM Worcester               | B   | B     | 1440  | 5.0        | 5.00    | Entercom            | 26        | 9811        | 26           | g              | 0.8            | 2.7         |          |
| AM TOTALS                    |     |       |       |            |         |                     |           |             |              |                |                |             |          |
| # AM Stations - 7            |     |       |       |            |         |                     |           |             |              |                |                |             |          |
| # Combos - 3                 |     |       |       |            |         |                     |           |             |              |                |                |             |          |
| # Duopolies - 2              |     |       |       |            |         |                     |           |             |              |                |                |             |          |
| Total Local Commercial Share |     |       |       |            |         |                     |           |             |              |                |                |             |          |
|                              |     |       |       |            |         |                     |           |             |              |                |                |             | 21.3     |
|                              |     |       |       |            |         |                     |           |             |              |                |                |             | 8.8      |
|                              |     |       |       |            |         |                     |           |             |              |                |                |             | 9.6      |
|                              |     |       |       |            |         |                     |           |             |              |                |                |             | 45.8     |
|                              |     |       |       |            |         |                     |           |             |              |                |                |             | 46.7     |
|                              |     |       |       |            |         |                     |           |             |              |                |                |             | 44.7     |
|                              |     |       |       |            |         |                     |           |             |              |                |                |             | 42.8     |
|                              |     |       |       |            |         |                     |           |             |              |                |                |             | 40.4     |
|                              |     |       |       |            |         |                     |           |             |              |                |                |             | 45.6     |

NOTE: \$3.0M of the revenues listed for WAAF-FM in the Boston market are derived from Worcester.

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.



# Lancaster, PA Market Overview

## Market Radio Financials

(all figures in 000's, except percentages and ratios)

| Est. Breakout | GROSS REVENUES *** |          | Revenue/Retail Sales |             |
|---------------|--------------------|----------|----------------------|-------------|
|               | 1998               | 1999     | 1998                 | 1999        |
| Local 80%     | \$12,800           | \$10,300 | \$2,381,000          | \$2,711,000 |
| National 20%  | \$19,000           | \$13,800 | \$20.26              | \$27.80     |
| Δ 93 - 98     | 7.3%               |          |                      |             |
| Δ 99 - 03     | 8.2%               |          |                      |             |

## Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

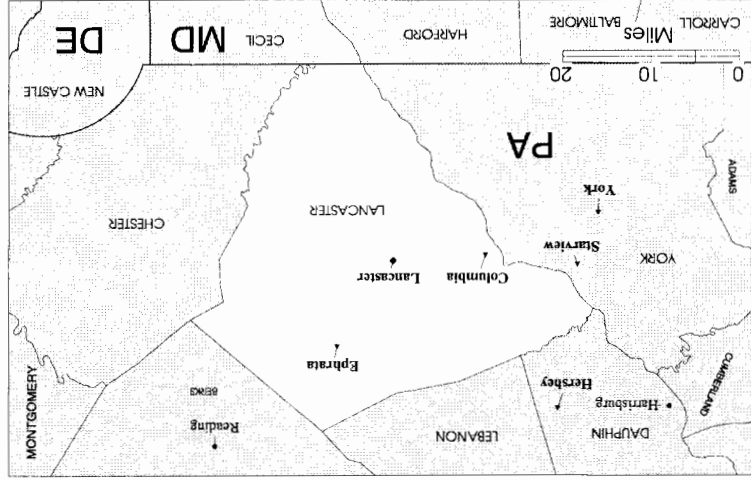
| Growth Rate | Growth Rate |         | MSA Population | Households | Retail Sales | EBI     |
|-------------|-------------|---------|----------------|------------|--------------|---------|
|             | 1998        | 2003    |                |            |              |         |
| 0.7%        | 477.5       | 460.5   | 444.3          | 159.2      | 3,786.0      | 7,256.1 |
| 1.1%        | 175.9       | 166.7   | 460.5          | 159.2      | 4,719.2      | 8,127.3 |
| 1.1%        | 477.5       | 460.5   | 460.5          | 166.7      | 4,719.2      | 8,127.3 |
| 4.2%        | 5,784.7     | 4,719.2 | 460.5          | 166.7      | 4,719.2      | 8,127.3 |
| 4.6%        | 10,159.1    | 8,127.3 | 460.5          | 166.7      | 4,719.2      | 8,127.3 |

## Demographic Breakdown

|                    | Total     | Under 12 | 12 - 17 | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 54 | Over 55 |
|--------------------|-----------|----------|---------|---------|---------|---------|---------|---------|
| Men (000)          | 224.6     | 39.8     | 19.9    | 20.5    | 31.2    | 36.2    | 30.6    | 46.4    |
| Women (000)        | 235.9     | 37.6     | 19.0    | 21.3    | 30.7    | 36.5    | 31.4    | 59.3    |
| Total              | 460.5     | 77.4     | 38.9    | 41.8    | 62.0    | 72.7    | 62.0    | 105.7   |
| Percentage         | 100.0%    | 16.8%    | 8.4%    | 9.1%    | 13.5%   | 15.8%   | 13.5%   | 22.9%   |
| Per Capita         | \$ 17,649 |          |         |         |         |         |         |         |
| Median Household   | \$ 41,164 |          |         |         |         |         |         |         |
| Avg Household      | \$ 48,754 |          |         |         |         |         |         |         |
| Ethnic Population: |           |          |         |         |         |         |         |         |
| White              | 95.1%     |          |         |         |         |         |         |         |
| Black              | 3.1%      |          |         |         |         |         |         |         |
| Asian              | 1.6%      |          |         |         |         |         |         |         |
| Hispanic           | 5.2%      |          |         |         |         |         |         |         |

## Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 1       | 7       |         | 4          | 8       | 3       | 11    |
| Tot 12+    | 1.8     | 50.3    |         | 34.2       | 52.1    | 2.4     | 54.5  |
| Avg 12+    | 1.8     | 7.2     |         | 8.6        | 6.5     | 0.8     | 5.0   |
| Tot LCS    | 3.3     | 92.3    |         | 62.8       | 95.6    | 4.4     | 100.0 |
| Avg LCS    | 3.3     | 13.2    |         | 15.7       | 11.9    | 1.5     | 9.1   |



Metro Rank: 111  
Revenue Rank: 135

Metro Counties / Population (000)  
Lancaster, PA 460.5  
460.5

# Competitive Overview

Some stations also rated in Harrisburg, York & Reading.

Metro Rank: 111

## FM Stations

| City of Calls License | FCC Class | Freq  | Power (kW) | HAAT C | Owner             | Year Date | Sid  | Acqd | Price (000) | M A         | Format    | Revenue (000)/Power | 1999 Est              | Avg 99 Local Comm   | 1999 Fall | 1999 Spring | 1998 Fall | 1998 Spring | 1997 Fall | 1997 Spring | 1996 Fall | 1996 Spring |     |  |  |  |  |  |
|-----------------------|-----------|-------|------------|--------|-------------------|-----------|------|------|-------------|-------------|-----------|---------------------|-----------------------|---------------------|-----------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|-----|--|--|--|--|--|
| WEGK Lancaster        | A         | 92.7  | 1.4        | 682    | Hall              | 71        | 9512 |      | See (103)   |             | Cisc Rock | n/a                 | 6.4                   | 1.8                 | 3.3       | 3.3         | 3.3       | 3.3         | 3.9       | 4.4         | 3.9       | 4.7         | 4.2 |  |  |  |  |  |
| WDAC Lancaster        | B         | 94.5  | 19.0       | 810    | WDAC Radio Co     | 59        | 8103 | 48   | 900 e       | Religion    | 2,500     | 1.77                | 11.8                  | 9.3                 | 6.4       | 5.8         | 5.7       | 5.7         | 6.6       | 7.4         | 6.6       | 7.6         | 9.4 |  |  |  |  |  |
| WLAN Lancaster        | B         | 96.9  | 50.0       | 499    | b Clear Channel   | 48        | 9707 |      | 7,000 ct    | CHR         | 2,700     | 1.24                | 18.2                  | 10.4                | 10.2      | 8.7         | 10.3      | 7.4         | 8.5       | 10.6        | 9.4       | 7.6         | 9.4 |  |  |  |  |  |
| WFOZ Lancaster        | B         | 101.3 | 6.7        | 1309   | a Hall            | 44        |      |      |             | Soft Rock   | 2,000     | 1.67                | 10.0                  | 6.9                 | 4.4       | 6.0         | 7.8       | 8.4         | 8.5       | 8.7         | 8.8       | 8.8         | 9.3 |  |  |  |  |  |
| WARW York             | B         | 103.3 | 6.4        | 1306   | Susquehanna       | 62        |      |      |             | AC          | n/a       |                     | 11.4                  | 6.0                 | 5.1       | 6.8         | 5.5       | 6.5         | 6.5       | 7.6         | 7.6       | 8.6         | 9.3 |  |  |  |  |  |
| WIOV Ephrata          | B         | 105.1 | 11.0 cp    | 1017   | Brill Media Co    | 62        | 8501 |      | 1,750 e     | Country     | 5,300     | 2.92                | 15.1                  | 7.6                 | 6.7       | 9.0         | 8.2       | 7.0         | 8.6       | 9.0         | 8.6       | 8.6         | 8.6 |  |  |  |  |  |
| WOXA York             | B         | 105.7 | 25.0       | 705    | Citadel Comm Corp | 48        | 9707 |      |             | Alternative | n/a       |                     | 12.4                  | 6.1                 | 6.7       | 6.2         | 6.4       | 7.0         | 7.8       | 8.4         | 5.4       | 5.4         | 5.4 |  |  |  |  |  |
| WRKZ Hershey          | B         | 106.7 | 14.0       | 929    | Citadel Comm Corp | 64        | 9707 |      |             | Country     | n/a       |                     | 9.5                   | 4.0                 | 5.6       | 4.2         | 4.6       | 4.5         | 5.3       | 4.2         | 4.2       | 3.9         | 3.9 |  |  |  |  |  |
| # FM Stations -       |           |       |            |        |                   |           |      |      |             |             |           |                     |                       |                     |           |             |           |             |           |             |           |             |     |  |  |  |  |  |
| 8 # Combos - 2        |           |       |            |        |                   |           |      |      |             |             |           |                     |                       |                     |           |             |           |             |           |             |           |             |     |  |  |  |  |  |
| FM TOTALS             |           |       |            |        |                   |           |      |      |             |             |           |                     |                       |                     |           |             |           |             |           |             |           |             |     |  |  |  |  |  |
|                       |           |       |            |        |                   |           |      |      |             |             |           |                     | 1999 Est              | Avg 99 Local Comm   |           |             |           |             |           |             |           |             |     |  |  |  |  |  |
|                       |           |       |            |        |                   |           |      |      |             |             |           |                     | Sales L               | Revenue (000)/Power |           |             |           |             |           |             |           |             |     |  |  |  |  |  |
|                       |           |       |            |        |                   |           |      |      |             |             |           |                     | Price (000)           | M A                 | Format    |             |           |             |           |             |           |             |     |  |  |  |  |  |
|                       |           |       |            |        |                   |           |      |      |             |             |           |                     | Year Date             | Sid                 | Acqd      | Price (103) | See (103) |             |           |             |           |             |     |  |  |  |  |  |
|                       |           |       |            |        |                   |           |      |      |             |             |           |                     | HAAT C                | Owner               |           |             |           |             |           |             |           |             |     |  |  |  |  |  |
|                       |           |       |            |        |                   |           |      |      |             |             |           |                     | Power (kW)            |                     |           |             |           |             |           |             |           |             |     |  |  |  |  |  |
|                       |           |       |            |        |                   |           |      |      |             |             |           |                     | Freq                  |                     |           |             |           |             |           |             |           |             |     |  |  |  |  |  |
|                       |           |       |            |        |                   |           |      |      |             |             |           |                     | FCC Class             |                     |           |             |           |             |           |             |           |             |     |  |  |  |  |  |
|                       |           |       |            |        |                   |           |      |      |             |             |           |                     | City of Calls License |                     |           |             |           |             |           |             |           |             |     |  |  |  |  |  |

ARB 12+ Metro Shares (see rights)

## AM Stations

| City of Calls License | FCC Class | Freq | Power (kW) | C Owner | Year Date       | Sid | Acqd | Price (000) | M A  | Format     | Revenue (000)/Power | 1999 Est | Avg 99 Local Comm     | 1999 Fall           | 1999 Spring | 1998 Fall   | 1998 Spring | 1997 Fall | 1997 Spring | 1996 Fall | 1996 Spring |     |  |  |  |  |  |  |
|-----------------------|-----------|------|------------|---------|-----------------|-----|------|-------------|------|------------|---------------------|----------|-----------------------|---------------------|-------------|-------------|-------------|-----------|-------------|-----------|-------------|-----|--|--|--|--|--|--|
| WLAN Lancaster        | B         | 1390 | 5.0        | 1.00    | b Clear Channel | 46  | 9707 | 500         | 1.04 | Adlt Sindr | 400                 | 2.78     | 4.0                   | 1.6                 | 1.5         | 2.7         | 1.4         | 2.7       | 2.1         | 1.6       | 1.5         | 1.5 |  |  |  |  |  |  |
| WLPZ Lancaster        | C         | 1490 | 0.6        | 0.60    | a Hall          | 22  | 7702 | 400         | 2.78 | Sports     | 1.2                 |          | 1.2                   | 0.8                 | 0.5         | 0.4         | 0.7         | 0.7       | 0.7         | 1.0       | 0.3         | 0.3 |  |  |  |  |  |  |
| WVZN Columbia         | B         | 1580 | 0.5        | 0.01    | Susquehanna     | 84  | 9705 | 100         |      | News/Talk  | 100                 |          | 100                   | 0.0                 | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 1.7 |  |  |  |  |  |  |
| # AM Stations -       |           |      |            |         |                 |     |      |             |      |            |                     |          |                       |                     |             |             |             |           |             |           |             |     |  |  |  |  |  |  |
| 3 # Combos - 2        |           |      |            |         |                 |     |      |             |      |            |                     |          |                       |                     |             |             |             |           |             |           |             |     |  |  |  |  |  |  |
| AM TOTALS             |           |      |            |         |                 |     |      |             |      |            |                     |          |                       |                     |             |             |             |           |             |           |             |     |  |  |  |  |  |  |
|                       |           |      |            |         |                 |     |      |             |      |            |                     |          | 1999 Est              | Avg 99 Local Comm   |             |             |             |           |             |           |             |     |  |  |  |  |  |  |
|                       |           |      |            |         |                 |     |      |             |      |            |                     |          | Sales L               | Revenue (000)/Power |             |             |             |           |             |           |             |     |  |  |  |  |  |  |
|                       |           |      |            |         |                 |     |      |             |      |            |                     |          | Price (000)           | M A                 | Format      |             |             |           |             |           |             |     |  |  |  |  |  |  |
|                       |           |      |            |         |                 |     |      |             |      |            |                     |          | Year Date             | Sid                 | Acqd        | Price (103) | See (103)   |           |             |           |             |     |  |  |  |  |  |  |
|                       |           |      |            |         |                 |     |      |             |      |            |                     |          | HAAT C                | Owner               |             |             |             |           |             |           |             |     |  |  |  |  |  |  |
|                       |           |      |            |         |                 |     |      |             |      |            |                     |          | Power (kW)            |                     |             |             |             |           |             |           |             |     |  |  |  |  |  |  |
|                       |           |      |            |         |                 |     |      |             |      |            |                     |          | Freq                  |                     |             |             |             |           |             |           |             |     |  |  |  |  |  |  |
|                       |           |      |            |         |                 |     |      |             |      |            |                     |          | FCC Class             |                     |             |             |             |           |             |           |             |     |  |  |  |  |  |  |
|                       |           |      |            |         |                 |     |      |             |      |            |                     |          | City of Calls License |                     |             |             |             |           |             |           |             |     |  |  |  |  |  |  |

ARB 12+ Metro Shares (see rights)

Total Local Commercial Share

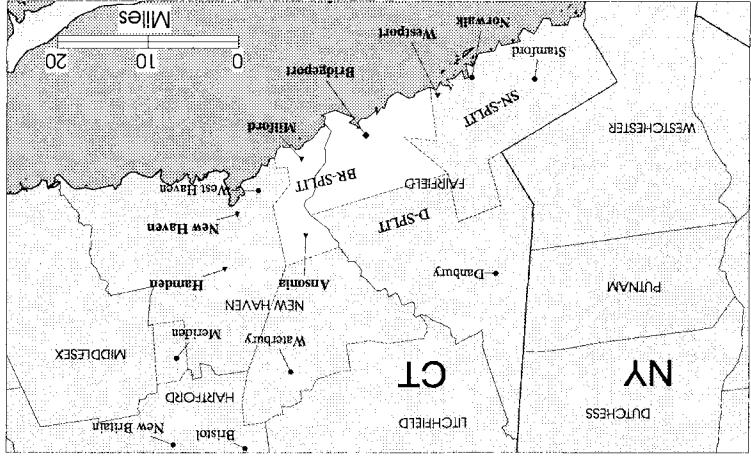
|      |      |      |      |      |      |      |      |
|------|------|------|------|------|------|------|------|
| 54.5 | 50.4 | 53.5 | 54.2 | 58.2 | 59.3 | 59.4 | 60.7 |
| 2.4  | 2.0  | 3.5  | 1.8  | 3.4  | 2.8  | 2.6  | 3.5  |
| 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 1.7  |
| 0.8  | 0.5  | 0.8  | 0.4  | 0.7  | 0.7  | 1.0  | 0.3  |
| 1.6  | 1.5  | 2.7  | 1.4  | 2.7  | 2.1  | 1.6  | 1.5  |
| 4.0  | 1.6  | 1.5  | 2.7  | 1.4  | 2.7  | 2.1  | 1.6  |
| 4.0  | 1.6  | 1.5  | 2.7  | 1.4  | 2.7  | 2.1  | 1.6  |
| 4.0  | 1.6  | 1.5  | 2.7  | 1.4  | 2.7  | 2.1  | 1.6  |
| 4.0  | 1.6  | 1.5  | 2.7  | 1.4  | 2.7  | 2.1  | 1.6  |
| 4.0  | 1.6  | 1.5  | 2.7  | 1.4  | 2.7  | 2.1  | 1.6  |
| 4.0  | 1.6  | 1.5  | 2.7  | 1.4  | 2.7  | 2.1  | 1.6  |
| 4.0  | 1.6  | 1.5  | 2.7  | 1.4  | 2.7  | 2.1  | 1.6  |

Metro Rank: 111

1/ See introduction section for interpretation of revenue estimates.

• Indicates a change since last edition

Metro Rank: 112  
Revenue Rank: 91



Metro Counties / Population (000)

|               |              |
|---------------|--------------|
| Fairfield, CT | 333.5        |
| New Haven, CT | 113.0        |
| <b>Total</b>  | <b>446.5</b> |

## Bridgeport, CT Market Overview



### Market Radio Financials

(all figures in 000's, except percentages and ratios)

|                                 | 1993        | 1994        | 1995     | 1996     | 1997     | 1998     | 1999     | 2000     | 2001     | 2002     | 2003     | Est. Breakout |
|---------------------------------|-------------|-------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|---------------|
| <b>ESTIMATED GROSS REVENUES</b> | \$12,800    | \$14,300    | \$15,800 | \$16,200 | \$17,800 | \$19,600 | \$20,700 | \$22,800 | \$24,100 | \$26,300 | \$28,400 | Local 75%     |
|                                 |             |             |          |          |          |          | 5.6%     |          |          |          |          | National 25%  |
| Revenue/Capita                  | \$2,971,000 | \$3,291,000 | \$43,90  | \$62,64  |          |          |          |          |          |          |          |               |
| Revenue/Retail Sales            | \$29,32     | \$29,32     | \$43,90  | \$62,64  |          |          |          |          |          |          |          |               |

Demographic and Economic Overview  
(000's, except Retail Sales and EBI in 000,000's)

|                | 1993     | 1998     | 1998     | 2003     |
|----------------|----------|----------|----------|----------|
| MSA Population | 436.6    | 446.5    | 446.5    | 453.4    |
| Households     | 162.1    | 166.4    | 166.4    | 170.7    |
| Retail Sales   | 4,313.1  | 5,960.6  | 5,960.6  | 7,566.0  |
| EBI            | 11,115.3 | 13,307.7 | 13,307.7 | 17,023.5 |
| Growth Rate    |          |          |          |          |
|                | 0.3%     | 0.4%     | 0.5%     | 0.3%     |
|                | 0.3%     | 0.5%     | 0.5%     | 0.3%     |
|                | 4.9%     | 6.7%     | 6.7%     | 4.9%     |
|                | 5.0%     | 3.7%     | 3.7%     | 5.0%     |

Demographic Breakdown

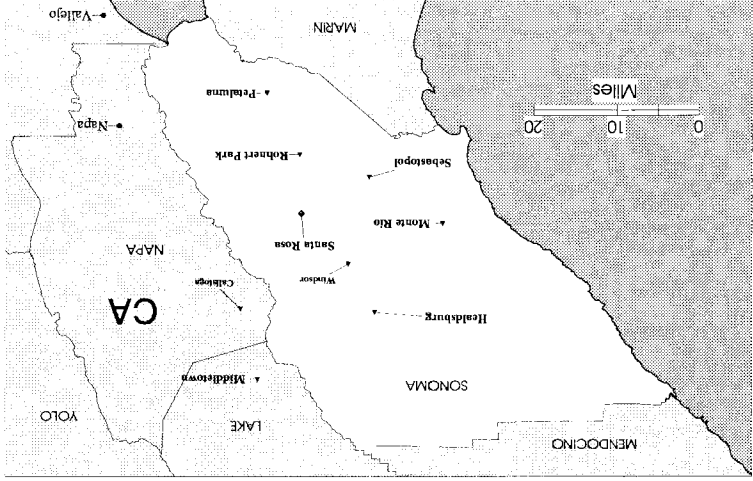
|                    | Total     | Under 12 | 12 - 17 | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 54 | Over 55 |
|--------------------|-----------|----------|---------|---------|---------|---------|---------|---------|
| Men (000)          | 215.5     | 32.4     | 16.4    | 18.6    | 31.4    | 35.7    | 33.5    | 47.5    |
| Women (000)        | 231.0     | 30.8     | 15.8    | 18.3    | 31.1    | 37.6    | 35.9    | 61.6    |
| Total              | 446.5     | 63.2     | 32.2    | 36.9    | 62.5    | 73.3    | 69.4    | 109.1   |
| Percentage         | 100.0%    | 14.1%    | 7.2%    | 8.3%    | 14.0%   | 16.4%   | 15.5%   | 24.4%   |
| Per Capita         | \$ 29,803 |          |         |         |         |         |         |         |
| Median Household   | \$ 58,454 |          |         |         |         |         |         |         |
| Avg Household      | \$ 79,996 |          |         |         |         |         |         |         |
| Ethnic Population: |           |          |         |         |         |         |         |         |
| White              | 85.8%     |          |         |         |         |         |         |         |
| Black              | 11.0%     |          |         |         |         |         |         |         |
| Asian              | 3.0%      |          |         |         |         |         |         |         |
| Hispanic           | 10.2%     |          |         |         |         |         |         |         |

Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 4       | 4       | 2       | 2          | 4       | 5       | 9     |
| Tot 12+    | 31.4    | 31.4    | 21.9    | 21.9       | 31.4    | 10.8    | 42.2  |
| Avg 12+    | 7.9     | 7.9     | 11.0    | 11.0       | 7.9     | 2.2     | 4.7   |
| Tot LCS    | 74.4    | 74.4    | 51.9    | 51.9       | 74.4    | 25.6    | 100.0 |
| Avg LCS    | 18.6    | 18.6    | 25.9    | 25.9       | 18.6    | 5.1     | 11.1  |



Metro Rank: 113  
Revenue Rank: 138



Metro Counties / Population (000)

|              |              |
|--------------|--------------|
| Sonoma, CA   | 445.6        |
| <b>Total</b> | <b>445.6</b> |

## Santa Rosa, CA Market Overview



### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES | Revenue/Retail Sales |             | Revenue/Capita |          |
|--------------------------|----------------------|-------------|----------------|----------|
|                          | 1993                 | 1994        | 1995           | 1996     |
| \$8,700                  | \$8,800              | \$8,500     | \$9,700        | \$10,300 |
| Δ 98 - 99                | \$13,400             | \$15,400    | \$17,000       | \$19,000 |
| 16.5%                    | \$2,531,000          | \$2,361,000 | \$3,351,000    | \$43,03  |
| 1993                     | 1998                 | 2003        | Est. Breakout  |          |
| \$2,531,000              | \$2,361,000          | \$3,351,000 | Local 70%      |          |
| \$20,79                  | \$25,81              | \$43,03     | National 30%   |          |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

| Growth Rate | MSA Population |       | Households |         | Retail Sales |         | EBI     |      |
|-------------|----------------|-------|------------|---------|--------------|---------|---------|------|
|             | 1993           | 1998  | 1993       | 1998    | 1993         | 1998    | 1993    | 1998 |
| 418.5       | 445.6          | 159.5 | 169.3      | 3,442.9 | 4,875.1      | 7,502.2 | 8,044.8 | 1.4% |
| 1.3%        | 1.3%           | 1.2%  | 1.2%       | 7.2%    | 7.2%         | 7.2%    | 8,044.8 | 1.4% |
| 445.6       | 445.6          | 169.3 | 169.3      | 4,875.1 | 4,875.1      | 4,875.1 | 8,044.8 | 1.4% |
| 485.7       | 485.7          | 184.8 | 184.8      | 6,233.6 | 6,233.6      | 6,233.6 | 9,847.3 | 5.0% |
| 1.7%        | 1.7%           | 1.8%  | 1.8%       | 5.0%    | 5.0%         | 5.0%    | 9,847.3 | 5.0% |
| 1.7%        | 1.7%           | 1.8%  | 1.8%       | 4.1%    | 4.1%         | 4.1%    | 9,847.3 | 4.1% |

### Demographic Breakdown

| Men (000) | Women (000) | Total   | Percentage | Per Capita | Median Household | Avg Household |
|-----------|-------------|---------|------------|------------|------------------|---------------|
| 219.2     | 226.4       | 445.6   | 100.0%     | \$ 18,054  | \$ 39,309        | \$ 47,518     |
| 36.6      | 34.5        | 71.1    | 16.0%      |            |                  |               |
| 17.3      | 16.2        | 33.5    | 7.5%       |            |                  |               |
| 17.7      | 16.2        | 33.9    | 7.6%       |            |                  |               |
| 29.7      | 29.2        | 58.9    | 13.2%      |            |                  |               |
| 42.9      | 43.4        | 86.3    | 19.4%      |            |                  |               |
| 32.2      | 32.2        | 64.3    | 14.4%      |            |                  |               |
| 42.9      | 54.7        | 97.6    | 21.9%      |            |                  |               |
| Over 55   | Over 55     | Over 55 |            |            |                  |               |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 7       | 3       | 9       | 9          | 10      | 3       | 13    |
| Tot 12+    | 25.2    | 10.8    | 35.5    | 35.5       | 36.0    | 6.3     | 42.3  |
| Avg 12+    | 3.6     | 3.6     | 3.9     | 3.9        | 3.6     | 2.1     | 3.3   |
| Tot LCS    | 59.6    | 25.5    | 83.9    | 83.9       | 85.1    | 14.9    | 100.0 |
| Avg LCS    | 8.5     | 8.5     | 9.3     | 9.3        | 8.5     | 5.0     | 7.7   |



# Competitive Overview

Some stations also rated in San Francisco.

Metro Rank: 113

| FM Stations                      |           |       |            |      |         |                   |          |             |            |                                   |             |            |         |
|----------------------------------|-----------|-------|------------|------|---------|-------------------|----------|-------------|------------|-----------------------------------|-------------|------------|---------|
| City of Calls License            | FCC Class | Freq  | Power (kW) | HAAT | C Owner | Year Date         | Std Acqd | Price (000) | M A Format | Revenue (000)/                    | Power Ratio | Local Comm | Avg '99 |
| City of Calls License            | FCC Class | Freq  | Power (kW) | HAAT | C Owner | Year Date         | Std Acqd | Price (000) | M A Format | Revenue (000)/                    | Power Ratio | Local Comm | Avg '99 |
| KFGY                             | B         | 92.9  | 2.3        | 1949 | a       | Amaturo Group Ltd | 79       | 9607        | 5,700      | ct                                | Country     | 1,300      | 1.29    |
| KJZY                             | A         | 93.7  | 6.0        | cp   | b       | Redwood Empire    | 95       | 9608        | 725        |                                   | Smooth Jazz | 1,300      | 1.24    |
| KSXY                             | A         | 95.9  | 0.3        |      |         | Independent Bcstg | 96       | 9903        | 2,200      |                                   | AC          | 250        | 0.50    |
| KMGG                             | B1        | 97.7  | 2.1        |      | a       | Amaturo Group Ltd | 77       | 9607        | 3,100      |                                   | Oldies      | 1,100      | 0.99    |
| KRSH                             | A         | 98.7  | 0.2        | cp   |         | Independent Bcstg | 93       | 9505        | 345        |                                   | AAA         | 400        | 0.83    |
| KZST                             | A         | 100.1 | 6.0        | cp   | b       | Redwood Empire    | 71       |             |            |                                   | AC          | 19.1       | 1.40    |
| KGRP                             | A         | 100.9 | 0.1        |      |         | Moonbeam Inc      | 96       |             |            |                                   | Cisc Hits   | 200        | 0.96    |
| KXFX                             | B1        | 101.7 | 2.2        |      | a       | Amaturo Group Ltd | 74       | 9607        | 1,550      | 1.12                              | AOR         | 1,550      | 1.12    |
| KMHX                             | A         | 104.1 | 0.3        |      | c       | Results Radio     | 97       | 9811        | 1,332      |                                   | Modern AC   | 250        | 0.28    |
| KRPQ                             | A         | 104.9 | 2.3        |      | c       | Results Radio     | 86       | 9409        | 2,080      |                                   | Country     | 1,200      | 0.96    |
| # FM Stations - 10               |           |       |            |      |         |                   |          |             |            |                                   |             |            |         |
| # Combos - 7                     |           |       |            |      |         |                   |          |             |            |                                   |             |            |         |
| FM TOTALS                        |           |       |            |      |         |                   |          |             |            |                                   |             |            |         |
| Sales                            | L         |       |            |      |         |                   |          |             |            | 1999 Est                          |             |            |         |
| 83.2                             |           |       |            |      |         |                   |          |             |            | 36.0                              | 38.5        | 35.5       | 34.0    |
| 36.0                             |           |       |            |      |         |                   |          |             |            | 38.5                              | 35.5        | 34.0       | 34.7    |
| 35.1                             |           |       |            |      |         |                   |          |             |            | 32.9                              | 32.9        | 34.7       | 35.1    |
| 36.5                             |           |       |            |      |         |                   |          |             |            | ARB 12+ Metro Shares (see rights) |             |            |         |
| # AM Stations - 3                |           |       |            |      |         |                   |          |             |            |                                   |             |            |         |
| # Combos - 1                     |           |       |            |      |         |                   |          |             |            |                                   |             |            |         |
| AM TOTALS                        |           |       |            |      |         |                   |          |             |            |                                   |             |            |         |
| Sales                            | L         |       |            |      |         |                   |          |             |            | 1999 Est                          |             |            |         |
| 16.6                             |           |       |            |      |         |                   |          |             |            | 6.3                               | 7.2         | 7.5        | 3.9     |
| 6.3                              |           |       |            |      |         |                   |          |             |            | 7.2                               | 7.5         | 3.9        | 3.6     |
| 4.9                              |           |       |            |      |         |                   |          |             |            | 4.3                               | 4.3         | 3.6        | 4.9     |
| 41.4                             |           |       |            |      |         |                   |          |             |            | ARB 12+ Metro Shares (see rights) |             |            |         |
| # AM & FM Stations Profiled - 13 |           |       |            |      |         |                   |          |             |            |                                   |             |            |         |
| # Duopolies - 4                  |           |       |            |      |         |                   |          |             |            |                                   |             |            |         |
| Total Local Commercial Share     |           |       |            |      |         |                   |          |             |            |                                   |             |            |         |
| 42.3                             |           |       |            |      |         |                   |          |             |            | 42.3                              | 45.7        | 43.0       | 37.9    |
| 45.7                             |           |       |            |      |         |                   |          |             |            | 43.0                              | 45.7        | 43.0       | 37.9    |
| 37.2                             |           |       |            |      |         |                   |          |             |            | 37.2                              | 38.3        | 37.2       | 40.1    |
| 40.1                             |           |       |            |      |         |                   |          |             |            | 40.1                              | 41.4        | 40.1       | 41.4    |

Metro Rank: 113

1/ See introduction section for interpretation of revenue estimates.

• Indicates a change since last edition



# Augusta, GA Market Overview

## Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES | Revenue/Retail Sales |              | Revenue/Capita |          |
|--------------------------|----------------------|--------------|----------------|----------|
|                          | 1993                 | 1994         | 1995           | 1996     |
| Δ 98 - 99                | \$10,500             | \$11,900     | \$12,200       | \$13,000 |
| Δ 99 - 03                | \$16,200             | \$17,500     | \$18,500       | \$20,200 |
|                          | 7.3%                 |              |                |          |
|                          | \$3,131,000          | \$3,491,000  | \$4,091,000    | \$4,465  |
|                          | 1993                 | 1998         | 2003           |          |
| Est. Breakout            | Local 85%            | National 15% |                |          |

## Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

| Growth Rate    | 1998    |         | 1998 |         |
|----------------|---------|---------|------|---------|
|                | 1998    | 2003    | 1998 | 2003    |
| MSA Population | 431.5   | 459.7   | 1.3% | 474.8   |
| Households     | 156.3   | 167.3   | 1.4% | 176.2   |
| Retail Sales   | 3,349.5 | 4,322.0 | 5.2% | 5,184.7 |
| EBI            | 5,789.2 | 6,276.7 | 1.6% | 7,449.6 |
|                | 1993    | 1998    |      |         |

| Demographic Breakdown |             | Market Summary |            |
|-----------------------|-------------|----------------|------------|
| Men (000)             | Women (000) | Total          | Percentage |
| 225.2                 | 234.5       | 459.7          | 100.0%     |
| 40.9                  | 39.3        | 80.2           | 17.4%      |
| 21.6                  | 20.8        | 42.4           | 9.2%       |
| 23.2                  | 20.6        | 43.8           | 9.5%       |
| 32.5                  | 33.1        | 65.6           | 14.3%      |
| 37.9                  | 39.6        | 77.5           | 16.8%      |
| 30.9                  | 31.7        | 62.6           | 13.6%      |
| 38.1                  | 49.4        | 87.5           | 19.0%      |
| Over 55               |             |                |            |
| 45 - 54               |             |                |            |
| 35 - 44               |             |                |            |
| 25 - 34               |             |                |            |
| 18 - 24               |             |                |            |
| 12 - 17               |             |                |            |
| Under 12              |             |                |            |
| Total                 |             |                |            |
| 225.2                 | 234.5       | 459.7          |            |
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| 21.6                  | 20.8        | 42.4           |            |
| 23.2                  | 20.6        | 43.8           |            |
| 32.5                  | 33.1        | 65.6           |            |





# Competitive Overview

Some stations also rated in Battle Creek.

Metro Rank: 115

ARB 12+ Metro Shares (see rights)

| City of | FCC   | Power | HAAT | C Owner | Year         | Sales             | Local | Revenue | Power  | 1999 Est | Avg '99     | Fall | Summer | Spring | Winter | 1998 | 1998 | 1998 | 1998 |      |      |
|---------|-------|-------|------|---------|--------------|-------------------|-------|---------|--------|----------|-------------|------|--------|--------|--------|------|------|------|------|------|------|
| License | Class | (kW)  | Freq | Acq'd   | Acq'd        | L                 | Comm  | (000)/  | Ratio  | 1999     | Local       | 1999 | 1999   | 1999   | 1999   | 1998 | 1998 | 1998 | 1998 |      |      |
| • WWDX  | B     | 92.1  | 6.0  | 400     | b            | 62nd Street Bcstg | 72    | 9703    | 15,000 | d1       | Modern Rock | 500  | 0.39   | 4.6    | 5.0    | 4.2  | 4.2  | 5.6  | 4.3  | 2.7  | 3.5  |
| • WVIC  | A     | 92.7  | 1.5  | 456     | BB Bcstg Inc |                   | 65    | 9603    | 300    |          | Classical   | 0.5  | 1.0    | 0.5    | 0.4    | 0.0  | 0.0  | 0.0  | 0.3  | 0.4  | 0.4  |
| • WJXK  | B     | 94.1  | 40.0 | 551     | b            | 62nd Street Bcstg | 55    | 9703    | 850    | d1       | Country     | 3.6  | 1.17   | 1.6    | 2.5    | 2.2  | 2.9  | 3.1  | 1.9  | 3.7  | 3.7  |
| • WMMQ  | B     | 94.9  | 50.0 | 492     | d            | Citadel Comm Corp | 63    | 9912    | 2,700  | g4       | Cisc Rock   | 11.0 | 1.22   | 7.3    | 7.0    | 7.8  | 8.8  | 9.4  | 7.8  | 9.8  | 8.1  |
| • WQHH  | A     | 96.5  | 3.0  | 328     | a            | Mid-Michigan FM   | 91    |         | 600    |          | Urban       | 4.8  | 0.62   | 4.3    | 3.4    | 2.7  | 4.1  | 4.2  | 4.7  | 3.4  | 4.6  |
| • WJIM  | B     | 97.5  | 45.0 | 512     | d            | Citadel Comm Corp | 60    | 9912    | 2,300  | g4       | Oidies      | 10.9 | 1.05   | 9.5    | 8.6    | 7.8  | 7.4  | 8.9  | 7.5  | 9.1  | 7.2  |
| • WFMK  | B     | 99.1  | 28.0 | 600     | d            | Citadel Comm Corp | 59    | 9912    | 4,750  | g4       | AC          | 13.3 | 1.78   | 9.4    | 10.1   | 8.9  | 9.8  | 11.1 | 10.9 | 11.5 | 12.0 |
| • WITL  | B     | 100.7 | 26.5 | 643     | d            | Citadel Comm Corp | 64    | 9912    | 3,600  | g4       | Country     | 15.6 | 1.15   | 10.8   | 11.8   | 14.4 | 9.4  | 11.3 | 10.8 | 11.5 | 12.5 |
| • WHZZ  | A     | 101.7 | 4.1  | 397     | c            | MacDonald Bcstg   | 67    | 8903    | 1,500  | d1       | CHR         | 10.0 | 0.75   | 11.0   | 8.8    | 8.2  | 6.8  | 6.2  | 7.6  | 9.6  | 9.2  |
| • WJXQ  | B     | 106.1 | 50.0 | 489     | b            | 62nd Street Bcstg | 76    | 9703    | 1,300  | d1       | AOR         | 9.2  | 0.70   | 5.2    | 7.4    | 6.9  | 6.8  | 6.5  | 5.7  | 6.3  | 7.0  |

# FM Stations - 10 # Combos - 9

FM TOTALS

|      |      |      |      |      |      |      |      |      |
|------|------|------|------|------|------|------|------|------|
| 85.2 | 64.7 | 65.1 | 63.5 | 61.0 | 66.1 | 62.4 | 66.1 | 68.2 |
|------|------|------|------|------|------|------|------|------|

ARB 12+ Metro Shares (see rights)

| City of | FCC   | Power | Class | Owner | Year               | Sales             | Local | Revenue | Power | 1999 Est | Avg '99 | Fall | Summer | Spring | Winter | 1998 | 1998 | 1998 | 1998 |     |
|---------|-------|-------|-------|-------|--------------------|-------------------|-------|---------|-------|----------|---------|------|--------|--------|--------|------|------|------|------|-----|
| License | Class | (kW)  | Freq  | Acq'd | Acq'd              | L                 | Comm  | (000)/  | Ratio | 1999     | Local   | 1999 | 1999   | 1999   | 1999   | 1998 | 1998 | 1998 | 1998 |     |
| • WFDN  | B     | 730   | 0.5   | 0.05  | d                  | Citadel Comm Corp | 65    | 9912    | 150   | 0.57     | 1.3     | 1.2  | 0.7    | 1.1    | 1.1    | 0.3  | 0.5  | 0.5  | 0.5  | 0.5 |
| • WJRB  | A     | 760   | 50.0  | 50.00 | ABC Radio Inc      | 22                | 9602  |         | n/a   |          | 3.1     | 1.8  | 1.8    | 2.0    | 3.0    | 2.4  | 2.4  | 1.9  | 1.8  | 1.8 |
| • WJIM  | B     | 1180  | 1.0   | 0.00  | a                  | Mid-Michigan FM   | 82    | 9602    | 225   |          | 0.4     | 0.0  | 0.0    | 0.0    | 1.3    | 0.0  | 0.7  | 0.7  | 0.7  | 0.7 |
| • WJMA  | C     | 1240  | 0.9   | 0.89  | d                  | Citadel Comm Corp | 34    | 9912    | 1,100 | 1.12     | 4.9     | 3.5  | 3.4    | 4.0    | 4.1    | 3.1  | 3.5  | 3.8  | 2.6  | 2.6 |
| • WJLS  | B     | 1320  | 5.0   | 1.00  | c                  | MacDonald Bcstg   | 47    | 8903    | 350   | 0.35     | 5.0     | 3.2  | 5.2    | 4.2    | 3.1    | 2.5  | 4.2  | 3.9  | 1.8  | 1.8 |
| • WJCM  | B     | 1390  | 5.0   | 0.07  | Midwest Bcstg Corp | 56                | 9301  |         | 120   |          | 0.0     | 0.0  | 0.0    | 0.0    | 0.0    | 0.0  | 0.0  | 0.0  | 0.0  | 0.0 |
| • WWSJ  | B     | 1580  | 1.0   | 0.00  | Harp, Larry        | 59                | 9611  |         | 128   |          | 0.1     | 0.0  | 0.0    | 0.4    | 0.0    | 0.0  | 0.0  | 0.0  | 0.0  | 0.0 |

# AM Stations - 7

# Combos - 4

AM TOTALS

Total Local Commercial Share

|      |     |      |      |      |     |      |      |      |
|------|-----|------|------|------|-----|------|------|------|
| 14.8 | 9.7 | 11.1 | 11.7 | 12.6 | 9.1 | 11.1 | 73.5 | 76.1 |
|------|-----|------|------|------|-----|------|------|------|

AM & FM Stations Profiled - 17

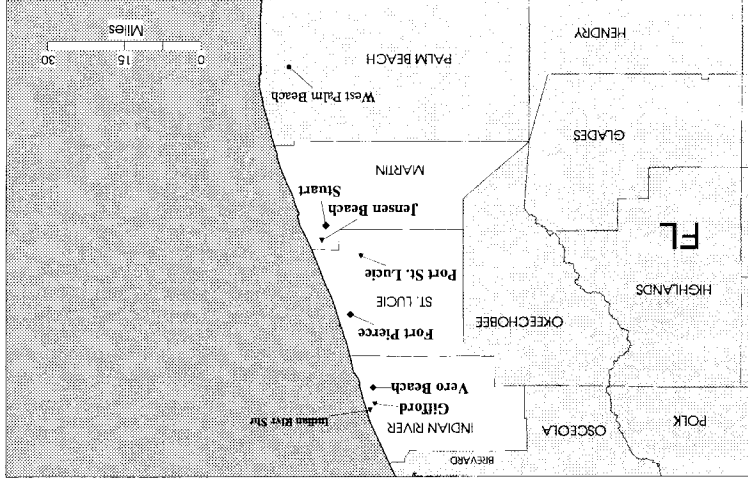
# Duopolies - 4

Metro Rank: 115

1/ See introduction section for interpretation of revenue estimates.

• Indicates a change since last edition

Metro Rank: 116  
Revenue Rank: 174



# Ft. Pierce-Stuart-Vero Beach, FL Market Overview



Market Radio Financials (all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES *** | Revenue/Capita |              |             |             |             |             |
|------------------------------|----------------|--------------|-------------|-------------|-------------|-------------|
|                              | 1993           | 1994         | 1995        | 1996        | 2001        | 2003        |
| \$8,800                      | \$8,800        | \$9,000      | \$9,200     | \$10,000    | \$8,800     | \$8,800     |
| Δ 98 - 99                    | 9.1%           |              |             |             |             | 9.0%        |
| \$23.69                      | \$23.69        | \$21.14      | \$21.14     | \$29.95     | \$29.95     | \$29.95     |
| \$2,731,000                  | \$2,731,000    | \$2,011,000  | \$2,011,000 | \$2,431,000 | \$2,431,000 | \$2,431,000 |
| Est. Breakout                | Local 90%      | National 10% |             |             |             |             |
| Δ 93 - 98                    | -0.1%          |              |             |             |             | 9.0%        |
| Δ 98 - 99                    | 9.1%           |              |             |             |             | 9.0%        |

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

| Growth Rate | Growth Rate |      |      |      |      |      |
|-------------|-------------|------|------|------|------|------|
|             | 1993        | 1998 | 1998 | 1998 | 2003 | 2003 |
| 1.8%        | 2.3%        | 2.2% | 2.3% | 1.8% | 1.8% | 1.8% |
| 1.8%        | 1.8%        | 1.8% | 1.8% | 1.8% | 1.8% | 1.8% |
| 5.0%        | 6.4%        | 6.4% | 6.4% | 5.0% | 5.0% | 5.0% |
| 4.9%        | 3.3%        | 3.3% | 3.3% | 4.9% | 4.9% | 4.9% |

## Metro Counties / Population (000)

|                  |              |
|------------------|--------------|
| Indian River, FL | 108.3        |
| Martin, FL       | 121.6        |
| St. Lucie, FL    | 186.3        |
| <b>Total</b>     | <b>416.2</b> |

| Demographic Breakdown |           |          |         |         |         |         |
|-----------------------|-----------|----------|---------|---------|---------|---------|
|                       | Total     | Under 12 | 12 - 17 | 18 - 24 | 25 - 34 | 35 - 44 |
| Men (000)             | 204.1     | 28.0     | 13.6    | 13.1    | 24.3    | 28.2    |
| Women (000)           | 212.1     | 26.7     | 13.2    | 12.2    | 23.0    | 27.7    |
| Total                 | 416.2     | 54.7     | 26.8    | 25.2    | 47.3    | 55.8    |
| Percentage            | 100.0%    | 13.1%    | 6.4%    | 6.1%    | 11.4%   | 13.4%   |
| Per Capita            | \$ 18,368 |          |         |         |         |         |
| Median Household      | \$ 32,485 |          |         |         |         |         |
| Avg Household         | \$ 45,289 |          |         |         |         |         |
| Ethnic Population:    |           |          |         |         |         |         |
| White                 | 84.7%     |          |         |         |         |         |
| Black                 | 13.9%     |          |         |         |         |         |
| Asian                 | 1.0%      |          |         |         |         |         |
| Hispanic              | 5.8%      |          |         |         |         |         |

## Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 2       |         | 10      | 9          | 12      | 6       | 18    |
| Tot 12+    | 3.8     |         | 52.1    | 46.1       | 55.9    | 4.1     | 60.0  |
| Avg 12+    | 1.9     |         | 5.2     | 5.1        | 4.7     | 0.7     | 3.3   |
| Tot LCS    | 6.3     |         | 86.8    | 76.8       | 93.2    | 6.8     | 100.0 |
| Avg LCS    | 3.2     |         | 8.7     | 8.5        | 7.8     | 1.1     | 5.6   |

# Competitive Overview

Some stations also rated in W. Palm Beach-Boca Raton.

ARB 12+ Metro Shares (see rights)

| City of | Call          | FCC Class | Freq  | Power (kW) | HAAT | C Owner          | Year Acqd | Std Acqd | Price (000) | Sales L | M Format     | Revenue (000)† | Power Ratio | Local | Avg '99 | 1999 | 1999   | 1999 | 1998   | 1998 | 1997   | 1997 | 1996   | 1996 |        |
|---------|---------------|-----------|-------|------------|------|------------------|-----------|----------|-------------|---------|--------------|----------------|-------------|-------|---------|------|--------|------|--------|------|--------|------|--------|------|--------|
| City of | License       | FCC       | Freq  | Power (kW) | HAAT | C Owner          | Year Acqd | Std Acqd | Price (000) | Sales L | M Format     | Revenue (000)† | Power Ratio | Local | Avg '99 | Fall | Spring | Fall | Spring | Fall | Spring | Fall | Spring | Fall | Spring |
| WZZR    | Stuart        | C2        | 92.7  | 50.0 cp    | 482  | b AMFM Inc       | 64        | 9910     | 64          | 9910    | g1           | 2,600          | 2.76        | 8.5   | 4.8     | 4.8  | 5.2    | 4.6  | 4.8    | 4.8  | 5.5    | 6.7  | 4.2    | 8.5  |        |
| WGYL    | Vero Beach    | C2        | 93.7  | 50.0       | 479  | a Sandab Comm LP | 70        | 9111     | 70          | 9111    | g1           | 1,000          | 1.50        | 6.0   | 3.6     | 3.2  | 3.8    | 3.8  | 3.8    | 5.8  | 5.0    | 7.7  | 6.9    | 7.7  |        |
| WAWW    | Gifford       | C3        | 94.7  | 22.5 cp    | 351  | b AMFM Inc       | 94        | 9910     | 94          | 9910    | g            | 700            | 1.62        | 3.9   | 2.1     | 2.3  | 2.2    | 2.4  | 2.2    | 2.4  | 2.6    | 2.6  | 4.5    | 5.5  |        |
| WLDI    | Fort Pierce   | C1        | 95.5  | 100.0      | 981  | a Clear Channel  | 69        | 9808     | 69          | 9808    | CHR          | n/a            | n/a         | 11.6  | 7.6     | 6.9  | 6.5    | 4.8  | 4.8    | 4.7  | 3.1    | 2.7  | 6.3    | 6.3  |        |
| WOSN    | Indian River  | C3        | 97.1  | 23.0       | 348  | Centennial Bcstg | 96        | 9710     | 96          | 9710    | 1 Adlt Sndrd | 800            | 0.37        | 19.7  | 12.2    | 10.3 | 12.7   | 9.2  | 8.2    | 8.4  | 8.4    | 8.7  | 0.0    | 0.0  |        |
| WKGR    | Fort Pierce   | C1        | 98.7  | 100.0      | 974  | Clear Channel    | 61        | 9712     | 61          | 9712    | Cisc Rock    | n/a            | 8.4         | 6.1   | 4.3     | 5.5  | 4.8    | 3.2  | 4.2    | 4.2  | 7.1    | 6.9  | 6.9    | 6.9  |        |
| WPAW    | Vero Beach    | C2        | 99.7  | 26.0 cp    | 440  | Rubenstein &     | 95        | 9807     | 95          | 9807    | 1 Country    | 400            | 0.58        | 6.2   | 3.3     | 3.1  | 4.1    | 2.7  | 4.2    | 2.7  | 2.5    | 2.5  | 1.6    | 1.6  |        |
| WHLG    | Port St Lucie | A         | 101.3 | 6.0        | 299  | Horton Bcstg Co  | 99        |          | 99          |         | AC           | 250            | 1.73        | 1.3   | 3.4     | 1.4  | 0.0    | 0.0  | 0.0    | 0.0  | 0.0    | 0.0  | 0.0    | 0.0  |        |
| WCZR    | Vero Beach    | A         | 101.7 | 4.2        | 394  | b AMFM Inc       | 79        | 9910     | 79          | 9910    | g            | 600            | 1.54        | 3.5   | 0.4     | 1.4  | 0.0    | 0.0  | 0.0    | 0.0  | 2.4    | 2.7  | 5.1    | 1.9  |        |
| WMBX    | Jensen Beach  | C1        | 102.3 | 100.0 cp   | 974  | Infinity Bcstg   | 80        | 0003     | 80          | 0003    | Modern AC    | n/a            | 4.8         | 4.8   | 3.3     | 2.9  | 2.7    | 5.1  | 4.5    | 4.5  | 4.2    | 4.2  | 4.6    | 4.6  |        |
| WQOL    | Vero Beach    | C2        | 103.7 | 50.0       | 476  | b AMFM Inc       | 86        | 9910     | 86          | 9910    | g            | 800            | 1.02        | 7.1   | 3.8     | 3.2  | 4.3    | 3.9  | 6.4    | 4.5  | 5.1    | 5.1  | 5.1    | 5.1  |        |
| WFLM    | White City    | C3        | 104.7 | 17.5 cp    | 390  | Midway Bcstg Co  | 93        |          | 93          |         | Urban AC     | 1,200          | 1.01        | 10.7  | 5.3     | 6.7  | 5.7    | 4.1  | 7.4    | 4.7  | 5.4    | 6.0  | 6.0    | 6.0  |        |

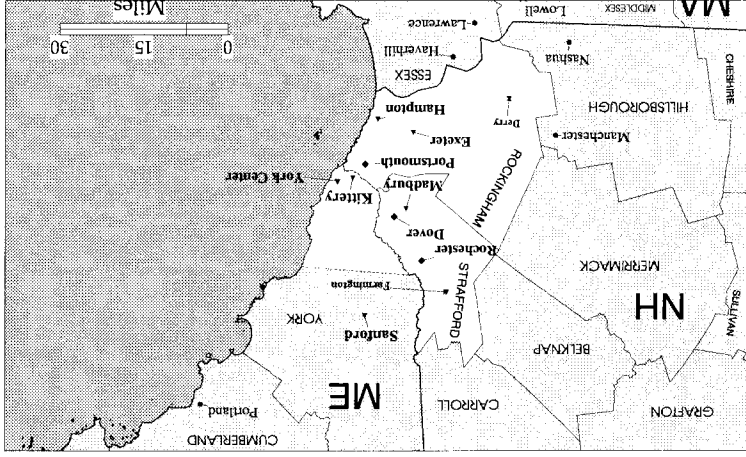
## AM Stations

| City of | Call           | FCC Class | Freq | Power (kW) | Day  | Night                | C Owner        | Year Acqd | Std Acqd | Price (000) | Sales L     | M Format    | Revenue (000)† | Power Ratio | Local | Avg '99       | 1999 | 1999   | 1999 | 1998            | 1998 | 1997   | 1997 | 1996          | 1996 |        |  |                              |  |      |  |      |  |
|---------|----------------|-----------|------|------------|------|----------------------|----------------|-----------|----------|-------------|-------------|-------------|----------------|-------------|-------|---------------|------|--------|------|-----------------|------|--------|------|---------------|------|--------|--|------------------------------|--|------|--|------|--|
| City of | License        | FCC       | Freq | Power (kW) | Day  | Night                | C Owner        | Year Acqd | Std Acqd | Price (000) | Sales L     | M Format    | Revenue (000)† | Power Ratio | Local | Avg '99       | Fall | Spring | Fall | Spring          | Fall | Spring | Fall | Spring        | Fall | Spring |  |                              |  |      |  |      |  |
| WJNX    | Fort Pierce    | B         | 1330 | 5.0        | 1.00 | a                    | Clear Channel  | 52        | 9808     | 52          | 9808        | 2 News/Talk | n/a            | 1.2         | 0.7   | 0.7           | 0.7  | 1.2    | 0.7  | 0.7             | 3.1  | 2.2    | 2.4  | 2.8           | 2.8  |        |  |                              |  |      |  |      |  |
| WAXE    | Vero Beach     | B         | 1370 | 1.0        | 0.07 | b                    | AMFM Inc       | 54        | 9910     | 54          | 9910        | g           | 140            | 0.74        | 1.7   | 1.3           | 1.1  | 0.9    | 1.2  | 1.1             | 0.4  | 0.7    | 2.5  | 2.5           |      |        |  |                              |  |      |  |      |  |
| WIRA    | Fort Pierce    | C         | 1400 | 1.0        | 1.00 | Clear Channel        | 46             | 9905      | 46       | 9905        | g           | 100         | 0.7            | 0.7         | 0.0   | 0.0           | 0.0  | 0.0    | 0.0  | 0.0             | 0.0  | 0.0    | 0.0  | 0.0           |      |        |  |                              |  |      |  |      |  |
| WSTU    | Stuart         | C         | 1450 | 1.0        | 1.00 | Resort Radio         | 54             | 9709      | 54       | 9709        | Oldies      | 600         | 3.36           | 1.1         | 0.3   | 0.9           | 0.3  | 0.9    | 0.3  | 0.9             | 1.0  | 0.4    | 0.9  | 1.1           | 1.1  |        |  |                              |  |      |  |      |  |
| WTTB    | Vero Beach     | C         | 1490 | 1.0        | 1.00 | a                    | Sandab Comm LP | 54        | 9111     | 54          | 9111        | g1          | 200            | 1.50        | 3.6   | 1.8           | 1.8  | 2.4    | 2.1  | 1.8             | 1.8  | 1.5    | 0.9  | 1.1           | 1.1  |        |  |                              |  |      |  |      |  |
| WPSL    | Port St. Lucie | B         | 1590 | 5.0        | 0.06 | Port St Lucie Bcstrs | 85             | 9304      | 85       | 9304        | Nws/Trk/Spt | 600         | 1.50           | 8.3         | 4.1   | 4.5           | 5.2  | 6.1    | 7.9  | 6.9             | 6.9  | 6.9    | 6.9  | 9.1           | 9.1  |        |  |                              |  |      |  |      |  |
|         |                |           |      |            |      |                      |                |           |          |             |             |             |                |             |       | AM Stations - |      | 6      |      | # AM Stations - |      | 18     |      | # Duopolies - |      | 4      |  | Total Local Commercial Share |  | 60.0 |  | 63.2 |  |
|         |                |           |      |            |      |                      |                |           |          |             |             |             |                |             |       | AM TOTALS     |      | 3      |      | # Combos -      |      | 18     |      | # Duopolies - |      | 4      |  | Total Local Commercial Share |  | 60.0 |  | 63.2 |  |

• Indicates a change since last edition  
† See introduction section for interpretation of revenue estimates.



Metro Rank: 117  
Revenue Rank: 115



| Metro Counties / Population (000) | Population (000) |
|-----------------------------------|------------------|
| Rockingham, NH                    | 265.9            |
| Stafford, NH                      | 111.1            |
| York, ME                          | 54.1             |
| <b>Total</b>                      | <b>431.1</b>     |

# Portsmouth-Dover-Rochester, NH Market Overview



## Market Radio Financials

(all figures in 000's, except percentages and ratios)

| Year | ESTIMATED GROSS REVENUES |       | Revenue/Retail Sales |              | Est. Breakout |
|------|--------------------------|-------|----------------------|--------------|---------------|
|      | 93-98                    | 98-99 | 1993                 | 1998         |               |
| 1993 | 9.5%                     | 9.5%  | \$2.05/1,000         | \$2.22/28    | 75% Local     |
| 1994 |                          |       | \$10,500             | \$2.69/1,000 | 25% National  |
| 1995 |                          |       | \$11,100             | \$3.08/1,000 |               |
| 1996 |                          |       | \$11,500             | \$46.11      |               |
| 1997 | 10.2%                    |       | \$12,100             |              |               |
| 1998 |                          |       | \$14,800             |              |               |
| 2002 | 7.0%                     | 9.5%  | \$20,400             |              |               |
| 2003 |                          |       | \$21,200             |              |               |

## Demographic and Economic Overview

| Year | Growth Rate |          | Growth Rate |          | Rate |
|------|-------------|----------|-------------|----------|------|
|      | 1993        | 1998     | 1998        | 2003     |      |
| 1993 | 1.1%        | 1.1%     | 1.1%        | 1.3%     | 1.3% |
| 1998 | 1.6%        | 1.6%     | 1.6%        | 1.6%     | 1.6% |
| 2003 | 4.4%        | 4.4%     | 4.4%        | 4.6%     | 4.6% |
| 1993 | 408.4       | 431.1    | 431.1       | 459.8    | 1.3% |
| 1998 | 147.5       | 159.4    | 159.4       | 172.6    | 1.6% |
| 2003 | 4,444.4     | 5,507.6  | 5,507.6     | 6,893.1  | 4.6% |
| 1993 | 7,525.0     | 8,491.1  | 8,491.1     | 10,323.9 | 4.0% |
| 1998 | 8,491.1     | 8,491.1  | 8,491.1     | 10,323.9 | 4.0% |
| 2003 | 10,323.9    | 10,323.9 | 10,323.9    | 10,323.9 | 4.0% |

## Demographic Breakdown

| Category           | Total     | Under 12 | 12 - 17 | 18 - 24 | 25 - 34   | 35 - 44 | 45 - 54 | Over 55   |
|--------------------|-----------|----------|---------|---------|-----------|---------|---------|-----------|
| Men (000)          | 212.9     | 36.3     | 17.1    | 19.4    | 33.7      | 39.4    | 30.6    | 36.4      |
| Women (000)        | 218.3     | 35.1     | 16.2    | 20.1    | 33.5      | 39.0    | 29.7    | 44.6      |
| Total              | 431.1     | 71.4     | 33.3    | 39.5    | 67.2      | 78.4    | 60.3    | 81.0      |
| Percentage         | 100.0%    | 16.6%    | 7.7%    | 9.2%    | 15.6%     | 18.2%   | 14.0%   | 18.8%     |
| Per Capita         | \$ 19,690 |          |         |         | \$ 46,024 |         |         |           |
| Avg Household      |           |          |         |         |           |         |         | \$ 53,259 |
| Ethnic Population: |           |          |         |         |           |         |         |           |
| White              | 97.7%     |          |         |         |           |         |         |           |
| Black              | 0.8%      |          |         |         |           |         |         |           |
| Asian              | 1.3%      |          |         |         |           |         |         |           |
| Hispanic           | 1.3%      |          |         |         |           |         |         |           |

## Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 8       | 2       | 4       | 10         | 7       | 17      | 17    |
| Tot 12+    | 16.3    | 13.8    | 24.5    | 30.1       | 3.9     | 34.0    | 34.0  |
| Avg 12+    | 2.0     | 6.9     | 6.1     | 3.0        | 0.6     | 2.0     | 2.0   |
| Tot LCS    | 47.9    | 40.6    | 72.1    | 88.5       | 11.5    | 100.0   | 100.0 |
| Avg LCS    | 6.0     | 20.3    | 18.0    | 8.9        | 1.6     | 5.9     | 5.9   |

Market: Portsmouth-Dover-Rochester, NH

Competitive Overview

Some stations also rated in Manchester, NH.

Metro Rank: 117

| FM Stations     |           |            |          |                     |           |          |                   |              |                |             |       |         |        |            |      |      |      |      |      |      |      |
|-----------------|-----------|------------|----------|---------------------|-----------|----------|-------------------|--------------|----------------|-------------|-------|---------|--------|------------|------|------|------|------|------|------|------|
| City of         | FCC Class | Freq (kHz) | HAAT (m) | Owner               | Year Acqd | Std Acqd | Sales Price (000) | L M A Format | Revenue (000)/ | Power Ratio | Local | Avg '99 |        |            |      |      |      |      |      |      |      |
| City of         | FCC Class | Freq (kHz) | HAAT (m) | Owner               | Year Acqd | Std Acqd | Sales Price (000) | L M A Format | Revenue (000)/ | Power Ratio | Local | Fall    | Spring | 1998       | 1997 | 1996 | 1996 |      |      |      |      |
| WPHX            | B         | 92.1       | 1.8 cp   | Phoenix Media       | 75        | 9906     | 1,025             | c1           | 400            | 1.67        | 250   | 0.0     | 0.0    | 0.0        | 0.0  | 0.0  | 0.7  | 0.9  |      |      |      |
| WUBB            | A         | 95.3       | 1.4      | AMFM Inc            | 87        | 9910     | 400               | g            | 400            | 1.67        | 1.6   | 0.6     | 0.5    | 0.7        | 1.2  | 1.3  | 1.6  | 2.2  |      |      |      |
| WOSO            | A         | 96.7       | 3.0      | AMFM Inc            | 79        | 9910     | 600               | g            | 600            | 0.75        | 5.3   | 2.2     | 1.6    | 2.4        | 2.1  | 1.4  | 1.6  | 1.0  |      |      |      |
| WOKO            | B         | 97.5       | 50.0     | Citadel Comm Corp   | 70        | 9909     | 5,000             | g2           | 1              | 1.14        | 29.2  | 7.1     | 10.3   | 8.2        | 8.9  | 10.9 | 11.9 | 11.9 |      |      |      |
| WBYR            | A         | 98.7       | 6.0      | Garrison City Bcstg | 95        |          | 500               | g            | 500            | 0.62        | 5.4   | 4.0     | 2.5    | 1.5        | 1.8  | 2.5  | 1.3  | 1.0  |      |      |      |
| WHEB            | B         | 100.3      | 50.0     | AMFM Inc            | 64        | 9910     | 4,500             | g            | 4,500          | 1.34        | 22.4  | 6.7     | 8.9    | 7.7        | 8.2  | 10.0 | 8.4  | 8.1  |      |      |      |
| WXBP            | A         | 102.1      | 3.0      | Citadel Comm Corp   | 92        | 9909     | 1.3               | g2           | 1              | 1.3         | 1.3   | 0.5     | 0.5    | 0.5        | 0.7  | 1.1  | 0.3  | 0.3  |      |      |      |
| WXBB            | A         | 105.3      | 2.2      | Citadel Comm Corp   | 92        | 9909     | 1,400             | g2           | 1              | 0.91        | 10.3  | 1.5     | 3.2    | 4.5        | 2.9  | 3.6  | 3.1  | 2.8  |      |      |      |
| WZEN            | A         | 106.5      | 1.5 cp   | Jackson Group       | 99        |          | 19.0              | g            | 19.0           | 0.88        | 19.0  | 6.7     | 6.5    | 7.7        | 9.3  | 6.1  | 4.3  | 3.6  | 4.7  |      |      |
| WERZ            | A         | 107.1      | 5.2      | AMFM Inc            | 72        | 9910     | 2,500             | g            | 2,500          | 0.88        | 19.0  | 6.7     | 6.5    | 7.7        | 9.3  | 6.1  | 4.3  | 3.6  | 4.7  |      |      |
| FM TOTALS       |           |            |          |                     |           |          |                   |              |                |             |       |         | 94.5   | 30.1       | 34.0 | 36.5 | 34.3 | 32.5 | 35.6 | 32.3 | 32.9 |
| # FM Stations - |           |            |          |                     |           |          |                   |              |                |             |       |         | 10     | # Combos - |      |      |      |      |      | 9    |      |

| AM Stations                  |           |            |            |                     |           |          |                   |              |                |             |       |         |        |                                   |      |      |      |     |     |      |     |
|------------------------------|-----------|------------|------------|---------------------|-----------|----------|-------------------|--------------|----------------|-------------|-------|---------|--------|-----------------------------------|------|------|------|-----|-----|------|-----|
| City of                      | FCC Class | Freq (kHz) | Power (kW) | Owner               | Year Acqd | Std Acqd | Sales Price (000) | L M A Format | Revenue (000)/ | Power Ratio | Local | Avg '99 |        |                                   |      |      |      |     |     |      |     |
| City of                      | FCC Class | Freq (kHz) | Power (kW) | Owner               | Year Acqd | Std Acqd | Sales Price (000) | L M A Format | Revenue (000)/ | Power Ratio | Local | Fall    | Spring | 1998                              | 1997 | 1996 | 1996 |     |     |      |     |
| WPHX                         | B         | 930        | 5.0        | AMFM Inc            | 47        | 9910     | 5.00              | c            | 47             | 0.6         | 0.4   | 0.4     | 0.0    | 1.4                               | 0.9  | 2.0  | 0.9  | 1.4 |     |      |     |
| WGII                         | B         | 1220       | 1.0        | Phoenix Media       | 57        | 9906     | 0.23              | c1           | 57             | 0.6         | 0.0   | 0.0     | 0.0    | 0.0                               | 0.0  | 0.0  | 0.0  | 0.0 |     |      |     |
| WTSN                         | B         | 1270       | 5.0        | Garrison City Bcstg | 56        | 8303     | 5.00              | d            | 56             | 0.73        | 4.1   | 2.5     | 1.2    | 1.9                               | 2.7  | 3.8  | 4.1  | 4.0 |     |      |     |
| WDER                         | B         | 1320       | 10.0       | Spacetown Comm      | 83        |          | 1.00              |              | 83             | n/a         | 0.0   | 0.0     | 0.0    | 0.4                               | 0.0  | 0.0  | 0.0  | 0.0 |     |      |     |
| WVNH                         | C         | 1340       | 0.3        | Harvest Bcstg Svcs  | 89        |          | 0.25              | 2            | Religion       | n/a         | 0.0   | 0.0     | 0.0    | 0.0                               | 0.0  | 0.0  | 0.0  | 0.0 |     |      |     |
| WMYF                         | B         | 1380       | 1.0        | AMFM Inc            | 60        | 9910     | 1.00              | g            | 60             | 0.7         | 1.0   | 1.0     | 0.5    | 0.0                               | 0.0  | 0.0  | 0.0  | 0.0 |     |      |     |
| WGIP                         | B         | 1540       | 5.0        | AMFM Inc            | 66        | 9910     | 0.00              | g            | 66             | 0.7         | 1.0   | 1.0     | 0.5    | 0.0                               | 0.0  | 0.0  | 0.0  | 0.0 |     |      |     |
| AM TOTALS                    |           |            |            |                     |           |          |                   |              |                |             |       |         | 5.4    | 3.9                               | 2.1  | 1.9  | 6.5  | 6.1 | 7.4 | 7.1  | 9.5 |
| # AM Stations -              |           |            |            |                     |           |          |                   |              |                |             |       |         | 7      | # Combos -                        |      |      |      |     |     | 5    |     |
| AM & FM Stations Profiled -  |           |            |            |                     |           |          |                   |              |                |             |       |         | 17     | # Dupolies -                      |      |      |      |     |     | 5    |     |
| Total Local Commercial Share |           |            |            |                     |           |          |                   |              |                |             |       |         | 34.0   | ARB 12+ Metro Shares (see rights) |      |      |      |     |     | 34.0 |     |

| City of                      | FCC Class | Freq (kHz) | Power (kW) | Owner               | Year Acqd | Std Acqd | Sales Price (000) | L M A Format | Revenue (000)/ | Power Ratio | Local | Avg '99 |        |                                   |      |      |      |     |     |      |     |
|------------------------------|-----------|------------|------------|---------------------|-----------|----------|-------------------|--------------|----------------|-------------|-------|---------|--------|-----------------------------------|------|------|------|-----|-----|------|-----|
| City of                      | FCC Class | Freq (kHz) | Power (kW) | Owner               | Year Acqd | Std Acqd | Sales Price (000) | L M A Format | Revenue (000)/ | Power Ratio | Local | Fall    | Spring | 1998                              | 1997 | 1996 | 1996 |     |     |      |     |
| WGIN                         | B         | 930        | 5.0        | AMFM Inc            | 47        | 9910     | 5.00              | c            | 47             | 0.6         | 0.4   | 0.4     | 0.0    | 1.4                               | 0.9  | 2.0  | 0.9  | 1.4 |     |      |     |
| WPHX                         | B         | 1220       | 1.0        | Phoenix Media       | 57        | 9906     | 0.23              | c1           | 57             | 0.6         | 0.0   | 0.0     | 0.0    | 0.0                               | 0.0  | 0.0  | 0.0  | 0.0 |     |      |     |
| WTSN                         | B         | 1270       | 5.0        | Garrison City Bcstg | 56        | 8303     | 5.00              | d            | 56             | 0.73        | 4.1   | 2.5     | 1.2    | 1.9                               | 2.7  | 3.8  | 4.1  | 4.0 |     |      |     |
| WDER                         | B         | 1320       | 10.0       | Spacetown Comm      | 83        |          | 1.00              |              | 83             | n/a         | 0.0   | 0.0     | 0.0    | 0.4                               | 0.0  | 0.0  | 0.0  | 0.0 |     |      |     |
| WVNH                         | C         | 1340       | 0.3        | Harvest Bcstg Svcs  | 89        |          | 0.25              | 2            | Religion       | n/a         | 0.0   | 0.0     | 0.0    | 0.0                               | 0.0  | 0.0  | 0.0  | 0.0 |     |      |     |
| WMYF                         | B         | 1380       | 1.0        | AMFM Inc            | 60        | 9910     | 1.00              | g            | 60             | 0.7         | 1.0   | 1.0     | 0.5    | 0.0                               | 0.0  | 0.0  | 0.0  | 0.0 |     |      |     |
| WGIP                         | B         | 1540       | 5.0        | AMFM Inc            | 66        | 9910     | 0.00              | g            | 66             | 0.7         | 1.0   | 1.0     | 0.5    | 0.0                               | 0.0  | 0.0  | 0.0  | 0.0 |     |      |     |
| AM TOTALS                    |           |            |            |                     |           |          |                   |              |                |             |       |         | 5.4    | 3.9                               | 2.1  | 1.9  | 6.5  | 6.1 | 7.4 | 7.1  | 9.5 |
| # AM Stations -              |           |            |            |                     |           |          |                   |              |                |             |       |         | 7      | # Combos -                        |      |      |      |     |     | 5    |     |
| AM & FM Stations Profiled -  |           |            |            |                     |           |          |                   |              |                |             |       |         | 17     | # Dupolies -                      |      |      |      |     |     | 5    |     |
| Total Local Commercial Share |           |            |            |                     |           |          |                   |              |                |             |       |         | 34.0   | ARB 12+ Metro Shares (see rights) |      |      |      |     |     | 34.0 |     |

• Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.  
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 Metro Rank: 117



# Competitive Overview

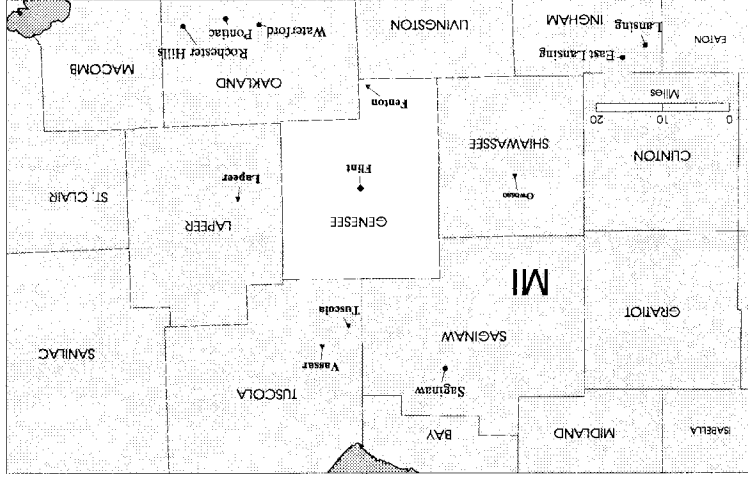
| Calls | City of    | FCC Class | Power (kW) | HAAT C | Owner | Year Acqd | Std Price (000)   | M Format | 1999 Est Revenue (000) // | Power Ratio | Local Comm    | ARB 12+ Metro Shares (see rights) |             |             |             |           |             |             |             |      |      |     |
|-------|------------|-----------|------------|--------|-------|-----------|-------------------|----------|---------------------------|-------------|---------------|-----------------------------------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|------|------|-----|
|       |            |           |            |        |       |           |                   |          |                           |             |               | Fall 1999                         | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |      |      |     |
| WJNS  | Lazoo City | C3        | 92.1       | 20.0   | 358   | b         | Willis Bcstg Corp | 68       | 9309                      | g2          | Gospel        | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         |             |      |      |     |
| WJXN  | Utica      | A         | 92.9       | 2.0    | 574   | b         | Finn Bcstg Corp   | 90       | 9801                      | 800         | Religion      | 0.9                               | 0.3         | 0.7         | 0.4         | 1.1       | 0.9         | 0.4         | 0.7         |      |      |     |
| WMGO  | Yazoo City | A         | 93.1       | 4.1    | 394   | g         | WMGO Bcstg Corp   | 98       |                           |             | Oldies        | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.4         | 0.0         |      |      |     |
| WHJT  | Clinton    | A         | 93.5       | 6.0    | 328   |           | Miss College      | 74       |                           |             | 1 ChrSContemp | 0.6                               | 1.8         | 0.5         | 0.4         | 0.7       | 0.5         | 1.3         | 1.6         | 1.0  |      |     |
| WVIV  | Pearl      | C3        | 93.9       | 25.0   | 328   | f         | Proteus           | 94       | 9807                      | 850         | Adlt Sndrd    | 0.37                              | 3.7         | 2.7         | 3.1         | 3.1       | 2.5         | 3.7         | 2.6         | 3.1  |      |     |
| WTRX  | Jackson    | C         | 94.7       | 97.0   | 1116  | f         | Proteus           | 71       | 9507                      | 1,900       | Cisc Flock    | 1,200                             | 1.70        | 3.2         | 3.5         | 2.0       | 2.0         | 4.0         | 2.5         | 3.2  |      |     |
| WBPT  | Jackson    | C         | 95.5       | 100.0  | 1060  | d         | AMFM Inc          | 73       | 9910                      | 800         | Lite AC       | g                                 | 0.98        | 3.7         | 5.0         | 4.2       | 2.7         | 2.5         | 2.8         | 2.1  | 4.2  |     |
| WUSJ  | Jackson    | C         | 96.3       | 100.0  | 1060  | a         | New South Comm    | 66       | 9907                      | 5,500       | Country       | 1.9                               | 1.20        | 3.1         | 3.1         | 0.9       | 2.7         | 1.1         | 1.6         | 3.4  | 3.3  |     |
| WFMN  | Flora      | C3        | 97.3       | 20.5   | 367   |           | TeleSouth Comm    | 97       | 9709                      | 99          | st            | 99                                | 0.34        | 1.50        | 1.8         | 1.8       | 1.8         | 1.3         | 1.3         | 1.5  | 1.5  |     |
| WRJH  | Brandon    | A         | 97.7       | 3.4    | 289   | c         | Extreme Comm      | 74       | 9912                      | 1,600       | Gospel        | 0.9                               | 0.5         | 0.4         | 0.7         | 0.5       | 0.4         | 0.7         | 0.5         | 0.4  | 0.5  |     |
| WJKK  | Vicksburg  | C1        | 98.7       | 100.0  | 945   | a         | New South Comm    | 66       | 9512                      | 1,620       | Soft AC       | 0.83                              | 4.9         | 3.7         | 3.3         | 3.8       | 4.2         | 4.8         | 2.6         | 3.8  | 3.8  |     |
| WJMI  | Jackson    | C         | 99.7       | 98.0   | 1060  | e         | Inner City Bcstg  | 67       | 0003                      | p           | g1            | Urban                             | 16.7        | 13.6        | 14.5        | 11.8      | 14.7        | 14.1        | 14.4        | 15.0 | 14.8 |     |
| WYOY  | Gluckstadt | C2        | 101.7      | 50.0   | 456   | a         | New South Comm    | 76       | 9411                      | 750         | ce2           | CHR                               | 0.64        | 1,400       | 9.9         | 4.3       | 9.0         | 7.1         | 8.2         | 8.5  | 7.9  | 9.5 |
| WMSI  | Jackson    | C         | 102.9      | 100.0  | 1801  | d         | AMFM Inc          | 48       | 9910                      | 4,800       | 1.93          | 11.3                              | 7.8         | 9.4         | 9.5         | 9.3       | 9.3         | 7.1         | 9.3         | 7.1  | 10.6 |     |
| WJQS  | Kosciusko  | C1        | 105.1      | 100.0  | 981   | d         | AMFM Inc          | 65       | 9910                      | 800         | 0.63          | 5.8                               | 3.4         | 4.5         | 4.6         | 5.6       | 4.6         | 4.6         | 0.6         | 0.7  | 9.1  |     |
| WYJS  | Pickens    | C3        | 105.9      | 22.0   | 745   |           | Inner City Bcstg  | 80       | 0003                      | p           | g2            | Oldies                            | 0.70        | 200         | 2.2         | 2.2       | 1.1         | 1.1         | 0.9         | 1.1  | 1.1  | 1.4 |
| WGNG  | Tchula     | C3        | 106.3      | 8.0    | 456   | h         | Team Bcstg Co Inc | 99       |                           |             | Urban AC      | 1.72                              | 2,800       | 1.12        | 8.1         | 7.4       | 4.3         | 5.2         | 8.0         | 5.6  | 4.7  | 7.0 |
| WSTZ  | Vicksburg  | C         | 106.7      | 100.0  | 1060  | d         | AMFM Inc          | 68       | 9910                      | 2,800       | 1.12          | 8.1                               | 8.1         | 7.1         | 6.9         | 6.4       | 6.3         | 6.3         | 9.9         | 7.7  | 6.7  |     |
| WKXI  | Magee      | C1        | 107.5      | 98.0   | 951   | e         | Inner City Bcstg  | 70       | 0003                      | p           | g1            | Urban                             | 82.3        | 66.1        | 68.6        | 66.1      | 68.8        | 68.6        | 63.2        | 69.4 | 65.9 |     |

| Calls | City of   | FCC Class | Power (kW) | Night | Owner | Year Acqd | Std Price (000)     | M Format | 1999 Est Revenue (000) // | Power Ratio | Local Comm  | ARB 12+ Metro Shares (see rights) |             |             |             |           |             |             |             |      |      |      |
|-------|-----------|-----------|------------|-------|-------|-----------|---------------------|----------|---------------------------|-------------|-------------|-----------------------------------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|------|------|------|
|       |           |           |            |       |       |           |                     |          |                           |             |             | Fall 1999                         | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 | Summer 1998 | Spring 1998 | Winter 1998 |      |      |      |
| WJDX  | Jackson   | B         | 620        | 5.0   | 1,00  | d         | AMFM Inc            | 29       | 9910                      | p           | g           | Sports                            | 300         | 0.97        | 1.4         | 1.2       | 0.9         | 1.1         | 1.3         | 1.4  | 1.1  |      |
| WPDF  | Richland  | B         | 720        | 5.0   | 0.00  |           | Willis Bcstg Corp   | 91       | 9802                      | 225         | Gospel      | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0  | 0.9  |      |
| WIIN  | Ridgeland | B         | 780        | 5.0   | 0.00  | a         | New South Comm      | 84       | 9411                      | ce2         | Gospel      | 100                               | 0.6         | 0.6         | 0.0         | 0.0       | 0.4         | 1.1         | 0.9         | 1.1  | 0.9  |      |
| WSLI  | Jackson   | B         | 930        | 5.0   | 3.60  | e         | Clear Channel       | 38       | 9808                      | 325         | 1           | Sports                            | 100         | 0.2         | 0.2         | 0.5       | 0.0         | 0.4         | 0.4         | 0.4  | 0.0  | 0.5  |
| WRKN  | Brandon   | B         | 970        | 1.0   | 0.00  | c         | Harris, June        | 67       |                           |             | Gospel      | 0.1                               | 0.1         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0  | 0.0  |      |
| WTWZ  | Clinton   | B         | 1120       | 7.5   | 0.00  | cp        | Wood, Terry E.      | 82       |                           |             | Chrst/Cntry | 50                                | na          | 50          | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0  | 0.0  | 0.0  |
| WONG  | Clinton   | B         | 1150       | 0.5   | 0.02  |           | Williams, Marton R. | 89       | 9908                      |             |             | Gosp/./RhyBl                      | 0.0         | 0.0         | 0.0         | 0.0       | 0.0         | 0.0         | 0.0         | 0.0  | 0.0  | 0.0  |
| WJNT  | Pearl     | B         | 1180       | 50.0  | 0.50  |           | Buchanan Bcstg Co   | 80       |                           |             |             | News/Talk                         | 700         | 0.80        | 4.0         | 4.2       | 3.3         | 3.5         | 2.7         | 3.7  | 6.2  | 2.9  |
| WOAD  | Jackson   | B         | 1300       | 5.0   | 1.00  | e         | Inner City Bcstg    | 29       | 0003                      | p           | g1          | Gospel                            | 500         | 0.58        | 3.9         | 3.3       | 3.3         | 2.2         | 3.8         | 3.5  | 4.7  | 3.8  |
| WMGO  | Canton    | B         | 1370       | 1.0   | 0.03  | g         | WMGO Bcstg Corp     | 54       | 9305                      | 90          | AC/News     | 300                               | 0.52        | 2.6         | 1.2         | 2.5       | 1.3         | 2.7         | 2.4         | 1.6  | 2.1  |      |
| WKXI  | Jackson   | C         | 1400       | 1.0   | 1.00  | e         | Inner City Bcstg    | 47       | 0003                      | p           | g1          | Urban/Oldies                      | 50          |             | 0.5         | 0.0       | 0.7         | 0.4         | 0.0         | 0.4  | 1.1  | 1.5  |
| WJXN  | Jackson   | C         | 1450       | 1.0   | 1.00  | b         | Willis Bcstg Corp   | 45       | 9309                      | g2          | Gospel      | 350                               | 0.35        | 4.6         | 3.0         | 3.6       | 7.1         | 2.5         | 1.9         | 2.3  | 2.0  | 2.2  |
| WZRX  | Jackson   | B         | 1590       | 5.0   | 1.00  | d         | AMFM Inc            | 65       | 9910                      | p           | g           | 2                                 | Gospel      | 17.8        | 13.5        | 14.3      | 16.5        | 13.8        | 14.1        | 19.3 | 14.0 | 15.3 |

| # AM Stations - |    | # AM Stations Profiled - |    | # Duopolies - |   | # Combos - |    | AM TOTALS |      | Total Local Commercial Share |      |
|-----------------|----|--------------------------|----|---------------|---|------------|----|-----------|------|------------------------------|------|
| 13              | 32 | 9                        | 32 | 9             | 9 | 13         | 32 | 17.8      | 13.5 | 14.3                         | 79.6 |

• Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.  
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 Metro Rank: 118

Metro Rank: 119  
Revenue Rank: 121



Metro Counties / Population (000)

Genesee, MI 436.9  
436.9

# Flint, MI Market Overview



## Market Radio Financials

(all figures in 000's, except percentages and ratios)

|                      | ESTIMATED GROSS REVENUES |          | REVENUE/RETAIL SALES |          | REVENUE/CAPITA |              |
|----------------------|--------------------------|----------|----------------------|----------|----------------|--------------|
|                      | 1993                     | 1994     | 1995                 | 1996     | 2003           | 2002         |
| Revenue/Retail Sales | \$10,500                 | \$11,200 | \$11,400             | \$11,600 | \$2,94/1,000   | \$2,94/1,000 |
| Revenue/Capita       | \$24.41                  | \$24.41  | \$34.33              | \$45.75  |                |              |
| Est. Breakout        |                          |          |                      |          | Local 73%      | National 27% |
| Δ 98-99              |                          |          |                      |          | \$15,800       | \$16,900     |
| Δ 99-03              |                          |          |                      |          | 5.3%           | 6.0%         |
|                      |                          |          |                      |          | \$17,700       | \$19,000     |
|                      |                          |          |                      |          | \$19,000       | \$19,900     |
|                      |                          |          |                      |          | \$15,000       | \$15,000     |
|                      |                          |          |                      |          | 7.4%           |              |
|                      |                          |          |                      |          | 1993           | 1998         |

## Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993    |        | 1998    |        | 2003    |        |
|----------------|---------|--------|---------|--------|---------|--------|
|                | Rate    | Growth | Rate    | Growth | Rate    | Growth |
| MSA Population | 430.1   | 0.3%   | 436.9   | 0.3%   | 435.0   | -0.1%  |
| Households     | 162.3   | 0.5%   | 166.5   | 0.5%   | 168.9   | 0.3%   |
| Retail Sales   | 3,666.7 | 8.2%   | 5,435.8 | 8.2%   | 6,760.5 | 4.5%   |
| EBI            | 6,900.5 | -1.2%  | 6,501.3 | -1.2%  | 7,272.6 | 2.3%   |

## Demographic Breakdown

|                    | Total     | Under 12 | 12 - 17 | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 54 | Over 55 |
|--------------------|-----------|----------|---------|---------|---------|---------|---------|---------|
| Men (000)          | 210.1     | 37.7     | 20.9    | 19.5    | 28.6    | 33.6    | 30.9    | 38.9    |
| Women (000)        | 226.8     | 36.9     | 20.2    | 19.8    | 30.9    | 36.7    | 32.6    | 49.7    |
| Total              | 436.9     | 74.6     | 41.1    | 39.3    | 59.5    | 70.3    | 63.5    | 88.6    |
| Percentage         | 100.0%    | 17.1%    | 9.4%    | 9.0%    | 13.6%   | 16.1%   | 14.5%   | 20.3%   |
| Per Capita         | \$ 14,880 |          |         |         |         |         |         |         |
| Median Household   | \$ 33,644 |          |         |         |         |         |         |         |
| Avg Household      | \$ 39,047 |          |         |         |         |         |         |         |
| Ethnic Population: |           |          |         |         |         |         |         |         |
| White              | 77.3%     |          |         |         |         |         |         |         |
| Black              | 21.0%     |          |         |         |         |         |         |         |
| Asian              | 1.0%      |          |         |         |         |         |         |         |
| Hispanic           | 2.6%      |          |         |         |         |         |         |         |

## Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMS | All FMS | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 5       | 3       |         | 6          | 8       | 7       | 15    |
| Tot 12+    | 21.6    | 27.2    |         | 45.7       | 48.8    | 7.8     | 56.6  |
| Avg 12+    | 4.3     | 9.1     |         | 7.6        | 6.1     | 1.1     | 3.8   |
| Tot LCS    | 38.2    | 48.1    |         | 80.7       | 86.2    | 13.8    | 100.0 |
| Avg LCS    | 7.6     | 16.0    |         | 13.5       | 10.8    | 2.0     | 6.7   |

# Competitive Overview

| City of             | City of | Class | Power | HAAT | C Owner | Year | Sales             | 1999 Est | Avg '99 | ARB 12+ Metro Shares (see rights) |        |      |        |      |        |      |        |
|---------------------|---------|-------|-------|------|---------|------|-------------------|----------|---------|-----------------------------------|--------|------|--------|------|--------|------|--------|
| Flint               | Flint   | FCC   | (kW)  | C    | Owner   | Acqd | L (000)           | (000)Y/  | Local   | Fall                              | Spring | Fall | Spring | Fall | Spring | Fall | Spring |
| WDZZ                | Flint   | A     | 92.7  | 3.0  | 256     | c    | Cumulus Bstg Inc  | 79       | 3,500   | 1.00                              | 21.7   | 9.8  | 12.3   | 12.2 | 10.8   | 11.1 | 11.5   |
| WFBE                | Flint   | B     | 95.1  | 50.0 | 492     | c    | Citadel Comm Corp | 53       | 1,000   | 0.47                              | 13.1   | 7.2  | 7.7    | 7.1  | 8.3    | 4.1  | 0.0    |
| WOWE                | Vassar  | A     | 98.9  | 3.0  | 328     |      | Shumpert, Michael | 90       | 500     | 0.53                              | 5.8    | 3.8  | 3.3    | 3.2  | 3.9    | 2.9  | 2.5    |
| WMBN                | Tuscola | A     | 101.7 | 6.0  | 328     | a    | Regent Comm       | 87       | 550     | 0.53                              | 6.4    | 4.9  | 3.3    | 3.9  | 4.1    | 2.5  | 3.7    |
| WRFJ                | Lapeer  | A     | 103.1 | 3.0  | 299     | d    | Covenant Comm     | 68       | 500     | 1.71                              | 1.8    | 1.0  | 0.9    | 1.1  | 1.2    | 0.7  | 0.4    |
| WRSR                | Owosso  | A     | 103.9 | 2.9  | 482     | b    | Cumulus Bstg Inc  | 65       | 500     | 0.88                              | 3.5    | 2.1  | 1.8    | 2.1  | 1.8    | 2.2  | 1.4    |
| WVCK                | Flint   | B1    | 105.5 | 25.0 | 328     | b    | Cumulus Bstg Inc  | 64       | 3,200   | 1.01                              | 19.5   | 10.7 | 11.0   | 11.0 | 11.2   | 10.4 | 9.5    |
| WCRZ                | Flint   | B     | 107.9 | 50.0 | 331     | a    | Regent Comm       | 61       | 4,300   | 1.72                              | 15.4   | 9.3  | 8.5    | 8.8  | 8.3    | 9.7  | 12.3   |
| # FM Stations - 8   |         |       |       |      |         |      |                   |          |         |                                   |        |      |        |      |        |      |        |
| # Combos - 6        |         |       |       |      |         |      |                   |          |         |                                   |        |      |        |      |        |      |        |
| FM TOTALS           |         |       |       |      |         |      |                   |          |         |                                   |        |      |        |      |        |      |        |
| Avg '99             |         |       |       |      |         |      |                   |          |         |                                   |        |      |        |      |        |      |        |
| 1999 Est            |         |       |       |      |         |      |                   |          |         |                                   |        |      |        |      |        |      |        |
| Revenue Power Ratio |         |       |       |      |         |      |                   |          |         |                                   |        |      |        |      |        |      |        |
| Local               |         |       |       |      |         |      |                   |          |         |                                   |        |      |        |      |        |      |        |
| Comm                |         |       |       |      |         |      |                   |          |         |                                   |        |      |        |      |        |      |        |
| 1999                |         |       |       |      |         |      |                   |          |         |                                   |        |      |        |      |        |      |        |
| Fall                |         |       |       |      |         |      |                   |          |         |                                   |        |      |        |      |        |      |        |
| Spring              |         |       |       |      |         |      |                   |          |         |                                   |        |      |        |      |        |      |        |
| 1999                |         |       |       |      |         |      |                   |          |         |                                   |        |      |        |      |        |      |        |
| Fall                |         |       |       |      |         |      |                   |          |         |                                   |        |      |        |      |        |      |        |
| Spring              |         |       |       |      |         |      |                   |          |         |                                   |        |      |        |      |        |      |        |
| 1998                |         |       |       |      |         |      |                   |          |         |                                   |        |      |        |      |        |      |        |
| Fall                |         |       |       |      |         |      |                   |          |         |                                   |        |      |        |      |        |      |        |
| Spring              |         |       |       |      |         |      |                   |          |         |                                   |        |      |        |      |        |      |        |
| 1998                |         |       |       |      |         |      |                   |          |         |                                   |        |      |        |      |        |      |        |
| Fall                |         |       |       |      |         |      |                   |          |         |                                   |        |      |        |      |        |      |        |
| Spring              |         |       |       |      |         |      |                   |          |         |                                   |        |      |        |      |        |      |        |
| 1997                |         |       |       |      |         |      |                   |          |         |                                   |        |      |        |      |        |      |        |
| Fall                |         |       |       |      |         |      |                   |          |         |                                   |        |      |        |      |        |      |        |
| Spring              |         |       |       |      |         |      |                   |          |         |                                   |        |      |        |      |        |      |        |
| 1997                |         |       |       |      |         |      |                   |          |         |                                   |        |      |        |      |        |      |        |
| Fall                |         |       |       |      |         |      |                   |          |         |                                   |        |      |        |      |        |      |        |
| Spring              |         |       |       |      |         |      |                   |          |         |                                   |        |      |        |      |        |      |        |
| 1996                |         |       |       |      |         |      |                   |          |         |                                   |        |      |        |      |        |      |        |
| Fall                |         |       |       |      |         |      |                   |          |         |                                   |        |      |        |      |        |      |        |
| Spring              |         |       |       |      |         |      |                   |          |         |                                   |        |      |        |      |        |      |        |
| 1996                |         |       |       |      |         |      |                   |          |         |                                   |        |      |        |      |        |      |        |

| City of             | City of | Class | Power | Power | C Owner | Year               | Sales   | 1999 Est | Avg '99 | ARB 12+ Metro Shares (see rights) |        |      |        |      |        |      |        |
|---------------------|---------|-------|-------|-------|---------|--------------------|---------|----------|---------|-----------------------------------|--------|------|--------|------|--------|------|--------|
| Flint               | Flint   | FCC   | (kW)  | (kW)  | Owner   | Acqd               | L (000) | (000)Y/  | Local   | Fall                              | Spring | Fall | Spring | Fall | Spring | Fall | Spring |
| WNSL                | Flint   | B     | 600   | 1.0   | 0.50    | Midwest Bstg Corp  | 46      | 400      | 100     | 0.5                               | 0.0    | 0.0  | 0.0    | 0.0  | 0.0    | 0.0  | 0.0    |
| WFDF                | Flint   | B     | 910   | 5.0   | 1.00    | Cumulus Bstg Inc   | 22      | 400      | 0.59    | 4.2                               | 3.1    | 2.9  | 1.9    | 2.3  | 3.2    | 2.1  | 3.3    |
| WCXI                | Fenton  | B     | 1160  | 1.0   | 1.00    | Brach Bstg Corp    | 85      | 708      | 0.0     | 0.0                               | 0.0    | 0.0  | 0.0    | 0.0  | 0.0    | 0.0  | 0.0    |
| WTRX                | Flint   | B     | 1330  | 5.0   | 1.00    | Schuhrer, David    | 47      | 225      | 1.08    | 1.0                               | 0.6    | 0.7  | 0.4    | 0.7  | 1.1    | 0.9  | 0.7    |
| WFLT                | Flint   | B     | 1420  | 0.5   | 0.14    | Christian Evangeli | 55      | 225      | 0.51    | 4.8                               | 2.1    | 3.3  | 2.1    | 2.5  | 2.7    | 2.6  | 2.1    |
| WFNT                | Flint   | B     | 1470  | 5.0   | 1.00    | Regent Comm        | 53      | 250      | 0.67    | 2.3                               | 2.0    | 1.3  | 1.3    | 2.0  | 1.6    | 1.8  | 1.9    |
| WWCK                | Flint   | B     | 1570  | 1.0   | 0.00    | Cumulus Bstg Inc   | 46      | 300      | 0.0     | 0.0                               | 0.0    | 0.0  | 0.0    | 0.0  | 0.0    | 0.0  | 0.0    |
| # AM Stations - 7   |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| # Combos - 3        |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| AM TOTALS           |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| Avg '99             |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| Revenue Power Ratio |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| Local               |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| Comm                |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| 1999                |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| Fall                |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| Spring              |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| 1999                |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| Fall                |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| Spring              |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| 1998                |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| Fall                |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| Spring              |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| 1998                |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| Fall                |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| Spring              |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| 1997                |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| Fall                |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| Spring              |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| 1997                |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| Fall                |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| Spring              |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| 1996                |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| Fall                |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| Spring              |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| 1996                |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |

| City of             | City of | Class | Power | Power | C Owner | Year               | Sales   | 1999 Est | Avg '99 | ARB 12+ Metro Shares (see rights) |        |      |        |      |        |      |        |
|---------------------|---------|-------|-------|-------|---------|--------------------|---------|----------|---------|-----------------------------------|--------|------|--------|------|--------|------|--------|
| Flint               | Flint   | FCC   | (kW)  | (kW)  | Owner   | Acqd               | L (000) | (000)Y/  | Local   | Fall                              | Spring | Fall | Spring | Fall | Spring | Fall | Spring |
| WNSL                | Flint   | B     | 600   | 1.0   | 0.50    | Midwest Bstg Corp  | 46      | 400      | 100     | 0.5                               | 0.0    | 0.0  | 0.0    | 0.0  | 0.0    | 0.0  | 0.0    |
| WFDF                | Flint   | B     | 910   | 5.0   | 1.00    | Cumulus Bstg Inc   | 22      | 400      | 0.59    | 4.2                               | 3.1    | 2.9  | 1.9    | 2.3  | 3.2    | 2.1  | 3.3    |
| WCXI                | Fenton  | B     | 1160  | 1.0   | 1.00    | Brach Bstg Corp    | 85      | 708      | 0.0     | 0.0                               | 0.0    | 0.0  | 0.0    | 0.0  | 0.0    | 0.0  | 0.0    |
| WTRX                | Flint   | B     | 1330  | 5.0   | 1.00    | Schuhrer, David    | 47      | 225      | 1.08    | 1.0                               | 0.6    | 0.7  | 0.4    | 0.7  | 1.1    | 0.9  | 0.7    |
| WFLT                | Flint   | B     | 1420  | 0.5   | 0.14    | Christian Evangeli | 55      | 225      | 0.51    | 4.8                               | 2.1    | 3.3  | 2.1    | 2.5  | 2.7    | 2.6  | 2.1    |
| WFNT                | Flint   | B     | 1470  | 5.0   | 1.00    | Regent Comm        | 53      | 250      | 0.67    | 2.3                               | 2.0    | 1.3  | 1.3    | 2.0  | 1.6    | 1.8  | 1.9    |
| WWCK                | Flint   | B     | 1570  | 1.0   | 0.00    | Cumulus Bstg Inc   | 46      | 300      | 0.0     | 0.0                               | 0.0    | 0.0  | 0.0    | 0.0  | 0.0    | 0.0  | 0.0    |
| # AM Stations - 7   |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| # Combos - 3        |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| AM TOTALS           |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| Avg '99             |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| Revenue Power Ratio |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| Local               |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| Comm                |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| 1999                |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| Fall                |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| Spring              |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| 1999                |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| Fall                |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| Spring              |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| 1998                |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| Fall                |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| Spring              |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| 1998                |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| Fall                |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| Spring              |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| 1997                |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| Fall                |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| Spring              |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| 1997                |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| Fall                |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| Spring              |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| 1996                |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| Fall                |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| Spring              |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| 1996                |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |

| City of             | City of | Class | Power | Power | C Owner | Year               | Sales   | 1999 Est | Avg '99 | ARB 12+ Metro Shares (see rights) |        |      |        |      |        |      |        |
|---------------------|---------|-------|-------|-------|---------|--------------------|---------|----------|---------|-----------------------------------|--------|------|--------|------|--------|------|--------|
| Flint               | Flint   | FCC   | (kW)  | (kW)  | Owner   | Acqd               | L (000) | (000)Y/  | Local   | Fall                              | Spring | Fall | Spring | Fall | Spring | Fall | Spring |
| WNSL                | Flint   | B     | 600   | 1.0   | 0.50    | Midwest Bstg Corp  | 46      | 400      | 100     | 0.5                               | 0.0    | 0.0  | 0.0    | 0.0  | 0.0    | 0.0  | 0.0    |
| WFDF                | Flint   | B     | 910   | 5.0   | 1.00    | Cumulus Bstg Inc   | 22      | 400      | 0.59    | 4.2                               | 3.1    | 2.9  | 1.9    | 2.3  | 3.2    | 2.1  | 3.3    |
| WCXI                | Fenton  | B     | 1160  | 1.0   | 1.00    | Brach Bstg Corp    | 85      | 708      | 0.0     | 0.0                               | 0.0    | 0.0  | 0.0    | 0.0  | 0.0    | 0.0  | 0.0    |
| WTRX                | Flint   | B     | 1330  | 5.0   | 1.00    | Schuhrer, David    | 47      | 225      | 1.08    | 1.0                               | 0.6    | 0.7  | 0.4    | 0.7  | 1.1    | 0.9  | 0.7    |
| WFLT                | Flint   | B     | 1420  | 0.5   | 0.14    | Christian Evangeli | 55      | 225      | 0.51    | 4.8                               | 2.1    | 3.3  | 2.1    | 2.5  | 2.7    | 2.6  | 2.1    |
| WFNT                | Flint   | B     | 1470  | 5.0   | 1.00    | Regent Comm        | 53      | 250      | 0.67    | 2.3                               | 2.0    | 1.3  | 1.3    | 2.0  | 1.6    | 1.8  | 1.9    |
| WWCK                | Flint   | B     | 1570  | 1.0   | 0.00    | Cumulus Bstg Inc   | 46      | 300      | 0.0     | 0.0                               | 0.0    | 0.0  | 0.0    | 0.0  | 0.0    | 0.0  | 0.0    |
| # AM Stations - 7   |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| # Combos - 3        |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| AM TOTALS           |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| Avg '99             |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| Revenue Power Ratio |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| Local               |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| Comm                |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| 1999                |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| Fall                |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| Spring              |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| 1999                |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| Fall                |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| Spring              |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| 1998                |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| Fall                |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| Spring              |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| 1998                |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| Fall                |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| Spring              |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| 1997                |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| Fall                |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| Spring              |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| 1997                |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| Fall                |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| Spring              |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| 1996                |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| Fall                |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| Spring              |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |
| 1996                |         |       |       |       |         |                    |         |          |         |                                   |        |      |        |      |        |      |        |

• Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.  
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 Metro Rank: 119





# Competitive Overview

| City of | License      | Class | FCC Freq | Power (kW) | HAAT | C Owner           | Year Date | Std Acqd | Sales Price (000) | L M A Format | 1999 Est Revenue (000)/Ratio | Local Comm | ARB 12+ Metro Shares (see rights) |             |             |             |     |      |      |      |
|---------|--------------|-------|----------|------------|------|-------------------|-----------|----------|-------------------|--------------|------------------------------|------------|-----------------------------------|-------------|-------------|-------------|-----|------|------|------|
|         |              |       |          |            |      |                   |           |          |                   |              |                              |            | Fall 1999                         | Summer 1999 | Spring 1999 | Winter 1999 |     |      |      |      |
| WMAJ    | Sun Prairie  | A     | 92.1     | 3.9 cp     | 410  | d AMFM Inc        | 72        | 9910 p   | 1,100             | g            | 1,100                        | 0.60       | 6.3                               | 4.7         | 6.5         | 4.1         | 4.6 | 4.1  | 4.3  | 3.2  |
| WEKZ    | Monroe       | B     | 93.7     | 36.0       | 581  | c Green County    | 59        |          |                   | g            | AC                           | 0.0        | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0 | 0.0  | 0.4  | 0.0  |
| WJLO    | Watertown    | B     | 94.1     | 50.0       | 492  | b Mid-West Family | 61        | 9306     | 1,600             |              | Rock                         | 1.04       | 8.5                               | 5.9         | 6.5         | 8.0         | 6.5 | 6.0  | 8.6  | 8.9  |
| WOLX    | Baraboo      | B     | 94.9     | 37.0       | 1299 | Woodward Comm     | 45        | 9607     | 10,500            |              | Oldies                       | 1.02       | 8.4                               | 5.9         | 6.9         | 7.5         | 5.9 | 6.2  | 7.6  | 8.0  |
| WMLI    | Sauk City    | B1    | 96.3     | 5.1        | 673  | d AMFM Inc        | 64        | 9910 p   |                   | g            | Soft Hits                    | 0.49       | 4.2                               | 3.3         | 3.4         | 3.3         | 3.4 | 3.2  | 1.8  | 2.1  |
| WMGN    | Madison      | B     | 98.1     | 38.0       | 581  | b Mid-West Family | 48        |          |                   |              | AC                           | 1.34       | 4,000                             | 9.0         | 8.5         | 8.6         | 7.5 | 7.6  | 8.2  | 6.0  |
| WTLX    | Columbus     | A     | 100.5    | 6.0 cp     | 328  | Good Karma Bstg   | 90        | 9711     |                   | d1           | Spts/Talk                    | 0.6        | 1.0                               | 0.4         | 0.4         | 0.4         | 0.6 | 0.4  | 0.5  | 0.1  |
| WIBA    | Madison      | B     | 101.5    | 12.0       | 1013 | d AMFM Inc        | 47        | 9910 p   | 2,900             | g            | Cisc Rock                    | 1.55       | 6.4                               | 4.5         | 5.8         | 5.9         | 5.1 | 3.6  | 5.5  | 4.5  |
| WZEE    | Madison      | B     | 104.1    | 12.0       | 1004 | d AMFM Inc        | 48        | 9910 p   | 4,100             | g            | CHR                          | 1.04       | 13.4                              | 10.0        | 10.7        | 11.8        | 8.9 | 11.0 | 10.7 | 12.5 |
| WYZM    | Waunakee     | A     | 105.1    | 6.0        | 243  | a Woodward Comm   | 92        | 9311     | 2,280             | c1           | Country                      | 0.65       | 2.9                               | 2.3         | 2.2         | 2.4         | 2.6 | 2.0  | 3.7  | 3.4  |
| WMMM    | Verona       | A     | 105.5    | 2.0 cp     | 574  | a Woodward Comm   | 91        | 9311     | 1,400             | c1           | Progressive                  | 0.92       | 5.2                               | 4.5         | 3.8         | 3.5         | 4.6 | 4.1  | 4.9  | 3.4  |
| WKPO    | Evanville    | A     | 105.9    | 1.7 cp     | 482  | Kwiatkowski, Tom  | 89        | 9711     | 1,550             |              | Urban                        | 1.02       | 1.5                               | 1.7         | 1.0         | 1.4         | 1.2 | 1.0  | 1.6  | 1.2  |
| WWQM    | Middleton    | A     | 106.3    | 4.5        | 374  | b Mid-West Family | 70        | 9706     | 6,400             | c2           | Country                      | 0.99       | 7.9                               | 6.1         | 5.0         | 6.3         | 7.5 | 6.2  | 5.7  | 7.2  |
| WSJY    | Ft. Atkinson | B     | 107.3    | 26.0       | 676  | e Marathon Media  | 59        | 9812     | 800               | g            | Lite AC                      | 1.30       | 2.1                               | 1.3         | 2.0         | 1.6         | 1.8 | 1.4  | 1.0  | 0.8  |

| City of                       | License         | Class | FCC Freq | Power (kW) | C Owner | Year Date          | Std Acqd | Sales Price (000) | L M A Format | 1999 Est Revenue (000)/Ratio | Local Comm | Avg 99 | ARB 12+ Metro Shares (see rights) |                              |             |             |      |      |               |      |      |      |      |      |      |
|-------------------------------|-----------------|-------|----------|------------|---------|--------------------|----------|-------------------|--------------|------------------------------|------------|--------|-----------------------------------|------------------------------|-------------|-------------|------|------|---------------|------|------|------|------|------|------|
|                               |                 |       |          |            |         |                    |          |                   |              |                              |            |        | Fall 1999                         | Summer 1999                  | Spring 1999 | Winter 1999 |      |      |               |      |      |      |      |      |      |
| WDLT                          | Wisconsin Dells | B     | 900      | 1.0        | 0.23    | f Magnum Radio Inc | 69       | 9903              |              | c1                           | Adlt Sindr | 0.0    | 0.0                               | 0.0                          | 0.0         | 0.0         | 0.0  | 0.0  | 0.0           | 0.0  |      |      |      |      |      |
| WTSC                          | Madison         | B     | 1070     | 10.0       | 5.00    | d AMFM Inc         | 48       | 9910 p            | 400          | g                            | Sports     | 0.33   | 4.1                               | 1.0                          | 1.8         | 3.3         | 4.0  | 3.3  | 3.5           | 2.6  |      |      |      |      |      |
| WNWC                          | Sun Prairie     | B     | 1190     | 1.0        | 0.00    | Northwestern       | 82       | 9701              | 50           | na                           | Christian  | 0.0    | 0.0                               | 0.0                          | 0.0         | 0.0         | 0.0  | 0.0  | 0.0           | 0.0  |      |      |      |      |      |
| WIBU                          | Poyette         | C     | 1240     | 1.0        | 1.00    | g Magnum Radio Inc | 25       | 9809              | 425          | 325                          | Adlt Sindr | 0.85   | 1.7                               | 2.0                          | 1.2         | 1.0         | 1.6  | 1.6  | 1.2           | 1.2  |      |      |      |      |      |
| WEKZ                          | Monroe          | B     | 1260     | 1.0        | 0.02    | c Green County     | 51       |                   |              |                              | Country    | 0.0    | 0.0                               | 0.0                          | 0.0         | 0.0         | 0.0  | 0.0  | 0.0           | 0.0  |      |      |      |      |      |
| WIBA                          | Madison         | B     | 1310     | 5.0        | 5.40    | d AMFM Inc         | 25       | 9910 p            | 2,000        | g                            | News/Info  | 0.76   | 9.0                               | 7.6                          | 7.7         | 5.9         | 7.9  | 7.0  | 6.6           | 6.5  |      |      |      |      |      |
| WTDA                          | Madison         | B     | 1480     | 5.0        | 5.00    | b Mid-West Family  | 48       | 5911              | 250          |                              | News/Talk  | 0.9    | 0.9                               | 0.5                          | 0.6         | 0.8         | 0.8  | 0.6  | 0.8           | 4.3  |      |      |      |      |      |
| WHIT                          | Madison         | B     | 1550     | 5.0        | 0.00    | b Mid-West Family  | 64       | 9706              | 500          | c2                           | Sports     | 0.78   | 2.2                               | 1.8                          | 1.6         | 0.8         | 3.0  | 1.6  | 2.0           | 2.1  |      |      |      |      |      |
| WTDY                          | Madison         | B     | 1670     | 10.0 cp    | 1.00    | b Mid-West Family  | 48       | 5911              | 1,200        |                              | News/Talk  | 0.91   | 4.5                               | 3.1                          | 3.6         | 2.7         | 4.4  | 3.6  | 2.5           | 0.0  |      |      |      |      |      |
| AM TOTALS                     |                 |       |          |            |         |                    |          |                   |              |                              |            |        | 22.4                              | 16.0                         | 16.5        | 14.5        | 21.7 | 18.4 | 16.4          | 17.3 | 17.0 |      |      |      |      |
| # AM Stations -               |                 |       |          |            |         |                    |          |                   |              |                              |            |        | 9                                 | # Combos -                   |             |             |      | 6    | # Duopolies - |      |      |      | 8    |      |      |
| # AM & FM Stations Profiled - |                 |       |          |            |         |                    |          |                   |              |                              |            |        | 23                                | Total Local Commercial Share |             |             |      | 76.2 | 79.2          | 79.3 | 81.7 | 76.4 | 80.2 | 80.0 | 81.6 |

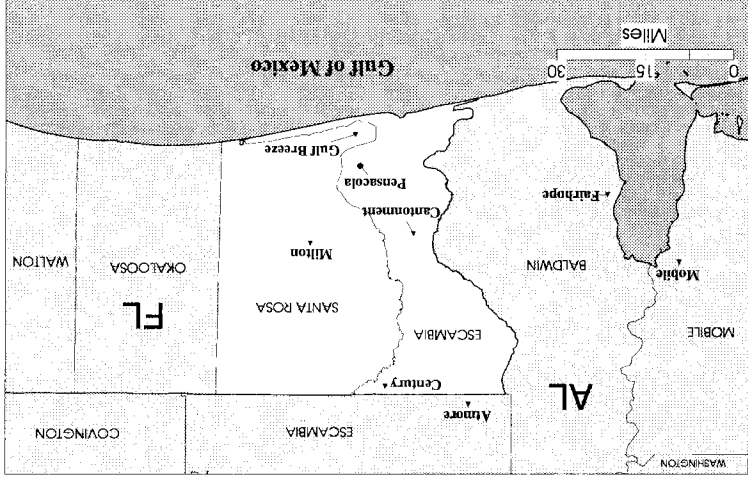
• Indicates a change since last edition

! See introduction section for interpretation of revenue estimates.

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Metro Rank: 120

Metro Rank: 121  
Revenue Rank: 148



Metro Counties / Population (000)

Escambia, FL 299.9  
Santa Rosa, FL 111.9  
411.8

## Pensacola, FL Market Overview



Market Radio Financials (all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES |             | ***         |                | Revenue/Retail Sales |              |
|--------------------------|-------------|-------------|----------------|----------------------|--------------|
| 1993                     | 1994        | 1995        | 1996           | 1997                 | 1998         |
| \$7,200                  | \$8,600     | \$9,000     | \$9,600        | \$11,400             | \$11,800     |
| Δ 98 - 99                |             |             |                |                      | 10.3%        |
| \$2,361,000              | \$2,791,000 | \$2,651,000 | \$333,53       | Local 82%            | National 18% |
| 1993                     | 1998        | 2003        | Revenue/Capita | Est. Breakout        |              |
| \$19.64                  | \$28.65     | \$19.64     |                |                      |              |
| Δ 98 - 99                |             |             |                |                      | 5.6%         |
| \$12,300                 | \$13,200    | \$13,900    |                |                      |              |
| 2000                     | 2001        | 2002        |                |                      |              |
| \$12,300                 | \$14,600    | \$15,300    |                |                      |              |
| 1999                     | 2000        | 2003        |                |                      |              |

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

| MSA Population |             | Households  |             | Retail Sales |             | EBI         |             |
|----------------|-------------|-------------|-------------|--------------|-------------|-------------|-------------|
| 1993           | 1998        | 1993        | 1998        | 1993         | 1998        | 1993        | 1998        |
| 366.6          | 411.8       | 137.3       | 150.3       | 3,046.4      | 4,230.9     | 5,025.7     | 5,812.8     |
| 2.4%           | 1.8%        | 1.8%        | 1.8%        | 6.8%         | 3.0%        | 3.0%        | 3.0%        |
| 411.8          | 456.3       | 150.3       | 166.7       | 4,230.9      | 7,669.7     | 5,812.8     | 7,669.7     |
| 1998           | 2003        | 1998        | 2003        | 1998         | 2003        | 1998        | 2003        |
| 2.1%           | 2.1%        | 2.1%        | 2.1%        | 6.4%         | 5.7%        | 5.7%        | 5.7%        |
| Growth Rate    | Growth Rate | Growth Rate | Growth Rate | Growth Rate  | Growth Rate | Growth Rate | Growth Rate |

| Demographic Breakdown |             | Ethnic Population: |       | Per Capita |          | Avg Household |          |
|-----------------------|-------------|--------------------|-------|------------|----------|---------------|----------|
| Men (000)             | Women (000) | White              | Black | \$         | \$       | Avg Household | Hispanic |
| 202.5                 | 209.3       | 77.2%              | 18.8% | \$14,115   | \$30,012 | \$38,674      | 2.7%     |
| 34.0                  | 32.3        | 16.1%              | 8.3%  | 411.8      | 40.6     | 59.5          | 21.5%    |
| 17.6                  | 16.5        | 100.0%             | 16.1% | 66.3       | 34.1     | 88.4          | 88.4     |
| 21.5                  | 19.1        | 16.1%              | 8.3%  | 40.6       | 19.1     | 30.7          | 49.0     |
| 30.2                  | 28.8        | 9.9%               | 9.9%  | 59.0       | 14.3%    | 39.4          | 39.4     |
| 31.0                  | 32.8        | 15.5%              | 14.3% | 63.9       | 15.5%    | 28.8          | 28.8     |
| 45 - 54               | 45 - 54     | 14.4%              | 14.4% | 59.5       | 14.4%    | 21.5%         | 21.5%    |
| Over 55               | Over 55     | 2.7%               | 2.7%  | 88.4       | 2.7%     | 88.4          | 88.4     |

Market Summary

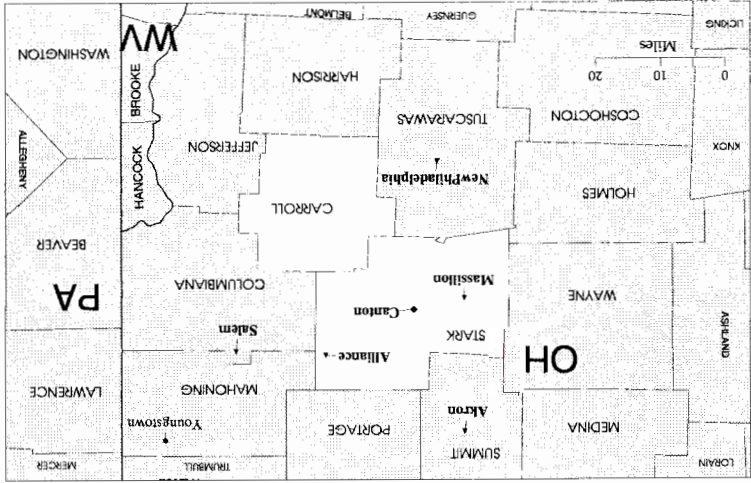
| FM Classes |         | Class A |         | Class B |            | Class C |         | Viable FMS |         | All FMS    |         | All AMs |         | Total   |  |
|------------|---------|---------|---------|---------|------------|---------|---------|------------|---------|------------|---------|---------|---------|---------|--|
| # Stations | Tot 12+ | Avg 12+ | Tot LCS | Avg LCS | # Stations | Tot 12+ | Avg 12+ | Tot LCS    | Avg LCS | # Stations | Tot 12+ | Avg 12+ | Tot LCS | Avg LCS |  |
| 11         | 63.5    | 5.8     | 84.0    | 7.6     | 11         | 63.5    | 5.8     | 84.0       | 7.6     | 11         | 63.5    | 5.8     | 84.0    | 7.6     |  |
| 5          | 38.2    | 7.6     | 50.5    | 10.1    | 5          | 38.2    | 7.6     | 50.5       | 10.1    | 5          | 38.2    | 7.6     | 50.5    | 10.1    |  |
| 9          | 75.6    | 12.1    | 100.0   | 16.0    | 9          | 75.6    | 12.1    | 100.0      | 16.0    | 9          | 75.6    | 12.1    | 100.0   | 16.0    |  |
| 20         | 75.6    | 12.1    | 100.0   | 16.0    | 20         | 75.6    | 12.1    | 100.0      | 16.0    | 20         | 75.6    | 12.1    | 100.0   | 16.0    |  |







Metro Rank: 123  
Revenue Rank: 160



Metro Counties / Population (000)  
Carroll, OH 29.2  
Stark, OH 373.4  
402.6

## Canton, OH Market Overview



### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES | REVENUE/RETAIL SALES |              |          |              |          |          |
|--------------------------|----------------------|--------------|----------|--------------|----------|----------|
|                          | 1993                 | 1994         | 1995     | 1996         | 1997     | 1998     |
| \$7,800                  | \$8,100              | \$8,400      | \$8,700  | \$9,600      | \$9,900  | \$9,900  |
| Δ 98 - 99                | 14.1%                | \$11,300     | \$12,200 | \$12,700     | \$13,500 | \$14,000 |
| Revenue/Capita           | \$2,30/1,000         | \$1,96/1,000 | \$2,45   | \$2,11/1,000 | \$34.97  |          |
| Revenue/Capita           | \$19.42              | \$24.59      |          |              |          |          |
| Est. Breakout            | Local 80%            | National 20% |          |              |          |          |
| Δ 99 - 03                | 5.5%                 |              |          |              |          |          |
| Δ 93 - 98                | 4.9%                 |              |          |              |          |          |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

| Growth Rate    | 1998    |         |      | 1998    |         |       |
|----------------|---------|---------|------|---------|---------|-------|
|                | 1993    | 1998    | 1999 | 1998    | 1998    | 2003  |
| MSA Population | 401.6   | 402.6   | 0.0% | 402.6   | 400.3   | -0.1% |
| Households     | 153.0   | 155.1   | 0.3% | 155.1   | 157.1   | 0.3%  |
| Retail Sales   | 3,397.1 | 5,044.5 | 8.2% | 5,044.5 | 6,623.1 | 5.6%  |
| EBI            | 5,712.4 | 6,286.3 | 1.9% | 6,286.3 | 7,492.2 | 3.6%  |

### Demographic Breakdown

|                    | Total       | Under 12   | 12 - 17    | 18 - 24       | 25 - 34 | 35 - 44 | 45 - 54 | Over 55 |
|--------------------|-------------|------------|------------|---------------|---------|---------|---------|---------|
| Men (000)          | 193.9       | 31.3       | 17.8       | 16.7          | 24.5    | 31.6    | 28.2    | 43.7    |
| Women (000)        | 208.7       | 30.1       | 16.7       | 16.7          | 25.2    | 33.5    | 29.6    | 56.9    |
| Total              | 402.6       | 61.4       | 34.5       | 33.4          | 49.7    | 65.2    | 57.9    | 100.6   |
| Percentage         | 100.0%      | 15.2%      | 8.6%       | 8.3%          | 12.3%   | 16.2%   | 14.4%   | 25.0%   |
| Per Capita         | \$ 15,614   |            |            |               |         |         |         |         |
| Median Household   | \$ 33,283   |            |            |               |         |         |         |         |
| Avg Household      | \$ 40,531   |            |            |               |         |         |         |         |
| Ethnic Population: | White 91.9% | Black 7.3% | Asian 0.6% | Hispanic 0.9% |         |         |         |         |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 1       | 6       |         | 4          | 7       | 7       | 14    |
| Tot 12+    | 0.4     | 38.1    |         | 33.6       | 38.5    | 11.7    | 50.2  |
| Avg 12+    | 0.4     | 6.4     |         | 8.4        | 5.5     | 1.7     | 3.6   |
| Tot LCS    | 0.8     | 75.9    |         | 66.9       | 76.7    | 23.3    | 100.0 |
| Avg LCS    | 0.8     | 12.6    |         | 16.7       | 11.0    | 3.3     | 7.1   |

# Competitive Overview

Some stations also rated in Akron and Youngstown-Warren.

Metro Rank: 123

ARB 12+ Metro Shares (see rights)

| City of Calls      | License         | City of      | FCC             | Class | Freq  | Power (kW) | HAAT C Owner |       | Year Acqd         | Std Date | Sales Price (000) | M Format    | L                       | 1999 Est Revenue (000)/ | Power Ratio | Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |      |  |      |  |
|--------------------|-----------------|--------------|-----------------|-------|-------|------------|--------------|-------|-------------------|----------|-------------------|-------------|-------------------------|-------------------------|-------------|------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|------|--|------|--|
|                    |                 |              |                 |       |       |            | Day          | Night |                   |          |                   |             |                         |                         |             |      | 1999 Fall                         | 1999 Spring | 1998 Fall | 1998 Spring | 1997 Fall | 1997 Spring | 1996 Fall | 1996 Spring |      |  |      |  |
| WZKL               | Alliance        | Canton       | B               | B     | 92.5  | 50.0       | 499          | b     | D A Peterson Inc  | 47       | 1,800             | Hot AC      | 1.49                    | 10.7                    | 6.0         | 6.0  | 5.0                               | 5.9         | 6.6       | 6.2         | 6.0       | 4.2         | 6.2       |             |      |  |      |  |
| WHBC               | Canton          | Canton       | B               | B     | 94.1  | 45.0       | 515          | c     | Beaverkettle Co   | 48       | 3,700             | AC          | 1.49                    | 22.0                    | 12.1        | 11.4 | 10.9                              | 10.3        | 11.6      | 10.4        | 12.2      | 8.5         | 8.5       |             |      |  |      |  |
| WNPQ               | NewPhiladelphia | Philadelphia | A               | A     | 95.9  | 2.0        | 397          |       | Tuscarawas Bcstg  | 69       | 250               | ChrSContemp | 1.05                    | 2.1                     | 0.4         | 0.7  | 1.4                               | 1.3         | 1.5       | 2.0         | 1.9       | 0.9         | 0.9       |             |      |  |      |  |
| WKDD               | Akron           | Akron        | B               | B     | 96.5  | 50.0       | 440          |       | Barnstable Bcstg  | 50       | 8308              | Hot AC      | n/a                     | 6.4                     | 3.7         | 4.4  | 2.0                               | 2.8         | 3.5       | 2.7         | 3.2       | 3.2         | 3.2       |             |      |  |      |  |
| WHK                | Canton          | Canton       | B               | B     | 98.1  | 15.5       | 879          | d     | Salem Comm Corp   | 61       | 9701              | ChrSt/Talk  | 2.8                     | 0.8                     | 0.9         | 2.0  | 1.1                               | 0.7         | 1.5       | 0.7         | 0.7       | 0.7         | 0.7       |             |      |  |      |  |
| WOXK               | Salem           | Salem        | B               | B     | 105.1 | 88.0       | 430          | a     | Cumulus Bcstg Inc | 58       | 9911 p            | Country     | n/a                     | 9.0                     | 7.8         | 8.6  | 9.2                               | 11.6        | 9.0       | 13.1        | 11.3      | 11.3        | 11.3      |             |      |  |      |  |
| WRQK               | Canton          | Canton       | B               | B     | 106.9 | 27.5       | 341          |       | Cumulus Bcstg Inc | 61       | 9911 p            | Rock        | 1.21                    | 11.7                    | 6.5         | 5.3  | 6.6                               | 5.1         | 5.4       | 5.3         | 5.1       | 7.5         | 7.5       |             |      |  |      |  |
| FM STATIONS TOTALS |                 |              |                 |       |       |            |              |       |                   |          |                   |             |                         |                         |             |      |                                   |             |           |             |           |             |           |             |      |  |      |  |
|                    |                 |              | # FM Stations - |       | 7     |            | # Combos -   |       | 3                 |          |                   |             | 1999 Est Revenue (000)/ |                         | 71.9        |      | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |      |  |      |  |
|                    |                 |              |                 |       | 38.5  |            |              |       |                   |          |                   |             | 38.5                    |                         | 35.5        |      | 37.4                              |             | 36.4      |             | 40.5      |             | 36.9      |             | 40.4 |  | 38.3 |  |

# AM Stations

| City of Calls | License   | City of | FCC             | Class | Freq | Power (kW) | C Owner    |       | Year Acqd         | Std Date | Sales Price (000) | M Format    | L        | 1999 Est Revenue (000)/ | Power Ratio | Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |      |  |
|---------------|-----------|---------|-----------------|-------|------|------------|------------|-------|-------------------|----------|-------------------|-------------|----------|-------------------------|-------------|------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|------|--|
|               |           |         |                 |       |      |            | Day        | Night |                   |          |                   |             |          |                         |             |      | 1999 Fall                         | 1999 Spring | 1998 Fall | 1998 Spring | 1997 Fall | 1997 Spring | 1996 Fall | 1996 Spring |      |  |
| WCER          | Canton    | Canton  | B               | B     | 900  | 0.5 cp     | 0.08       |       | Melodynamic Bcstg | 47       | 9107              | Rig/Sp/TTk  | 85       | 50                      | 0.0         | 0.0  | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.7       | 0.5         |      |  |
| WTIG          | Massillon | Canton  | B               | B     | 990  | 0.3        | 0.11       |       | WTIG Inc          | 57       | 9109              | Sports      | 110      | 0.0                     | 0.0         | 0.0  | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0  |  |
| WRCW          | Canton    | Canton  | B               | B     | 1060 | 5.0        | 0.00       |       | Other Comm Ltd    | 46       | 9906 p            | AC/Talk     | 600      | 100                     | 0.80        | 1.1  | 0.0                               | 0.5         | 0.6       | 0.4         | 0.0       | 0.7         | 0.0       | 0.0         |      |  |
| WDPN          | Alliance  | Canton  | B               | B     | 1310 | 1.0        | 0.48       | b     | D A Peterson Inc  | 53       |                   | Nostalgia   | 500      | 1.11                    | 4.0         | 1.5  | 1.8                               | 2.3         | 1.3       | 1.5         | 0.9       | 0.4         | 2.2       | 2.2         |      |  |
| WHK           | Cleveland | Canton  | B               | B     | 1420 | 5.0        | 5.00       | d     | Salem Comm Corp   | 21       | 9701              | ChrSt/Talk  | See (24) | 0.0                     | 0.0         | 0.0  | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |      |  |
| WHBC          | Canton    | Canton  | B               | B     | 1480 | 15.0       | 5.00       | c     | Beaverkettle Co   | 25       | 6712              | FullService | 3,200    | 1.24                    | 22.9        | 9.6  | 12.1                              | 11.1        | 10.3      | 13.2        | 13.6      | 16.3        | 12.5      | 12.5        |      |  |
| WINW          | Canton    | Canton  | B               | B     | 1520 | 1.0        | 0.00       |       | Pinebrook Corp    | 66       | 9610              | ChrSContemp | 100      | 0.6                     | 0.6         | 0.0  | 0.0                               | 0.0         | 1.7       | 0.0         | 0.0       | 0.0         | 2.2       | 2.2         |      |  |
|               |           |         | # AM Stations - |       | 7    |            | # Combos - |       | 3                 |          |                   |             | 28.0     |                         | 11.7        |      | 14.4                              |             | 14.0      |             | 15.2      |             | 17.4      |             | 17.9 |  |
|               |           |         |                 |       | 50.2 |            |            |       |                   |          |                   |             | 50.2     |                         | 49.9        |      | 51.4                              |             | 48.4      |             | 56.9      |             | 57.8      |             | 56.2 |  |

AM TOTALS

Total Local Commercial Share

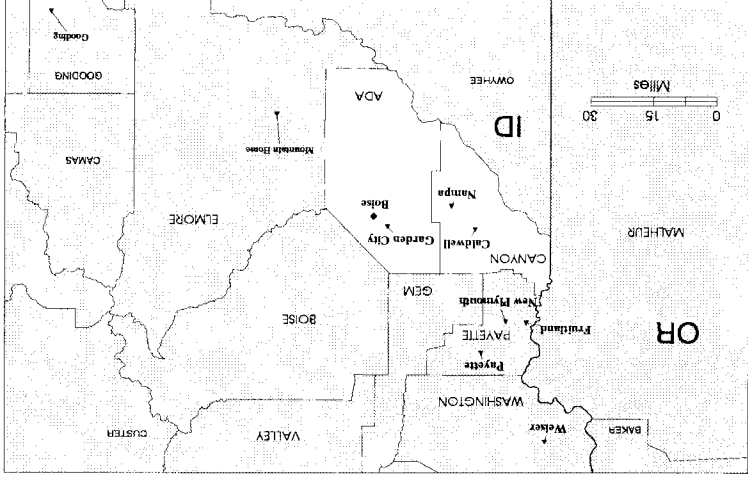
Metro Rank: 123

1/ See introduction section for interpretation of revenue estimates.

• Indicates a change since last edition



Metro Rank: 124  
Revenue Rank: 100



Metro Counties / Population (000)

Ada, ID 280.0  
Canyon, ID 122.0

402.0

## Boise, ID Market Overview



### Market Radio Financials

(all figures in 000's, except percentages and ratios)

|                                     | 1993        | 1994        | 1995        | 1996        | 1997        | 1998        | 1999        | 2000        | 2001        | 2002        | 2003        | Est. Breakout |
|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------------|
| <b>ESTIMATED GROSS REVENUES</b> *** | \$10,000    | \$12,100    | \$13,300    | \$14,900    | \$16,400    | \$17,500    | \$17,500    | \$17,500    | \$17,500    | \$17,500    | \$17,500    | 11.8%         |
| Δ 98 - 99                           |             |             |             |             |             |             |             |             |             |             |             | 7.2%          |
| Revenue/Retail Sales                | \$3,561,000 | \$3,721,000 | \$3,771,000 | \$3,771,000 | \$3,771,000 | \$3,771,000 | \$3,771,000 | \$3,771,000 | \$3,771,000 | \$3,771,000 | \$3,771,000 | 80%           |
| Revenue/Capita                      | \$29.74     | \$43.53     | \$54.80     |             |             |             |             |             |             |             |             | 20%           |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993    | 1998    | 1998  | 2003    |
|----------------|---------|---------|-------|---------|
| MSA Population | 336.2   | 402.0   | 3.6%  | 454.4   |
| Households     | 123.8   | 149.4   | 3.8%  | 171.4   |
| Retail Sales   | 2,812.4 | 4,701.4 | 10.8% | 6,607.6 |
| EBI            | 5,119.4 | 6,914.9 | 6.2%  | 9,805.6 |
| Growth Rate    |         |         |       |         |
| 1993           |         |         |       | 2.5%    |
| 1998           |         |         |       | 2.8%    |
| 2003           |         |         |       | 7.2%    |

### Demographic Breakdown

|                    | Total     | Under 12 | 12 - 17 | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 54 | Over 55   |
|--------------------|-----------|----------|---------|---------|---------|---------|---------|-----------|
| Men (000)          | 198.6     | 37.3     | 20.0    | 17.1    | 27.0    | 34.6    | 27.3    | 35.4      |
| Women (000)        | 203.4     | 35.3     | 19.3    | 17.0    | 26.6    | 34.4    | 27.3    | 43.5      |
| Total              | 402.0     | 72.5     | 39.2    | 34.1    | 53.6    | 69.0    | 54.6    | 78.9      |
| Percentage         | 100.0%    | 18.0%    | 9.8%    | 8.5%    | 13.3%   | 17.2%   | 13.6%   | 19.6%     |
| Per Capita         | \$ 17,201 |          |         |         |         |         |         |           |
| Median Household   | \$ 36,831 |          |         |         |         |         |         |           |
| Avg Household      |           |          |         |         |         |         |         | \$ 46,285 |
| Ethnic Population: |           |          |         |         |         |         |         |           |
| White              | 97.2%     |          |         |         |         |         |         |           |
| Black              | 0.5%      |          |         |         |         |         |         |           |
| Asian              | 1.5%      |          |         |         |         |         |         |           |
| Hispanic           | 8.3%      |          |         |         |         |         |         |           |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMS | All FMS | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 16      | 16      | 13      | 16         | 10      | 26      |       |
| Tot 12+    | 66.2    | 64.0    | 66.2    | 66.2       | 21.1    | 87.3    |       |
| Avg 12+    | 4.1     | 4.9     | 4.1     | 4.1        | 2.1     | 3.4     |       |
| Tot LCS    | 75.8    | 73.3    | 75.8    | 75.8       | 24.2    | 100.0   |       |
| Avg LCS    | 4.7     | 5.6     | 4.7     | 4.7        | 2.4     | 3.8     |       |

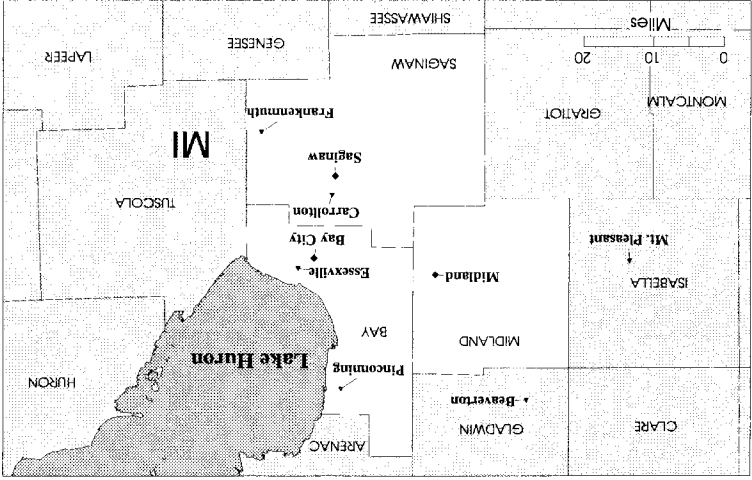
# Competitive Overview

| FM Stations        |       |       |         |         |                     |                   |        |        |                |       |       |         |          | AM Stations                  |       |       |        |         |                     |      |          |      |        |                    |         |                     |                |         |       |            |          |      |     |     |     |     |     |     |     |     |     |     |     |     |     |
|--------------------|-------|-------|---------|---------|---------------------|-------------------|--------|--------|----------------|-------|-------|---------|----------|------------------------------|-------|-------|--------|---------|---------------------|------|----------|------|--------|--------------------|---------|---------------------|----------------|---------|-------|------------|----------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| City of            | FCC   | Power | HAAT    | C Owner | Year Date           | Sales Price (000) | L M A  | Format | Revenue (000)/ | Power | Local | Avg '99 | 1999 Est | City of                      | FCC   | Power | Class  | Freq    | Class               | Freq | Power    | Day  | Night  | Sales Price (000)  | L M A   | Format              | Revenue (000)/ | Power   | Local | Avg '99    | 1999 Est |      |     |     |     |     |     |     |     |     |     |     |     |     |     |
| License            | Class | (kW)  | (kW)    |         | Acq'd               | (000)             |        |        | (000)/         |       | Comm  | Comm    | 1999 Est | License                      | Class | (kW)  |        |         | Comm                | Comm | 1999 Est | Day  | Night  | (000)              |         |                     | (000)/         |         | Comm  | Comm       | 1999 Est |      |     |     |     |     |     |     |     |     |     |     |     |     |     |
| 1996               | 1996  | 1997  | 1997    | 1997    | 1996                | 1996              | 1996   | 1996   | 1996           | 1996  | 1996  | 1996    | 1996     | 1996                         | 1996  | 1996  | 1996   | 1996    | 1996                | 1996 | 1996     | 1996 | 1996   | 1996               | 1996    | 1996                | 1996           | 1996    | 1996  | 1996       | 1996     | 1996 |     |     |     |     |     |     |     |     |     |     |     |     |     |
| KIZN Boise         | C     | 92.3  | 54.2 cp | 2500 d  | Citadel Comm Corp   | 68                | 29,000 | d4     | Country        | 1,450 | 1.29  | 6.0     | 5.8      | KBXL Caldwell                | C     | 94.1  | 40.0   | 2569 e  | KSPD Inc            | 61   | 8906     | 200  | 200    | Chrst/Talk         | 150     | 0.9                 | 1.4            | 0.7     | 0.9   | 0.9        | 0.0      | 0.6  | 0.9 | 9.0 |     |     |     |     |     |     |     |     |     |     |     |
| KZMG New Plymouth  | C     | 93.1  | 50.0    | 2631 d  | Citadel Comm Corp   | 82                | 9801   | d4     | CHR            | 1,800 | 1.02  | 9.4     | 5.7      | KBXL Caldwell                | C     | 94.1  | 40.0   | 2569 e  | KSPD Inc            | 61   | 8906     | 200  | 200    | Chrst/Talk         | 150     | 0.9                 | 1.4            | 0.7     | 0.9   | 0.9        | 0.0      | 0.6  | 0.9 | 9.0 |     |     |     |     |     |     |     |     |     |     |     |
| KARO Caldwell      | C     | 103.3 | 54.0    | 2579 a  | Clear Channel       | 82                | 9905   | g2     | Rock & Roll    | 800   | 0.99  | 4.3     | 3.1      | KARO Caldwell                | C     | 103.3 | 54.0   | 2579 a  | Clear Channel       | 82   | 9905     | g2   | 2579 a | Clear Channel      | 79      | 9905                | g2             | Oldies  | 2,100 | 1.24       | 9.0      | 8.3  | 7.0 | 8.2 | 8.6 | 4.5 | 5.7 | 4.2 | 5.0 |     |     |     |     |     |     |
| KJOT Boise         | C     | 105.1 | 53.0    | 2589 c  | Journal Best Group  | 79                | 9807   | g1     | Rock           | 1,100 | 0.99  | 5.9     | 5.3      | KJOT Boise                   | C     | 105.1 | 53.0   | 2589 c  | Journal Best Group  | 79   | 9807     | g1   | 2589 c | Journal Best Group | 79      | 9807                | g1             | Rock    | 1,100 | 0.99       | 5.9      | 5.3  | 5.4 | 4.5 | 3.6 | 4.5 | 6.4 | 5.5 |     |     |     |     |     |     |     |
| KCIX Garden City   | C     | 105.9 | 49.0    | 2700 a  | Clear Channel       | 85                | 9905   | g2     | Hot AC         | 1,400 | 1.55  | 4.8     | 3.2      | KCIX Garden City             | C     | 105.9 | 49.0   | 2700 a  | Clear Channel       | 85   | 9905     | g2   | 2700 a | Clear Channel      | 83      | 9807                | g1             | AC      | 100   | 0.20       | 2.7      | 3.6  | 2.9 | 1.7 | 3.3 | 3.3 | 1.8 | 0.0 | 0.5 |     |     |     |     |     |     |
| KXLT Eagle         | C     | 107.9 | 45.0    | 2684 a  | Clear Channel       | 94                | 9905   | g2     | Soft AC        | 1,600 | 1.05  | 8.1     | 6.8      | KXLT Eagle                   | C     | 107.9 | 45.0   | 2684 a  | Clear Channel       | 94   | 9905     | g2   | 2684 a | Clear Channel      | 94      | 9905                | g2             | Soft AC | 1,600 | 1.05       | 8.1      | 6.8  | 6.9 | 6.9 | 6.9 | 6.9 | 4.9 | 4.6 | 4.0 |     |     |     |     |     |     |
| KFXT Nampa         | B     | 580   | 5.0     | 5.00 a  | Clear Channel       | 20                | 9905   | g2     | Country        | 200   | 0.41  | 2.6     | 1.8      | KFXT Nampa                   | B     | 580   | 5.0    | 5.00 a  | Clear Channel       | 20   | 9905     | g2   | 580    | 5.0                | 5.00 a  | Clear Channel       | 20             | 9905    | g2    | Country    | 200      | 0.41 | 2.6 | 1.8 | 2.2 | 2.2 | 1.5 | 2.0 | 0.4 | 1.1 | 1.2 |     |     |     |     |
| KIDO Boise         | B     | 630   | 5.0     | 5.00 a  | Clear Channel       | 28                | 9905   | g2     | News/Talk      | 1,200 | 0.75  | 8.5     | 7.7      | KIDO Boise                   | B     | 630   | 5.0    | 5.00 a  | Clear Channel       | 28   | 9905     | g2   | 630    | 5.0                | 5.00 a  | Clear Channel       | 28             | 9905    | g2    | News/Talk  | 1,200    | 0.75 | 8.5 | 7.7 | 7.0 | 7.3 | 6.6 | 5.8 | 8.0 | 9.6 | 9.0 |     |     |     |     |
| KBOI Boise         | B     | 670   | 0.0 cp  | 50.00 d | Citadel Comm Corp   | 47                | 9801   | d4     | News/Talk      | 1,250 | 1.45  | 4.6     | 4.8      | KBOI Boise                   | B     | 670   | 0.0 cp | 50.00 d | Citadel Comm Corp   | 47   | 9801     | d4   | 730    | 15.0               | 0.50    | ID State Bd of Educ | 55             | Jazz    | 200   | 0.0        | 0.0      | 0.0  | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 6.4 |     |     |     |     |
| KBSU Boise         | B     | 730   | 15.0    | 0.50    | ID State Bd of Educ | 55                | Jazz   | 200    | 0.0            | 0.0   | 0.0   | 0.0     | 0.0      | KBSU Boise                   | B     | 730   | 15.0   | 0.50    | ID State Bd of Educ | 55   | Jazz     | 200  | 0.0    | 0.0                | 0.0     | 0.0                 | 0.0            | 0.0     | 0.0   | 0.0        | 0.0      | 0.0  | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |     |     |     |
| KSPD Boise         | B     | 790   | 1.0     | 0.00 e  | KSPD Inc            | 59                | 8303   | 200    | Chrst/Talk     | 200   | 0.0   | 0.0     | 0.0      | KSPD Boise                   | B     | 790   | 1.0    | 0.00 e  | KSPD Inc            | 59   | 8303     | 200  | 790    | 1.0                | 0.00 e  | KSPD Inc            | 59             | 8303    | 200   | Chrst/Talk | 200      | 0.0  | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |     |
| KBGN Caldwell      | B     | 1060  | 10.0    | 0.00    | Wilson, N. & K.     | 60                | 8909   | 188    | Christian      | 102   | 0.0   | 0.0     | 0.0      | KBGN Caldwell                | B     | 1060  | 10.0   | 0.00    | Wilson, N. & K.     | 60   | 8909     | 188  | 1060   | 10.0               | 0.00    | Wilson, N. & K.     | 60             | 8909    | 188   | Christian  | 102      | 0.0  | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| KGEM Boise         | B     | 1140  | 10.0    | 10.00 c | Journal Best Group  | 46                | 9807   | g1     | Nostalgia      | 450   | 0.44  | 5.4     | 3.6      | KGEM Boise                   | B     | 1140  | 10.0   | 10.00 c | Journal Best Group  | 46   | 9807     | g1   | 1140   | 10.0               | 10.00 c | Journal Best Group  | 46             | 9807    | g1    | Nostalgia  | 450      | 0.44 | 5.4 | 3.6 | 5.2 | 3.9 | 4.9 | 3.6 | 2.5 | 5.3 | 4.3 |     |     |     |     |
| KTIK Nampa         | B     | 1350  | 5.0     | 0.60    | Diamond             | 62                | 9512   | 300    | Spts/Talk      | 300   | 1.06  | 1.5     | 2.2      | KTIK Nampa                   | B     | 1350  | 5.0    | 0.60    | Diamond             | 62   | 9512     | 300  | 1350   | 5.0                | 0.60    | Diamond             | 62             | 9512    | 300   | Spts/Talk  | 300      | 1.06 | 1.5 | 2.2 | 1.1 | 1.5 | 2.0 | 1.1 | 1.6 | 1.1 | 1.0 |     |     |     |     |
| KCID Caldwell      | C     | 1490  | 1.0     | 1.00 c  | Journal Best Group  | 47                | 9807   | g1     | Country        | 50    | 0.0   | 0.6     | 0.4      | KCID Caldwell                | C     | 1490  | 1.0    | 1.00 c  | Journal Best Group  | 47   | 9807     | g1   | 1490   | 1.0                | 1.00 c  | Journal Best Group  | 47             | 9807    | g1    | Country    | 50       | 0.0  | 0.6 | 0.4 | 0.0 | 1.1 | 1.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |     |
| # AM Stations - 10 |       |       |         |         |                     |                   |        |        |                |       |       |         |          | # AM Stations Profiled - 26  |       |       |        |         |                     |      |          |      |        |                    |         |                     |                |         |       |            |          |      |     |     |     |     |     |     |     |     |     |     |     |     |     |
| # Combos - 6       |       |       |         |         |                     |                   |        |        |                |       |       |         |          | # Duopolies - 9              |       |       |        |         |                     |      |          |      |        |                    |         |                     |                |         |       |            |          |      |     |     |     |     |     |     |     |     |     |     |     |     |     |
| AM TOTALS          |       |       |         |         |                     |                   |        |        |                |       |       |         |          | Total Local Commercial Share |       |       |        |         |                     |      |          |      |        |                    |         |                     |                |         |       |            |          |      |     |     |     |     |     |     |     |     |     |     |     |     |     |
| 23.2               | 21.1  | 18.9  | 20.3    | 21.4    | 18.5                | 18.4              | 23.1   | 21.9   | 87.3           | 82.3  | 86.5  | 87.9    | 88.6     | 83.8                         | 87.6  | 86.3  |        |         |                     |      |          |      |        |                    |         |                     |                |         |       |            |          |      |     |     |     |     |     |     |     |     |     |     |     |     |     |

1/ See introduction section for interpretation of revenue estimates.

• Indicates a change since last edition

Metro Rank: 125  
Revenue Rank: 102



| Metro Counties / Population (000) | Population   |
|-----------------------------------|--------------|
| Bay, MI                           | 110.1        |
| Midland, MI                       | 82.2         |
| Saginaw, MI                       | 210.1        |
| <b>Total</b>                      | <b>402.4</b> |

## Saginaw-Bay City-Midland Market Overview



### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| Year          | ESTIMATED GROSS REVENUES |          | Revenue/Retail Sales | Revenue/Capita |
|---------------|--------------------------|----------|----------------------|----------------|
|               | Local                    | National |                      |                |
| 1993          | \$12,700                 | 8.1%     | \$3,541,000          | \$31.58        |
| 1994          | \$14,200                 |          | \$3,851,000          | \$42.99        |
| 1995          | \$15,800                 |          | \$4,492.6            | 4.6%           |
| 1996          | \$16,400                 |          | 402.4                | 0.0%           |
| 1997          | \$17,200                 |          | 151.4                | 0.2%           |
| 1998          | \$17,300                 | 6.3%     | 152.8                | 0.2%           |
| 2001          | \$21,200                 |          | 4,492.6              | 4.6%           |
| 2002          | \$22,700                 |          | 6,349.6              | 1.8%           |
| 2003          | \$23,600                 | 6.0%     | 5,342.1              | 3.5%           |
| Est. Breakout |                          | 76%      |                      |                |
|               |                          | Local    |                      |                |
|               |                          | National |                      | 24%            |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

| Year        | MSA Population | Households | Retail Sales | EBI     |
|-------------|----------------|------------|--------------|---------|
| 1993        | 402.1          | 150.2      | 3,587.9      | 5,795.1 |
| 1998        | 402.4          | 151.4      | 4,492.6      | 6,349.6 |
| 1998        | 402.4          | 151.4      | 4,492.6      | 6,349.6 |
| 2003        | 399.4          | 152.8      | 5,342.1      | 7,600.7 |
| Growth Rate | -0.1%          | 0.2%       | 3.5%         | 3.7%    |

| Demographic Breakdown | Total     | Under 12 | 12 - 17 | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 54 | Over 55 |
|-----------------------|-----------|----------|---------|---------|---------|---------|---------|---------|
| Men (000)             | 195.0     | 33.9     | 19.2    | 17.6    | 25.0    | 31.4    | 29.1    | 38.9    |
| Women (000)           | 207.4     | 32.2     | 18.5    | 17.4    | 26.3    | 33.3    | 29.7    | 50.0    |
| Total                 | 402.4     | 66.1     | 37.6    | 35.0    | 51.3    | 64.7    | 58.7    | 88.9    |
| Percentage            | 100.0%    | 16.4%    | 9.4%    | 8.7%    | 12.7%   | 16.1%   | 14.6%   | 22.1%   |
| Per Capita            | \$ 15,779 |          |         |         |         |         |         |         |
| Median Household      | \$ 34,435 |          |         |         |         |         |         |         |
| Avg Household         | \$ 41,939 |          |         |         |         |         |         |         |
| Ethnic Population:    |           |          |         |         |         |         |         |         |
| White                 | 88.2%     |          |         |         |         |         |         |         |
| Black                 | 10.3%     |          |         |         |         |         |         |         |
| Asian                 | 1.0%      |          |         |         |         |         |         |         |
| Hispanic              | 5.4%      |          |         |         |         |         |         |         |

### Market Summary

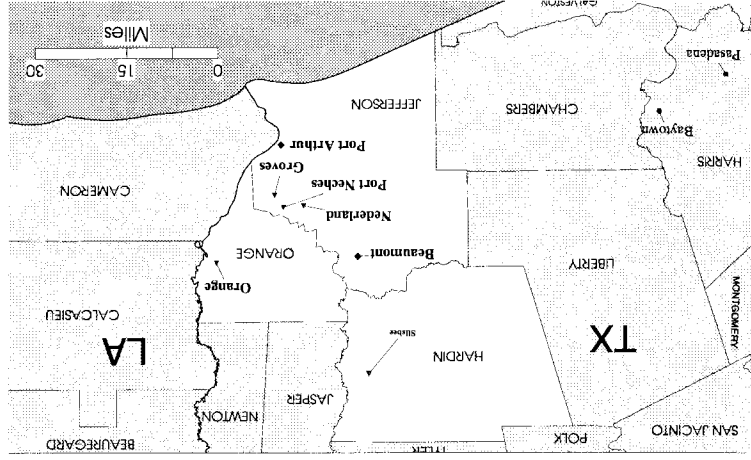
| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 7       | 2       | 3       | 10         | 12      | 8       | 20    |
| Tot 12+    | 25.3    | 15.6    | 23.3    | 62.7       | 64.2    | 15.8    | 80.0  |
| Avg 12+    | 3.6     | 7.8     | 7.8     | 6.3        | 5.4     | 2.0     | 4.0   |
| Tot LCS    | 31.6    | 19.5    | 29.1    | 78.4       | 80.3    | 19.8    | 100.0 |
| Avg LCS    | 4.5     | 9.8     | 9.7     | 7.8        | 6.7     | 2.5     | 5.0   |







Metro Rank: 127  
Revenue Rank: 143



Metro Counties / Population (000)

|               |              |
|---------------|--------------|
| Hardin, TX    | 48.4         |
| Jefferson, TX | 249.8        |
| Orange, TX    | 84.7         |
| <b>Total</b>  | <b>382.9</b> |

## Beaumont-Port Arthur, TX Market Overview



### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES  | Revenue/Capita |             |               |              |          |          |
|---|----------------|-------------|---------------|--------------|----------|----------|
|   | 1993           | 1994        | 1995          | 1996         | 1997     | 1998     |
| \$7,800   | \$8,900        | \$9,300     | \$10,300      | \$11,300     | \$11,300 | \$12,400 |
| Δ 98 - 99   | 4.0%           |             |               |              |          |          |
| \$2,591,000   | \$3,501,000    | \$3,501,000 | \$3,811,000   | \$41.30      |          |          |
| Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's) |                |             |               |              |          |          |
| Revenue/Capita  |                |             |               |              |          |          |
| 1993  | 1998           | 2003        | Est. Breakout |              |          |          |
| \$21.02   | \$32.38        | \$41.30     | Local 90%     | National 10% |          |          |
| \$12,900  | \$13,600       | \$14,300    | Δ 99 - 03     |              |          |          |
| \$7,800   | \$8,900        | \$9,300     | Δ 93 - 98     |              |          |          |
| \$11,300  | \$11,300       | \$11,300    |               |              |          |          |
| \$15,200  | \$15,200       | \$15,800    |               |              |          |          |
| \$12,900  | \$13,600       | \$14,300    |               |              |          |          |

### MSA Population

Households  
Retail Sales  
EBI

| 1993    | 1998    | 2003    | Growth Rate |
|---------|---------|---------|-------------|
| 371.1   | 382.9   | 382.6   | 0.0%        |
| 138.0   | 142.3   | 144.8   | 0.3%        |
| 3,015.1 | 3,544.9 | 4,143.5 | 3.2%        |
| 5,174.5 | 5,653.8 | 6,873.7 | 4.0%        |

### Demographic Breakdown

| Total              | Under 12    | 12 - 17     | 18 - 24    | 25 - 34       | 35 - 44 | 45 - 54 | Over 55 |
|--------------------|-------------|-------------|------------|---------------|---------|---------|---------|
| Men (000)          | 185.8       | 33.2        | 18.0       | 15.7          | 24.2    | 29.2    | 25.1    |
| Women (000)        | 197.1       | 31.3        | 17.2       | 15.6          | 24.4    | 29.2    | 26.6    |
| Total              | 382.9       | 64.5        | 35.2       | 31.2          | 48.5    | 58.4    | 51.8    |
| Percentage         | 100.0%      | 16.8%       | 9.2%       | 8.2%          | 12.7%   | 15.2%   | 13.5%   |
| Per Capita         | \$ 14,766   |             |            |               |         |         |         |
| Median Household   | \$ 31,046   |             |            |               |         |         |         |
| Avg Household      | \$ 39,732   |             |            |               |         |         |         |
| Ethnic Population: | White 72.3% | Black 25.1% | Asian 2.3% | Hispanic 5.8% |         |         |         |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 11      | 7       | 11      | 11         | 10      | 21      |       |
| Tot 12+    | 64.1    | 56.3    | 8.0     | 64.1       | 10.7    | 74.8    |       |
| Avg 12+    | 5.8     | 8.0     | 5.8     | 5.8        | 1.1     | 3.6     |       |
| Tot LCS    | 85.7    | 75.3    | 85.7    | 85.7       | 14.3    | 100.0   |       |
| Avg LCS    | 7.8     | 10.8    | 7.8     | 7.8        | 1.4     | 4.8     |       |



## Competitive Overview

Some stations also rated in Houston.

Metro Rank: 127

ARB 12+ Metro Shares (see rights)

| City of License  | Class | Power (kW) | HAAT C   | Owner  | Year Date           | Std Acq'd | Price (000) | A Format    | Revenue (000)/ | Power Ratio | Local | Fall | Spring | 1998 | 1999 | 1996 | 1997 | 1998 | 1999 | 1996 | 1997 | 1998 | 1999 | 1996 | 1997 | 1998 | 1999 |      |      |      |      |     |
|------------------|-------|------------|----------|--------|---------------------|-----------|-------------|-------------|----------------|-------------|-------|------|--------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|-----|
| KTFA Groves      | C2    | 92.5       | 50.0     | 440 c  | City Gate Media Inc | 83        |             | ChrsContemp | 325            | 0.55        | 4.6   | 2.3  | 3.6    | 3.2  | 2.3  | 3.7  | 3.9  | 2.2  | 2.3  | 3.7  | 3.8  | 3.8  | 3.8  | 3.8  | 3.8  | 3.8  | 3.8  | 3.8  | 3.8  |      |      |     |
| KOVE Port Arthur | C     | 93.3       | 100.0    | 1952   | Hispanic Bcstg Inc  | 92        | 9702        | Intr/Spain  | n/a            | 0.3         | 0.3   | 0.8  | 0.4    | 0.0  | 0.4  | 0.9  | 0.9  | 0.0  | 0.4  | 0.9  | 1.3  | 0.6  | 0.6  | 0.6  | 0.6  | 0.6  | 0.6  | 0.6  | 0.6  |      |      |     |
| KQXY Beaumont    | C     | 94.1       | 100.0 cp | 1099 d | Cumulus Bcstg Inc   | 66        | 9804        | CHR         | 1,625          | 1.31        | 9.6   | 9.0  | 8.1    | 6.1  | 9.0  | 8.0  | 7.7  | 7.5  | 8.8  | 8.0  | 7.7  | 7.7  | 7.7  | 7.7  | 7.7  | 7.7  | 7.7  | 7.7  | 7.7  |      |      |     |
| KYKR Beaumont    | C1    | 95.1       | 100.0    | 430 a  | AMFM Inc            | 69        | 9910 p      | Country     | 1,225          | 1.05        | 12.7  | 7.0  | 9.4    | 9.5  | 12.7 | 11.9 | 10.0 | 14.4 | 11.5 | 8.8  | 8.0  | 7.7  | 7.7  | 7.7  | 7.7  | 7.7  | 7.7  | 7.7  | 7.7  | 7.7  |      |     |
| KAYD Beaumont    | C1    | 97.5       | 50.0     | 322 d  | Cumulus Bcstg Inc   | 48        | 9804        | Country     | 2,650          | 1.23        | 16.7  | 9.8  | 13.5   | 11.2 | 16.7 | 12.4 | 10.0 | 10.4 | 13.5 | 9.5  | 12.4 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 |     |
| KTJM Port Arthur | C     | 98.5       | 100.0    | 1952 b | Faith Bcstg LP      | 63        | 9412        | Oldies      | n/a            |             | 4.6   | 6.2  | 4.0    | 2.7  | 4.0  | 4.9  | 4.9  | 3.0  | 1.8  | 2.0  | 3.2  | 4.9  | 4.9  | 4.9  | 4.9  | 4.9  | 4.9  | 4.9  | 4.9  | 4.9  |      |     |
| KLOI Silsbee     | C3    | 101.7      | 11.5 cp  | 482 e  | Proctor-Williams    | 80        | 9811        | Country     | n/a            |             | 4.6   | 0.0  | 0.0    | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 3.2  | 4.9  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  |     |
| KTCX Beaumont    | C2    | 102.5      | 50.0     | 492 d  | Cumulus Bcstg Inc   | 96        | 9804        | Urban       | 1,075          | 0.53        | 15.8  | 13.0 | 9.6    | 13.9 | 15.8 | 10.9 | 0.0  | 6.7  | 6.9  | 7.0  | 6.3  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0 |
| KKMY Orange      | C1    | 104.5      | 100.0    | 400 a  | AMFM Inc            | 72        | 9910 p      | AC          | 1,450          | 1.29        | 8.7   | 8.1  | 6.7    | 6.1  | 8.7  | 10.9 | 6.7  | 9.1  | 8.6  | 7.0  | 6.3  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0 |
| KIOC Orange      | C     | 106.1      | 100.0    | 1060 a | AMFM Inc            | 77        | 9910 p      | AOR         | 1,250          | 1.02        | 9.5   | 7.1  | 6.5    | 7.6  | 9.5  | 4.1  | 5.2  | 4.2  | 4.1  | 5.2  | 4.1  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0 |
| KXTJ Beaumont    | C     | 107.9      | 100.0    | 1952   | El Dorado Comm      | 67        | 9305        | Mexican     | n/a            |             | 0.8   | 0.8  | 0.0    | 0.0  | 0.8  | 0.6  | 0.6  | 0.0  | 0.0  | 0.0  | 0.0  | 0.6  | 0.6  | 0.6  | 0.6  | 0.6  | 0.6  | 0.6  | 0.6  | 0.6  | 0.6  |     |

FM Stations

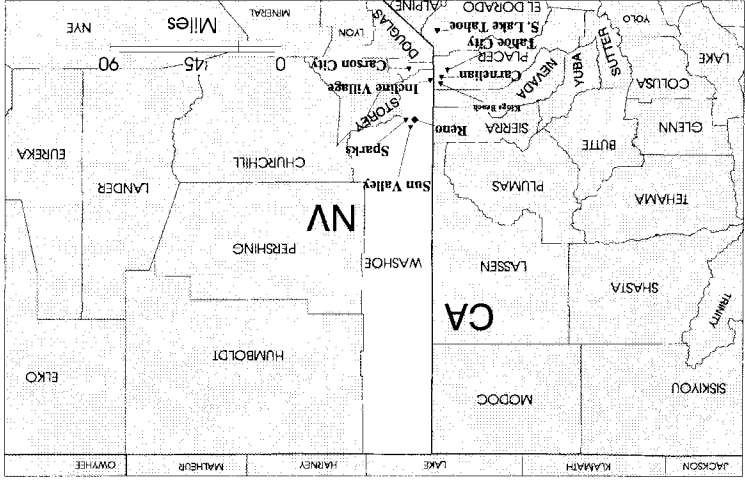
ARB 12+ Metro Shares (see rights)

| City of License  | Class | Power (kW) | Day    | Power (kW) | Night  | Year Date | Std Acq'd | Price (000) | C Owner                      | Year Date | Std Acq'd | Revenue (000)/ | Power Ratio | Local | Fall | Spring | 1998 | 1999 | 1996 | 1997 | 1998 | 1999 | 1996 | 1997 | 1998 | 1999 |      |      |      |      |      |     |
|------------------|-------|------------|--------|------------|--------|-----------|-----------|-------------|------------------------------|-----------|-----------|----------------|-------------|-------|------|--------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|-----|
| KTVA Beaumont    | B     | 560        | 5.0    | 5.0        | 5.0    | 24        | 9910 p    | 2,000       | News/Talk                    | 24        | 9910 p    | 1,58           | 9.8         | 6.4   | 5.8  | 8.8    | 6.5  | 5.8  | 6.0  | 7.0  | 8.0  | 9.3  | 6.0  | 6.0  | 6.0  | 6.0  | 6.0  | 6.0  | 6.0  | 6.0  |      |     |
| KLVI Beaumont    | B     | 990        | 1.0    | 1.0        | 1.0    | 47        | 9208      | 50          | Gospel                       | 47        | 9208      | 0.28           | 1.4         | 0.0   | 1.1  | 1.0    | 0.0  | 0.0  | 0.7  | 0.7  | 7.0  | 9.3  | 6.0  | 6.0  | 6.0  | 6.0  | 6.0  | 6.0  | 6.0  | 6.0  | 6.0  |     |
| KZQB Beaumont    | B     | 1150       | 0.5    | 0.5        | 0.5    | 59        | 9612      | 50          | Nws/Cst/Spn                  | 59        | 9612      | 0.0            | 0.0         | 0.0   | 0.0  | 0.0    | 0.0  | 0.0  | 0.0  | 0.0  | 7.0  | 9.3  | 6.0  | 6.0  | 6.0  | 6.0  | 6.0  | 6.0  | 6.0  | 6.0  | 6.0  |     |
| KUHD Port Neches | B     | 1250       | 5.0    | 5.0        | 5.0    | 34        | 9910      | 175         | Gosp/RhyBl                   | 34        | 9910      | 0.32           | 4.3         | 1.4   | 1.8  | 4.6    | 2.8  | 1.8  | 4.8  | 5.1  | 4.8  | 5.6  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  |     |
| KDEI Port Arthur | B     | 1300       | 0.5 cp | 0.5 cp     | 0.5 cp | 59        | 9811      | 150         | ChrstrTalk                   | 59        | 9811      | 0.7            | 0.7         | 0.0   | 0.4  | 0.7    | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 5.6  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  |     |
| KOLE Port Arthur | C     | 1340       | 1.0    | 1.0        | 1.0    | 47        | 9510      | 150         | Religion                     | 47        | 9510      | 0.1            | 0.1         | 0.0   | 0.0  | 0.0    | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.4  | 0.4  | 0.4  | 0.4  | 0.4  | 0.4  | 0.4  | 0.4  | 0.4  | 0.4  |     |
| KRCM Beaumont    | B     | 1380       | 1.0    | 1.0        | 1.0    | 47        | 9411      | 25          | Country                      | 47        | 9411      | 0.0            | 0.0         | 0.0   | 0.0  | 0.0    | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.2  | 0.2  | 0.2  | 0.2  | 0.2  | 0.2  | 0.2  | 0.2  | 0.2  | 0.2  |     |
| KIQR Beaumont    | C     | 1450       | 1.0    | 1.0        | 1.0    | 38        | 9804      | 25          | Country                      | 38        | 9804      | 0.0            | 0.0         | 0.0   | 0.0  | 0.0    | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.2  | 0.2  | 0.2  | 0.2  | 0.2  | 0.2  | 0.2  | 0.2  | 0.2  | 0.2  |     |
| KOHN Nederland   | B     | 1510       | 5.0    | 5.0        | 5.0    | 69        | 9804      | 50          | Black Gosl                   | 69        | 9804      | 2.2            | 2.2         | 0.0   | 0.0  | 0.0    | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0 |
| KOGT Orange      | B     | 1600       | 1.0    | 1.0        | 1.0    | 48        | 9208      | 300         | Country                      | 48        | 9208      | 1.79           | 1.3         | 0.7   | 0.7  | 0.7    | 0.7  | 0.7  | 0.7  | 0.7  | 0.7  | 0.6  | 0.6  | 0.6  | 0.6  | 0.6  | 0.6  | 0.6  | 0.6  | 0.6  | 0.6  | 0.6 |
| # AM Stations    | -     | 10         | -      | -          | -      | 5         | -         | 5           | AM TOTALS                    | 5         | -         | 17.6           | 10.7        | 10.7  | 9.8  | 16.5   | 10.2 | 16.4 | 14.4 | 14.4 | 17.7 | 14.1 | 14.1 | 14.1 | 14.1 | 14.1 | 14.1 | 14.1 | 14.1 | 14.1 | 14.1 |     |
| # Duopolies      | -     | 21         | -      | -          | -      | 4         | -         | 4           | Total Local Commercial Share | 4         | -         | 74.8           | 71.6        | 74.8  | 76.8 | 74.1   | 74.0 | 70.8 | 73.5 | 73.5 | 69.1 | 69.1 | 69.1 | 69.1 | 69.1 | 69.1 | 69.1 | 69.1 | 69.1 | 69.1 | 69.1 |     |

Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 128  
Revenue Rank: 92



Metro Counties / Population (000)

|                 |              |
|-----------------|--------------|
| Carson City, NV | 52.6         |
| Washoe, NV      | 312.7        |
| <b>Total</b>    | <b>365.3</b> |

# Reno, NV Market Overview



Market Radio Financials (all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES | 1993         |              | 1994         |              | 1995         |              | 1996         |              | 1997         |              | 1998         |              | 1999         |              | 2000         |              | 2001         |              | 2002         |              | 2003         |              |
|--------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
|                          | 1993         | 1994         | 1994         | 1995         | 1995         | 1996         | 1996         | 1997         | 1997         | 1998         | 1998         | 1998         | 1999         | 1999         | 2000         | 2000         | 2001         | 2001         | 2002         | 2002         | 2003         | 2003         |
| Revenue/Retail Sales     | \$11,800     | \$13,100     | \$13,700     | \$13,700     | \$13,700     | \$14,600     | \$15,500     | \$17,100     | \$17,100     | \$29,200     | \$29,200     | \$29,200     | \$29,200     | \$29,200     | \$29,200     | \$29,200     | \$29,200     | \$29,200     | \$29,200     | \$29,200     | \$29,200     | \$29,200     |
| Revenue/Capita           | \$3,101,000  | \$3,371,000  | \$3,371,000  | \$3,371,000  | \$3,371,000  | \$4,171,000  | \$4,171,000  | \$4,171,000  | \$4,171,000  | \$4,171,000  | \$4,171,000  | \$4,171,000  | \$4,171,000  | \$4,171,000  | \$4,171,000  | \$4,171,000  | \$4,171,000  | \$4,171,000  | \$4,171,000  | \$4,171,000  | \$4,171,000  | \$4,171,000  |
| Est. Breakout            | Local 85%    | Local 85%    | Local 85%    | Local 85%    | Local 85%    | Local 85%    | Local 85%    | Local 85%    | Local 85%    | Local 85%    | Local 85%    | Local 85%    | Local 85%    | Local 85%    | Local 85%    | Local 85%    | Local 85%    | Local 85%    | Local 85%    | Local 85%    | Local 85%    | Local 85%    |
| National 15%             | National 15% | National 15% | National 15% | National 15% | National 15% | National 15% | National 15% | National 15% | National 15% | National 15% | National 15% | National 15% | National 15% | National 15% | National 15% | National 15% | National 15% | National 15% | National 15% | National 15% | National 15% | National 15% |

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

| MSA Population | 1993    |         | 1998 |         | 1998     |          | 2003 |  |
|----------------|---------|---------|------|---------|----------|----------|------|--|
|                | 1993    | 1998    | 1998 | 2003    | 1998     | 2003     | 2003 |  |
| Households     | 319.0   | 365.3   | 2.7% | 400.2   | 365.3    | 400.2    | 1.8% |  |
| Retail Sales   | 3,804.4 | 5,074.7 | 5.9% | 5,074.7 | 6,995.6  | 6,995.6  | 6.6% |  |
| EBI            | 5,679.7 | 7,496.1 | 5.7% | 7,496.1 | 10,739.0 | 10,739.0 | 7.5% |  |

Demographic Breakdown

| Men (000)          | 1993        |            | 1998       |                | 1998           |                | 2003           |  |
|--------------------|-------------|------------|------------|----------------|----------------|----------------|----------------|--|
|                    | 1993        | 1998       | 1998       | 2003           | 1998           | 2003           | 2003           |  |
| Over 55            | 186.1       | 28.5       | 12.9       | 16.1           | 28.9           | 34.7           | 29.1           |  |
| Women (000)        | 179.2       | 26.7       | 12.2       | 14.9           | 26.1           | 32.3           | 27.3           |  |
| Total              | 365.3       | 55.2       | 25.1       | 31.0           | 55.0           | 66.9           | 56.3           |  |
| Percentage         | 100.0%      | 15.1%      | 6.9%       | 8.5%           | 15.0%          | 18.3%          | 15.4%          |  |
| Per Capita         | \$ 20,520   | \$ 40,719  | \$ 40,719  | Avg Household  | \$ 51,449      | Avg Household  | \$ 51,449      |  |
| Ethnic Population: | White 90.0% | Black 2.5% | Asian 5.1% | Hispanic 13.7% | Hispanic 13.7% | Hispanic 13.7% | Hispanic 13.7% |  |

Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 3       | 14      | 13      | 17         | 17      | 10      | 27    |
| Tot 12+    | 10.3    | 63.5    | 68.3    | 73.8       | 73.8    | 17.2    | 91.0  |
| Avg 12+    | 3.4     | 4.5     | 5.3     | 4.3        | 4.3     | 1.7     | 3.4   |
| Tot LCS    | 11.3    | 69.8    | 75.1    | 81.1       | 81.1    | 18.9    | 100.0 |
| Avg LCS    | 3.8     | 5.0     | 5.8     | 4.8        | 4.8     | 1.9     | 3.7   |









# Shreveport, LA Market Overview

## Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES | 1993      |           | 1994      |           | 1995      |           | 1996      |           | 1997      |           | 1998      |           | 1999      |           | 2000      |           | 2001        |             | 2002        |             | 2003      |           |              |
|--------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------------|-------------|-------------|-------------|-----------|-----------|--------------|
|                          | 1993      | 1994      | 1994      | 1995      | 1995      | 1996      | 1996      | 1997      | 1997      | 1998      | 1998      | 1999      | 1999      | 2000      | 2000      | 2001      | 2001        | 2002        | 2002        | 2003        | 2003      | 2003      |              |
|                          | \$9,200   | \$10,500  | \$12,200  | \$12,200  | \$12,400  | \$13,000  | \$14,000  | \$14,000  | \$17,000  | \$17,000  | \$17,000  | \$15,700  | \$14,400  | \$15,100  | \$15,100  | \$17,100  | \$3,421,000 | \$3,421,000 | \$3,421,000 | \$3,171,000 | \$44.85   | Local 80% | National 20% |
|                          | Δ 93 - 98 | Δ 93 - 98 | Δ 93 - 98 | Δ 93 - 98 | Δ 93 - 98 | Δ 93 - 98 | Δ 93 - 98 | Δ 93 - 98 | Δ 93 - 98 | Δ 93 - 98 | Δ 93 - 98 | Δ 93 - 98 | Δ 98 - 99 | Δ 98 - 99 | Δ 98 - 99 | Δ 98 - 99 | Δ 98 - 99   | Δ 98 - 99   | Δ 98 - 99   | Δ 98 - 99   | Δ 98 - 99 | Δ 99 - 03 | Δ 99 - 03    |
|                          | 8.8%      | 8.8%      | 8.8%      | 8.8%      | 8.8%      | 8.8%      | 8.8%      | 8.8%      | 8.8%      | 8.8%      | 8.8%      | 8.8%      | 2.9%      | 2.9%      | 2.9%      | 2.9%      | 2.9%        | 2.9%        | 2.9%        | 2.9%        | 2.9%      | 4.2%      | 4.2%         |

## Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

| Growth Rate    | 1998    |         | 1999  |         | 2003    |      |
|----------------|---------|---------|-------|---------|---------|------|
|                | 1998    | 1999    | 1998  | 1999    | 2003    | 2003 |
| MSA Population | 377.3   | 377.3   | 377.3 | 377.3   | 379.0   | 0.1% |
| Households     | 140.9   | 143.8   | 0.4%  | 143.8   | 148.3   | 0.6% |
| Retail Sales   | 2,986.8 | 4,095.8 | 6.5%  | 4,095.8 | 5,358.9 | 5.5% |
| EBI            | 5,301.4 | 5,638.7 | 1.2%  | 5,638.7 | 7,072.5 | 4.6% |

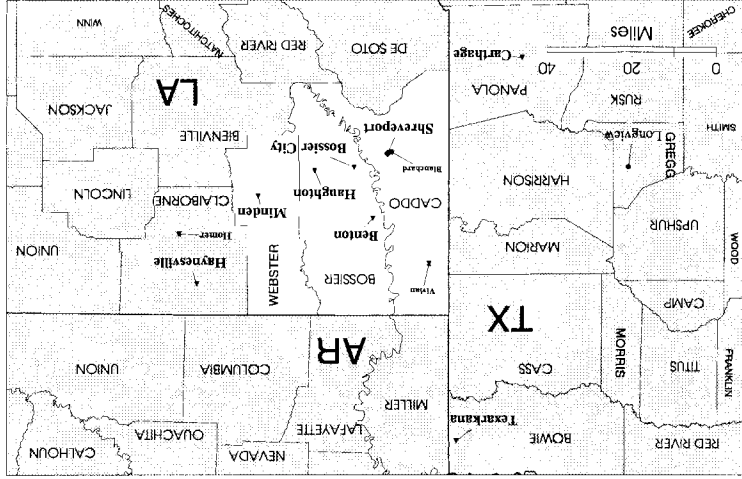
## Demographic Breakdown

|                    | Total     | Under 12 | 12 - 17 | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 54 | Over 55 |
|--------------------|-----------|----------|---------|---------|---------|---------|---------|---------|
| Men (000)          | 179.0     | 33.9     | 17.9    | 16.2    | 24.1    | 27.7    | 23.5    | 35.8    |
| Women (000)        | 198.3     | 32.9     | 17.6    | 16.2    | 24.9    | 30.1    | 26.8    | 49.9    |
| Total              | 377.3     | 66.8     | 35.5    | 32.4    | 49.0    | 57.8    | 50.3    | 85.6    |
| Percentage         | 100.0%    | 17.7%    | 9.4%    | 8.6%    | 13.0%   | 15.3%   | 13.3%   | 22.7%   |
| Per Capita         | \$ 14,945 |          |         |         |         |         |         |         |
| Median Household   | \$ 29,481 |          |         |         |         |         |         |         |
| Avg Household      | \$ 39,212 |          |         |         |         |         |         |         |
| Ethnic Population: |           |          |         |         |         |         |         |         |
| White              | 62.3%     |          |         |         |         |         |         |         |
| Black              | 36.6%     |          |         |         |         |         |         |         |
| Asian              | 0.8%      |          |         |         |         |         |         |         |
| Hispanic           | 1.5%      |          |         |         |         |         |         |         |

## Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 3       | 10      | 11      | 13         | 9       | 22      | 22    |
| Tot 12+    | 14.7    | 57.9    | 70.7    | 72.6       | 17.0    | 89.6    | 89.6  |
| Avg 12+    | 4.9     | 5.8     | 6.4     | 5.6        | 1.9     | 4.1     | 4.1   |
| Tot LCS    | 16.4    | 64.6    | 78.9    | 81.0       | 19.0    | 100.0   | 100.0 |
| Avg LCS    | 5.5     | 6.5     | 7.2     | 6.2        | 2.1     | 4.5     | 4.5   |

Metro Rank: 130  
Revenue Rank: 129



## Metro Counties / Population (000)

|              |              |
|--------------|--------------|
| Bossier, LA  | 94.7         |
| Caddo, LA    | 239.9        |
| Webster, LA  | 42.7         |
| <b>Total</b> | <b>377.3</b> |

# Competitive Overview

Some stations also rated in Texarkana.

Metro Rank: 130

| City of Calls                      | License    | FCC Class | FCC Freq | Power (kW) | HAAT C | Owner | Year Date         | Sid Acqd | Price (000) | Sales L | M  | A | Format    | 1999 Est Revenue (000)/Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |             |             |           |      |      |      |
|------------------------------------|------------|-----------|----------|------------|--------|-------|-------------------|----------|-------------|---------|----|---|-----------|------------------------------------|--------------------|-----------------------------------|-------------|-------------|-------------|-----------|------|------|------|
|                                    |            |           |          |            |        |       |                   |          |             |         |    |   |           |                                    |                    | Fall 1999                         | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 |      |      |      |
| KLKL                               | Benton     | A         | 92.1     | 6.0        | 322    | b     | Camp, Cary D.     | 82       | 9402        | 368     |    |   | Oldies    | 850                                | 1.79               | 3.3                               | 3.1         | 2.9         | 2.8         | 2.8       | 4.1  | 3.2  |      |
| KITT                               | Shreveport | C         | 93.7     | 95.0       | 1011   | c     | Clear Channel     | 68       | 9812        | 24,000  | d2 |   | Country   | 650                                | 1.05               | 4.3                               | 4.4         | 4.0         | 4.1         | 3.9       | 3.4  | 5.6  | 5.9  |
| KRUF                               | Shreveport | C         | 94.5     | 99.0       | 1096   | c     | Clear Channel     | 48       | 9812        | 1,500   | d2 |   | CHR       | 1,500                              | 1.04               | 10.0                              | 6.5         | 10.4        | 9.2         | 8.9       | 7.4  | 9.8  | 10.3 |
| KSYR                               | Minden     | C2        | 95.7     | 50.0       | 469    | e     | Mitchell, John    | 78       | 9608        | 400     | na | 1 | CHR       | 400                                | 0.77               | 3.6                               | 2.8         | 2.9         | 2.0         | 2.7       | 3.7  | 3.4  | 3.0  |
| KVKI                               | Shreveport | C1        | 96.5     | 95.0       | 797    | c     | Clear Channel     | 59       | 9812        | 1,700   | d2 |   | Soft Rock | 1,700                              | 1.53               | 6.6                               | 6.9         | 5.7         | 6.8         | 8.2       | 5.6  | 9.6  | 7.3  |
| KTAL                               | Texarkana  | C         | 98.1     | 100.0      | 1362   |       | WEHCO Media       | 45       |             | 600     |    |   | Cisc Rock | 600                                | 1.23               | 3.4                               | 4.0         | 2.4         | 3.1         | 3.4       | 4.0  | 4.3  | 3.6  |
| KTUX                               | Carthage   | C1        | 98.9     | 100.0      | 720    |       | Clear Channel     | 85       | 9911        | 5,500   |    |   | Rock      | 600                                | 0.83               | 5.0                               | 3.2         | 5.8         | 3.3         | 4.1       | 4.7  | 2.3  | 3.4  |
| KMJJ                               | Shreveport | C2        | 99.7     | 50.0       | 463    | a     | Cumulus Bcstg Inc | 76       | 0003        | 1,700   | g  |   | Urban     | 1,700                              | 0.75               | 15.7                              | 12.8        | 15.3        | 16.1        | 13.6      | 11.6 | 15.8 | 13.2 |
| KRMD                               | Shreveport | C         | 101.1    | 98.0       | 1119   | a     | Cumulus Bcstg Inc | 48       | 0003        | 3,600   | g  |   | Country   | 3,600                              | 2.45               | 10.2                              | 10.3        | 8.0         | 8.1         | 13.0      | 7.6  | 13.3 | 9.8  |
| KRVQ                               | Blanchard  | C3        | 102.1    | 20.0       | 367    | e     | Mitchell, John    | 98       | 9901        |         | st | 1 | Oldies    |                                    |                    | 3.7                               | 5.4         | 2.7         | 5.2         | 3.9       | 1.5  | 0.0  | 0.0  |
| KDKS                               | Haughton   | A         | 103.7    | 6.0        | 328    | b     | Camp, Cary D.     | 93       |             | 850     |    |   | Urban AC  | 850                                | 0.48               | 12.4                              | 11.6        | 11.1        | 12.0        | 10.9      | 10.6 | 11.9 | 10.0 |
| KNCB                               | Vivian     | A         | 105.3    | 1.4        | 459    | d     | North Caddo Bcstg | 96       |             |         |    |   | Country   |                                    |                    | 1.9                               | 1.9         | 1.1         | 2.4         | 1.8       | 1.5  | 1.2  | 1.4  |
| KYLA                               | Homer      | C2        | 106.7    | 50.0       | 459    |       | NWLA Bcstg Co     | 98       |             |         |    |   | Country   |                                    |                    | 1.9                               | 1.9         | 1.1         | 2.4         | 1.8       | 1.5  | 1.2  | 1.4  |
| FM STATIONS - # FM Stations - 10   |            |           |          |            |        |       |                   |          |             |         |    |   |           |                                    |                    |                                   |             |             |             |           |      |      |      |
| Night Power (kW)                   |            |           |          |            |        |       |                   |          |             |         |    |   |           |                                    |                    |                                   |             |             |             |           |      |      |      |
| Day Power (kW)                     |            |           |          |            |        |       |                   |          |             |         |    |   |           |                                    |                    |                                   |             |             |             |           |      |      |      |
| FCC Class                          |            |           |          |            |        |       |                   |          |             |         |    |   |           |                                    |                    |                                   |             |             |             |           |      |      |      |
| FCC Freq                           |            |           |          |            |        |       |                   |          |             |         |    |   |           |                                    |                    |                                   |             |             |             |           |      |      |      |
| Owner                              |            |           |          |            |        |       |                   |          |             |         |    |   |           |                                    |                    |                                   |             |             |             |           |      |      |      |
| Year Date                          |            |           |          |            |        |       |                   |          |             |         |    |   |           |                                    |                    |                                   |             |             |             |           |      |      |      |
| Sid Acqd                           |            |           |          |            |        |       |                   |          |             |         |    |   |           |                                    |                    |                                   |             |             |             |           |      |      |      |
| Price (000)                        |            |           |          |            |        |       |                   |          |             |         |    |   |           |                                    |                    |                                   |             |             |             |           |      |      |      |
| Sales L                            |            |           |          |            |        |       |                   |          |             |         |    |   |           |                                    |                    |                                   |             |             |             |           |      |      |      |
| M                                  |            |           |          |            |        |       |                   |          |             |         |    |   |           |                                    |                    |                                   |             |             |             |           |      |      |      |
| A                                  |            |           |          |            |        |       |                   |          |             |         |    |   |           |                                    |                    |                                   |             |             |             |           |      |      |      |
| Format                             |            |           |          |            |        |       |                   |          |             |         |    |   |           |                                    |                    |                                   |             |             |             |           |      |      |      |
| 1999 Est Revenue (000)/Power Ratio |            |           |          |            |        |       |                   |          |             |         |    |   |           |                                    |                    |                                   |             |             |             |           |      |      |      |
| Avg '99 Local Comm                 |            |           |          |            |        |       |                   |          |             |         |    |   |           |                                    |                    |                                   |             |             |             |           |      |      |      |
| Fall 1999                          |            |           |          |            |        |       |                   |          |             |         |    |   |           |                                    |                    |                                   |             |             |             |           |      |      |      |
| Summer 1999                        |            |           |          |            |        |       |                   |          |             |         |    |   |           |                                    |                    |                                   |             |             |             |           |      |      |      |
| Spring 1999                        |            |           |          |            |        |       |                   |          |             |         |    |   |           |                                    |                    |                                   |             |             |             |           |      |      |      |
| Winter 1999                        |            |           |          |            |        |       |                   |          |             |         |    |   |           |                                    |                    |                                   |             |             |             |           |      |      |      |
| Fall 1998                          |            |           |          |            |        |       |                   |          |             |         |    |   |           |                                    |                    |                                   |             |             |             |           |      |      |      |
| Summer 1998                        |            |           |          |            |        |       |                   |          |             |         |    |   |           |                                    |                    |                                   |             |             |             |           |      |      |      |
| Spring 1998                        |            |           |          |            |        |       |                   |          |             |         |    |   |           |                                    |                    |                                   |             |             |             |           |      |      |      |
| Winter 1998                        |            |           |          |            |        |       |                   |          |             |         |    |   |           |                                    |                    |                                   |             |             |             |           |      |      |      |

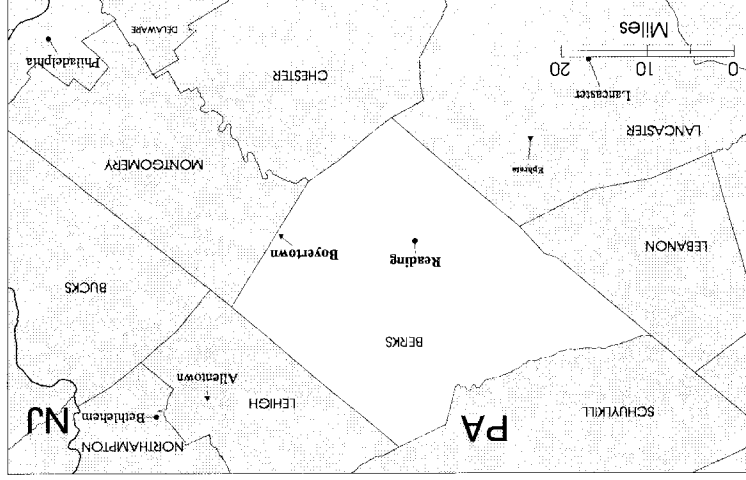
| City of Calls                                 | License      | FCC Class | FCC Freq | Power (kW) | Owner | Year Date | Sid Acqd           | Price (000) | Sales L | M   | A     | Format       | 1999 Est Revenue (000)/Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |             |             |           |     |     |     |
|---|--------------|-----------|----------|------------|-------|-----------|--------------------|-------------|---------|-----|-------|--------------|------------------------------------|--------------------|-----------------------------------|-------------|-------------|-------------|-----------|-----|-----|-----|
|   |              |           |          |            |       |           |                    |             |         |     |       |              |                                    |                    | Fall 1999                         | Summer 1999 | Spring 1999 | Winter 1999 | Fall 1998 |     |     |     |
| KEEL  | Shreveport   | B         | 710      | 50.0       | 5.00  | c         | Clear Channel      | 22          | 9812    | 650 | d2    | News/Talk    | 650                                | 0.69               | 6.5                               | 5.6         | 5.3         | 6.3         | 4.5       | 7.2 | 5.3 | 4.8 |
| KOKA  | Shreveport   | B         | 980      | 5.0        | 0.00  | b         | Camp, Cary D.      | 50          | 8910    | 700 | 175sw | Gospel       | 700                                | 0.69               | 7.0                               | 6.4         | 6.0         | 6.8         | 5.5       | 7.0 | 5.3 | 3.7 |
| KBCL  | Bossier City | B         | 1070     | 0.3        | 0.00  | c         | Results Unlimited  | 57          | 8306    | 220 | d2    | Ctmp/Talk    | 200                                | 0.53               | 2.6                               | 2.4         | 3.3         | 1.7         | 2.3       | 2.1 | 1.9 | 2.1 |
| KWVKH   | Shreveport   | A         | 1130     | 50.0       | 50.00 | c         | Clear Channel      | 25          | 9812    | 200 | d2    | Country      | 200                                | 0.53               | 2.6                               | 2.4         | 3.3         | 1.7         | 2.3       | 2.1 | 1.9 | 2.1 |
| KASO  | Minden       | C         | 1240     | 1.0        | 1.00  | c         | Cole Bcstg Inc     | 52          | 9802    | 195 | d2    | Adlt Sindr   | 250                                |                    | 0.6                               | 0.7         | 0.0         | 0.4         | 0.4       | 0.7 | 0.7 | 0.6 |
| KFLO  | Shreveport   | B         | 1300     | 5.0        | 0.03  |           | Moore, A. T.       | 75          | 7706    |     |       | Gospel       |                                    |                    | 0.2                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.6 | 0.5 | 0.0 |
| KNCB  | Vivian       | B         | 1320     | 5.0        | 0.06  | d         | North Caddo Bcstg  | 66          |         |     |       | Cntry/Gospel |                                    |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0       | 0.0 | 0.0 | 0.0 |
| KRMD  | Shreveport   | C         | 1340     | 1.0        | 1.00  | a         | Cumulus Bcstg Inc  | 28          | 0003    | 150 | g     | Sports       | 150                                |                    | 0.9                               | 1.9         | 1.1         | 1.4         | 0.6       | 0.6 | 0.7 | 1.6 |
| KIOU  | Shreveport   | B         | 1480     | 1.0        | 0.13  |           | Metropolitan Radio | 89          | 9707    |     |       | Gospel       |                                    |                    | 1.0                               | 0.0         | 1.6         | 0.0         | 0.0       | 2.1 | 0.0 | 0.0 |
| AM & FM Stations Profiled - # AM Stations - 9 |              |           |          |            |       |           |                    |             |         |     |       |              |                                    |                    |                                   |             |             |             |           |     |     |     |
| # Duopolies - 6                               |              |           |          |            |       |           |                    |             |         |     |       |              |                                    |                    |                                   |             |             |             |           |     |     |     |
| # Combos - 5                                  |              |           |          |            |       |           |                    |             |         |     |       |              |                                    |                    |                                   |             |             |             |           |     |     |     |
| AM TOTALS                                     |              |           |          |            |       |           |                    |             |         |     |       |              |                                    |                    |                                   |             |             |             |           |     |     |     |
| 18.8  |              |           |          |            |       |           |                    |             |         |     |       |              |                                    |                    |                                   |             |             |             |           |     |     |     |
| 17.0  |              |           |          |            |       |           |                    |             |         |     |       |              |                                    |                    |                                   |             |             |             |           |     |     |     |
| 17.3  |              |           |          |            |       |           |                    |             |         |     |       |              |                                    |                    |                                   |             |             |             |           |     |     |     |
| 15.2  |              |           |          |            |       |           |                    |             |         |     |       |              |                                    |                    |                                   |             |             |             |           |     |     |     |
| 15.1  |              |           |          |            |       |           |                    |             |         |     |       |              |                                    |                    |                                   |             |             |             |           |     |     |     |
| 20.0  |              |           |          |            |       |           |                    |             |         |     |       |              |                                    |                    |                                   |             |             |             |           |     |     |     |
| 14.4  |              |           |          |            |       |           |                    |             |         |     |       |              |                                    |                    |                                   |             |             |             |           |     |     |     |
| 12.9  |              |           |          |            |       |           |                    |             |         |     |       |              |                                    |                    |                                   |             |             |             |           |     |     |     |
| 16.3  |              |           |          |            |       |           |                    |             |         |     |       |              |                                    |                    |                                   |             |             |             |           |     |     |     |
| 89.6  |              |           |          |            |       |           |                    |             |         |     |       |              |                                    |                    |                                   |             |             |             |           |     |     |     |
| 90.8  |              |           |          |            |       |           |                    |             |         |     |       |              |                                    |                    |                                   |             |             |             |           |     |     |     |
| 89.2  |              |           |          |            |       |           |                    |             |         |     |       |              |                                    |                    |                                   |             |             |             |           |     |     |     |
| 90.4  |              |           |          |            |       |           |                    |             |         |     |       |              |                                    |                    |                                   |             |             |             |           |     |     |     |
| 89.0  |              |           |          |            |       |           |                    |             |         |     |       |              |                                    |                    |                                   |             |             |             |           |     |     |     |
| 90.4  |              |           |          |            |       |           |                    |             |         |     |       |              |                                    |                    |                                   |             |             |             |           |     |     |     |
| 88.8  |              |           |          |            |       |           |                    |             |         |     |       |              |                                    |                    |                                   |             |             |             |           |     |     |     |
| 89.3  |              |           |          |            |       |           |                    |             |         |     |       |              |                                    |                    |                                   |             |             |             |           |     |     |     |

Docket 80-90 Allocations: 102.9, C, Shreveport

• Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.



Metro Rank: 131  
Revenue Rank: 161



Metro Counties / Population (000)

|              |              |
|--------------|--------------|
| Berks, PA    | 357.7        |
| <b>Total</b> | <b>357.7</b> |

# Reading, PA Market Overview



Market Radio Financials (all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES *** | Revenue/Retail Sales |                      |
|------------------------------|----------------------|----------------------|
|                              | Revenue/Capita       | Revenue/Retail Sales |
| 1993                         | \$2,011,000          | \$18.32              |
| 1994                         | \$2,177.4            | 5,737.7              |
| 1995                         | 3,861.7              | 6,305.5              |
| 1996                         | 136.9                | 0.6%                 |
| 1997                         | 136.9                | 0.5%                 |
| 1998                         | 3,861.7              | 4.0%                 |
| 1999                         | 3,861.7              | 4.0%                 |
| 2000                         | 12,400               | 1.9%                 |
| 2001                         | \$13,400             | 1.9%                 |
| 2002                         | \$14,800             | 6,305.5              |
| 2003                         | \$15,800             | 7,652.2              |
| Δ 98 - 99                    | 7.8%                 | 3.9%                 |
| Δ 99 - 03                    | 9.2%                 | 4.4%                 |
| 1993                         | \$6,400              | 0.8%                 |
| 1994                         | \$7,300              | 0.5%                 |
| 1995                         | \$7,600              | 0.5%                 |
| 1996                         | \$8,600              | 142.4                |
| 1997                         | \$9,700              | 142.4                |
| 1998                         | \$10,300             | 142.4                |
| Δ 93 - 98                    | 9.9%                 | 0.8%                 |
| 2003                         | \$15,800             | 0.8%                 |
| Δ 99 - 03                    | 9.2%                 | 0.5%                 |
| Est. Breakout                | Local 75%            | 0.5%                 |
|                              | National 25%         | 0.5%                 |

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

| Growth Rate | MSA Population |       | Households | Retail Sales | EBI     |
|-------------|----------------|-------|------------|--------------|---------|
|             | 1998           | 1993  |            |              |         |
| 1998        | 357.7          | 349.3 | 132.6      | 3,177.4      | 5,737.7 |
| 1993        | 357.7          | 349.3 | 132.6      | 3,177.4      | 5,737.7 |
| 1998        | 136.9          | 136.9 | 0.6%       | 4.0%         | 6,305.5 |
| 1993        | 136.9          | 136.9 | 0.6%       | 4.0%         | 6,305.5 |
| 1998        | 366.6          | 366.6 | 0.5%       | 0.8%         | 7,652.2 |
| 2003        | 366.6          | 366.6 | 0.5%       | 0.8%         | 7,652.2 |
| Growth Rate | 2003           | 1998  | 2003       | 1998         | 2003    |

Demographic Breakdown

| Men (000) | Women (000) | Total   | Percentage | Per Capita    | Ethnic Population: |
|-----------|-------------|---------|------------|---------------|--------------------|
|           |             |         |            |               |                    |
| 173.5     | 184.2       | 357.7   | 100.0%     | \$ 17,628     | 94.8%              |
| 26.6      | 25.4        | 52.0    | 14.5%      |               | 3.7%               |
| 13.7      | 13.0        | 26.7    | 7.5%       |               | 3.7%               |
| 15.3      | 15.8        | 31.2    | 8.7%       |               | 1.4%               |
| 23.5      | 22.7        | 46.3    | 12.9%      |               | 1.4%               |
| 28.0      | 28.2        | 56.2    | 15.7%      |               | 1.4%               |
| 24.2      | 25.2        | 49.3    | 13.8%      |               | 1.4%               |
| 42.1      | 53.9        | 96.0    | 26.8%      |               | 1.4%               |
| Over 55   | Over 55     | Over 55 | Over 55    | Avg Household | 7.0%               |

Market Summary

| FM Classes | Class A | Class B | Class C | Viabile FMS | All FMS | All AMS | Total |
|------------|---------|---------|---------|-------------|---------|---------|-------|
| # Stations | 4       | 4       | 1       | 4           | 3       | 7       | 7     |
| Tot 12+    | 25.7    | 14.7    | 25.7    | 15.0        | 40.7    | 40.7    | 40.7  |
| Avg 12+    | 6.4     | 14.7    | 6.4     | 5.0         | 5.8     | 5.8     | 5.8   |
| Tot LCS    | 63.1    | 63.1    | 36.1    | 63.1        | 36.9    | 100.0   | 100.0 |
| Avg LCS    | 15.8    | 36.1    | 15.8    | 36.1        | 12.3    | 14.3    | 14.3  |

# Competitive Overview

Metro Rank: 131

Some stations also rated in Allentown and Lancaster.

| FM Stations                   |           |         |       |  |  |  |  |           |        |           |   |          |                                      |     |     |     |     |     |
|-------------------------------|-----------|---------|-------|--|--|--|--|-----------|--------|-----------|---|----------|--------------------------------------|-----|-----|-----|-----|-----|
| City of                       | Calls     | License | Class | Freq   | Power (kW)   | HAAT   | C Owner  | Year Date | Sid    | Acq'd     | Price (000)   | A Format | 1999 Est Revenue (000) / Power Ratio |     |     |     |     |     |
| City of                       | City of   | City of | FCC   | Freq   | Power (kW)   | Power (kW)   | C Owner  | Year Date | Sid    | Acq'd     | Price (000)   | A Format | 1999 Est Revenue (000) / Power Ratio |     |     |     |     |     |
| WLEV                          | Allentown | B       | B     | 100.7  | 11.0   | 107.3  | Citadel Comm Corp  | 47        | 9710   | See (67)  | AC  | n/a      | 9.3                                  |     |     |     |     |     |
| • WRFY                        | Reading   | B       | B     | 102.5  | 19.0   | 807  | a Chase Radio  | 62        | 0002 p | g1        | Top 40  | 8,200    | 2.04                                 |     |     |     |     |     |
| • WIOV                        | Ephrata   | B       | B     | 105.1  | 11.0 cp  | 1017   | b Brill Media Co   | 62        | 8501   | See (111) | Country   | n/a      | 17.9                                 |     |     |     |     |     |
| WBYN                          | Boyetown  | B       | B     | 107.5  | 30.0   | 610  | WDAC Radio Co  | 60        | 9111   | 4,300     | Christian   | 750      | 1.65                                 |     |     |     |     |     |
| FM TOTALS                     |           |         |       |  |  |  |  |           |        |           |   |          |                                      |     |     |     |     |     |
| # FM Stations - 4             |           |         |       |  |  |  |  |           |        |           |   |          |                                      |     |     |     |     |     |
| # Combos - 2                  |           |         |       |  |  |  |  |           |        |           |   |          |                                      |     |     |     |     |     |
| Day                           |           |         |       |  |  |  |  |           |        |           |   |          |                                      |     |     |     |     |     |
| Night                         |           |         |       |  |  |  |  |           |        |           |   |          |                                      |     |     |     |     |     |
| City of                       | City of   | FCC     | Class | Freq <td>Power (kW) <td>Power (kW) <td>C Owner <td>Year Date</td> <td>Sid</td> <td>Acq'd</td> <td>Price (000) <td>A Format</td> <td>1999 Est Revenue (000) / Power Ratio</td> </td></td></td></td> | Power (kW) <td>Power (kW) <td>C Owner <td>Year Date</td> <td>Sid</td> <td>Acq'd</td> <td>Price (000) <td>A Format</td> <td>1999 Est Revenue (000) / Power Ratio</td> </td></td></td> | Power (kW) <td>C Owner <td>Year Date</td> <td>Sid</td> <td>Acq'd</td> <td>Price (000) <td>A Format</td> <td>1999 Est Revenue (000) / Power Ratio</td> </td></td> | C Owner <td>Year Date</td> <td>Sid</td> <td>Acq'd</td> <td>Price (000) <td>A Format</td> <td>1999 Est Revenue (000) / Power Ratio</td> </td> | Year Date | Sid    | Acq'd     | Price (000) <td>A Format</td> <td>1999 Est Revenue (000) / Power Ratio</td> | A Format | 1999 Est Revenue (000) / Power Ratio |     |     |     |     |     |
| WEEU                          | Reading   | B       | B     | 830  | 5.0 cp   | 6.00   | WEEU Bestig Co   | 31        | 4612   | 1,350     | FullService   | 1,350    | 0.58                                 |     |     |     |     |     |
| WIOV                          | Reading   | C       | C     | 1240   | 1.0  | 1.00   | b Brill Media Co   | 46        | 8108   | 1,900     | Sports  | 300      | 0.8                                  |     |     |     |     |     |
| WRAW                          | Reading   | C       | C     | 1340   | 1.0  | 1.00   | a Clear Channel  | 22        | 9607   | g1        | Nostalgia   | 500      | 0.42                                 |     |     |     |     |     |
| AM TOTALS                     |           |         |       |  |  |  |  |           |        |           |   |          |                                      |     |     |     |     |     |
| # AM Stations - 3             |           |         |       |  |  |  |  |           |        |           |   |          |                                      |     |     |     |     |     |
| # Combos - 1                  |           |         |       |  |  |  |  |           |        |           |   |          |                                      |     |     |     |     |     |
| AM & FM Stations Profiled - 7 |           |         |       |  |  |  |  |           |        |           |   |          |                                      |     |     |     |     |     |
| # Duopolies - 0               |           |         |       |  |  |  |  |           |        |           |   |          |                                      |     |     |     |     |     |
| Total Local Commercial Share  |           |         |       |  |  |  |  |           |        |           |   |          |                                      |     |     |     |     |     |
| 40.7                          | 15.0      | 10.7    | 14.0  | 14.2   | 15.4   | 11.2   | 17.8   | 13.6      | 32.5   | 10.8      | 3.5   | 3.7      | 4.5                                  | 4.4 | 6.4 | 2.7 | 6.3 | 3.8 |
| 39.0                          | 37.3      | 37.9    | 43.6  | 45.8   | 49.9   | 45.1   |  |           |        |           |   |          |                                      |     |     |     |     |     |

ARB 12+ Metro Shares (see rights)

| City of                       | License   | Class | Freq  | Power (kW)   | HAAT   | C Owner   | Year Date         | Sid       | Acq'd  | Price (000) | A Format    | 1999 Est Revenue (000) / Power Ratio |                                      |     |     |     |     |     |
|-------------------------------|-----------|-------|-------|--|--|---|-------------------|-----------|--------|-------------|-------------|--------------------------------------|--------------------------------------|-----|-----|-----|-----|-----|
| WLEV                          | Allentown | B     | B     | 100.7  | 11.0   | 107.3   | Citadel Comm Corp | 47        | 9710   | See (67)    | AC          | n/a                                  |                                      |     |     |     |     |     |
| • WRFY                        | Reading   | B     | B     | 102.5  | 19.0   | 807   | a Chase Radio     | 62        | 0002 p | g1          | Top 40      | 8,200                                |                                      |     |     |     |     |     |
| • WIOV                        | Ephrata   | B     | B     | 105.1  | 11.0 cp  | 1017  | b Brill Media Co  | 62        | 8501   | See (111)   | Country     | n/a                                  |                                      |     |     |     |     |     |
| WBYN                          | Boyetown  | B     | B     | 107.5  | 30.0   | 610   | WDAC Radio Co     | 60        | 9111   | 4,300       | Christian   | 750                                  |                                      |     |     |     |     |     |
| FM TOTALS                     |           |       |       |  |  |   |                   |           |        |             |             |                                      |                                      |     |     |     |     |     |
| # FM Stations - 4             |           |       |       |  |  |   |                   |           |        |             |             |                                      |                                      |     |     |     |     |     |
| # Combos - 2                  |           |       |       |  |  |   |                   |           |        |             |             |                                      |                                      |     |     |     |     |     |
| Day                           |           |       |       |  |  |   |                   |           |        |             |             |                                      |                                      |     |     |     |     |     |
| Night                         |           |       |       |  |  |   |                   |           |        |             |             |                                      |                                      |     |     |     |     |     |
| City of                       | City of   | FCC   | Class | Freq <td>Power (kW) <td>Power (kW) <td>C Owner</td> <td>Year Date</td> <td>Sid</td> <td>Acq'd</td> <td>Price (000)</td> <td>A Format</td> <td>1999 Est Revenue (000) / Power Ratio</td> </td></td> | Power (kW) <td>Power (kW) <td>C Owner</td> <td>Year Date</td> <td>Sid</td> <td>Acq'd</td> <td>Price (000)</td> <td>A Format</td> <td>1999 Est Revenue (000) / Power Ratio</td> </td> | Power (kW) <td>C Owner</td> <td>Year Date</td> <td>Sid</td> <td>Acq'd</td> <td>Price (000)</td> <td>A Format</td> <td>1999 Est Revenue (000) / Power Ratio</td> | C Owner           | Year Date | Sid    | Acq'd       | Price (000) | A Format                             | 1999 Est Revenue (000) / Power Ratio |     |     |     |     |     |
| WEEU                          | Reading   | B     | B     | 830  | 5.0 cp   | 6.00  | WEEU Bestig Co    | 31        | 4612   | 1,350       | FullService | 1,350                                |                                      |     |     |     |     |     |
| WIOV                          | Reading   | C     | C     | 1240   | 1.0  | 1.00  | b Brill Media Co  | 46        | 8108   | 1,900       | Sports      | 300                                  |                                      |     |     |     |     |     |
| WRAW                          | Reading   | C     | C     | 1340   | 1.0  | 1.00  | a Clear Channel   | 22        | 9607   | g1          | Nostalgia   | 500                                  |                                      |     |     |     |     |     |
| AM TOTALS                     |           |       |       |  |  |   |                   |           |        |             |             |                                      |                                      |     |     |     |     |     |
| # AM Stations - 3             |           |       |       |  |  |   |                   |           |        |             |             |                                      |                                      |     |     |     |     |     |
| # Combos - 1                  |           |       |       |  |  |   |                   |           |        |             |             |                                      |                                      |     |     |     |     |     |
| AM & FM Stations Profiled - 7 |           |       |       |  |  |   |                   |           |        |             |             |                                      |                                      |     |     |     |     |     |
| # Duopolies - 0               |           |       |       |  |  |   |                   |           |        |             |             |                                      |                                      |     |     |     |     |     |
| Total Local Commercial Share  |           |       |       |  |  |   |                   |           |        |             |             |                                      |                                      |     |     |     |     |     |
| 40.7                          | 15.0      | 10.7  | 14.0  | 14.2   | 15.4   | 11.2  | 17.8              | 13.6      | 32.5   | 10.8        | 3.5         | 3.7                                  | 4.5                                  | 4.4 | 6.4 | 2.7 | 6.3 | 3.8 |
| 39.0                          | 37.3      | 37.9  | 43.6  | 45.8   | 49.9   | 45.1  |                   |           |        |             |             |                                      |                                      |     |     |     |     |     |

ARB 12+ Metro Shares (see rights)

| City of                       | License   | Class | Freq  | Power (kW)   | HAAT   | C Owner   | Year Date         | Sid       | Acq'd  | Price (000) | A Format    | 1999 Est Revenue (000) / Power Ratio |                                      |     |     |     |     |     |
|-------------------------------|-----------|-------|-------|--|--|---|-------------------|-----------|--------|-------------|-------------|--------------------------------------|--------------------------------------|-----|-----|-----|-----|-----|
| WLEV                          | Allentown | B     | B     | 100.7  | 11.0   | 107.3   | Citadel Comm Corp | 47        | 9710   | See (67)    | AC          | n/a                                  |                                      |     |     |     |     |     |
| • WRFY                        | Reading   | B     | B     | 102.5  | 19.0   | 807   | a Chase Radio     | 62        | 0002 p | g1          | Top 40      | 8,200                                |                                      |     |     |     |     |     |
| • WIOV                        | Ephrata   | B     | B     | 105.1  | 11.0 cp  | 1017  | b Brill Media Co  | 62        | 8501   | See (111)   | Country     | n/a                                  |                                      |     |     |     |     |     |
| WBYN                          | Boyetown  | B     | B     | 107.5  | 30.0   | 610   | WDAC Radio Co     | 60        | 9111   | 4,300       | Christian   | 750                                  |                                      |     |     |     |     |     |
| FM TOTALS                     |           |       |       |  |  |   |                   |           |        |             |             |                                      |                                      |     |     |     |     |     |
| # FM Stations - 4             |           |       |       |  |  |   |                   |           |        |             |             |                                      |                                      |     |     |     |     |     |
| # Combos - 2                  |           |       |       |  |  |   |                   |           |        |             |             |                                      |                                      |     |     |     |     |     |
| Day                           |           |       |       |  |  |   |                   |           |        |             |             |                                      |                                      |     |     |     |     |     |
| Night                         |           |       |       |  |  |   |                   |           |        |             |             |                                      |                                      |     |     |     |     |     |
| City of                       | City of   | FCC   | Class | Freq <td>Power (kW) <td>Power (kW) <td>C Owner</td> <td>Year Date</td> <td>Sid</td> <td>Acq'd</td> <td>Price (000)</td> <td>A Format</td> <td>1999 Est Revenue (000) / Power Ratio</td> </td></td> | Power (kW) <td>Power (kW) <td>C Owner</td> <td>Year Date</td> <td>Sid</td> <td>Acq'd</td> <td>Price (000)</td> <td>A Format</td> <td>1999 Est Revenue (000) / Power Ratio</td> </td> | Power (kW) <td>C Owner</td> <td>Year Date</td> <td>Sid</td> <td>Acq'd</td> <td>Price (000)</td> <td>A Format</td> <td>1999 Est Revenue (000) / Power Ratio</td> | C Owner           | Year Date | Sid    | Acq'd       | Price (000) | A Format                             | 1999 Est Revenue (000) / Power Ratio |     |     |     |     |     |
| WEEU                          | Reading   | B     | B     | 830  | 5.0 cp   | 6.00  | WEEU Bestig Co    | 31        | 4612   | 1,350       | FullService | 1,350                                |                                      |     |     |     |     |     |
| WIOV                          | Reading   | C     | C     | 1240   | 1.0  | 1.00  | b Brill Media Co  | 46        | 8108   | 1,900       | Sports      | 300                                  |                                      |     |     |     |     |     |
| WRAW                          | Reading   | C     | C     | 1340   | 1.0  | 1.00  | a Clear Channel   | 22        | 9607   | g1          | Nostalgia   | 500                                  |                                      |     |     |     |     |     |
| AM TOTALS                     |           |       |       |  |  |   |                   |           |        |             |             |                                      |                                      |     |     |     |     |     |
| # AM Stations - 3             |           |       |       |  |  |   |                   |           |        |             |             |                                      |                                      |     |     |     |     |     |
| # Combos - 1                  |           |       |       |  |  |   |                   |           |        |             |             |                                      |                                      |     |     |     |     |     |
| AM & FM Stations Profiled - 7 |           |       |       |  |  |   |                   |           |        |             |             |                                      |                                      |     |     |     |     |     |
| # Duopolies - 0               |           |       |       |  |  |   |                   |           |        |             |             |                                      |                                      |     |     |     |     |     |
| Total Local Commercial Share  |           |       |       |  |  |   |                   |           |        |             |             |                                      |                                      |     |     |     |     |     |
| 40.7                          | 15.0      | 10.7  | 14.0  | 14.2   | 15.4   | 11.2  | 17.8              | 13.6      | 32.5   | 10.8        | 3.5         | 3.7                                  | 4.5                                  | 4.4 | 6.4 | 2.7 | 6.3 | 3.8 |
| 39.0                          | 37.3      | 37.9  | 43.6  | 45.8   | 49.9   | 45.1  |                   |           |        |             |             |                                      |                                      |     |     |     |     |     |

Metro Rank: 131

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1/ See introduction section for interpretation of revenue estimates.

• Indicates a change since last edition



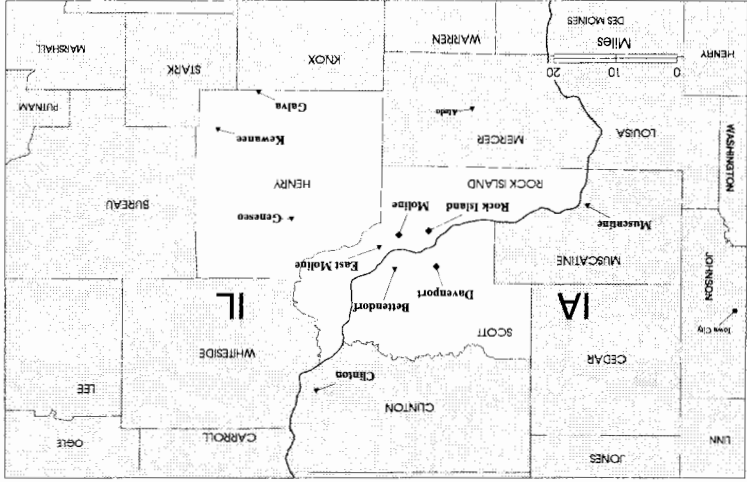
# Competitive Overview

| City of  |              | FCC   | Power | HAAT     | C Owner                 | Year    | Sales | Revenue                           | Power | ARB 12+ Metro Shares (see rights) |      |        |      |        |      |        |
|--|--------------|-------|-------|----------|-------------------------|---------|-------|-----------------------------------|-------|-----------------------------------|------|--------|------|--------|------|--------|
| License  | Class        | Freq  | (kW)  | (kW)     | Owner                   | Acqd    | (000) | (000)/                            | Ratio | Local                             | Fall | Spring | Fall | Spring | Fall | Spring |
| • KGLL   | Greeley      | C1    | 96.1  | 100.0    | a Clear Channel         | 75      | 9905  | 870                               | 0.82  | 9.6                               | 2.3  | 1.9    | 2.8  | 3.1    | 3.3  | 0.0    |
| • KUAD   | Windsor      | C1    | 99.1  | 100.0    | c Brill Media Co        | 75      | 9912  | 2,500                             | 0.79  | 28.6                              | 7.2  | 7.3    | 6.0  | 5.1    | 8.0  | 0.0    |
| • KRKI   | Estes Park   | C3    | 102.1 | 25.0 cp  | 226 Marathon Media      | 97      | 9912  | 350                               |       | 0.0                               | 0.0  | 0.0    | 0.0  | 0.0    | 0.0  | 0.0    |
| • KTRR   | Loveland     | C2    | 102.5 | 50.0     | c Brill Media Co        | 66      | 9902  | 1,800                             | 0.67  | 24.2                              | 5.9  | 5.2    | 6.4  | 5.6    | 3.0  | 0.0    |
| KPAW   | Fort Collins | C1    | 107.9 | 100.0 cp | 640 a Clear Channel     | 75      | 9905  | 1,400                             | 1.02  | 12.4                              | 5.2  | 2.6    | 3.4  | 3.1    | 4.3  | 0.0    |
| FM Stations - # FM Stations - 5 # Combos - 4                 |              |       |       |          |                         |         |       |                                   |       |                                   |      |        |      |        |      |        |
| City of  | FCC          | Power | Day   | Night    | Sales                   | Revenue | Power | ARB 12+ Metro Shares (see rights) |       |                                   |      |        |      |        |      |        |
| License  | Class        | Freq  | (kW)  | (kW)     | (000)                   | (000)/  | Ratio | Local                             | Fall  | Spring                            | Fall | Spring | Fall | Spring | Fall | Spring |
| • KPAW   | Fort Collins | C1    | 107.9 | 100.0 cp | 640 a Clear Channel     | 75      | 9905  | 1,400                             | 1.02  | 12.4                              | 5.2  | 2.6    | 3.4  | 3.1    | 4.3  | 0.0    |
| • KTRR   | Loveland     | C2    | 102.5 | 50.0     | c Brill Media Co        | 66      | 9902  | 1,800                             | 0.67  | 24.2                              | 5.9  | 5.2    | 6.4  | 5.6    | 3.0  | 0.0    |
| • KRKI   | Estes Park   | C3    | 102.1 | 25.0 cp  | 226 Marathon Media      | 97      | 9912  | 350                               |       | 0.0                               | 0.0  | 0.0    | 0.0  | 0.0    | 0.0  | 0.0    |
| • KUAD   | Windsor      | C1    | 99.1  | 100.0    | c Brill Media Co        | 75      | 9912  | 2,500                             | 0.79  | 28.6                              | 7.2  | 7.3    | 6.0  | 5.1    | 8.0  | 0.0    |
| • KGLL   | Greeley      | C1    | 96.1  | 100.0    | a Clear Channel         | 75      | 9905  | 870                               | 0.82  | 9.6                               | 2.3  | 1.9    | 2.8  | 3.1    | 3.3  | 0.0    |
| AM Stations - # AM Stations - 8 # Combos - 3 # Duopolies - 4 |              |       |       |          |                         |         |       |                                   |       |                                   |      |        |      |        |      |        |
| City of  | FCC          | Power | Day   | Night    | Sales                   | Revenue | Power | ARB 12+ Metro Shares (see rights) |       |                                   |      |        |      |        |      |        |
| License  | Class        | Freq  | (kW)  | (kW)     | (000)                   | (000)/  | Ratio | Local                             | Fall  | Spring                            | Fall | Spring | Fall | Spring | Fall | Spring |
| • KCOL   | Wellington   | B     | 600   | 5.0 cp   | 0.50 a Clear Channel    | 59      | 9905  | 1,300                             | 1.58  | 7.4                               | 0.8  | 1.7    | 1.8  | 0.9    | 1.8  | 0.0    |
| • KQVS   | Windsor      | B     | 1170  | 1.0      | 0.00 Rodriguez-Gallegos | 69      | 0003  | 130                               | 0.47  | 2.5                               | 0.0  | 0.0    | 1.4  | 0.4    | 1.0  | 0.0    |
| • KFKA   | Greeley      | B     | 1310  | 5.0      | 1.00 MK Inc             | 21      | 0002  | 800                               | 2.18  | 3.3                               | 0.8  | 0.7    | 0.9  | 1.6    | 0.8  | 0.0    |
| • KHNC   | Johnstown    | B     | 1360  | 4.0 cp   | 0.45 b Wiedeman,        | 93      |       | 400                               |       | 0.0                               | 0.0  | 0.0    | 0.0  | 0.0    | 0.0  | 0.0    |
| • KIIX   | Fort Collins | B     | 1410  | 5.0      | 1.00 Clear Channel      | 59      | 9905  | 300                               | 0.50  | 5.4                               | 0.0  | 0.9    | 1.8  | 2.5    | 2.3  | 0.0    |
| • KGRE   | Greeley      | C     | 1450  | 1.0      | 1.00 Greeley Bcstg Corp | 48      | 9805  | 350                               | 0.72  | 4.4                               | 2.1  | 2.1    | 1.8  | 1.8    | 1.8  | 0.0    |
| • KEZZ   | Estes Park   | B     | 1470  | 1.0      | 0.05 d MK Inc           | 67      | 0002  | 350                               | 2.63  | 1.2                               | 0.0  | 0.0    | 0.7  | 0.9    | 0.0  | 0.0    |
| KHPN   | Loveland     | B     | 1570  | 1.0      | 0.02 d MK Inc           | 55      | 9709  | 500                               |       | 0.9                               | 0.5  | 0.0    | 0.5  | 0.0    | 0.0  | 0.0    |
| AM TOTALS  |              |       |       |          |                         |         |       |                                   |       |                                   |      |        |      |        |      |        |
|  |              |       |       |          |                         |         |       |                                   | 25.1  | 4.2                               | 3.3  | 28.2   | 25.0 | 26.3   | 0.0  | 0.0    |
| Total Local Commercial Share                                 |              |       |       |          |                         |         |       |                                   |       |                                   |      |        |      |        |      |        |
|  |              |       |       |          |                         |         |       |                                   | 25.1  | 4.2                               | 3.3  | 28.2   | 25.0 | 26.3   | 0.0  | 0.0    |

NOTE: Market first rated Fall 1997

• Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 133  
Revenue Rank: 124



**Metro Counties / Population (000)**

|                 |              |
|-----------------|--------------|
| Scott, IA       | 158.9        |
| Henry, IL       | 51.3         |
| Rock Island, IL | 149.0        |
| <b>Total</b>    | <b>359.2</b> |

## Quad Cities, IA-IL Market Overview



### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES | 1993         |              | 1994         |              | 1995         |              | 1996         |              | 1997         |              | 1998         |              | 1999         |              | 2000         |              | 2001         |              | 2002         |              | 2003         |              |              |
|--------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
|                          | 1993         | 1994         | 1994         | 1995         | 1995         | 1996         | 1996         | 1997         | 1997         | 1998         | 1998         | 1998         | 1999         | 1999         | 2000         | 2000         | 2001         | 2001         | 2002         | 2002         | 2003         | 2003         |              |
| Revenue/Capita           | \$10,500     | \$11,800     | \$12,100     | \$12,100     | \$12,300     | \$12,300     | \$13,100     | \$13,100     | \$14,700     | \$14,700     | \$17,300     | \$17,300     | \$16,400     | \$16,400     | \$16,000     | \$16,000     | \$16,000     | \$16,400     | \$16,400     | \$17,300     | \$17,300     | \$17,900     | \$17,900     |
| Revenue/Capita Sales     | \$3,101,000  | \$3,101,000  | \$4,041,000  | \$4,041,000  | \$4,141,000  | \$4,141,000  | \$4,141,000  | \$4,141,000  | \$4,141,000  | \$4,141,000  | \$4,972      | \$4,972      | \$4,972      | \$4,972      | \$4,972      | \$4,972      | \$4,972      | \$4,972      | \$4,972      | \$4,972      | \$4,972      | \$4,972      | \$4,972      |
| Revenue/Capita           | 2.7%         | 2.7%         | 2.7%         | 2.7%         | 2.7%         | 2.7%         | 2.7%         | 2.7%         | 2.7%         | 2.7%         | 2.7%         | 2.7%         | 2.7%         | 2.7%         | 2.7%         | 2.7%         | 2.7%         | 2.7%         | 2.7%         | 2.7%         | 2.7%         | 2.7%         | 2.7%         |
| Est. Breakout            | Local 88%    | Local 88%    | Local 88%    | Local 88%    | Local 88%    | Local 88%    | Local 88%    | Local 88%    | Local 88%    | Local 88%    | Local 88%    | Local 88%    | Local 88%    | Local 88%    | Local 88%    | Local 88%    | Local 88%    | Local 88%    | Local 88%    | Local 88%    | Local 88%    | Local 88%    | Local 88%    |
| Est. Breakout            | National 12% | National 12% | National 12% | National 12% | National 12% | National 12% | National 12% | National 12% | National 12% | National 12% | National 12% | National 12% | National 12% | National 12% | National 12% | National 12% | National 12% | National 12% | National 12% | National 12% | National 12% | National 12% | National 12% |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

| MSA Population | 1993    |         | 1998    |         | 1998    |         | 2003    |  |
|----------------|---------|---------|---------|---------|---------|---------|---------|--|
|                | 1993    | 1998    | 1998    | 1998    | 1998    | 2003    | 2003    |  |
| Households     | 138.6   | 141.3   | 143.9   | 143.9   | 143.9   | 143.9   | 143.9   |  |
| Retail Sales   | 3,386.7 | 3,642.0 | 3,642.0 | 3,642.0 | 3,642.0 | 4,233.1 | 4,233.1 |  |
| EBI            | 5,327.5 | 5,673.8 | 5,673.8 | 5,673.8 | 5,673.8 | 6,519.7 | 6,519.7 |  |
| Growth Rate    | 0.3%    | 0.3%    | 0.4%    | 0.4%    | 0.4%    | 0.4%    | 0.4%    |  |
| Growth Rate    | 0.0%    | 0.0%    | 0.0%    | 0.0%    | 0.0%    | 0.0%    | 0.0%    |  |
| Growth Rate    | 3.5%    | 3.5%    | 3.5%    | 3.5%    | 3.5%    | 3.5%    | 3.5%    |  |
| Growth Rate    | 2.8%    | 2.8%    | 2.8%    | 2.8%    | 2.8%    | 2.8%    | 2.8%    |  |

### Demographic Breakdown

| Total              | Under 12    |            | 12 - 17    |               | 18 - 24     |            | 25 - 34    |               | 35 - 44     |            | 45 - 54    |               | Over 55     |            |            |               |
|--------------------|-------------|------------|------------|---------------|-------------|------------|------------|---------------|-------------|------------|------------|---------------|-------------|------------|------------|---------------|
|                    | Under 12    | 12 - 17    | 18 - 24    | 25 - 34       | 35 - 44     | 45 - 54    | Over 55    | Under 12      | 12 - 17     | 18 - 24    | 25 - 34    | 35 - 44       | 45 - 54     | Over 55    |            |               |
| Men (000)          | 174.4       | 30.0       | 16.6       | 14.7          | 22.2        | 28.7       | 25.1       | 37.2          | 174.4       | 30.0       | 16.6       | 14.7          | 22.2        | 28.7       | 25.1       | 37.2          |
| Women (000)        | 184.8       | 28.6       | 15.7       | 15.2          | 22.7        | 28.9       | 25.7       | 48.1          | 184.8       | 28.6       | 15.7       | 15.2          | 22.7        | 28.9       | 25.7       | 48.1          |
| Total              | 359.2       | 58.6       | 32.3       | 29.9          | 44.8        | 57.6       | 50.8       | 85.2          | 359.2       | 58.6       | 32.3       | 29.9          | 44.8        | 57.6       | 50.8       | 85.2          |
| Percentage         | 100.0%      | 16.3%      | 9.0%       | 8.3%          | 12.5%       | 16.0%      | 14.1%      | 23.7%         | 100.0%      | 16.3%      | 9.0%       | 8.3%          | 12.5%       | 16.0%      | 14.1%      | 23.7%         |
| Per Capita         | \$ 15,796   | \$ 33,045  | \$ 33,045  | \$ 33,045     | \$ 33,045   | \$ 33,045  | \$ 33,045  | \$ 33,045     | \$ 15,796   | \$ 33,045  | \$ 33,045  | \$ 33,045     | \$ 33,045   | \$ 33,045  | \$ 33,045  | \$ 33,045     |
| Avg Household      | \$ 40,154   | \$ 40,154  | \$ 40,154  | \$ 40,154     | \$ 40,154   | \$ 40,154  | \$ 40,154  | \$ 40,154     | \$ 40,154   | \$ 40,154  | \$ 40,154  | \$ 40,154     | \$ 40,154   | \$ 40,154  | \$ 40,154  | \$ 40,154     |
| Ethnic Population: | White 92.5% | Black 6.2% | Asian 1.0% | Hispanic 5.7% | White 92.5% | Black 6.2% | Asian 1.0% | Hispanic 5.7% | White 92.5% | Black 6.2% | Asian 1.0% | Hispanic 5.7% | White 92.5% | Black 6.2% | Asian 1.0% | Hispanic 5.7% |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 4       | 2       | 6       | 9          | 12      | 8       | 20    |
| Tot 12+    | 4.4     | 21.3    | 42.0    | 67.3       | 67.7    | 15.3    | 83.0  |
| Avg 12+    | 1.1     | 10.7    | 7.0     | 7.5        | 5.6     | 1.9     | 4.2   |
| Tot LCS    | 5.3     | 25.7    | 50.6    | 81.1       | 81.6    | 18.4    | 100.0 |
| Avg LCS    | 1.3     | 12.8    | 8.4     | 9.0        | 6.8     | 2.3     | 5.0   |

# Competitive Overview

| City of License              |  | FCC Class | Freq (kHz) | HAAT (kW)  | City of License | FCC Class | Freq (kHz) | Power (kW) | HAAT (kW)       | City of License     | FCC Class  | Freq (kHz) | Power (kW)      | HAAT (kW) | City of License | FCC Class  | Freq (kHz)      | Power (kW) | HAAT (kW)  |            |     |
|------------------------------|--|-----------|------------|------------|-----------------|-----------|------------|------------|-----------------|---------------------|------------|------------|-----------------|-----------|-----------------|------------|-----------------|------------|------------|------------|-----|
| KORB Bettendorf              |  | A         | 93.5       | 6.0        | 318             | c         | 318        | 6.0        | 93.5            | Cumulus Bcstg Inc   | 84         | 9911       | p               | 400       | g               | CHR        | 4.3             | 4.0        | 4.3        | 4.4        |     |
| WJRE Keokawee                |  | A         | 93.9       | 3.1        | 453             | b         | 453        | 3.1        | 93.9            | Miller Media Group  | 66         | 9412       |                 | 400       | c3              | Lite Rock  | 0.4             | 0.0        | 0.4        | 0.0        |     |
| KMVG Clinton                 |  | C1        | 96.1       | 100.0      | 981             | a         | 981        | 100.0      | 96.1            | Sconnix Bcstg Co    | 74         | 9512       |                 | 11,000    | c5              | Hot AC     | 8.1             | 6.4        | 8.1        | 6.3        |     |
| WXLF Moline                  |  | B         | 96.9       | 50.0       | 499             | c         | 499        | 50.0       | 96.9            | Cumulus Bcstg Inc   | 70         | 9911       | p               | 1,200     | g               | Cisc Rock  | 8.0             | 8.9        | 8.0        | 7.7        |     |
| WHTS Rock Island             |  | B         | 98.9       | 12.5       | 981             | d         | 981        | 12.5       | 98.9            | Dudley, William III | 47         | 9505       |                 | 1,500     | c4              | CHR        | 14.8            | 12.4       | 14.8       | 7.7        |     |
| KBOB Muscatine               |  | C1        | 99.7       | 100.0      | 896             | c         | 896        | 100.0      | 99.7            | Cumulus Bcstg Inc   | 49         | 9501       |                 | 1,700     | Country         | Oldies     | 5.2             | 3.6        | 5.2        | 6.3        |     |
| KJOC Davenport               |  | B         | 117.0      | 1.0        | 1.00            | a         | 1.00       | 1.0        | 117.0           | Sconnix Bcstg Co    | 46         | 8410       |                 | 100       | 400             | Cnty/Spts  | 1.0             | 0.5        | 1.0        | 0.7        |     |
| WJLB Rock Island             |  | B         | 127.0      | 5.0        | 5.00            | d         | 5.00       | 5.0        | 127.0           | Dudley, William III | 25         | 9505       |                 | 375       | c4              | Big Band   | 5.7             | 6.1        | 5.7        | 9.0        |     |
| WOC Davenport                |  | B         | 142.0      | 5.0        | 5.00            | a         | 5.00       | 5.0        | 142.0           | Sconnix Bcstg Co    | 22         | 9512       |                 | 1,150     | c5              | News/Spts  | 10.0            | 5.8        | 10.0       | 9.0        |     |
| WKEI Keokawee                |  | C         | 145.0      | 0.5        | 1.00            | b         | 1.00       | 0.5        | 145.0           | Miller Media Group  | 52         | 9412       |                 | 100       | c3              | Nws/TK/Spt | 1.1             | 0.9        | 1.1        | 1.2        |     |
| WGEM Geneseo                 |  | B         | 150.0      | 0.3        | 0.00            | e         | 0.00       | 0.3        | 150.0           | Hoscheidt Bcstg,    | 63         | 9912       |                 | 100       | c1              | AC         | 0.0             | 0.0        | 0.0        | 0.2        |     |
| KFQC Davenport               |  | B         | 158.0      | 0.5        | 0.01            | e         | 0.01       | 0.5        | 158.0           | Quad City Minority  | 52         | 9601       |                 | 45        | 45              | DARK       | 0.0             | 0.0        | 0.0        | 0.7        |     |
| AM Stations                  |  |           |            |            |                 |           |            |            |                 |                     |            |            |                 |           |                 |            |                 |            |            |            |     |
| City of License              |  | FCC Class | Freq (kHz) | Power (kW) | City of License | FCC Class | Freq (kHz) | Power (kW) | City of License | FCC Class           | Freq (kHz) | Power (kW) | City of License | FCC Class | Freq (kHz)      | Power (kW) | City of License | FCC Class  | Freq (kHz) | Power (kW) |     |
| East Moline                  |  | B         | 96.0       | 1.0        | 960             | B         | 117.0      | 1.0        | 960             | 1.0                 | cp         | 1170       | 1.0             | 960       | B               | 117.0      | 1.0             | 960        | B          | 117.0      | 1.0 |
| East Moline                  |  | B         | 96.0       | 1.0        | 960             | B         | 117.0      | 1.0        | 960             | 1.0                 | cp         | 1170       | 1.0             | 960       | B               | 117.0      | 1.0             | 960        | B          | 117.0      | 1.0 |
| Davenport                    |  | B         | 117.0      | 1.0        | 1.00            | c         | 1.00       | 1.0        | 117.0           | Cumulus Bcstg Inc   | 46         | 9911       | p               | 100       | g               | Sports     | 1.5             | 1.4        | 1.5        | 1.8        |     |
| Moline                       |  | C         | 123.0      | 1.0        | 1.00            | a         | 1.00       | 1.0        | 123.0           | Sconnix Bcstg Co    | 46         | 8410       |                 | 100       | 400             | Cnty/Spts  | 0.7             | 0.5        | 0.7        | 0.7        |     |
| Rock Island                  |  | B         | 127.0      | 5.0        | 5.00            | d         | 5.00       | 5.0        | 127.0           | Dudley, William III | 25         | 9505       |                 | 375       | c4              | Big Band   | 5.7             | 6.1        | 5.7        | 9.0        |     |
| Davenport                    |  | B         | 142.0      | 5.0        | 5.00            | a         | 5.00       | 5.0        | 142.0           | Sconnix Bcstg Co    | 22         | 9512       |                 | 1,150     | c5              | News/Spts  | 10.0            | 5.8        | 10.0       | 9.0        |     |
| Keokawee                     |  | C         | 145.0      | 0.5        | 1.00            | b         | 1.00       | 0.5        | 145.0           | Miller Media Group  | 52         | 9412       |                 | 100       | c3              | Nws/TK/Spt | 1.1             | 0.9        | 1.1        | 1.2        |     |
| Davenport                    |  | B         | 150.0      | 0.3        | 0.00            | e         | 0.00       | 0.3        | 150.0           | Hoscheidt Bcstg,    | 63         | 9912       |                 | 100       | c1              | AC         | 0.0             | 0.0        | 0.0        | 0.2        |     |
| Davenport                    |  | B         | 158.0      | 0.5        | 0.01            | e         | 0.01       | 0.5        | 158.0           | Quad City Minority  | 52         | 9601       |                 | 45        | 45              | DARK       | 0.0             | 0.0        | 0.0        | 0.7        |     |
| FM Stations                  |  |           |            |            |                 |           |            |            |                 |                     |            |            |                 |           |                 |            |                 |            |            |            |     |
| City of License              |  | FCC Class | Freq (kHz) | Power (kW) | City of License | FCC Class | Freq (kHz) | Power (kW) | City of License | FCC Class           | Freq (kHz) | Power (kW) | City of License | FCC Class | Freq (kHz)      | Power (kW) | City of License | FCC Class  | Freq (kHz) | Power (kW) |     |
| Bettendorf                   |  | A         | 93.5       | 6.0        | 318             | c         | 318        | 6.0        | 93.5            | Cumulus Bcstg Inc   | 84         | 9911       | p               | 400       | g               | CHR        | 4.3             | 4.0        | 4.3        | 4.4        |     |
| Bettendorf                   |  | A         | 93.5       | 6.0        | 318             | c         | 318        | 6.0        | 93.5            | Cumulus Bcstg Inc   | 84         | 9911       | p               | 400       | g               | CHR        | 4.3             | 4.0        | 4.3        | 4.4        |     |
| Clinton                      |  | C1        | 96.1       | 100.0      | 981             | a         | 981        | 100.0      | 96.1            | Sconnix Bcstg Co    | 74         | 9512       |                 | 11,000    | c5              | Hot AC     | 8.1             | 6.4        | 8.1        | 6.3        |     |
| Moline                       |  | B         | 96.9       | 50.0       | 499             | c         | 499        | 50.0       | 96.9            | Cumulus Bcstg Inc   | 70         | 9911       | p               | 1,200     | g               | Cisc Rock  | 8.0             | 8.9        | 8.0        | 7.7        |     |
| Rock Island                  |  | B         | 98.9       | 12.5       | 981             | d         | 981        | 12.5       | 98.9            | Dudley, William III | 47         | 9505       |                 | 1,500     | c4              | CHR        | 14.8            | 12.4       | 14.8       | 7.7        |     |
| Muscatine                    |  | C1        | 99.7       | 100.0      | 896             | c         | 896        | 100.0      | 99.7            | Cumulus Bcstg Inc   | 49         | 9501       |                 | 1,700     | Country         | Oldies     | 5.2             | 3.6        | 5.2        | 6.3        |     |
| East Moline                  |  | C2        | 101.3      | 12.5       | cp              | 981       | a          | 12.5       | 101.3           | Sconnix Bcstg Co    | 76         | 8211       |                 | 1,080     | Country         | Oldies     | 8.2             | 6.7        | 8.2        | 6.5        |     |
| Aledo                        |  | A         | 102.3      | 3.0        | 299             | e         | 299        | 3.0        | 102.3           | Hoscheidt Bcstg,    | 79         |            |                 | 250       | Country         | Country    | 0.3             | 0.4        | 0.3        | 0.0        |     |
| Galva                        |  | A         | 102.5      | 3.0        | 328             | e         | 328        | 3.0        | 102.5           | Hoscheidt Bcstg,    | 95         | 9912       |                 | 550       | c1              | AC         | 0.0             | 0.0        | 0.0        | 0.0        |     |
| Davenport                    |  | C         | 103.7      | 91.0       | 1191            | a         | 1191       | 91.0       | 103.7           | Sconnix Bcstg Co    | 48         | 9512       |                 | 3,200     | c5              | Country    | 15.1            | 12.3       | 15.1       | 14.5       |     |
| Clinton                      |  | C3        | 104.9      | 12.5       | 469             | c         | 469        | 12.5       | 104.9           | Cumulus Bcstg Inc   | 77         | 9911       | p               | 1,600     | g               | Lite AC    | 4.3             | 2.9        | 4.3        | 1.0        |     |
| Davenport                    |  | C1        | 106.5      | 100.0      | 896             | a         | 896        | 100.0      | 106.5           | Sconnix Bcstg Co    | 66         | 9508       |                 | 2,750     | 1,600           | Cisc Hits  | 12.4            | 10.1       | 12.4       | 11.7       |     |
| AM & FM Stations Profiled -  |  |           |            |            |                 |           |            |            |                 |                     |            |            |                 |           |                 |            |                 |            |            |            |     |
| City of License              |  | FCC Class | Freq (kHz) | Power (kW) | City of License | FCC Class | Freq (kHz) | Power (kW) | City of License | FCC Class           | Freq (kHz) | Power (kW) | City of License | FCC Class | Freq (kHz)      | Power (kW) | City of License | FCC Class  | Freq (kHz) | Power (kW) |     |
| Davenport                    |  | B         | 158.0      | 0.5        | 0.01            | e         | 0.01       | 0.5        | 158.0           | Quad City Minority  | 52         | 9601       |                 | 45        | 45              | DARK       | 0.0             | 0.0        | 0.0        | 0.7        |     |
| Davenport                    |  | B         | 158.0      | 0.5        | 0.01            | e         | 0.01       | 0.5        | 158.0           | Quad City Minority  | 52         | 9601       |                 | 45        | 45              | DARK       | 0.0             | 0.0        | 0.0        | 0.7        |     |
| Total Local Commercial Share |  |           |            |            |                 |           |            |            |                 |                     |            |            |                 |           |                 |            |                 |            |            |            |     |
| City of License              |  | FCC Class | Freq (kHz) | Power (kW) | City of License | FCC Class | Freq (kHz) | Power (kW) | City of License | FCC Class           | Freq (kHz) | Power (kW) | City of License | FCC Class | Freq (kHz)      | Power (kW) | City of License | FCC Class  | Freq (kHz) | Power (kW) |     |
| Davenport                    |  | B         | 158.0      | 0.5        | 0.01            | e         | 0.01       | 0.5        | 158.0           | Quad City Minority  | 52         | 9601       |                 | 45        | 45              | DARK       | 0.0             | 0.0        | 0.0        | 0.7        |     |
| Davenport                    |  | B         | 158.0      | 0.5        | 0.01            | e         | 0.01       | 0.5        | 158.0           | Quad City Minority  | 52         | 9601       |                 | 45        | 45              | DARK       | 0.0             | 0.0        | 0.0        | 0.7        |     |
| # AM Stations -              |  |           |            |            |                 |           |            |            |                 |                     |            |            |                 |           |                 |            |                 |            |            |            |     |
| City of License              |  | FCC Class | Freq (kHz) | Power (kW) | City of License | FCC Class | Freq (kHz) | Power (kW) | City of License | FCC Class           | Freq (kHz) | Power (kW) | City of License | FCC Class | Freq (kHz)      | Power (kW) | City of License | FCC Class  | Freq (kHz) | Power (kW) |     |
| Davenport                    |  | B         | 158.0      | 0.5        | 0.01            | e         | 0.01       | 0.5        | 158.0           | Quad City Minority  | 52         | 9601       |                 | 45        | 45              | DARK       | 0.0             | 0.0        | 0.0        | 0.7        |     |
| Davenport                    |  | B         | 158.0      | 0.5        | 0.01            | e         | 0.01       | 0.5        | 158.0           | Quad City Minority  | 52         | 9601       |                 | 45        | 45              | DARK       | 0.0             | 0.0        | 0.0        | 0.7        |     |
| # FM Stations -              |  |           |            |            |                 |           |            |            |                 |                     |            |            |                 |           |                 |            |                 |            |            |            |     |
| City of License              |  | FCC Class | Freq (kHz) | Power (kW) | City of License | FCC Class | Freq (kHz) | Power (kW) | City of License | FCC Class           | Freq (kHz) | Power (kW) | City of License | FCC Class | Freq (kHz)      | Power (kW) | City of License | FCC Class  | Freq (kHz) | Power (kW) |     |
| Davenport                    |  | B         | 158.0      | 0.5        | 0.01            | e         | 0.01       | 0.5        | 158.0           | Quad City Minority  | 52         | 9601       |                 | 45        | 45              | DARK       | 0.0             | 0.0        | 0.0        | 0.7        |     |
| Davenport                    |  | B         | 158.0      | 0.5        | 0.01            | e         | 0.01       | 0.5        | 158.0           | Quad City Minority  | 52         | 9601       |                 | 45        | 45              | DARK       | 0.0             | 0.0        | 0.0        | 0.7        |     |
| # Duopolies -                |  |           |            |            |                 |           |            |            |                 |                     |            |            |                 |           |                 |            |                 |            |            |            |     |
| City of License              |  | FCC Class | Freq (kHz) | Power (kW) | City of License | FCC Class | Freq (kHz) | Power (kW) | City of License | FCC Class           | Freq (kHz) | Power (kW) | City of License | FCC Class | Freq (kHz)      | Power (kW) | City of License | FCC Class  | Freq (kHz) | Power (kW) |     |
| Davenport                    |  | B         | 158.0      | 0.5        | 0.01            | e         | 0.01       | 0.5        | 158.0           | Quad City Minority  | 52         | 9601       |                 | 45        | 45              | DARK       | 0.0             | 0.0        | 0.0        | 0.7        |     |
| Davenport                    |  | B         | 158.0      | 0.5        | 0.01            | e         | 0.01       | 0.5        | 158.0           | Quad City Minority  | 52         | 9601       |                 | 45        | 45              | DARK       | 0.0             | 0.0        | 0.0        | 0.7        |     |

• Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.  
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# Appleton - Oshkosh, WI Market Overview

## Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES *** | Revenue/Retail Sales |             |             |             |          |          |
|------------------------------|----------------------|-------------|-------------|-------------|----------|----------|
|                              | 1993                 | 1994        | 1995        | 1996        | 1997     | 1998     |
|                              | \$10,100             | \$10,700    | \$12,100    | \$13,100    | \$14,300 | \$13,700 |
| Δ 98 - 99                    | 6.6%                 |             |             |             |          |          |
|                              | \$14,600             | \$15,800    | \$16,600    | \$16,600    | \$18,000 | \$18,900 |
| Δ 99 - 03                    | 6.7%                 |             |             |             |          |          |
| Est. Breakout                |                      |             |             |             |          |          |
| Local 90%                    |                      |             |             |             |          |          |
| National 10%                 |                      |             |             |             |          |          |
|                              | \$3,361,000          | \$3,221,000 | \$3,351,000 | \$3,351,000 |          |          |
|                              | 1993                 | 1998        | 2003        |             |          |          |

## Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

| Growth Rate    | 1998    |         |         | 1993    |         |         |
|----------------|---------|---------|---------|---------|---------|---------|
|                | 1998    | 1998    | 2003    | 1998    | 1998    | 2003    |
| MSA Population | 329.7   | 352.6   | 365.4   | 329.7   | 352.6   | 365.4   |
| Households     | 121.8   | 131.1   | 138.1   | 121.8   | 131.1   | 138.1   |
| Retail Sales   | 3,003.8 | 4,255.3 | 5,645.3 | 3,003.8 | 4,255.3 | 5,645.3 |
| EBI            | 5,194.6 | 6,114.9 | 7,796.8 | 5,194.6 | 6,114.9 | 7,796.8 |

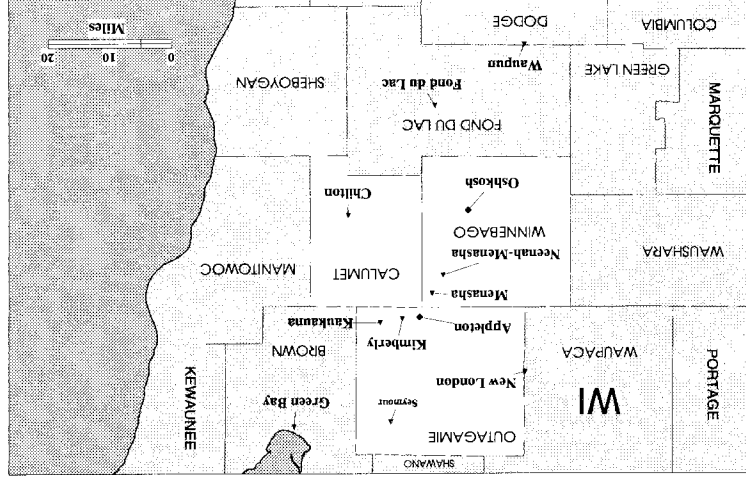
## Demographic Breakdown

|                    | Total     | Under 12 | 12 - 17 | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 54 | Over 55 |
|--------------------|-----------|----------|---------|---------|---------|---------|---------|---------|
| Men (000)          | 174.4     | 30.6     | 15.7    | 16.3    | 26.4    | 28.9    | 23.3    | 33.3    |
| Women (000)        | 178.2     | 29.3     | 14.6    | 16.4    | 25.0    | 27.9    | 23.2    | 41.9    |
| Total              | 352.6     | 59.9     | 30.2    | 32.6    | 51.4    | 56.7    | 46.5    | 75.2    |
| Percentage         | 100.0%    | 17.0%    | 8.6%    | 9.3%    | 14.6%   | 16.1%   | 13.2%   | 21.3%   |
| Per Capita         | \$ 17,342 |          |         |         |         |         |         |         |
| Median Household   | \$ 40,397 |          |         |         |         |         |         |         |
| Avg Household      | \$ 46,643 |          |         |         |         |         |         |         |
| Ethnic Population: |           |          |         |         |         |         |         |         |
| White              | 96.9%     |          |         |         |         |         |         |         |
| Black              | 0.3%      |          |         |         |         |         |         |         |
| Asian              | 1.8%      |          |         |         |         |         |         |         |
| Hispanic           | 1.1%      |          |         |         |         |         |         |         |

## Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 3       | 1       | 9       | 9          | 13      | 9       | 22    |
| Tot 12+    | 6.5     | 0.6     | 54.3    | 58.9       | 61.4    | 17.3    | 78.7  |
| Avg 12+    | 2.2     | 0.6     | 6.0     | 6.5        | 4.7     | 1.9     | 3.6   |
| Tot LCS    | 8.3     | 0.8     | 69.0    | 74.8       | 78.0    | 22.0    | 100.0 |
| Avg LCS    | 2.8     | 0.8     | 7.7     | 8.3        | 6.0     | 2.4     | 4.5   |

Metro Rank: 134  
Revenue Rank: 127



## Metro Counties / Population (000)

|               |              |
|---------------|--------------|
| Calumet, WI   | 39.0         |
| Outagamie, WI | 157.9        |
| Winnebago, WI | 155.7        |
| <b>Total</b>  | <b>352.6</b> |



### Competitive Overview

Some stations also rated in Green Bay.

#### FM Stations

| City of Calls  | FCC License   | Class | Freq  | Power (kW) | HAAT | C Owner | Year Acqd          | Std Acqd | Price (000) | A Format   | L Sales Price M (000) | 1999 Est Revenue (000)/Power Ratio | Avg 99 Local | Fall 1999    | Spring 1999 | Fall 1998   | Spring 1998 | Fall 1997   | Spring 1997 |             |      |      |  |  |  |  |  |  |
|--|---------------|-------|-------|------------|------|---------|--------------------|----------|-------------|------------|-----------------------|------------------------------------|--------------|--------------|-------------|-------------|-------------|-------------|-------------|-------------|------|------|--|--|--|--|--|--|
| WOZZ   | New London    | C2    | 93.5  | 50.0       | 492  | c       | Midwest Comm Inc   | 67       | 9307        | g          | Cisc Rock             | 1,250                              | 1.38         | 6.2          | 5.9         | 4.5         | 4.9         | 4.5         | 5.7         | 8.6         | 6.3  | 6.2  |  |  |  |  |  |  |
| WHOE   | Neehah-Menash | C3    | 94.3  | 25.0       | 338  | c       | Midwest Comm Inc   | 71       | 9702        | sw         | Lite Rock             | 1,600                              | 1.40         | 7.8          | 5.4         | 6.6         | 5.3         | 6.6         | 5.3         | 5.9         | 5.3  | 6.0  |  |  |  |  |  |  |
| WVWX   | Oshkosh       | A     | 96.9  | 6.0        | 328  | b       | Cumulus Bestig Inc | 67       | 9709        | 5,200 dt   | Rock                  | 1,100                              | 1.35         | 5.6          | 5.4         | 6.0         | 2.4         | 3.8         | 5.0         | 4.2         | 6.1  | 6.4  |  |  |  |  |  |  |
| WQLH   | Green Bay     | C1    | 98.5  | 100.0      | 499  | e       | Green Bay Bestig   | 67       |             | CHR        | n/a                   |                                    |              | 1.2          | 0.8         | 1.4         | 0.9         | 0.9         | 0.4         | 0.6         | 1.1  |      |  |  |  |  |  |  |
| WPKR   | Omo           | C2    | 99.5  | 50.0       | 420  | e       | Midwest            | 74       |             | Country    | 1,500                 | 1.71                               | 6.0          | 4.6          | 4.7         | 4.4         | 1.9         | 4.2         | 2.9         | 4.2         | 2.8  |      |  |  |  |  |  |  |
| WNCY   | Neehah-Menash | C2    | 100.3 | 45.0       | 489  | c       | Midwest Comm Inc   | 77       | 9702        | sw         | Country               | 1,600                              | 1.14         | 9.6          | 8.5         | 7.0         | 7.6         | 8.5         | 8.4         | 7.2         | 7.7  |      |  |  |  |  |  |  |
| WIXX   | Green Bay     | C     | 101.1 | 96.0       | 1079 | c       | Midwest Comm Inc   | 60       |             | CHR        | n/a                   |                                    |              | 13.7         | 13.1        | 10.9        | 13.7        | 14.0        | 12.0        | 13.1        | 14.7 |      |  |  |  |  |  |  |
| WGOB   | Kaukauna      | C3    | 103.1 | 3.6        | 879  | b       | Cumulus Bestig Inc | 96       | 9709        | Oldies     | n/a                   | 2.27                               | 3.0          | 2.3          | 2.5         | 2.0         | 2.4         | 0.9         | 1.3         | 1.1         | 0.9  |      |  |  |  |  |  |  |
| WVBO   | Oshkosh       | C3    | 103.9 | 25.0       | 325  | b       | Cumulus Bestig Inc | 66       | 9709        | dt         | Oldies                | 1,700                              | 1.60         | 7.3          | 6.5         | 6.8         | 4.2         | 4.1         | 5.3         | 6.3         | 6.8  | 7.9  |  |  |  |  |  |  |
| WECB   | Seymour       | B1    | 104.3 | 5.0        | 361  |         | Brooker Bestig     | 98       |             | 70s Oldies | 25                    | 0.16                               | 1.1          | 0.6          | 1.0         | 0.7         | 0.4         | 0.0         | 0.0         | 0.0         | 0.0  |      |  |  |  |  |  |  |
| WPKK   | Kaukauna      | A     | 104.9 | 3.1        | 463  | e       | Midwest            | 69       | 9704        | 750        | Country               | 3,300                              | 1.38         | 16.4         | 7.2         | 7.8         | 17.3        | 10.0        | 11.8        | 9.9         | 7.4  | 8.5  |  |  |  |  |  |  |
| WAPL   | Appleton      | C     | 105.7 | 100.0      | 1175 | a       | Woodward Comm      | 65       | 7506        | AOR        |                       |                                    |              | 0.3          | 0.1         | 0.2         | 0.2         | 0.7         | 0.4         | 0.8         | 1.3  |      |  |  |  |  |  |  |
| KFIZ   | Fond du Lac   | A     | 107.1 | 3.0        | 299  | d       | RBH Enterprise Inc | 67       | 9702        | c2         | Hot AC                |                                    |              | 1.0          | 0.6         | 0.4         | 1.7         | 0.4         | 0.0         | 0.6         | 0.4  |      |  |  |  |  |  |  |
| # FM Stations - 13      # Combos - 11      FM TOTALS |               |       |       |            |      |         |                    |          |             |            |                       |                                    |              |              |             |             |             |             |             |             |      |      |  |  |  |  |  |  |
|  |               |       |       |            |      |         |                    |          |             |            |                       |                                    |              | Avg 99 Local | Fall 1999   | Spring 1999 | Fall 1998   | Spring 1998 | Fall 1997   | Spring 1997 |      |      |  |  |  |  |  |  |
|  |               |       |       |            |      |         |                    |          |             |            |                       |                                    |              | 78.9         | 61.4        | 60.0        | 59.8        | 58.9        | 60.7        | 60.5        | 60.0 | 63.9 |  |  |  |  |  |  |

#### ARB 12+ Metro Shares (see rights)

| City of Calls                                      | FCC License   | Class | Freq | Power (kW) | HAAT | C Owner | Year Acqd          | Std Acqd | Price (000) | A Format    | L Sales Price M (000) | 1999 Est Revenue (000)/Power Ratio | Avg 99 Local | Fall 1999    | Spring 1999 | Fall 1998   | Spring 1998 | Fall 1997   | Spring 1997 |             |      |      |  |  |  |  |  |  |
|--|---------------|-------|------|------------|------|---------|--------------------|----------|-------------|-------------|-----------------------|------------------------------------|--------------|--------------|-------------|-------------|-------------|-------------|-------------|-------------|------|------|--|--|--|--|--|--|
| WJOK   | Kaukauna      | B     | 1050 | 5.0        | 190  | a       | Woodward Comm      | 70       | 9111        | Talk        | 1,450                 | 1.15                               | 8.6          | 7.9          | 6.4         | 6.7         | 7.1         | 9.4         | 7.6         | 6.6         | 5.5  |      |  |  |  |  |  |  |
| WHBY   | Kimberly      | B     | 1150 | 5.0        | 500  | a       | Woodward Comm      | 70       | 9111        | Sports      |                       |                                    |              | 0.0          | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0  |      |  |  |  |  |  |  |
| WNAM   | Neehah-Menash | B     | 1280 | 20.0 cp    | 500  | b       | Cumulus Bestig Inc | 47       | 9709        | Adlt Shndrd | 350                   | 0.38                               | 6.3          | 4.7          | 3.9         | 5.8         | 6.4         | 7.0         | 5.3         | 5.5         | 4.9  |      |  |  |  |  |  |  |
| WGEE   | Green Bay     | B     | 1360 | 5.0        | 500  | c       | Midwest Comm Inc   | 25       | 7506        | News/Info   | n/a                   |                                    | 1.2          | 0.7          | 0.8         | 1.1         | 0.6         | 0.7         | 0.6         | 0.6         | 1.1  |      |  |  |  |  |  |  |
| KFIZ   | Fond du Lac   | C     | 1450 | 1.0        | 100  | d       | RBH Enterprise Inc | 22       | 9702        | News/Talk   |                       |                                    | 0.0          | 0.0          | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0  |      |  |  |  |  |  |  |
| WOSH   | Oshkosh       | C     | 1490 | 1.0        | 100  | b       | Cumulus Bestig Inc | 41       | 9709        | Nws/Tlk/Spt | 375                   | 0.99                               | 2.6          | 3.1          | 2.3         | 1.6         | 2.4         | 2.0         | 2.7         | 3.0         | 4.3  |      |  |  |  |  |  |  |
| WMBE   | Chilton       | B     | 1530 | 0.3        | 000  |         | Maszja-Pacer       | 84       | 9012        | Cnty/CHR    | 150                   | 0.51                               | 2.0          | 0.9          | 0.8         | 2.2         | 0.9         | 0.9         | 1.3         | 1.5         | 0.0  |      |  |  |  |  |  |  |
| WJOC   | Appleton      | B     | 1570 | 1.0        | 0.33 |         | Evans, Lyle R.     | 52       | 9910 p      | Big Band    | 200                   |                                    | 0.7          | 0.0          | 0.6         | 0.4         | 0.6         | 0.7         | 1.1         | 1.7         | 0.4  |      |  |  |  |  |  |  |
| # AM Stations - 9      # Combos - 5      AM TOTALS |               |       |      |            |      |         |                    |          |             |             |                       |                                    |              |              |             |             |             |             |             |             |      |      |  |  |  |  |  |  |
|  |               |       |      |            |      |         |                    |          |             |             |                       |                                    |              | Avg 99 Local | Fall 1999   | Spring 1999 | Fall 1998   | Spring 1998 | Fall 1997   | Spring 1997 |      |      |  |  |  |  |  |  |
|  |               |       |      |            |      |         |                    |          |             |             |                       |                                    |              | 21.4         | 17.3        | 14.8        | 17.8        | 18.0        | 20.7        | 18.6        | 18.9 | 16.2 |  |  |  |  |  |  |

#### AM Stations

| City of Calls                                      | FCC License   | Class | Freq | Power (kW) | Day  | Night | Power (kW) | C Owner            | Year Acqd | Std Acqd | Price (000) | M Sales Price L (000) | A Format | L Revenue Power Ratio (000)/ | Avg 99 Local | Fall 1999 <th>Spring 1999 <th>Fall 1998 <th>Spring 1998 <th>Fall 1997 <th>Spring 1997 </th></th></th></th></th> | Spring 1999 <th>Fall 1998 <th>Spring 1998 <th>Fall 1997 <th>Spring 1997 </th></th></th></th> | Fall 1998 <th>Spring 1998 <th>Fall 1997 <th>Spring 1997 </th></th></th> | Spring 1998 <th>Fall 1997 <th>Spring 1997 </th></th> | Fall 1997 <th>Spring 1997 </th> | Spring 1997 |      |  |  |  |  |  |  |
|--|---------------|-------|------|------------|------|-------|------------|--------------------|-----------|----------|-------------|-----------------------|----------|------------------------------|--------------|---|--|---|--|---------------------------------|-------------|------|--|--|--|--|--|--|
| WVCY   | Oshkosh       | B     | 690  | 0.3        | 0.08 |       | 0.50       | VCY America Inc    | 69        | 9410     | 190         | Christian             |          |                              | 0.0          | 0.0   | 0.0  | 0.0   | 0.0  | 0.0                             | 0.0         | 0.0  |  |  |  |  |  |  |
| WJOK   | Kaukauna      | B     | 1050 | 1.0        | 0.50 |       | 0.50       | Evans, Lyle R.     | 65        | 9904     | 398         | Sports                |          |                              | 0.0          | 0.0   | 0.0  | 0.0   | 0.0  | 0.0                             | 0.0         | 0.0  |  |  |  |  |  |  |
| WHBY   | Kimberly      | B     | 1150 | 5.0        | 5.00 | a     | 5.00       | Woodward Comm      | 70        | 9111     | 965         | Talk                  | 1,450    | 1.15                         | 8.6          | 7.9   | 6.4  | 6.7   | 7.1  | 9.4                             | 7.6         | 6.6  |  |  |  |  |  |  |
| WNAM   | Neehah-Menash | B     | 1280 | 20.0 cp    | 5.00 | b     | 5.00       | Cumulus Bestig Inc | 47        | 9709     | 350         | Adlt Shndrd           | 350      | 0.38                         | 6.3          | 4.7   | 3.9  | 5.8   | 6.4  | 7.0                             | 5.3         | 5.5  |  |  |  |  |  |  |
| WGEE   | Green Bay     | B     | 1360 | 5.0        | 5.00 | c     | 5.00       | Midwest Comm Inc   | 25        | 7506     |             | News/Info             | n/a      |                              | 1.2          | 0.7   | 0.8  | 1.1   | 0.6  | 0.7                             | 0.6         | 1.1  |  |  |  |  |  |  |
| KFIZ   | Fond du Lac   | C     | 1450 | 1.0        | 1.00 | d     | 1.00       | RBH Enterprise Inc | 22        | 9702     |             | News/Talk             |          |                              | 0.0          | 0.0   | 0.0  | 0.0   | 0.0  | 0.0                             | 0.0         | 0.0  |  |  |  |  |  |  |
| WOSH   | Oshkosh       | C     | 1490 | 1.0        | 1.00 | b     | 1.00       | Cumulus Bestig Inc | 41        | 9709     |             | Nws/Tlk/Spt           | 375      | 0.99                         | 2.6          | 3.1   | 2.3  | 1.6   | 2.4  | 2.0                             | 2.7         | 3.0  |  |  |  |  |  |  |
| WMBE   | Chilton       | B     | 1530 | 0.3        | 0.00 |       | 0.00       | Maszja-Pacer       | 84        | 9012     |             | Cnty/CHR              | 150      | 0.51                         | 2.0          | 0.9   | 0.8  | 2.2   | 0.9  | 0.9                             | 1.3         | 1.5  |  |  |  |  |  |  |
| WJOC   | Appleton      | B     | 1570 | 1.0        | 0.33 |       | 0.33       | Evans, Lyle R.     | 52        | 9910 p   | 328         | Big Band              | 200      |                              | 0.7          | 0.0   | 0.6  | 0.4   | 0.6  | 0.7                             | 1.1         | 1.7  |  |  |  |  |  |  |
| # AM Stations - 9      # Combos - 5      AM TOTALS |               |       |      |            |      |       |            |                    |           |          |             |                       |          |                              |              |   |  |   |  |                                 |             |      |  |  |  |  |  |  |
|  |               |       |      |            |      |       |            |                    |           |          |             |                       |          | Avg 99 Local                 | Fall 1999    | Spring 1999   | Fall 1998  | Spring 1998   | Fall 1997  | Spring 1997                     |             |      |  |  |  |  |  |  |
|  |               |       |      |            |      |       |            |                    |           |          |             |                       |          | 21.4                         | 17.3         | 14.8  | 17.8   | 18.0  | 20.7   | 18.6                            | 18.9        | 16.2 |  |  |  |  |  |  |

#### ARB 12+ Metro Shares (see rights)

| City of Calls                                      | FCC License   | Class | Freq | Power (kW) | Day  | Night | Power (kW) | C Owner            | Year Acqd | Std Acqd | Price (000) | M Sales Price L (000) | A Format | L Revenue Power Ratio (000)/ | Avg 99 Local | Fall 1999 <th>Spring 1999 <th>Fall 1998 <th>Spring 1998 <th>Fall 1997 <th>Spring 1997 </th></th></th></th></th> | Spring 1999 <th>Fall 1998 <th>Spring 1998 <th>Fall 1997 <th>Spring 1997 </th></th></th></th> | Fall 1998 <th>Spring 1998 <th>Fall 1997 <th>Spring 1997 </th></th></th> | Spring 1998 <th>Fall 1997 <th>Spring 1997 </th></th> | Fall 1997 <th>Spring 1997 </th> | Spring 1997 |      |  |  |  |  |  |  |
|--|---------------|-------|------|------------|------|-------|------------|--------------------|-----------|----------|-------------|-----------------------|----------|------------------------------|--------------|---|--|---|--|---------------------------------|-------------|------|--|--|--|--|--|--|
| WVCY   | Oshkosh       | B     | 690  | 0.3        | 0.08 |       | 0.50       | VCY America Inc    | 69        | 9410     | 190         | Christian             |          |                              | 0.0          | 0.0   | 0.0  | 0.0   | 0.0  | 0.0                             | 0.0         | 0.0  |  |  |  |  |  |  |
| WJOK   | Kaukauna      | B     | 1050 | 1.0        | 0.50 |       | 0.50       | Evans, Lyle R.     | 65        | 9904     | 398         | Sports                |          |                              | 0.0          | 0.0   | 0.0  | 0.0   | 0.0  | 0.0                             | 0.0         | 0.0  |  |  |  |  |  |  |
| WHBY   | Kimberly      | B     | 1150 | 5.0        | 5.00 | a     | 5.00       | Woodward Comm      | 70        | 9111     | 965         | Talk                  | 1,450    | 1.15                         | 8.6          | 7.9   | 6.4  | 6.7   | 7.1  | 9.4                             | 7.6         | 6.6  |  |  |  |  |  |  |
| WNAM   | Neehah-Menash | B     | 1280 | 20.0 cp    | 5.00 | b     | 5.00       | Cumulus Bestig Inc | 47        | 9709     | 350         | Adlt Shndrd           | 350      | 0.38                         | 6.3          | 4.7   | 3.9  | 5.8   | 6.4  | 7.0                             | 5.3         | 5.5  |  |  |  |  |  |  |
| WGEE   | Green Bay     | B     | 1360 | 5.0        | 5.00 | c     | 5.00       | Midwest Comm Inc   | 25        | 7506     |             | News/Info             | n/a      |                              | 1.2          | 0.7   | 0.8  | 1.1   | 0.6  | 0.7                             | 0.6         | 1.1  |  |  |  |  |  |  |
| KFIZ   | Fond du Lac   | C     | 1450 | 1.0        | 1.00 | d     | 1.00       | RBH Enterprise Inc | 22        | 9702     |             | News/Talk             |          |                              | 0.0          | 0.0   | 0.0  | 0.0   | 0.0  | 0.0                             | 0.0         | 0.0  |  |  |  |  |  |  |
| WOSH   | Oshkosh       | C     | 1490 | 1.0        | 1.00 | b     | 1.00       | Cumulus Bestig Inc | 41        | 9709     |             | Nws/Tlk/Spt           | 375      | 0.99                         | 2.6          | 3.1   | 2.3  | 1.6   | 2.4  | 2.0                             | 2.7         | 3.0  |  |  |  |  |  |  |
| WMBE   | Chilton       | B     | 1530 | 0.3        | 0.00 |       | 0.00       | Maszja-Pacer       | 84        | 9012     |             | Cnty/CHR              | 150      | 0.51                         | 2.0          | 0.9   | 0.8  | 2.2   | 0.9  | 0.9                             | 1.3         | 1.5  |  |  |  |  |  |  |
| WJOC   | Appleton      | B     | 1570 | 1.0        | 0.33 |       | 0.33       | Evans, Lyle R.     | 52        | 9910 p   | 328         | Big Band              | 200      |                              | 0.7          | 0.0   | 0.6  | 0.4   | 0.6  | 0.7                             | 1.1         | 1.7  |  |  |  |  |  |  |
| # AM Stations - 9      # Combos - 5      AM TOTALS |               |       |      |            |      |       |            |                    |           |          |             |                       |          |                              |              |   |  |   |  |                                 |             |      |  |  |  |  |  |  |
|  |               |       |      |            |      |       |            |                    |           |          |             |                       |          | Avg 99 Local                 | Fall 1999    | Spring 1999   | Fall 1998  | Spring 1998   | Fall 1997  | Spring 1997                     |             |      |  |  |  |  |  |  |
|  |               |       |      |            |      |       |            |                    |           |          |             |                       |          | 21.4                         | 17.3         | 14.8  | 17.8   | 18.0  | 20.7   | 18.6                            | 18.9        | 16.2 |  |  |  |  |  |  |

• Indicates a change since last edition  
 / See introduction section for interpretation of revenue estimates.  
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# Peoria, IL Market Overview

## Market Radio Financials

(all figures in 000's, except percentages and ratios)

|                      | ESTIMATED GROSS REVENUES *** |              |              |              |          |          |
|----------------------|------------------------------|--------------|--------------|--------------|----------|----------|
|                      | 1993                         | 1994         | 1995         | 1996         | 1997     | 1998     |
| Revenue/Retail Sales | \$10,000                     | \$10,900     | \$11,200     | \$11,900     | \$12,100 | \$13,800 |
| Revenue/Capita       | \$3,35/1,000                 | \$3,64/1,000 | \$3,95/1,000 | \$4,08/1,000 | \$53.37  |          |
| Local                | 77%                          |              |              |              |          |          |
| National             | 23%                          |              |              |              |          |          |
| Est. Breakout        |                              |              |              |              |          |          |
| Δ 98 - 99            | -2.2%                        |              |              |              |          |          |
| Δ 99 - 03            |                              |              |              |              |          | 8.5%     |
|                      | 1993                         | 1994         | 1995         | 1996         | 1997     | 1998     |
|                      | \$13,500                     | \$14,800     | \$15,800     | \$17,300     | \$18,600 |          |

## Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

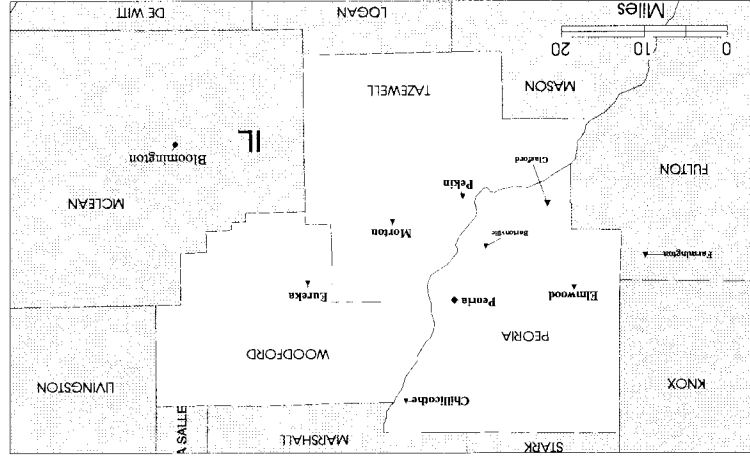
|                | 1993    |        | 1998    |        | 2003    |        |
|----------------|---------|--------|---------|--------|---------|--------|
|                | Rate    | Growth | Rate    | Growth | Rate    | Growth |
| MSA Population | 343.3   | 0.4%   | 349.4   | 0.4%   | 348.5   | -0.1%  |
| Households     | 131.7   | 0.4%   | 134.5   | 0.4%   | 135.9   | 0.2%   |
| Retail Sales   | 2,982.0 | 4.9%   | 3,787.7 | 4.9%   | 4,560.1 | 3.8%   |
| EBI            | 5,416.3 | 2.4%   | 6,100.3 | 2.4%   | 7,254.1 | 3.5%   |

## Demographic Breakdown

|                    | Total     | Under 12 | 12 - 17 | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 54 | Over 55 |
|--------------------|-----------|----------|---------|---------|---------|---------|---------|---------|
| Men (000)          | 169.1     | 28.3     | 16.3    | 15.1    | 20.6    | 27.3    | 24.4    | 37.0    |
| Women (000)        | 180.3     | 26.9     | 15.6    | 14.9    | 21.4    | 28.3    | 25.1    | 48.0    |
| Total              | 349.4     | 55.2     | 31.9    | 30.1    | 42.0    | 55.6    | 49.6    | 85.0    |
| Percentage         | 100.0%    | 15.8%    | 9.1%    | 8.6%    | 12.0%   | 15.9%   | 14.2%   | 24.3%   |
| Per Capita         | \$ 17,459 |          |         |         |         |         |         |         |
| Median Household   | \$ 37,394 |          |         |         |         |         |         |         |
| Avg Household      | \$ 45,355 |          |         |         |         |         |         |         |
| Ethnic Population: |           |          |         |         |         |         |         |         |
| White              | 90.5%     |          |         |         |         |         |         |         |
| Black              | 8.2%      |          |         |         |         |         |         |         |
| Asian              | 1.1%      |          |         |         |         |         |         |         |
| Hispanic           | 1.6%      |          |         |         |         |         |         |         |

## Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 8       | 5       | 9       | 13         | 5       | 18      |       |
| Tot 12+    | 24.8    | 40.1    | 59.9    | 64.9       | 12.7    | 77.6    |       |
| Avg 12+    | 3.1     | 8.0     | 6.7     | 5.0        | 2.5     | 4.3     |       |
| Tot LCS    | 32.0    | 51.7    | 77.2    | 83.6       | 16.4    | 100.0   |       |
| Avg LCS    | 4.0     | 10.3    | 8.6     | 6.4        | 3.3     | 5.6     |       |

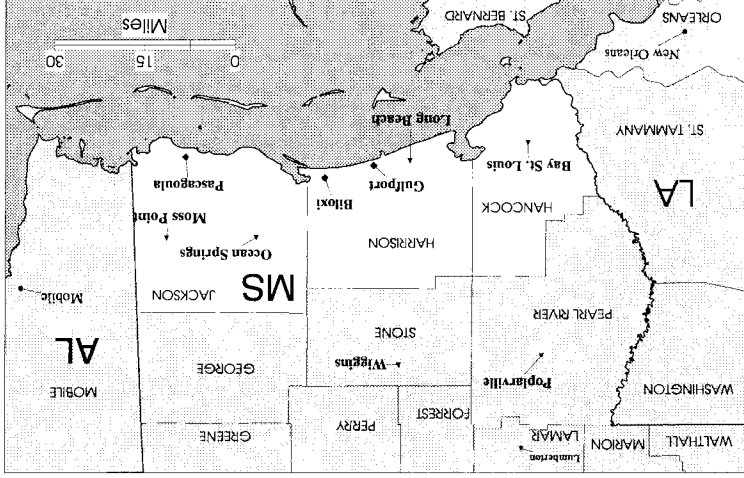


Metro Rank: 135  
Revenue Rank: 137

| Metro Counties / Population (000) | Population   |
|-----------------------------------|--------------|
| Peoria, IL                        | 183.1        |
| Tazewell, IL                      | 131.2        |
| Woodford, IL                      | 35.1         |
| <b>Total</b>                      | <b>349.4</b> |



Metro Rank: 136  
Revenue Rank: 170



Metro Counties / Population (000)

|              |              |
|--------------|--------------|
| Hancock, MS  | 40.5         |
| Harrison, MS | 180.6        |
| Jackson, MS  | 130.8        |
| <b>Total</b> | <b>351.9</b> |

## Biloxi-Gulfport-Pascagoula, MS Market Overview



### Market Radio Financials

(all figures in 000's, except percentages and ratios)

|                                 | 1993        | 1994        | 1995        | 1996        | 1997        | 1998        | 2003     | Est. Breakout             |
|---------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|----------|---------------------------|
| <b>ESTIMATED GROSS REVENUES</b> | \$5,500     | \$6,500     | \$7,500     | \$8,100     | \$8,700     | \$10,100    | \$11,900 | Local 85%<br>National 15% |
| Δ 98 - 99                       | 1.0%        |             |             |             |             |             |          |                           |
| Δ 99 - 03                       |             |             |             |             |             |             |          | 4.0%                      |
| <b>Revenue/Retail Sales</b>     | \$2,771,000 | \$3,721,000 | \$3,721,000 | \$3,531,000 | \$3,531,000 | \$3,531,000 |          |                           |
| <b>Revenue/Capita</b>           | \$16.80     | \$28.70     | \$28.70     | \$33.15     | \$33.15     | \$33.15     |          |                           |

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

|                       | 1993    | 1998    | 1998    | 2003    |
|-----------------------|---------|---------|---------|---------|
| <b>Growth Rate</b>    | 327.4   | 351.9   | 351.9   | 359.0   |
| <b>Growth Rate</b>    | 117.9   | 129.1   | 129.1   | 134.6   |
| <b>Households</b>     | 1,983.4 | 2,712.5 | 2,712.5 | 3,369.4 |
| <b>Retail Sales</b>   | 4,051.2 | 5,056.8 | 5,056.8 | 6,584.8 |
| <b>EBI</b>            | 1.5%    | 1.8%    | 1.5%    | 0.8%    |
| <b>MSA Population</b> | 327.4   | 351.9   | 351.9   | 359.0   |

Demographic Breakdown

|                           | Total     | Under 12 | 12 - 17 | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 54 | Over 55 |
|---------------------------|-----------|----------|---------|---------|---------|---------|---------|---------|
| <b>Men (000)</b>          | 174.7     | 31.2     | 17.3    | 17.8    | 24.5    | 26.7    | 23.9    | 33.4    |
| <b>Women (000)</b>        | 177.2     | 29.9     | 16.4    | 15.5    | 23.9    | 27.2    | 25.0    | 39.2    |
| <b>Total</b>              | 351.9     | 61.1     | 33.7    | 33.3    | 48.4    | 53.9    | 48.9    | 72.7    |
| <b>Percentage</b>         | 100.0%    | 17.4%    | 9.6%    | 9.5%    | 13.8%   | 15.3%   | 13.9%   | 20.6%   |
| <b>Per Capita</b>         | \$ 14,370 |          |         |         |         |         |         |         |
| <b>Median Household</b>   | \$ 30,854 |          |         |         |         |         |         |         |
| <b>Avg Household</b>      | \$ 39,170 |          |         |         |         |         |         |         |
| <b>Ethnic Population:</b> |           |          |         |         |         |         |         |         |
| White                     | 77.0%     |          |         |         |         |         |         |         |
| Black                     | 20.2%     |          |         |         |         |         |         |         |
| Asian                     | 2.5%      |          |         |         |         |         |         |         |
| Hispanic                  | 2.1%      |          |         |         |         |         |         |         |

Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 4       | 9       | 10      | 13         | 13      | 7       | 20    |
| Tot 12+    | 13.4    | 44.4    | 55.0    | 57.8       | 57.8    | 5.2     | 63.0  |
| Avg 12+    | 3.4     | 4.9     | 5.5     | 4.4        | 4.4     | 0.7     | 3.2   |
| Tot LCS    | 21.3    | 70.5    | 87.3    | 91.7       | 91.7    | 8.3     | 100.0 |
| Avg LCS    | 5.3     | 7.8     | 8.7     | 7.1        | 7.1     | 1.2     | 5.0   |

Market: Biloxi-Gulfport-Pascagoula, MS

Competitive Overview

Metro Rank: 136

Some stations also rated in Mobile.

| FM Stations        |               |           |       |            |      |         |                    |           |             |            |                |             |            |
|--------------------|---------------|-----------|-------|------------|------|---------|--------------------|-----------|-------------|------------|----------------|-------------|------------|
| City of            | License       | FCC Class | Freq  | Power (kW) | HAAT | C Owner | Year Date          | Std Acq'd | Price (000) | M A Format | Revenue (000)/ | Power Ratio | Local Comm |
| City of            | License       | FCC Class | Freq  | Power (kW) | HAAT | C Owner | Year Date          | Std Acq'd | Price (000) | M A Format | Revenue (000)/ | Power Ratio | Local Comm |
| WQYZ               | Ocean Springs | A         | 92.5  | 6.0        | 197  | a       | Radio Partners Inc | 92        | 1,550       | 2.23       | 1,550          | 2.23        | 1.1        |
| WMJY               | Biloxi        | C         | 93.7  | 96.0       | 197  | a       | Chase Radio        | 66        | 0003        | p          | 66             | 0003        | 6.8        |
| WJZD               | Long Beach    | A         | 94.5  | 6.0        | 322  |         | WJZD Inc           | 94        |             |            | 94             |             | 12.3       |
| WLNF               | Lumberton     | C1        | 95.3  | 50.0       | 1181 | c       | Dowdy & Dowdy      | 83        | 9912        | p          | 5,000          | 5,000       | 4.1        |
| WUJM               | Gulfport      | A         | 96.7  | 4.4        | 384  | a       | Triad Bcstg Co     | 77        | 9907        | d1         | 7,800          | 7,800       | 1.7        |
| WCPR               | Wiggins       | C2        | 97.9  | 50.0       | 466  | a       | Triad Bcstg Co     | 93        | 9907        | d1         | 850            | 0.77        | 10.8       |
| WKNN               | Pascagoula    | C         | 99.1  | 95.0       | 984  | b       | Chase Radio        | 64        | 0002        | p          | 3,625          | 1.68        | 21.1       |
| WGCM               | Gulfport      | C3        | 102.3 | 16.0       | 358  | c       | Dowdy & Dowdy      | 69        | 9411        | c3         | 450            | 0.54        | 8.2        |
| WOSM               | Ocean Springs | C2        | 103.1 | 50.0       | 459  | c       | Cooper, Charles H. | 71        |             |            | 150            | 0.46        | 3.2        |
| WYOK               | Altmore       | C         | 104.1 | 100.0      | 1555 |         | Cumulus Bcstg Inc  | 66        | 9911        | See (88)   | n/a            |             | 4.7        |
| WXRG               | Pascagoula    | C3        | 105.9 | 25.0       | 312  | a       | Triad Bcstg Co     | 76        | 9907        | d1         | 1,100          | 1.59        | 6.8        |
| WXYK               | Gulfport      | A         | 107.1 | 2.8        | 400  | a       | Triad Bcstg Co     | 64        | 9907        | d1         | 300            | 0.65        | 4.5        |
| WZKX               | Poplarville   | C         | 107.9 | 92.0       | 1460 | c       | Dowdy & Dowdy      | 66        |             |            | 1,000          | 1.01        | 9.7        |
| FM TOTALS          |               |           |       |            |      |         |                    |           |             |            |                |             |            |
| # FM Stations - 10 |               |           |       |            |      |         |                    |           |             |            |                |             |            |
| # Combos - 10      |               |           |       |            |      |         |                    |           |             |            |                |             |            |
| 1999 Est           |               |           |       |            |      |         |                    |           |             |            |                |             |            |
| Sales L            |               |           |       |            |      |         |                    |           |             |            |                |             |            |
| Price M            |               |           |       |            |      |         |                    |           |             |            |                |             |            |
| A Format           |               |           |       |            |      |         |                    |           |             |            |                |             |            |
| Revenue (000)/     |               |           |       |            |      |         |                    |           |             |            |                |             |            |
| Power Ratio        |               |           |       |            |      |         |                    |           |             |            |                |             |            |
| Local Comm         |               |           |       |            |      |         |                    |           |             |            |                |             |            |
| Avg 99             |               |           |       |            |      |         |                    |           |             |            |                |             |            |
| Fall 1999          |               |           |       |            |      |         |                    |           |             |            |                |             |            |
| Spring 1999        |               |           |       |            |      |         |                    |           |             |            |                |             |            |
| Fall 1998          |               |           |       |            |      |         |                    |           |             |            |                |             |            |
| Spring 1998        |               |           |       |            |      |         |                    |           |             |            |                |             |            |
| Fall 1997          |               |           |       |            |      |         |                    |           |             |            |                |             |            |
| Spring 1997        |               |           |       |            |      |         |                    |           |             |            |                |             |            |
| Fall 1996          |               |           |       |            |      |         |                    |           |             |            |                |             |            |
| Spring 1996        |               |           |       |            |      |         |                    |           |             |            |                |             |            |

ARB 12+ Metro Shares (see rights)

| AM Stations                  |               |           |      |            |      |            |                  |         |           |           |             |            |                |
|------------------------------|---------------|-----------|------|------------|------|------------|------------------|---------|-----------|-----------|-------------|------------|----------------|
| City of                      | License       | FCC Class | Freq | Power (kW) | Day  | Power (kW) | Night            | C Owner | Year Date | Std Acq'd | Price (000) | M A Format | Revenue (000)/ |
| City of                      | License       | FCC Class | Freq | Power (kW) | Day  | Power (kW) | Night            | C Owner | Year Date | Std Acq'd | Price (000) | M A Format | Revenue (000)/ |
| WQYX                         | Biloxi        | B         | 57.0 | 5.0        | 1.00 | a          | Triad Bcstg Co   | 50      | 0002      | p         | 50          | 0002       | 2.4            |
| WQFX                         | Gulfport      | B         | 1130 | 0.5        | 0.00 |            | Walk By Faith    | 75      | 9604      |           | 34          | Gospel     | 0.0            |
| WBLS                         | Bay St. Louis | B         | 1190 | 5.0        | 0.00 |            | Hancock Bcstg    | 74      | 8810      |           | 237         | Talk/Sprts | 0.0            |
| WGCM                         | Gulfport      | C         | 1240 | 1.0        | 1.00 | c          | Dowdy & Dowdy    | 28      | 9411      |           | 1,100       | c3         | 1.2            |
| WROA                         | Gulfport      | B         | 1390 | 5.0        | 5.00 | c          | Dowdy & Dowdy    | 55      | 8612      |           | 55          | 0.29       | 1.7            |
| WZJZ                         | Biloxi        | C         | 1490 | 1.0        | 1.00 | a          | Triad Bcstg Co   | 48      | 9907      |           | 50          | 0.29       | 0.8            |
| WZLJ                         | Pascagoula    | B         | 1580 | 5.0        | 0.05 |            | Judah Bcstg Ntwk | 51      | 9401      |           | 50          | 0.29       | 0.0            |
| # AM Stations - 7            |               |           |      |            |      |            |                  |         |           |           |             |            |                |
| # Combos - 4                 |               |           |      |            |      |            |                  |         |           |           |             |            |                |
| AM TOTALS                    |               |           |      |            |      |            |                  |         |           |           |             |            |                |
| Total Local Commercial Share |               |           |      |            |      |            |                  |         |           |           |             |            |                |
| 63.0                         |               |           |      |            |      |            |                  |         |           |           |             |            |                |
| 66.2                         |               |           |      |            |      |            |                  |         |           |           |             |            |                |
| 72.8                         |               |           |      |            |      |            |                  |         |           |           |             |            |                |
| 72.7                         |               |           |      |            |      |            |                  |         |           |           |             |            |                |
| 71.7                         |               |           |      |            |      |            |                  |         |           |           |             |            |                |
| 71.9                         |               |           |      |            |      |            |                  |         |           |           |             |            |                |
| 0.0                          |               |           |      |            |      |            |                  |         |           |           |             |            |                |
| 70.6                         |               |           |      |            |      |            |                  |         |           |           |             |            |                |

NOTE: Market rated twice yearly with Fall 1997 period.

| City of                      | License       | FCC Class | Freq | Power (kW) | Day  | Power (kW) | Night            | C Owner | Year Date | Std Acq'd | Price (000) | M A Format | Revenue (000)/ |
|------------------------------|---------------|-----------|------|------------|------|------------|------------------|---------|-----------|-----------|-------------|------------|----------------|
| WVMI                         | Biloxi        | B         | 57.0 | 5.0        | 1.00 | a          | Triad Bcstg Co   | 50      | 0002      | p         | 50          | 0002       | 2.4            |
| WVMI                         | Biloxi        | B         | 1130 | 0.5        | 0.00 |            | Walk By Faith    | 75      | 9604      |           | 34          | Gospel     | 0.0            |
| WBLS                         | Bay St. Louis | B         | 1190 | 5.0        | 0.00 |            | Hancock Bcstg    | 74      | 8810      |           | 237         | Talk/Sprts | 0.0            |
| WGCM                         | Gulfport      | C         | 1240 | 1.0        | 1.00 | c          | Dowdy & Dowdy    | 28      | 9411      |           | 1,100       | c3         | 1.2            |
| WROA                         | Gulfport      | B         | 1390 | 5.0        | 5.00 | c          | Dowdy & Dowdy    | 55      | 8612      |           | 55          | 0.29       | 1.7            |
| WZJZ                         | Biloxi        | C         | 1490 | 1.0        | 1.00 | a          | Triad Bcstg Co   | 48      | 9907      |           | 50          | 0.29       | 0.8            |
| WZLJ                         | Pascagoula    | B         | 1580 | 5.0        | 0.05 |            | Judah Bcstg Ntwk | 51      | 9401      |           | 50          | 0.29       | 0.0            |
| # AM Stations - 7            |               |           |      |            |      |            |                  |         |           |           |             |            |                |
| # Combos - 4                 |               |           |      |            |      |            |                  |         |           |           |             |            |                |
| AM TOTALS                    |               |           |      |            |      |            |                  |         |           |           |             |            |                |
| Total Local Commercial Share |               |           |      |            |      |            |                  |         |           |           |             |            |                |
| 63.0                         |               |           |      |            |      |            |                  |         |           |           |             |            |                |
| 66.2                         |               |           |      |            |      |            |                  |         |           |           |             |            |                |
| 72.8                         |               |           |      |            |      |            |                  |         |           |           |             |            |                |
| 72.7                         |               |           |      |            |      |            |                  |         |           |           |             |            |                |
| 71.7                         |               |           |      |            |      |            |                  |         |           |           |             |            |                |
| 71.9                         |               |           |      |            |      |            |                  |         |           |           |             |            |                |
| 0.0                          |               |           |      |            |      |            |                  |         |           |           |             |            |                |
| 70.6                         |               |           |      |            |      |            |                  |         |           |           |             |            |                |

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

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Metro Rank: 136



# Competitive Overview

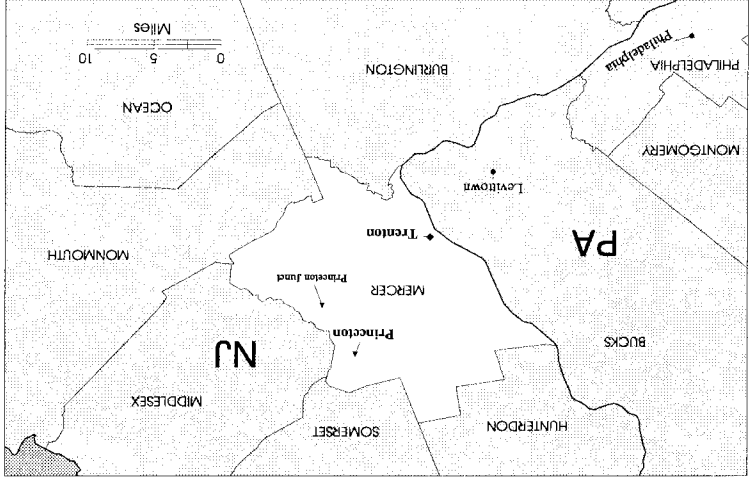
| Calls                        | City of License | FCC Class | FCC Freq | Power (kW) | HAAT C | Owner               | Year Acqd | Sid Date | Price (000) | Sales L | 1999 Est    | Avg '99    | ARB 12+ Metro Shares (see rights) |                                   |             |                                   |             |           |             |           |             |
|------------------------------|-----------------|-----------|----------|------------|--------|---------------------|-----------|----------|-------------|---------|-------------|------------|-----------------------------------|-----------------------------------|-------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|
|                              |                 |           |          |            |        |                     |           |          |             |         |             |            | Local Comm                        | Fall 1999                         | Spring 1999 | Fall 1998                         | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| WBNU                         | Wildwood Crest  | A         | 93.1     | 4.2 cp     | 217    | Margate Comm Ltd    | 93        | 9805     | 580         | 100     | 0.6         | 0.2        | 0.4                               | 0.5                               | 1.1         | 1.1                               | 0.6         | 1.4       | 1.6         |           |             |
| WCZT                         | Avalon          | A         | 94.3     | 3.3        | 299    | Coastal Bestg       | 76        | 9804     | 470         | 4       | 500         | 2.8        | 2.1                               | 2.2                               | 1.8         | 1.3                               | 1.5         | 1.3       | 2.5         |           |             |
| WAJV                         | Atlantic City   | B         | 95.1     | 50.0       | 331    | Equity Comm LP      | 61        | 9606     | 3,100       | 1       | 2,700       | 2.28       | 7.6                               | 7.8                               | 5.5         | 5.2                               | 7.4         | 7.3       | 5.9         |           |             |
| WTTT                         | Margate City    | A         | 96.1     | 2.8        | 371    | Margate Comm Ltd    | 92        |          | 1,500       | 1.11    | 8.7         | 6.6        | 6.1                               | 6.1                               | 8.1         | 9.2                               | 8.8         | 8.6       | 7.2         |           |             |
| WFPG                         | Atlantic City   | B         | 96.9     | 50.0       | 299    | Citadel Comm Corp   | 62        | 9910 p   | 2,300       | 1.30    | 11.3        | 6.4        | 8.5                               | 7.4                               | 7.9         | 5.4                               | 7.3         | 8.1       | 8.6         |           |             |
| WBSS                         | Millville       | B         | 97.3     | 50.0       | 466    | Press Comm LLC      | 62        | 9802     | 250         | 0.49    | 3.3         | 2.3        | 1.7                               | 2.9                               | 1.3         | 2.4                               | 1.5         | 1.1       | 1.0         |           |             |
| WTRKU                        | Ocean City      | A         | 98.3     | 6.0        | 328    | Green Group         | 83        | 9509     | 850         | 1.10    | 6.4         | 4.5        | 5.0                               | 4.2                               | 4.1         | 3.6                               | 3.6         | 3.2       | 3.7         |           |             |
| WZWK                         | Villas          | A         | 98.7     | 6.0        | 328    | Marc Scott Comm     | 90        | 9007     | 1,100       | 1.64    | 1.8         | 1.3        | 1.1                               | 1.4                               | 1.3         | 1.9                               | 1.9         | 2.5       | 2.1         |           |             |
| WSAX                         | Pleasantville   | A         | 99.3     | 3.0        | 328    | Margate Comm Ltd    | 74        | 9904     | 400         | 0.58    | 4.4         | 2.6        | 3.5                               | 3.7                               | 2.6         | 2.7                               | 2.7         | 2.7       | 2.5         |           |             |
| WZXL                         | Wildwood        | B         | 100.7    | 38.0       | 331    | Equity Comm LP      | 59        | 9801     | 2,250       | 1.90    | 7.6         | 6.0        | 4.8                               | 5.9                               | 4.8         | 6.9                               | 5.0         | 6.6       | 5.3         |           |             |
| WJSX                         | Cape May        | A         | 102.3    | 3.2        | 292    | Margate Comm Ltd    | 67        | 9904     | 1,000       | 3       | Smooth Jazz | 0.3        | 1.0                               | 0.4                               | 0.0         | 0.2                               | 0.2         | 0.2       | 0.4         |           |             |
| WJSE                         | Petersburg      | A         | 102.7    | 3.3        | 295    | Parinello Entrpises | 91        | 9411     | 356         | 0.84    | 1.9         | 1.8        | 1.6                               | 1.8                               | 1.9         | 2.1                               | 1.6         | 2.5       |             |           |             |
| WMGM                         | Atlantic City   | B         | 103.7    | 50.0       | 348    | Green Group         | 61        |          | 1,100       | 1.18    | 6.0         | 4.0        | 4.4                               | 3.7                               | 3.6         | 3.4                               | 3.4         | 3.7       |             |           |             |
| WEMG                         | Egg Harbor City | B1        | 104.9    | 10.0       | 509    | Mega Comm Inc       | 71        | 9905     | See (5)     |         | 4.0         | 2.9        | 2.0                               | 3.6                               | 3.9         | 6.0                               | 6.3         | 5.7       | 8.4         |           |             |
| WZBZ                         | Cape May Ct Hse | A         | 105.5    | 3.3        | 295    | Margate Comm Ltd    | 86        | 9412     | 490         | 0.62    | 1.3         | 1.9        | 1.7                               | 0.7                               | 0.9         | 0.2                               | 0.9         | 0.4       |             |           |             |
| WKOE                         | Ocean City      | A         | 106.3    | 3.0        | 308    | Citadel Comm Corp   | 72        | 9910 p   | 125         | 0.62    | 6.1         | 2.9        | 3.9                               | 4.7                               | 5.0         | 3.6                               | 5.2         | 3.6       | 6.8         |           |             |
| WJNN                         | N. Cape May     | A         | 106.7    | 3.0        | 233    | Marc Scott Comm     | 93        | 9410     | 34          | 0.58    | 0.6         | 0.0        | 0.0                               | 0.0                               | 0.0         | 0.0                               | 0.0         | 0.0       | 0.4         |           |             |
| WPUR                         | Atlantic City   | B1        | 107.3    | 13.5       | 450    | Citadel Comm Corp   | 98        | 9910 p   | 800         | 0.68    | 7.5         | 7.0        | 5.9                               | 4.7                               | 2.0         | 0.0                               | 0.0         | 0.0       | 0.0         |           |             |
| FM TOTALS                    |                 |           |          |            |        |                     |           |          |             |         |             |            | 82.2                              | 61.3                              | 58.6        | 57.4                              | 60.2        | 58.6      | 55.2        | 59.8      | 62.8        |
| # FM Stations -              |                 |           |          |            |        |                     |           |          |             |         |             |            | 18                                | ARB 12+ Metro Shares (see rights) |             |                                   |             |           |             |           |             |
| # Combos -                   |                 |           |          |            |        |                     |           |          |             |         |             |            | 9                                 | ARB 12+ Metro Shares (see rights) |             |                                   |             |           |             |           |             |
| Night                        |                 |           |          |            |        |                     |           |          |             |         |             |            | Sales L                           | 1999 Est                          | Avg '99     | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |
| Calls                        | City of License | FCC Class | FCC Freq | Power (kW) | C      | Owner               | Year Acqd | Sid Date | Price (000) | Sales L | 1999 Est    | Avg '99    | ARB 12+ Metro Shares (see rights) |                                   |             |                                   |             |           |             |           |             |
|                              |                 |           |          |            |        |                     |           |          |             |         |             |            | Local Comm                        | Fall 1999                         | Spring 1999 | Fall 1998                         | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| WIBG                         | Ocean City      | B         | 1020     | 0.5        | 0.00   | Brancadora, Enrico  | 64        | 9212     | 140         | 0.8     | 0.8         | 0.0        | 0.0                               | 0.0                               | 0.0         | 0.4                               | 0.5         | 0.8       |             |           |             |
| WCMC                         | Wildwood        | C         | 1230     | 1.0        | 1.00   | Equity Comm LP      | 51        | 9801     | c2          | 1       | Nostalgia   | 2.8        | 1.3                               | 1.7                               | 2.3         | 3.0                               | 2.3         | 3.1       |             |           |             |
| WMID                         | Atlantic City   | C         | 1340     | 0.9        | 0.89   | Margate Comm Ltd    | 47        | 9904     | 2,920       | c1      | 3           | Adlt Sndrd | 6.0                               | 5.3                               | 3.9         | 4.5                               | 3.0         | 3.6       | 2.5         |           |             |
| WOND                         | Pleasantville   | C         | 1400     | 1.0        | 1.00   | Green Group         | 50        | 5507     | 410         | 0.44    | 6.0         | 3.4        | 4.1                               | 4.3                               | 4.8         | 4.7                               | 4.8         | 3.5       |             |           |             |
| WFPG                         | Atlantic City   | C         | 1450     | 1.0        | 1.00   | Citadel Comm Corp   | 40        | 9910 p   | g1          | 2       | Talk        | 2.7        | 2.3                               | 2.4                               | 1.4         | 2.2                               | 2.9         | 2.7       | 1.4         |           |             |
| WGYM                         | Pleasantville   | C         | 1490     | 1.0        | 1.00   | Green Group         | 55        | 9704     | 180         |         | Sports      | 0.3        | 0.6                               | 0.4                               | 0.0         | 0.4                               | 0.0         | 0.0       | 0.0         |           |             |
| • WONZ                       | Hammonton       | B         | 1580     | 1.0        | 0.01   | Green Group         | 61        | 9101     | 100         |         | Span/Talk   | 0.0        | 0.0                               | 0.0                               | 0.0         | 0.0                               | 0.0         | 0.0       | 0.0         |           |             |
| # AM Stations -              |                 |           |          |            |        |                     |           |          |             |         |             |            | 7                                 | ARB 12+ Metro Shares (see rights) |             |                                   |             |           |             |           |             |
| # Combos -                   |                 |           |          |            |        |                     |           |          |             |         |             |            | 6                                 | ARB 12+ Metro Shares (see rights) |             |                                   |             |           |             |           |             |
| AM & FM Stations Profiled -  |                 |           |          |            |        |                     |           |          |             |         |             |            | 25                                | ARB 12+ Metro Shares (see rights) |             |                                   |             |           |             |           |             |
| # Duopolies -                |                 |           |          |            |        |                     |           |          |             |         |             |            | 8                                 | ARB 12+ Metro Shares (see rights) |             |                                   |             |           |             |           |             |
| Total Local Commercial Share |                 |           |          |            |        |                     |           |          |             |         |             |            | 17.8                              | 13.7                              | 12.5        | 12.5                              | 13.6        | 14.1      | 14.0        | 11.5      | 12.9        |
| AM TOTALS                    |                 |           |          |            |        |                     |           |          |             |         |             |            | 17.8                              | 13.7                              | 12.5        | 12.5                              | 13.6        | 14.1      | 14.0        | 11.5      | 12.9        |

• Indicates a change since last edition

†/ See introduction section for interpretation of revenue estimates.



Metro Rank: 138  
Revenue Rank: 100



Metro Counties / Population (000)  
Mercer, NJ 335.2  
335.2

# Trenton, NJ Market Overview



Market Radio Financials and ratios (all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES |          | REVENUE/RETAIL SALES |             | REVENUE/CAPITA |         |
|--------------------------|----------|----------------------|-------------|----------------|---------|
| Year                     | Revenue  | Year                 | Revenue     | Year           | Revenue |
| 1993                     | \$9,500  | 1993                 | \$3,311,000 | 1993           | \$28.55 |
| 1994                     | \$10,800 | 1998                 | \$5,111,000 | 1998           | \$48.93 |
| 1995                     | \$11,500 | 2003                 | \$8,671,000 | 2003           | \$88.32 |
| 1996                     | \$12,600 | Est. Breakout        |             |                |         |
| 1997                     | \$14,200 | Local                | 72%         | National       | 28%     |
| 1998                     | \$16,400 | Local                | 72%         | National       | 28%     |
| 1999                     | \$18,800 | Local                | 72%         | National       | 28%     |
| 2000                     | \$21,600 | Local                | 72%         | National       | 28%     |
| 2001                     | \$23,800 | Local                | 72%         | National       | 28%     |
| 2002                     | \$27,100 | Local                | 72%         | National       | 28%     |
| 2003                     | \$29,800 | Local                | 72%         | National       | 28%     |
| Δ 98 - 99                |          | Δ 99 - 03            |             |                |         |
| 14.6%                    |          | 12.2%                |             |                |         |

## Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

| Year | MSA Population | Households | Retail Sales | EBI     | Growth Rate |
|------|----------------|------------|--------------|---------|-------------|
| 1993 | 332.7          | 119.3      | 2,871.5      | 7,724.8 | 1.4%        |
| 1998 | 335.2          | 120.0      | 3,209.8      | 7,440.8 | 3.0%        |
| 1998 | 335.2          | 120.0      | 3,209.8      | 7,440.8 | 3.0%        |
| 2003 | 337.4          | 122.0      | 3,436.8      | 8,621.1 | 3.0%        |

### Demographic Breakdown

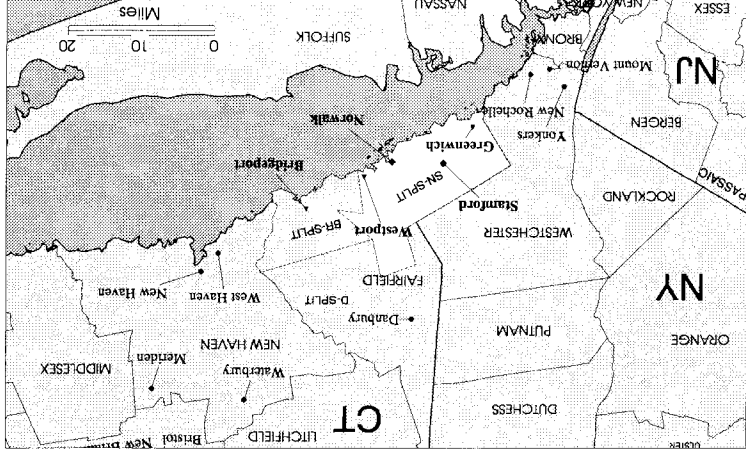
| Category           | Total       | Under 12                   | 12 - 17    | 18 - 24       | 25 - 34 | 35 - 44 | 45 - 54 | Over 55 |
|--------------------|-------------|----------------------------|------------|---------------|---------|---------|---------|---------|
| Men (000)          | 163.0       | 24.2                       | 12.2       | 17.7          | 24.0    | 27.9    | 23.6    | 33.5    |
| Women (000)        | 172.2       | 22.9                       | 11.9       | 17.1          | 22.9    | 28.2    | 24.9    | 44.3    |
| Total              | 335.2       | 47.1                       | 24.1       | 34.8          | 46.9    | 56.1    | 48.5    | 77.7    |
| Percentage         | 100.0%      | 14.0%                      | 7.2%       | 10.4%         | 14.0%   | 16.7%   | 14.5%   | 23.2%   |
| Per Capita         | \$ 22,198   | Median Household \$ 49,137 |            |               |         |         |         |         |
| Ethnic Population: | White 73.7% | Black 21.1%                | Asian 5.0% | Hispanic 8.2% |         |         |         |         |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 4       | 3       | 5       | 4          | 9       | 9       | 9     |
| Tot 12+    | 21.3    | 20.9    | 21.3    | 8.3        | 29.6    | 29.6    | 29.6  |
| Avg 12+    | 5.3     | 7.0     | 4.3     | 2.1        | 3.3     | 3.3     | 3.3   |
| Tot LCS    | 72.0    | 72.0    | 70.6    | 72.0       | 28.0    | 100.0   | 100.0 |
| Avg LCS    | 18.0    | 23.5    | 14.4    | 7.0        | 11.1    | 11.1    | 11.1  |



Metro Rank: 139  
Revenue Rank: 215



Metro Counties / Population (000)

|               |              |
|---------------|--------------|
| Fairfield, CT | 332.7        |
| <b>Total</b>  | <b>332.7</b> |

## Stamford-Norwalk, CT Market Overview



### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES | Revenue/Retail Sales |             |         |          |         |         |  |
|--------------------------|----------------------|-------------|---------|----------|---------|---------|--|
|                          | 1993                 | 1994        | 1995    | 1996     | 1997    | 1998    |  |
| \$6,400                  | \$6,600              | \$6,800     | \$6,900 | \$7,000  | \$6,900 | \$6,900 |  |
| Δ 98 - 99                | -2.9%                | \$6,700     | \$7,400 | \$8,000  | \$8,700 | \$9,400 |  |
| Δ 99 - 03                |                      |             |         |          |         | 8.7%    |  |
| Revenue/Capita           |                      | 1993        |         | 1998     |         | 2003    |  |
| \$1,911,000              |                      | \$1,401,000 |         | \$20,74  |         | \$27,70 |  |
| Revenue/Retail Sales     |                      | 1993        |         | 1998     |         | 2003    |  |
| \$19.86                  |                      | \$1,401,000 |         | \$20,74  |         | \$27,70 |  |
| Est. Breakout            |                      | Local       |         | National |         | 30%     |  |
| 70%                      |                      | 30%         |         |          |         |         |  |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

| MSA Population | 1998     |        | 1998     |          | 2003 |        |
|----------------|----------|--------|----------|----------|------|--------|
|                | Rate     | Growth | Rate     | Growth   | Rate | Growth |
| 322.2          | 332.7    | 0.6%   | 332.7    | 339.3    | 0.4% |        |
| 118.5          | 123.0    | 0.7%   | 123.0    | 126.6    | 0.6% |        |
| 3,342.6        | 4,938.3  | 8.1%   | 4,938.3  | 6,427.1  | 5.4% |        |
| 8,861.5        | 10,979.6 | 4.4%   | 10,979.6 | 14,292.6 | 5.4% |        |

### Demographic Breakdown

| Total | Under 12  |             | 12 - 17    |            | 18 - 24          |               | 25 - 34  |       | 35 - 44 |        | 45 - 54 |       | Over 55 |  |
|-------|-----------|-------------|------------|------------|------------------|---------------|----------|-------|---------|--------|---------|-------|---------|--|
|       | Men (000) | Women (000) | Percentage | Per Capita | Median Household | Avg Household | Hispanic | 10.9% |         |        |         |       |         |  |
| 160.7 | 23.9      | 12.3        | 14.0%      | 24.1       | 26.6             | 45.8          | 54.9     | 53.7  | 80.9    | 24.3%  | 89,263  | 10.9% |         |  |
| 172.0 | 22.7      | 11.8        | 7.2%       | 24.1       | 26.6             | 45.8          | 54.9     | 53.7  | 80.9    | 24.3%  | 89,263  | 10.9% |         |  |
| 332.7 | 46.7      | 24.1        | 8.0%       | 26.6       | 45.8             | 54.9          | 53.7     | 80.9  | 24.3%   | 89,263 | 10.9%   |       |         |  |
| 332.7 | 46.7      | 24.1        | 13.8%      | 26.6       | 45.8             | 54.9          | 53.7     | 80.9  | 24.3%   | 89,263 | 10.9%   |       |         |  |
| 332.7 | 46.7      | 24.1        | 16.5%      | 26.6       | 45.8             | 54.9          | 53.7     | 80.9  | 24.3%   | 89,263 | 10.9%   |       |         |  |
| 332.7 | 46.7      | 24.1        | 19.2%      | 26.6       | 45.8             | 54.9          | 53.7     | 80.9  | 24.3%   | 89,263 | 10.9%   |       |         |  |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 2       | 2       | 1       | 4          | 4       | 4       | 8     |
| Tot 12+    | 4.0     | 10.1    | 2.5     | 14.1       | 4.3     | 18.4    | 18.4  |
| Avg 12+    | 2.0     | 5.1     | 2.5     | 3.5        | 1.1     | 2.3     | 2.3   |
| Tot LCS    | 21.7    | 54.9    | 13.6    | 76.6       | 23.4    | 100.0   | 100.0 |
| Avg LCS    | 10.9    | 27.4    | 13.6    | 19.2       | 5.8     | 12.5    | 12.5  |



Metro Rank: 140  
Revenue Rank: 125

# Tyler - Longview, TX Market Overview



## Market Radio Financials

(all figures in 000's, except percentages and ratios)

|                          | 1993        | 1994        | 1995      | 1996        | 1997     | 1998     | 2002     | 2003     | Est. Breakout |
|--------------------------|-------------|-------------|-----------|-------------|----------|----------|----------|----------|---------------|
| ESTIMATED GROSS REVENUES | \$9,700     | \$10,900    | \$11,900  | \$13,000    | \$13,100 | \$12,900 | \$18,900 | \$20,100 | Local 85%     |
|                          | Δ 98 - 99   | 16.3%       | \$15,000  | \$16,400    | \$17,500 | \$18,900 | \$20,100 | 7.5%     | National 15%  |
| Revenue/Capita           | \$3,201,000 | \$3,461,000 | \$3,99,32 | \$4,141,000 | \$57,58  |          |          |          |               |

## Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

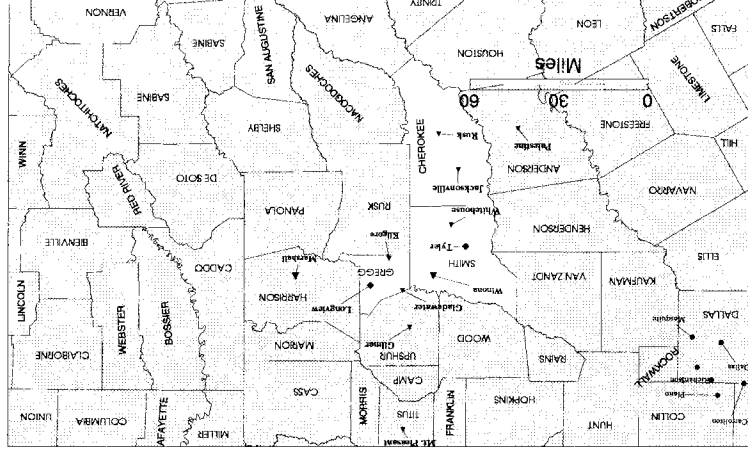
|                | 1993    | 1998    | 1998    | 2003    |
|----------------|---------|---------|---------|---------|
| MSA Population | 310.2   | 328.1   | 328.1   | 349.1   |
| Households     | 117.2   | 124.5   | 124.5   | 134.8   |
| Retail Sales   | 3,034.5 | 3,728.9 | 3,728.9 | 4,859.7 |
| EBI            | 4,435.9 | 5,197.7 | 5,197.7 | 6,959.7 |
| Growth Rate    | 1.1%    | 1.2%    | 1.2%    | 1.6%    |
| Growth Rate    | 5.4%    | 6.0%    |         |         |

## Demographic Breakdown

|                    | Total       | Under 12    | 12 - 17    | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 54 | Over 55 |
|--------------------|-------------|-------------|------------|---------|---------|---------|---------|---------|
| Men (000)          | 158.8       | 27.7        | 14.7       | 14.9    | 21.2    | 24.7    | 21.4    | 34.3    |
| Women (000)        | 169.3       | 26.8        | 14.1       | 14.3    | 20.7    | 25.1    | 22.6    | 45.6    |
| Total              | 328.1       | 54.5        | 28.8       | 29.2    | 41.9    | 49.8    | 44.0    | 79.9    |
| Percentage         | 100.0%      | 16.6%       | 8.8%       | 8.9%    | 12.8%   | 15.2%   | 13.4%   | 24.3%   |
| Per Capita         | \$ 15,842   |             |            |         |         |         |         |         |
| Median Household   | \$ 31,750   |             |            |         |         |         |         |         |
| Avg Household      | \$ 41,749   |             |            |         |         |         |         |         |
| Ethnic Population: | White 77.5% | Black 21.4% | Asian 0.7% |         |         |         |         |         |

## Market Summary

| FM Classes | Class A | Class B | Class C | Viabile FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|-------------|---------|---------|-------|
| # Stations | 1       | 14      | 10      | 15          | 10      | 25      |       |
| Tot 12+    | 0.8     | 57.3    | 55.4    | 58.1        | 12.0    | 70.1    |       |
| Avg 12+    | 0.8     | 4.1     | 5.5     | 3.9         | 1.2     | 2.8     |       |
| Tot LCS    | 1.1     | 81.7    | 79.0    | 82.9        | 17.1    | 100.0   |       |
| Avg LCS    | 1.1     | 5.8     | 7.9     | 5.5         | 1.7     | 4.0     |       |

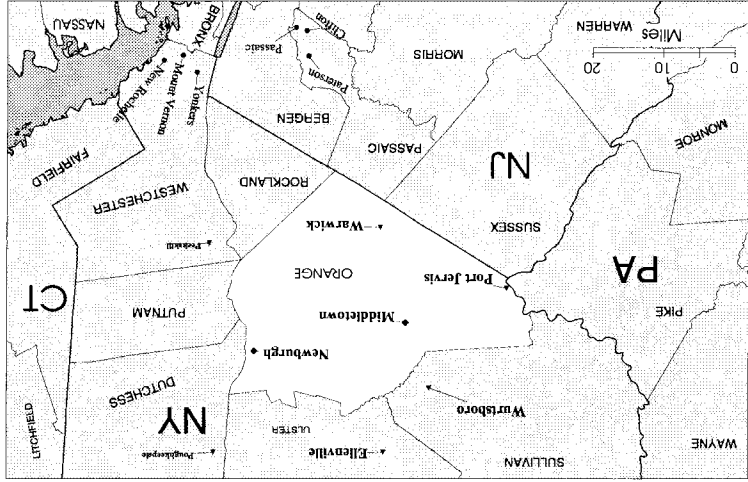


## Metro Counties / Population (000)

|              |              |
|--------------|--------------|
| Cherokee, TX | 45.9         |
| Gregg, TX    | 113.9        |
| Smith, TX    | 168.3        |
| <b>Total</b> | <b>328.1</b> |



Metro Rank: 141  
Revenue Rank: 258



Metro Counties / Population (000)  
Orange, NY 331.4  
331.4

# Newburgh-Middletown, NY Market Overview



Market Radio Financials (all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES | Revenue/Retail Sales |         |         |         |         |               |
|--------------------------|----------------------|---------|---------|---------|---------|---------------|
|                          | 1993                 | 1994    | 1995    | 1996    | 1997    | 1998          |
| ***                      | \$4,100              | \$4,700 | \$4,900 | \$5,100 | \$5,500 | \$5,100       |
| Δ 98 - 99                | 9.8%                 | \$4,500 | \$4,800 | \$5,000 | \$5,300 | \$5,500       |
| Δ 99 - 03                |                      |         |         |         |         | 5.0%          |
|                          |                      |         |         |         |         | Est. Breakout |
|                          |                      |         |         |         |         | Local 80%     |
|                          |                      |         |         |         |         | National 20%  |

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

| Growth Rate    | Growth Rate |         |       |         |         |      |
|----------------|-------------|---------|-------|---------|---------|------|
|                | 1993        | 1998    | 1998  | 1998    | 2003    | 2003 |
| MSA Population | 325.7       | 331.4   | 0.3%  | 331.4   | 348.8   | 1.0% |
| Households     | 106.5       | 109.7   | 0.6%  | 109.7   | 116.7   | 1.2% |
| Retail Sales   | 2,452.1     | 3,493.8 | 7.3%  | 3,493.8 | 4,261.3 | 4.1% |
| EBI            | 5,529.6     | 5,357.0 | -0.6% | 5,357.0 | 6,316.4 | 3.3% |

## Demographic Breakdown

|                    | Total     | Under 12 | 12 - 17 | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 54 | Over 55 |
|--------------------|-----------|----------|---------|---------|---------|---------|---------|---------|
| Men (000)          | 166.8     | 30.1     | 17.0    | 23.7    | 29.1    | 23.9    | 27.9    | 35.3    |
| Women (000)        | 164.6     | 28.7     | 13.8    | 22.4    | 28.2    | 23.0    | 35.3    | 63.2    |
| Total              | 331.4     | 58.8     | 30.3    | 46.1    | 57.2    | 46.8    | 63.2    | 19.1%   |
| Percentage         | 100.0%    | 17.7%    | 8.7%    | 9.1%    | 13.9%   | 17.3%   | 14.1%   | 19.1%   |
| Per Capita         | \$ 16,165 |          |         |         |         |         |         |         |
| Median Household   | \$ 42,525 |          |         |         |         |         |         |         |
| Avg Household      | \$ 48,833 |          |         |         |         |         |         |         |
| Ethnic Population: |           |          |         |         |         |         |         |         |
| White              | 89.6%     |          |         |         |         |         |         |         |
| Black              | 8.2%      |          |         |         |         |         |         |         |
| Asian              | 1.8%      |          |         |         |         |         |         |         |
| Hispanic           | 9.0%      |          |         |         |         |         |         |         |

## Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 6       | 3       | 2       | 2          | 9       | 5       | 14    |
| Tot 12+    | 18.3    | 30.4    | 10.2    | 10.2       | 48.7    | 1.1     | 49.8  |
| Avg 12+    | 3.1     | 10.1    | 5.1     | 5.1        | 5.4     | 0.2     | 3.6   |
| Tot LCS    | 36.7    | 61.0    | 20.5    | 20.5       | 97.8    | 2.2     | 100.0 |
| Avg LCS    | 6.1     | 20.3    | 10.2    | 10.2       | 10.9    | 0.4     | 7.1   |





Metro Rank: 142  
Revenue Rank: 109



Metro Counties / Population (000)

|                |              |
|----------------|--------------|
| Autauga, AL    | 42.5         |
| Elmore, AL     | 62.9         |
| Montgomery, AL | 217.5        |
| <b>Total</b>   | <b>322.9</b> |

# Montgomery, AL Market Overview



## Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES | Revenue/Retail Sales |             |          |             |          |          |
|--------------------------|----------------------|-------------|----------|-------------|----------|----------|
|                          | 1993                 | 1994        | 1995     | 1996        | 1997     | 1998     |
| 1993                     | \$10,900             | \$12,200    | \$13,100 | \$13,500    | \$14,800 | \$14,800 |
| Δ 98 - 99                | 17.6%                |             |          |             |          |          |
| 1998                     | \$4,481,000          | \$4,361,000 | \$4,583  | \$5,611,000 | \$72.28  |          |
| Est. Breakout            |                      |             |          |             |          |          |
|                          | Local                | 88%         |          |             |          |          |
|                          | National             | 12%         |          |             |          |          |
| Δ 99 - 03                |                      |             |          |             |          |          |
|                          | 2003                 | \$24,300    | 8.7%     |             |          |          |

## Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

| MSA Population | Households |       | Retail Sales |         | EBI     |         |
|----------------|------------|-------|--------------|---------|---------|---------|
|                | 1993       | 1998  | 1993         | 1998    | 1993    | 1998    |
| 309.8          | 112.0      | 119.0 | 2,431.6      | 3,395.7 | 4,460.4 | 4,897.8 |
| 0.8%           | 0.8%       | 1.2%  | 0.8%         | 1.2%    | 1.9%    | 1.9%    |
| Growth Rate    | 322.9      | 322.9 | 322.9        | 322.9   | 4,897.8 | 4,897.8 |
|                | 1998       | 1998  | 1998         | 1998    | 1998    | 1998    |
|                | 322.9      | 322.9 | 322.9        | 322.9   | 3,395.7 | 3,395.7 |
|                | 1998       | 1998  | 1998         | 1998    | 119.0   | 119.0   |
|                | 1998       | 1998  | 1998         | 1998    | 4,331.7 | 4,331.7 |
|                | 1998       | 1998  | 1998         | 1998    | 6,256.3 | 6,256.3 |
|                | 1998       | 1998  | 1998         | 1998    | 5.0%    | 5.0%    |
|                | 1998       | 1998  | 1998         | 1998    | 0.8%    | 0.8%    |

## Demographic Breakdown

| Over 55 | 45 - 54 |      | 35 - 44 |      | 25 - 34 |      | 18 - 24 |      | 12 - 17 |      | Under 12 |      | Total |           | Percentage | Per Capita \$ 15,168 | Median Household \$ 32,380 | Avg Household \$ 41,158 | Hispanic 1.2% |             |       |       |
|---------|---------|------|---------|------|---------|------|---------|------|---------|------|----------|------|-------|-----------|------------|----------------------|----------------------------|-------------------------|---------------|-------------|-------|-------|
|         | 28.3    | 22.7 | 25.7    | 22.2 | 15.4    | 22.2 | 15.4    | 29.7 | 30.8    | 44.5 | 52.3     | 43.9 | 67.6  | Men (000) |            |                      |                            |                         |               | Women (000) |       |       |
| 28.3    | 22.7    | 25.7 | 22.2    | 15.4 | 22.2    | 15.4 | 29.7    | 30.8 | 44.5    | 52.3 | 43.9     | 67.6 | 155.9 | 167.0     | 100.0%     | 16.8%                | 9.2%                       | 9.5%                    | 13.8%         | 16.2%       | 13.6% | 20.9% |
| 28.3    | 22.7    | 25.7 | 22.2    | 15.4 | 22.2    | 15.4 | 29.7    | 30.8 | 44.5    | 52.3 | 43.9     | 67.6 | 155.9 | 167.0     | 100.0%     | 16.8%                | 9.2%                       | 9.5%                    | 13.8%         | 16.2%       | 13.6% | 20.9% |
| 28.3    | 22.7    | 25.7 | 22.2    | 15.4 | 22.2    | 15.4 | 29.7    | 30.8 | 44.5    | 52.3 | 43.9     | 67.6 | 155.9 | 167.0     | 100.0%     | 16.8%                | 9.2%                       | 9.5%                    | 13.8%         | 16.2%       | 13.6% | 20.9% |
| 28.3    | 22.7    | 25.7 | 22.2    | 15.4 | 22.2    | 15.4 | 29.7    | 30.8 | 44.5    | 52.3 | 43.9     | 67.6 | 155.9 | 167.0     | 100.0%     | 16.8%                | 9.2%                       | 9.5%                    | 13.8%         | 16.2%       | 13.6% | 20.9% |
| 28.3    | 22.7    | 25.7 | 22.2    | 15.4 | 22.2    | 15.4 | 29.7    | 30.8 | 44.5    | 52.3 | 43.9     | 67.6 | 155.9 | 167.0     | 100.0%     | 16.8%                | 9.2%                       | 9.5%                    | 13.8%         | 16.2%       | 13.6% | 20.9% |
| 28.3    | 22.7    | 25.7 | 22.2    | 15.4 | 22.2    | 15.4 | 29.7    | 30.8 | 44.5    | 52.3 | 43.9     | 67.6 | 155.9 | 167.0     | 100.0%     | 16.8%                | 9.2%                       | 9.5%                    | 13.8%         | 16.2%       | 13.6% | 20.9% |
| 28.3    | 22.7    | 25.7 | 22.2    | 15.4 | 22.2    | 15.4 | 29.7    | 30.8 | 44.5    | 52.3 | 43.9     | 67.6 | 155.9 | 167.0     | 100.0%     | 16.8%                | 9.2%                       | 9.5%                    | 13.8%         | 16.2%       | 13.6% | 20.9% |
| 28.3    | 22.7    | 25.7 | 22.2    | 15.4 | 22.2    | 15.4 | 29.7    | 30.8 | 44.5    | 52.3 | 43.9     | 67.6 | 155.9 | 167.0     | 100.0%     | 16.8%                | 9.2%                       | 9.5%                    | 13.8%         | 16.2%       | 13.6% | 20.9% |
| 28.3    | 22.7    | 25.7 | 22.2    | 15.4 | 22.2    | 15.4 | 29.7    | 30.8 | 44.5    | 52.3 | 43.9     | 67.6 | 155.9 | 167.0     | 100.0%     | 16.8%                | 9.2%                       | 9.5%                    | 13.8%         | 16.2%       | 13.6% | 20.9% |

## Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 3       | 7       | 10      | 10         | 10      | 8       | 18    |
| Tot 12+    | 16.2    | 46.1    | 62.3    | 62.3       | 62.3    | 17.6    | 79.9  |
| Avg 12+    | 5.4     | 6.6     | 6.2     | 6.2        | 6.2     | 2.2     | 4.4   |
| Tot LCS    | 20.3    | 57.7    | 78.0    | 78.0       | 78.0    | 22.0    | 100.0 |
| Avg LCS    | 6.8     | 8.2     | 7.8     | 7.8        | 7.8     | 2.8     | 5.6   |

# Competitive Overview

Some stations also rated in Dothan.

## FM Stations

| City of License    | FCC Class | Freq  | Power (kW) | HAAT C | Owner             | Year Acqd | Sid  | Date | Sales L     | Price M | Format | Revenue (000)/ | Power Ratio | Local | Comm | 1999 | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |      |  |
|--------------------|-----------|-------|------------|--------|-------------------|-----------|------|------|-------------|---------|--------|----------------|-------------|-------|------|------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|------|--|
| Montgomery         | C         | 92.3  | 100.0      |        | Cumulus Bcstg Inc | 69        | 9807 | g2   | Country     | 4,100   | A      | 1,51           | 1.51        | 15.6  | 14.4 | 13.1 | 13.1        | 13.1      | 13.8        | 13.8      | 14.9        | 14.7      | 14.7        | 14.7 |  |
| Montgomery         | C2        | 95.1  | 50.0       |        | Cumulus Bcstg Inc | 77        | 9808 | p    | Cisc Rock   | 1,100   | d2     | 1.26           | 1.26        | 5.0   | 4.6  | 3.9  | 4.4         | 4.1       | 5.4         | 6.3       | 6.1         | 6.8       | 6.8         |      |  |
| Montgomery         | A         | 96.1  | 0.9        |        | Montgomery Bcst   | 90        |      |      | 1 80s Hits  | 400     | g      | 0.96           | 0.96        | 2.4   | 2.8  | 1.9  | 2.2         | 3.0       | 4.8         | 3.4       | 3.4         | 3.1       | 3.1         |      |  |
| Montgomery         | A         | 97.1  | 1.0 cp     |        | AMFM Inc          | 92        | 9910 | p    | R&BOD/UrBAC | 1,100   | g      | 0.88           | 0.88        | 7.2   | 5.2  | 5.8  | 6.3         | 6.6       | 6.1         | 7.0       | 6.6         | 6.5       | 6.5         |      |  |
| Montgomery         | A         | 97.9  | 3.0        |        | Montgomery Bcst   | 98        |      |      | Urban       | 300     | g      | 0.17           | 0.17        | 10.3  | 8.2  | 8.2  | 9.0         | 9.2       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |      |  |
| Montgomery         | C1        | 98.9  | 100.0 cp   |        | Deep South Bcstg  | 61        | 7809 |      | 1 CHR       | 1,300   | d2     | 0.98           | 0.98        | 7.6   | 3.4  | 5.3  | 7.5         | 6.9       | 7.5         | 7.5       | 3.9         | 4.3       | 4.3         |      |  |
| Montgomery         | C         | 101.9 | 100.0      |        | Cumulus Bcstg Inc | 62        | 9808 | p    | CHR         | 750     | d2     | 0.81           | 0.81        | 5.3   | 5.9  | 5.8  | 3.1         | 2.3       | 4.1         | 4.1       | 3.9         | 3.9       | 3.9         |      |  |
| Montgomery         | C         | 103.3 | 100.0      |        | Cumulus Bcstg Inc | 61        | 9807 |      | AC          | 1,400   | g2     | 1.28           | 1.28        | 6.3   | 6.3  | 3.9  | 5.3         | 4.3       | 4.1         | 5.7       | 10.0        | 10.9      | 10.9        |      |  |
| Montgomery         | C1        | 104.3 | 13.5       |        | AMFM Inc          | 97        | 9910 | p    | Oldies      | 1,300   | g      | 1.33           | 1.33        | 5.6   | 3.1  | 4.6  | 4.8         | 6.9       | 4.3         | 0.0       | 0.0         | 0.0       | 0.0         |      |  |
| Troy               | C         | 105.7 | 100.0      |        | AMFM Inc          | 73        | 9910 | p    | g           | 4,000   | g      | 1.38           | 1.38        | 16.6  | 10.8 | 14.0 | 13.8        | 16.0      | 17.2        | 21.3      | 18.3        | 20.8      | 20.8        |      |  |
| # FM Stations - 10 |           |       |            |        |                   |           |      |      |             |         |        |                |             |       |      |      |             |           |             |           |             |           |             |      |  |
| # Combos - 8       |           |       |            |        |                   |           |      |      |             |         |        |                |             |       |      |      |             |           |             |           |             |           |             |      |  |
| FM TOTALS          |           |       |            |        |                   |           |      |      |             |         |        |                |             |       |      |      |             |           |             |           |             |           |             |      |  |
|                    |           |       |            |        |                   |           |      |      |             |         |        | 1999 Est       |             |       |      |      |             |           |             |           |             |           |             |      |  |
|                    |           |       |            |        |                   |           |      |      |             |         |        | Avg 99         |             |       |      |      |             |           |             |           |             |           |             |      |  |
|                    |           |       |            |        |                   |           |      |      |             |         |        | Local          |             |       |      |      |             |           |             |           |             |           |             |      |  |
|                    |           |       |            |        |                   |           |      |      |             |         |        | Comm           |             |       |      |      |             |           |             |           |             |           |             |      |  |
|                    |           |       |            |        |                   |           |      |      |             |         |        | 1999           |             |       |      |      |             |           |             |           |             |           |             |      |  |
|                    |           |       |            |        |                   |           |      |      |             |         |        | Spring 1999    |             |       |      |      |             |           |             |           |             |           |             |      |  |
|                    |           |       |            |        |                   |           |      |      |             |         |        | Fall 1998      |             |       |      |      |             |           |             |           |             |           |             |      |  |
|                    |           |       |            |        |                   |           |      |      |             |         |        | Spring 1998    |             |       |      |      |             |           |             |           |             |           |             |      |  |
|                    |           |       |            |        |                   |           |      |      |             |         |        | Fall 1997      |             |       |      |      |             |           |             |           |             |           |             |      |  |
|                    |           |       |            |        |                   |           |      |      |             |         |        | Spring 1997    |             |       |      |      |             |           |             |           |             |           |             |      |  |
|                    |           |       |            |        |                   |           |      |      |             |         |        | Fall 1996      |             |       |      |      |             |           |             |           |             |           |             |      |  |
|                    |           |       |            |        |                   |           |      |      |             |         |        | Spring 1996    |             |       |      |      |             |           |             |           |             |           |             |      |  |

## ARB 12+ Metro Shares (see rights)

## AM Stations

| City of License   | FCC Class | Freq | Power (kW) | C Owner | Year Acqd         | Sid | Date | Price M | Format        | Revenue (000)/ | Power Ratio | Local       | Comm | 1999 | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |     |     |  |  |
|-------------------|-----------|------|------------|---------|-------------------|-----|------|---------|---------------|----------------|-------------|-------------|------|------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|-----|-----|--|--|
| Montgomery        | B         | 740  | 10.0       | b       | Cumulus Bcstg Inc | 53  | 9807 | g2      | Sports        | 400            | 0.79        | 2.9         | 2.9  | 1.9  | 3.1         | 1.7       | 1.4         | 1.4       | 2.0         | 2.0       | 2.0         | 1.2 | 1.2 |  |  |
| Montgomery        | B         | 800  | 1.0        | B       | GHB Bcstg         | 46  | 7507 |         | Christian     | 100            |             | 0.9         | 0.9  | 0.7  | 1.0         | 0.5       | 0.7         | 1.4       | 0.9         | 1.2       | 0.0         | 0.0 |     |  |  |
| Montgomery        | B         | 950  | 1.0        | B       | Cumulus Bcstg Inc | 53  | 9807 | g2      | Adlt Sindr    | 50             | 0.11        | 2.6         | 2.6  | 2.1  | 2.7         | 1.7       | 2.5         | 2.3       | 2.0         | 0.7       | 0.0         | 0.0 |     |  |  |
| Montgomery        | B         | 1170 | 10.0       | c       | Montgomery Bcst   | 39  | 9306 | 125     | 1 Nws/Tlk/Spt | 700            | 0.79        | 5.1         | 5.1  | 5.9  | 3.9         | 4.6       | 3.0         | 5.4       | 2.9         | 5.4       | 4.1         | 4.1 |     |  |  |
| Montgomery        | B         | 1250 | 5.0        | B       | Darty Bcstg Corp  | 54  | 8006 | 295     | Gosp/RhyBl    | 150            | 0.51        | 1.7         | 1.7  | 1.4  | 1.7         | 1.2       | 2.3         | 2.3       | 1.6         | 3.9       | 2.4         | 2.4 |     |  |  |
| Prattville        | B         | 1410 | 5.0        | B       | American Trust    | 69  | 9501 | 30      | Talk          |                |             | 0.4         | 0.4  | 0.0  | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 |     |  |  |
| Montgomery        | B         | 1440 | 5.0        | B       | Cumulus Bcstg Inc | 30  | 9808 | p       | News          | 225            | 0.33        | 4.4         | 4.4  | 4.7  | 2.9         | 4.4       | 0.7         | 0.0       | 0.0         | 0.5       | 0.7         | 0.0 |     |  |  |
| Montgomery        | B         | 1600 | 5.0        | B       | Tuskegee Comm     | 47  | 9411 | 225     | Gospel        | 250            | 0.33        | 18.0        | 18.0 | 17.6 | 15.3        | 14.8      | 12.9        | 15.5      | 14.4        | 18.5      | 5.3         | 5.3 |     |  |  |
| # AM Stations - 8 |           |      |            |         |                   |     |      |         |               |                |             |             |      |      |             |           |             |           |             |           |             |     |     |  |  |
| # Combos - 4      |           |      |            |         |                   |     |      |         |               |                |             |             |      |      |             |           |             |           |             |           |             |     |     |  |  |
| AM TOTALS         |           |      |            |         |                   |     |      |         |               |                |             |             |      |      |             |           |             |           |             |           |             |     |     |  |  |
|                   |           |      |            |         |                   |     |      |         |               |                |             | 1999 Est    |      |      |             |           |             |           |             |           |             |     |     |  |  |
|                   |           |      |            |         |                   |     |      |         |               |                |             | Avg 99      |      |      |             |           |             |           |             |           |             |     |     |  |  |
|                   |           |      |            |         |                   |     |      |         |               |                |             | Local       |      |      |             |           |             |           |             |           |             |     |     |  |  |
|                   |           |      |            |         |                   |     |      |         |               |                |             | Comm        |      |      |             |           |             |           |             |           |             |     |     |  |  |
|                   |           |      |            |         |                   |     |      |         |               |                |             | 1999        |      |      |             |           |             |           |             |           |             |     |     |  |  |
|                   |           |      |            |         |                   |     |      |         |               |                |             | Spring 1999 |      |      |             |           |             |           |             |           |             |     |     |  |  |
|                   |           |      |            |         |                   |     |      |         |               |                |             | Fall 1998   |      |      |             |           |             |           |             |           |             |     |     |  |  |
|                   |           |      |            |         |                   |     |      |         |               |                |             | Spring 1998 |      |      |             |           |             |           |             |           |             |     |     |  |  |
|                   |           |      |            |         |                   |     |      |         |               |                |             | Fall 1997   |      |      |             |           |             |           |             |           |             |     |     |  |  |
|                   |           |      |            |         |                   |     |      |         |               |                |             | Spring 1997 |      |      |             |           |             |           |             |           |             |     |     |  |  |
|                   |           |      |            |         |                   |     |      |         |               |                |             | Fall 1996   |      |      |             |           |             |           |             |           |             |     |     |  |  |
|                   |           |      |            |         |                   |     |      |         |               |                |             | Spring 1996 |      |      |             |           |             |           |             |           |             |     |     |  |  |

## ARB 12+ Metro Shares (see rights)

Metro Rank: 143  
Revenue Rank: 153

# Eugene - Springfield, OR Market Overview



## Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES *** | Revenue/Capita Sales |             |             |             |               |              |
|------------------------------|----------------------|-------------|-------------|-------------|---------------|--------------|
|                              | 1993                 | 1994        | 1995        | 1996        | 1997          | 1998         |
| \$9,400                      | \$10,000             | \$10,100    | \$10,300    | \$10,300    | \$14,400      | \$15,300     |
| Δ 98 - 99                    | 15.5%                | \$11,900    | \$12,900    | \$13,600    | \$14,400      | \$15,300     |
| Δ 93 - 98                    | 1.9%                 | \$9,400     | \$10,000    | \$10,100    | \$10,300      | \$10,300     |
|                              |                      | \$3,461,000 | \$2,821,000 | \$3,241,000 | \$46.24       |              |
|                              |                      | 1993        | 1998        | 2003        |               |              |
|                              |                      | \$31.41     | \$32.76     | \$46.24     |               |              |
|                              |                      |             |             |             | Local 75%     | National 25% |
|                              |                      |             |             |             | Est. Breakout |              |

## Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

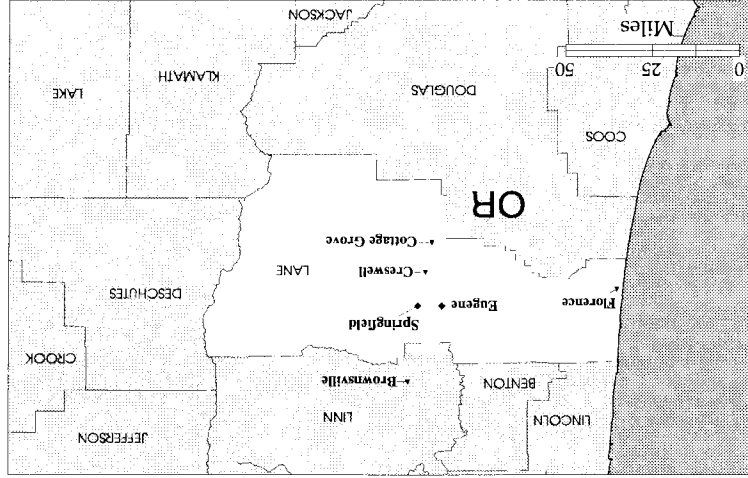
| MSA Population | Households |       |       | Retail Sales |         |         | EBI  |      |      |
|----------------|------------|-------|-------|--------------|---------|---------|------|------|------|
|                | 1993       | 1998  | 2003  | 1993         | 1998    | 2003    | 1993 | 1998 | 2003 |
| 299.3          | 314.4      | 314.4 | 330.9 | 117.8        | 123.9   | 131.7   | 1.0% | 1.0% | 1.2% |
| 153.8          | 153.1      | 15.3  | 19.9  | 299.3        | 314.4   | 330.9   | 1.0% | 1.0% | 1.2% |
| 160.6          | 124.2      | 12.4  | 15.7  | 2,713.0      | 3,646.8 | 4,725.3 | 5.3% | 5.3% | 5.3% |
| 314.4          | 47.7       | 25.5  | 31.0  | 4,179.0      | 4,655.8 | 5,907.8 | 4.9% | 4.9% | 4.9% |
| 100.0%         | 15.2%      | 8.1%  | 9.9%  | 2.2%         | 2.2%    | 2.2%    |      |      |      |
| 15.2%          | 12.6%      | 12.6% | 18.0% | 4,655.8      | 4,655.8 | 5,907.8 |      |      |      |
| 15.2%          | 12.6%      | 12.6% | 18.0% | 3,646.8      | 3,646.8 | 4,725.3 |      |      |      |
| 15.2%          | 12.6%      | 12.6% | 18.0% | 123.9        | 123.9   | 131.7   |      |      |      |
| 15.2%          | 12.6%      | 12.6% | 18.0% | 117.8        | 123.9   | 131.7   |      |      |      |
| 15.2%          | 12.6%      | 12.6% | 18.0% | 117.8        | 123.9   | 131.7   |      |      |      |

## Demographic Breakdown

| Men (000) | Women (000) |          |          |          |          |          | Total    | Percentage | Per Capita | Ethnic Population:     |
|-----------|-------------|----------|----------|----------|----------|----------|----------|------------|------------|------------------------|
|           | Under 12    | 12 - 17  | 18 - 24  | 25 - 34  | 35 - 44  | 45 - 54  |          |            |            |                        |
| 153.8     | 24.2        | 13.1     | 15.3     | 19.9     | 27.9     | 22.1     | 31.2     | 38.5       | 69.7       | White 95.4%            |
| 160.6     | 23.5        | 12.4     | 15.7     | 19.6     | 28.7     | 22.2     | 31.2     | 38.5       | 69.7       | Black 0.9%             |
| 314.4     | 47.7        | 25.5     | 31.0     | 39.5     | 56.6     | 44.4     | 69.7     | 69.7       | 69.7       | Asian 2.5%             |
| 100.0%    | 15.2%       | 8.1%     | 9.9%     | 12.6%    | 18.0%    | 14.1%    | 22.2%    | 22.2%      | 22.2%      | Hispanic 4.0%          |
| \$14,809  | \$14,809    | \$14,809 | \$14,809 | \$14,809 | \$14,809 | \$14,809 | \$14,809 | \$14,809   | \$14,809   | Avg Household \$37,577 |
| \$14,809  | \$14,809    | \$14,809 | \$14,809 | \$14,809 | \$14,809 | \$14,809 | \$14,809 | \$14,809   | \$14,809   | Avg Household \$37,577 |

## Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 1       | 8       | 8       | 8          | 9       | 11      | 20    |
| Tot 12+    | 0.8     | 0.8     | 55.8    | 55.8       | 56.6    | 18.0    | 74.6  |
| Avg 12+    | 0.8     | 7.0     | 7.0     | 7.0        | 6.3     | 1.6     | 3.7   |
| Tot LCS    | 1.1     | 74.8    | 74.8    | 74.8       | 75.9    | 24.1    | 100.0 |
| Avg LCS    | 1.1     | 74.8    | 74.8    | 74.8       | 75.9    | 24.1    | 100.0 |



# Competitive Overview

## FM Stations

| City of Calls License | FCC Class | Freq  | Power (kW) | HAAT C | Owner              | Year Acqd | Std Acqd | Price (000) | M A | Format      | Revenue (000)/ | Power Ratio | Local Comm | 1999    | Spring | Fall   | 1998   | Spring  | Fall   | 1997  | Spring | Fall   | 1996 | Spring | 1996   |      |        |        |      |        |        |      |      |        |      |  |  |  |  |  |  |  |
|-----------------------|-----------|-------|------------|--------|--------------------|-----------|----------|-------------|-----|-------------|----------------|-------------|------------|---------|--------|--------|--------|---------|--------|-------|--------|--------|------|--------|--------|------|--------|--------|------|--------|--------|------|------|--------|------|--|--|--|--|--|--|--|
| KKNU Springfield      | C         | 93.1  | 100.0      | 1299 a | McKenzie River     | 58        | 9212     | 950         | g2  | Country     | 1,800          | 0.98        | 15.4       | 9.9     | 12.3   | 11.6   | 12.5   | 13.1    | 7.2    | 7.2   | 7.5    | 8.7    | 8.7  | 9.0    | 9.8    | 9.0  |        |        |      |        |        |      |      |        |      |  |  |  |  |  |  |  |
| KMGE Eugene           | C1        | 94.5  | 49.0 cp    | 1299 a | McKenzie River     | 65        | 8609     | 950         | g3  | AC          | 1,500          | 1.34        | 9.4        | 8.2     | 7.4    | 7.2    | 5.8    | 7.1     | 8.9    | 7.1   | 8.9    | 9.8    | 9.8  | 9.0    | 9.8    |      |        |        |      |        |        |      |      |        |      |  |  |  |  |  |  |  |
| KNRQ Creswell         | C3        | 95.3  | 0.6        | 1207 d | Cumulus Bcstg Inc  | 83        | 9912 p   | 1,000       | g3  | Alternative | 1,000          | 0.93        | 9.0        | 5.7     | 7.1    | 6.9    | 5.3    | 5.7     | 6.3    | 5.7   | 6.3    | 6.0    | 5.6  | 5.6    | 5.6    |      |        |        |      |        |        |      |      |        |      |  |  |  |  |  |  |  |
| KZEL Eugene           | C         | 96.1  | 100.0      | 1093 d | Cumulus Bcstg Inc  | 62        | 9912 p   | 1,400       | g3  | Cisc Rock   | 1,400          | 1.38        | 8.5        | 6.3     | 7.1    | 6.1    | 8.0    | 7.1     | 6.3    | 7.1   | 6.3    | 6.5    | 10.5 | 10.5   | 11.3   |      |        |        |      |        |        |      |      |        |      |  |  |  |  |  |  |  |
| KKTT Eugene           | C         | 97.9  | 100.0      | 1011 b | Marathon Media     | 58        | 9911     | 500         | g2  | Country     | 500            | 0.74        | 5.7        | 5.0     | 5.2    | 3.6    | 5.0    | 5.2     | 9.5    | 7.2   | 7.3    | 7.3    | 11.3 | 11.3   | 11.3   |      |        |        |      |        |        |      |      |        |      |  |  |  |  |  |  |  |
| KODZ Eugene           | C         | 99.1  | 100.0      | 1631 c | McCoy Bcstg Co     | 68        | 9109     | 500         | g1  | Oldies      | 500            | 0.61        | 6.9        | 4.5     | 4.9    | 5.8    | 6.6    | 5.2     | 5.2    | 7.2   | 7.3    | 5.6    | 5.6  | 5.6    |        |      |        |        |      |        |        |      |      |        |      |  |  |  |  |  |  |  |
| KEHK Brownsville      | C1        | 102.3 | 100.0      | 919 b  | Marathon Media     | 91        | 9911     | 750         | g2  | Rock & Roll | 750            | 1.02        | 6.2        | 4.4     | 4.6    | 5.0    | 5.3    | 5.5     | 5.2    | 5.2   | 7.3    | 3.8    | 2.8  | 2.8    |        |      |        |        |      |        |        |      |      |        |      |  |  |  |  |  |  |  |
| KDUK Florence         | C         | 104.7 | 63.0       | 2307 c | McCoy Bcstg Co     | 83        | 9609     | 1,350       | g2  | CHR         | 1,350          | 0.83        | 13.6       | 11.8    | 11.4   | 9.7    | 8.8    | 7.9     | 8.1    | 6.3   | 6.3    | 4.3    | 4.3  | 4.3    |        |      |        |        |      |        |        |      |      |        |      |  |  |  |  |  |  |  |
| KCST Florence         | A         | 106.9 | 2.3        | 509 e  | Coast Bcstg Co Inc | 92        |          | 250         | g2  | AC/Ch/Old   | 250            | 1.75        | 1.2        | 0.8     | 0.8    | 1.1    | 0.0    | 0.8     | 1.2    | 0.8   | 0.8    | 0.8    | 0.8  | 0.8    | 0.8    |      |        |        |      |        |        |      |      |        |      |  |  |  |  |  |  |  |
| # FM Stations - 9     |           |       |            |        |                    |           |          |             |     |             |                |             |            |         |        |        |        |         |        |       |        |        |      |        |        |      |        |        |      |        |        |      |      |        |      |  |  |  |  |  |  |  |
| FM TOTALS             |           |       |            |        |                    |           |          |             |     |             |                |             |            |         |        |        |        |         |        |       |        |        |      |        |        |      |        |        |      |        |        |      |      |        |      |  |  |  |  |  |  |  |
|                       |           |       |            |        |                    |           |          |             |     |             |                |             | 75.9       | 56.6    | 60.8   | 57.0   | 57.3   | 58.7    | 59.9   | 59.3  | 58.6   |        |      |        |        |      |        |        |      |        |        |      |      |        |      |  |  |  |  |  |  |  |
|                       |           |       |            |        |                    |           |          |             |     |             |                |             | Avg 99     | Local   | 1999   | Spring | Fall   | 1998    | Spring | Fall  | 1997   | Spring | Fall | 1996   | Spring | 1996 |        |        |      |        |        |      |      |        |      |  |  |  |  |  |  |  |
|                       |           |       |            |        |                    |           |          |             |     |             |                |             | 1999 Est   | Revenue | (000)/ | Power  | Ratio  | Local   | Comm   | 1999  | Spring | Fall   | 1998 | Spring | Fall   | 1997 | Spring | Fall   | 1996 | Spring | 1996   |      |      |        |      |  |  |  |  |  |  |  |
|                       |           |       |            |        |                    |           |          |             |     |             |                |             | Sales      | L       | Price  | M      | Format | Revenue | (000)/ | Power | Ratio  | Local  | Comm | 1999   | Spring | Fall | 1998   | Spring | Fall | 1997   | Spring | Fall | 1996 | Spring | 1996 |  |  |  |  |  |  |  |
|                       |           |       |            |        |                    |           |          |             |     |             |                |             | 1999 Est   | Revenue | (000)/ | Power  | Ratio  | Local   | Comm   | 1999  | Spring | Fall   | 1998 | Spring | Fall   | 1997 | Spring | Fall   | 1996 | Spring | 1996   |      |      |        |      |  |  |  |  |  |  |  |

ARB 12+ Metro Shares (see rights)

ARB 12+ Metro Shares (see rights)

| City of Calls License | FCC Class | Freq | Power (kW) | C Owner | Year Acqd          | Std Acqd | Price (000) | M A    | Format | Revenue (000)/ | Power Ratio | Local Comm | 1999     | Spring  | Fall   | 1998   | Spring | Fall    | 1997   | Spring | Fall   | 1996   | Spring | 1996   |        |      |        |        |      |        |        |      |      |        |      |  |  |  |  |  |  |  |
|-----------------------|-----------|------|------------|---------|--------------------|----------|-------------|--------|--------|----------------|-------------|------------|----------|---------|--------|--------|--------|---------|--------|--------|--------|--------|--------|--------|--------|------|--------|--------|------|--------|--------|------|------|--------|------|--|--|--|--|--|--|--|
| KUGN Eugene           | B         | 590  | 5.0        | 5.00 b  | Marathon Media     | 46       | 9911        | 1,200  | g2     | News/Talk      | 1,200       | 1.19       | 8.5      | 7.7     | 7.7    | 7.5    | 6.1    | 7.7     | 4.0    | 4.0    | 6.0    | 4.1    | 4.1    | 4.1    |        |      |        |        |      |        |        |      |      |        |      |  |  |  |  |  |  |  |
| KZTU Eugene           | B         | 660  | 10.0       | 0.08    | Pamplin Comm       | 98       | 8906        | 100 cp | 100 cp | ChrSContemp    | 100         |            | 0.0      | 0.0     | 0.0    | 0.0    | 0.0    | 0.0     | 0.0    | 0.0    | 0.0    | 0.0    | 0.0    | 0.0    |        |      |        |        |      |        |        |      |      |        |      |  |  |  |  |  |  |  |
| KKNX Eugene           | B         | 840  | 1.0        | 0.17    | Williamette Media  | 92       | 9608        | 150    | 150    | Oldies         | 100         |            | 0.0      | 0.0     | 0.0    | 1.1    | 0.5    | 0.9     | 1.0    | 0.0    | 0.0    | 0.0    | 0.0    | 0.0    |        |      |        |        |      |        |        |      |      |        |      |  |  |  |  |  |  |  |
| KORE Springfield      | B         | 1050 | 5.0        | 0.15    | Support Chrsn      | 27       | 8708        | 150    | 150    | Oldies         | 100         |            | 0.8      | 0.7     | 0.5    | 0.8    | 1.6    | 0.6     | 0.6    | 0.0    | 0.0    | 0.0    | 0.5    | 0.5    |        |      |        |        |      |        |        |      |      |        |      |  |  |  |  |  |  |  |
| KPNW Eugene           | B         | 1120 | 50.0       | 50.00 c | McCoy Bcstg Co     | 62       | 9109        | 1,250  | g1     | Nws/Tk/Spt     | 1,250       | 1.08       | 9.7      | 4.6     | 7.4    | 7.7    | 6.6    | 6.0     | 6.1    | 7.3    | 5.6    | 5.6    | 5.6    | 5.6    |        |      |        |        |      |        |        |      |      |        |      |  |  |  |  |  |  |  |
| KCST Florence         | B         | 1250 | 1.0        | 0.07 e  | Coast Bcstg Co Inc | 85       | 8904        | 200    | 200    | AdStd/Bgbnd    | 50          |            | 0.0      | 0.0     | 0.0    | 0.0    | 0.0    | 0.0     | 0.0    | 0.0    | 0.0    | 0.5    | 0.0    | 0.0    |        |      |        |        |      |        |        |      |      |        |      |  |  |  |  |  |  |  |
| KRVM Eugene           | B         | 1280 | 5.0        | 1.50    | Eugene School Dist | 49       | 9612        | 50     | 50     | News/Talk      | 50          |            | 0.0      | 0.0     | 0.0    | 0.0    | 0.0    | 0.0     | 0.0    | 0.0    | 0.0    | 0.0    | 0.0    | 0.0    |        |      |        |        |      |        |        |      |      |        |      |  |  |  |  |  |  |  |
| KNRQ Eugene           | B         | 1320 | 1.0        | 0.05 d  | Cumulus Bcstg Inc  | 62       | 9912 p      | 0.2    | 0.2    | Alternative    | 150         |            | 0.0      | 0.0     | 0.3    | 0.0    | 0.0    | 0.6     | 0.0    | 0.0    | 0.0    | 0.0    | 0.3    | 0.3    |        |      |        |        |      |        |        |      |      |        |      |  |  |  |  |  |  |  |
| KNND Cottage Grove    | C         | 1400 | 1.0 cp     | 1.00    | O'Henick,          | 53       | 8812        | 63     | 63     | Country        | 150         |            | 0.4      | 0.0     | 0.0    | 0.6    | 0.0    | 0.0     | 0.6    | 0.0    | 0.0    | 0.0    | 0.5    | 0.5    |        |      |        |        |      |        |        |      |      |        |      |  |  |  |  |  |  |  |
| KKXO Eugene           | C         | 1450 | 1.0        | 1.00 a  | McKenzie River     | 54       | 8703        | 185    | 185    | Nostalgia      | 100         | 0.18       | 4.6      | 5.0     | 3.0    | 4.1    | 3.4    | 4.1     | 4.0    | 4.0    | 4.3    | 4.3    | 4.3    |        |        |      |        |        |      |        |        |      |      |        |      |  |  |  |  |  |  |  |
| KEED Eugene           | B         | 1600 | 5.0        | 1.00    | Albany Radio Corp  | 47       | 9407        | 35     | 35     | Gospel         | 100         |            | 0.0      | 0.0     | 0.0    | 0.0    | 0.0    | 0.0     | 0.0    | 0.0    | 0.0    | 0.0    | 0.0    | 0.0    |        |      |        |        |      |        |        |      |      |        |      |  |  |  |  |  |  |  |
| # AM Stations - 11    |           |      |            |         |                    |          |             |        |        |                |             |            |          |         |        |        |        |         |        |        |        |        |        |        |        |      |        |        |      |        |        |      |      |        |      |  |  |  |  |  |  |  |
| AM TOTALS             |           |      |            |         |                    |          |             |        |        |                |             |            |          |         |        |        |        |         |        |        |        |        |        |        |        |      |        |        |      |        |        |      |      |        |      |  |  |  |  |  |  |  |
|                       |           |      |            |         |                    |          |             |        |        |                |             |            | 24.2     | 18.0    | 16.9   | 20.7   | 19.1   | 18.3    | 16.8   | 20.6   | 16.3   |        |        |        |        |      |        |        |      |        |        |      |      |        |      |  |  |  |  |  |  |  |
|                       |           |      |            |         |                    |          |             |        |        |                |             |            | Avg 99   | Local   | 1999   | Spring | Fall   | 1998    | Spring | Fall   | 1997   | Spring | Fall   | 1996   | Spring | 1996 |        |        |      |        |        |      |      |        |      |  |  |  |  |  |  |  |
|                       |           |      |            |         |                    |          |             |        |        |                |             |            | 1999 Est | Revenue | (000)/ | Power  | Ratio  | Local   | Comm   | 1999   | Spring | Fall   | 1998   | Spring | Fall   | 1997 | Spring | Fall   | 1996 | Spring | 1996   |      |      |        |      |  |  |  |  |  |  |  |
|                       |           |      |            |         |                    |          |             |        |        |                |             |            | Sales    | L       | Price  | M      | Format | Revenue | (000)/ | Power  | Ratio  | Local  | Comm   | 1999   | Spring | Fall | 1998   | Spring | Fall | 1997   | Spring | Fall | 1996 | Spring | 1996 |  |  |  |  |  |  |  |
|                       |           |      |            |         |                    |          |             |        |        |                |             |            | 1999 Est | Revenue | (000)/ | Power  | Ratio  | Local   | Comm   | 1999   | Spring | Fall   | 1998   | Spring | Fall   | 1997 | Spring | Fall   | 1996 | Spring | 1996   |      |      |        |      |  |  |  |  |  |  |  |

Total Local Commercial Share



Market: Huntington, WV - Ashland, KY

# Competitive Overview

Some stations also rated in Charleston, WV.

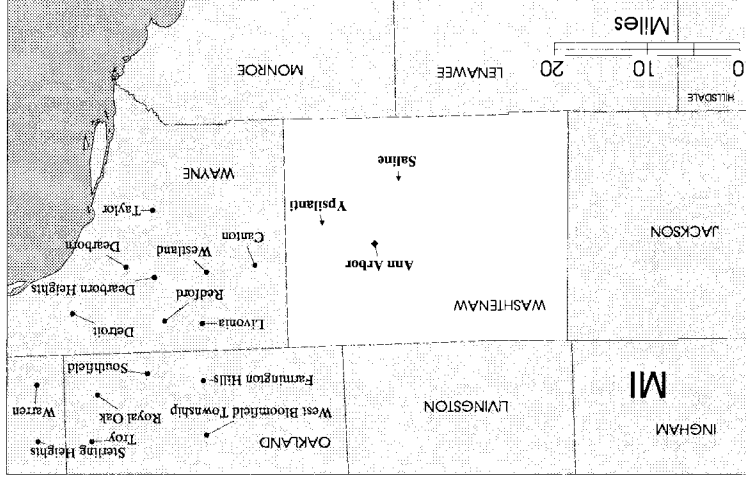
Metro Rank: 144

## FM Stations

| City of | FCC Class | Freq  | Power (kW) | HAAT C | Owner                | Year Date | Std Acq'd | Price (000) | M A | Format      | Revenue (000)/ | Power | Ratio | Local | Comm | 1999 | 1998 | 1997 | 1996 | 1995 |      |     |
|---------|-----------|-------|------------|--------|----------------------|-----------|-----------|-------------|-----|-------------|----------------|-------|-------|-------|------|------|------|------|------|------|------|-----|
| WV/VA   | A         | 92.7  | 2.4        | 532    | b KenMar Inc         | 72        | 9503      | 750c2       | g   | Variety     | 550            | 1.50  | 1.50  | 3.0   | 3.0  | 2.4  | 2.3  | 2.9  | 4.2  | 5.8  | 5.4  | 4.1 |
| WDG     | C1        | 93.7  | 100.0      | 742    | b KenMar Inc         | 48        | 8712      | 1,900c1     | g   | Country     | 1,550          | 1.59  | 8.0   | 8.0   | 5.9  | 4.5  | 8.4  | 7.2  | 7.2  | 6.9  | 8.9  | 8.0 |
| WBVB    | A         | 97.1  | 3.0        | 472    | c AMFM Inc           | 90        | 9910p     |             | g   | Oldies      | 200            | 0.40  | 4.1   | 4.1   | 4.8  | 3.7  | 2.9  | 1.9  | 3.0  | 3.0  | 2.4  | 3.6 |
| WVLC    | B         | 100.5 | 53.0       | 561    | c AMFM Inc           | 57        | 9910p     | 3,500       | g   | CHR         | 3,500          | 1.13  | 25.4  | 18.2  | 22.0 | 19.2 | 18.8 | 15.3 | 18.1 | 14.8 | 13.8 | 3.6 |
| WKEE    | B         | 105.5 | 53.0       | 492    | c AMFM Inc           | 57        | 9910p     |             | g   | Country     | 500            | 1.37  | 3.0   | 2.5   | 2.3  | 2.6  | 3.2  | 1.8  | 3.0  | 3.8  | 3.6  | 3.6 |
| WVLC    | B         | 105.1 | 3.6        | 1663   | L. M.                | 66        | 8002      | n/a         | g   | AOR         |                |       | 3.7   | 2.2   | 2.8  | 3.2  | 4.3  | 3.9  | 4.7  | 5.1  | 5.0  | 3.3 |
| WVPA    | C         | 104.1 | 100.0      | 1001   | a Braden, Ruth &     | 48        |           | 3,400       | g   | Country     | 3,400          | 1.27  | 21.9  | 14.1  | 17.5 | 18.0 | 16.9 | 17.3 | 17.7 | 20.7 | 17.7 | 1.7 |
| WUGO    | A         | 102.3 | 4.8        | 364    | d Carter County Bcst | 67        |           | 150         | g   | AC          | 150            | 0.49  | 2.5   | 2.0   | 2.0  | 1.6  | 1.6  | 1.4  | 1.4  | 0.8  | 1.7  | 0.6 |
| WVTV    | B         | 101.5 | 50.0       | 492    | Legend Comm LLC      | 61        | 9810      |             | g   | Cisc Hits   | 2.3            | 2.3   | 2.6   | 1.4   | 2.3  | 1.6  | 0.6  | 0.6  | 0.8  | 0.5  | 0.6  | 0.6 |
| WVFXN   | A         | 107.9 | 50.0       | 499    | Mortenson Bcstg      | 71        |           | 650         | g   | Gospel      | 650            | 1.52  | 3.5   | 4.7   | 3.1  | 2.6  | 3.2  | 3.3  | 5.5  | 4.0  | 4.7  | 4.7 |
| WVAMX   | B1        | 106.3 | 1.7 cp     | 1109   | c AMFM Inc           | 80        | 9910p     | 800         | g   | Alternative | 800            | 0.69  | 9.5   | 8.3   | 8.7  | 6.7  | 6.7  | 5.4  | 4.1  | 3.2  | 3.3  | 3.3 |
| WVPA    | C         | 104.1 | 100.0      | 1001   | a Braden, Ruth &     | 48        |           | 150         | g   | Country     | 150            | 0.77  | 1.6   | 2.6   | 1.4  | 1.2  | 2.4  | 2.7  | 1.6  | 1.6  | 2.2  | 2.2 |
| WVMM    | B         | 107.9 | 50.0       | 499    | Mortenson Bcstg      | 71        |           | 650         | g   | Gospel      | 650            | 1.52  | 3.5   | 4.7   | 3.1  | 2.6  | 3.2  | 3.3  | 5.5  | 4.0  | 4.7  | 4.7 |
| WVRC    | B         | 930   | 5.0        | 1.00   | b KenMar Inc         | 23        | 8712      | 150         | ct  | Talk        | 150            | 0.65  | 1.9   | 1.4   | 1.7  | 2.1  | 3.0  | 1.6  | 2.4  | 1.4  | 1.4  | 4.7 |
| WVRC    | B         | 930   | 5.0        | 1.00   | b KenMar Inc         | 23        | 8712      | 150         | ct  | Talk        | 150            | 0.65  | 1.9   | 1.4   | 1.7  | 2.1  | 3.0  | 1.6  | 2.4  | 1.4  | 1.4  | 4.7 |
| WVRC    | B         | 1040  | 2.5        | 0.00   | WOKT Inc             | 87        |           |             | g   | Christian   | 0.9            | 0.9   | 0.9   | 0.0   | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.6  | 0.6 |
| WVRC    | B         | 1040  | 2.5        | 0.00   | WOKT Inc             | 87        |           |             | g   | Christian   | 0.9            | 0.9   | 0.9   | 0.0   | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.6  | 0.6 |
| WVRC    | B         | 1040  | 2.5        | 0.00   | WOKT Inc             | 87        |           |             | g   | Christian   | 0.9            | 0.9   | 0.9   | 0.0   | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.6  | 0.6 |
| WVRC    | B         | 1040  | 2.5        | 0.00   | WOKT Inc             | 87        |           |             | g   | Christian   | 0.9            | 0.9   | 0.9   | 0.0   | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.6  | 0.6 |
| WVRC    | B         | 1040  | 2.5        | 0.00   | WOKT Inc             | 87        |           |             | g   | Christian   | 0.9            | 0.9   | 0.9   | 0.0   | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.6  | 0.6 |
| WVRC    | B         | 1040  | 2.5        | 0.00   | WOKT Inc             | 87        |           |             | g   | Christian   | 0.9            | 0.9   | 0.9   | 0.0   | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.6  | 0.6 |
| WVRC    | B         | 1040  | 2.5        | 0.00   | WOKT Inc             | 87        |           |             | g   | Christian   | 0.9            | 0.9   | 0.9   | 0.0   | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.6  | 0.6 |
| WVRC    | B         | 1040  | 2.5        | 0.00   | WOKT Inc             | 87        |           |             | g   | Christian   | 0.9            | 0.9   | 0.9   | 0.0   | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.6  | 0.6 |
| WVRC    | B         | 1040  | 2.5        | 0.00   | WOKT Inc             | 87        |           |             | g   | Christian   | 0.9            | 0.9   | 0.9   | 0.0   | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.6  | 0.6 |
| WVRC    | B         | 1040  | 2.5        | 0.00   | WOKT Inc             | 87        |           |             | g   | Christian   | 0.9            | 0.9   | 0.9   | 0.0   | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.6  | 0.6 |
| WVRC    | B         | 1040  | 2.5        | 0.00   | WOKT Inc             | 87        |           |             | g   | Christian   | 0.9            | 0.9   | 0.9   | 0.0   | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.6  | 0.6 |
| WVRC    | B         | 1040  | 2.5        | 0.00   | WOKT Inc             | 87        |           |             | g   | Christian   | 0.9            | 0.9   | 0.9   | 0.0   | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.6  | 0.6 |
| WVRC    | B         | 1040  | 2.5        | 0.00   | WOKT Inc             | 87        |           |             | g   | Christian   | 0.9            | 0.9   | 0.9   | 0.0   | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.6  | 0.6 |
| WVRC    | B         | 1040  | 2.5        | 0.00   | WOKT Inc             | 87        |           |             | g   | Christian   | 0.9            | 0.9   | 0.9   | 0.0   | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.6  | 0.6 |
| WVRC    | B         | 1040  | 2.5        | 0.00   | WOKT Inc             | 87        |           |             | g   | Christian   | 0.9            | 0.9   | 0.9   | 0.0   | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.6  | 0.6 |
| WVRC    | B         | 1040  | 2.5        | 0.00   | WOKT Inc             | 87        |           |             | g   | Christian   | 0.9            | 0.9   | 0.9   | 0.0   | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.6  | 0.6 |
| WVRC    | B         | 1040  | 2.5        | 0.00   | WOKT Inc             | 87        |           |             | g   | Christian   | 0.9            | 0.9   | 0.9   | 0.0   | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.6  | 0.6 |
| WVRC    | B         | 1040  | 2.5        | 0.00   | WOKT Inc             | 87        |           |             | g   | Christian   | 0.9            | 0.9   | 0.9   | 0.0   | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.6  | 0.6 |
| WVRC    | B         | 1040  | 2.5        | 0.00   | WOKT Inc             | 87        |           |             | g   | Christian   | 0.9            | 0.9   | 0.9   | 0.0   | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.6  | 0.6 |
| WVRC    | B         | 1040  | 2.5        | 0.00   | WOKT Inc             | 87        |           |             | g   | Christian   | 0.9            | 0.9   | 0.9   | 0.0   | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.6  | 0.6 |
| WVRC    | B         | 1040  | 2.5        | 0.00   | WOKT Inc             | 87        |           |             | g   | Christian   | 0.9            | 0.9   | 0.9   | 0.0   | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.6  | 0.6 |
| WVRC    | B         | 1040  | 2.5        | 0.00   | WOKT Inc             | 87        |           |             | g   | Christian   | 0.9            | 0.9   | 0.9   | 0.0   | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.6  | 0.6 |
| WVRC    | B         | 1040  | 2.5        | 0.00   | WOKT Inc             | 87        |           |             | g   | Christian   | 0.9            | 0.9   | 0.9   | 0.0   | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.6  | 0.6 |
| WVRC    | B         | 1040  | 2.5        | 0.00   | WOKT Inc             | 87        |           |             | g   | Christian   | 0.9            | 0.9   | 0.9   | 0.0   | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.6  | 0.6 |
| WVRC    | B         | 1040  | 2.5        | 0.00   | WOKT Inc             | 87        |           |             | g   | Christian   | 0.9            | 0.9   | 0.9   | 0.0   | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.6  | 0.6 |
| WVRC    | B         | 1040  | 2.5        | 0.00   | WOKT Inc             | 87        |           |             | g   | Christian   | 0.9            | 0.9   | 0.9   | 0.0   | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.6  | 0.6 |
| WVRC    | B         | 1040  | 2.5        | 0.00   | WOKT Inc             | 87        |           |             | g   | Christian   | 0.9            | 0.9   | 0.9   | 0.0   | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.6  | 0.6 |
| WVRC    | B         | 1040  | 2.5        | 0.00   | WOKT Inc             | 87        |           |             | g   | Christian   | 0.9            | 0.9   | 0.9   | 0.0   | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.6  | 0.6 |
| WVRC    | B         | 1040  | 2.5        | 0.00   | WOKT Inc             | 87        |           |             | g   | Christian   | 0.9            | 0.9   | 0.9   | 0.0   | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.6  | 0.6 |
| WVRC    | B         | 1040  | 2.5        | 0.00   | WOKT Inc             | 87        |           |             | g   | Christian   | 0.9            | 0.9   | 0.9   | 0.0   | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.6  | 0.6 |
| WVRC    | B         | 1040  | 2.5        | 0.00   | WOKT Inc             | 87        |           |             | g   | Christian   | 0.9            | 0.9   | 0.9   | 0.0   | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.6  | 0.6 |
| WVRC    | B         | 1040  | 2.5        | 0.00   | WOKT Inc             | 87        |           |             | g   | Christian   | 0.9            | 0.9   | 0.9   | 0.0   | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.6  | 0.6 |
| WVRC    | B         | 1040  | 2.5        | 0.00   | WOKT Inc             | 87        |           |             | g   | Christian   | 0.9            | 0.9   | 0.9   | 0.0   | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.6  | 0.6 |
| WVRC    | B         | 1040  | 2.5        | 0.00   | WOKT Inc             | 87        |           |             | g   | Christian   | 0.9            | 0.9   | 0.9   | 0.0   | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.6  | 0.6 |
| WVRC    | B         | 1040  | 2.5        | 0.00   | WOKT Inc             | 87        |           |             | g   | Christian   | 0.9            | 0.9   | 0.9   | 0.0   | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.6  | 0.6 |
| WVRC    | B         | 1040  | 2.5        | 0.00   | WOKT Inc             | 87        |           |             | g   | Christian   | 0.9            | 0.9   | 0.9   | 0.0   | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.6  | 0.6 |
| WVRC    | B         | 1040  | 2.5        | 0.00   | WOKT Inc             | 87        |           |             | g   | Christian   | 0.9            | 0.9   | 0.9   | 0.0   | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.6  | 0.6 |
| WVRC    | B         | 1040  | 2.5        | 0.00   | WOKT Inc             | 87        |           |             | g   | Christian   | 0.9            | 0.9   | 0.9   | 0.0   | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.6  | 0.6 |
| WVRC    | B         | 1040  | 2.5        | 0.00   | WOKT Inc             | 87        |           |             | g   | Christian   | 0.9            | 0.9   | 0.9   | 0.0   | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.6  | 0.6 |
| WVRC    | B         | 1040  | 2.5        | 0.00   | WOKT Inc             | 87        |           |             | g   | Christian   | 0.9            | 0.9   | 0.9   | 0.0   | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.6  | 0.6 |
| WVRC    | B         | 1040  | 2.5        | 0.00   | WOKT Inc             | 87        |           |             | g   | Christian   | 0.9            | 0.9   | 0.9   | 0.0   | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.6  | 0.6 |
| WVRC    | B         | 1040  | 2.5        | 0.00   | WOKT Inc             | 87        |           |             | g   | Christian   | 0.9            | 0.9   | 0.9   | 0.0   | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.6  | 0.6 |
| WVRC    | B         | 1040  | 2.5        | 0.00   | WOKT Inc             | 87        |           |             | g   | Christian   | 0.9            | 0.9   | 0.9   | 0.0   | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  | 0.6  | 0.6 |
| WVRC    | B         | 1040  | 2.5        | 0.00   | WOKT Inc             | 87        |           |             | g   | Christian   | 0.9            | 0.9   | 0.9   |       |      |      |      |      |      |      |      |     |



Metro Rank: 145  
Revenue Rank: 250



Metro Counties / Population (000)

Washtenaw, MI 307.0  
307.0

# Ann Arbor, MI Market Overview



## Market Radio Financials

(all figures in 000's, except percentages and ratios)

| Year          | ESTIMATED GROSS REVENUES |                | REVENUE/RETAIL SALES |                |
|---------------|--------------------------|----------------|----------------------|----------------|
|               | Revenue                  | Revenue/Capita | Revenue/Retail Sales | Revenue/Capita |
| 1993          | \$4,000                  | \$13.64        | \$1,431,000          | \$13.64        |
| 1994          | \$4,500                  | \$15.64        | \$1,001,000          | \$15.64        |
| 1995          | \$4,400                  | \$15.64        | \$1,001,000          | \$15.64        |
| 1996          | \$4,400                  | \$15.64        | \$1,001,000          | \$15.64        |
| 1997          | \$4,600                  | \$15.64        | \$1,021,000          | \$15.64        |
| 1998          | \$4,800                  | \$15.64        | \$1,021,000          | \$15.64        |
| 2001          | \$5,800                  | \$15.64        | \$1,021,000          | \$15.64        |
| 2002          | \$6,400                  | \$15.64        | \$1,021,000          | \$15.64        |
| 2003          | \$6,900                  | \$15.64        | \$1,021,000          | \$15.64        |
| Est. Breakout | Local 85%                | National 15%   |                      |                |
| Δ 93 - 98     | 3.5%                     |                |                      |                |
| Δ 99 - 03     | 9.0%                     |                |                      |                |

## Demographic and Economic Overview

| Year        | MSA Population | Households | Retail Sales | EBI     |
|-------------|----------------|------------|--------------|---------|
| 1993        | 293.2          | 108.9      | 2,806.1      | 5,438.2 |
| 1998        | 307.0          | 115.4      | 4,803.8      | 6,422.0 |
| 1998        | 307.0          | 115.4      | 4,803.8      | 6,422.0 |
| 2003        | 325.6          | 125.0      | 6,787.8      | 8,342.9 |
| Growth Rate | 1.2%           | 1.6%       | 7.2%         | 5.4%    |

## Demographic Breakdown

| Age Group | Men (000) | Women (000) | Total | Percentage | Per Capita | Median Household | Avg Household |
|-----------|-----------|-------------|-------|------------|------------|------------------|---------------|
| Total     | 152.2     | 154.8       | 307.0 | 100.0%     | \$20,919   | \$44,661         | \$55,650      |
| Under 12  | 22.5      | 21.4        | 43.9  | 14.3%      |            |                  |               |
| 12 - 17   | 10.6      | 10.0        | 20.6  | 6.7%       |            |                  |               |
| 18 - 24   | 25.0      | 25.1        | 50.1  | 16.3%      |            |                  |               |
| 25 - 34   | 26.8      | 25.1        | 52.0  | 16.9%      |            |                  |               |
| 35 - 44   | 26.8      | 27.4        | 54.2  | 17.6%      |            |                  |               |
| 45 - 54   | 20.2      | 20.2        | 40.3  | 13.1%      |            |                  |               |
| Over 55   | 20.2      | 25.6        | 45.9  | 14.9%      |            |                  |               |

## Market Summary

| FM Classes | Class A | Class B | Class C | Viabile FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|-------------|---------|---------|-------|
| # Stations | 1       | 1       | 2       | 2           | 2       | 5       | 7     |
| Tot 12+    | 5.6     | 2.3     | 7.9     | 7.9         | 7.9     | 4.1     | 12.0  |
| Avg 12+    | 5.6     | 2.3     | 4.0     | 4.0         | 4.0     | 0.8     | 1.7   |
| Tot LCS    | 46.7    | 19.2    | 65.8    | 65.8        | 65.8    | 34.2    | 100.0 |
| Avg LCS    | 46.7    | 19.2    | 32.9    | 32.9        | 32.9    | 6.8     | 14.3  |





# Springfield, MO Market Overview

Market Radio Financials (all figures in 000's, except percentages and ratios)

|           |          | ESTIMATED GROSS REVENUES |          |          |          |          |              | Revenue/Retail Sales |                    |
|-----------|----------|--------------------------|----------|----------|----------|----------|--------------|----------------------|--------------------|
|           |          | Revenue/Capita           |          |          |          |          |              |                      |                    |
| Δ 93 - 98 | 1998     | 1997                     | 1996     | 1995     | 1994     | 1993     | 1993         | 1998                 | 2003               |
| Δ 99 - 03 | 2003     | 2002                     | 2001     | 2000     | 1999     | 1998     | 1993         | 2003                 | 2003               |
|           | \$17,700 | \$15,900                 | \$15,600 | \$14,700 | \$14,300 | \$12,500 | \$4,511,000  | \$3,871,000          | \$25,200           |
|           | 7.1%     |                          |          |          | 7.3%     |          | \$44.40      | \$57.34              | \$78.09            |
|           |          |                          |          |          |          |          | \$3.70/1,000 | \$3.70/1,000         | 85% Local Breakout |
|           |          |                          |          |          |          |          |              |                      | 15% National       |

## Demographic and Economic Overview

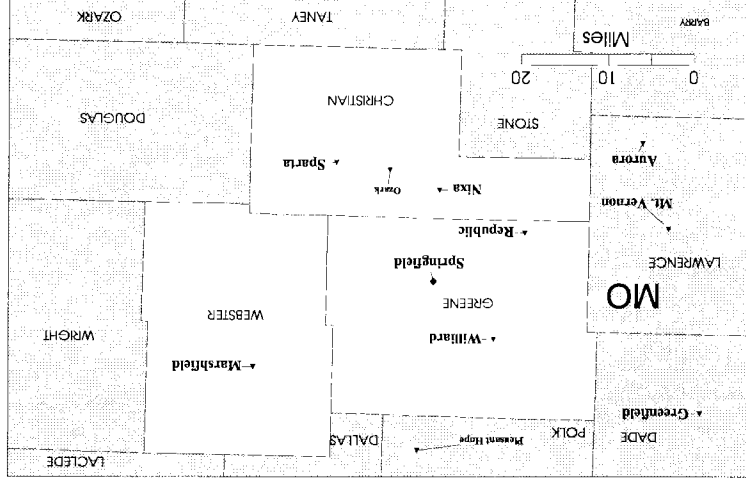
(000's, except Retail Sales and EBI in 000,000's)

|                |         | 1998    |       | 1993    |         | Growth Rate |  |
|----------------|---------|---------|-------|---------|---------|-------------|--|
| MSA Population | 281.5   | 308.7   | 1.9%  | 308.7   | 322.7   | 0.9%        |  |
| Households     | 107.7   | 119.1   | 2.0%  | 119.1   | 125.9   | 1.1%        |  |
| Retail Sales   | 2,771.4 | 4,782.4 | 11.5% | 4,782.4 | 6,509.9 | 6.4%        |  |
| EBI            | 3,912.9 | 4,763.3 | 4.0%  | 4,763.3 | 6,033.1 | 4.8%        |  |

|                    |              | Demographic Breakdown |             |           |       |                | Growth Rate |           |
|--------------------|--------------|-----------------------|-------------|-----------|-------|----------------|-------------|-----------|
| Men (000)          | 149.6        | 23.8                  | 13.1        | 17.2      | 20.7  | 24.1           | 20.8        |           |
| Women (000)        | 159.1        | 22.4                  | 12.3        | 17.8      | 20.4  | 24.6           | 21.6        |           |
| Total              | 308.7        | 46.2                  | 25.4        | 35.0      | 41.1  | 48.7           | 42.3        |           |
| Percentage         | 100.0%       | 15.0%                 | 8.2%        | 11.3%     | 13.3% | 15.8%          | 13.7%       |           |
| Per Capita         | \$ 15,430    | Median Household      |             | \$ 31,226 |       | Avg Household  |             | \$ 39,994 |
| Ethnic Population: | White: 96.9% | Black: 1.7%           | Asian: 0.9% |           |       | Hispanic: 1.1% |             |           |

|            |     | Market Summary |      |      |      |       |
|------------|-----|----------------|------|------|------|-------|
| # Stations | 1   | 13             | 12   | 14   | 6    | 20    |
| Tot 12+    | 2.4 | 72.0           | 72.0 | 74.4 | 10.8 | 85.2  |
| Avg 12+    | 2.4 | 5.5            | 6.0  | 5.3  | 1.8  | 4.3   |
| Tot LCS    | 2.8 | 84.5           | 84.5 | 87.3 | 12.7 | 100.0 |
| Avg LCS    | 2.8 | 6.5            | 7.0  | 6.2  | 2.1  | 5.0   |

Metro Rank: 146  
Revenue Rank: 98



| Metro Counties / Population (000) | Population   |
|-----------------------------------|--------------|
| Christian, MO                     | 50.0         |
| Greene, MO                        | 229.3        |
| Webster, MO                       | 29.4         |
| <b>Total</b>                      | <b>308.7</b> |

# Competitive Overview

| City of Calls | License       | Class | FCC   | Freq  | Power (kW) | HAAT | C                  | Owner | Year Acqd | Price (000) | M        | A           | Format | Revenue (000)† | Power Ratio | 1999 Est |      |        |      | Avg 99 |      |     |      |     |
|---------------|---------------|-------|-------|-------|------------|------|--------------------|-------|-----------|-------------|----------|-------------|--------|----------------|-------------|----------|------|--------|------|--------|------|-----|------|-----|
|               |               |       |       |       |            |      |                    |       |           |             |          |             |        |                |             | Local    | Fall | Spring | 1999 |        |      |     |      |     |
| KOMG          | Ozak          | C2    | 92.9  | 50.0  | 492        | e    | Mid-West Family    | 95    | 9912      | 3,000       | AC       |             |        | 200            | 0.3         | 0.3      | 0.0  | 0.0    | 1.5  | 0.0    | 0.0  | 0.0 | 0.8  | 0.0 |
| KTTTS         | Springfield   | C     | 94.7  | 98.0  | 1102       | b    | Journal Best Group | 48    | 9906      | 4,400       | g1       | Country     | 1,46   | 15.9           | 14.4        | 14.4     | 14.9 | 12.3   | 12.8 | 14.1   | 18.8 | 2.0 | 2.0  |     |
| KTOZ          | Pleasant Hope | C2    | 95.5  | 44.0  | 522        | c    | Sunburst Media LP  | 94    | 9712      | 3,300       | Modem AC |             | 8.1    | 1,025          | 0.67        | 7.2      | 7.8  | 5.8    | 4.4  | 5.6    | 5.1  | 3.7 | 2.0  |     |
| KMXH          | Sparta        | C2    | 96.5  | 50.0  | 492        | b    | Journal Best Group | 89    | 9906      | 500         | g1       | Country     | 0.75   | 500            | 0.75        | 3.9      | 1.8  | 4.0    | 3.9  | 4.5    | 1.0  | 1.5 | 6.9  |     |
| KXUS          | Springfield   | C1    | 97.3  | 100.0 | 581        | c    | Sunburst Media LP  | 69    | 9705      | 5,500       | Sports   |             | 4.5    | 1,050          | 1.23        | 3.9      | 3.7  | 6.7    | 6.1  | 6.4    | 5.2  | 5.3 | 2.8  |     |
| KWTO          | Springfield   | C1    | 98.7  | 96.0  | 551        | a    | Meyer Comm Inc     | 67    | 9501      | 1,880       | c1       | Cisc Rock   | 0.91   | 450            | 0.91        | 2.6      | 2.9  | 4.1    | 2.7  | 2.4    | 3.7  | 2.8 | 2.0  |     |
| KADI          | Republic      | A     | 99.5  | 6.0   | 328        |      | Snowmen Bcstg Inc  | 90    | 6002      | 500         | 1.01     | ChrsContemp | 1.01   | 2.6            | 2.6         | 2.4      | 2.6  | 1.8    | 2.4  | 2.1    | 3.4  | 2.0 | 8.9  |     |
| KGMY          | Aurora        | C2    | 100.5 | 33.0  | 600        | c    | Sunburst Media LP  | 68    | 9602      | 1,850       | na       | Country     | 1.25   | 1,850          | 1.25        | 7.8      | 7.5  | 5.2    | 6.4  | 9.0    | 12.0 | 8.9 | 2.0  |     |
| KTXR          | Springfield   | C     | 101.3 | 97.0  | 1181       | a    | Meyer Comm Inc     | 62    | 6002      | 1,000       | 0.86     | Easy        | 0.86   | 1,000          | 0.86        | 6.1      | 4.8  | 4.4    | 4.3  | 5.8    | 4.9  | 4.3 | 8.9  |     |
| KZRO          | Ash Grove     | C3    | 104.1 | 10.5  | 505        |      | Moon Song Comm     | 94    | 9603      | 450         | 1        | Rock        | 0.45   | 400            | 0.45        | 4.7      | 4.7  | 3.9    | 4.0  | 4.3    | 5.8  | 4.9 | 4.3  |     |
| KKLH          | Marshfield    | C2    | 104.7 | 35.0  | 581        | e    | Mid-West Family    | 79    | 9607      | 1,800       |          | Cisc Rock   | 0.58   | 575            | 0.58        | 4.4      | 4.7  | 3.9    | 4.0  | 4.8    | 4.3  | 5.8 | 4.9  |     |
| KOSP          | Willard       | C2    | 105.1 | 50.0  | 492        | e    | Mid-West Family    | 92    | 9607      | 1,100       | 1.05     | Oldies      | 1.05   | 1,100          | 1.05        | 5.5      | 3.0  | 4.1    | 4.6  | 5.9    | 5.9  | 4.5 | 5.3  |     |
| KGBX          | Nixa          | C2    | 105.9 | 38.0  | 558        | c    | Sunburst Media LP  | 42    | 8901      | 960         | AC       |             | 1.47   | 3,125          | 1.47        | 10.5     | 9.1  | 10.1   | 8.0  | 11.5   | 13.5 | 6.9 | 13.5 |     |
| KHTO          | Mt Vernon     | C3    | 106.7 | 17.5  | 394        | d    | Radio 2000 Inc     | 93    | 9606      | 1,200       | 0.65     | 1 CHR       | 0.65   | 1,200          | 0.65        | 9.7      | 7.4  | 7.2    | 6.1  | 5.2    | 7.0  | 6.9 | 6.9  |     |

| City of Calls | License     | Class | FCC  | Freq | Power (kW) | Day | Night              | C  | Owner | Year Acqd | Price (000) | L       | M    | A   | Format | Revenue (000)† | Power Ratio | 1999 Est |      |        |      | Avg 99 |     |
|---------------|-------------|-------|------|------|------------|-----|--------------------|----|-------|-----------|-------------|---------|------|-----|--------|----------------|-------------|----------|------|--------|------|--------|-----|
|               |             |       |      |      |            |     |                    |    |       |           |             |         |      |     |        |                |             | Local    | Fall | Spring | 1999 |        |     |
| KWTO          | Springfield | B     | 560  | 5.0  | 4.00       | a   | Meyer Comm Inc     | 33 | 9501  | 1,100     | 0.95        | 1,100   | 0.95 | 6.1 | 4.2    | 4.7            | 5.5         | 4.9      | 3.5  | 4.0    | 4.7  | 4.3    |     |
| KTOZ          | Springfield | B     | 1060 | 0.5  | 0.00       |     | Entertainment Ntwk | 72 | 9406  | 35        | MOR         |         | 50   | 50  | 0.6    | 0.5            | 1.0         | 0.0      | 0.0  | 1.0    | 1.0  | 0.8    |     |
| KIDS          | Springfield | B     | 1260 | 5.0  | 5.00       | b   | Journal Bcst Group | 42 | 9906  | 450       | 0.59        | Country | 0.59 | 450 | 0.59   | 4.0            | 4.9         | 3.6      | 4.8  | 6.1    | 5.0  | 4.8    |     |
| KTTTS         | Springfield | B     | 1340 | 1.0  | 1.00       | b   | Branson Info Radio | 49 | 9512  | 350       | g1          | Sports  |      | 350 |        | 4.0            | 4.9         | 2.8      | 4.8  | 6.1    | 5.0  | 4.8    |     |
| KIDZ          | Springfield | C     | 1340 | 1.0  | 1.00       | c   | Sunburst Media LP  | 26 | 8901  | 155       | Sports      |         | 0.8  | 155 |        | 0.7            | 0.0         | 0.0      | 0.0  | 0.0    | 0.0  | 0.0    | 0.0 |
| KGMY          | Springfield | C     | 1400 | 1.0  | 1.00       | c   | Sunburst Media LP  | 26 | 8901  | 155       | Sports      |         | 0.8  | 155 |        | 0.8            | 0.8         | 0.6      | 0.5  | 0.5    | 0.8  | 2.1    | 0.0 |
| KLFJ          | Springfield | B     | 1550 | 5.0  | 0.03       |     | 127 Inc.           | 74 | 9904  | 432       | Talk/Info   |         | 0.7  | 432 |        | 12.2           | 10.4        | 10.1     | 10.9 | 12.8   | 9.9  | 9.9    |     |

| AM Stations                  |      |      |      |      |      |      |      |      |      |                              |      |      |      |      |      |      |      |      |      |      |
|------------------------------|------|------|------|------|------|------|------|------|------|------------------------------|------|------|------|------|------|------|------|------|------|------|
| # AM Stations -              |      |      |      |      |      |      |      |      |      | AM & FM Stations Profiled -  |      |      |      |      |      |      |      |      |      |      |
| # Combos - 3                 |      |      |      |      |      |      |      |      |      | # Duopolies - 5              |      |      |      |      |      |      |      |      |      |      |
| Total Local Commercial Share |      |      |      |      |      |      |      |      |      | Total Local Commercial Share |      |      |      |      |      |      |      |      |      |      |
| 12.2                         | 10.8 | 10.4 | 10.1 | 9.5  | 8.8  | 8.8  | 8.8  | 8.8  | 8.8  | 8.8                          | 8.8  | 8.8  | 8.8  | 8.8  | 8.8  | 8.8  | 8.8  | 8.8  | 8.8  | 8.8  |
| 85.2                         | 84.3 | 83.9 | 83.9 | 82.9 | 82.9 | 82.9 | 82.9 | 82.9 | 82.9 | 82.9                         | 82.9 | 82.9 | 82.9 | 82.9 | 82.9 | 82.9 | 82.9 | 82.9 | 82.9 | 82.9 |

Docket 80-90 Allocations: 102.1, A, Brookline

• Indicates a change since last edition  
 † See introduction section for interpretation of revenue estimates.  
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 Metro Rank: 146



# Competitive Overview

| FM Stations     |                | ARB 12+ Metro Shares (see rights) |       |            |      |                   |            |      |             |                 |                |             |            |        |        |      |        |      |        |      |        |      |        |
|-----------------|----------------|-----------------------------------|-------|------------|------|-------------------|------------|------|-------------|-----------------|----------------|-------------|------------|--------|--------|------|--------|------|--------|------|--------|------|--------|
| City of Calls   | License        | FCC Class                         | Freq  | Power (kW) | HAAT | C Owner           | Year Acq'd | Sid  | Price (000) | M A Format      | Revenue (000)/ | Power Ratio | Local Comm | Avg 99 | 1999   | 1999 | 1999   | 1998 | 1998   | 1997 | 1996   | 1996 |        |
|                 |                |                                   |       |            |      |                   |            |      |             |                 |                |             |            | Fall   | Spring | Fall | Spring | Fall | Spring | Fall | Spring | Fall | Spring |
| • WMKS          | Macon          | A                                 | 92.3  | 3.0        | 328  | Magic Bcstg Inc   | 92         | 9804 | 1,225       | Cisc Rock       | 450            | 0.71        | 4.9        | 2.2    | 2.9    | 5.4  | 1.8    | 2.5  | 2.5    | 2.5  | 2.3    | 2.7  | 2.7    |
| • WMGB          | Jeffersonville | C2                                | 93.7  | 29.5       | 646  | d Magic Bcstg Inc | 93         | 9607 | 7,250       | c7 CHR          | 750            | 0.89        | 6.5        | 6.7    | 5.6    | 5.4  | 5.5    | 6.1  | 6.0    | 6.1  | 5.3    | 5.3  |        |
| WRNC            | Gray           | C3                                | 96.5  | 7.6        | 587  | c Taylor Bcstg    | 94         | 9612 | 1,600       | Country         | 50             |             | 0.3        | 1.1    | 0.5    | 0.0  | 0.8    | 0.3  | 0.0    | 0.0  | 0.5    | 0.7  |        |
| WIBB            | Ft. Valley     | C3                                | 97.9  | 10.5       | 499  | c Taylor Bcstg    | 90         | 9704 | 2,500       | d3 Urban        | 1,750          | 1.17        | 11.6       | 12.9   | 9.8    | 13.4 | 15.9   | 16.1 | 17.2   | 12.3 | 12.3   | 12.3 |        |
| WAYS            | Macon          | C1                                | 99.1  | 92.0       | 663  | d Magic Bcstg Inc | 47         | 9707 | 750         | c6 Oldies       | 750            | 0.82        | 7.1        | 6.1    | 6.4    | 5.7  | 6.6    | 4.6  | 6.3    | 5.8  | 4.3    | 4.3  |        |
| WFXM            | Forsyth        | A                                 | 100.1 | 2.0        | 574  | a Roberts Comm    | 73         | 9707 | 550         | c4 Urban/Gosp   | 200            | 0.67        | 2.3        | 1.8    | 1.6    | 2.3  | 1.6    | 1.5  | 3.0    | 1.5  | 2.9    | 2.9  |        |
| WPGA            | Perry          | A                                 | 100.9 | 3.3        | 446  | b Radio Perry Inc | 66         | 9002 | 325         | nc Hot AC       | 1.8            |             | 1.8        | 1.7    | 1.1    | 2.0  | 2.4    | 3.3  | 3.8    | 3.8  | 3.1    | 3.1  |        |
| WRBY            | Warner Robins  | A                                 | 101.7 | 4.9        | 351  | c Taylor Bcstg    | 69         | 9704 | 250         | d3 Urban/Oldies | 250            | 0.37        | 5.3        | 6.5    | 4.2    | 4.8  | 3.2    | 2.0  | 2.5    | 3.3  | 4.1    | 4.1  |        |
| WLCG            | Warner Robins  | A                                 | 102.5 | 4.0        | 328  | c Taylor Bcstg    | 94         | 9702 | 125         | nc Black Gosp   | 125            | 0.30        | 3.2        | 5.8    | 2.4    | 3.1  | 3.9    | 1.0  | 1.0    | 0.5  | 0.5    | 0.5  |        |
| WDCN            | Macon          | C1                                | 105.3 | 100.0      | 659  | d Magic Bcstg Inc | 68         | 8710 | 3,100       | c2 Country      | 1,55           | 1.55        | 15.5       | 12.4   | 13.8   | 12.5 | 11.8   | 15.2 | 16.6   | 16.7 | 20.3   | 20.3 |        |
| WQEZ            | Ft. Valley     | C2                                | 106.3 | 48.0       | 492  | c Taylor Bcstg    | 81         | 9006 | 3,000       | AOR             | 1,375          | 1.44        | 7.4        | 6.8    | 5.8    | 8.7  | 10.1   | 9.3  | 6.6    | 6.8  | 6.8    | 6.8  |        |
| WALJ            | Gordon         | A                                 | 107.1 | 2.3        | 541  | a Roberts Comm    | 76         | 9707 | 575         | c1 Urban        | 450            | 0.41        | 8.5        | 5.9    | 7.7    | 6.8  | 6.3    | 1.0  | 2.3    | 1.0  | 1.2    | 1.2  |        |
| WPEZ            | Macon          | C1                                | 107.9 | 100.0      | 689  | d Magic Bcstg Inc | 73         | 9607 | 2,500       | c7 AC           | 1,31           | 1.48        | 13.1       | 8.1    | 12.5   | 9.9  | 9.5    | 12.2 | 8.3    | 10.1 | 11.1   | 11.1 |        |
| # FM Stations - |                |                                   |       |            | 13   |                   |            |      |             |                 |                |             |            |        |        |      |        |      |        |      |        |      |        |
| # Combos -      |                |                                   |       |            | 12   |                   |            |      |             |                 |                |             |            |        |        |      |        |      |        |      |        |      |        |

| AM Stations                  |               | ARB 12+ Metro Shares (see rights) |      |            |       |       |                 |            |      |             |                 |                |             |            |        |        |      |        |      |        |      |        |      |        |
|------------------------------|---------------|-----------------------------------|------|------------|-------|-------|-----------------|------------|------|-------------|-----------------|----------------|-------------|------------|--------|--------|------|--------|------|--------|------|--------|------|--------|
| City of Calls                | License       | FCC Class                         | Freq | Power (kW) | Day   | Night | C Owner         | Year Acq'd | Sid  | Price (000) | M A Format      | Revenue (000)/ | Power Ratio | Local Comm | Avg 99 | 1999   | 1999 | 1999   | 1998 | 1998   | 1997 | 1996   | 1996 |        |
|                              |               |                                   |      |            |       |       |                 |            |      |             |                 |                |             |            | Fall   | Spring | Fall | Spring | Fall | Spring | Fall | Spring | Fall | Spring |
| • WMAC                       | Macon         | B                                 | 940  | 50.0       | 10.00 | d     | Magic Bcstg Inc | 22         | 9707 | 40          | c6 Nws/TK/Spl   | 450            | 0.71        | 4.9        | 5.3    | 4.2    | 3.9  | 3.8    | 3.5  | 4.3    | 3.4  | 0.5    | 0.5  |        |
| WGA                          | Perry         | B                                 | 980  | 5.0        | 0.27  | b     | Radio Perry Inc | 55         | 9002 | 55          | nc Children     | 100            |             | 0.0        | 0.0    | 0.0    | 0.8  | 0.5    | 0.5  | 1.0    | 0.0  | 0.0    | 0.0  |        |
| WBNM                         | Gordon        | B                                 | 1120 | 10.0       | 0.00  | a     | Roberts Comm    | 69         | 9707 | 69          | c1 Urban/Oldies |                |             | 0.0        | 0.0    | 0.0    | 0.0  | 0.0    | 0.0  | 0.0    | 0.0  | 0.0    | 0.0  |        |
| WXKO                         | Ft. Valley    | B                                 | 1150 | 1.0        | 0.06  | a     | Roberts Comm    | 51         | 9707 | 51          | c4 Gospel       | 1.9            |             | 0.0        | 0.4    | 2.1    | 1.1  | 1.0    | 1.5  | 1.8    | 2.4  | 2.4    | 2.4  |        |
| WDDO                         | Macon         | C                                 | 1240 | 1.0        | 1.00  | d     | Magic Bcstg Inc | 57         | 9607 | 57          | c7 Black Gosp   | 4.4            | 0.31        | 4.4        | 4.6    | 5.0    | 2.5  | 3.2    | 5.6  | 4.0    | 4.1  | 5.8    | 5.8  |        |
| WLCG                         | Macon         | B                                 | 1280 | 5.0        | 0.10  | c     | Taylor Bcstg    | 48         | 9704 | 48          | d3 Black Gosp   | 0.3            |             | 0.0        | 0.0    | 0.5    | 0.0  | 0.0    | 0.0  | 0.3    | 0.0  | 0.0    | 0.0  |        |
| WCOP                         | Warner Robins | B                                 | 1350 | 5.0        | 0.50  |       | Toccoa Falls    | 54         | 8507 | 54          | 140 Christian   | 0.5            |             | 0.0        | 0.0    | 0.8    | 0.0  | 0.0    | 0.0  | 0.0    | 0.0  | 0.5    | 0.5  |        |
| WNEX                         | Macon         | C                                 | 1400 | 1.0        | 1.00  |       | TM Comm Inc     | 45         | 9703 | 45          | 100 Children    | 0.0            |             | 0.0        | 0.0    | 0.0    | 0.0  | 0.0    | 0.0  | 0.0    | 0.0  | 0.0    | 0.0  |        |
| WDEN                         | Macon         | B                                 | 1500 | 1.0        | 0.00  | d     | Magic Bcstg Inc | 67         | 8710 | 67          | c2 Country      | 0.0            |             | 0.0        | 0.0    | 0.0    | 0.0  | 0.3    | 0.0  | 0.3    | 0.3  | 0.0    | 0.2  |        |
| WRNC                         | Warner Robins | B                                 | 1670 | 10.0       | 1.00  | c     | Taylor Bcstg    | 66         | 9705 | 66          | d3 Country      | 0.0            |             | 0.0        | 0.0    | 0.0    | 0.0  | 0.0    | 0.0  | 0.0    | 0.0  | 0.0    | 0.0  |        |
| # AM Stations -              |               |                                   |      |            | 11    |       |                 |            |      |             |                 |                |             |            |        |        |      |        |      |        |      |        |      |        |
| # Combos -                   |               |                                   |      |            | 8     |       |                 |            |      |             |                 |                |             |            |        |        |      |        |      |        |      |        |      |        |
| # Duopolies -                |               |                                   |      |            | 24    |       |                 |            |      |             |                 |                |             |            |        |        |      |        |      |        |      |        |      |        |
| Total Local Commercial Share |               |                                   |      |            |       |       |                 |            |      |             |                 |                |             |            |        |        |      |        |      |        |      |        |      |        |

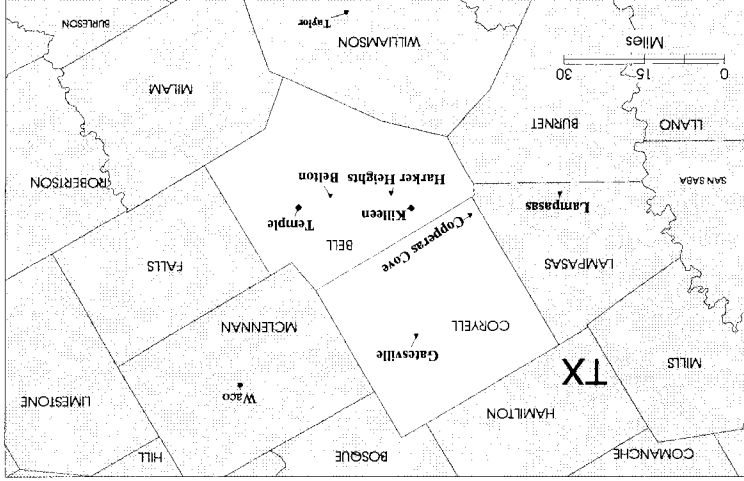
| AM & FM Stations Profiled - |         | ARB 12+ Metro Shares (see rights) |       |            |       |       |                 |            |      |             |               |                |             |            |        |        |      |        |      |        |      |        |      |        |
|-----------------------------|---------|-----------------------------------|-------|------------|-------|-------|-----------------|------------|------|-------------|---------------|----------------|-------------|------------|--------|--------|------|--------|------|--------|------|--------|------|--------|
| City of Calls               | License | FCC Class                         | Freq  | Power (kW) | Day   | Night | C Owner         | Year Acq'd | Sid  | Price (000) | M A Format    | Revenue (000)/ | Power Ratio | Local Comm | Avg 99 | 1999   | 1999 | 1999   | 1998 | 1998   | 1997 | 1996   | 1996 |        |
|                             |         |                                   |       |            |       |       |                 |            |      |             |               |                |             |            | Fall   | Spring | Fall | Spring | Fall | Spring | Fall | Spring | Fall | Spring |
| • WBML                      | Macon   | B                                 | 900   | 2.0        | 0.15  |       | Rodgers Bcstg   | 40         | 7909 | 40          | 100 Religion  | 0.5            |             | 0.6        | 0.0    | 0.8    | 0.0  | 0.0    | 0.0  | 0.0    | 0.0  | 0.0    | 0.0  | 0.0    |
| • WBLM                      | Macon   | B                                 | 940   | 50.0       | 10.00 | d     | Magic Bcstg Inc | 22         | 9707 | 40          | c6 Nws/TK/Spl | 450            | 0.71        | 4.9        | 5.3    | 4.2    | 3.9  | 3.8    | 3.5  | 4.3    | 3.4  | 0.5    | 0.5  |        |
| • WDCN                      | Macon   | B                                 | 1280  | 5.0        | 0.10  | c     | Taylor Bcstg    | 48         | 9704 | 48          | d3 Black Gosp | 0.3            |             | 0.0        | 0.0    | 0.5    | 0.0  | 0.0    | 0.0  | 0.0    | 0.0  | 0.0    | 0.0  |        |
| • WQEZ                      | Macon   | C1                                | 107.9 | 100.0      | 689   | d     | Magic Bcstg Inc | 73         | 9607 | 73          | c7 AC         | 1,31           | 1.48        | 13.1       | 8.1    | 12.5   | 9.9  | 9.5    | 12.2 | 8.3    | 10.1 | 11.1   | 11.1 |        |
| • WQEZ                      | Macon   | C1                                | 107.9 | 100.0      | 689   | d     | Magic Bcstg Inc | 73         | 9607 | 73          | c7 AC         | 1,31           | 1.48        | 13.1       | 8.1    | 12.5   | 9.9  | 9.5    | 12.2 | 8.3    | 10.1 | 11.1   | 11.1 |        |
| • WQEZ                      | Macon   | C1                                | 107.9 | 100.0      | 689   | d     | Magic Bcstg Inc | 73         | 9607 | 73          | c7 AC         | 1,31           | 1.48        | 13.1       | 8.1    | 12.5   | 9.9  | 9.5    | 12.2 | 8.3    | 10.1 | 11.1   | 11.1 |        |
| • WQEZ                      | Macon   | C1                                | 107.9 | 100.0      | 689   | d     | Magic Bcstg Inc | 73         | 9607 | 73          | c7 AC         | 1,31           | 1.48        | 13.1       | 8.1    | 12.5   | 9.9  | 9.5    | 12.2 | 8.3    | 10.1 | 11.1   | 11.1 |        |
| • WQEZ                      | Macon   | C1                                | 107.9 | 100.0      | 689   | d     | Magic Bcstg Inc | 73         | 9607 | 73          | c7 AC         | 1,31           | 1.48        | 13.1       | 8.1    | 12.5   | 9.9  | 9.5    | 12.2 | 8.3    | 10.1 | 11.1   | 11.1 |        |
| • WQEZ                      | Macon   | C1                                | 107.9 | 100.0      | 689   | d     | Magic Bcstg Inc | 73         | 9607 | 73          | c7 AC         | 1,31           | 1.48        | 13.1       | 8.1    | 12.5   | 9.9  | 9.5    | 12.2 | 8.3    | 10.1 | 11.1   | 11.1 |        |
| • WQEZ                      | Macon   | C1                                | 107.9 | 100.0      | 689   | d     | Magic Bcstg Inc | 73         | 9607 | 73          | c7 AC         | 1,31           | 1.48        | 13.1       | 8.1    | 12.5   | 9.9  | 9.5    | 12.2 | 8.3    | 10.1 | 11.1   | 11.1 |        |
| • WQEZ                      | Macon   | C1                                | 107.9 | 100.0      | 689   | d     | Magic Bcstg Inc | 73         | 9607 | 73          | c7 AC         | 1,31           | 1.48        | 13.1       | 8.1    | 12.5   | 9.9  | 9.5    | 12.2 | 8.3    | 10.1 | 11.1   | 11.1 |        |
| • WQEZ                      | Macon   | C1                                | 107.9 | 100.0      | 689   | d     | Magic Bcstg Inc | 73         | 9607 | 73          | c7 AC         | 1,31           | 1.48        | 13.1       | 8.1    | 12.5   | 9.9  | 9.5    | 12.2 | 8.3    | 10.1 | 11.1   | 11.1 |        |
| • WQEZ                      | Macon   | C1                                | 107.9 | 100.0      | 689   | d     | Magic Bcstg Inc | 73         | 9607 | 73          | c7 AC         | 1,31           | 1.48        | 13.1       | 8.1    | 12.5   | 9.9  | 9.5    | 12.2 | 8.3    | 10.1 | 11.1   | 11.1 |        |
| • WQEZ                      | Macon   | C1                                | 107.9 | 100.0      | 689   | d     | Magic Bcstg Inc | 73         | 9607 | 73          | c7 AC         | 1,31           | 1.48        | 13.1       | 8.1    | 12.5   | 9.9  | 9.5    | 12.2 | 8.3    | 10.1 | 11.1   | 11.1 |        |
| • WQEZ                      | Macon   | C1                                | 107.9 | 100.0      | 689   | d     | Magic Bcstg Inc | 73         | 9607 | 73          | c7 AC         | 1,31           | 1.48        | 13.1       | 8.1    | 12.5   | 9.9  | 9.5    | 12.2 | 8.3    | 10.1 | 11.1   | 11.1 |        |
| • WQEZ                      | Macon   | C1                                | 107.9 | 100.0      | 689   | d     | Magic Bcstg Inc | 73         | 9607 | 73          | c7 AC         | 1,31           | 1.48        | 13.1       | 8.1    | 12.5   | 9.9  | 9.5    | 12.2 | 8.3    | 10.1 | 11.1   | 11.1 |        |
| • WQEZ                      | Macon   | C1                                | 107.9 | 100.0      | 689   | d     | Magic Bcstg Inc | 73         | 9607 | 73          | c7 AC         | 1,31           | 1.48        | 13.1       | 8.1    | 12.5   | 9.9  | 9.5    | 12.2 | 8.3    | 10.1 | 11.1   | 11.1 |        |
| • WQEZ                      | Macon   | C1                                | 107.9 | 100.0      | 689   | d     | Magic Bcstg Inc | 73         | 9607 | 73          | c7 AC         | 1,31           | 1.48        | 13.1       | 8.1    | 12.5   | 9.9  | 9.5    | 12.2 | 8.3    | 10.1 | 11.1   | 11.1 |        |
| • WQEZ                      | Macon   | C1                                | 107.9 | 100.0      | 689   | d     | Magic Bcstg Inc | 73         | 9607 | 73          | c7 AC         | 1,31           | 1.48        | 13.1       | 8.1    | 12.5   | 9.9  | 9.5    | 12.2 | 8.3    | 10.1 | 11.1   | 11.1 |        |
| • WQEZ                      | Macon   | C1                                | 107.9 | 100.0      | 689   | d     | Magic Bcstg Inc | 73         | 9607 | 73          | c7 AC         | 1,31           | 1.48        | 13.1       | 8.1    | 12.5   | 9.9  | 9.5    | 12.2 | 8.3    | 10.1 | 11.1   | 11.1 |        |
| • WQEZ                      | Macon   | C1                                | 107.9 | 100.0      | 689   | d     | Magic Bcstg Inc | 73         | 9607 | 73          | c7 AC         | 1,31           | 1.48        | 13.1       | 8.1    | 12.5   | 9.9  | 9.5    | 12.2 | 8.3    | 10.1 | 11.1   | 11.1 |        |
| • WQEZ                      | Macon   | C1                                | 107.9 | 100.0      | 689   | d     | Magic Bcstg Inc | 73         | 9607 | 73          | c7 AC         | 1,31           | 1.48        | 13.1       | 8.1    | 12.5   | 9.9  | 9.5    | 12.2 | 8.3    | 10.1 | 11.1   | 11.1 |        |
| • WQEZ                      | Macon   | C1                                | 107.9 | 100.0      | 689   | d</   |                 |            |      |             |               |                |             |            |        |        |      |        |      |        |      |        |      |        |







Metro Rank: 149  
Revenue Rank: 211



**Metro Counties / Population (000)**

|              |              |
|--------------|--------------|
| Bell, TX     | 231.7        |
| Correll, TX  | 77.8         |
| <b>Total</b> | <b>309.5</b> |

# Killien-Temple, TX Market Overview



**Market Radio Financials**  
(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES | REVENUE/CAPITA |                      | REVENUE/RETAIL SALES |                      |
|--------------------------|----------------|----------------------|----------------------|----------------------|
|                          | Revenue/Capita | Revenue/Retail Sales | Revenue/Capita       | Revenue/Retail Sales |
| 1993                     | \$3,600        | \$2,201,000          | 1993                 | 3,282.2              |
| 1994                     | \$4,500        | \$2,351,000          | 1998                 | 3,953.5              |
| 1995                     | \$4,600        | \$3,001,000          | 1998                 | 3,953.5              |
| 1996                     | \$5,000        | \$3,001,000          | 1998                 | 3,953.5              |
| 1997                     | \$5,400        | \$3,001,000          | 1998                 | 3,953.5              |
| 1998                     | \$5,800        | \$3,001,000          | 2003                 | 5,000.6              |
| 1999                     | \$6,900        | \$3,001,000          | 2003                 | 5,000.6              |
| 2000                     | \$7,700        | \$3,001,000          | 2003                 | 5,000.6              |
| 2001                     | \$8,300        | \$3,001,000          | 2003                 | 5,000.6              |
| 2002                     | \$9,100        | \$3,001,000          | 2003                 | 5,000.6              |
| 2003                     | \$9,800        | \$3,001,000          | 2003                 | 5,000.6              |
| Δ 98 - 99                | 19.0%          | \$13.88              | 1993                 | 3,282.2              |
| Δ 93 - 98                | 10.0%          | \$18.74              | 1998                 | 3,953.5              |
|                          |                | \$29.76              | 1998                 | 3,953.5              |
|                          |                | \$29.76              | 2003                 | 5,000.6              |

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

| MSA Population | Growth Rate |      | Growth Rate |      |
|----------------|-------------|------|-------------|------|
|                | 1998        | 1993 | 1998        | 2003 |
| 259.3          | 3.6%        | 2.2% | 1.2%        | 1.2% |
| 85.0           | 3.9%        | 1.0% | 1.6%        | 1.6% |
| 1,633.0        | 8.6%        | 2.4% | 5.7%        | 5.7% |
| 3,282.2        | 3.8%        | 3.9% | 4.8%        | 4.8% |
| 3,953.5        | 3.8%        | 3.9% | 4.8%        | 4.8% |
| 3,953.5        | 3.8%        | 3.9% | 4.8%        | 4.8% |
| 3,953.5        | 3.8%        | 3.9% | 4.8%        | 4.8% |

**Demographic Breakdown**

| Men (000) | Growth Rate |       | Growth Rate |       |
|-----------|-------------|-------|-------------|-------|
|           | 1998        | 1993  | 1998        | 2003  |
| 160.5     | 3.1%        | 1.3%  | 1.2%        | 1.2%  |
| 149.0     | 2.9%        | 1.3%  | 1.6%        | 1.6%  |
| 309.5     | 19.5%       | 26.0% | 15.3%       | 15.3% |
| 309.5     | 19.5%       | 26.0% | 15.3%       | 15.3% |
| 309.5     | 19.5%       | 26.0% | 15.3%       | 15.3% |
| 309.5     | 19.5%       | 26.0% | 15.3%       | 15.3% |
| 309.5     | 19.5%       | 26.0% | 15.3%       | 15.3% |

**Market Summary**

| FM Classes | Growth Rate |      | Growth Rate |       |
|------------|-------------|------|-------------|-------|
|            | 1998        | 1993 | 1998        | 2003  |
| # Stations | 3           | 7    | 1.2%        | 1.2%  |
| Tot 12+    | 18.8        | 29.9 | 1.6%        | 1.6%  |
| Avg 12+    | 6.3         | 4.3  | 5.7%        | 5.7%  |
| Tot LCS    | 35.5        | 56.5 | 15.3%       | 15.3% |
| Avg LCS    | 11.8        | 8.1  | 15.3%       | 15.3% |
| # Stations | 3           | 7    | 1.2%        | 1.2%  |
| Tot 12+    | 18.8        | 29.9 | 1.6%        | 1.6%  |
| Avg 12+    | 6.3         | 4.3  | 5.7%        | 5.7%  |
| Tot LCS    | 35.5        | 56.5 | 15.3%       | 15.3% |
| Avg LCS    | 11.8        | 8.1  | 15.3%       | 15.3% |



Metro Rank: 150  
Revenue Rank: 131

# Salisbury-Ocean City, MD Market Overview



## Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES | 1993         |              | 1994     |          | 1995     |          | 1996     |          | 1997     |          | 1998     |          | 1999     |          | 2000     |          | 2001     |          | 2002     |          | 2003     |           | Est. Breakout |
|--------------------------|--------------|--------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|---------------|
|                          | \$13,000     | \$13,700     | \$14,200 | \$14,600 | \$13,400 | \$13,400 | \$17,600 | \$17,600 | \$18,600 | \$18,600 | \$18,600 | \$18,600 | \$18,600 | \$18,600 | \$18,600 | \$18,600 | \$18,600 | \$18,600 | \$18,600 | \$18,600 | \$18,600 | Local 83% |               |
| Revenue/Capita           | \$5.03/1,000 | \$3.34/1,000 | \$46.72  | \$60.25  |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |           |               |
| Revenue/Retail Sales     | \$5.03/1,000 | \$3.34/1,000 | \$46.72  | \$60.25  |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |           |               |

## Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

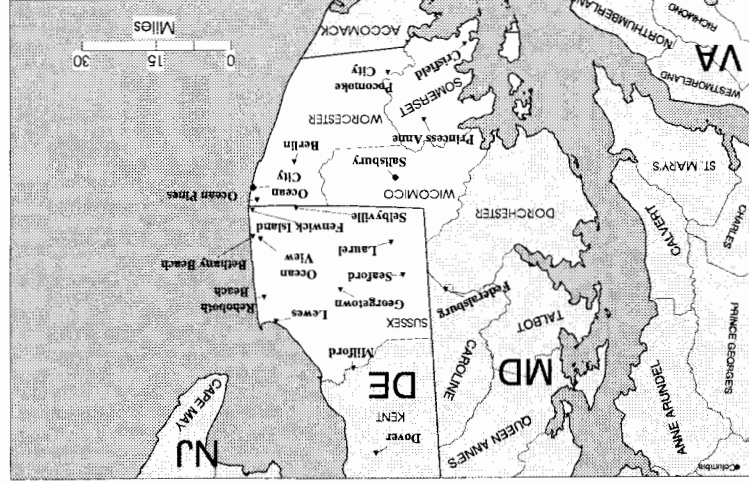
| MSA Population | 1993    |         | 1998  |   | 1998    |                                    | 2003    |      |
|----------------|---------|---------|---|---|---------|------------------------------------|---------|------|
|                | 262.9   | 100.0   | 286.8   | 1.8%  | 109.6   | 1.9%                               | 109.6   | 1.5% |
| Households     | 100.0   | 109.6   | 1.8% <td>1.9% <td>109.6</td> <td>1.5% <td>119.7</td> <td>1.8% </td></td></td> | 1.9% <td>109.6</td> <td>1.5% <td>119.7</td> <td>1.8% </td></td> | 109.6   | 1.5% <td>119.7</td> <td>1.8% </td> | 119.7   | 1.8% |
| Retail Sales   | 2,585.9 | 4,010.7 | 9.2%  | 9.2%  | 4,010.7 | 5.7%                               | 5,295.3 | 5.7% |
| EBI            | 3,635.9 | 4,079.3 | 2.3%  | 2.3%  | 4,079.3 | 4.5%                               | 5,078.7 | 4.5% |

## Demographic Breakdown

| Men (000)          | 1993        |             | 1998       |               | 1998  |       | 2003  |  |
|--------------------|-------------|-------------|------------|---------------|-------|-------|-------|--|
|                    | 139.9       | 21.5        | 12.4       | 19.5          | 22.2  | 19.3  | 34.1  |  |
| Women (000)        | 146.9       | 20.7        | 10.6       | 12.4          | 18.1  | 20.0  | 43.3  |  |
| Total              | 286.8       | 42.2        | 21.6       | 37.6          | 43.9  | 39.3  | 77.4  |  |
| Percentage         | 100.0%      | 14.7%       | 7.5%       | 8.6%          | 13.1% | 13.7% | 27.0% |  |
| Per Capita         | \$14,224    |             |            |               |       |       |       |  |
| Median Household   | \$29,871    |             |            |               |       |       |       |  |
| Avg Household      | \$37,220    |             |            |               |       |       |       |  |
| Ethnic Population: | White 73.0% | Black 25.7% | Asian 0.9% | Hispanic 1.6% |       |       |       |  |

## Market Summary

| FM Classes | Class A | Class B | Class C | Viabile FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|-------------|---------|---------|-------|
| # Stations | 19      | 6       | 12      | 25          | 8       | 33      |       |
| Tot 12+    | 44.8    | 30.4    | 61.7    | 75.2        | 5.6     | 80.8    |       |
| Avg 12+    | 2.4     | 5.1     | 5.1     | 3.0         | 0.7     | 2.4     |       |
| Tot LCS    | 55.4    | 37.6    | 76.4    | 93.1        | 6.9     | 100.0   |       |
| Avg LCS    | 2.9     | 6.3     | 6.4     | 3.7         | 0.9     | 3.0     |       |



## Metro Counties / Population (000)

|               |              |
|---------------|--------------|
| Somerset, MD  | 24.4         |
| Wicomico, MD  | 79.8         |
| Worcester, MD | 43.1         |
| Sussex, DE    | 139.5        |
| <b>Total</b>  | <b>286.8</b> |

Market: Salisbury-Ocean City, MD

Competitive Overview

Some stations also rated in Wilmington, DE.

Metro Rank: 150

ARB 12+ Metro Shares (see rights)

| City of License    | FCC Class | Freq  | Power (kW) | HAAT | C Owner             | Year Date | Sid Acqd | Price (000) | M Format | Revenue (000)/Ratio | Local Comm | 1999 | Fall 1999 | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |  |
|--------------------|-----------|-------|------------|------|---------------------|-----------|----------|-------------|----------|---------------------|------------|------|-----------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|--|
| • WLBW             | A         | 92.1  | 6.0        | 308  | e Cumulus Bcstg Inc | 94        | 9711     | 9,200       | d3       | 375                 | 0.89       | 3.0  | 2.4       | 1.9         | 3.1       | 3.4         | 2.6       | 3.0         | 3.0       | 3.7         |  |
| • WGMG             | A         | 92.7  | 3.0        | 299  | Resort Bcstg Co     | 75        | 8007     |             |          | 1,150               | 1.85       | 4.4  | 2.7       | 2.9         | 3.9       | 2.5         | 4.5       | 2.9         | 3.2       | 5.2         |  |
| WZBH               | B1        | 93.5  | 11.0       | 486  | b Great Scott Bcstg | 69        |          |             |          | 850                 | 0.68       | 8.9  | 6.4       | 6.4         | 7.3       | 6.5         | 5.9       | 5.5         | 6.8       | 4.7         |  |
| WRDX               | B         | 94.7  | 50.0       | 378  | d AMFM Inc          | 56        | 9910     |             | p        | n/a                 |            | 1.7  | 0.9       | 1.6         | 1.1       | 1.4         | 1.1       | 3.1         | 3.0       | 1.8         |  |
| • WJNE             | A         | 95.3  | 6.0        | 328  | b Great Scott Bcstg | 91        | 9803     | 1,500       |          | 275                 | 0.93       | 2.1  | 2.2       | 2.2         | 2.2       | 2.5         | 1.4       | 1.0         | 1.1       | 0.5         |  |
| • WOSC             | B1        | 95.9  | 18.8       | 377  | e Cumulus Bcstg Inc | 58        | 9804     | 7,500       | d4       | 500                 | 0.93       | 3.8  | 3.1       | 2.7         | 3.1       | 3.6         | 4.4       | 3.5         | 4.7       | 4.7         |  |
| WBEY               | A         | 96.9  | 2.8        | 403  | Bay Bcstg Inc       | 95        |          |             |          | 0.5                 | 0.0        | 0.0  | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 1.0       | 1.0         |  |
| WQJZ               | A         | 97.1  | 4.6        | 374  | c Delmarva Bcstg Co | 94        | 9708     |             | d2       | 370                 | 0.94       | 2.8  | 2.5       | 2.4         | 2.0       | 2.2         | 2.2       | 3.6         | 2.7       | 2.9         |  |
| • WICO             | A         | 97.5  | 4.5        | 331  | c Delmarva Bcstg Co | 69        | 9708     |             | d2       | 750                 | 1.16       | 4.6  | 1.6       | 3.2         | 3.9       | 4.2         | 3.9       | 3.6         | 4.3       | 3.4         |  |
| WAFI               | A         | 97.7  | 6.0        | 328  | c Delmarva Bcstg Co | 73        | 9708     | 1,800       | d2       | 1,800               | 5.55       | 2.3  | 1.6       | 1.9         | 1.7       | 1.1         | 2.5       | 2.3         | 3.2       | 1.6         |  |
| WUBL               | A         | 97.9  | 3.0        | 328  | Anchor Bcstg LP     | 93        |          |             |          |                     |            | 0.5  | 0.0       | 0.0         | 0.0       | 0.8         | 0.0       | 0.0         | 0.0       | 0.5         |  |
| WGBG               | A         | 98.5  | 6.0        | 322  | a Great Scott Bcstg | 72        | 9805     | 1,200       | ct1      | 3.2                 | 3.0        | 3.2  | 2.7       | 2.2         | 1.4       | 0.8         | 1.3       | 0.5         | 0.3       | 0.3         |  |
| • WSBY             | A         | 98.9  | 6.0        | 325  | e Cumulus Bcstg Inc | 89        | 9802     | 1,300       | c3       | 0.7                 | 0.4        | 0.4  | 0.3       | 0.6         | 0.8       | 0.8         | 2.2       | 1.3         | 0.8       | 1.0         |  |
| • WFBG             | B         | 99.9  | 50.0       | 315  | e Cumulus Bcstg Inc | 78        | 9804     | 1,650       | d4       | 12.1                | 0.97       | 12.1 | 0.9       | 1.9         | 9.4       | 9.3         | 8.8       | 10.9        | 7.8       | 11.0        |  |
| • WXPZ             | A         | 101.3 | 3.0        | 328  | Samson Comm Inc     | 90        |          |             |          | 575                 | 2.15       | 1.9  | 1.6       | 1.4         | 1.1       | 1.4         | 1.7       | 1.6         | 1.6       | 0.5         |  |
| • WFRG             | A         | 101.7 | 3.0        | 299  | Great Scott Bcstg   | 86        | 9806     | 1,500       |          | 300                 | 1.33       | 1.6  | 1.9       | 1.4         | 1.4       | 4.5         | 5.2       | 3.8         | 3.1       | 3.1         |  |
| • WOLC             | B         | 102.5 | 50.0       | 499  | Marantha Inc        | 76        |          |             |          | 300                 | 0.71       | 3.0  | 2.9       | 2.2         | 2.2       | 4.0         | 4.5       | 2.9         | 3.5       | 3.9         |  |
| • WJYN             | A         | 103.5 | 1.5        | 479  | b Great Scott Bcstg | 95        |          |             |          | 200                 | 1.01       | 1.4  | 0.9       | 1.3         | 0.8       | 1.4         | 1.3       | 0.8         | 0.8       | 0.0         |  |
| WOCQ               | A         | 103.9 | 6.0        | 328  | b Great Scott Bcstg | 81        | 9712     | 2,800       |          | 600                 | 0.27       | 15.5 | 14.4      | 11.3        | 12.6      | 12.2        | 8.4       | 6.8         | 8.4       | 7.9         |  |
| • WCHO             | B         | 104.7 | 33.0       | 610  | e Cumulus Bcstg Inc | 65        | 9711     | 1,750       | d3       | 1,750               | 1.39       | 8.9  | 8.3       | 7.2         | 6.5       | 9.1         | 8.1       | 9.4         | 8.6       | 8.1         |  |
| • WLWV             | A         | 105.5 | 2.1        | 384  | e Cumulus Bcstg Inc | 82        | 9711     |             | d3       | 500                 | 1.04       | 3.4  | 2.3       | 2.4         | 2.8       | 1.7         | 2.8       | 2.9         | 3.5       | 2.6         |  |
| WXJN               | A         | 105.9 | 6.0        | 328  | c Delmarva Bcstg Co | 92        | 9708     |             | d2       | 450                 | 0.78       | 4.1  | 3.5       | 3.5         | 2.8       | 3.4         | 2.5       | 1.6         | 1.9       | 2.9         |  |
| WKHW               | A         | 106.5 | 1.8        | 341  | Great Scott Bcstg   | 92        | 9909     |             | g        | 200                 | 1.29       | 1.1  | 0.7       | 1.1         | 0.6       | 0.8         | 0.6       | 0.5         | 1.1       | 0.5         |  |
| WRXS               | A         | 106.9 | 6.0        | 302  | Atlantic Radio      | 94        | 9805     |             |          | 450                 |            | 0.8  | 0.5       | 0.6         | 0.6       | 0.6         | 0.3       | 0.0         | 1.6       | 1.0         |  |
| WTDK               | A         | 107.1 | 3.9        | 407  | f MTS Broadcasting  | 78        | 9701     |             | g        | 250                 | 1.27       | 1.4  | 0.6       | 0.8         | 1.4       | 0.6         | 0.6       | 1.3         | 0.5       | 0.0         |  |
| # FM Stations - 25 |           |       |            |      |                     |           |          |             |          |                     |            |      |           |             |           |             |           |             |           |             |  |
| # Combos - 15      |           |       |            |      |                     |           |          |             |          |                     |            |      |           |             |           |             |           |             |           |             |  |
| FM TOTALS          |           |       |            |      |                     |           |          |             |          |                     |            |      |           |             |           |             |           |             |           |             |  |
| 93.7               | 75.2      | 71.3  | 73.6       | 74.8 | 77.0                | 76.0      | 75.2     | 72.8        |          |                     |            |      |           |             |           |             |           |             |           |             |  |

Metro Rank: 150

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1/ See introduction section for interpretation of revenue estimates.

• Indicates a change since last edition



# Competitive Overview

Some stations also rated in Wilmington, DE.

Metro Rank: 150

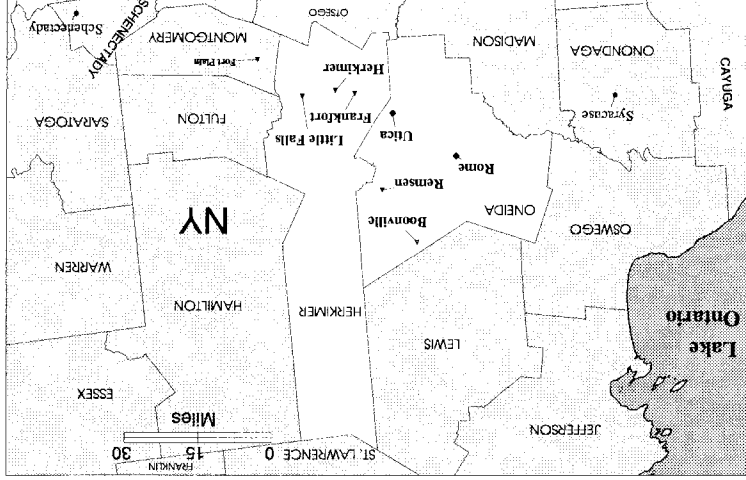
| City of Calls | License       | City of | FCC Class | FCC Freq | Power (kW)                  | Night Power (kW) | C Owner           | Year Acqd     | Std Price (000) | M Format | 1999 Est Revenue (000)/Ratio | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |                    |      |      |
|---------------|---------------|---------|-----------|----------|-----------------------------|------------------|-------------------|---------------|-----------------|----------|------------------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|--------------------|------|------|
|               |               |         |           |          |                             |                  |                   |               |                 |          |                              | Fall 1996                         | Spring 1996 | Fall 1997 | Spring 1997 | Fall 1998 | Spring 1998 | Fall 1999 | Spring 1999 | Avg '99 Local Comm |      |      |
| WDMV          | Pocomoke City | B       | B         | 540      | 0.5                         | 0.24             | Birach Bcstg Corp | 55            |                 | 1        | Gospel                       | 0.3                               | 1.3         | 0.5       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0                |      |      |
| WJWL          | Georgetown    | B       | B         | 900      | 10.5                        | 1.08             | Great Scott Bcstg | 51            | 6104            |          | Nostalgia                    | 2.8                               | 2.0         | 2.9       | 1.4         | 2.0       | 0.8         | 2.1       | 1.9         | 2.1                |      |      |
| WYUS          | Milford       | B       | B         | 930      | 0.5                         | 0.00             | Delmarva Bcstg Co | 53            | 9708            | d2       | Spanish                      | 100                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0                |      |      |
| WTGM          | Salisbury     | B       | B         | 960      | 5.0                         | 5.00             | Cumulus Bcstg Inc | 40            | 9711            | d3       | Sports                       | 75                                | 0.7         | 0.8       | 0.8         | 0.6       | 0.8         | 1.3       | 0.5         | 0.8                |      |      |
| WJWK          | Seaford       | B       | B         | 1280     | 0.8                         | 0.21             | Great Scott Bcstg | 55            | 9805            | c1       | Nostalgia                    | 1.7                               | 0.4         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0                |      |      |
| WJCO          | Salisbury     | B       | B         | 1320     | 0.7                         | 0.04             | Delmarva Bcstg Co | 57            | 9708            | d2       | Talk                         | 250                               | 1.2         | 1.9       | 1.4         | 1.6       | 1.4         | 1.4       | 1.4         | 2.1                |      |      |
| WJDY          | Salisbury     | B       | B         | 1470     | 5.0                         | 0.00             | Cumulus Bcstg Inc | 58            | 9802            | c3       | Children                     | 30                                | 0.4         | 0.0       | 0.0         | 0.3       | 0.8         | 1.0       | 0.8         | 1.0                |      |      |
| WETT          | Ocean City    | D       | D         | 1590     | 1.0                         | 0.50             | Ellison, Byron    | 60            | 9902 p          | na       | Nws/Tlk/Spt                  |                                   | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0                |      |      |
|               |               |         |           |          | # AM Stations -             |                  | 8                 | # Combos -    |                 | 6        | AM TOTALS                    |                                   | 6.2         | 5.6       | 6.1         | 77.4      | 77.2        | 78.8      | 80.8        | 82.0               | 79.8 | 78.8 |
|               |               |         |           |          | AM & FM Stations Profiled - |                  | 33                | # Duopolies - |                 | 11       | Total Local Commercial Share |                                   | 80.8        | 77.4      | 77.2        | 78.8      | 80.8        | 82.0      | 79.8        | 78.8               | 78.8 |      |

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.



Metro Rank: 151  
Revenue Rank: 173



Metro Counties / Population (000)

|              |              |
|--------------|--------------|
| Herkimer, NY | 63.6         |
| Onida, NY    | 229.9        |
| <b>Total</b> | <b>293.5</b> |

## Utica - Rome, NY Market Overview



### Market Radio Financials

(all figures in 000's, except percentages and ratios)

|           | ESTIMATED GROSS REVENUES |              |             |               |          |          |
|-----------|--------------------------|--------------|-------------|---------------|----------|----------|
|           | 1993                     | 1994         | 1995        | 1996          | 1997     | 1998     |
| Δ 98 - 99 | \$7,100                  | \$7,600      | \$7,500     | \$7,700       | \$8,000  | \$9,100  |
| Δ 99 - 03 | \$9,700                  | \$9,700      | \$10,300    | \$10,900      | \$11,500 | \$12,200 |
|           | 6.6%                     | 6.6%         | 6.6%        | 6.6%          | 6.6%     | 6.0%     |
|           | \$3,321,000              | \$3,371,000  | \$3,371,000 | \$4,051,000   | \$4,331  | \$43.31  |
|           | 1993                     | 1998         | 2003        | Est. Breakout |          |          |
|           | Local 87%                | National 13% |             |               |          |          |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993    | 1998    | 1998  | 2003    |
|----------------|---------|---------|-------|---------|
| MSA Population | 316.4   | 293.5   | -1.5% | 281.7   |
| Households     | 117.4   | 109.7   | -1.3% | 106.7   |
| Retail Sales   | 2,138.2 | 2,696.5 | 4.7%  | 3,012.8 |
| EBI            | 4,300.7 | 3,822.4 | -2.3% | 4,111.4 |
| Growth Rate    |         |         |       |         |
|                | 1993    | 1998    | 1998  | 2003    |
|                | -0.8%   | -0.8%   | -0.6% | 1.5%    |

### Demographic Breakdown

|                    | Total       | Under 12                   | 12 - 17    | 18 - 24       | 25 - 34 | 35 - 44 | 45 - 54 | Over 55 |
|--------------------|-------------|----------------------------|------------|---------------|---------|---------|---------|---------|
| Men (000)          | 144.7       | 23.0                       | 12.2       | 14.2          | 20.8    | 22.3    | 19.4    | 32.9    |
| Women (000)        | 148.8       | 21.6                       | 11.1       | 12.9          | 17.8    | 21.5    | 19.7    | 44.2    |
| Total              | 293.5       | 44.5                       | 23.3       | 27.1          | 38.6    | 43.8    | 39.1    | 77.2    |
| Percentage         | 100.0%      | 15.2%                      | 7.9%       | 9.2%          | 13.1%   | 14.9%   | 13.3%   | 26.3%   |
| Per Capita         | \$ 13,023   | Median Household \$ 28,296 |            |               |         |         |         |         |
| Avg Household      | \$ 34,844   | Avg Household \$ 34,844    |            |               |         |         |         |         |
| Ethnic Population: | White 93.3% | Black 5.3%                 | Asian 1.1% | Hispanic 2.6% |         |         |         |         |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viabile FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|-------------|---------|---------|-------|
| # Stations | 7       | 7       | 8       | 8           | 14      | 10      | 24    |
| Tot 12+    | 9.0     | 55.9    | 59.3    | 59.3        | 64.9    | 12.3    | 77.2  |
| Avg 12+    | 1.3     | 8.0     | 7.4     | 7.4         | 4.6     | 1.2     | 3.2   |
| Tot LCS    | 11.7    | 72.4    | 76.8    | 76.8        | 84.1    | 15.9    | 100.0 |
| Avg LCS    | 1.7     | 10.3    | 9.6     | 9.6         | 6.0     | 1.6     | 4.2   |

# Competitive Overview

NOTE: Some stations also rated in Syracuse.

Metro Rank: 151

| City of Calls | License      | City of | FCC Class | FCC Freq | Power (kW) | HAAT C | Owner | Year Acqd          | Std Date | Sales Price (000) | M A Format | Revenue (000)/ | Power Ratio | 1999 Est                          |        |      |        |      | Avg '99 Local | Comm |      |      |
|---------------|--------------|---------|-----------|----------|------------|--------|-------|--------------------|----------|-------------------|------------|----------------|-------------|-----------------------------------|--------|------|--------|------|---------------|------|------|------|
|               |              |         |           |          |            |        |       |                    |          |                   |            |                |             | Fall                              | Spring | Fall | Spring | Fall |               |      |      |      |
| WXUR          | Herkimer     | Utica   | A         | 92.7     | 3.0        |        | 300 b | Arjuna Bcstg Corp  | 79       | 9403              | 118 c1     | Oldies         | 2.1         | 1.3                               | 1.7    | 1.6  | 1.0    | 1.2  | 1.2           | 1.5  | 1.3  |      |
| WFRM          | Remsen       | Utica   | A         | 93.5     | 1.2 cp     |        | 748 c | Clear Channel      | 83       | 9906              | g1         | Lite AC        | 3.9         | 3.4                               | 2.5    | 3.7  | 1.7    | 3.2  | 1.9           | 2.2  | 2.4  |      |
| WKLL          | Frankfort    | Utica   | B         | 94.9     | 34.0       |        | 568 e | Radio Corp         | 90       | 9004              | 165 cp     | Modern Rock    | 6.8         | 5.9                               | 5.0    | 6.1  | 6.0    | 6.2  | 6.2           | 5.9  | 5.9  |      |
| WODZ          | Rome         | Utica   | B1        | 96.1     | 7.4        |        | 604 a | Regent Comm        | 68       | 0001              | g5         | Oldies         | 3.75        | 0.59                              | 4.3    | 4.7  | 5.8    | 3.9  | 3.8           | 3.2  | 4.4  |      |
| WOUR          | Utica        | Utica   | B         | 96.9     | 19.3       |        | 791 c | Clear Channel      | 67       | 9906              | g1         | CRck/NWRck     | 8.4         | 1.13                              | 6.0    | 6.3  | 7.1    | 6.9  | 8.2           | 5.7  | 8.1  |      |
| WOWZ          | Whitesboro   | Utica   | A         | 97.9     | 1.5        |        | 669 f | Roser              | 94       |                   | g5         | AC             | 160         | 0.75                              | 2.2    | 1.3  | 1.5    | 1.0  | 1.0           | 1.0  | 7.2  |      |
| WLZW          | Utica        | Utica   | B         | 98.7     | 25.0       |        | 659 a | Regent Comm        | 74       | 0001              | g5         | AC             | 2.165       | 1.73                              | 10.2   | 9.9  | 10.6   | 11.8 | 12.9          | 13.3 | 15.4 |      |
| WVVC          | Utica        | Utica   | A         | 100.7    | 1.6        |        | 627   | Bethany Bcstg Corp | 94       |                   | g5         | ChrsContemp    | 1.2         | 0.8                               | 0.8    | 0.8  | 0.8    | 1.7  | 0.7           | 1.0  | 1.5  |      |
| WBUG          | Fort Plain   | Utica   | A         | 101.1    | 1.3        |        | 719   | Roser              | 91       | 9411              | See (59)   | Country        | 1.1         | 0.7                               | 0.6    | 1.1  | 1.5    | 0.5  | 0.7           | 0.5  | 1.1  |      |
| WBRV          | Boonville    | Utica   | A         | 101.3    | 5.5        |        | 341 d | Flack Bcstg Group  | 89       | 9809              | g2         | Country        | 0.2         | 0.0                               | 0.3    | 0.0  | 0.0    | 0.0  | 0.0           | 0.0  | 0.0  |      |
| WSKS          | Rome         | Utica   | B         | 102.5    | 27.0       |        | 650 c | Clear Channel      | 82       | 9906              | g1         | Adult CHR      | 6.90        | 0.91                              | 6.1    | 6.1  | 6.3    | 5.6  | 6.7           | 6.4  | 7.2  |      |
| WFRG          | Utica        | Utica   | B         | 104.3    | 100.0      |        | 495 a | Regent Comm        | 48       | 0001              | g5         | Country        | 2,300       | 1.13                              | 17.2   | 16.0 | 17.4   | 16.2 | 14.4          | 15.9 | 14.3 |      |
| WOWB          | Little Falls | Utica   | A         | 105.5    | 2.3        |        | 528 f | Roser              | 92       | 8910              | 41 cp      | T40/CHR/Rym    | 210         | 1.80                              | 1.2    | 1.5  | 0.8    | 2.0  | 1.2           | 1.5  | 1.1  |      |
| WRCK          | Utica        | Utica   | B         | 107.3    | 50.0       |        | 499 e | Radio Corp         | 62       | 9409              | 1,000 c5   | Cisc Rock      | 760         | 1.14                              | 6.9    | 6.2  | 7.7    | 4.4  | 5.5           | 4.0  | 3.7  |      |
|               |              |         |           |          |            |        |       |                    |          |                   |            |                |             | ARB 12+ Metro Shares (see rights) |        |      |        |      |               |      |      |      |
|               |              |         |           |          |            |        |       |                    |          |                   |            |                |             | 82.2                              | 64.9   | 65.2 | 65.7   | 64.3 | 64.7          | 62.3 | 60.8 | 66.7 |
|               |              |         |           |          |            |        |       |                    |          |                   |            |                |             | FM TOTALS                         |        |      |        |      |               |      |      |      |
|               |              |         |           |          |            |        |       |                    |          |                   |            |                |             | 12                                |        |      |        |      |               |      |      |      |
|               |              |         |           |          |            |        |       |                    |          |                   |            |                |             | ARB 12+ Metro Shares (see rights) |        |      |        |      |               |      |      |      |
|               |              |         |           |          |            |        |       |                    |          |                   |            |                |             | 14                                |        |      |        |      |               |      |      |      |
|               |              |         |           |          |            |        |       |                    |          |                   |            |                |             | FM TOTALS                         |        |      |        |      |               |      |      |      |
|               |              |         |           |          |            |        |       |                    |          |                   |            |                |             | 12                                |        |      |        |      |               |      |      |      |
|               |              |         |           |          |            |        |       |                    |          |                   |            |                |             | ARB 12+ Metro Shares (see rights) |        |      |        |      |               |      |      |      |
|               |              |         |           |          |            |        |       |                    |          |                   |            |                |             | 14                                |        |      |        |      |               |      |      |      |
|               |              |         |           |          |            |        |       |                    |          |                   |            |                |             | FM TOTALS                         |        |      |        |      |               |      |      |      |
|               |              |         |           |          |            |        |       |                    |          |                   |            |                |             | 12                                |        |      |        |      |               |      |      |      |

| City of Calls | License      | City of | FCC Class | FCC Freq | Power (kW) | Owner | Year Acqd | Std Date          | Sales Price (000) | M A Format | Revenue (000)/ | Power Ratio | 1999 Est |                                   |      |        |      | Avg '99 Local | Comm |     |     |  |
|---------------|--------------|---------|-----------|----------|------------|-------|-----------|-------------------|-------------------|------------|----------------|-------------|----------|-----------------------------------|------|--------|------|---------------|------|-----|-----|--|
|               |              |         |           |          |            |       |           |                   |                   |            |                |             | Fall     | Spring                            | Fall | Spring | Fall |               |      |     |     |  |
| WBRAV         | Boonville    | Utica   | B         | 900      | 1.0        |       | 0.05 d    | Flack Bcstg Group | 55                | 9809       | g2             | Country     | 0.4      | 0.0                               | 0.6  | 0.0    | 0.0  | 0.0           | 0.0  | 0.0 |     |  |
| WIBX          | Utica        | Utica   | B         | 950      | 5.0        |       | 5.00 a    | Regent Comm       | 25                | 0001       | g5             | News/Talk   | 10.0     | 0.64                              | 6.25 | 9.1    | 6.9  | 6.6           | 5.0  | 8.1 |     |  |
| WRUN          | Utica        | Utica   | B         | 1150     | 5.0        |       | 1.00 a    | Regent Comm       | 48                | 0001       | g5             | Country     | 0.5      | 0.0                               | 7.2  | 9.1    | 6.9  | 6.6           | 5.0  | 8.1 |     |  |
| WLFH          | Little Falls | Utica   | C         | 1230     | 1.0        |       | 1.00 f    | Roser             | 52                | 9007       | 100            | Country     | 1.4      | 1.33                              | 1.80 | 0.7    | 1.1  | 0.7           | 1.0  | 0.7 |     |  |
| WTLB          | Utica        | Utica   | B         | 1310     | 5.0        |       | 0.50 e    | Radio Corp        | 46                | 9409       | c5             | Nostalgia   | 1.30     | 0.25                              | 1.30 | 0.6    | 0.3  | 3.7           | 2.6  | 3.7 | 2.9 |  |
| WRNY          | Rome         | Utica   | B         | 1350     | 0.5        |       | 0.06 c    | Clear Channel     | 59                | 9906       | g1             | Adult Sindr | 150      |                                   | 0.6  | 0.0    | 0.3  | 0.0           | 1.0  | 0.0 | 0.0 |  |
| WNRS          | Herkimer     | Utica   | B         | 1420     | 1.0        |       | 0.00 b    | Arjuna Bcstg Corp | 56                | 9403       | c1             | Sports      | 0.0      | 0.0                               | 0.0  | 0.0    | 0.0  | 0.0           | 0.0  | 0.0 | 0.0 |  |
| WVYF          | Rome         | Utica   | C         | 1450     | 1.0        |       | 1.00      | Bible Bcstg       | 46                | 9904       | 50             | Religion    | 0.0      | 0.0                               | 0.0  | 0.0    | 0.0  | 0.0           | 0.0  | 0.0 | 0.2 |  |
| WADR          | Remsen       | Utica   | B         | 1480     | 5.0        |       | 0.00 c    | Clear Channel     | 66                | 9906       | g1             | Adult Sindr | 0.4      | 0.4                               | 0.4  | 0.3    | 0.3  | 0.0           | 0.0  | 0.0 | 0.0 |  |
| WUTQ          | Utica        | Utica   | B         | 1550     | 1.0        |       | 0.00 c    | Clear Channel     | 62                | 9906       | g1             | Adult Sindr | 80       |                                   | 0.4  | 0.3    | 0.3  | 0.5           | 1.0  | 1.0 | 2.0 |  |
|               |              |         |           |          |            |       |           |                   |                   |            |                |             |          | ARB 12+ Metro Shares (see rights) |      |        |      |               |      |     |     |  |
|               |              |         |           |          |            |       |           |                   |                   |            |                |             |          | 10                                |      |        |      |               |      |     |     |  |
|               |              |         |           |          |            |       |           |                   |                   |            |                |             |          | FM TOTALS                         |      |        |      |               |      |     |     |  |
|               |              |         |           |          |            |       |           |                   |                   |            |                |             |          | 9                                 |      |        |      |               |      |     |     |  |
|               |              |         |           |          |            |       |           |                   |                   |            |                |             |          | ARB 12+ Metro Shares (see rights) |      |        |      |               |      |     |     |  |
|               |              |         |           |          |            |       |           |                   |                   |            |                |             |          | 24                                |      |        |      |               |      |     |     |  |
|               |              |         |           |          |            |       |           |                   |                   |            |                |             |          | FM TOTALS                         |      |        |      |               |      |     |     |  |
|               |              |         |           |          |            |       |           |                   |                   |            |                |             |          | 8                                 |      |        |      |               |      |     |     |  |

# Evansville, IN Market Overview

## Market Radio Financials

(all figures in 000's, except percentages and ratios)

|                          | 1993         | 1994         | 1995         | 1996     | 1997     | 1998     | 2003     | Est. Breakout |
|--------------------------|--------------|--------------|--------------|----------|----------|----------|----------|---------------|
| ESTIMATED GROSS REVENUES | \$11,600     | \$11,300     | \$11,400     | \$11,700 | \$12,100 | \$15,600 | \$25,700 | Local 80%     |
| Revenue/Capita           | \$4.81/1,000 | \$5.32/1,000 | \$7.40/1,000 | \$87.44  |          |          |          | National 20%  |
| Δ 98 - 99                | 10.3%        | \$17,200     | \$19,300     | \$21,200 | \$23,400 | \$25,700 |          |               |
| Δ 99 - 03                |              |              |              |          |          |          |          |               |

## Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993    | 1998    | 1998 | 2003    | Growth Rate |
|----------------|---------|---------|------|---------|-------------|
| MSA Population | 285,600 | 290,700 | 0.4% | 290,700 | 293.9%      |
| Households     | 111,900 | 115,400 | 0.6% | 115,400 | 119.1%      |
| Retail Sales   | 2,411.8 | 2,934.5 | 4.0% | 2,934.5 | 3,473.6     |
| EBI            | 4,317.6 | 4,862.5 | 2.4% | 4,862.5 | 6,081.7     |

## Demographic Breakdown

|                    | Total    | Under 12 | 12 - 17 | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 54 | Over 55 |
|--------------------|----------|----------|---------|---------|---------|---------|---------|---------|
| Men (000)          | 139,600  | 23,300   | 12,500  | 12,100  | 19,100  | 23,200  | 19,900  | 29,500  |
| Women (000)        | 151,100  | 22,300   | 11,900  | 12,500  | 19,600  | 23,600  | 20,700  | 40,500  |
| Total              | 290,700  | 45,600   | 24,400  | 24,600  | 38,600  | 46,800  | 40,600  | 70,000  |
| Percentage         | 100.0%   | 15.7%    | 8.4%    | 8.5%    | 13.3%   | 16.1%   | 14.0%   | 24.1%   |
| Per Capita         | \$16,727 |          |         |         |         |         |         |         |
| Median Household   | \$33,940 |          |         |         |         |         |         |         |
| Avg Household      | \$42,136 |          |         |         |         |         |         |         |
| Ethnic Population: |          |          |         |         |         |         |         |         |
| White              | 92.9%    |          |         |         |         |         |         |         |
| Black              | 6.3%     |          |         |         |         |         |         |         |
| Asian              | 0.6%     |          |         |         |         |         |         |         |
| Hispanic           | 0.7%     |          |         |         |         |         |         |         |

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 6       | 3       | 3       | 9          | 12      | 8       | 20    |
| Tot 12+    | 20.4    | 29.5    | 25.1    | 72.4       | 75.0    | 10.2    | 85.2  |
| Avg 12+    | 3.4     | 9.8     | 8.4     | 8.0        | 6.3     | 1.3     | 4.3   |
| Tot LCS    | 23.9    | 34.6    | 29.5    | 85.0       | 88.0    | 12.0    | 100.0 |
| Avg LCS    | 4.0     | 11.5    | 9.8     | 9.4        | 7.3     | 1.5     | 5.0   |

## Market Summary



Metro Rank: 152  
Revenue Rank: 112

| Metro Counties / Population (000) | Population   |
|-----------------------------------|--------------|
| Posey, IN                         | 26.5         |
| Vanderburgh, IN                   | 167.7        |
| Warrick, IN                       | 52.0         |
| Henderson, KY                     | 44.5         |
| <b>Total</b>                      | <b>290.7</b> |

# Competitive Overview

Some stations also rated in Owensboro, KY.

Metro Rank: 152

| City of                           | FCC Class | FCC License | Power (kW) | HAAT | C Owner           | Year Date | Std Acq'd | Price (000) | Sales L       | 1999 Est       |        |       |        | Avg 99 |
|-----------------------------------|-----------|-------------|------------|------|-------------------|-----------|-----------|-------------|---------------|----------------|--------|-------|--------|--------|
|                                   |           |             |            |      |                   |           |           |             |               | Revenue (000)/ | Power  | Ratio | Comm   |        |
|                                   |           |             |            |      |                   |           |           |             |               | Fall           | Spring | Fall  | Spring | Local  |
| WBKR                              | C1        | 92.5        | 96.0 cp    | 1001 | Brill Media Co    | 48        | 9307      | See (266)   | Country       | 3.2            | 2.6    | 2.4   | 3.0    | 3.0    |
| WJPS                              | A         | 93.5        | 3.2 cp     |      | South Central     | 446       | b         | 94          | Oldies        | 1,300          | 1.01   | 7.5   | 3.9    | 6.2    |
| WTRI                              | B         | 94.9        | 50.0       |      | Cumulus Bcstg Inc | 60        | 9911 p    |             | g 1 Cisc Rock | 500            | 1.00   | 2.9   | 2.0    | 1.9    |
| WSTO                              | C         | 96.1        | 100.0      |      | Brill Media Co    | 48        | 9703      | 5,000c1     | CHR           | 2,400          | 1.44   | 9.7   | 11.5   | 7.6    |
| WKDC                              | C         | 99.5        | 98.0       |      | Brill Media Co    | 47        | 9705      | 8,000       | Country       | 2,400          | 1.11   | 12.6  | 11.0   | 8.9    |
| WGBF                              | A         | 103.1       | 3.2        |      | Cumulus Bcstg Inc | 71        | 9911 p    |             | g 1 AOR       | 2,500          | 1.61   | 9.0   | 7.5    | 7.6    |
| WIKY                              | B         | 104.1       | 39.0       |      | South Central     | 48        |           |             | FullService   | 4,100          | 1.13   | 21.1  | 21.8   | 18.4   |
| WYNG                              | B         | 105.3       | 50.0       |      | Cumulus Bcstg Inc | 64        | 9911 p    |             | g 1 Country   | 1,400          | 0.94   | 8.7   | 5.7    | 8.4    |
| WDKS                              | A         | 106.1       | 6.0        |      | Newburgh Bcstg Co | 91        |           |             | 1 Hot AC      | 525            | 0.64   | 4.8   | 2.7    | 3.8    |
| WFX                               | A         | 106.7       | 3.0        |      | Original Company  | 92        | 9904      | 360c1       | AC            |                |        | 0.0   | 0.0    | 0.0    |
| WBXL                              | A         | 107.1       | 3.0        |      | South Central     | 67        | 9910 p    | 400c4       | Easy          |                |        | 0.3   | 0.0    | 0.0    |
| WABX                              | A         | 107.5       | 2.0        |      | South Central     | 96        |           |             | Rock          | 975            | 0.74   | 7.7   | 6.3    | 7.6    |
| # FM Stations - 12                |           |             |            |      |                   |           |           |             |               |                |        |       |        |        |
| # Combos - 9                      |           |             |            |      |                   |           |           |             |               |                |        |       |        |        |
| FM TOTALS                         |           |             |            |      |                   |           |           |             |               |                |        |       |        |        |
| Avg 99                            |           |             |            |      |                   |           |           |             |               |                |        |       |        |        |
| ARB 12+ Metro Shares (see rights) |           |             |            |      |                   |           |           |             |               |                |        |       |        |        |
|                                   |           |             |            |      |                   |           |           |             |               | Fall           | Spring | Fall  | Spring | Local  |
|                                   |           |             |            |      |                   |           |           |             |               | 1999           | 1999   | 1998  | 1998   | Comm   |
|                                   |           |             |            |      |                   |           |           |             |               | 1999           | 1999   | 1998  | 1998   | 1999   |

| City of                           | FCC Class | FCC License | Power (kW) | Day | Night | C Owner             | Year Date | Std Acq'd | Price (000) | Sales L | 1999 Est       |        |        |        | Avg 99 |
|-----------------------------------|-----------|-------------|------------|-----|-------|---------------------|-----------|-----------|-------------|---------|----------------|--------|--------|--------|--------|
|                                   |           |             |            |     |       |                     |           |           |             |         | Revenue (000)/ | Power  | Ratio  | Comm   |        |
|                                   |           |             |            |     |       |                     |           |           |             |         | Fall           | Spring | Fall   | Spring | Local  |
| WSWI                              | B         | 820         | 0.3        |     |       | Univ of Southern IN | 47        |           | Modern Rock | 0.0     | 0.0            | 0.0    | 0.0    | 0.0    |        |
| WSON                              | B         | 860         | 0.5        |     |       | Lackey, Henry G     | 41        | 7907      | Adlt Sindr  | 320     | 0.58           | 3.2    | 1.9    | 1.6    |        |
| WGAB                              | B         | 1180        | 0.7        |     |       | Newburgh Bcstg Co   | 84        |           | Adlt Sindr  | 130     | 0.69           | 1.1    | 2.2    | 1.4    |        |
| WGBF                              | B         | 1280        | 5.0        |     |       | Cumulus Bcstg Inc   | 23        | 9911 p    | News/Talk   | 225     | 0.31           | 4.2    | 3.1    | 3.5    |        |
| WVHI                              | B         | 1330        | 5.0        |     |       | Word Broadcasting   | 48        | 9906      | Religion    | 440     |                | 0.0    | 0.0    | 0.0    |        |
| WEOA                              | C         | 1400        | 1.0        |     |       | South Central       | 36        | 8111      | Urban       | 1,000   |                | 4.0    | 3.0    | 4.1    |        |
| WBNL                              | B         | 1540        | 0.3        |     |       | South Central       | 50        | 9910 p    | Country     |         |                | 0.0    | 0.0    | 0.0    |        |
| WRCY                              | B         | 1590        | 0.5        |     |       | Original Company    | 55        | 9904      | Country     | c1      |                | 0.0    | 0.0    | 0.0    |        |
| # AM Stations - 8                 |           |             |            |     |       |                     |           |           |             |         |                |        |        |        |        |
| # Combos - 5                      |           |             |            |     |       |                     |           |           |             |         |                |        |        |        |        |
| AM TOTALS                         |           |             |            |     |       |                     |           |           |             |         |                |        |        |        |        |
| Avg 99                            |           |             |            |     |       |                     |           |           |             |         |                |        |        |        |        |
| ARB 12+ Metro Shares (see rights) |           |             |            |     |       |                     |           |           |             |         |                |        |        |        |        |
|                                   |           |             |            |     |       |                     |           |           |             | Fall    | Spring         | Fall   | Spring | Local  |        |
|                                   |           |             |            |     |       |                     |           |           |             | 1999    | 1999           | 1998   | 1998   | Comm   |        |
|                                   |           |             |            |     |       |                     |           |           |             | 1999    | 1999           | 1998   | 1998   | 1999   |        |

| City of                           | FCC Class | FCC License | Power (kW) | Day | Night | C Owner             | Year Date | Std Acq'd | Price (000) | Sales L | 1999 Est       |        |        |        | Avg 99 |
|-----------------------------------|-----------|-------------|------------|-----|-------|---------------------|-----------|-----------|-------------|---------|----------------|--------|--------|--------|--------|
|                                   |           |             |            |     |       |                     |           |           |             |         | Revenue (000)/ | Power  | Ratio  | Comm   |        |
|                                   |           |             |            |     |       |                     |           |           |             |         | Fall           | Spring | Fall   | Spring | Local  |
| WSWI                              | B         | 820         | 0.3        |     |       | Univ of Southern IN | 47        |           | Modern Rock | 0.0     | 0.0            | 0.0    | 0.0    | 0.0    |        |
| WSON                              | B         | 860         | 0.5        |     |       | Lackey, Henry G     | 41        | 7907      | Adlt Sindr  | 320     | 0.58           | 3.2    | 1.9    | 1.6    |        |
| WGAB                              | B         | 1180        | 0.7        |     |       | Newburgh Bcstg Co   | 84        |           | Adlt Sindr  | 130     | 0.69           | 1.1    | 2.2    | 1.4    |        |
| WGBF                              | B         | 1280        | 5.0        |     |       | Cumulus Bcstg Inc   | 23        | 9911 p    | News/Talk   | 225     | 0.31           | 4.2    | 3.1    | 3.5    |        |
| WVHI                              | B         | 1330        | 5.0        |     |       | Word Broadcasting   | 48        | 9906      | Religion    | 440     |                | 0.0    | 0.0    | 0.0    |        |
| WEOA                              | C         | 1400        | 1.0        |     |       | South Central       | 36        | 8111      | Urban       | 1,000   |                | 4.0    | 3.0    | 4.1    |        |
| WBNL                              | B         | 1540        | 0.3        |     |       | South Central       | 50        | 9910 p    | Country     |         |                | 0.0    | 0.0    | 0.0    |        |
| WRCY                              | B         | 1590        | 0.5        |     |       | Original Company    | 55        | 9904      | Country     | c1      |                | 0.0    | 0.0    | 0.0    |        |
| # AM Stations - 8                 |           |             |            |     |       |                     |           |           |             |         |                |        |        |        |        |
| # Combos - 5                      |           |             |            |     |       |                     |           |           |             |         |                |        |        |        |        |
| AM TOTALS                         |           |             |            |     |       |                     |           |           |             |         |                |        |        |        |        |
| Avg 99                            |           |             |            |     |       |                     |           |           |             |         |                |        |        |        |        |
| ARB 12+ Metro Shares (see rights) |           |             |            |     |       |                     |           |           |             |         |                |        |        |        |        |
|                                   |           |             |            |     |       |                     |           |           |             | Fall    | Spring         | Fall   | Spring | Local  |        |
|                                   |           |             |            |     |       |                     |           |           |             | 1999    | 1999           | 1998   | 1998   | Comm   |        |
|                                   |           |             |            |     |       |                     |           |           |             | 1999    | 1999           | 1998   | 1998   | 1999   |        |

AM & FM Stations Profiled - 20 # Duopolies - 6 Total Local Commercial Share 85.2 10.2 10.6 86.7 87.3 87.3 85.7 88.4 84.7

# Palm Springs, CA Market Overview



## Market Radio Financials

(all figures in 000's, except percentages and ratios)

| Est. Breakout    | ESTIMATED GROSS REVENUES *** |          |          |          |          |          | Revenue/Capita |
|------------------|------------------------------|----------|----------|----------|----------|----------|----------------|
|                  | 1993                         | 1994     | 1995     | 1996     | 1997     | 1998     |                |
| Local 80%        | \$7,800                      | \$8,600  | \$9,700  | \$10,300 | \$10,700 | \$12,300 | \$27.66        |
| National 20%     | \$13,100                     | \$13,100 | \$14,400 | \$15,300 | \$16,600 | \$18,000 | \$51.36        |
| <b>Δ 98 - 99</b> | 6.5%                         |          |          |          |          |          |                |
| <b>Δ 99 - 03</b> |                              |          |          |          |          |          |                |

## Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

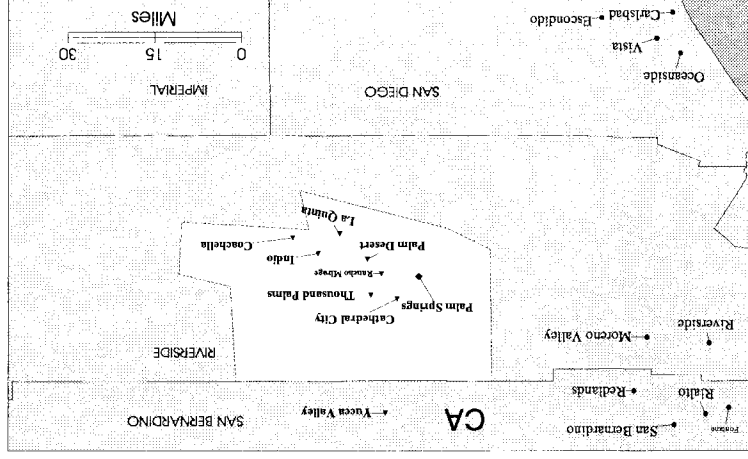
| Growth Rate    | 1998    |         |         | 1993 |         |         |
|----------------|---------|---------|---------|------|---------|---------|
|                | 2003    | 1998    | 2003    | 1998 | 1993    | 2003    |
| MSA Population | 350.5   | 313.2   | 282.0   | 95.2 | 282.0   | 282.0   |
| Households     | 115.4   | 104.0   | 95.2    | 1.8% | 104.0   | 95.2    |
| Retail Sales   | 3,528.2 | 2,735.4 | 1,728.7 | 9.6% | 2,735.4 | 1,728.7 |
| EBI            | 5,077.5 | 4,293.6 | 4,173.5 | 0.6% | 4,293.6 | 4,173.5 |

### Demographic Breakdown

|                    | Over 55   | 45 - 54       | 35 - 44   | 25 - 34          | 18 - 24   | 12 - 17 | Total     |
|--------------------|-----------|---------------|-----------|------------------|-----------|---------|-----------|
| Men (000)          | 31.5      | 18.7          | 24.8      | 13.8             | 13.6      | 30.6    | 157.0     |
| Women (000)        | 37.5      | 18.4          | 23.3      | 22.1             | 12.5      | 29.3    | 156.2     |
| Total              | 69.1      | 37.1          | 48.1      | 46.2             | 26.6      | 59.9    | 313.2     |
| Percentage         | 22.0%     | 11.9%         | 15.4%     | 14.7%            | 8.4%      | 19.1%   | 100.0%    |
| Per Capita         | \$ 41,277 | Avg Household | \$ 33,089 | Median Household | \$ 33,089 |         | \$ 13,708 |
| Ethnic Population: |           |               |           |                  |           |         |           |
| White              |           |               |           |                  | 5.7%      | 88.5%   |           |
| Black              |           |               |           |                  | 4.7%      |         |           |
| Asian              |           |               |           |                  |           |         |           |
| Hispanic           |           |               |           |                  |           |         |           |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 6       | 6       | 11      | 12         | 8       | 20      |       |
| Tot 12+    | 36.9    | 38.6    | 73.4    | 75.5       | 9.1     | 84.6    |       |
| Avg 12+    | 6.2     | 6.4     | 6.7     | 6.3        | 1.1     | 4.2     |       |
| Tot LCS    | 43.6    | 45.6    | 86.8    | 89.2       | 10.8    | 100.0   |       |
| Avg LCS    | 7.3     | 7.6     | 7.9     | 7.4        | 1.3     | 5.0     |       |



Metro Counties / Population (000)

|               |              |
|---------------|--------------|
| Riverside, CA | 313.2        |
| <b>Total</b>  | <b>313.2</b> |

# Competitive Overview

| Calls                            | City of License | FCC Class | FCC Power (kW) | Day Power (kW) | Night Power (kW) | C Owner            | Year Date | Std Acq'd | Sales Price (000) | M A Format  | 1999 Est Revenue (000)/ | Power Ratio | ARB 12+ Metro Shares (see rights) |           |             |           |             |      |      |      |      |
|----------------------------------|-----------------|-----------|----------------|----------------|------------------|--------------------|-----------|-----------|-------------------|-------------|-------------------------|-------------|-----------------------------------|-----------|-------------|-----------|-------------|------|------|------|------|
|                                  |                 |           |                |                |                  |                    |           |           |                   |             |                         |             | Avg '99 Local Comm                | Fall 1999 | Spring 1999 | Fall 1998 | Spring 1998 |      |      |      |      |
| KUUU                             | Indio           | A         | 92.7           | 6.0            | 32.8             | Morris Comm Corp   | 84        | 9805      | 7,250 d4          | Top 40      | 800                     | 0.83        | 7.4                               | 5.5       | 8.5         | 4.4       | 6.8         | 3.6  | 4.6  | 4.2  |      |
| KCLB                             | Coachella       | B         | 93.7           | 26.5           | 64.6             | Morris Comm Corp   | 60        | 9805      | 7,000 d3          | AOR         | 800                     | 0.77        | 7.9                               | 6.8       | 7.3         | 6.3       | 12.9        | 6.6  | 4.5  | 4.5  |      |
| KLOB                             | Thousand Palms  | A         | 94.7           | 1.7 cp         | 640              | Entravision Comm   | 94        | 9704      | nc                | Spanish     | 700                     | 0.74        | 7.2                               | 6.8       | 5.8         | 6.6       | 7.2         | 6.4  | 9.3  | 6.7  |      |
| KUNA                             | La Quinta       | A         | 96.7           | 0.7            | 581              | News-Press &       | 87        | 9703 p    | 1,825 c2          | Spanish     | 1,100                   | 0.84        | 10.0                              | 10.9      | 8.0         | 9.3       | 6.3         | 7.6  | 6.0  | 6.2  |      |
| KWXY                             | Cathedral City  | B         | 98.5           | 50.0           | 499              | Glen Barnett Inc   | 69        |           |                   | Btl Music   | 1,200                   | 0.86        | 10.6                              | 6.6       | 6.8         | 11.5      | 9.6         | 9.9  | 13.0 | 12.7 |      |
| KMRJ                             | Rancho Mirage   | A         | 99.5           | 3.0            | 328              | Mitchell, Daniel P | 98        |           |                   | Modern Rock | 400                     | 0.40        | 7.6                               | 4.3       | 6.8         | 6.3       | 0.0         | 0.0  | 0.0  | 0.0  |      |
| KPSI                             | Palm Springs    | B1        | 100.5          | 25.0           | 121              | KPSI Radio Corp    | 81        |           |                   | CHR         | 1,400                   | 0.96        | 11.1                              | 8.5       | 9.3         | 11.0      | 11.5        | 13.8 | 14.6 | 14.7 |      |
| KJUZ                             | Indio           | A         | 102.3          | 2.6 cp         | 331              | RM Bcsig LLC       | 93        | 9701      | 1,400             | NAC         | 1,000                   | 1.56        | 4.9                               | 4.2       | 5.3         | 3.2       | 3.7         | 4.1  | 2.0  |      |      |
| KEZN                             | Palm Desert     | A         | 103.1          | 1.9            | 591              | Infinity Bcsig     | 77        | 9805      |                   | Soft AC     | 1,700                   | 1.51        | 8.6                               | 5.2       | 8.0         | 6.8       | 5.4         | 4.8  | 6.7  |      |      |
| KDES                             | Palm Springs    | B         | 104.7          | 2.0 cp         | 541              | KPSI Radio Corp    | 63        | 9608      | 2,000 c1          | Oldies      | 1,000                   | 1.00        | 7.6                               | 7.8       | 7.5         | 6.3       | 6.6         | 6.0  | 7.2  | 7.7  |      |
| KPLM                             | Palm Springs    | B         | 106.1          | 50.0           | 397              | RM Bcsig LLC       | 83        | 9512      | 1,550             | Country     | 850                     | 1.20        | 5.4                               | 6.8       | 4.8         | 8.4       | 6.9         | 7.2  | 6.7  | 7.2  |      |
| KYOR                             | Yucca Valley    | B         | 106.9          | 4.0            | 1371             | Morris Comm Corp   | 88        | 9801      |                   | CHR         | 450                     | 2.02        | 1.7                               | 2.1       | 2.0         | 1.0       | 0.7         | 0.7  | 0.9  | 1.5  |      |
| FM STATIONS - # FM Stations - 12 |                 |           |                |                |                  |                    |           |           |                   |             |                         |             | ARB 12+ Metro Shares (see rights) |           |             |           |             |      |      |      |      |
| # Combos - 9                     |                 |           |                |                |                  |                    |           |           |                   |             |                         |             | ARB 12+ Metro Shares (see rights) |           |             |           |             |      |      |      |      |
| FM TOTALS                        |                 |           |                |                |                  |                    |           |           |                   |             |                         |             | 90.0                              | 75.5      | 80.1        | 75.4      | 78.3        | 72.4 | 70.0 | 77.1 | 74.1 |

| Calls             | City of License | FCC Class | FCC Power (kW) | Day Power (kW) | Night Power (kW) | C Owner          | Year Date | Std Acq'd | Sales Price (000) | M A Format | 1999 Est Revenue (000)/ | Power Ratio | ARB 12+ Metro Shares (see rights) |           |             |           |             |      |      |      |      |
|-------------------|-----------------|-----------|----------------|----------------|------------------|------------------|-----------|-----------|-------------------|------------|-------------------------|-------------|-----------------------------------|-----------|-------------|-----------|-------------|------|------|------|------|
|                   |                 |           |                |                |                  |                  |           |           |                   |            |                         |             | Avg '99 Local Comm                | Fall 1999 | Spring 1999 | Fall 1998 | Spring 1998 |      |      |      |      |
| KPSI              | Palm Springs    | B         | 920            | 5.0 cp         | 1,00             | KPSI Radio Corp  | 56        | 9608      |                   | News/Talk  | 2.8                     | 3.7         | 2.0                               | 2.9       | 2.6         | 2.8       | 0.0         | 0.0  | 0.0  |      |      |
| KCLB              | Coachella       | B         | 970            | 5.0            | 1,00             | Morris Comm Corp | 54        | 9805      |                   | Nostalgia  | 200                     | 0.9         | 0.7                               | 0.5       | 1.0         | 0.9       | 2.5         | 3.1  | 1.9  | 2.0  |      |
| KNWZ              | Thousand Palms  | B         | 1010           | 3.6            | 0.40             | Morris Comm Corp | 92        | 9801      |                   | Nws/TK/Spt | 750                     | 2.29        | 2.5                               | 1.4       | 2.3         | 1.9       | 1.3         | 1.0  | 0.7  | 1.5  |      |
| KCMJ              | Palm Springs    | B         | 1140           | 10.0           | 2.50             | Morris Comm Corp | 46        | 9801      |                   | Nostalgia  | 200                     | 0.90        | 1.7                               | 1.1       | 1.5         | 0.9       | 1.5         | 1.7  | 0.9  | 1.2  |      |
| KWXY              | Thousand Palms  | B         | 1270           | 5.0            | 0.75             | Morris Comm Corp | 63        | 9801      |                   | Sports     | 250                     | 0.7         | 0.4                               | 0.0       | 1.2         | 0.0       | 2.3         | 2.6  | 2.3  | 0.7  |      |
| KXPS              | Cathedral City  | C         | 1340           | 1.0            | 1.00             | Glen Barnett Inc | 64        |           |                   | Btl Music  | 0.6                     | 0.6         | 1.1                               | 0.0       | 0.9         | 1.3       | 1.2         | 0.7  | 1.0  |      |      |
| KESQ              | Indio           | C         | 1400           | 1.0            | 1.00             | News-Press &     | 46        | 9703 p    |                   | News/Talk  | 0.7                     | 0.7         | 0.0                               | 0.0       | 0.0         | 0.0       | 0.0         | 2.6  | 0.5  | 0.5  |      |
| KGAM              | Palm Springs    | C         | 1450           | 1.0            | 1.00             | KPSI Radio Corp  | 54        |           |                   | News/Talk  | 300                     | 0.7         | 0.7                               | 1.3       | 0.0         | 0.9       | 0.0         | 3.1  | 2.6  | 2.7  |      |
| # AM Stations - 8 |                 |           |                |                |                  |                  |           |           |                   |            |                         |             | ARB 12+ Metro Shares (see rights) |           |             |           |             |      |      |      |      |
| # Combos - 8      |                 |           |                |                |                  |                  |           |           |                   |            |                         |             | ARB 12+ Metro Shares (see rights) |           |             |           |             |      |      |      |      |
| AM TOTALS         |                 |           |                |                |                  |                  |           |           |                   |            |                         |             | 9.9                               | 84.6      | 87.7        | 85.0      | 86.4        | 84.1 | 85.3 | 86.7 | 83.7 |

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 1/ See introduction section for interpretation of revenue estimates.  
 • Indicates a change since last edition

Metro Rank: 154  
Revenue Rank: 99

# Savannah, GA Market Overview



## Market Radio Financials

(all figures in 000's, except percentages and ratios)

|                      | ESTIMATED GROSS REVENUES |                 |                 | Revenue/Capita      |
|----------------------|--------------------------|-----------------|-----------------|---------------------|
|                      | 1993                     | 1994            | 1995            |                     |
| Local                | \$10,500                 | \$11,700        | \$12,700        | \$4,521,000         |
| National             | \$17,100                 | \$13,200        | \$20,700        | \$5,821,000         |
| <b>Total</b>         | <b>\$27,600</b>          | <b>\$25,900</b> | <b>\$33,400</b> | <b>\$10,342,000</b> |
| Δ 93 - 98            | 10.2%                    |                 |                 |                     |
| Δ 99 - 03            | 10.0%                    |                 |                 |                     |
| Local 75%            |                          |                 |                 | \$7,751,000         |
| National 25%         |                          |                 |                 | \$2,591,000         |
| <b>Est. Breakout</b> |                          |                 |                 | <b>\$92.43</b>      |

## Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

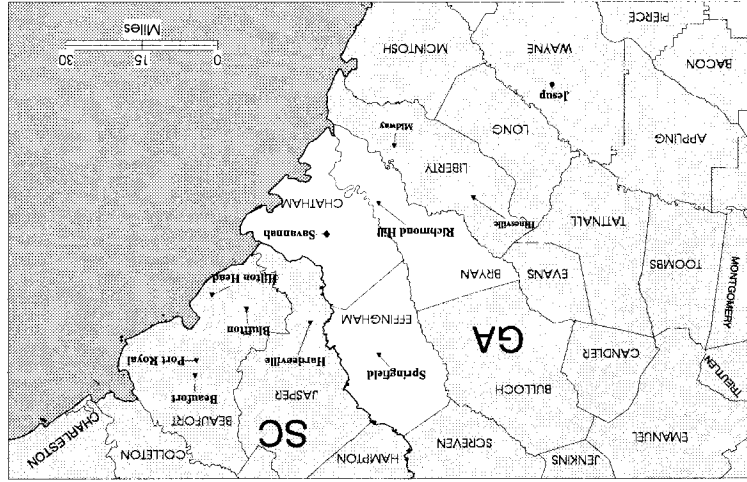
|                | Growth Rate |         |         | MSA Population | Households | Retail Sales | EBI     |
|----------------|-------------|---------|---------|----------------|------------|--------------|---------|
|                | 1998        | 1993    | 2003    |                |            |              |         |
| MSA Population | 1.1%        | 273.3   | 298.6   | 2,288,400      | 100,800    | 2,325,100    | 3,599.9 |
| Households     | 1.1%        | 106.3   | 111.5   | 106,300        | 100,800    | 2,937.8      | 3,968.8 |
| Retail Sales   | 4.8%        | 2,937.8 | 3,560.8 | 2,937.8        | 2,937.8    | 2,937.8      | 3,968.8 |
| EBI            | 2.0%        | 3,968.8 | 4,729.5 | 3,968.8        | 3,968.8    | 3,968.8      | 3,968.8 |

## Demographic Breakdown

|                    | Total     | Under 12 | 12 - 17 | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 54 | Over 55 |
|--------------------|-----------|----------|---------|---------|---------|---------|---------|---------|
| Men (000)          | 139.8     | 25.5     | 13.1    | 14.0    | 20.6    | 22.3    | 18.5    | 25.9    |
| Women (000)        | 148.6     | 24.2     | 12.8    | 13.7    | 20.5    | 23.4    | 19.6    | 34.5    |
| Total              | 288.4     | 49.7     | 25.8    | 27.6    | 41.1    | 45.7    | 38.0    | 60.4    |
| Percentage         | 100.0%    | 17.2%    | 9.0%    | 9.6%    | 14.3%   | 15.8%   | 13.2%   | 20.9%   |
| Per Capita         | \$ 13,761 |          |         |         |         |         |         |         |
| Median Household   | \$ 29,592 |          |         |         |         |         |         |         |
| Avg Household      | \$ 37,336 |          |         |         |         |         |         |         |
| Ethnic Population: |           |          |         |         |         |         |         |         |
| White              | 60.4%     |          |         |         |         |         |         |         |
| Black              | 37.8%     |          |         |         |         |         |         |         |
| Asian              | 1.6%      |          |         |         |         |         |         |         |
| Hispanic           | 2.1%      |          |         |         |         |         |         |         |

## Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 17      | 17      | 13      | 17         | 17      | 5       | 22    |
| Tot 12+    | 73.7    | 73.0    | 73.0    | 73.7       | 73.7    | 14.1    | 87.8  |
| Avg 12+    | 4.3     | 4.3     | 5.6     | 4.3        | 4.3     | 2.8     | 4.0   |
| Tot LCS    | 83.9    | 83.1    | 83.1    | 83.9       | 83.9    | 16.1    | 100.0 |
| Avg LCS    | 4.9     | 4.9     | 6.4     | 4.9        | 4.9     | 3.2     | 4.5   |



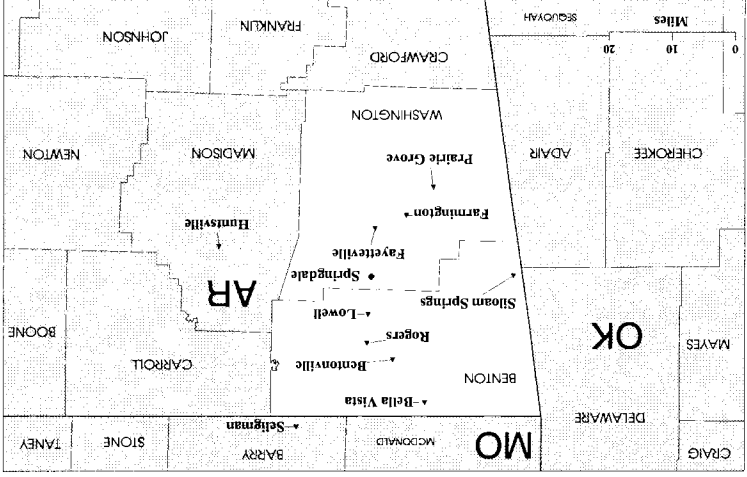
## Metro Counties / Population (000)

|               |              |
|---------------|--------------|
| Bryan, GA     | 23.6         |
| Chatham, GA   | 227.6        |
| Effingham, GA | 37.2         |
| <b>Total</b>  | <b>288.4</b> |





Metro Rank: 155  
Revenue Rank: 148



Metro Counties / Population (000)

|                |              |
|----------------|--------------|
| Benton, AR     | 136.4        |
| Washington, AR | 138.9        |
| <b>Total</b>   | <b>275.3</b> |

# Fayetteville, AR Market Overview



Market Radio Financials  
(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES | Revenue/Retail Sales |          |              |              |          | Revenue/Capita |
|--------------------------|----------------------|----------|--------------|--------------|----------|----------------|
|                          | 1993                 | 1994     | 1995         | 1996         | 1997     |                |
| \$7,200                  | \$7,900              | \$8,200  | \$8,800      | \$9,600      | \$10,800 | 8.4%           |
| Δ 98 - 99                | 13.9%                | \$12,300 | \$13,500     | \$14,600     | \$15,900 | 8.5%           |
|                          |                      | \$30.84  | \$3.58/1,000 | \$4.12/1,000 | \$55.63  |                |
|                          |                      | 1993     | 1998         | 2003         |          |                |
|                          |                      | 233.5    | 275.3        | 305.6        |          |                |
|                          |                      | 90.4     | 107.5        | 121.3        |          |                |
|                          |                      | 1,880.1  | 3,018.9      | 4,130.5      |          |                |
|                          |                      | 3,392.6  | 4,340.6      | 6,016.0      |          |                |
|                          |                      | 1998     | 1998         | 2003         |          |                |
|                          |                      | 3.3%     | 3.3%         | 2.1%         |          |                |
|                          |                      | 3.5%     | 3.5%         | 2.4%         |          |                |
|                          |                      | 9.9%     | 9.9%         | 6.5%         |          |                |
|                          |                      | 5.1%     | 5.1%         | 6.7%         |          |                |
|                          |                      | 1998     | 1998         | 2003         |          |                |
|                          |                      | 275.3    | 275.3        | 305.6        |          |                |
|                          |                      | 107.5    | 107.5        | 121.3        |          |                |
|                          |                      | 3,018.9  | 3,018.9      | 4,130.5      |          |                |
|                          |                      | 4,340.6  | 4,340.6      | 6,016.0      |          |                |
|                          |                      | 1998     | 1998         | 2003         |          |                |
|                          |                      | 3.3%     | 3.3%         | 2.1%         |          |                |
|                          |                      | 3.5%     | 3.5%         | 2.4%         |          |                |
|                          |                      | 9.9%     | 9.9%         | 6.5%         |          |                |
|                          |                      | 5.1%     | 5.1%         | 6.7%         |          |                |
|                          |                      | 1998     | 1998         | 2003         |          |                |
|                          |                      | 275.3    | 275.3        | 305.6        |          |                |
|                          |                      | 107.5    | 107.5        | 121.3        |          |                |
|                          |                      | 3,018.9  | 3,018.9      | 4,130.5      |          |                |
|                          |                      | 4,340.6  | 4,340.6      | 6,016.0      |          |                |
|                          |                      | 1998     | 1998         | 2003         |          |                |
|                          |                      | 3.3%     | 3.3%         | 2.1%         |          |                |
|                          |                      | 3.5%     | 3.5%         | 2.4%         |          |                |
|                          |                      | 9.9%     | 9.9%         | 6.5%         |          |                |
|                          |                      | 5.1%     | 5.1%         | 6.7%         |          |                |
|                          |                      | 1998     | 1998         | 2003         |          |                |
|                          |                      | 275.3    | 275.3        | 305.6        |          |                |
|                          |                      | 107.5    | 107.5        | 121.3        |          |                |
|                          |                      | 3,018.9  | 3,018.9      | 4,130.5      |          |                |
|                          |                      | 4,340.6  | 4,340.6      | 6,016.0      |          |                |
|                          |                      | 1998     | 1998         | 2003         |          |                |
|                          |                      | 3.3%     | 3.3%         | 2.1%         |          |                |
|                          |                      | 3.5%     | 3.5%         | 2.4%         |          |                |
|                          |                      | 9.9%     | 9.9%         | 6.5%         |          |                |
|                          |                      | 5.1%     | 5.1%         | 6.7%         |          |                |
|                          |                      | 1998     | 1998         | 2003         |          |                |
|                          |                      | 275.3    | 275.3        | 305.6        |          |                |
|                          |                      | 107.5    | 107.5        | 121.3        |          |                |
|                          |                      | 3,018.9  | 3,018.9      | 4,130.5      |          |                |
|                          |                      | 4,340.6  | 4,340.6      | 6,016.0      |          |                |
|                          |                      | 1998     | 1998         | 2003         |          |                |
|                          |                      | 3.3%     | 3.3%         | 2.1%         |          |                |
|                          |                      | 3.5%     | 3.5%         | 2.4%         |          |                |
|                          |                      | 9.9%     | 9.9%         | 6.5%         |          |                |
|                          |                      | 5.1%     | 5.1%         | 6.7%         |          |                |
|                          |                      | 1998     | 1998         | 2003         |          |                |
|                          |                      | 275.3    | 275.3        | 305.6        |          |                |
|                          |                      | 107.5    | 107.5        | 121.3        |          |                |
|                          |                      | 3,018.9  | 3,018.9      | 4,130.5      |          |                |
|                          |                      | 4,340.6  | 4,340.6      | 6,016.0      |          |                |
|                          |                      | 1998     | 1998         | 2003         |          |                |
|                          |                      | 3.3%     | 3.3%         | 2.1%         |          |                |
|                          |                      | 3.5%     | 3.5%         | 2.4%         |          |                |
|                          |                      | 9.9%     | 9.9%         | 6.5%         |          |                |
|                          |                      | 5.1%     | 5.1%         | 6.7%         |          |                |
|                          |                      | 1998     | 1998         | 2003         |          |                |
|                          |                      | 275.3    | 275.3        | 305.6        |          |                |
|                          |                      | 107.5    | 107.5        | 121.3        |          |                |
|                          |                      | 3,018.9  | 3,018.9      | 4,130.5      |          |                |
|                          |                      | 4,340.6  | 4,340.6      | 6,016.0      |          |                |
|                          |                      | 1998     | 1998         | 2003         |          |                |
|                          |                      | 3.3%     | 3.3%         | 2.1%         |          |                |
|                          |                      | 3.5%     | 3.5%         | 2.4%         |          |                |
|                          |                      | 9.9%     | 9.9%         | 6.5%         |          |                |
|                          |                      | 5.1%     | 5.1%         | 6.7%         |          |                |
|                          |                      | 1998     | 1998         | 2003         |          |                |
|                          |                      | 275.3    | 275.3        | 305.6        |          |                |
|                          |                      | 107.5    | 107.5        | 121.3        |          |                |
|                          |                      | 3,018.9  | 3,018.9      | 4,130.5      |          |                |
|                          |                      | 4,340.6  | 4,340.6      | 6,016.0      |          |                |
|                          |                      | 1998     | 1998         | 2003         |          |                |
|                          |                      | 3.3%     | 3.3%         | 2.1%         |          |                |
|                          |                      | 3.5%     | 3.5%         | 2.4%         |          |                |
|                          |                      | 9.9%     | 9.9%         | 6.5%         |          |                |
|                          |                      | 5.1%     | 5.1%         | 6.7%         |          |                |
|                          |                      | 1998     | 1998         | 2003         |          |                |
|                          |                      | 275.3    | 275.3        | 305.6        |          |                |
|                          |                      | 107.5    | 107.5        | 121.3        |          |                |
|                          |                      | 3,018.9  | 3,018.9      | 4,130.5      |          |                |
|                          |                      | 4,340.6  | 4,340.6      | 6,016.0      |          |                |
|                          |                      | 1998     | 1998         | 2003         |          |                |
|                          |                      | 3.3%     | 3.3%         | 2.1%         |          |                |
|                          |                      | 3.5%     | 3.5%         | 2.4%         |          |                |
|                          |                      | 9.9%     | 9.9%         | 6.5%         |          |                |
|                          |                      | 5.1%     | 5.1%         | 6.7%         |          |                |
|                          |                      | 1998     | 1998         | 2003         |          |                |
|                          |                      | 275.3    | 275.3        | 305.6        |          |                |
|                          |                      | 107.5    | 107.5        | 121.3        |          |                |
|                          |                      | 3,018.9  | 3,018.9      | 4,130.5      |          |                |
|                          |                      | 4,340.6  | 4,340.6      | 6,016.0      |          |                |
|                          |                      | 1998     | 1998         | 2003         |          |                |
|                          |                      | 3.3%     | 3.3%         | 2.1%         |          |                |
|                          |                      | 3.5%     | 3.5%         | 2.4%         |          |                |
|                          |                      | 9.9%     | 9.9%         | 6.5%         |          |                |
|                          |                      | 5.1%     | 5.1%         | 6.7%         |          |                |
|                          |                      | 1998     | 1998         | 2003         |          |                |
|                          |                      | 275.3    | 275.3        | 305.6        |          |                |
|                          |                      | 107.5    | 107.5        | 121.3        |          |                |
|                          |                      | 3,018.9  | 3,018.9      | 4,130.5      |          |                |
|                          |                      | 4,340.6  | 4,340.6      | 6,016.0      |          |                |
|                          |                      | 1998     | 1998         | 2003         |          |                |
|                          |                      | 3.3%     | 3.3%         | 2.1%         |          |                |
|                          |                      | 3.5%     | 3.5%         | 2.4%         |          |                |
|                          |                      | 9.9%     | 9.9%         | 6.5%         |          |                |
|                          |                      | 5.1%     | 5.1%         | 6.7%         |          |                |
|                          |                      | 1998     | 1998         | 2003         |          |                |
|                          |                      | 275.3    | 275.3        | 305.6        |          |                |
|                          |                      | 107.5    | 107.5        | 121.3        |          |                |
|                          |                      | 3,018.9  | 3,018.9      | 4,130.5      |          |                |
|                          |                      | 4,340.6  | 4,340.6      | 6,016.0      |          |                |
|                          |                      | 1998     | 1998         | 2003         |          |                |
|                          |                      | 3.3%     | 3.3%         | 2.1%         |          |                |
|                          |                      | 3.5%     | 3.5%         | 2.4%         |          |                |
|                          |                      | 9.9%     | 9.9%         | 6.5%         |          |                |
|                          |                      | 5.1%     | 5.1%         | 6.7%         |          |                |
|                          |                      | 1998     | 1998         | 2003         |          |                |
|                          |                      | 275.3    | 275.3        | 305.6        |          |                |
|                          |                      | 107.5    | 107.5        | 121.3        |          |                |
|                          |                      | 3,018.9  | 3,018.9      | 4,130.5      |          |                |
|                          |                      | 4,340.6  | 4,340.6      | 6,016.0      |          |                |
|                          |                      | 1998     | 1998         | 2003         |          |                |
|                          |                      | 3.3%     | 3.3%         | 2.1%         |          |                |
|                          |                      | 3.5%     | 3.5%         | 2.4%         |          |                |
|                          |                      | 9.9%     | 9.9%         | 6.5%         |          |                |
|                          |                      | 5.1%     | 5.1%         | 6.7%         |          |                |
|                          |                      | 1998     | 1998         | 2003         |          |                |
|                          |                      | 275.3    | 275.3        | 305.6        |          |                |
|                          |                      | 107.5    | 107.5        | 121.3        |          |                |
|                          |                      | 3,018.9  | 3,018.9      | 4,130.5      |          |                |
|                          |                      | 4,340.6  | 4,340.6      | 6,016.0      |          |                |
|                          |                      | 1998     | 1998         | 2003         |          |                |
|                          |                      | 3.3%     | 3.3%         | 2.1%         |          |                |
|                          |                      | 3.5%     | 3.5%         | 2.4%         |          |                |
|                          |                      | 9.9%     | 9.9%         | 6.5%         |          |                |
|                          |                      | 5.1%     | 5.1%         | 6.7%         |          |                |
|                          |                      | 1998     | 1998         | 2003         |          |                |
|                          |                      | 275.3    | 275.3        | 305.6        |          |                |
|                          |                      | 107.5    | 107.5        | 121.3        |          |                |
|                          |                      | 3,018.9  | 3,018.9      | 4,130.5      |          |                |
|                          |                      | 4,340.6  | 4,340.6      | 6,016.0      |          |                |
|                          |                      | 1998     | 1998         | 2003         |          |                |
|                          |                      | 3.3%     | 3.3%         | 2.1%         |          |                |
|                          |                      | 3.5%     | 3.5%         | 2.4%         |          |                |
|                          |                      | 9.9%     | 9.9%         | 6.5%         |          |                |
|                          |                      | 5.1%     | 5.1%         | 6.7%         |          |                |
|                          |                      | 1998     | 1998         | 2003         |          |                |
|                          |                      | 275.3    | 275.3        | 305.6        |          |                |
|                          |                      | 107.5    | 107.5        | 121.3        |          |                |
|                          |                      | 3,018.9  | 3,018.9      | 4,130.5      |          |                |
|                          |                      | 4,340.6  | 4,340.6      | 6,016.0      |          |                |
|                          |                      | 1998     | 1998         | 2003         |          |                |
|                          |                      | 3.3%     | 3.3%         | 2.1%         |          |                |
|                          |                      | 3.5%     | 3.5%         | 2.4%         |          |                |
|                          |                      | 9.9%     | 9.9%         | 6.5%         |          |                |
|                          |                      | 5.1%     | 5.1%         | 6.7%         |          |                |
|                          |                      | 1998     | 1998         | 2003         |          |                |
|                          |                      | 275.3    | 275.3        | 305.6        |          |                |
|                          |                      | 107.5    | 107.5        | 121.3        |          |                |
|                          |                      | 3,018.9  | 3,018.9      | 4,130.5      |          |                |
|                          |                      | 4,340.6  | 4,340.6      | 6,016.0      |          |                |
|                          |                      | 1998     | 1998         | 2003         |          |                |
|                          |                      | 3.3%     | 3.3%         | 2.1%         |          |                |
|                          |                      | 3.5%     | 3.5%         | 2.4%         |          |                |
|                          |                      | 9.9%     | 9.9%         | 6.5%         |          |                |
|                          |                      | 5.1%     | 5.1%         | 6.7%         |          |                |
|                          |                      | 1998     | 1998         | 2003         |          |                |
|                          |                      | 275.3    | 275.3        | 305.6        |          |                |
|                          |                      | 107.5    | 107.5        | 121.3        |          |                |
|                          |                      | 3,018.9  | 3,018.9      | 4,130.5      |          |                |
|                          |                      | 4,340.6  | 4,340.6      | 6,016.0      |          |                |
|                          |                      | 1998     | 1998         | 2003         |          |                |
|                          |                      | 3.3%     | 3.3%         | 2.1%         |          |                |
|                          |                      | 3.5%     | 3.5%         | 2.4%         |          |                |
|                          |                      | 9.9%     | 9.9%         | 6.5%         |          |                |
|                          |                      | 5.1%     | 5.1%         | 6.7%         |          |                |
|                          |                      | 1998     | 1998         | 2003         |          |                |
|                          |                      | 275.3    | 275.3        | 305.6        |          |                |
|                          |                      | 107.5    | 107.5        | 121.3        |          |                |
|                          |                      | 3,018.9  | 3,018.9      | 4,130.5      |          |                |
|                          |                      | 4,340.6  | 4,340.6      | 6,016.0      |          |                |
|                          |                      | 1998     | 1998         | 2003         |          |                |
|                          |                      | 3.3%     | 3.3%         | 2.1%         |          |                |
|                          |                      | 3.5%     | 3.5%         | 2.4%         |          |                |
|                          |                      | 9.9%     | 9.9%         | 6.5%         |          |                |
|                          |                      | 5.1%     | 5.1%         | 6.7%         |          |                |
|                          |                      | 1998     | 1998         | 2003         |          |                |
|                          |                      | 275.3    | 275.3        | 305.6        |          |                |
|                          |                      | 107.5    | 107.5        | 121.3        |          |                |
|                          |                      | 3,018.9  | 3,018.9      | 4,130.5      |          |                |
|                          |                      | 4,340.6  | 4,340.6      | 6,016.0      |          |                |
|                          |                      | 1998     | 1998         | 2003         |          |                |
|                          |                      | 3.3%     | 3.3%         | 2.1%         |          |                |
|                          |                      |          |              |              |          |                |

# Competitive Overview

Some stations also rated in Ft. Smith.

| Calls                            | City of License | FCC Class | Power Freq (kW) | HAAT C | Owner  | Year Date         | Std Acqd | Price (000) | A Format | Revenue (000)/ | Power Ratio | 1999 Est |      |      |        | Local Comm       | Avg 99 |      |      |      |
|----------------------------------|-----------------|-----------|-----------------|--------|--------|-------------------|----------|-------------|----------|----------------|-------------|----------|------|------|--------|------------------|--------|------|------|------|
|                                  |                 |           |                 |        |        |                   |          |             |          |                |             | Sales L  | M    | Fall | Spring |                  |        |      |      |      |
| KKEG                             | Fayetteville    | C3        | 92.1            | 7.6    | 548 c  | Cumulus Bcstg Inc | 64       | 9902        | 5,800 d2 | 1,300          | 2.40        | 4.4      | 3.8  | 3.7  | 3.5    | 3.3              | 7.9    | 8.7  | 7.0  | 6.6  |
| KJEM                             | Seligman        | C1        | 93.3            | 100.0  | 492 a  | AMFM Inc          | 86       | 9910 p      | g        | 550            | 0.55        | 8.2      | 8.0  | 6.7  | 6.7    | 9.2              | 5.3    | 1.5  | 2.0  | 1.3  |
| KAMO                             | Rogers          | C2        | 94.3            | 25.1   | 692 c  | Cumulus Bcstg Inc | 71       | 9901        | 6,525 d1 | 400            | 0.60        | 5.4      | 3.0  | 4.6  | 4.2    | 5.6              | 4.1    | 1.5  | 5.0  | 6.3  |
| KDAB                             | Prairie Grove   | C2        | 94.9            | 21.0   | 761    | Winewood Comm     | 93       |             | DARK     | 600            | 1.11        | 4.4      | 0.0  | 3.4  | 3.8    | 3.8              | 4.6    | 2.7  | 2.2  |      |
| KFAY                             | Bentonville     | C1        | 98.3            | 100.0  | 617 c  | Cumulus Bcstg Inc | 83       | 9902        | d2 1     | 575            | 0.74        | 6.3      | 5.3  | 3.7  | 6.7    | 4.2              | 3.8    | 3.1  | 1.3  | 1.9  |
| KREB                             | Huntsville      | C3        | 99.5            | 13.5   | 443 b  | Orama Inc         | 55       | 9909 p      | 1,500 d1 | 250            |             | 0.2      | 0.9  | 0.0  | 0.3    | 0.7              | 1.5    | 1.0  | 1.3  |      |
| KMXF                             | Lowell          | C2        | 101.9           | 23.0   | 709 a  | AMFM Inc          | 92       | 9910 p      | g        | 500            | 0.58        | 7.0      | 4.7  | 6.7  | 4.8    | 8.8              | 4.4    | 4.3  | 5.4  |      |
| KKIX                             | Fayetteville    | C1        | 103.9           | 100.0  | 482 a  | AMFM Inc          | 66       | 9910 p      | g        | 2,700          | 1.08        | 20.3     | 11.6 | 12.2 | 21.2   | 15.4             | 17.3   | 19.7 | 18.4 |      |
| KBRS                             | Springdale      | A         | 104.9           | 2.8    | 486 b  | Orama Inc         | 68       | 9909 p      | d1       | 450            | 0.80        | 4.6      | 3.1  | 3.4  | 4.2    | 2.6              | 3.5    | 3.7  | 2.7  |      |
| KMCK                             | Siloam Springs  | C1        | 105.7           | 100.0  | 476 c  | Cumulus Bcstg Inc | 47       | 9901        | d1 1     | 1,500          | 1.02        | 12.0     | 10.9 | 13.1 | 6.7    | 9.2              | 7.6    | 12.7 | 8.7  | 14.2 |
| KBVA                             | Bella Vista     | C2        | 106.5           | 37.0   | 568    | Hendren Radio     | 91       |             | Variety  | 550            | 0.51        | 8.7      | 6.0  | 8.5  | 5.8    | 5.9              | 5.3    | 4.3  | 9.0  | 4.7  |
| KEZA                             | Fayetteville    | C         | 107.9           | 99.0   | 1260 a | AMFM Inc          | 83       | 9910 p      | g        | 2,300          | 1.36        | 13.7     | 8.2  | 12.2 | 10.3   | 10.5             | 8.5    | 11.8 | 13.0 | 11.4 |
| FM STATIONS - # FM Stations - 12 |                 |           |                 |        |        |                   |          |             |          |                |             |          |      |      |        | # Combos - 10    |        |      |      |      |
| Day Power (kW)                   |                 |           |                 |        |        |                   |          |             |          |                |             |          |      |      |        | Night Power (kW) |        |      |      |      |
| City of License                  |                 |           |                 |        |        |                   |          |             |          |                |             |          |      |      |        | C Owner          |        |      |      |      |
| Year Date                        |                 |           |                 |        |        |                   |          |             |          |                |             |          |      |      |        | Std Acqd         |        |      |      |      |
| Price (000)                      |                 |           |                 |        |        |                   |          |             |          |                |             |          |      |      |        | A Format         |        |      |      |      |
| Revenue (000)/                   |                 |           |                 |        |        |                   |          |             |          |                |             |          |      |      |        | Power Ratio      |        |      |      |      |
| Local Comm                       |                 |           |                 |        |        |                   |          |             |          |                |             |          |      |      |        | Avg 99           |        |      |      |      |
| Fall                             |                 |           |                 |        |        |                   |          |             |          |                |             |          |      |      |        | Spring           |        |      |      |      |
| 1999                             |                 |           |                 |        |        |                   |          |             |          |                |             |          |      |      |        | 1998             |        |      |      |      |
| 1997                             |                 |           |                 |        |        |                   |          |             |          |                |             |          |      |      |        | 1996             |        |      |      |      |
| Spring                           |                 |           |                 |        |        |                   |          |             |          |                |             |          |      |      |        | Fall             |        |      |      |      |
| 1996                             |                 |           |                 |        |        |                   |          |             |          |                |             |          |      |      |        | 1995             |        |      |      |      |

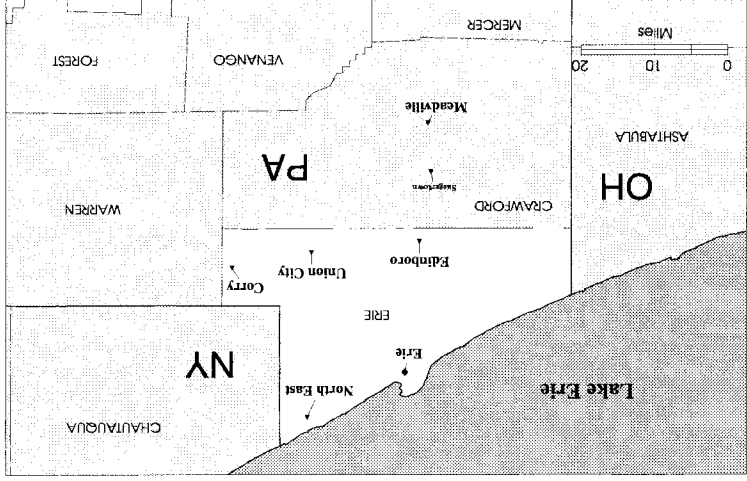
ARB 12+ Metro Shares (see rights)

| Calls                           | City of License | FCC Class | Power Freq (kW) | C Owner | Year Date | Std Acqd          | Price (000) | M Format | Revenue (000)/ | Power Ratio | 1999 Est |     |      |        | Local Comm | Avg 99          |     |     |     |     |
|---------------------------------|-----------------|-----------|-----------------|---------|-----------|-------------------|-------------|----------|----------------|-------------|----------|-----|------|--------|------------|-----------------|-----|-----|-----|-----|
|                                 |                 |           |                 |         |           |                   |             |          |                |             | Sales L  | M   | Fall | Spring |            |                 |     |     |     |     |
| KURM                            | Rogers          | B         | 790             | 5.0     | 0.50      | Kern Inc          | 79          |          | Nws/TK/Spt     | 150         | 0.81     | 1.5 | 2.8  | 1.8    | 0.6        | 2.3             | 1.5 | 0.9 | 2.0 | 2.2 |
| KFAY                            | Farmington      | B         | 1030            | 10.0    | 1.00      | Cumulus Bcstg Inc | 46          | 9902     | d2 1           | 350         | 0.84     | 3.4 | 2.8  | 2.1    | 3.5        | 3.6             | 5.6 | 5.0 | 3.3 | 3.5 |
| KESE                            | Bentonville     | B         | 1190            | 5.0     | 0.00      | Butler Bcst Corp  | 79          | 9911 p   | 100            |             |          | 0.0 | 0.0  | 0.0    | 0.0        | 1.5             | 0.0 | 0.0 | 0.0 | 0.0 |
| KOFC                            | Fayetteville    | B         | 1250            | 0.9     | 0.05      | Disney, Wm &      | 57          | 8711     | 135            |             |          | 0.0 | 0.0  | 0.0    | 0.0        | 0.0             | 0.0 | 0.6 | 0.7 | 1.3 |
| KUOA                            | Siloam Springs  | B         | 1290            | 5.0 cp  | 0.03      | KUOA Inc          | 23          | 2303     | Country        |             |          | 0.0 | 0.0  | 0.0    | 0.0        | 0.0             | 0.0 | 0.0 | 0.0 | 1.9 |
| KREB                            | Rogers          | B         | 1390            | 1.0     | 0.05 b    | Orama Inc         | 54          | 9911     | d1             |             |          | 0.0 | 0.0  | 0.0    | 0.0        | 0.3             | 0.0 | 0.0 | 0.0 | 0.0 |
| KZRA                            | Springdale      | B         | 1590            | 2.5     | 0.06 c    | Cumulus Bcstg Inc | 66          | 9901     | d1 1           | 100         |          | 2.1 | 0.0  | 0.0    | 0.0        | 0.0             | 0.0 | 0.0 | 1.0 | 0.0 |
| AM STATIONS - # AM Stations - 7 |                 |           |                 |         |           |                   |             |          |                |             |          |     |      |        |            | # Combos - 3    |     |     |     |     |
| AM & FM Stations Profiled - 19  |                 |           |                 |         |           |                   |             |          |                |             |          |     |      |        |            | # Duopolies - 6 |     |     |     |     |
| Total Local Commercial Share    |                 |           |                 |         |           |                   |             |          |                |             |          |     |      |        |            | 73.2            |     |     |     |     |
| AM TOTALS                       |                 |           |                 |         |           |                   |             |          |                |             |          |     |      |        |            | 7.7             |     |     |     |     |
| 1999                            |                 |           |                 |         |           |                   |             |          |                |             |          |     |      |        |            | 1998            |     |     |     |     |
| 1997                            |                 |           |                 |         |           |                   |             |          |                |             |          |     |      |        |            | 1996            |     |     |     |     |
| Spring                          |                 |           |                 |         |           |                   |             |          |                |             |          |     |      |        |            | Fall            |     |     |     |     |
| 1996                            |                 |           |                 |         |           |                   |             |          |                |             |          |     |      |        |            | 1995            |     |     |     |     |

ARB 12+ Metro Shares (see rights)

• Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 156  
Revenue Rank: 157



Metro Counties / Population (000)

|          |       |
|----------|-------|
| Erie, PA | 280.2 |
| Total    | 280.2 |

## Erie, PA Market Overview



### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES | Revenue/Retail Sales |              |             |          |          |
|--------------------------|----------------------|--------------|-------------|----------|----------|
|                          | 1993                 | 1994         | 1995        | 1996     | 1997     |
| \$6,800                  | \$7,400              | \$7,800      | \$8,600     | \$10,200 | \$10,700 |
| Δ 98 - 99                |                      |              |             |          | 9.5%     |
| 8.4%                     | \$11,600             | \$12,600     | \$13,500    | \$14,600 | \$15,500 |
| Δ 99 - 03                |                      |              |             |          | 7.5%     |
|                          | \$3,111,000          | \$3,561,000  | \$4,101,000 | \$55.90  |          |
|                          | 1993                 | 1998         | 2003        |          |          |
| Revenue/Capita           | \$24.23              | \$38.19      |             |          |          |
| Est. Breakout            | Local 80%            | National 20% |             |          |          |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

| Growth Rate | MSA Population |         |         |       |      |
|-------------|----------------|---------|---------|-------|------|
|             | 1993           | 1998    | 1998    | 2003  | 2003 |
| 0.0%        | 280.2          | 280.2   | 277.3   | -0.2% |      |
| 0.2%        | 103.7          | 104.6   | 105.5   | 0.2%  |      |
| 6.6%        | 3,005.7        | 3,005.7 | 3,779.9 | 4.7%  |      |
| 1.7%        | 4,410.1        | 4,410.1 | 5,354.6 | 4.0%  |      |

### Demographic Breakdown

|                    | Total       | Under 12   | 12 - 17    | 18 - 24       | 25 - 34 | 35 - 44 | 45 - 54 | Over 55 |
|--------------------|-------------|------------|------------|---------------|---------|---------|---------|---------|
| Men (000)          | 135.8       | 23.1       | 12.2       | 14.9          | 17.3    | 21.5    | 17.7    | 29.1    |
| Women (000)        | 144.4       | 21.6       | 11.8       | 15.1          | 17.6    | 21.9    | 18.4    | 38.1    |
| Total              | 280.2       | 44.7       | 23.9       | 30.0          | 34.9    | 43.4    | 36.1    | 67.2    |
| Percentage         | 100.0%      | 15.9%      | 8.5%       | 10.7%         | 12.4%   | 15.5%   | 12.9%   | 24.0%   |
| Per Capita         | \$ 15,739   |            |            |               |         |         |         |         |
| Median Household   | \$ 33,609   |            |            |               |         |         |         |         |
| Avg Household      | \$ 42,162   |            |            |               |         |         |         |         |
| Ethnic Population: | White 92.6% | Black 6.4% | Asian 0.8% | Hispanic 1.8% |         |         |         |         |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 4       | 5       | 6       | 9          | 7       | 16      |       |
| Tot 12+    | 16.2    | 53.3    | 66.0    | 69.5       | 13.2    | 82.7    |       |
| Avg 12+    | 4.1     | 10.7    | 11.0    | 7.7        | 1.9     | 5.2     |       |
| Tot LCS    | 19.6    | 64.4    | 79.8    | 84.0       | 16.0    | 100.0   |       |
| Avg LCS    | 4.9     | 12.9    | 13.3    | 9.3        | 2.3     | 6.3     |       |





# Competitive Overview

Some stations also rated in Newburgh-Middletown.

ARB 12+ Metro Shares (see rights)

| City of Calls License | FCC Class      | Freq | Power (kW) | HAAT C     | Owner  | Year Acqd | Std | Price (000) | A Format     | Revenue (000)/ | Power Ratio | Local Comm | 1999 | Fall | Spring | 1999 | Fall | Spring | 1998 | Fall | Spring | 1997 | Fall | Spring | 1996 | 1996 |  |
|-----------------------|----------------|------|------------|------------|--------|-----------|-----|-------------|--------------|----------------|-------------|------------|------|------|--------|------|------|--------|------|------|--------|------|------|--------|------|------|--|
| WRNO                  | Poughkeepsie   | A    | 92.1       | 0.5 cp     | 1030 f | 1973      | 89  | 3,475       | c1           | 1,800          | 1.20        | 8.5        | 4.7  | 4.7  | 4.2    | 5.0  | 4.3  | 4.3    | 4.2  | 4.7  | 4.7    | 4.2  | 5.0  | 4.3    | 4.0  | 4.4  |  |
| WBWZ                  | New Paltz      | A    | 93.3       | 3.0        | 948 g  | 1982      | 92  | 7,500       | d3           | 2,100          | 0.99        | 12.1       | 4.9  | 7.6  | 3.9    | 5.3  | 3.8  | 3.8    | 4.7  | 2.6  | 4.7    | 3.9  | 5.3  | 3.8    | 0.0  | 2.9  |  |
| WBPM                  | Kingston       | A    | 94.3       | 1.1        | 554 h  | 1995      | 65  | 1,550       | c1           | 300            | 0.40        | 4.3        | 2.0  | 2.4  | 4.7    | 3.8  | 3.8  | 3.8    | 4.7  | 2.6  | 4.7    | 3.9  | 5.3  | 3.8    | 0.0  | 3.1  |  |
| WCTJ                  | Poughkeepsie   | A    | 96.1       | 4.4        | 184 f  | 1985      | 97  | 325         | 1            | 600            | 1.89        | 1.8        | 1.2  | 0.6  | 1.5    | 0.8  | 0.0  | 1.4    | 0.8  | 1.5  | 0.6    | 1.7  | 1.1  | 1.4    | 0.0  | 0.0  |  |
| WRRB                  | Arlington      | A    | 96.9       | 0.3        | 1007 a | 1979      | 89  | 1,400       | Alternative  | 700            | 0.81        | 4.9        | 4.2  | 4.1  | 1.8    | 1.7  | 2.5  | 1.1    | 1.7  | 1.8  | 1.7    | 2.5  | 1.1  | 1.1    | 0.0  | 0.5  |  |
| WZAD                  | Wurtsboro      | A    | 97.3       | 0.6        | 719 b  | 1982      | 91  | 9512        | Oldies       | 1,200          | 1.17        | 9.7        | 4.8  | 4.7  | 4.5    | 7.5  | 5.7  | 0.0    | 0.0  | 0.0  | 4.7    | 4.5  | 5.7  | 0.0    | 0.0  | 5.5  |  |
| WCXZ                  | Hyde Park      | A    | 97.7       | 0.3        | 1030 b | 1982      | 70  | 9312        | Oldies       | 1,200          | 1.17        | 9.7        | 4.8  | 4.7  | 4.5    | 7.5  | 5.7  | 0.0    | 0.0  | 0.0  | 4.7    | 4.5  | 5.7  | 0.0    | 0.0  | 5.5  |  |
| WKZE                  | Salisbury      | A    | 98.1       | 1.8        | 604 e  | 1973      | 92  | 2,000       | c1           | 2,000          | 1.17        | 9.7        | 4.8  | 4.7  | 4.5    | 7.5  | 5.7  | 0.0    | 0.0  | 0.0  | 4.7    | 4.5  | 5.7  | 0.0    | 0.0  | 5.5  |  |
| WDST                  | Woodstock      | A    | 100.1      | 3.0        | 315    | 1981      | 80  | 1,650       | CHR/MTalk/Ed | 2,000          | 2.10        | 5.4        | 1.1  | 1.2  | 1.1    | 1.9  | 3.0  | 0.0    | 0.0  | 1.2  | 1.1    | 1.9  | 3.0  | 0.0    | 0.0  | 2.1  |  |
| WPDH                  | Poughkeepsie   | B    | 101.5      | 4.4        | 1539 b | 1982      | 62  | 2,900       | 2            | 2,900          | 1.22        | 13.5       | 9.9  | 6.5  | 8.4    | 10.6 | 0.0  | 0.0    | 8.4  | 6.5  | 9.9    | 6.5  | 10.6 | 0.0    | 0.0  | 12.0 |  |
| WGNV                  | Newburgh       | A    | 103.1      | 6.0        | 279    | 1987      | 66  | 9007        | Hot AC       | n/a            | n/a         | 1.6        | 0.5  | 0.6  | 1.2    | 0.0  | 0.0  | 0.0    | 0.0  | 0.6  | 1.2    | 0.0  | 0.0  | 0.0    | 0.0  | 0.0  |  |
| WSPK                  | Poughkeepsie   | B    | 104.7      | 7.4        | 1250 c | 1981      | 47  | 9711        | CHR          | 2,000          | 0.67        | 17.0       | 13.6 | 10.9 | 9.1    | 9.5  | 8.4  | 7.9    | 8.4  | 9.5  | 9.1    | 9.5  | 8.4  | 7.9    | 0.0  | 6.5  |  |
| WAXB                  | Patterson      | A    | 105.5      | 0.9        | 610 d  | 1981      | 64  | 9910        | Oldies       | n/a            | n/a         | 1.1        | 1.3  | 0.0  | 1.2    | 1.4  | 0.0  | 0.0    | 1.4  | 0.0  | 1.2    | 1.4  | 0.0  | 0.0    | 0.0  | 0.8  |  |
| WPDA                  | Jeffersonville | A    | 106.1      | 1.6        | 627    | 1981      | 93  | n/a         | 2            | n/a            | n/a         | 1.1        | 1.3  | 0.0  | 1.2    | 1.4  | 0.0  | 0.0    | 1.4  | 0.0  | 1.2    | 1.4  | 0.0  | 0.0    | 0.0  | 0.8  |  |
| WRWD                  | Highland       | A    | 107.3      | 0.3        | 968 g  | 1982      | 89  | 9802        | Country      | 1,300          | 0.84        | 8.8        | 5.4  | 5.0  | 5.3    | 8.7  | 7.2  | 9.5    | 8.7  | 7.2  | 7.2    | 9.5  | 8.7  | 9.5    | 0.0  | 9.9  |  |
| # FM Stations -       |                | 15   |            | # Combos - |        | 9         |     | FM TOTALS   |              | 89.5           |             | 53.6       |      | 57.6 |        | 47.7 |      | 48.9   |      | 50.0 |        | 53.8 |      | 0.0    |      | 47.7 |  |

ARB 12+ Metro Shares (see rights)

| City of Calls License | FCC Class    | Freq | Power (kW) | HAAT C     | Owner | Year Acqd | Std | Price (000) | A Format                  | Revenue (000)/ | Power Ratio | Local Comm | 1999 | Fall | Spring | 1999 | Fall | Spring | 1998 | Fall | Spring | 1997 | Fall | Spring | 1996 | 1996 |     |
|-----------------------|--------------|------|------------|------------|-------|-----------|-----|-------------|---------------------------|----------------|-------------|------------|------|------|--------|------|------|--------|------|------|--------|------|------|--------|------|------|-----|
| WRNO                  | Kingston     | B    | 920        | 5.0        | 920 h | 1995      | 56  | 9905        | MOR/Talk                  | 0.0            | 0.0         | 0.8        | 0.0  | 0.0  | 0.0    | 0.9  | 0.0  | 0.0    | 0.0  | 0.9  | 0.0    | 0.0  | 0.0  | 0.0    | 0.0  | 0.0  | 1.6 |
| WHVW                  | Hyde Park    | B    | 950        | 0.5        | 0.06  | 1983      | 63  | 9203        | Ferraro, Stewart, Charles | 0.0            | 0.0         | 1.1        | 0.0  | 0.0  | 0.0    | 1.2  | 0.0  | 0.0    | 0.0  | 1.2  | 0.0    | 0.0  | 0.0  | 0.0    | 0.0  | 0.0  | 0.0 |
| WLEE                  | Cornwall     | B    | 1170       | 0.8        | 0.00  | 1983      | 69  | 9910        | Big Band                  | 0.0            | 0.0         | 1.1        | 0.0  | 0.0  | 0.0    | 0.0  | 0.0  | 0.0    | 0.0  | 0.0  | 0.0    | 0.0  | 0.0  | 0.0    | 0.0  | 0.0  |     |
| WBNA                  | Beacon       | B    | 1260       | 1.0        | 0.40  | 1981      | 59  | 9711        | Adult Sindr               | 250            | 2.9         | 5.1        | 0.9  | 2.1  | 3.8    | 3.9  | 0.0  | 0.0    | 0.0  | 0.0  | 0.0    | 0.0  | 0.0  | 0.0    | 0.0  | 0.8  |     |
| WEOK                  | Poughkeepsie | B    | 1390       | 5.0        | 0.10  | 1981      | 49  | 7106        | News/Talk                 | 200            | 0.22        | 5.1        | 0.9  | 2.1  | 3.8    | 3.9  | 0.0  | 0.0    | 0.0  | 0.0  | 0.0    | 0.0  | 0.0  | 0.0    | 0.0  | 3.7  |     |
| WKIP                  | Poughkeepsie | C    | 1450       | 1.0        | 1.00  | 1981      | 40  | 9703        | News/Talk                 | 200            | 0.34        | 3.3        | 1.6  | 2.4  | 3.1    | 3.1  | 0.6  | 0.8    | 0.6  | 0.6  | 0.6    | 0.6  | 0.6  | 0.6    | 0.0  | 0.8  |     |
| # AM Stations -       |              | 6    |            | # Combos - |       | 4         |     | AM TOTALS   |                           | 10.3           |             | 5.4        |      | 4.5  |        | 7.4  |      | 7.0    |      | 7.0  |        | 7.0  |      | 0.0    |      | 6.9  |     |

NOTE: Market rated twice yearly with Fall 1997 period.





# Competitive Overview

Some stations also rated in Eau Claire.

## FM Stations

| City of | FCC             | Power | HAAT  | C Owner | Year Date             | Sales | 1999 Est | Avg 99 | Local | Comm      | 1999  | Spring | Fall | 1998 | Spring | Fall | 1997 | Spring | Fall | 1996 | Spring |     |
|---------|-----------------|-------|-------|---------|-----------------------|-------|----------|--------|-------|-----------|-------|--------|------|------|--------|------|------|--------|------|------|--------|-----|
| WOSQ    | Spencer         | 92.3  | 6.0   | 299 a   | Marathon Media        | 84    | 9812     | 1,400  | g1    | Country   | 50    | 0.0    | 0.0  | 0.0  | 0.0    | 0.0  | 0.0  | 0.0    | 0.0  | 0.0  | 0.0    | 0.0 |
| WOFM    | Moshée          | 94.7  | 50.0  | 422 c   | Midwest Comm Inc      | 92    | 9710     | 1,400  |       | Oldies    | 800   | 3.0    | 3.0  | 3.0  | 3.0    | 3.0  | 3.0  | 3.0    | 3.0  | 3.0  | 3.0    | 3.0 |
| WIFC    | Wausau          | 95.5  | 94.0  | 1076 c  | Midwest Comm Inc      | 47    | 9608     | 3,500  | c3    | CHR       | 1,900 | 0.79   | 19.2 | 16.0 | 15.4   | 17.2 | 18.4 | 16.1   | 15.9 | 12.5 | 12.4   | 4.1 |
| WYTE    | Whiting         | 96.7  | 50.0  | 492 c2  | Marathon Media        | 85    | 9907     | 3,000  |       | Country   | 1,000 | 1.12   | 7.1  | 5.0  | 6.3    | 5.7  | 6.3  | 9.8    | 7.4  | 11.9 | 13.7   | 2.6 |
| WSPt    | Stevens Point   | 97.9  | 100.0 | 338 e   | Muzzy Broadcasting    | 68    | 9603     | 1,200  | c2    | AC        | 400   | 0.84   | 3.8  | 2.1  | 3.1    | 3.4  | 2.0  | 3.5    | 2.2  | 4.3  | 4.3    | 2.6 |
| WIZD    | Rudolph         | 99.9  | 13.1  | 453 c   | Midwest Comm Inc      | 90    | 9901     | 1,400  |       | Oldies    | 850   | 1.16   | 5.8  | 6.1  | 5.5    | 4.3  | 4.3  | 3.0    | 3.5  | 2.2  | 4.3    | 3.4 |
| WDEZ    | Wausau          | 101.9 | 93.0  | 1076 c  | Midwest Comm Inc      | 64    |          | 1,076  |       | Country   | 2,300 | 1.03   | 17.8 | 16.8 | 14.4   | 15.8 | 12.4 | 16.2   | 13.0 | 16.1 | 16.1   |     |
| WGLX    | Wisconsin Rapid | 103.3 | 100.0 | 325 b   | Bliss                 | 46    | 8201     | 1,145  | c1    | Cisc Rock | 850   | 1.61   | 4.2  | 4.1  | 2.9    | 4.3  | 5.2  | 5.5    | 6.6  | 5.2  | 5.2    |     |
| WMZK    | Merrill         | 104.1 | 24.0  | 617 c2  | Roberts Bcstg Inc     | 68    | 7511     | 750    |       | AOR       | 750   | 0.84   | 7.1  | 9.1  | 6.3    | 5.7  | 4.0  | 3.2    | 3.3  | 2.3  | 1.8    |     |
| WAXX    | Eau Claire      | 104.5 | 100.0 | 1801 c  | Neilson, David, et al | 65    | 8408     | n/a    |       | Country   | 450   | 1.02   | 4.8  | 1.2  | 4.2    | 4.0  | 2.9  | 5.8    | 6.3  | 4.6  | 4.4    |     |
| WKOH    | Marathon        | 104.9 | 21.0  | 358 e   | Muzzy Broadcasting    | 88    | 9402     | 450    | 150   | Cisc Rock | 450   | 1.02   | 3.5  | 4.9  | 3.1    | 2.9  | 2.3  | 2.6    | 3.3  | 2.3  | 1.0    |     |
| WLJY    | Marshfield      | 106.5 | 100.0 | 801 a   | Marathon Media        | 65    | 9812     | 850    | g1    | Easy      | 850   | 1.11   | 6.1  | 3.5  | 5.5    | 4.9  | 4.6  | 3.8    | 3.8  | 5.2  | 4.4    |     |
| WYCO    | Wausau          | 107.9 | 100.0 | 1030 d  | Seehafer Bcstg        | 85    |          | 600    |       | Hot AC    | 600   | 2.27   | 2.1  | 1.5  | 1.8    | 1.7  | 2.9  | 1.4    | 2.2  | 2.9  | 3.1    |     |

ARB 12+ Metro Shares (see rights)

| City of | FCC             | Power | HAAT | C Owner | Year Date          | Sales | 1999 Est | Avg 99 | Local | Comm       | 1999 | Spring | Fall | 1998 | Spring | Fall | 1997 | Spring | Fall | 1996 | Spring |     |
|---------|-----------------|-------|------|---------|--------------------|-------|----------|--------|-------|------------|------|--------|------|------|--------|------|------|--------|------|------|--------|-----|
| WSAU    | Wausau          | 550   | 5.0  | B       | Midwest Comm Inc   | 37    | 9608     | 500    | c3    | News/Talk  | 500  | 1.02   | 3.9  | 3.5  | 2.9    | 3.7  | 2.6  | 3.2    | 3.0  | 3.0  | 3.2    | 1.6 |
| WSPt    | Stevens Point   | 1010  | 1.0  | B       | Muzzy Broadcasting | 49    | 9603     | 200    | c2    | Nws/Tk/Spt | 200  | 1.44   | 1.1  | 0.9  | 0.9    | 1.4  | 0.9  | 1.4    | 1.4  | 2.3  | 1.3    |     |
| WXCO    | Wausau          | 1230  | 1.0  | C       | Seehafer Bcstg     | 53    | 7309     | 300    |       | Talk       | 300  | 1.13   | 2.1  | 1.4  | 1.6    | 2.0  | 0.6  | 1.4    | 1.1  | 1.2  | 0.8    |     |
| WFHR    | Wisconsin Rapid | 1320  | 5.0  | B       | Bliss              | 40    | 8201     | 350    | c1    | News/Talk  | 350  | 1.11   | 2.5  | 2.2  | 1.3    | 2.9  | 2.3  | 3.2    | 3.0  | 1.4  | 1.3    |     |
| WFRG    | Schofield       | 1390  | 5.0  | B       | Marathon Media     | 47    | 9812     | 450    | g1    | Nws/Tk/Spt | 450  | 1.37   | 1.9  | 1.1  | 1.6    | 1.7  | 1.4  | 0.9    | 1.1  | 1.2  | 2.6    |     |
| WDLB    | Marshfield      | 1450  | 0.8  | C       | Marathon Media     | 47    | 9812     | 450    | g1    | Nws/Tk/Spt | 450  | 1.37   | 2.6  | 2.3  | 3.1    | 1.4  | 2.0  | 2.9    | 2.2  | 1.4  | 2.3    |     |

NOTE: Market rated twice yearly with Fall 1996 period.

| City of | FCC             | Power | Class | Freq | Power | Day | Night | Year Date | Sales | 1999 Est | Avg 99 | Local | Comm | 1999 | Spring | Fall | 1998 | Spring | Fall | 1997 | Spring | Fall | 1996 | Spring |
|---------|-----------------|-------|-------|------|-------|-----|-------|-----------|-------|----------|--------|-------|------|------|--------|------|------|--------|------|------|--------|------|------|--------|
| WSAU    | Wausau          | 550   | 5.0   | B    | 550   | Day | Night | 37        | 9608  | 500      | 1.02   | 3.9   | 500  | 1.02 | 3.5    | 2.9  | 3.7  | 2.6    | 3.2  | 3.0  | 3.0    | 3.2  | 1.6  |        |
| WSPt    | Stevens Point   | 1010  | 1.0   | B    | 1010  | Day | Night | 49        | 9603  | 200      | 1.44   | 1.1   | 200  | 1.44 | 0.9    | 0.9  | 1.4  | 0.9    | 1.4  | 1.4  | 2.3    | 1.3  |      |        |
| WXCO    | Wausau          | 1230  | 1.0   | C    | 1230  | Day | Night | 53        | 7309  | 300      | 1.13   | 2.1   | 300  | 1.13 | 1.4    | 1.6  | 2.0  | 0.6    | 1.4  | 1.1  | 1.2    | 0.8  |      |        |
| WFHR    | Wisconsin Rapid | 1320  | 5.0   | B    | 1320  | Day | Night | 40        | 8201  | 350      | 1.11   | 2.5   | 350  | 1.11 | 1.3    | 2.9  | 2.3  | 3.2    | 3.0  | 1.4  | 1.3    | 2.6  |      |        |
| WFRG    | Schofield       | 1390  | 5.0   | B    | 1390  | Day | Night | 47        | 9812  | 450      | 1.37   | 1.9   | 450  | 1.37 | 1.1    | 1.6  | 1.7  | 1.4    | 0.9  | 1.1  | 1.2    | 2.6  |      |        |
| WDLB    | Marshfield      | 1450  | 0.8   | C    | 1450  | Day | Night | 47        | 9812  | 450      | 1.37   | 2.6   | 450  | 1.37 | 2.3    | 3.1  | 1.4  | 2.0    | 2.9  | 2.2  | 1.4    | 2.3  |      |        |

AM & FM Stations Profiled - 19 # Duopolies - 5

# AM Stations - 6 # Combos - 6

AM TOTALS 14.1 11.4 11.5 12.6 9.8 13.0 85.1 83.2 84.7 84.7 84.7 84.7 83.8 82.6

Total Local Commercial Share

## AM Stations

| City of | FCC             | Power | Class | Freq | Power | Day | Night | Year Date | Sales | 1999 Est | Avg 99 | Local | Comm | 1999 | Spring | Fall | 1998 | Spring | Fall | 1997 | Spring | Fall | 1996 | Spring |
|---------|-----------------|-------|-------|------|-------|-----|-------|-----------|-------|----------|--------|-------|------|------|--------|------|------|--------|------|------|--------|------|------|--------|
| WSAU    | Wausau          | 550   | 5.0   | B    | 550   | Day | Night | 37        | 9608  | 500      | 1.02   | 3.9   | 500  | 1.02 | 3.5    | 2.9  | 3.7  | 2.6    | 3.2  | 3.0  | 3.0    | 3.2  | 1.6  |        |
| WSPt    | Stevens Point   | 1010  | 1.0   | B    | 1010  | Day | Night | 49        | 9603  | 200      | 1.44   | 1.1   | 200  | 1.44 | 0.9    | 0.9  | 1.4  | 0.9    | 1.4  | 1.4  | 2.3    | 1.3  |      |        |
| WXCO    | Wausau          | 1230  | 1.0   | C    | 1230  | Day | Night | 53        | 7309  | 300      | 1.13   | 2.1   | 300  | 1.13 | 1.4    | 1.6  | 2.0  | 0.6    | 1.4  | 1.1  | 1.2    | 0.8  |      |        |
| WFHR    | Wisconsin Rapid | 1320  | 5.0   | B    | 1320  | Day | Night | 40        | 8201  | 350      | 1.11   | 2.5   | 350  | 1.11 | 1.3    | 2.9  | 2.3  | 3.2    | 3.0  | 1.4  | 1.3    | 2.6  |      |        |
| WFRG    | Schofield       | 1390  | 5.0   | B    | 1390  | Day | Night | 47        | 9812  | 450      | 1.37   | 1.9   | 450  | 1.37 | 1.1    | 1.6  | 1.7  | 1.4    | 0.9  | 1.1  | 1.2    | 2.6  |      |        |
| WDLB    | Marshfield      | 1450  | 0.8   | C    | 1450  | Day | Night | 47        | 9812  | 450      | 1.37   | 2.6   | 450  | 1.37 | 2.3    | 3.1  | 1.4  | 2.0    | 2.9  | 2.2  | 1.4    | 2.3  |      |        |

FM TOTALS 86.0 73.3 73.2 72.8 73.4 72.1 75.6 73.1 72.7

ARB 12+ Metro Shares (see rights)

| City of | FCC             | Power | Class | Freq | Power | Day | Night | Year Date | Sales | 1999 Est | Avg 99 | Local | Comm  | 1999 | Spring | Fall | 1998 | Spring | Fall | 1997 | Spring | Fall | 1996 | Spring |
|---------|-----------------|-------|-------|------|-------|-----|-------|-----------|-------|----------|--------|-------|-------|------|--------|------|------|--------|------|------|--------|------|------|--------|
| WOSQ    | Spencer         | 92.3  | 6.0   | A    | 92.3  | Day | Night | 84        | 9812  | 50       | 0.6    | 0.6   | 50    | 0.6  | 0.0    | 0.0  | 0.0  | 0.6    | 0.0  | 0.0  | 0.5    | 0.0  |      |        |
| WOFM    | Moshée          | 94.7  | 50.0  | C2   | 94.7  | Day | Night | 92        | 9710  | 800      | 1.63   | 3.9   | 800   | 1.63 | 3.0    | 3.7  | 2.9  | 4.3    | 4.3  | 4.9  | 4.6    | 4.1  |      |        |
| WIFC    | Wausau          | 95.5  | 94.0  | C    | 95.5  | Day | Night | 47        | 9608  | 1,900    | 0.79   | 19.2  | 1,900 | 0.79 | 16.0   | 15.4 | 17.2 | 18.4   | 16.1 | 15.9 | 12.5   | 12.4 |      |        |
| WYTE    | Whiting         | 96.7  | 50.0  | C2   | 96.7  | Day | Night | 85        | 9907  | 1,000    | 1.12   | 7.1   | 1,000 | 1.12 | 5.0    | 6.3  | 5.7  | 6.3    | 9.8  | 7.4  | 11.9   | 13.7 |      |        |
| WSPt    | Stevens Point   | 97.9  | 100.0 | C1   | 97.9  | Day | Night | 68        | 9603  | 400      | 0.84   | 3.8   | 400   | 0.84 | 2.1    | 3.1  | 3.4  | 2.0    | 3.5  | 2.2  | 4.3    | 2.6  |      |        |
| WIZD    | Rudolph         | 99.9  | 13.1  | C3   | 99.9  | Day | Night | 90        | 9901  | 850      | 1.16   | 5.8   | 850   | 1.16 | 6.1    | 5.5  | 4.3  | 4.3    | 3.0  | 3.5  | 2.2    | 4.3  |      |        |
| WDEZ    | Wausau          | 101.9 | 93.0  | C    | 101.9 | Day | Night | 64        |       | 2,300    | 1.03   | 17.8  | 2,300 | 1.03 | 16.8   | 14.4 | 15.8 | 12.4   | 16.2 | 13.0 | 16.1   |      |      |        |
| WGLX    | Wisconsin Rapid | 103.3 | 100.0 | C1   | 103.3 | Day | Night | 46        | 8201  | 850      | 1.61   | 4.2   | 850   | 1.61 | 4.1    | 2.9  | 4.3  | 5.2    | 5.5  | 6.6  | 5.2    |      |      |        |
| WMZK    | Merrill         | 104.1 | 24.0  | C2   | 104.1 | Day | Night | 68        | 7511  | 750      | 0.84   | 7.1   | 750   | 0.84 | 9.1    | 6.3  | 5.7  | 4.0    | 3.2  | 3.3  | 2.3    | 1.8  |      |        |
| WAXX    | Eau Claire      | 104.5 | 100.0 | C    | 104.5 | Day | Night | 65        | 8408  | n/a      |        | 4.8   | n/a   | 4.8  | 1.2    | 4.2  | 4.0  | 2.9    | 5.8  | 6.3  | 4.6    | 4.4  |      |        |
| WKOH    | Marathon        | 104.9 | 21.0  | C3   | 104.9 | Day | Night | 88        | 9402  | 450      | 1.02   | 3.5   | 450   | 1.02 | 4.9    | 3.1  | 2.9  | 2.3    | 2.6  | 3.3  | 2.3    | 1.0  |      |        |
| WLJY    | Marshfield      | 106.5 | 100.0 | C1   | 106.5 | Day | Night | 65        | 9812  | 850      | 1.11   | 6.1   | 850   | 1.11 | 3.5    | 5.5  | 4.9  | 4.6    | 3.8  | 3.8  | 5.2    | 4.4  |      |        |
| WYCO    | Wausau          | 107.9 | 100.0 | C    | 107.9 | Day | Night | 85        |       | 600      | 2.27   | 2.1   | 600   | 2.27 | 1.5    | 1.8  | 1.7  | 2.9    | 1.4  | 2.2  | 2.9    | 3.1  |      |        |

ARB 12+ Metro Shares (see rights)

Some stations also rated in Eau Claire.

## Tallahassee, FL Market Overview



### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES |                | Revenue/Retail Sales |                |
|--------------------------|----------------|----------------------|----------------|
| Year                     | Revenue/Capita | Year                 | Revenue/Capita |
| 1993                     | \$7,600        | 1993                 | \$3,591,000    |
| 1994                     | \$8,400        | 1998                 | \$4,611,000    |
| 1995                     | \$9,000        | 1998                 | \$4,277,000    |
| 1996                     | \$10,000       | 2003                 | \$5,631,000    |
| 1997                     | \$11,900       | 2003                 | \$69,200       |
| 1998                     | \$12,200       |                      |                |
| Δ 93 - 98                | 10.0%          |                      |                |
| 1999                     | \$14,000       |                      |                |
| 2000                     | \$15,300       |                      |                |
| 2001                     | \$16,100       |                      |                |
| 2002                     | \$17,600       |                      |                |
| 2003                     | \$18,400       |                      |                |
| Δ 99 - 03                | 7.2%           |                      |                |
| Est. Breakout            |                | Est. Breakout        |                |
| Local 85%                |                | Local 85%            |                |
| National 15%             |                | National 15%         |                |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

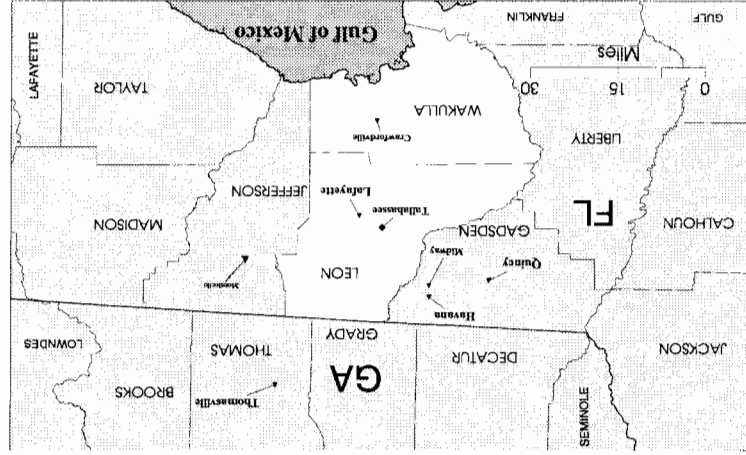
| MSA Population |             | Households |             | Retail Sales |             | EBI     |             |
|----------------|-------------|------------|-------------|--------------|-------------|---------|-------------|
| Year           | Growth Rate | Year       | Growth Rate | Year         | Growth Rate | Year    | Growth Rate |
| 1993           | 223.7       | 86.6       | 2.8%        | 2,118.7      | 4.5%        | 3,429.7 | 5.3%        |
| 1998           | 258.1       | 99.2       | 2.8%        | 2,644.9      | 4.5%        | 4,441.4 | 5.3%        |
| 1998           | 258.1       | 99.2       | 2.8%        | 2,644.9      | 4.5%        | 4,441.4 | 5.3%        |
| 2003           | 265.9       | 103.2      | 0.8%        | 3,267.7      | 4.3%        | 5,752.8 | 5.3%        |

### Demographic Breakdown

| Category           | Total       | Under 12                   | 12 - 17    | 18 - 24       | 25 - 34 | 35 - 44 | 45 - 54 | Over 55 |
|--------------------|-------------|----------------------------|------------|---------------|---------|---------|---------|---------|
| Men (000)          | 124.8       | 19.2                       | 9.9        | 20.2          | 19.2    | 21.6    | 16.5    | 18.2    |
| Women (000)        | 133.3       | 18.5                       | 9.5        | 23.2          | 19.3    | 22.7    | 16.7    | 23.3    |
| Total              | 258.1       | 37.7                       | 19.4       | 43.4          | 38.6    | 44.3    | 33.1    | 41.5    |
| Percentage         | 100.0%      | 14.6%                      | 7.5%       | 16.8%         | 14.9%   | 17.2%   | 12.8%   | 16.1%   |
| Per Capita         | \$ 17,208   | Median Household \$ 33,814 |            |               |         |         |         |         |
|                    |             | Avg Household \$ 44,772    |            |               |         |         |         |         |
| Ethnic Population: | White 70.1% | Black 27.6%                | Asian 2.0% | Hispanic 3.0% |         |         |         |         |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 2       | 11      | 11      | 13         | 5       | 18      | 18    |
| Tot 12+    | 4.8     | 61.2    | 5.6     | 62.5       | 11.8    | 77.8    | 77.8  |
| Avg 12+    | 2.4     | 5.6     | 5.7     | 5.1        | 2.4     | 4.3     | 4.3   |
| Tot LCS    | 6.2     | 78.7    | 80.3    | 84.8       | 15.2    | 100.0   | 100.0 |
| Avg LCS    | 3.1     | 7.2     | 7.3     | 6.5        | 3.0     | 5.6     | 5.6   |



### Metro Counties / Population (000)

|              |              |
|--------------|--------------|
| Leon, FL     | 237.4        |
| Wakulla, FL  | 20.7         |
| <b>Total</b> | <b>258.1</b> |

# Competitive Overview

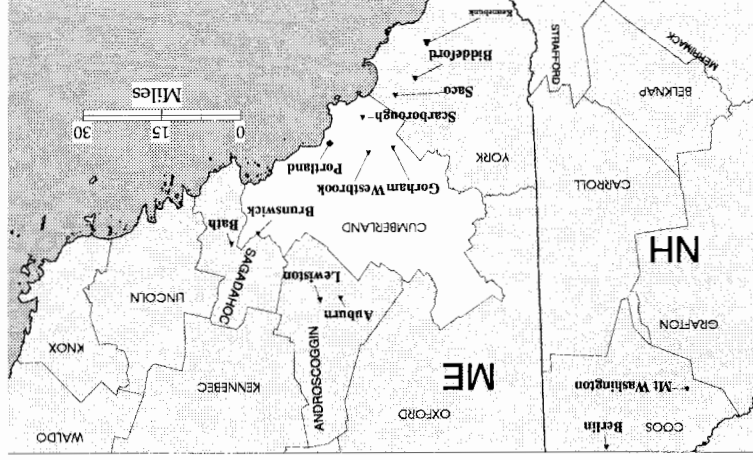
| City of License    | FCC Class | FCC Freq    | Power (kW) | HAAT C Owner |                    | Year Date   | Sid Acq'd | Price M (000) | Sales L | 1999 Est          |             | Local        | ARB 12+ Metro Shares (see rights) |           |             |             |             |           |             |       |      |            |      |      |      |     |      |     |      |     |  |     |  |     |  |     |  |     |  |     |  |     |  |
|--------------------|-----------|-------------|------------|--------------|--------------------|-------------|-----------|---------------|---------|-------------------|-------------|--------------|-----------------------------------|-----------|-------------|-------------|-------------|-----------|-------------|-------|------|------------|------|------|------|-----|------|-----|------|-----|--|-----|--|-----|--|-----|--|-----|--|-----|--|-----|--|
|                    |           |             |            | HAAT         | C Owner            |             |           |               |         | Revenue (000)/    | Power Ratio |              | Local                             | Fall 1999 | Spring 1999 | Fall 1998   | Spring 1998 | Fall 1997 | Spring 1997 |       |      |            |      |      |      |     |      |     |      |     |  |     |  |     |  |     |  |     |  |     |  |     |  |
| WAKU Crawfordville | A         | 94.1        | 3.0        | 459          | Allrua Investments | 95          | 9808      | 550           | 550     | 150               | 0.9         | 1.3          | 0.6                               | 0.7       | 0.6         | 0.7         | 0.0         | 1.8       | 0.0         |       |      |            |      |      |      |     |      |     |      |     |  |     |  |     |  |     |  |     |  |     |  |     |  |
| WNT Tallahassee    | C1        | 94.9        | 100.0      | 841          | Clear Channel      | 67          | 9712      | g2            | 1,900   | 1,46              | 9.3         | 7.5          | 6.8                               | 7.3       | 7.8         | 6.3         | 5.4         | 8.7       | 8.2         |       |      |            |      |      |      |     |      |     |      |     |  |     |  |     |  |     |  |     |  |     |  |     |  |
| WHBX Tallahassee   | C2        | 96.1        | 37.0       | 479          | Cumulus Bcstg Inc  | 82          | 9711      | 15,400 d1     | 2,800   | 0.94              | 21.2        | 10.5         | 15.2                              | 17.0      | 13.8        | 13.7        | 14.6        | 15.5      | 16.1        |       |      |            |      |      |      |     |      |     |      |     |  |     |  |     |  |     |  |     |  |     |  |     |  |
| WBZE Tallahassee   | C1        | 98.9        | 100.0      | 604          | Cumulus Bcstg Inc  | 62          | 9711      | d1            | 1,600   | 1.11              | 10.3        | 6.2          | 9.1                               | 6.6       | 6.0         | 9.7         | 9.8         | 7.6       | 8.5         |       |      |            |      |      |      |     |      |     |      |     |  |     |  |     |  |     |  |     |  |     |  |     |  |
| WFO Lafayette      | C2        | 99.9        | 50.0       | 492          | Radio Partners Inc | 89          | 9805      | 3,750 d2      | 825     | 1.07              | 5.5         | 5.0          | 4.9                               | 3.5       | 4.7         | 6.3         | 4.8         | 5.4       | 6.0         |       |      |            |      |      |      |     |      |     |      |     |  |     |  |     |  |     |  |     |  |     |  |     |  |
| WOKL Midway        | C3        | 100.7       | 11.5       | 489          | Clear Channel      | 95          | 9712      | g2            | 1,000   | 1.10              | 6.5         | 3.6          | 3.6                               | 6.3       | 4.3         | 3.8         | 5.4         | 5.0       | 6.3         |       |      |            |      |      |      |     |      |     |      |     |  |     |  |     |  |     |  |     |  |     |  |     |  |
| WXSR Quincy        | C2        | 101.5       | 50.0       | 476          | Clear Channel      | 66          | 9712      | g2            | 1,025   | 0.95              | 7.7         | 3.2          | 5.8                               | 6.3       | 5.7         | 5.7         | 6.5         | 6.5       | 6.3         |       |      |            |      |      |      |     |      |     |      |     |  |     |  |     |  |     |  |     |  |     |  |     |  |
| WAIB Tallahassee   | C2        | 103.1       | 42.0       | 541          | Radio Partners Inc | 76          | 9804      | d2            | 900     | 1.17              | 5.5         | 3.9          | 4.9                               | 3.5       | 6.0         | 7.0         | 6.3         | 6.1       | 4.7         |       |      |            |      |      |      |     |      |     |      |     |  |     |  |     |  |     |  |     |  |     |  |     |  |
| WGLF Tallahassee   | C         | 104.1       | 90.0       | 1,394        | Cumulus Bcstg Inc  | 67          | 9907      | 4,500 e       | 950     | 0.78              | 8.7         | 6.3          | 8.4                               | 4.9       | 5.6         | 4.7         | 5.7         | 5.8       | 5.4         |       |      |            |      |      |      |     |      |     |      |     |  |     |  |     |  |     |  |     |  |     |  |     |  |
| WHTF Havana        | C2        | 104.9       | 47.0       | 505          | Radio Partners Inc | 84          | 9904      | 3,500         | 530     | 0.76              | 5.0         | 6.4          | 4.5                               | 3.1       | 3.4         | 2.3         | 3.2         | 4.0       | 5.4         |       |      |            |      |      |      |     |      |     |      |     |  |     |  |     |  |     |  |     |  |     |  |     |  |
| WVHT Monticello    | C3        | 105.7       | 16.0       | 410          | Rebus Inc          | 89          | 9702      | 135c1         | Urban   |                   | 2.2         | 0.0          | 0.0                               | 0.0       | 1.3         | 1.3         | 0.0         | 0.0       | 0.0         |       |      |            |      |      |      |     |      |     |      |     |  |     |  |     |  |     |  |     |  |     |  |     |  |
| WLDD Tallahassee   | A         | 106.1       | 6.0 cp     | 328          | Cumulus Bcstg Inc  | 92          | 9905      | 1,200         | 600     | 0.81              | 5.3         | 3.5          | 4.2                               | 3.8       | 4.4         | 4.7         | 8.6         | 4.3       | 5.4         |       |      |            |      |      |      |     |      |     |      |     |  |     |  |     |  |     |  |     |  |     |  |     |  |
| WTLY Thomasville   | C1        | 107.1       | 100.0 cp   | 824          | Clear Channel      | 95          | 9712      | g2            | 825     | 0.74              | 8.0         | 4.5          | 4.9                               | 7.3       | 7.8         | 6.3         | 6.7         | 2.9       | 2.2         |       |      |            |      |      |      |     |      |     |      |     |  |     |  |     |  |     |  |     |  |     |  |     |  |
| FM TOTALS          |           |             |            |              |                    |             |           |               |         |                   |             |              | ARB 12+ Metro Shares (see rights) |           |             |             |             |           |             |       |      |            |      |      |      |     |      |     |      |     |  |     |  |     |  |     |  |     |  |     |  |     |  |
| # FM Stations -    |           | 13          |            | # Combos -   |                    | 10          |           | Avg 99        |         | 93.9              |             | 66.0         |                                   |           |             |             | 72.9        |           | 69.9        |       | 73.0 |            | 73.0 |      | 75.9 |     | 74.0 |     | 73.2 |     |  |     |  |     |  |     |  |     |  |     |  |     |  |
| Day Power (kW)     |           | 107.1       |            | 100.0 cp     |                    | 824         |           | a             |         | Clear Channel     |             | 95           |                                   | 9712      |             | g2          |             | Hot AC    |             | 825   |      | 0.74       |      | 8.0  |      | 4.5 |      | 4.9 |      | 7.3 |  | 7.8 |  | 6.3 |  | 6.7 |  | 2.9 |  | 2.2 |  |     |  |
| Night Power (kW)   |           | 104.1       |            | 90.0         |                    | 1,394       |           | b             |         | Cumulus Bcstg Inc |             | 67           |                                   | 9907      |             | 4,500 e     |             | Clsc/Rock |             | 950   |      | 0.78       |      | 8.7  |      | 6.3 |      | 8.4 |      | 4.9 |  | 5.6 |  | 4.7 |  | 5.7 |  | 5.8 |  |     |  |     |  |
| City of License    |           | Tallahassee |            | Tallahassee  |                    | Tallahassee |           | Tallahassee   |         | Tallahassee       |             | Country      |                                   | Country   |             | d2          |             | Country   |             | 900   |      | 1.17       |      | 5.5  |      | 3.9 |      | 4.9 |      | 3.5 |  | 6.0 |  | 7.0 |  | 6.3 |  | 6.1 |  | 4.7 |  |     |  |
| City of License    |           | Tallahassee |            | Tallahassee  |                    | Tallahassee |           | Tallahassee   |         | Tallahassee       |             | Hot AC/MixAC |                                   | g2        |             | Alternative |             | g2        |             | 1,000 |      | 1.10       |      | 6.5  |      | 5.5 |      | 3.6 |      | 3.6 |  | 6.3 |  | 4.3 |  | 3.8 |  | 5.4 |  | 5.0 |  |     |  |
| City of License    |           | Tallahassee |            | Tallahassee  |                    | Tallahassee |           | Tallahassee   |         | Tallahassee       |             | Hot AC       |                                   | g2        |             | Hot AC      |             | g2        |             | 1,200 |      | R&B Oldies |      | 0.81 |      | 5.3 |      | 3.5 |      | 4.2 |  | 3.8 |  | 4.4 |  | 4.7 |  | 8.6 |  | 4.3 |  | 5.4 |  |

| City of License    | FCC Class | FCC Freq    | Power (kW) | C Owner     |                    | Year Date   | Sid Acq'd | Price M (000) | Sales L | 1999 Est          |             | Local        | ARB 12+ Metro Shares (see rights) |           |             |             |             |           |             |       |      |            |      |      |      |     |      |     |      |     |  |     |  |     |  |     |  |     |  |     |  |     |  |
|--------------------|-----------|-------------|------------|-------------|--------------------|-------------|-----------|---------------|---------|-------------------|-------------|--------------|-----------------------------------|-----------|-------------|-------------|-------------|-----------|-------------|-------|------|------------|------|------|------|-----|------|-----|------|-----|--|-----|--|-----|--|-----|--|-----|--|-----|--|-----|--|
|                    |           |             |            | Owner       | C                  |             |           |               |         | Revenue (000)/    | Power Ratio |              | Local                             | Fall 1999 | Spring 1999 | Fall 1998   | Spring 1998 | Fall 1997 | Spring 1997 |       |      |            |      |      |      |     |      |     |      |     |  |     |  |     |  |     |  |     |  |     |  |     |  |
| WAKU Crawfordville | A         | 94.1        | 3.0        | 459         | Allrua Investments | 95          | 9808      | 550           | 550     | 150               | 0.9         | 1.3          | 0.6                               | 0.7       | 0.6         | 0.7         | 0.0         | 1.8       | 0.0         |       |      |            |      |      |      |     |      |     |      |     |  |     |  |     |  |     |  |     |  |     |  |     |  |
| WNT Tallahassee    | C1        | 94.9        | 100.0      | 841         | Clear Channel      | 67          | 9712      | g2            | 1,900   | 1,46              | 9.3         | 7.5          | 6.8                               | 7.3       | 7.8         | 6.3         | 5.4         | 8.7       | 8.2         |       |      |            |      |      |      |     |      |     |      |     |  |     |  |     |  |     |  |     |  |     |  |     |  |
| WHBX Tallahassee   | C2        | 96.1        | 37.0       | 479         | Cumulus Bcstg Inc  | 82          | 9711      | 15,400 d1     | 2,800   | 0.94              | 21.2        | 10.5         | 15.2                              | 17.0      | 13.8        | 13.7        | 14.6        | 15.5      | 16.1        |       |      |            |      |      |      |     |      |     |      |     |  |     |  |     |  |     |  |     |  |     |  |     |  |
| WBZE Tallahassee   | C1        | 98.9        | 100.0      | 604         | Cumulus Bcstg Inc  | 62          | 9711      | d1            | 1,600   | 1.11              | 10.3        | 6.2          | 9.1                               | 6.6       | 6.0         | 9.7         | 9.8         | 7.6       | 8.5         |       |      |            |      |      |      |     |      |     |      |     |  |     |  |     |  |     |  |     |  |     |  |     |  |
| WFO Lafayette      | C2        | 99.9        | 50.0       | 492         | Radio Partners Inc | 89          | 9805      | 3,750 d2      | 825     | 1.07              | 5.5         | 5.0          | 4.9                               | 3.5       | 4.7         | 6.3         | 4.8         | 5.4       | 6.0         |       |      |            |      |      |      |     |      |     |      |     |  |     |  |     |  |     |  |     |  |     |  |     |  |
| WOKL Midway        | C3        | 100.7       | 11.5       | 489         | Clear Channel      | 95          | 9712      | g2            | 1,000   | 1.10              | 6.5         | 3.6          | 3.6                               | 6.3       | 4.3         | 3.8         | 5.4         | 5.0       | 6.3         |       |      |            |      |      |      |     |      |     |      |     |  |     |  |     |  |     |  |     |  |     |  |     |  |
| WXSR Quincy        | C2        | 101.5       | 50.0       | 476         | Clear Channel      | 66          | 9712      | g2            | 1,025   | 0.95              | 7.7         | 3.2          | 5.8                               | 6.3       | 5.7         | 5.7         | 6.5         | 6.5       | 6.3         |       |      |            |      |      |      |     |      |     |      |     |  |     |  |     |  |     |  |     |  |     |  |     |  |
| WAIB Tallahassee   | C2        | 103.1       | 42.0       | 541         | Radio Partners Inc | 76          | 9804      | d2            | 900     | 1.17              | 5.5         | 3.9          | 4.9                               | 3.5       | 6.0         | 7.0         | 6.3         | 6.1       | 4.7         |       |      |            |      |      |      |     |      |     |      |     |  |     |  |     |  |     |  |     |  |     |  |     |  |
| WGLF Tallahassee   | C         | 104.1       | 90.0       | 1,394       | Cumulus Bcstg Inc  | 67          | 9907      | 4,500 e       | 950     | 0.78              | 8.7         | 6.3          | 8.4                               | 4.9       | 5.6         | 4.7         | 5.7         | 5.8       | 5.4         |       |      |            |      |      |      |     |      |     |      |     |  |     |  |     |  |     |  |     |  |     |  |     |  |
| WHTF Havana        | C2        | 104.9       | 47.0       | 505         | Radio Partners Inc | 84          | 9904      | 3,500         | 530     | 0.76              | 5.0         | 6.4          | 4.5                               | 3.1       | 3.4         | 2.3         | 3.2         | 4.0       | 5.4         |       |      |            |      |      |      |     |      |     |      |     |  |     |  |     |  |     |  |     |  |     |  |     |  |
| WVHT Monticello    | C3        | 105.7       | 16.0       | 410         | Rebus Inc          | 89          | 9702      | 135c1         | Urban   |                   | 2.2         | 0.0          | 0.0                               | 0.0       | 1.3         | 1.3         | 0.0         | 0.0       | 0.0         |       |      |            |      |      |      |     |      |     |      |     |  |     |  |     |  |     |  |     |  |     |  |     |  |
| WLDD Tallahassee   | A         | 106.1       | 6.0 cp     | 328         | Cumulus Bcstg Inc  | 92          | 9905      | 1,200         | 600     | 0.81              | 5.3         | 3.5          | 4.2                               | 3.8       | 4.4         | 4.7         | 8.6         | 4.3       | 5.4         |       |      |            |      |      |      |     |      |     |      |     |  |     |  |     |  |     |  |     |  |     |  |     |  |
| WTLY Thomasville   | C1        | 107.1       | 100.0 cp   | 824         | Clear Channel      | 95          | 9712      | g2            | 825     | 0.74              | 8.0         | 4.5          | 4.9                               | 7.3       | 7.8         | 6.3         | 6.7         | 2.9       | 2.2         |       |      |            |      |      |      |     |      |     |      |     |  |     |  |     |  |     |  |     |  |     |  |     |  |
| FM TOTALS          |           |             |            |             |                    |             |           |               |         |                   |             |              | ARB 12+ Metro Shares (see rights) |           |             |             |             |           |             |       |      |            |      |      |      |     |      |     |      |     |  |     |  |     |  |     |  |     |  |     |  |     |  |
| # FM Stations -    |           | 13          |            | # Combos -  |                    | 10          |           | Avg 99        |         | 93.9              |             | 66.0         |                                   |           |             |             | 72.9        |           | 69.9        |       | 73.0 |            | 73.0 |      | 75.9 |     | 74.0 |     | 73.2 |     |  |     |  |     |  |     |  |     |  |     |  |     |  |
| Day Power (kW)     |           | 107.1       |            | 100.0 cp    |                    | 824         |           | a             |         | Clear Channel     |             | 95           |                                   | 9712      |             | g2          |             | Hot AC    |             | 825   |      | 0.74       |      | 8.0  |      | 4.5 |      | 4.9 |      | 7.3 |  | 7.8 |  | 6.3 |  | 6.7 |  | 2.9 |  | 2.2 |  |     |  |
| Night Power (kW)   |           | 104.1       |            | 90.0        |                    | 1,394       |           | b             |         | Cumulus Bcstg Inc |             | 67           |                                   | 9907      |             | 4,500 e     |             | Clsc/Rock |             | 950   |      | 0.78       |      | 8.7  |      | 6.3 |      | 8.4 |      | 4.9 |  | 5.6 |  | 4.7 |  | 5.7 |  | 5.8 |  |     |  |     |  |
| City of License    |           | Tallahassee |            | Tallahassee |                    | Tallahassee |           | Tallahassee   |         | Tallahassee       |             | Country      |                                   | Country   |             | d2          |             | Country   |             | 900   |      | 1.17       |      | 5.5  |      | 3.9 |      | 4.9 |      | 3.5 |  | 6.0 |  | 7.0 |  | 6.3 |  | 6.1 |  | 4.7 |  |     |  |
| City of License    |           | Tallahassee |            | Tallahassee |                    | Tallahassee |           | Tallahassee   |         | Tallahassee       |             | Hot AC/MixAC |                                   | g2        |             | Alternative |             | g2        |             | 1,000 |      | 1.10       |      | 6.5  |      | 5.5 |      | 3.6 |      | 3.6 |  | 6.3 |  | 4.3 |  | 3.8 |  | 5.4 |  | 5.0 |  |     |  |
| City of License    |           | Tallahassee |            | Tallahassee |                    | Tallahassee |           | Tallahassee   |         | Tallahassee       |             | Hot AC       |                                   | g2        |             | Hot AC      |             | g2        |             | 1,200 |      | R&B Oldies |      | 0.81 |      | 5.3 |      | 3.5 |      | 4.2 |  | 3.8 |  | 4.4 |  | 4.7 |  | 8.6 |  | 4.3 |  | 5.4 |  |

NOTE: Market rated twice yearly with Fall 1996 period.

| City of License    | FCC Class | FCC Freq | Power (kW) | C Owner    |                    | Year Date | Sid Acq'd | Price M (000) | Sales L | 1999 Est          |             | Local | ARB 12+ Metro Shares (see rights) |           |             |           |             |           |             |     |      |      |      |     |      |     |      |     |      |     |  |     |  |     |  |     |  |     |  |     |  |
|--------------------|-----------|----------|------------|------------|--------------------|-----------|-----------|---------------|---------|-------------------|-------------|-------|-----------------------------------|-----------|-------------|-----------|-------------|-----------|-------------|-----|------|------|------|-----|------|-----|------|-----|------|-----|--|-----|--|-----|--|-----|--|-----|--|-----|--|
|                    |           |          |            | Owner      | C                  |           |           |               |         | Revenue (000)/    | Power Ratio |       | Local                             | Fall 1999 | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 |     |      |      |      |     |      |     |      |     |      |     |  |     |  |     |  |     |  |     |  |     |  |
| WAKU Crawfordville | A         | 94.1     | 3.0        | 459        | Allrua Investments | 95        | 9808      | 550           | 550     | 150               | 0.9         | 1.3   | 0.6                               | 0.7       | 0.6         | 0.7       | 0.0         | 1.8       | 0.0         |     |      |      |      |     |      |     |      |     |      |     |  |     |  |     |  |     |  |     |  |     |  |
| WNT Tallahassee    | C1        | 94.9     | 100.0      | 841        | Clear Channel      | 67        | 9712      | g2            | 1,900   | 1,46              | 9.3         | 7.5   | 6.8                               | 7.3       | 7.8         | 6.3       | 5.4         | 8.7       | 8.2         |     |      |      |      |     |      |     |      |     |      |     |  |     |  |     |  |     |  |     |  |     |  |
| WHBX Tallahassee   | C2        | 96.1     | 37.0       | 479        | Cumulus Bcstg Inc  | 82        | 9711      | 15,400 d1     | 2,800   | 0.94              | 21.2        | 10.5  | 15.2                              | 17.0      | 13.8        | 13.7      | 14.6        | 15.5      | 16.1        |     |      |      |      |     |      |     |      |     |      |     |  |     |  |     |  |     |  |     |  |     |  |
| WBZE Tallahassee   | C1        | 98.9     | 100.0      | 604        | Cumulus Bcstg Inc  | 62        | 9711      | d1            | 1,600   | 1.11              | 10.3        | 6.2   | 9.1                               | 6.6       | 6.0         | 9.7       | 9.8         | 7.6       | 8.5         |     |      |      |      |     |      |     |      |     |      |     |  |     |  |     |  |     |  |     |  |     |  |
| WFO Lafayette      | C2        | 99.9     | 50.0       | 492        | Radio Partners Inc | 89        | 9805      | 3,750 d2      | 825     | 1.07              | 5.5         | 5.0   | 4.9                               | 3.5       | 4.7         | 6.3       | 4.8         | 5.4       | 6.0         |     |      |      |      |     |      |     |      |     |      |     |  |     |  |     |  |     |  |     |  |     |  |
| WOKL Midway        | C3        | 100.7    | 11.5       | 489        | Clear Channel      | 95        | 9712      | g2            | 1,000   | 1.10              | 6.5         | 3.6   | 3.6                               | 6.3       | 4.3         | 3.8       | 5.4         | 5.0       | 6.3         |     |      |      |      |     |      |     |      |     |      |     |  |     |  |     |  |     |  |     |  |     |  |
| WXSR Quincy        | C2        | 101.5    | 50.0       | 476        | Clear Channel      | 66        | 9712      | g2            | 1,025   | 0.95              | 7.7         | 3.2   | 5.8                               | 6.3       | 5.7         | 5.7       | 6.5         | 6.5       | 6.3         |     |      |      |      |     |      |     |      |     |      |     |  |     |  |     |  |     |  |     |  |     |  |
| WAIB Tallahassee   | C2        | 103.1    | 42.0       | 541        | Radio Partners Inc | 76        | 9804      | d2            | 900     | 1.17              | 5.5         | 3.9   | 4.9                               | 3.5       | 6.0         | 7.0       | 6.3         | 6.1       | 4.7         |     |      |      |      |     |      |     |      |     |      |     |  |     |  |     |  |     |  |     |  |     |  |
| WGLF Tallahassee   | C         | 104.1    | 90.0       | 1,394      | Cumulus Bcstg Inc  | 67        | 9907      | 4,500 e       | 950     | 0.78              | 8.7         | 6.3   | 8.4                               | 4.9       | 5.6         | 4.7       | 5.7         | 5.8       | 5.4         |     |      |      |      |     |      |     |      |     |      |     |  |     |  |     |  |     |  |     |  |     |  |
| WHTF Havana        | C2        | 104.9    | 47.0       | 505        | Radio Partners Inc | 84        | 9904      | 3,500         | 530     | 0.76              | 5.0         | 6.4   | 4.5                               | 3.1       | 3.4         | 2.3       | 3.2         | 4.0       | 5.4         |     |      |      |      |     |      |     |      |     |      |     |  |     |  |     |  |     |  |     |  |     |  |
| WVHT Monticello    | C3        | 105.7    | 16.0       | 410        | Rebus Inc          | 89        | 9702      | 135c1         | Urban   |                   | 2.2         | 0.0   | 0.0                               | 0.0       | 1.3         | 1.3       | 0.0         | 0.0       | 0.0         |     |      |      |      |     |      |     |      |     |      |     |  |     |  |     |  |     |  |     |  |     |  |
| WLDD Tallahassee   | A         | 106.1    | 6.0 cp     | 328        | Cumulus Bcstg Inc  | 92        | 9905      | 1,200         | 600     | 0.81              | 5.3         | 3.5   | 4.2                               | 3.8       | 4.4         | 4.7       | 8.6         | 4.3       | 5.4         |     |      |      |      |     |      |     |      |     |      |     |  |     |  |     |  |     |  |     |  |     |  |
| WTLY Thomasville   | C1        | 107.1    | 100.0 cp   | 824        | Clear Channel      | 95        | 9712      | g2            | 825     | 0.74              | 8.0         | 4.5   | 4.9                               | 7.3       | 7.8         | 6.3       | 6.7         | 2.9       | 2.2         |     |      |      |      |     |      |     |      |     |      |     |  |     |  |     |  |     |  |     |  |     |  |
| FM TOTALS          |           |          |            |            |                    |           |           |               |         |                   |             |       | ARB 12+ Metro Shares (see rights) |           |             |           |             |           |             |     |      |      |      |     |      |     |      |     |      |     |  |     |  |     |  |     |  |     |  |     |  |
| # FM Stations -    |           | 13       |            | # Combos - |                    | 10        |           | Avg 99        |         | 93.9              |             | 66.0  |                                   |           |             |           | 72.9        |           | 69.9        |     | 73.0 |      | 73.0 |     | 75.9 |     | 74.0 |     | 73.2 |     |  |     |  |     |  |     |  |     |  |     |  |
| Day Power (kW)     |           | 107.1    |            | 100.0 cp   |                    | 824       |           | a             |         | Clear Channel     |             | 95    |                                   | 9712      |             | g2        |             | Hot AC    |             | 825 |      | 0.74 |      | 8.0 |      | 4.5 |      | 4.9 |      | 7.3 |  | 7.8 |  | 6.3 |  | 6.7 |  | 2.9 |  | 2.2 |  |
| Night Power (kW)   |           | 104.1    |            | 90.0       |                    | 1,394     |           | b             |         | Cumulus Bcstg Inc |             |       |                                   |           |             |           |             |           |             |     |      |      |      |     |      |     |      |     |      |     |  |     |  |     |  |     |  |     |  |     |  |

Metro Rank: 160  
Revenue Rank: 97



Metro Counties / Population (000)

|                |              |
|----------------|--------------|
| Cumberland, ME | 256.9        |
| <b>Total</b>   | <b>256.9</b> |

## Portland, ME Market Overview



Market Radio Financials and Ratios (all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES | Revenue/Capita |              |          |             |          |          |
|--------------------------|----------------|--------------|----------|-------------|----------|----------|
|                          | 1993           | 1994         | 1995     | 1996        | 1997     | 1998     |
| Δ 98 - 99                | \$13,500       | \$15,400     | \$16,600 | \$17,100    | \$17,300 | \$23,400 |
| Δ 93 - 98                | 6.0%           |              |          |             |          | 5.5%     |
| Δ 98 - 99                | 7.2%           |              |          |             |          |          |
| Revenue/Capita           | \$3,511,000    | \$5,521,000  | \$70,46  | \$6,791,000 | \$91,25  |          |
| Est. Breakout            | Local 80%      | National 20% |          |             |          |          |

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

| Growth Rate    | Growth Rate |         |       |         |      |      |
|----------------|-------------|---------|-------|---------|------|------|
|                | 1993        | 1998    | 1998  | 2003    | 1998 | 2003 |
| MSA Population | 245.6       | 256.9   | 0.9%  | 264.1   | 0.6% |      |
| Households     | 95.7        | 102.1   | 1.3%  | 102.1   | 1.0% |      |
| Retail Sales   | 3,847.9     | 3,277.9 | -3.2% | 3,277.9 | 1.6% |      |
| EBI            | 4,277.6     | 4,759.1 | 2.2%  | 4,759.1 | 3.5% |      |

Demographic Breakdown

| Total              | Total       |            |            |               |         |         |
|--------------------|-------------|------------|------------|---------------|---------|---------|
|                    | Under 12    | 12 - 17    | 18 - 24    | 25 - 34       | 35 - 44 | 45 - 54 |
| Men (000)          | 123.9       | 9.8        | 11.9       | 18.8          | 22.2    | 17.2    |
| Women (000)        | 133.0       | 18.5       | 9.3        | 11.9          | 22.8    | 17.6    |
| Total              | 256.9       | 38.1       | 19.0       | 23.8          | 37.9    | 34.8    |
| Percentage         | 100.0%      | 14.8%      | 7.4%       | 9.3%          | 14.7%   | 13.5%   |
| Per Capita         | \$ 18,525   |            |            |               |         |         |
| Median Household   |             |            |            |               |         |         |
| Avg Household      |             |            |            |               |         |         |
| Ethnic Population: | White 97.8% | Black 0.8% | Asian 1.1% | Hispanic 0.8% |         |         |

Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 4       | 9       | 3       | 11         | 16      | 8       | 24    |
| Tot 12+    | 9.9     | 42.2    | 16.9    | 62.1       | 69.0    | 12.3    | 81.3  |
| Avg 12+    | 2.5     | 4.7     | 5.6     | 5.6        | 4.3     | 1.5     | 3.4   |
| Tot LCS    | 12.2    | 51.9    | 20.8    | 76.4       | 84.9    | 15.1    | 100.0 |
| Avg LCS    | 3.0     | 5.8     | 6.9     | 6.9        | 5.3     | 1.9     | 4.2   |

# Competitive Overview

Some stations also rated in Lewiston-Auburn, ME.

| Calls                             | City of       | FCC Class | FCC Freq | Power (kW) | HAAT C | Owner | Year Date         | Std Acq'd | Price (000) | Sales L | A Format    | Revenue (000)/ | Power Ratio | 1999 Est |                                   |      |        | Avg 99 |      |     |      |      |     |  |  |  |
|-----------------------------------|---------------|-----------|----------|------------|--------|-------|-------------------|-----------|-------------|---------|-------------|----------------|-------------|----------|-----------------------------------|------|--------|--------|------|-----|------|------|-----|--|--|--|
|                                   |               |           |          |            |        |       |                   |           |             |         |             |                |             | Fall     | Spring                            | Fall | Spring |        |      |     |      |      |     |  |  |  |
| WMGX                              | Portland      | B         | 93.1     | 50.0       | 443    | a     | Saga Comm Inc     | 77        | 9011        | g1      | Hot AC      | 3,300          | 1.93        | 8.8      | 5.5                               | 6.3  | 8.0    | 8.3    | 8.7  | 7.3 | 9.9  | 10.7 |     |  |  |  |
| WCYI                              | Lewiston      | B         | 93.9     | 27.5       | 640    | b     | Citadel Comm Corp | 48        | 9909        | g2      | Modern Rock | 650            | 0.42        | 8.0      | 5.7                               | 6.6  | 6.4    | 0.3    | 0.3  | 0.6 | 0.6  | 4.2  | 9.3 |  |  |  |
| WCYY                              | Biddeford     | B1        | 94.3     | 11.5       | 482    | b     | Citadel Comm Corp | 72        | 9909        | g2      | Modern Rock | 2,500          | 1.87        | 6.9      | 4.6                               | 4.8  | 4.4    | 4.5    | 6.3  | 2.7 | 5.2  | 2.7  | 5.2 |  |  |  |
| WRED                              | Saco          | A         | 95.9     | 3.2 cp     | 450    | b     | Atlantic Coast    | 82        | 9908        | g2      | CHR         | 450            | 0.93        | 2.5      | 3.1                               | 1.5  | 2.6    | 1.3    | 1.9  | 1.9 | 2.7  | 1.7  | 1.7 |  |  |  |
| WJBC                              | Portland      | B         | 97.9     | 16.0       | 889    | b     | Citadel Comm Corp | 60        | 9909        | g2      | CHR         | 900            | 0.44        | 10.5     | 9.7                               | 7.3  | 9.2    | 8.4    | 6.7  | 6.7 | 3.3  | 2.9  | 3.5 |  |  |  |
| WTPN                              | Brunswick     | B         | 98.9     | 48.0       | 400    | b     | Citadel Comm Corp | 65        | 9909        | g2      | Hot AC      | 700            | 1.16        | 3.1      | 3.0                               | 2.4  | 2.6    | 3.2    | 2.6  | 3.5 | 4.8  | 3.5  | 4.8 |  |  |  |
| WBQQ                              | Kennebunk     | A         | 99.3     | 3.0        | 328    | e     | Mariner Bcsig Ltd | 91        | 9707        | g2      | Classical   | n/a            |             | 0.6      | 0.6                               | 1.0  | 1.0    | 0.6    | 0.6  | 1.2 | 2.0  | 0.6  |     |  |  |  |
| WMWX                              | Auburn        | B         | 99.9     | 28.5       | 643    | d     | Radio Partners    | 77        | 9912 p      | g2      | Hot AC      | 2.1            |             | 3.5      | 3.5                               | 2.2  | 2.2    | 2.3    | 3.2  | 2.7 | 2.0  | 2.0  |     |  |  |  |
| WYNY                              | Westbrook     | B1        | 100.9    | 25.0       | 328    | a     | Saga Comm Inc     | 76        | 9306        | g3      | Oldies      | 925            | 0.71        | 6.7      | 4.7                               | 4.8  | 6.1    | 6.0    | 5.2  | 5.1 | 5.7  | 5.2  |     |  |  |  |
| WFOR                              | Portland      | B         | 101.9    | 33.0 cp    | 604    | c     | Saga Comm Inc     | 67        | 9606        | g4      | Country     | 3,100          | 1.37        | 11.7     | 9.4                               | 10.0 | 8.9    | 8.9    | 9.1  | 9.5 | 12.0 | 11.9 |     |  |  |  |
| WBLM                              | Portland      | C         | 102.9    | 100.0 cp   | 1431   | b     | Citadel Comm Corp | 67        | 9909        | g4      | AOR         | 3,300          | 1.41        | 12.1     | 8.7                               | 13.0 | 6.7    | 9.8    | 10.7 | 9.8 | 9.6  | 10.4 |     |  |  |  |
| WBCI                              | Bath          | B         | 105.9    | 50.0       | 499    | b     | Blount Comm       | 71        | 9504        | g2      | Chrst/Talk  | 375            |             | 0.6      | 0.7                               | 0.9  | 0.6    | 0.6    | 0.6  | 0.9 | 0.0  | 0.0  |     |  |  |  |
| WBQW                              | Scarborough   | A         | 106.3    | 3.0        | 299    | b     | Mariner Bcsig Ltd | 60        | 9805        | g3      | Classical   | 450            | 0.83        | 2.8      | 1.9                               | 3.0  | 1.6    | 1.6    | 1.6  | 1.0 | 2.7  | 1.4  |     |  |  |  |
| WLAM                              | North Windham | A         | 106.7    | 0.8        | 623    | d     | Radio Partners    | 94        | 9912 p      | g3      | Nostalgia   | 350            | 0.50        | 3.6      | 4.3                               | 3.3  | 2.6    | 3.5    | 1.9  | 1.6 | 0.9  | 0.3  |     |  |  |  |
| WHTT                              | Lewiston      | C1        | 107.5    | 91.0       | 929    | d     | Radio Partners    | 73        | 9912 p      | g3      | Country     | 700            | 1.29        | 2.8      | 3.6                               | 2.4  | 2.2    | 3.5    | 3.2  | 4.8 | 3.6  | 2.6  |     |  |  |  |
| FM TOTALS                         |               |           |          |            |        |       |                   |           |             |         |             |                |             | 16       | # FM Stations -                   |      |        |        |      |     |      |      |     |  |  |  |
| ARB 12+ Metro Shares (see rights) |               |           |          |            |        |       |                   |           |             |         |             |                |             | 68.3     | ARB 12+ Metro Shares (see rights) |      |        |        |      |     |      |      |     |  |  |  |

| Calls                             | City of   | FCC Class | FCC Freq | Power (kW) | Night | Owner | Year Date         | Std Acq'd | Price (000) | Sales L | A Format    | Revenue (000)/ | Power Ratio | 1999 Est |                                   |      |        | Avg 99 |     |     |     |     |  |  |  |  |
|-----------------------------------|-----------|-----------|----------|------------|-------|-------|-------------------|-----------|-------------|---------|-------------|----------------|-------------|----------|-----------------------------------|------|--------|--------|-----|-----|-----|-----|--|--|--|--|
|                                   |           |           |          |            |       |       |                   |           |             |         |             |                |             | Fall     | Spring                            | Fall | Spring |        |     |     |     |     |  |  |  |  |
| WGAN                              | Portland  | B         | 560      | 4.8 cp     | 480   | a     | Saga Comm Inc     | 38        | 9011        | g1      | News/Talk   | 1,400          | 0.70        | 10.3     | 6.3                               | 7.3  | 9.3    | 7.9    | 6.5 | 8.3 | 6.0 | 7.0 |  |  |  |  |
| WJJB                              | Brunswick | B         | 900      | 1.0        | 0.07  | b     | Atlantic Coast    | 55        | 9908        | g3      | Information | 150            | 0.34        | 2.3      | 1.6                               | 1.5  | 2.2    | 3.2    | 3.2 | 2.2 | 2.7 | 4.9 |  |  |  |  |
| WZAN                              | Portland  | B         | 970      | 5.0        | 5.00  | a     | Saga Comm Inc     | 25        | 9306        | g3      | Spts/Talk   | 400            | 0.86        | 2.4      | 3.5                               | 1.2  | 2.6    | 2.5    | 2.3 | 3.2 | 3.6 | 1.7 |  |  |  |  |
| WLOB                              | Portland  | B         | 1310     | 5.0        | 5.00  | b     | Carter Bcsig Corp | 67        |             | g3      | Religion    | 0.0            |             | 0.0      | 0.0                               | 0.0  | 0.0    | 0.0    | 0.0 | 0.0 | 0.0 | 0.0 |  |  |  |  |
| WJAE                              | Westbrook | B         | 1440     | 5.0        | 5.00  | b     | Atlantic Coast    | 59        | 9908        | g3      | Sports      | 50             | 0.17        | 1.5      | 0.9                               | 1.2  | 1.3    | 1.0    | 1.3 | 1.0 | 0.6 | 1.2 |  |  |  |  |
| WZOU                              | Lewiston  | B         | 1470     | 5.0        | 5.00  | d     | Radio Partners    | 47        | 9912 p      | g4      | Nostalgia   | n/a            |             | 0.0      | 0.0                               | 0.0  | 0.0    | 0.0    | 0.0 | 0.0 | 0.0 | 0.0 |  |  |  |  |
| WBAE                              | Portland  | C         | 1490     | 1.0        | 1.00  | c     | Saga Comm Inc     | 46        | 9606        | g4      | Easy        | 100            |             | 0.6      | 0.0                               | 1.0  | 0.6    | 0.6    | 0.0 | 0.3 | 0.3 | 0.9 |  |  |  |  |
| AM TOTALS                         |           |           |          |            |       |       |                   |           |             |         |             |                |             | 8        | # AM Stations -                   |      |        |        |     |     |     |     |  |  |  |  |
| ARB 12+ Metro Shares (see rights) |           |           |          |            |       |       |                   |           |             |         |             |                |             | 15.7     | ARB 12+ Metro Shares (see rights) |      |        |        |     |     |     |     |  |  |  |  |





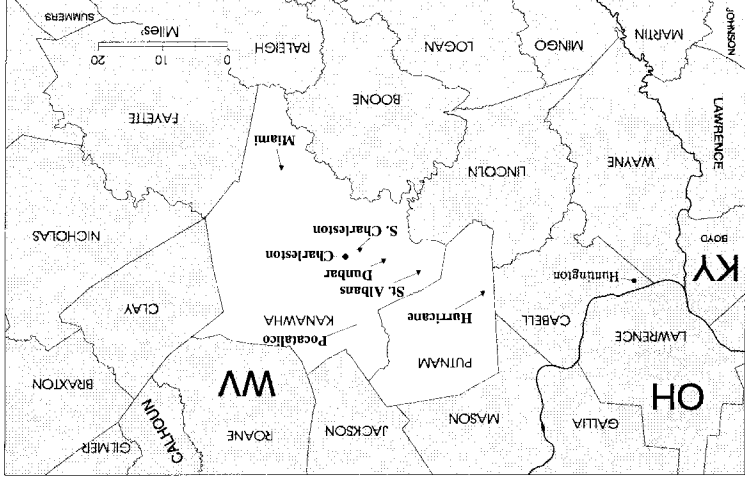
## Competitive Overview

Some stations also rated in Frederick.

Metro Rank: 161

| FM Stations                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
|-----------------------------------|-----------------|-----------|-----------|--------|--------------------|-----------|-------------|----------|-------------------------|-------------|------------|-----------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
| Calls                             | City of License | FCC Class | Freq (kW) | HAAT C | Owner              | Year Date | Price (000) | A Format | 1999 Est Revenue (000)/ | Power Ratio | Local Comm | Fall 1999 | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| WSRT                              | Mercersburg     | A         | 92.1      | 4.0    | VerStandig Bcstg   | 76        | 9308        | c1       | 1,600                   | 0.76        | 12.9       | 4.6       | 8.1         | 7.5       | 8.1         | 6.3       | 6.8         | 4.8       | 4.4         |
| WCHA                              | Greencastle     | A         | 94.3      | 3.5    | Dame Broadcasting  | 67        | 9910        | p        | 1,250                   | 0.29        | 3.7        | 3.5       | 2.0         | 2.5       | 4.3         | 2.8       | 1.9         | 2.7       | 2.4         |
| WIKZ                              | Chambersburg    | B         | 95.1      | 50.0   | Dame Broadcasting  | 48        | 9910        | p        | 2,700                   | 2.16        | 13.6       | 8.2       | 8.9         | 7.5       | 7.2         | 9.7       | 9.9         | 8.2       | 8.2         |
| WYII                              | Williamsport    | A         | 95.9      | 3.0    | Prettyman Bcstg Co | 72        | 9804        |          | 1,050                   | 0.84        | 5.8        | 4.7       | 3.2         | 3.8       | 4.0         | 7.2       | 4.5         | 2.7       | 3.8         |
| WGCM                              | Halfway         | A         | 96.7      | 4.8    | Gemini Bcst Group  | 65        | 8506        |          | 890                     | 1.51        | 7.2        | 2.7       | 4.6         | 4.1       | 4.0         | 2.8       | 4.5         | 3.6       | 6.2         |
| WKMZ                              | Mathinsburg     | B         | 97.5      | 12.5   | Prettyman Bcstg Co | 49        | 8610        |          | 1,075                   | 3.65        | 3.2        | 2.0       | 1.9         | 4.0       | 4.0         | 1.3       | 3.6         | 2.4       | 2.4         |
| WAYZ                              | Waynesboro      | B         | 101.5     | 50.0   | VerStandig Bcstg   | 59        | 8110        |          | 550                     | 1.39        | 17.2       | 9.6       | 8.1         | 12.9      | 9.8         | 13.5      | 13.3        | 13.8      | 13.2        |
| WEEO                              | McConnellsburg  | A         | 103.7     | 0.1    | Allegheny Min Ntwk | 97        |             |          | 150                     | 0.47        | 3.5        | 4.7       | 3.5         | 0.6       | 1.2         | 2.2       | 0.0         | 0.0       | 0.0         |
| WVMD                              | Hagerstown      | B         | 104.7     | 8.3    | Hagerstown Bcstg   | 46        | 7212        |          | 575                     | 0.61        | 10.2       | 6.1       | 4.9         | 7.5       | 6.6         | 6.0       | 6.5         | 6.6       | 5.0         |
| • WARX                            | Hagerstown      | B         | 106.9     | 15.5   | Manning Bcstg Inc  | 57        | 8210        |          | 1,300                   | 1.66        | 8.5        | 6.0       | 4.3         | 6.0       | 4.6         | 2.8       | 4.2         | 5.4       | 5.3         |
| # FM Stations - 10                |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| # FM Stations - 9                 |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| FM TOTALS                         |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 1999 Est Revenue (000)/           |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Power Ratio                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Local Comm                        |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Fall 1999                         |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Spring 1999                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Fall 1998                         |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Spring 1998                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Fall 1997                         |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Spring 1997                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Fall 1996                         |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Spring 1996                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Avg 99                            |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| ARB 12+ Metro Shares (see rights) |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 85.8                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 52.1                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 49.6                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 54.3                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 50.7                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 51.7                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 52.7                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 50.4                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 50.9                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| ARB 12+ Metro Shares (see rights) |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 1999 Est Revenue (000)/           |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Power Ratio                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Local Comm                        |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Fall 1999                         |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Spring 1999                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Fall 1998                         |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Spring 1998                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Fall 1997                         |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Spring 1997                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Fall 1996                         |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Spring 1996                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Avg 99                            |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| ARB 12+ Metro Shares (see rights) |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 85.8                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 52.1                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 49.6                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 54.3                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 50.7                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 51.7                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 52.7                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 50.4                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 50.9                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| ARB 12+ Metro Shares (see rights) |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 1999 Est Revenue (000)/           |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Power Ratio                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Local Comm                        |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Fall 1999                         |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Spring 1999                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Fall 1998                         |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Spring 1998                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Fall 1997                         |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Spring 1997                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Fall 1996                         |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Spring 1996                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Avg 99                            |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| ARB 12+ Metro Shares (see rights) |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 85.8                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 52.1                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 49.6                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 54.3                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 50.7                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 51.7                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 52.7                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 50.4                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 50.9                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| ARB 12+ Metro Shares (see rights) |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 1999 Est Revenue (000)/           |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Power Ratio                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Local Comm                        |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Fall 1999                         |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Spring 1999                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Fall 1998                         |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Spring 1998                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Fall 1997                         |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Spring 1997                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Fall 1996                         |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Spring 1996                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Avg 99                            |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| ARB 12+ Metro Shares (see rights) |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 85.8                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 52.1                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 49.6                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 54.3                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 50.7                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 51.7                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 52.7                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 50.4                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 50.9                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| ARB 12+ Metro Shares (see rights) |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 1999 Est Revenue (000)/           |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Power Ratio                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Local Comm                        |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Fall 1999                         |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Spring 1999                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Fall 1998                         |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Spring 1998                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Fall 1997                         |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Spring 1997                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Fall 1996                         |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Spring 1996                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Avg 99                            |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| ARB 12+ Metro Shares (see rights) |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 85.8                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 52.1                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 49.6                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 54.3                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 50.7                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 51.7                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 52.7                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 50.4                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 50.9                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| ARB 12+ Metro Shares (see rights) |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 1999 Est Revenue (000)/           |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Power Ratio                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Local Comm                        |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Fall 1999                         |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Spring 1999                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Fall 1998                         |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Spring 1998                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Fall 1997                         |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Spring 1997                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Fall 1996                         |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Spring 1996                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Avg 99                            |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| ARB 12+ Metro Shares (see rights) |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 85.8                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 52.1                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 49.6                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 54.3                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 50.7                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 51.7                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 52.7                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 50.4                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 50.9                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| ARB 12+ Metro Shares (see rights) |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 1999 Est Revenue (000)/           |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Power Ratio                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Local Comm                        |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Fall 1999                         |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Spring 1999                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Fall 1998                         |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Spring 1998                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Fall 1997                         |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Spring 1997                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Fall 1996                         |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Spring 1996                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Avg 99                            |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| ARB 12+ Metro Shares (see rights) |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 85.8                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 52.1                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 49.6                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 54.3                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 50.7                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 51.7                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 52.7                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 50.4                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 50.9                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| ARB 12+ Metro Shares (see rights) |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 1999 Est Revenue (000)/           |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Power Ratio                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Local Comm                        |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Fall 1999                         |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Spring 1999                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Fall 1998                         |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Spring 1998                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Fall 1997                         |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Spring 1997                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Fall 1996                         |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Spring 1996                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Avg 99                            |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| ARB 12+ Metro Shares (see rights) |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 85.8                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 52.1                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 49.6                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 54.3                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 50.7                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 51.7                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 52.7                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 50.4                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 50.9                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| ARB 12+ Metro Shares (see rights) |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 1999 Est Revenue (000)/           |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Power Ratio                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Local Comm                        |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Fall 1999                         |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Spring 1999                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Fall 1998                         |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Spring 1998                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Fall 1997                         |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Spring 1997                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Fall 1996                         |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Spring 1996                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Avg 99                            |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| ARB 12+ Metro Shares (see rights) |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 85.8                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 52.1                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 49.6                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 54.3                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 50.7                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 51.7                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 52.7                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 50.4                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 50.9                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| ARB 12+ Metro Shares (see rights) |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 1999 Est Revenue (000)/           |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Power Ratio                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Local Comm                        |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Fall 1999                         |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Spring 1999                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Fall 1998                         |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Spring 1998                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Fall 1997                         |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Spring 1997                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Fall 1996                         |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Spring 1996                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Avg 99                            |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| ARB 12+ Metro Shares (see rights) |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 85.8                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 52.1                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 49.6                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 54.3                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 50.7                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 51.7                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 52.7                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 50.4                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 50.9                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| ARB 12+ Metro Shares (see rights) |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 1999 Est Revenue (000)/           |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Power Ratio                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Local Comm                        |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Fall 1999                         |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Spring 1999                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Fall 1998                         |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Spring 1998                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Fall 1997                         |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Spring 1997                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Fall 1996                         |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Spring 1996                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Avg 99                            |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| ARB 12+ Metro Shares (see rights) |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 85.8                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 52.1                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 49.6                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 54.3                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 50.7                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 51.7                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 52.7                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 50.4                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 50.9                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| ARB 12+ Metro Shares (see rights) |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 1999 Est Revenue (000)/           |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Power Ratio                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Local Comm                        |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Fall 1999                         |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Spring 1999                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Fall 1998                         |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Spring 1998                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Fall 1997                         |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Spring 1997                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Fall 1996                         |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Spring 1996                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Avg 99                            |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| ARB 12+ Metro Shares (see rights) |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 85.8                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 52.1                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 49.6                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 54.3                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 50.7                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 51.7                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 52.7                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 50.4                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 50.9                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| ARB 12+ Metro Shares (see rights) |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 1999 Est Revenue (000)/           |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Power Ratio                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Local Comm                        |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Fall 1999                         |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Spring 1999                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Fall 1998                         |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Spring 1998                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Fall 1997                         |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Spring 1997                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Fall 1996                         |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Spring 1996                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Avg 99                            |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| ARB 12+ Metro Shares (see rights) |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 85.8                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 52.1                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 49.6                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 54.3                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 50.7                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 51.7                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 52.7                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 50.4                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 50.9                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| ARB 12+ Metro Shares (see rights) |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 1999 Est Revenue (000)/           |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Power Ratio                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Local Comm                        |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Fall 1999                         |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Spring 1999                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Fall 1998                         |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Spring 1998                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Fall 1997                         |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Spring 1997                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Fall 1996                         |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Spring 1996                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Avg 99                            |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| ARB 12+ Metro Shares (see rights) |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 85.8                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 52.1                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 49.6                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 54.3                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 50.7                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 51.7                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 52.7                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 50.4                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 50.9                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| ARB 12+ Metro Shares (see rights) |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 1999 Est Revenue (000)/           |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Power Ratio                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Local Comm                        |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Fall 1999                         |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Spring 1999                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Fall 1998                         |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Spring 1998                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Fall 1997                         |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Spring 1997                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Fall 1996                         |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Spring 1996                       |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| Avg 99                            |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| ARB 12+ Metro Shares (see rights) |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 85.8                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 52.1                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 49.6                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 54.3                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 50.7                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 51.7                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 52.7                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
| 50.4                              |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |
|                                   |                 |           |           |        |                    |           |             |          |                         |             |            |           |             |           |             |           |             |           |             |

Metro Rank: 162  
Revenue Rank: 136



Metro Counties / Population (000)

|              |              |
|--------------|--------------|
| Kanawha, WV  | 202.8        |
| Putnam, WV   | 51.7         |
| <b>Total</b> | <b>254.5</b> |

## Charleston, WV Market Overview



Market Radio Financials  
(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES | 1993         |              | 1994         |              | 1995         |              | 1996         |              | 1997         |              | 1998         |              |
|--------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
|                          | 1993         | 1994         | 1994         | 1995         | 1995         | 1996         | 1996         | 1997         | 1997         | 1998         | 1998         |              |
| Revenue/Retail Sales     | \$9,500      | \$10,900     | \$11,800     | \$12,400     | \$13,000     | \$12,300     | \$13,000     | \$13,000     | \$17,500     | \$17,500     | \$17,500     | \$17,500     |
| Revenue/Capita           | \$4,70/1,000 | \$4,70/1,000 | \$4,07/1,000 | \$4,07/1,000 | \$4,63/1,000 | \$4,63/1,000 | \$4,63/1,000 | \$4,63/1,000 | \$5,49/1,000 | \$5,49/1,000 | \$5,49/1,000 | \$5,49/1,000 |
| Est. Breakout            | 85%          | 85%          | 85%          | 85%          | 85%          | 85%          | 85%          | 85%          | 85%          | 85%          | 85%          | 85%          |
| Local                    | 10.6%        | 10.6%        | 10.6%        | 10.6%        | 10.6%        | 10.6%        | 10.6%        | 10.6%        | 10.6%        | 10.6%        | 10.6%        | 10.6%        |
| National                 | Δ 98 - 99    | Δ 98 - 99    | Δ 98 - 99    | Δ 98 - 99    | Δ 98 - 99    | Δ 98 - 99    | Δ 98 - 99    | Δ 98 - 99    | Δ 98 - 99    | Δ 98 - 99    | Δ 98 - 99    | Δ 98 - 99    |
| Est. Breakout            | 6.5%         | 6.5%         | 6.5%         | 6.5%         | 6.5%         | 6.5%         | 6.5%         | 6.5%         | 6.5%         | 6.5%         | 6.5%         | 6.5%         |

Demographic and Economic Overview  
(000's, except Retail Sales and EBI in 000,000's)

| MSA Population | 1993    |         | 1998    |         | 1998    |         | 2003    |  |
|----------------|---------|---------|---------|---------|---------|---------|---------|--|
|                | 1993    | 1998    | 1998    | 2003    | 1998    | 2003    | 2003    |  |
| Households     | 254.9   | 254.5   | 254.5   | 254.5   | 254.5   | 251.4   | 251.4   |  |
| Retail Sales   | 2,021.0 | 3,025.2 | 3,025.2 | 3,025.2 | 3,025.2 | 3,782.4 | 3,782.4 |  |
| EBI            | 3,782.5 | 4,294.8 | 4,294.8 | 4,294.8 | 4,294.8 | 5,491.3 | 5,491.3 |  |
| Growth Rate    | 1993    | 1998    | 1998    | 2003    | 1998    | 2003    | 2003    |  |
| Households     | 0.0%    | 0.0%    | 0.3%    | 104.9   | 104.9   | 106.0   | 106.0   |  |
| Retail Sales   | 8.4%    | 8.4%    | 8.4%    | 3,025.2 | 3,025.2 | 3,782.4 | 3,782.4 |  |
| EBI            | 2.6%    | 2.6%    | 2.6%    | 4,294.8 | 4,294.8 | 5,491.3 | 5,491.3 |  |

Demographic Breakdown

| Total              | Under 12    |                            | 12 - 17                 |               | 18 - 24                 |         | 25 - 34                 |         | 35 - 44                 |         | 45 - 54                 |         | Over 55                 |       |
|--------------------|-------------|----------------------------|-------------------------|---------------|-------------------------|---------|-------------------------|---------|-------------------------|---------|-------------------------|---------|-------------------------|-------|
|                    | Under 12    | 12 - 17                    | 12 - 17                 | 18 - 24       | 18 - 24                 | 25 - 34 | 25 - 34                 | 35 - 44 | 35 - 44                 | 45 - 54 | 45 - 54                 | Over 55 | Over 55                 |       |
| Men (000)          | 18.1        | 11.4                       | 9.5                     | 15.0          | 21.0                    | 18.3    | 28.3                    | 121.7   | 18.1                    | 11.4    | 9.5                     | 15.0    | 21.0                    | 18.3  |
| Women (000)        | 17.1        | 10.6                       | 9.6                     | 16.1          | 22.1                    | 19.1    | 38.1                    | 132.8   | 17.1                    | 10.6    | 9.6                     | 16.1    | 22.1                    | 19.1  |
| Total              | 35.2        | 22.1                       | 19.2                    | 31.1          | 43.1                    | 37.4    | 66.4                    | 254.5   | 35.2                    | 22.1    | 19.2                    | 31.1    | 43.1                    | 37.4  |
| Percentage         | 100.0%      | 13.8%                      | 8.7%                    | 7.5%          | 12.2%                   | 16.9%   | 26.1%                   | 100.0%  | 13.8%                   | 8.7%    | 7.5%                    | 12.2%   | 16.9%                   | 26.1% |
| Per Capita         | \$ 16,875   | Median Household \$ 31,716 | Avg Household \$ 40,941 |               | Avg Household \$ 40,941 |         | Avg Household \$ 40,941 |         | Avg Household \$ 40,941 |         | Avg Household \$ 40,941 |         | Avg Household \$ 40,941 |       |
| Ethnic Population: | White 93.8% | Black 5.5%                 | Asian 0.6%              | Hispanic 0.5% |                         |         |                         |         |                         |         |                         |         |                         |       |

Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 2       | 7       | 8       | 9          | 8       | 17      | 17    |
| Tot 12+    | 4.2     | 67.5    | 69.8    | 71.7       | 13.5    | 85.2    | 85.2  |
| Avg 12+    | 2.1     | 9.6     | 8.7     | 8.0        | 1.7     | 5.0     | 5.0   |
| Tot LCS    | 4.9     | 79.2    | 81.9    | 84.2       | 15.8    | 100.0   | 100.0 |
| Avg LCS    | 2.5     | 11.3    | 10.2    | 9.4        | 2.0     | 5.9     | 5.9   |

# Competitive Overview

Some stations also rated in Huntington,WV-Ashland,KY.

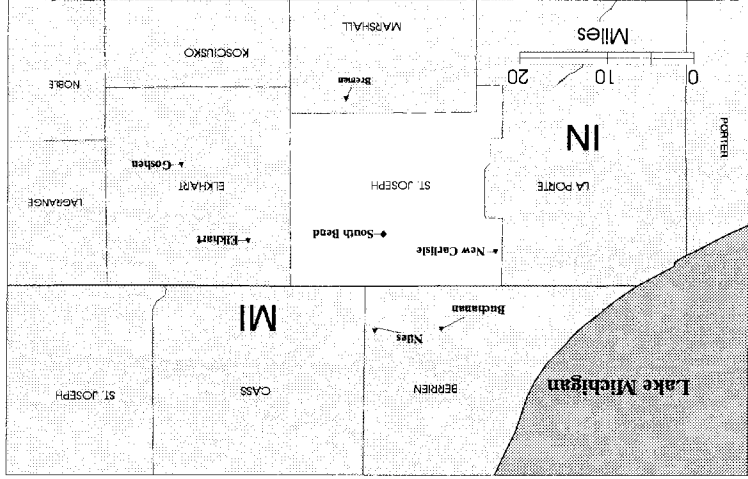
| FM Stations |              | City of         |       | FCC    | Power | HAAT      | C Owner             | Year Date | Sales         | 1999 Est       | ARB 12+ Metro Shares (see rights) |      |        |      |      |      |      |      |      |      |
|-------------|--------------|-----------------|-------|--------|-------|-----------|---------------------|-----------|---------------|----------------|-----------------------------------|------|--------|------|------|------|------|------|------|------|
| City of     | License      | Class           | Freq  | (kW)   | (kW)  | HAAT      | C Owner             | Std Acqd  | Price M (000) | Revenue (000)/ | Local                             | Fall | Spring | 1996 | 1997 | 1998 | 1999 |      |      |      |
| WBES        | Dunbar       | B1              | 94.5  | 9.6    | 525   | a         | Nininger Stations   | 89        | 9604          | 600            | 1.14                              | 3.6  | 5.2    | 3.7  | 1.7  | 1.9  | 2.5  | 1.3  | 2.6  |      |
| ● WKWS      | Charleston   | B               | 96.1  | 45.0   | 515   | c         | West Virginia Radio | 69        | 9206          | 1,700          | 1.34                              | 8.7  | 4.8    | 8.6  | 7.4  | 6.3  | 4.8  | 10.0 | 11.1 | 10.0 |
| ● WQBE      | Charleston   | B               | 97.5  | 50.0   | 499   | a         | Nininger Stations   | 59        |               | 3,250          | 0.90                              | 24.8 | 15.2   | 20.3 | 22.2 | 17.4 | 22.6 | 16.6 | 21.0 | 24.9 |
| ● WRVZ      | Pocahontico  | A               | 98.7  | 0.6 cp | 630   |           | Benns, David C.     | 94        | 9711          | 700            | 1.20                              | 4.0  | 2.3    | 3.3  | 2.9  | 2.3  | 5.6  | 4.1  | 2.3  |      |
| ● WVAF      | Charleston   | B               | 99.9  | 50.0   | 430   | c         | West Virginia Radio | 65        | 9307          | 1,000          | 1.14                              | 6.0  | 4.1    | 4.3  | 6.0  | 4.8  | 5.3  | 8.8  | 7.3  | 9.7  |
| ● WJYP      | S Charleston | A               | 100.9 | 3.0    | 299   | b         | Mortenson Bcstg     | 85        | 0001 p        | 250            | 1.07                              | 1.6  | 1.9    | 1.7  | 1.3  | 1.7  | 1.9  | 1.6  | 1.6  | 0.9  |
| ● WWSR      | Charleston   | B               | 102.7 | 50.0   | 404   | a         | Nininger Stations   | 64        | 9906          | 1,500          | 0.50                              | 20.5 | 19.2   | 17.9 | 17.3 | 16.1 | 14.6 | 10.0 | 12.7 | 12.3 |
| ● WKLC      | St. Albans   | B               | 105.1 | 3.6    | 1663  | d         | L. M.               | 66        | 8002          | 287            | c2                                | 7.6  | 10.4   | 6.3  | 6.7  | 10.9 | 8.6  | 10.0 | 9.5  | 7.3  |
| ● WKAZ      | Miami        | B               | 107.3 | 23.5   | 676   | c         | West Virginia Radio | 85        | 9707          | 2,140          | c5                                | 8.1  | 8.6    | 7.6  | 6.3  | 7.4  | 6.3  | 5.0  | 4.1  | 5.3  |
|             |              | # FM Stations - |       | 9      |       | # Combs - |                     | 8         |               | FM TOTALS      |                                   | 84.9 |        | 71.7 |      | 73.7 |      | 75.3 |      |      |

| AM Stations |              | City of         |      | FCC    | Power | Day       | Night               | Sales         | 1999 Est       | ARB 12+ Metro Shares (see rights) |      |        |      |      |      |      |     |      |     |     |
|-------------|--------------|-----------------|------|--------|-------|-----------|---------------------|---------------|----------------|-----------------------------------|------|--------|------|------|------|------|-----|------|-----|-----|
| City of     | License      | Class           | Freq | (kW)   | (kW)  | Day       | Night               | Price M (000) | Revenue (000)/ | Local                             | Fall | Spring | 1996 | 1997 | 1998 | 1999 |     |      |     |     |
| ● WCHS      | Charleston   | B               | 580  | 5.0    | 5.00  | c         | West Virginia Radio | 27            | 9206           | 1,500                             | 1.07 | 9.6    | 10.4 | 7.3  | 9.2  | 6.4  | 9.0 | 5.6  | 8.3 | 7.0 |
| ● WCVAW     | Charleston   | B               | 680  | 10.0   | 0.22  | c         | West Virginia Radio | 46            | 9307           | 250                               | 0.78 | 2.2    | 1.6  | 2.0  | 1.8  | 3.5  | 1.7 | 2.5  | 1.9 | 3.2 |
| ● WQBE      | Charleston   | B               | 950  | 5.0    | 1.00  | a         | Nininger Stations   | 57            | 6405           | 200                               | 0.76 | 1.8    | 1.4  | 1.7  | 1.4  | 2.6  | 1.7 | 2.5  | 2.9 | 1.5 |
| ● WOKU      | Hurricane    | B               | 1080 | 1.0    | 0.00  | a         | Baker Family Sins   | 71            | 9607           |                                   |      | 0.0    | 0.0  | 0.0  | 0.0  | 0.0  | 0.0 | 0.0  | 0.0 | 0.0 |
| ● WBES      | Dunbar       | C               | 1240 | 1.0 cp | 1.00  | a         | Nininger Stations   | 46            | 9604           |                                   |      | 0.1    | 0.0  | 0.0  | 0.0  | 0.0  | 0.0 | 0.0  | 0.0 | 0.0 |
| ● WCOZ      | St. Albans   | B               | 1300 | 1.0    | 0.05  | d         | L. M.               | 56            | 8002           |                                   |      | 0.0    | 0.0  | 0.0  | 0.0  | 0.0  | 0.0 | 0.0  | 0.0 | 0.0 |
| ● WSCW      | S Charleston | B               | 1410 | 5.0    | 0.00  | b         | Mortenson Bcstg     | 63            | 0001 p         | 75                                |      | 0.6    | 0.0  | 1.0  | 0.7  | 1.0  | 0.7 | 0.9  | 1.0 | 1.5 |
| ● WMSW      | Charleston   | C               | 1490 | 1.0    | 1.00  | c         | West Virginia Radio | 39            | 9707           |                                   |      | 0.8    | 0.0  | 0.7  | 0.7  | 0.0  | 0.0 | 1.0  | 1.0 | 0.9 |
|             |              | # AM Stations - |      | 8      |       | # Combs - |                     | 7             |                | AM TOTALS                         |      | 15.0   |      | 13.5 |      | 12.7 |     | 14.1 |     |     |

| AM & FM Stations Profiled - |              | # Duopolies -                |      | Total Local Commercial Share |      |
|-----------------------------|--------------|------------------------------|------|------------------------------|------|
| City of                     | License      | Class                        | Freq | (kW)                         | (kW) |
| ● WCHS                      | Charleston   | B                            | 580  | 5.0                          | 5.00 |
| ● WCVAW                     | Charleston   | B                            | 680  | 10.0                         | 0.22 |
| ● WQBE                      | Charleston   | B                            | 950  | 5.0                          | 1.00 |
| ● WOKU                      | Hurricane    | B                            | 1080 | 1.0                          | 0.00 |
| ● WBES                      | Dunbar       | C                            | 1240 | 1.0 cp                       | 1.00 |
| ● WCOZ                      | St. Albans   | B                            | 1300 | 1.0                          | 0.05 |
| ● WSCW                      | S Charleston | B                            | 1410 | 5.0                          | 0.00 |
| ● WMSW                      | Charleston   | C                            | 1490 | 1.0                          | 1.00 |
|                             |              | # AM Stations -              |      | 8                            |      |
|                             |              | # Combs -                    |      | 7                            |      |
|                             |              | AM TOTALS                    |      | 15.0                         |      |
|                             |              | Total Local Commercial Share |      | 85.2                         |      |

● Indicates a change since last edition  
 † See introduction section for interpretation of revenue estimates.

Metro Rank: 163  
Revenue Rank: 109



Metro Counties / Population (000)

St. Joseph, IN 258.5  
258.5

## South Bend, IN Market Overview



### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES |          | Revenue/Retail Sales |          | Revenue/Capita |               |
|--------------------------|----------|----------------------|----------|----------------|---------------|
| 1993                     | 1994     | 1995                 | 1996     | 1993           | 1998          |
| \$11,300                 | \$12,700 | \$14,100             | \$14,800 | \$5,08/1,000   | \$5,94/1,000  |
| Δ 98 - 99                | 1999     | 2000                 | 2001     | 1998           | 2003          |
| 1.8%                     | \$17,400 | \$18,800             | \$19,900 | \$66.15        | \$66.30/1,000 |
| Δ 99 - 03                | 2002     | 2003                 | 2004     | 2003           | 2004          |
| 6.7%                     | \$22,600 | \$22,600             | \$21,500 | Est. Breakout  | Est. Breakout |
|                          |          |                      |          | Local 89%      | National 11%  |
|                          |          |                      |          |                |               |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

| Growth Rate    |            | Growth Rate  |         | Growth Rate |      |
|----------------|------------|--------------|---------|-------------|------|
| 1993           | 1998       | 1998         | 1998    | 2003        | 2003 |
| 254.6          | 258.5      | 0.3%         | 258.5   | 260.9       | 0.2% |
| 95.8           | 98.5       | 0.6%         | 98.5    | 101.4       | 0.6% |
| 2,225.1        | 2,878.4    | 5.3%         | 2,878.4 | 3,587.6     | 4.5% |
| 3,988.0        | 4,221.8    | 1.6%         | 4,221.8 | 5,189.0     | 4.2% |
| MSA Population | Households | Retail Sales | EBI     |             |      |

### Demographic Breakdown

| Men (000) |         | Women (000) |         | Total   |         | Percentage |      | Per Capita |          | Ethnic Population: |               |
|-----------|---------|-------------|---------|---------|---------|------------|------|------------|----------|--------------------|---------------|
| Under 12  | 12 - 17 | 18 - 24     | 25 - 34 | 35 - 44 | 45 - 54 | Over 55    |      |            |          |                    |               |
| 125.0     | 21.1    | 10.8        | 14.4    | 16.6    | 20.1    | 15.5       | 26.4 | 133.5      | 19.8     | 10.4               | 14.0          |
| 133.5     | 19.8    | 10.4        | 14.0    | 16.6    | 20.5    | 16.4       | 35.8 | 258.5      | 40.9     | 21.3               | 28.4          |
| 100.0%    | 15.8%   | 8.2%        | 11.0%   | 12.9%   | 15.7%   | 12.3%      | 62.2 | \$16,332   | \$34,204 | White: 87.2%       | Black 11.0%   |
|           |         |             |         |         |         |            |      |            |          |                    | Asian 1.4%    |
|           |         |             |         |         |         |            |      |            |          |                    | Hispanic 3.0% |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viabile FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|-------------|---------|---------|-------|
| # Stations | 8       | 5       | 9       | 13          | 7       | 20      | 20    |
| Tot 12+    | 23.7    | 45.6    | 65.7    | 69.3        | 13.7    | 83.0    | 83.0  |
| Avg 12+    | 3.0     | 9.1     | 7.3     | 5.3         | 2.0     | 4.2     | 4.2   |
| Tot LCS    | 28.6    | 54.9    | 79.2    | 83.5        | 16.5    | 100.0   | 100.0 |
| Avg LCS    | 3.6     | 11.0    | 8.8     | 6.4         | 2.4     | 5.0     | 5.0   |

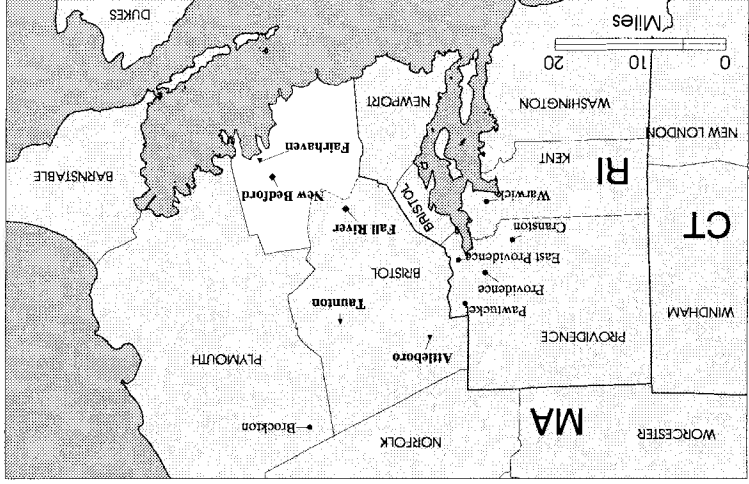
# Competitive Overview

| City of<br>Calls                  | License      | FCC<br>Class | FCC<br>Freq | Power<br>(kW) | HAAT<br>C | Owner | Year<br>Acqd | Std<br>Acqd          | Price<br>M<br>(000) | Sales<br>L | 1999 Est<br>Revenue<br>(000)/<br>Ratio | Avg 99       |                |              |                | Local<br>Comm | 1999<br>Comm |      |      |      |      |      |     |  |  |
|-----------------------------------|--------------|--------------|-------------|---------------|-----------|-------|--------------|----------------------|---------------------|------------|--|--------------|----------------|--------------|----------------|---------------|--------------|------|------|------|------|------|-----|--|--|
|                                   |              |              |             |               |           |       |              |                      |                     |            |  | 1999<br>Fall | 1999<br>Spring | 1998<br>Fall | 1998<br>Spring |               |              |      |      |      |      |      |     |  |  |
| WNDV                              | South Bend   | B            | 92.9        | 12.0          | cp        | 879   | b            | Artistic Media Ptnrs | 62                  | 9811       | 6,123                                  | c1           | 2,700          | 1.08         | 13.5           | 13.6          | 12.5         | 9.6  | 11.1 | 5.4  | 9.2  | 9.3  | 9.4 |  |  |
| WZOC                              | Plymouth     | B1           | 94.3        | 11.5          |           | 492   |              | Plymouth Bstg Inc    | 66                  | 9610       | 575                                    | 2            | 1,400          | 1.08         | 7.0            | 4.8           | 6.2          | 5.3  | 6.8  | 4.8  | 5.9  | 5.7  | 5.4 |  |  |
| WAOH                              | Niles        | A            | 95.3        | 3.3           |           | 299   | b            | Federated Media      | 68                  | 9908       | 2,000                                  | c2           | 1,100          | 0.73         | 8.2            | 5.5           | 7.5          | 5.9  | 8.0  | 5.0  | 5.4  | 6.0  | 6.0 |  |  |
| WHPZ                              | Bremen       | A            | 96.9        | 2.0           |           | 463   |              | LeSea Bstg Corp      | 93                  | 9912       | 280                                    |              | 300            | 0.4          | 0.2            | 0.6           | 0.0          | 0.0  | 0.3  | 0.3  | 0.6  | 1.1  | 1.1 |  |  |
| WZOW                              | Goshen       | A            | 97.7        | 2.9           |           | 482   | d            | VanHawke-Johnson     | 77                  | 9811       | 450                                    | g            | 450            | 1.06         | 2.3            | 2.4           | 2.2          | 1.9  | 2.9  | 3.0  | 3.0  | 3.0  | 1.1 |  |  |
| WSMK                              | Buchanan     | A            | 99.1        | 3.0           |           | 328   |              | Williams, Marlon R.  | 91                  |            | 4.3                                    |              | 3.1            | 3.4          | 3.4            | 3.7           | 3.4          | 3.4  | 1.0  | 0.9  | 0.6  | 1.7  |     |  |  |
| WBVT                              | Elkhart      | B            | 100.7       | 15.0          |           | 909   | b            | Federated Media      | 47                  |            | 2,900                                  | 1.04         | 15.1           | 13.7         | 13.7           | 11.8          | 13.0         | 11.5 | 14.4 | 14.8 | 11.4 | 13.1 |     |  |  |
| WMSN                              | South Bend   | B            | 101.5       | 13.0          |           | 971   | a            | Schurz Comm Inc      | 62                  |            | 2,700                                  | 1.28         | 11.4           | 10.5         | 10.5           | 8.7           | 10.5         | 10.9 | 9.5  | 12.0 | 10.6 | 10.6 |     |  |  |
| WGTC                              | New Carlisle | A            | 102.3       | 2.0           |           | 397   |              | Leep, Michael        | 84                  |            | 300                                    |              | 0.5            | 1.0          | 0.9            | 0.9           | 0.9          | 1.0  | 0.6  | 4.2  | 6.3  | 6.3  |     |  |  |
| WHME                              | South Bend   | A            | 103.1       | 3.0           |           | 299   |              | LeSea Bstg Corp      | 68                  |            | 200                                    |              | 0.4            | 0.0          | 0.6            | 0.0           | 0.9          | 0.9  | 1.0  | 0.6  | 1.4  | 1.4  |     |  |  |
| WRBR                              | South Bend   | A            | 103.9       | 3.0           |           | 328   |              | Hicks, David, etal   | 65                  | 9403       | 1,700                                  | 1.16         | 7.9            | 7.2          | 6.2            | 6.8           | 9.3          | 10.9 | 8.9  | 9.3  | 9.7  | 9.7  |     |  |  |
| WFRN                              | Elkhart      | B            | 104.7       | 50.0          |           | 459   | c            | Progressive Bcst     | 63                  |            | 950                                    | 2.23         | 2.3            | 3.0          | 1.2            | 2.5           | 2.8          | 3.8  | 2.4  | 2.1  | 3.1  | 3.1  |     |  |  |
| WUBU                              | South Bend   | A            | 106.3       | 3.0           |           | 292   |              | Langford, Larry, Jr. | 93                  |            | 800                                    | 0.55         | 7.8            | 4.3          | 5.0            | 7.7           | 6.5          | 4.8  | 5.9  | 4.5  | 3.7  | 3.7  |     |  |  |
| FM TOTALS                         |              |              |             |               |           |       |              |                      |                     |            |  |              | 81.1           | 69.3         | 68.1           | 64.7          | 70.9         | 68.2 | 67.0 | 69.0 | 72.6 |      |     |  |  |
| ARB 12+ Metro Shares (see rights) |              |              |             |               |           |       |              |                      |                     |            |  |              |                |              |                |               |              |      |      |      |      |      |     |  |  |

| City of<br>Calls                  | License    | FCC<br>Class | FCC<br>Freq | Power<br>(kW) | Owner | Year<br>Acqd | Std<br>Acqd | Price<br>M<br>(000)  | Sales<br>L | 1999 Est<br>Revenue<br>(000)/<br>Ratio | Avg 99       |                |              |                | Local<br>Comm | 1999<br>Comm |      |      |      |      |      |  |  |  |  |
|-----------------------------------|------------|--------------|-------------|---------------|-------|--------------|-------------|----------------------|------------|--|--------------|----------------|--------------|----------------|---------------|--------------|------|------|------|------|------|--|--|--|--|
|                                   |            |              |             |               |       |              |             |                      |            |  | 1999<br>Fall | 1999<br>Spring | 1998<br>Fall | 1998<br>Spring |               |              |      |      |      |      |      |  |  |  |  |
| WSBT                              | South Bend | B            | 96.0        | 5.0           |       | 500          | a           | Schurz Comm Inc      | 22         | 7609                                   | 1,150        | 0.60           | 10.3         | 8.0            | 7.2           | 9.6          | 9.0  | 8.0  | 8.0  | 6.0  | 4.9  |  |  |  |  |
| WFRN                              | Elkhart    | B            | 127.0       | 5.0           |       | 100          | c           | Progressive Bcst     | 56         |  | 100          |                | 0.0          | 0.0            | 0.0           | 0.0          | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  |  |  |  |  |
| WNIL                              | Niles      | B            | 129.0       | 0.5           |       | 000          | b           | Federated Media      | 56         | 9908                                   |              | c2             | 0.0          | 0.0            | 0.0           | 0.0          | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  |  |  |  |  |
| WTRC                              | Elkhart    | C            | 134.0       | 1.0           |       | 100          | b           | Federated Media      | 31         |  |              |                | 0.0          | 0.0            | 0.0           | 0.6          | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  |  |  |  |  |
| WNDV                              | South Bend | C            | 149.0       | 1.0           |       | 100          | b           | Artistic Media Ptnrs | 44         | 9811                                   | 100          | c1             | 0.0          | 0.1            | 0.0           | 0.6          | 0.6  | 1.0  | 0.6  | 0.6  | 0.6  |  |  |  |  |
| WHLV                              | South Bend | B            | 158.0       | 1.0           |       | 050          | e           | Artistic Media Ptnrs | 47         | 9912                                   | 250          | c1             | 4.0          | 5.6            | 5.6           | 5.3          | 7.1  | 6.5  | 7.5  | 5.4  | 5.4  |  |  |  |  |
| WJVA                              | South Bend | B            | 162.0       | 10.0          |       | 100          | e           | Times                | 98         |  |              |                | 1.5          | 1.6            | 1.6           | 0.9          | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  |  |  |  |  |
| AM TOTALS                         |            |              |             |               |       |              |             |                      |            |  |              |                | 19.0         | 13.7           | 14.4          | 16.7         | 15.5 | 16.1 | 15.1 | 14.1 | 10.9 |  |  |  |  |
| ARB 12+ Metro Shares (see rights) |            |              |             |               |       |              |             |                      |            |  |              |                |              |                |               |              |      |      |      |      |      |  |  |  |  |
| Total Local Commercial Share      |            |              |             |               |       |              |             |                      |            |  |              |                | 83.0         | 82.5           | 81.4          | 86.4         | 84.3 | 82.1 | 83.1 | 83.5 |      |  |  |  |  |

• Indicates a change since last edition  
 / See introduction section for interpretation of revenue estimates.  
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Metro Rank: 164  
Revenue Rank: 242



Metro Counties / Population (000)  
Bristol, MA 253.9  
253.9

## New Bedford-Fall River, MA Market Overview



### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES | REVENUE/RETAIL SALES |              |           |              |            |              |
|--------------------------|----------------------|--------------|-----------|--------------|------------|--------------|
|                          | 1993                 | 1994         | 1995      | 1996         | 1997       | 1998         |
| \$3,500                  | \$3,700              | \$3,800      | \$3,900   | \$4,000      | \$4,500    | \$4,500      |
| Δ 98 - 99                | 17.8%                | \$5,300      | \$5,800   | \$6,300      | \$6,800    | \$7,300      |
| Revenue/Capita           | \$1,731,000          | \$1,541,000  | \$1,772   | \$2,011,000  | \$2,283,33 | \$2,283,33   |
| Revenue/Retail Sales     | \$13.92              | \$17.72      | \$28.33   | \$28.33      | \$28.33    | \$28.33      |
| Est. Breakout            | Local 90%            | National 10% | Local 90% | National 10% | Local 90%  | National 10% |
| Δ 93 - 98                | 4.9%                 | Δ 99 - 03    | 8.5%      | Δ 99 - 03    | 8.5%       | Δ 99 - 03    |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

| Growth Rate    | Growth Rate |         |      |         |         |      |
|----------------|-------------|---------|------|---------|---------|------|
|                | 1993        | 1998    | 1998 | 1998    | 2003    | 2003 |
| MSA Population | 251.5       | 253.9   | 0.2% | 253.9   | 257.7   | 0.3% |
| Households     | 93.1        | 95.3    | 0.5% | 95.3    | 98.1    | 0.6% |
| Retail Sales   | 2,018.5     | 2,913.9 | 7.6% | 2,913.9 | 3,623.4 | 4.5% |
| EBI            | 3,865.3     | 4,078.7 | 1.1% | 4,078.7 | 4,700.1 | 2.9% |

### Demographic Breakdown

|                    | Demographic Breakdown |            |            |               |         |         |
|--------------------|-----------------------|------------|------------|---------------|---------|---------|
|                    | Total                 | Under 12   | 12 - 17    | 18 - 24       | 25 - 34 | 35 - 44 |
| Men (000)          | 121.4                 | 19.7       | 10.5       | 11.5          | 17.3    | 19.6    |
| Women (000)        | 132.1                 | 18.7       | 10.1       | 11.9          | 17.4    | 20.5    |
| Total              | 253.9                 | 38.4       | 20.6       | 23.4          | 34.8    | 40.0    |
| Percentage         | 100.0%                | 15.1%      | 8.1%       | 9.2%          | 13.7%   | 15.8%   |
| Per Capita         | \$ 16,066             |            |            |               |         |         |
| Median Household   | \$ 36,657             |            |            |               |         |         |
| Avg Household      | \$ 42,818             |            |            |               |         |         |
| Ethnic Population: | White 96.0%           | Black 2.4% | Asian 1.4% | Hispanic 3.6% |         |         |

### Market Summary

| FM Classes | Market Summary |         |         |            |         |         |
|------------|----------------|---------|---------|------------|---------|---------|
|            | Class A        | Class B | Class C | Viable FMs | All FMs | All AMs |
| # Stations | 1              | 5       | 4       | 6          | 6       | 12      |
| Tot 12+    | 12.2           | 26.2    | 31.3    | 38.4       | 14.0    | 52.4    |
| Avg 12+    | 12.2           | 5.2     | 7.8     | 6.4        | 2.3     | 4.4     |
| Tot LCS    | 23.3           | 50.0    | 59.7    | 73.3       | 26.7    | 100.0   |
| Avg LCS    | 23.3           | 10.0    | 14.9    | 12.2       | 4.5     | 8.3     |







Market: San Luis Obispo, CA

Competitive Overview

Some stations also rated in Santa Maria-Lompoc:

ARB 12+ Metro Shares (see rights)

| City of | License | FCC | Freq | Class | Power (kW) | HAAT | C Owner | Year Date | Std Acqd | Price (000) | A Format | 1999 Est Revenue (000)/ | Local Power Ratio | Avg 99 | 1999 | Spring | Fall | 1999 | Spring | Fall | 1997 | Spring | Fall | 1996 | Spring | Fall | 1996 |
|---------|---------|-----|------|-------|------------|------|---------|-----------|----------|-------------|----------|-------------------------|-------------------|--------|------|--------|------|------|--------|------|------|--------|------|------|--------|------|------|
|---------|---------|-----|------|-------|------------|------|---------|-----------|----------|-------------|----------|-------------------------|-------------------|--------|------|--------|------|------|--------|------|------|--------|------|------|--------|------|------|

|      |                 |    |       |      |      |                     |    |      |           |       |             |       |      |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|------|-----------------|----|-------|------|------|---------------------|----|------|-----------|-------|-------------|-------|------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| KWSR | Paso Robles     | B  | 92.5  | 4.8  | 1486 | Lagniappe Bcstg     | 72 | 9605 | 675       | 600   | 1 Hot Ac    | 600   | 1.60 | 4.7  | 3.3 | 4.6 | 2.3 | 1.0 | 2.7 | 4.9 | 2.7 | 4.9 | 4.8 | 4.7 | 4.7 | 4.8 | 4.7 | 4.7 | 4.8 |     |     |
| KZOX | San Luis Obispo | B  | 93.3  | 23.0 | 1549 | a Amer General      | 62 | 8906 | 62        | 850   | 1 Cloc Rock | 850   | 1.02 | 10.4 | 8.6 | 7.6 | 7.7 | 9.5 | 9.2 | 8.5 | 9.2 | 8.5 | 8.2 | 6.1 | 6.1 | 6.1 | 6.1 | 6.1 | 6.1 | 6.1 |     |
| KLM  | Morro Bay       | A  | 94.1  | 0.6  | 1004 | d Moon Bcstg Corp   | 97 | 9901 | 750       | 350   | c1 Mexican  | 350   | 1.02 | 10.4 | 8.6 | 7.6 | 7.7 | 9.5 | 9.2 | 8.5 | 9.2 | 8.5 | 8.2 | 6.1 | 6.1 | 6.1 | 6.1 | 6.1 | 6.1 | 6.1 |     |
| KOTR | Cambria         | B1 | 94.9  | 25.0 | 328  | Howard, Bruce       | 84 | 8804 | 350       | 325   | AAA         | 325   | 1.02 | 4.0  | 1.7 | 3.6 | 2.3 | 2.4 | 5.1 | 2.3 | 4.4 | 4.4 | 4.0 | 4.0 | 4.0 | 4.0 | 4.0 | 4.0 | 4.0 | 4.0 |     |
| KXTZ | Pismo Beach     | A  | 95.3  | 4.2  | 390  | Winsome Media       | 74 | 9703 | 350       | 250   | Cloc Rock   | 250   | 0.98 | 3.2  | 2.5 | 1.7 | 3.0 | 2.4 | 1.7 | 1.0 | 1.7 | 1.7 | 1.7 | 1.1 | 1.1 | 1.1 | 1.1 | 1.1 | 1.1 | 1.1 |     |
| KSLY | San Luis Obispo | B  | 96.1  | 3.4  | 0    | b Mondosphere Bcstg | 59 | 9402 | 393       | 1,200 | Alternative | 1,200 | 1.21 | 12.4 | 8.4 | 8.9 | 9.4 | 7.4 | 7.1 | 7.8 | 7.8 | 7.8 | 9.4 | 9.4 | 9.4 | 9.4 | 9.4 | 9.4 | 9.4 | 9.4 |     |
| KWQH | San Luis Obispo | B1 | 97.1  | 1.2  | 1457 | Radio Heps Inc      | 95 | 9605 | 103       | 1,000 | Christian   | 1,000 | 1.34 | 9.3  | 7.0 | 8.9 | 4.7 | 4.1 | 6.1 | 6.1 | 8.1 | 6.1 | 4.7 | 4.7 | 4.7 | 4.7 | 4.7 | 4.7 | 4.7 | 4.7 |     |
| KKJG | San Luis Obispo | B  | 98.1  | 4.5  | 1519 | a Amer General      | 84 | 9707 | 1,500     | 1,500 | Country     | 1,500 | 1.34 | 9.3  | 7.0 | 8.9 | 4.7 | 4.1 | 6.1 | 6.1 | 8.1 | 6.1 | 4.7 | 4.7 | 4.7 | 4.7 | 4.7 | 4.7 | 4.7 | 4.7 |     |
| KKAL | Morro Bay       | A  | 99.7  | 0.3  | 1490 | f Sallsbury Bcstg   | 93 | 9406 | 185       | 200   | Cntry/Oldes | 200   | 1.00 | 2.5  | 1.3 | 2.7 | 2.4 | 2.7 | 2.7 | 1.6 | 2.7 | 2.7 | 2.7 | 4.0 | 4.0 | 4.0 | 4.0 | 4.0 | 4.0 | 4.0 |     |
| KRQK | Lompoc          | B1 | 100.3 | 3.7  | 863  | c Amer General      | 79 | 9912 | See (195) | na    | Mexican     | na    | 0.7  | 0.7  | 0.0 | 0.0 | 1.0 | 0.7 | 2.4 | 0.0 | 2.4 | 1.0 | 1.0 | 1.0 | 1.0 | 1.0 | 1.0 | 1.0 | 1.0 | 1.0 |     |
| KSTT | Los Osos        | B  | 101.3 | 3.4  | 1666 | b Mondosphere Bcstg | 87 | 8908 | 1,400     | 1,300 | AC          | 1,300 | 2.06 | 7.9  | 8.5 | 5.3 | 6.4 | 6.1 | 7.1 | 6.5 | 7.8 | 6.5 | 7.8 | 6.8 | 6.8 | 6.8 | 6.8 | 6.8 | 6.8 | 6.8 | 6.8 |
| KSNJ | Santa Maria     | B  | 102.5 | 13.5 | 860  | e Mondosphere Bcstg | 60 | 0002 | See (195) | na    | Country     | na    | 0.96 | 1.6  | 1.2 | 0.7 | 1.7 | 3.0 | 3.0 | 6.5 | 7.1 | 6.5 | 7.8 | 2.5 | 2.5 | 2.5 | 2.5 | 2.5 | 2.5 | 2.5 |     |
| KLUN | Paso Robles     | A  | 103.1 | 1.1  | 761  | d Moon Bcstg Corp   | 95 | 9901 | c1        | 100   | Mexican     | 100   | 0.96 | 1.3  | 0.0 | 0.0 | 2.0 | 1.4 | 2.4 | 2.6 | 2.0 | 1.7 | 1.7 | 1.1 | 1.1 | 1.1 | 1.1 | 1.1 | 1.1 | 1.1 |     |
| KIQO | Atascadero      | B  | 104.5 | 4.7  | 1444 | a Amer General      | 79 | 9903 | 1,500     | 500   | Oldies      | 500   | 0.95 | 6.6  | 6.6 | 5.9 | 3.7 | 4.1 | 5.4 | 4.9 | 5.4 | 4.9 | 6.1 | 6.1 | 6.1 | 6.1 | 6.1 | 6.1 | 6.1 | 6.1 | 6.1 |
| KWV  | Santa Margarita | B1 | 106.1 | 1.1  | 1447 | f Sallsbury Bcstg   | 86 | 9990 | 1,000     | 350   | 1 CHR       | 350   | 0.48 | 9.1  | 4.8 | 7.3 | 6.0 | 5.7 | 2.0 | 2.9 | 2.9 | 1.4 | 1.4 | 1.1 | 1.1 | 1.1 | 1.1 | 1.1 | 1.1 | 1.1 | 1.1 |
| KQJZ | Grover Beach    | B  | 107.3 | 3.5  | 1650 | e Mondosphere Bcstg | 84 | 9709 | 900       | 450   | Jazz        | 450   | 1.00 | 5.6  | 4.7 | 3.3 | 5.0 | 3.7 | 1.7 | 2.0 | 1.7 | 2.0 | 0.7 | 0.7 | 0.7 | 0.7 | 0.7 | 0.7 | 0.7 | 0.7 | 0.7 |

| City of | License | FCC | Freq | Class | Power (kW) | HAAT | C Owner | Year Date | Std Acqd | Price (000) | A Format | 1999 Est Revenue (000)/ | Local Power Ratio | Avg 99 | 1999 | Spring | Fall | 1999 | Spring | Fall | 1997 | Spring | Fall | 1996 | Spring | Fall | 1996 |
|---------|---------|-----|------|-------|------------|------|---------|-----------|----------|-------------|----------|-------------------------|-------------------|--------|------|--------|------|------|--------|------|------|--------|------|------|--------|------|------|
|---------|---------|-----|------|-------|------------|------|---------|-----------|----------|-------------|----------|-------------------------|-------------------|--------|------|--------|------|------|--------|------|------|--------|------|------|--------|------|------|

|                 |                 |   |       |     |      |                      |    |      |     |      |            |           |      |     |     |     |      |      |      |      |      |      |      |      |      |      |      |      |      |     |
|-----------------|-----------------|---|-------|-----|------|----------------------|----|------|-----|------|------------|-----------|------|-----|-----|-----|------|------|------|------|------|------|------|------|------|------|------|------|------|-----|
| KVC             | San Luis Obispo | B | 92.0  | 1.0 | 920  | Chorro Comm          | 37 | 8909 | 300 | 275  | Nws/TK/Spt | 275       | 0.95 | 3.6 | 2.5 | 2.3 | 3.0  | 3.4  | 3.1  | 3.9  | 2.0  | 2.0  | 5.0  | 5.0  | 5.0  | 5.0  | 5.0  | 5.0  | 5.0  |     |
| KJDU            | San Luis Obispo | B | 103.0 | 2.5 | 1030 | Pacific Spanish      | 88 | 9211 | 155 | 0.8  | Spanish    | 0.8       | 0.0  | 0.0 | 0.0 | 0.0 | 1.4  | 1.4  | 0.0  | 0.0  | 0.0  | 0.0  | 0.4  | 0.4  | 0.4  | 0.4  | 0.4  | 0.4  | 0.4  | 0.4 |
| KBAL            | Morro Bay       | B | 115.0 | 5.0 | 1150 | Clear Channel        | 74 | 9905 | g   | 0.8  | DARk       | 0.8       | 0.0  | 0.0 | 0.0 | 0.0 | 0.0  | 2.0  | 2.3  | 2.0  | 2.4  | 4.0  | 4.0  | 4.0  | 4.0  | 4.0  | 4.0  | 4.0  | 4.0  | 4.0 |
| KPRL            | Paso Robles     | C | 123.0 | 1.0 | 1230 | Dellar Survivor Trst | 46 | 9008 | 325 | 0.86 | Nws/TK/Spt | 325       | 0.86 | 4.7 | 1.8 | 3.0 | 4.0  | 3.7  | 3.4  | 2.3  | 2.3  | 2.4  | 3.6  | 3.6  | 3.6  | 3.6  | 3.6  | 3.6  | 3.6  | 3.6 |
| KSMA            | Santa Maria     | C | 124.0 | 1.0 | 1240 | e Mondosphere Bcstg  | 46 | 0002 | na  | 0.8  | Nws/TK/Spt | na        | 0.0  | 0.0 | 0.0 | 0.0 | 1.4  | 1.4  | 0.0  | 0.0  | 0.0  | 0.0  | 0.7  | 0.7  | 0.7  | 0.7  | 0.7  | 0.7  | 0.7  | 0.7 |
| KKOM            | Arroyo Grande   | B | 128.0 | 5.0 | 1280 | FampLin Comm         | 62 | 9905 | 550 | 0.8  | Talk       | 0.8       | 0.0  | 0.0 | 0.0 | 0.0 | 1.3  | 0.0  | 1.7  | 1.0  | 1.0  | 0.0  | 0.0  | 1.1  | 1.1  | 1.1  | 1.1  | 1.1  | 1.1  | 1.1 |
| KGLW            | San Luis Obispo | C | 134.0 | 0.8 | 1340 | Focgio Comm          | 49 | 9112 | 25  | 0.66 | Talk       | 200       | 0.66 | 3.8 | 2.3 | 2.0 | 3.7  | 3.0  | 3.1  | 3.3  | 3.3  | 3.4  | 1.8  | 1.8  | 1.8  | 1.8  | 1.8  | 1.8  | 1.8  | 1.8 |
| KKJL            | San Luis Obispo | C | 140.0 | 1.0 | 1400 | San Luis Obispo      | 60 | 9612 | 300 | 0.83 | Adlt Sindr | 300       | 0.83 | 4.5 | 4.6 | 3.6 | 4.4  | 4.4  | 3.4  | 3.3  | 3.3  | 2.4  | 3.2  | 3.2  | 3.2  | 3.2  | 3.2  | 3.2  | 3.2  | 3.2 |
| KUHL            | Santa Maria     | B | 144.0 | 5.0 | 1440 | Blackhawk Comm       | 46 |      | na  | 2.2  | Talk       | na        | 0.0  | 2.2 | 3.4 | 1.3 | 2.0  | 1.4  | 2.0  | 2.0  | 1.0  | 1.7  | 1.8  | 1.8  | 1.8  | 1.8  | 1.8  | 1.8  | 1.8  | 1.8 |
| # FM Stations - |                 |   |       |     | 16   | # Combos -           |    |      |     |      | 10         | FM TOTALS |      |     |     |     | 79.5 | 60.7 | 58.8 | 58.2 | 54.6 | 56.6 | 55.7 | 56.7 | 54.1 | 54.1 | 54.1 | 54.1 | 54.1 |     |
| # AM Stations - |                 |   |       |     | 9    | # Combos -           |    |      |     |      | 1          | AM TOTALS |      |     |     |     | 20.4 | 16.0 | 12.2 | 18.3 | 18.0 | 19.4 | 17.1 | 15.6 | 21.6 | 21.6 | 21.6 | 21.6 |      |     |

ARB 12+ Metro Shares (see rights)

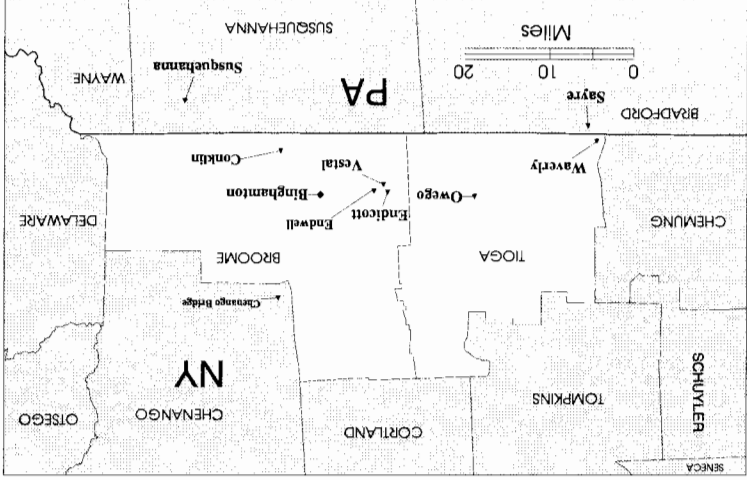
| City of | License | FCC | Freq | Class | Power (kW) | HAAT | C Owner | Year Date | Std Acqd | Price (000) | A Format | 1999 Est Revenue (000)/ | Local Power Ratio | Avg 99 | 1999 | Spring | Fall | 1999 | Spring | Fall | 1997 | Spring | Fall | 1996 | Spring | Fall | 1996 |
|---------|---------|-----|------|-------|------------|------|---------|-----------|----------|-------------|----------|-------------------------|-------------------|--------|------|--------|------|------|--------|------|------|--------|------|------|--------|------|------|
|---------|---------|-----|------|-------|------------|------|---------|-----------|----------|-------------|----------|-------------------------|-------------------|--------|------|--------|------|------|--------|------|------|--------|------|------|--------|------|------|

|                 |                 |   |       |     |      |                      |    |      |     |      |            |           |      |     |     |     |      |      |      |      |      |      |      |      |      |      |      |      |     |
|-----------------|-----------------|---|-------|-----|------|----------------------|----|------|-----|------|------------|-----------|------|-----|-----|-----|------|------|------|------|------|------|------|------|------|------|------|------|-----|
| KVC             | San Luis Obispo | B | 92.0  | 1.0 | 920  | Chorro Comm          | 37 | 8909 | 300 | 275  | Nws/TK/Spt | 275       | 0.95 | 3.6 | 2.5 | 2.3 | 3.0  | 3.4  | 3.1  | 3.9  | 2.0  | 2.0  | 5.0  | 5.0  | 5.0  | 5.0  | 5.0  | 5.0  | 5.0 |
| KJDU            | San Luis Obispo | B | 103.0 | 2.5 | 1030 | Pacific Spanish      | 88 | 9211 | 155 | 0.8  | Spanish    | 0.8       | 0.0  | 0.0 | 0.0 | 0.0 | 1.4  | 1.4  | 0.0  | 0.0  | 0.0  | 0.0  | 0.4  | 0.4  | 0.4  | 0.4  | 0.4  | 0.4  | 0.4 |
| KBAL            | Morro Bay       | B | 115.0 | 5.0 | 1150 | Clear Channel        | 74 | 9905 | g   | 0.8  | DARk       | 0.8       | 0.0  | 0.0 | 0.0 | 0.0 | 0.0  | 2.0  | 2.3  | 2.0  | 2.4  | 4.0  | 4.0  | 4.0  | 4.0  | 4.0  | 4.0  | 4.0  | 4.0 |
| KPRL            | Paso Robles     | C | 123.0 | 1.0 | 1230 | Dellar Survivor Trst | 46 | 9008 | 325 | 0.86 | Nws/TK/Spt | 325       | 0.86 | 4.7 | 1.8 | 3.0 | 4.0  | 3.7  | 3.4  | 2.3  | 2.3  | 2.4  | 3.6  | 3.6  | 3.6  | 3.6  | 3.6  | 3.6  | 3.6 |
| KSMA            | Santa Maria     | C | 124.0 | 1.0 | 1240 | e Mondosphere Bcstg  | 46 | 0002 | na  | 0.8  | Nws/TK/Spt | na        | 0.0  | 0.0 | 0.0 | 0.0 | 1.4  | 1.4  | 0.0  | 0.0  | 0.0  | 0.0  | 0.7  | 0.7  | 0.7  | 0.7  | 0.7  | 0.7  | 0.7 |
| KKOM            | Arroyo Grande   | B | 128.0 | 5.0 | 1280 | FampLin Comm         | 62 | 9905 | 550 | 0.8  | Talk       | 0.8       | 0.0  | 0.0 | 0.0 | 0.0 | 1.3  | 0.0  | 1.7  | 1.0  | 1.0  | 0.0  | 0.0  | 1.1  | 1.1  | 1.1  | 1.1  | 1.1  | 1.1 |
| KGLW            | San Luis Obispo | C | 134.0 | 0.8 | 1340 | Focgio Comm          | 49 | 9112 | 25  | 0.66 | Talk       | 200       | 0.66 | 3.8 | 2.3 | 2.0 | 3.7  | 3.0  | 3.1  | 3.3  | 3.3  | 3.4  | 1.8  | 1.8  | 1.8  | 1.8  | 1.8  | 1.8  | 1.8 |
| KKJL            | San Luis Obispo | C | 140.0 | 1.0 | 1400 | San Luis Obispo      | 60 | 9612 | 300 | 0.83 | Adlt Sindr | 300       | 0.83 | 4.5 | 4.6 | 3.6 | 4.4  | 4.4  | 3.4  | 3.3  | 3.3  | 2.4  | 3.2  | 3.2  | 3.2  | 3.2  | 3.2  | 3.2  | 3.2 |
| KUHL            | Santa Maria     | B | 144.0 | 5.0 | 1440 | Blackhawk Comm       | 46 |      | na  | 2.2  | Talk       | na        | 0.0  | 2.2 | 3.4 | 1.3 | 2.0  | 1.4  | 2.0  | 2.0  | 1.0  | 1.7  | 1.8  | 1.8  | 1.8  | 1.8  | 1.8  | 1.8  | 1.8 |
| # FM Stations - |                 |   |       |     | 16   | # Combos -           |    |      |     |      | 10         | FM TOTALS |      |     |     |     | 79.5 | 60.7 | 58.8 | 58.2 | 54.6 | 56.6 | 55.7 | 56.7 | 54.1 | 54.1 | 54.1 | 54.1 |     |
| # AM Stations - |                 |   |       |     | 9    | # Combos -           |    |      |     |      | 1          | AM TOTALS |      |     |     |     | 20.4 | 16.0 | 12.2 | 18.3 | 18.0 | 19.4 | 17.1 | 15.6 | 21.6 | 21.6 | 21.6 | 21.6 |     |

ARB 12+ Metro Shares (see rights)

| City of | License | FCC | Freq | Class | Power (kW) | HAAT | C Owner | Year Date | Std Acqd | Price (000) | A Format | 1999 Est Revenue (000)/ | Local Power Ratio | Avg 99 | 1999 | Spring | Fall | 1999 | Spring |
|---------|---------|-----|------|-------|------------|------|---------|-----------|----------|-------------|----------|-------------------------|-------------------|--------|------|--------|------|------|--------|
|---------|---------|-----|------|-------|------------|------|---------|-----------|----------|-------------|----------|-------------------------|-------------------|--------|------|--------|------|------|--------|

Metro Rank: 166  
Revenue Rank: 170



Metro Counties / Population (000)

Broome, NY 196.9  
Tioga, NY 52.5

249.4

# Binghamton, NY Market Overview



Market Radio Financials  
(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES |         | REVENUE/RETAIL SALES |             | REVENUE/CAPITA |              |
|--------------------------|---------|----------------------|-------------|----------------|--------------|
| 1993                     | \$6,800 | 1993                 | \$3,451,000 | 1993           | \$25.74      |
| 1994                     | \$7,600 | 1994                 | \$4,991,000 | 1994           | \$38.09      |
| 1995                     | \$7,700 | 1995                 | \$7,511,000 | 1995           | \$58.02      |
| 1996                     | \$8,400 | 2001                 | \$12,000    | 2003           | \$14,000     |
| 1997                     | \$8,800 | 2002                 | \$13,100    | Est. Breakout  | Local 88%    |
| 1998                     | \$9,500 | 2003                 | \$14,000    |                | National 12% |
| Δ 93 - 98                | 6.9%    | Δ 99 - 03            | 8.2%        |                |              |

Demographic and Economic Overview  
(000's, except Retail Sales and EBI in 000,000's)

| MSA Population |       | Households  |         | Retail Sales |      | EBI   |       |
|----------------|-------|-------------|---------|--------------|------|-------|-------|
| 1993           | 264.2 | 100.6       | 1,968.8 | 3,998.6      | 1993 | 1.1%  | 1.1%  |
| 1998           | 249.4 | 94.8        | 1,903.3 | 3,496.7      | 1998 | -0.7% | -0.4% |
| 1998           | 249.4 | 94.8        | 1,903.3 | 3,496.7      | 2003 | -0.5% | -0.4% |
| 2003           | 241.3 | 92.6        | 1,864.2 | 3,689.2      |      | -0.7% | -0.5% |
| Growth Rate    |       | Growth Rate |         | Growth Rate  |      |       |       |

Demographic Breakdown

| Men (000) |      | Women (000) |      | Total |       | Percentage |       | Per Capita       |           | Ethnic Population: |      |
|-----------|------|-------------|------|-------|-------|------------|-------|------------------|-----------|--------------------|------|
| Under 12  | 19.6 | 128.2       | 18.1 | 37.7  | 15.1% | White      | 95.4% | Median Household | \$ 30,650 | Black              | 2.1% |
| 12 - 17   | 9.8  | 12.9        | 18.9 | 25.2  | 10.1% | Asian      |       | Avg Household    | \$ 36,885 | Hispanic           | 1.5% |
| 18 - 24   | 12.3 | 17.1        | 33.7 | 37.7  | 13.5% |            |       |                  |           |                    |      |
| 25 - 34   | 17.1 | 18.9        | 37.7 | 34.4  | 15.1% |            |       |                  |           |                    |      |
| 35 - 44   | 18.9 | 18.9        | 37.7 | 34.4  | 13.8% |            |       |                  |           |                    |      |
| 45 - 54   | 16.9 | 17.5        | 34.4 | 61.7  | 24.8% |            |       |                  |           |                    |      |
| Over 55   | 26.7 | 35.0        | 61.7 | 61.7  | 24.8% |            |       |                  |           |                    |      |

Market Summary

| # Stations  |    | Tot 12+ |      | Avg 12+ |      | Tot LCS |      | Avg LCS |      |
|-------------|----|---------|------|---------|------|---------|------|---------|------|
| Class A     | 7  | 25.8    | 37.1 | 3.7     | 12.4 | 32.3    | 46.4 | 4.6     | 15.5 |
| Class B     | 3  | 19.6    | 60.7 | 7.6     | 75.9 | 75.9    | 78.6 | 7.9     | 79   |
| Class C     | 8  | 12.3    | 62.9 | 6.3     | 63   | 63      | 78.6 | 3.6     | 36   |
| Viabile FMS | 10 | 17.1    | 62.9 | 2.9     | 17.1 | 17.1    | 62.9 | 2.9     | 17.1 |
| All FMS     | 6  | 18.9    | 62.9 | 2.9     | 17.1 | 17.1    | 62.9 | 2.9     | 17.1 |
| All AMS     | 6  | 16.9    | 62.9 | 2.9     | 17.1 | 17.1    | 62.9 | 2.9     | 17.1 |
| Total       | 16 | 26.7    | 80.0 | 5.0     | 80.0 | 80.0    | 80.0 | 5.0     | 80.0 |

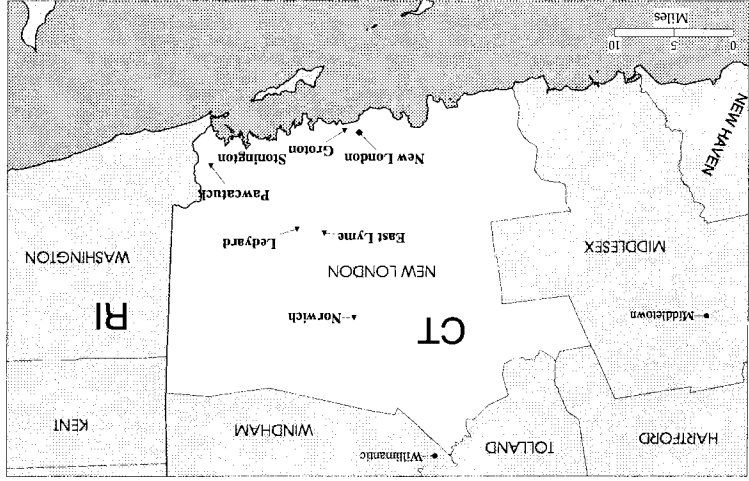
# Competitive Overview

## FM Stations

| City of License        | FCC Class | Freq (MHz) | Power (kW)      | HAAT    | C Owner             | Sid Acq'd | Year Date   | Price (000) | M A Format          | Revenue (000)/Ratio | Local Comm | 1999 Est | Avg 99 | ARB 12+ Metro Shares (see rights) |                                   |        |        |        |        |        |      |
|------------------------|-----------|------------|-----------------|---------|---------------------|-----------|-------------|-------------|---------------------|---------------------|------------|----------|--------|-----------------------------------|-----------------------------------|--------|--------|--------|--------|--------|------|
| City of License        | FCC Class | Freq (MHz) | Power (kW)      | HAAT    | C Owner             | Sid Acq'd | Year Date   | Price (000) | M A Format          | Revenue (000)/Ratio | Local Comm | 1999 Est | Avg 99 | Fall                              | Spring                            | Fall   | Spring | Fall   | Spring |        |      |
| • WKGB Susquehanna     | A         | 92.5       | 3.0 cp          | 709     | d Clear Channel     | 89        | 0001 p      | 20,000      | d3 AOR              | 650                 | 1.10       | 5.9      | 5.9    | 4.3                               | 5.4                               | 4.2    | 3.8    | 2.9    | 5.5    | 3.3    | 6.0  |
| • WHWK Binghamton      | B         | 98.1       | 10.0            | 961     | a Citadel Comm Corp | 56        | 9906        | 2,600       | g1 Country          | 2,600               | 1.26       | 20.7     | 20.7   | 12.3                              | 16.4                              | 17.3   | 13.3   | 22.0   | 20.0   | 20.0   | 16.8 |
| • WAAL Binghamton      | B         | 99.1       | 7.1             | 1089    | a Citadel Comm Corp | 54        | 9906        | 2,600       | g1 Cisc Rock        | 2,600               | 1.66       | 15.7     | 15.7   | 10.8                              | 14.7                              | 10.9   | 9.8    | 7.4    | 11.7   | 9.0    | 12.9 |
| • WCDW Conklin         | A         | 100.5      | 1.4             | 692     | Equinox Bcstg Corp  | 94        | 9410        | 150         | 70 cp AAA           | 150                 | 0.52       | 2.9      | 2.9    | 2.2                               | 2.7                               | 2.1    | 1.3    | 1.3    | 1.2    | 0.0    | 0.6  |
| • WLTB Owego           | A         | 101.7      | 2.0             | 558     | c WEBO Radio Inc    | 72        | 9309        | 450         | st Lite AC          | 450                 | 1.22       | 3.7      | 3.7    | 3.3                               | 3.3                               | 2.7    | 5.4    | 2.9    | 2.8    | 3.0    | 3.3  |
| • WAVR Waverly         | A         | 102.3      | 1.5             | 400     | b WATS Bcstg Inc    | 74        | 8610        | 300         | AC                  | 300                 | 0.4        | 0.4      | 0.4    | 0.0                               | 0.7                               | 0.0    | 0.0    | 0.0    | 0.0    | 0.0    | 0.0  |
| • WMXW Vestal          | A         | 103.3      | 0.6             | 1014    | d Clear Channel     | 89        | 0001 p      | 825         | d3 AC/Oldies        | 825                 | 1.45       | 5.7      | 5.7    | 6.3                               | 4.0                               | 6.4    | 8.6    | 6.5    | 7.7    | 7.2    | 9.9  |
| • WYOS Chenango Bridge | A         | 104.1      | 0.9             | 833     | a Citadel Comm Corp | 96        | 9906        | 700         | g1 Oldies           | 700                 | 1.09       | 6.4      | 6.4    | 4.0                               | 6.4                               | 5.1    | 5.2    | 5.2    | 5.2    | 10.4   | 0.0  |
| • WMRV Endicott        | B         | 105.7      | 35.0            | 571     | d Clear Channel     | 69        | 0001 p      | 1,100       | d3 Adult CHR        | 1,100               | 0.64       | 17.2     | 14.0   | 14.4                              | 13.6                              | 18.4   | 14.6   | 10.8   | 10.1   | 10.1   | 10.8 |
| • WBBI Endwell         | A         | 107.5      | 1.1             | 545     | d Clear Channel     | 98        | 0001 p      | 300         | Country             | 300                 | 0.64       | 5.2      | 5.2    | 3.3                               | 4.3                               | 4.2    | 2.2    | 0.0    | 0.0    | 0.0    | 0.0  |
|                        |           |            | # FM Stations - |         |                     | 10        | # Combos -  |             |                     | 9                   | FM TOTALS  |          |        | 83.8                              | 62.9                              | 66.6   | 67.9   | 62.8   | 64.9   | 63.0   | 60.3 |
|                        |           |            | Day             |         |                     | Night     |             |             | Sales L             |                     |            | 1999 Est |        |                                   | ARB 12+ Metro Shares (see rights) |        |        |        |        |        |      |
| City of License        | FCC Class | Freq (MHz) | Power (kW)      | C Owner | Sid Acq'd           | Year Date | Price (000) | M A Format  | Revenue (000)/Ratio | Local Comm          | 1999 Est   | Avg 99   | Fall   | Spring                            | Fall                              | Spring | Fall   | Spring | Fall   | Spring |      |
| • WKGB Susquehanna     | A         | 92.5       | 3.0 cp          | 709     | d Clear Channel     | 89        | 0001 p      | 20,000      | d3 AOR              | 650                 | 1.10       | 5.9      | 5.9    | 4.3                               | 5.4                               | 4.2    | 3.8    | 2.9    | 5.5    | 3.3    | 6.0  |
| • WHWK Binghamton      | B         | 98.1       | 10.0            | 961     | a Citadel Comm Corp | 56        | 9906        | 2,600       | g1 Country          | 2,600               | 1.26       | 20.7     | 20.7   | 12.3                              | 16.4                              | 17.3   | 13.3   | 22.0   | 20.0   | 20.0   | 16.8 |
| • WAAL Binghamton      | B         | 99.1       | 7.1             | 1089    | a Citadel Comm Corp | 54        | 9906        | 2,600       | g1 Cisc Rock        | 2,600               | 1.66       | 15.7     | 15.7   | 10.8                              | 14.7                              | 10.9   | 9.8    | 7.4    | 11.7   | 9.0    | 12.9 |
| • WCDW Conklin         | A         | 100.5      | 1.4             | 692     | Equinox Bcstg Corp  | 94        | 9410        | 150         | 70 cp AAA           | 150                 | 0.52       | 2.9      | 2.9    | 2.2                               | 2.7                               | 2.1    | 1.3    | 1.3    | 1.2    | 0.0    | 0.6  |
| • WLTB Owego           | A         | 101.7      | 2.0             | 558     | c WEBO Radio Inc    | 72        | 9309        | 450         | st Lite AC          | 450                 | 1.22       | 3.7      | 3.7    | 3.3                               | 3.3                               | 2.7    | 5.4    | 2.9    | 2.8    | 3.0    | 3.3  |
| • WAVR Waverly         | A         | 102.3      | 1.5             | 400     | b WATS Bcstg Inc    | 74        | 8610        | 300         | AC                  | 300                 | 0.4        | 0.4      | 0.4    | 0.0                               | 0.7                               | 0.0    | 0.0    | 0.0    | 0.0    | 0.0    | 0.0  |
| • WMXW Vestal          | A         | 103.3      | 0.6             | 1014    | d Clear Channel     | 89        | 0001 p      | 825         | d3 AC/Oldies        | 825                 | 1.45       | 5.7      | 5.7    | 6.3                               | 4.0                               | 6.4    | 8.6    | 6.5    | 7.7    | 7.2    | 9.9  |
| • WYOS Chenango Bridge | A         | 104.1      | 0.9             | 833     | a Citadel Comm Corp | 96        | 9906        | 700         | g1 Oldies           | 700                 | 1.09       | 6.4      | 6.4    | 4.0                               | 6.4                               | 5.1    | 5.2    | 5.2    | 5.2    | 10.4   | 0.0  |
| • WMRV Endicott        | B         | 105.7      | 35.0            | 571     | d Clear Channel     | 69        | 0001 p      | 1,100       | d3 Adult CHR        | 1,100               | 0.64       | 17.2     | 14.0   | 14.4                              | 13.6                              | 18.4   | 14.6   | 10.8   | 10.1   | 10.1   | 10.8 |
| • WBBI Endwell         | A         | 107.5      | 1.1             | 545     | d Clear Channel     | 98        | 0001 p      | 300         | Country             | 300                 | 0.64       | 5.2      | 5.2    | 3.3                               | 4.3                               | 4.2    | 2.2    | 0.0    | 0.0    | 0.0    | 0.0  |
|                        |           |            | # FM Stations - |         |                     | 10        | # Combos -  |             |                     | 9                   | FM TOTALS  |          |        | 83.8                              | 62.9                              | 66.6   | 67.9   | 62.8   | 64.9   | 63.0   | 60.3 |
|                        |           |            | Day             |         |                     | Night     |             |             | Sales L             |                     |            | 1999 Est |        |                                   | ARB 12+ Metro Shares (see rights) |        |        |        |        |        |      |

| City of License    | FCC Class | Freq (MHz) | Power (kW)                  | C Owner | Sid Acq'd           | Year Date | Price (000)   | M A Format | Revenue (000)/Ratio | Local Comm | 1999 Est                     | Avg 99 | Fall <th>Spring <th>Fall <th>Spring <th>Fall <th>Spring <th>Fall <th>Spring </th></th></th></th></th></th></th> | Spring <th>Fall <th>Spring <th>Fall <th>Spring <th>Fall <th>Spring </th></th></th></th></th></th> | Fall <th>Spring <th>Fall <th>Spring <th>Fall <th>Spring </th></th></th></th></th> | Spring <th>Fall <th>Spring <th>Fall <th>Spring </th></th></th></th> | Fall <th>Spring <th>Fall <th>Spring </th></th></th> | Spring <th>Fall <th>Spring </th></th> | Fall <th>Spring </th> | Spring |      |
|--------------------|-----------|------------|-----------------------------|---------|---------------------|-----------|---------------|------------|---------------------|------------|------------------------------|--------|---|---|---|---|---|---------------------------------------|-----------------------|--------|------|
| • WMINR Binghamton | B         | 680        | 1.0 cp                      | 0.50    | Citadel Comm Corp   | 46        | 9911 p        | 600        | sw News/Nstlg       | 225        | 0.90                         | 2.5    | 2.5   | 3.5   | 1.7   | 2.4   | 2.9   | 2.3                                   | 3.1                   | 3.9    | 4.2  |
| • WATS Sayre       | B         | 960        | 5.0                         | 0.05    | b WATS Bcstg Inc    | 50        | 8610          | 600        | c1 AC               | 225        | 0.90                         | 2.5    | 2.5   | 3.5   | 1.7   | 2.4   | 2.9   | 2.3                                   | 3.1                   | 3.9    | 4.2  |
| • WBNF Binghamton  | B         | 1290       | 9.3 cp                      | 5.40    | a Citadel Comm Corp | 28        | 9906          | 550        | g1 News/Talk        | 550        | 0.69                         | 8.0    | 8.0   | 8.6   | 6.0   | 7.0   | 8.6   | 8.4                                   | 7.1                   | 9.9    | 7.5  |
| • WEBO Owego       | B         | 1330       | 5.0                         | 0.05    | c WEBO Radio Inc    | 57        | 9309          | 550        | st Alternative      | 550        | 0.69                         | 8.0    | 8.0   | 8.6   | 6.0   | 7.0   | 8.6   | 8.4                                   | 7.1                   | 9.9    | 7.5  |
| • WKOP Binghamton  | B         | 1360       | 5.0 cp                      | 0.50    | a Citadel Comm Corp | 47        | 9911 p        | 50         | sw Nostalgia        | 50         | 0.16                         | 3.1    | 3.1   | 2.1   | 2.7   | 2.4   | 2.2   | 2.3                                   | 2.5                   | 2.7    | 3.3  |
| • WENE Endicott    | B         | 1430       | 5.0                         | 5.00    | d Clear Channel     | 47        | 0001 p        | 25         | d3 Sports           | 25         | 0.16                         | 3.1    | 3.1   | 2.1   | 2.7   | 2.4   | 2.2   | 2.3                                   | 2.5                   | 2.7    | 3.3  |
|                    |           |            | # AM Stations -             |         |                     | 6         | # Combos -    |            |                     | 5          | AM TOTALS                    |        |   | 16.1  | 17.1  | 12.7  | 13.6  | 15.9                                  | 15.6                  | 18.9   | 16.8 |
|                    |           |            | AM & FM Stations Profiled - |         |                     | 16        | # Duopolies - |            |                     | 5          | Total Local Commercial Share |        |   | 80.0  | 82.6  | 80.2  | 83.8  | 78.4                                  | 80.0                  | 81.9   | 77.1 |

Metro Rank: 167  
Revenue Rank: 186



Metro Counties / Population (000)

New London, CT 246.9  
246.9

## New London, CT Market Overview



### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES | REVENUES       |                |                |                |                |                |
|--------------------------|----------------|----------------|----------------|----------------|----------------|----------------|
|                          | 1993           | 1994           | 1995           | 1996           | 1997           | 1998           |
| N/A                      | N/A            | N/A            | \$6,700        | \$7,100        | \$7,900        | \$11,900       |
| Δ 98 - 99                | Δ 98 - 99      | 8.9%           | \$8,600        | \$9,500        | \$10,200       | \$11,100       |
| N/A                      | N/A            | N/A            | \$3,371,000    | \$47.58        | Local 85%      | National 15%   |
| Revenue/Retail Sales     | Revenue/Capita | Revenue/Capita | Revenue/Capita | Revenue/Capita | Revenue/Capita | Revenue/Capita |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

| Growth Rate    | 1998    |         |       | 1998    |         |      |
|----------------|---------|---------|-------|---------|---------|------|
|                | 1993    | 1998    | 1998  | 1993    | 1998    | 1998 |
| MSA Population | 252.3   | 246.9   | -0.4% | 246.9   | 250.1   | 0.3% |
| Households     | 92.3    | 91.1    | -0.3% | 91.1    | 93.3    | 0.5% |
| Retail Sales   | 2,069.8 | 2,730.3 | 5.7%  | 2,730.3 | 3,529.8 | 5.3% |
| EBI            | 4,607.5 | 5,115.3 | 2.1%  | 5,115.3 | 6,296.7 | 4.2% |

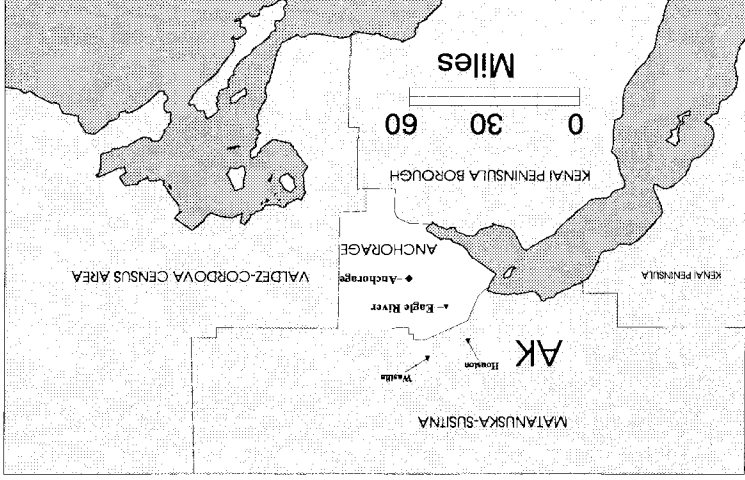
### Demographic Breakdown

| Total     | Under 12  |             |            | 18 - 24   |             |            | 25 - 34   |             |            | 35 - 44   |             |            | 45 - 54   |             |            | Over 55   |             |            |        |        |
|-----------|-----------|-------------|------------|-----------|-------------|------------|-----------|-------------|------------|-----------|-------------|------------|-----------|-------------|------------|-----------|-------------|------------|--------|--------|
|           | Men (000) | Women (000) | Percentage | Men (000) | Women (000) | Percentage | Men (000) | Women (000) | Percentage | Men (000) | Women (000) | Percentage | Men (000) | Women (000) | Percentage | Men (000) | Women (000) | Percentage |        |        |
| 123.9     | 123.0     | 100.0%      | 15.4%      | 19.4      | 18.7        | 7.2%       | 9.1       | 8.8         | 9.6%       | 13.1      | 10.5        | 15.9%      | 20.5      | 19.6        | 16.2%      | 16.8      | 16.8        | 13.6%      |        |        |
| 246.9     | 246.9     | 100.0%      | 15.4%      | 38.1      | 17.8        | 7.2%       | 23.6      | 23.6        | 9.6%       | 39.2      | 39.2        | 15.9%      | 40.1      | 33.6        | 16.2%      | 33.6      | 33.6        | 13.6%      |        |        |
| \$ 20,718 | \$ 20,718 | 100.0%      | \$ 46,619  | \$ 46,619 | 100.0%      | \$ 46,619  | \$ 46,619 | 100.0%      | \$ 46,619  | \$ 46,619 | 100.0%      | \$ 46,619  | \$ 46,619 | 100.0%      | \$ 46,619  | \$ 46,619 | \$ 46,619   | \$ 46,619  | 100.0% |        |
| 91.7%     | 91.7%     | 100.0%      | 5.4%       | 5.4%      | 5.4%        | 5.4%       | 5.4%      | 5.4%        | 5.4%       | 5.4%      | 5.4%        | 5.4%       | 5.4%      | 5.4%        | 5.4%       | 5.4%      | 5.4%        | 5.4%       | 5.4%   |        |
| White     | White     | 100.0%      | Black      | Black     | 7.2%        | Black      | Black     | 9.6%        | Black      | Black     | 15.9%       | Black      | Black     | 16.2%       | Black      | Black     | 16.8%       | Black      | Black  | 13.6%  |
| 13.8      | 13.8      | 100.0%      | 13.8       | 13.8      | 100.0%      | 13.8       | 13.8      | 100.0%      | 13.8       | 13.8      | 100.0%      | 13.8       | 13.8      | 100.0%      | 13.8       | 13.8      | 100.0%      | 13.8       | 13.8   | 100.0% |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 7       | 7       | 7       | 7          | 7       | 3       | 10    |
| Tot 12+    | 50.0    | 50.0    | 50.0    | 50.0       | 50.0    | 1.9     | 51.9  |
| Avg 12+    | 7.1     | 7.1     | 7.1     | 7.1        | 7.1     | 0.6     | 5.2   |
| Tot LCS    | 96.3    | 96.3    | 96.3    | 96.3       | 96.3    | 3.7     | 100.0 |
| Avg LCS    | 13.8    | 13.8    | 13.8    | 13.8       | 13.8    | 1.2     | 10.0  |





# Anchorage, AK Market Overview



Market Radio Financials  
(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES | REVENUE/RETAIL SALES |             |             |             |           |          |
|--------------------------|----------------------|-------------|-------------|-------------|-----------|----------|
|                          | 1993                 | 1994        | 1995        | 1996        | 1997      | 1998     |
| \$12,600                 | \$13,100             | \$13,700    | \$13,900    | \$14,800    | \$15,300  | \$18,200 |
| Δ 98 - 99                | 5.9%                 |             |             |             |           |          |
| Δ 93 - 98                | 3.9%                 |             |             |             |           | 3.0%     |
|                          | 1993                 | 1994        | 1995        | 1996        | 1997      | 2003     |
|                          | \$4,471,000          | \$4,581,000 | \$5,141,000 | \$5,141,000 | \$5,771.3 | 1.9%     |
|                          | \$50.22              | \$58.64     | \$68.97     |             |           |          |
|                          | 1993                 | 1998        | 2003        |             |           |          |
|                          | 250.9                | 260.9       | 263.9       |             |           |          |
|                          | 92.0                 | 96.1        | 98.1        |             |           |          |
|                          | 2,816.0              | 3,344.0     | 3,539.2     |             |           |          |
|                          | 5,440.5              | 5,241.0     | 5,241.0     |             |           |          |
|                          | 1998                 | 1998        | 2003        |             |           |          |
|                          | 0.8%                 | 0.8%        | 0.2%        |             |           |          |
|                          | 0.9%                 | 0.9%        | 0.4%        |             |           |          |
|                          | 3.5%                 | 3.5%        | 1.1%        |             |           |          |
|                          | -0.7%                | -0.7%       | 1.9%        |             |           |          |

Demographic and Economic Overview  
(000's, except Retail Sales and EBI in 000,000's)

| MSA Population | Households |         |      | Retail Sales |      |      | EBI |
|----------------|------------|---------|------|--------------|------|------|-----|
|                | 1993       | 1998    | 2003 | 1998         | 1998 | 2003 |     |
| 250.9          | 260.9      | 263.9   |      |              |      |      |     |
| 92.0           | 96.1       | 98.1    |      |              |      |      |     |
| 2,816.0        | 3,344.0    | 3,539.2 |      |              |      |      |     |
| 5,440.5        | 5,241.0    | 5,241.0 |      |              |      |      |     |
| 1998           | 1998       | 2003    |      |              |      |      |     |
| 0.8%           | 0.8%       | 0.2%    |      |              |      |      |     |
| 0.9%           | 0.9%       | 0.4%    |      |              |      |      |     |
| 3.5%           | 3.5%       | 1.1%    |      |              |      |      |     |
| -0.7%          | -0.7%      | 1.9%    |      |              |      |      |     |

## Demographic Breakdown

| Men (000) | Women (000) | Total | Percentage | Per Capita | Ethnic Population: |       |       |          |
|-----------|-------------|-------|------------|------------|--------------------|-------|-------|----------|
|           |             |       |            |            | White              | Black | Asian | Hispanic |
| 134.6     | 126.3       | 260.9 | 100.0%     | \$ 20,088  | 80.5%              | 6.3%  | 6.4%  | 5.2%     |
| 26.7      | 25.3        | 52.1  | 20.0%      |            |                    |       |       |          |
| 11.5      | 10.8        | 22.3  | 8.5%       |            |                    |       |       |          |
| 12.2      | 10.8        | 23.0  | 8.8%       |            |                    |       |       |          |
| 23.3      | 22.0        | 45.2  | 17.3%      |            |                    |       |       |          |
| 28.3      | 26.3        | 54.6  | 20.9%      |            |                    |       |       |          |
| 19.7      | 17.9        | 37.6  | 14.4%      |            |                    |       |       |          |
| 12.9      | 13.3        | 26.1  | 10.0%      |            |                    |       |       |          |
| 134.6     | 126.3       | 260.9 | 100.0%     |            |                    |       |       |          |
| 26.7      | 25.3        | 52.1  | 20.0%      |            |                    |       |       |          |
| 11.5      | 10.8        | 22.3  | 8.5%       |            |                    |       |       |          |
| 12.2      | 10.8        | 23.0  | 8.8%       |            |                    |       |       |          |
| 23.3      | 22.0        | 45.2  | 17.3%      |            |                    |       |       |          |
| 28.3      | 26.3        | 54.6  | 20.9%      |            |                    |       |       |          |
| 19.7      | 17.9        | 37.6  | 14.4%      |            |                    |       |       |          |
| 12.9      | 13.3        | 26.1  | 10.0%      |            |                    |       |       |          |
| 134.6     | 126.3       | 260.9 | 100.0%     |            |                    |       |       |          |
| 26.7      | 25.3        | 52.1  | 20.0%      |            |                    |       |       |          |
| 11.5      | 10.8        | 22.3  | 8.5%       |            |                    |       |       |          |
| 12.2      | 10.8        | 23.0  | 8.8%       |            |                    |       |       |          |
| 23.3      | 22.0        | 45.2  | 17.3%      |            |                    |       |       |          |
| 28.3      | 26.3        | 54.6  | 20.9%      |            |                    |       |       |          |
| 19.7      | 17.9        | 37.6  | 14.4%      |            |                    |       |       |          |
| 12.9      | 13.3        | 26.1  | 10.0%      |            |                    |       |       |          |

## Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 17      | 13      | 17      | 17         | 17      | 8       | 25    |
| Tot 12+    | 77.8    | 73.6    | 77.8    | 77.8       | 77.8    | 13.6    | 91.4  |
| Avg 12+    | 4.6     | 5.7     | 4.6     | 4.6        | 4.6     | 1.7     | 3.7   |
| Tot LCS    | 85.1    | 80.5    | 85.1    | 80.5       | 85.1    | 14.9    | 100.0 |
| Avg LCS    | 5.0     | 6.2     | 5.0     | 6.2        | 5.0     | 1.9     | 4.0   |











# Johnstown, PA Market Overview

## Market Radio Financials

(all figures in 000's, except percentages and ratios)

|                                 | 1993        | 1994        | 1995    | 1996        | 1997    | 1998    | 2003    |
|---------------------------------|-------------|-------------|---------|-------------|---------|---------|---------|
| <b>ESTIMATED GROSS REVENUES</b> | \$5,200     | \$5,600     | \$5,700 | \$6,000     | \$6,200 | \$6,600 | \$9,100 |
| Δ 98 - 99                       | 12.7%       |             |         |             |         |         | 6.5%    |
| Δ 93 - 98                       |             | 3.9%        |         |             |         |         |         |
| <b>Revenue/Retail Sales</b>     | \$3,201,000 | \$2,941,000 | \$2,658 | \$3,391,000 |         |         |         |
| <b>Revenue/Capita</b>           | \$21.80     |             |         | \$39.51     |         |         |         |
| <b>Est. Breakout</b>            |             |             |         |             |         |         |         |
| Local                           | 80%         |             |         |             |         |         |         |
| National                        | 20%         |             |         |             |         |         |         |

## Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

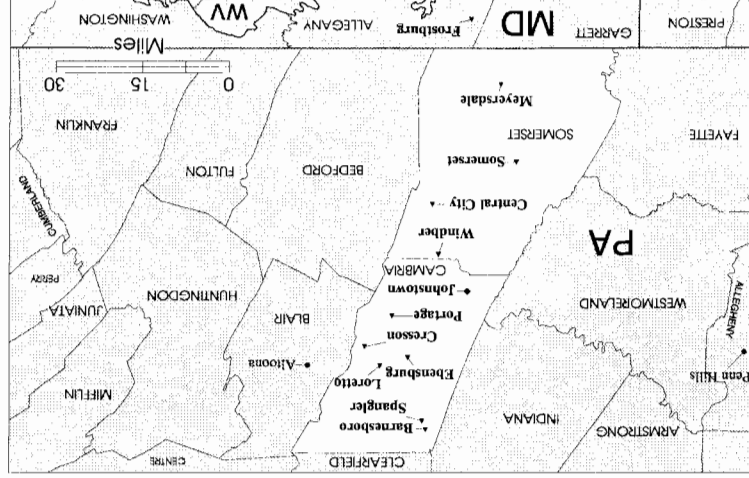
|                       | 1993    | 1998    | 1998  | 2003    |
|-----------------------|---------|---------|-------|---------|
| <b>MSA Population</b> | 238.5   | 237.0   | -0.1% | 230.3   |
| <b>Households</b>     | 91.4    | 90.8    | -0.1% | 90.0    |
| <b>Retail Sales</b>   | 1,622.8 | 2,140.2 | 5.7%  | 2,687.7 |
| <b>EBI</b>            | 2,857.1 | 3,187.7 | 2.2%  | 3,794.1 |
| <b>Growth Rate</b>    |         |         |       |         |
| 1993                  |         |         |       | -0.6%   |
| 1998                  |         |         |       | -0.2%   |
| 2003                  |         |         |       | 4.7%    |

## Demographic Breakdown

|                           | Total     | Under 12 | 12 - 17 | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 54 | Over 55 |
|---------------------------|-----------|----------|---------|---------|---------|---------|---------|---------|
| <b>Men (000)</b>          | 114.3     | 16.5     | 10.3    | 9.9     | 13.5    | 18.5    | 15.3    | 30.3    |
| <b>Women (000)</b>        | 122.7     | 15.7     | 9.8     | 9.6     | 13.0    | 17.6    | 15.6    | 41.4    |
| <b>Total</b>              | 237.0     | 32.2     | 20.2    | 19.5    | 26.4    | 36.1    | 30.9    | 71.7    |
| <b>Percentage</b>         | 100.0%    | 13.6%    | 8.5%    | 8.2%    | 11.1%   | 15.2%   | 13.0%   | 30.2%   |
| <b>Per Capita</b>         | \$ 13,450 |          |         |         |         |         |         |         |
| <b>Median Household</b>   | \$ 27,399 |          |         |         |         |         |         |         |
| <b>Avg Household</b>      | \$ 35,106 |          |         |         |         |         |         |         |
| <b>Ethnic Population:</b> |           |          |         |         |         |         |         |         |
| White                     | 97.3%     |          |         |         |         |         |         |         |
| Black                     | 2.3%      |          |         |         |         |         |         |         |
| Asian                     | 0.3%      |          |         |         |         |         |         |         |
| Hispanic                  | 0.8%      |          |         |         |         |         |         |         |

## Market Summary

| FM Classes | Class A | Class B | Class C | Viabile FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|-------------|---------|---------|-------|
| # Stations | 8       | 4       | 6       | 12          | 9       | 21      |       |
| Tot 12+    | 21.9    | 35.6    | 49.7    | 57.5        | 7.5     | 65.0    |       |
| Avg 12+    | 2.7     | 8.9     | 8.3     | 4.8         | 0.8     | 3.1     |       |
| Tot LCS    | 33.7    | 54.8    | 76.5    | 88.5        | 11.5    | 100.0   |       |
| Avg LCS    | 4.2     | 13.7    | 12.7    | 7.4         | 1.3     | 4.8     |       |



Metro Rank: 170  
Revenue Rank: 206

## Metro Counties / Population (000)

|              |              |
|--------------|--------------|
| Cambria, PA  | 156.3        |
| Somerset, PA | 80.7         |
| <b>Total</b> | <b>237.0</b> |

# Competitive Overview

Some stations also rated in Altoona.

| FM Stations                       |              |       |        |            |        |        |                      |          |                                   |      |      |             |                |             |
|-----------------------------------|--------------|-------|--------|------------|--------|--------|----------------------|----------|-----------------------------------|------|------|-------------|----------------|-------------|
| City of                           | License      | Class | Freq   | Power (kW) | HAAT C | Owner  | Year Date            | Sid Acqd | Price (000)                       | M    | A    | Format      | Revenue (000)/ | Power Ratio |
| 1999 Est                          |              |       |        |            |        |        |                      |          |                                   |      |      |             |                |             |
| ARB 12+ Metro Shares (see rights) |              |       |        |            |        |        |                      |          |                                   |      |      |             |                |             |
| Local                             | Comm         | 1999  | Spring | Fall       | 1998   | Spring | Fall                 | 1997     | Spring                            | Fall | 1996 | Spring      | Fall           | 1996        |
| WGLU                              | Johnstown    | A     | 92.1   | 0.6        | 1043   | g      | Dame Broadcasting    | 74       | 0001                              | p    | g2   | CHR         | 750            | 0.82        |
| WQZS                              | Meyersdale   | A     | 93.3   | 0.6        | 965    | g      | Wahl, Roger &        | 91       |                                   |      | g2   | Oldies      | 400            | 3.36        |
| WHPA                              | Barnesboro   | A     | 93.5   | 1.3        | 499    | g      | Vernal Enterprises   | 99       |                                   |      | g2   | Cisc Hills  |                |             |
| WBXQ                              | Cresson      | A     | 94.3   | 0.4        | 958    | g      | Sounds Good Inc      | 81       |                                   |      | g2   | Cisc Rock   | n/a            |             |
| WKYE                              | Johnstown    | B     | 95.5   | 57.0       | 1060   | b      | Forever/Keymarket    | 49       | 9709                              |      | st   | AC          | 1,800          | 1.21        |
| WMTZ                              | Johnstown    | B     | 96.5   | 50.0       | 489    | a      | Clear Channel        | 73       | 9906                              |      | g1   | Country     | 1,650          | 0.97        |
| WFCL                              | Spangler     | A     | 97.3   | 1.8        | 610    | a      | He's Alive Inc       | 91       | 9704                              |      | g1   | Gsp/Cc/Easy |                |             |
| WSGY                              | Somersel     | A     | 97.7   | 3.5        | 430    | b      | Forever/Keymarket    | 66       | 9709                              |      | st   | Country     | 350            | 1.32        |
| WOKK                              | Ebensburg    | B     | 99.1   | 50.0       | 499    | g      | Dame Broadcasting    | 62       | 0001                              | p    | g2   | AOR/CiRck   | 900            | 1.05        |
| WSRA                              | Central City | A     | 101.7  | 0.7        | 643    | f      | Norlin Bcstrs        | 72       | 8802                              |      | g2   | Soft AC     | 275            | 1.21        |
| WFRB                              | Frostburg    | B     | 105.3  | 13.5       | 958    | c      | WTBO-WKGO LLC        | 65       | 9705                              |      | c4   | Country     | 150            | 1.26        |
| WUZI                              | Portage      | A     | 105.7  | 3.0        | 322    | h      | Forever/Keymarket    | 90       | 9801                              |      | c2   | Cisc Hills  |                |             |
| FM Stations - # FM Stations - 12  |              |       |        |            |        |        |                      |          |                                   |      |      |             |                |             |
| # Combos - 7                      |              |       |        |            |        |        |                      |          |                                   |      |      |             |                |             |
| FM TOTALS                         |              |       |        |            |        |        |                      |          |                                   |      |      |             |                |             |
| 88.1                              | 57.5         | 63.1  | 56.6   | 56.4       | 57.6   | 61.3   | 63.9                 | 60.2     | ARB 12+ Metro Shares (see rights) |      |      |             |                |             |
| Local                             | Comm         | 1999  | Spring | Fall       | 1998   | Spring | Fall                 | 1997     | Spring                            | Fall | 1996 | Spring      | Fall           | 1996        |
| WGLU                              | Johnstown    | B     | 56.0   | 5.0        | 560    | c      | WTBO-WKGO LLC        | 58       | 9705                              |      | c4   | Country     | 0.7            | 0.0         |
| WFRB                              | Frostburg    | B     | 56.0   | 5.0        | 560    | c      | WTBO-WKGO LLC        | 58       | 9705                              |      | c4   | Country     | 0.7            | 0.0         |
| WODZ                              | Johnstown    | B     | 850    | 10.0       | 10.00  | b      | Forever/Keymarket    | 25       | 9708                              |      | st   | FullService | 100            | 0.35        |
| WNCB                              | Barnesboro   | B     | 950    | 0.5        | 0.00   | b      | Vernal Enterprises   | 50       | 9701                              |      | g    | Oldies      |                |             |
| WOSC                              | Somersel     | B     | 990    | 10.0       | 0.10   | b      | Forever/Keymarket    | 51       | 9708                              |      | st   | Oldies      | 75             | 1.07        |
| WCRO                              | Johnstown    | C     | 1230   | 1.0        | 1.00   | e      | Johnstown School     | 47       | 9902                              |      | 85   | Christian   | 1.0            | 1.0         |
| WYSN                              | Somersel     | B     | 1330   | 5.0        | 0.04   | f      | Norlin Bcstrs        | 81       |                                   |      |      | Adlt Sindr  | 3.5            | 0.82        |
| WEBG                              | Loretto      | C     | 1400   | 1.0        | 1.00   | d      | Jesus is Lord Minist | 63       | 9811                              |      | 100  | Christian   |                |             |
| WFJY                              | Portage      | B     | 1470   | 0.5        | 0.09   | d      | Langer Bcstig Corp   | 60       | 9806                              |      | 25   | Oldies      |                |             |
| WNTJ                              | Johnstown    | C     | 1490   | 1.0        | 1.00   | a      | Clear Channel        | 46       | 9906                              |      | g1   | Nws/Tik/Spt | 150            | 0.89        |
| # AM Stations - 9                 |              |       |        |            |        |        |                      |          |                                   |      |      |             |                |             |
| # Combos - 5                      |              |       |        |            |        |        |                      |          |                                   |      |      |             |                |             |
| AM TOTALS                         |              |       |        |            |        |        |                      |          |                                   |      |      |             |                |             |
| 12.0                              | 7.5          | 6.0   | 10.1   | 8.7        | 9.2    | 8.2    | 7.8                  | 71.4     | Total Local Commercial Share      |      |      |             |                |             |
| Local                             | Comm         | 1999  | Spring | Fall       | 1998   | Spring | Fall                 | 1997     | Spring                            | Fall | 1996 | Spring      | Fall           | 1996        |

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

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Metro Rank: 170



# Competitive Overview

Some stations also rated in Fayetteville-Springdale.

Metro Rank: 171

| Calls | City of       | FCC Class | FCC Freq | Power (kW) | HAAT | C Owner              | Year Acq'd | Std Acq'd | Sales Price (000) | L Price M | A Format      | 1999 Est Revenue (000)/ | Power Ratio | ARB 12+ Metro Shares (see rights) |           |             |           |             |           |             |           |
|-------|---------------|-----------|----------|------------|------|----------------------|------------|-----------|-------------------|-----------|---------------|-------------------------|-------------|-----------------------------------|-----------|-------------|-----------|-------------|-----------|-------------|-----------|
|       |               |           |          |            |      |                      |            |           |                   |           |               |                         |             | Avg 99 Local                      | 1999 Fall | 1999 Spring | 1998 Fall | 1998 Spring | 1997 Fall | 1997 Spring | 1996 Fall |
| KREU  | Roland        | A         | 92.3     | 0.7        | 932  | Sequoya Comm         | 95         |           |                   |           | 70s Oldies    | 3.8                     |             | 3.5                               | 3.0       | 2.3         | 3.9       | 3.9         | 5.3       |             |           |
| KPRV  | Heavener      | A         | 92.5     | 1.6        | 640  | e Billy, Leroy       | 89         |           |                   |           | Country       | 0.8                     |             | 0.7                               | 0.0       | 1.5         | 1.1       | 1.1         | 0.0       | 0.0         |           |
| KISR  | Fort Smith    | C         | 93.7     | 100.0      | 1250 | a Baker, Fred, et al | 72         |           | 1,250             | 1.56      | CHR           | 11.1                    | 1.56        | 10.7                              | 9.3       | 10.0        | 12.7      | 11.3        | 10.7      | 12.0        |           |
| KOLX  | Baling        | C2        | 94.5     | 31.0       | 502  | Toccoa Falls         | 88         | 9705      | 450               |           | Christian     | 2.0                     | 1.04        | 1.9                               | 2.7       | 1.2         | 1.1       | 0.7         | 0.4       | 0.4         |           |
| KDAB  | Prairie Grove | C2        | 94.9     | 21.0       | 761  | Vinewood Comm        | 93         |           |                   |           | DARk          | 1.1                     | n/a         | 0.0                               | 0.8       | 1.1         | 1.4       | 1.4         | 0.0       | 5.3         |           |
| KERX  | Fort Smith    | C2        | 95.3     | 34.0       | 569  | Fearson, Max H.      | 81         | 9310      |                   | g         | Clsc Rock     | 0.7                     |             | 1.2                               | 0.0       | 1.2         | 1.2       | 1.4         | 0.0       | 0.0         |           |
| KZBB  | Salissaw      | C2        | 95.9     | 30.0       | 623  | c AMFM Inc           | 72         | 9910 p    |                   | g         | Hot Ac        | 1.3                     |             | 3.7                               | 0.4       | 1.9         | 2.1       | 3.2         | 0.0       | 1.5         |           |
| KKBD  | Salissaw      | C2        | 95.9     | 30.0       | 623  | c AMFM Inc           | 67         | 9910 p    |                   | g         | CHR           | 12.5                    | 1.50        | 13.2                              | 11.2      | 10.4        | 10.0      | 4.6         | 4.6       | 0.0         | 5.6       |
| KMAG  | Fort Smith    | C         | 99.1     | 94.0       | 1969 | d AMFM Inc           | 64         | 9910 p    | 2,200             | 2.11      | Country       | 14.5                    |             | 10.3                              | 11.2      | 14.1        | 13.8      | 17.7        | 13.9      | 14.3        |           |
| KTCS  | Fort Smith    | C         | 99.9     | 100.0      | 1919 | d Big Chief Bcstg Co | 64         | 6106      | 125               | 0.13      | Country       | 13.6                    |             | 15.5                              | 12.4      | 14.2        | 15.5      | 17.9        | 0.0       | 18.4        |           |
| KBBQ  | Fort Smith    | C2        | 100.7    | 50.0       | 459  | b Cumulus Bcstg Inc  | 78         | 9908      | 900               | 2.40      | Oldies        | 5.2                     |             | 5.2                               | 3.5       | 5.6         | 3.8       | 2.5         | 5.0       | 5.3         |           |
| KLSZ  | Van Buren     | C2        | 102.7    | 27.5 cp    | 476  | b Cumulus Bcstg Inc  | 83         | 9906      | 100               | 0.30      | Clsc Rock     | 4.7                     |             | 3.1                               | 5.4       | 2.6         | 3.5       | 2.8         | 0.0       | 2.6         |           |
| KEZU  | Boonville     | C2        | 104.7    | 50.0       | 492  | Pharis Bcstg Inc     | 81         | 9712      | 200               | 0.84      | AC            | 3.3                     |             | 1.4                               | 2.6       | 1.9         | 3.5       | 2.9         | 0.0       | 3.0         |           |
| KZKZ  | Greenwood     | A         | 106.3    | 3.5 cp     | 300  | Family Comm Inc      | 81         | 9305      | 250               | 0.75      | 1 ChrsContemp | 4.6                     |             | 1.3                               | 4.3       | 3.7         | 2.8       | 2.5         | 0.0       | 1.1         |           |
| KOMS  | Poteau        | C         | 107.3    | 100.0      | 1811 | b Cumulus Bcstg Inc  | 69         | 9906      | 500               | 0.96      | Country       | 7.2                     |             | 7.1                               | 5.8       | 6.7         | 6.5       | 8.9         | 0.0       | 0.0         |           |
| KEZA  | Fayetteville  | C         | 107.9    | 99.0       | 1260 | AMFM Inc             | 83         | 9910 p    | n/a               |           | Soft Ac       | 5.0                     |             | 3.0                               | 4.3       | 4.4         | 5.0       | 4.2         | 5.4       | 3.8         |           |

| Calls                        | City of    | FCC Class | FCC Freq | Power (kW) | Day  | Night | C Owner              | Year Acq'd | Std Acq'd | Sales Price (000) | L Price M   | A Format | 1999 Est Revenue (000)/ | Power Ratio | ARB 12+ Metro Shares (see rights) |           |             |           |             |           |
|------------------------------|------------|-----------|----------|------------|------|-------|----------------------|------------|-----------|-------------------|-------------|----------|-------------------------|-------------|-----------------------------------|-----------|-------------|-----------|-------------|-----------|
|                              |            |           |          |            |      |       |                      |            |           |                   |             |          |                         |             | Avg 99 Local                      | 1999 Fall | 1999 Spring | 1998 Fall | 1998 Spring | 1997 Fall |
| KFSA                         | Fort Smith | B         | 950      | 1.0        | 950  | 1.0   | a Baker, Fred, et al | 47         | 8111      | 297               | 1           | Religion | 0.0                     |             | 0.0                               | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       |
| KAYR                         | Van Buren  | B         | 1060     | 0.5        | 1060 | 0.5   | b Hemreich Radio     | 79         | 0001 p    | 160               |             | Gospel   | 1.1                     |             | 0.0                               | 1.9       | 0.0         | 0.0       | 0.0         | 0.0       |
| KFPW                         | Fort Smith | C         | 1230     | 1.0        | 1230 | 1.0   | b Billy, Leroy       | 53         | 8805      | 45                | nc          | Big Band | 3.0                     | 0.69        | 1.9                               | 2.3       | 3.0         | 3.1       | 2.9         | 1.1       |
| KPRV                         | Poteau     | B         | 1280     | 1.0        | 1280 | 1.0   | e Billy, Leroy       | 53         | 8805      | 45                | Country     | 0.0      |                         | 0.0         | 0.4                               | 0.4       | 0.4         | 0.0       | 0.0         | 0.0       |
| KWHN                         | Fort Smith | B         | 1320     | 5.0        | 1320 | 5.0   | d AMFM Inc           | 47         | 9910 p    | g                 | Nws/Tlk/Spt | 3.9      | 1.07                    | 3.6         | 3.1                               | 3.7       | 4.6         | 3.9       | 2.9         | 6.8       |
| KTCS                         | Fort Smith | B         | 1410     | 1.0        | 1410 | 1.0   | d Big Chief Bcstg Co | 56         | 6106      | c3                | Country     | 0.4      |                         | 0.0         | 0.7                               | 0.4       | 1.1         | 0.0       | 0.0         | 0.4       |
| KPBI                         | Greenwood  | B         | 1510     | 1.0        | 1510 | 1.0   | f Pharis Bcstg Inc   | 79         | 9103      | 32                | Spts/Talk   | 0.0      |                         | 0.0         | 0.0                               | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       |
| KKUZ                         | Salissaw   | B         | 1560     | 0.3        | 1560 | 0.3   | c MIX 96 LLC         | 68         | 9805      | ct                | News/Talk   | 0.0      |                         | 0.0         | 0.0                               | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       |
| KPDF                         | Van Buren  | B         | 1580     | 1.0        | 1580 | 1.0   | f Pharis Bcstg Inc   | 58         | 9309      | 110               | Spts/Talk   | 0.2      | 100                     | 0.6         | 0.4                               | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       |
| AM STATIONS -                |            |           |          |            |      |       |                      |            |           |                   |             |          |                         |             |                                   |           |             |           |             |           |
| # AM Stations -              |            |           |          |            |      |       |                      |            |           |                   |             |          |                         |             |                                   |           |             |           |             |           |
| 9                            |            |           |          |            |      |       |                      |            |           |                   |             |          |                         |             |                                   |           |             |           |             |           |
| # Combos -                   |            |           |          |            |      |       |                      |            |           |                   |             |          |                         |             |                                   |           |             |           |             |           |
| 8                            |            |           |          |            |      |       |                      |            |           |                   |             |          |                         |             |                                   |           |             |           |             |           |
| AM TOTALS                    |            |           |          |            |      |       |                      |            |           |                   |             |          |                         |             |                                   |           |             |           |             |           |
| Total Local Commercial Share |            |           |          |            |      |       |                      |            |           |                   |             |          |                         |             |                                   |           |             |           |             |           |
| 86                           |            |           |          |            |      |       |                      |            |           |                   |             |          |                         |             |                                   |           |             |           |             |           |
| 85.6                         |            |           |          |            |      |       |                      |            |           |                   |             |          |                         |             |                                   |           |             |           |             |           |
| 84.5                         |            |           |          |            |      |       |                      |            |           |                   |             |          |                         |             |                                   |           |             |           |             |           |
| 89.1                         |            |           |          |            |      |       |                      |            |           |                   |             |          |                         |             |                                   |           |             |           |             |           |
| 90.3                         |            |           |          |            |      |       |                      |            |           |                   |             |          |                         |             |                                   |           |             |           |             |           |
| 88.4                         |            |           |          |            |      |       |                      |            |           |                   |             |          |                         |             |                                   |           |             |           |             |           |
| 89.0                         |            |           |          |            |      |       |                      |            |           |                   |             |          |                         |             |                                   |           |             |           |             |           |
| 0.0                          |            |           |          |            |      |       |                      |            |           |                   |             |          |                         |             |                                   |           |             |           |             |           |
| 86.9                         |            |           |          |            |      |       |                      |            |           |                   |             |          |                         |             |                                   |           |             |           |             |           |

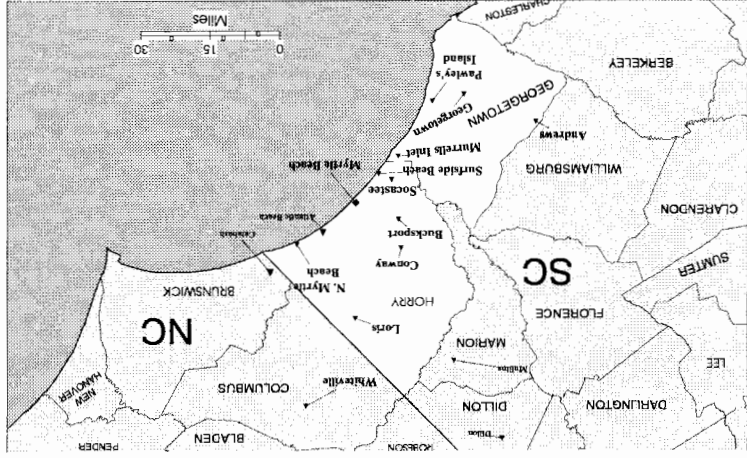
NOTE: Market rated twice yearly with Fall 1997 period.







Metro Rank: 173  
Revenue Rank: 167



Metro Counties / Population (000)  
 Georgetown, SC 54.4  
 Horry, SC 175.7  
 Total 230.1

## Myrtle Beach, SC Market Overview



### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES | Revenue/Retail Sales |              | Revenue/Capita |              |
|--------------------------|----------------------|--------------|----------------|--------------|
|                          | 1993                 | 1994         | 1995           | 1996         |
| \$7,500                  | \$7,900              | \$8,100      | \$8,900        | \$9,100      |
| Δ 98 - 99                | 15.2%                | \$10,600     | \$11,500       | \$12,400     |
| Δ 93 - 98                | 4.1%                 | \$9,200      | \$9,100        | \$13,400     |
| Est. Breakout            | Local 90%            | National 10% | Local 90%      | National 10% |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

| Growth Rate    | 1998    |         | 1998 |      |
|----------------|---------|---------|------|------|
|                | 1998    | 2003    | 1998 | 2003 |
| MSA Population | 210.8   | 230.1   | 1.8% | 2.7% |
| Households     | 81.0    | 90.7    | 2.3% | 3.2% |
| Retail Sales   | 2,446.4 | 3,526.6 | 7.6% | 7.8% |
| EBI            | 2,721.6 | 3,285.2 | 3.8% | 6.8% |

### Demographic Breakdown

| Men (000)          | 1998        |                            | 1998       |               |
|--------------------|-------------|----------------------------|------------|---------------|
|                    | 1998        | 2003                       | 1998       | 2003          |
| Over 55            | 24.9        | 15.1                       | 17.7       | 15.1          |
| Women (000)        | 119.0       | 17.3                       | 10.4       | 15.7          |
| Total              | 230.1       | 35.5                       | 20.5       | 19.6          |
| Percentage         | 100.0%      | 15.4%                      | 8.9%       | 8.5%          |
| Per Capita         | \$ 14,277   | Median Household \$ 28,098 | 13.6%      | 15.7%         |
| Ethnic Population: | White 74.9% | Black 24.0%                | Asian 0.9% | Hispanic 1.2% |

### Market Summary

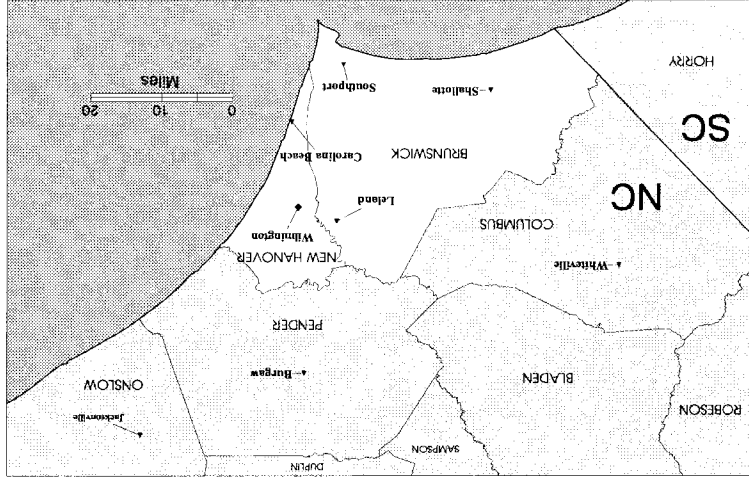
| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 7       | 13      | 13      | 13         | 20      | 7       | 27    |
| Tot 12+    | 18.5    | 61.2    | 72.4    | 79.7       | 1.8     | 81.5    | 3.0   |
| Avg 12+    | 2.6     | 4.7     | 5.6     | 4.0        | 0.3     | 100.0   | 3.7   |
| Tot LCS    | 22.7    | 75.1    | 88.8    | 97.8       | 2.2     | 100.0   | 3.7   |
| Avg LCS    | 3.2     | 5.8     | 6.8     | 4.9        | 0.3     | 3.7     | 3.7   |







Metro Rank: 175  
Revenue Rank: 153



Metro Counties / Population (000)

|                 |              |
|-----------------|--------------|
| Brunswick, NC   | 69.6         |
| New Hanover, NC | 151.4        |
| <b>Total</b>    | <b>221.0</b> |

# Wilmington, NC Market Overview



Market Radio Financials (all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES | 1993      |           | 1994      |           | 1995      |           | 1996      |           | 1997      |           | 1998      |             | 1999        |             | 2000      |             | 2001        |             | 2002      |             | 2003        |             |
|--------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|-----------|-------------|-------------|-------------|
|                          | 1993      | 1994      | 1995      | 1996      | 1997      | 1998      | 1999      | 2000      | 2001      | 2002      | 2003      | 1993        | 1994        | 1995        | 1996      | 1997        | 1998        | 1999        | 2000      | 2001        | 2002        | 2003        |
| Revenue/Retail Sales     | \$5,400   | \$5,700   | \$6,500   | \$8,600   | \$9,300   | \$9,300   | \$9,600   | \$9,600   | \$17,200  | \$17,200  | \$17,200  | \$3,461,000 | \$2,961,000 | \$2,911,000 | \$43,444  | \$3,461,000 | \$2,961,000 | \$2,911,000 | \$43,444  | \$3,461,000 | \$2,961,000 | \$2,911,000 |
| Revenue/Capita           | \$28.88   | \$28.88   | \$28.88   | \$28.88   | \$28.88   | \$28.88   | \$28.88   | \$28.88   | \$28.88   | \$28.88   | \$28.88   | \$28.88     | \$28.88     | \$28.88     | \$28.88   | \$28.88     | \$28.88     | \$28.88     | \$28.88   | \$28.88     | \$28.88     | \$28.88     |
| Est. Breakout            | 85%       | 85%       | 85%       | 85%       | 85%       | 85%       | 85%       | 85%       | 85%       | 85%       | 85%       | 85%         | 85%         | 85%         | 85%       | 85%         | 85%         | 85%         | 85%       | 85%         | 85%         | 85%         |
| National                 | 9.7%      | 9.7%      | 9.7%      | 9.7%      | 9.7%      | 9.7%      | 9.7%      | 9.7%      | 9.7%      | 9.7%      | 9.7%      | 9.7%        | 9.7%        | 9.7%        | 9.7%      | 9.7%        | 9.7%        | 9.7%        | 9.7%      | 9.7%        | 9.7%        | 9.7%        |
| Local                    | 12.3%     | 12.3%     | 12.3%     | 12.3%     | 12.3%     | 12.3%     | 12.3%     | 12.3%     | 12.3%     | 12.3%     | 12.3%     | 12.3%       | 12.3%       | 12.3%       | 12.3%     | 12.3%       | 12.3%       | 12.3%       | 12.3%     | 12.3%       | 12.3%       | 12.3%       |
| Δ 93 - 98                | Δ 93 - 98 | Δ 93 - 98 | Δ 93 - 98 | Δ 93 - 98 | Δ 93 - 98 | Δ 93 - 98 | Δ 93 - 98 | Δ 93 - 98 | Δ 93 - 98 | Δ 93 - 98 | Δ 93 - 98 | Δ 93 - 98   | Δ 93 - 98   | Δ 93 - 98   | Δ 93 - 98 | Δ 93 - 98   | Δ 93 - 98   | Δ 93 - 98   | Δ 93 - 98 | Δ 93 - 98   | Δ 93 - 98   | Δ 93 - 98   |

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

| Growth Rate    | 1993    |         | 1998    |         | 1998    |         | 2003 |  |
|----------------|---------|---------|---------|---------|---------|---------|------|--|
|                | 1993    | 1998    | 1998    | 2003    | 1998    | 2003    | 2003 |  |
| MSA Population | 187.0   | 221.0   | 221.0   | 250.6   | 221.0   | 250.6   | 2.5% |  |
| Households     | 75.2    | 89.6    | 89.6    | 103.7   | 89.6    | 103.7   | 3.0% |  |
| Retail Sales   | 1,826.7 | 3,297.8 | 3,297.8 | 4,977.1 | 3,297.8 | 4,977.1 | 8.6% |  |
| EBI            | 2,849.9 | 3,445.0 | 3,445.0 | 4,701.2 | 3,445.0 | 4,701.2 | 6.4% |  |

Demographic Breakdown

|                    | 1993      |       | 1998 |       | 2003  |           |
|--------------------|-----------|-------|------|-------|-------|-----------|
|                    | 1993      | 1998  | 1998 | 2003  | 1998  | 2003      |
| Men (000)          | 106.3     | 15.4  | 10.5 | 17.5  | 15.8  | 24.0      |
| Women (000)        | 114.7     | 15.0  | 8.7  | 14.5  | 18.6  | 29.9      |
| Total              | 221.0     | 30.4  | 17.8 | 28.5  | 36.1  | 53.9      |
| Percentage         | 100.0%    | 13.8% | 8.0% | 12.9% | 16.3% | 24.4%     |
| Per Capita         | \$ 15,588 |       |      |       |       |           |
| Avg Household      | \$ 30,292 |       |      |       |       |           |
| Avg Household      |           |       |      |       |       | \$ 38,448 |
| Ethnic Population: |           |       |      |       |       |           |
| White              | 78.9%     |       |      |       |       |           |
| Black              | 19.9%     |       |      |       |       |           |
| Asian              | 0.7%      |       |      |       |       |           |
| Hispanic           | 1.6%      |       |      |       |       |           |

Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 5       | 10      | 8       | 15         | 6       | 21      |       |
| Tot 12+    | 13.7    | 55.3    | 54.1    | 69.0       | 4.0     | 73.0    |       |
| Avg 12+    | 2.7     | 5.5     | 6.8     | 4.6        | 0.7     | 3.5     |       |
| Tot LCS    | 18.8    | 75.8    | 74.1    | 94.5       | 5.5     | 100.0   |       |
| Avg LCS    | 3.8     | 7.6     | 9.3     | 6.3        | 0.9     | 4.8     |       |









# Lubbock, TX Market Overview



Market Radio Financials and Ratios  
(all figures in 000's, except percentages and ratios)

|                      | ESTIMATED GROSS REVENUES |             |             | REVENUE/RETAIL SALES |          |          |
|----------------------|--------------------------|-------------|-------------|----------------------|----------|----------|
|                      | 1993                     | 1994        | 1995        | 1996                 | 1997     | 1998     |
| Revenue/Capita       | \$7,300                  | \$8,100     | \$8,700     | \$9,700              | \$10,400 | \$11,300 |
| Revenue/Retail Sales | \$3,291,000              | \$4,311,000 | \$5,691,000 | \$76.03              |          |          |
| Revenue/Capita       | \$31.92                  | \$48.46     |             |                      |          |          |
| Δ 98 - 99            | 6.2%                     |             |             |                      |          |          |
| Δ 99 - 03            |                          |             |             |                      |          |          |
| Est. Breakout        |                          |             |             |                      |          |          |
| Local                | 90%                      |             |             |                      |          |          |
| National             | 10%                      |             |             |                      |          |          |

## Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

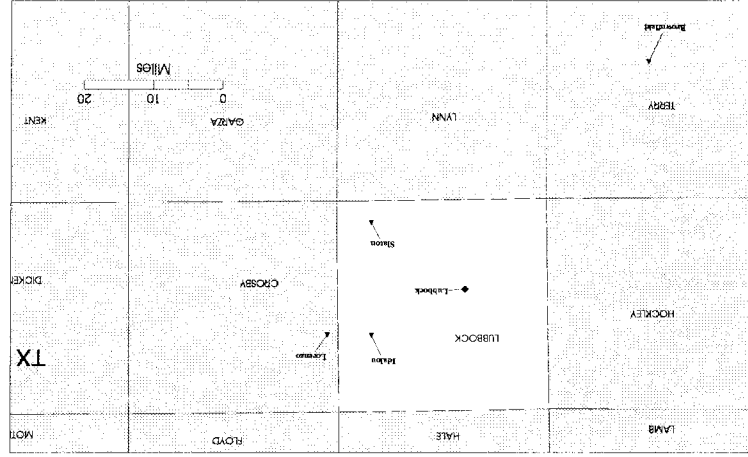
|                | 1998    |         |      | 1998    |         |      | 2003 |       |  |
|----------------|---------|---------|------|---------|---------|------|------|-------|--|
|                | Rate    | Rate    | Rate | Rate    | Rate    | Rate | Rate | Rate  |  |
| MSA Population | 228.7   | 233.2   | 84.9 | 0.4%    | 233.2   | 84.9 | 0.1% | -0.1% |  |
| Households     | 83.4    | 84.9    | 0.4% | 84.9    | 85.3    | 0.1% | 0.1% | 0.1%  |  |
| Retail Sales   | 2,216.4 | 2,619.3 | 3.4% | 2,619.3 | 3,092.4 | 3.4% | 3.4% | 3.5%  |  |
| EBI            | 3,139.8 | 3,379.6 | 1.5% | 3,379.6 | 4,019.6 | 3.5% | 3.5% | 3.5%  |  |

## Demographic Breakdown

|                    | Total     | Under 12 | 12 - 17 | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 54 | Over 55 |
|--------------------|-----------|----------|---------|---------|---------|---------|---------|---------|
| Men (000)          | 114.8     | 20.3     | 10.1    | 16.8    | 18.2    | 16.8    | 13.2    | 19.4    |
| Women (000)        | 118.4     | 19.3     | 9.7     | 16.2    | 16.7    | 17.2    | 14.5    | 24.8    |
| Total              | 233.2     | 39.6     | 19.8    | 32.9    | 35.0    | 34.0    | 27.7    | 44.2    |
| Percentage         | 100.0%    | 17.0%    | 8.5%    | 14.1%   | 15.0%   | 14.6%   | 11.9%   | 18.9%   |
| Per Capita         | \$ 14,492 |          |         |         |         |         |         |         |
| Median Household   | \$ 29,172 |          |         |         |         |         |         |         |
| Avg Household      | \$ 39,806 |          |         |         |         |         |         |         |
| Ethnic Population: |           |          |         |         |         |         |         |         |
| White              | 89.4%     |          |         |         |         |         |         |         |
| Black              | 8.4%      |          |         |         |         |         |         |         |
| Asian              | 1.8%      |          |         |         |         |         |         |         |
| Hispanic           | 28.8%     |          |         |         |         |         |         |         |

## Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 1       | 11      | 11      | 11         | 12      | 7       | 19    |
| Tot 12+    | 2.3     | 70.1    | 71.4    | 72.4       | 13.5    | 85.9    | 19    |
| Avg 12+    | 2.3     | 6.4     | 6.5     | 6.0        | 1.9     | 4.5     | 19    |
| Tot LCS    | 2.7     | 81.6    | 83.1    | 84.3       | 15.7    | 100.0   | 19    |
| Avg LCS    | 2.7     | 7.4     | 7.6     | 7.0        | 2.2     | 5.3     | 19    |



Metro Counties / Population (000)

Lubbock, TX 233.2

# Competitive Overview

Some stations also rated in Odessa-Midland.

| FM Stations                  |            | City of         |       | Class | Power      | HAAT C Owner |                           | Year  | Sales | 1999 Est       |             | Avg 99 |      | ARB 12+ Metro Shares (see rights) |        |      |        |      |        |      |        |      |
|------------------------------|------------|-----------------|-------|-------|------------|--------------|---------------------------|-------|-------|----------------|-------------|--------|------|-----------------------------------|--------|------|--------|------|--------|------|--------|------|
| Calls                        | License    | City of         | Class | FCC   | Power (kW) | Freq (kHz)   | Owner                     | Acq'd | L     | Revenue (000)M | Power Ratio | Local  | Comm | Fall                              | Spring | Fall | Spring | Fall | Spring | Fall | Spring |      |
| KJAK                         | Station    |                 | C1    |       | 92.7       | 100.0        | 584 Williams Bcstg        | 78    | 8106  | 575            | 2.53        | 1.1    | 1.0  | 1.0                               | 0.6    | 1.3  | 1.3    | 2.2  | 2.2    | 1.3  | 1.3    | 1.6  |
| KXTQ                         | Lubbock    |                 | C1    |       | 93.7       | 100.0        | 742 c Ramar               | 63    | 9308  | 363            | 1.27        | 4.7    | 3.5  | 3.7                               | 4.6    | 5.1  | 4.5    | 6.3  | 6.3    | 7.2  | 7.2    | 7.7  |
| KFMX                         | Lubbock    |                 | C1    |       | 94.5       | 100.0        | 817 a AMFM Inc            | 66    | 9910  | g              | 0.90        | 7.9    | 9.3  | 7.7                               | 8.9    | 10.2 | 8.9    | 5.9  | 10.6   | 10.6 | 11.3   | 11.3 |
| KLL                          | Lubbock    |                 | C1    |       | 96.3       | 100.0        | 817 b NextMedia Group     | 58    | 0002  | g3             | 1.11        | 20.7   | 14.6 | 18.2                              | 17.1   | 15.3 | 16.6   | 17.8 | 17.8   | 18.6 | 18.6   | 18.6 |
| KKCL                         | Lorenzo    |                 | C2    |       | 98.1       | 36.0         | 574 a AMFM Inc            | 87    | 9910  | g              | 1.08        | 8.8    | 7.7  | 6.8                               | 8.9    | 10.2 | 9.4    | 8.1  | 9.6    | 9.6  | 9.6    | 9.6  |
| KQBR                         | Lubbock    |                 | C1    |       | 99.5       | 100.0        | 817 a AMFM Inc            | 64    | 9910  | g              | 1.07        | 7.0    | 5.2  | 4.1                               | 5.4    | 3.8  | 5.6    | 3.4  | 4.5    | 4.5  | 4.5    | 4.5  |
| KMMX                         | Tahoka     |                 | C1    |       | 100.3      | 100.0        | 883 b NextMedia Group     | 87    | 0002  | g3             | 1.05        | 6.50   | 4.9  | 5.0                               | 6.7    | 5.4  | 4.4    | 4.4  | 4.4    | 3.2  | 3.2    | 3.2  |
| KONE                         | Lubbock    |                 | C1    |       | 101.1      | 100.0        | 883 b NextMedia Group     | 75    | 0002  | g3             | 0.53        | 3.00   | 4.5  | 4.1                               | 4.6    | 2.5  | 2.9    | 1.9  | 4.1    | 3.5  | 3.5    | 3.5  |
| KZII                         | Lubbock    |                 | C1    |       | 102.5      | 100.0        | 817 a AMFM Inc            | 82    | 9910  | g              | 0.94        | 12.7   | 11.3 | 9.6                               | 12.9   | 17.5 | 17.2   | 17.8 | 15.9   | 12.9 | 12.9   | 12.9 |
| KLZK                         | Brownfield |                 | C2    |       | 104.3      | 50.0         | 476 c Ramar               | 94    | 9904  | 1,025          | 0.61        | 9.7    | 7.1  | 8.3                               | 8.9    | 2.5  | 2.9    | 5.0  | 0.0    | 0.0  | 0.0    | 0.0  |
| KRBL                         | Idalou     |                 | A     |       | 105.7      | 5.5          | 328 Ramsey, Kenneth       | 95    | 9506  | cp             | 0.82        | 3.4    | 2.3  | 3.7                               | 3.8    | 2.2  | 1.6    | 1.9  | 1.3    | 1.3  | 1.3    | 1.3  |
| KEJS                         | Lubbock    |                 | C2    |       | 106.5      | 34.0         | 587 Barton Bcstg Co       | 92    |       |                | 0.58        | 2.50   | 2.4  | 2.5                               | 3.6    | 2.9  | 2.2    | 1.6  | 1.3    | 4.5  | 4.5    | 4.5  |
| FM TOTALS                    |            |                 |       |       |            |              |                           |       |       |                |             |        |      |                                   |        |      |        |      |        |      |        |      |
|                              |            | # FM Stations - |       |       |            | # Combos -   |                           |       |       |                |             |        |      |                                   |        |      |        |      |        |      |        |      |
|                              |            | 12              |       |       |            | 9            |                           |       |       |                |             |        |      |                                   |        |      |        |      |        |      |        |      |
| AM Stations                  |            |                 |       |       |            |              |                           |       |       |                |             |        |      |                                   |        |      |        |      |        |      |        |      |
| Calls                        | License    | City of         | Class | FCC   | Power      | Day          | Night                     | Year  | Sales | 1999 Est       |             | Avg 99 |      | ARB 12+ Metro Shares (see rights) |        |      |        |      |        |      |        |      |
| Calls                        | License    | City of         | Class | FCC   | Power (kW) | Freq (kHz)   | Owner                     | Acq'd | L     | Revenue (000)M | Power Ratio | Local  | Comm | Fall                              | Spring | Fall | Spring | Fall | Spring | Fall | Spring |      |
| KRAFE                        | Lubbock    |                 | B     |       | 580        | 0.5          | 0.29 KRAFE Radio Inc      | 53    | 9402  | 75             | 300         | 0.66   | 3.6  | 2.7                               | 3.1    | 3.3  | 3.3    | 1.9  | 1.3    | 3.1  | 3.8    |      |
| KFYO                         | Lubbock    |                 | B     |       | 790        | 5.0          | 1.00 a AMFM Inc           | 27    | 9910  | g              | 1.47        | 2.7    | 2.7  | 3.1                               | 1.7    | 1.6  | 2.5    | 2.2  | 2.5    | 2.5  | 2.6    |      |
| KXTQ                         | Lubbock    |                 | B     |       | 950        | 5.0          | 0.50 c Ramar              | 46    | 9308  | c2             | 0.5         | 0.5    | 0.5  | 0.6                               | 0.3    | 0.0  | 0.6    | 0.0  | 0.0    | 0.0  | 0.0    |      |
| KKAM                         | Lubbock    |                 | C     |       | 1340       | 1.0          | 1.00 a AMFM Inc           | 55    | 9910  | g              | 1.03        | 2.7    | 2.3  | 3.6                               | 1.6    | 2.9  | 1.9    | 1.3  | 1.6    | 1.6  | 1.6    |      |
| KLFB                         | Lubbock    |                 | B     |       | 1420       | 0.5          | 0.50 Ballard              | 66    | 9103  | st             | 0.9         | 0.9    | 1.7  | 1.5                               | 0.0    | 0.0  | 0.0    | 0.0  | 0.0    | 0.0  | 0.0    |      |
| KBZO                         | Lubbock    |                 | B     |       | 1460       | 1.0          | 0.24 Entravision Comm     | 53    | 9910  | 2,300          | 1.53        | 1.3    | 2.1  | 1.9                               | 0.3    | 0.0  | 1.6    | 1.9  | 0.9    | 0.9  | 1.6    |      |
| KDAV                         | Lubbock    |                 | B     |       | 1590       | 1.0          | 1.00 cp Renaissance Bcstg | 47    | 9808  | 150            |             | 1.2    | 1.5  | 0.9                               | 1.3    | 1.0  | 0.6    | 0.6  | 0.0    | 0.3  | 0.6    |      |
| AM TOTALS                    |            |                 |       |       |            |              |                           |       |       |                |             |        |      |                                   |        |      |        |      |        |      |        |      |
|                              |            | # AM Stations - |       |       |            | # Combos -   |                           |       |       |                |             |        |      |                                   |        |      |        |      |        |      |        |      |
|                              |            | 7               |       |       |            | 3            |                           |       |       |                |             |        |      |                                   |        |      |        |      |        |      |        |      |
| Total Local Commercial Share |            |                 |       |       |            |              |                           |       |       |                |             |        |      |                                   |        |      |        |      |        |      |        |      |
|                              |            | 87.4            |       |       |            | 85.1         |                           |       |       |                |             |        |      |                                   |        |      |        |      |        |      |        |      |

Docket 80-90 Allocations: 95.3, A, Tahoka





Metro Rank: 179  
Revenue Rank: 172



Metro Counties / Population (000)

|              |              |
|--------------|--------------|
| Buncombe, NC | 195.4        |
| Madison, NC  | 18.9         |
| <b>Total</b> | <b>214.3</b> |

# Asheville, NC Market Overview



## Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES | Revenue/Capita |             |          |             |          | Revenue/Retail Sales |
|--------------------------|----------------|-------------|----------|-------------|----------|----------------------|
|                          | 1993           | 1994        | 1995     | 1996        | 1997     |                      |
| 1993                     | \$4,700        | \$5,400     | \$6,200  | \$7,000     | \$7,900  | \$9,700              |
| Δ 98 - 99                | 1.0%           |             |          |             |          |                      |
| 1998                     | \$9,800        | \$10,900    | \$11,700 | \$12,600    | \$13,400 | \$13,400             |
| Δ 99 - 03                | 8.0%           |             |          |             |          |                      |
| 1993                     | \$3,041,000    | \$3,431,000 | \$45,26  | \$3,991,000 | \$60.01  |                      |
| 1998                     | \$2,896.3      | 2,830.8     | 3,375.5  | 3,375.5     | 4,316.3  | 5.0%                 |
| 1993                     | 200.2          | 214.3       | 1.4%     | 223.3       | 223.3    | 0.8%                 |
| 1998                     | 81.6           | 88.0        | 1.5%     | 88.0        | 93.5     | 1.2%                 |
| 1993                     | 1,543.7        | 2,830.8     | 12.9%    | 2,830.8     | 3,949.1  | 6.9%                 |
| 1998                     | 2,896.3        | 3,375.5     | 3.1%     | 3,375.5     | 4,316.3  | 5.0%                 |

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

| MSA Population | Households | Retail Sales | EBI     | Growth Rate |       |      |      |
|----------------|------------|--------------|---------|-------------|-------|------|------|
|                |            |              |         | 1993        | 1998  | 1998 | 2003 |
| 200.2          | 81.6       | 214.3        | 1.4%    | 223.3       | 223.3 | 0.8% |      |
| 81.6           | 88.0       | 1.5%         | 88.0    | 93.5        | 1.2%  |      |      |
| 1,543.7        | 2,830.8    | 12.9%        | 2,830.8 | 3,949.1     | 6.9%  |      |      |
| 2,896.3        | 3,375.5    | 3.1%         | 3,375.5 | 4,316.3     | 5.0%  |      |      |

Demographic Breakdown

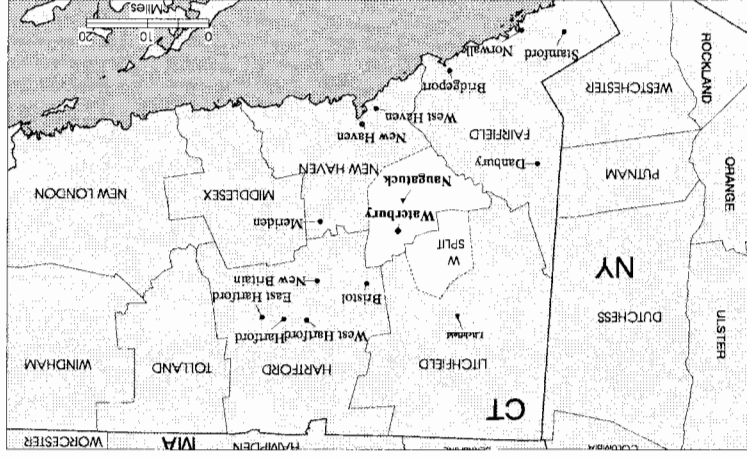
| Men (000) | Women (000) | Total | Percentage | Per Capita | Median Household | Avg Household | Ethnic Population: |       |       |          |
|-----------|-------------|-------|------------|------------|------------------|---------------|--------------------|-------|-------|----------|
|           |             |       |            |            |                  |               | White              | Black | Asian | Hispanic |
| 102.4     | 111.9       | 214.3 | 100.0%     | \$ 15,751  | \$ 30,471        | \$ 38,358     | 91.3%              | 7.7%  | 0.7%  | 1.4%     |
| 14.6      | 13.8        | 28.4  | 13.2%      |            |                  |               |                    |       |       |          |
| 8.4       | 7.9         | 16.3  | 7.6%       |            |                  |               |                    |       |       |          |
| 9.0       | 9.0         | 17.9  | 8.4%       |            |                  |               |                    |       |       |          |
| 13.0      | 13.2        | 26.1  | 12.2%      |            |                  |               |                    |       |       |          |
| 17.1      | 18.0        | 35.1  | 16.4%      |            |                  |               |                    |       |       |          |
| 15.5      | 16.7        | 32.1  | 15.0%      |            |                  |               |                    |       |       |          |
| 24.9      | 33.4        | 58.3  | 27.2%      |            |                  |               |                    |       |       |          |

Market Summary

| FM Classes | Class A | Class B | Class C | Viabile FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|-------------|---------|---------|-------|
| # Stations | 3       | 5       | 3       | 8           | 8       | 9       | 17    |
| Tot 12+    | 7.5     | 35.3    | 25.4    | 42.8        | 23.6    | 66.4    | 3.9   |
| Avg 12+    | 2.5     | 7.1     | 8.5     | 5.4         | 2.6     | 3.9     | 3.9   |
| Tot LCS    | 11.3    | 53.2    | 38.3    | 64.5        | 35.5    | 100.0   | 5.9   |
| Avg LCS    | 3.8     | 10.6    | 12.8    | 8.1         | 3.9     | 5.9     | 5.9   |



Metro Rank: 180  
Revenue Rank: N/A



| Metro Counties / Population (000) | Revenue      |
|-----------------------------------|--------------|
| Litchfield, CT                    | 39.6         |
| New Haven, CT                     | 175.9        |
| <b>Total</b>                      | <b>215.5</b> |

## Waterbury, CT Market Overview



Market Radio Financials (all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES | 1993      |           | 1994      |           | 1995      |           | 1996      |           | 1997      |           | 1998      |           | 1999      |           | 2000      |           | 2001      |           | 2002      |           | 2003      |           |
|--------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
|                          | 1993      | 1994      | 1994      | 1995      | 1995      | 1996      | 1996      | 1997      | 1997      | 1998      | 1998      | 1998      | 1999      | 1999      | 2000      | 2000      | 2001      | 2001      | 2002      | 2002      | 2003      | 2003      |
| Revenue/Retail Sales     | 1,993     | 1,994     | 1,994     | 1,995     | 1,995     | 1,996     | 1,996     | 1,997     | 1,997     | 1,998     | 1,998     | 1,998     | 1,999     | 1,999     | 2,000     | 2,000     | 2,001     | 2,001     | 2,002     | 2,002     | 2,003     | 2,003     |
| Revenue/Capita           | 1993      | 1994      | 1994      | 1995      | 1995      | 1996      | 1996      | 1997      | 1997      | 1998      | 1998      | 1998      | 1999      | 1999      | 2000      | 2000      | 2001      | 2001      | 2002      | 2002      | 2003      | 2003      |
| Est. Breakout            | 1993      | 1994      | 1994      | 1995      | 1995      | 1996      | 1996      | 1997      | 1997      | 1998      | 1998      | 1998      | 1999      | 1999      | 2000      | 2000      | 2001      | 2001      | 2002      | 2002      | 2003      | 2003      |
|                          | Δ 98 - 99 | Δ 98 - 99 | Δ 98 - 99 | Δ 98 - 99 | Δ 98 - 99 | Δ 98 - 99 | Δ 98 - 99 | Δ 98 - 99 | Δ 98 - 99 | Δ 98 - 99 | Δ 98 - 99 | Δ 98 - 99 | Δ 98 - 99 | Δ 98 - 99 | Δ 98 - 99 | Δ 98 - 99 | Δ 98 - 99 | Δ 98 - 99 | Δ 98 - 99 | Δ 98 - 99 | Δ 98 - 99 | Δ 98 - 99 |
|                          | Δ 93 - 98 | Δ 93 - 98 | Δ 93 - 98 | Δ 93 - 98 | Δ 93 - 98 | Δ 93 - 98 | Δ 93 - 98 | Δ 93 - 98 | Δ 93 - 98 | Δ 93 - 98 | Δ 93 - 98 | Δ 93 - 98 | Δ 93 - 98 | Δ 93 - 98 | Δ 93 - 98 | Δ 93 - 98 | Δ 93 - 98 | Δ 93 - 98 | Δ 93 - 98 | Δ 93 - 98 | Δ 93 - 98 | Δ 93 - 98 |

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

| MSA Population | 1993    |         | 1998    |         | 1998    |         | 2003    |  |
|----------------|---------|---------|---------|---------|---------|---------|---------|--|
|                | 1993    | 1998    | 1998    | 1998    | 2003    | 2003    | 2003    |  |
| Households     | 215.6   | 215.5   | 215.5   | 215.5   | 217.4   | 217.4   | 217.4   |  |
| Retail Sales   | 1,777.1 | 1,908.0 | 1,908.0 | 1,908.0 | 2,119.0 | 2,119.0 | 2,119.0 |  |
| EBI            | 4,264.2 | 4,455.2 | 4,455.2 | 4,455.2 | 5,229.6 | 5,229.6 | 5,229.6 |  |
| Growth Rate    | 1993    | 1998    | 1998    | 1998    | 2003    | 2003    | 2003    |  |
|                | 0.0%    | 0.0%    | 0.0%    | 0.0%    | 0.2%    | 0.4%    | 0.4%    |  |
|                | 82.1    | 82.2    | 82.2    | 82.2    | 84.0    | 84.0    | 84.0    |  |

### Demographic Breakdown

|                    | Total     | Under 12 | 12 - 17 | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 54 | Over 55 |
|--------------------|-----------|----------|---------|---------|---------|---------|---------|---------|
| Men (000)          | 104.2     | 16.0     | 7.9     | 9.6     | 15.6    | 17.5    | 14.8    | 22.7    |
| Women (000)        | 111.3     | 15.3     | 7.5     | 9.3     | 15.4    | 18.1    | 15.5    | 30.2    |
| Total              | 215.5     | 31.3     | 15.4    | 18.8    | 31.1    | 35.6    | 30.3    | 52.9    |
| Percentage         | 100.0%    | 14.5%    | 7.1%    | 8.7%    | 14.4%   | 16.5%   | 14.1%   | 24.6%   |
| Per Capita         | \$ 20,677 |          |         |         |         |         |         |         |
| Median Household   | \$ 45,352 |          |         |         |         |         |         |         |
| Avg Household      | \$ 54,184 |          |         |         |         |         |         |         |
| Ethnic Population: |           |          |         |         |         |         |         |         |
| White              | 88.3%     |          |         |         |         |         |         |         |
| Black              | 9.5%      |          |         |         |         |         |         |         |
| Asian              | 1.9%      |          |         |         |         |         |         |         |
| Hispanic           | 6.9%      |          |         |         |         |         |         |         |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 1       | 2       |         | 0          | 3       | 3       | 6     |
| Tot 12+    | 0.0     | 16.2    | 0.0     | 0.0        | 16.2    | 7.8     | 24.0  |
| Avg 12+    | 0.0     | 8.1     | 0.0     | 0.0        | 5.4     | 2.6     | 4.0   |
| Tot LCS    | 0.0     | 67.5    | 0.0     | 0.0        | 67.5    | 32.5    | 100.0 |
| Avg LCS    | 0.0     | 33.8    | 0.0     | 0.0        | 22.5    | 10.8    | 16.7  |







# Topoka, KS Market Overview

## Market Radio Financials

(all figures in 000's, except percentages and ratios)

|                             | ESTIMATED GROSS REVENUES |             |          |             |          |              |
|-----------------------------|--------------------------|-------------|----------|-------------|----------|--------------|
|                             | 1993                     | 1994        | 1995     | 1996        | 1997     | 1998         |
| Δ 93 - 98                   | \$6,500                  | \$6,800     | \$7,300  | \$7,600     | \$7,700  | \$8,400      |
|                             |                          |             |          |             |          | 5.2%         |
| Δ 98 - 99                   | \$9,100                  | \$9,100     | \$10,000 | \$10,800    | \$11,800 | \$12,700     |
|                             |                          |             |          |             |          | 8.7%         |
| <b>Revenue/Capita</b>       |                          |             |          |             |          |              |
|                             | \$3,491,000              | \$3,991,000 | \$3,822  | \$4,881,000 | \$55.19  |              |
| <b>Revenue/Retail Sales</b> |                          |             |          |             |          |              |
|                             | \$30.15                  | \$30.15     | \$38.22  | \$55.19     |          |              |
| <b>Est. Breakout</b>        |                          |             |          |             |          |              |
|                             |                          |             |          |             |          | Local 75%    |
|                             |                          |             |          |             |          | National 25% |

## Demographic and Economic Overview

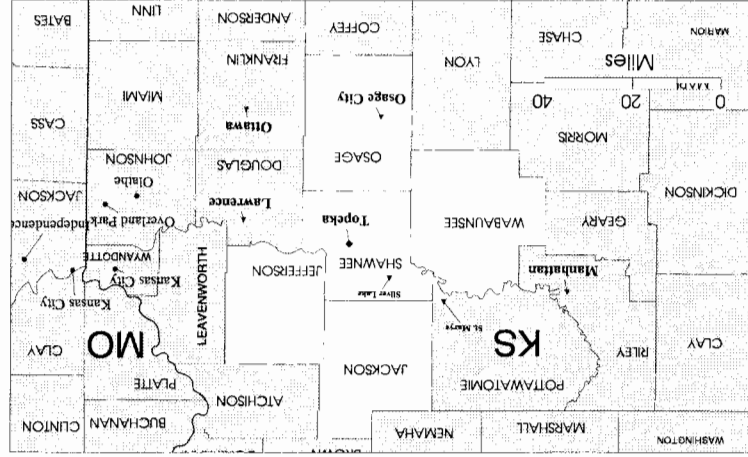
(000's, except Retail Sales and EBI in 000,000's)

|                | 1993    |         |      | 1998    |         |      | 2003    |      |  |
|----------------|---------|---------|------|---------|---------|------|---------|------|--|
|                | Rate    | Rate    | Rate | Rate    | Rate    | Rate | Rate    | Rate |  |
| MSA Population | 215.6   | 219.8   | 0.4% | 219.8   | 230.1   | 0.9% | 230.1   | 0.9% |  |
| Households     | 84.7    | 86.2    | 0.4% | 86.2    | 91.5    | 1.2% | 91.5    | 1.2% |  |
| Retail Sales   | 1,862.5 | 2,107.3 | 2.5% | 2,107.3 | 2,599.9 | 4.3% | 2,599.9 | 4.3% |  |
| EBI            | 3,362.2 | 3,425.8 | 0.4% | 3,425.8 | 4,095.2 | 3.6% | 4,095.2 | 3.6% |  |

|                    | Demographic Breakdown |             |             |                |         |         |
|--------------------|-----------------------|-------------|-------------|----------------|---------|---------|
|                    | Total                 | Under 12    | 12 - 17     | 18 - 24        | 25 - 34 | 35 - 44 |
| Men (000)          | 107.1                 | 18.7        | 9.8         | 8.1            | 14.2    | 17.6    |
| Women (000)        | 112.7                 | 17.3        | 9.2         | 8.0            | 14.6    | 18.0    |
| Total              | 219.8                 | 36.0        | 18.9        | 16.1           | 28.8    | 35.7    |
| Percentage         | 100.0%                | 16.4%       | 8.6%        | 7.3%           | 13.1%   | 16.2%   |
| Per Capita         | \$ 15,586             |             |             |                |         |         |
| Median Household   | \$ 33,416             |             |             |                |         |         |
| Avg Household      | \$ 39,742             |             |             |                |         |         |
| Ethnic Population: | White: 90.9%          | Black: 6.9% | Asian: 0.9% | Hispanic: 5.8% |         |         |

## Market Summary

| FM Classes | Class A | Class B | Class C | Viabile FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|-------------|---------|---------|-------|
| # Stations | 1       | 9       | 7       | 10          | 3       | 13      |       |
| Tot 12+    | 3.8     | 49.3    | 51.2    | 53.1        | 10.3    | 63.4    |       |
| Avg 12+    | 3.8     | 5.5     | 7.3     | 5.3         | 3.4     | 4.9     |       |
| Tot LCS    | 6.0     | 77.8    | 80.8    | 83.8        | 16.2    | 100.0   |       |
| Avg LCS    | 6.0     | 8.6     | 11.5    | 8.4         | 5.4     | 7.7     |       |



Metro Rank: 181  
Revenue Rank: 177

| Metro Counties / Population (000) | Value        |
|-----------------------------------|--------------|
| Jackson, KS                       | 12.2         |
| Jefferson, KS                     | 18.4         |
| Osage, KS                         | 17.2         |
| Shawnee, KS                       | 165.4        |
| Wabunsee, KS                      | 6.6          |
| <b>Total</b>                      | <b>219.8</b> |

## Competitive Overview

| FM Stations        |       |       |            |      |                     |           |          |             |        |            |                              |                   |
|--------------------|-------|-------|------------|------|---------------------|-----------|----------|-------------|--------|------------|------------------------------|-------------------|
| City of            | Class | Freq  | Power (kW) | HAAT | C Owner             | Year Acqd | Std Acqd | Price (000) | M A    | Format     | 1999 Est Revenue (000)/Ratio | Avg 99 Local Comm |
| License            | FCC   |       |            |      |                     | Date      |          |             |        |            |                              | 1999              |
| KCVT Silver Lake   | C3    | 92.5  | 6.7        | 387  | Bott Radio Network  | 96        |          | 175         |        | Reign/Talk | 150                          | 1.1               |
| KANS Osage City    | C2    | 92.9  | 36.0       | 564  | C & C Consulting    | 82        | 9503     |             | 175    |            | 150                          | 0.7               |
| WIBW Topeka        | C     | 97.3  | 97.0       | 1221 | b Morris Comm Corp  | 61        | 9612     | g1          | 2,300  | Country    | 0.90                         | 27.8              |
| KWIC Topeka        | A     | 99.3  | 6.0        | 292  | c Cumulus Bcstg Inc | 93        | 9907     | c3          | 400    | Hot AC     | 0.60                         | 7.3               |
| KDVV Topeka        | C     | 100.3 | 100.0      | 984  | a Cumulus Bcstg Inc | 60        | 9810     | d1          | 10,440 | Rock       | 1.27                         | 7.7               |
| KMKF Manhattan     | C2    | 101.5 | 36.0       | 577  | Seaton Stations     | 72        |          |             | 1.4    | Rock       | 1.2                          | 1.2               |
| KQTP St. Mans      | C2    | 102.9 | 50.0       | 318  | c Cumulus Bcstg Inc | 94        | 9907     | p           | 500    | Oldies     | 0.79                         | 6.9               |
| KLRZ Lawrence      | C1    | 105.9 | 100.0      | 774  | Zimmer Radio        | 63        | 9808     |             | 3.9    | Top 40     | n/a                          | 8.5               |
| KTPK Topeka        | C     | 106.9 | 100.0      | 1211 | Kansas Capital      | 74        | 9706     |             | 1,000  | Country    | 1.49                         | 7.3               |
| KMAJ Topeka        | C     | 107.7 | 100.0      | 988  | a Cumulus Bcstg Inc | 71        | 9810     | d1          | 2,100  | AC         | 1.38                         | 16.5              |
| FM TOTALS          |       |       |            |      |                     |           |          |             |        |            |                              |                   |
| # FM Stations - 10 |       |       |            |      |                     |           |          |             |        |            |                              |                   |
| # Combos - 5       |       |       |            |      |                     |           |          |             |        |            |                              |                   |

| AM Stations        |       |       |            |         |                     |          |             |     |            |                              |                   |                                   |
|--------------------|-------|-------|------------|---------|---------------------|----------|-------------|-----|------------|------------------------------|-------------------|-----------------------------------|
| City of            | Class | Freq  | Power (kW) | C Owner | Year Acqd           | Std Acqd | Price (000) | M A | Format     | 1999 Est Revenue (000)/Ratio | Avg 99 Local Comm | ARB 12+ Metro Shares (see rights) |
| License            | FCC   |       |            |         | Date                |          |             |     |            |                              | 1999              | Fall                              |
| KCVT Silver Lake   | C3    | 92.5  | 6.7        | 387     | Bott Radio Network  | 96       |             |     | Reign/Talk | 150                          | 1.1               | 0.7                               |
| KANS Osage City    | C2    | 92.9  | 36.0       | 564     | C & C Consulting    | 82       | 9503        |     | 175        |                              | 150               | 0.8                               |
| WIBW Topeka        | C     | 97.3  | 97.0       | 1221    | b Morris Comm Corp  | 61       | 9612        | g1  | 2,300      | Country                      | 0.90              | 27.8                              |
| KWIC Topeka        | A     | 99.3  | 6.0        | 292     | c Cumulus Bcstg Inc | 93       | 9907        | c3  | 400        | Hot AC                       | 0.60              | 7.3                               |
| KDVV Topeka        | C     | 100.3 | 100.0      | 984     | a Cumulus Bcstg Inc | 60       | 9810        | d1  | 10,440     | Rock                         | 1.27              | 7.7                               |
| KMKF Manhattan     | C2    | 101.5 | 36.0       | 577     | Seaton Stations     | 72       |             |     | 1.4        | Rock                         | 1.2               | 1.2                               |
| KQTP St. Mans      | C2    | 102.9 | 50.0       | 318     | c Cumulus Bcstg Inc | 94       | 9907        | p   | 500        | Oldies                       | 0.79              | 6.9                               |
| KLRZ Lawrence      | C1    | 105.9 | 100.0      | 774     | Zimmer Radio        | 63       | 9808        |     | 3.9        | Top 40                       | n/a               | 8.5                               |
| KTPK Topeka        | C     | 106.9 | 100.0      | 1211    | Kansas Capital      | 74       | 9706        |     | 1,000      | Country                      | 1.49              | 7.3                               |
| KMAJ Topeka        | C     | 107.7 | 100.0      | 988     | a Cumulus Bcstg Inc | 71       | 9810        | d1  | 2,100      | AC                           | 1.38              | 16.5                              |
| FM TOTALS          |       |       |            |         |                     |          |             |     |            |                              |                   |                                   |
| # FM Stations - 10 |       |       |            |         |                     |          |             |     |            |                              |                   |                                   |
| # Combos - 5       |       |       |            |         |                     |          |             |     |            |                              |                   |                                   |

| AM Stations        |       |       |            |         |                     |          |             |     |            |                              |                   |                                   |
|--------------------|-------|-------|------------|---------|---------------------|----------|-------------|-----|------------|------------------------------|-------------------|-----------------------------------|
| City of            | Class | Freq  | Power (kW) | C Owner | Year Acqd           | Std Acqd | Price (000) | M A | Format     | 1999 Est Revenue (000)/Ratio | Avg 99 Local Comm | ARB 12+ Metro Shares (see rights) |
| License            | FCC   |       |            |         | Date                |          |             |     |            |                              | 1999              | Fall                              |
| KCVT Silver Lake   | C3    | 92.5  | 6.7        | 387     | Bott Radio Network  | 96       |             |     | Reign/Talk | 150                          | 1.1               | 0.7                               |
| KANS Osage City    | C2    | 92.9  | 36.0       | 564     | C & C Consulting    | 82       | 9503        |     | 175        |                              | 150               | 0.8                               |
| WIBW Topeka        | C     | 97.3  | 97.0       | 1221    | b Morris Comm Corp  | 61       | 9612        | g1  | 2,300      | Country                      | 0.90              | 27.8                              |
| KWIC Topeka        | A     | 99.3  | 6.0        | 292     | c Cumulus Bcstg Inc | 93       | 9907        | c3  | 400        | Hot AC                       | 0.60              | 7.3                               |
| KDVV Topeka        | C     | 100.3 | 100.0      | 984     | a Cumulus Bcstg Inc | 60       | 9810        | d1  | 10,440     | Rock                         | 1.27              | 7.7                               |
| KMKF Manhattan     | C2    | 101.5 | 36.0       | 577     | Seaton Stations     | 72       |             |     | 1.4        | Rock                         | 1.2               | 1.2                               |
| KQTP St. Mans      | C2    | 102.9 | 50.0       | 318     | c Cumulus Bcstg Inc | 94       | 9907        | p   | 500        | Oldies                       | 0.79              | 6.9                               |
| KLRZ Lawrence      | C1    | 105.9 | 100.0      | 774     | Zimmer Radio        | 63       | 9808        |     | 3.9        | Top 40                       | n/a               | 8.5                               |
| KTPK Topeka        | C     | 106.9 | 100.0      | 1211    | Kansas Capital      | 74       | 9706        |     | 1,000      | Country                      | 1.49              | 7.3                               |
| KMAJ Topeka        | C     | 107.7 | 100.0      | 988     | a Cumulus Bcstg Inc | 71       | 9810        | d1  | 2,100      | AC                           | 1.38              | 16.5                              |
| FM TOTALS          |       |       |            |         |                     |          |             |     |            |                              |                   |                                   |
| # FM Stations - 10 |       |       |            |         |                     |          |             |     |            |                              |                   |                                   |
| # Combos - 5       |       |       |            |         |                     |          |             |     |            |                              |                   |                                   |

| AM Stations        |       |       |            |         |                     |          |             |     |            |                              |                   |                                   |
|--------------------|-------|-------|------------|---------|---------------------|----------|-------------|-----|------------|------------------------------|-------------------|-----------------------------------|
| City of            | Class | Freq  | Power (kW) | C Owner | Year Acqd           | Std Acqd | Price (000) | M A | Format     | 1999 Est Revenue (000)/Ratio | Avg 99 Local Comm | ARB 12+ Metro Shares (see rights) |
| License            | FCC   |       |            |         | Date                |          |             |     |            |                              | 1999              | Fall                              |
| KCVT Silver Lake   | C3    | 92.5  | 6.7        | 387     | Bott Radio Network  | 96       |             |     | Reign/Talk | 150                          | 1.1               | 0.7                               |
| KANS Osage City    | C2    | 92.9  | 36.0       | 564     | C & C Consulting    | 82       | 9503        |     | 175        |                              | 150               | 0.8                               |
| WIBW Topeka        | C     | 97.3  | 97.0       | 1221    | b Morris Comm Corp  | 61       | 9612        | g1  | 2,300      | Country                      | 0.90              | 27.8                              |
| KWIC Topeka        | A     | 99.3  | 6.0        | 292     | c Cumulus Bcstg Inc | 93       | 9907        | c3  | 400        | Hot AC                       | 0.60              | 7.3                               |
| KDVV Topeka        | C     | 100.3 | 100.0      | 984     | a Cumulus Bcstg Inc | 60       | 9810        | d1  | 10,440     | Rock                         | 1.27              | 7.7                               |
| KMKF Manhattan     | C2    | 101.5 | 36.0       | 577     | Seaton Stations     | 72       |             |     | 1.4        | Rock                         | 1.2               | 1.2                               |
| KQTP St. Mans      | C2    | 102.9 | 50.0       | 318     | c Cumulus Bcstg Inc | 94       | 9907        | p   | 500        | Oldies                       | 0.79              | 6.9                               |
| KLRZ Lawrence      | C1    | 105.9 | 100.0      | 774     | Zimmer Radio        | 63       | 9808        |     | 3.9        | Top 40                       | n/a               | 8.5                               |
| KTPK Topeka        | C     | 106.9 | 100.0      | 1211    | Kansas Capital      | 74       | 9706        |     | 1,000      | Country                      | 1.49              | 7.3                               |
| KMAJ Topeka        | C     | 107.7 | 100.0      | 988     | a Cumulus Bcstg Inc | 71       | 9810        | d1  | 2,100      | AC                           | 1.38              | 16.5                              |
| FM TOTALS          |       |       |            |         |                     |          |             |     |            |                              |                   |                                   |
| # FM Stations - 10 |       |       |            |         |                     |          |             |     |            |                              |                   |                                   |
| # Combos - 5       |       |       |            |         |                     |          |             |     |            |                              |                   |                                   |

| AM Stations        |       |       |            |         |                     |          |             |     |            |                              |                   |                                   |
|--------------------|-------|-------|------------|---------|---------------------|----------|-------------|-----|------------|------------------------------|-------------------|-----------------------------------|
| City of            | Class | Freq  | Power (kW) | C Owner | Year Acqd           | Std Acqd | Price (000) | M A | Format     | 1999 Est Revenue (000)/Ratio | Avg 99 Local Comm | ARB 12+ Metro Shares (see rights) |
| License            | FCC   |       |            |         | Date                |          |             |     |            |                              | 1999              | Fall                              |
| KCVT Silver Lake   | C3    | 92.5  | 6.7        | 387     | Bott Radio Network  | 96       |             |     | Reign/Talk | 150                          | 1.1               | 0.7                               |
| KANS Osage City    | C2    | 92.9  | 36.0       | 564     | C & C Consulting    | 82       | 9503        |     | 175        |                              | 150               | 0.8                               |
| WIBW Topeka        | C     | 97.3  | 97.0       | 1221    | b Morris Comm Corp  | 61       | 9612        | g1  | 2,300      | Country                      | 0.90              | 27.8                              |
| KWIC Topeka        | A     | 99.3  | 6.0        | 292     | c Cumulus Bcstg Inc | 93       | 9907        | c3  | 400        | Hot AC                       | 0.60              | 7.3                               |
| KDVV Topeka        | C     | 100.3 | 100.0      | 984     | a Cumulus Bcstg Inc | 60       | 9810        | d1  | 10,440     | Rock                         | 1.27              | 7.7                               |
| KMKF Manhattan     | C2    | 101.5 | 36.0       | 577     | Seaton Stations     | 72       |             |     | 1.4        | Rock                         | 1.2               | 1.2                               |
| KQTP St. Mans      | C2    | 102.9 | 50.0       | 318     | c Cumulus Bcstg Inc | 94       | 9907        | p   | 500        | Oldies                       | 0.79              | 6.9                               |
| KLRZ Lawrence      | C1    | 105.9 | 100.0      | 774     | Zimmer Radio        | 63       | 9808        |     | 3.9        | Top 40                       | n/a               | 8.5                               |
| KTPK Topeka        | C     | 106.9 | 100.0      | 1211    | Kansas Capital      | 74       | 9706        |     | 1,000      | Country                      | 1.49              | 7.3                               |
| KMAJ Topeka        | C     | 107.7 | 100.0      | 988     | a Cumulus Bcstg Inc | 71       | 9810        | d1  | 2,100      | AC                           | 1.38              | 16.5                              |
| FM TOTALS          |       |       |            |         |                     |          |             |     |            |                              |                   |                                   |
| # FM Stations - 10 |       |       |            |         |                     |          |             |     |            |                              |                   |                                   |
| # Combos - 5       |       |       |            |         |                     |          |             |     |            |                              |                   |                                   |

NOTE: Market rated twice yearly with Fall 1996 period.

# AM Stations - 3

# Combos - 3

# Duopolies - 3

Total Local Commercial Share

63.4 70.0 68.9 67.7 71.8 70.2 69.6 70.5

14.7 10.3 10.4 9.8 13.0 12.5 10.1 9.9

AM TOTALS

KTOP Topeka

KMAJ Topeka

WIBW Topeka

City of License

Class Freq Power (kW)

Day Night

Sales L

Price M A

Year Acqd

Std Acqd

Revenue (000)/Ratio

1999 Est

Local Comm

Avg 99

ARB 12+ Metro Shares (see rights)

1996 1997 1998 1999 2000

Spring Fall Spring Fall Spring Fall Spring Fall Spring

1996 1997 1998 1999 2000

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

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Metro Rank: 181



## Competitive Overview

| Calls  | City of License | Class | FCC Freq | Power (kW) | HAAT | C Owner                | Year Date | Std Acq'd | Price (000) | Sales L | 1999 Est Revenue (000)† | Power Ratio | ARB 12+ Metro Shares (see rights) |           |             |           |             |                 |      |      |      |
|--------|-----------------|-------|----------|------------|------|------------------------|-----------|-----------|-------------|---------|-------------------------|-------------|-----------------------------------|-----------|-------------|-----------|-------------|-----------------|------|------|------|
|        |                 |       |          |            |      |                        |           |           |             |         |                         |             | Avg '99 Local Comm                | Fall 1999 | Spring 1999 | Fall 1998 | Spring 1998 |                 |      |      |      |
| • WMVY | Tisbury         | A     | 92.7     | 3.0 cp     | 328  | Artaur Comm Inc        | 81        | 9807      | 1,000       | 750     | 750                     | 1.48        | 4.0                               | 1.4       | 2.9         | 2.4       | 2.3         | 4.9             | 3.6  | 2.7  | 3.1  |
| • WYST | Harwichport     | A     | 93.5     | 3.0        | 328  | a Boch Bcstg LP        | 89        | 9607      | 3,100 d1    | 100     | 100                     | 0.8         | 0.8                               | 0.9       | 0.3         | 0.7       | 1.0         | 1.3             | 0.7  | 1.5  | 1.2  |
| • WXTK | West Yarmouth   | B     | 95.1     | 50.0       | 262  | a Boch Bcstg LP        | 48        | 9209      | 800 c1      | 900     | 900                     | 0.72        | 9.9                               | 7.3       | 6.4         | 6.5       | 7.5         | 8.6             | 8.6  | 6.9  | 8.9  |
| • WRZE | Nantucket       | B     | 96.3     | 50.0       | 394  | b Makkay Bcstg         | 81        | 9212      | 500         | 500     | 1,100                   | 0.98        | 8.8                               | 7.1       | 5.4         | 6.1       | 6.2         | 5.3             | 7.3  | 3.9  | 6.4  |
| • WQRC | Barnstable      | B     | 99.9     | 50.0       | 381  | Sandab Comm LP         | 70        | 9112      | g           | 2,500   | 2,500                   | 1.31        | 15.0                              | 9.9       | 11.5        | 8.2       | 11.8        | 10.9            | 10.9 | 14.2 | 11.7 |
| • WWKJ | Mashpee         | A     | 101.1    | 6.0 cp     | 272  | a Boch Bcstg LP        | 87        | 9607      | d1          | 500     | 500                     | 1.31        | 3.0                               | 1.2       | 1.9         | 2.0       | 2.6         | 2.0             | 2.0  | 0.9  | 1.5  |
| • WFCB | Falmouth        | B     | 101.9    | 50.0       | 479  | b Makkay Bcstg         | 70        | 9504      | 2,500       | 1,600   | 1,400                   | 1.40        | 9.0                               | 6.0       | 6.7         | 5.1       | 9.8         | 7.6             | 5.7  | 8.6  | 8.6  |
| • WPCX | Hyannis         | A     | 102.9    | 3.1        | 463  | b Makkay Bcstg         | 87        |           |             | 1,500   | 1,62                    | 1.62        | 7.3                               | 6.8       | 4.8         | 3.9       | 3.9         | 4.6             | 3.6  | 8.3  |      |
| • WOCN | South Yarmouth  | A     | 103.9    | 3.0 cp     | 315  | Sandab Comm LP         | 92        | 9805      | 1,200       | 700     | 700                     | 0.40        | 13.7                              | 9.1       | 7.4         | 10.5      | 8.2         | 8.9             | 5.6  | 11.7 | 9.8  |
| • WKPE | Oreans          | B     | 104.7    | 50.0       | 459  | Charles River Bcstg LP | 74        | 9908      | 2,800       | 650     | 650                     | 0.81        | 6.3                               | 4.2       | 4.5         | 3.7       | 4.9         | 5.9             | 3.0  | 8.4  | 4.9  |
| • WCOD | Hyannis         | B     | 106.1    | 45.0       | 430  | a Boch Bcstg LP        | 67        | 9607      | d1          | 1,300   | 1,07                    | 1.07        | 9.6                               | 4.1       | 5.8         | 4.6       | 5.3         | 5.3             | 3.0  | 4.3  | 4.3  |
| • WFCG | Chatham         | B     | 107.5    | 50.0       | 341  | Charles River Bcstg    | 87        | 9607      | 1,190       | 1,190   | 800                     | 0.50        | 12.6                              | 8.1       | 9.0         | 7.5       | 6.6         | 7.6             | 10.9 | 5.7  | 5.8  |
|        |                 |       |          |            |      |                        |           |           |             |         |                         |             | ARB 12+ Metro Shares (see rights) |           |             |           |             | FM STATIONS -   |      |      |      |
|        |                 |       |          |            |      |                        |           |           |             |         |                         |             | FM STATIONS -                     |           |             |           |             | # FM Stations - |      |      |      |
|        |                 |       |          |            |      |                        |           |           |             |         |                         |             | FM STATIONS -                     |           |             |           |             | 12              |      |      |      |
|        |                 |       |          |            |      |                        |           |           |             |         |                         |             | FM STATIONS -                     |           |             |           |             | # Combos -      |      |      |      |
|        |                 |       |          |            |      |                        |           |           |             |         |                         |             | FM STATIONS -                     |           |             |           |             | 7               |      |      |      |
|        |                 |       |          |            |      |                        |           |           |             |         |                         |             | FM STATIONS -                     |           |             |           |             | 100.0           |      |      |      |
|        |                 |       |          |            |      |                        |           |           |             |         |                         |             | FM STATIONS -                     |           |             |           |             | 66.1            |      |      |      |
|        |                 |       |          |            |      |                        |           |           |             |         |                         |             | FM STATIONS -                     |           |             |           |             | 66.6            |      |      |      |
|        |                 |       |          |            |      |                        |           |           |             |         |                         |             | FM STATIONS -                     |           |             |           |             | 64.3            |      |      |      |
|        |                 |       |          |            |      |                        |           |           |             |         |                         |             | FM STATIONS -                     |           |             |           |             | 69.4            |      |      |      |
|        |                 |       |          |            |      |                        |           |           |             |         |                         |             | FM STATIONS -                     |           |             |           |             | 72.2            |      |      |      |
|        |                 |       |          |            |      |                        |           |           |             |         |                         |             | FM STATIONS -                     |           |             |           |             | 70.1            |      |      |      |
|        |                 |       |          |            |      |                        |           |           |             |         |                         |             | FM STATIONS -                     |           |             |           |             | 68.2            |      |      |      |
|        |                 |       |          |            |      |                        |           |           |             |         |                         |             | FM STATIONS -                     |           |             |           |             | 74.5            |      |      |      |

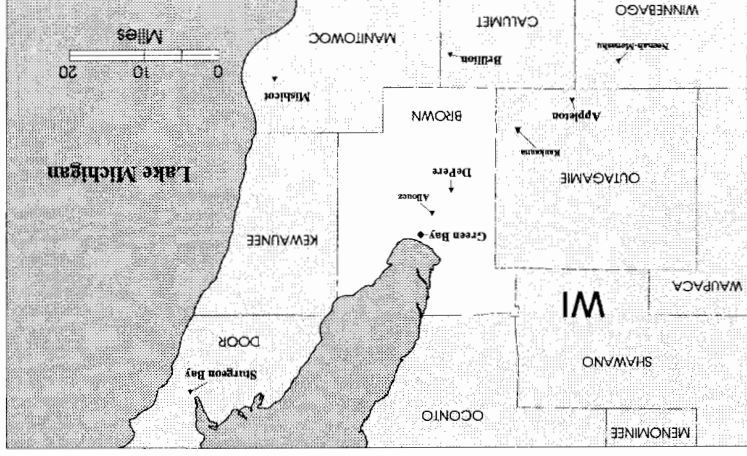
| Calls  | City of License | Class | FCC Freq | Power (kW) | Day  | Night             | C Owner | Year Date | Std Acq'd | Price (000) | Sales L | 1999 Est Revenue (000)† | Power Ratio   | ARB 12+ Metro Shares (see rights) |           |             |           |                 |     |     |     |
|--------|-----------------|-------|----------|------------|------|-------------------|---------|-----------|-----------|-------------|---------|-------------------------|---------------|-----------------------------------|-----------|-------------|-----------|-----------------|-----|-----|-----|
|        |                 |       |          |            |      |                   |         |           |           |             |         |                         |               | Avg '99 Local Comm                | Fall 1999 | Spring 1999 | Fall 1998 | Spring 1998     |     |     |     |
| • WFBP | Oreans          | B     | 117.0    | 1.0        | 0.00 | University of MA  | 70      | 9811      | 70        | 9811        | 70      | 9811                    | 0.00          | 0.0                               | 0.0       | 0.0         | 0.0       | 0.0             | 0.0 | 0.0 | 0.0 |
| • WBUH | West Yarmouth   | C     | 124.0    | 1.0        | 1.00 | Boston University | 40      | 9612      | 40        | 9612        | 40      | 9612                    | 0.00          | 0.0                               | 0.0       | 0.0         | 0.0       | 0.0             | 0.0 | 0.0 | 0.0 |
|        |                 |       |          |            |      |                   |         |           |           |             |         |                         | AM STATIONS - |                                   |           |             |           | # AM Stations - |     |     |     |
|        |                 |       |          |            |      |                   |         |           |           |             |         |                         | AM STATIONS - |                                   |           |             |           | 2               |     |     |     |
|        |                 |       |          |            |      |                   |         |           |           |             |         |                         | AM STATIONS - |                                   |           |             |           | # Combos -      |     |     |     |
|        |                 |       |          |            |      |                   |         |           |           |             |         |                         | AM STATIONS - |                                   |           |             |           | 0               |     |     |     |
|        |                 |       |          |            |      |                   |         |           |           |             |         |                         | AM STATIONS - |                                   |           |             |           | # Duopolies -   |     |     |     |
|        |                 |       |          |            |      |                   |         |           |           |             |         |                         | AM STATIONS - |                                   |           |             |           | 5               |     |     |     |
|        |                 |       |          |            |      |                   |         |           |           |             |         |                         | AM STATIONS - |                                   |           |             |           | 66.1            |     |     |     |
|        |                 |       |          |            |      |                   |         |           |           |             |         |                         | AM STATIONS - |                                   |           |             |           | 66.6            |     |     |     |
|        |                 |       |          |            |      |                   |         |           |           |             |         |                         | AM STATIONS - |                                   |           |             |           | 64.3            |     |     |     |
|        |                 |       |          |            |      |                   |         |           |           |             |         |                         | AM STATIONS - |                                   |           |             |           | 69.4            |     |     |     |
|        |                 |       |          |            |      |                   |         |           |           |             |         |                         | AM STATIONS - |                                   |           |             |           | 72.2            |     |     |     |
|        |                 |       |          |            |      |                   |         |           |           |             |         |                         | AM STATIONS - |                                   |           |             |           | 70.1            |     |     |     |
|        |                 |       |          |            |      |                   |         |           |           |             |         |                         | AM STATIONS - |                                   |           |             |           | 68.2            |     |     |     |
|        |                 |       |          |            |      |                   |         |           |           |             |         |                         | AM STATIONS - |                                   |           |             |           | 74.5            |     |     |     |

Other Rulemaking: 102.3, A, Truro

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• Indicates a change since last edition  
 † See introduction section for interpretation of revenue estimates.

Metro Rank: 183  
Revenue Rank: 140



Metro Counties / Population (000)

Brown, WI 221.2  
221.2

# Green Bay, WI Market Overview



## Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES | 1993           |                      | 1994           |                      | 1995           |                      | 1996           |                      | 1997           |                      | 1998           |                      | 1999           |                      | 2000           |                      | 2001           |                      | 2002           |                      | 2003           |                      |          |
|--------------------------|----------------|----------------------|----------------|----------------------|----------------|----------------------|----------------|----------------------|----------------|----------------------|----------------|----------------------|----------------|----------------------|----------------|----------------------|----------------|----------------------|----------------|----------------------|----------------|----------------------|----------|
|                          | Revenue/Capita | Revenue/Retail Sales | Revenue/Capita | Revenue/Retail Sales | Revenue/Capita | Revenue/Retail Sales | Revenue/Capita | Revenue/Retail Sales | Revenue/Capita | Revenue/Retail Sales | Revenue/Capita | Revenue/Retail Sales | Revenue/Capita | Revenue/Retail Sales | Revenue/Capita | Revenue/Retail Sales | Revenue/Capita | Revenue/Retail Sales | Revenue/Capita | Revenue/Retail Sales | Revenue/Capita | Revenue/Retail Sales |          |
|                          | \$8,600        | \$9,000              | \$9,000        | \$9,900              | \$10,000       | \$10,500             | \$11,700       | \$11,700             | \$11,700       | \$11,700             | \$11,700       | \$11,700             | \$11,700       | \$11,700             | \$11,700       | \$11,700             | \$11,700       | \$11,700             | \$11,700       | \$11,700             | \$11,700       | \$11,700             | \$11,700 |
|                          | \$8,600        | \$9,000              | \$9,000        | \$9,900              | \$10,000       | \$10,500             | \$11,700       | \$11,700             | \$11,700       | \$11,700             | \$11,700       | \$11,700             | \$11,700       | \$11,700             | \$11,700       | \$11,700             | \$11,700       | \$11,700             | \$11,700       | \$11,700             | \$11,700       | \$11,700             | \$11,700 |
|                          | 12.8%          | 13.200               | 14.800         | 15.200               | 16.300         | 17.900               | 19.700         | 19.700               | 19.700         | 19.700               | 19.700         | 19.700               | 19.700         | 19.700               | 19.700         | 19.700               | 19.700         | 19.700               | 19.700         | 19.700               | 19.700         | 19.700               | 19.700   |
|                          | 95%            | 95%                  | 95%            | 95%                  | 95%            | 95%                  | 95%            | 95%                  | 95%            | 95%                  | 95%            | 95%                  | 95%            | 95%                  | 95%            | 95%                  | 95%            | 95%                  | 95%            | 95%                  | 95%            | 95%                  | 95%      |
|                          | 5%             | 5%                   | 5%             | 5%                   | 5%             | 5%                   | 5%             | 5%                   | 5%             | 5%                   | 5%             | 5%                   | 5%             | 5%                   | 5%             | 5%                   | 5%             | 5%                   | 5%             | 5%                   | 5%             | 5%                   | 5%       |

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

| Growth Rate    | 1993    |         | 1998    |         | 2003    |      |
|----------------|---------|---------|---------|---------|---------|------|
|                | Rate    | Rate    | Rate    | Rate    | Rate    | Rate |
| MSA Population | 204.3   | 221.2   | 221.2   | 221.2   | 230.6   | 0.8% |
| Households     | 76.6    | 83.9    | 83.9    | 83.9    | 89.2    | 1.2% |
| Retail Sales   | 2,144.7 | 2,692.9 | 2,692.9 | 2,692.9 | 3,460.0 | 5.1% |
| EBI            | 3,321.0 | 3,892.0 | 3,892.0 | 3,892.0 | 4,992.9 | 5.1% |

Demographic Breakdown

|                    | Total     | Under 12 | 12 - 17 | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 54 | Over 55 |
|--------------------|-----------|----------|---------|---------|---------|---------|---------|---------|
| Men (000)          | 108.3     | 19.1     | 10.1    | 10.1    | 16.9    | 18.7    | 14.5    | 18.9    |
| Women (000)        | 112.9     | 18.6     | 9.5     | 10.6    | 16.6    | 18.6    | 14.7    | 24.3    |
| Total              | 221.2     | 37.7     | 19.6    | 20.7    | 33.5    | 37.3    | 29.2    | 43.2    |
| Percentage         | 100.0%    | 17.1%    | 8.8%    | 9.3%    | 15.1%   | 16.9%   | 13.2%   | 19.5%   |
| Per Capita         | \$ 17,595 |          |         |         |         |         |         |         |
| Median Household   | \$ 39,154 |          |         |         |         |         |         |         |
| Avg Household      | \$ 46,388 |          |         |         |         |         |         |         |
| Ethnic Population: |           |          |         |         |         |         |         |         |
| White              | 95.4%     |          |         |         |         |         |         |         |
| Black              | 0.5%      |          |         |         |         |         |         |         |
| Asian              | 1.9%      |          |         |         |         |         |         |         |
| Hispanic           | 1.1%      |          |         |         |         |         |         |         |

Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 1       | 9       | 8       | 10         | 3       | 13      | 13    |
| Tot 12+    | 1.5     | 63.4    | 53.3    | 64.9       | 11.8    | 76.7    | 76.7  |
| Avg 12+    | 1.5     | 7.0     | 6.7     | 6.5        | 3.9     | 5.9     | 5.9   |
| Tot LCS    | 2.0     | 82.7    | 69.5    | 84.6       | 15.4    | 100.0   | 100.0 |
| Avg LCS    | 2.0     | 9.2     | 8.7     | 8.5        | 5.1     | 7.7     | 7.7   |

# Competitive Overview

Some stations also rated in Appleton-Oshkosh.

| FM Stations    |       |                |            |       |            |       |            |                   |                |                 |                |             |      |      |      |      |      |      |      |      |      |      |     |
|----------------|-------|----------------|------------|-------|------------|-------|------------|-------------------|----------------|-----------------|----------------|-------------|------|------|------|------|------|------|------|------|------|------|-----|
| City of        | Calls | License        | Class      | FCC   | Power (kW) | HAAT  | C          | Owner             | Year Acq'd     | Sales Price (M) | Revenue (000)† | Power Ratio |      |      |      |      |      |      |      |      |      |      |     |
| City of        | Class | FCC            | Power (kW) | HAAT  | C          | Owner | Year Acq'd | Sales Price (M)   | Revenue (000)† | Power Ratio     | Local Comm     | Avg 99      |      |      |      |      |      |      |      |      |      |      |     |
| Green Bay      | WGBM  | Mishicot       | A          | 94.7  | 6.0        | 331   | d          | Woodward Comm     | 94             | 9912            | p              | 2,100       | 350  | 0.89 | 3.2  | 1.5  | 1.8  | 3.0  | 1.7  | 2.2  | 1.7  | 1.0  |     |
| DePere         | •     | WKSZ           | C3         | 95.9  | 4.5        | 774   | d          | Woodward Comm     | 84             | 9510            |                | 2,265       | 850  | 1.03 | 6.7  | 6.6  | 4.6  | 5.6  | 5.8  | 5.0  | 4.7  | 3.7  | 3.7 |
| Green Bay      | •     | WOLH           | C1         | 98.5  | 100.0      | 499   | a          | Green Bay Bcstg   | 67             |                 |                | 1,500       | 1,88 | 6.5  | 5.1  | 3.2  | 6.7  | 4.1  | 5.3  | 3.9  | 8.3  | 7.6  |     |
| Sturgeon Bay   | •     | WLT.M          | C2         | 99.7  | 46.0       | 512   | b          | Midwest Comm Inc  | 82             | 9306            | g              | 1,200       | 1,37 | 7.1  | 3.3  | 5.7  | 5.2  | 3.4  | 3.7  | 5.0  | 3.3  | 6.3  | 6.3 |
| Neenah-Menasha | WNCY  | Neenah-Menasha | C2         | 100.3 | 45.0       | 489   | b          | Midwest Comm Inc  | 77             | 9702            |                | n/a         | n/a  | 9.8  | 10.1 | 7.5  | 7.5  | 9.5  | 5.7  | 7.2  | 7.0  | 6.3  |     |
| Green Bay      | WIXX  | Green Bay      | C          | 101.1 | 96.0       | 1079  | b          | Midwest Comm Inc  | 60             |                 |                | 5,200       | 2.50 | 16.9 | 14.6 | 11.2 | 13.3 | 16.7 | 14.0 | 17.3 | 16.3 | 16.3 |     |
| Kaukauna       | WOGB  | Kaukauna       | C3         | 103.1 | 3.6        | 879   | c          | Cumulus Bcstg Inc | 96             | 9709            | dt             | 750         | 0.78 | 7.8  | 4.1  | 8.5  | 8.5  | 4.3  | 4.3  | 3.0  | 2.0  | 2.0  |     |
| Appleton       | WAPL  | Appleton       | C          | 105.7 | 100.0      | 1175  | c          | Woodward Comm     | 65             | 7506            |                | n/a         | n/a  | 11.7 | 6.9  | 8.9  | 9.0  | 8.5  | 10.7 | 13.3 | 9.6  | 11.0 |     |
| Allouez        | WJLW  | Allouez        | C3         | 106.7 | 25.0       | 328   | c          | Cumulus Bcstg Inc | 96             | 9810            |                | 400         | 0.44 | 7.4  | 6.5  | 5.7  | 5.6  | 4.8  | 3.0  | 1.8  | 0.0  | 0.0  |     |
| Brillion       | WXWX  | Brillion       | C3         | 107.5 | 3.6        | 879   | c          | Cumulus Bcstg Inc | 92             | 9809            |                | 400         | 0.81 | 4.0  | 5.0  | 4.3  | 1.9  | 2.7  | 0.7  | 1.0  | 2.0  | 2.0  |     |

| AM Stations  |       |           |            |       |            |            |                 |                  |                 |                |             |            |      |     |     |     |     |     |     |     |     |     |
|--|-------|-----------|------------|-------|------------|------------|-----------------|------------------|-----------------|----------------|-------------|------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| City of  | Calls | License   | Class      | FCC   | Power (kW) | Owner      | C               | Year Acq'd       | Sales Price (M) | Revenue (000)† | Power Ratio | Local Comm |      |     |     |     |     |     |     |     |     |     |
| City of  | Class | FCC       | Power (kW) | Owner | C          | Year Acq'd | Sales Price (M) | Revenue (000)†   | Power Ratio     | Local Comm     | Avg 99      |            |      |     |     |     |     |     |     |     |     |     |
| Green Bay  | •     | WGEE      | B          | 1360  | 5.0        | 5.00       | b               | Midwest Comm Inc | 25              | 7506           |             | 7.4        | 3.4  | 6.4 | 4.9 | 4.8 | 4.0 | 6.1 | 5.3 | 5.0 | 5.0 |     |
| Green Bay  | •     | WDUZ      | C          | 1400  | 1.0        | 1.00       | a               | Green Bay Bcstg  | 47              |                |             | 4.8        | 2.6  | 3.2 | 4.1 | 3.1 | 5.0 | 5.0 | 4.3 | 4.7 | 4.7 |     |
| Green Bay  | WNFL  | Green Bay | B          | 1440  | 5.0        | 0.50       | b               | Midwest Comm Inc | 47              | 9702           | sw          | 900        | 1.11 | 6.6 | 5.8 | 3.6 | 6.4 | 3.7 | 6.3 | 3.9 | 8.3 | 4.7 |
| # AM Stations - 3<br># Combos - 3<br># Duopolies - 5<br>Total Local Commercial Share                             |       |           |            |       |            |            |                 |                  |                 |                |             |            |      |     |     |     |     |     |     |     |     |     |
| AM TOTALS<br>188<br>11.8<br>13.2<br>15.4<br>11.6<br>73.9<br>75.2<br>77.4<br>76.7<br>14.4<br>17.9<br>72.8<br>70.6 |       |           |            |       |            |            |                 |                  |                 |                |             |            |      |     |     |     |     |     |     |     |     |     |

| AM Stations   |       |           |            |       |            |            |                 |                  |                 |                |             |            |      |     |     |     |     |     |     |     |     |     |
|---|-------|-----------|------------|-------|------------|------------|-----------------|------------------|-----------------|----------------|-------------|------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| City of   | Calls | License   | Class      | FCC   | Power (kW) | Owner      | C               | Year Acq'd       | Sales Price (M) | Revenue (000)† | Power Ratio | Local Comm |      |     |     |     |     |     |     |     |     |     |
| City of   | Class | FCC       | Power (kW) | Owner | C          | Year Acq'd | Sales Price (M) | Revenue (000)†   | Power Ratio     | Local Comm     | Avg 99      |            |      |     |     |     |     |     |     |     |     |     |
| Green Bay   | •     | WGEE      | B          | 1360  | 5.0        | 5.00       | b               | Midwest Comm Inc | 25              | 7506           |             | 7.4        | 3.4  | 6.4 | 4.9 | 4.8 | 4.0 | 6.1 | 5.3 | 5.0 | 5.0 |     |
| Green Bay   | •     | WDUZ      | C          | 1400  | 1.0        | 1.00       | a               | Green Bay Bcstg  | 47              |                |             | 4.8        | 2.6  | 3.2 | 4.1 | 3.1 | 5.0 | 5.0 | 4.3 | 4.7 | 4.7 |     |
| Green Bay   | WNFL  | Green Bay | B          | 1440  | 5.0        | 0.50       | b               | Midwest Comm Inc | 47              | 9702           | sw          | 900        | 1.11 | 6.6 | 5.8 | 3.6 | 6.4 | 3.7 | 6.3 | 3.9 | 8.3 | 4.7 |
| # FM Stations - 10<br># Combos - 9<br>FM TOTALS<br>81.1<br>64.9<br>64.2<br>59.8<br>62.3<br>56.4<br>57.1<br>54.9<br>56.2 |       |           |            |       |            |            |                 |                  |                 |                |             |            |      |     |     |     |     |     |     |     |     |     |

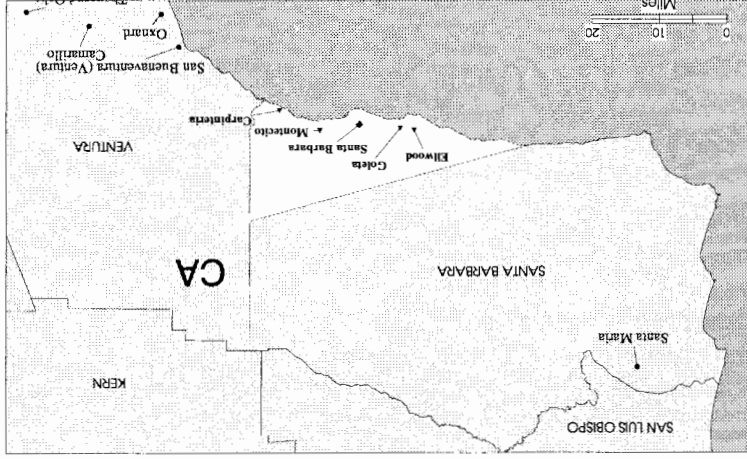
Docket 80-90 Allocations: 104.3, A, Seymour  
 NOTE: Market rated twice yearly with Fall 1996 period.











Metro Counties / Population (000)

|                   |       |
|-------------------|-------|
| Santa Barbara, CA | 214.8 |
| Total             | 214.8 |

## Santa Barbara, CA Market Overview



Market Radio Financials  
(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES |          | Revenue/Retail Sales |             |
|--------------------------|----------|----------------------|-------------|
| 1993                     | \$7,800  | 1993                 | \$5,021,000 |
| 1994                     | \$7,900  | 1994                 | \$4,701,000 |
| 1995                     | \$8,300  | 1995                 | \$4,701,000 |
| 1996                     | \$9,000  | 1996                 | \$6,201,000 |
| 1997                     | \$9,500  | 1997                 | \$6,201,000 |
| 1998                     | \$9,000  | 1998                 | \$60.16     |
| 1999                     | \$9,500  | 1999                 | \$41.90     |
| 2000                     | \$10,900 | 2000                 | \$38.92     |
| 2001                     | \$11,800 | 2001                 | \$38.92     |
| 2002                     | \$12,900 | 2002                 | \$38.92     |
| 2003                     | \$13,800 | 2003                 | \$38.92     |
| Δ 93 - 98                | 2.8%     | Δ 98 - 99            | 5.6%        |
| Δ 99 - 03                | 9.7%     |                      |             |
|                          |          | Est. Breakout        |             |
|                          |          | Local                | 75%         |
|                          |          | National             | 25%         |

Demographic and Economic Overview  
(000's, except Retail Sales and EBI in 000,000's)

| Growth Rate |         | Growth Rate |      |
|-------------|---------|-------------|------|
| 1993        | 200.4   | 1993        | 0.5% |
| 1994        | 69.2    | 1994        | 4.3% |
| 1995        | 74.0    | 1995        | 1.4% |
| 1996        | 214.8   | 1996        | 1.4% |
| 1997        | 229.4   | 1997        | 1.3% |
| 1998        | 74.0    | 1998        | 1.3% |
| 1999        | 1,915.0 | 1999        | 1.3% |
| 2000        | 3,585.6 | 2000        | 3.1% |
| 2001        | 3,494.4 | 2001        | 3.0% |
| 2002        | 1,553.2 | 2002        | 3.0% |
| 2003        | 1,915.0 | 2003        | 3.0% |

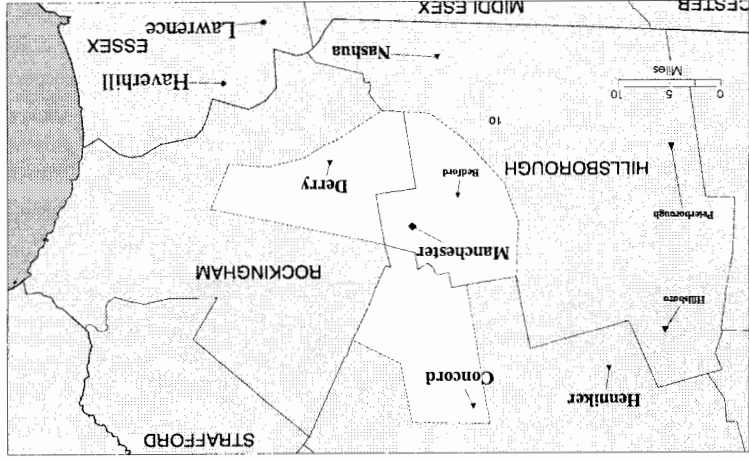
| Demographic Breakdown |       | Demographic Breakdown |           |
|-----------------------|-------|-----------------------|-----------|
| Men (000)             | 107.8 | Per Capita            | \$ 16,696 |
| Women (000)           | 106.9 | Median Household      | \$ 36,401 |
| Total                 | 214.8 | Avg Household         | \$ 48,482 |
| Under 12              | 17.2  | Percentage            | 100.0%    |
| 12 - 17               | 7.7   | Total                 | 214.8     |
| 18 - 24               | 13.6  | Men (000)             | 107.8     |
| 25 - 34               | 17.3  | Women (000)           | 106.9     |
| 35 - 44               | 17.8  | Black                 | 7.0%      |
| 45 - 54               | 13.6  | White                 | 89.7%     |
| Over 55               | 20.6  | Asian                 | 3.1%      |
|                       | 25.8  | Hispanic              | 33.9%     |

Market Summary

| FM Classes | Class A | Class B | Class C | Viabile FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|-------------|---------|---------|-------|
| # Stations | 3       | 6       | 8       | 8           | 9       | 5       | 14    |
| Tot 12+    | 15.6    | 38.3    | 51.7    | 53.9        | 14.4    | 68.3    | 14    |
| Avg 12+    | 5.2     | 6.4     | 6.5     | 6.0         | 2.9     | 4.9     | 4.9   |
| Tot LCS    | 22.8    | 56.1    | 75.7    | 78.9        | 21.1    | 100.0   | 100.0 |
| Avg LCS    | 7.6     | 9.3     | 9.5     | 8.8         | 4.2     | 7.1     | 7.1   |



Metro Rank: 186  
Revenue Rank: 113



Metro Counties / Population (000)

|                  |              |
|------------------|--------------|
| Hillsborough, NH | 135.9        |
| Merrimack, NH    | 25.4         |
| Rockingham, NH   | 52.4         |
| <b>Total</b>     | <b>213.7</b> |

# Manchester, NH Market Overview



Market Radio Financials (all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES |                | REVENUE/RETAIL SALES |                           |
|--------------------------|----------------|----------------------|---------------------------|
| Year                     | Revenue/Capita | Year                 | Revenue/Capita            |
| 1993                     | \$8,800        | 1993                 | \$43.59                   |
| 1994                     | \$9,600        | 1994                 | \$3,921,000               |
| 1995                     | \$11,100       | 1995                 | \$5,611,000               |
| 1996                     | \$12,300       | 1996                 | \$74.40                   |
| 1997                     | \$15,000       | 1997                 | \$6,251,000               |
| 1998                     | \$15,900       | 1998                 | \$95.07                   |
| 1999                     | \$17,000       | 1999                 | \$18,300                  |
| 2000                     | \$18,300       | 2000                 | \$19,200                  |
| 2001                     | \$19,200       | 2001                 | \$20,600                  |
| 2002                     | \$20,600       | 2002                 | \$21,600                  |
| 2003                     | \$21,600       | 2003                 | \$21,600                  |
| Δ 93 - 98                | 12.6%          | Δ 98 - 99            | 6.9%                      |
| Δ 99 - 03                | 6.2%           | Est. Breakout        | Local 85%<br>National 15% |

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

| Year        | MSA Population | Households  | Retail Sales | EBI         |
|-------------|----------------|-------------|--------------|-------------|
| 1993        | 201.9          | 74.4        | 2,246.0      | 4,016.6     |
| 1998        | 213.7          | 80.1        | 2,835.6      | 4,340.7     |
| 1998        | 213.7          | 80.1        | 2,835.6      | 4,340.7     |
| 2003        | 227.2          | 86.7        | 3,454.4      | 5,155.2     |
| Growth Rate |                | Growth Rate |              | Growth Rate |
| 1998        | 1.2%           | 1.5%        | 4.8%         | 1.6%        |
| 2003        | 1.2%           | 1.6%        | 4.0%         | 3.5%        |

Demographic Breakdown

| Category           | Total       | Under 12                   | 12 - 17    | 18 - 24       | 25 - 34 | 35 - 44 | 45 - 54 | Over 55 |
|--------------------|-------------|----------------------------|------------|---------------|---------|---------|---------|---------|
| Men (000)          | 105.4       | 18.2                       | 8.6        | 8.8           | 17.1    | 19.6    | 15.2    | 17.8    |
| Women (000)        | 108.3       | 17.4                       | 8.2        | 8.8           | 16.8    | 19.4    | 14.9    | 22.7    |
| Total              | 213.7       | 35.6                       | 16.8       | 17.6          | 33.9    | 39.0    | 30.1    | 40.6    |
| Percentage         | 100.0%      | 16.7%                      | 7.9%       | 8.2%          | 15.9%   | 18.2%   | 14.1%   | 19.0%   |
| Per Capita         | \$ 20,316   | Median Household \$ 46,890 |            |               |         |         |         |         |
| Ethnic Population: | White 97.4% | Black 1.0%                 | Asian 1.5% | Hispanic 2.1% |         |         |         |         |

Market Summary

| FM Classes | Class A | Class B | Class C | Viabile FMS | All FMS | All AMs | Total |
|------------|---------|---------|---------|-------------|---------|---------|-------|
| # Stations | 7       | 2       | 4       | 4           | 9       | 4       | 13    |
| Tot 12+    | 9.8     | 29.4    | 36.4    | 39.2        | 39.2    | 10.2    | 49.4  |
| Avg 12+    | 1.4     | 14.7    | 9.1     | 4.4         | 4.4     | 2.6     | 3.8   |
| Tot LCS    | 19.8    | 59.5    | 73.7    | 79.4        | 79.4    | 20.6    | 100.0 |
| Avg LCS    | 2.8     | 29.8    | 18.4    | 8.8         | 8.8     | 5.2     | 7.7   |











# Competitive Overview

| City of Calls License | FCC Class | Power Freq (kW) | HAAT C | Owner  | Year Date          | Std Acq'd | Sales Price M (000) | L     | 1999 Est Revenue (000)/ | Power Ratio | Avg '99 |      |      |        |      |      |      |      |      |
|-----------------------|-----------|-----------------|--------|--------|--------------------|-----------|---------------------|-------|-------------------------|-------------|---------|------|------|--------|------|------|------|------|------|
|                       |           |                 |        |        |                    |           |                     |       |                         |             | Local   | Comm | Fall | Spring |      |      |      |      |      |
| • KOIZ Amarillo       | C1        | 93.1            | 100.0  | 699 b  | Cumulus Bcstg Inc  | 76        | 9804                | 3,140 | 500                     | 0.72        | 9.1     | 5.0  | 7.6  | 8.1    | 11.6 | 10.1 | 0.0  | 11.2 |      |
| • KMXJ Amarillo       | C         | 94.1            | 100.0  | 1083 a | AMFM Inc           | 46        | 9910 p              | 46    | 300                     | 0.77        | 5.1     | 3.7  | 4.8  | 4.1    | 8.1  | 7.5  | 8.6  | 0.0  | 6.4  |
| • KGRW Friona         | C2        | 94.7            | 50.0   | 331 e  | Equicom, Inc       | 94        | 9803                | 1,250 | 300                     | 0.77        | 5.1     | 0.3  | 0.0  | 0.0    | 0.0  | 0.0  | 0.0  | 0.0  | 0.0  |
| • KARX Claude         | C1        | 95.7            | 100.0  | 390 b  | Cumulus Bcstg Inc  | 92        | 9803                | 675   | 600                     | 1.05        | 7.5     | 3.1  | 6.9  | 6.1    | 6.0  | 8.2  | 6.0  | 0.0  | 4.9  |
| KMML Amarillo         | C1        | 96.9            | 100.0  | 614 a  | AMFM Inc           | 85        | 9910 p              | 85    | 800                     | 1.01        | 10.4    | 5.8  | 8.6  | 9.3    | 5.6  | 6.3  | 6.0  | 0.0  | 9.0  |
| KGNK Amarillo         | C         | 97.9            | 98.0   | 1283 c | Morris Comm Corp   | 58        | 9612                | 1,450 | 575                     | 0.72        | 10.5    | 11.7 | 9.5  | 12.2   | 13.3 | 11.9 | 11.9 | 0.0  | 15.4 |
| KPRF Amarillo         | C1        | 98.7            | 100.0  | 469 a  | AMFM Inc           | 79        | 9910 p              | 79    | 10.3                    | 11.0        | 7.3     | 2.5  | 7.3  | 2.6    | 4.5  | 4.5  | 0.0  | 2.6  |      |
| KBZD Amarillo         | C3        | 99.7            | 21.5   | 351 f  | Metropolitan Radio | 93        | 9802                | 400   | 1.8                     | 1.2         | 2.8     | 0.4  | 0.7  | 1.1    | 0.7  | 0.0  | 0.0  | 0.0  |      |
| KATP Amarillo         | C1        | 101.9           | 100.0  | 935    | Copper-McGuire     | 76        | 9605                | 610   | 2.8                     | 1.7         | 2.1     | 2.1  | 2.8  | 1.4    | 1.4  | 0.0  | 0.0  | 0.0  |      |
| KRGN Amarillo         | A         | 103.1           | 3.0    | 299    | Family Life Bcstg  | 87        | 9804 p              | 87    | 300                     | 0.96        | 4.1     | 6.8  | 3.4  | 3.7    | 3.5  | 2.2  | 1.5  | 0.0  | 1.9  |
| KQFX Borger           | C1        | 104.3           | 100.0  | 574 e  | Equicom, Inc       | 75        | 9803                | 250   | 2.1                     | 1.57        | 2.1     | 1.0  | 2.8  | 0.8    | 1.8  | 1.5  | 2.2  | 0.0  | 2.2  |
| • KAEZ Amarillo       | A         | 105.7           | 6.0    | 236    | KXOJ Inc           | 91        | 9911                | 750   | 100                     | 0.21        | 6.2     | 4.9  | 6.2  | 4.5    | 5.6  | 6.0  | 4.5  | 0.0  | 4.5  |
| KPUR Canyon           | A         | 107.1           | 6.0    | 315 d  | Cumulus Bcstg Inc  | 81        | 9804                | 820   | 475                     | 1.10        | 5.7     | 6.9  | 4.1  | 5.7    | 4.2  | 4.5  | 7.1  | 0.0  | 3.7  |
| • KZRK Canyon         | C1        | 107.9           | 100.0  | 476 b  | Cumulus Bcstg Inc  | 81        | 9804                | 1,000 | 400                     | 0.88        | 6.0     | 7.9  | 5.9  | 4.5    | 8.1  | 5.2  | 9.3  | 0.0  | 8.6  |

ARB 12+ Metro Shares (see rights)

| City of Calls License | FCC Class | Power Freq (kW) | Owner | Year Date | Std Acq'd         | Sales Price M (000) | L    | 1999 Est Revenue (000)/ | Power Ratio | Avg '99 |      |      |        |     |     |     |     |     |     |
|-----------------------|-----------|-----------------|-------|-----------|-------------------|---------------------|------|-------------------------|-------------|---------|------|------|--------|-----|-----|-----|-----|-----|-----|
|                       |           |                 |       |           |                   |                     |      |                         |             | Local   | Comm | Fall | Spring |     |     |     |     |     |     |
| • KZRK Canyon         | C1        | 107.9           | 100.0 | 476 b     | Cumulus Bcstg Inc | 81                  | 9804 | 1,000                   | 400         | 0.88    | 6.0  | 7.9  | 5.9    | 4.5 | 8.1 | 5.2 | 9.3 | 0.0 | 8.6 |
| • KAEZ Amarillo       | A         | 105.7           | 6.0   | 236       | KXOJ Inc          | 91                  | 9911 | 750                     | 100         | 0.21    | 6.2  | 4.9  | 6.2    | 4.5 | 5.6 | 6.0 | 4.5 | 0.0 | 4.5 |
| KPUR Canyon           | A         | 107.1           | 6.0   | 315 d     | Cumulus Bcstg Inc | 81                  | 9804 | 820                     | 475         | 1.10    | 5.7  | 6.9  | 4.1    | 5.7 | 4.2 | 4.5 | 7.1 | 0.0 | 3.7 |
| • KZRK Canyon         | C1        | 107.9           | 100.0 | 476 b     | Cumulus Bcstg Inc | 81                  | 9804 | 1,000                   | 400         | 0.88    | 6.0  | 7.9  | 5.9    | 4.5 | 8.1 | 5.2 | 9.3 | 0.0 | 8.6 |

ARB 12+ Metro Shares (see rights)

| City of Calls License | FCC Class | Power Freq (kW) | Owner | Year Date | Std Acq'd         | Sales Price M (000) | L    | 1999 Est Revenue (000)/ | Power Ratio | Avg '99 |      |      |        |     |     |     |     |     |     |
|-----------------------|-----------|-----------------|-------|-----------|-------------------|---------------------|------|-------------------------|-------------|---------|------|------|--------|-----|-----|-----|-----|-----|-----|
|                       |           |                 |       |           |                   |                     |      |                         |             | Local   | Comm | Fall | Spring |     |     |     |     |     |     |
| • KZRK Canyon         | C1        | 107.9           | 100.0 | 476 b     | Cumulus Bcstg Inc | 81                  | 9804 | 1,000                   | 400         | 0.88    | 6.0  | 7.9  | 5.9    | 4.5 | 8.1 | 5.2 | 9.3 | 0.0 | 8.6 |
| • KAEZ Amarillo       | A         | 105.7           | 6.0   | 236       | KXOJ Inc          | 91                  | 9911 | 750                     | 100         | 0.21    | 6.2  | 4.9  | 6.2    | 4.5 | 5.6 | 6.0 | 4.5 | 0.0 | 4.5 |
| KPUR Canyon           | A         | 107.1           | 6.0   | 315 d     | Cumulus Bcstg Inc | 81                  | 9804 | 820                     | 475         | 1.10    | 5.7  | 6.9  | 4.1    | 5.7 | 4.2 | 4.5 | 7.1 | 0.0 | 3.7 |
| • KZRK Canyon         | C1        | 107.9           | 100.0 | 476 b     | Cumulus Bcstg Inc | 81                  | 9804 | 1,000                   | 400         | 0.88    | 6.0  | 7.9  | 5.9    | 4.5 | 8.1 | 5.2 | 9.3 | 0.0 | 8.6 |

ARB 12+ Metro Shares (see rights)

| City of Calls License | FCC Class | Power Freq (kW) | Owner | Year Date | Std Acq'd         | Sales Price M (000) | L    | 1999 Est Revenue (000)/ | Power Ratio | Avg '99 |      |      |        |     |     |     |     |     |     |
|-----------------------|-----------|-----------------|-------|-----------|-------------------|---------------------|------|-------------------------|-------------|---------|------|------|--------|-----|-----|-----|-----|-----|-----|
|                       |           |                 |       |           |                   |                     |      |                         |             | Local   | Comm | Fall | Spring |     |     |     |     |     |     |
| • KZRK Canyon         | C1        | 107.9           | 100.0 | 476 b     | Cumulus Bcstg Inc | 81                  | 9804 | 1,000                   | 400         | 0.88    | 6.0  | 7.9  | 5.9    | 4.5 | 8.1 | 5.2 | 9.3 | 0.0 | 8.6 |
| • KAEZ Amarillo       | A         | 105.7           | 6.0   | 236       | KXOJ Inc          | 91                  | 9911 | 750                     | 100         | 0.21    | 6.2  | 4.9  | 6.2    | 4.5 | 5.6 | 6.0 | 4.5 | 0.0 | 4.5 |
| KPUR Canyon           | A         | 107.1           | 6.0   | 315 d     | Cumulus Bcstg Inc | 81                  | 9804 | 820                     | 475         | 1.10    | 5.7  | 6.9  | 4.1    | 5.7 | 4.2 | 4.5 | 7.1 | 0.0 | 3.7 |
| • KZRK Canyon         | C1        | 107.9           | 100.0 | 476 b     | Cumulus Bcstg Inc | 81                  | 9804 | 1,000                   | 400         | 0.88    | 6.0  | 7.9  | 5.9    | 4.5 | 8.1 | 5.2 | 9.3 | 0.0 | 8.6 |

ARB 12+ Metro Shares (see rights)

| City of Calls License | FCC Class | Power Freq (kW) | Owner | Year Date | Std Acq'd         | Sales Price M (000) | L    | 1999 Est Revenue (000)/ | Power Ratio | Avg '99 |      |      |        |     |     |     |     |     |     |
|-----------------------|-----------|-----------------|-------|-----------|-------------------|---------------------|------|-------------------------|-------------|---------|------|------|--------|-----|-----|-----|-----|-----|-----|
|                       |           |                 |       |           |                   |                     |      |                         |             | Local   | Comm | Fall | Spring |     |     |     |     |     |     |
| • KZRK Canyon         | C1        | 107.9           | 100.0 | 476 b     | Cumulus Bcstg Inc | 81                  | 9804 | 1,000                   | 400         | 0.88    | 6.0  | 7.9  | 5.9    | 4.5 | 8.1 | 5.2 | 9.3 | 0.0 | 8.6 |
| • KAEZ Amarillo       | A         | 105.7           | 6.0   | 236       | KXOJ Inc          | 91                  | 9911 | 750                     | 100         | 0.21    | 6.2  | 4.9  | 6.2    | 4.5 | 5.6 | 6.0 | 4.5 | 0.0 | 4.5 |
| KPUR Canyon           | A         | 107.1           | 6.0   | 315 d     | Cumulus Bcstg Inc | 81                  | 9804 | 820                     | 475         | 1.10    | 5.7  | 6.9  | 4.1    | 5.7 | 4.2 | 4.5 | 7.1 | 0.0 | 3.7 |
| • KZRK Canyon         | C1        | 107.9           | 100.0 | 476 b     | Cumulus Bcstg Inc | 81                  | 9804 | 1,000                   | 400         | 0.88    | 6.0  | 7.9  | 5.9    | 4.5 | 8.1 | 5.2 | 9.3 | 0.0 | 8.6 |

ARB 12+ Metro Shares (see rights)

| City of Calls License | FCC Class | Power Freq (kW) | Owner | Year Date | Std Acq'd         | Sales Price M (000) | L    | 1999 Est Revenue (000)/ | Power Ratio | Avg '99 |      |      |        |     |     |     |     |     |     |
|-----------------------|-----------|-----------------|-------|-----------|-------------------|---------------------|------|-------------------------|-------------|---------|------|------|--------|-----|-----|-----|-----|-----|-----|
|                       |           |                 |       |           |                   |                     |      |                         |             | Local   | Comm | Fall | Spring |     |     |     |     |     |     |
| • KZRK Canyon         | C1        | 107.9           | 100.0 | 476 b     | Cumulus Bcstg Inc | 81                  | 9804 | 1,000                   | 400         | 0.88    | 6.0  | 7.9  | 5.9    | 4.5 | 8.1 | 5.2 | 9.3 | 0.0 | 8.6 |
| • KAEZ Amarillo       | A         | 105.7           | 6.0   | 236       | KXOJ Inc          | 91                  | 9911 | 750                     | 100         | 0.21    | 6.2  | 4.9  | 6.2    | 4.5 | 5.6 | 6.0 | 4.5 | 0.0 | 4.5 |
| KPUR Canyon           | A         | 107.1           | 6.0   | 315 d     | Cumulus Bcstg Inc | 81                  | 9804 | 820                     | 475         | 1.10    | 5.7  | 6.9  | 4.1    | 5.7 | 4.2 | 4.5 | 7.1 | 0.0 | 3.7 |
| • KZRK Canyon         | C1        | 107.9           | 100.0 | 476 b     | Cumulus Bcstg Inc | 81                  | 9804 | 1,000                   | 400         | 0.88    | 6.0  | 7.9  | 5.9    | 4.5 | 8.1 | 5.2 | 9.3 | 0.0 | 8.6 |

ARB 12+ Metro Shares (see rights)

| City of Calls License | FCC Class | Power Freq (kW) | Owner | Year Date | Std Acq'd         | Sales Price M (000) | L    | 1999 Est Revenue (000)/ | Power Ratio | Avg '99 |      |      |        |     |     |     |     |     |     |
|-----------------------|-----------|-----------------|-------|-----------|-------------------|---------------------|------|-------------------------|-------------|---------|------|------|--------|-----|-----|-----|-----|-----|-----|
|                       |           |                 |       |           |                   |                     |      |                         |             | Local   | Comm | Fall | Spring |     |     |     |     |     |     |
| • KZRK Canyon         | C1        | 107.9           | 100.0 | 476 b     | Cumulus Bcstg Inc | 81                  | 9804 | 1,000                   | 400         | 0.88    | 6.0  | 7.9  | 5.9    | 4.5 | 8.1 | 5.2 | 9.3 | 0.0 | 8.6 |
| • KAEZ Amarillo       | A         | 105.7           | 6.0   | 236       | KXOJ Inc          | 91                  | 9911 | 750                     | 100         | 0.21    | 6.2  | 4.9  | 6.2    | 4.5 | 5.6 | 6.0 | 4.5 | 0.0 | 4.5 |
| KPUR Canyon           | A         | 107.1           | 6.0   | 315 d     | Cumulus Bcstg Inc | 81                  | 9804 | 820                     | 475         | 1.10    | 5.7  | 6.9  | 4.1    | 5.7 | 4.2 | 4.5 | 7.1 | 0.0 | 3.7 |
| • KZRK Canyon         | C1        | 107.9           | 100.0 | 476 b     | Cumulus Bcstg Inc | 81                  | 9804 | 1,000                   | 400         | 0.88    | 6.0  | 7.9  | 5.9    | 4.5 | 8.1 | 5.2 | 9.3 | 0.0 | 8.6 |

ARB 12+ Metro Shares (see rights)

| City of Calls License | FCC Class | Power Freq (kW) | Owner | Year Date | Std Acq'd         | Sales Price M (000) | L    | 1999 Est Revenue (000)/ | Power Ratio | Avg '99 |      |      |        |     |     |     |     |     |     |
|-----------------------|-----------|-----------------|-------|-----------|-------------------|---------------------|------|-------------------------|-------------|---------|------|------|--------|-----|-----|-----|-----|-----|-----|
|                       |           |                 |       |           |                   |                     |      |                         |             | Local   | Comm | Fall | Spring |     |     |     |     |     |     |
| • KZRK Canyon         | C1        | 107.9           | 100.0 | 476 b     | Cumulus Bcstg Inc | 81                  | 9804 | 1,000                   | 400         | 0.88    | 6.0  | 7.9  | 5.9    | 4.5 | 8.1 | 5.2 | 9.3 | 0.0 | 8.6 |
| • KAEZ Amarillo       | A         | 105.7           | 6.0   | 236       | KXOJ Inc          | 91                  | 9911 | 750                     | 100         | 0.21    | 6.2  | 4.9  | 6.2    | 4.5 | 5.6 | 6.0 | 4.5 | 0.0 | 4.5 |
| KPUR Canyon           | A         | 107.1           | 6.0   | 315 d     | Cumulus Bcstg Inc | 81                  | 9804 | 820                     | 475         | 1.10    | 5.7  | 6.9  | 4.1    | 5.7 | 4.2 | 4.5 | 7.1 | 0.0 | 3.7 |
| • KZRK Canyon         | C1        | 107.9           | 100.0 | 476 b     | Cumulus Bcstg Inc | 81                  | 9804 | 1,000                   | 400         | 0.88    | 6.0  | 7.9  | 5.9    | 4.5 | 8.1 | 5.2 | 9.3 | 0.0 | 8.6 |

ARB 12+ Metro Shares (see rights)

| City of Calls License | FCC Class | Power Freq (kW) | Owner | Year Date | Std Acq'd         | Sales Price M (000) | L    | 1999 Est Revenue (000)/ | Power Ratio | Avg '99 |      |      |        |     |     |     |     |     |     |
|-----------------------|-----------|-----------------|-------|-----------|-------------------|---------------------|------|-------------------------|-------------|---------|------|------|--------|-----|-----|-----|-----|-----|-----|
|                       |           |                 |       |           |                   |                     |      |                         |             | Local   | Comm | Fall | Spring |     |     |     |     |     |     |
| • KZRK Canyon         | C1        | 107.9           | 100.0 | 476 b     | Cumulus Bcstg Inc | 81                  | 9804 | 1,000                   | 400         | 0.88    | 6.0  | 7.9  | 5.9    | 4.5 | 8.1 | 5.2 | 9.3 | 0.0 | 8.6 |
| • KAEZ Amarillo       | A         | 105.7           | 6.0   | 236       | KXOJ Inc          | 91                  | 9911 | 750                     | 100         | 0.21    | 6.2  | 4.9  | 6.2    | 4.5 | 5.6 | 6.0 | 4.5 | 0.0 | 4.5 |
| KPUR Canyon           | A         | 107.1           | 6.0   | 315 d     | Cumulus Bcstg Inc | 81                  | 9804 | 820                     | 475         | 1.10    | 5.7  | 6.9  | 4.1    | 5.7 | 4.2 | 4.5 | 7.1 | 0.0 | 3.7 |
| • KZRK Canyon         | C1        | 107.9           | 100.0 | 476 b     | Cumulus Bcstg Inc | 81                  | 9804 | 1,000                   | 400         | 0.88    | 6.0  | 7.9  | 5.9    | 4.5 | 8.1 | 5.2 | 9.3 | 0.0 | 8.6 |

ARB 12+ Metro Shares (see rights)

| City of Calls License | FCC Class | Power Freq (kW) | Owner | Year Date | Std Acq'd         | Sales Price M (000) | L    | 1999 Est Revenue (000)/ | Power Ratio | Avg '99 |      |      |        |     |     |     |     |     |     |
|-----------------------|-----------|-----------------|-------|-----------|-------------------|---------------------|------|-------------------------|-------------|---------|------|------|--------|-----|-----|-----|-----|-----|-----|
|                       |           |                 |       |           |                   |                     |      |                         |             | Local   | Comm | Fall | Spring |     |     |     |     |     |     |
| • KZRK Canyon         | C1        | 107.9           | 100.0 | 476 b     | Cumulus Bcstg Inc | 81                  | 9804 | 1,000                   | 400         | 0.88    | 6.0  | 7.9  | 5.9    | 4.5 | 8.1 | 5.2 | 9.3 | 0.0 | 8.6 |
| • KAEZ Amarillo       | A         | 105.7           | 6.0   | 236       | KXOJ Inc          | 91                  | 9911 | 750                     | 100         | 0.21    | 6.2  | 4.9  | 6.2    | 4.5 | 5.6 | 6.0 | 4.5 | 0.0 | 4.5 |
| KPUR Canyon           | A         | 107.1           | 6.0   | 315 d     | Cumulus Bcstg Inc | 81                  | 9804 | 820                     | 475         | 1.10    | 5.7  | 6.9  | 4.1    | 5.7 |     |     |     |     |     |



# Competitive Overview

Some stations also rated in Bridgeport.

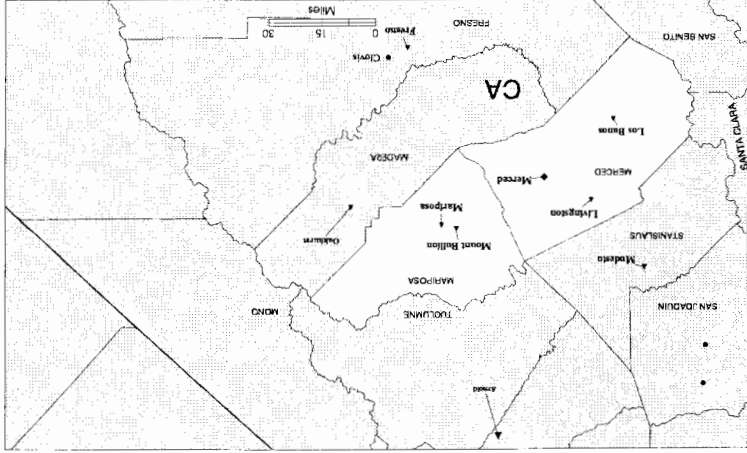
Metro Rank: 189

| FM Stations       |           |          |            |        |                   |             |             |           |                                   |                |                |             |
|-------------------|-----------|----------|------------|--------|-------------------|-------------|-------------|-----------|-----------------------------------|----------------|----------------|-------------|
| City of License   | FCC Class | FCC Freq | Power (kW) | HAAT C | Owner             | Year Date   | Price (000) | Sales L   | M A                               | Format         | Revenue (000)/ | Power Ratio |
| City of License   | FCC Class | FCC Freq | Power (kW) | HAAT C | Owner             | Year Date   | Price (000) | Sales L   | M A                               | Format         | Revenue (000)/ | Power Ratio |
| • WRKI            | B         | 95.1     | 29.5 cp    | 637    | b Aurora Comm     | 57          | 9909        | g1        | AOR                               | 1.92           | 3,100          | 1.92        |
| • WDAQ            | A         | 98.3     | 1.3        | 459    | a Berkshire Bcstg | 53          |             |           | Hot AC                            | 1.18           | 3,050          | 1.18        |
| • WEZN            | B         | 99.9     | 27.5       | 669    | Cox Radio Inc     | 60          | 9704        |           | AC                                | n/a            |                |             |
| • WAXB            | A         | 105.5    | 0.9        | 610    | b Aurora Comm     | 64          | 9910        | g1        | Oldies                            | 1.13           | 625            | 1.13        |
| WEBE              | B         | 107.9    | 50.0       | 384    | Aurora Comm       | 82          | 9906        | See (112) | AC                                | n/a            |                |             |
| # FM Stations - 5 |           |          |            |        |                   |             |             |           |                                   |                |                |             |
| # Combos - 3      |           |          |            |        |                   |             |             |           |                                   |                |                |             |
| FM TOTALS         |           |          |            |        |                   |             |             |           |                                   |                |                |             |
| Avg 99            | Local     | Fall     | Spring     | 1999   | 1999              | 1999        | 1999        | 1999      | Est                               | Revenue        | Power          | Ratio       |
| 82.7              | 29.7      | 33.4     | 34.7       | 30.3   | 35.1              | 30.8        | 32.7        | 34.4      | ARB 12+ Metro Shares (see rights) |                |                |             |
| AM Stations       |           |          |            |        |                   |             |             |           |                                   |                |                |             |
| City of License   | FCC Class | FCC Freq | Power (kW) | Owner  | Year Date         | Price (000) | Sales L     | M A       | Format                            | Revenue (000)/ | Power Ratio    |             |
| City of License   | FCC Class | FCC Freq | Power (kW) | Owner  | Year Date         | Price (000) | Sales L     | M A       | Format                            | Revenue (000)/ | Power Ratio    |             |
| • WRAF            | B         | 800      | 1.0        | 0.29   | a Berkshire Bcstg | 47          |             |           | FullService                       | 0.88           | 1,000          | 0.88        |
| • WREF            | B         | 850      | 2.5 cp     | 0.50   | a Berkshire Bcstg | 82          | 9701        | 550       | Oldies                            | 0.91           | 200            | 0.91        |
| • WINE            | B         | 940      | 0.7        | 0.00   | b Aurora Comm     | 66          | 9909        | g         | Adlt Sindr                        | 75             |                |             |
| WPUT              | B         | 1510     | 1.0        | 0.00   | b Aurora Comm     | 58          | 9909        | g         | Adlt Sindr                        |                |                |             |
| # AM Stations - 4 |           |          |            |        |                   |             |             |           |                                   |                |                |             |
| # Combos - 4      |           |          |            |        |                   |             |             |           |                                   |                |                |             |
| AM TOTALS         |           |          |            |        |                   |             |             |           |                                   |                |                |             |
| Avg 99            | Local     | Fall     | Spring     | 1999   | 1999              | 1999        | 1999        | 1999      | Est                               | Revenue        | Power          | Ratio       |
| 17.3              | 8.6       | 7.4      | 6.8        | 7.3    | 9.2               | 7.7         | 8.0         | 9.4       | Total Local Commercial Share      |                |                |             |
| 38.3              | 40.8      | 41.5     | 37.6       | 44.3   | 38.5              | 40.7        | 43.8        |           |                                   |                |                |             |

Metro Rank: 189

• Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 190  
Revenue Rank: 250



Metro Counties / Population (000)

Merced, CA 16.4  
Mariposa, CA 208.7  
225.1

# Merced, CA Market Overview



Market Radio Financials (all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES |           | Revenue/Capita |             |
|--------------------------|-----------|----------------|-------------|
| 1993                     | 1994      | 1993           | 1994        |
| N/A                      | \$3,000   | N/A            | \$3,291,000 |
| 1995                     | 1996      | 1995           | 1996        |
| \$3,300                  | \$3,700   | \$3,291,000    | \$3,741,000 |
| 1999                     | 2000      | 1999           | 2000        |
| \$4,900                  | \$5,200   | \$19.99        | \$25.54     |
| 1998 - 99                | 2001      | 1998           | 2001        |
| 8.9%                     | \$5,400   | N/A            | \$5,700     |
| 2002                     | 2003      | 2002           | 2003        |
| \$5,700                  | \$6,000   | \$5,700        | \$6,000     |
| Δ 98 - 99                | Δ 99 - 03 | Δ 98 - 99      | Δ 99 - 03   |
| N/A                      | \$4,500   | 8.9%           | 5.5%        |
| 1993                     | 1998      | 1993           | 1998        |
| \$3,000                  | \$4,500   | N/A            | 20%         |
| 1994                     | 1999      | 1994           | 1999        |
| \$3,300                  | \$4,900   | 80%            | 20%         |
| 1995                     | 2000      | Est. Breakout  |             |
| \$3,700                  | \$5,200   | Local          |             |
| 1996                     | 2001      | National       |             |
| \$4,100                  | \$5,700   |                |             |
| 1997                     | 2002      |                |             |
| \$4,500                  | \$6,000   |                |             |
| 1998                     | 2003      |                |             |
| \$4,500                  | \$6,000   |                |             |

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

| Growth Rate    |                | Growth Rate |      |
|----------------|----------------|-------------|------|
| 1993           | 1998           | 1993        | 1998 |
| 211.1          | 225.1          | 1.3%        | 1.3% |
| 65.8           | 70.1           | 1.3%        | 0.9% |
| 1,044.4        | 1,369.8        | 5.6%        | 3.2% |
| 2,408.4        | 2,364.6        | -0.4%       | 2.2% |
| Households     | Households     |             |      |
| 211.1          | 225.1          |             |      |
| 65.8           | 70.1           |             |      |
| 1,044.4        | 1,369.8        |             |      |
| 2,408.4        | 2,364.6        |             |      |
| Retail Sales   | Retail Sales   |             |      |
| 211.1          | 225.1          |             |      |
| 65.8           | 70.1           |             |      |
| 1,044.4        | 1,369.8        |             |      |
| 2,408.4        | 2,364.6        |             |      |
| EBI            | EBI            |             |      |
| 211.1          | 225.1          |             |      |
| 65.8           | 70.1           |             |      |
| 1,044.4        | 1,369.8        |             |      |
| 2,408.4        | 2,364.6        |             |      |
| MSA Population | MSA Population |             |      |
| 211.1          | 225.1          |             |      |
| 65.8           | 70.1           |             |      |
| 1,044.4        | 1,369.8        |             |      |
| 2,408.4        | 2,364.6        |             |      |
| Households     | Households     |             |      |
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| 65.8           | 70.1           |             |      |
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| 2,408.4        | 2,364.6        |             |      |
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| 65.8           | 70.1           |             |      |
| 1,044.4        | 1,369.8        |             |      |
| 2,408.4        | 2,364.6        |             |      |
| EBI            | EBI            |             |      |
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| 2,408.4        | 2,364.6        |             |      |
| Households     | Households     |             |      |
| 211.1          | 225.1          |             |      |
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| 1,044.4        | 1,369.8        |             |      |
| 2,408.4        | 2,364.6        |             |      |
| EBI            | EBI            |             |      |
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| 1,044.4        | 1,369.8        |             |      |
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| 1,044.4        | 1,369.8        |             |      |
| 2,408.4        | 2,364.6        |             |      |
| Retail Sales   | Retail Sales   |             |      |
| 211.1          | 225.1          |             |      |

# Competitive Overview

Some stations also rated in Fresno and Modesto.

Metro Rank: 190

| Calls                        | City of License | FCC Class | FCC Freq | Power (kW) | HAAT | C Owner            | Year Date | Std Acq'd | Sales Price (000) | M A Format  | 1999 Est Revenue (000)/ | Power Ratio | ARB 12+ Metro Shares (see rights) |               |                   |                  |                  |                    |              |                   |                    |                |                   |
|------------------------------|-----------------|-----------|----------|------------|------|--------------------|-----------|-----------|-------------------|-------------|-------------------------|-------------|-----------------------------------|---------------|-------------------|------------------|------------------|--------------------|--------------|-------------------|--------------------|----------------|-------------------|
|                              |                 |           |          |            |      |                    |           |           |                   |             |                         |             | Avg 99 Local Comm                 | Fall 1999     | Spring 1999       | Fall 1998        |                  |                    |              |                   |                    |                |                   |
| KJMQ                         | Atwater         | A         | 92.5     | 6.0        | 328  | Clarke Bcstg Corp  | 95        |           | 300               | R&B Oldies  | 300                     | 1.42        | 4.3                               | 1.9           | 2.8               | 2.0              | 2.6              | 3.8                | 3.1          | 2.0               | 4.2                |                |                   |
| KSKS                         | Fresno          | B         | 93.7     | 68.0       | 1903 | Infnlty Bcstg      | 46        | 9805      | n/a               | Country     | n/a                     |             | 6.8                               | 2.7           | 3.2               | 4.4              | 3.7              | 2.3                | 5.4          | 3.6               | 3.1                | 5.8            |                   |
| KHOP                         | Oakdale         | B         | 95.1     | 16.0 cp    | 876  | Citadel Comm Corp  | 85        | 9703      | See (122)         | 1 AOR       | n/a                     |             | 7.6                               | 4.3           | 5.3               | 3.2              | 5.6              | 5.4                | 5.4          | 6.7               | 3.1                | 5.8            |                   |
| KBYN                         | Arnold          | A         | 95.9     | 0.5        | 1096 | Gomez, Nelson F.   | 95        | 9802      | 300               | Spanish     |                         |             | 0.0                               | 0.0           | 0.0               | 0.0              | 0.0              | 0.0                | 0.0          | 0.0               | 0.0                | 0.0            |                   |
| KNTD                         | Livingston      | A         | 95.9     | 3.0        | 305  | Gomez, Nelson F.   | 85        | 9302      | 198               | Spanish     | 450                     | 2.14        | 4.3                               | 1.9           | 2.0               | 2.8              | 1.1              | 2.7                | 1.2          | 1.6               | 1.9                | 1.9            |                   |
| KUBB                         | Mariposa        | B         | 96.3     | 1.9        | 2113 | Buckley Bcstg Corp | 77        | 8507      | 550               | Country     | 550                     | 1.35        | 8.3                               | 4.6           | 5.3               | 4.0              | 6.7              | 7.3                | 7.0          | 7.5               | 8.5                |                |                   |
| KABX                         | Merced          | B         | 97.5     | 8.8 cp     | 1161 | Buckley Radio      | 36        | 9905      | 875               | Oldies      | 875                     | 1.55        | 11.5                              | 8.0           | 6.9               | 6.0              | 4.9              | 6.9                | 7.0          | 4.0               | 6.5                |                |                   |
| KLOQ                         | Winton          | A         | 98.7     | 6.0        | 299  | Clarke Bcstg Corp  | 94        | 9608      | 500               | Spanish     | 500                     | 1.11        | 9.2                               | 2.5           | 2.0               | 8.4              | 6.0              | 2.7                | 1.9          | 1.6               | 1.2                |                |                   |
| KCIW                         | Mount Bullion   | B         | 99.9     | 1.9        | 2100 | Bolt Radio Network | 89        |           | 250               | 2.04        | 250                     | 2.04        | 2.5                               | 1.5           | 2.0               | 0.8              | 1.5              | 1.2                | 1.6          | 0.0               | 1.2                |                |                   |
| KAMB                         | Merced          | B         | 101.5    | 17.0       | 846  | Central Valley     | 67        | 9609      | n/a               | ChrSContemp | n/a                     |             | 0.0                               | 0.0           | 0.0               | 0.0              | 0.0              | 0.0                | 0.0          | 0.0               | 0.0                |                |                   |
| KATM                         | Modesto         | B         | 103.3    | 50.0       | 499  | Citadel Comm Corp  | 48        | 9212      | n/a               | 1 Country   | n/a                     |             | 6.1                               | 3.9           | 4.0               | 2.8              | 2.6              | 3.1                | 4.3          | 7.1               | 3.8                |                |                   |
| KDJK                         | Mariposa        | A         | 103.9    | 0.1        | 2047 | Citadel Comm Corp  | 92        | 9308      | 0.7               | Cisc Hits   | 0.4                     |             | 0.4                               | 0.4           | 0.4               | 0.4              | 0.4              | 0.4                | 0.4          | 0.0               | 0.4                |                |                   |
| KHTN                         | Los Banos       | B         | 104.7    | 50.0       | 469  | Buckley Bcstg Corp | 66        | 9508      | 510               | Rhythc/CHR  | 19.7                    | 0.67        | 9.5                               | 10.1          | 12.0              | 12.7             | 10.0             | 12.1               | 12.7         | 12.3              | 12.3               |                |                   |
| KIBG                         | Merced          | A         | 106.3    | 3.0        | 476  | Merced Radio       | 89        | 9602      | 450               | AC          | 300                     | 0.94        | 6.5                               | 4.2           | 4.5               | 2.8              | 2.6              | 3.8                | 1.6          | 3.2               | 2.7                |                |                   |
| KOLB                         | Los Banos       | A         | 106.9    | 6.0        | 328  | VLB Bcstg Inc      | 92        | 9112      | na                | Country     | 200                     | 1.28        | 3.2                               | 1.0           | 1.6               | 2.0              | 2.2              | 1.2                | 2.3          | 2.0               | 0.8                |                |                   |
| KAJZ                         | Merced          | A         | 107.7    | 4.0 cp     | 407  | Merced Radio       | 94        | 9809      | 600               | Jazz        | 150                     | 0.78        | 3.9                               | 3.1           | 2.4               | 2.0              | 1.1              | 0.8                | 0.8          | 1.6               | 0.0                |                |                   |
| FM TOTALS                    |                 |           |          |            |      |                    |           |           |                   |             |                         |             | ARB 12+ Metro Shares (see rights) |               |                   |                  |                  |                    |              |                   |                    |                |                   |
|                              |                 |           |          |            |      |                    |           |           |                   |             |                         |             | 94.6                              | 49.5          | 52.5              | 53.6             | 53.7             | 51.6               | 55.7         | 55.2              | 55.1               |                |                   |
| # FM Stations -              |                 |           |          |            |      |                    |           |           |                   |             |                         |             | ARB 12+ Metro Shares (see rights) |               |                   |                  |                  |                    |              |                   |                    |                |                   |
|                              |                 |           |          |            |      |                    |           |           |                   |             |                         |             | 17                                | 17            | 17                | 17               | 17               | 17                 | 17           | 17                | 17                 | 17             |                   |
| # Combos -                   |                 |           |          |            |      |                    |           |           |                   |             |                         |             | ARB 12+ Metro Shares (see rights) |               |                   |                  |                  |                    |              |                   |                    |                |                   |
|                              |                 |           |          |            |      |                    |           |           |                   |             |                         |             | 11                                | 11            | 11                | 11               | 11               | 11                 | 11           | 11                | 11                 | 11             |                   |
| City of License              |                 |           |          |            |      |                    |           |           |                   |             |                         |             | ARB 12+ Metro Shares (see rights) |               |                   |                  |                  |                    |              |                   |                    |                |                   |
|                              |                 |           |          |            |      |                    |           |           |                   |             |                         |             | Merced                            | Merced        | Merced            | Merced           | Merced           | Merced             | Merced       | Merced            | Merced             | Merced         | Merced            |
| FCC Class                    |                 |           |          |            |      |                    |           |           |                   |             |                         |             | ARB 12+ Metro Shares (see rights) |               |                   |                  |                  |                    |              |                   |                    |                |                   |
|                              |                 |           |          |            |      |                    |           |           |                   |             |                         |             | A                                 | A             | A                 | A                | A                | A                  | A            | A                 | A                  | A              | A                 |
| FCC Freq                     |                 |           |          |            |      |                    |           |           |                   |             |                         |             | ARB 12+ Metro Shares (see rights) |               |                   |                  |                  |                    |              |                   |                    |                |                   |
|                              |                 |           |          |            |      |                    |           |           |                   |             |                         |             | 92.5                              | 93.7          | 95.1              | 95.9             | 95.9             | 96.3               | 97.5         | 98.7              | 99.9               | 101.5          | 103.3             |
| Power (kW)                   |                 |           |          |            |      |                    |           |           |                   |             |                         |             | ARB 12+ Metro Shares (see rights) |               |                   |                  |                  |                    |              |                   |                    |                |                   |
|                              |                 |           |          |            |      |                    |           |           |                   |             |                         |             | 6.0                               | 68.0          | 16.0 cp           | 3.0              | 3.0              | 1.9                | 8.8 cp       | 6.0               | 1.9                | 17.0           | 50.0              |
| HAAT                         |                 |           |          |            |      |                    |           |           |                   |             |                         |             | ARB 12+ Metro Shares (see rights) |               |                   |                  |                  |                    |              |                   |                    |                |                   |
|                              |                 |           |          |            |      |                    |           |           |                   |             |                         |             | 328                               | 1903          | 876               | 305              | 305              | 2113               | 1161         | 299               | 2100               | 846            | 499               |
| C Owner                      |                 |           |          |            |      |                    |           |           |                   |             |                         |             | ARB 12+ Metro Shares (see rights) |               |                   |                  |                  |                    |              |                   |                    |                |                   |
|                              |                 |           |          |            |      |                    |           |           |                   |             |                         |             | Clarke Bcstg Corp                 | Infnlty Bcstg | Citadel Comm Corp | Gomez, Nelson F. | Gomez, Nelson F. | Buckley Bcstg Corp | Merced Radio | Clarke Bcstg Corp | Bolt Radio Network | Central Valley | Citadel Comm Corp |
| Year Date                    |                 |           |          |            |      |                    |           |           |                   |             |                         |             | ARB 12+ Metro Shares (see rights) |               |                   |                  |                  |                    |              |                   |                    |                |                   |
|                              |                 |           |          |            |      |                    |           |           |                   |             |                         |             | 95                                | 46            | 85                | 95               | 85               | 77                 | 36           | 94                | 67                 | 67             | 48                |
| Std Acq'd                    |                 |           |          |            |      |                    |           |           |                   |             |                         |             | ARB 12+ Metro Shares (see rights) |               |                   |                  |                  |                    |              |                   |                    |                |                   |
|                              |                 |           |          |            |      |                    |           |           |                   |             |                         |             |                                   | 9805          | 9703              | 9802             | 9302             | 8507               | 9905         | 9608              | 9609               | 9308           | 9212              |
| Sales Price (000)            |                 |           |          |            |      |                    |           |           |                   |             |                         |             | ARB 12+ Metro Shares (see rights) |               |                   |                  |                  |                    |              |                   |                    |                |                   |
|                              |                 |           |          |            |      |                    |           |           |                   |             |                         |             | 300                               | n/a           | See (122)         | 300              | 198              | 550                | 1,775        | 450               | 510                | 510            | 450               |
| M A Format                   |                 |           |          |            |      |                    |           |           |                   |             |                         |             | ARB 12+ Metro Shares (see rights) |               |                   |                  |                  |                    |              |                   |                    |                |                   |
|                              |                 |           |          |            |      |                    |           |           |                   |             |                         |             | R&B Oldies                        | Country       | 1 AOR             | Spanish          | Spanish          | Country            | Oldies       | Spanish           | ChrSContemp        | AC             | Country           |
| 1999 Est Revenue (000)/      |                 |           |          |            |      |                    |           |           |                   |             |                         |             | ARB 12+ Metro Shares (see rights) |               |                   |                  |                  |                    |              |                   |                    |                |                   |
|                              |                 |           |          |            |      |                    |           |           |                   |             |                         |             | 300                               | n/a           | 7.6               | 4.3              | 4.3              | 11.5               | 8.0          | 500               | 650                | 510            | 300               |
| Power Ratio                  |                 |           |          |            |      |                    |           |           |                   |             |                         |             | ARB 12+ Metro Shares (see rights) |               |                   |                  |                  |                    |              |                   |                    |                |                   |
|                              |                 |           |          |            |      |                    |           |           |                   |             |                         |             | 1.42                              | n/a           | n/a               | 2.14             | 2.14             | 1.55               | 1.35         | 1.11              | 0.67               | 0.94           | 0.67              |
| Local Comm                   |                 |           |          |            |      |                    |           |           |                   |             |                         |             | ARB 12+ Metro Shares (see rights) |               |                   |                  |                  |                    |              |                   |                    |                |                   |
|                              |                 |           |          |            |      |                    |           |           |                   |             |                         |             | 4.3                               | 6.8           | 2.7               | 4.3              | 4.3              | 9.2                | 8.0          | 9.2               | 19.7               | 19.7           | 19.7              |
| Fall 1999                    |                 |           |          |            |      |                    |           |           |                   |             |                         |             | ARB 12+ Metro Shares (see rights) |               |                   |                  |                  |                    |              |                   |                    |                |                   |
|                              |                 |           |          |            |      |                    |           |           |                   |             |                         |             | 1.9                               | 2.7           | 3.2               | 2.8              | 2.8              | 2.5                | 2.0          | 2.5               | 3.9                | 3.9            | 3.9               |
| Spring 1999                  |                 |           |          |            |      |                    |           |           |                   |             |                         |             | ARB 12+ Metro Shares (see rights) |               |                   |                  |                  |                    |              |                   |                    |                |                   |
|                              |                 |           |          |            |      |                    |           |           |                   |             |                         |             | 2.8                               | 3.2           | 4.4               | 2.0              | 2.0              | 2.0                | 2.0          | 2.0               | 3.1                | 3.1            | 3.1               |
| Fall 1998                    |                 |           |          |            |      |                    |           |           |                   |             |                         |             | ARB 12+ Metro Shares (see rights) |               |                   |                  |                  |                    |              |                   |                    |                |                   |
|                              |                 |           |          |            |      |                    |           |           |                   |             |                         |             | 2.0                               | 2.6           | 3.7               | 0.0              | 0.0              | 0.0                | 0.0          | 0.0               | 0.4                | 0.4            | 0.4               |
| Spring 1998                  |                 |           |          |            |      |                    |           |           |                   |             |                         |             | ARB 12+ Metro Shares (see rights) |               |                   |                  |                  |                    |              |                   |                    |                |                   |
|                              |                 |           |          |            |      |                    |           |           |                   |             |                         |             | 2.6                               | 3.8           | 4.4               | 2.8              | 2.8              | 8.4                | 6.0          | 8.4               | 10.1               | 10.0           | 10.0              |
| Fall 1997                    |                 |           |          |            |      |                    |           |           |                   |             |                         |             | ARB 12+ Metro Shares (see rights) |               |                   |                  |                  |                    |              |                   |                    |                |                   |
|                              |                 |           |          |            |      |                    |           |           |                   |             |                         |             | 2.6                               | 4.6           | 3.7               | 0.8              | 0.8              | 6.0                | 4.9          | 6.9               | 12.7               | 12.7           | 12.7              |
| Spring 1997                  |                 |           |          |            |      |                    |           |           |                   |             |                         |             | ARB 12+ Metro Shares (see rights) |               |                   |                  |                  |                    |              |                   |                    |                |                   |
|                              |                 |           |          |            |      |                    |           |           |                   |             |                         |             | 3.2                               | 5.1           | 2.3               | 0.0              | 0.0              | 2.7                | 7.0          | 7.0               | 12.1               | 12.1           | 12.1              |
| Fall 1996                    |                 |           |          |            |      |                    |           |           |                   |             |                         |             | ARB 12+ Metro Shares (see rights) |               |                   |                  |                  |                    |              |                   |                    |                |                   |
|                              |                 |           |          |            |      |                    |           |           |                   |             |                         |             | 3.2                               | 1.2           | 5.1               | 0.0              | 0.0              | 1.9                | 4.0          | 3.2               | 12.3               | 12.3           | 12.3              |
| Spring 1996                  |                 |           |          |            |      |                    |           |           |                   |             |                         |             | ARB 12+ Metro Shares (see rights) |               |                   |                  |                  |                    |              |                   |                    |                |                   |
|                              |                 |           |          |            |      |                    |           |           |                   |             |                         |             | 5.4                               | 0.0           | 2.3               | 0.0              | 0.0              | 1.6                | 4.0          | 3.2               | 0.4                | 0.4            | 0.4               |
| Total Local Commercial Share |                 |           |          |            |      |                    |           |           |                   |             |                         |             | ARB 12+ Metro Shares (see rights) |               |                   |                  |                  |                    |              |                   |                    |                |                   |
|                              |                 |           |          |            |      |                    |           |           |                   |             |                         |             | 5.3                               | 4.6           | 2.25              | 100              | 100              | 100                | 100          | 100               | 100                | 100            | 100               |
| AM TOTALS                    |                 |           |          |            |      |                    |           |           |                   |             |                         |             | ARB 12+ Metro Shares (see rights) |               |                   |                  |                  |                    |              |                   |                    |                |                   |
|                              |                 |           |          |            |      |                    |           |           |                   |             |                         |             | 5.3                               | 4.6           | 2.25              | 100              | 100              | 100                | 100          | 100               | 100                | 100            | 100               |
| # AM Stations -              |                 |           |          |            |      |                    |           |           |                   |             |                         |             | ARB 12+ Metro Shares (see rights) |               |                   |                  |                  |                    |              |                   |                    |                |                   |
|                              |                 |           |          |            |      |                    |           |           |                   |             |                         |             | 3                                 | 3             | 3                 | 3                | 3                | 3                  | 3            | 3                 | 3                  | 3              | 3                 |
| # Combos -                   |                 |           |          |            |      |                    |           |           |                   |             |                         |             | ARB 12+ Metro Shares (see rights) |               |                   |                  |                  |                    |              |                   |                    |                |                   |
|                              |                 |           |          |            |      |                    |           |           |                   |             |                         |             | 2                                 | 2             | 2                 | 2                | 2                | 2                  | 2            | 2                 | 2                  | 2              | 2                 |
| City of License              |                 |           |          |            |      |                    |           |           |                   |             |                         |             | ARB 12+ Metro Shares (see rights) |               |                   |                  |                  |                    |              |                   |                    |                |                   |
|                              |                 |           |          |            |      |                    |           |           |                   |             |                         |             | Merced                            | Merced        | Merced            | Merced           | Merced           | Merced             | Merced       | Merced            | Merced             | Merced         | Merced            |
| FCC Class                    |                 |           |          |            |      |                    |           |           |                   |             |                         |             | ARB 12+ Metro Shares (see rights) |               |                   |                  |                  |                    |              |                   |                    |                |                   |
|                              |                 |           |          |            |      |                    |           |           |                   |             |                         |             | B                                 | B             | B                 | B                | B                | B                  | B            | B                 | B                  | B              | B                 |
| FCC Freq                     |                 |           |          |            |      |                    |           |           |                   |             |                         |             | ARB 12+ Metro Shares (see rights) |               |                   |                  |                  |                    |              |                   |                    |                |                   |
|                              |                 |           |          |            |      |                    |           |           |                   |             |                         |             | 1330                              | 1480          | 1580              | 1330             | 1330             | 1330               | 1330         | 1330              | 1330               | 1330           | 1330              |
| Power (kW)                   |                 |           |          |            |      |                    |           |           |                   |             |                         |             | ARB 12+ Metro Shares (see rights) |               |                   |                  |                  |                    |              |                   |                    |                |                   |
|                              |                 |           |          |            |      |                    |           |           |                   |             |                         |             | 0.4                               | 5.0           | 1.0               | 0.4              | 0.4              | 0.4                | 0.4          | 0.4               | 0.4                | 0.4            | 0.4               |
| C Owner                      |                 |           |          |            |      |                    |           |           |                   |             |                         |             | ARB 12+ Metro Shares (see rights) |               |                   |                  |                  |                    |              |                   |                    |                |                   |
|                              |                 |           |          |            |      |                    |           |           |                   |             |                         |             | Ethnic Radio Inc                  | Merced Radio  | Clarke Bcstg Corp | Ethnic Radio Inc | Ethnic Radio Inc | Merced Radio       | Merced Radio | Merced Radio      | Merced Radio       | Merced Radio   | Merced Radio      |
| Year Date                    |                 |           |          |            |      |                    |           |           |                   |             |                         |             | ARB 12+ Metro Shares (see rights) |               |                   |                  |                  |                    |              |                   |                    |                |                   |
|                              |                 |           |          |            |      |                    |           |           |                   |             |                         |             | 61                                | 83            | 56                | 61               | 61               | 83                 | 56           | 61                | 61                 | 83             | 56                |
| Std Acq'd                    |                 |           |          |            |      |                    |           |           |                   |             |                         |             | ARB 12+ Metro Shares (see rights) |               |                   |                  |                  |                    |              |                   |                    |                |                   |
|                              |                 |           |          |            |      |                    |           |           |                   |             |                         |             | 8205                              | 8901          | 9608              | 8205             | 8205             | 8901               | 9608         | 8205              | 8901               | 9608           | 8205              |
| Sales Price (000)            |                 |           |          |            |      |                    |           |           |                   |             |                         |             | ARB 12+ Metro Shares (see rights) |               |                   |                  |                  |                    |              |                   |                    |                |                   |
|                              |                 |           |          |            |      |                    |           |           |                   |             |                         |             | 510                               | 450           | 510               | 510              | 510              | 450                | 510          | 450               | 510                | 450            | 510               |
| M A Format                   |                 |           |          |            |      |                    |           |           |                   |             |                         |             | ARB 12+ Metro Shares (see rights) |               |                   |                  |                  |                    |              |                   |                    |                |                   |
|                              |                 |           |          |            |      |                    |           |           |                   |             |                         |             | Portuguese                        | News/Talk     | Sports            | Portuguese       | Portuguese       | News/Talk          | Sports       | Portuguese        | News/Talk          | Sports         | Portuguese        |
| 1999 Est Revenue (000)/      |                 |           |          |            |      |                    |           |           |                   |             |                         |             | ARB 12+ Metro Shares (see rights) |               |                   |                  |                  |                    |              |                   |                    |                |                   |
|                              |                 |           |          |            |      |                    |           |           |                   |             |                         |             | 300                               | 225           | 100               | 300              | 300              | 225                | 100          | 300               | 225                | 100            | 300               |
| Power Ratio                  |                 |           |          |            |      |                    |           |           |                   |             |                         |             | ARB 12+ Metro Shares (see rights) |               |                   |                  |                  |                    |              |                   |                    |                |                   |
|                              |                 |           |          |            |      |                    |           |           |                   |             |                         |             | 1.00                              | 1.00          | 1.00              | 1.00             | 1.00             | 1.00               | 1.00         | 1.00              | 1.00               | 1.00           | 1.00              |
| Local Comm                   |                 |           |          |            |      |                    |           |           |                   |             |                         |             | ARB 12+ Metro Shares (see rights) |               |                   |                  |                  |                    |              |                   |                    |                |                   |
|                              |                 |           |          |            |      |                    |           |           |                   |             |                         |             | 5.3                               | 4.6           | 0.7               | 5.3              | 5.3              | 4.6                | 0.7          | 5.3               | 5.3                | 4.6            | 0.7               |
| Fall 1999                    |                 |           |          |            |      |                    |           |           |                   |             |                         |             | ARB 12+ Metro Shares (see rights) |               |                   |                  |                  |                    |              |                   |                    |                |                   |
|                              |                 |           |          |            |      |                    |           |           |                   |             |                         |             | 5.3                               | 4.6           | 0.7               | 5.3              | 5.3              | 4.6                | 0.7          | 5.3               | 5.3                | 4.6            | 0.7               |
| Spring 1999                  |                 |           |          |            |      |                    |           |           |                   |             |                         |             | ARB 12+ Metro Shares (see rights) |               |                   |                  |                  |                    |              |                   |                    |                |                   |
|                              |                 |           |          |            |      |                    |           |           |                   |             |                         |             | 2.8                               | 2.8           | 0.0               | 2.8              | 2.8              | 2.8                | 0.0          | 2.8               | 2.8                | 2.8            | 0.0               |
| Fall 1998                    |                 |           |          |            |      |                    |           |           |                   |             |                         |             | ARB 12+ Metro Shares (see rights) |               |                   |                  |                  |                    |              |                   |                    |                |                   |
|                              |                 |           |          |            |      |                    |           |           |                   |             |                         |             | 3.2                               | 2.4           | 0.0               | 3.2              | 3.2              | 2.4                | 0.0          | 3.2               | 3.2                | 2.4            | 0.0               |
| Spring 1998                  |                 |           |          |            |      |                    |           |           |                   |             |                         |             | ARB 12+ Metro Shares (see rights) |               |                   |                  |                  |                    |              |                   |                    |                |                   |
|                              |                 |           |          |            |      |                    |           |           |                   |             |                         |             | 2.6                               | 2.6           | 0.0               | 2.6              | 2.6              | 2.6                | 0.0          | 2.6               | 2.6                | 2.6            | 0.0               |
| Fall 1997                    |                 |           |          |            |      |                    |           |           |                   |             |                         |             | ARB 12+ Metro Shares (see rights) |               |                   |                  |                  |                    |              |                   |                    |                |                   |
|                              |                 |           |          |            |      |                    |           |           |                   |             |                         |             | 6.6                               | 4.6           | 0.8               | 6.6              | 6.6              | 4.6                | 0.8          | 6.6               | 6.6                | 4.6            | 0.8               |
| Spring 1997                  |                 |           |          |            |      |                    |           |           |                   |             |                         |             | ARB 12+ Metro Shares (see rights) |               |                   |                  |                  |                    |              |                   |                    |                |                   |
|                              |                 |           |          |            |      |                    |           |           |                   |             |                         |             | 7.4                               | 5.1           | 0.0               | 7.4              | 7.4              | 5.1                | 0.0          | 7.4               | 7.4                | 5.1            | 0.0               |
| Fall 1996                    |                 |           |          |            |      |                    |           |           |                   |             |                         |             | ARB 12+ Metro Shares (see rights) |               |                   |                  |                  |                    |              |                   |                    |                |                   |
|                              |                 |           |          |            |      |                    |           |           |                   |             |                         |             | 3.2                               | 1.2           | 2.0               | 3.2              | 3.2              | 1.2                | 2.0          | 3.2               | 3.2                | 1.2            | 2.0               |
| Spring 1996                  |                 |           |          |            |      |                    |           |           |                   |             |                         |             | ARB 12+ Metro Shares (see rights) |               |                   |                  |                  |                    |              |                   |                    |                |                   |
|                              |                 |           |          |            |      |                    |           |           |                   |             |                         |             | 5.4                               | 0.0           | 3.5               | 5.4              | 5.4              | 0.0                | 3.5          | 5.4               | 5.4                | 0.0            | 3.5               |

Metro Rank: 190

• Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.



# Competitive Overview

Some stations also rated in Sacramento and Redding.

Metro Rank: 191

ARB 12+ Metro Shares (see rights)

| City of        | License | FCC Class | Freq  | Power (kW) | HAAT | C Owner | Year Date         | Std Acq'd | Sales Price (000) | M A Format | Revenue (000)/ | Power Ratio | Local | Fall | Spring | 1999 | 1998 | 1997 | 1996 | 1996 |     |
|----------------|---------|-----------|-------|------------|------|---------|-------------------|-----------|-------------------|------------|----------------|-------------|-------|------|--------|------|------|------|------|------|-----|
| Chico          | KLRS    | A         | 92.7  | 1.5        | 643  | e       | Results Radio LLC | 93        | 9909              | g2         | AC             | 0.57        | 12.3  | 10.8 | 9.4    | 7.9  | 7.6  | 3.7  | 4.7  | 4.3  |     |
| Chico          | KFMF    | B1        | 93.9  | 2.0        | 1129 | d       | Regent Comm       | 68        | 9806              | g2         | AOR            | 1.52        | 6.8   | 3.4  | 3.1    | 6.3  | 2.9  | 4.2  | 5.7  | 5.8  | 6.8 |
| Chico          | KMXI    | B         | 95.1  | 8.7        | 1171 | b       | McCoy Bcstg Co    | 72        | 9109              | g1         | AC             | 1.78        | 6.7   | 2.8  | 5.9    | 3.4  | 4.6  | 4.9  | 7.8  | 3.8  | 3.8 |
| Red Bluff      | KALF    | B         | 95.7  | 7.0        | 1266 | d       | Regent Comm       | 78        | 9806              | g2         | Country        | 1.69        | 10.3  | 6.1  | 6.7    | 7.6  | 8.8  | 8.0  | 9.4  | 8.9  | 9.0 |
| Paradise       | KZCO    | B1        | 96.7  | 1.5        | 1289 | a       | Regent Comm       | 77        | 9912 p            | na         | AOR            | 0.98        | 3.9   | 1.4  | 2.0    | 3.4  | 2.5  | 2.1  | 3.7  | 4.3  | 4.3 |
| Oroville       | KRCX    | B1        | 97.7  | 1.5        | 1276 | a       | Z-Spanish Media   | 79        | 9806              | st         | Spanish        | 150         | 0.6   | 0.0  | 0.0    | 0.0  | 0.0  | 1.6  | 0.4  | 0.4  | 0.4 |
| Marysville     | KRCH    | B         | 99.9  | 1.8        | 2182 | a       | Entravision Comm  | 47        | 9912 p            | g2         | Spanish        | n/a         | 1.4   | 0.0  | 0.0    | 0.0  | 0.0  | 0.0  | 1.2  | 0.4  | 0.0 |
| Corning        | KTHU    | B         | 100.7 | 50.0       | 272  | e       | Results Radio LLC | 98        | 9909              | g2         | Cisc Rock      | 5.6         | 4.8   | 4.3  | 4.3    | 3.4  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0 |
| Grdley         | KMJE    | A         | 101.5 | 0.1        | 1975 | e       | Results Radio LLC | 96        | 9909              | g2         | AC             | 1.8         | 1.0   | 0.8  | 1.7    | 2.1  | 1.3  | 0.8  | 0.4  | 0.4  | 0.0 |
| Los Molinas    | KCEZ    | A         | 102.1 | 25.0       | 266  | e       | Results Radio LLC | 88        | 9909              | g2         | 70s Oldies     | 300         | 1.16  | 5.6  | 5.6    | 3.5  | 4.2  | 2.5  | 4.1  | 1.9  | 4.7 |
| Colusa         | KKCV    | A         | 103.1 | 0.1        | 1965 | e       | Results Radio LLC | 92        | 9909              | g2         | Country        | 100         | 0.91  | 2.4  | 3.3    | 2.0  | 1.3  | 2.5  | 3.3  | 1.6  | 2.1 |
| Paradise       | KHSL    | B         | 103.5 | 1.6        | 1250 | b       | McCoy Bcstg Co    | 83        | 9608              | c2         | Country        | 350         | 0.93  | 8.2  | 4.0    | 5.1  | 6.3  | 3.3  | 7.4  | 6.2  | 7.7 |
| South Oroville | KYIX    | A         | 104.9 | 0.3        | 1548 | c       | Butte Bcstg Co    | 95        |                   | c2         | ChrsContemp    | 50          | 0.40  | 2.7  | 0.0    | 1.6  | 2.1  | 1.7  | 2.5  | 1.2  | 1.3 |
| Orland         | KRQR    | B         | 106.7 | 50.0       | 308  | e       | Results Radio LLC | 94        | 9909              | g2         | Rock           | 250         | 0.81  | 6.7  | 4.4    | 4.3  | 6.7  | 6.3  | 5.7  | 6.6  | 9.0 |
| Colusa         | KOPT    | B         | 107.5 | 28.0       | 633  | d       | Regent Comm       | 86        | 9806              | g2         | Modern AC      | 550         | 2.06  | 5.8  | 3.3    | 4.7  | 6.7  | 7.6  | 4.5  | 6.6  | 4.3 |

ARB 12+ Metro Shares (see rights)

| City of        | License | FCC Class | Freq  | Power (kW) | HAAT | C Owner | Year Date         | Std Acq'd | Sales Price (000) | M A Format | Revenue (000)/ | Power Ratio | Local | Fall | Spring | 1999 | 1998 | 1997 | 1996 | 1996 |     |
|----------------|---------|-----------|-------|------------|------|---------|-------------------|-----------|-------------------|------------|----------------|-------------|-------|------|--------|------|------|------|------|------|-----|
| Chico          | KLRS    | A         | 92.7  | 1.5        | 643  | e       | Results Radio LLC | 93        | 9909              | g2         | AC             | 0.57        | 12.3  | 10.8 | 9.4    | 7.9  | 7.6  | 3.7  | 4.7  | 4.3  |     |
| Chico          | KFMF    | B1        | 93.9  | 2.0        | 1129 | d       | Regent Comm       | 68        | 9806              | g2         | AOR            | 1.52        | 6.8   | 3.4  | 3.1    | 6.3  | 2.9  | 4.2  | 5.7  | 5.8  | 6.8 |
| Chico          | KMXI    | B         | 95.1  | 8.7        | 1171 | b       | McCoy Bcstg Co    | 72        | 9109              | g1         | AC             | 1.78        | 6.7   | 2.8  | 5.9    | 3.4  | 4.6  | 4.9  | 7.8  | 3.8  | 3.8 |
| Red Bluff      | KALF    | B         | 95.7  | 7.0        | 1266 | d       | Regent Comm       | 78        | 9806              | g2         | Country        | 1.69        | 10.3  | 6.1  | 6.7    | 7.6  | 8.8  | 8.0  | 9.4  | 8.9  | 9.0 |
| Paradise       | KZCO    | B1        | 96.7  | 1.5        | 1289 | a       | Regent Comm       | 77        | 9912 p            | na         | AOR            | 0.98        | 3.9   | 1.4  | 2.0    | 3.4  | 2.5  | 2.1  | 3.7  | 4.3  | 4.3 |
| Oroville       | KRCX    | B1        | 97.7  | 1.5        | 1276 | a       | Z-Spanish Media   | 79        | 9806              | st         | Spanish        | 150         | 0.6   | 0.0  | 0.0    | 0.0  | 0.0  | 0.0  | 1.6  | 0.4  | 0.4 |
| Marysville     | KRCH    | B         | 99.9  | 1.8        | 2182 | a       | Entravision Comm  | 47        | 9912 p            | g2         | Spanish        | n/a         | 1.4   | 0.0  | 0.0    | 0.0  | 0.0  | 0.0  | 1.2  | 0.4  | 0.0 |
| Corning        | KTHU    | B         | 100.7 | 50.0       | 272  | e       | Results Radio LLC | 98        | 9909              | g2         | Cisc Rock      | 5.6         | 4.8   | 4.3  | 4.3    | 3.4  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0 |
| Grdley         | KMJE    | A         | 101.5 | 0.1        | 1975 | e       | Results Radio LLC | 96        | 9909              | g2         | AC             | 1.8         | 1.0   | 0.8  | 1.7    | 2.1  | 1.3  | 0.8  | 0.4  | 0.4  | 0.0 |
| Los Molinas    | KCEZ    | A         | 102.1 | 25.0       | 266  | e       | Results Radio LLC | 88        | 9909              | g2         | 70s Oldies     | 300         | 1.16  | 5.6  | 5.6    | 3.5  | 4.2  | 2.5  | 4.1  | 1.9  | 4.7 |
| Colusa         | KKCV    | A         | 103.1 | 0.1        | 1965 | e       | Results Radio LLC | 92        | 9909              | g2         | Country        | 100         | 0.91  | 2.4  | 3.3    | 2.0  | 1.3  | 2.5  | 3.3  | 1.6  | 2.1 |
| Paradise       | KHSL    | B         | 103.5 | 1.6        | 1250 | b       | McCoy Bcstg Co    | 83        | 9608              | c2         | Country        | 350         | 0.93  | 8.2  | 4.0    | 5.1  | 6.3  | 3.3  | 7.4  | 6.2  | 7.7 |
| South Oroville | KYIX    | A         | 104.9 | 0.3        | 1548 | c       | Butte Bcstg Co    | 95        |                   | c2         | ChrsContemp    | 50          | 0.40  | 2.7  | 0.0    | 1.6  | 2.1  | 1.7  | 2.5  | 1.2  | 1.3 |
| Orland         | KRQR    | B         | 106.7 | 50.0       | 308  | e       | Results Radio LLC | 94        | 9909              | g2         | Rock           | 250         | 0.81  | 6.7  | 4.4    | 4.3  | 6.7  | 6.3  | 5.7  | 6.6  | 9.0 |
| Colusa         | KOPT    | B         | 107.5 | 28.0       | 633  | d       | Regent Comm       | 86        | 9806              | g2         | Modern AC      | 550         | 2.06  | 5.8  | 3.3    | 4.7  | 6.7  | 7.6  | 4.5  | 6.6  | 4.3 |

ARB 12+ Metro Shares (see rights)

| City of        | License | FCC Class | Freq  | Power (kW) | HAAT | C Owner | Year Date         | Std Acq'd | Sales Price (000) | M A Format | Revenue (000)/ | Power Ratio | Local | Fall | Spring | 1999 | 1998 | 1997 | 1996 | 1996 |     |
|----------------|---------|-----------|-------|------------|------|---------|-------------------|-----------|-------------------|------------|----------------|-------------|-------|------|--------|------|------|------|------|------|-----|
| Chico          | KLRS    | A         | 92.7  | 1.5        | 643  | e       | Results Radio LLC | 93        | 9909              | g2         | AC             | 0.57        | 12.3  | 10.8 | 9.4    | 7.9  | 7.6  | 3.7  | 4.7  | 4.3  |     |
| Chico          | KFMF    | B1        | 93.9  | 2.0        | 1129 | d       | Regent Comm       | 68        | 9806              | g2         | AOR            | 1.52        | 6.8   | 3.4  | 3.1    | 6.3  | 2.9  | 4.2  | 5.7  | 5.8  | 6.8 |
| Chico          | KMXI    | B         | 95.1  | 8.7        | 1171 | b       | McCoy Bcstg Co    | 72        | 9109              | g1         | AC             | 1.78        | 6.7   | 2.8  | 5.9    | 3.4  | 4.6  | 4.9  | 7.8  | 3.8  | 3.8 |
| Red Bluff      | KALF    | B         | 95.7  | 7.0        | 1266 | d       | Regent Comm       | 78        | 9806              | g2         | Country        | 1.69        | 10.3  | 6.1  | 6.7    | 7.6  | 8.8  | 8.0  | 9.4  | 8.9  | 9.0 |
| Paradise       | KZCO    | B1        | 96.7  | 1.5        | 1289 | a       | Regent Comm       | 77        | 9912 p            | na         | AOR            | 0.98        | 3.9   | 1.4  | 2.0    | 3.4  | 2.5  | 2.1  | 3.7  | 4.3  | 4.3 |
| Oroville       | KRCX    | B1        | 97.7  | 1.5        | 1276 | a       | Z-Spanish Media   | 79        | 9806              | st         | Spanish        | 150         | 0.6   | 0.0  | 0.0    | 0.0  | 0.0  | 0.0  | 1.6  | 0.4  | 0.4 |
| Marysville     | KRCH    | B         | 99.9  | 1.8        | 2182 | a       | Entravision Comm  | 47        | 9912 p            | g2         | Spanish        | n/a         | 1.4   | 0.0  | 0.0    | 0.0  | 0.0  | 0.0  | 1.2  | 0.4  | 0.0 |
| Corning        | KTHU    | B         | 100.7 | 50.0       | 272  | e       | Results Radio LLC | 98        | 9909              | g2         | Cisc Rock      | 5.6         | 4.8   | 4.3  | 4.3    | 3.4  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0 |
| Grdley         | KMJE    | A         | 101.5 | 0.1        | 1975 | e       | Results Radio LLC | 96        | 9909              | g2         | AC             | 1.8         | 1.0   | 0.8  | 1.7    | 2.1  | 1.3  | 0.8  | 0.4  | 0.4  | 0.0 |
| Los Molinas    | KCEZ    | A         | 102.1 | 25.0       | 266  | e       | Results Radio LLC | 88        | 9909              | g2         | 70s Oldies     | 300         | 1.16  | 5.6  | 5.6    | 3.5  | 4.2  | 2.5  | 4.1  | 1.9  | 4.7 |
| Colusa         | KKCV    | A         | 103.1 | 0.1        | 1965 | e       | Results Radio LLC | 92        | 9909              | g2         | Country        | 100         | 0.91  | 2.4  | 3.3    | 2.0  | 1.3  | 2.5  | 3.3  | 1.6  | 2.1 |
| Paradise       | KHSL    | B         | 103.5 | 1.6        | 1250 | b       | McCoy Bcstg Co    | 83        | 9608              | c2         | Country        | 350         | 0.93  | 8.2  | 4.0    | 5.1  | 6.3  | 3.3  | 7.4  | 6.2  | 7.7 |
| South Oroville | KYIX    | A         | 104.9 | 0.3        | 1548 | c       | Butte Bcstg Co    | 95        |                   | c2         | ChrsContemp    | 50          | 0.40  | 2.7  | 0.0    | 1.6  | 2.1  | 1.7  | 2.5  | 1.2  | 1.3 |
| Orland         | KRQR    | B         | 106.7 | 50.0       | 308  | e       | Results Radio LLC | 94        | 9909              | g2         | Rock           | 250         | 0.81  | 6.7  | 4.4    | 4.3  | 6.7  | 6.3  | 5.7  | 6.6  | 9.0 |
| Colusa         | KOPT    | B         | 107.5 | 28.0       | 633  | d       | Regent Comm       | 86        | 9806              | g2         | Modern AC      | 550         | 2.06  | 5.8  | 3.3    | 4.7  | 6.7  | 7.6  | 4.5  | 6.6  | 4.3 |

ARB 12+ Metro Shares (see rights)

| City of     | License | FCC Class | Freq  | Power (kW) | HAAT | C Owner | Year Date         | Std Acq'd | Sales Price (000) | M A Format | Revenue (000)/ | Power Ratio | Local | Fall | Spring | 1999 | 1998 | 1997 | 1996 | 1996 |     |
|-------------|---------|-----------|-------|------------|------|---------|-------------------|-----------|-------------------|------------|----------------|-------------|-------|------|--------|------|------|------|------|------|-----|
| Chico       | KLRS    | A         | 92.7  | 1.5        | 643  | e       | Results Radio LLC | 93        | 9909              | g2         | AC             | 0.57        | 12.3  | 10.8 | 9.4    | 7.9  | 7.6  | 3.7  | 4.7  | 4.3  |     |
| Chico       | KFMF    | B1        | 93.9  | 2.0        | 1129 | d       | Regent Comm       | 68        | 9806              | g2         | AOR            | 1.52        | 6.8   | 3.4  | 3.1    | 6.3  | 2.9  | 4.2  | 5.7  | 5.8  | 6.8 |
| Chico       | KMXI    | B         | 95.1  | 8.7        | 1171 | b       | McCoy Bcstg Co    | 72        | 9109              | g1         | AC             | 1.78        | 6.7   | 2.8  | 5.9    | 3.4  | 4.6  | 4.9  | 7.8  | 3.8  | 3.8 |
| Red Bluff   | KALF    | B         | 95.7  | 7.0        | 1266 | d       | Regent Comm       | 78        | 9806              | g2         | Country        | 1.69        | 10.3  | 6.1  | 6.7    | 7.6  | 8.8  | 8.0  | 9.4  | 8.9  | 9.0 |
| Paradise    | KZCO    | B1        | 96.7  | 1.5        | 1289 | a       | Regent Comm       | 77        | 9912 p            | na         | AOR            | 0.98        | 3.9   | 1.4  | 2.0    | 3.4  | 2.5  | 2.1  | 3.7  | 4.3  | 4.3 |
| Oroville    | KRCX    | B1        | 97.7  | 1.5        | 1276 | a       | Z-Spanish Media   | 79        | 9806              | st         | Spanish        | 150         | 0.6   | 0.0  | 0.0    | 0.0  | 0.0  | 0.0  | 1.6  | 0.4  | 0.4 |
| Marysville  | KRCH    | B         | 99.9  | 1.8        | 2182 | a       | Entravision Comm  | 47        | 9912 p            | g2         | Spanish        | n/a         | 1.4   | 0.0  | 0.0    | 0.0  | 0.0  | 0.0  | 1.2  | 0.4  | 0.0 |
| Corning     | KTHU    | B         | 100.7 | 50.0       | 272  | e       | Results Radio LLC | 98        | 9909              | g2         | Cisc Rock      | 5.6         | 4.8   | 4.3  | 4.3    | 3.4  | 0.0  | 0.0  | 0.0  | 0.0  | 0.0 |
| Grdley      | KMJE    | A         | 101.5 | 0.1        | 1975 | e       | Results Radio LLC | 96        | 9909              | g2         | AC             | 1.8         | 1.0   | 0.8  | 1.7    | 2.1  | 1.3  | 0.8  | 0.4  | 0.4  | 0.0 |
| Los Molinas | KCEZ    | A         | 102.1 | 25.0       | 266  | e       | Results Radio LLC | 88        | 9909              | g2         | 70s Oldies     | 300         | 1.16  | 5.6  | 5.6    | 3.5  | 4.2  | 2.5  | 4.1  | 1.9  | 4.7 |
| Colusa      | KKCV    | A         | 103.1 | 0.1        | 1965 | e       | Results Radio LLC | 92        | 9909              | g2         | Country        | 100         | 0.91  | 2.4  | 3.3    | 2.0  | 1.3  | 2.5  |      |      |     |





### Competitive Overview

| FM Stations                       |               |       |       |            |      |         |                     |           |               |          |                                    |                   |
|-----------------------------------|---------------|-------|-------|------------|------|---------|---------------------|-----------|---------------|----------|------------------------------------|-------------------|
| City of                           | FCC           | Class | Freq  | Power (kW) | HAAT | C Owner | Year Date           | Std Acq'd | Price M (000) | A Format | 1999 Est Revenue (000)/Power Ratio | Avg 99 Local Comm |
| City of                           | License       | Class | Freq  | Power (kW) | HAAT | C Owner | Year Date           | Std Acq'd | Price M (000) | A Format | 1999 Est Revenue (000)/Power Ratio | Avg 99 Local Comm |
| WQTY                              | Linton        | B1    | 93.3  | 12.0       | 476  | f       | Linton Bcstg Co Inc | 70        | 237           | c4       | Country                            | 0.8               |
| WNDI                              | Sullivan      | A     | 95.3  | 3.0        | 151  | e       | JTM Bcstg Corp      | 82        | 9407          | 237      | c4                                 | Country           |
| WWSY                              | Seelyville    | A     | 95.9  | 4.1        | 397  |         | Bright Towers       | 95        | 9909          | 665      | AC                                 | 1.9               |
| WSDM                              | Brazil        | A     | 97.7  | 6.0        | 292  | a       | Crossroads Comm     | 73        | 9007          | 350      | c1                                 | Oldies            |
| WACF                              | Paris         | B     | 98.5  | 50.0       | 499  | d       | Key Bcstg Inc       | 52        | 9402          | 675      | c3                                 | Country           |
| WTHI                              | Terre Haute   | B     | 99.9  | 50.0       | 489  | c       | Emmis               | 48        | 9810          | 500      | 1.47                               | 5.0               |
| WMI                               | Terre Haute   | B     | 100.7 | 50.0       | 499  |         | Bright Towers       | 60        | 8505          | 750      | CHR                                | 18.4              |
| WLEZ                              | Terre Haute   | B     | 102.7 | 28.0       | 659  |         | Bomar Bcstg Corp    | 62        | 9109          | 325      | Soft AC                            | 4.75              |
| WCBH                              | Casey         | B1    | 104.3 | 11.0       | 495  |         | Discovery Group     | 89        | 9806          | 300      | Lite AC                            | 0.8               |
| WAXI                              | Rockville     | A     | 104.9 | 1.2        | 440  | a       | Crossroads Comm     | 77        | 9805          | 485      | Adlt Sindr                         | 5.3               |
| WVFR                              | W Terre Haute | A     | 105.5 | 3.0        | 295  | c       | Emmis               | 67        | 9810          | 800      | 0.96                               | 12.2              |
| WMMC                              | Marshall      | A     | 105.9 | 3.3        | 295  | b       | JDL Broadcasting    | 89        | 9810          | 300      | AC                                 | 1.1               |
| WZZQ                              | Terre Haute   | B     | 107.5 | 27.5       | 669  | b       | Contemp Media       | 67        | 8203          | 750      | c2                                 | AOR               |
| # FM Stations - 13                |               |       |       |            |      |         |                     |           |               |          |                                    |                   |
| # Combos - 8                      |               |       |       |            |      |         |                     |           |               |          |                                    |                   |
| FM TOTALS                         |               |       |       |            |      |         |                     |           |               |          |                                    |                   |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 94.6              |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 73.1              |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 72.6              |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 75.6              |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 74.2              |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 74.3              |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 76.0              |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 79.3              |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 78.6              |
| ARB 12+ Metro Shares (see rights) |               |       |       |            |      |         |                     |           |               |          |                                    |                   |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 11.7              |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 10.2              |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 8.7               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 9.6               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 12.7              |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 11.6              |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 14.9              |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 10.9              |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 9.7               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 1.4               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 1.4               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 1.8               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 3.2               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 4.9               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 3.0               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 1.4               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 1.4               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 1.8               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 3.2               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 4.9               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 3.0               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 1.4               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 1.4               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 1.8               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 3.2               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 4.9               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 3.0               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 1.4               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 1.4               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 1.8               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 3.2               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 4.9               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 3.0               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 1.4               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 1.4               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 1.8               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 3.2               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 4.9               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 3.0               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 1.4               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 1.4               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 1.8               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 3.2               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 4.9               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 3.0               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 1.4               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 1.4               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 1.8               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 3.2               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 4.9               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 3.0               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 1.4               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 1.4               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 1.8               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 3.2               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 4.9               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 3.0               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 1.4               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 1.4               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 1.8               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 3.2               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 4.9               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 3.0               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 1.4               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 1.4               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 1.8               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 3.2               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 4.9               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 3.0               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 1.4               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 1.4               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 1.8               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 3.2               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 4.9               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 3.0               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 1.4               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 1.4               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 1.8               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 3.2               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 4.9               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 3.0               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 1.4               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 1.4               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 1.8               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 3.2               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 4.9               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 3.0               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 1.4               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 1.4               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 1.8               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 3.2               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 4.9               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 3.0               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 1.4               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 1.4               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 1.8               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 3.2               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 4.9               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 3.0               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 1.4               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 1.4               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 1.8               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 3.2               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 4.9               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 3.0               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 1.4               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 1.4               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 1.8               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 3.2               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 4.9               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 3.0               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 1.4               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 1.4               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 1.8               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 3.2               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 4.9               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 3.0               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 1.4               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 1.4               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 1.8               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 3.2               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 4.9               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 3.0               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 1.4               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 1.4               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    | 1.8               |
|                                   |               |       |       |            |      |         |                     |           |               |          |                                    |                   |







# Competitive Overview

NOTE: Some stations also rated in Richland-Kennewick-Pasco.

## FM Stations

| Calls           | City of License | FCC Class | Power (kW) | HAAT  | C   | Owner      | Year Std      | Date Acq'd        | Sales Price (000) | L M A  | Format | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |      |      |      |
|-----------------|-----------------|-----------|------------|-------|-----|------------|---------------|-------------------|-------------------|--------|--------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|------|------|------|
|                 |                 |           |            |       |     |            |               |                   |                   |        |        |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |      |      |      |
| KQSN            | Toppenish       | C2        | 92.9       | 17.0  | 843 | a          | Clear Channel | 77                | 9911              |        | g5     | AC                       | 600         | 1.58               | 4.7                               | 3.1         | 3.6       | 3.8         | 2.8       | 2.7         | 4.7       | 5.3         | 4.8  |      |      |
| KATS            | Yakima          | C1        | 94.5       | 100.0 | 909 | a          | Clear Channel | 68                | 9911              | 19,710 | g5     | AOR/CIRck                | 1,100       | 1.19               | 11.4                              | 7.5         | 9.9       | 8.0         | 10.5      | 6.4         | 9.0       | 11.0        | 11.4 |      |      |
| KZTB            | Sunnyside       | A         | 96.7       | 6.0   | cp  | 0          | b             | Butterfield Bcstg | 74                | 9710   |        | 425                      | c1          | Spanish            | 1.8                               | 2.1         | 2.4       | 0.4         | 1.1       | 2.3         | 2.9       | 1.8         | 0.7  |      |      |
| KZTA            | Naches          | A         | 96.9       | 0.5   | cp  | 1063       | b             | Butterfield Bcstg | 88                | 9410   |        | 247                      |             | Spanish            | 1.9                               | 2.0         | 1.2       | 1.7         | 2.5       | 5.3         | 2.9       | 4.6         | 8.5  |      |      |
| KLES            | Mabton          | C3        | 98.7       | 5.8   | cp  | 679        |               | Web Media Ltd     | 98                | 9802   |        | cp                       | Top 40      | 50                 |                                   | 0.3         | 0.0       | 0.0         | 0.4       | 0.0         | 0.0       | 0.0         | 0.0  |      |      |
| KHHK            | Yakima          | C3        | 99.7       | 4.1   |     | 804        | c             | New NW Bcstrs     | 84                | 9905   |        | 8,700                    | d4          | Rock & Roll        | 350                               | 0.92        | 4.7       | 2.8         | 3.6       | 3.8         | 4.6       | 4.9         | 5.0  | 1.4  | 0.7  |
| KARY            | Grandview       | C2        | 100.9      | 6.9   |     | 1270       | c             | New NW Bcstrs     | 89                | 9509   |        |                          |             | Oldies             | 250                               | 0.52        | 5.9       | 5.9         | 5.5       | 3.8         | 1.8       | 1.9         | 0.0  | 0.0  | 0.0  |
| ● KZXR          | Prosser         | C3        | 101.7      | 3.5   |     | 869        |               | Moon Bcstg Corp   | 62                | 0001   | p      | 1,250                    | c2          | Hot AC             |                                   |             | 0.3       | 0.9         | 0.0       | 0.4         | 0.7       | 1.9         | 0.7  | 0.4  | 0.7  |
| KXDD            | Yakima          | C         | 104.1      | 100.0 | cp  | 1129       | c             | New NW Bcstrs     | 71                | 9905   |        |                          | d           | Country            | 1,900                             | 1.17        | 20.0      | 13.9        | 16.2      | 15.1        | 13.7      | 17.4        | 14.4 | 14.9 | 15.5 |
| KRSE            | Yakima          | C1        | 105.7      | 100.0 | cp  | 545        | c             | New NW Bcstrs     | 77                | 9808   |        |                          | d1          | AC                 | 500                               | 1.29        | 4.8       | 4.3         | 3.2       | 4.2         | 5.6       | 7.2         | 4.7  | 5.7  | 7.0  |
| KFFM            | Yakima          | C         | 107.3      | 100.0 | cp  | 1375       | a             | Clear Channel     | 70                | 9911   |        |                          | g5          | CHR                | 1,100                             | 0.73        | 18.7      | 16.8        | 11.9      | 17.2        | 16.8      | 13.6        | 10.8 | 14.2 | 12.9 |
| # FM Stations - |                 |           |            | 11    |     | # Combos - |               |                   |                   | 9      |        | FM TOTALS                |             |                    | 74.2                              | 59.6        | 57.5      | 58.4        | 60.5      | 63.6        | 55.1      | 59.3        | 62.2 |      |      |

## AM Stations

| Calls                       | City of License | FCC Class | Power (kW) | Day Power (kW) | Night Power (kW) | C             | Owner      | Year Std          | Date Acq'd | Sales Price (000) | L M A | Format                       | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |     |     |
|-----------------------------|-----------------|-----------|------------|----------------|------------------|---------------|------------|-------------------|------------|-------------------|-------|------------------------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|-----|-----|
|                             |                 |           |            |                |                  |               |            |                   |            |                   |       |                              |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |     |     |
| KYAK                        | Yakima          | B         | 930        | 1.0            | 0.13             |               | Read Bcstg | 62                | 9803       | 150               |       | Religion                     | 100                      |             |                    |                                   |             | 1.1       | 0.0         | 0.0       | 0.0         | 0.0       | 1.1         | 0.0 | 0.0 |
| KJOX                        | Selah           | B         | 980        | 5.0            | cp               | 0.50          | c          | New NW Bcstrs     | 55         | 9905              |       | d4                           | Rock & Roll              | 100         |                    |                                   | 0.9         | 0.0       | 0.0         | 0.0       | 0.0         | 2.2       | 2.5         | 3.0 |     |
| KYXE                        | Selah           | B         | 1020       | 5.0            |                  | 0.50          | b          | Butterfield Bcstg | 83         | 9811              |       | c3                           | Spanish                  | 500         | 2.57               | 2.4                               | 1.6         | 2.0       | 1.7         | 2.1       | 1.1         | 2.5       | 1.1         | 0.7 |     |
| KZTS                        | Sunnyside       | B         | 1210       | 10.0           |                  | 1.00          | b          | Butterfield Bcstg | 50         | 9710              |       | c1                           | Spanish                  | 150         | 0.54               | 3.4                               | 0.0         | 3.6       | 1.7         | 2.1       | 2.3         | 0.7       | 0.7         | 0.7 |     |
| KIT                         | Yakima          | B         | 1280       | 5.0            |                  | 1.00          | a          | Clear Channel     | 29         | 9911              |       | g5                           | News/Talk                | 1,150       | 0.99               | 14.4                              | 11.7        | 13.4      | 9.2         | 11.6      | 11.0        | 11.5      | 10.7        | 9.6 |     |
| KBBO                        | Yakima          | B         | 1390       | 5.0            |                  | 0.39          | c          | New NW Bcstrs     | 47         | 9812              |       | d1                           | Religion                 | 250         | 1.29               | 2.4                               | 0.5         | 1.6       | 2.1         | 1.4       | 1.1         | 1.4       | 1.8         | 1.5 |     |
| KMWX                        | Yakima          | B         | 1460       | 5.0            |                  | 3.70          | a          | Clear Channel     | 44         | 9911              |       | g5                           | Oldies                   | 400         | 1.54               | 3.2                               | 1.5         | 2.0       | 2.9         | 2.8       | 2.3         | 5.0       | 5.3         | 3.0 |     |
| KENE                        | Toppenish       | C         | 1490       | 1.0            |                  | 1.00          |            | Good News &       | 53         | 8701              |       |                              | Spanish                  | 100         |                    |                                   | 1.0         | 0.0       | 0.0         | 0.0       | 0.4         | 0.0       | 1.1         | 0.0 |     |
| # AM Stations -             |                 |           |            | 8              |                  | # Combos -    |            |                   |            | 6                 |       | AM TOTALS                    |                          |             | 25.8               | 18.3                              | 22.6        | 17.6      | 20.0        | 18.2      | 24.4        | 23.2      | 18.5        |     |     |
| AM & FM Stations Profiled - |                 |           |            | 19             |                  | # Duopolies - |            |                   |            | 7                 |       | Total Local Commercial Share |                          |             | 77.9               | 80.1                              | 76.0        | 80.5      | 81.8        | 79.5      | 82.5        | 80.7      |             |     |     |

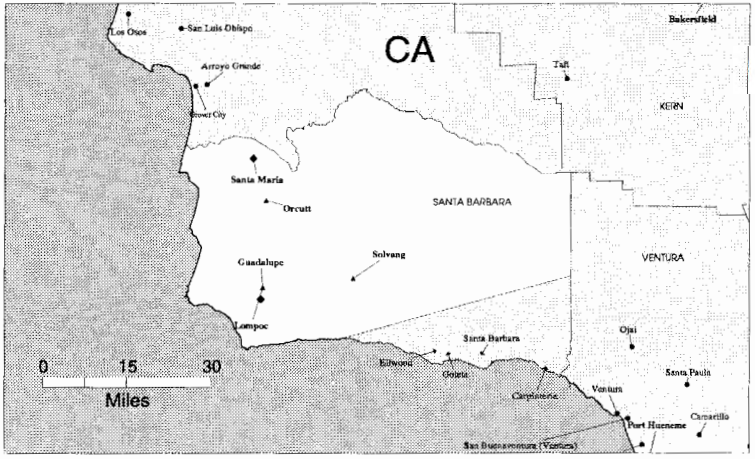
NOTE: Market rated twice yearly with Fall 1996 period.

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

**Metro Rank: 195**  
Revenue Rank: 260

# Santa Maria-Lompoc, CA Market Overview



| Metro Counties / Population (000) |       |
|-----------------------------------|-------|
| Santa Barbara, CA                 | 199.0 |
|                                   | 199.0 |

## Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>★ ★ ★ | 1993      | 1994         | 1995         | 1996          | 1997    | 1998    | Δ 93 - 98 |
|-----------------------------------|-----------|--------------|--------------|---------------|---------|---------|-----------|
|                                   | N/A       | N/A          | N/A          | N/A           | N/A     | \$3,200 | \$3,400   |
| ★ ★ ★                             | Δ 98 - 99 | 1999         | 2000         | 2001          | 2002    | 2003    | Δ 99 - 03 |
|                                   | 20.6%     | \$4,100      | \$4,500      | \$4,900       | \$5,300 | \$5,700 | 9.0%      |
| Revenue/Retail Sales              | 1993      | 1998         | 2003         | Est. Breakout |         |         |           |
|                                   | N/A       | \$1.92/1,000 | \$2.76/1,000 | Local         | 80%     |         |           |
| Revenue/Capita                    | N/A       | \$17.09      | \$26.81      | National      | 20%     |         |           |

## Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993    | 1998    | Growth Rate | 1998    | 2003    | Growth Rate |
|----------------|---------|---------|-------------|---------|---------|-------------|
| MSA Population | 185.7   | 199.0   | 1.4%        | 199.0   | 212.6   | 1.3%        |
| Households     | 64.2    | 68.5    | 1.3%        | 68.5    | 73.1    | 1.3%        |
| Retail Sales   | 1,439.5 | 1,774.8 | 4.3%        | 1,774.8 | 2,064.1 | 3.1%        |
| EBI            | 3,238.6 | 3,323.1 | 0.5%        | 3,323.1 | 3,844.9 | 3.0%        |

## Demographic Breakdown

|                    | Total     | Under 12 | 12 - 17 | 18 - 24          | 25 - 34   | 35 - 44 | 45 - 54       | Over 55   |
|--------------------|-----------|----------|---------|------------------|-----------|---------|---------------|-----------|
| Men (000)          | 99.9      | 15.9     | 7.1     | 12.6             | 16.0      | 16.5    | 12.6          | 19.1      |
| Women (000)        | 99.1      | 15.0     | 6.8     | 11.5             | 13.9      | 15.2    | 12.7          | 23.9      |
| Total              | 199.0     | 31.0     | 14.0    | 24.2             | 30.0      | 31.6    | 25.4          | 43.0      |
| Percentage         | 100.0%    | 15.6%    | 7.0%    | 12.2%            | 15.1%     | 15.9%   | 12.7%         | 21.6%     |
| Per Capita         | \$ 16,696 |          |         |                  |           |         |               |           |
|                    |           |          |         | Median Household | \$ 36,401 |         | Avg Household | \$ 48,482 |
| Ethnic Population: | White     | 89.7%    | Black   | 3.1%             | Asian     | 6.0%    | Hispanic      | 33.9%     |

## Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 3       | 6       |         | 6          | 9       | 6       | 15    |
| Tot 12+    | 6.3     | 23.8    |         | 27.5       | 30.1    | 7.2     | 37.3  |
| Avg 12+    | 2.1     | 4.0     |         | 4.6        | 3.3     | 1.2     | 2.5   |
| Tot LCS    | 16.9    | 63.8    |         | 73.7       | 80.7    | 19.3    | 100.0 |
| Avg LCS    | 5.6     | 10.6    |         | 12.3       | 9.0     | 3.2     | 6.7   |

# Competitive Overview

Some stations also rated in San Luis Obispo.

## FM Stations

| Calls           | City of License | FCC Class | Power Freq (kW) | HAAT | C          | Owner | Year Std            | Date Acq'd | Sales Price (000) | L M A     | Format | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |     |
|-----------------|-----------------|-----------|-----------------|------|------------|-------|---------------------|------------|-------------------|-----------|--------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|-----|
|                 |                 |           |                 |      |            |       |                     |            |                   |           |        |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |     |
| ● KPAT          | Orcutt          | B1        | 95.7            | 3.3  | 735        | c     | Amer General        | 87         | 0001              | 900       |        |                          |             | 0.6                | 3.9                               | 0.4         | 0.0       | 0.4         | 1.2       | 0.0         | 0.0       | 0.0         |     |
| ● KSYV          | Solvang         | A         | 96.7            | 5.8  | -52        |       | Pacific Coast Bcstg | 82         | 8209              |           |        | 75                       |             | 0.4                | 1.9                               | 0.0         | 0.4       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |     |
| ● KXFM          | Santa Maria     | B         | 99.1            | 2.3  | 1906       |       | Mondosphere Bcstg   | 59         | 9602              | 550       | 1      | Oldies                   | 600         | 1.39               | 11.7                              | 5.0         | 4.5       | 5.0         | 6.2       | 8.3         | 6.5       | 0.0         | 0.0 |
| ● KRQK          | Lompoc          | B1        | 100.3           | 3.7  | 863        | c     | Amer General        | 79         | 9912              | 1,300     |        | Mexican                  | 400         | 0.98               | 11.0                              | 6.1         | 3.7       | 5.4         | 3.8       | 6.2         | 5.3       | 0.0         | 0.0 |
| ● KSNI          | Santa Maria     | B         | 102.5           | 13.5 | 860        | a     | Mondosphere Bcstg   | 60         | 0002              | 3,750     | c2     | Country                  | 850         | 1.22               | 18.8                              | 5.3         | 5.4       | 10.4        | 6.5       | 7.5         | 4.9       | 0.0         | 0.0 |
| ● KBOX          | Lompoc          | B1        | 104.1           | 5.7  | 682        |       | Amer General        | 68         | 0001              | na        |        | AC                       | 700         | 1.82               | 10.4                              | 2.8         | 4.5       | 3.8         | 5.4       | 6.2         | 6.9       | 0.0         | 0.0 |
| ● KAOH          | Lompoc          | A         | 105.1           | 0.6  | 1070       |       | New Century AZ      | 99         | 0001              | 176       |        | Alternative              |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |     |
| ● KIDI          | Guadalupe       | A         | 105.5           | 0.4  | 1342       | b     | Emerald Wave        | 92         | 9704              | 475       | c1     | Spanish                  | 400         | 0.69               | 15.6                              | 4.4         | 5.8       | 6.9         | 1.2       | 5.8         | 4.1       | 0.0         | 0.0 |
| ● KSMY          | Lompoc          | B1        | 106.7           | 1.1  | 1070       |       | McRae Media Corp    | 98         |                   |           | 1      | Adlt Sndrd               |             |                    | 0.7                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |     |
| # FM Stations - |                 |           |                 | 9    | # Combos - |       |                     |            | 4                 | FM TOTALS |        |                          |             | 68.5               | 30.1                              | 24.3        | 31.9      | 23.5        | 35.2      | 27.7        | 0.0       | 0.0         |     |

## AM Stations

| Calls                       | City of License | FCC Class | Power Freq (kW) | Day Power (kW) | Night Power (kW) | C | Owner             | Year Std | Date Acq'd | Sales Price (000)            | L M A | Format     | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |     |
|-----------------------------|-----------------|-----------|-----------------|----------------|------------------|---|-------------------|----------|------------|------------------------------|-------|------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|-----|
|                             |                 |           |                 |                |                  |   |                   |          |            |                              |       |            |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |     |
| KGDP                        | Orcutt          | B         | 660             | 3.3            | 1.00             |   | Radio Reps Inc    | 87       |            |                              |       | Chrst/Talk |                          |             | 2.1                | 0.6                               | 1.2         | 0.4       | 0.8         | 2.9       | 3.3         | 0.0       | 0.0         |     |
| KSMA                        | Santa Maria     | C         | 1240            | 1.0            | 1.00             | a | Mondosphere Bcstg | 46       | 0002       |                              | c2    | 1          | Nws/Tlk/Spt              | 250         | 1.01               | 6.7                               | 2.0         | 2.1       | 3.5         | 3.8       | 5.8         | 4.1       | 0.0         | 0.0 |
| KTME                        | Lompoc          | B         | 1410            | 0.5            | 0.08             | d | Blackhawk Comm    | 63       | 9801       | 80                           |       | Talk       |                          |             | 0.6                | 0.0                               | 0.4         | 0.0       | 0.0         | 1.2       | 0.0         | 0.0       | 0.0         |     |
| ● KUHL                      | Santa Maria     | B         | 1440            | 5.0            | 1.00             | d | Blackhawk Comm    | 46       |            |                              |       | Talk       | 650                      | 1.13        | 15.6               | 4.6                               | 5.8         | 6.9       | 8.1         | 4.6       | 7.3         | 0.0       | 0.0         |     |
| ● KSBQ                      | Santa Maria     | B         | 1480            | 1.0            | 0.06             |   | Lazer Bcstg Corp  | 61       | 9912       | 225                          |       | CHR        |                          |             | 1.3                | 0.0                               | 0.0         | 1.2       | 0.0         | 0.0       | 0.8         | 0.0       | 0.0         |     |
| KTAP                        | Santa Maria     | B         | 1600            | 0.5            | 0.00             | b | Emerald Wave      | 62       | 9704       |                              | c1    | Spanish    | 125                      | 0.64        | 5.3                | 0.0                               | 1.7         | 2.7       | 0.8         | 1.2       | 2.4         | 0.0       | 0.0         |     |
| # AM Stations -             |                 |           |                 | 6              | # Combos -       |   |                   |          | 4          | AM TOTALS                    |       |            |                          | 31.6        | 7.2                | 11.2                              | 14.7        | 13.5      | 15.7        | 17.9      | 0.0         | 0.0       |             |     |
| AM & FM Stations Profiled - |                 |           |                 | 15             | # Duopolies -    |   |                   |          | 3          | Total Local Commercial Share |       |            |                          | 37.3        | 35.5               | 46.6                              | 37.0        | 50.9      | 45.6        | 0.0       | 0.0         |           |             |     |

NOTE: Market first rated Spring 1997.

● Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.



Metro Rank: 196

Revenue Rank: 164

# Northwest Michigan Market Overview



### Metro Counties / Population (000)

|                    |              |
|--------------------|--------------|
| Antrim, MI         | 21.8         |
| Benzie, MI         | 14.9         |
| Charlevoix, MI     | 24.6         |
| Emmet, MI          | 28.9         |
| Grand Traverse, MI | 75.0         |
| Kalkaska, MI       | 15.6         |
| Leelanau, MI       | 19.3         |
| <b>Total</b>       | <b>200.1</b> |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

|  |                  |             |             |             |             |             |                  |
|--|------------------|-------------|-------------|-------------|-------------|-------------|------------------|
| <b>ESTIMATED GROSS REVENUES</b><br>★★★ | <b>1993</b>      | <b>1994</b> | <b>1995</b> | <b>1996</b> | <b>1997</b> | <b>1998</b> | <b>Δ 93 - 98</b> |
|  | \$7,700          | \$8,500     | \$8,600     | \$8,700     | \$8,800     | \$9,600     | 4.6%             |
|  | <b>Δ 98 - 99</b> | <b>1999</b> | <b>2000</b> | <b>2001</b> | <b>2002</b> | <b>2003</b> | <b>Δ 99 - 03</b> |
|  | 13.5%            | \$10,900    | \$11,900    | \$12,500    | \$13,500    | \$14,100    | 6.7%             |

|                      |              |              |              |                      |
|----------------------|--------------|--------------|--------------|----------------------|
|                      | <b>1993</b>  | <b>1998</b>  | <b>2003</b>  | <b>Est. Breakout</b> |
| Revenue/Retail Sales | \$4.10/1,000 | \$3.68/1,000 | \$4.18/1,000 | Local 82%            |
| Revenue/Capita       | \$42.17      | \$47.98      | \$65.73      | National 18%         |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                |             |             |                    |             |             |                    |
|----------------|-------------|-------------|--------------------|-------------|-------------|--------------------|
|                | <b>1993</b> | <b>1998</b> | <b>Growth Rate</b> | <b>1998</b> | <b>2003</b> | <b>Growth Rate</b> |
| MSA Population | 182.6       | 200.1       | 1.8%               | 200.1       | 214.5       | 1.4%               |
| Households     | 69.2        | 76.7        | 2.1%               | 76.7        | 83.4        | 1.7%               |
| Retail Sales   | 1,876.9     | 2,605.2     | 6.8%               | 2,605.2     | 3,373.1     | 5.3%               |
| EBI            | 2,611.6     | 3,163.3     | 3.9%               | 3,163.3     | 4,223.2     | 5.9%               |

### Demographic Breakdown

|                    |              |                 |                  |                |                |                |                |                |
|--------------------|--------------|-----------------|------------------|----------------|----------------|----------------|----------------|----------------|
|                    | <b>Total</b> | <b>Under 12</b> | <b>12 - 17</b>   | <b>18 - 24</b> | <b>25 - 34</b> | <b>35 - 44</b> | <b>45 - 54</b> | <b>Over 55</b> |
| Men (000)          | 98.5         | 17.3            | 8.8              | 7.3            | 12.4           | 17.2           | 13.4           | 22.0           |
| Women (000)        | 101.6        | 16.1            | 8.5              | 6.9            | 12.7           | 17.0           | 13.6           | 26.8           |
| Total              | 200.1        | 33.4            | 17.3             | 14.2           | 25.1           | 34.2           | 27.0           | 48.7           |
| Percentage         | 100.0%       | 16.7%           | 8.7%             | 7.1%           | 12.6%          | 17.1%          | 13.5%          | 24.4%          |
| Per Capita         | \$ 15,809    |                 | Median Household | \$ 33,428      |                | Avg Household  | \$ 41,243      |                |
| Ethnic Population: | White 97.8%  |                 | Black 0.3%       |                | Asian 0.5%     |                | Hispanic 0.9%  |                |

### Market Summary

|                   |                |                |                |                   |                |                |              |
|-------------------|----------------|----------------|----------------|-------------------|----------------|----------------|--------------|
| <b>FM Classes</b> | <b>Class A</b> | <b>Class B</b> | <b>Class C</b> | <b>Viable FMs</b> | <b>All FMs</b> | <b>All AMs</b> | <b>Total</b> |
| # Stations        | 1              |                | 18             | 10                | 19             | 8              | 27           |
| Tot 12+           | 0.0            |                | 69.3           | 60.5              | 69.3           | 12.7           | 82.0         |
| Avg 12+           | 0.0            |                | 3.9            | 6.1               | 3.6            | 1.6            | 3.0          |
| Tot LCS           | 0.0            |                | 84.5           | 73.8              | 84.5           | 15.5           | 100.0        |
| Avg LCS           | 0.0            |                | 4.7            | 7.4               | 4.4            | 1.9            | 3.7          |



# Competitive Overview

## FM Stations

| Calls           | City of License | FCC Class | Power Freq (kW) | HAAT  | C          | Owner | Year Std           | Date Acq'd | Sales Price (000) | L M A     | Format | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |      |     |
|-----------------|-----------------|-----------|-----------------|-------|------------|-------|--------------------|------------|-------------------|-----------|--------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|------|-----|
|                 |                 |           |                 |       |            |       |                    |            |                   |           |        |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |      |     |
| WBYC            | Atlanta         | C1        | 92.5            | 100.0 | 869        | c     | Northern Bcstg     | 75         | 9401              | 965       |        | Country                  | 700         | 2.24               | 3.1                               | 0.2         | 0.7       | 4.4         | 1.6       | 1.9         | 1.5       | 4.0         | 4.3  |     |
| WBCM            | Boyer City      | C2        | 93.5            | 14.0  | 929        | b     | Midwestern Bcstg   | 78         | 9009              | 250       |        | Country                  | 150         | 1.06               | 1.4                               | 1.0         | 1.5       | 0.8         | 1.2       | 0.0         | 0.8       | 0.8         | 0.4  |     |
| WBYB            | Leland          | C2        | 94.3            | 20.5  | 764        | c     | Northern Bcstg     | 91         | 9401              | 200       |        | Country                  |             |                    | 3.0                               | 2.5         | 1.8       | 3.2         | 2.7       | 0.4         | 0.4       | 0.0         | 0.0  |     |
| • WLJZ          | Mackinaw City   | C3        | 94.5            | 18.5  | 381        | d     | Northern Star      | 89         | 9809              |           | g1     | 1                        | Modern Rock |                    |                                   |             | 0.4       | 1.5         | 0.0       | 0.4         | 0.0       | 0.0         | 0.0  | 0.0 |
| • WJZJ          | Glen Arbor      | C2        | 95.5            | 21.0  | 738        | d     | Northern Star      | 97         | 9809              |           | g1     | 1                        | Modern Rock | 275                | 0.74                              | 3.7         | 4.2       | 3.3         | 2.8       | 3.5         | 1.5       | 3.5         | 0.0  | 0.0 |
| WLXT            | Petoskey        | C1        | 96.3            | 100.0 | 981        | a     | MacDonald Garber   | 67         | 9812              |           | g2     |                          | Soft AC     | 900                | 1.20                              | 7.4         | 3.8       | 4.4         | 7.9       | 4.3         | 2.3       | 4.6         | 4.9  | 3.6 |
| • WLXV          | Cadillac        | C3        | 96.7            | 7.2   | 443        | a     | MacDonald Garber   | 74         | 9812              |           | g2     |                          | Soft AC     |                    |                                   | 0.5         | 1.2       | 0.4         | 0.4       | 0.0         | 0.0       | 0.0         | 0.0  | 0.7 |
| WKLT            | Kalkaska        | C2        | 97.5            | 32.0  | 617        | c     | Northern Bcstg     | 79         |                   |           |        | AOR/CIRck                | 1,650       | 1.76               | 9.3                               | 6.8         | 8.4       | 7.1         | 9.7       | 10.2        | 9.3       | 11.3        | 8.0  |     |
| • WGFN          | Glen Arbor      | C2        | 98.1            | 21.0  | 738        | d     | Northern Star      | 91         | 9809              |           | g1     | 1                        | Clsc Rock   | 375                | 0.65                              | 5.7         | 3.6       | 4.7         | 4.8       | 3.9         | 1.9       | 1.2         | 1.6  | 2.5 |
| WKLZ            | Petoskey        | C1        | 98.9            | 52.0  | 802        | c     | Northern Bcstg     | 65         | 9107              | 800       |        | AOR/CIRck                | 250         | 1.24               | 2.0                               | 2.1         | 2.6       | 0.8         | 1.2       | 0.8         | 1.2       | 1.2         | 2.5  |     |
| WBNZ            | Frankfort       | C2        | 99.3            | 50.0  | 410        |       | Crystal Clear      | 78         | 9107              | 84        | al     | Hot AC                   | 150         | 1.35               | 1.1                               | 0.0         | 1.1       | 0.8         | 0.4       | 0.8         | 0.8       | 1.2         | 1.4  |     |
| • WLDR          | Traverse City   | C1        | 101.9           | 100.0 | 630        |       | Grt Northern Bcstg | 66         |                   |           |        | AC                       | 600         | 1.38               | 4.3                               | 5.0         | 3.6       | 3.6         | 4.7       | 3.8         | 5.4       | 5.7         | 4.3  |     |
| • WMKC          | St. Ignace      | C         | 102.9           | 100.0 | 1102       | d     | Northern Star      | 82         | 9809              |           | g1     | 1                        | Country     | 400                | 1.20                              | 3.3         | 3.7       | 1.8         | 3.6       | 3.5         | 7.2       | 5.8         | 6.5  | 5.8 |
| WTCM            | Traverse City   | C         | 103.5           | 100.0 | 991        | b     | Midwestern Bcstg   | 65         |                   |           |        | Country                  | 1,700       | 1.02               | 16.5                              | 16.0        | 12.8      | 14.7        | 14.7      | 17.8        | 19.7      | 15.0        | 19.2 |     |
| • WGFN          | Cheboygan       | C1        | 105.1           | 100.0 | 610        | d     | Northern Star      | 68         | 9809              |           | g1     | 1                        | Clsc Rock   | 600                | 1.61                              | 3.7         | 1.4       | 2.9         | 3.2       | 2.7         | 2.3       | 3.6         | 2.5  |     |
| WKHQ            | Charlevoix      | C         | 105.9           | 100.0 | 892        | a     | MacDonald Garber   | 80         | 9812              |           | g2     |                          | CHR/AC      | 1,000              | 1.39                              | 7.1         | 4.6       | 5.8         | 6.0       | 5.8         | 6.1       | 7.3         | 7.7  | 5.8 |
| WKPK            | Gaylord         | C1        | 106.7           | 100.0 | 581        | c     | Northern Bcstg     | 72         | 9610              |           | g      |                          | CHR         | 400                | 0.61                              | 6.5         | 7.2       | 6.9         | 4.0       | 7.0         | 7.2       | 7.7         | 4.5  | 6.2 |
| • WCKC          | Cadillac        | A         | 107.1           | 2.8   | 482        | d     | Northern Star      | 85         | 9809              |           | g1     | 1                        | Clsc Rock   |                    |                                   |             | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0  | 0.0 |
| WCCW            | Traverse City   | C2        | 107.5           | 50.0  | 492        | b     | Midwestern Bcstg   | 67         | 9610              | 2,200     | c4     | Oldies                   | 800         | 1.00               | 7.9                               | 5.6         | 8.4       | 4.8         | 5.8       | 4.5         | 4.2       | 5.3         | 5.4  |     |
| # FM Stations - |                 |           |                 | 19    | # Combos - |       |                    |            | 17                | FM TOTALS |        |                          |             | 86.5               | 69.3                              | 72.6        | 72.9      | 73.1        | 69.1      | 75.7        | 73.3      | 72.6        |      |     |

## AM Stations

| Calls                       | City of License | FCC Class | Power Freq (kW) | Day Power (kW) | Night Power (kW) | C | Owner            | Year Std | Date Acq'd | Sales Price (000)            | L M A | Format      | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |     |
|-----------------------------|-----------------|-----------|-----------------|----------------|------------------|---|------------------|----------|------------|------------------------------|-------|-------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|-----|
|                             |                 |           |                 |                |                  |   |                  |          |            |                              |       |             |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |     |
| WTCM                        | Traverse City   | B         | 580             | 15.0           | 0.80             | b | Midwestern Bcstg | 41       |            |                              |       | News/Talk   | 375                      | 0.39        | 9.5                | 6.0                               | 8.8         | 7.1       | 8.9         | 8.3       | 6.6         | 4.0       | 6.2         |     |
| • WWKK                      | Petoskey        | B         | 750             | 1.0            | 0.33             | e | Stone Comm Inc   | 99       |            |                              |       | Oldies      |                          |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |     |
| • WIDG                      | St. Ignace      | B         | 940             | 5.0            | 0.00             | d | Northern Star    | 66       | 9809       |                              | g1    | 1           | Sports                   |             |                    |                                   | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |     |
| WJML                        | Petoskey        | B         | 1110            | 10.0           | 0.00             | e | Stone Comm Inc   | 66       | 9112       | 24                           |       | Nws/Tlk/Spt | 250                      |             |                    | 1.4                               | 0.0         | 0.0       | 0.4         | 0.4       | 0.0         | 0.0       | 0.7         |     |
| • WCBY                      | Cheboygan       | C         | 1240            | 1.0            | 1.00             | d | Northern Star    | 54       | 9809       |                              | g1    | 1           | Nostalgia                |             |                    |                                   | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |     |
| WMKT                        | Charlevoix      | B         | 1270            | 5.0            | 5.00             | a | MacDonald Garber | 74       | 9812       |                              | g2    |             | News/Talk                |             |                    |                                   | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |     |
| WCCW                        | Traverse City   | B         | 1310            | 5.0            | 0.00             | b | Midwestern Bcstg | 60       | 9610       |                              | c4    | Nostalgia   | 200                      | 0.73        | 2.7                | 3.3                               | 2.9         | 1.6       | 1.9         | 1.5       | 1.9         | 2.0       | 3.6         |     |
| WMBN                        | Petoskey        | C         | 1340            | 1.0            | 1.00             | a | MacDonald Garber | 46       | 9812       |                              | g2    |             | Oldies                   | 75          | 0.53               | 1.4                               | 2.0         | 1.5       | 0.8         | 1.6       | 1.5         | 1.2       | 0.0         | 0.7 |
| # AM Stations -             |                 |           |                 | 8              | # Combos -       |   |                  |          | 8          | AM TOTALS                    |       |             |                          | 13.6        | 12.7               | 13.2                              | 9.5         | 12.8      | 11.7        | 9.7       | 6.0         | 11.2      |             |     |
| AM & FM Stations Profiled - |                 |           |                 | 27             | # Duopolies -    |   |                  |          | 12         | Total Local Commercial Share |       |             |                          | 82.0        | 85.8               | 82.4                              | 85.9        | 80.8      | 85.4        | 79.3      | 83.8        |           |             |     |

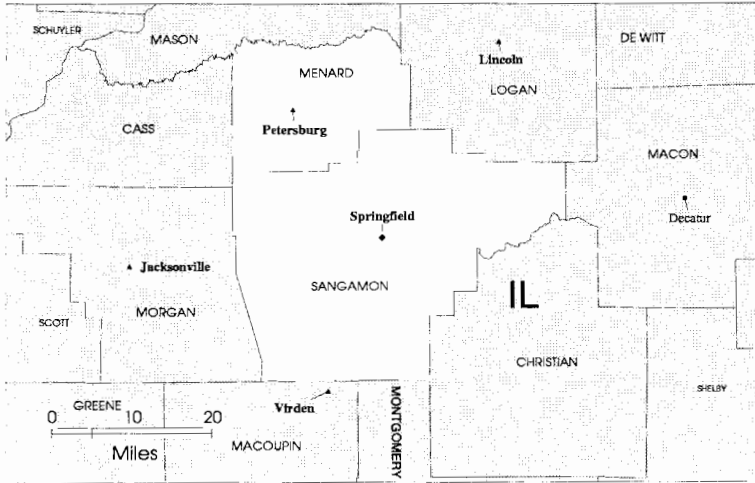
NOTE: Market rated twice yearly with Fall 1996 period.

• Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

**Metro Rank: 197**

Revenue Rank: 165

# Springfield, IL Market Overview



**Metro Counties / Population (000)**

|              |       |
|--------------|-------|
| Menard, IL   | 12.7  |
| Sangamon, IL | 186.7 |
|              | 199.4 |

**Market Radio Financials**  
(all figures in 000's, except percentages and ratios)

|  |                  |             |             |             |             |             |                  |
|--|------------------|-------------|-------------|-------------|-------------|-------------|------------------|
| <b>ESTIMATED GROSS REVENUES</b><br>★★★ | <b>1993</b>      | <b>1994</b> | <b>1995</b> | <b>1996</b> | <b>1997</b> | <b>1998</b> | <b>Δ 93 - 98</b> |
|  | \$8,100          | \$8,900     | \$9,700     | \$9,800     | \$9,900     | \$11,100    | 6.5%             |
|  | <b>Δ 98 - 99</b> | <b>1999</b> | <b>2000</b> | <b>2001</b> | <b>2002</b> | <b>2003</b> | <b>Δ 99 - 03</b> |
|  | -2.7%            | \$10,800    | \$11,200    | \$11,600    | \$12,100    | \$12,800    | 4.2%             |

|                      |              |              |              |                      |
|----------------------|--------------|--------------|--------------|----------------------|
|                      | <b>1993</b>  | <b>1998</b>  | <b>2003</b>  | <b>Est. Breakout</b> |
| Revenue/Retail Sales | \$4.98/1,000 | \$6.41/1,000 | \$6.63/1,000 | Local 85%            |
| Revenue/Capita       | \$41.50      | \$55.67      | \$63.59      | National 15%         |

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

|                |             |             |                    |             |             |                    |
|----------------|-------------|-------------|--------------------|-------------|-------------|--------------------|
|                | <b>1993</b> | <b>1998</b> | <b>Growth Rate</b> | <b>1998</b> | <b>2003</b> | <b>Growth Rate</b> |
| MSA Population | 195.2       | 199.4       | 0.4%               | 199.4       | 201.3       | 0.2%               |
| Households     | 79.0        | 80.8        | 0.5%               | 80.8        | 82.3        | 0.4%               |
| Retail Sales   | 1,627.0     | 1,732.6     | 1.3%               | 1,732.6     | 1,930.2     | 2.2%               |
| EBI            | 3,517.6     | 3,613.1     | 0.5%               | 3,613.1     | 4,244.0     | 3.3%               |

**Demographic Breakdown**

|                    |              |                 |                |                  |                |                |                |                |
|--------------------|--------------|-----------------|----------------|------------------|----------------|----------------|----------------|----------------|
|                    | <b>Total</b> | <b>Under 12</b> | <b>12 - 17</b> | <b>18 - 24</b>   | <b>25 - 34</b> | <b>35 - 44</b> | <b>45 - 54</b> | <b>Over 55</b> |
| Men (000)          | 94.3         | 16.3            | 8.5            | 7.0              | 13.3           | 16.4           | 13.3           | 19.6           |
| Women (000)        | 105.1        | 15.6            | 8.2            | 7.4              | 13.8           | 17.6           | 14.6           | 27.8           |
| Total              | 199.4        | 31.9            | 16.7           | 14.4             | 27.1           | 34.0           | 27.9           | 47.3           |
| Percentage         | 100.0%       | 16.0%           | 8.4%           | 7.2%             | 13.6%          | 17.1%          | 14.0%          | 23.7%          |
| Per Capita         | \$ 18,120    |                 |                |                  |                |                |                |                |
|                    |              |                 |                | Median Household | \$ 36,781      |                | Avg Household  | \$ 44,716      |
| Ethnic Population: | White        | 90.3%           | Black          | 8.5%             | Asian          | 1.0%           | Hispanic       | 1.0%           |

**Market Summary**

|                   |                |                |                |                   |                |                |              |
|-------------------|----------------|----------------|----------------|-------------------|----------------|----------------|--------------|
| <b>FM Classes</b> | <b>Class A</b> | <b>Class B</b> | <b>Class C</b> | <b>Viable FMs</b> | <b>All FMs</b> | <b>All AMs</b> | <b>Total</b> |
| # Stations        | 2              | 7              |                | 8                 | 9              | 4              | 13           |
| Tot 12+           | 5.6            | 60.5           |                | 64.2              | 66.1           | 16.3           | 82.4         |
| Avg 12+           | 2.8            | 8.6            |                | 8.0               | 7.3            | 4.1            | 6.3          |
| Tot LCS           | 6.8            | 73.4           |                | 77.9              | 80.2           | 19.8           | 100.0        |
| Avg LCS           | 3.4            | 10.5           |                | 9.7               | 8.9            | 4.9            | 7.7          |

# Competitive Overview

## FM Stations

| Calls           | City of License | FCC Class | Power Freq (kW) | HAAT    | C          | Owner | Year Std        | Date Acq'd | Sales Price (000) | L M A     | Format | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |      |
|-----------------|-----------------|-----------|-----------------|---------|------------|-------|-----------------|------------|-------------------|-----------|--------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|------|
|                 |                 |           |                 |         |            |       |                 |            |                   |           |        |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |      |
| WQLZ            | Taylorville     | B1        | 92.7            | 11.5    | 482        | b     | Mid-West Family | 67         | 9211              | 1,000     | AOR    | 1,200                    | 0.79        | 12.9               | 9.8                               | 11.9        | 9.4       | 10.4        | 9.7       | 10.4        | 14.3      | 9.9         |      |
| ● WYXY          | Lincoln         | B1        | 93.9            | 15.0    | 430        | c     | Saga Comm Inc   | 93         | 9705              | 6,000     | c2     | Country                  | 650         | 0.72               | 7.7                               | 5.0         | 5.1       | 7.6         | 5.8       | 5.9         | 6.7       | 5.2         | 3.9  |
| WCVS            | Virden          | A         | 96.7            | 6.0     | 328        | a     | AMFM Inc        | 82         | 9910 p            |           | g      | Clsc Hits                | 725         | 1.71               | 3.6                               | 3.7         | 3.4       | 2.5         | 5.0       | 1.5         | 1.9       | 0.8         | 1.3  |
| WLUJ            | Petersburg      | A         | 97.7            | 6.0     | 328        |       | LUJ Inc         | 86         |                   |           |        | Inspr/Info               |             |                    | 1.5                               | 1.9         | 1.3       | 1.1         | 0.8       | 2.2         | 1.1       | 1.2         | 1.3  |
| WNNS            | Springfield     | B         | 98.7            | 50.0    | 469        | b     | Mid-West Family | 80         | 8502              |           |        | AC                       | 1,700       | 1.26               | 11.4                              | 7.3         | 9.4       | 9.4         | 10.4      | 9.7         | 10.1      | 10.0        | 9.9  |
| ● WYMG          | Jacksonville    | B         | 100.5           | 50.0    | 492        | c     | Saga Comm Inc:  | 48         | 8608              |           | g      | Clsc Rock                | 900         | 0.98               | 7.8                               | 9.1         | 6.0       | 6.8         | 6.2       | 7.4         | 5.6       | 6.4         | 5.6  |
| ● WQQL          | Springfield     | B         | 101.9           | 50.0    | 272        | c     | Saga Comm Inc:  | 65         | 9309              | 1,500     | e      | Oldies                   | 1,075       | 0.99               | 9.2                               | 5.1         | 5.5       | 9.7         | 6.2       | 7.8         | 8.6       | 6.8         | 9.5  |
| ● WDBR          | Springfield     | B         | 103.7           | 20.0 cp | 768        | c     | Saga Comm Inc   | 48         | 9705              |           | c2     | CHR                      | 1,750       | 0.94               | 15.7                              | 12.2        | 13.6      | 12.2        | 13.5      | 10.4        | 13.4      | 12.4        | 12.1 |
| WFMB            | Springfield     | B         | 104.5           | 43.0    | 430        | a     | AMFM Inc        | 65         | 9910 p            |           | g      | Country                  | 1,100       | 1.00               | 9.3                               | 12.0        | 7.7       | 7.6         | 8.5       | 11.5        | 9.0       | 11.6        | 12.1 |
| # FM Stations - |                 |           |                 | 9       | # Combos - |       |                 |            | 8                 | FM TOTALS |        |                          |             | 79.1               | 66.1                              | 63.9        | 66.3      | 66.8        | 66.1      | 66.8        | 68.7      | 65.6        |      |

## AM Stations

| Calls                       | City of License | FCC Class | Power Freq (kW) | Day Power (kW) | Night Power (kW) | C | Owner           | Year Std | Date Acq'd | Sales Price (000)            | L M A | Format    | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------------------|-----------------|-----------|-----------------|----------------|------------------|---|-----------------|----------|------------|------------------------------|-------|-----------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                             |                 |           |                 |                |                  |   |                 |          |            |                              |       |           |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| WMAY                        | Springfield     | B         | 970             | 1.0            | 0.50             | b | Mid-West Family | 50       | 7612       |                              |       | News/Talk | 525                      | 0.49        | 9.0                | 6.7                               | 8.1         | 6.8       | 6.5         | 6.3       | 5.6         | 4.4       | 5.6         |
| ● WTAX                      | Springfield     | C         | 1240            | 1.0            | 1.00             | c | Saga Comm Inc   | 30       | 9705       |                              | c2    | News/Talk | 875                      | 0.76        | 9.7                | 6.9                               | 7.7         | 8.3       | 8.5         | 7.1       | 8.6         | 7.6       | 8.6         |
| WLLM                        | Lincoln         | B         | 1370            | 1.0            | 0.04             | c | Saga Comm Inc   | 51       | 9705       |                              | c2    | Big Band  | 100                      |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| WFMB                        | Springfield     | C         | 1450            | 1.0            | 1.00             | a | AMFM Inc        | 22       | 9910 p     |                              | g     | Sports    | 200                      | 0.71        | 2.4                | 2.7                               | 1.7         | 2.2       | 2.7         | 3.7       | 1.9         | 2.0       | 1.3         |
| # AM Stations -             |                 |           |                 | 4              | # Combos -       |   |                 |          | 4          | AM TOTALS                    |       |           |                          | 21.1        | 16.3               | 17.5                              | 17.3        | 17.7      | 17.1        | 16.1      | 14.0        | 15.5      |             |
| AM & FM Stations Profiled - |                 |           |                 | 13             | # Duopolies -    |   |                 |          | 5          | Total Local Commercial Share |       |           |                          | 82.4        | 81.4               | 83.6                              | 84.5        | 83.2      | 82.9        | 82.7      | 81.1        |           |             |

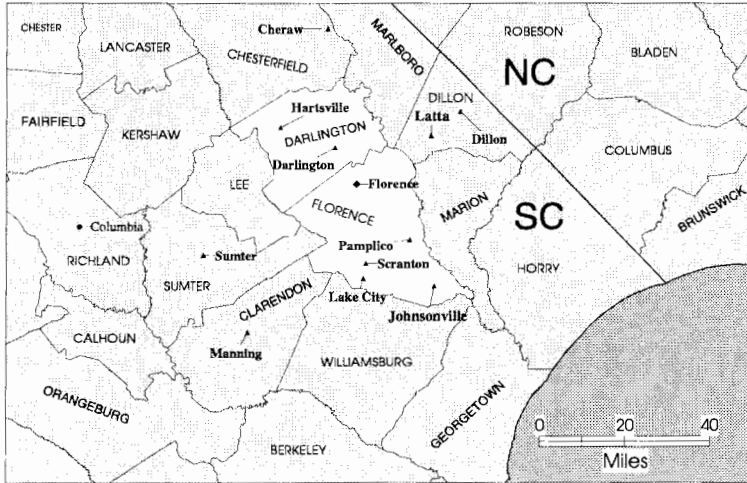
NOTE: Market rated twice yearly with Fall 1996 period.

● Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 198

Revenue Rank: 187

# Florence, SC Market Overview



### Metro Counties / Population (000)

|                |              |
|----------------|--------------|
| Darlington, SC | 66.7         |
| Florence, SC   | 125.5        |
| <b>Total</b>   | <b>192.2</b> |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>★★★ | 1993      | 1994    | 1995    | 1996     | 1997     | 1998     | Δ 93 - 98 |
|---------------------------------|-----------|---------|---------|----------|----------|----------|-----------|
|                                 |           | \$4,600 | \$5,000 | \$5,500  | \$6,200  | \$6,800  | \$7,000   |
| <hr/>                           |           |         |         |          |          |          |           |
|                                 | Δ 98 - 99 | 1999    | 2000    | 2001     | 2002     | 2003     | Δ 99 - 03 |
|                                 | 21.4%     | \$8,500 | \$9,600 | \$10,300 | \$11,400 | \$12,300 | 9.5%      |

|                      | 1993         | 1998         | 2003         | Est. Breakout |
|----------------------|--------------|--------------|--------------|---------------|
| Revenue/Retail Sales | \$3.16/1,000 | \$3.47/1,000 | \$4.68/1,000 | Local 80%     |
| Revenue/Capita       | \$25.10      | \$36.42      | \$61.29      | National 20%  |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993    | 1998    | Growth Rate | 1998    | 2003    | Growth Rate |
|----------------|---------|---------|-------------|---------|---------|-------------|
| MSA Population | 183.3   | 192.2   | 1.0%        | 192.2   | 200.7   | 0.9%        |
| Households     | 65.3    | 69.8    | 1.3%        | 69.8    | 74.7    | 1.4%        |
| Retail Sales   | 1,454.0 | 2,015.0 | 6.7%        | 2,015.0 | 2,626.0 | 5.4%        |
| EBI            | 2,231.9 | 2,508.9 | 2.4%        | 2,508.9 | 3,256.5 | 5.4%        |

### Demographic Breakdown

|                    | Total       | Under 12 | 12 - 17          | 18 - 24   | 25 - 34    | 35 - 44       | 45 - 54       | Over 55 |
|--------------------|-------------|----------|------------------|-----------|------------|---------------|---------------|---------|
| Men (000)          | 90.9        | 16.1     | 10.2             | 8.7       | 11.3       | 15.2          | 12.9          | 16.6    |
| Women (000)        | 101.3       | 15.5     | 9.8              | 9.2       | 12.5       | 16.6          | 14.3          | 23.6    |
| Total              | 192.2       | 31.6     | 19.9             | 17.8      | 23.7       | 31.7          | 27.2          | 40.2    |
| Percentage         | 100.0%      | 16.4%    | 10.4%            | 9.3%      | 12.3%      | 16.5%         | 14.1%         | 20.9%   |
| Per Capita         | \$ 13,053   |          | Median Household | \$ 27,726 |            | Avg Household | \$ 35,944     |         |
| Ethnic Population: | White 59.7% |          | Black 39.9%      |           | Asian 0.3% |               | Hispanic 0.6% |         |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 6       |         | 8       | 8          | 14      | 9       | 23    |
| Tot 12+    | 23.3    |         | 38.9    | 46.7       | 62.2    | 9.3     | 71.5  |
| Avg 12+    | 3.9     |         | 4.9     | 5.8        | 4.4     | 1.0     | 3.1   |
| Tot LCS    | 32.6    |         | 54.4    | 65.3       | 87.0    | 13.0    | 100.0 |
| Avg LCS    | 5.4     |         | 6.8     | 8.2        | 6.2     | 1.4     | 4.3   |

# Competitive Overview

Some stations also rated in 89, 126 and 173.

## FM Stations

| Calls           | City of License | FCC Class | Power (kW) | HAAT  | C          | Owner | Year Std          | Date Acq'd | Sales Price (000) | L M A     | Format | 1999 Est        |             | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |      |     |
|-----------------|-----------------|-----------|------------|-------|------------|-------|-------------------|------------|-------------------|-----------|--------|-----------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|------|-----|
|                 |                 |           |            |       |            |       |                   |            |                   |           |        | Revenue (000)1/ | Power Ratio |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |      |     |
| • WHLZ          | Manning         | C         | 92.5       | 100.0 | 1171       | a     | Cumulus Bcstg Inc | 73         | 9904              | 3,250     | c4     | 1               | Country     | 850                | 1.33                              | 7.5         | 6.0       | 6.4         | 4.6       | 6.9         | 4.0       | 4.8         | 8.3  | 8.6 |
| WEGX            | Dillon          | C         | 92.9       | 100.0 | 1801       | b     | Root Comm Group   | 54         | 9710              | 3,500     | c6     |                 | Country     | 1,150              | 2.82                              | 4.8         | 5.1       | 4.1         | 2.9       | 4.6         | 5.7       | 5.7         | 5.7  | 8.6 |
| WGSS            | Kingstree       | A         | 94.1       | 6.0   | 328        | b     | Root Comm Group   | 98         |                   |           |        |                 | Gospel      | 50                 |                                   |             | 1.5       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0  | 0.0 |
| • WCMG          | Latta           | C3        | 94.3       | 10.5  | 502        | a     | Cumulus Bcstg Inc | 70         | 9904              | 525       | 1      | R&B Oldies      | 375         | 1.38               | 3.2                               | 2.6         | 1.4       | 3.3         | 0.9       | 2.0         | 5.2       | 3.5         | 2.9  |     |
| • WBZF          | Hartsville      | A         | 98.5       | 3.0   | 328        | a     | Cumulus Bcstg Inc | 92         | 9806              | 700       | c1     | 1               | Gospel      | 200                | 0.71                              | 3.3         | 4.0       | 2.8         | 2.1       | 2.8         | 2.8       | 2.2         | 3.1  | 3.7 |
| • WWFN          | Lake City       | A         | 100.1      | 3.3   | 433        | a     | Florence Cnty     | 77         | 9312              | 400       | e      | 1               | Oldies      | 125                | 0.61                              | 2.4         | 2.8       | 1.8         | 1.7       | 2.3         | 1.6       | 3.5         | 1.3  | 1.6 |
| • WFSF          | Marion          | C3        | 100.5      | 21.5  | 354        | a     | Cumulus Bcstg Inc | 91         | 9904              | 3,800     | d3     | 1               | Hot AC      | 225                | 1.10                              | 2.4         | 1.9       | 1.4         | 2.1       | 1.4         | 2.8       | 3.5         | 2.2  | 0.4 |
| • WWDM          | Sumter          | C         | 101.3      | 100.0 | 1322       |       | Inner City Bcstg  | 61         | 0003              |           |        |                 | Urban       | n/a                |                                   | 7.1         | 6.7       | 5.0         | 5.4       | 3.7         | 5.3       | 7.0         | 7.0  | 7.8 |
| • WMXT          | Pamplico        | C2        | 102.1      | 50.0  | 479        | a     | Cumulus Bcstg Inc | 90         | 9904              |           | d3     | 1               | Clsc Rock   | 650                | 1.39                              | 5.5         | 5.1       | 5.5         | 2.5       | 2.8         | 3.2       | 3.0         | 2.6  | 3.7 |
| WSQN            | Scranton        | A         | 102.9      | 2.9   | 466        | b     | Root Comm Group   | 91         | 9707              |           | g1     |                 | Oldies      | 500                | 1.09                              | 5.4         | 4.4       | 3.7         | 4.2       | 5.1         | 5.7       | 3.5         | 4.8  | 2.9 |
| WJMX            | Cheraw          | C2        | 103.3      | 50.0  | 492        | b     | Root Comm Group   | 79         | 9707              |           | g1     |                 | CHR         | 1,525              | 1.59                              | 11.3        | 7.8       | 8.3         | 8.3       | 11.1        | 11.7      | 7.4         | 8.3  | 6.9 |
| WPDT            | Johnsonville    | A         | 105.1      | 4.4   | 374        |       | Waccamaw Neck     | 95         |                   |           |        |                 | CHR         |                    |                                   |             | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0  | 0.0 |
| WDAR            | Darlington      | C3        | 105.5      | 17.0  | 400        | b     | Root Comm Group   | 65         | 9707              |           | g1     |                 | Soft AC     | 400                | 0.83                              | 5.7         | 3.7       | 4.1         | 4.2       | 5.1         | 5.3       | 4.8         | 3.9  | 4.5 |
| WYNN            | Florence        | A         | 106.3      | 6.0   | 325        | a     | Cumulus Bcstg Inc | 64         | 9803              | 4,100     | c2     |                 | Urban       | 1,400              | 0.82                              | 20.2        | 10.6      | 13.3        | 16.3      | 12.5        | 12.6      | 10.4        | 14.9 | 9.8 |
| # FM Stations - |                 |           |            | 14    | # Combos - |       |                   |            | 12                | FM TOTALS |        |                 |             | 78.8               | 62.2                              | 57.8        | 57.6      | 59.2        | 62.7      | 61.0        | 65.6      | 61.4        |      |     |

## AM Stations

| Calls                       | City of License | FCC Class | Power (kW) | Day Power (kW) | Night Power (kW) | C | Owner             | Year Std | Date Acq'd | Sales Price (000)            | L M A | Format      | 1999 Est        |             | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------------------|-----------------|-----------|------------|----------------|------------------|---|-------------------|----------|------------|------------------------------|-------|-------------|-----------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                             |                 |           |            |                |                  |   |                   |          |            |                              |       |             | Revenue (000)1/ | Power Ratio |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| • WYNN                      | Florence        | B         | 540        | 0.3            | 0.17             | a | Cumulus Bcstg Inc | 58       | 9803       |                              | c2    | Gospel      | 450             | 0.37        | 14.3               | 6.2                               | 10.6        | 10.4      | 13.0        | 11.3      | 9.6         | 14.0      | 16.3        |
| WDSC                        | Dillon          | B         | 800        | 1.0            | 0.38             | b | Root Comm Group   | 46       | 9710       |                              | c6    | Gospel      |                 |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| • WYMB                      | Manning         | B         | 920        | 2.3            | 1.00             | a | Cumulus Bcstg Inc | 57       | 9904       |                              | c4    | Country     |                 |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| WJMX                        | Florence        | B         | 970        | 10.0           | 3.00             | b | Root Comm Group   | 47       | 9707       |                              | g1    | Nws/Tlk/Spt | 250             | 0.65        | 4.5                | 3.1                               | 2.8         | 3.8       | 3.7         | 2.4       | 2.6         | 3.5       | 2.4         |
| WOLS                        | Florence        | C         | 1230       | 1.0            | 1.00             | c | GHB Bcstg         | 37       | 8712       | 20                           |       | Nostalgia   | 270             | 1.32        | 2.4                | 0.0                               | 1.8         | 1.7       | 1.4         | 1.2       | 0.4         | 0.9       | 0.4         |
| WHYM                        | Lake City       | B         | 1260       | 5.0            | 0.06             | c | GHB Bcstg         | 53       | 9205       | 35                           |       | Nostalgia   |                 |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| WPFM                        | Darlington      | B         | 1350       | 0.7            | 0.07             | b | Root Comm Group   | 55       | 9707       | 3                            |       | Gospel      | 125             |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| WHSC                        | Hartsville      | C         | 1450       | 1.0            | 1.00             | a | Cumulus Bcstg Inc | 46       | 9806       |                              | c1    | Cntry/Gospl |                 |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 1.2       | 0.0         | 0.0       | 0.0         |
| WTNI                        | Hartsville      | C         | 1490       | 1.0            | 1.00             |   | J & J Bcstg Inc   | 72       |            |                              |       | Gospel      |                 |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| # AM Stations -             |                 |           |            | 9              | # Combos -       |   |                   |          | 8          | AM TOTALS                    |       |             |                 | 21.2        | 9.3                | 15.2                              | 15.9        | 18.1      | 16.1        | 12.6      | 18.4        | 19.1      |             |
| AM & FM Stations Profiled - |                 |           |            | 23             | # Duopolies -    |   |                   |          | 9          | Total Local Commercial Share |       |             |                 | 71.5        | 73.0               | 73.5                              | 77.3        | 78.8      | 73.6        | 84.0      | 80.5        |           |             |

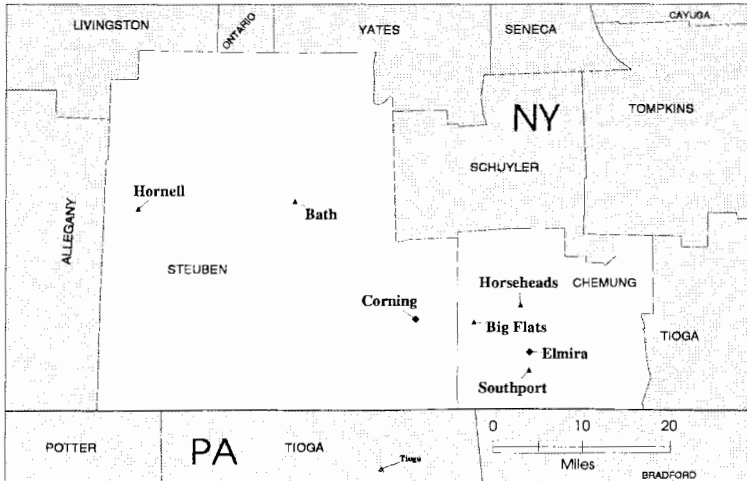
NOTE: Market rated twice yearly with Fall 1996 period.

• Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

**Metro Rank: 199**

Revenue Rank: 225

# Elmira-Corning, NY Market Overview



**Metro Counties / Population (000)**

|              |              |
|--------------|--------------|
| Chemung, NY  | 92.3         |
| Steuben, NY  | 98.1         |
| <b>Total</b> | <b>190.4</b> |

**Market Radio Financials**  
(all figures in 000's, except percentages and ratios)

|  |                  |             |             |             |             |             |                  |
|--|------------------|-------------|-------------|-------------|-------------|-------------|------------------|
| <b>ESTIMATED GROSS REVENUES</b><br>★★★ | <u>1993</u>      | <u>1994</u> | <u>1995</u> | <u>1996</u> | <u>1997</u> | <u>1998</u> | <u>Δ 93 - 98</u> |
|  | N/A              | \$4,200     | \$4,400     | \$4,600     | \$4,900     | \$5,200     |                  |
|  | <u>Δ 98 - 99</u> | <u>1999</u> | <u>2000</u> | <u>2001</u> | <u>2002</u> | <u>2003</u> | <u>Δ 99 - 03</u> |
|  | 15.4%            | \$6,000     | \$6,600     | \$7,100     | \$7,700     | \$8,200     | 8.2%             |

|                      |             |              |              |                      |
|----------------------|-------------|--------------|--------------|----------------------|
|                      | <u>1993</u> | <u>1998</u>  | <u>2003</u>  | <u>Est. Breakout</u> |
| Revenue/Retail Sales | N/A         | \$2.86/1,000 | \$3.68/1,000 | Local 85%            |
| Revenue/Capita       | N/A         | \$27.31      | \$43.50      | National 15%         |

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

|                |             |             |                    |             |             |                    |
|----------------|-------------|-------------|--------------------|-------------|-------------|--------------------|
|                | <u>1993</u> | <u>1998</u> | <u>Growth Rate</u> | <u>1998</u> | <u>2003</u> | <u>Growth Rate</u> |
| MSA Population | 195.7       | 190.4       | -0.5%              | 190.4       | 188.5       | -0.2%              |
| Households     | 73.7        | 71.6        | -0.6%              | 71.6        | 71.7        | 0.0%               |
| Retail Sales   | 1,310.9     | 1,818.9     | 6.8%               | 1,818.9     | 2,227.4     | 4.1%               |
| EBI            | 2,751.6     | 2,629.5     | -0.9%              | 2,629.5     | 3,005.0     | 2.7%               |

**Demographic Breakdown**

|                    |              |                 |                |                  |                |                |                |                |
|--------------------|--------------|-----------------|----------------|------------------|----------------|----------------|----------------|----------------|
|                    | <u>Total</u> | <u>Under 12</u> | <u>12 - 17</u> | <u>18 - 24</u>   | <u>25 - 34</u> | <u>35 - 44</u> | <u>45 - 54</u> | <u>Over 55</u> |
| Men (000)          | 93.3         | 15.7            | 8.4            | 8.3              | 12.0           | 14.6           | 13.0           | 21.3           |
| Women (000)        | 97.1         | 14.9            | 8.0            | 7.6              | 11.5           | 14.6           | 13.1           | 27.3           |
| Total              | 190.4        | 30.7            | 16.5           | 15.9             | 23.5           | 29.2           | 26.0           | 48.6           |
| Percentage         | 100.0%       | 16.1%           | 8.7%           | 8.4%             | 12.3%          | 15.3%          | 13.7%          | 25.5%          |
| Per Capita         | \$ 13,811    |                 |                |                  |                |                |                |                |
|                    |              |                 |                | Median Household | \$ 29,556      |                | Avg Household  | \$ 36,725      |
| Ethnic Population: | White 94.9%  |                 | Black 3.9%     |                  | Asian 1.0%     |                | Hispanic 1.3%  |                |

**Market Summary**

|                   |                |                |                |                   |                |                |              |
|-------------------|----------------|----------------|----------------|-------------------|----------------|----------------|--------------|
| <b>FM Classes</b> | <b>Class A</b> | <b>Class B</b> | <b>Class C</b> | <b>Viable FMs</b> | <b>All FMs</b> | <b>All AMs</b> | <b>Total</b> |
| # Stations        | 10             | 3              |                | 8                 | 13             | 11             | 24           |
| Tot 12+           | 35.4           | 17.8           |                | 45.8              | 53.2           | 9.7            | 62.9         |
| Avg 12+           | 3.5            | 5.9            |                | 5.7               | 4.1            | 0.9            | 2.6          |
| Tot LCS           | 56.3           | 28.3           |                | 72.8              | 84.6           | 15.4           | 100.0        |
| Avg LCS           | 5.6            | 9.4            |                | 9.1               | 6.5            | 1.4            | 4.2          |



# Competitive Overview

## FM Stations

| Calls           | City of License | FCC Class | Freq  | Power (kW) | HAAT | C          | Owner                | Year Std | Date Acq'd | Sales Price (000) | L M A | Format     | 1999 Est        |             | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------|-----------------|-----------|-------|------------|------|------------|----------------------|----------|------------|-------------------|-------|------------|-----------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                 |                 |           |       |            |      |            |                      |          |            |                   |       |            | Revenue (000)1/ | Power Ratio |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| WCKR            | Hornell         | A         | 92.1  | 1.3        | 512  | a          | Doran, Kevin         | 49       | 9010       | 538               | c3    | Country    | 125             | 0.49        | 4.6                | 1.8                               | 4.6         | 1.7       | 10.7        | 2.1       | 3.2         | 4.4       | 7.3         |
| • WENY          | Elmira          | A         | 92.7  | 1.2        | 715  | b          | White Broadcasting   | 65       | 0002 p     | 1,500             | c2    | Lite AC    | 750             | 1.74        | 7.7                | 3.1                               | 3.7         | 7.0       | 3.3         | 5.6       | 6.8         | 4.0       | 4.0         |
| WLVI            | Elmira          | A         | 94.3  | 1.8        | 499  | c          | Pembrook Pines Inc   | 66       | 7710       |                   | c5    | CHR        | 550             | 0.73        | 13.5               | 8.6                               | 9.6         | 9.1       | 8.9         | 11.5      | 8.1         | 9.8       | 9.7         |
| WPHD            | Tioga           | B1        | 94.7  | 12.0       | 482  |            | Europa Comm Inc      | 91       |            |                   |       | AAA/RckAC  | 200             | 0.87        | 4.1                | 6.1                               | 2.8         | 2.9       | 1.9         | 1.3       | 2.7         | 2.7       | 1.2         |
| WGMM            | Big Flats       | A         | 97.7  | 0.6        | 722  | d          | Eolin Bcstg Inc      | 89       | 9604       | 425               |       | Rock/Oldes | 525             | 1.30        | 7.2                | 5.6                               | 5.5         | 4.5       | 2.8         | 3.8       | 3.6         | 3.6       | 2.8         |
| WVIN            | Bath            | A         | 98.3  | 4.5        | 367  | e          | Pembrook Pines Inc   | 71       | 9004       | 225               | c1    | AC         | 250             | 0.89        | 5.0                | 4.2                               | 3.2         | 3.7       | 7.0         | 4.3       | 4.1         | 3.6       | 3.2         |
| • WCBA          | Corning         | A         | 98.7  | 1.2        | 722  | d          | Eolin Bcstg Inc      | 48       | 9006       | 790               | c2    | AC         | 300             | 1.91        | 2.8                | 2.6                               | 1.4         | 2.5       | 3.3         | 2.6       | 1.4         | 2.2       | 2.0         |
| WKON            | Southport       | A         | 99.5  | 2.7        | 489  | c          | Pembrook Pines Inc   | 93       | 9512       | 77                |       | Country    | 300             | 0.50        | 10.7               | 5.2                               | 7.8         | 7.0       | 6.5         | 5.1       | 5.9         | 8.0       | 6.9         |
| WPGI            | Horseheads      | A         | 100.9 | 3.8        | 246  | g          | Sabre Comm Inc       | 70       | 9505       | 750               | c7    | Country    | 325             | 0.62        | 9.4                | 1.6                               | 6.4         | 6.6       | 4.2         | 6.8       | 5.9         | 5.8       | 6.1         |
| WCIK            | Bath            | A         | 103.1 | 0.8        | 532  |            | Family Life Minstris | 83       |            |                   |       | Christian  |                 |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 1.2         |
| WNGZ            | Montour Falls   | A         | 104.9 | 1.0        | 479  | g          | Sabre Comm Inc       | 73       | 9709       | 250               | c1    | Clsc Rock  | 175             | 0.65        | 4.8                | 2.7                               | 3.7         | 2.9       | 1.9         | 2.1       | 0.9         | 0.0       | 1.2         |
| WKPQ            | Hornell         | B         | 105.3 | 43.0       | 532  | f          | Bilbat Radio Inc     | 46       | 8306       | 450               | c4    | Adult Rock | 750             | 2.13        | 6.3                | 1.4                               | 4.6         | 4.1       | 2.8         | 5.1       | 6.8         | 4.9       | 4.9         |
| WNKI            | Corning         | B         | 106.1 | 40.0       | 532  | g          | Sabre Comm Inc       | 47       | 9505       |                   |       | CHR        | 1,450           | 1.96        | 13.2               | 10.3                              | 9.2         | 9.1       | 13.1        | 13.2      | 10.4        | 12.0      | 9.3         |
| # FM Stations - |                 |           |       |            | 13   | # Combos - |                      |          |            |                   | 11    | FM TOTALS  |                 |             | 89.3               | 53.2                              | 62.5        | 61.1      | 66.4        | 63.5      | 59.8        | 61.0      | 59.8        |

## AM Stations

| Calls                       | City of License | FCC Class | Freq | Day Power (kW) | Night Power (kW) | C             | Owner              | Year Std | Date Acq'd | Sales Price (000) | L M A | Format                       | 1999 Est        |             | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------------------|-----------------|-----------|------|----------------|------------------|---------------|--------------------|----------|------------|-------------------|-------|------------------------------|-----------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                             |                 |           |      |                |                  |               |                    |          |            |                   |       |                              | Revenue (000)1/ | Power Ratio |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| WWLZ                        | Horseheads      | B         | 820  | 4.1            | 0.85             | g             | Sabre Comm Inc     | 66       | 9505       |                   | c7    | Nws/Tlk/Spt                  | 100             | 0.94        | 1.9                | 1.3                               | 1.4         | 1.2       | 1.9         | 1.7       | 0.9         | 2.7       | 1.6         |
| WLNL                        | Horseheads      | B         | 1000 | 5.0            | 0.00             |               | Lighthouse Media   | 67       | 9110       | 256               |       | Relgn/Chrst                  | 75              |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| • WENY                      | Elmira          | C         | 1230 | 1.0            | 1.00             | b             | White Broadcasting | 39       | 0002 p     |                   | c2    | News/Talk                    | 125             | 1.06        | 2.1                | 1.5                               | 0.9         | 2.1       | 2.3         | 1.7       | 1.8         | 3.1       | 1.2         |
| WHHO                        | Hornell         | B         | 1320 | 5.0            | 0.02             | f             | Bilbat Radio Inc   | 49       | 8306       |                   | c4    | Talk                         |                 |             |                    | 0.7                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| • WCBA                      | Corning         | B         | 1350 | 1.0            | 0.04             | d             | Eolin Bcstg Inc    | 48       | 9006       |                   | c2    | Nostalgia                    |                 |             | 1.5                | 1.3                               | 0.0         | 2.1       | 2.3         | 1.7       | 0.9         | 2.2       | 1.6         |
| WABH                        | Bath            | B         | 1380 | 2.5            | 0.12             | e             | Pembrook Pines Inc | 62       | 9004       |                   | c1    | Oldies                       |                 |             | 0.8                | 1.9                               | 0.0         | 1.2       | 0.0         | 0.9       | 0.0         | 0.0       | 0.0         |
| WELM                        | Elmira          | B         | 1410 | 5.0            | 1.00             | c             | Pembrook Pines Inc | 47       | 7710       |                   | c5    | Sports                       |                 |             | 1.2                | 0.5                               | 0.5         | 1.2       | 0.9         | 0.9       | 1.4         | 1.8       | 0.4         |
| • WCLI                      | Corning         | C         | 1450 | 1.0            | 0.93             | d             | Eolin Bcstg Inc    | 49       | 9609       | 50                |       | News/Talk                    |                 |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| • WLEA                      | Hornell         | B         | 1480 | 2.5            | 0.02             | a             | Doran, Kevin       | 51       | 9010       |                   | c3    | AC                           |                 |             | 3.3                | 2.5                               | 2.8         | 1.7       | 0.0         | 2.1       | 0.0         | 0.0       | 3.2         |
| • WGMF                      | Watkins Glen    | C         | 1490 | 0.4            | 0.40             | g             | Sabre Comm Inc     | 68       | 9709       |                   | c1    | Clsc Rock                    |                 |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| WEHH                        | Elmira Heights  | B         | 1590 | 0.5            | 0.50             | c             | Pembrook Pines Inc | 56       | 8210       | 150               |       | Adlt Stndrd                  |                 |             |                    | 0.0                               | 0.0         | 0.0       | 0.9         | 0.0       | 0.0         | 0.0       | 0.0         |
| # AM Stations -             |                 |           |      |                | 11               | # Combos -    |                    |          |            |                   | 10    | AM TOTALS                    |                 |             | 10.8               | 9.7                               | 5.6         | 9.5       | 8.3         | 9.0       | 5.0         | 9.8       | 8.0         |
| AM & FM Stations Profiled - |                 |           |      |                | 24               | # Duopolies - |                    |          |            |                   | 7     | Total Local Commercial Share |                 |             | 62.9               | 68.1                              | 70.6        | 74.7      | 72.5        | 64.8      | 70.8        | 67.8      |             |

NOTE: Market first rated twice yearly with Fall 1996.

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.





# Competitive Overview

Some stations also rated in Washington, D.C. and Hagerstown.

## FM Stations

| Calls           | City of License | FCC Class | Power Freq (kW) | HAAT | C          | Owner | Year Std          | Date Acq'd | Sales Price (000) | L M A     | Format    | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |      |
|-----------------|-----------------|-----------|-----------------|------|------------|-------|-------------------|------------|-------------------|-----------|-----------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|------|
|                 |                 |           |                 |      |            |       |                   |            |                   |           |           |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |      |
| WFRE            | Frederick       | B         | 99.9            | 7.9  | 1166       | a     | AMFM Inc          | 61         | 9910              | p         | g         | Country                  | 3,600       | 1.42               | 43.7                              | 16.2        | 17.2      | 16.7        | 14.2      | 12.1        | 18.1      | 0.0         | 21.3 |
| WAFY            | Middletown      | A         | 103.1           | 1.0  | 571        |       | Frederick Bcstg   | 90         |                   |           |           | AC                       | 1,300       | 1.30               | 17.2                              | 7.9         | 5.9       | 7.5         | 8.5       | 7.1         | 4.9       | 0.0         | 7.9  |
| WWVZ            | Braddock Hghts  | A         | 103.9           | 0.4  | 912        | b     | Bonneville Intl   | 72         | 9607              |           | g1        | CHR                      | 700         | 1.09               | 11.1                              | 2.2         | 4.2       | 4.4         | 6.9       | 4.6         | 3.3       | 0.0         | 3.1  |
| WWZZ            | Waldorf         | B         | 104.1           | 20.0 | 801        | b     | Bonneville Intl   | 65         | 9607              |           |           | CHR                      | n/a         |                    | 2.7                               | 2.5         | 1.3       | 0.8         | 1.6       | 2.1         | 2.1       | 0.0         | 0.8  |
| • WARX          | Hagerstown      | B         | 106.9           | 15.5 | cp         | 853   | Manning Bcstg Inc | 57         | 8210              |           | See (161) | Oldies                   | n/a         |                    | 10.0                              | 3.2         | 3.8       | 4.0         | 2.8       | 2.5         | 6.2       | 0.0         | 2.8  |
| # FM Stations - |                 |           |                 | 5    | # Combos - |       |                   |            | 3                 | FM TOTALS |           |                          |             | 84.7               | 32.0                              | 32.4        | 33.4      | 34.0        | 28.4      | 34.6        | 0.0       | 35.9        |      |

## AM Stations

| Calls                       | City of License | FCC Class | Power Freq (kW) | Day Power (kW) | Night Power (kW) | C    | Owner             | Year Std | Date Acq'd | Sales Price (000)            | L M A | Format      | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------------------|-----------------|-----------|-----------------|----------------|------------------|------|-------------------|----------|------------|------------------------------|-------|-------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                             |                 |           |                 |                |                  |      |                   |          |            |                              |       |             |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| WWTL                        | Walkersville    | B         | 700             | 5.0            | 0.00             |      | Birach Bcstg Corp | 95       | 9401       | 135                          | st    | Ethnic      |                          |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| WXTR                        | Frederick       | B         | 820             | 4.3            | 0.43             | b    | Bonneville Intl   | 60       | 9607       |                              | g1    | Country     | 100                      | 1.72        | 1.0                | 0.0                               | 0.0         | 0.8       | 1.6         | 0.0       | 0.4         | 0.0       | 2.4         |
| WFMD                        | Frederick       | B         | 930             | 5.0            | 2.50             | a    | AMFM Inc          | 36       | 9910       | p                            | g     | News/Talk   | 950                      | 1.15        | 14.3               | 5.9                               | 5.5         | 5.6       | 3.3         | 4.6       | 6.2         | 0.0       | 5.9         |
| WTHU                        | Thurmont        | C         | 1450            | 0.5            | 0.40             |      | Walmer, Charles   | 67       | 9204       |                              |       | Adlt Stndrd | 50                       |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| • WTRI                      | Brunswick       | B         | 1520            | 9.3            | cp               | 0.00 | JMK               | 66       | 9912       | p                            |       | Spanish     | 25                       |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| # AM Stations -             |                 |           |                 | 5              | # Combos -       |      |                   |          | 2          | AM TOTALS                    |       |             |                          | 15.3        | 5.9                | 5.5                               | 6.4         | 4.9       | 4.6         | 6.6       | 0.0         | 8.3       |             |
| AM & FM Stations Profiled - |                 |           |                 | 10             | # Duopolies -    |      |                   |          | 1          | Total Local Commercial Share |       |             |                          | 37.9        | 37.9               | 39.8                              | 38.9        | 33.0      | 41.2        | 0.0       | 44.2        |           |             |

NOTE: Market rated twice yearly with Fall 1997 period.

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

**Metro Rank: 201**

Revenue Rank: 128

# Cedar Rapids, IA Market Overview



**Metro Counties / Population (000)**

|          |       |
|----------|-------|
| Linn, IA | 183.3 |
|          | 183.3 |

**Market Radio Financials**  
(all figures in 000's, except percentages and ratios)

|  |                  |             |             |             |             |             |                  |
|--|------------------|-------------|-------------|-------------|-------------|-------------|------------------|
| <b>ESTIMATED GROSS REVENUES</b><br>★★★ | <b>1993</b>      | <b>1994</b> | <b>1995</b> | <b>1996</b> | <b>1997</b> | <b>1998</b> | <b>Δ 93 - 98</b> |
|  | \$8,500          | \$9,900     | \$10,900    | \$12,000    | \$12,700    | \$13,500    | 9.7%             |
|  | <b>Δ 98 - 99</b> | <b>1999</b> | <b>2000</b> | <b>2001</b> | <b>2002</b> | <b>2003</b> | <b>Δ 99 - 03</b> |
|  | 7.4%             | \$14,500    | \$15,800    | \$16,800    | \$18,100    | \$19,200    | 7.2%             |

|                      |              |              |              |                      |
|----------------------|--------------|--------------|--------------|----------------------|
|                      | <b>1993</b>  | <b>1998</b>  | <b>2003</b>  | <b>Est. Breakout</b> |
| Revenue/Retail Sales | \$4.57/1,000 | \$5.26/1,000 | \$5.55/1,000 | Local 86%            |
| Revenue/Capita       | \$48.65      | \$73.65      | \$100.42     | National 14%         |

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

|                |             |             |                    |             |             |                    |
|----------------|-------------|-------------|--------------------|-------------|-------------|--------------------|
|                | <b>1993</b> | <b>1998</b> | <b>Growth Rate</b> | <b>1998</b> | <b>2003</b> | <b>Growth Rate</b> |
| MSA Population | 174.7       | 183.3       | 1.0%               | 183.3       | 191.2       | 0.8%               |
| Households     | 68.0        | 72.1        | 1.2%               | 72.1        | 76.4        | 1.2%               |
| Retail Sales   | 1,859.6     | 2,566.0     | 6.7%               | 2,566.0     | 3,458.7     | 6.2%               |
| EBI            | 3,056.7     | 3,294.2     | 1.5%               | 3,294.2     | 4,003.2     | 4.0%               |

**Demographic Breakdown**

|                    |              |                 |                |                  |                |                |                |                |
|--------------------|--------------|-----------------|----------------|------------------|----------------|----------------|----------------|----------------|
|                    | <b>Total</b> | <b>Under 12</b> | <b>12 - 17</b> | <b>18 - 24</b>   | <b>25 - 34</b> | <b>35 - 44</b> | <b>45 - 54</b> | <b>Over 55</b> |
| Men (000)          | 89.4         | 14.7            | 7.8            | 8.3              | 12.8           | 15.1           | 12.8           | 17.7           |
| Women (000)        | 93.9         | 13.9            | 7.3            | 8.8              | 12.6           | 15.4           | 13.4           | 22.6           |
| Total              | 183.3        | 28.6            | 15.1           | 17.1             | 25.5           | 30.5           | 26.2           | 40.3           |
| Percentage         | 100.0%       | 15.6%           | 8.3%           | 9.3%             | 13.9%          | 16.6%          | 14.3%          | 22.0%          |
| Per Capita         | \$ 17,972    |                 |                |                  |                |                |                |                |
|                    |              |                 |                | Median Household | \$ 38,529      |                | Avg Household  | \$ 45,689      |
| Ethnic Population: | White        | 96.4%           | Black          | 2.2%             | Asian          | 1.2%           | Hispanic       | 1.6%           |

**Market Summary**

|                   |                |                |                |                   |                |                |              |
|-------------------|----------------|----------------|----------------|-------------------|----------------|----------------|--------------|
| <b>FM Classes</b> | <b>Class A</b> | <b>Class B</b> | <b>Class C</b> | <b>Viable FMs</b> | <b>All FMs</b> | <b>All AMs</b> | <b>Total</b> |
| # Stations        |                |                | 7              | 6                 | 7              | 5              | 12           |
| Tot 12+           |                |                | 59.3           | 56.4              | 59.3           | 20.3           | 79.6         |
| Avg 12+           |                |                | 8.5            | 9.4               | 8.5            | 4.1            | 6.6          |
| Tot LCS           |                |                | 74.5           | 70.9              | 74.5           | 25.5           | 100.0        |
| Avg LCS           |                |                | 10.6           | 11.8              | 10.6           | 5.1            | 8.3          |

# Competitive Overview

Some stations also rated in Waterloo-Cedar Falls.

## FM Stations

| Calls           | City of License | FCC Class | Power Freq (kW) | HAAT  | C          | Owner | Year Std          | Date Acq'd | Sales Price (000) | L M A     | Format | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |      |
|-----------------|-----------------|-----------|-----------------|-------|------------|-------|-------------------|------------|-------------------|-----------|--------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|------|
|                 |                 |           |                 |       |            |       |                   |            |                   |           |        |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |      |
| • KRNA          | Iowa City       | C1        | 94.1            | 100.0 | 981        | b     | Cumulus Bcstg Inc | 74         | 0003              | p         | g      | AOR                      | 1,150       | 1.24               | 6.4                               | 5.9         | 5.7       | 4.9         | 4.1       | 6.8         | 6.5       | 7.1         | 8.7  |
| WMT             | Cedar Rapids    | C1        | 96.5            | 100.0 | 518        | a     | Clear Channel     | 63         | 9905              |           | g1     | AC                       | 1,800       | 1.07               | 11.6                              | 7.2         | 9.0       | 10.3        | 11.2      | 12.6        | 8.2       | 8.4         | 10.5 |
| • KHAK          | Cedar Rapids    | C1        | 98.1            | 100.0 | 459        | b     | Cumulus Bcstg Inc | 61         | 0003              | p         | g      | Country                  | 2,900       | 1.12               | 17.8                              | 12.4        | 14.3      | 15.2        | 13.3      | 13.1        | 15.2      | 16.9        | 16.2 |
| KKRQ            | Iowa City       | C1        | 100.7           | 100.0 | 532        | a     | Clear Channel     | 66         | 9905              |           | g1     | Clsc Hits                | 1,600       | 1.00               | 11.0                              | 8.9         | 11.0      | 7.2         | 7.5       | 8.1         | 9.1       | 5.8         | 4.8  |
| KZIA            | Cedar Rapids    | C1        | 102.9           | 100.0 | 853        |       | KZIA Inc          | 75         | 9405              | cp        |        | CHR                      | 2,000       | 0.90               | 15.4                              | 11.8        | 13.9      | 11.7        | 4.6       | 4.5         | 8.7       | 6.7         | 5.7  |
| • KDAT          | Cedar Rapids    | C1        | 104.5           | 100.0 | 551        | b     | Cumulus Bcstg Inc | 71         | 0003              | p         | g      | Soft Rock                | 1,575       | 1.04               | 10.4                              | 10.2        | 8.2       | 9.0         | 11.2      | 11.3        | 10.8      | 10.2        | 10.5 |
| • KOKZ          | Waterloo        | C         | 105.7           | 100.0 | 1322       |       | Bahakel Comm      | 62         |                   |           |        | Oldies                   | n/a         |                    | 4.6                               | 2.9         | 4.5       | 3.1         | 4.1       | 3.6         | 3.5       | 3.1         | 3.1  |
| # FM Stations - |                 |           |                 | 7     | # Combos - |       |                   |            | 5                 | FM TOTALS |        |                          |             | 77.2               | 59.3                              | 66.6        | 61.4      | 56.0        | 60.0      | 62.0        | 58.2      | 59.5        |      |

## AM Stations

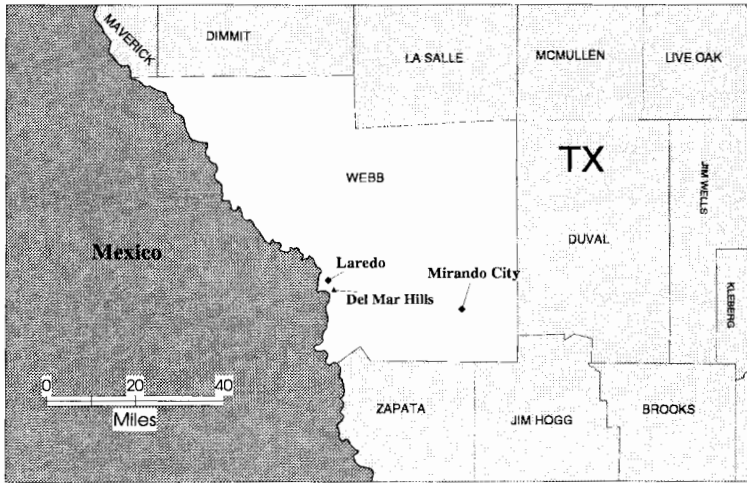
| Calls                       | City of License | FCC Class | Power Freq (kW) | Day Power (kW) | Night Power (kW) | C | Owner             | Year Std | Date Acq'd | Sales Price (000)            | L M A | Format        | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------------------|-----------------|-----------|-----------------|----------------|------------------|---|-------------------|----------|------------|------------------------------|-------|---------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                             |                 |           |                 |                |                  |   |                   |          |            |                              |       |               |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| WMT                         | Cedar Rapids    | B         | 600             | 5.0            | 5.00             | a | Clear Channel     | 22       | 9905       |                              | g1    | FullService   | 2,600                    | 1.30        | 13.8               | 11.7                              | 9.4         | 13.5      | 13.3        | 14.0      | 10.0        | 14.7      | 14.8        |
| KXIC                        | Iowa City       | B         | 800             | 1.0            | 0.20             | a | Clear Channel     | 48       | 9905       |                              | g1    | Talk          | 100                      |             | 0.5                | 0.3                               | 0.4         | 0.4       | 0.4         | 0.5       | 0.4         | 0.0       | 0.0         |
| KTOF                        | Cedar Rapids    | B         | 1360            | 1.0            | 0.12             | b | AMFM Inc          | 61       | 9910       | p                            | g     | 1 ChrsContemp |                          |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.5       | 0.4         | 0.4       | 0.9         |
| KMRY                        | Cedar Rapids    | C         | 1450            | 1.0            | 1.00             |   | Sellers Bcstg Inc | 49       | 9804       | 475                          |       | Adlt Stndrd   | 425                      | 0.54        | 5.4                | 5.3                               | 4.5         | 4.5       | 4.6         | 3.2       | 4.3         | 4.4       | 3.9         |
| KCRG                        | Cedar Rapids    | B         | 1600            | 5.0            | 5.00             |   | Cedar Rapids TV   | 47       |            |                              |       | News          | 350                      | 0.78        | 3.1                | 3.0                               | 2.4         | 2.7       | 3.7         | 3.6       | 3.0         | 3.1       | 3.1         |
| # AM Stations -             |                 |           |                 | 5              | # Combos -       |   |                   |          | 3          | AM TOTALS                    |       |               |                          | 22.8        | 20.3               | 16.7                              | 21.1        | 22.0      | 21.8        | 18.1      | 22.6        | 22.7      |             |
| AM & FM Stations Profiled - |                 |           |                 | 12             | # Duopolies -    |   |                   |          | 3          | Total Local Commercial Share |       |               |                          | 79.6        | 83.3               | 82.5                              | 78.0        | 81.8      | 80.1        | 80.8      | 82.2        |           |             |

• Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 202

Revenue Rank: 264

# Laredo, TX Market Overview



### Metro Counties / Population (000)

|          |       |
|----------|-------|
| Webb, TX | 196.3 |
|          | 196.3 |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>★★ | 1993    | 1994    | 1995    | 1996    | 1997    | 1998      | Δ 93 - 98 |
|--------------------------------|---------|---------|---------|---------|---------|-----------|-----------|
|                                | N/A     | N/A     | N/A     | N/A     | \$3,100 | \$3,300   |           |
| Δ 98 - 99                      | 1999    | 2000    | 2001    | 2002    | 2003    | Δ 99 - 03 |           |
| 15.2%                          | \$3,800 | \$4,100 | \$4,500 | \$4,900 | \$5,200 | 8.7%      |           |

|                      | 1993 | 1998         | 2003         | Est. Breakout |
|----------------------|------|--------------|--------------|---------------|
| Revenue/Retail Sales | N/A  | \$1.66/1,000 | \$2.02/1,000 | Local 80%     |
| Revenue/Capita       | N/A  | \$16.81      | \$23.06      | National 20%  |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993    | 1998    | Growth Rate | 1998    | 2003    | Growth Rate |
|----------------|---------|---------|-------------|---------|---------|-------------|
| MSA Population | 151.2   | 196.3   | 5.4%        | 196.3   | 225.5   | 2.8%        |
| Households     | 38.4    | 50.8    | 5.8%        | 50.8    | 59.2    | 3.1%        |
| Retail Sales   | 1,060.3 | 1,991.0 | 13.4%       | 1,991.0 | 2,576.0 | 5.3%        |
| EBI            | 1,196.4 | 1,877.1 | 9.4%        | 1,877.1 | 2,867.3 | 8.8%        |

### Demographic Breakdown

|                    | Total       | Under 12 | 12 - 17    | 18 - 24          | 25 - 34    | 35 - 44 | 45 - 54        | Over 55   |
|--------------------|-------------|----------|------------|------------------|------------|---------|----------------|-----------|
| Men (000)          | 94.3        | 22.6     | 12.8       | 10.6             | 12.7       | 12.6    | 10.1           | 12.9      |
| Women (000)        | 102.0       | 21.8     | 12.2       | 11.2             | 13.6       | 13.7    | 12.0           | 17.5      |
| Total              | 196.3       | 44.4     | 25.0       | 21.8             | 26.3       | 26.3    | 22.1           | 30.4      |
| Percentage         | 100.0%      | 22.6%    | 12.7%      | 11.1%            | 13.4%      | 13.4%   | 11.2%          | 15.5%     |
| Per Capita         | \$ 9,562    |          |            |                  |            |         |                |           |
|                    |             |          |            | Median Household | \$ 25,207  |         | Avg Household  | \$ 36,950 |
| Ethnic Population: | White 99.1% |          | Black 0.2% |                  | Asian 0.5% |         | Hispanic 95.3% |           |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 2       |         | 3       | 5          | 5       | 3       | 8     |
| Tot 12+    | 24.7    |         | 33.5    | 58.2       | 58.2    | 3.3     | 61.5  |
| Avg 12+    | 12.4    |         | 11.2    | 11.6       | 11.6    | 1.1     | 7.7   |
| Tot LCS    | 40.2    |         | 54.5    | 94.6       | 94.6    | 5.4     | 100.0 |
| Avg LCS    | 20.1    |         | 18.2    | 18.9       | 18.9    | 1.8     | 12.5  |

# Competitive Overview

## FM Stations

| Calls           | City of License | FCC Class | Power Freq (kW) | HAAT | C          | Owner              | Year Std | Date Acq'd | Sales Price (000) | L M A     | Format       | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------|-----------------|-----------|-----------------|------|------------|--------------------|----------|------------|-------------------|-----------|--------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                 |                 |           |                 |      |            |                    |          |            |                   |           |              |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| KJBZ            | Laredo          | A         | 92.7 3.0        | 289  | b          | Guerra Enterprises | 82       | 8912       | 750               |           | Tejano       | 1,400                    | 1.27        | 29.0               | 13.8                              | 20.9        | 16.7      | 16.3        | 13.0      | 21.3        | 0.0       | 25.8        |
| KQUR            | Laredo          | C1        | 94.9 100.0      | 810  | a          | Border Bcstrs Inc  | 52       |            |                   |           | Country      | 400                      | 1.16        | 9.1                | 12.2                              | 5.7         | 6.2       | 7.9         | 9.6       | 9.6         | 0.0       | 6.4         |
| KRRG            | Laredo          | C1        | 98.1 96.0       | 699  | b          | Guerra Enterprises | 82       | 9211       | 1,200             |           | CHR          | 650                      | 0.74        | 23.2               | 15.8                              | 12.3        | 18.1      | 16.7        | 15.2      | 15.7        | 0.0       | 13.7        |
| ● KBDR          | Mirando City    | C2        | 100.5 42.0      | 535  |            | Sendero Multimedia | 93       | 9908       | 1,675             |           | Span/Intnl   | 550                      | 1.10        | 13.1               | 5.5                               | 7.4         | 9.7       | 10.9        | 7.4       | 10.9        | 0.0       | 11.6        |
| ● KNEX          | Laredo          | A         | 106.1 6.0       | 174  | c          | Rodriguez Comm     | 93       | 0001 p     | 3,000             | c3        | 1 Span/Intnl | 500                      | 0.72        | 18.3               | 10.9                              | 11.9        | 11.9      | 20.1        | 21.3      | 4.3         | 0.0       | 7.7         |
| # FM Stations - |                 |           |                 | 5    | # Combos - |                    |          |            | 3                 | FM TOTALS |              |                          |             | 92.7               | 58.2                              | 58.2        | 62.6      | 71.9        | 66.5      | 61.8        | 0.0       | 65.2        |

## AM Stations

| Calls                       | City of License | FCC Class | Power Freq (kW) | Day Power (kW) | Night Power (kW) | C | Owner              | Year Std | Date Acq'd | Sales Price (000)            | L M A | Format     | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------------------|-----------------|-----------|-----------------|----------------|------------------|---|--------------------|----------|------------|------------------------------|-------|------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                             |                 |           |                 |                |                  |   |                    |          |            |                              |       |            |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| KVOZ                        | Del Mar Hills   | C         | 890 10.0        | 1.00           |                  |   | La Radio Cristiana | 52       | 9704       | 1,850                        |       | Christian  |                          |             | 0.7                | 0.0                               | 0.0         | 0.9       | 0.0         | 0.0       | 2.2         | 0.0       | 0.9         |
| KLAR                        | Laredo          | B         | 1300 1.0 cp     | 0.08           |                  |   | Faith & Power      | 56       | 9603       | 450                          |       | Chrst/Span | 100                      | 0.73        | 3.6                | 1.1                               | 2.5         | 2.2       | 0.0         | 0.0       | 1.7         | 0.0       | 1.3         |
| ● KLNT                      | Laredo          | C         | 1490 1.0        | 1.00           | c                |   | Rodriguez Comm     | 90       | 0001 p     |                              | c3    | 1 Talk     | 150                      | 1.36        | 2.9                | 2.2                               | 2.0         | 1.8       | 4.6         | 4.3       | 4.3         | 0.0       | 4.7         |
| # AM Stations -             |                 |           |                 | 3              | # Combos -       |   |                    |          | 1          | AM TOTALS                    |       |            |                          | 7.2         | 3.3                | 4.5                               | 4.9         | 4.6       | 4.3         | 8.2       | 0.0         | 6.9       |             |
| AM & FM Stations Profiled - |                 |           |                 | 8              | # Duopolies -    |   |                    |          | 1          | Total Local Commercial Share |       |            |                          | 61.5        | 62.7               | 67.5                              | 76.5        | 70.8      | 70.0        | 0.0       | 72.1        |           |             |

NOTE: Market rated twice yearly with Fall 1997 period.

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.



Metro Rank: 203

Revenue Rank: 239

# Alexandria, LA Market Overview



### Metro Counties / Population (000)

|               |              |
|---------------|--------------|
| Avoyelles, LA | 42.2         |
| Grant, LA     | 18.7         |
| Rapides, LA   | 126.4        |
| <b>Total</b>  | <b>187.3</b> |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>★★★ | 1993      | 1994    | 1995    | 1996    | 1997    | 1998    | Δ 93 - 98 |
|---------------------------------|-----------|---------|---------|---------|---------|---------|-----------|
|                                 |           | \$4,600 | \$4,700 | \$4,800 | \$4,800 | \$4,900 | \$5,000   |
| ★★★                             | Δ 98 - 99 | 1999    | 2000    | 2001    | 2002    | 2003    | Δ 99 - 03 |
|                                 |           | 10.0%   | \$5,500 | \$6,100 | \$6,400 | \$6,900 | \$7,200   |

|                      | 1993         | 1998         | 2003         | Est. Breakout |
|----------------------|--------------|--------------|--------------|---------------|
| Revenue/Retail Sales | \$3.46/1,000 | \$3.10/1,000 | \$3.42/1,000 | Local 85%     |
| Revenue/Capita       | \$24.22      | \$26.70      | \$37.82      | National 15%  |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993    | 1998    | Growth Rate | 1998    | 2003    | Growth Rate |
|----------------|---------|---------|-------------|---------|---------|-------------|
| MSA Population | 189.9   | 187.3   | -0.3%       | 187.3   | 190.4   | 0.3%        |
| Households     | 66.5    | 66.3    | -0.1%       | 66.3    | 69.0    | 0.8%        |
| Retail Sales   | 1,330.4 | 1,613.8 | 3.9%        | 1,613.8 | 2,105.4 | 5.5%        |
| EBI            | 2,186.3 | 2,308.4 | 1.1%        | 2,308.4 | 2,955.0 | 5.1%        |

### Demographic Breakdown

|                    | Total       | Under 12 | 12 - 17     | 18 - 24          | 25 - 34    | 35 - 44 | 45 - 54       | Over 55   |
|--------------------|-------------|----------|-------------|------------------|------------|---------|---------------|-----------|
| Men (000)          | 90.1        | 17.0     | 9.2         | 8.0              | 12.4       | 13.4    | 11.7          | 18.5      |
| Women (000)        | 97.2        | 16.6     | 9.0         | 7.9              | 12.1       | 13.9    | 13.0          | 24.6      |
| Total              | 187.3       | 33.6     | 18.3        | 15.9             | 24.5       | 27.2    | 24.7          | 43.1      |
| Percentage         | 100.0%      | 17.9%    | 9.7%        | 8.5%             | 13.1%      | 14.5%   | 13.2%         | 23.0%     |
| Per Capita         | \$ 12,324   |          |             |                  |            |         |               |           |
|                    |             |          |             | Median Household | \$ 24,978  |         | Avg Household | \$ 34,817 |
| Ethnic Population: | White 69.7% |          | Black 29.2% |                  | Asian 0.7% |         | Hispanic 1.5% |           |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 5       |         | 7       | 10         | 12      | 5       | 17    |
| Tot 12+    | 12.5    |         | 65.1    | 76.0       | 77.6    | 4.1     | 81.7  |
| Avg 12+    | 2.5     |         | 9.3     | 7.6        | 6.5     | 0.8     | 4.8   |
| Tot LCS    | 15.3    |         | 79.7    | 93.0       | 95.0    | 5.0     | 100.0 |
| Avg LCS    | 3.1     |         | 11.4    | 9.3        | 7.9     | 1.0     | 5.9   |

# Competitive Overview

## FM Stations

| Calls           | City of License | FCC Class | Power (kW) | HAAT   | C          | Owner                | Year Std | Date Acq'd | Sales Price (000) | L M       | A   | Format    | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------|-----------------|-----------|------------|--------|------------|----------------------|----------|------------|-------------------|-----------|-----|-----------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                 |                 |           |            |        |            |                      |          |            |                   |           |     |           |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| KLIL            | Moreauville     | A         | 92.1       | 6.0    | 299        | Cajun Bcstg Corp     | 80       | 8609       |                   |           |     | Oldies    | 350                      | 1.77        | 3.6                | 3.3                               | 2.8         | 3.1       | 3.1         | 1.3       | 5.6         | 0.0       | 5.5         |
| KQID            | Alexandria      | C         | 93.1       | 97.0   | 1522       | b Cenla Bcstg Co Inc | 78       | 8008       | 600               |           |     | CHR       | 700                      | 1.35        | 9.4                | 9.0                               | 6.3         | 8.9       | 9.4         | 11.1      | 7.7         | 0.0       | 8.0         |
| KFAD            | Alexandria      | A         | 93.9       | 6.0    | 328        | FM Bcstg Corp        | 93       | 9306       |                   |           |     | Rhythmic  | 150                      | 1.30        | 2.1                | 3.5                               | 1.2         | 2.2       | 1.3         | 1.3       | 3.1         | 0.0       | 3.4         |
| ● KZMZ          | Alexandria      | C         | 96.9       | 95.0   | 1450       | c AMFM Inc           | 47       | 9910 p     |                   |           | g   | Clsc Rock | 525                      | 1.15        | 8.3                | 5.2                               | 9.5         | 4.0       | 7.2         | 7.5       | 6.7         | 0.0       | 8.0         |
| KAPB            | Marksville      | A         | 97.7       | 6.0 cp | 328        | a Radio Group        | 71       | 8811       | 350               | c1        |     | Country   | 275                      | 1.28        | 3.9                | 4.1                               | 3.2         | 3.1       | 4.5         | 2.7       | 3.1         | 0.0       | 3.4         |
| ● KKST          | Oakdale         | C1        | 98.7       | 35.0   | 1053       | c AMFM Inc           | 72       | 9910 p     |                   |           | g   | AC        | 450                      | 1.30        | 6.3                | 4.9                               | 4.4         | 5.8       | 6.3         | 6.2       | 6.7         | 0.0       | 3.8         |
| KRRV            | Alexandria      | C         | 100.3      | 97.0   | 1053       | c AMFM Inc           | 69       | 9910 p     |                   |           | g 1 | Country   | 1,050                    | 1.41        | 13.5               | 13.0                              | 9.5         | 12.4      | 13.5        | 13.3      | 14.4        | 0.0       | 18.1        |
| KBCE            | Boyce           | C3        | 102.3      | 21.0   | 289        | Trinity Bcstg Corp   | 82       |            |                   |           |     | Urban AC  | 650                      | 0.50        | 23.5               | 20.8                              | 19.8        | 18.2      | 17.5        | 16.8      | 14.9        | 0.0       | 13.1        |
| KLAA            | Tioga           | C2        | 103.5      | 50.0   | 476        | d Cajun Comm TX      | 84       | 9212       | 7                 | e         |     | Country   | 450                      | 0.81        | 10.1               | 8.1                               | 8.3         | 8.0       | 5.8         | 8.0       | 5.1         | 0.0       | 3.4         |
| KEZP            | Bunkie          | C3        | 104.3      | 18.0   | 384        | Owensville Comm      | 91       |            |                   |           |     | Oldies    | 350                      | 1.35        | 4.7                | 4.1                               | 3.6         | 4.0       | 5.4         | 5.8       | 5.1         | 0.0       | 5.9         |
| ● KHFX          | Ball            | A         | 105.5      | 1.5    | 328        | d Cajun Comm TX      | 98       | 9810       |                   |           | cp  | Clsc Rock |                          |             | 3.6                | 1.6                               | 2.8         | 3.1       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| KEDG            | Alexandria      | A         | 106.9      | 6.0    | 328        | b Flinn Bcstg Corp   | 00       |            |                   |           |     | Urban     |                          |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| # FM Stations - |                 |           |            | 12     | # Combos - |                      |          |            | 7                 | FM TOTALS |     |           |                          | 89.0        | 77.6               | 71.4                              | 72.8        | 74.0      | 74.0        | 72.4      | 0.0         | 72.6      |             |

## AM Stations

| Calls                       | City of License | FCC Class | Power (kW) | Day Power (kW) | Night Power (kW) | C | Owner              | Year Std | Date Acq'd | Sales Price (000)            | L M | A   | Format      | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------------------|-----------------|-----------|------------|----------------|------------------|---|--------------------|----------|------------|------------------------------|-----|-----|-------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                             |                 |           |            |                |                  |   |                    |          |            |                              |     |     |             |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| ● KJMJ                      | Alexandria      | B         | 580        | 5.0            | 1.00             |   | Radio Maria Inc    | 35       | 9910       | 900                          | c4  |     | Gospel      | 350                      | 0.85        | 7.5                | 2.8                               | 6.3         | 5.8       | 4.5         | 4.4       | 4.6         | 0.0       | 5.5         |
| KWDF                        | Ball            | B         | 840        | 8.0            | 0.00             |   | Moore, A. T.       | 87       |            |                              |     |     | Gospel      |                          |             | 0.7                | 0.0                               | 0.8         | 0.4       | 1.3         | 1.3       | 1.5         | 0.0       | 1.3         |
| KSYL                        | Alexandria      | B         | 970        | 1.0            | 1.00             | b | Cenla Bcstg Co Inc | 47       | 8008       |                              |     |     | Nws/Tlk/Spt | 175                      | 1.52        | 2.1                | 1.3                               | 1.6         | 1.8       | 0.9         | 2.2       | 1.5         | 0.0       | 2.1         |
| KTLD                        | Pineville       | B         | 1110       | 2.0            | 0.00             |   | Hill Country Bcstg | 74       | 9108       | 50                           |     |     | Nws/Inf/Gsp |                          |             |                    | 0.0                               | 0.0         | 0.0       | 0.9         | 0.0       | 0.0         | 0.0       | 0.0         |
| ● KDBS                      | Alexandria      | B         | 1410       | 1.0 cp         | 0.00             | c | AMFM Inc           | 53       | 9910 p     |                              |     | g 1 | Nws/Tlk/Spt | 25                       |             | 0.5                | 0.0                               | 0.8         | 0.0       | 0.4         | 0.0       | 0.0         | 0.0       | 0.0         |
| # AM Stations -             |                 |           |            | 5              | # Combos -       |   |                    |          | 2          | AM TOTALS                    |     |     |             | 10.8                     | 4.1         | 9.5                | 8.0                               | 8.0         | 7.9       | 7.6         | 0.0       | 8.9         |           |             |
| AM & FM Stations Profiled - |                 |           |            | 17             | # Duopolies -    |   |                    |          | 2          | Total Local Commercial Share |     |     |             | 81.7                     | 80.9        | 80.8               | 82.0                              | 81.9        | 80.0      | 0.0         | 81.5      |             |           |             |

NOTE: Market rated twice yearly with Fall 1997 period.

● Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

**Metro Rank: 204**

Revenue Rank: 233

# Ft. Walton Beach, FL Market Overview



**Metro Counties / Population (000)**

|              |       |
|--------------|-------|
| Okaloosa, FL | 179.0 |
|              | 179.0 |

**Market Radio Financials**  
(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>★★★ | 1993      | 1994    | 1995    | 1996    | 1997    | 1998    | Δ 93 - 98 |
|---------------------------------|-----------|---------|---------|---------|---------|---------|-----------|
|                                 |           | \$3,800 | \$4,300 | \$4,500 | \$4,900 | \$5,400 | \$5,200   |
|                                 | Δ 98 - 99 | 1999    | 2000    | 2001    | 2002    | 2003    | Δ 99 - 03 |
|                                 | 9.6%      | \$5,700 | \$6,100 | \$6,400 | \$6,900 | \$7,300 | 6.2%      |

|                      | 1993         | 1998         | 2003         | Est. Breakout |
|----------------------|--------------|--------------|--------------|---------------|
| Revenue/Retail Sales | \$2.46/1,000 | \$2.70/1,000 | \$3.01/1,000 | Local 93%     |
| Revenue/Capita       | \$24.39      | \$29.05      | \$38.52      | National 7%   |

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

|                | 1993    | 1998    | Growth Rate | 1998    | 2003    | Growth Rate |
|----------------|---------|---------|-------------|---------|---------|-------------|
| MSA Population | 155.8   | 179.0   | 2.8%        | 179.0   | 189.5   | 1.1%        |
| Households     | 58.1    | 66.4    | 2.7%        | 66.4    | 70.9    | 1.3%        |
| Retail Sales   | 1,543.2 | 1,922.8 | 4.5%        | 1,922.8 | 2,422.2 | 4.7%        |
| EBI            | 2,267.3 | 2,854.2 | 4.7%        | 2,854.2 | 3,691.8 | 5.3%        |

**Demographic Breakdown**

|                    | Total       | Under 12 | 12 - 17     | 18 - 24          | 25 - 34    | 35 - 44 | 45 - 54       | Over 55   |
|--------------------|-------------|----------|-------------|------------------|------------|---------|---------------|-----------|
| Men (000)          | 90.5        | 15.2     | 7.5         | 8.6              | 15.8       | 14.5    | 12.2          | 16.6      |
| Women (000)        | 88.5        | 14.7     | 7.3         | 7.5              | 13.5       | 13.8    | 12.9          | 18.9      |
| Total              | 179.0       | 29.9     | 14.7        | 16.1             | 29.3       | 28.4    | 25.1          | 35.5      |
| Percentage         | 100.0%      | 16.7%    | 8.2%        | 9.0%             | 16.4%      | 15.8%   | 14.0%         | 19.8%     |
| Per Capita         | \$ 15,945   |          |             |                  |            |         |               |           |
|                    |             |          |             | Median Household | \$ 33,963  |         | Avg Household | \$ 42,985 |
| Ethnic Population: | White 84.3% |          | Black 10.9% |                  | Asian 4.1% |         | Hispanic 4.6% |           |

**Market Summary**

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 2       |         | 10      | 8          | 12      | 4       | 16    |
| Tot 12+    | 13.8    |         | 49.1    | 54.7       | 62.9    | 5.6     | 68.5  |
| Avg 12+    | 6.9     |         | 4.9     | 6.8        | 5.2     | 1.4     | 4.3   |
| Tot LCS    | 20.1    |         | 71.7    | 79.9       | 91.8    | 8.2     | 100.0 |
| Avg LCS    | 10.1    |         | 7.2     | 10.0       | 7.7     | 2.0     | 6.3   |





Metro Rank: 205

Revenue Rank: 201

# Lake Charles, LA Market Overview



### Metro Counties / Population (000)

|               |       |
|---------------|-------|
| Calcasieu, LA | 183.4 |
|               | 183.4 |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>★★★ | 1993         | 1994         | 1995         | 1996          | 1997    | 1998     | Δ 93 - 98 |
|---------------------------------|--------------|--------------|--------------|---------------|---------|----------|-----------|
|                                 |              | \$4,700      | \$5,300      | \$5,500       | \$5,800 | \$5,900  | \$6,400   |
|                                 | Δ 98 - 99    | 1999         | 2000         | 2001          | 2002    | 2003     | Δ 99 - 03 |
|                                 | 15.6%        | \$7,400      | \$8,100      | \$8,700       | \$9,400 | \$10,000 | 8.0%      |
|                                 | 1993         | 1998         | 2003         | Est. Breakout |         |          |           |
| Revenue/Retail Sales            | \$3.68/1,000 | \$3.73/1,000 | \$4.86/1,000 | Local         | 90%     |          |           |
| Revenue/Capita                  | \$27.29      | \$34.90      | \$52.52      | National      | 10%     |          |           |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993    | 1998    | Growth Rate | 1998    | 2003    | Growth Rate |
|----------------|---------|---------|-------------|---------|---------|-------------|
| MSA Population | 172.2   | 183.4   | 1.3%        | 183.4   | 190.4   | 0.8%        |
| Households     | 62.2    | 67.3    | 1.6%        | 67.3    | 71.7    | 1.3%        |
| Retail Sales   | 1,276.7 | 1,714.8 | 6.1%        | 1,714.8 | 2,058.4 | 3.7%        |
| EBI            | 2,451.8 | 2,836.3 | 3.0%        | 2,836.3 | 3,767.3 | 5.8%        |

### Demographic Breakdown

|                    | Total       | Under 12 | 12 - 17     | 18 - 24          | 25 - 34    | 35 - 44 | 45 - 54       | Over 55   |
|--------------------|-------------|----------|-------------|------------------|------------|---------|---------------|-----------|
| Men (000)          | 89.4        | 17.1     | 9.0         | 8.4              | 12.0       | 14.1    | 11.8          | 17.1      |
| Women (000)        | 94.0        | 16.3     | 8.7         | 8.2              | 12.3       | 14.4    | 12.7          | 21.4      |
| Total              | 183.4       | 33.4     | 17.7        | 16.6             | 24.3       | 28.5    | 24.5          | 38.5      |
| Percentage         | 100.0%      | 18.2%    | 9.6%        | 9.0%             | 13.2%      | 15.5%   | 13.4%         | 21.0%     |
| Per Capita         | \$ 15,465   |          |             |                  |            |         |               |           |
|                    |             |          |             | Median Household | \$ 32,766  |         | Avg Household | \$ 42,145 |
| Ethnic Population: | White 74.1% |          | Black 25.2% |                  | Asian 0.5% |         | Hispanic 1.4% |           |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 1       |         | 5       | 5          | 6       | 4       | 10    |
| Tot 12+    | 0.0     |         | 57.0    | 57.0       | 57.0    | 9.4     | 66.4  |
| Avg 12+    | 0.0     |         | 11.4    | 11.4       | 9.5     | 2.4     | 6.6   |
| Tot LCS    | 0.0     |         | 85.8    | 85.8       | 85.8    | 14.2    | 100.0 |
| Avg LCS    | 0.0     |         | 17.2    | 17.2       | 14.3    | 3.5     | 10.0  |

# Competitive Overview

## FM Stations

| Calls           | City of License | FCC Class | Power (kW) | HAAT  | C    | Owner      | Year Std          | Date Acq'd        | Sales Price (000) | L M A  | Format | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |      |      |
|-----------------|-----------------|-----------|------------|-------|------|------------|-------------------|-------------------|-------------------|--------|--------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|------|------|
|                 |                 |           |            |       |      |            |                   |                   |                   |        |        |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |      |      |
| KYKZ            | Lake Charles    | C         | 96.1       | 97.0  | 1204 | a          | Cumulus Bcstg Inc | 76                | 9806              | 14,848 | d1     | Country                  | 2,200       | 0.92               | 32.3                              | 19.3        | 20.3      | 25.7        | 25.8      | 26.8        | 23.4      | 0.0         | 23.9 |      |
| KHLA            | Lake Charles    | C         | 99.5       | 100.0 | 955  | b          | Radio South Inc   | 65                | 9209              |        | g1     | AC                       | 1,100       | 1.13               | 13.1                              | 8.8         | 9.4       | 9.1         | 9.4       | 7.8         | 8.6       | 0.0         | 10.0 |      |
| KKGB            | Sulphur         | C3        | 101.3      | 50.0  | cp   | 407        | a                 | Cumulus Bcstg Inc | 77                | 9806   |        | d1                       | Clsc Rock   | 1,000              | 1.05                              | 12.9        | 9.5       | 12.0        | 6.1       | 8.6         | 8.3       | 8.1         | 0.0  | 9.5  |
| KEAZ            | De Ridder       | A         | 101.7      | 3.0   | 299  |            | Willis Bcstg Corp | 91                | 9803              | 243    |        | Gospel                   |             |                    |                                   | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0  |      |
| KBIU            | Lake Charles    | C1        | 103.7      | 100.0 | 489  | a          | Cumulus Bcstg Inc | 76                | 9806              |        | d1     | Hot AC                   | 1,100       | 1.18               | 12.6                              | 6.8         | 9.9       | 7.8         | 9.9       | 7.3         | 11.7      | 0.0         | 9.0  |      |
| KZWA            | Lake Charles    | C2        | 105.3      | 50.0  | 492  |            | B & C Bcstg Inc   | 94                |                   |        |        | Urban AC                 | 950         | 0.92               | 13.9                              | 12.6        | 8.9       | 10.9        | 10.7      | 11.2        | 12.7      | 0.0         | 12.9 |      |
| # FM Stations - |                 |           |            |       | 6    | # Combos - |                   |                   |                   |        | 4      | FM TOTALS                |             |                    |                                   | 84.8        | 57.0      | 60.5        | 59.6      | 64.4        | 61.4      | 64.5        | 0.0  | 65.3 |

## AM Stations

| Calls                       | City of License | FCC Class | Day Power (kW) | Night Power (kW) | C    | Owner              | Year Std          | Date Acq'd | Sales Price (000) | L M A | Format      | 1999 Est Revenue (000)1/     | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |      |      |
|-----------------------------|-----------------|-----------|----------------|------------------|------|--------------------|-------------------|------------|-------------------|-------|-------------|------------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|------|------|
|                             |                 |           |                |                  |      |                    |                   |            |                   |       |             |                              |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |      |      |
| KEZM                        | Sulphur         | B         | 1310           | 0.5              | 0.05 | Merchant Bcstg Inc | 55                | 9803       | 75                |       | Oldies      | 75                           | 0.48        | 2.1                | 1.3                               | 1.6         | 1.3       | 1.3         | 1.0       | 1.5         | 0.0       | 3.0         |      |      |
| • KAOK                      | Lake Charles    | C         | 1400           | 1.0              | 1.00 | Pittman Bcst       | 47                | 9803       | 150               |       | Nws/Tlk/Spt | 500                          | 2.94        | 2.3                | 3.4                               | 1.6         | 1.7       | 2.1         | 1.5       | 2.5         | 0.0       | 2.5         |      |      |
| KLCL                        | Lake Charles    | B         | 1470           | 5.0              | 0.50 | b                  | Radio South Inc   | 35         | 9209              |       | g1          | Sports                       | 125         | 1.06               | 1.6                               | 1.1         | 1.0       | 1.3         | 0.4       | 1.5         | 0.5       | 0.0         | 0.5  |      |
| KXZZ                        | Lake Charles    | B         | 1580           | 1.0              | 1.00 | a                  | Cumulus Bcstg Inc | 47         | 9806              |       | d1          | Urban AC                     | 300         | 0.44               | 9.2                               | 3.6         | 3.6       | 9.6         | 7.7       | 7.3         | 4.1       | 0.0         | 5.0  |      |
| # AM Stations -             |                 |           |                |                  | 4    | # Combos -         |                   |            |                   |       | 2           | AM TOTALS                    |             |                    |                                   | 15.2        | 9.4       | 7.8         | 13.9      | 11.5        | 11.3      | 8.6         | 0.0  | 11.0 |
| AM & FM Stations Profiled - |                 |           |                |                  | 10   | # Duopolies -      |                   |            |                   |       | 1           | Total Local Commercial Share |             |                    |                                   | 66.4        | 68.3      | 73.5        | 75.9      | 72.7        | 73.1      | 0.0         | 76.3 |      |

Note: Market rated twice yearly with Fall 1997 period.

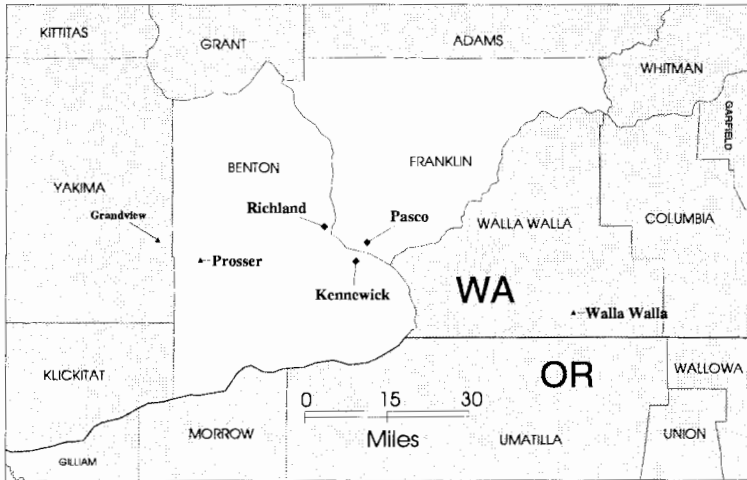
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

**Metro Rank: 206**

Revenue Rank: 197

# Richland-Kennewick-Pasco, WA Market Overview



**Metro Counties / Population (000)**

|              |              |
|--------------|--------------|
| Benton, WA   | 140.7        |
| Franklin, WA | 45.3         |
| <b>Total</b> | <b>186.0</b> |

**Market Radio Financials**  
(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>★★★ | 1993         | 1994         | 1995         | 1996    | 1997    | 1998     | Δ 93 - 98     |
|---------------------------------|--------------|--------------|--------------|---------|---------|----------|---------------|
|                                 |              | \$4,000      | \$4,300      | \$5,100 | \$5,500 | \$5,700  | \$7,100       |
|                                 | Δ 98 - 99    | 1999         | 2000         | 2001    | 2002    | 2003     | Δ 99 - 03     |
|                                 | 7.0%         | \$7,600      | \$8,300      | \$9,000 | \$9,800 | \$10,500 | 8.5%          |
|                                 | 1993         | 1998         | 2003         |         |         |          | Est. Breakout |
| Revenue/Retail Sales            | \$2.96/1,000 | \$4.16/1,000 | \$5.06/1,000 |         |         |          | Local 90%     |
| Revenue/Capita                  | \$24.49      | \$38.17      | \$54.07      |         |         |          | National 10%  |

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

|                | 1993    | 1998    | Growth Rate | 1998    | 2003    | Growth Rate |
|----------------|---------|---------|-------------|---------|---------|-------------|
| MSA Population | 163.3   | 186.0   | 2.6%        | 186.0   | 194.2   | 0.9%        |
| Households     | 59.3    | 67.7    | 2.7%        | 67.7    | 71.3    | 1.0%        |
| Retail Sales   | 1,349.7 | 1,706.5 | 4.8%        | 1,706.5 | 2,073.5 | 4.0%        |
| EBI            | 2,454.3 | 3,263.2 | 5.9%        | 3,263.2 | 4,470.1 | 6.5%        |

**Demographic Breakdown**

|                    | Total       | Under 12 | 12 - 17    | 18 - 24          | 25 - 34    | 35 - 44 | 45 - 54        | Over 55   |
|--------------------|-------------|----------|------------|------------------|------------|---------|----------------|-----------|
| Men (000)          | 93.3        | 18.8     | 9.4        | 7.4              | 12.2       | 15.9    | 13.1           | 16.6      |
| Women (000)        | 92.7        | 17.7     | 9.2        | 7.2              | 11.9       | 15.3    | 12.5           | 18.9      |
| Total              | 186.0       | 36.5     | 18.6       | 14.6             | 24.1       | 31.2    | 25.5           | 35.5      |
| Percentage         | 100.0%      | 19.6%    | 10.0%      | 7.9%             | 13.0%      | 16.8%   | 13.7%          | 19.1%     |
| Per Capita         | \$ 17,544   |          |            |                  |            |         |                |           |
|                    |             |          |            | Median Household | \$ 41,020  |         | Avg Household  | \$ 48,201 |
| Ethnic Population: | White 94.4% |          | Black 2.0% |                  | Asian 2.8% |         | Hispanic 18.4% |           |

**Market Summary**

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 1       |         | 13      | 9          | 14      | 5       | 19    |
| Tot 12+    | 0.7     |         | 64.1    | 59.5       | 64.8    | 14.5    | 79.3  |
| Avg 12+    | 0.7     |         | 4.9     | 6.6        | 4.6     | 2.9     | 4.2   |
| Tot LCS    | 0.9     |         | 80.8    | 75.0       | 81.7    | 18.3    | 100.0 |
| Avg LCS    | 0.9     |         | 6.2     | 8.3        | 5.8     | 3.7     | 5.3   |

# Competitive Overview

NOTE: Some stations also rated in Yakima.

## FM Stations

| Calls           | City of License  | FCC Class | Power (kW) | HAAT  | C          | Owner | Year Std           | Date Acq'd      | Sales Price (000) | L M A     | Format | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |      |      |
|-----------------|------------------|-----------|------------|-------|------------|-------|--------------------|-----------------|-------------------|-----------|--------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|------|------|
|                 |                  |           |            |       |            |       |                    |                 |                   |           |        |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |      |      |
| KZHR            | Dayton           | C1        | 92.5       | 54.0  | 1243       | d     | Bridge Bcstg, Inc. | 92              | 9111              | 138       |        | Spanish                  | 350         | 1.02               | 4.5                               | 3.4         | 4.3       | 3.2         | 5.7       | 6.2         | 5.1       | 5.7         | 4.0  |      |
| KTWY            | Walla Walla      | C1        | 93.3       | 42.0  | 1378       | d     | Bridge Bcstg, Inc. | 77              | 9606              | 335       |        | ChrsContemp              | 250         | 0.89               | 3.7                               | 1.5         | 2.4       | 3.7         | 2.6       | 3.8         | 2.3       | 1.3         | 0.4  |      |
| KGSG            | Pasco            | A         | 93.7       | 6.0   | 958        |       | Gospel Music Bcstg | 97              |                   |           |        | Gospel                   | 75          |                    | 0.5                               | 0.7         | 0.0       | 0.9         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0  |      |
| KIOK            | Richland         | C         | 94.9       | 100.0 | 1250       | b     | New NW Bcstrs      | 78              | 0001              |           | g1     | 1                        | Country     | 600                | 1.21                              | 6.5         | 3.8       | 6.2         | 4.6       | 7.9         | 5.7       | 6.5         | 8.8  | 10.3 |
| KNLT            | Walla Walla      | C         | 95.7       | 94.0  | 1401       |       | KUJ Ltd            | 80              | 8012              |           | 1      |                          | Oldies      | 550                | 0.95                              | 7.6         | 5.0       | 6.2         | 6.5       | 5.3         | 2.8       | 4.1         | 4.8  | 6.3  |
| KXRX            | Walla Walla      | C         | 97.1       | 50.0  | 1339       | a     | Marathon Media     | 77              | 9911              |           | g2     |                          | Rock        | 750                | 1.17                              | 8.4         | 6.5       | 5.7         | 8.3       | 7.0         | 8.5       | 6.9         | 7.0  | 6.3  |
| KTHK            | Milton-Freewater | C1        | 97.9       | 20.0  | 1322       |       | Marathon Media     | 92              | 9911              |           | g2     |                          | Clsc Hits   | 225                | 1.74                              | 1.7         | 2.3       | 1.4         | 1.4       | 1.8         | 2.8       | 3.2         | 0.0  | 0.4  |
| KEYW            | Pasco            | C2        | 98.3       | 12.5  | cp         | 997   | a                  | Marathon Media  | 87                | 9911      | g2     |                          | Hot AC      | 725                | 1.05                              | 9.1         | 8.1       | 7.7         | 7.4       | 8.8         | 6.2       | 8.3         | 10.1 | 5.4  |
| KUJ             | Walla Walla      | C2        | 99.1       | 31.0  | cp         | 623   |                    | Hodgins, Tom    | 97                |           |        |                          | Top 40      | 250                | 0.35                              | 9.3         | 8.4       | 8.6         | 6.9       | 5.3         | 3.3       | 1.4         | 0.0  | 0.0  |
| KGDN            | Pasco            | C3        | 101.3      | 2.8   | cp         | 1001  |                    | Read Bcstg      | 92                |           |        |                          | Christian   |                    |                                   |             | 0.8       | 0.0         | 0.0       | 0.9         | 0.0       | 0.0         | 0.9  | 0.4  |
| ● KZXR          | Prosser          | C3        | 101.7      | 3.5   |            | 869   |                    | Moon Bcstg Corp | 62                | 0001      | p      | See (194)                |             |                    | 0.6                               | 0.0         | 0.5       | 0.5         | 0.4       | 0.9         | 0.9       | 1.3         | 0.0  |      |
| KORD            | Richland         | C         | 102.7      | 100.0 | 1099       | a     | Marathon Media     | 65              | 9911              |           | g2     |                          | Country     | 1,000              | 1.45                              | 9.1         | 9.2       | 7.2         | 7.9       | 5.3         | 7.6       | 8.8         | 8.8  | 17.0 |
| KONA            | Kennewick        | C         | 105.3      | 100.0 | 1139       | c     | Dean-Mitchell Inc  | 69              | 7801              |           |        |                          | Easy        | 700                | 1.12                              | 8.2         | 7.6       | 6.7         | 6.9       | 7.9         | 7.6       | 6.5         | 8.8  | 6.7  |
| KEGX            | Richland         | C         | 106.5      | 100.0 | 1050       | b     | New NW Bcstrs      | 77              | 0003              |           | g1     | 1                        | Clsc Rock   | 1,100              | 1.51                              | 9.6         | 7.5       | 7.2         | 8.8       | 4.8         | 5.2       | 8.8         | 7.0  | 10.3 |
| # FM Stations - |                  |           |            | 14    | # Combos - |       |                    |                 | 8                 | FM TOTALS |        |                          |             | 78.8               | 64.8                              | 64.1        | 67.0      | 63.7        | 60.6      | 62.8        | 64.5      | 67.5        |      |      |

## AM Stations

| Calls                       | City of License | FCC Class | Power (kW) | Day Power (kW) | Night Power (kW) | C | Owner             | Year Std | Date Acq'd | Sales Price (000)            | L M A | Format      | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |     |
|-----------------------------|-----------------|-----------|------------|----------------|------------------|---|-------------------|----------|------------|------------------------------|-------|-------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|-----|
|                             |                 |           |            |                |                  |   |                   |          |            |                              |       |             |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |     |
| KONA                        | Kennewick       | B         | 610        | 5.0            | 5.00             | c | Dean-Mitchell Inc | 48       | 7801       |                              |       | Nws/Tlk/Spt | 450                      | 0.62        | 9.6                | 7.3                               | 9.1         | 6.9       | 7.0         | 8.5       | 4.6         | 6.2       | 7.6         |     |
| KFLD                        | Pasco           | B         | 870        | 10.0           | 0.25             | a | Marathon Media    | 56       | 9911       |                              | g2    |             | Sports                   | 200         | 0.91               | 2.9                               | 1.3         | 2.9       | 1.9         | 4.0       | 2.8         | 3.2       | 2.2         | 5.4 |
| KALE                        | Richland        | B         | 960        | 5.0            | 1.00             | b | New NW Bcstrs     | 50       | 0001       |                              | g1    | 1           | Nostalgia                | 150         | 0.39               | 5.0                               | 2.6         | 3.8       | 4.6         | 3.5       | 2.8         | 6.0       | 3.1         | 1.8 |
| ● KZXR                      | Prosser         | B         | 1310       | 5.0            | 0.07             |   | Moon Bcstg Corp   | 56       | 0001       | p                            | c2    |             | Nws/Spt/Tlk              | 100         |                    |                                   | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 |
| KTCR                        | Kennewick       | C         | 1340       | 1.0            | 1.00             | b | New NW Bcstrs     | 45       | 0001       |                              | g1    | 1           | Talk                     | 100         | 0.36               | 3.7                               | 3.3         | 3.3       | 2.8         | 3.1       | 4.7         | 4.1       | 4.4         | 2.7 |
| # AM Stations -             |                 |           |            | 5              | # Combos -       |   |                   |          | 4          | AM TOTALS                    |       |             |                          | 21.2        | 14.5               | 19.1                              | 16.2        | 17.6      | 18.8        | 17.9      | 15.9        | 17.5      |             |     |
| AM & FM Stations Profiled - |                 |           |            | 19             | # Duopolies -    |   |                   |          | 5          | Total Local Commercial Share |       |             |                          | 79.3        | 83.2               | 83.2                              | 81.3        | 79.4      | 80.7        | 80.4      | 85.0        |           |             |     |

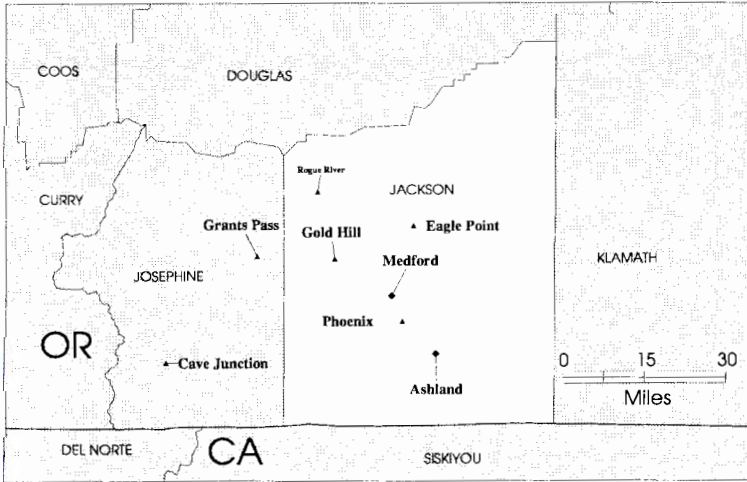
● Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.



**Metro Rank: 207**

Revenue Rank: 206

# Medford-Ashland, OR Market Overview



**Metro Counties / Population (000)**

|             |       |
|-------------|-------|
| Jackson, OR | 174.4 |
|             | 174.4 |

**Market Radio Financials**

(all figures in 000's, except percentages and ratios)

|  |                  |             |             |             |             |             |                  |
|--|------------------|-------------|-------------|-------------|-------------|-------------|------------------|
| <b>ESTIMATED GROSS REVENUES</b><br>*** | <u>1993</u>      | <u>1994</u> | <u>1995</u> | <u>1996</u> | <u>1997</u> | <u>1998</u> | <u>Δ 93 - 98</u> |
|  | \$4,900          | \$5,300     | \$5,400     | \$5,500     | \$6,200     | \$6,800     | 6.8%             |
|  | <u>Δ 98 - 99</u> | <u>1999</u> | <u>2000</u> | <u>2001</u> | <u>2002</u> | <u>2003</u> | <u>Δ 99 - 03</u> |
|  | 4.4%             | \$7,100     | \$7,400     | \$7,600     | \$8,000     | \$8,300     | 3.9%             |

|                      |              |              |              |                      |
|----------------------|--------------|--------------|--------------|----------------------|
|                      | <u>1993</u>  | <u>1998</u>  | <u>2003</u>  | <u>Est. Breakout</u> |
| Revenue/Retail Sales | \$2.73/1,000 | \$3.08/1,000 | \$2.95/1,000 | Local 80%            |
| Revenue/Capita       | \$30.72      | \$38.99      | \$44.77      | National 20%         |

**Demographic and Economic Overview**

(000's, except Retail Sales and EBI in 000,000's)

|                |             |             |                    |             |             |                    |
|----------------|-------------|-------------|--------------------|-------------|-------------|--------------------|
|                | <u>1993</u> | <u>1998</u> | <u>Growth Rate</u> | <u>1998</u> | <u>2003</u> | <u>Growth Rate</u> |
| MSA Population | 159.5       | 174.4       | 1.8%               | 174.4       | 185.4       | 1.2%               |
| Households     | 62.7        | 69.0        | 1.9%               | 69.0        | 74.3        | 1.5%               |
| Retail Sales   | 1,795.2     | 2,206.9     | 4.2%               | 2,206.9     | 2,815.8     | 5.0%               |
| EBI            | 2,135.1     | 2,484.3     | 3.1%               | 2,484.3     | 3,112.5     | 4.6%               |

**Demographic Breakdown**

|                    |              |                 |                |                |                  |                |                |                |
|--------------------|--------------|-----------------|----------------|----------------|------------------|----------------|----------------|----------------|
|                    | <u>Total</u> | <u>Under 12</u> | <u>12 - 17</u> | <u>18 - 24</u> | <u>25 - 34</u>   | <u>35 - 44</u> | <u>45 - 54</u> | <u>Over 55</u> |
| Men (000)          | 85.5         | 13.4            | 7.5            | 6.4            | 9.3              | 14.6           | 12.8           | 21.5           |
| Women (000)        | 88.9         | 13.0            | 7.2            | 6.4            | 9.5              | 15.1           | 12.9           | 24.8           |
| Total              | 174.4        | 26.4            | 14.7           | 12.9           | 18.8             | 29.7           | 25.6           | 46.2           |
| Percentage         | 100.0%       | 15.2%           | 8.4%           | 7.4%           | 10.8%            | 17.0%          | 14.7%          | 26.5%          |
| Per Capita         | \$ 14,245    |                 |                |                |                  |                |                |                |
|                    |              |                 |                |                | Median Household | \$ 28,479      |                |                |
|                    |              |                 |                |                |                  |                | Avg Household  | \$ 36,004      |
| Ethnic Population: | White        | 97.1%           | Black          | 0.3%           | Asian            | 1.3%           | Hispanic       | 6.4%           |

**Market Summary**

|                   |                |                |                |                   |                |                |              |
|-------------------|----------------|----------------|----------------|-------------------|----------------|----------------|--------------|
| <u>FM Classes</u> | <u>Class A</u> | <u>Class B</u> | <u>Class C</u> | <u>Viable FMs</u> | <u>All FMs</u> | <u>All AMs</u> | <u>Total</u> |
| # Stations        | 1              |                | 10             | 10                | 11             | 6              | 17           |
| Tot 12+           | 1.6            |                | 58.4           | 58.4              | 60.0           | 16.9           | 76.9         |
| Avg 12+           | 1.6            |                | 5.8            | 5.8               | 5.5            | 2.8            | 4.5          |
| Tot LCS           | 2.1            |                | 75.9           | 75.9              | 78.0           | 22.0           | 100.0        |
| Avg LCS           | 2.1            |                | 7.6            | 7.6               | 7.1            | 3.7            | 5.9          |

# Competitive Overview

## FM Stations

| Calls           | City of License | FCC Class | Power (kW) | HAAT  | C          | Owner | Year Std | Date Acq'd | Sales Price (000) | L M A     | Format    | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------|-----------------|-----------|------------|-------|------------|-------|----------|------------|-------------------|-----------|-----------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                 |                 |           |            |       |            |       |          |            |                   |           |           |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| KTMT            | Medford         | C         | 93.7       | 31.0  | 3265       | b     | 70       | 9911       |                   | g1        | Top 40    | 850                      | 0.99        | 12.1               | 8.5                               | 8.4         | 10.1      | 8.1         | 9.3       | 8.7         | 0.0       | 5.9         |
| KRRM            | Rogue River     | A         | 94.7       | 0.1   | 2044       |       |          |            |                   |           | Country   |                          |             | 3.0                | 1.6                               | 3.1         | 1.5       | 0.9         | 0.5       | 1.0         | 0.0       | 1.1         |
| KBOY            | Medford         | C1        | 95.7       | 60.0  | 981        | b     | 58       | 9911       |                   | g1        | Clsc Rock | 600                      | 1.02        | 8.3                | 7.9                               | 6.2         | 6.5       | 5.2         | 5.6       | 6.7         | 0.0       | 10.2        |
| KROG            | Grants Pass     | C         | 96.9       | 25.0  | 2228       | a     | 81       | 9609       | 550               | c3        | Hot AC    | 250                      | 0.77        | 4.6                | 4.7                               | 3.5         | 3.5       | 1.9         | 4.6       | 3.1         | 0.0       | 1.6         |
| KRWQ            | Gold Hill       | C1        | 100.3      | 30.0  | 991        | c     | 80       | 9905       |                   | g2        | 1 Country | 2,000                    | 1.87        | 15.1               | 8.8                               | 14.1        | 9.0       | 10.0        | 13.0      | 13.8        | 0.0       | 17.1        |
| KCMX            | Ashland         | C         | 101.9      | 42.0  | 1437       | b     | 78       | 9911       |                   | g1        | AC        | 650                      | 1.02        | 9.0                | 7.0                               | 5.3         | 8.5       | 6.6         | 8.3       | 5.1         | 0.0       | 8.6         |
| KCNA            | Cave Junction   | C         | 102.7      | 50.7  | 1983       | a     | 85       | 9609       | 750               |           | Oldies    | 400                      | 1.01        | 5.6                | 3.1                               | 3.5         | 5.0       | 4.3         | 4.6       | 4.6         | 0.0       | 4.3         |
| KLDZ            | Medford         | C1        | 103.5      | 100.0 | 440        | c     | 91       | 9905       |                   | g2        | Oldies    | 250                      | 1.30        | 2.7                | 3.7                               | 2.6         | 1.5       | 3.3         | 4.2       | 2.1         | 0.0       | 2.1         |
| KAKT            | Phoenix         | C1        | 105.1      | 51.7  | 545        | b     | 91       | 9911       |                   | g1        | Country   | 350                      | 0.88        | 5.6                | 3.9                               | 3.5         | 5.0       | 6.6         | 6.0       | 4.6         | 0.0       | 7.0         |
| KZZE            | Eagle Point     | C3        | 106.3      | 0.9   | 1591       | c     | 94       | 9905       |                   | g2        | 1 Rock    | 750                      | 1.34        | 7.9                | 7.3                               | 7.0         | 5.0       | 11.4        | 8.8       | 7.2         | 0.0       | 5.9         |
| KKJJ            | Ashland         | C2        | 107.5      | 5.3   | 1421       | c     | 96       | 9905       |                   | g2        | 1 AC      | 300                      | 0.98        | 4.3                | 3.5                               | 3.5         | 3.0       | 4.7         | 2.3       | 4.6         | 0.0       | 0.0         |
| # FM Stations - |                 |           |            | 11    | # Combos - |       |          |            | 10                | FM TOTALS |           |                          |             | 78.2               | 60.0                              | 60.7        | 58.6      | 63.0        | 67.2      | 61.5        | 0.0       | 63.8        |

## AM Stations

| Calls                       | City of License | FCC Class | Day Power (kW) | Night Power (kW) | C             | Owner | Year Std | Date Acq'd | Sales Price (000) | L M A                        | Format      | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------------------|-----------------|-----------|----------------|------------------|---------------|-------|----------|------------|-------------------|------------------------------|-------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                             |                 |           |                |                  |               |       |          |            |                   |                              |             |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| KTMT                        | Ashland         | B         | 580            | 1.0              | 1.00          | b     | 46       | 9911       |                   | g1                           | Sports      | 300                      | 1.36        | 3.1                | 2.6                               | 1.8         | 3.0       | 0.9         | 1.4       | 0.5         | 0.0       | 3.7         |
| KRTA                        | Medford         | B         | 610            | 5.0              | 5.00          | a     | 47       | 9609       |                   | c3                           | Spanish     |                          |             | 0.6                | 0.0                               | 0.9         | 0.0       | 0.0         | 0.0       | 1.0         | 0.0       | 0.0         |
| KLVB                        | Medford         | B         | 730            | 1.0              | 0.07          |       | 54       | 9704       |                   | dn                           | Christian   |                          |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| KCMX                        | Phoenix         | B         | 880            | 1.0              | 1.00          | b     | 62       | 9911       |                   | g1                           | News/Talk   | 300                      | 0.39        | 10.8               | 6.1                               | 7.0         | 9.5       | 5.2         | 5.1       | 3.6         | 0.0       | 4.8         |
| KAPL                        | Phoenix         | B         | 1300           | 20.0             | 5.00          |       | 77       | 9504       | 375               | st                           | Religion    |                          |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| KMED                        | Medford         | B         | 1440           | 5.0              | 1.00          | c     | 22       | 9905       |                   | g2                           | 1 Nostalgia | 100                      | 0.19        | 7.3                | 8.2                               | 5.7         | 5.5       | 8.1         | 6.5       | 8.7         | 0.0       | 9.1         |
| # AM Stations -             |                 |           |                | 6                | # Combos -    |       |          |            | 4                 | AM TOTALS                    |             |                          |             | 21.8               | 16.9                              | 15.4        | 18.0      | 14.2        | 13.0      | 13.8        | 0.0       | 17.6        |
| AM & FM Stations Profiled - |                 |           |                | 17               | # Duopolies - |       |          |            | 6                 | Total Local Commercial Share |             |                          |             | 76.9               | 76.1                              | 76.6        | 77.2      | 80.2        | 75.3      | 0.0         | 81.4      |             |

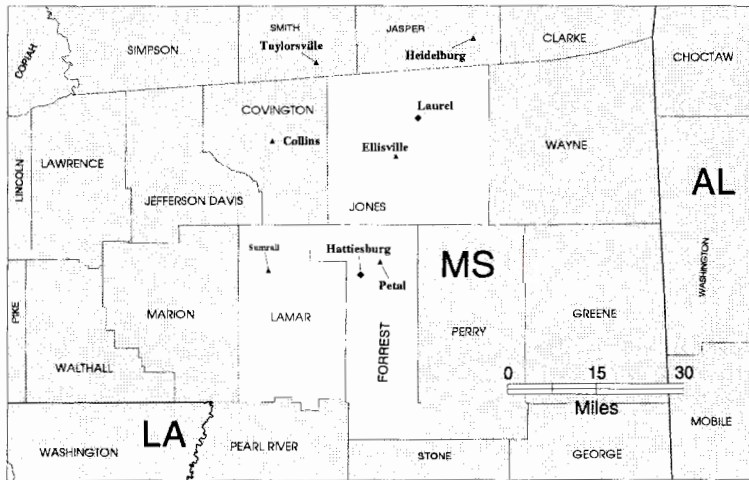
NOTE: Market rated twice yearly with Fall 1997 period.

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 208

Revenue Rank: 242

# Laurel-Hattiesburg, MS Market Overview



### Metro Counties / Population (000)

|              |              |
|--------------|--------------|
| Forrest, MS  | 75.3         |
| Jones, MS    | 63.6         |
| Lamar, MS    | 37.4         |
| <b>Total</b> | <b>176.3</b> |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

|  |                  |             |             |             |             |             |                  |
|--|------------------|-------------|-------------|-------------|-------------|-------------|------------------|
| <b>ESTIMATED GROSS REVENUES</b><br>★★★ | <b>1993</b>      | <b>1994</b> | <b>1995</b> | <b>1996</b> | <b>1997</b> | <b>1998</b> | <b>Δ 93 - 98</b> |
|  | \$3,900          | \$4,200     | \$4,300     | \$4,500     | \$4,800     | \$5,100     | 5.5%             |
|  | <b>Δ 98 - 99</b> | <b>1999</b> | <b>2000</b> | <b>2001</b> | <b>2002</b> | <b>2003</b> | <b>Δ 99 - 03</b> |
|  | 3.9%             | \$5,300     | \$5,600     | \$5,800     | \$6,100     | \$6,400     | 4.7%             |

|                      |              |              |              |                      |
|----------------------|--------------|--------------|--------------|----------------------|
|                      | <b>1993</b>  | <b>1998</b>  | <b>2003</b>  | <b>Est. Breakout</b> |
| Revenue/Retail Sales | \$3.62/1,000 | \$3.82/1,000 | \$3.85/1,000 | Local 85%            |
| Revenue/Capita       | \$23.59      | \$28.93      | \$34.15      | National 15%         |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                |             |             |                    |             |             |                    |
|----------------|-------------|-------------|--------------------|-------------|-------------|--------------------|
|                | <b>1993</b> | <b>1998</b> | <b>Growth Rate</b> | <b>1998</b> | <b>2003</b> | <b>Growth Rate</b> |
| MSA Population | 165.3       | 176.3       | 1.3%               | 176.3       | 187.4       | 1.2%               |
| Households     | 60.2        | 65.5        | 1.7%               | 65.5        | 71.5        | 1.8%               |
| Retail Sales   | 1,076.1     | 1,335.1     | 4.4%               | 1,335.1     | 1,660.5     | 4.5%               |
| EBI            | 1,920.3     | 2,399.6     | 4.6%               | 2,399.6     | 3,355.5     | 6.9%               |

### Demographic Breakdown

|                    |              |                 |                |                |                |                |                |                |
|--------------------|--------------|-----------------|----------------|----------------|----------------|----------------|----------------|----------------|
|                    | <b>Total</b> | <b>Under 12</b> | <b>12 - 17</b> | <b>18 - 24</b> | <b>25 - 34</b> | <b>35 - 44</b> | <b>45 - 54</b> | <b>Over 55</b> |
| Men (000)          | 83.9         | 15.0            | 8.3            | 10.1           | 11.5           | 12.4           | 10.6           | 16.0           |
| Women (000)        | 92.4         | 14.6            | 7.9            | 11.2           | 11.7           | 13.1           | 11.7           | 22.2           |
| Total              | 176.3        | 29.6            | 16.2           | 21.2           | 23.2           | 25.5           | 22.3           | 38.3           |
| Percentage         | 100.0%       | 16.8%           | 9.2%           | 12.0%          | 13.2%          | 14.5%          | 12.7%          | 21.7%          |
| Per Capita         | \$ 13,611    |                 |                |                |                |                |                |                |
|                    |              |                 |                |                |                |                |                |                |
| Ethnic Population: | White 72.8%  |                 | Black 26.4%    |                | Asian 0.6%     |                | Hispanic 0.8%  |                |

### Market Summary

|                   |                |                |                |                   |                |                |              |
|-------------------|----------------|----------------|----------------|-------------------|----------------|----------------|--------------|
| <b>FM Classes</b> | <b>Class A</b> | <b>Class B</b> | <b>Class C</b> | <b>Viable FMs</b> | <b>All FMs</b> | <b>All AMs</b> | <b>Total</b> |
| # Stations        | 4              |                | 9              | 9                 | 13             | 5              | 18           |
| Tot 12+           | 13.3           |                | 61.8           | 67.1              | 75.1           | 4.1            | 79.2         |
| Avg 12+           | 3.3            |                | 6.9            | 7.5               | 5.8            | 0.8            | 4.4          |
| Tot LCS           | 16.8           |                | 78.0           | 84.7              | 94.8           | 5.2            | 100.0        |
| Avg LCS           | 4.2            |                | 8.7            | 9.4               | 7.3            | 1.0            | 5.6          |



# Competitive Overview

## FM Stations

| Calls           | City of License | FCC Class | Freq  | Power (kW) | HAAT | C          | Owner              | Year Std | Date Acq'd | Sales Price (000) | L M A | Format      | 1999 Est       |             | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------|-----------------|-----------|-------|------------|------|------------|--------------------|----------|------------|-------------------|-------|-------------|----------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                 |                 |           |       |            |      |            |                    |          |            |                   |       |             | Revenue (000)† | Power Ratio |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| WJMG            | Hattiesburg     | A         | 92.1  | 6.0 cp     | 299  | a          | Floyd, Vernon C    | 82       | 8610       |                   |       | Urban       | 575            | 1.13        | 9.6                | 7.5                               | 8.3         | 7.0       | 7.1         | 9.5       | 7.5         | 0.0       | 10.2        |
| WKZW            | Bay Springs     | C2        | 94.3  | 50.0       | 410  | c          | Stanford Comm Inc  | 75       | 9911 p     | 51                |       | Hot AC      | 100            | 0.86        | 2.2                | 3.7                               | 1.9         | 1.6       | 1.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| WBBN            | Taylorville     | C2        | 95.9  | 3.1        | 623  | c          | Blakeney Comm Inc  | 85       |            |                   |       | Country     | 1,300          | 1.37        | 17.9               | 13.7                              | 13.1        | 15.5      | 12.4        | 20.0      | 16.1        | 0.0       | 18.8        |
| WFMM            | Sumrall         | A         | 97.3  | 6.0 cp     | 328  |            | TeleSouth Comm     | 98       | 9902       | 200               |       | Talk        |                |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| WMXI            | Laurel          | A         | 98.1  | 2.6        | 512  |            | Rainey Radio Inc   | 89       | 9611       | 75                |       | ChrsContemp |                |             | 0.9                | 4.3                               | 1.0         | 0.5       | 1.4         | 2.1       | 0.0         | 0.0       | 0.0         |
| WHER            | Heidelberg      | C2        | 99.3  | 50.0       | 492  | b          | Cumulus Bcstg Inc  | 80       | 9902       | 1,000             |       | Oldies      | 550            | 1.31        | 7.9                | 1.6                               | 6.3         | 6.4       | 8.1         | 6.3       | 7.5         | 0.0       | 3.8         |
| WNSL            | Laurel          | C         | 100.3 | 100.0      | 1066 | d          | Cumulus Bcstg Inc  | 59       | 9912       | 3,100 c1          |       | Top 40      | 700            | 0.75        | 17.6               | 9.4                               | 13.1        | 15.0      | 15.7        | 13.2      | 11.6        | 0.0       | 10.2        |
| WJKX            | Ellisville      | C2        | 102.5 | 50.0       | 492  |            | Cumulus Bcstg Inc  | 73       | 9912       | 1,940             |       | Urban       | 450            | 0.78        | 10.9               | 11.0                              | 8.3         | 9.1       | 9.0         | 8.9       | 16.1        | 0.0       | 10.8        |
| WUSW            | Hattiesburg     | C         | 103.7 | 100.0 cp   | 1056 | b          | Cumulus Bcstg Inc  | 66       | 9905       |                   | g1    | Country     | 450            | 1.18        | 7.2                | 5.0                               | 6.8         | 4.8       | 3.3         | 4.2       | 3.0         | 0.0       | 3.2         |
| WXRR            | Hattiesburg     | C1        | 104.5 | 100.0      | 981  | c          | Blakeney Comm Inc  | 67       | 9410       | 450 c3            |       | Clsc Rock   | 800            | 1.49        | 10.1               | 10.2                              | 9.7         | 6.4       | 8.6         | 7.9       | 10.6        | 0.0       | 8.1         |
| WMFM            | Petal           | C2        | 106.3 | 50.0 cp    | 492  |            | Cumulus Bcstg Inc  | 86       | 9912       | 735               |       | Lite AC     | 150            | 0.88        | 3.2                | 2.3                               | 2.4         | 2.7       | 4.3         | 2.6       | 4.0         | 0.0       | 3.2         |
| WKNZ            | Collins         | A         | 107.1 | 2.3 cp     | 541  |            | Sunbelt Bcstg Corp | 78       | 9503       | 257               |       | Oldies      | 150            | 2.18        | 1.3                | 1.5                               | 1.0         | 1.1       | 0.5         | 0.5       | 1.5         | 0.0       | 3.8         |
| WZKX            | Poplarville     | C         | 107.9 | 92.0       | 1460 |            | Dowdy & Dowdy      | 66       |            |                   |       | Country     | n/a            |             | 6.1                | 4.9                               | 3.9         | 5.9       | 3.8         | 4.2       | 5.5         | 0.0       | 5.9         |
| # FM Stations - |                 |           |       |            | 13   | # Combos - |                    |          |            |                   | 6     | FM TOTALS   |                |             | 94.9               | 75.1                              | 75.8        | 76.0      | 75.2        | 79.4      | 83.4        | 0.0       | 78.0        |

## AM Stations

| Calls                       | City of License | FCC Class | Freq | Day Power (kW) | Night Power (kW) | C             | Owner             | Year Std | Date Acq'd | Sales Price (000) | L M A | Format                       | 1999 Est       |             | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------------------|-----------------|-----------|------|----------------|------------------|---------------|-------------------|----------|------------|-------------------|-------|------------------------------|----------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                             |                 |           |      |                |                  |               |                   |          |            |                   |       |                              | Revenue (000)† | Power Ratio |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| WEEZ                        | Laurel          | B         | 890  | 10.0           | 0.00             | b             | Cumulus Bcstg Inc | 57       | 9912       |                   | c1    | Adlt Stndrd                  | 50             |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| WBKH                        | Hattiesburg     | B         | 950  | 5.0            | 0.00             |               | Southern Air Comm | 54       | 8911       |                   |       | Gospel                       |                |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| WAML                        | Laurel          | C         | 1340 | 1.0            | 1.00             | e             | Williams, Gerald  | 32       | 9112       |                   | c2    | Gospel                       |                |             | 0.7                | 0.8                               | 0.0         | 1.1       | 1.4         | 0.0       | 0.0         | 0.0       | 1.6         |
| WFOR                        | Hattiesburg     | C         | 1400 | 1.0            | 1.00             | b             | Cumulus Bcstg Inc | 24       | 9905       |                   | g1    | Gospel                       |                |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| WORV                        | Hattiesburg     | B         | 1580 | 1.0            | 0.09             | a             | Floyd, Vernon C   | 69       | 8610       |                   |       | Gospel                       |                |             | 4.4                | 3.3                               | 4.9         | 2.1       | 1.9         | 2.1       | 2.0         | 0.0       | 0.0         |
| # AM Stations -             |                 |           |      |                | 5                | # Combos -    |                   |          |            |                   | 3     | AM TOTALS                    |                |             | 5.1                | 4.1                               | 4.9         | 3.2       | 3.3         | 2.1       | 2.0         | 0.0       | 1.6         |
| AM & FM Stations Profiled - |                 |           |      |                | 18               | # Duopolies - |                   |          |            |                   | 4     | Total Local Commercial Share |                |             | 79.2               | 80.7                              | 79.2        | 78.5      | 81.5        | 85.4      | 0.0         | 79.6      |             |

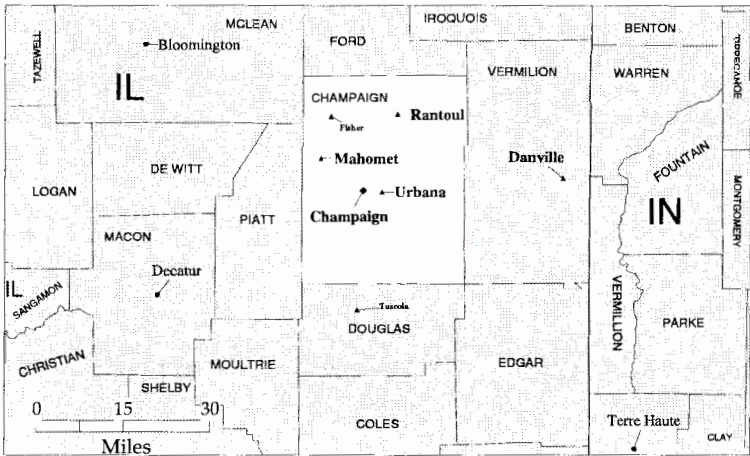
NOTE: Market rated twice yearly with Fall 1997 period.

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 209

Revenue Rank: 153

# Champaign, IL Market Overview



### Metro Counties / Population (000)

|               |       |
|---------------|-------|
| Champaign, IL | 168.0 |
|               | 168.0 |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>*** | 1993  | 1994     | 1995     | 1996     | 1997     | 1998      | Δ 93 - 98 |
|---------------------------------|-------|----------|----------|----------|----------|-----------|-----------|
|                                 |       | \$7,200  | \$7,900  | \$8,500  | \$8,600  | \$8,700   | \$10,700  |
| Δ 98 - 99                       | 1999  | 2000     | 2001     | 2002     | 2003     | Δ 99 - 03 |           |
|                                 | 11.2% | \$11,900 | \$12,900 | \$13,400 | \$14,200 | \$14,600  | 5.2%      |

|                      | 1993         | 1998         | 2003         | Est. Breakout |
|----------------------|--------------|--------------|--------------|---------------|
| Revenue/Retail Sales | \$4.54/1,000 | \$7.15/1,000 | \$8.26/1,000 | Local 88%     |
| Revenue/Capita       | \$40.68      | \$63.69      | \$84.54      | National 12%  |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993    | 1998    | Growth Rate | 1998    | 2003    | Growth Rate |
|----------------|---------|---------|-------------|---------|---------|-------------|
| MSA Population | 177.0   | 168.0   | -1.0%       | 168.0   | 172.7   | 0.6%        |
| Households     | 65.7    | 62.5    | -1.0%       | 62.5    | 65.2    | 0.8%        |
| Retail Sales   | 1,586.6 | 1,496.6 | -1.2%       | 1,496.6 | 1,767.3 | 3.4%        |
| EBI            | 2,768.4 | 2,829.0 | 0.4%        | 2,829.0 | 3,494.4 | 4.3%        |

### Demographic Breakdown

|                    | Total       | Under 12 | 12 - 17     | 18 - 24          | 25 - 34    | 35 - 44 | 45 - 54       | Over 55   |
|--------------------|-------------|----------|-------------|------------------|------------|---------|---------------|-----------|
| Men (000)          | 84.3        | 12.7     | 5.7         | 17.1             | 14.4       | 12.9    | 9.2           | 12.3      |
| Women (000)        | 83.7        | 12.0     | 5.6         | 15.4             | 12.9       | 12.5    | 9.6           | 15.8      |
| Total              | 168.0       | 24.8     | 11.3        | 32.5             | 27.2       | 25.4    | 18.8          | 28.0      |
| Percentage         | 100.0%      | 14.8%    | 6.7%        | 19.4%            | 16.2%      | 15.1%   | 11.2%         | 16.7%     |
| Per Capita         | \$ 16,839   |          |             |                  |            |         |               |           |
|                    |             |          |             | Median Household | \$ 33,853  |         | Avg Household | \$ 45,263 |
| Ethnic Population: | White 82.7% |          | Black 11.0% |                  | Asian 6.1% |         | Hispanic 2.4% |           |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 6       | 5       |         | 8          | 11      | 3       | 14    |
| Tot 12+    | 23.3    | 34.2    |         | 53.4       | 57.5    | 12.3    | 69.8  |
| Avg 12+    | 3.9     | 6.8     |         | 6.7        | 5.2     | 4.1     | 5.0   |
| Tot LCS    | 33.4    | 49.0    |         | 76.5       | 82.4    | 17.6    | 100.0 |
| Avg LCS    | 5.6     | 9.8     |         | 9.6        | 7.5     | 5.9     | 7.1   |

# Competitive Overview

Some stations also rated in Danville.

## FM Stations

| Calls           | City of License | FCC Class | Power Freq (kW) | HAAT    | C   | Owner               | Year Std | Date Acq'd | Sales Price (000) | L M A | Format      | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |      |
|-----------------|-----------------|-----------|-----------------|---------|-----|---------------------|----------|------------|-------------------|-------|-------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|------|
|                 |                 |           |                 |         |     |                     |          |            |                   |       |             |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |      |
| WKIO            | Urbana          | B1        | 92.5            | 11.5    | 486 | Tak                 | 67       |            |                   |       | Oldies      | 1,300                    | 1.03        | 10.6               | 6.9                               | 8.7         | 6.6       | 6.1         | 7.2       | 5.0         | 0.0       | 6.9         |      |
| • WEBX          | Tuscola         | A         | 93.5            | 6.0     | 308 | AAA Entertainment   | 70       | 0002 p     |                   | na    | 1 AOR       | 300                      |             | 0.7                | 2.6                               | 0.5         | 0.5       | 0.5         | 0.5       | 1.7         | 0.0       | 1.6         |      |
| WLRW            | Champaign       | B         | 94.5            | 50.0 cp | 390 | a Saga Comm Inc     | 63       | 8610       |                   | g     | AC          | 1,750                    | 1.01        | 14.6               | 6.2                               | 12.3        | 8.7       | 8.0         | 9.2       | 10.0        | 0.0       | 11.6        |      |
| • WBNB          | Rantoul         | A         | 95.3            | 1.9     | 413 | c AAA Entertainment | 72       | 0002 p     |                   | na    | 1 Country   | 650                      | 1.16        | 4.7                | 3.1                               | 3.6         | 3.1       | 4.2         | 3.1       | 2.8         | 0.0       | 3.7         |      |
| • WQQB          | Rantoul         | A         | 96.1            | 3.8     | 404 | c AAA Entertainment | 93       | 0002 p     |                   | na    | 1 Top 40    | 550                      | 0.54        | 8.6                | 5.9                               | 7.2         | 5.1       | 5.6         | 5.6       | 5.0         | 0.0       | 3.7         |      |
| WHMS            | Champaign       | B         | 97.5            | 50.0    | 358 | b DWS Inc           | 49       |            |                   |       | Lite Rock   | 900                      | 0.68        | 11.2               | 6.6                               | 5.6         | 10.7      | 6.6         | 7.2       | 6.7         | 0.0       | 4.8         |      |
| WIAI            | Danville        | B         | 99.1            | 50.0    | 499 | Key Bcstg Inc       | 70       | 9304       | 1,300             |       | Country     | 900                      | 4.45        | 1.7                | 1.5                               | 1.0         | 1.5       | 1.4         | 0.5       | 1.1         | 0.0       | 1.6         |      |
| WIXY            | Champaign       | B1        | 100.3           | 13.0    | 453 | a Saga Comm Inc     | 92       | 9211       | 250               |       | Country     | 1,900                    | 0.90        | 17.7               | 13.0                              | 10.8        | 14.8      | 17.4        | 18.5      | 15.6        | 0.0       | 15.3        |      |
| WGNN            | Fisher          | A         | 102.5           | 6.0     | 328 | Good News Radio     | 93       | 9608       |                   | 210   | Religion    | 300                      |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |      |
| • WGKC          | Mahomet         | A         | 105.9           | 1.3     | 512 | c AAA Entertainment | 90       | 0002 p     |                   | na    | Clsc Rock   | 650                      | 0.70        | 7.8                | 6.6                               | 5.6         | 5.6       | 4.7         | 3.6       | 5.6         | 0.0       | 3.2         |      |
| WPGU            | Urbana          | A         | 107.1           | 3.0     | 236 | Illini Media Co     | 67       |            |                   |       | Alternative | 1,000                    | 1.06        | 7.9                | 5.1                               | 6.2         | 5.1       | 4.7         | 7.2       | 5.0         | 0.0       | 7.4         |      |
| # FM Stations - |                 |           |                 |         | 11  | # Combos -          |          |            |                   | 6     | FM TOTALS   |                          |             |                    | 85.5                              | 57.5        | 61.5      | 61.7        | 59.2      | 62.6        | 58.5      | 0.0         | 59.8 |

## AM Stations

| Calls                       | City of License | FCC Class | Day Power Freq (kW) | Night Power (kW) | C    | Owner              | Year Std | Date Acq'd | Sales Price (000) | L M A | Format                       | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |      |
|-----------------------------|-----------------|-----------|---------------------|------------------|------|--------------------|----------|------------|-------------------|-------|------------------------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|------|
|                             |                 |           |                     |                  |      |                    |          |            |                   |       |                              |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |      |
| WDWS                        | Champaign       | C         | 1400                | 1.0              | 1.00 | b DWS Inc          | 37       |            |                   |       | News/Talk                    | 1,100                    | 0.75        | 12.4               | 9.9                               | 8.2         | 9.7       | 9.4         | 9.7       | 10.0        | 0.0       | 9.0         |      |
| WJCI                        | Rantoul         | B         | 1460                | 0.5              | 0.07 | Vanguard Bcstg Inc | 63       | 9912       | 175               |       | Christian                    | 100                      |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |      |
| WBCP                        | Urbana          | B         | 1580                | 0.3              | 0.01 | WBCP Inc           | 48       | 9003       | 135               |       | Urban AC                     | 500                      | 2.00        | 2.1                | 2.4                               | 1.0         | 2.0       | 4.2         | 2.6       | 3.3         | 0.0       | 3.2         |      |
| # AM Stations -             |                 |           |                     |                  | 3    | # Combos -         |          |            |                   | 1     | AM TOTALS                    |                          |             |                    | 14.5                              | 12.3        | 9.2       | 11.7        | 13.6      | 12.3        | 13.3      | 0.0         | 12.2 |
| AM & FM Stations Profiled - |                 |           |                     |                  | 14   | # Duopolies -      |          |            |                   | 3     | Total Local Commercial Share |                          |             |                    | 69.8                              | 70.7        | 73.4      | 72.8        | 74.9      | 71.8        | 0.0       | 72.0        |      |

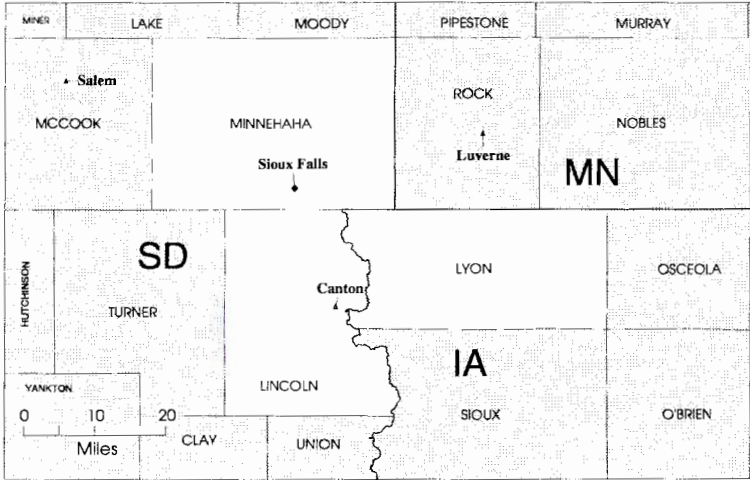
NOTE: Market rated twice yearly with Fall 1997 period.

• Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 210

Revenue Rank: 156

# Sioux Falls, SD Market Overview



**Metro Counties / Population (000)**

|               |              |
|---------------|--------------|
| Lincoln, SD   | 20.9         |
| Minnehaha, SD | 141.2        |
| Lyon, IA      | 12.0         |
| <b>Total</b>  | <b>174.1</b> |

**Market Radio Financials**

(all figures in 000's, except percentages and ratios)

|                                       |                  |             |             |             |             |             |                  |
|---------------------------------------|------------------|-------------|-------------|-------------|-------------|-------------|------------------|
| <b>ESTIMATED GROSS REVENUES</b><br>★★ | <b>1993</b>      | <b>1994</b> | <b>1995</b> | <b>1996</b> | <b>1997</b> | <b>1998</b> | <b>Δ 93 - 98</b> |
|                                       | \$6,900          | \$7,700     | \$8,400     | \$9,000     | \$9,300     | \$10,900    | 9.6%             |
|                                       | <b>Δ 98 - 99</b> | <b>1999</b> | <b>2000</b> | <b>2001</b> | <b>2002</b> | <b>2003</b> | <b>Δ 99 - 03</b> |
|                                       | 7.3%             | \$11,700    | \$13,200    | \$14,500    | \$16,100    | \$17,800    | 11.0%            |

|                      |              |              |              |                      |
|----------------------|--------------|--------------|--------------|----------------------|
|                      | <b>1993</b>  | <b>1998</b>  | <b>2003</b>  | <b>Est. Breakout</b> |
| Revenue/Retail Sales | \$3.76/1,000 | \$4.16/1,000 | \$4.90/1,000 | Local 80%            |
| Revenue/Capita       | \$43.37      | \$62.61      | \$98.23      | National 20%         |

**Demographic and Economic Overview**

(000's, except Retail Sales and EBI in 000,000's)

|                | <b>1993</b> | <b>1998</b> | <b>Growth Rate</b> | <b>1998</b> | <b>2003</b> | <b>Growth Rate</b> |
|----------------|-------------|-------------|--------------------|-------------|-------------|--------------------|
| MSA Population | 159.1       | 174.1       | 1.8%               | 174.1       | 181.2       | 0.8%               |
| Households     | 61.0        | 66.8        | 1.8%               | 66.8        | 70.7        | 1.1%               |
| Retail Sales   | 1,835.7     | 2,621.4     | 7.4%               | 2,621.4     | 3,635.0     | 6.8%               |
| EBI            | 2,885.2     | 3,402.4     | 3.4%               | 3,402.4     | 4,502.9     | 5.8%               |

**Demographic Breakdown**

|                    | <b>Total</b> | <b>Under 12</b> | <b>12 - 17</b> | <b>18 - 24</b>   | <b>25 - 34</b> | <b>35 - 44</b> | <b>45 - 54</b> | <b>Over 55</b> |
|--------------------|--------------|-----------------|----------------|------------------|----------------|----------------|----------------|----------------|
| Men (000)          | 84.5         | 15.8            | 7.8            | 6.8              | 13.0           | 14.2           | 10.5           | 16.4           |
| Women (000)        | 89.6         | 15.2            | 7.6            | 7.6              | 12.9           | 14.2           | 10.8           | 21.2           |
| Total              | 174.1        | 30.9            | 15.4           | 14.4             | 25.9           | 28.5           | 21.3           | 37.7           |
| Percentage         | 100.0%       | 17.8%           | 8.8%           | 8.3%             | 14.9%          | 16.4%          | 12.3%          | 21.6%          |
| Per Capita         | \$ 19,543    |                 |                |                  |                |                |                |                |
|                    |              |                 |                | Median Household | \$ 40,949      |                | Avg Household  | \$ 50,934      |
| Ethnic Population: | White 96.7%  |                 | Black 0.9%     |                  | Asian 0.8%     |                | Hispanic 0.8%  |                |

**Market Summary**

| <b>FM Classes</b> | <b>Class A</b> | <b>Class B</b> | <b>Class C</b> | <b>Viable FMs</b> | <b>All FMs</b> | <b>All AMs</b> | <b>Total</b> |
|-------------------|----------------|----------------|----------------|-------------------|----------------|----------------|--------------|
| # Stations        |                |                | 10             | 8                 | 10             | 7              | 17           |
| Tot 12+           |                |                | 53.9           | 52.3              | 53.9           | 23.7           | 77.6         |
| Avg 12+           |                |                | 5.4            | 6.5               | 5.4            | 3.4            | 4.6          |
| Tot LCS           |                |                | 69.5           | 67.4              | 69.5           | 30.5           | 100.0        |
| Avg LCS           |                |                | 6.9            | 8.4               | 6.9            | 4.4            | 5.9          |

# Competitive Overview

## FM Stations

| Calls           | City of License | FCC Class | Power (kW) | HAAT     | C          | Owner | Year Std           | Date Acq'd | Sales Price (000) | L M A     | Format      | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------|-----------------|-----------|------------|----------|------------|-------|--------------------|------------|-------------------|-----------|-------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                 |                 |           |            |          |            |       |                    |            |                   |           |             |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| KELO            | Sioux Falls     | C         | 92.5       | 100.0    | 1850       | a     | Midcontinent Media | 65         |                   |           | Lite AC     | 1,200                    | 0.82        | 12.5               | 9.3                               | 9.6         | 10.9      | 10.7        | 10.8      | 10.4        | 8.0       | 5.9         |
| KSOB            | Dell Rapids     | C3        | 95.7       | 25.0     | 328        |       | L A Radio          | 98         | 9910              |           | Clsc Rock   | 450                      | 1.28        | 3.0                | 3.0                               | 2.3         | 2.6       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| KNWC            | Sioux Falls     | C         | 96.5       | 100.0    | 1601       | c     | Northwestern       | 69         |                   |           | Christian   |                          |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| KMXC            | Sioux Falls     | C1        | 97.3       | 100.0 cp | 840        | b     | Southern Minn      | 73         | 9608              | sw 1      | AC          | 1,200                    | 1.14        | 9.0                | 4.3                               | 7.3         | 7.4       | 6.7         | 15.1      | 12.6        | 10.2      | 9.5         |
| KIKN            | Salem           | C1        | 100.5      | 100.0    | 942        | b     | Southern Minn      | 93         | 9302              | 150 cp    | Country     | 900                      | 0.92        | 8.4                | 6.5                               | 7.3         | 6.5       | 5.3         | 5.6       | 6.3         | 4.9       | 4.5         |
| KLQL            | Luverne         | C1        | 101.1      | 100.0    | 532        | d     | Three Eagles       | 71         | 9608              | g1        | Country     | 1,000                    | 2.44        | 3.5                | 1.6                               | 3.1         | 2.6       | 2.2         | 2.6       | 3.2         | 1.8       | 3.2         |
| KTWB            | Sioux Falls     | C2        | 101.9      | 34.0     | 581        | a     | Midcontinent Media | 90         | 9711              | 2,750     | Country     | 1,100                    | 0.90        | 10.4               | 5.4                               | 8.4         | 8.7       | 7.1         | 6.5       | 10.8        | 11.6      | 12.6        |
| KYBB            | Canton          | C2        | 102.7      | 50.0 cp  | 486        | b     | Southern Minn      | 95         | 9707              | 402       | 1 Clsc Hits | 900                      | 1.24        | 6.2                | 6.6                               | 5.0         | 5.2       | 7.6         | 6.5       | 6.8         | 4.4       | 6.3         |
| KRRO            | Sioux Falls     | C2        | 103.7      | 38.0     | 394        | a     | Midcontinent Media | 69         | 9611              | 3,000 c1  | AOR         | 1,000                    | 0.99        | 8.6                | 8.2                               | 8.0         | 6.1       | 8.9         | 9.9       | 10.4        | 10.7      | 12.2        |
| KKLS            | Sioux Falls     | C1        | 104.7      | 100.0 cp | 974        | b     | Southern Minn      | 75         | 7910              |           | CHR         | 1,400                    | 0.93        | 12.9               | 9.0                               | 10.7        | 10.4      | 12.0        | 3.4       | 3.2         | 5.8       | 4.1         |
| # FM Stations - |                 |           |            | 10       | # Combos - |       |                    |            | 9                 | FM TOTALS |             |                          |             | 74.5               | 53.9                              | 61.7        | 60.4      | 60.5        | 60.4      | 63.7        | 57.4      | 58.3        |

## AM Stations

| Calls                       | City of License | FCC Class | Day Power (kW) | Night Power (kW) | C             | Owner | Year Std           | Date Acq'd | Sales Price (000) | L M A                        | Format      | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------------------|-----------------|-----------|----------------|------------------|---------------|-------|--------------------|------------|-------------------|------------------------------|-------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                             |                 |           |                |                  |               |       |                    |            |                   |                              |             |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| KQAD                        | Luverne         | B         | 800            | 0.5              | 0.08          | d     | Three Eagles       | 71         | 9608              | g1                           | Lite AC     | 200                      |             |                    | 0.0                               | 0.0         | 0.0       | 1.3         | 0.9       | 1.4         | 1.3       | 1.4         |
| KXRB                        | Sioux Falls     | B         | 1000           | 10.0 cp          | 0.00          | b     | Southern Minn      | 69         | 7804              |                              | Country     | 500                      | 0.71        | 6.0                | 7.4                               | 4.6         | 5.2       | 4.9         | 6.0       | 6.3         | 3.1       | 6.3         |
| KSOO                        | Sioux Falls     | B         | 1140           | 10.0 cp          | 5.00          | b     | Southern Minn      | 26         | 9608              | sw 1                         | News/Talk   | 600                      | 0.90        | 5.7                | 4.4                               | 4.6         | 4.8       | 4.4         | 3.4       | 4.1         | 5.3       | 6.3         |
| KWSN                        | Sioux Falls     | C         | 1230           | 0.8              | 0.81          | a     | Midcontinent Media | 48         | 9611              | c1                           | Nws/Tlk/Spt | 350                      | 0.54        | 5.5                | 3.3                               | 4.2         | 4.8       | 4.4         | 4.3       | 1.8         | 2.2       | 3.6         |
| KNWC                        | Sioux Falls     | B         | 1270           | 2.5              | 2.50          | c     | Northwestern       | 61         |                   |                              | Christian   |                          |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| KELO                        | Sioux Falls     | B         | 1320           | 5.0              | 5.00          | a     | Midcontinent Media | 37         | 5206              |                              | Oldies      | 900                      | 0.97        | 7.9                | 8.4                               | 7.3         | 5.7       | 8.0         | 7.3       | 5.9         | 8.9       | 6.3         |
| KSFS                        | Sioux Falls     | B         | 1520           | 0.5              | 0.00          |       | Praise Bcstg Inc   | 70         | 9906              | g                            | Sprts/Talk  |                          |             | 0.2                | 0.2                               | 0.0         | 0.4       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| # AM Stations -             |                 |           |                | 7                | # Combos -    |       |                    |            | 6                 | AM TOTALS                    |             |                          |             | 25.3               | 23.7                              | 20.7        | 20.9      | 23.0        | 21.9      | 19.5        | 20.8      | 23.9        |
| AM & FM Stations Profiled - |                 |           |                | 17               | # Duopolies - |       |                    |            | 5                 | Total Local Commercial Share |             |                          |             | 77.6               | 82.4                              | 81.3        | 83.5      | 82.3        | 83.2      | 78.2        | 82.2      |             |

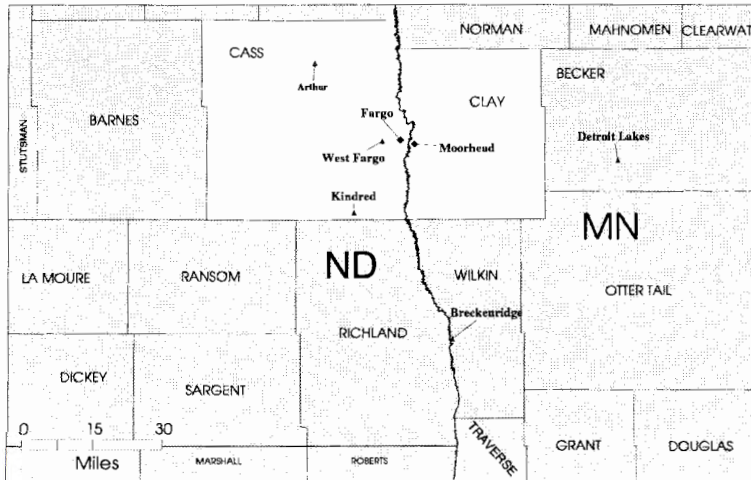
1/ See introduction section for interpretation of revenue estimates.



Metro Rank: 211

Revenue Rank: 143

# Fargo, ND - Moorhead, MN Market Overview



### Metro Counties / Population (000)

|              |              |
|--------------|--------------|
| Cass, ND     | 118.1        |
| Clay, MN     | 52.1         |
| <b>Total</b> | <b>170.2</b> |

### Market Radio Financials (all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES | 1993         | 1994         | 1995         | 1996     | 1997     | 1998     | Δ 93 - 98     |
|--------------------------|--------------|--------------|--------------|----------|----------|----------|---------------|
|                          |              | \$7,400      | \$8,200      | \$9,200  | \$10,000 | \$11,100 | \$12,000      |
| ★                        | Δ 98 - 99    | 1999         | 2000         | 2001     | 2002     | 2003     | Δ 99 - 03     |
|                          | 7.5%         | \$12,900     | \$14,400     | \$15,700 | \$17,300 | \$18,700 | 9.7%          |
|                          | 1993         | 1998         | 2003         |          |          |          | Est. Breakout |
| Revenue/Retail Sales     | \$4.22/1,000 | \$5.42/1,000 | \$6.26/1,000 |          |          |          | Local 82%     |
| Revenue/Capita           | \$46.16      | \$70.51      | \$106.43     |          |          |          | National 18%  |

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

|                | 1993    | 1998    | Growth Rate | 1998    | 2003    | Growth Rate |
|----------------|---------|---------|-------------|---------|---------|-------------|
| MSA Population | 160.3   | 170.2   | 1.2%        | 170.2   | 175.7   | 0.6%        |
| Households     | 60.9    | 65.6    | 1.5%        | 65.6    | 69.3    | 1.1%        |
| Retail Sales   | 1,752.5 | 2,213.6 | 4.8%        | 2,213.6 | 2,986.0 | 6.2%        |
| EBI            | 2,455.7 | 2,889.1 | 3.3%        | 2,889.1 | 3,810.5 | 5.7%        |

### Demographic Breakdown

|                    | Total       | Under 12 | 12 - 17    | 18 - 24          | 25 - 34    | 35 - 44 | 45 - 54       | Over 55   |
|--------------------|-------------|----------|------------|------------------|------------|---------|---------------|-----------|
| Men (000)          | 84.2        | 14.1     | 7.0        | 12.2             | 12.6       | 14.0    | 9.9           | 14.3      |
| Women (000)        | 86.0        | 13.7     | 6.6        | 11.9             | 12.4       | 13.6    | 10.0          | 17.9      |
| Total              | 170.2       | 27.8     | 13.5       | 24.1             | 25.0       | 27.7    | 19.9          | 32.3      |
| Percentage         | 100.0%      | 16.3%    | 8.0%       | 14.1%            | 14.7%      | 16.3%   | 11.7%         | 18.9%     |
| Per Capita         | \$ 16,975   |          |            |                  |            |         |               |           |
|                    |             |          |            | Median Household | \$ 35,211  |         | Avg Household | \$ 44,042 |
| Ethnic Population: | White 97.1% |          | Black 0.4% |                  | Asian 1.4% |         | Hispanic 1.9% |           |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 1       |         | 9       | 8          | 10      | 4       | 14    |
| Tot 12+    | 2.6     |         | 57.0    | 57.0       | 59.6    | 26.3    | 85.9  |
| Avg 12+    | 2.6     |         | 6.3     | 7.1        | 6.0     | 6.6     | 6.1   |
| Tot LCS    | 3.0     |         | 66.4    | 66.4       | 69.4    | 30.6    | 100.0 |
| Avg LCS    | 3.0     |         | 7.4     | 8.3        | 6.9     | 7.7     | 7.1   |

# Competitive Overview

## FM Stations

| Calls           | City of License | FCC Class | Power (kW) | HAAT     | C          | Owner            | Year Std | Date Acq'd | Sales Price (000) | L M A     | Format      | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------|-----------------|-----------|------------|----------|------------|------------------|----------|------------|-------------------|-----------|-------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                 |                 |           |            |          |            |                  |          |            |                   |           |             |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| • KULW          | Kindred         | C3        | 92.7       | 25.0     | 328        | Ingstad, James   | 93       | 9909       |                   | g1        | Oldies      | 100                      | 0.22        | 3.5                | 3.6                               | 3.0         | 3.1       | 3.8         | 2.5       | 1.6         | 0.8       | 0.8         |
| WDAY            | Fargo           | C         | 93.7       | 100.0    | 1030       | c Ingstad, Tom   | 65       | 9607       | 1,500             |           | CHR         | 850                      | 0.60        | 10.9               | 9.8                               | 8.9         | 10.0      | 8.0         | 9.5       | 9.1         | 8.4       | 9.4         |
| • KFGX          | Detroit Lakes   | C1        | 95.1       | 100.0    | 971        | b Ingstad, James | 76       | 9909       |                   | g1        | Soft AC     | 550                      | 0.78        | 5.5                | 4.1                               | 5.1         | 4.4       | 3.4         | 2.5       | 3.7         | 5.5       | 3.3         |
| KVMI            | Arthur          | A         | 96.7       | 5.0      | 361        | KIPS Inc         | 94       |            |                   |           | Talk        | 100                      |             | 0.8                | 2.6                               | 0.4         | 0.9       | 0.8         | 0.4       | 0.8         | 0.4       | 0.4         |
| KFNW            | Fargo           | C         | 97.9       | 100.0    | 1001       | Northwestern     | 65       |            |                   |           | Inspiration |                          |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| KQWB            | Moorhead        | C1        | 98.7       | 100.0    | 581        | a Triad Bcstg Co | 66       | 9909       |                   | g1        | Modern Rock | 850                      | 0.83        | 7.9                | 6.0                               | 7.6         | 6.1       | 6.8         | 7.4       | 6.2         | 7.6       | 9.4         |
| KVOX            | Moorhead        | C         | 99.9       | 100.0 cp | 1034       | b Triad Bcstg Co | 66       | 9909       |                   | g1        | Country     | 1,400                    | 0.98        | 11.1               | 10.4                              | 9.3         | 10.0      | 9.7         | 11.1      | 11.5        | 11.8      | 13.1        |
| KFGO            | Fargo           | C1        | 101.9      | 93.0     | 1001       | b Ingstad, James | 84       | 9909       |                   | g1        | Country     | 1,150                    | 1.02        | 8.7                | 6.3                               | 7.6         | 7.4       | 9.3         | 8.2       | 7.0         | 8.0       | 11.4        |
| KLTA            | Breckenridge    | C1        | 105.1      | 100.0    | 650        | c Triad Bcstg Co | 70       | 9909       |                   | g1        | AC          | 1,600                    | 1.39        | 8.9                | 9.3                               | 9.3         | 6.1       | 9.7         | 10.7      | 9.1         | 8.9       | 6.1         |
| KPFX            | Fargo           | C         | 107.9      | 100.0    | 656        | a Triad Bcstg Co | 93       | 9909       |                   | g1        | Adult Rock  | 850                      | 0.70        | 9.4                | 7.5                               | 9.7         | 6.6       | 9.7         | 8.2       | 5.3         | 7.2       | 5.7         |
| # FM Stations - |                 |           |            | 10       | # Combos - |                  |          |            | 7                 | FM TOTALS |             |                          |             | 66.7               | 59.6                              | 60.9        | 54.6      | 61.2        | 60.5      | 54.3        | 58.6      | 59.6        |

## AM Stations

| Calls                       | City of License | FCC Class | Day Power (kW) | Night Power (kW) | C             | Owner            | Year Std | Date Acq'd | Sales Price (000) | L M A                        | Format      | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------------------|-----------------|-----------|----------------|------------------|---------------|------------------|----------|------------|-------------------|------------------------------|-------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                             |                 |           |                |                  |               |                  |          |            |                   |                              |             |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| KFGO                        | Fargo           | B         | 790            | 5.0              | 5.00          | b Ingstad, James | 48       | 9909       |                   | g1                           | News/Talk   | 3,800                    | 1.58        | 18.7               | 15.8                              | 14.8        | 17.5      | 15.6        | 15.2      | 23.0        | 15.2      | 16.3        |
| WDAY                        | Fargo           | B         | 970            | 5.0              | 5.00          | Forum Publishing | 22       |            |                   |                              | News/Talk   | 1,100                    | 0.98        | 8.7                | 6.1                               | 6.8         | 8.3       | 6.8         | 6.2       | 7.0         | 8.0       | 10.2        |
| KVOX                        | Moorhead        | B         | 1280           | 5.0              | 1.00          | b Ingstad, James | 37       | 9905       |                   | g1                           | Sports      | 400                      | 0.97        | 3.2                | 1.9                               | 2.5         | 3.1       | 1.7         | 1.6       | 1.2         | 2.1       | 2.4         |
| KQWB                        | West Fargo      | B         | 1550           | 10.0             | 5.00          | a Triad Bcstg Co | 60       | 9909       |                   | g1                           | Adlt Stndrd | 125                      | 0.36        | 2.7                | 2.5                               | 2.1         | 2.6       | 2.5         | 3.3       | 3.7         | 3.0       | 0.4         |
| # AM Stations -             |                 |           |                | 4                | # Combos -    |                  |          |            | 3                 | AM TOTALS                    |             |                          |             | 33.3               | 26.3                              | 26.2        | 31.5      | 26.6        | 26.3      | 34.9        | 28.3      | 29.3        |
| AM & FM Stations Profiled - |                 |           |                | 14               | # Duopolies - |                  |          |            | 4                 | Total Local Commercial Share |             |                          |             | 85.9               | 87.1                              | 86.1        | 87.8      | 86.8        | 89.2      | 86.9        | 88.9      |             |

• Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.



Metro Rank: 212

Revenue Rank: 180

# St. Cloud, MN Market Overview



### Metro Counties / Population (000)

|               |              |
|---------------|--------------|
| Benton, MN    | 34.4         |
| Sherburne, MN | 17.9         |
| Stearns, MN   | 121.0        |
| <b>Total</b>  | <b>173.3</b> |

### Market Radio Financials (all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>★★★ | 1993      | 1994    | 1995    | 1996     | 1997     | 1998     | Δ 93 - 98 |
|---------------------------------|-----------|---------|---------|----------|----------|----------|-----------|
|                                 |           | \$7,300 | \$8,100 | \$8,400  | \$8,900  | \$9,100  | \$8,700   |
|                                 | Δ 98 - 99 | 1999    | 2000    | 2001     | 2002     | 2003     | Δ 99 - 03 |
|                                 | 2.3%      | \$8,900 | \$9,800 | \$10,700 | \$11,800 | \$13,000 | 10.0%     |

|                      | 1993         | 1998         | 2003         | Est. Breakout |     |
|----------------------|--------------|--------------|--------------|---------------|-----|
| Revenue/Retail Sales | \$2.65/1,000 | \$3.86/1,000 | \$4.98/1,000 | Local         | 74% |
| Revenue/Capita       | \$45.29      | \$50.20      | \$71.27      | National      | 26% |

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

|                | 1993    | 1998    | Growth Rate | 1998    | 2003    | Growth Rate |
|----------------|---------|---------|-------------|---------|---------|-------------|
| MSA Population | 161.2   | 173.3   | 1.5%        | 173.3   | 182.4   | 1.0%        |
| Households     | 55.2    | 59.2    | 1.4%        | 59.2    | 63.4    | 1.4%        |
| Retail Sales   | 2,759.3 | 2,254.0 | -4.0%       | 2,254.0 | 2,607.9 | 3.0%        |
| EBI            | 2,094.8 | 2,398.6 | 2.7%        | 2,398.6 | 3,019.6 | 4.7%        |

### Demographic Breakdown

|                    | Total       | Under 12 | 12 - 17    | 18 - 24          | 25 - 34    | 35 - 44 | 45 - 54       | Over 55   |
|--------------------|-------------|----------|------------|------------------|------------|---------|---------------|-----------|
| Men (000)          | 87.0        | 16.4     | 8.3        | 11.9             | 12.7       | 13.0    | 9.9           | 14.8      |
| Women (000)        | 86.3        | 15.5     | 7.8        | 11.6             | 11.9       | 12.4    | 9.8           | 17.2      |
| Total              | 173.3       | 32.0     | 16.1       | 23.5             | 24.7       | 25.3    | 19.7          | 32.0      |
| Percentage         | 100.0%      | 18.4%    | 9.3%       | 13.6%            | 14.2%      | 14.6%   | 11.4%         | 18.5%     |
| Per Capita         | \$ 13,839   |          |            |                  |            |         |               |           |
|                    |             |          |            | Median Household | \$ 33,451  |         | Avg Household | \$ 40,484 |
| Ethnic Population: | White 98.2% |          | Black 0.5% |                  | Asian 1.0% |         | Hispanic 0.8% |           |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 3       |         | 9       | 5          | 12      | 6       | 18    |
| Tot 12+    | 3.9     |         | 50.4    | 44.4       | 54.3    | 17.2    | 71.5  |
| Avg 12+    | 1.3     |         | 5.6     | 8.9        | 4.5     | 2.9     | 4.0   |
| Tot LCS    | 5.5     |         | 70.5    | 62.1       | 75.9    | 24.1    | 100.0 |
| Avg LCS    | 1.8     |         | 7.8     | 12.4       | 6.3     | 4.0     | 5.6   |

# Competitive Overview

## FM Stations

| Calls           | City of License | FCC Class | Power (kW) | HAAT   | C | Owner | Year Std   | Date Acq'd | Sales Price (000) | L M A     | Format      | 1999 Est Revenue (000)†/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------|-----------------|-----------|------------|--------|---|-------|------------|------------|-------------------|-----------|-------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                 |                 |           |            |        |   |       |            |            |                   |           |             |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| • KKJM          | St Joseph       | C3        | 92.9       | 25.0   |   | 328   | 96         | 0001 p     |                   | dn        | Christian   | 125                      | 0.52        | 2.7                | 2.8                               | 1.8         | 1.8       | 1.7         | 0.9       | 2.1         | 2.8       | 0.0         |
| KMSR            | Sauk Centre     | A         | 94.3       | 3.0    |   | 299   | 76         | 9607       | 250               |           | Soft Hits   |                          |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| KMXK            | Cold Spring     | C2        | 94.9       | 50.0   | d | 492   | 68         | 9905       | 12,700            | c1        | Oldies      | 575                      | 1.47        | 4.4                | 1.3                               | 2.2         | 3.6       | 3.4         | 4.1       | 3.0         | 2.0       | 3.9         |
| KKSR            | Sartell         | C2        | 96.7       | 50.0   | a | 453   | 88         |            |                   |           | Lite AC     | 400                      | 1.50        | 3.0                | 1.3                               | 1.8         | 2.2       | 5.1         | 4.1       | 2.6         | 2.8       | 4.3         |
| WWJO            | St. Cloud       | C         | 98.1       | 100.0  | d | 1001  | 75         | 9905       |                   |           | Country     | 1,900                    | 1.44        | 14.8               | 10.9                              | 10.1        | 9.3       | 11.0        | 13.2      | 12.8        | 12.0      | 15.5        |
| KZPK            | Paynesville     | C2        | 98.9       | 47.3   | b | 499   | 95         | 9705       | 1,000             | 1         | Country     | 1,500                    | 1.35        | 12.5               | 8.9                               | 6.6         | 9.8       | 8.0         | 7.7       | 9.8         | 10.4      | 6.0         |
| KCML            | St. Joseph      | A         | 99.9       | 2.9    | b | 476   | 98         |            |                   |           | Soft Hits   |                          |             | 5.0                | 2.9                               | 2.6         | 4.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| WHMH            | Sauk Rapids     | C2        | 101.7      | 38.0   |   | 423   | 75         |            |                   |           | AC          | 350                      | 0.49        | 8.1                | 7.1                               | 6.2         | 4.4       | 8.0         | 7.3       | 6.0         | 3.2       | 6.0         |
| KLZZ            | Waite Park      | C3        | 103.7      | 9.0 cp | a | 413   | 90         | 9603       |                   | na        | Clsc Rock   | 550                      | 0.74        | 8.4                | 8.3                               | 4.8         | 6.2       | 5.1         | 3.6       | 4.7         | 4.8       | 3.9         |
| KCLD            | St. Cloud       | C         | 104.7      | 100.0  | b | 984   | 48         | 7509       |                   | 1         | CHR         | 1,600                    | 1.30        | 13.8               | 9.2                               | 9.7         | 8.4       | 10.5        | 8.6       | 8.5         | 8.0       | 9.9         |
| KDDG            | Albany          | A         | 105.5      | 6.0    | a | 328   | 93         | 9612       | 1,250             | c2        | Alternative |                          |             | 1.0                | 1.0                               | 0.0         | 1.3       | 0.8         | 1.4       | 1.3         | 0.4       | 0.4         |
| • KLCI          | Princeton       | C2        | 106.1      | 30.0   |   | 604   | 74         | 9811       |                   |           | Country     | n/a                      |             | 1.0                | 0.6                               | 0.9         | 0.4       | 0.4         | 0.5       | 0.4         | 0.4       | 0.0         |
| # FM Stations - |                 |           |            |        |   | 12    | # Combos - |            | 9                 | FM TOTALS |             |                          |             | 74.7               | 54.3                              | 46.7        | 51.4      | 54.0        | 51.4      | 51.2        | 46.8      | 49.9        |

## AM Stations

| Calls                       | City of License | FCC Class | Power (kW) | Day Power (kW) | Night Power (kW) | C  | Owner            | Year Std | Date Acq'd | Sales Price (000)            | L M A | Format      | 1999 Est Revenue (000)†/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------------------|-----------------|-----------|------------|----------------|------------------|----|------------------|----------|------------|------------------------------|-------|-------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                             |                 |           |            |                |                  |    |                  |          |            |                              |       |             |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| WBHR                        | Sauk Rapids     | B         | 660        | 10.0           | 0.25             | c  | Hoppe, Herbert M | 63       |            |                              |       | Children    |                          |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.5       | 0.0         | 0.0       | 0.0         |
| WVAL                        | Sauk Rapids     | B         | 800        | 2.6            | 0.85             | c  | Hoppe, Herbert M | 99       |            |                              |       | Country     |                          |             | 1.4                | 2.5                               | 1.8         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| KASM                        | Albany          | B         | 1150       | 2.1            | 0.02             | a  | Starcom          | 50       | 9612       |                              | c2    | FullService | 650                      | 0.70        | 10.4               | 6.2                               | 7.5         | 6.2       | 5.9         | 4.5       | 6.4         | 7.2       | 3.9         |
| WJON                        | St. Cloud       | C         | 1240       | 1.0            | 1.00             | d  | Regent Comm      | 50       | 9905       |                              | c1    | News        | 1,000                    | 1.15        | 9.8                | 6.6                               | 6.2         | 6.7       | 5.1         | 6.8       | 6.8         | 6.8       | 5.2         |
| KXSS                        | Waite Park      | B         | 1390       | 2.5            | 1.00             | a  | Starcom          | 81       | 9603       |                              | na    | Nostalgia   | 50                       | 0.33        | 1.7                | 0.8                               | 1.3         | 0.9       | 0.8         | 2.3       | 1.7         | 3.2       | 2.2         |
| KNSI                        | St. Cloud       | C         | 1450       | 1.0            | 1.00             | b  | Leighton         | 38       | 7509       |                              | 1     | Talk        | 175                      | 0.94        | 2.1                | 1.1                               | 1.8         | 0.9       | 0.8         | 1.4       | 1.3         | 0.8       | 2.2         |
| # AM Stations -             |                 |           |            |                |                  | 6  | # Combos -       |          | 6          | AM TOTALS                    |       |             |                          | 25.4        | 17.2               | 18.6                              | 14.7        | 12.6      | 15.5        | 16.2      | 18.0        | 13.5      |             |
| AM & FM Stations Profiled - |                 |           |            |                |                  | 18 | # Duopolies -    |          | 6          | Total Local Commercial Share |       |             |                          | 71.5        | 65.3               | 66.1                              | 66.6        | 66.9      | 67.4        | 64.8      | 63.4        |           |             |

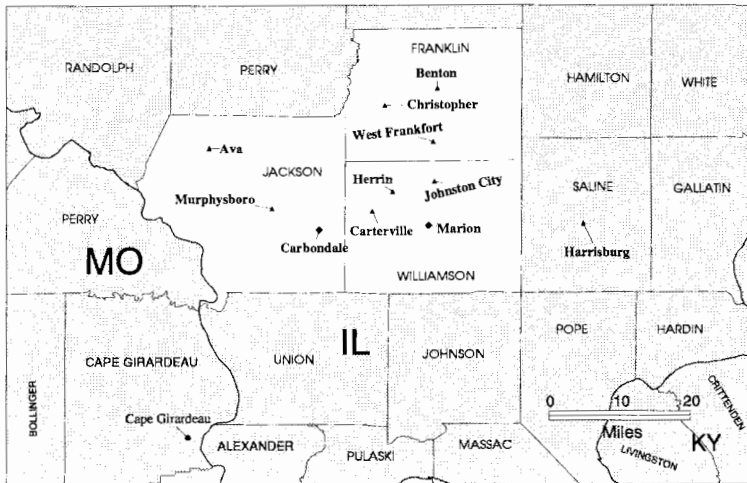
• Indicates a change since last edition

†/ See introduction section for interpretation of revenue estimates.

Metro Rank: 213

Revenue Rank: 200

# Marion-Carbondale, IL Market Overview



### Metro Counties / Population (000)

|                |              |
|----------------|--------------|
| Franklin, IL   | 40.0         |
| Jackson, IL    | 60.3         |
| Williamson, IL | 61.7         |
| <b>Total</b>   | <b>162.0</b> |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>★★★ | 1993      | 1994    | 1995    | 1996    | 1997     | 1998     | Δ 93 - 98 |
|---------------------------------|-----------|---------|---------|---------|----------|----------|-----------|
|                                 |           | \$4,500 | \$5,000 | \$5,200 | \$5,300  | \$6,000  | \$6,800   |
|                                 | Δ 98 - 99 | 1999    | 2000    | 2001    | 2002     | 2003     | Δ 99 - 03 |
|                                 | 10.3%     | \$7,500 | \$8,400 | \$9,200 | \$10,100 | \$11,100 | 10.5%     |

|                      | 1993         | 1998         | 2003         | Est. Breakout |
|----------------------|--------------|--------------|--------------|---------------|
| Revenue/Retail Sales | \$3.43/1,000 | \$3.54/1,000 | \$4.47/1,000 | Local 88%     |
| Revenue/Capita       | \$28.09      | \$41.98      | \$68.14      | National 12%  |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993    | 1998    | Growth Rate | 1998    | 2003    | Growth Rate |
|----------------|---------|---------|-------------|---------|---------|-------------|
| MSA Population | 160.2   | 162.0   | 0.2%        | 162.0   | 162.9   | 0.1%        |
| Households     | 63.5    | 64.4    | 0.3%        | 64.4    | 65.4    | 0.3%        |
| Retail Sales   | 1,312.0 | 1,922.9 | 7.9%        | 1,922.9 | 2,482.2 | 5.2%        |
| EBI            | 2,015.3 | 2,088.6 | 0.7%        | 2,088.6 | 2,431.5 | 3.1%        |

### Demographic Breakdown

|                    | Total       | Under 12 | 12 - 17    | 18 - 24          | 25 - 34    | 35 - 44 | 45 - 54       | Over 55   |
|--------------------|-------------|----------|------------|------------------|------------|---------|---------------|-----------|
| Men (000)          | 79.7        | 11.2     | 6.4        | 12.0             | 10.8       | 11.7    | 10.5          | 17.0      |
| Women (000)        | 82.3        | 10.7     | 5.9        | 10.1             | 9.7        | 11.5    | 10.7          | 23.7      |
| Total              | 162.0       | 21.9     | 12.3       | 22.1             | 20.6       | 23.2    | 21.2          | 40.7      |
| Percentage         | 100.0%      | 13.5%    | 7.6%       | 13.7%            | 12.7%      | 14.3%   | 13.1%         | 25.1%     |
| Per Capita         | \$ 12,893   |          |            |                  |            |         |               |           |
|                    |             |          |            | Median Household | \$ 23,812  |         | Avg Household | \$ 32,432 |
| Ethnic Population: | White 92.4% |          | Black 5.3% |                  | Asian 2.1% |         | Hispanic 1.7% |           |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 4       | 6       |         | 9          | 10      | 6       | 16    |
| Tot 12+    | 16.4    | 49.7    |         | 62.2       | 66.1    | 10.1    | 76.2  |
| Avg 12+    | 4.1     | 8.3     |         | 6.9        | 6.6     | 1.7     | 4.8   |
| Tot LCS    | 21.5    | 65.2    |         | 81.6       | 86.7    | 13.3    | 100.0 |
| Avg LCS    | 5.4     | 10.9    |         | 9.1        | 8.7     | 2.2     | 6.3   |

# Competitive Overview

## FM Stations

| Calls           | City of License | FCC Class | Power (kW) | HAAT | C          | Owner | Year Std          | Date Acq'd | Sales Price (000) | L M A     | Format | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |      |
|-----------------|-----------------|-----------|------------|------|------------|-------|-------------------|------------|-------------------|-----------|--------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|------|
|                 |                 |           |            |      |            |       |                   |            |                   |           |        |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |      |
| WVZA            | Herrin          | B1        | 92.7       | 25.0 | 328        | a     | Cumulus Bcstg Inc | 94         | 9807              | 13,125    | d2     | Hot AC                   | 360         | 0.83               | 5.8                               | 2.6         | 3.7       | 4.9         | 3.8       | 2.2         | 4.9       | 4.7         | 5.6  |
| WXLT            | Cartersville    | A         | 95.1       | 6.0  | 279        | b     | Zimmer Radio      | 92         | 9706              | 1,250     | c3     | Clisc Rock               | 400         | 0.82               | 6.5                               | 3.7         | 5.3       | 4.4         | 6.0       | 3.8         | 4.4       | 1.6         | 4.2  |
| WQUL            | West Frankfort  | A         | 97.7       | 3.5  | 0          | a     | Cumulus Bcstg Inc | 72         | 9807              |           | d2     | Clisc Rock               | 340         | 0.73               | 6.2                               | 3.7         | 4.8       | 4.4         | 2.2       | 2.2         | 2.5       | 2.1         | 0.5  |
| WOOZ            | Harrisburg      | B         | 99.9       | 32.0 | 620        | b     | Zimmer Radio      | 47         | 8907              | 713       |        | Country                  | 1,000       | 0.85               | 15.7                              | 8.1         | 11.2      | 12.1        | 9.8       | 14.5        | 15.7      | 13.7        | 13.1 |
| WCIL            | Carbondale      | B         | 101.5      | 50.0 | 387        | b     | Zimmer Radio      | 68         | 9608              | 1,765     | c1     | Hot AC                   | 1,000       | 0.78               | 17.2                              | 13.0        | 12.3      | 13.2        | 12.6      | 8.6         | 8.8       | 8.4         | 10.3 |
| WUEZ            | Christopher     | A         | 103.5      | 6.0  | 328        | b     | Zimmer Radio      | 91         | 9805              | 675       |        | Soft Hits                | 250         | 0.57               | 5.8                               | 5.1         | 4.8       | 3.8         | 2.2       | 3.2         | 3.9       | 5.3         | 5.6  |
| WXAN            | Ava             | A         | 103.9      | 0.0  | 463        |       | Lawder, Harold L  | 82         |                   |           |        | Religion                 | 340         | 2.06               | 2.2                               | 3.9         | 1.6       | 1.6         | 1.1       | 1.1         | 1.0       | 1.6         | 1.4  |
| WTAO            | Murphysboro     | B1        | 105.1      | 25.0 | 308        | a     | Cumulus Bcstg Inc | 72         | 9807              |           | d2     | Adult Rock               | 880         | 1.33               | 8.8                               | 10.2        | 7.5       | 5.5         | 8.7       | 8.1         | 10.3      | 6.8         | 8.4  |
| WQRL            | Benton          | B1        | 106.3      | 12.5 | 459        |       | Dana Comm Corp    | 73         | 9204              | 250       |        | Oldies                   | 330         | 1.10               | 4.0                               | 3.4         | 3.2       | 2.7         | 1.6       | 3.8         | 2.5       | 3.7         | 1.9  |
| WDDD            | Marion          | B         | 107.3      | 50.0 | 492        | a     | Cumulus Bcstg Inc | 70         | 9807              |           | d2     | Country                  | 1,300       | 1.19               | 14.6                              | 12.4        | 9.6       | 12.1        | 14.8      | 17.7        | 18.1      | 16.3        | 14.0 |
| # FM Stations - |                 |           |            | 10   | # Combos - |       |                   |            | 8                 | FM TOTALS |        |                          |             | 86.8               | 66.1                              | 64.0        | 64.7      | 62.8        | 65.2      | 72.1        | 64.2      | 65.0        |      |

## AM Stations

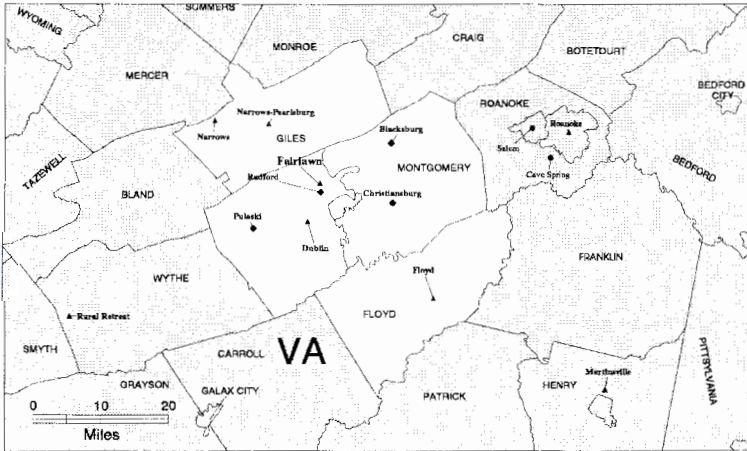
| Calls                       | City of License | FCC Class | Power (kW) | Day Power (kW) | Night Power (kW) | C | Owner              | Year Std | Date Acq'd | Sales Price (000)            | L M A | Format      | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------------------|-----------------|-----------|------------|----------------|------------------|---|--------------------|----------|------------|------------------------------|-------|-------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                             |                 |           |            |                |                  |   |                    |          |            |                              |       |             |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| WDDD                        | Johnston City   | B         | 810        | 0.3            | 0.25             | a | Cumulus Bcstg Inc  | 79       | 9807       |                              | d2    | Country     |                          |             | 0.7                | 0.5                               | 0.5         | 0.5       | 0.5         | 0.0       | 0.0         | 1.6       | 0.0         |
| WCIL                        | Carbondale      | B         | 1020       | 1.0            | 1.00             | b | Zimmer Radio       | 46       | 9608       |                              | c1    | News        |                          |             | 0.7                | 0.5                               | 0.5         | 0.5       | 0.5         | 0.0       | 0.0         | 1.1       | 0.5         |
| WGGH                        | Marion          | B         | 1150       | 5.0            | 0.00             |   | Vine Bcstg Inc     | 49       | 9204       | 396                          |       | Gospel      | 300                      | 2.86        | 1.4                | 1.7                               | 0.0         | 2.2       | 1.1         | 0.0       | 0.0         | 1.1       | 0.0         |
| WFRX                        | West Frankfort  | B         | 1300       | 1.0            | 0.06             | a | Cumulus Bcstg Inc  | 51       | 9807       |                              | d2    | Adlt Stndrd | 180                      | 0.67        | 3.6                | 3.4                               | 2.7         | 2.7       | 2.7         | 2.2       | 1.5         | 1.1       | 2.8         |
| WJPF                        | Herrin          | C         | 1340       | 0.8            | 0.77             | b | Zimmer Radio       | 40       | 9706       |                              | c3    | Nws/Tlk/Spt | 350                      | 1.17        | 4.0                | 2.6                               | 2.7         | 3.3       | 2.7         | 2.2       | 2.0         | 2.1       | 1.9         |
| WINI                        | Murphysboro     | B         | 1420       | 0.4            | 0.50             |   | Radio Station WINI | 54       | 6807       |                              |       | Nws/Tlk/Spt | 440                      | 2.02        | 2.9                | 1.4                               | 2.1         | 2.2       | 1.1         | 1.1       | 2.5         | 1.6       | 2.3         |
| # AM Stations -             |                 |           |            | 6              | # Combos -       |   |                    |          | 4          | AM TOTALS                    |       |             |                          | 13.3        | 10.1               | 8.5                               | 11.4        | 8.6       | 5.5         | 6.0       | 8.6         | 7.5       |             |
| AM & FM Stations Profiled - |                 |           |            | 16             | # Duopolies -    |   |                    |          | 6          | Total Local Commercial Share |       |             |                          | 76.2        | 72.5               | 76.1                              | 71.4        | 70.7      | 78.1        | 72.8      | 72.5        |           |             |

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 214

Revenue Rank: 272

# Blacksburg-Christiansburg-Radford-Pulaski Market



**Metro Counties / Population (000)**

|                  |              |
|------------------|--------------|
| Floyd, VA        | 13.2         |
| Giles, VA        | 16.5         |
| Montgomery, VA   | 77.5         |
| Pulaski, VA      | 34.9         |
| Radford city, VA | 15.6         |
| <b>Total</b>     | <b>157.7</b> |

**Market Radio Financials**  
(all figures in 000's, except percentages and ratios)

|                                      |                  |             |             |             |             |             |                  |
|--------------------------------------|------------------|-------------|-------------|-------------|-------------|-------------|------------------|
| <b>ESTIMATED GROSS REVENUES</b><br>★ | <u>1993</u>      | <u>1994</u> | <u>1995</u> | <u>1996</u> | <u>1997</u> | <u>1998</u> | <u>Δ 93 - 98</u> |
|                                      | N/A              | N/A         | \$2,000     | \$2,100     | \$2,300     | \$2,500     |                  |
|                                      | <u>Δ 98 - 99</u> | <u>1999</u> | <u>2000</u> | <u>2001</u> | <u>2002</u> | <u>2003</u> | <u>Δ 99 - 03</u> |
|                                      |                  | \$2,500     | \$2,800     | \$3,100     | \$3,400     | \$3,800     | 11.5%            |

|                      |             |              |              |                      |
|----------------------|-------------|--------------|--------------|----------------------|
|                      | <u>1993</u> | <u>1998</u>  | <u>2003</u>  | <u>Est. Breakout</u> |
| Revenue/Retail Sales | N/A         | \$1.55/1,000 | \$1.85/1,000 | Local 90%            |
| Revenue/Capita       | N/A         | \$15.85      | \$23.97      | National 10%         |

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

|                |             |             |                    |             |             |                    |
|----------------|-------------|-------------|--------------------|-------------|-------------|--------------------|
|                | <u>1993</u> | <u>1998</u> | <u>Growth Rate</u> | <u>1998</u> | <u>2003</u> | <u>Growth Rate</u> |
| MSA Population | 154.1       | 157.7       | 0.5%               | 157.7       | 158.5       | 0.1%               |
| Households     | 56.3        | 58.3        | 0.7%               | 58.3        | 59.7        | 0.5%               |
| Retail Sales   | 1,185.0     | 1,614.8     | 6.4%               | 1,614.8     | 2,051.0     | 4.9%               |
| EBI            | 1,755.3     | 1,873.5     | 1.3%               | 1,873.5     | 2,121.6     | 2.5%               |

**Demographic Breakdown**

|                    |              |                 |                |                  |                |                |                |                |
|--------------------|--------------|-----------------|----------------|------------------|----------------|----------------|----------------|----------------|
|                    | <u>Total</u> | <u>Under 12</u> | <u>12 - 17</u> | <u>18 - 24</u>   | <u>25 - 34</u> | <u>35 - 44</u> | <u>45 - 54</u> | <u>Over 55</u> |
| Men (000)          | 78.7         | 9.5             | 5.4            | 17.5             | 10.7           | 11.3           | 10.4           | 13.9           |
| Women (000)        | 79.0         | 8.9             | 5.0            | 15.7             | 9.6            | 11.2           | 10.4           | 18.2           |
| Total              | 157.7        | 18.3            | 10.4           | 33.2             | 20.3           | 22.5           | 20.9           | 32.2           |
| Percentage         | 100.0%       | 11.6%           | 6.6%           | 21.0%            | 12.9%          | 14.3%          | 13.2%          | 20.4%          |
| Per Capita         | \$ 11,880    |                 |                | Median Household | \$ 24,761      |                | Avg Household  | \$ 32,136      |
| Ethnic Population: | White 92.0%  |                 | Black 4.9%     |                  | Asian 2.9%     |                | Hispanic 1.2%  |                |

**Market Summary**

|                   |                |                |                |                   |                |                |              |
|-------------------|----------------|----------------|----------------|-------------------|----------------|----------------|--------------|
| <b>FM Classes</b> | <b>Class A</b> | <b>Class B</b> | <b>Class C</b> | <b>Viable FMs</b> | <b>All FMs</b> | <b>All AMs</b> | <b>Total</b> |
| # Stations        | 4              |                | 6              | 3                 | 10             | 10             | 20           |
| Tot 12+           | 3.7            |                | 54.0           | 22.9              | 57.7           | 10.2           | 67.9         |
| Avg 12+           | 0.9            |                | 9.0            | 7.6               | 5.8            | 1.0            | 3.4          |
| Tot LCS           | 5.4            |                | 79.5           | 33.7              | 85.0           | 15.0           | 100.0        |
| Avg LCS           | 1.4            |                | 13.3           | 11.2              | 8.5            | 1.5            | 5.0          |



# Competitive Overview

NOTE: Some Roanoke stations are also rated in this market.

## FM Stations

| Calls           | City of License | FCC Class | Power (kW) | HAAT   | C          | Owner              | Year Std | Date Acq'd | Sales Price (000) | L M A     | Format     | 1999 Est       |             | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------|-----------------|-----------|------------|--------|------------|--------------------|----------|------------|-------------------|-----------|------------|----------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                 |                 |           |            |        |            |                    |          |            |                   |           |            | Revenue (000)! | Power Ratio |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| WXLK            | Roanoke         | C         | 92.3       | 93.0   |            | 2051 Wheeler, Mel  | 60       | 9702       | See (105)         |           | CHR        | n/a            |             | 20.9               | 13.0                              | 15.0        | 15.8      | 15.5        | 12.6      | 14.1        | 0.0       | 14.7        |
| WPVR            | Roanoke         | C         | 94.9       | 98.0   |            | 1982 Wheeler, Mel  | 48       | 9909 p     | See (105)         |           | Clsc Rock  | n/a            |             | 6.6                | 3.1                               | 4.4         | 5.3       | 4.6         | 5.5       | 8.6         | 0.0       | 11.1        |
| WXBX            | Rural Retreat   | A         | 95.3       | 6.0    | 190 a      | Three Rivers Media | 91       | 9808       | 200               |           | Oldies     | 75             |             | 0.0                | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| WROV            | Martinsville    | C1        | 96.3       | 13.8   |            | 2077 AMFM Inc      | 50       | 9910 p     |                   |           | AOR        | n/a            |             | 13.1               | 5.1                               | 8.9         | 10.5      | 10.8        | 7.7       | 8.6         | 0.0       | 8.9         |
| WSLQ            | Roanoke         | C         | 99.1       | 200.0  |            | 1992 Wheeler, Mel  | 47       |            |                   |           | AC         | n/a            |             | 12.7               | 12.4                              | 10.6        | 8.2       | 12.9        | 12.6      | 10.6        | 0.0       | 10.0        |
| ● WFNR          | Christiansburg  | A         | 100.7      | 0.8 cp | 896 b      | New River Valley   | 90       | 9906       | 6,455 d1          |           | Talk/Sprts | 300            | 2.61        | 4.6                | 2.5                               | 3.3         | 3.5       | 3.1         | 2.7       | 1.5         | 0.0       | 1.6         |
| WZFM            | Narrows         | A         | 101.3      | 5.0    | -532       | Old Dominion       | 91       | 9501       | 34                |           | DARK       |                |             | 0.0                | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| WBXW            | Radford         | A         | 101.7      | 5.8    | 66 b       | New River Valley   | 65       | 9906       |                   | d1        | 70s Oldies | 150            | 2.61        | 2.3                | 1.2                               | 2.8         | 0.6       | 2.6         | 5.5       | 7.1         | 0.0       | 4.2         |
| WBRW            | Blacksburg      | C3        | 105.3      | 12.0   | 479 b      | New River Valley   | 64       | 9906       |                   | d1        | Clsc Rock  | 375            | 2.42        | 6.2                | 3.3                               | 3.3         | 5.8       | 5.2         | 7.7       | 1.0         | 0.0       | 2.1         |
| WPSK            | Pulaski         | C3        | 107.1      | 1.8    | 1207 b     | New River Valley   | 67       | 9906       |                   | d1        | Country    | 850            | 1.50        | 22.7               | 17.1                              | 17.2        | 16.4      | 16.0        | 12.6      | 14.6        | 0.0       | 17.9        |
| # FM Stations - |                 |           |            | 10     | # Combos - |                    |          |            | 4                 | FM TOTALS |            |                |             | 89.1               | 57.7                              | 65.5        | 66.1      | 70.7        | 66.9      | 66.1        | 0.0       | 70.5        |

## AM Stations

| Calls                       | City of License | FCC Class | Day Power (kW) | Night Power (kW) | C             | Owner              | Year Std | Date Acq'd | Sales Price (000) | L M A                        | Format      | 1999 Est       |             | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------------------|-----------------|-----------|----------------|------------------|---------------|--------------------|----------|------------|-------------------|------------------------------|-------------|----------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                             |                 |           |                |                  |               |                    |          |            |                   |                              |             | Revenue (000)! | Power Ratio |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| WFNR                        | Blacksburg      | B         | 710            | 10.0             | 0.00 b        | New River Valley   | 73       | 9906       |                   | d1                           | Nws/Tik/Spt | 150            | 1.30        | 4.6                | 3.3                               | 3.9         | 2.9       | 1.5         | 1.1       | 1.5         | 0.0       | 2.1         |
| WPIN                        | Dublin          | B         | 810            | 4.2              | 0.00 c        | Baker Family Stns  | 95       |            |                   |                              | Christian   | 25             |             | 0.0                | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| WKNV                        | Fairlawn        | B         | 890            | 10.0             | 0.00 c        | Baker Family Stns  | 98       |            |                   |                              | Gospel      |                |             | 0.4                | 1.0                               | 0.6         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| ● WNRV                      | Narrows-Pearisb | B         | 990            | 5.0              | 0.00 b        | Perception Media   | 53       | 9907       |                   | na                           | Gospel      | 75             |             | 0.0                | 0.0                               | 0.0         | 0.0       | 0.5         | 0.0       | 0.0         | 0.0       | 1.1         |
| WGFC                        | Floyd           | B         | 1030           | 1.0              | 0.00          | Gallimore Elec Inc | 85       |            |                   |                              | Cty/BGs/Gsp | 125            |             | 0.0                | 0.0                               | 0.0         | 0.0       | 2.2         | 0.5       | 0.0         | 0.0       | 0.0         |
| WWVT                        | Christiansburg  | B         | 1260           | 2.8              | 0.00          | VA Tech            | 54       | 9806       |                   | dn                           | Classical   | 25             |             | 0.0                | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| WBLB                        | Pulaski         | C         | 1340           | 1.0              | 0.25          | Nipper Auto Parts  | 73       |            |                   |                              | Gospel      | 175            | 2.26        | 3.1                | 4.6                               | 2.8         | 1.8       | 1.5         | 3.3       | 1.5         | 0.0       | 2.1         |
| WKEX                        | Blacksburg      | B         | 1430           | 1.0              | 0.06          | Base               | 69       | 9808       | 60                |                              | Blue Grass  | 75             | 1.88        | 1.6                | 1.3                               | 1.7         | 0.6       | 0.0         | 0.0       | 1.0         | 0.0       | 0.5         |
| WRAD                        | Radford         | B         | 1460           | 5.0              | 0.50 b        | New River Valley   | 50       | 9906       |                   | d1                           | DARK        | 75             | 2.50        | 1.2                | 0.0                               | 0.0         | 1.8       | 1.0         | 1.6       | 2.0         | 0.0       | 1.6         |
| WPUV                        | Pulaski         | B         | 1580           | 5.0              | 0.00          | Teachout, Robert H | 46       | 9610       | 75                |                              | DARK        |                |             | 0.0                | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| # AM Stations -             |                 |           |                | 10               | # Combos -    |                    |          |            | 5                 | AM TOTALS                    |             |                |             | 10.9               | 10.2                              | 9.0         | 7.1       | 4.0         | 8.7       | 6.5         | 0.0       | 7.4         |
| AM & FM Stations Profiled - |                 |           |                | 20               | # Duopolies - |                    |          |            | 5                 | Total Local Commercial Share |             |                |             | 67.9               | 74.5                              | 73.2        | 74.7      | 75.6        | 72.6      | 0.0         | 77.9      |             |

NOTE: Market rated twice yearly with Fall 1997 period.

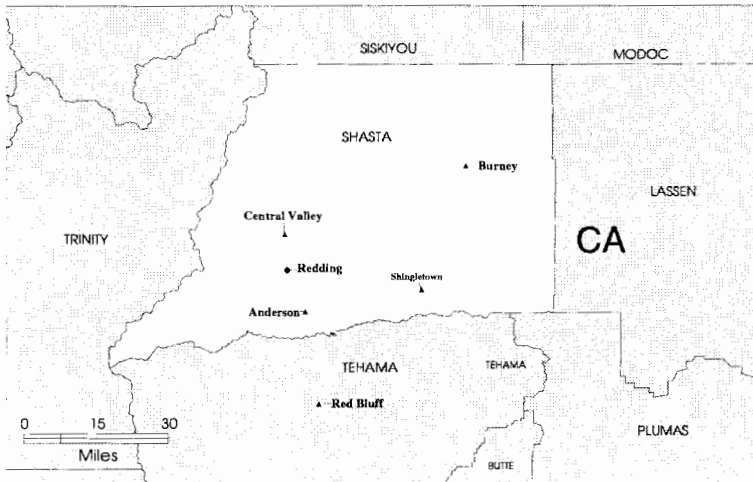
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 215

Revenue Rank: 236

# Redding, CA Market Overview



### Metro Counties / Population (000)

|            |       |
|------------|-------|
| Shasta, CA | 167.4 |
|            | 167.4 |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES | 1993         | 1994         | 1995         | 1996    | 1997    | 1998    | Δ 93 - 98     |
|--------------------------|--------------|--------------|--------------|---------|---------|---------|---------------|
|                          |              | \$4,100      | \$4,300      | \$4,400 | \$4,600 | \$5,300 | \$5,500       |
| ★                        | Δ 98 - 99    | 1999         | 2000         | 2001    | 2002    | 2003    | Δ 99 - 03     |
|                          |              | 1.8%         | \$5,600      | \$6,100 | \$6,400 | \$7,000 | \$7,400       |
| Revenue/Retail Sales     | \$3.38/1,000 | \$3.43/1,000 | \$3.95/1,000 |         |         |         | Est. Breakout |
| Revenue/Capita           | \$24.91      | \$32.86      | \$42.14      |         |         |         | Local 85%     |
|                          |              |              |              |         |         |         | National 15%  |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993    | 1998    | Growth Rate | 1998    | 2003    | Growth Rate |
|----------------|---------|---------|-------------|---------|---------|-------------|
| MSA Population | 164.6   | 167.4   | 0.3%        | 167.4   | 175.6   | 1.0%        |
| Households     | 63.0    | 63.9    | 0.3%        | 63.9    | 67.6    | 1.1%        |
| Retail Sales   | 1,212.9 | 1,605.6 | 5.8%        | 1,605.6 | 1,871.5 | 3.1%        |
| EBI            | 2,109.1 | 2,064.2 | -0.4%       | 2,064.2 | 2,319.6 | 2.4%        |

### Demographic Breakdown

|                    | Total       | Under 12 | 12 - 17    | 18 - 24          | 25 - 34    | 35 - 44 | 45 - 54       | Over 55   |
|--------------------|-------------|----------|------------|------------------|------------|---------|---------------|-----------|
| Men (000)          | 82.4        | 14.9     | 7.7        | 6.0              | 9.4        | 13.5    | 12.4          | 18.6      |
| Women (000)        | 85.0        | 13.8     | 7.1        | 5.9              | 9.9        | 14.1    | 12.4          | 21.8      |
| Total              | 167.4       | 28.7     | 14.8       | 11.9             | 19.3       | 27.5    | 24.8          | 40.4      |
| Percentage         | 100.0%      | 17.2%    | 8.8%       | 7.1%             | 11.6%      | 16.4%   | 14.8%         | 24.1%     |
| Per Capita         | \$ 12,331   |          |            |                  |            |         |               |           |
|                    |             |          |            | Median Household | \$ 25,303  |         | Avg Household | \$ 32,304 |
| Ethnic Population: | White 93.9% |          | Black 0.8% |                  | Asian 2.5% |         | Hispanic 5.6% |           |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations |         | 1       | 9       | 6          | 10      | 5       | 15    |
| Tot 12+    |         | 0.8     | 53.9    | 50.4       | 54.7    | 18.3    | 73.0  |
| Avg 12+    |         | 0.8     | 6.0     | 8.4        | 5.5     | 3.7     | 4.9   |
| Tot LCS    |         | 1.1     | 73.8    | 69.0       | 74.9    | 25.1    | 100.0 |
| Avg LCS    |         | 1.1     | 8.2     | 11.5       | 7.5     | 5.0     | 6.7   |



# Competitive Overview

Some stations also rated in Chico.

## FM Stations

| Calls           | City of License | FCC Class | Power Freq (kW) | HAAT | C          | Owner           | Year Std | Date Acq'd | Sales Price (000) | L M A     | Format      | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------|-----------------|-----------|-----------------|------|------------|-----------------|----------|------------|-------------------|-----------|-------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                 |                 |           |                 |      |            |                 |          |            |                   |           |             |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| KEWB            | Anderson        | C2        | 94.7 4.2        | 1565 | c          | McCarthy        | 83       | 9607       | 850               |           | Country     | 375                      | 1.01        | 6.6                | 8.7                               | 4.4         | 5.9       | 8.3         | 7.8       | 6.5         | 7.0       | 9.1         |
| KALF            | Red Bluff       | B         | 95.7 7.0        | 1266 | d          | Regent Comm     | 78       | 9806       |                   |           | Country     | n/a                      |             | 1.2                | 0.8                               | 0.9         | 1.0       | 1.5         | 1.0       | 0.0         | 0.0       | 0.0         |
| KNCQ            | Redding         | C2        | 97.3 28.0       | 3570 | c          | McCarthy        | 85       |            |                   |           | Country     | 800                      | 1.28        | 11.2               | 13.9                              | 7.1         | 10.4      | 10.7        | 11.3      | 11.2        | 14.5      | 13.4        |
| KVIP            | Redding         | C         | 98.1 30.0       | 1709 | a          | Pacific Cascade | 75       |            |                   |           | Christian   |                          |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| KNNN            | Central Valley  | C2        | 99.3 1.5 cp     | 1506 | d          | Regent Comm     | 89       | 9806       | 3,500             | d2        | Top 40      | 750                      | 0.79        | 16.9               | 7.0                               | 14.2        | 12.4      | 11.2        | 10.3      | 6.5         | 2.8       | 7.0         |
| KEGR            | Red Bluff       | C2        | 102.7 5.5       | 1414 | c          | McCarthy        | 85       | 9304       | 326               |           | Clsc Rock   | 550                      | 1.58        | 6.2                | 1.6                               | 5.8         | 4.0       | 3.9         | 4.4       | 3.7         | 6.1       | 9.1         |
| KSHA            | Redding         | C         | 104.3 100.0     | 1558 | b          | Regent Comm     | 81       | 9806       |                   | g1        | Lite Rock   | 750                      | 1.30        | 10.3               | 9.1                               | 9.8         | 6.4       | 5.4         | 5.4       | 7.4         | 6.1       | 7.5         |
| KRDG            | Shingletown     | C1        | 105.3 28.0 cp   | 1243 | d          | Regent Comm     | 94       | 9806       |                   | d2        | Oldies      | 650                      | 1.33        | 8.7                | 6.2                               | 6.7         | 6.9       | 5.4         | 5.9       | 8.8         | 10.3      | 6.4         |
| KRRX            | Burney          | C         | 106.1 100.0     | 1969 | d          | Regent Comm     | 85       | 9806       |                   | d2        | Rock & Roll | 400                      | 1.05        | 6.8                | 5.5                               | 6.7         | 4.0       | 5.9         | 10.3      | 16.3        | 7.9       | 5.9         |
| KISK            | Shasta Lake     | C3        | 107.1 1.4       | 1362 | c          | McCarthy        | 98       | 9807       |                   | cp        | Modern AC   |                          |             | 6.8                | 1.9                               | 6.2         | 4.5       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| # FM Stations - |                 |           |                 | 10   | # Combos - |                 |          |            | 9                 | FM TOTALS |             |                          |             | 74.7               | 54.7                              | 61.8        | 55.5      | 52.3        | 56.4      | 60.4        | 54.7      | 58.4        |

## AM Stations

| Calls                       | City of License | FCC Class | Day Power Freq (kW) | Night Power (kW) | C             | Owner           | Year Std | Date Acq'd | Sales Price (000) | L M A                        | Format      | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------------------|-----------------|-----------|---------------------|------------------|---------------|-----------------|----------|------------|-------------------|------------------------------|-------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                             |                 |           |                     |                  |               |                 |          |            |                   |                              |             |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| • KVIP                      | Redding         | B         | 540 2.5             | 0.01             | a             | Pacific Cascade | 70       |            |                   |                              | Christian   |                          |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| KNRO                        | Redding         | B         | 600 1.0             | 1.00             | d             | Regent Comm     | 36       | 9806       |                   | d2                           | Country     | 150                      | 1.34        | 2.0                | 0.0                               | 2.2         | 1.0       | 2.0         | 2.5       | 5.1         | 2.3       | 1.6         |
| KLXR                        | Redding         | C         | 1230 1.0            | 1.00             | d             | Quinn, Michael  | 56       | 9912       | 125               | na                           | Adlt Stndrd | 100                      | 0.24        | 7.5                | 5.8                               | 4.9         | 6.9       | 10.2        | 4.9       | 0.0         | 0.0       | 0.0         |
| KQMS                        | Redding         | C         | 1400 1.0            | 1.00             | d             | Regent Comm     | 54       | 9806       |                   | g1                           | News/Talk   | 1,050                    | 1.18        | 15.9               | 12.5                              | 11.1        | 13.9      | 12.2        | 9.3       | 10.7        | 17.3      | 12.3        |
| KMCA                        | Shasta          | C         | 1450 1.0 cp         | 1.00             |               | Allen, Mark     | 67       | 9610       | 35                |                              | Cntry/Rock  |                          |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| # AM Stations -             |                 |           |                     | 5                | # Combos -    |                 |          |            | 4                 | AM TOTALS                    |             |                          |             | 25.4               | 18.3                              | 18.2        | 21.8      | 24.4        | 16.7      | 15.8        | 19.6      | 13.9        |
| AM & FM Stations Profiled - |                 |           |                     | 15               | # Duopolies - |                 |          |            | 5                 | Total Local Commercial Share |             |                          |             | 73.0               | 80.0                              | 77.3        | 76.7      | 73.1        | 76.2      | 74.3        | 72.3      |             |

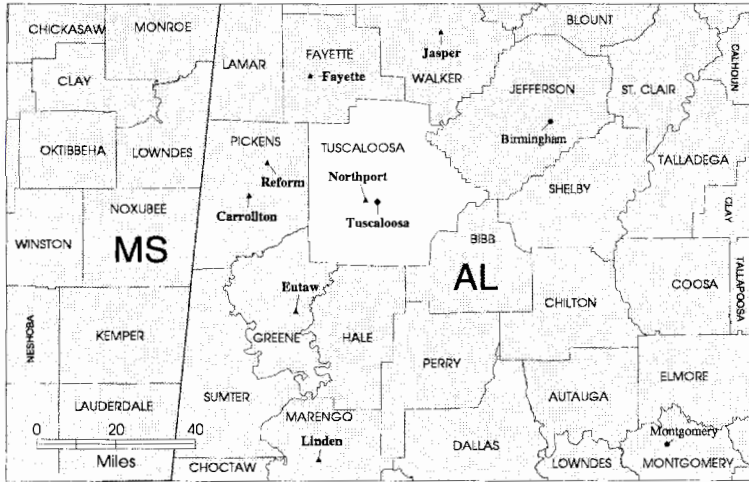
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 216

Revenue Rank: 203

# Tuscaloosa, AL Market Overview



### Metro Counties / Population (000)

|                |       |
|----------------|-------|
| Tuscaloosa, AL | 161.9 |
|                | 161.9 |

### Market Radio Financials (all figures in 000's, except percentages and ratios)

|  |                  |             |             |             |             |             |                  |
|--|------------------|-------------|-------------|-------------|-------------|-------------|------------------|
| <b>ESTIMATED GROSS REVENUES</b><br>★ ★ | <b>1993</b>      | <b>1994</b> | <b>1995</b> | <b>1996</b> | <b>1997</b> | <b>1998</b> | <b>Δ 93 - 98</b> |
|  | \$3,900          | \$4,500     | \$4,700     | \$5,200     | \$5,800     | \$6,600     | 11.1%            |
|  | <b>Δ 98 - 99</b> | <b>1999</b> | <b>2000</b> | <b>2001</b> | <b>2002</b> | <b>2003</b> | <b>Δ 99 - 03</b> |
|  | 9.1%             | \$7,200     | \$7,700     | \$8,100     | \$8,700     | \$9,100     | 6.0%             |

|                      |              |              |              |                      |
|----------------------|--------------|--------------|--------------|----------------------|
|                      | <b>1993</b>  | <b>1998</b>  | <b>2003</b>  | <b>Est. Breakout</b> |
| Revenue/Retail Sales | \$3.33/1,000 | \$3.99/1,000 | \$4.11/1,000 | Local 90%            |
| Revenue/Capita       | \$24.70      | \$40.77      | \$53.88      | National 10%         |

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

|                |             |             |                    |             |             |                    |
|----------------|-------------|-------------|--------------------|-------------|-------------|--------------------|
|                | <b>1993</b> | <b>1998</b> | <b>Growth Rate</b> | <b>1998</b> | <b>2003</b> | <b>Growth Rate</b> |
| MSA Population | 157.9       | 161.9       | 0.5%               | 161.9       | 168.9       | 0.9%               |
| Households     | 58.2        | 61.1        | 1.0%               | 61.1        | 65.3        | 1.3%               |
| Retail Sales   | 1,171.4     | 1,652.2     | 7.1%               | 1,652.2     | 2,214.1     | 6.0%               |
| EBI            | 2,118.4     | 2,392.4     | 2.5%               | 2,392.4     | 3,162.8     | 5.7%               |

### Demographic Breakdown

|                    |              |                 |                |                  |                |                |                |                |
|--------------------|--------------|-----------------|----------------|------------------|----------------|----------------|----------------|----------------|
|                    | <b>Total</b> | <b>Under 12</b> | <b>12 - 17</b> | <b>18 - 24</b>   | <b>25 - 34</b> | <b>35 - 44</b> | <b>45 - 54</b> | <b>Over 55</b> |
| Men (000)          | 78.3         | 12.1            | 6.9            | 11.7             | 10.7           | 12.3           | 9.9            | 14.7           |
| Women (000)        | 83.6         | 11.4            | 6.7            | 12.5             | 10.6           | 12.8           | 10.5           | 19.2           |
| Total              | 161.9        | 23.5            | 13.6           | 24.1             | 21.3           | 25.1           | 20.4           | 34.0           |
| Percentage         | 100.0%       | 14.5%           | 8.4%           | 14.9%            | 13.1%          | 15.5%          | 12.6%          | 21.0%          |
| Per Capita         | \$ 14,777    |                 |                |                  |                |                |                |                |
|                    |              |                 |                | Median Household | \$ 29,070      |                | Avg Household  | \$ 39,156      |
| Ethnic Population: | White 70.5%  |                 | Black 28.4%    |                  | Asian 1.0%     |                | Hispanic 1.0%  |                |

### Market Summary

|                   |                |                |                |                   |                |                |              |
|-------------------|----------------|----------------|----------------|-------------------|----------------|----------------|--------------|
| <b>FM Classes</b> | <b>Class A</b> | <b>Class B</b> | <b>Class C</b> | <b>Viable FMs</b> | <b>All FMs</b> | <b>All AMs</b> | <b>Total</b> |
| # Stations        | 2              |                | 8              | 5                 | 10             | 5              | 15           |
| Tot 12+           | 4.1            |                | 53.4           | 33.7              | 57.5           | 12.5           | 70.0         |
| Avg 12+           | 2.1            |                | 6.7            | 6.7               | 5.8            | 2.5            | 4.7          |
| Tot LCS           | 5.9            |                | 76.3           | 48.1              | 82.1           | 17.9           | 100.0        |
| Avg LCS           | 2.9            |                | 9.5            | 9.6               | 8.2            | 3.6            | 6.7          |

# Competitive Overview

Some stations also rated in Birmingham.

## FM Stations

| Calls           | City of License | FCC Class | Power (kW) | HAAT  | C          | Owner | Year Std          | Date Acq'd | Sales Price (000) | L M A     | Format      | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------|-----------------|-----------|------------|-------|------------|-------|-------------------|------------|-------------------|-----------|-------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                 |                 |           |            |       |            |       |                   |            |                   |           |             |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| WTUG            | Tuscaloosa      | C1        | 92.9       | 100.0 | 981        | c     | Radio South Inc   | 79         |                   |           | Urban AC    | 1,150                    | 1.33        | 12.0               | 10.9                              | 10.3        | 6.5       | 8.5         | 6.3       | 7.1         | 0.0       | 14.8        |
| WZBQ            | Carrollton      | C         | 94.1       | 100.0 | 1007       | b     | AMFM Inc          | 70         |                   |           | CHR         | 1,200                    | 1.36        | 12.3               | 5.7                               | 9.2         | 8.0       | 11.3        | 6.3       | 6.1         | 0.0       | 10.1        |
| WBHJ            | Tuscaloosa      | C1        | 95.7       | 100.0 | 981        | a     | Cox Radio Inc     | 52         |                   |           | CHR/Rhymc   | n/a                      |             | 17.7               | 14.5                              | 12.8        | 11.9      | 9.9         | 9.3       | 11.6        | 0.0       | 3.2         |
| WTXT            | Fayette         | C1        | 98.1       | 100.0 | 906        | b     | AMFM Inc          | 77         |                   |           | Country     | 2,200                    | 1.84        | 16.6               | 8.3                               | 9.7         | 13.4      | 12.3        | 13.7      | 10.6        | 0.0       | 16.4        |
| WLXY            | Northport       | C3        | 100.7      | 11.5  | 486        |       | Warrior Bcstg Inc | 91         |                   |           | Clsc Rock   | 750                      | 1.83        | 5.7                | 1.7                               | 5.6         | 2.5       | 5.2         | 5.9       | 6.1         | 0.0       | 6.9         |
| WTID            | Reform          | C2        | 101.7      | 21.0  | 728        |       | Radio South Inc   | 91         | 800               |           | Hot AC      | 450                      | 1.01        | 6.2                | 5.2                               | 4.6         | 4.0       | 2.8         | 2.4       | 3.0         | 0.0       | 1.6         |
| • WDXB          | Jasper          | C         | 102.5      | 83.0  | 2098       |       | AMFM Inc          | 62         |                   |           | Country     | n/a                      |             | 2.2                | 7.1                               | 1.5         | 1.5       | 3.3         | 3.9       | 3.0         | 0.0       | 3.2         |
| WNPT            | Linden          | C2        | 102.9      | 40.0  | 551        | e     | Willis Bcstg Corp | 90         |                   |           | Gospl/RhyBI |                          |             |                    | 0.0                               | 0.0         | 0.0       | 0.5         | 1.0       | 1.5         | 0.0       | 1.1         |
| WQZZ            | Eutaw           | A         | 104.3      | 2.3   | 371        | d     | Lawson, James     | 90         | 160               |           | R&B Oldies  |                          |             |                    | 0.5                               | 0.0         | 0.0       | 0.0         | 1.0       | 1.5         | 0.0       | 2.6         |
| WRTR            | Tuscaloosa      | A         | 105.5      | 6.0   | 299        | b     | AMFM Inc          | 66         |                   |           | Rock        | 500                      | 1.36        | 5.1                | 3.6                               | 1.5         | 5.5       | 8.0         | 4.9       | 7.6         | 0.0       | 2.6         |
| # FM Stations - |                 |           |            | 10    | # Combos - |       |                   |            | 6                 | FM TOTALS |             |                          |             | 77.8               | 57.5                              | 55.2        | 53.3      | 61.8        | 54.7      | 58.1        | 0.0       | 62.5        |

## AM Stations

| Calls                       | City of License | FCC Class | Day Power (kW) | Night Power (kW) | C             | Owner | Year Std           | Date Acq'd | Sales Price (000) | L M A                        | Format     | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------------------|-----------------|-----------|----------------|------------------|---------------|-------|--------------------|------------|-------------------|------------------------------|------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                             |                 |           |                |                  |               |       |                    |            |                   |                              |            |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| WTSK                        | Tuscaloosa      | B         | 790            | 5.0              | 0.04          | c     | Radio South Inc    | 58         | 7707              |                              | Gospel     | 300                      | 0.41        | 10.2               | 4.7                               | 6.7         | 7.5       | 7.1         | 4.9       | 5.6         | 0.0       | 5.8         |
| WSPZ                        | Tuscaloosa      | B         | 1150           | 5.0              | 1.00          | e     | Willis Bcstg Corp  | 36         | 9711              | 130                          | Gospel     | 100                      |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.5         | 0.0       | 1.1         |
| WTBC                        | Tuscaloosa      | C         | 1230           | 1.0              | 1.00          |       | Auburn Network Inc | 46         | 9712              | 50                           | News/Talk  | 175                      | 0.61        | 4.0                | 1.8                               | 2.6         | 3.0       | 3.3         | 1.5       | 0.0         | 0.0       | 0.0         |
| WWPG                        | Tuscaloosa      | B         | 1280           | 5.0              | 0.50          | d     | Lawson, James      | 51         | 9303              | 160                          | Gospl/Talk | 100                      | 0.48        | 2.9                | 1.4                               | 2.1         | 2.0       | 1.9         | 3.4       | 7.1         | 0.0       | 5.8         |
| WACT                        | Tuscaloosa      | B         | 1420           | 5.0              | 0.11          | b     | AMFM Inc           | 58         | 9910 p            |                              | Gospel     | 300                      | 0.83        | 5.0                | 4.6                               | 5.1         | 2.0       | 1.4         | 2.0       | 2.0         | 0.0       | 2.1         |
| # AM Stations -             |                 |           |                | 5                | # Combos -    |       |                    |            | 4                 | AM TOTALS                    |            |                          |             | 22.1               | 12.5                              | 16.5        | 14.5      | 13.7        | 11.8      | 15.2        | 0.0       | 14.8        |
| AM & FM Stations Profiled - |                 |           |                | 15               | # Duopolies - |       |                    |            | 3                 | Total Local Commercial Share |            |                          |             | 70.0               | 71.7                              | 67.8        | 75.5      | 66.5        | 73.3      | 0.0         | 77.3      |             |

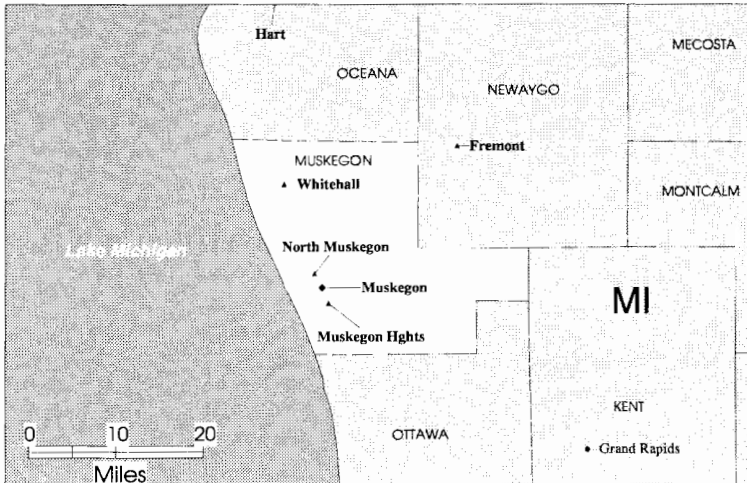
NOTE: Market rated twice yearly with Fall 1997 period.

• Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

**Metro Rank: 217**

Revenue Rank: 269

# Muskegon, MI Market Overview



**Metro Counties / Population (000)**

|              |       |
|--------------|-------|
| Muskegon, MI | 167.6 |
|              | 167.6 |

**Market Radio Financials**  
(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>★★ | 1993      | 1994    | 1995    | 1996    | 1997    | 1998    | Δ 93 - 98 |
|--------------------------------|-----------|---------|---------|---------|---------|---------|-----------|
|                                |           | \$5,000 | \$5,200 | \$5,300 | \$5,400 | \$5,500 | \$3,200   |
|                                | Δ 98 - 99 | 1999    | 2000    | 2001    | 2002    | 2003    | Δ 99 - 03 |
|                                | 6.3%      | \$3,400 | \$3,700 | \$3,900 | \$4,200 | \$4,400 | 7.2%      |

|                      | 1993         | 1998         | 2003         | Est. Breakout |
|----------------------|--------------|--------------|--------------|---------------|
| Revenue/Retail Sales | \$4.53/1,000 | \$2.10/1,000 | \$2.25/1,000 | Local 85%     |
| Revenue/Capita       | \$30.58      | \$19.09      | \$25.52      | National 15%  |

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

|                | 1993    | 1998    | Growth Rate | 1998    | 2003    | Growth Rate |
|----------------|---------|---------|-------------|---------|---------|-------------|
| MSA Population | 163.5   | 167.6   | 0.5%        | 167.6   | 172.4   | 0.6%        |
| Households     | 59.5    | 61.6    | 0.7%        | 61.6    | 64.6    | 1.0%        |
| Retail Sales   | 1,104.1 | 1,522.0 | 6.6%        | 1,522.0 | 1,953.2 | 5.1%        |
| EBI            | 2,152.3 | 2,284.2 | 1.2%        | 2,284.2 | 2,786.4 | 4.1%        |

**Demographic Breakdown**

|                    | Total       | Under 12 | 12 - 17     | 18 - 24          | 25 - 34    | 35 - 44 | 45 - 54       | Over 55   |
|--------------------|-------------|----------|-------------|------------------|------------|---------|---------------|-----------|
| Men (000)          | 82.3        | 15.1     | 7.6         | 7.0              | 11.5       | 13.6    | 10.7          | 16.8      |
| Women (000)        | 85.3        | 14.4     | 7.5         | 6.7              | 10.7       | 13.1    | 11.1          | 21.8      |
| Total              | 167.6       | 29.5     | 15.0        | 13.7             | 22.2       | 26.7    | 21.8          | 38.6      |
| Percentage         | 100.0%      | 17.6%    | 9.0%        | 8.2%             | 13.3%      | 15.9%   | 13.0%         | 23.0%     |
| Per Capita         | \$ 13,629   |          |             |                  |            |         |               |           |
|                    |             |          |             | Median Household | \$ 30,462  |         | Avg Household | \$ 37,081 |
| Ethnic Population: | White 83.9% |          | Black 14.9% |                  | Asian 0.5% |         | Hispanic 2.9% |           |

**Market Summary**

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 4       | 3       | 1       | 5          | 8       | 5       | 13    |
| Tot 12+    | 8.2     | 28.9    | 2.1     | 37.1       | 39.2    | 9.1     | 48.3  |
| Avg 12+    | 2.1     | 9.6     | 2.1     | 7.4        | 4.9     | 1.8     | 3.7   |
| Tot LCS    | 17.0    | 59.8    | 4.3     | 76.8       | 81.2    | 18.8    | 100.0 |
| Avg LCS    | 4.2     | 19.9    | 4.3     | 15.4       | 10.1    | 3.8     | 7.7   |



# Competitive Overview

Some stations also rated in Grand Rapids.

## FM Stations

| Calls           | City of License | FCC Class | Power (kW) | HAAT  | C          | Owner | Year Std          | Date Acq'd | Sales Price (000) | L M A     | Format | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |     |
|-----------------|-----------------|-----------|------------|-------|------------|-------|-------------------|------------|-------------------|-----------|--------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|-----|
|                 |                 |           |            |       |            |       |                   |            |                   |           |        |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |     |
| WGVS            | Whitehall       | A         | 95.3       | 2.0   | 361        | b     | WLC Bcstg Inc     | 75         | 9707              | 900       | c1     | Urban                    | 25          |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |     |
| WEFG            | Whitehall       | A         | 97.5       | 1.7   | 427        | c     | Pyramid Bcstg Inc | 91         |                   |           |        | 70s Oldies               | 250         | 1.99               | 3.7                               | 3.4         | 1.9       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 |
| WLCS            | North Muskegon  | A         | 98.3       | 2.6   | 322        | c     | Pyramid Bcstg Inc | 83         | 9512              | 535       |        | Oldies                   | 250         | 0.78               | 9.4                               | 4.8         | 4.8       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 |
| WSHN            | Fremont         | A         | 100.1      | 2.8   | 295        | d     | Noordyk Bcstg     | 71         | 9604              |           | st     | Country                  | 75          | 2.21               | 1.0                               | 0.0         | 0.5       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 |
| ● WMRR          | Muskegon        | B1        | 101.7      | 12.0  | 305        | e     | Cumulus Bcstg Inc | 74         | 9911 p            |           | g      | Clsc Rock                | 400         | 0.65               | 18.0                              | 7.8         | 9.2       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 |
| WCXT            | Hart            | C1        | 105.3      | 100.0 | 1076       |       | Waters Bcstg Corp | 83         |                   |           |        | Lite AC                  | 200         | 0.89               | 6.6                               | 2.1         | 3.4       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 |
| ● WMUS          | Muskegon        | B         | 106.9      | 15.5  | 367        | a     | Cumulus Bcstg Inc | 62         | 9911 p            |           | g      | Country                  | 1,400       | 1.18               | 35.0                              | 16.9        | 17.9      | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 |
| ● WSHZ          | Muskegon        | B1        | 107.9      | 15.0  | 420        | e     | Cumulus Bcstg Inc | 95         | 9911 p            |           | g      | Bright AC                | 450         | 1.08               | 12.3                              | 4.2         | 6.3       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 |
| # FM Stations - |                 |           |            | 8     | # Combos - |       |                   |            | 6                 | FM TOTALS |        |                          |             | 86.0               | 39.2                              | 44.0        | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |     |

## AM Stations

| Calls                       | City of License | FCC Class | Power (kW) | Day Power (kW) | Night Power (kW) | C | Owner             | Year Std | Date Acq'd | Sales Price (000)            | L M A | Format      | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------------------|-----------------|-----------|------------|----------------|------------------|---|-------------------|----------|------------|------------------------------|-------|-------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                             |                 |           |            |                |                  |   |                   |          |            |                              |       |             |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| WGVS                        | Muskegon        | B         | 850        | 1.0            | 1.00             | b | WLC Bcstg Inc     | 26       | 9707       |                              | c1    | Nws/Tlk/Spt | 25                       |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| ● WMUS                      | Muskegon        | B         | 1090       | 1.0            | 0.00             | a | Cumulus Bcstg Inc | 47       | 9911 p     |                              | g     | Country     |                          |             | 2.0                | 1.4                               | 1.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| WUBR                        | Whitehall       | C         | 1490       | 1.0            | 1.00             | c | Pyramid Bcstg Inc | 59       |            |                              |       | 70s Oldies  | 25                       |             |                    | 1.8                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| WKBZ                        | Muskegon        | B         | 1520       | 10.0           | 1.00             | b | Harbor Pointe     | 63       | 9908 p     | 434                          |       | Christian   | 125                      | 0.99        | 3.7                | 3.4                               | 1.9         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| ● WMHG                      | Muskegon        | B         | 1600       | 5.0            | 5.00             | e | Cumulus Bcstg Inc | 49       | 9911 p     |                              | g     | MOR         | 125                      | 0.44        | 8.4                | 2.5                               | 4.3         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| # AM Stations -             |                 |           |            | 5              | # Combos -       |   |                   |          | 5          | AM TOTALS                    |       |             |                          | 14.1        | 9.1                | 7.2                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       |             |
| AM & FM Stations Profiled - |                 |           |            | 13             | # Duopolies -    |   |                   |          | 3          | Total Local Commercial Share |       |             |                          | 48.3        | 51.2               | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       |             |

NOTE: Market reinstated with Spring 1999 period.

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.



# Competitive Overview

## FM Stations

| Calls           | City of License | FCC Class | Power (kW) | HAAT    | C          | Owner | Year Std           | Date Acq'd | Sales Price (000) | L M A     | Format    | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------|-----------------|-----------|------------|---------|------------|-------|--------------------|------------|-------------------|-----------|-----------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                 |                 |           |            |         |            |       |                    |            |                   |           |           |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| WINC            | Winchester      | B         | 92.5       | 22.0    | 1424       | b     | Mid Atlantic       | 46         |                   |           | AC        | 2,525                    | 1.57        | 20.6               | 11.4                              | 13.2        | 9.5       | 16.0        | 12.9      | 8.7         | 0.0       | 12.1        |
| WAZR            | Woodstock       | B1        | 93.7       | 25.0    | 43         |       | Ruarch Assoc, VA   | 85         |                   |           | Nostalgia | 650                      | 1.37        | 6.1                | 4.4                               | 2.6         | 4.0       | 3.4         | 5.5       | 5.8         | 0.0       | 1.9         |
| WFTR            | Front Royal     | A         | 95.3       | 4.0     | 299        | a     | Straus Media Group | 81         |                   |           | Oldies    | 475                      | 1.30        | 4.7                | 2.5                               | 1.6         | 3.5       | 4.6         | 3.7       | 3.9         | 0.0       | 4.4         |
| WSIG            | Mount Jackson   | B1        | 96.9       | 25.0 cp | 243        | c     | Shenandoah Cnty    | 88         | 9602              | st        | Country   | 450                      | 0.69        | 8.4                | 2.5                               | 5.8         | 3.5       | 4.0         | 3.7       | 1.9         | 0.0       | 3.4         |
| WFQX            | Front Royal     | A         | 99.3       | 3.0     | 295        | a     | AMFM Inc           | 73         | 9910 p            | g         | Clsc Rock | 350                      | 0.50        | 8.9                | 6.8                               | 4.2         | 5.5       | 3.4         | 3.7       | 3.4         | 0.0       | 5.3         |
| WUSQ            | Winchester      | B         | 102.5      | 32.0    | 630        | a     | AMFM Inc           | 65         | 9910 p            | g         | Country   | 2,750                    | 0.89        | 39.7               | 19.7                              | 22.1        | 21.4      | 17.7        | 20.3      | 23.2        | 0.0       | 23.3        |
| WBPP            | Strasburg       | A         | 104.9      | 4.1     | 220        | b     | Mid Atlantic       | 87         | 9707              | 850 d1    | Country   |                          |             | 1.9                | 1.0                               | 1.6         | 0.5       | 0.6         | 0.5       | 0.5         | 0.0       | 0.5         |
| WAPP            | Berryville      | A         | 105.5      | 3.0     | 299        | b     | Mid Atlantic       | 80         | 9707              | d1        | Country   | 325                      | 1.30        | 3.2                | 1.7                               | 2.6         | 1.0       | 1.7         | 0.5       | 1.9         | 0.0       | 1.5         |
| # FM Stations - |                 |           |            | 8       | # Combos - |       |                    |            | 7                 | FM TOTALS |           |                          |             | 93.5               | 50.0                              | 53.7        | 48.9      | 51.4        | 50.8      | 49.3        | 0.0       | 52.4        |

## AM Stations

| Calls                       | City of License | FCC Class | Day Power (kW) | Night Power (kW) | C             | Owner | Year Std           | Date Acq'd | Sales Price (000) | L M A                        | Format      | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------------------|-----------------|-----------|----------------|------------------|---------------|-------|--------------------|------------|-------------------|------------------------------|-------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                             |                 |           |                |                  |               |       |                    |            |                   |                              |             |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| WNTW                        | Winchester      | B         | 610            | 0.5              | 0.50          | a     | AMFM Inc           | 61         | 9910 p            | g                            | ChrsContemp | 100                      | 0.92        | 1.4                | 0.6                               | 0.5         | 1.0       | 0.0         | 0.9       | 1.0         | 0.0       | 0.0         |
| WSVG                        | Mount Jackson   | B         | 790            | 1.0              | 0.04          | c     | Shenandoah Cnty    | 54         | 9602              | st                           | Country     |                          |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| WAMM                        | Woodstock       | C         | 1230           | 1.0              | 0.25          |       | Dean O'Connell Inc | 81         | 9103              | 80 +                         | Country     |                          |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| WINC                        | Winchester      | C         | 1400           | 1.0              | 1.00          | b     | Mid Atlantic       | 41         |                   |                              | News/Talk   | 150                      | 0.38        | 5.1                | 1.1                               | 2.1         | 3.5       | 1.7         | 1.8       | 1.4         | 0.0       | 2.9         |
| WFTR                        | Front Royal     | C         | 1450           | 1.0              | 1.00          | a     | Straus Media Group | 48         |                   |                              | Nws/Tlk/Spt |                          |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.5         |
| # AM Stations -             |                 |           |                | 5                | # Combos -    |       |                    |            | 4                 | AM TOTALS                    |             |                          |             | 6.5                | 1.7                               | 2.6         | 4.5       | 1.7         | 2.7       | 2.4         | 0.0       | 3.4         |
| AM & FM Stations Profiled - |                 |           |                | 13               | # Duopolies - |       |                    |            | 2                 | Total Local Commercial Share |             |                          |             | 51.7               | 56.3                              | 53.4        | 53.1      | 53.5        | 51.7      | 0.0         | 55.8      |             |

NOTE: Market rated twice yearly with Fall 1997 period.

1/ See introduction section for interpretation of revenue estimates.





# Competitive Overview

## FM Stations

| Calls           | City of License | FCC Class | Power Freq (kW) | HAAT  | C  | Owner | Year Std   | Date Acq'd        | Sales Price (000) | L M A | Format | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |      |      |
|-----------------|-----------------|-----------|-----------------|-------|----|-------|------------|-------------------|-------------------|-------|--------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|------|------|
|                 |                 |           |                 |       |    |       |            |                   |                   |       |        |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |      |      |
| WWAX            | Hermantown      | C3        | 92.1            | 3.4   | cp | 892   | f          | Curtis Squire Inc | 96                | 9910  | 2,100  | c1                       | AC          | 250                | 0.34                              | 9.3         | 9.0       | 9.2         | 6.1       | 6.9         | 5.1       | 4.4         | 1.9  | 0.0  |
| KQDS            | Duluth          | C1        | 94.9            | 100.0 |    | 699   | b          | Curtis Squire Inc | 76                | 9811  |        | g1                       | AOR         | 800                | 1.49                              | 6.7         | 8.1       | 5.3         | 5.7       | 7.4         | 9.3       | 8.4         | 8.1  | 11.8 |
| KDAL            | Duluth          | C1        | 95.7            | 100.0 |    | 804   | d          | Shockley Comm     | 85                | 8801  | 2,000  | c4                       | AC          | 900                | 1.13                              | 10.0        | 6.8       | 7.2         | 9.2       | 7.8         | 8.8       | 7.6         | 9.0  | 9.3  |
| KDNW            | Duluth          | C2        | 97.3            | 40.0  |    | 548   |            | Northwestern      | 93                |       |        |                          | Religion    |                    |                                   |             | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0  | 0.0  |
| KTCO            | Duluth          | C1        | 98.9            | 100.0 |    | 600   | d          | Shockley Comm     | 72                | 9608  | 3,800  | c1                       | Country     | 600                | 0.84                              | 8.9         | 5.3       | 6.3         | 8.3       | 6.9         | 4.2       | 8.9         | 8.1  | 7.7  |
| WUSZ            | Virginia        | C1        | 99.9            | 100.0 |    | 568   | c          | Virginia Bcstg Co | 71                |       |        |                          | Country     | 450                |                                   | 0.3         | 1.5       | 0.5         | 0.0       | 0.0         | 0.0       | 0.4         | 1.0  | 0.4  |
| KLDJ            | Duluth          | C2        | 101.7           | 18.5  |    | 824   | a          | Brill Media Co    | 94                | 9509  | 700    |                          | Oldies      | 1,050              | 1.24                              | 10.6        | 6.6       | 7.7         | 9.6       | 8.3         | 8.3       | 6.7         | 7.6  | 4.5  |
| KRBR            | Superior        | C1        | 102.5           | 100.0 |    | 600   | d          | Shockley Comm     | 79                | 9608  |        | c1                       | CHR         | 500                | 0.76                              | 8.2         | 6.4       | 6.8         | 6.6       | 5.5         | 5.1       | 6.2         | 8.6  | 8.1  |
| KZIO            | Two Harbors     | C2        | 104.3           | 50.0  |    | 397   | f          | Curtis Squire Inc | 95                | 9910  |        | c1                       | Nostalgia   | 150                | 0.33                              | 5.6         | 3.2       | 4.8         | 4.4       | 3.7         | 2.3       | 2.7         | 0.5  | 0.8  |
| KKCB            | Duluth          | C1        | 105.1           | 100.0 |    | 791   | a          | Brill Media Co    | 66                | 8403  | 2,000  | c2                       | Country     | 1,750              | 1.70                              | 12.9        | 10.0      | 11.1        | 10.0      | 12.4        | 11.6      | 11.1        | 12.9 | 11.0 |
| • KAOD          | Babbitt         | C2        | 106.7           | 33.0  |    | 430   |            | Curtis Squire Inc | 99                |       |        |                          | AC          |                    |                                   |             | 0.1       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0  | 0.0  |
| WNXR            | Iron River      | C3        | 107.3           | 21.0  |    | 361   |            | Hackman, Gerald J | 94                | 9909  | 300    |                          | Oldies      |                    |                                   | 0.5         | 0.4       | 0.5         | 0.4       | 0.5         | 0.5       | 0.9         | 0.5  | 0.4  |
| KUSZ            | Proctor         | C2        | 107.7           | 7.7   |    | 912   | c          | Brill Media Co    | 94                | 9912  | 1,000  |                          | Adult CHR   | 200                | 0.74                              | 3.4         | 2.4       | 2.9         | 2.6       | 4.1         | 2.8       | 1.8         | 0.5  | 0.8  |
| # FM Stations - |                 |           |                 |       |    | 13    | # Combos - |                   | 10                |       |        |                          | FM TOTALS   |                    |                                   | 76.4        | 59.8      | 62.3        | 62.9      | 63.5        | 58.0      | 59.1        | 58.7 | 54.8 |

## AM Stations

| Calls                       | City of License | FCC Class | Power Freq (kW) | Day Power (kW) | Night Power (kW) | C    | Owner               | Year Std      | Date Acq'd | Sales Price (000) | L M A | Format     | 1999 Est Revenue (000)1/     | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |      |
|-----------------------------|-----------------|-----------|-----------------|----------------|------------------|------|---------------------|---------------|------------|-------------------|-------|------------|------------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|------|
|                             |                 |           |                 |                |                  |      |                     |               |            |                   |       |            |                              |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |      |
| WEBC                        | Duluth          | B         | 560             | 5.0            | 5.00             | a    | Brill Media Co      | 24            | 8403       |                   | c2    | Talk       | 400                          | 0.77        | 6.5                | 4.2                               | 5.8         | 4.8       | 5.5         | 7.9       | 5.3         | 5.2       | 4.9         |      |
| KDAL                        | Duluth          | B         | 610             | 5.0            | cp               | 5.00 | d                   | Shockley Comm | 36         | 8801              |       | c4         | FullService                  | 675         | 0.69               | 12.3                              | 9.3         | 10.6      | 9.6         | 12.0      | 10.2        | 11.1      | 9.5         | 10.2 |
| WNMT                        | Nashwauk        | B         | 650             | 10.0           | 1.00             | e    | Central States Ntwk | 75            | 9702       |                   | sw    | Talk       |                              |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.5       | 0.4         | 0.5       | 0.4         |      |
| WDSM                        | Superior        | B         | 710             | 10.0           | 5.00             | d    | Shockley Comm       | 39            | 9608       |                   | c1    | Sports     | 150                          | 0.67        | 2.8                | 2.6                               | 2.4         | 2.2       | 2.3         | 2.3       | 1.8         | 1.9       | 4.5         |      |
| WWJC                        | Duluth          | B         | 850             | 10.0           | 0.00             |      | WWJC Inc            | 63            | 8309       | 515               |       | Chrst/Talk | 50                           | 0.57        | 1.1                | 2.1                               | 0.5         | 1.3       | 0.9         | 1.4       | 0.4         | 0.5       | 1.2         |      |
| KXTP                        | Superior        | B         | 970             | 1.0            | 0.03             | d    | Shockley Comm       | 59            | 9608       |                   | c1    | Children   | 50                           |             | 0.9                | 0.5                               | 0.5         | 0.9       | 0.5         | 1.4       | 2.2         | 3.3       | 3.7         |      |
| KQDS                        | Duluth          | C         | 1490            | 1.0            | 1.00             | b    | Curtis Squire Inc   | 63            | 9811       |                   | g1    | AOR        |                              |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |      |
| # AM Stations -             |                 |           |                 |                |                  | 7    | # Combos -          |               | 5          |                   |       |            | AM TOTALS                    |             |                    | 23.6                              | 18.7        | 19.8      | 18.8        | 21.2      | 23.7        | 21.2      | 20.9        | 24.9 |
| AM & FM Stations Profiled - |                 |           |                 |                |                  | 20   | # Duopolies -       |               | 6          |                   |       |            | Total Local Commercial Share |             |                    | 78.5                              | 82.1        | 81.7      | 84.7        | 81.7      | 80.3        | 79.6      | 79.7        |      |

• Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.



# Competitive Overview

## FM Stations

| Calls           | City of License | FCC Class | Power Freq (kW) | HAAT | C          | Owner             | Year Std | Date Acq'd | Sales Price (000) | L M A     | Format    | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------|-----------------|-----------|-----------------|------|------------|-------------------|----------|------------|-------------------|-----------|-----------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                 |                 |           |                 |      |            |                   |          |            |                   |           |           |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| KATF            | Dubuque         | C         | 92.9 100.0 cp   | 1001 | c          | Woodward Comm     | 67       |            |                   |           | Soft AC   | 1,250                    | 1.48        | 14.3               | 8.6                               | 10.5        | 9.8       | 11.1        | 11.5      | 11.9        | 11.1      | 12.0        |
| KGRR            | Epworth         | C3        | 97.3 19.0       | 381  |            | Hemmer Bcstg Co   | 94       |            |                   |           | Clsc Rock | 550                      | 1.04        | 9.0                | 6.5                               | 6.1         | 6.7       | 7.4         | 4.8       | 4.9         | 6.4       | 5.6         |
| WGLR            | Lancaster       | C3        | 97.7 11.5 cp    | 482  | a          | Television        | 82       | 9806       | 1,660             | c1        | Country   | 750                      | 1.40        | 9.1                | 4.8                               | 6.6         | 6.3       | 6.2         | 3.1       | 6.6         | 4.3       | 3.4         |
| KDST            | Dyersville      | A         | 99.3 3.0        | 299  |            | Design Homes Inc  | 85       | 8811       | 22                |           | Country   | 325                      | 2.20        | 2.5                | 3.4                               | 1.3         | 2.2       | 2.9         | 1.8       | 2.5         | 1.7       | 3.4         |
| KXGE            | Dubuque         | A         | 102.3 2.0 cp    | 308  | b          | Cumulus Bcstg Inc | 80       | 9810       | 6,000             | d3        | Clsc Rock | 400                      | 0.75        | 9.1                | 4.6                               | 7.5         | 5.4       | 4.9         | 4.8       | 5.3         | 6.0       | 4.7         |
| WJOD            | Asbury          | C3        | 103.3 6.6       | 643  | b          | Cumulus Bcstg Inc | 94       | 9803       | 1,350             |           | Oldies    | 600                      | 0.74        | 13.8               | 16.4                              | 10.1        | 9.4       | 8.6         | 10.6      | 8.2         | 15.0      | 7.3         |
| KLYV            | Dubuque         | C2        | 105.3 50.0      | 331  | b          | Cumulus Bcstg Inc | 65       | 9810       |                   | d3        | CHR       | 700                      | 0.74        | 16.0               | 10.1                              | 11.4        | 11.2      | 12.8        | 10.6      | 10.7        | 11.5      | 9.0         |
| ● KIYX          | Sageville       | A         | 106.1 4.2       | 394  |            | Television        | 99       |            |                   |           | Clsc Rock |                          |             |                    | 1.5                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| WPVL            | Platteville     | A         | 107.1 4.2 cp    | 394  | a          | Television        | 66       | 9804       | 825               | c2        | Clsc Hits |                          |             | 1.8                | 1.4                               | 1.3         | 1.3       | 2.1         | 2.6       | 1.2         | 0.9       | 0.9         |
| WDBQ            | Galena          | A         | 107.5 6.0       | 328  | b          | Cumulus Bcstg Inc | 89       | 9810       |                   | d3        | Oldies    | 450                      | 1.12        | 6.8                | 5.5                               | 3.9         | 5.8       | 5.8         | 4.8       | 8.2         | 4.7       | 5.6         |
| # FM Stations - |                 |           |                 | 10   | # Combos - |                   |          |            | 7                 | FM TOTALS |           |                          |             | 82.4               | 62.8                              | 58.7        | 58.1      | 61.8        | 54.6      | 59.5        | 61.6      | 51.9        |

## AM Stations

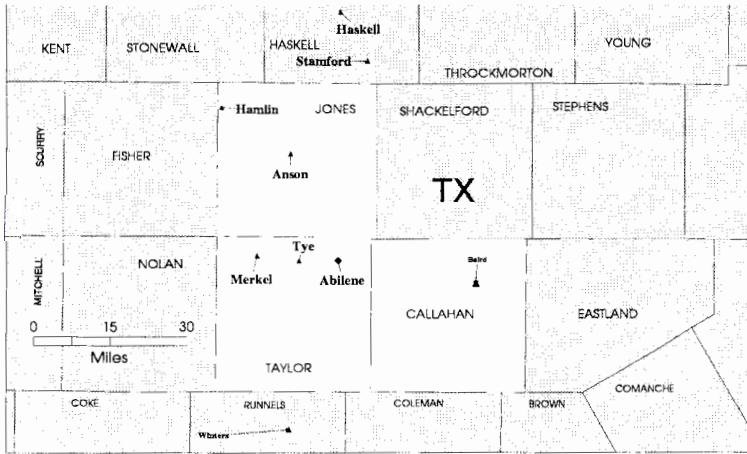
| Calls                       | City of License | FCC Class | Power Freq (kW) | Day Power (kW) | Night Power (kW) | C                 | Owner | Year Std | Date Acq'd | Sales Price (000)            | L M A | Format    | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------------------|-----------------|-----------|-----------------|----------------|------------------|-------------------|-------|----------|------------|------------------------------|-------|-----------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                             |                 |           |                 |                |                  |                   |       |          |            |                              |       |           |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| WGLR                        | Lancaster       | B         | 1280 0.5        | 0.02           | a                | Television        | 77    | 9804     |            |                              | c1    | AC        |                          |             | 0.3                | 0.2                               | 0.0         | 0.4       | 1.2         | 0.9       | 0.8         | 0.4       | 0.4         |
| KDTH                        | Dubuque         | B         | 1370 5.0        | 5.00           | c                | Woodward Comm     | 41    |          |            |                              |       | News/Talk | 700                      | 1.00        | 11.9               | 7.3                               | 8.3         | 8.5       | 8.2         | 9.7       | 8.2         | 9.0       | 10.3        |
| WDBQ                        | Dubuque         | C         | 1490 1.0        | 1.00           | b                | Cumulus Bcstg Inc | 33    | 9810     |            |                              | d3    | News      | 150                      | 0.91        | 2.8                | 1.8                               | 1.8         | 2.2       | 2.9         | 4.0       | 2.9         | 2.6       | 2.6         |
| WPVL                        | Platteville     | B         | 1590 1.0        | 0.50           | a                | Television        | 55    | 9804     |            |                              | c2    | Easy      |                          |             | 2.5                | 0.9                               | 1.8         | 1.8       | 2.1         | 0.4       | 2.1         | 2.6       | 1.7         |
| # AM Stations -             |                 |           |                 | 4              | # Combos -       |                   |       |          | 4          | AM TOTALS                    |       |           |                          | 17.5        | 10.2               | 11.9                              | 12.9        | 14.4      | 15.0        | 14.0      | 14.6        | 15.0      |             |
| AM & FM Stations Profiled - |                 |           |                 | 14             | # Duopolies -    |                   |       |          | 4          | Total Local Commercial Share |       |           |                          | 73.0        | 70.6               | 71.0                              | 76.2        | 69.6      | 73.5        | 76.2      | 66.9        |           |             |

● Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 221

Revenue Rank: 228

# Abilene, TX Market Overview



### Metro Counties / Population (000)

|              |              |
|--------------|--------------|
| Callahan, TX | 13.0         |
| Jones, TX    | 18.2         |
| Taylor, TX   | 129.0        |
| <b>Total</b> | <b>160.2</b> |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

|  |                  |             |             |             |             |             |                  |
|--|------------------|-------------|-------------|-------------|-------------|-------------|------------------|
| <b>ESTIMATED GROSS REVENUES</b><br>★★★ | <u>1993</u>      | <u>1994</u> | <u>1995</u> | <u>1996</u> | <u>1997</u> | <u>1998</u> | <u>Δ 93 - 98</u> |
|  | \$4,400          | \$4,600     | \$4,700     | \$4,800     | \$4,900     | \$5,500     | 4.4%             |
|  | <u>Δ 98 - 99</u> | <u>1999</u> | <u>2000</u> | <u>2001</u> | <u>2002</u> | <u>2003</u> | <u>Δ 99 - 03</u> |
|  | 7.3%             | \$5,900     | \$6,300     | \$6,600     | \$7,100     | \$7,500     | 6.2%             |

|                      |              |              |              |                      |
|----------------------|--------------|--------------|--------------|----------------------|
|                      | <u>1993</u>  | <u>1998</u>  | <u>2003</u>  | <u>Est. Breakout</u> |
| Revenue/Retail Sales | \$3.85/1,000 | \$3.66/1,000 | \$4.42/1,000 | Local 90%            |
| Revenue/Capita       | \$29.59      | \$34.33      | \$46.53      | National 10%         |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                |             |             |                    |             |             |                    |
|----------------|-------------|-------------|--------------------|-------------|-------------|--------------------|
|                | <u>1993</u> | <u>1998</u> | <u>Growth Rate</u> | <u>1998</u> | <u>2003</u> | <u>Growth Rate</u> |
| MSA Population | 148.7       | 160.2       | 1.5%               | 160.2       | 161.2       | 0.1%               |
| Households     | 54.5        | 58.6        | 1.5%               | 58.6        | 59.4        | 0.3%               |
| Retail Sales   | 1,141.4     | 1,504.4     | 5.7%               | 1,504.4     | 1,697.9     | 2.4%               |
| EBI            | 1,992.4     | 2,152.9     | 1.6%               | 2,152.9     | 2,510.9     | 3.1%               |

### Demographic Breakdown

|                    |              |                 |                |                  |                |                |                |                |
|--------------------|--------------|-----------------|----------------|------------------|----------------|----------------|----------------|----------------|
|                    | <u>Total</u> | <u>Under 12</u> | <u>12 - 17</u> | <u>18 - 24</u>   | <u>25 - 34</u> | <u>35 - 44</u> | <u>45 - 54</u> | <u>Over 55</u> |
| Men (000)          | 77.8         | 14.4            | 7.1            | 8.7              | 11.2           | 11.5           | 9.4            | 15.6           |
| Women (000)        | 82.4         | 13.8            | 6.6            | 8.2              | 10.6           | 11.6           | 10.2           | 21.4           |
| Total              | 160.2        | 28.1            | 13.7           | 16.9             | 21.8           | 23.1           | 19.6           | 37.0           |
| Percentage         | 100.0%       | 17.6%           | 8.5%           | 10.5%            | 13.6%          | 14.4%          | 12.2%          | 23.1%          |
| Per Capita         | \$ 13,439    |                 |                |                  |                |                |                |                |
|                    |              |                 |                | Median Household | \$ 27,404      |                | Avg Household  | \$ 36,739      |
| Ethnic Population: | White 91.3%  |                 | Black 6.5%     |                  | Asian 1.7%     |                | Hispanic 18.1% |                |

### Market Summary

|                   |                |                |                |                   |                |                |              |
|-------------------|----------------|----------------|----------------|-------------------|----------------|----------------|--------------|
| <b>FM Classes</b> | <b>Class A</b> | <b>Class B</b> | <b>Class C</b> | <b>Viable FMs</b> | <b>All FMs</b> | <b>All AMs</b> | <b>Total</b> |
| # Stations        |                |                | 13             | 9                 | 13             | 6              | 19           |
| Tot 12+           |                |                | 75.6           | 70.3              | 75.6           | 6.3            | 81.9         |
| Avg 12+           |                |                | 5.8            | 7.8               | 5.8            | 1.1            | 4.3          |
| Tot LCS           |                |                | 92.3           | 85.8              | 92.3           | 7.7            | 100.0        |
| Avg LCS           |                |                | 7.1            | 9.5               | 7.1            | 1.3            | 5.3          |

# Competitive Overview

## FM Stations

| Calls           | City of License | FCC Class | Power (kW) | HAAT     | C    | Owner      | Year Std             | Date Acq'd | Sales Price (000) | L M A    | Format      | 1999 Est        |             | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |      |
|-----------------|-----------------|-----------|------------|----------|------|------------|----------------------|------------|-------------------|----------|-------------|-----------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|------|
|                 |                 |           |            |          |      |            |                      |            |                   |          |             | Revenue (000)1/ | Power Ratio |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |      |
| KULL            | Abilene         | C2        | 92.5       | 44.0     | 525  | a          | Sunburst Media LP    | 97         |                   |          | Oldies      | 350             | 0.53        | 11.2               | 6.8                               | 9.7         | 8.7       | 8.2         | 0.0       | 0.0         | 0.0       |             |      |
| • KAGT          | Baird           | C1        | 95.1       | 100.0    | 427  |            | Cowboy's Bcstg       | 81         |                   | 1        | Cntry/Gospl |                 |             |                    | 2.9                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       |             |      |
| KVRP            | Haskell         | C1        | 95.5       | 100.0    | 532  | b          | Rolling Plains Bcstg | 81         |                   |          | Country     | 400             |             | 0.7                | 0.9                               | 0.0         | 1.1       | 0.5         | 0.5       | 1.5         | 0.0       | 0.5         |      |
| KATX            | Winters         | C2        | 96.1       | 50.0     | 492  |            | Dove Media Inc       | 99         |                   |          | Country     | 50              |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       |             |      |
| KFQX            | Anson           | C2        | 98.1       | 50.0 cp  | 292  | c          | Cumulus Bcstg Inc    | 88         | 9911              | 200sw    | Mix AC      | 100             | 1.13        | 1.5                | 4.4                               | 1.4         | 1.1       | 2.9         | 9.4       | 3.0         | 0.0       | 4.2         |      |
| KBCY            | Tye             | C1        | 99.7       | 100.0    | 745  | c          | Cumulus Bcstg Inc    | 83         | 9803              | 1,812 d1 | Country     | 250             | 0.99        | 4.3                | 7.2                               | 3.7         | 3.3       | 5.3         | 5.8       | 5.6         | 0.0       | 5.8         |      |
| KHYS            | Abilene         | C         | 100.7      | 100.0    | 1280 | a          | Sunburst Media LP    | 74         | 9808              | 5,000 d2 | Hot AC      | 250             | 0.61        | 7.0                | 8.1                               | 5.6         | 6.0       | 4.8         | 4.7       | 6.1         | 0.0       | 5.8         |      |
| KHXS            | Merkel          | C1        | 102.7      | 66.0     | 1148 | c          | Cumulus Bcstg Inc    | 76         | 9806              | 1,600    | Clsc Rock   | 525             | 1.44        | 6.2                | 5.7                               | 3.7         | 6.5       | 3.4         | 3.1       | 1.5         | 0.0       | 2.6         |      |
| KCDD            | Hamlin          | C         | 103.7      | 98.0     | 984  | c          | Cumulus Bcstg Inc    | 87         | 9803              |          | d1          | CHR             | 800         | 0.79               | 17.2                              | 11.2        | 15.7      | 12.5        | 14.5      | 11.5        | 15.2      | 0.0         | 12.0 |
| KEAN            | Abilene         | C1        | 105.1      | 100.0 cp | 886  | a          | Sunburst Media LP    | 69         | 9810              |          | g1          | Country         | 1,725       | 1.03               | 28.3                              | 16.6        | 22.7      | 23.9        | 28.0      | 20.4        | 24.9      | 0.0         | 24.6 |
| KKHR            | Abilene         | C2        | 106.3      | 50.0 cp  | 492  | c          | Powell Meredith      | 89         | 9911 p            |          | sw          | Tejano          | 200         | 0.87               | 3.9                               | 3.4         | 3.7       | 2.7         | 3.9       | 4.2         | 2.0       | 0.0         | 2.1  |
| KOES            | Stamford        | C2        | 106.9      | 40.0     | 548  |            | KOES Bcstg Inc       | 99         | 9910              | 500      | Country     |                 |             | 0.9                | 1.5                               | 1.4         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |      |
| KEYJ            | Abilene         | C1        | 107.9      | 100.0    | 666  | a          | Sunburst Media LP    | 61         | 9808              |          | d2          | AOR             | 400         | 0.70               | 9.7                               | 6.9         | 8.8       | 7.1         | 8.2       | 8.9         | 14.7      | 0.0         | 12.6 |
| # FM Stations - |                 |           |            |          | 13   | # Combos - |                      |            |                   |          | 10          | FM TOTALS       |             |                    | 90.9                              | 75.6        | 76.4      | 72.9        | 79.7      | 68.5        | 74.5      | 0.0         | 70.2 |

## AM Stations

| Calls                       | City of License | FCC Class | Power (kW) | Day Power (kW) | Night Power (kW) | C             | Owner                | Year Std | Date Acq'd | Sales Price (000) | L M A | Format                       | 1999 Est        |             | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------------------|-----------------|-----------|------------|----------------|------------------|---------------|----------------------|----------|------------|-------------------|-------|------------------------------|-----------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                             |                 |           |            |                |                  |               |                      |          |            |                   |       |                              | Revenue (000)1/ | Power Ratio |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| KBBA                        | Abilene         | B         | 1280       | 0.5            | 0.23             | a             | Sunburst Media LP    | 57       | 9810       |                   | g1    | Spanish AC                   | 75              |             | 0.6                | 0.0                               | 0.9         | 0.0       | 1.0         | 2.1       | 0.0         | 0.0       | 0.5         |
| KWKC                        | Abilene         | C         | 1340       | 1.0            | 1.00             | d             | Dynamic Bcstg Co     | 48       | 9901       | 100               |       | Sprts/Talk                   | 400             | 1.69        | 4.0                | 2.3                               | 2.3         | 4.3       | 1.0         | 1.6       | 1.0         | 0.0       | 0.0         |
| KVRP                        | Stamford        | C         | 1400       | 1.0            | 1.00             | b             | Rolling Plains Bcstg | 47       | 8607       |                   |       | Country                      |                 |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| KEAN                        | Abilene         | B         | 1470       | 5.0            | 1.00             | a             | Sunburst Media LP    | 36       | 9808       |                   | d2    | Country                      | 75              | 0.98        | 1.3                | 0.4                               | 0.0         | 2.2       | 0.0         | 0.5       | 3.0         | 0.0       | 4.2         |
| KMXO                        | Merkel          | B         | 1500       | 0.3            | 0.00             |               | Silva, Ray R         | 63       | 8602       |                   |       | ChrsContemp                  | 50              |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| KMPC                        | Abilene         | B         | 1560       | 0.5            | 0.00             | d             | Dynamic Bcstg Co     | 62       | 8204       |                   |       | Adlt Stndrd                  | 200             | 1.00        | 3.4                | 3.6                               | 1.4         | 4.3       | 1.4         | 2.6       | 0.0         | 0.0       | 4.2         |
| # AM Stations -             |                 |           |            |                | 6                | # Combos -    |                      |          |            |                   | 5     | AM TOTALS                    |                 |             | 9.3                | 6.3                               | 4.6         | 10.8      | 3.4         | 6.8       | 4.0         | 0.0       | 8.9         |
| AM & FM Stations Profiled - |                 |           |            |                | 19               | # Duopolies - |                      |          |            |                   | 6     | Total Local Commercial Share |                 |             | 81.9               | 81.0                              | 83.7        | 83.1      | 75.3        | 78.5      | 0.0         | 79.1      |             |

NOTE: Market rated twice yearly with Fall 1997 period.

• Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.



Metro Rank: 222

Revenue Rank: 220

# Charlottesville, VA Market Overview



### Metro Counties / Population (000)

|                      |              |
|----------------------|--------------|
| Albemarle, VA        | 81.0         |
| Charlottesville city | 38.0         |
| Fluvanna, VA         | 18.8         |
| Greene, VA           | 14.2         |
| <b>Total</b>         | <b>152.0</b> |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>★★★ | 1993 | 1994    | 1995    | 1996    | 1997    | 1998      | Δ 93 - 98 |
|---------------------------------|------|---------|---------|---------|---------|-----------|-----------|
|                                 |      | \$4,600 | \$4,800 | \$4,900 | \$5,100 | \$5,400   | \$6,000   |
| Δ 98 - 99                       | 1999 | 2000    | 2001    | 2002    | 2003    | Δ 99 - 03 |           |
|                                 | 6.7% | \$6,400 | \$7,000 | \$7,600 | \$8,400 | \$8,900   | 8.7%      |

|                      | 1993         | 1998         | 2003         | Est. Breakout |
|----------------------|--------------|--------------|--------------|---------------|
| Revenue/Retail Sales | \$3.38/1,000 | \$3.82/1,000 | \$4.50/1,000 | Local 80%     |
| Revenue/Capita       | \$33.26      | \$39.47      | \$55.31      | National 20%  |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993    | 1998    | Growth Rate | 1998    | 2003    | Growth Rate |
|----------------|---------|---------|-------------|---------|---------|-------------|
| MSA Population | 138.3   | 152.0   | 1.9%        | 152.0   | 160.9   | 1.1%        |
| Households     | 51.2    | 57.4    | 2.3%        | 57.4    | 62.3    | 1.7%        |
| Retail Sales   | 1,361.9 | 1,570.5 | 2.9%        | 1,570.5 | 1,977.5 | 4.7%        |
| EBI            | 2,201.6 | 2,709.7 | 4.2%        | 2,709.7 | 3,423.8 | 4.8%        |

### Demographic Breakdown

|                    | Total       | Under 12 | 12 - 17     | 18 - 24          | 25 - 34    | 35 - 44 | 45 - 54       | Over 55   |
|--------------------|-------------|----------|-------------|------------------|------------|---------|---------------|-----------|
| Men (000)          | 73.9        | 11.3     | 5.3         | 10.3             | 11.6       | 12.3    | 9.7           | 13.5      |
| Women (000)        | 78.1        | 10.8     | 5.0         | 9.9              | 12.1       | 12.9    | 10.5          | 16.9      |
| Total              | 152.0       | 22.2     | 10.3        | 20.1             | 23.7       | 25.2    | 20.2          | 30.4      |
| Percentage         | 100.0%      | 14.6%    | 6.8%        | 13.2%            | 15.6%      | 16.6%   | 13.3%         | 20.0%     |
| Per Capita         | \$ 17,827   |          |             |                  |            |         |               |           |
|                    |             |          |             | Median Household | \$ 36,423  |         | Avg Household | \$ 47,207 |
| Ethnic Population: | White 81.2% |          | Black 16.0% |                  | Asian 2.6% |         | Hispanic 1.5% |           |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 6       | 2       |         | 7          | 8       | 5       | 13    |
| Tot 12+    | 26.5    | 19.3    |         | 45.8       | 45.8    | 16.1    | 61.9  |
| Avg 12+    | 4.4     | 9.7     |         | 6.5        | 5.7     | 3.2     | 4.8   |
| Tot LCS    | 42.8    | 31.2    |         | 74.0       | 74.0    | 26.0    | 100.0 |
| Avg LCS    | 7.1     | 15.6    |         | 10.6       | 9.2     | 5.2     | 7.7   |



# Competitive Overview

## FM Stations

| Calls           | City of License | FCC Class | Power (kW) | HAAT   | C | Owner  | Year Std | Date Acq'd | Sales Price (000) | L M A | Format         | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |  |
|-----------------|-----------------|-----------|------------|--------|---|--------|----------|------------|-------------------|-------|----------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|--|
|                 |                 |           |            |        |   |        |          |            |                   |       |                |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |  |
| WUVA            | Charlottesville | A         | 92.7       | 0.8    |   | 899    |          | 79         |                   |       | 1 Urban AC     | 350                      | 0.36        | 15.2               | 10.1                              | 10.6        | 8.2       | 7.1         | 8.5       | 4.4         | 0.0       | 1.2         |  |
| WQMZ            | Charlottesville | A         | 95.1       | 6.0 cp |   | 324 a  |          | 54 9710 p  |                   |       | st 1 Hot AC    | 650                      | 1.37        | 7.4                | 5.7                               | 4.7         | 4.4       | 5.1         | 6.7       | 6.3         | 0.0       | 11.8        |  |
| WWWV            | Charlottesville | B         | 97.5       | 8.9    |   | 1132 a |          | 59 9712 p  |                   |       | st Classic MOR | 1,150                    | 1.23        | 14.6               | 7.7                               | 11.8        | 6.3       | 8.3         | 7.9       | 8.1         | 0.0       | 10.6        |  |
| WCYK            | Staunton        | B         | 99.7       | 3.3    |   | 1693 b |          | 84 9909    | 6,350             | c3    | Country        | 1,350                    | 1.08        | 19.5               | 11.6                              | 10.0        | 13.9      | 12.8        | 12.7      | 16.3        | 0.0       | 10.0        |  |
| WVSY            | Ruckersville    | A         | 101.9      | 6.0    |   | 223 b  |          | 90 9909    |                   | c3    | Rhymc/Oldes    | 100                      | 0.46        | 3.4                | 3.1                               | 2.9         | 1.3       | 3.2         | 3.6       | 3.1         | 0.0       | 2.4         |  |
| WVAO            | Crozet          | A         | 102.3      | 4.9    |   | 354 b  |          | 80 9909    |                   | c3    | Oldies         | 350                      | 0.99        | 5.5                | 3.6                               | 2.9         | 3.8       | 3.2         | 3.6       | 3.1         | 0.0       | 5.3         |  |
| WLSA            | Louisa          | A         | 105.5      | 3.3    |   | 299    |          | 80         |                   |       | Country        |                          |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.6         | 0.0       | 0.0         |  |
| WUMX            | Charlottesville | A         | 107.5      | 0.2 cp |   | 1109   |          | 95 9708    | 1,100             |       | AC             | 1,450                    | 2.27        | 10.0               | 4.0                               | 5.3         | 7.0       | 7.1         | 3.0       | 5.6         | 0.0       | 10.0        |  |
| # FM Stations - |                 |           |            |        |   | 8      |          |            |                   |       | # Combos -     | 5                        |             |                    |                                   |             |           |             |           |             |           |             |  |
| FM TOTALS       |                 |           |            |        |   |        |          |            |                   |       |                |                          | 75.6        | 45.8               | 48.2                              | 44.9        | 46.8      | 46.0        | 47.5      | 0.0         | 51.3      |             |  |

## AM Stations

| Calls                        | City of License | FCC Class | Day Power (kW) | Night Power (kW) | C | Owner  | Year Std | Date Acq'd | Sales Price (000) | L M A | Format         | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |  |  |
|------------------------------|-----------------|-----------|----------------|------------------|---|--------|----------|------------|-------------------|-------|----------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|--|--|
|                              |                 |           |                |                  |   |        |          |            |                   |       |                |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |  |  |
| WCYK                         | Crozet          | B         | 810            | 1.0              |   | 0.00 b |          | 70 9403    |                   |       | c2 Lite AC     |                          |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |  |  |
| WKTR                         | Earlysville     | B         | 840            | 8.2              |   | 0.00   |          | 91         |                   |       | Religion       |                          |             | 0.5                | 0.0                               | 0.6         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |  |  |
| WINA                         | Charlottesville | B         | 1070           | 5.0              |   | 5.00 a |          | 49 9710 p  |                   |       | st Nws/Tik/Spt | 850                      | 0.80        | 16.5               | 12.4                              | 8.8         | 11.4      | 9.6         | 10.9      | 8.1         | 0.0       | 8.2         |  |  |
| WCHV                         | Charlottesville | B         | 1260           | 5.0              |   | 2.50 a |          | 30 9912 p  | 900               | d2    | Urban AC       | 100                      | 0.78        | 2.0                | 0.0                               | 1.2         | 1.3       | 1.3         | 3.6       | 2.5         | 0.0       | 0.6         |  |  |
| WKAV                         | Charlottesville | C         | 1400           | 1.0              |   | 1.00 a |          | 57 9710 p  |                   |       | st Easy/Nstlg  | 50                       | 0.15        | 5.3                | 3.7                               | 4.1         | 2.5       | 5.1         | 4.2       | 3.8         | 0.0       | 2.9         |  |  |
| # AM Stations -              |                 |           |                |                  |   | 5      |          |            |                   |       | # Combos -     | 4                        |             |                    |                                   |             |           |             |           |             |           |             |  |  |
| AM TOTALS                    |                 |           |                |                  |   |        |          |            |                   |       |                |                          | 24.3        | 16.1               | 14.7                              | 15.2        | 16.0      | 18.7        | 14.4      | 0.0         | 11.7      |             |  |  |
| AM & FM Stations Profiled -  |                 |           |                |                  |   |        |          |            |                   |       |                |                          |             |                    |                                   |             |           |             |           |             |           |             |  |  |
|                              |                 |           |                |                  |   | 13     |          |            |                   |       | # Duopolies -  | 3                        |             |                    |                                   |             |           |             |           |             |           |             |  |  |
| Total Local Commercial Share |                 |           |                |                  |   |        |          |            |                   |       |                |                          | 61.9        | 62.9               | 60.1                              | 62.8        | 64.7      | 61.9        | 0.0       | 63.0        |           |             |  |  |

NOTE: Market rated twice yearly with Fall 1997 period.

1/ See introduction section for interpretation of revenue estimates.



# Competitive Overview

## FM Stations

| Calls           | City of License | FCC Class | Power Freq | Power (kW) | HAAT | C          | Owner             | Year Std | Date Acq'd | Sales Price (000) | L M A | Format    | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |     |      |
|-----------------|-----------------|-----------|------------|------------|------|------------|-------------------|----------|------------|-------------------|-------|-----------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|-----|------|
|                 |                 |           |            |            |      |            |                   |          |            |                   |       |           |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |     |      |
| WBNV            | Barnesville     | A         | 93.5       | 3.0        | 489  | c          | Hafley, W. Grant  | 92       |            |                   |       | Soft Hits |                          |             | 1.0                | 1.9                               | 1.1         | 0.6       | 0.5         | 1.7       | 0.0         | 0.0       | 1.0         |     |      |
| WEEL            | Shadyside       | A         | 95.7       | 1.7        | 627  |            | Ohio Valley Comm  | 91       | 9302       |                   | sw    | 1         | Oldies                   | 350         | 1.10               | 5.6                               | 4.9         | 5.1       | 4.0         | 5.3       | 5.1         | 7.3       | 0.0         | 4.5 |      |
| WRKP            | Moundsville     | A         | 96.5       | 1.5 cp     | 594  |            | RKP International | 90       |            |                   |       |           | ChrsContemp              |             |                    | 0.7                               | 1.6         | 0.6       | 0.6         | 0.5       | 1.1         | 0.5       | 0.0         | 0.5 |      |
| WKWK            | Wheeling        | B         | 97.3       | 50.0       | 420  | a          | AMFM Inc          | 48       | 9910 p     |                   |       | g         | 1                        | Lite Rock   | 850                | 1.45                              | 10.3        | 9.8       | 8.0         | 8.6       | 11.6        | 9.0       | 9.9         | 0.0 | 10.1 |
| WOVK            | Wheeling        | B         | 98.7       | 50.0       | 390  | a          | AMFM Inc          | 47       | 9910 p     |                   |       | g         | 1                        | Country     | 1,500              | 1.25                              | 21.1        | 18.2      | 17.6        | 16.7      | 20.6        | 18.6      | 15.7        | 0.0 | 23.7 |
| ● WOMP          | Bellaire        | B         | 100.5      | 48.0       | 499  | b          | Forever/Keymarket | 47       | 0002 p     |                   |       | g4        | 3                        | Hot AC      | 450                | 0.50                              | 15.7        | 15.3      | 15.3        | 10.3      | 11.1        | 13.0      | 12.6        | 0.0 | 10.6 |
| ● WRKY          | Steubenville    | B         | 103.5      | 16.0       | 879  | b          | Forever/Keymarket | 47       | 0002 p     |                   |       | g4        | 2                        | Country     |                    |                                   | 5.6         | 6.1       | 5.1         | 4.0       | 4.8         | 5.1       | 4.2         | 0.0 | 4.0  |
| WZNW            | Bethlehem       | B1        | 105.5      | 13.5       | 312  | a          | AMFM Inc          | 85       | 9910 p     |                   |       | g         | 1                        | AOR         | 350                | 0.72                              | 8.5         | 5.5       | 5.7         | 8.0       | 4.2         | 4.5       | 4.2         | 0.0 | 5.1  |
| WEGW            | Wheeling        | B         | 107.5      | 10.5       | 883  | a          | AMFM Inc          | 66       | 9910 p     |                   |       | g         | 1                        | AOR         | 650                | 1.20                              | 9.5         | 10.1      | 6.8         | 8.6       | 11.1        | 8.5       | 9.9         | 0.0 | 8.1  |
| # FM Stations - |                 |           |            |            | 9    | # Combos - |                   |          |            |                   | 6     | FM TOTALS |                          |             | 78.0               | 73.4                              | 65.3        | 61.4      | 69.7        | 66.6      | 64.3        | 0.0       | 67.6        |     |      |

## AM Stations

| Calls                       | City of License | FCC Class | Power Freq | Day Power (kW) | Night Power (kW) | C             | Owner             | Year Std | Date Acq'd | Sales Price (000) | L M A | Format                       | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |     |     |
|-----------------------------|-----------------|-----------|------------|----------------|------------------|---------------|-------------------|----------|------------|-------------------|-------|------------------------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|-----|-----|
|                             |                 |           |            |                |                  |               |                   |          |            |                   |       |                              |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |     |     |
| WWVA                        | Wheeling        | A         | 1170       | 50.0           | 50.00            | a             | AMFM Inc          | 26       | 9910 p     |                   |       | g                            | 1                        | News/Talk   | 1,100              | 2.47                              | 7.8         | 6.9       | 5.7         | 6.9       | 6.9         | 6.2       | 6.8         | 0.0 | 6.6 |
| ● WOMP                      | Bellaire        | B         | 1290       | 1.0            | 0.03             | b             | Forever/Keymarket | 47       | 0002 p     |                   |       | g4                           | 3                        | Nws/Tlk/Spt | 300                | 0.67                              | 7.8         | 4.4       | 6.3         | 6.3       | 5.8         | 4.5       | 7.9         | 0.0 | 7.6 |
| WMJT                        | Moundsville     | B         | 1370       | 5.0            | 0.00             |               | Praise Family     | 50       | 9104       |                   |       | nc                           |                          | Talk        |                    |                                   | 0.0         | 0.0       | 0.0         | 0.0       | 1.1         | 0.0       | 0.0         | 0.0 | 0.0 |
| WBBD                        | Wheeling        | C         | 1400       | 1.0            | 1.00             | a             | AMFM Inc          | 41       | 9910 p     |                   |       | g                            | 1                        | Nostalgia   | 75                 | 0.21                              | 6.3         | 5.1       | 6.3         | 4.0       | 4.8         | 6.2       | 5.8         | 0.0 | 3.5 |
| WOHZ                        | Wheeling        | B         | 1600       | 5.0            | 0.03             |               | Burbach Bcstg     | 63       | 9701       |                   |       |                              |                          | Bus News    | 25                 |                                   | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 | 0.0 |
| # AM Stations -             |                 |           |            |                | 5                | # Combos -    |                   |          |            |                   | 3     | AM TOTALS                    |                          |             | 21.9               | 16.4                              | 18.3        | 17.2      | 17.5        | 18.0      | 20.5        | 0.0       | 17.7        |     |     |
| AM & FM Stations Profiled - |                 |           |            |                | 14               | # Duopolies - |                   |          |            |                   | 4     | Total Local Commercial Share |                          |             | 89.8               | 83.6                              | 78.6        | 87.2      | 84.6        | 84.8      | 0.0         | 85.3      |             |     |     |

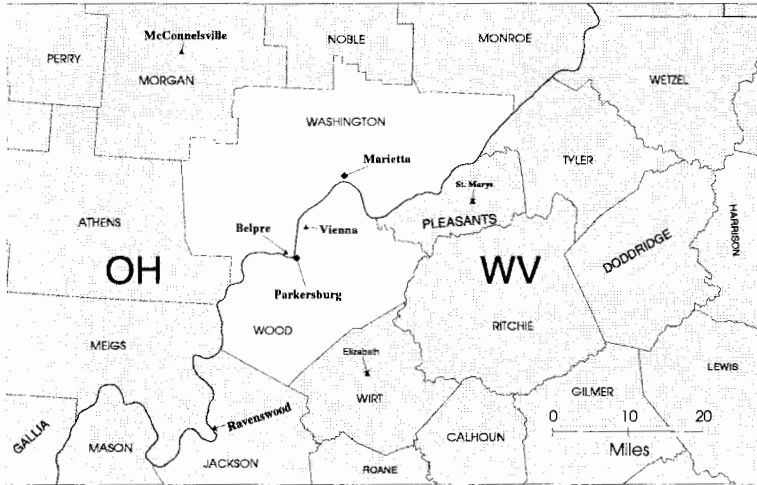
NOTE: Market rated twice yearly with Fall 1997 period.

● Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 224

Revenue Rank: 228

# Parkersburg-Marietta, WV-OH Market Overview



### Metro Counties / Population (000)

|                |              |
|----------------|--------------|
| Washington, OH | 63.4         |
| Wood, WV       | 87.1         |
| <b>Total</b>   | <b>150.5</b> |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>★★ | 1993         | 1994         | 1995         | 1996                 | 1997    | 1998    | Δ 93 - 98 |
|--------------------------------|--------------|--------------|--------------|----------------------|---------|---------|-----------|
|                                |              | \$4,300      | \$4,700      | \$4,800              | \$5,200 | \$5,000 | \$5,300   |
| ★★                             | Δ 98 - 99    | 1999         | 2000         | 2001                 | 2002    | 2003    | Δ 99 - 03 |
|                                |              | 11.3%        | \$5,900      | \$6,400              | \$6,900 | \$7,400 | \$7,800   |
|                                | 1993         | 1998         | 2003         | <b>Est. Breakout</b> |         |         |           |
| Revenue/Retail Sales           | \$3.39/1,000 | \$3.22/1,000 | \$3.80/1,000 | Local                | 82%     |         |           |
| Revenue/Capita                 | \$28.59      | \$35.22      | \$52.92      | National             | 18%     |         |           |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993    | 1998    | Growth Rate | 1998    | 2003    | Growth Rate |
|----------------|---------|---------|-------------|---------|---------|-------------|
| MSA Population | 150.4   | 150.5   | 0.0%        | 150.5   | 147.4   | -0.4%       |
| Households     | 58.8    | 59.8    | 0.3%        | 59.8    | 60.0    | 0.1%        |
| Retail Sales   | 1,269.0 | 1,643.9 | 5.3%        | 1,643.9 | 2,050.3 | 4.5%        |
| EBI            | 2,076.2 | 2,258.9 | 1.7%        | 2,258.9 | 2,747.6 | 4.0%        |

### Demographic Breakdown

|                    | Total       | Under 12         | 12 - 17    | 18 - 24       | 25 - 34       | 35 - 44 | 45 - 54   | Over 55 |
|--------------------|-------------|------------------|------------|---------------|---------------|---------|-----------|---------|
| Men (000)          | 72.3        | 11.2             | 6.8        | 6.1           | 8.9           | 11.6    | 11.4      | 16.3    |
| Women (000)        | 78.2        | 10.7             | 6.5        | 6.2           | 9.2           | 12.2    | 11.8      | 21.6    |
| Total              | 150.5       | 21.9             | 13.3       | 12.3          | 18.1          | 23.9    | 23.2      | 37.9    |
| Percentage         | 100.0%      | 14.6%            | 8.9%       | 8.2%          | 12.0%         | 15.9%   | 15.4%     | 25.2%   |
| Per Capita         | \$ 15,009   | Median Household |            | \$ 30,981     | Avg Household |         | \$ 37,775 |         |
| Ethnic Population: | White 98.2% | Black 1.2%       | Asian 0.4% | Hispanic 0.4% |               |         |           |         |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 5       | 4       |         | 7          | 9       | 6       | 15    |
| Tot 12+    | 43.5    | 31.3    |         | 74.8       | 74.8    | 9.8     | 84.6  |
| Avg 12+    | 8.7     | 7.8     |         | 10.7       | 8.3     | 1.6     | 5.6   |
| Tot LCS    | 51.4    | 37.0    |         | 88.4       | 88.4    | 11.6    | 100.0 |
| Avg LCS    | 10.3    | 9.2     |         | 12.6       | 9.8     | 1.9     | 6.7   |

# Competitive Overview

## FM Stations

| Calls           | City of License | FCC Class | Power (kW) | HAAT | C          | Owner | Year Std      | Date Acq'd | Sales Price (000) | L M A     | Format | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |      |
|-----------------|-----------------|-----------|------------|------|------------|-------|---------------|------------|-------------------|-----------|--------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|------|
|                 |                 |           |            |      |            |       |               |            |                   |           |        |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |      |
| WRRR            | St. Marys       | B1        | 93.9       | 17.0 | 390        | d     | Seven Ranges  | 83         |                   |           | AC     | 300                      | 3.63        | 1.4                | 0.0                               | 1.3         | 1.2       | 1.8         | 0.6       | 0.0         | 0.0       | 1.1         |      |
| WXIL            | Parkersburg     | B         | 95.1       | 50.0 | 499        | c     | Burbach Bcstg | 75         | 8009              | 880       | Hot AC | 850                      | 1.13        | 12.8               | 11.8                              | 11.7        | 10.4      | 12.4        | 10.3      | 15.8        | 0.0       | 20.1        |      |
| WXKX            | Parkersburg     | B1        | 99.1       | 11.5 | 486        | c     | Burbach Bcstg | 65         | 9805              | 1,775     | c4     | Country                  | 300         | 0.66               | 7.7                               | 8.5         | 5.2       | 8.0         | 4.7       | 6.9         | 4.3       | 0.0         | 3.4  |
| WDMX            | Vienna          | A         | 100.1      | 1.7  | 440        | a     | Clear Channel | 89         | 9908 p            |           | g3     | Oldies                   | 800         | 1.20               | 11.3                              | 7.3         | 10.4      | 9.2         | 10.1      | 9.8         | 10.3      | 0.0         | 8.9  |
| WJAW            | McConnelsville  | A         | 100.9      | 0.9  | 577        | b     | JAWCO Inc     | 92         | 9707              | 659       | c5     | Soft AC                  | 25          |                    | 0.4                               | 0.0         | 0.0       | 0.6         | 0.6       | 0.0         | 0.0       | 0.0         | 0.0  |
| WRVB            | Marietta        | B1        | 102.1      | 11.0 | 492        | a     | Clear Channel | 64         | 9908 p            |           | g3     | 1 AC                     | 750         | 0.99               | 12.8                              | 11.0        | 13.6      | 8.6         | 7.7       | 5.7         | 4.9       | 0.0         | 4.5  |
| WHBR            | Parkersburg     | A         | 103.1      | 2.2  | 551        | c     | Burbach Bcstg | 67         | 9612              | 1,700     | c1     | AC                       | 500         | 0.54               | 15.7                              | 11.0        | 14.9      | 12.3        | 9.5       | 9.8         | 10.9      | 0.0         | 11.7 |
| WRZZ            | Elizabeth       | A         | 106.1      | 3.0  | 469        | cp    | Clear Channel | 89         | 9908 p            |           | g3     | 1 Clsc Rock              | 600         | 1.21               | 8.4                               | 5.4         | 7.1       | 7.4         | 10.1      | 12.1        | 12.0      | 0.0         | 6.7  |
| WNUS            | Belpre          | A         | 107.1      | 4.7  | 351        | a     | Clear Channel | 81         | 9908 p            |           | g3     | Country                  | 800         | 0.84               | 16.1                              | 19.8        | 13.0      | 14.7        | 17.8      | 15.5        | 16.3      | 0.0         | 18.4 |
| # FM Stations - |                 |           |            | 9    | # Combos - |       |               |            | 8                 | FM TOTALS |        |                          |             | 86.6               | 74.8                              | 77.2        | 72.4      | 74.7        | 70.7      | 74.5        | 0.0       | 74.8        |      |

## AM Stations

| Calls                       | City of License | FCC Class | Power (kW) | Day Power (kW) | Night Power (kW) | C | Owner         | Year Std | Date Acq'd | Sales Price (000)            | L M A | Format      | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------------------|-----------------|-----------|------------|----------------|------------------|---|---------------|----------|------------|------------------------------|-------|-------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                             |                 |           |            |                |                  |   |               |          |            |                              |       |             |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| WVWV                        | St. Marys       | B         | 630        | 1.0            | 0.04             | d | Seven Ranges  | 84       |            |                              |       | Gospel      |                          |             | 1.8                | 0.0                               | 0.0         | 0.0       | 0.0         | 0.6       | 0.0         | 0.0       | 0.0         |
| WYLI                        | Marietta        | B         | 910        | 5.0            | 0.06             |   | WRCM Limited  | 64       | 9810       | 310                          |       | Sports      | 150                      | 1.41        | 1.8                | 1.1                               | 1.9         | 1.2       | 0.0         | 1.1       | 2.2         | 0.0       | 1.1         |
| WADC                        | Parkersburg     | B         | 1050       | 5.0            | 0.00             | c | Burbach Bcstg | 54       | 9805       |                              | c4    | Nostalgia   | 150                      | 0.44        | 5.8                | 5.3                               | 4.5         | 5.5       | 5.3         | 3.4       | 6.5         | 0.0       | 2.8         |
| WKYG                        | Parkersburg     | C         | 1230       | 1.0            | 1.00             | c | Burbach Bcstg | 47       | 9612       |                              | c1    | Children    | 50                       | 0.61        | 1.4                | 0.5                               | 1.3         | 1.2       | 0.6         | 3.4       | 2.7         | 0.0       | 3.4         |
| WLTP                        | Parkersburg     | C         | 1450       | 1.0            | 1.00             | a | Clear Channel | 35       | 9908 p     |                              | g3    | Nws/Tlk/Spt | 200                      | 1.36        | 2.5                | 0.9                               | 2.6         | 1.8       | 1.8         | 2.3       | 2.7         | 0.0       | 2.8         |
| WMOA                        | Marietta        | C         | 1490       | 1.0            | 1.00             | b | JAWCO Inc     | 46       | 9707       |                              | c5    | Soft AC     | 400                      | 3.77        | 1.8                | 2.0                               | 0.6         | 2.5       | 1.2         | 1.1       | 1.6         | 0.0       | 2.2         |
| # AM Stations -             |                 |           |            | 6              | # Combos -       |   |               |          | 5          | AM TOTALS                    |       |             |                          | 13.3        | 9.8                | 10.9                              | 12.2        | 8.9       | 11.9        | 15.7      | 0.0         | 12.3      |             |
| AM & FM Stations Profiled - |                 |           |            | 15             | # Duopolies -    |   |               |          | 4          | Total Local Commercial Share |       |             |                          | 84.6        | 88.1               | 84.6                              | 83.6        | 82.6      | 90.2        | 0.0       | 87.1        |           |             |

NOTE: Market rated twice yearly with Fall 1997 period.

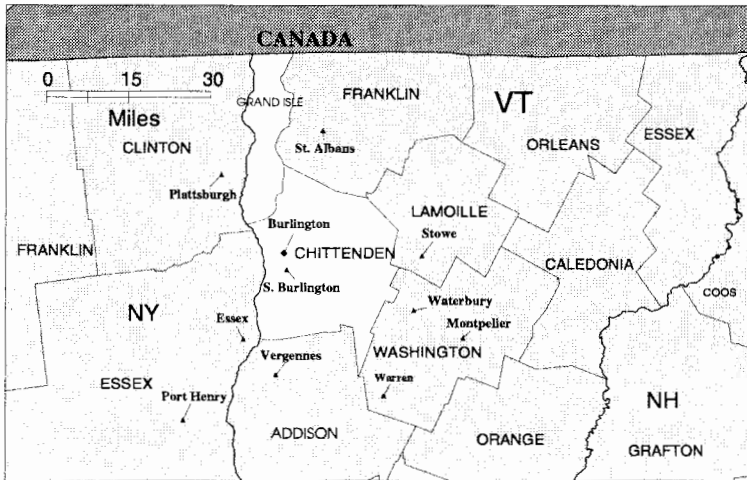
1/ See introduction section for interpretation of revenue estimates.



**Metro Rank: 225**

Revenue Rank: 131

# Burlington, VT Market Overview



**Metro Counties / Population (000)**

|                |       |
|----------------|-------|
| Chittenden, VT | 143.3 |
| Grand Isle, VT | 6.3   |
|                | 149.6 |

**Market Radio Financials**

(all figures in 000's, except percentages and ratios)

|  |                  |             |             |             |             |             |                  |
|--|------------------|-------------|-------------|-------------|-------------|-------------|------------------|
| <b>ESTIMATED GROSS REVENUES</b><br>*** | <u>1993</u>      | <u>1994</u> | <u>1995</u> | <u>1996</u> | <u>1997</u> | <u>1998</u> | $\Delta$ 93 - 98 |
|  | \$7,400          | \$8,500     | \$9,300     | \$10,000    | \$11,000    | \$12,100    | 10.2%            |
|  | $\Delta$ 98 - 99 | <u>1999</u> | <u>2000</u> | <u>2001</u> | <u>2002</u> | <u>2003</u> | $\Delta$ 99 - 03 |
|  | 16.5%            | \$14,100    | \$15,800    | \$17,400    | \$19,300    | \$21,100    | 10.5%            |

|                      |              |              |              |                      |
|----------------------|--------------|--------------|--------------|----------------------|
|                      | <u>1993</u>  | <u>1998</u>  | <u>2003</u>  | <b>Est. Breakout</b> |
| Revenue/Retail Sales | \$5.29/1,000 | \$6.66/1,000 | \$9.78/1,000 | Local 87%            |
| Revenue/Capita       | \$52.00      | \$80.88      | \$135.60     | National 13%         |

**Demographic and Economic Overview**

(000's, except Retail Sales and EBI in 000,000's)

|                |             |             |                    |             |             |                    |
|----------------|-------------|-------------|--------------------|-------------|-------------|--------------------|
|                | <u>1993</u> | <u>1998</u> | <b>Growth Rate</b> | <u>1998</u> | <u>2003</u> | <b>Growth Rate</b> |
| MSA Population | 142.3       | 149.6       | 1.0%               | 149.6       | 155.6       | 0.8%               |
| Households     | 52.7        | 57.0        | 1.6%               | 57.0        | 61.0        | 1.4%               |
| Retail Sales   | 1,397.7     | 1,817.3     | 5.4%               | 1,817.3     | 2,156.8     | 3.5%               |
| EBI            | 2,480.6     | 2,824.1     | 2.6%               | 2,824.1     | 3,457.6     | 4.1%               |

**Demographic Breakdown**

|                    |              |                 |                |                  |                |                |                |                |
|--------------------|--------------|-----------------|----------------|------------------|----------------|----------------|----------------|----------------|
|                    | <u>Total</u> | <u>Under 12</u> | <u>12 - 17</u> | <u>18 - 24</u>   | <u>25 - 34</u> | <u>35 - 44</u> | <u>45 - 54</u> | <u>Over 55</u> |
| Men (000)          | 73.0         | 11.8            | 5.5            | 9.6              | 11.9           | 13.4           | 10.1           | 10.7           |
| Women (000)        | 76.6         | 11.3            | 5.3            | 10.7             | 11.7           | 13.5           | 10.3           | 13.9           |
| Total              | 149.6        | 23.1            | 10.8           | 20.3             | 23.6           | 26.8           | 20.4           | 24.6           |
| Percentage         | 100.0%       | 15.4%           | 7.2%           | 13.5%            | 15.8%          | 17.9%          | 13.7%          | 16.4%          |
| Per Capita         | \$ 18,878    |                 |                |                  |                |                |                |                |
|                    |              |                 |                | Median Household | \$ 42,513      |                | Avg Household  | \$ 49,546      |
| Ethnic Population: | White 97.1%  |                 | Black 1.1%     |                  | Asian 1.6%     |                | Hispanic 1.3%  |                |

**Market Summary**

|                   |                |                |                |                   |                |                |              |
|-------------------|----------------|----------------|----------------|-------------------|----------------|----------------|--------------|
| <b>FM Classes</b> | <b>Class A</b> | <b>Class B</b> | <b>Class C</b> | <b>Viable FMs</b> | <b>All FMs</b> | <b>All AMs</b> | <b>Total</b> |
| # Stations        | 5              |                | 9              | 8                 | 14             | 5              | 19           |
| Tot 12+           | 13.7           |                | 60.1           | 69.5              | 73.8           | 10.9           | 84.7         |
| Avg 12+           | 2.7            |                | 6.7            | 8.7               | 5.3            | 2.2            | 4.5          |
| Tot LCS           | 16.2           |                | 71.0           | 82.1              | 87.1           | 12.9           | 100.0        |
| Avg LCS           | 3.2            |                | 7.9            | 10.3              | 6.2            | 2.6            | 5.3          |

# Competitive Overview

## FM Stations

| Calls           | City of License | FCC Class | Power (kW) | HAAT  | C          | Owner               | Year Std | Date Acq'd | Sales Price (000) | L M A     | Format        | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------|-----------------|-----------|------------|-------|------------|---------------------|----------|------------|-------------------|-----------|---------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                 |                 |           |            |       |            |                     |          |            |                   |           |               |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| WXNT            | Pt Henry        | C3        | 92.1       | 18.0  | 10         | Excalibur Media     | 82       | 9709       | 608               |           | Nws/Tlk/Spt   |                          |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| • WEZF          | Burlington      | C         | 92.9       | 46.0  | 2704       | e AMFM Inc          | 69       | 9910 p     |                   | g         | 2 AC          | 2,600                    | 1.79        | 10.3               | 7.1                               | 8.7         | 8.2       | 7.8         | 8.4       | 12.2        | 11.5      | 6.7         |
| WXXX            | S. Burlington   | C3        | 95.5       | 25.0  | 236        | b Sison Bcstg Inc   | 84       | 9704       | 2,939             | c2        | CHR           | 2,150                    | 0.92        | 16.5               | 13.5                              | 14.9        | 12.1      | 9.3         | 7.4       | 8.8         | 10.4      | 9.6         |
| WDEV            | Warren          | A         | 96.1       | 1.0   | 2307       | d Radio Vermont Inc | 89       | 9210       | 643               |           | Adlt Stndrd   |                          |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.6         | 0.0       | 0.0         |
| WXPS            | Willsboro       | A         | 96.7       | 1.0   | 797        | e AMFM Inc          | 95       | 9910 p     |                   | g         | 2 Country     | 375                      | 1.66        | 1.6                | 1.7                               | 1.0         | 1.6       | 1.5         | 0.5       | 1.7         | 2.2       | 0.0         |
| WOKO            | Burlington      | C1        | 98.9       | 100.0 | 309        | a Hall              | 62       | 8312       | 1,950             |           | Country       | 2,200                    | 0.80        | 19.4               | 14.1                              | 12.8        | 18.7      | 16.2        | 15.8      | 17.7        | 6.6       | 14.4        |
| WBTZ            | Plattsburgh     | C         | 99.9       | 100.0 | 984        | Burlington Bcstrs   | 60       |            |                   |           | 3 Alternative | 500                      | 0.44        | 8.1                | 4.5                               | 6.7         | 6.6       | 4.4         | 6.9       | 5.0         | 2.7       | 1.0         |
| • WCPV          | Essex           | A         | 101.3      | 1.0   | 797        | e AMFM Inc          | 94       | 9910 p     |                   | g         | 2 Clsc Rock   | 1,800                    | 1.14        | 11.2               | 10.9                              | 11.3        | 7.1       | 14.7        | 8.4       | 6.6         | 8.2       | 6.7         |
| • WCVT          | Stowe           | A         | 101.7      | 0.1   | 2067       | d Radio Vermont Inc | 77       | 9708       | 450               |           | Classical     |                          |             | 2.8                | 1.1                               | 3.6         | 1.1       | 1.5         | 0.0       | 0.0         | 0.0       | 0.5         |
| • WLFE          | St. Albans      | A         | 102.3      | 0.4   | 801        | c Champlain Comm    | 70       | 9810       | 500               | c1        | Country       |                          |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.5       | 0.0         |
| WLKC            | Waterbury       | C3        | 103.3      | 3.0   | 912        | Radio Bcstg Svcs    | 85       | 9910       | 700               |           | Soft AC       | 200                      |             |                    | 1.5                               | 0.0         | 0.0       | 1.0         | 0.0       | 0.6         | 0.0       | 1.0         |
| WNCS            | Montpelier      | C2        | 104.7      | 1.9   | 2080       | Northeast Bcstg Co  | 77       | 8702       | 750               | 1         | AAA           | 900                      | 1.52        | 4.2                | 5.2                               | 3.1         | 3.8       | 3.4         | 3.4       | 5.5         | 2.2       | 3.3         |
| WKOL            | Plattsburgh     | C3        | 105.1      | 23.5  | 338        | a Hall              | 94       | 9504       | 1,100             |           | Oldies        | 1,150                    | 0.93        | 8.8                | 7.5                               | 7.2         | 7.1       | 3.9         | 5.9       | 3.3         | 6.0       | 7.2         |
| WIZN            | Vergennes       | C2        | 106.7      | 50.0  | 374        | Deer River Group    | 83       | 8806       | 2,350             | 3         | AOR           | 900                      | 1.05        | 6.1                | 6.7                               | 5.1         | 4.9       | 6.9         | 11.3      | 14.4        | 16.9      | 17.2        |
| # FM Stations - |                 |           |            | 14    | # Combos - |                     |          |            | 9                 | FM TOTALS |               |                          |             | 89.0               | 73.8                              | 74.4        | 71.2      | 70.6        | 68.0      | 76.4        | 67.2      | 67.6        |

## AM Stations

| Calls                       | City of License | FCC Class | Day Power (kW) | Night Power (kW) | C             | Owner               | Year Std | Date Acq'd | Sales Price (000) | L M A                        | Format      | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------------------|-----------------|-----------|----------------|------------------|---------------|---------------------|----------|------------|-------------------|------------------------------|-------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                             |                 |           |                |                  |               |                     |          |            |                   |                              |             |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| WVMT                        | Burlington      | B         | 620            | 5.0              | 5.00          | b Sison Bcstg Inc   | 22       | 9704       |                   | c2                           | Nws/Spt/Tlk | 250                      | 0.93        | 1.9                | 1.4                               | 2.1         | 1.1       | 2.9         | 3.9       | 1.7         | 4.9       | 3.8         |
| • WEAV                      | Plattsburgh     | B         | 960            | 5.0              | 5.00          | Burlington Bcstrs   | 35       |            |                   |                              | 2 Talk      | 150                      |             | 0.3                | 1.4                               | 0.5         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| WJOY                        | Burlington      | C         | 1230           | 1.0              | 1.00          | a Hall              | 46       | 8312       |                   |                              | MOR         | 700                      | 0.78        | 6.4                | 5.8                               | 5.6         | 4.9       | 4.4         | 4.4       | 2.2         | 2.7       | 6.2         |
| WKDR                        | Burlington      | B         | 1390           | 5.0              | 5.00          | d Radio Vermont Inc | 54       | 9905       | 428               | na                           | Nws/Tlk/Spt | 250                      | 0.77        | 2.3                | 2.3                               | 1.5         | 2.2       | 3.9         | 3.4       | 3.9         | 3.8       | 2.9         |
| • WWSR                      | St. Albans      | B         | 1420           | 1.0              | 0.11          | c Champlain Comm    | 30       | 9810       |                   | c1                           | AdStd/Talk  |                          |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| # AM Stations -             |                 |           |                | 5                | # Combos -    |                     |          |            | 4                 | AM TOTALS                    |             |                          |             | 10.9               | 10.9                              | 9.7         | 8.2       | 11.2        | 11.7      | 7.8         | 11.4      | 12.9        |
| AM & FM Stations Profiled - |                 |           |                | 19               | # Duopolies - |                     |          |            | 3                 | Total Local Commercial Share |             |                          |             | 84.7               | 84.1                              | 79.4        | 81.8      | 79.7        | 84.2      | 78.6        | 80.5      |             |

• Indicates a change since last edition

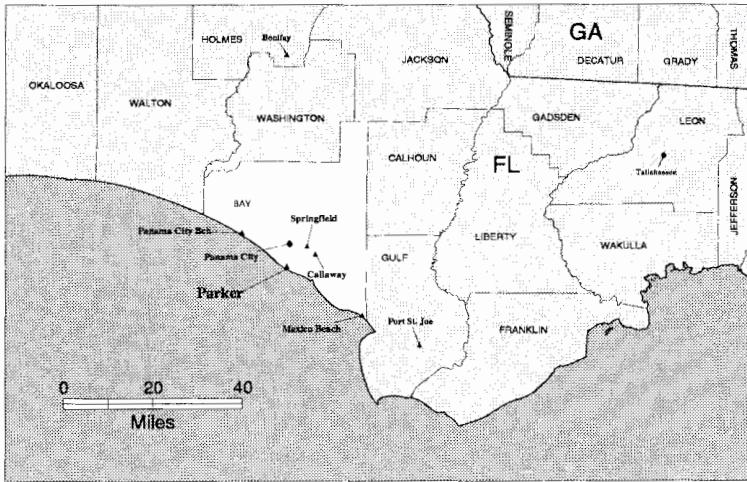
1/ See introduction section for interpretation of revenue estimates.



Metro Rank: 226

Revenue Rank: 220

# Panama City, FL Market Overview



### Metro Counties / Population (000)

|         |       |
|---------|-------|
| Bay, FL | 149.7 |
|         | 149.7 |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>★★★ | 1993      | 1994    | 1995    | 1996    | 1997    | 1998    | Δ 93 - 98 |
|---------------------------------|-----------|---------|---------|---------|---------|---------|-----------|
|                                 |           | \$5,100 | \$5,300 | \$5,400 | \$5,500 | \$5,700 | \$6,000   |
|                                 | Δ 98 - 99 | 1999    | 2000    | 2001    | 2002    | 2003    | Δ 99 - 03 |
|                                 | 6.7%      | \$6,400 | \$7,200 | \$7,600 | \$8,100 | \$8,500 | 7.4%      |

|                      | 1993         | 1998         | 2003         | Est. Breakout |
|----------------------|--------------|--------------|--------------|---------------|
| Revenue/Retail Sales | \$3.65/1,000 | \$3.09/1,000 | \$3.27/1,000 | Local 90%     |
| Revenue/Capita       | \$37.53      | \$40.08      | \$53.29      | National 10%  |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993    | 1998    | Growth Rate | 1998    | 2003    | Growth Rate |
|----------------|---------|---------|-------------|---------|---------|-------------|
| MSA Population | 135.9   | 149.7   | 2.0%        | 149.7   | 159.5   | 1.3%        |
| Households     | 52.7    | 57.5    | 1.8%        | 57.5    | 61.8    | 1.5%        |
| Retail Sales   | 1,398.0 | 1,941.6 | 6.8%        | 1,941.6 | 2,599.5 | 6.0%        |
| EBI            | 1,856.8 | 2,219.5 | 3.6%        | 2,219.5 | 2,896.5 | 5.5%        |

### Demographic Breakdown

|                    | Total       | Under 12 | 12 - 17     | 18 - 24          | 25 - 34    | 35 - 44 | 45 - 54       | Over 55   |
|--------------------|-------------|----------|-------------|------------------|------------|---------|---------------|-----------|
| Men (000)          | 74.0        | 12.2     | 6.4         | 6.4              | 11.1       | 11.7    | 10.5          | 15.7      |
| Women (000)        | 75.7        | 11.6     | 6.1         | 6.1              | 10.6       | 11.7    | 11.1          | 18.5      |
| Total              | 149.7       | 23.8     | 12.5        | 12.6             | 21.7       | 23.4    | 21.5          | 34.2      |
| Percentage         | 100.0%      | 15.9%    | 8.4%        | 8.4%             | 14.5%      | 15.6%   | 14.4%         | 22.9%     |
| Per Capita         | \$ 14,826   |          |             |                  |            |         |               |           |
|                    |             |          |             | Median Household | \$ 29,687  |         | Avg Household | \$ 38,600 |
| Ethnic Population: | White 83.0% |          | Black 13.3% |                  | Asian 2.8% |         | Hispanic 2.8% |           |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations |         |         | 13      | 12         | 13      | 3       | 16    |
| Tot 12+    |         |         | 76.9    | 75.1       | 76.9    | 7.7     | 84.6  |
| Avg 12+    |         |         | 5.9     | 6.3        | 5.9     | 2.6     | 5.3   |
| Tot LCS    |         |         | 90.9    | 88.8       | 90.9    | 9.1     | 100.0 |
| Avg LCS    |         |         | 7.0     | 7.4        | 7.0     | 3.0     | 6.3   |

# Competitive Overview

Some stations also rated in Dothan.

## FM Stations

| Calls           | City of License | FCC Class | Power Freq (kW) | HAAT     | C          | Owner | Year Std        | Date Acq'd | Sales Price (000) | L M A     | Format | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |      |
|-----------------|-----------------|-----------|-----------------|----------|------------|-------|-----------------|------------|-------------------|-----------|--------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|------|
|                 |                 |           |                 |          |            |       |                 |            |                   |           |        |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |      |
| WPAP            | Panama City     | C1        | 92.5            | 100.0    | 922        | a     | Clear Channel   | 67         | 9712              |           | g1     | Country                  | 1,375       | 1.33               | 16.2                              | 12.0        | 16.4      | 12.2        | 12.9      | 15.9        | 21.9      | 0.0         | 10.1 |
| • WEBZ          | Port St. Joe    | C2        | 93.5            | 14.5     | 669        |       | Clear Channel   | 90         | 9909              | 1,000     |        | Urban                    | 50          | 0.60               | 1.3                               | 6.5         | 0.0       | 2.2         | 0.0       | 3.5         | 5.3       | 0.0         | 0.0  |
| WPPT            | Parker          | C         | 94.5            | 100.0    | 991        | a     | Clear Channel   | 77         | 9712              |           | g1     | AOR                      | 125         | 0.98               | 2.0                               | 3.5         | 1.8       | 1.7         | 3.5       | 1.2         | 0.0       | 0.0         | 10.6 |
| WRBA            | Springfield     | C2        | 95.9            | 50.0     | 282        | c     | Waitt Radio Inc | 87         | 9910              | 6,500     | d1     | Clsc Rock                | 500         | 1.10               | 7.1                               | 5.0         | 6.4       | 6.1         | 8.2       | 6.5         | 7.5       | 0.0         | 10.6 |
| WYYX            | Bonifay         | C1        | 97.7            | 100.0    | 830        | b     | NextMedia Group | 83         | 9910 p            | 4,700     | d2     | Rock AC                  | 400         | 0.92               | 6.8                               | 5.2         | 5.8       | 6.1         | 5.3       | 3.5         | 3.2       | 0.0         | 0.5  |
| WFSY            | Panama City     | C         | 98.5            | 100.0    | 1089       | a     | Clear Channel   | 71         | 9712              |           | g1     | AC                       | 900         | 1.04               | 13.5                              | 10.7        | 9.4       | 14.4        | 12.4      | 12.9        | 10.2      | 0.0         | 6.4  |
| WPBH            | Mexico Beach    | C2        | 99.3            | 50.0     | 492        | a     | Clear Channel   | 90         | 9712              |           | g1     | Oldies                   | 250         | 0.61               | 6.4                               | 4.3         | 5.8       | 5.5         | 5.9       | 4.7         | 4.3       | 0.0         | 2.7  |
| • WPCF          | Panama City     | C3        | 100.1           | 8.0      | 410        | b     | NextMedia Group | 89         | 9910 p            | 3,600     | d4     | Rhymc/Oldes              | 300         | 1.12               | 4.2                               | 2.4         | 4.1       | 3.3         | 1.8       | 1.8         | 3.2       | 0.0         | 2.7  |
| WYOO            | Springfield     | C3        | 101.1           | 25.0 cp  | 236        | b     | NextMedia Group | 92         | 9910 p            |           | d      | News/Talk                | 450         | 0.88               | 8.0                               | 6.5         | 6.4       | 7.7         | 5.3       | 4.1         | 5.3       | 0.0         | 4.8  |
| WMXP            | Callaway        | C1        | 103.5           | 100.0    | 423        | c     | Waitt Radio Inc | 90         | 9910              |           | d1     | Easy                     | 100         | 0.47               | 3.3                               | 1.8         | 4.1       | 1.7         | 4.1       | 2.4         | 3.7       | 0.0         | 10.6 |
| WAKT            | Panama City     | C2        | 105.1           | 50.0     | 335        | c     | Waitt Radio Inc | 93         | 9910              |           | d1     | Country                  | 450         | 0.91               | 7.7                               | 6.1         | 7.0       | 6.6         | 2.9       | 5.9         | 8.6       | 0.0         | 9.6  |
| WILN            | Panama City     | C2        | 105.9           | 50.0     | 384        | b     | NextMedia Group | 85         | 9910 p            |           | d2     | CHR                      | 1,000       | 1.21               | 12.9                              | 8.9         | 12.3      | 10.5        | 15.3      | 12.4        | 9.1       | 0.0         | 14.4 |
| WLHR            | Panama City     | C1        | 107.9           | 100.0 cp | 1000       | c     | Waitt Radio Inc | 63         | 9910              |           | d1     | CHR                      | 100         | 0.54               | 2.9                               | 4.0         | 1.8       | 3.3         | 1.2       | 2.9         | 4.8       | 0.0         | 3.7  |
| # FM Stations - |                 |           |                 | 13       | # Combos - |       |                 |            | 12                | FM TOTALS |        |                          |             | 92.3               | 76.9                              | 81.3        | 81.3      | 78.8        | 77.7      | 87.1        | 0.0       | 86.7        |      |

## AM Stations

| Calls                       | City of License | FCC Class | Power Freq (kW) | Day Power (kW) | Night Power (kW) | C | Owner            | Year Std | Date Acq'd | Sales Price (000)            | L M A | Format    | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------------------|-----------------|-----------|-----------------|----------------|------------------|---|------------------|----------|------------|------------------------------|-------|-----------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                             |                 |           |                 |                |                  |   |                  |          |            |                              |       |           |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| WDIZ                        | Panama City     | B         | 590             | 1.7            | 2.50             | a | Clear Channel    | 40       | 9712       |                              | g1    | Nostalgia | 150                      | 0.48        | 4.9                | 5.6                               | 5.3         | 3.3       | 5.3         | 1.2       | 2.1         | 0.0       | 0.0         |
| • WDLP                      | Panama City     | B         | 1290            | 0.3 cp         | 1.05             | b | NextMedia Group  | 58       | 9910 p     |                              | d4    | Christian |                          |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| WLTG                        | Panama City     | B         | 1430            | 5.0            | 5.00             |   | Hour Group Bestg | 49       | 9010       | 212                          | a1    | News/Talk | 200                      | 1.08        | 2.9                | 2.1                               | 2.3         | 2.8       | 3.5         | 1.2       | 0.5         | 0.0       | 2.7         |
| # AM Stations -             |                 |           |                 | 3              | # Combos -       |   |                  |          | 2          | AM TOTALS                    |       |           |                          | 7.8         | 7.7                | 7.6                               | 6.1         | 8.8       | 2.4         | 2.6       | 0.0         | 2.7       |             |
| AM & FM Stations Profiled - |                 |           |                 | 16             | # Duopolies -    |   |                  |          | 6          | Total Local Commercial Share |       |           |                          | 84.6        | 88.9               | 87.4                              | 87.6        | 80.1      | 89.7        | 0.0       | 89.4        |           |             |

NOTE: Market rated twice yearly with Fall 1997 period.

• Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.



# Competitive Overview

## FM Stations

| Calls           | City of License | FCC Class | Power (kW) | HAAT  | C          | Owner | Year Std            | Date Acq'd         | Sales Price (000) | L M A     | Format | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |      |      |
|-----------------|-----------------|-----------|------------|-------|------------|-------|---------------------|--------------------|-------------------|-----------|--------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|------|------|
|                 |                 |           |            |       |            |       |                     |                    |                   |           |        |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |      |      |
| KSYN            | Joplin          | C1        | 92.5       | 100.0 | 407        | a     | Zimmer Radio        | 60                 | 9707              | 10,800    | d1     | Adult CHR                | 1,000       | 0.72               | 20.0                              | 15.9        | 14.9      | 15.1        | 15.6      | 16.6        | 14.7      | 15.0        | 12.3 |      |
| KJMK            | Webb City       | C2        | 93.9       | 48.0  | 505        | a     | Zimmer Radio        | 85                 | 9707              |           | d1     | AC                       | 400         | 1.16               | 5.0                               | 4.3         | 3.4       | 4.1         | 6.9       | 5.3         | 4.2       | 8.7         | 12.3 |      |
| KMXL            | Carthage        | C2        | 95.1       | 50.0  | 472        | b     | Petersen, Ronald L. | 72                 | 7512              |           |        | Lite AC                  | 500         | 0.99               | 7.3                               | 6.5         | 5.7       | 5.2         | 4.4       | 5.3         | 5.2       | 5.2         | 7.1  |      |
| KKOW            | Pittsburg       | C1        | 96.9       | 100.0 | 912        | c     | American Media      | 75                 | 8605              | 747       |        | Country                  | 800         | 2.15               | 5.4                               | 4.4         | 4.6       | 3.5         | 7.5       | 5.9         | 4.2       | 3.5         | 4.7  |      |
| KXDG            | Webb City       | A         | 97.9       | 1.6   | cp         | 443   | a                   | Zimmer Radio       | 88                | 9707      |        | d1                       | Clsc Rock   | 700                | 1.01                              | 10.0        | 9.6       | 8.0         | 7.0       | 8.1         | 10.7      | 10.5        | 12.7 | 14.2 |
| KBTN            | Neosho          | A         | 99.7       | 4.2   |            | 394   | f                   | Winegardner, David | 95                | 6004      |        |                          | Country     | 150                | 1.45                              | 1.5         | 4.0       | 1.7         | 0.6       | 0.0         | 2.7       | 1.6         | 2.3  | 2.4  |
| KIXQ            | Joplin          | C         | 102.5      | 100.0 | cp         | 994   | a                   | Zimmer Radio       | 74                | 9707      |        | d1                       | Country     | 1,000              | 0.45                              | 32.4        | 17.5      | 21.3        | 27.3      | 10.0        | 12.8      | 15.7        | 8.7  | 10.8 |
| KWXD            | Asbury          | C3        | 103.5      | 16.0  |            | 404   |                     | Innovative Bcstg   | 93                |           |        |                          | Oldies      | 400                | 3.05                              | 1.9         | 1.4       | 1.1         | 1.7       | 1.9         | 0.5       | 1.0         | 1.2  | 0.5  |
| ● KJML          | Columbus        | C3        | 105.3      | 12.5  |            | 289   |                     | Land Go Bcstg Inc  | 82                | 9811      | 550    |                          | Modern Rock | 350                | 1.18                              | 4.3         | 3.4       | 2.9         | 3.5       | 0.6         | 1.1       | 2.1         | 1.7  | 3.3  |
| KMOQ            | Baxter Springs  | A         | 107.1      | 6.0   |            | 299   | d                   | Land Go Bcstg Inc  | 79                | 9707      | 425    |                          | Oldies      | 300                | 1.61                              | 2.7         | 1.5       | 1.7         | 2.3       | 2.5         | 3.7       | 5.2         | 5.2  | 5.2  |
| # FM Stations - |                 |           |            | 10    | # Combos - |       |                     |                    | 8                 | FM TOTALS |        |                          |             | 90.5               | 68.5                              | 65.3        | 70.3      | 57.5        | 64.6      | 64.4        | 64.2      | 72.8        |      |      |

## AM Stations

| Calls                       | City of License | FCC Class | Day Power (kW) | Night Power (kW) | C             | Owner | Year Std            | Date Acq'd        | Sales Price (000) | L M A                        | Format | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |     |     |
|-----------------------------|-----------------|-----------|----------------|------------------|---------------|-------|---------------------|-------------------|-------------------|------------------------------|--------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|-----|-----|
|                             |                 |           |                |                  |               |       |                     |                   |                   |                              |        |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |     |     |
| KKOW                        | Pittsburg       | B         | 860            | 10.0             | 5.00          | c     | American Media      | 37                | 8105              |                              |        | Country                  | 450         | 4.35               | 1.5                               | 2.4         | 1.7       | 0.6         | 2.5       | 2.7         | 2.1       | 4.0         | 2.8 |     |
| KKLL                        | Webb City       | B         | 1100           | 5.0              | 0.00          | e     | New Life Evangel    | 84                | 9809              | 730                          | d2     | Christian                |             |                    |                                   | 0.6         | 0.0       | 0.0         | 1.9       | 0.0         | 0.0       | 0.0         | 1.4 |     |
| KWAS                        | Joplin          | C         | 1230           | 1.0              | 1.00          | e     | New Life Evangel    | 46                | 9809              |                              | d2     | Christian                | 200         |                    |                                   | 0.0         | 0.0       | 0.0         | 1.9       | 2.7         | 4.7       | 6.9         | 3.3 |     |
| KOCR                        | Joplin          | B         | 1310           | 5.0              | 1.00          |       | Ozark Chrstn        | 48                | 9702              | 150                          |        | Inspiration              |             |                    |                                   | 0.0         | 0.0       | 0.0         | 1.3       | 0.0         | 0.0       | 0.0         | 0.0 |     |
| KBTN                        | Neosho          | B         | 1420           | 1.0              | 0.50          | f     | Winegardner, David  | 54                | 6004              |                              |        | Country                  |             |                    | 0.7                               | 0.9         | 1.1       | 0.0         | 0.0       | 0.0         | 1.6       | 1.2         | 0.0 |     |
| WMBH                        | Joplin          | C         | 1450           | 1.0              | 1.00          | d     | Land Go Bcstg Inc   | 27                | 9701              | 400                          | d3     | Sports                   | 100         | 1.32               | 1.1                               | 1.1         | 1.7       | 0.0         | 0.6       | 2.1         | 0.0       | 1.7         | 0.9 |     |
| KDMO                        | Carthage        | C         | 1490           | 1.0              | 1.00          | b     | Petersen, Ronald L. | 47                | 7512              |                              |        | Country                  | 100         | 0.97               | 1.5                               | 1.1         | 1.7       | 0.6         | 1.3       | 2.7         | 1.6       | 3.5         | 1.4 |     |
| KQYX                        | Joplin          | B         | 1560           | 0.3              | cp            | 0.01  | d                   | Land Go Bcstg Inc | 62                | 9701                         |        | d3                       | News/Talk   | 400                | 1.26                              | 4.6         | 2.2       | 3.4         | 3.5       | 4.4         | 3.2       | 3.1         | 0.0 | 0.9 |
| # AM Stations -             |                 |           |                | 8                | # Combos -    |       |                     |                   | 7                 | AM TOTALS                    |        |                          |             | 9.4                | 8.3                               | 9.6         | 4.7       | 13.9        | 13.4      | 13.1        | 17.3      | 10.7        |     |     |
| AM & FM Stations Profiled - |                 |           |                | 18               | # Duopolies - |       |                     |                   | 5                 | Total Local Commercial Share |        |                          |             | 76.8               | 74.9                              | 75.0        | 71.4      | 78.0        | 77.5      | 81.5        | 83.5      |             |     |     |

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.





Market: Lima, OH

# Competitive Overview

Metro Rank: 228

Some stations also rated in Ft Wayne.

## FM Stations

| Calls           | City of License | FCC Class | Power Freq (kW) | HAAT | C          | Owner             | Year Std | Date Acq'd | Sales Price (000) | L M A     | Format    | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------|-----------------|-----------|-----------------|------|------------|-------------------|----------|------------|-------------------|-----------|-----------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                 |                 |           |                 |      |            |                   |          |            |                   |           |           |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| WZOQ            | Wapakoneta      | A         | 92.1 3.0        | 328  | b          | Forever/Keymarket | 64       | 9404       |                   | st 1      | CHR       | 550                      | 0.83        | 12.1               | 9.1                               | 7.4         | 10.2      | 7.0         | 12.1      | 12.2        | 0.0       | 13.5        |
| WFGF            | Lima            | A         | 93.1 3.0        | 318  | b          | Forever/Keymarket | 92       | 9404       |                   | st 1      | Country   | 325                      | 0.50        | 11.8               | 8.5                               | 8.6         | 8.5       | 7.0         | 2.7       | 3.6         | 0.0       | 3.6         |
| WKKI            | Celina          | A         | 94.3 1.6        | 449  |            | Rice, Wm,         | 60       | 9203       |                   |           | AC        | 300                      |             | 0.8                | 0.8                               | 0.0         | 1.1       | 0.0         | 1.1       | 0.5         | 0.0       | 0.5         |
| WCSM            | Celina          | A         | 96.7 3.0        | 328  |            | Hayco Bcstg Inc   | 68       |            |                   |           | AC        | 300                      | 4.55        | 1.2                | 0.9                               | 1.1         | 0.6       | 0.5         | 0.5       | 1.0         | 0.0       | 1.0         |
| WBYR            | Van Wert        | B         | 98.9 50.0       | 453  |            | Federated Media   | 62       | 9610       | See (101)         |           | Clsc Rock | n/a                      |             | 11.0               | 11.1                              | 9.1         | 6.8       | 8.6         | 9.3       | 8.2         | 0.0       | 9.9         |
| WIMT            | Lima            | B         | 102.1 11.0      | 1060 | a          | Clear Channel     | 48       | 9905       |                   | g1        | Country   | 1,375                    | 1.20        | 20.8               | 14.5                              | 12.0        | 18.1      | 19.8        | 17.0      | 18.9        | 0.0       | 17.7        |
| WMLX            | St. Marys       | A         | 103.3 1.0       | 824  | a          | Clear Channel     | 98       | 9905       |                   | g1        | Hot AC    | 200                      | 0.46        | 7.9                | 6.0                               | 7.4         | 4.0       | 3.7         | 0.0       | 0.0         | 0.0       | 0.0         |
| ● WUZZ          | Lima            | A         | 104.9 3.0       | 220  | b          | Forever/Keymarket | 70       | 9708       | 1,050             | c1 1      | Clsc Hits | 225                      | 0.65        | 6.3                | 3.7                               | 5.1         | 4.0       | 2.7         | 4.9       | 5.1         | 0.0       | 5.7         |
| WDOH            | Delphos         | A         | 107.1 3.3       | 299  |            | Vogel Roach Corp  | 72       |            |                   |           | Country   | 550                      | 3.13        | 3.2                | 1.1                               | 2.9         | 1.7       | 1.6         | 2.7       | 2.6         | 0.0       | 2.1         |
| WBUK            | Ft. Shawnee     | A         | 107.5 3.0       | 328  | a          | Clear Channel     | 92       | 9905       |                   | g1        | Oldies    | 400                      | 0.89        | 8.2                | 4.9                               | 6.3         | 5.6       | 7.0         | 9.3       | 7.1         | 0.0       | 7.3         |
| # FM Stations - |                 |           |                 | 10   | # Combos - |                   |          |            | 6                 | FM TOTALS |           |                          |             | 83.3               | 60.6                              | 59.9        | 60.6      | 57.9        | 59.6      | 59.2        | 0.0       | 61.3        |

## AM Stations

| Calls                       | City of License | FCC Class | Power Freq (kW) | Day Power (kW) | Night Power (kW) | C                 | Owner | Year Std | Date Acq'd | Sales Price (000)            | L M A       | Format | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------------------|-----------------|-----------|-----------------|----------------|------------------|-------------------|-------|----------|------------|------------------------------|-------------|--------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                             |                 |           |                 |                |                  |                   |       |          |            |                              |             |        |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| WLJM                        | Lima            | B         | 940 0.3         | 0.01           | b                | Forever/Keymarket | 63    | 9708     |            | c1 1                         | Urban       | 200    | 0.62                     | 5.9         | 3.3                | 5.1                               | 3.4         | 4.8       | 4.9         | 2.0       | 0.0         | 2.1       |             |
| WIMA                        | Lima            | B         | 1150 1.0        | 1.00           | a                | Clear Channel     | 48    | 9905     |            | g1                           | Nws/Tlk/Spt | 1,050  | 1.74                     | 11.0        | 8.0                | 7.4                               | 8.5         | 9.6       | 8.2         | 10.7      | 0.0         | 8.9       |             |
| # AM Stations -             |                 |           |                 | 2              | # Combos -       |                   |       |          | 2          | AM TOTALS                    |             |        |                          | 16.9        | 11.3               | 12.5                              | 11.9        | 14.4      | 13.1        | 12.7      | 0.0         | 11.0      |             |
| AM & FM Stations Profiled - |                 |           |                 | 12             | # Duopolies -    |                   |       |          | 3          | Total Local Commercial Share |             |        |                          | 71.9        | 72.4               | 72.5                              | 72.3        | 72.7      | 71.9        | 0.0       | 72.3        |           |             |

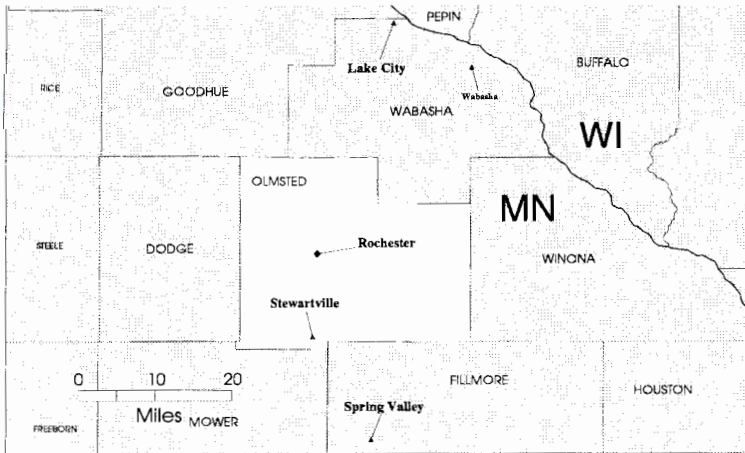
NOTE: Market rated twice yearly with Fall 1997 period.

● Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 229

Revenue Rank: 181

# Rochester, MN Market Overview



### Metro Counties / Population (000)

|              |              |
|--------------|--------------|
| Dodge, MN    | 17.3         |
| Olmsted, MN  | 116.3        |
| Wabasha, MN  | 21.0         |
| <b>Total</b> | <b>154.6</b> |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

|  |                  |             |             |             |             |             |                  |
|--|------------------|-------------|-------------|-------------|-------------|-------------|------------------|
| <b>ESTIMATED GROSS REVENUES</b><br>★★★ | <b>1993</b>      | <b>1994</b> | <b>1995</b> | <b>1996</b> | <b>1997</b> | <b>1998</b> | <b>Δ 93 - 98</b> |
|  | \$5,800          | \$6,400     | \$6,700     | \$7,600     | \$8,100     | \$8,400     | 7.7%             |
|  | <b>Δ 98 - 99</b> | <b>1999</b> | <b>2000</b> | <b>2001</b> | <b>2002</b> | <b>2003</b> | <b>Δ 99 - 03</b> |
|  | 4.8%             | \$8,800     | \$9,300     | \$9,600     | \$10,100    | \$10,500    | 4.7%             |

|                      |              |              |              |                      |
|----------------------|--------------|--------------|--------------|----------------------|
|                      | <b>1993</b>  | <b>1998</b>  | <b>2003</b>  | <b>Est. Breakout</b> |
| Revenue/Retail Sales | \$4.32/1,000 | \$4.92/1,000 | \$5.18/1,000 | Local 85%            |
| Revenue/Capita       | \$38.87      | \$54.33      | \$65.14      | National 15%         |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                |             |             |                    |             |             |                    |
|----------------|-------------|-------------|--------------------|-------------|-------------|--------------------|
|                | <b>1993</b> | <b>1998</b> | <b>Growth Rate</b> | <b>1998</b> | <b>2003</b> | <b>Growth Rate</b> |
| MSA Population | 149.2       | 154.6       | 0.7%               | 154.6       | 161.2       | 0.8%               |
| Households     | 56.0        | 58.4        | 0.8%               | 58.4        | 61.9        | 1.2%               |
| Retail Sales   | 1,342.4     | 1,707.7     | 4.9%               | 1,707.7     | 2,027.8     | 3.5%               |
| EBI            | 2,439.8     | 2,710.1     | 2.1%               | 2,710.1     | 3,354.2     | 4.4%               |

### Demographic Breakdown

|                    |              |                 |                |                |                  |                |                |                |
|--------------------|--------------|-----------------|----------------|----------------|------------------|----------------|----------------|----------------|
|                    | <b>Total</b> | <b>Under 12</b> | <b>12 - 17</b> | <b>18 - 24</b> | <b>25 - 34</b>   | <b>35 - 44</b> | <b>45 - 54</b> | <b>Over 55</b> |
| Men (000)          | 75.8         | 14.6            | 6.7            | 5.5            | 11.8             | 12.6           | 10.7           | 13.7           |
| Women (000)        | 78.8         | 14.0            | 6.5            | 5.9            | 11.9             | 12.6           | 10.9           | 17.1           |
| Total              | 154.6        | 28.6            | 13.2           | 11.5           | 23.7             | 25.2           | 21.6           | 30.8           |
| Percentage         | 100.0%       | 18.5%           | 8.5%           | 7.4%           | 15.3%            | 16.3%          | 14.0%          | 19.9%          |
| Per Capita         | \$ 17,530    |                 |                |                |                  |                |                |                |
|                    |              |                 |                |                | Median Household | \$ 39,472      |                |                |
|                    |              |                 |                |                |                  |                | Avg Household  | \$ 46,407      |
| Ethnic Population: | White 95.1%  |                 | Black 0.8%     |                | Asian 3.8%       |                | Hispanic 1.3%  |                |

### Market Summary

|                   |                |                |                |                   |                |                |              |
|-------------------|----------------|----------------|----------------|-------------------|----------------|----------------|--------------|
| <b>FM Classes</b> | <b>Class A</b> | <b>Class B</b> | <b>Class C</b> | <b>Viable FMs</b> | <b>All FMs</b> | <b>All AMs</b> | <b>Total</b> |
| # Stations        | 1              |                | 7              | 7                 | 8              | 4              | 12           |
| Tot 12+           | 0.0            |                | 56.2           | 56.2              | 56.2           | 9.2            | 65.4         |
| Avg 12+           | 0.0            |                | 8.0            | 8.0               | 7.0            | 2.3            | 5.5          |
| Tot LCS           | 0.0            |                | 85.9           | 85.9              | 85.9           | 14.1           | 100.0        |
| Avg LCS           | 0.0            |                | 12.3           | 12.3              | 10.7           | 3.5            | 8.3          |



# Competitive Overview

## FM Stations

| Calls           | City of License | FCC Class | Power Freq | Power (kW) | HAAT | C          | Owner             | Year Std | Date Acq'd | Sales Price (000) | L M A | Format      | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |      |
|-----------------|-----------------|-----------|------------|------------|------|------------|-------------------|----------|------------|-------------------|-------|-------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|------|
|                 |                 |           |            |            |      |            |                   |          |            |                   |       |             |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |      |
| KFSI            | Rochester       | A         | 92.9       | 6.0        | 318  |            | Faith Sound Inc   | 81       |            |                   |       | ChrsContemp |                          |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |      |
| KWWK            | Rochester       | C2        | 96.5       | 43.0       | 528  | a          | Olmsted County    | 67       |            |                   |       | Country     | 1,550                    |             |                    | 8.4                               | 0.0         | 0.0       | 0.0         | 0.0       | 14.3        | 0.0       | 10.5        |      |
| KNXR            | Rochester       | C         | 97.5       | 100.0 cp   | 1040 |            | United Audio Corp | 65       |            |                   |       | Adlt Stndrd | 1,000                    |             |                    | 10.2                              | 0.0         | 0.0       | 0.0         | 0.0       | 7.1         | 0.0       | 11.3        |      |
| KRCH            | Rochester       | C2        | 101.7      | 39.0       | 554  | b          | Cumulus Bcstg Inc | 68       | 9808       |                   | g1    | Clsc Rock   | 1,400                    |             |                    | 8.8                               | 0.0         | 0.0       | 0.0         | 0.0       | 14.3        | 0.0       | 13.5        |      |
| KMFX            | Lake City       | C3        | 102.5      | 9.4        | 528  | b          | Cumulus Bcstg Inc | 93       | 9808       |                   | g1    | Country     | 950                      |             |                    | 7.1                               | 0.0         | 0.0       | 0.0         | 0.0       | 7.1         | 0.0       | 8.3         |      |
| KVGO            | Spring Valley   | C3        | 104.3      | 10.0 cp    | 518  |            | KFIL Inc          | 94       | 9701       | 150               |       | Oldies      |                          |             |                    | 3.3                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |      |
| KYBA            | Stewartville    | C2        | 105.3      | 50.0       | 492  | c          | Southern Minn     | 92       | 9307       | 125               |       | Soft AC     | 1,050                    |             |                    | 5.5                               | 0.0         | 0.0       | 0.0         | 0.0       | 7.9         | 0.0       | 6.8         |      |
| KROC            | Rochester       | C         | 106.9      | 100.0      | 1109 | c          | Southern Minn     | 65       |            |                   |       | Top 40      | 1,300                    |             |                    | 12.9                              | 0.0         | 0.0       | 0.0         | 0.0       | 10.7        | 0.0       | 14.3        |      |
| # FM Stations - |                 |           |            |            | 8    | # Combos - |                   |          |            |                   | 5     | FM TOTALS   |                          |             |                    | 0.0                               | 56.2        | 0.0       | 0.0         | 0.0       | 0.0         | 61.4      | 0.0         | 64.7 |

## AM Stations

| Calls                       | City of License | FCC Class | Power Freq | Day Power (kW) | Night Power (kW) | C             | Owner             | Year Std | Date Acq'd | Sales Price (000) | L M A | Format                       | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |      |
|-----------------------------|-----------------|-----------|------------|----------------|------------------|---------------|-------------------|----------|------------|-------------------|-------|------------------------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|------|
|                             |                 |           |            |                |                  |               |                   |          |            |                   |       |                              |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |      |
| KMFX                        | Wabasha         | B         | 1190       | 1.0            | 0.00             | b             | Cumulus Bcstg Inc | 76       | 9808       |                   | g1    | Country                      |                          |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |      |
| KWEB                        | Rochester       | B         | 1270       | 5.0            | 1.00             | b             | Cumulus Bcstg Inc | 57       | 9808       |                   | g1    | Sports                       | 275                      |             |                    | 0.9                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.7         | 0.0       | 0.0         |      |
| KROC                        | Rochester       | C         | 1340       | 1.0            | 1.00             | c             | Southern Minn     | 35       |            |                   |       | News/Talk                    | 1,025                    |             |                    | 7.5                               | 0.0         | 0.0       | 0.0         | 0.0       | 10.0        | 0.0       | 8.3         |      |
| KOLM                        | Rochester       | B         | 1520       | 0.0 cp         | 0.80             | a             | Olmsted County    | 63       |            |                   |       | Oldies                       | 200                      |             |                    | 0.8                               | 0.0         | 0.0       | 0.0         | 0.0       | 2.1         | 0.0       | 3.0         |      |
| # AM Stations -             |                 |           |            |                | 4                | # Combos -    |                   |          |            |                   | 4     | AM TOTALS                    |                          |             |                    | 0.0                               | 9.2         | 0.0       | 0.0         | 0.0       | 0.0         | 12.8      | 0.0         | 11.3 |
| AM & FM Stations Profiled - |                 |           |            |                | 12               | # Duopolies - |                   |          |            |                   | 3     | Total Local Commercial Share |                          |             |                    | 65.4                              | 0.0         | 0.0       | 0.0         | 0.0       | 74.2        | 0.0       | 76.0        |      |

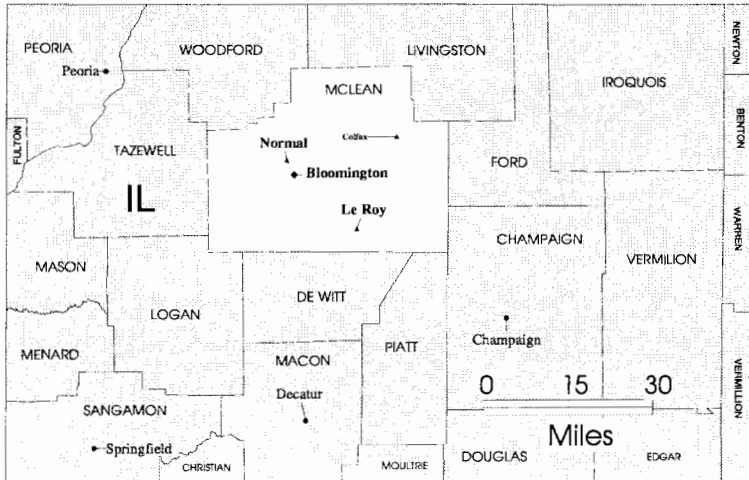
NOTE: Market re-instated with Fall 1999 period.

1/ See introduction section for interpretation of revenue estimates.

**Metro Rank: 230**

Revenue Rank: 193

# Bloomington, IL Market Overview



**Metro Counties / Population (000)**

|            |       |
|------------|-------|
| McLean, IL | 144.3 |
|            | 144.3 |

**Market Radio Financials**  
(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>★★★ | 1993      | 1994    | 1995    | 1996    | 1997    | 1998    | Δ 93 - 98 |
|---------------------------------|-----------|---------|---------|---------|---------|---------|-----------|
|                                 |           | \$5,400 | \$5,700 | \$6,000 | \$6,400 | \$6,700 | \$7,500   |
|                                 | Δ 98 - 99 | 1999    | 2000    | 2001    | 2002    | 2003    | Δ 99 - 03 |
|                                 | 5.3%      | \$7,900 | \$8,400 | \$8,700 | \$9,200 | \$9,500 | 4.7%      |

|                      | 1993         | 1998         | 2003         | Est. Breakout |     |
|----------------------|--------------|--------------|--------------|---------------|-----|
| Revenue/Retail Sales | \$4.37/1,000 | \$4.71/1,000 | \$4.74/1,000 | Local         | 85% |
| Revenue/Capita       | \$39.82      | \$51.98      | \$63.08      | National      | 15% |

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

|                | 1993    | 1998    | Growth Rate | 1998    | 2003    | Growth Rate |
|----------------|---------|---------|-------------|---------|---------|-------------|
| MSA Population | 135.6   | 144.3   | 1.3%        | 144.3   | 150.6   | 0.9%        |
| Households     | 49.5    | 53.3    | 1.5%        | 53.3    | 56.5    | 1.2%        |
| Retail Sales   | 1,235.3 | 1,591.6 | 5.2%        | 1,591.6 | 2,003.5 | 4.7%        |
| EBI            | 2,387.9 | 2,772.2 | 3.0%        | 2,772.2 | 3,610.0 | 5.4%        |

**Demographic Breakdown**

|                    | Total       | Under 12 | 12 - 17    | 18 - 24          | 25 - 34    | 35 - 44 | 45 - 54       | Over 55   |
|--------------------|-------------|----------|------------|------------------|------------|---------|---------------|-----------|
| Men (000)          | 69.3        | 11.2     | 5.6        | 11.6             | 9.9        | 11.0    | 8.6           | 11.6      |
| Women (000)        | 75.0        | 10.6     | 5.4        | 13.2             | 10.0       | 11.4    | 8.8           | 15.7      |
| Total              | 144.3       | 21.7     | 10.9       | 24.8             | 19.9       | 22.3    | 17.4          | 27.2      |
| Percentage         | 100.0%      | 15.1%    | 7.6%       | 17.2%            | 13.8%      | 15.5%   | 12.0%         | 18.9%     |
| Per Capita         | \$ 19,211   |          |            |                  |            |         |               |           |
|                    |             |          |            | Median Household | \$ 42,109  |         | Avg Household | \$ 52,010 |
| Ethnic Population: | White 93.3% |          | Black 4.8% |                  | Asian 1.7% |         | Hispanic 1.9% |           |

**Market Summary**

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 2       | 2       |         | 3          | 4       | 1       | 5     |
| Tot 12+    | 8.9     | 30.5    |         | 36.7       | 39.4    | 16.0    | 55.4  |
| Avg 12+    | 4.5     | 15.3    |         | 12.2       | 9.9     | 16.0    | 11.1  |
| Tot LCS    | 16.1    | 55.1    |         | 66.2       | 71.1    | 28.9    | 100.0 |
| Avg LCS    | 8.0     | 27.5    |         | 22.1       | 17.8    | 28.9    | 20.0  |

# Competitive Overview

## FM Stations

| Calls           | City of License | FCC Class | Power (kW) | HAAT | C          | Owner | Year Std          | Date Acq'd | Sales Price (000) | L M A     | Format | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |      |
|-----------------|-----------------|-----------|------------|------|------------|-------|-------------------|------------|-------------------|-----------|--------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|------|
|                 |                 |           |            |      |            |       |                   |            |                   |           |        |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |      |
| WSNI            | Colfax          | A         | 92.9       | 6.0  | 328        | a     | Kelly             | 98         | 9804              | 750       | cp     | Lite Rock                | 300         | 1.36               | 2.8                               | 2.7         | 1.8       | 1.2         | 1.8       | 0.0         | 0.0       | 0.0         | 0.0  |
| WIHN            | Normal          | A         | 96.7       | 3.9  | 410        | a     | Kelly             | 73         | 9506              | 930       |        | Modern Rock              | 450         | 0.54               | 10.6                              | 6.2         | 6.7       | 4.9         | 6.5       | 5.7         | 8.1       | 0.0         | 9.4  |
| ● WBNQ          | Bloomington     | B         | 101.5      | 50.0 | 466        | b     | Citadel Comm Corp | 47         | 0001              | p         | g4     | CHR                      | 2,250       | 1.05               | 27.2                              | 16.0        | 14.1      | 15.4        | 15.3      | 15.8        | 13.3      | 0.0         | 13.3 |
| ● WBWN          | Le Roy          | B1        | 104.1      | 25.0 | 328        | b     | Citadel Comm Corp | 79         | 0001              | p         | g4     | Country                  | 2,325       | 0.98               | 30.0                              | 14.5        | 16.6      | 16.0        | 17.1      | 17.0        | 19.1      | 0.0         | 18.9 |
| # FM Stations - |                 |           |            | 4    | # Combos - |       |                   |            | 4                 | FM TOTALS |        |                          |             | 70.6               | 39.4                              | 39.2        | 37.5      | 40.7        | 38.5      | 40.5        | 0.0       | 41.6        |      |

## AM Stations

| Calls                       | City of License | FCC Class | Day Power (kW) | Night Power (kW) | C             | Owner | Year Std          | Date Acq'd | Sales Price (000) | L M A                        | Format | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |      |
|-----------------------------|-----------------|-----------|----------------|------------------|---------------|-------|-------------------|------------|-------------------|------------------------------|--------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|------|
|                             |                 |           |                |                  |               |       |                   |            |                   |                              |        |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |      |
| ● WJBC                      | Bloomington     | C         | 1230           | 1.0              | 1.00          | b     | Citadel Comm Corp | 25         | 0001              | p                            | g4     | FullService              | 2,600       | 1.12               | 29.4                              | 16.0        | 16.0      | 16.0        | 15.9      | 20.1        | 17.9      | 0.0         | 17.8 |
| # AM Stations -             |                 |           |                | 1                | # Combos -    |       |                   |            | 1                 | AM TOTALS                    |        |                          |             | 29.4               | 16.0                              | 16.0        | 16.0      | 15.9        | 20.1      | 17.9        | 0.0       | 17.8        |      |
| AM & FM Stations Profiled - |                 |           |                | 5                | # Duopolies - |       |                   |            | 2                 | Total Local Commercial Share |        |                          |             | 55.4               | 55.2                              | 53.5        | 56.6      | 58.6        | 58.4      | 0.0         | 59.4      |             |      |

NOTE: Market rated twice yearly with Fall 1997 period.

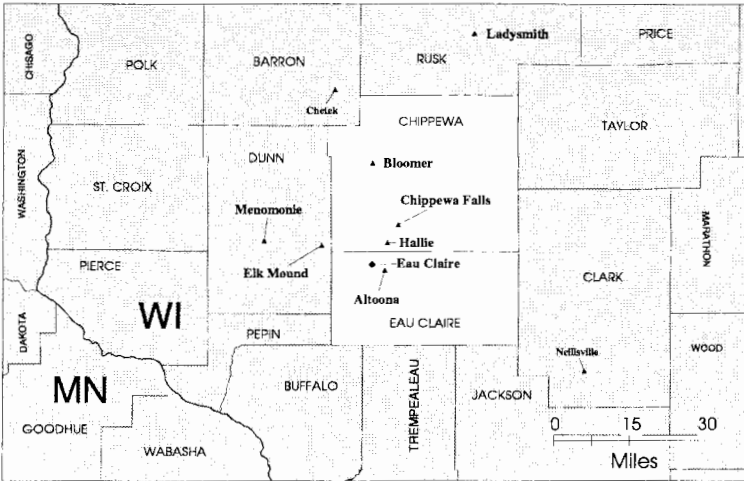
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 231

Revenue Rank: 175

# Eau Claire, WI Market Overview



### Metro Counties / Population (000)

|                |              |
|----------------|--------------|
| Chippewa, WI   | 55.1         |
| Eau Claire, WI | 91.3         |
| <b>Total</b>   | <b>146.4</b> |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>*** | 1993  | 1994    | 1995    | 1996    | 1997     | 1998    | Δ 93 - 98 |      |          |      |          |           |      |
|---------------------------------|-------|---------|---------|---------|----------|---------|-----------|------|----------|------|----------|-----------|------|
|                                 |       | \$7,300 | \$7,700 | \$8,100 | \$8,800  | \$9,500 | \$10,100  | 6.8% |          |      |          |           |      |
| Δ 98 - 99                       | -5.9% | 1999    | \$9,500 | 2000    | \$10,300 | 2001    | \$10,900  | 2002 | \$11,700 | 2003 | \$12,200 | Δ 99 - 03 | 6.5% |

|                      | 1993         | 1998         | 2003         | Est. Breakout |
|----------------------|--------------|--------------|--------------|---------------|
| Revenue/Retail Sales | \$5.44/1,000 | \$5.19/1,000 | \$4.74/1,000 | Local 90%     |
| Revenue/Capita       | \$51.30      | \$68.99      | \$81.99      | National 10%  |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993    | 1998    | Growth Rate | 1998    | 2003    | Growth Rate |
|----------------|---------|---------|-------------|---------|---------|-------------|
| MSA Population | 142.3   | 146.4   | 0.6%        | 146.4   | 148.8   | 0.3%        |
| Households     | 52.5    | 54.4    | 0.7%        | 54.4    | 56.3    | 0.7%        |
| Retail Sales   | 1,342.9 | 1,947.8 | 7.7%        | 1,947.8 | 2,576.0 | 5.7%        |
| EBI            | 1,955.5 | 2,059.3 | 1.0%        | 2,059.3 | 2,489.4 | 3.9%        |

### Demographic Breakdown

|                    | Total       | Under 12 | 12 - 17    | 18 - 24          | 25 - 34    | 35 - 44 | 45 - 54       | Over 55   |
|--------------------|-------------|----------|------------|------------------|------------|---------|---------------|-----------|
| Men (000)          | 71.3        | 12.3     | 6.4        | 8.2              | 9.4        | 11.4    | 9.2           | 14.4      |
| Women (000)        | 75.1        | 11.8     | 6.1        | 9.4              | 9.0        | 11.5    | 9.1           | 18.3      |
| Total              | 146.4       | 24.1     | 12.5       | 17.5             | 18.4       | 23.0    | 18.2          | 32.7      |
| Percentage         | 100.0%      | 16.5%    | 8.5%       | 12.0%            | 12.6%      | 15.7%   | 12.5%         | 22.3%     |
| Per Capita         | \$ 14,066   |          |            |                  |            |         |               |           |
|                    |             |          |            | Median Household | \$ 30,928  |         | Avg Household | \$ 37,855 |
| Ethnic Population: | White 96.7% |          | Black 0.2% |                  | Asian 2.5% |         | Hispanic 0.6% |           |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 1       |         | 10      | 9          | 11      | 6       | 17    |
| Tot 12+    | 6.3     |         | 72.4    | 76.9       | 78.7    | 7.1     | 85.8  |
| Avg 12+    | 6.3     |         | 7.2     | 8.5        | 7.2     | 1.2     | 5.0   |
| Tot LCS    | 7.3     |         | 84.4    | 89.6       | 91.7    | 8.3     | 100.0 |
| Avg LCS    | 7.3     |         | 8.4     | 10.0       | 8.3     | 1.4     | 5.9   |

# Competitive Overview

Some stations also rated in Wausau-Stevens Pt.

## FM Stations

| Calls           | City of License | FCC Class | Power (kW) | HAAT  | C  | Owner  | Year Std             | Date Acq'd | Sales Price (000) | L M A  | Format | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |      |
|-----------------|-----------------|-----------|------------|-------|----|--------|----------------------|------------|-------------------|--------|--------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|------|
|                 |                 |           |            |       |    |        |                      |            |                   |        |        |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |      |
| WMEQ            | Menomonie       | C2        | 92.1       | 17.5  | cp | 719 a  | Cumulus Bcstg Inc    | 67         | 9909              | 14,800 | d1     | Clsc Rock                | 750         | 1.10               | 7.2                               | 7.9         | 5.6       | 6.7         | 6.7       | 4.3         | 7.5       | 3.0         | 2.9  |
| WECL            | Elk Mound       | A         | 92.9       | 3.3   |    | 446 b  | Nelson, David, et al | 91         | 9606              | 2,550  | c2     | Oldies                   | 600         | 0.82               | 7.7                               | 6.3         | 8.1       | 5.0         | 5.2       | 6.9         | 7.0       | 6.9         | 6.9  |
| WIAL            | Eau Claire      | C1        | 94.1       | 84.0  |    | 351 b  | Nelson, David, et al | 48         | 9606              |        | c2     | AC                       | 1,000       | 0.77               | 13.6                              | 8.4         | 10.6      | 12.8        | 12.9      | 11.7        | 11.6      | 8.4         | 10.3 |
| WQRB            | Bloomer         | C3        | 95.1       | 8.9   |    | 545 a  | Cumulus Bcstg Inc    | 92         | 9909              |        | d1     | Country                  | 1,575       | 1.17               | 14.2                              | 11.4        | 11.6      | 12.8        | 13.4      | 10.1        | 11.6      | 17.8        | 16.7 |
| WISM            | Altoona         | C3        | 98.1       | 25.0  |    | 174 c  | Alpenglow Comm       | 92         | 9108              | 395    | c1     | Clsc Rock                | 450         | 1.53               | 3.1                               | 2.4         | 2.0       | 3.3         | 4.6       | 4.8         | 5.0       | 4.5         | 6.9  |
| WBIZ            | Eau Claire      | C1        | 100.7      | 100.0 |    | 482 a  | Cumulus Bcstg Inc    | 67         | 9909              |        | d1     | CHR                      | 625         | 0.69               | 9.5                               | 12.1        | 9.1       | 7.2         | 6.7       | 6.4         | 6.0       | 7.9         | 8.3  |
| WWIB            | Ladysmith       | C         | 103.7      | 100.0 |    | 679 b  | Stewards of Sound    | 72         |                   |        |        | ChrsContemp              | 350         | 1.67               | 2.2                               | 1.8         | 1.5       | 2.2         | 1.5       | 3.2         | 2.0       | 1.0         | 4.9  |
| WAXX            | Eau Claire      | C         | 104.5      | 100.0 |    | 1801 b | Nelson, David, et al | 65         | 8408              |        |        | Country                  | 2,100       | 1.08               | 20.4                              | 17.7        | 18.2      | 16.7        | 14.4      | 20.2        | 21.6      | 20.8        | 18.1 |
| WCFW            | Chippewa Falls  | C3        | 105.7      | 25.0  |    | 305    | Bushland Radio       | 68         |                   |        |        | Lite AC                  | 300         | 0.57               | 5.5                               | 2.5         | 4.5       | 5.0         | 4.1       | 3.2         | 2.0       | 3.5         | 2.5  |
| WATQ            | Chetek          | C2        | 106.7      | 35.0  |    | 584 a  | Cumulus Bcstg Inc    | 97         | 9909              |        | d1     | Country                  | 400         | 0.86               | 4.9                               | 8.2         | 4.0       | 4.4         | 5.7       | 5.9         | 1.0       | 0.0         | 0.0  |
| WCCN            | Neillsville     | C1        | 107.5      | 100.0 |    | 577    | Central WI Bcstg     | 64         |                   |        |        | Clsc Rock                | 50          |                    | 0.3                               | 0.0         | 0.0       | 0.6         | 1.0       | 2.7         | 0.0       | 0.5         | 1.0  |
| # FM Stations - |                 |           |            |       |    | 11     | # Combos -           |            |                   |        |        | 9                        | FM TOTALS   |                    | 88.6                              | 78.7        | 75.2      | 76.7        | 76.2      | 79.4        | 75.3      | 74.3        | 78.5 |

## AM Stations

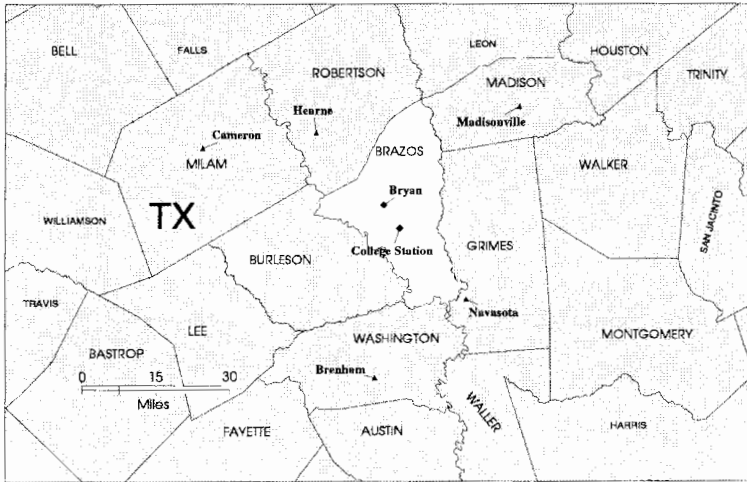
| Calls                       | City of License | FCC Class | Day Power (kW) | Night Power (kW) | C    | Owner | Year Std             | Date Acq'd | Sales Price (000) | L M A | Format      | 1999 Est Revenue (000)1/ | Power Ratio                  | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |      |
|-----------------------------|-----------------|-----------|----------------|------------------|------|-------|----------------------|------------|-------------------|-------|-------------|--------------------------|------------------------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|------|
|                             |                 |           |                |                  |      |       |                      |            |                   |       |             |                          |                              |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |      |
| WOGO                        | Hallie          | B         | 680            | 2.5              | 0.50 | b     | Stewards of Sound    | 85         |                   |       | ChrsContemp |                          |                              |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0  |
| WAYY                        | Eau Claire      | B         | 790            | 5.0              | 0.00 | b     | Nelson, David, et al | 37         | 9606              |       | c2          | Nws/Tlk/Spt              | 350                          | 1.19               | 3.1                               | 1.9         | 2.5       | 2.8         | 3.1       | 2.1         | 2.5       | 5.0         | 6.4  |
| WMEQ                        | Menomonie       | B         | 880            | 10.0             | 0.21 | a     | Cumulus Bcstg Inc    | 51         | 9909              |       | d1          | Country                  | 250                          | 1.75               | 1.5                               | 1.1         | 1.5       | 1.1         | 1.0       | 2.1         | 0.5       | 0.0         | 0.0  |
| WEIO                        | Eau Claire      | B         | 1050           | 1.0              | 0.50 | c     | Alpenglow Comm       | 48         | 9108              |       | c1          | Nostalgia                | 115                          |                    | 0.6                               | 0.6         | 0.5       | 0.6         | 0.5       | 0.0         | 0.0       | 0.0         | 0.0  |
| WEAQ                        | Chippewa Falls  | B         | 1150           | 5.0              | 0.00 | b     | Nelson, David, et al | 58         | 8408              |       |             | Easy                     | 400                          | 0.92               | 4.6                               | 2.4         | 4.5       | 3.3         | 3.6       | 3.2         | 4.0       | 5.0         | 4.4  |
| WBIZ                        | Eau Claire      | C         | 1400           | 1.0              | 1.00 | a     | Cumulus Bcstg Inc    | 47         | 9909              |       | d1          | Sports                   | 150                          | 0.99               | 1.6                               | 1.1         | 1.0       | 1.7         | 2.1       | 1.6         | 2.0       | 2.5         | 0.5  |
| # AM Stations -             |                 |           |                |                  |      | 6     | # Combos -           |            |                   |       |             | 6                        | AM TOTALS                    |                    | 11.4                              | 7.1         | 10.0      | 9.5         | 10.3      | 9.0         | 9.0       | 12.5        | 11.3 |
| AM & FM Stations Profiled - |                 |           |                |                  |      | 17    | # Duopolies -        |            |                   |       |             | 5                        | Total Local Commercial Share |                    | 85.8                              | 85.2        | 86.2      | 86.5        | 88.4      | 84.3        | 86.8      | 89.8        |      |

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 232

Revenue Rank: 201

# Bryan-College Station, TX Market Overview



### Metro Counties / Population (000)

|            |       |
|------------|-------|
| Brazos, TX | 142.4 |
|            | 142.4 |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>★★★ | 1993      | 1994    | 1995    | 1996    | 1997    | 1998    | Δ 93 - 98 |
|---------------------------------|-----------|---------|---------|---------|---------|---------|-----------|
|                                 |           | \$4,800 | \$5,100 | \$5,300 | \$5,300 | \$5,800 | \$6,500   |
|                                 | Δ 98 - 99 | 1999    | 2000    | 2001    | 2002    | 2003    | Δ 99 - 03 |
|                                 | 13.8%     | \$7,400 | \$7,900 | \$8,300 | \$8,900 | \$9,400 | 6.2%      |

|                      | 1993         | 1998         | 2003         | Est. Breakout |
|----------------------|--------------|--------------|--------------|---------------|
| Revenue/Retail Sales | \$4.86/1,000 | \$4.37/1,000 | \$5.00/1,000 | Local 90%     |
| Revenue/Capita       | \$37.44      | \$45.65      | \$63.26      | National 10%  |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993    | 1998    | Growth Rate | 1998    | 2003    | Growth Rate |
|----------------|---------|---------|-------------|---------|---------|-------------|
| MSA Population | 128.2   | 142.4   | 2.1%        | 142.4   | 148.6   | 0.9%        |
| Households     | 46.0    | 51.6    | 2.3%        | 51.6    | 55.0    | 1.3%        |
| Retail Sales   | 988.6   | 1,487.1 | 8.5%        | 1,487.1 | 1,880.8 | 4.8%        |
| EBI            | 1,645.5 | 2,084.0 | 4.8%        | 2,084.0 | 2,782.9 | 6.0%        |

### Demographic Breakdown

|                    | Total       | Under 12 | 12 - 17     | 18 - 24          | 25 - 34    | 35 - 44 | 45 - 54        | Over 55   |
|--------------------|-------------|----------|-------------|------------------|------------|---------|----------------|-----------|
| Men (000)          | 73.0        | 10.9     | 4.8         | 20.8             | 12.6       | 9.1     | 6.8            | 8.0       |
| Women (000)        | 69.4        | 10.5     | 4.7         | 17.7             | 10.2       | 8.8     | 7.0            | 10.4      |
| Total              | 142.4       | 21.4     | 9.5         | 38.6             | 22.9       | 18.0    | 13.8           | 18.4      |
| Percentage         | 100.0%      | 15.0%    | 6.6%        | 27.1%            | 16.1%      | 12.6%   | 9.7%           | 12.9%     |
| Per Capita         | \$ 14,635   |          |             |                  |            |         |                |           |
|                    |             |          |             | Median Household | \$ 26,651  |         | Avg Household  | \$ 40,388 |
| Ethnic Population: | White 82.6% |          | Black 12.2% |                  | Asian 4.9% |         | Hispanic 18.1% |           |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 4       |         | 6       | 9          | 10      | 4       | 14    |
| Tot 12+    | 21.8    |         | 45.2    | 66.0       | 67.0    | 8.7     | 75.7  |
| Avg 12+    | 5.5     |         | 7.5     | 7.3        | 6.7     | 2.2     | 5.4   |
| Tot LCS    | 28.8    |         | 59.7    | 87.2       | 88.5    | 11.5    | 100.0 |
| Avg LCS    | 7.2     |         | 10.0    | 9.7        | 8.9     | 2.9     | 7.1   |



# Competitive Overview

## FM Stations

| Calls           | City of License | FCC Class | Power Freq (kW) | HAAT | C          | Owner             | Year Std | Date Acq'd | Sales Price (000) | L M A     | Format      | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------|-----------------|-----------|-----------------|------|------------|-------------------|----------|------------|-------------------|-----------|-------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                 |                 |           |                 |      |            |                   |          |            |                   |           |             |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| KTSR            | College Station | C2        | 92.1 50.0 cp    | 492  | b          | AMFM Inc          | 64       | 9910 p     |                   | g         | Clsc Rock   | 725                      | 1.03        | 9.5                | 8.9                               | 6.7         | 8.1       | 5.9         | 6.3       | 5.2         | 8.7       | 9.8         |
| KMBV            | Navasota        | A         | 92.5 2.5 cp     | 459  | a          | Sunburst Media LP | 89       | 9910 p     | 675               |           | Soft AC     | 125                      |             | 0.5                | 1.0                               | 0.0         | 0.7       | 1.3         | 0.7       | 1.9         | 2.0       | 1.4         |
| KAGG            | Madisonville    | C2        | 96.1 40.0       | 538  | c          | Sunburst Media LP | 89       | 9808       | 3,000             | 1         | Country     | 1,300                    | 1.95        | 9.0                | 10.8                              | 6.0         | 8.1       | 4.6         | 8.4       | 9.1         | 5.3       | 7.0         |
| KORA            | Bryan           | A         | 98.3 2.3 cp     | 528  | a          | Equicom, Inc      | 66       | 9711       |                   | c1        | Country     | 950                      | 1.09        | 11.8               | 7.2                               | 9.7         | 8.7       | 11.1        | 15.4      | 11.7        | 12.7      | 11.9        |
| KBMA            | Bryan           | A         | 99.5 3.0        | 328  |            | Torres, Felix     | 92       | 9810 p     |                   | st        | Spanish     | 300                      | 0.69        | 5.9                | 6.1                               | 4.5         | 4.7       | 4.6         | 4.9       | 5.8         | 6.7       | 6.3         |
| KZTR            | Franklin        | C3        | 101.9 25.0      | 328  | a          | Equicom, Inc      | 94       | 9902       | 1,000             |           | Hot AC      | 400                      | 1.18        | 4.6                | 4.0                               | 5.2         | 2.0       | 3.3         | 4.2       | 5.2         | 2.7       | 0.0         |
| KVJM            | Hearne          | A         | 103.1 5.0       | 361  |            | Marshall Media    | 85       | 9411       | 187               | e         | Urban       | 375                      | 0.40        | 12.8               | 7.5                               | 12.7        | 7.4       | 8.5         | 7.0       | 5.2         | 9.3       | 4.9         |
| ● KHLR          | Cameron         | C2        | 103.9 25.0      | 696  | a          | Equicom, Inc      | 85       | 9711       |                   |           | Altve/MdRck | 325                      | 0.81        | 5.4                | 5.1                               | 4.5         | 4.0       | 3.9         | 5.6       | 5.2         | 4.7       | 4.9         |
| KKYS            | Bryan           | C2        | 104.7 50.0      | 285  | c          | Sunburst Media LP | 84       | 9712 p     |                   | g 1       | Hot AC      | 1,450                    | 0.84        | 23.4               | 13.1                              | 15.7        | 20.8      | 18.3        | 13.3      | 11.7        | 10.7      | 14.7        |
| KTTX            | Brenham         | C2        | 106.1 50.0      | 492  |            | Tom S. Whitehead  | 64       |            |                   |           | Country     | 500                      | 1.16        | 5.8                | 3.3                               | 3.7         | 5.4       | 4.6         | 4.2       | 3.9         | 4.7       | 5.6         |
| # FM Stations - |                 |           |                 | 10   | # Combos - |                   |          |            | 7                 | FM TOTALS |             |                          |             | 88.7               | 67.0                              | 68.7        | 69.9      | 66.1        | 70.0      | 64.9        | 67.5      | 66.5        |

## AM Stations

| Calls                       | City of License | FCC Class | Power Freq (kW) | Day Power (kW) | Night Power (kW) | C                 | Owner | Year Std | Date Acq'd | Sales Price (000)            | L M A       | Format | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |
|-----------------------------|-----------------|-----------|-----------------|----------------|------------------|-------------------|-------|----------|------------|------------------------------|-------------|--------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|
|                             |                 |           |                 |                |                  |                   |       |          |            |                              |             |        |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 |
| WTAW                        | College Station | B         | 1150 1.0        | 0.50           | b                | AMFM Inc          | 22    | 9910 p   |            | g                            | Nws/Tlk/Spt | 650    | 1.29                     | 6.8         | 6.1                | 6.0                               | 4.7         | 8.5       | 5.6         | 6.5       | 5.3         | 4.9       |
| KTAM                        | Bryan           | C         | 1240 0.4        | 0.38           | a                | Equicom, Inc      | 47    | 9711     |            | c1                           | Nostalgia   | 150    | 0.56                     | 3.6         | 2.6                | 3.7                               | 2.0         | 5.9       | 2.8         | 5.8       | 4.0         | 5.6       |
| KAGC                        | Bryan           | B         | 1510 0.5        | 0.00           |                  | Divcon Associates | 77    | 8703     | 300        |                              | ChrsContemp |        |                          | 0.9         | 0.0                | 0.7                               | 0.7         | 0.7       | 2.1         | 0.6       | 1.3         | 0.7       |
| KWBC                        | Navasota        | B         | 1550 0.3        | 0.00           | a                | Nicol Bcstg Ltd   | 89    | 9506     |            | c2                           | Country     | 100    |                          |             | 0.0                | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       |
| # AM Stations -             |                 |           |                 | 4              | # Combos -       |                   |       |          | 3          | AM TOTALS                    |             |        |                          | 11.3        | 8.7                | 10.4                              | 7.4         | 15.1      | 10.5        | 12.9      | 10.6        | 11.2      |
| AM & FM Stations Profiled - |                 |           |                 | 14             | # Duopolies -    |                   |       |          | 3          | Total Local Commercial Share |             |        |                          | 75.7        | 79.1               | 77.3                              | 81.2        | 80.5      | 77.8        | 78.1      | 77.7        |           |

● Indicates a change since last edition

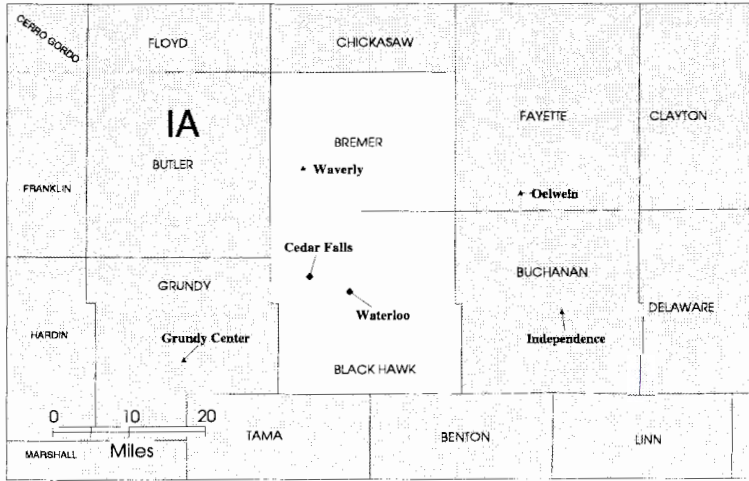
1/ See introduction section for interpretation of revenue estimates.



Metro Rank: 233

Revenue Rank: 219

# Waterloo-Cedar Falls, IA Market Overview



### Metro Counties / Population (000)

|                |              |
|----------------|--------------|
| Black Hawk, IA | 121.5        |
| Bremer, IA     | 23.4         |
| <b>Total</b>   | <b>144.9</b> |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>*** | 1993      | 1994    | 1995    | 1996    | 1997    | 1998    | Δ 93 - 98 |
|---------------------------------|-----------|---------|---------|---------|---------|---------|-----------|
|                                 |           | \$4,500 | \$4,900 | \$5,300 | \$5,500 | \$5,700 | \$6,100   |
| ***                             | Δ 98 - 99 | 1999    | 2000    | 2001    | 2002    | 2003    | Δ 99 - 03 |
|                                 | 6.6%      | \$6,500 | \$7,100 | \$7,500 | \$8,200 | \$8,700 | 7.5%      |

|                      | 1993         | 1998         | 2003         | Est. Breakout |
|----------------------|--------------|--------------|--------------|---------------|
| Revenue/Retail Sales | \$3.28/1,000 | \$3.59/1,000 | \$4.17/1,000 | Local 90%     |
| Revenue/Capita       | \$30.65      | \$42.10      | \$61.10      | National 10%  |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993    | 1998    | Growth Rate | 1998    | 2003    | Growth Rate |
|----------------|---------|---------|-------------|---------|---------|-------------|
| MSA Population | 146.8   | 144.9   | -0.3%       | 144.9   | 142.4   | -0.3%       |
| Households     | 55.8    | 55.5    | -0.1%       | 55.5    | 55.5    | 0.0%        |
| Retail Sales   | 1,371.3 | 1,700.7 | 4.4%        | 1,700.7 | 2,084.4 | 4.2%        |
| EBI            | 2,065.9 | 2,234.8 | 1.6%        | 2,234.8 | 2,614.8 | 3.2%        |

### Demographic Breakdown

|                    | Total       | Under 12 | 12 - 17    | 18 - 24          | 25 - 34    | 35 - 44 | 45 - 54       | Over 55   |
|--------------------|-------------|----------|------------|------------------|------------|---------|---------------|-----------|
| Men (000)          | 69.5        | 11.3     | 6.5        | 8.2              | 7.8        | 11.0    | 9.6           | 15.1      |
| Women (000)        | 75.4        | 10.8     | 6.2        | 9.1              | 8.3        | 11.3    | 9.9           | 19.8      |
| Total              | 144.9       | 22.2     | 12.6       | 17.3             | 16.1       | 22.3    | 19.5          | 34.9      |
| Percentage         | 100.0%      | 15.3%    | 8.7%       | 12.0%            | 11.1%      | 15.4%   | 13.5%         | 24.1%     |
| Per Capita         | \$ 15,423   |          |            |                  |            |         |               |           |
|                    |             |          |            | Median Household | \$ 32,444  |         | Avg Household | \$ 40,266 |
| Ethnic Population: | White 92.4% |          | Black 6.4% |                  | Asian 1.1% |         | Hispanic 1.1% |           |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 3       |         | 5       | 6          | 8       | 8       | 16    |
| Tot 12+    | 11.6    |         | 47.5    | 56.4       | 59.1    | 10.6    | 69.7  |
| Avg 12+    | 3.9     |         | 9.5     | 9.4        | 7.4     | 1.3     | 4.4   |
| Tot LCS    | 16.6    |         | 68.1    | 80.9       | 84.8    | 15.2    | 100.0 |
| Avg LCS    | 5.5     |         | 13.6    | 13.5       | 10.6    | 1.9     | 6.3   |

# Competitive Overview

Some stations also rated in Cedar Rapids.

## FM Stations

| Calls           | City of License | FCC Class | Power Freq (kW) | HAAT  | C          | Owner  | Year Std | Date Acq'd | Sales Price (000) | L M A     | Format | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |      |      |
|-----------------|-----------------|-----------|-----------------|-------|------------|--------|----------|------------|-------------------|-----------|--------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|------|------|
|                 |                 |           |                 |       |            |        |          |            |                   |           |        |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |      |      |
| ● KOEL          | Oelwein         | C         | 92.3            | 95.0  |            | 991 c  |          | 71         | 9911              | p         |        | g                        | Country     | 900                | 0.95                              | 14.5        | 7.7       | 11.6        | 8.7       | 8.2         | 12.2      | 8.4         | 9.6  | 12.7 |
| KQMG            | Independence    | A         | 95.3            | 2.9   |            | 410 d  |          |            | 75                | 9710      |        |                          | AC          | 477                |                                   | 0.4         | 0.4       | 0.0         | 0.6       | 0.5         | 0.0       | 1.7         | 1.8  | 1.5  |
| KCVM            | Hudson          | A         | 96.1            | 6.0   |            | 328 e  |          |            | 97                | 9507      |        |                          | Hot AC      | 700                | 1.02                              | 10.6        | 8.9       | 7.3         | 7.5       | 9.8         | 6.4       | 0.0         | 0.0  | 0.0  |
| ● KCRR          | Grundy Center   | C3        | 97.7            | 16.0  |            | 407 c  |          |            | 83                | 9911      | p      | g                        | Clsc Rock   | 400                | 0.64                              | 9.6         | 7.5       | 7.3         | 6.2       | 8.2         | 5.8       | 7.3         | 7.2  | 8.1  |
| ● KKCW          | Cedar Falls     | C3        | 98.5            | 15.1  |            | 423 c  |          |            | 93                | 9911      | p      | g                        | Country     | 1,300              | 1.06                              | 18.9        | 16.5      | 12.2        | 14.3      | 15.8        | 16.3      | 16.3        | 14.5 | 13.7 |
| KWAY            | Waverly         | A         | 99.3            | 3.0   |            | 180 b  |          |            | 71                | 8410      |        | c1                       | Lite AC     | 250                | 1.83                              | 2.1         | 2.3       | 1.8         | 1.2       | 1.1         | 1.2       | 2.8         | 2.4  | 2.0  |
| ● KOKZ          | Waterloo        | C         | 105.7           | 100.0 |            | 1322 a |          |            | 62                |           |        |                          | Oldies      | 900                | 1.06                              | 13.1        | 7.0       | 8.5         | 9.9       | 9.8         | 11.6      | 12.9        | 10.8 | 10.2 |
| ● KFMW          | Waterloo        | C         | 107.9           | 100.0 |            | 1805 a |          |            | 68                | 9608      |        | c2                       | Adult Rock  | 3,500              | 1.08                              | 17.1        | 8.8       | 11.6        | 12.4      | 9.8         | 9.3       | 12.4        | 9.0  | 12.7 |
| # FM Stations - |                 |           |                 | 8     | # Combos - |        |          |            | 8                 | FM TOTALS |        |                          |             | 86.3               | 59.1                              | 60.3        | 60.8      | 63.2        | 62.8      | 61.8        | 55.3      | 60.9        |      |      |

## AM Stations

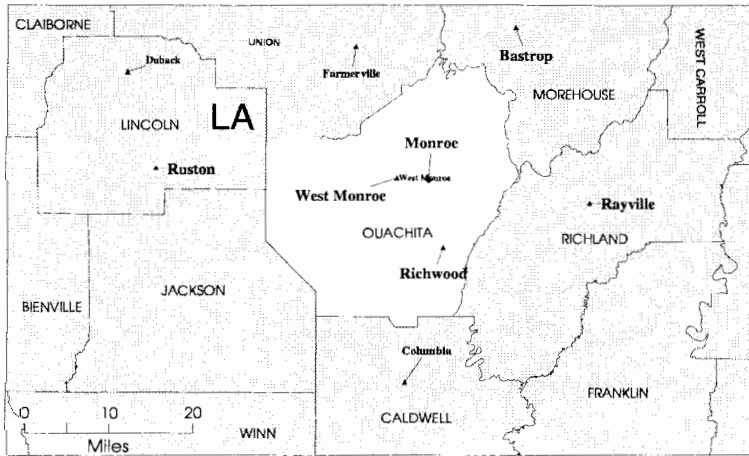
| Calls                       | City of License | FCC Class | Day Power Freq (kW) | Night Power (kW) | C             | Owner      | Year Std           | Date Acq'd      | Sales Price (000) | L M A                        | Format | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |     |     |
|-----------------------------|-----------------|-----------|---------------------|------------------|---------------|------------|--------------------|-----------------|-------------------|------------------------------|--------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|-----|-----|
|                             |                 |           |                     |                  |               |            |                    |                 |                   |                              |        |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |     |     |
| KWOF                        | Waterloo        | B         | 850                 | 0.5              | 0.00          | Friendship | 72                 | 9503            |                   | nc                           | 1      | Christian                | 75          |                    |                                   | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 2.4         | 0.0 |     |
| ● KOEL                      | Oelwein         | B         | 950                 | 5.0              | 0.50          | c          | Cumulus Bcstg Inc  | 50              | 9911              | p                            |        | g                        | Information |                    |                                   | 1.3         | 2.6       | 0.6         | 1.2       | 1.1         | 1.2       | 1.1         | 1.2 | 1.5 |
| KQMG                        | Independence    | B         | 1220                | 0.3              | 0.17          | d          | Keene of Iowa Inc  | 59              | 9710              |                              |        | c1                       | AC          |                    |                                   | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 |     |
| KCNZ                        | Cedar Falls     | B         | 1250                | 0.5              | 0.50          | e          | Fife Comm Co LC    | 58              | 9508              |                              |        | 100                      | Nws/Tlk/Spt | 125                |                                   | 0.9         | 0.7       | 0.6         | 0.6       | 0.5         | 0.6       | 0.6         | 0.6 | 0.5 |
| ● KWLO                      | Waterloo        | B         | 1330                | 5.0              | 5.00          | a          | Bahakel Comm       | 47              | 9608              |                              |        | c2                       | Nostalgia   | 400                | 0.78                              | 7.9         | 4.9       | 5.5         | 5.6       | 6.0         | 4.7       | 5.1         | 7.8 | 6.6 |
| KWAY                        | Waverly         | B         | 1470                | 1.0              | 0.06          | b          | Suhr, Aelvin Edwin | 58              | 8410              |                              |        | c1                       | Country     |                    |                                   |             | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 | 0.0 |
| ● KXEL                      | Waterloo        | A         | 1540                | 50.0             | 50.00         | a          | Bahakel Comm       | 42              | 5801              |                              |        |                          | News/Talk   | 250                | 1.24                              | 3.1         | 2.2       | 1.8         | 2.5       | 2.7         | 2.9       | 1.7         | 3.6 | 5.1 |
| KDNZ                        | Cedar Falls     | B         | 1650                | 10.0             | cp            | 1.00       | e                  | Fife Comm Co LC | 98                |                              |        |                          | Nws/Tlk/Spt |                    |                                   | 0.4         | 0.2       | 0.6         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 | 0.0 |
| # AM Stations -             |                 |           |                     | 8                | # Combos -    |            |                    |                 | 7                 | AM TOTALS                    |        |                          |             | 13.6               | 10.6                              | 9.1         | 9.9       | 10.3        | 9.4       | 8.5         | 15.6      | 13.7        |     |     |
| AM & FM Stations Profiled - |                 |           |                     | 16               | # Duopolies - |            |                    |                 | 4                 | Total Local Commercial Share |        |                          |             | 69.7               | 69.4                              | 70.7        | 73.5      | 72.2        | 70.3      | 70.9        | 74.6      |             |     |     |

● Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

**Metro Rank: 234**

Revenue Rank: 158

# Monroe, LA Market Overview



**Metro Counties / Population (000)**

|              |       |
|--------------|-------|
| Ouachita, LA | 147.9 |
|              | 147.9 |

**Market Radio Financials**

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>★★ | 1993      | 1994     | 1995     | 1996     | 1997     | 1998     | Δ 93 - 98 |
|--------------------------------|-----------|----------|----------|----------|----------|----------|-----------|
|                                |           | \$6,600  | \$7,300  | \$8,100  | \$9,000  | \$10,200 | \$10,200  |
|                                | Δ 98 - 99 | 1999     | 2000     | 2001     | 2002     | 2003     | Δ 99 - 03 |
|                                | 12.7%     | \$11,500 | \$12,600 | \$13,500 | \$14,900 | \$16,000 | 8.7%      |

|                      | 1993         | 1998         | 2003         | Est. Breakout |     |
|----------------------|--------------|--------------|--------------|---------------|-----|
| Revenue/Retail Sales | \$4.60/1,000 | \$6.33/1,000 | \$8.60/1,000 | Local         | 90% |
| Revenue/Capita       | \$45.45      | \$68.97      | \$107.24     | National      | 10% |

**Demographic and Economic Overview**

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993    | 1998    | Growth Rate | 1998    | 2003    | Growth Rate |
|----------------|---------|---------|-------------|---------|---------|-------------|
| MSA Population | 145.2   | 147.9   | 0.4%        | 147.9   | 149.2   | 0.2%        |
| Households     | 51.1    | 53.2    | 0.8%        | 53.2    | 54.8    | 0.6%        |
| Retail Sales   | 1,434.8 | 1,612.0 | 2.4%        | 1,612.0 | 1,860.0 | 2.9%        |
| EBI            | 1,842.2 | 2,022.4 | 1.9%        | 2,022.4 | 2,498.3 | 4.3%        |

**Demographic Breakdown**

|                    | Total       | Under 12 | 12 - 17     | 18 - 24          | 25 - 34    | 35 - 44 | 45 - 54       | Over 55   |
|--------------------|-------------|----------|-------------|------------------|------------|---------|---------------|-----------|
| Men (000)          | 69.9        | 13.3     | 7.6         | 8.1              | 9.2        | 10.3    | 8.7           | 12.7      |
| Women (000)        | 78.0        | 13.2     | 7.2         | 8.6              | 9.7        | 11.3    | 10.0          | 18.0      |
| Total              | 147.9       | 26.5     | 14.8        | 16.7             | 18.9       | 21.6    | 18.6          | 30.7      |
| Percentage         | 100.0%      | 17.9%    | 10.0%       | 11.3%            | 12.8%      | 14.6%   | 12.6%         | 20.8%     |
| Per Capita         | \$ 13,674   |          |             |                  |            |         |               |           |
|                    |             |          |             | Median Household | \$ 26,937  |         | Avg Household | \$ 38,014 |
| Ethnic Population: | White 65.8% |          | Black 33.3% |                  | Asian 0.7% |         | Hispanic 1.0% |           |

**Market Summary**

| FM Classes | Class A | Class B | Class C | Viab. FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|-----------|---------|---------|-------|
| # Stations | 4       |         | 10      | 11        | 14      | 5       | 19    |
| Tot 12+    | 16.5    |         | 59.3    | 73.2      | 75.8    | 6.8     | 82.6  |
| Avg 12+    | 4.1     |         | 5.9     | 6.7       | 5.4     | 1.4     | 4.3   |
| Tot LCS    | 20.0    |         | 71.8    | 88.6      | 91.8    | 8.2     | 100.0 |
| Avg LCS    | 5.0     |         | 7.2     | 8.1       | 6.6     | 1.6     | 5.3   |

# Competitive Overview

## FM Stations

| Calls           | City of License | FCC Class | Power (kW) | HAAT  | C          | Owner | Year Std            | Date Acq'd        | Sales Price (000) | L M       | A     | Format | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |      |      |
|-----------------|-----------------|-----------|------------|-------|------------|-------|---------------------|-------------------|-------------------|-----------|-------|--------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|------|------|
|                 |                 |           |            |       |            |       |                     |                   |                   |           |       |        |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |      |      |
| KTJC            | Rayville        | C3        | 92.3       | 11.5  | 486        | e     | Citadel Comm Corp   | 84                | 9910              | p         |       | g1 2   | Oldies                   | 200         | 0.76               | 2.3                               | 4.4         | 4.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0  | 0.0  |
| KWJM            | Farmerville     | A         | 92.7       | 6.0   | 328        | d     | Union Bcstg Co Inc  | 79                |                   |           |       |        | AC                       | 250         | 0.72               | 3.0                               | 2.6         | 2.9       | 2.3         | 2.3       | 3.7         | 1.0       | 3.5         | 1.2  |      |
| KTRY            | Bastrop         | A         | 94.3       | 3.0   | 325        |       | Jamie Patrick Bcstg | 74                | 8502              |           | 456   | e      | Urban AC                 |             |                    |                                   | 0.0         | 0.0       | 0.0         | 0.0       | 0.6         | 0.0       | 0.0         | 0.0  |      |
| KJMG            | Bastrop         | A         | 97.3       | 5.9   | 328        |       | Holladay Bcstg      | 96                | 9811              |           | 700   |        | Gospl/AC                 | 350         | 0.32               | 9.4                               | 9.9         | 9.8       | 6.4         | 6.9       | 6.7         | 4.2       | 4.6         | 0.0  |      |
| KPCH            | Dubach          | C1        | 97.7       | 60.0  | cp         | 509   | Dubach Bcstg        | 84                | 8612              |           | 355   |        | Oldies                   |             |                    | 1.7                               | 0.0         | 1.7       | 1.2         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0  |      |
| KZRZ            | West Monroe     | C2        | 98.3       | 50.0  |            | 492   | e                   | Citadel Comm Corp | 67                | 9910      | p     |        | g1 2                     | AC          | 1,500              | 1.05                              | 12.4        | 3.3       | 10.9        | 10.5      | 11.0        | 12.3      | 0.0         | 11.0 | 13.9 |
| KRVV            | Bastrop         | C2        | 100.1      | 50.0  |            | 492   |                     | Holladay Bcstg    | 77                | 9110      |       | 1,036  | 1                        | Urban       | 950                | 0.46                              | 18.1        | 15.5      | 15.5        | 15.7      | 13.9        | 14.7      | 15.7        | 12.1 | 16.2 |
| KHLL            | Richwood        | A         | 100.9      | 6.0   | 328        |       | Gilliland, Dan      | 94                |                   |           |       |        | ChrsContemp              | 450         | 0.89               | 4.4                               | 4.0         | 2.9       | 4.7         | 1.7       | 1.8         | 3.7       | 3.5         | 1.7  |      |
| KNOE            | Monroe          | C         | 101.9      | 100.0 | 1516       | b     | Noe, James A        | 67                |                   |           |       |        | Adult CHR                | 2,200       | 1.68               | 11.4                              | 6.3         | 10.9      | 8.7         | 5.8       | 7.4         | 8.4       | 6.9         | 7.5  |      |
| ● KYEA          | Columbia        | C3        | 103.1      | 25.0  | cp         | 328   | e                   | Citadel Comm Corp | 80                | 9910      | p     |        | g1 2                     | Urban       | 100                |                                   | 0.7         | 3.5       | 0.6         | 0.6       | 3.5         | 1.8       | 2.1         | 1.2  | 0.6  |
| KJLO            | Monroe          | C         | 104.1      | 100.0 | 1017       | a     | New South Comm      | 46                | 8601              |           | 1,700 | 1      | Country                  | 1,700       | 1.05               | 14.1                              | 13.8        | 10.9      | 13.4        | 16.2      | 11.7        | 14.1      | 11.6        | 16.8 |      |
| KLIP            | Monroe          | C2        | 105.3      | 50.0  | 433        | a     | New South Comm      | 93                | 9710              |           | 400   | 1      | Clsc Hits                | 750         | 0.85               | 7.7                               | 6.0         | 5.7       | 7.6         | 9.2       | 6.1         | 8.4       | 4.6         | 4.0  |      |
| KMYV            | Monroe          | C         | 106.1      | 100.0 | 1017       | e     | Citadel Comm Corp   | 65                | 9910              | p         |       | g1 2   | Country                  | 1,200       | 1.56               | 6.7                               | 4.0         | 4.6       | 7.0         | 7.5       | 5.5         | 3.7       | 4.6         | 9.8  |      |
| KXKZ            | Ruston          | C         | 107.5      | 100.0 | 1066       | c     | Ruston Bcstg Co     | 66                | 6904              |           |       |        | Country                  | 800         | 3.02               | 2.3                               | 2.5         | 2.3       | 1.7         | 2.9       | 3.1         | 3.7       | 5.2         | 2.3  |      |
| # FM Stations - |                 |           |            | 14    | # Combos - |       |                     |                   | 8                 | FM TOTALS |       |        |                          | 94.2        | 75.8               | 82.7                              | 79.8        | 80.9      | 75.4        | 65.0      | 68.8        | 74.0      |             |      |      |

## AM Stations

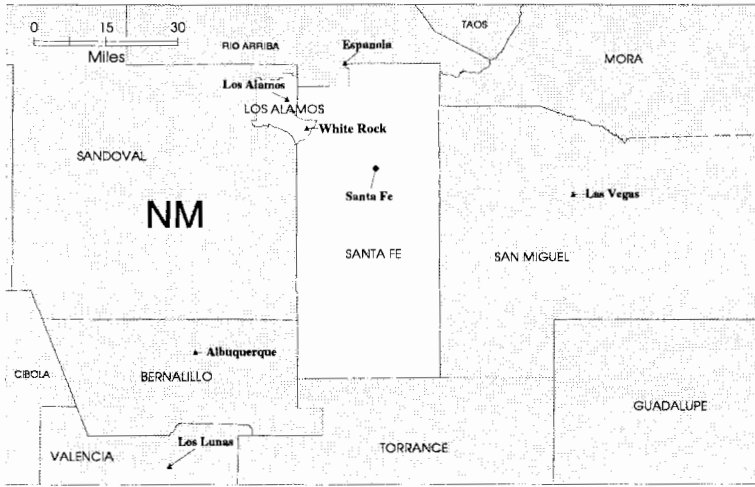
| Calls                       | City of License | FCC Class | Day Power (kW) | Night Power (kW) | C             | Owner | Year Std         | Date Acq'd | Sales Price (000) | L M                          | A   | Format  | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |     |
|-----------------------------|-----------------|-----------|----------------|------------------|---------------|-------|------------------|------------|-------------------|------------------------------|-----|---------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|-----|
|                             |                 |           |                |                  |               |       |                  |            |                   |                              |     |         |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |     |
| KNOE                        | Monroe          | B         | 540            | 5.0              | 1.00          | b     | Noe, James A     | 44         |                   |                              |     | Country | 675                      | 4.52        | 1.3                | 3.5                               | 0.0         | 2.3       | 0.6         | 1.2       | 2.6         | 4.6       | 2.9         |     |
| ● KLIC                      | Monroe          | C         | 1230           | 1.0              | 1.00          |       | Media Ministries | 50         | 9211              |                              | 165 |         | News/Talk                |             |                    | 0.4                               | 0.0         | 0.6       | 0.0         | 0.0       | 1.8         | 1.0       | 1.2         | 0.0 |
| KMBS                        | West Monroe     | B         | 1310           | 5.0              | 0.05          |       | Red Bear Bcstg   | 56         | 9306              |                              | 200 |         | Children                 |             |                    |                                   | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 |
| KMLB                        | Monroe          | B         | 1440           | 5.0              | 1.00          | a     | New South Comm   | 30         | 8601              |                              |     | 1       | Talk/Nstlg               | 350         | 0.74               | 4.1                               | 3.3         | 2.3       | 4.7         | 2.9       | 3.7         | 4.2       | 2.3         | 2.9 |
| KRUS                        | Ruston          | C         | 1490           | 1.0              | 1.00          | c     | Ruston Bcstg Co  | 47         | 6904              |                              |     |         | Urban                    |             |                    |                                   | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 |
| # AM Stations -             |                 |           |                | 5                | # Combos -    |       |                  |            | 3                 | AM TOTALS                    |     |         |                          | 5.8         | 6.8                | 2.9                               | 7.0         | 3.5       | 6.7         | 7.8       | 8.1         | 5.8       |             |     |
| AM & FM Stations Profiled - |                 |           |                | 19               | # Duopolies - |       |                  |            | 4                 | Total Local Commercial Share |     |         |                          | 82.6        | 85.6               | 86.8                              | 84.4        | 82.1      | 72.8        | 76.9      | 79.8        |           |             |     |

● Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

**Metro Rank: 235**

Revenue Rank: 265

# Santa Fe, NM Market Overview



### Metro Counties / Population (000)

|                |              |
|----------------|--------------|
| Los Alamos, NM | 18.4         |
| Santa Fe, NM   | 123.8        |
| <b>Total</b>   | <b>142.2</b> |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

|  |                  |             |             |             |             |             |                  |
|--|------------------|-------------|-------------|-------------|-------------|-------------|------------------|
| <b>ESTIMATED GROSS REVENUES</b><br>*** | <b>1993</b>      | <b>1994</b> | <b>1995</b> | <b>1996</b> | <b>1997</b> | <b>1998</b> | <b>Δ 93 - 98</b> |
|  | \$2,900          | \$3,000     | \$3,100     | \$3,100     | \$3,400     | \$3,400     | 2.9%             |
|  | <b>Δ 98 - 99</b> | <b>1999</b> | <b>2000</b> | <b>2001</b> | <b>2002</b> | <b>2003</b> | <b>Δ 99 - 03</b> |
|  | 8.8%             | \$3,700     | \$4,000     | \$4,300     | \$4,800     | \$5,100     | 8.7%             |

|                      |              |              |              |                      |
|----------------------|--------------|--------------|--------------|----------------------|
|                      | <b>1993</b>  | <b>1998</b>  | <b>2003</b>  | <b>Est. Breakout</b> |
| Revenue/Retail Sales | \$2.43/1,000 | \$1.68/1,000 | \$1.88/1,000 | Local 85%            |
| Revenue/Capita       | \$22.98      | \$23.91      | \$33.49      | National 15%         |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                |             |             |                    |             |             |                    |
|----------------|-------------|-------------|--------------------|-------------|-------------|--------------------|
|                | <b>1993</b> | <b>1998</b> | <b>Growth Rate</b> | <b>1998</b> | <b>2003</b> | <b>Growth Rate</b> |
| MSA Population | 126.2       | 142.2       | 2.4%               | 142.2       | 152.3       | 1.4%               |
| Households     | 49.0        | 56.7        | 3.0%               | 56.7        | 62.1        | 1.8%               |
| Retail Sales   | 1,194.4     | 2,028.3     | 11.2%              | 2,028.3     | 2,718.9     | 6.0%               |
| EBI            | 2,377.0     | 2,916.6     | 4.2%               | 2,916.6     | 3,921.2     | 6.1%               |

### Demographic Breakdown

|                    |              |                 |                  |                |                |                |                |                |
|--------------------|--------------|-----------------|------------------|----------------|----------------|----------------|----------------|----------------|
|                    | <b>Total</b> | <b>Under 12</b> | <b>12 - 17</b>   | <b>18 - 24</b> | <b>25 - 34</b> | <b>35 - 44</b> | <b>45 - 54</b> | <b>Over 55</b> |
| Men (000)          | 70.1         | 11.4            | 6.2              | 5.2            | 9.1            | 13.8           | 11.5           | 12.7           |
| Women (000)        | 72.1         | 11.3            | 5.9              | 5.0            | 8.8            | 14.4           | 11.9           | 14.9           |
| Total              | 142.2        | 22.7            | 12.1             | 10.3           | 17.9           | 28.2           | 23.4           | 27.6           |
| Percentage         | 100.0%       | 15.9%           | 8.5%             | 7.2%           | 12.6%          | 19.8%          | 16.5%          | 19.4%          |
| Per Capita         | \$ 20,511    |                 | Median Household | \$ 39,371      |                | Avg Household  | \$ 51,440      |                |
| Ethnic Population: | White 95.2%  |                 | Black 1.0%       |                | Asian 1.2%     |                | Hispanic 46.4% |                |

### Market Summary

|                   |                |                |                |                   |                |                |              |
|-------------------|----------------|----------------|----------------|-------------------|----------------|----------------|--------------|
| <b>FM Classes</b> | <b>Class A</b> | <b>Class B</b> | <b>Class C</b> | <b>Viable FMs</b> | <b>All FMs</b> | <b>All AMs</b> | <b>Total</b> |
| # Stations        |                |                | 15             | 2                 | 15             | 5              | 20           |
| Tot 12+           |                |                | 47.9           | 5.8               | 47.9           | 9.6            | 57.5         |
| Avg 12+           |                |                | 3.2            | 2.9               | 3.2            | 1.9            | 2.9          |
| Tot LCS           |                |                | 83.3           | 10.1              | 83.3           | 16.7           | 100.0        |
| Avg LCS           |                |                | 5.6            | 5.0               | 5.6            | 3.3            | 5.0          |



# Competitive Overview

Some stations also rated in Albuquerque.

## FM Stations

| Calls           | City of License | FCC Class | Power (kW) | HAAT     | C          | Owner | Year Std          | Date Acq'd | Sales Price (000) | L M A     | Format     | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |     |
|-----------------|-----------------|-----------|------------|----------|------------|-------|-------------------|------------|-------------------|-----------|------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|-----|
|                 |                 |           |            |          |            |       |                   |            |                   |           |            |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |     |
| KRST            | Albuquerque     | C         | 92.3       | 22.0     | 4160       | e     | Citadel Comm Corp | 65         | 9610              |           | Country    | n/a                      |             | 7.3                | 2.6                               | 4.5         | 3.8       | 6.1         | 7.2       | 4.3         | 0.0       | 4.8         |     |
| KYBR            | Espanola        | C3        | 92.9       | 9.1      | 538        | c     | Garcia, Richard L | 81         | 9506              | 50        | Country    |                          |             | 0.5                | 0.0                               | 0.6         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 |
| KKOB            | Albuquerque     | C         | 93.3       | 20.0     | 4150       |       | Citadel Comm Corp | 67         | 9403              | See (72)  | Hot AC     | n/a                      |             | 4.9                | 4.0                               | 4.0         | 1.6       | 4.1         | 2.1       | 4.3         | 0.0       | 3.2         |     |
| KZRR            | Albuquerque     | C         | 94.1       | 22.5     | 4131       | d     | Clear Channel     | 61         | 9911              |           | AOR        | n/a                      |             | 10.7               | 2.7                               | 7.3         | 4.9       | 4.1         | 3.1       | 3.2         | 0.0       | 2.7         |     |
| KMMG            | Santa Fe        | C1        | 95.5       | 19.0     | 1791       | a     | Amer General      | 65         | 9609              | See (72)  | Hot AC     | n/a                      |             | 3.0                | 2.2                               | 2.3         | 1.1       | 1.5         | 1.5       | 1.1         | 0.0       | 3.7         |     |
| KHFM            | Albuquerque     | C         | 96.3       | 20.0     | 4134       |       | Citadel Comm Corp | 54         | 9605              | See (72)  | Classical  | n/a                      |             | 9.1                | 4.7                               | 4.5         | 5.9       | 5.1         | 5.6       | 7.0         | 0.0       | 7.4         |     |
| KKSS            | Santa Fe        | C         | 97.3       | 94.0     | 1877       | f     | Simmons Media     | 69         | 9901              | See (72)  | CHR/Rhymc  | n/a                      |             | 9.6                | 4.3                               | 5.6         | 5.4       | 3.6         | 6.7       | 7.6         | 0.0       | 8.0         |     |
| KBAC            | Las Vegas       | C         | 98.1       | 100.0    | 1037       | f     | Roberts Radio LLC | 89         | 9607              | nc        | AAA        | 1,000                    | 4.66        | 5.8                | 3.5                               | 2.8         | 3.8       | 4.1         | 3.1       | 3.2         | 0.0       | 2.7         |     |
| KABG            | Los Alamos      | C         | 98.5       | 100.0    | 1906       | a     | Amer General      | 56         | 9609              |           | Oldies     | n/a                      |             | 7.7                | 2.5                               | 3.4         | 5.4       | 3.6         | 1.5       | 2.7         | 0.0       | 3.2         |     |
| • KSFQ          | White Rock      | C3        | 101.1      | 0.6 cp   | 1864       | f     | Roberts Radio LLC | 90         | 9911 p            | 1,650     | 70s & 80s  | 400                      | 3.73        | 2.9                | 0.6                               | 1.7         | 1.6       | 1.5         | 2.6       | 3.2         | 0.0       | 2.7         |     |
| KIOT            | Los Lunas       | C         | 102.5      | 17.0     | 4160       |       | Simmons Media     | 93         | 9508              | See (72)  | Clsc Rock  | n/a                      |             | 4.4                | 3.4                               | 2.8         | 2.2       | 2.6         | 2.6       | 4.9         | 0.0       | 4.3         |     |
| KLSK            | Santa Fe        | C         | 104.1      | 100.0    | 1877       | d     | Clear Channel     | 84         | 9911              |           | Clsc Rock  | n/a                      |             | 4.4                | 5.0                               | 2.3         | 2.7       | 6.1         | 4.1       | 6.5         | 0.0       | 3.7         |     |
| KCHQ            | Santa Fe        | C         | 105.1      | 100.0    | 1936       |       | Simmons Media     | 85         | 9606              |           | Top 40     | n/a                      |             | 4.8                | 5.3                               | 2.3         | 3.2       | 2.6         | 3.6       | 2.7         | 0.0       | 1.1         |     |
| • KRZY          | Santa Fe        | C         | 105.9      | 100.0 cp | 1919       | e     | Entravision Comm  | 83         | 9912 p            |           | Spanish AC | n/a                      |             | 4.8                | 4.8                               | 2.3         | 3.2       | 1.0         | 4.6       | 1.1         | 0.0       | 5.3         |     |
| KBOM            | Los Alamos      | C1        | 106.7      | 15.5     | 1949       | b     | Withers Bcstg Co  | 86         | 9701              | 2,475     | Oldies     | 550                      | 3.81        | 3.9                | 2.3                               | 2.8         | 1.6       | 2.6         | 3.1       | 5.4         | 0.0       | 3.7         |     |
| # FM Stations - |                 |           |            | 15       | # Combos - |       |                   |            | 10                | FM TOTALS |            |                          |             | 83.8               | 47.9                              | 49.2        | 46.4      | 48.6        | 51.4      | 57.2        | 0.0       | 56.5        |     |

## AM Stations

| Calls                       | City of License | FCC Class | Power (kW) | Day Power (kW) | Night Power (kW) | C | Owner             | Year Std | Date Acq'd | Sales Price (000)            | L M A       | Format | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |
|-----------------------------|-----------------|-----------|------------|----------------|------------------|---|-------------------|----------|------------|------------------------------|-------------|--------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|
|                             |                 |           |            |                |                  |   |                   |          |            |                              |             |        |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 |
| KSWV                        | Santa Fe        | B         | 810        | 5.0            | 0.00             |   | La Voz Bcstg Co   | 66       | 9010       | 113                          | Spanish     | 925    | 3.09                     | 8.1         | 3.6                | 3.4                               | 5.9         | 2.0       | 4.6         | 2.2       | 0.0         | 4.8       |
| KDCE                        | Espanola        | B         | 950        | 4.2 cp         | 0.08             | c | Garcia, Richard L | 63       | 8211       | 625                          | Spanish     | 250    | 2.33                     | 2.9         | 1.4                | 1.1                               | 2.2         | 1.5       | 1.5         | 1.1       | 0.0         | 2.1       |
| KVSF                        | Santa Fe        | B         | 1260       | 5.0            | 1.00             | b | Withers Bcstg Co  | 35       | 9507       | 200                          | Talk        | 175    | 3.15                     | 1.5         | 1.1                | 0.6                               | 1.1         | 1.0       | 0.5         | 1.1       | 0.0         | 1.6       |
| KTRC                        | Santa Fe        | C         | 1400       | 1.0            | 1.00             | b | Withers Bcstg Co  | 47       | 9511       | 100                          | Nostalgia   | 100    | 0.79                     | 3.4         | 2.4                | 1.7                               | 2.2         | 5.1       | 2.1         | 1.6       | 0.0         | 0.0       |
| KRSN                        | Los Alamos      | C         | 1490       | 1.0            | 1.00             |   | Real Radio, L.L.C | 49       |            | na                           | Nws/Tlk/Spt | 250    |                          | 0.5         | 1.1                | 0.6                               | 0.0         | 0.5       | 0.5         | 0.0       | 0.0         | 1.6       |
| # AM Stations -             |                 |           |            | 5              | # Combos -       |   |                   |          | 3          | AM TOTALS                    |             |        |                          | 16.4        | 9.6                | 7.4                               | 11.4        | 10.1      | 9.2         | 6.0       | 0.0         | 10.1      |
| AM & FM Stations Profiled - |                 |           |            | 20             | # Duopolies -    |   |                   |          | 7          | Total Local Commercial Share |             |        |                          | 57.5        | 56.6               | 57.8                              | 58.7        | 60.6      | 63.2        | 0.0       | 66.6        |           |

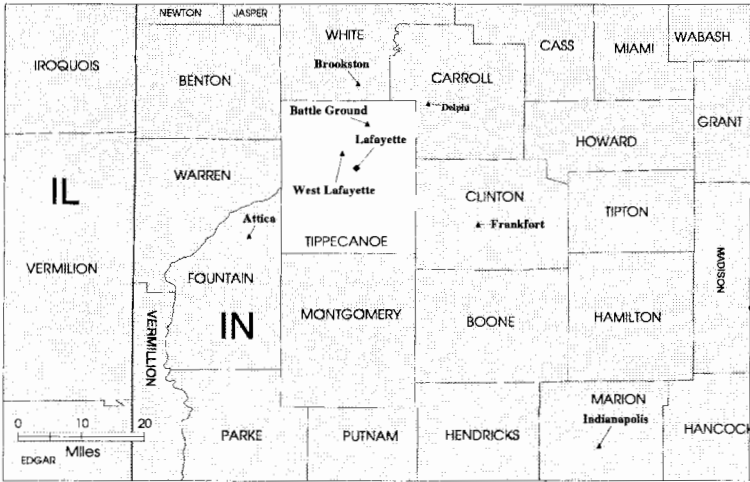
Docket 80-90 Allocations: 94.7, A, Santa Fe  
 NOTE: Market rated twice yearly with Fall 1997 period.

• Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 236

Revenue Rank: 177

# Lafayette, IN Market Overview



### Metro Counties / Population (000)

|                |       |
|----------------|-------|
| Tippecanoe, IN | 139.5 |
|                | 139.5 |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>*** | 1993         | 1994         | 1995         | 1996     | 1997     | 1998      | Δ 93 - 98     |
|---------------------------------|--------------|--------------|--------------|----------|----------|-----------|---------------|
|                                 |              | \$5,600      | \$6,000      | \$6,500  | \$7,200  | \$7,500   | \$8,400       |
| Δ 98 - 99                       | 1999         | 2000         | 2001         | 2002     | 2003     | Δ 99 - 03 |               |
|                                 | 8.3%         | \$9,100      | \$9,900      | \$10,600 | \$11,600 | \$12,300  | 7.7%          |
|                                 | 1993         | 1998         | 2003         |          |          |           | Est. Breakout |
| Revenue/Retail Sales            | \$4.65/1,000 | \$5.25/1,000 | \$5.99/1,000 |          |          |           | Local 80%     |
| Revenue/Capita                  | \$41.33      | \$60.22      | \$86.93      |          |          |           | National 20%  |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993    | 1998    | Growth Rate | 1998    | 2003    | Growth Rate |
|----------------|---------|---------|-------------|---------|---------|-------------|
| MSA Population | 135.5   | 139.5   | 0.6%        | 139.5   | 141.5   | 0.3%        |
| Households     | 47.8    | 50.2    | 1.0%        | 50.2    | 52.1    | 0.7%        |
| Retail Sales   | 1,203.5 | 1,601.0 | 5.9%        | 1,601.0 | 2,054.7 | 5.1%        |
| EBI            | 2,051.2 | 2,322.2 | 2.5%        | 2,322.2 | 3,000.1 | 5.3%        |

### Demographic Breakdown

|                    | Total       | Under 12 | 12 - 17    | 18 - 24          | 25 - 34    | 35 - 44 | 45 - 54       | Over 55   |
|--------------------|-------------|----------|------------|------------------|------------|---------|---------------|-----------|
| Men (000)          | 70.6        | 10.1     | 4.9        | 16.8             | 10.4       | 10.0    | 7.9           | 10.5      |
| Women (000)        | 68.9        | 9.3      | 4.6        | 13.8             | 9.4        | 10.0    | 8.1           | 13.8      |
| Total              | 139.5       | 19.4     | 9.5        | 30.6             | 19.8       | 19.9    | 16.1          | 24.3      |
| Percentage         | 100.0%      | 13.9%    | 6.8%       | 21.9%            | 14.2%      | 14.3%   | 11.5%         | 17.4%     |
| Per Capita         | \$ 16,647   |          |            |                  |            |         |               |           |
|                    |             |          |            | Median Household | \$ 35,464  |         | Avg Household | \$ 46,260 |
| Ethnic Population: | White 92.7% |          | Black 2.3% |                  | Asian 4.8% |         | Hispanic 2.3% |           |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 6       | 4       |         | 8          | 10      | 3       | 13    |
| Tot 12+    | 43.5    | 31.8    |         | 70.1       | 75.3    | 2.6     | 77.9  |
| Avg 12+    | 7.3     | 8.0     |         | 8.8        | 7.5     | 0.9     | 6.0   |
| Tot LCS    | 55.8    | 40.8    |         | 90.0       | 96.7    | 3.3     | 100.0 |
| Avg LCS    | 9.3     | 10.2    |         | 11.2       | 9.7     | 1.1     | 7.7   |



# Competitive Overview

Some stations also rated in Indianapolis

## FM Stations

| Calls           | City of License | FCC Class | Freq  | Power (kW) | HAAT | C          | Owner                | Year Std | Date Acq'd | Sales Price (000) | L M A | Format      | 1999 Est Revenue (000)†/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |      |
|-----------------|-----------------|-----------|-------|------------|------|------------|----------------------|----------|------------|-------------------|-------|-------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|------|
|                 |                 |           |       |            |      |            |                      |          |            |                   |       |             |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |      |
| WKHY            | Lafayette       | A         | 93.5  | 3.0        | 246  | d          | RadioWorks Inc       | 70       | 9908       |                   | c1    | AOR/CIRck   | 1,400                    | 1.14        | 13.5               | 12.0                              | 9.7         | 10.9      | 11.7        | 10.7      | 14.5        | 10.7      | 14.2        |      |
| WFBQ            | Indianapolis    | B         | 94.7  | 58.0       | 804  |            | AMFM Inc             | 59       | 9910 p     |                   |       | AOR         | n/a                      |             | 3.7                | 3.5                               | 2.8         | 2.9       | 3.9         | 2.7       | 4.1         | 4.3       | 4.7         |      |
| WLFF            | Brookston       | A         | 95.3  | 2.3        | 505  | c          | Artistic Media Ptnrs | 67       | 9810       | 1,800             |       | Country     | 425                      | 0.77        | 6.1                | 3.2                               | 4.2         | 5.1       | 3.2         | 4.7       | 4.1         | 5.0       | 4.7         |      |
| WGBD            | Attica          | A         | 95.7  | 3.1        | 433  | c          | Artistic Media Ptnrs | 90       | 9412       | 410               |       | Modern Rock | 725                      | 0.64        | 12.5               | 10.2                              | 9.7         | 9.4       | 11.0        | 9.4       | 11.0        | 5.7       | 2.7         |      |
| ● WAZY          | Lafayette       | B         | 96.5  | 50.0       | 499  | c          | Artistic Media Ptnrs | 65       | 8808       | 3,360             |       | AC          | 1,600                    | 1.22        | 14.4               | 12.3                              | 11.1        | 10.9      | 7.8         | 10.1      | 9.0         | 12.9      | 11.5        |      |
| WASK            | Battle Ground   | A         | 98.7  | 3.0 cp     | 328  | a          | Schurz Comm Inc      | 93       | 9503       | 860               |       | Oldies      | 950                      | 0.95        | 11.0               | 8.9                               | 9.7         | 7.2       | 6.5         | 8.1       | 4.1         | 6.4       | 5.4         |      |
| WSHW            | Frankfort       | B         | 99.7  | 50.0       | 459  | b          | Kaspar Bcstg Co      | 62       |            |                   |       | AC          | 350                      | 1.67        | 2.3                | 1.7                               | 2.1         | 1.4       | 1.3         | 1.3       | 1.4         | 1.4       | 1.4         |      |
| ● WNJY          | Delphi          | A         | 102.9 | 2.2        | 420  | d          | RadioWorks Inc       | 89       | 9910       | 1,000             |       | Oldies      | 175                      | 0.69        | 2.8                | 2.0                               | 2.1         | 2.2       | 2.6         | 3.4       | 4.1         | 2.9       | 3.4         |      |
| WKOA            | Lafayette       | B         | 105.3 | 50.0       | 308  | a          | Schurz Comm Inc      | 63       | 9101       | 8,500             | c1    | Country     | 2,200                    | 1.24        | 19.5               | 14.3                              | 14.6        | 15.2      | 18.2        | 18.1      | 16.6        | 17.1      | 16.9        |      |
| WGLM            | West Lafayette  | A         | 106.7 | 6.0        | 328  |            | KVB Bcstg            | 92       | 9112       |                   | st    | AC          | 1,100                    | 1.39        | 8.7                | 7.2                               | 7.6         | 5.8       | 9.7         | 8.1       | 9.0         | 9.3       | 8.8         |      |
| # FM Stations - |                 |           |       |            | 10   | # Combos - |                      |          |            |                   | 8     | FM TOTALS   |                          |             |                    | 94.5                              | 75.3        | 73.6      | 71.0        | 75.9      | 76.6        | 77.9      | 75.7        | 73.7 |

## AM Stations

| Calls                       | City of License | FCC Class | Freq | Day Power (kW) | Night Power (kW) | C             | Owner                | Year Std | Date Acq'd | Sales Price (000) | L M A | Format                       | 1999 Est Revenue (000)†/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |     |
|-----------------------------|-----------------|-----------|------|----------------|------------------|---------------|----------------------|----------|------------|-------------------|-------|------------------------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|-----|
|                             |                 |           |      |                |                  |               |                      |          |            |                   |       |                              |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |     |
| ● WAZY                      | Lafayette       | B         | 1410 | 1.0            | 0.07             | c             | Artistic Media Ptnrs | 59       | 9808       | 400               |       | AC                           | 175                      | 0.69        | 2.8                | 0.5                               | 2.1         | 2.2       | 1.9         | 0.7       | 1.4         | 1.4       | 0.7         |     |
| WASK                        | Lafayette       | C         | 1450 | 1.0            | 1.00             | a             | Schurz Comm Inc      | 42       | 9101       |                   | c1    | Oldies                       |                          |             | 2.8                | 2.1                               | 2.1         | 2.2       | 2.6         | 2.0       | 3.4         | 2.1       | 5.4         |     |
| ● WILO                      | Frankfort       | B         | 1570 | 0.3            | 0.25             | b             | Kaspar Bcstg Co      | 53       | 5910       |                   |       | Nostalgia                    |                          |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |     |
| # AM Stations -             |                 |           |      |                | 3                | # Combos -    |                      |          |            |                   | 3     | AM TOTALS                    |                          |             |                    | 5.6                               | 2.6         | 4.2       | 4.4         | 4.5       | 2.7         | 4.8       | 3.5         | 6.1 |
| AM & FM Stations Profiled - |                 |           |      |                | 13               | # Duopolies - |                      |          |            |                   | 3     | Total Local Commercial Share |                          |             |                    | 77.9                              | 77.8        | 75.4      | 80.4        | 79.3      | 82.7        | 79.2      | 79.8        |     |

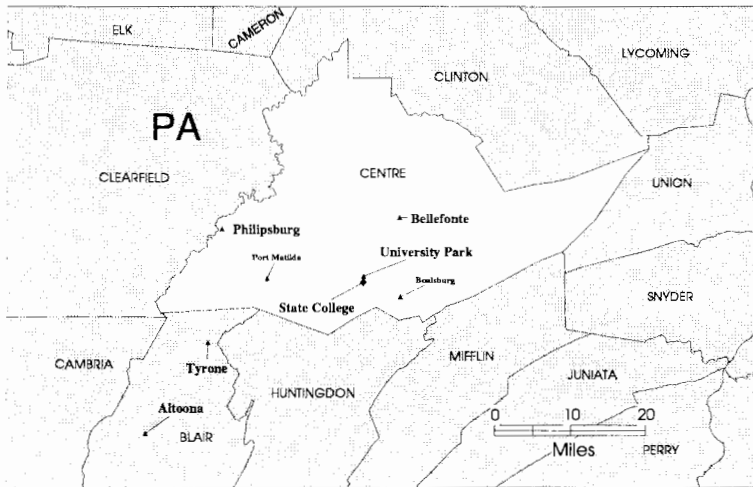
● Indicates a change since last edition

†/ See introduction section for interpretation of revenue estimates.

Metro Rank: 237

Revenue Rank: 232

# State College, PA Market Overview



### Metro Counties / Population (000)

|            |       |
|------------|-------|
| Centre, PA | 134.9 |
|            | 134.9 |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>★★★ | 1993    | 1994    | 1995    | 1996    | 1997    | 1998      | Δ 93 - 98 |
|---------------------------------|---------|---------|---------|---------|---------|-----------|-----------|
|                                 | \$3,400 | \$3,500 | \$3,800 | \$4,200 | \$4,800 | \$5,000   | 8.1%      |
| Δ 98 - 99                       | 1999    | 2000    | 2001    | 2002    | 2003    | Δ 99 - 03 |           |
| 16.0%                           | \$5,800 | \$6,200 | \$6,500 | \$7,000 | \$7,300 | 6.0%      |           |

|                      | 1993         | 1998         | 2003         | Est. Breakout |
|----------------------|--------------|--------------|--------------|---------------|
| Revenue/Retail Sales | \$3.32/1,000 | \$4.39/1,000 | \$5.51/1,000 | Local 90%     |
| Revenue/Capita       | \$26.54      | \$37.06      | \$51.70      | National 10%  |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993    | 1998    | Growth Rate | 1998    | 2003    | Growth Rate |
|----------------|---------|---------|-------------|---------|---------|-------------|
| MSA Population | 128.1   | 134.9   | 1.0%        | 134.9   | 141.2   | 0.9%        |
| Households     | 43.8    | 46.4    | 1.2%        | 46.4    | 49.4    | 1.3%        |
| Retail Sales   | 1,023.9 | 1,138.4 | 2.1%        | 1,138.4 | 1,324.3 | 3.1%        |
| EBI            | 1,765.7 | 1,989.7 | 2.4%        | 1,989.7 | 2,527.9 | 4.9%        |

### Demographic Breakdown

|                    | Total       | Under 12 | 12 - 17    | 18 - 24          | 25 - 34    | 35 - 44 | 45 - 54       | Over 55   |
|--------------------|-------------|----------|------------|------------------|------------|---------|---------------|-----------|
| Men (000)          | 69.7        | 8.2      | 4.0        | 18.1             | 11.2       | 9.7     | 7.8           | 10.6      |
| Women (000)        | 65.2        | 7.8      | 3.9        | 15.1             | 8.5        | 9.0     | 7.8           | 13.0      |
| Total              | 134.9       | 16.1     | 7.9        | 33.2             | 19.7       | 18.8    | 15.7          | 23.6      |
| Percentage         | 100.0%      | 11.9%    | 5.8%       | 24.6%            | 14.6%      | 13.9%   | 11.6%         | 17.5%     |
| Per Capita         | \$ 14,749   |          |            | Median Household | \$ 32,462  |         | Avg Household | \$ 42,881 |
| Ethnic Population: | White 92.7% |          | Black 2.6% |                  | Asian 4.5% |         | Hispanic 1.5% |           |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 7       | 2       |         | 7          | 9       | 4       | 13    |
| Tot 12+    | 51.7    | 15.6    |         | 56.2       | 67.3    | 8.5     | 75.8  |
| Avg 12+    | 7.4     | 7.8     |         | 8.0        | 7.5     | 2.1     | 5.8   |
| Tot LCS    | 68.2    | 20.6    |         | 74.1       | 88.8    | 11.2    | 100.0 |
| Avg LCS    | 9.7     | 10.3    |         | 10.6       | 9.9     | 2.8     | 7.7   |

# Competitive Overview

Some stations also rated in Altoona.

## FM Stations

| Calls           | City of License | FCC Class | Power (kW) | HAAT | C          | Owner              | Year Std | Date Acq'd | Sales Price (000) | L M A     | Format      | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------|-----------------|-----------|------------|------|------------|--------------------|----------|------------|-------------------|-----------|-------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                 |                 |           |            |      |            |                    |          |            |                   |           |             |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| WBUS            | Boalsburg       | A         | 93.7       | 0.3  | 1362       | Boalsburg Bcstg Co | 98       |            |                   |           | Clsc Hits   | 550                      | 0.88        | 10.8               | 3.9                               | 5.9         | 10.3      | 8.8         | 0.0       | 0.0         | 0.0       | 0.0         |
| WFGI            | State College   | A         | 94.5       | 0.9  | 581        | Forever/Keymarket  | 91       | 9312       |                   | na        | Country     | 600                      | 2.20        | 4.7                | 3.2                               | 2.6         | 4.5       | 1.2         | 1.3       | 1.8         | 0.0       | 1.8         |
| WZWW            | Bellefonte      | A         | 95.3       | 0.8  | 637        | Talleyrand Bcstg   | 86       |            |                   |           | AC          | 1,500                    | 1.49        | 17.3               | 14.3                              | 13.8        | 12.2      | 14.1        | 19.9      | 25.9        | 0.0       | 14.2        |
| • WQWK          | University Park | A         | 97.1       | 2.0  | 404        | Dame Broadcasting  | 65       | 0001       |                   | g1        | Modern Rock | 700                      | 1.03        | 11.7               | 12.4                              | 9.2         | 8.3       | 9.4         | 9.6       | 10.8        | 0.0       | 11.2        |
| WFGY            | Altoona         | B         | 98.1       | 30.0 | 942        | Forever/Keymarket  | 60       | 9012       | See (244)         |           | Country     | n/a                      |             | 14.3               | 11.1                              | 9.9         | 11.5      | 12.4        | 14.1      | 15.7        | 0.0       | 15.4        |
| WGMR            | Tyrone          | B         | 101.1      | 8.5  | 1171       | Allegheny Mtn Ntwk | 61       |            |                   |           | Modern Rock | 175                      | 0.32        | 9.5                | 4.5                               | 6.6         | 7.7       | 8.2         | 5.8       | 4.2         | 0.0       | 5.3         |
| WBHV            | State College   | A         | 103.1      | 0.4  | 1306       | Forever/Keymarket  | 65       | 9805       | 2,900             | c1        | CHR         | 1,000                    | 1.07        | 16.1               | 11.8                              | 14.5        | 9.6       | 10.0        | 10.9      | 9.6         | 0.0       | 13.0        |
| WUBZ            | Phillipsburg    | A         | 105.9      | 0.7  | 951        | Moshannon Valley   | 96       | 9610       | 350               | c2        | Modern Rock | 200                      |             | 0.5                | 0.0                               | 0.7         | 0.0       | 0.0         | 1.3       | 0.6         | 0.0       | 0.0         |
| • WNCL          | Port Matilda    | A         | 107.9      | 0.5  | 1175       | Dame Broadcasting  | 94       | 0001       |                   | g1        | Hot AC      | 400                      | 1.44        | 4.8                | 6.1                               | 6.6         | 0.6       | 1.2         | 1.3       | 1.2         | 0.0       | 2.4         |
| # FM Stations - |                 |           |            | 9    | # Combos - |                    |          |            | 5                 | FM TOTALS |             |                          |             | 89.7               | 67.3                              | 69.8        | 64.7      | 65.3        | 64.2      | 69.8        | 0.0       | 63.3        |

## AM Stations

| Calls                       | City of License | FCC Class | Day Power (kW) | Night Power (kW) | C             | Owner             | Year Std | Date Acq'd | Sales Price (000) | L M A                        | Format      | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------------------|-----------------|-----------|----------------|------------------|---------------|-------------------|----------|------------|-------------------|------------------------------|-------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                             |                 |           |                |                  |               |                   |          |            |                   |                              |             |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| • WBLF                      | Bellefonte      | B         | 970            | 1.0              | 0.07          | Dame Broadcasting | 58       | 0001       |                   | g1                           | Nws/Spt/Tik |                          |             | 0.9                | 0.3                               | 0.7         | 0.6       | 0.0         | 0.6       | 0.6         | 0.0       | 0.0         |
| WPHB                        | Phillipsburg    | B         | 1260           | 5.0              | 0.03          | Moshannon Valley  | 56       | 9610       |                   | c2                           | Country     | 100                      |             |                    | 0.0                               | 0.0         | 0.0       | 1.2         | 0.0       | 0.0         | 0.0       | 0.0         |
| • WRSC                      | State College   | B         | 1390           | 2.0              | 1.00          | Dame Broadcasting | 61       | 0001       |                   | g1                           | Nws/Tik/Spt | 350                      | 1.08        | 5.6                | 6.2                               | 2.6         | 5.8       | 4.7         | 7.7       | 5.4         | 0.0       | 7.1         |
| WMAJ                        | State College   | C         | 1450           | 1.0              | 1.00          | Forever/Keymarket | 45       | 9805       |                   | c1                           | Nws/Tik/Spt | 200                      | 0.88        | 3.9                | 2.0                               | 2.0         | 3.8       | 4.7         | 3.2       | 1.8         | 0.0       | 2.4         |
| # AM Stations -             |                 |           |                | 4                | # Combos -    |                   |          |            | 4                 | AM TOTALS                    |             |                          |             | 10.4               | 8.5                               | 5.3         | 10.2      | 10.6        | 11.5      | 7.8         | 0.0       | 9.5         |
| AM & FM Stations Profiled - |                 |           |                | 13               | # Duopolies - |                   |          |            | 3                 | Total Local Commercial Share |             |                          |             | 75.8               | 75.1                              | 74.9        | 75.9      | 75.7        | 77.6      | 0.0         | 72.8      |             |

NOTE: Market rated twice yearly with Fall 1997 period.

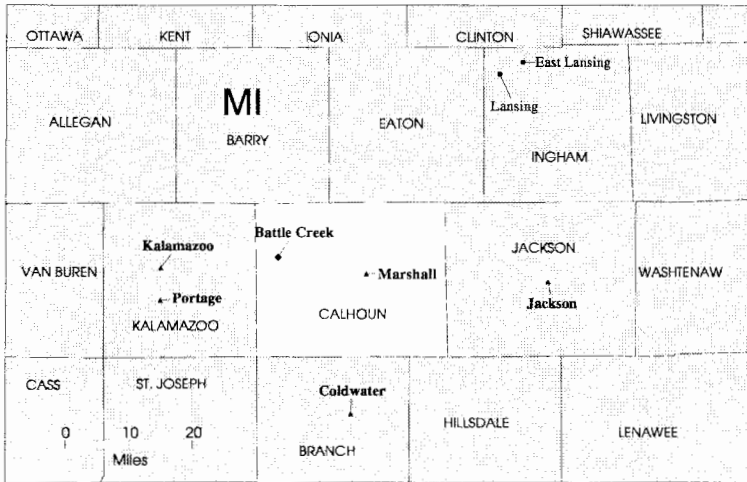
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 238

Revenue Rank: 272

# Battle Creek, MI Market Overview



### Metro Counties / Population (000)

|             |       |
|-------------|-------|
| Calhoun, MI | 142.2 |
|             | 142.2 |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>★★★ | 1993      | 1994    | 1995    | 1996    | 1997    | 1998    | Δ 93 - 98 |
|---------------------------------|-----------|---------|---------|---------|---------|---------|-----------|
|                                 |           | \$1,200 | \$1,400 | \$1,600 | \$1,800 | \$2,000 | \$2,300   |
|                                 | Δ 98 - 99 | 1999    | 2000    | 2001    | 2002    | 2003    | Δ 99 - 03 |
|                                 | 8.7%      | \$2,500 | \$2,700 | \$2,900 | \$3,100 | \$3,300 | 7.5%      |

|                      | 1993         | 1998         | 2003         | Est. Breakout |
|----------------------|--------------|--------------|--------------|---------------|
| Revenue/Retail Sales | \$0.88/1,000 | \$1.61/1,000 | \$1.97/1,000 | Local 90%     |
| Revenue/Capita       | \$8.63       | \$16.17      | \$22.73      | National 10%  |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993    | 1998    | Growth Rate | 1998    | 2003    | Growth Rate |
|----------------|---------|---------|-------------|---------|---------|-------------|
| MSA Population | 139.0   | 142.2   | 0.5%        | 142.2   | 145.2   | 0.4%        |
| Households     | 53.4    | 55.0    | 0.6%        | 55.0    | 57.1    | 0.8%        |
| Retail Sales   | 1,368.2 | 1,427.8 | 0.9%        | 1,427.8 | 1,673.2 | 3.2%        |
| EBI            | 1,987.2 | 2,135.9 | 1.5%        | 2,135.9 | 2,551.3 | 3.6%        |

### Demographic Breakdown

|                    | Total       | Under 12 | 12 - 17     | 18 - 24          | 25 - 34    | 35 - 44 | 45 - 54       | Over 55   |
|--------------------|-------------|----------|-------------|------------------|------------|---------|---------------|-----------|
| Men (000)          | 69.1        | 11.9     | 6.6         | 6.0              | 8.5        | 11.3    | 9.8           | 15.1      |
| Women (000)        | 73.1        | 11.2     | 6.0         | 6.3              | 9.0        | 11.4    | 10.0          | 19.1      |
| Total              | 142.2       | 23.1     | 12.7        | 12.3             | 17.5       | 22.7    | 19.8          | 34.2      |
| Percentage         | 100.0%      | 16.2%    | 8.9%        | 8.6%             | 12.3%      | 16.0%   | 13.9%         | 24.1%     |
| Per Capita         | \$ 15,020   |          |             |                  |            |         |               |           |
|                    |             |          |             | Median Household | \$ 32,158  |         | Avg Household | \$ 38,834 |
| Ethnic Population: | White 86.9% |          | Black 11.5% |                  | Asian 1.1% |         | Hispanic 2.4% |           |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 2       | 7       |         | 2          | 9       | 3       | 12    |
| Tot 12+    | 16.2    | 42.3    |         | 16.2       | 58.5    | 14.6    | 73.1  |
| Avg 12+    | 8.1     | 6.0     |         | 8.1        | 6.5     | 4.9     | 6.1   |
| Tot LCS    | 22.2    | 57.9    |         | 22.2       | 80.0    | 20.0    | 100.0 |
| Avg LCS    | 11.1    | 8.3     |         | 11.1       | 8.9     | 6.7     | 8.3   |

# Competitive Overview

Some stations also rated in Lansing and Kalamazoo.

### FM Stations

| Calls           | City of License | FCC Class | Power (kW) | HAAT    | C   | Owner      | Year Std           | Date Acq'd | Sales Price (000) | L M A | Format     | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |      |
|-----------------|-----------------|-----------|------------|---------|-----|------------|--------------------|------------|-------------------|-------|------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|------|
|                 |                 |           |            |         |     |            |                    |            |                   |       |            |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |      |
| WXIK            | Jackson         | B         | 94.1       | 40.0    | 551 | a          | 62nd Street Bcstg  | 55         | 9703              |       | Country    | n/a                      |             | 2.8                | 1.2                               | 1.2         | 2.9       | 1.1         | 1.8       | 3.1         | 0.0       | 2.9         |      |
| • WMMQ          | East Lansing    | B         | 94.9       | 50.0    | 492 |            | Citadel Comm Corp  | 63         | 9912              | p     | Clisc Rock | n/a                      |             |                    | 0.6                               | 0.0         | 0.0       | 0.5         | 3.1       | 2.1         | 0.0       | 2.3         |      |
| WBXX            | Battle Creek    | A         | 95.3       | 3.0 cp  | 269 | c          | AMFM Inc           | 75         | 9910              | p     | g          | AC                       | 650         | 5.10               | 5.1                               | 9.7         | 3.5       | 4.0         | 7.4       | 3.1         | 5.8       | 0.0         | 8.0  |
| WNWN            | Coldwater       | B         | 98.5       | 50.0    | 469 |            | Midwest Comm Inc   | 50         | 9505              |       | Country    | n/a                      |             | 21.8               | 12.5                              | 17.9        | 14.3      | 14.8        | 14.7      | 14.1        | 0.0       | 20.0        |      |
| WKFR            | Battle Creek    | B         | 103.3      | 50.0    | 482 | b          | Cumulus Bcstg Inc  | 63         | 9809              |       | See (176)  | CHR                      | n/a         |                    | 20.6                              | 12.4        | 17.3      | 13.1        | 13.8      | 15.3        | 17.8      | 0.0         | 12.6 |
| WWKN            | Marshall        | A         | 104.9      | 6.0     | 328 | c          | AMFM Inc           | 68         | 9910              | p     | g          | Oldies                   | 550         | 3.33               | 6.6                               | 6.5         | 4.6       | 5.1         | 4.8       | 8.0         | 7.9       | 0.0         | 0.6  |
| • WJXQ          | Jackson         | B         | 106.1      | 50.0    | 489 | a          | 62nd Street Bcstg  | 76         | 9703              |       | AOR        | n/a                      |             | 8.2                | 8.3                               | 6.4         | 5.7       | 4.8         | 4.3       | 3.1         | 0.0       | 4.0         |      |
| WQLR            | Kalamazoo       | B         | 106.5      | 33.0    | 600 |            | Fairfield Bcstg Co | 64         | 7206              |       | See (176)  | AC                       | n/a         |                    | 3.9                               | 3.0         | 2.3       | 3.4         | 2.6       | 2.5         | 1.6       | 0.0         | 2.3  |
| WRKR            | Portage         | B         | 107.7      | 50.0 cp | 486 | b          | Cumulus Bcstg Inc  | 88         | 9809              |       | AOR/Clrc   | n/a                      |             | 12.5               | 4.3                               | 9.8         | 8.6       | 6.9         | 5.5       | 6.3         | 0.0       | 9.1         |      |
| # FM Stations - |                 |           |            |         | 9   | # Combos - |                    |            |                   |       | 6          | FM TOTALS                |             |                    | 81.5                              | 58.5        | 63.0      | 57.1        | 56.7      | 58.3        | 61.8      | 0.0         | 61.8 |

### AM Stations

| Calls                       | City of License | FCC Class | Power (kW) | Day Power (kW) | Night Power (kW) | C             | Owner            | Year Std | Date Acq'd | Sales Price (000) | L M A | Format                       | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------------------|-----------------|-----------|------------|----------------|------------------|---------------|------------------|----------|------------|-------------------|-------|------------------------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                             |                 |           |            |                |                  |               |                  |          |            |                   |       |                              |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| WBCK                        | Battle Creek    | B         | 930        | 5.0            | 1.00             | c             | AMFM Inc         | 48       | 9910       | p                 | g     | News/Talk                    | 1,200                    | 3.97        | 12.1               | 10.9                              | 8.7         | 9.1       | 8.5         | 11.0      | 10.5        | 0.0       | 10.3        |
| WRCC                        | Battle Creek    | C         | 1400       | 1.0            | 1.00             | c             | AMFM Inc         | 25       | 9910       | p                 | g     | Big Band                     | 100                      | 0.63        | 6.3                | 3.7                               | 4.6         | 4.6       | 4.8         | 3.1       | 2.6         | 0.0       | 0.0         |
| WOLY                        | Battle Creek    | B         | 1500       | 1.0            | 0.00             |               | Christian Family | 63       | 8812       |                   | 100   | Christian                    |                          |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 2.3         |
| # AM Stations -             |                 |           |            |                | 3                | # Combos -    |                  |          |            |                   | 2     | AM TOTALS                    |                          |             | 18.4               | 14.6                              | 13.3        | 13.7      | 13.3        | 14.1      | 13.1        | 0.0       | 12.6        |
| AM & FM Stations Profiled - |                 |           |            |                | 12               | # Duopolies - |                  |          |            |                   | 4     | Total Local Commercial Share |                          |             |                    | 73.1                              | 76.3        | 70.8      | 70.0        | 72.4      | 74.9        | 0.0       | 74.4        |

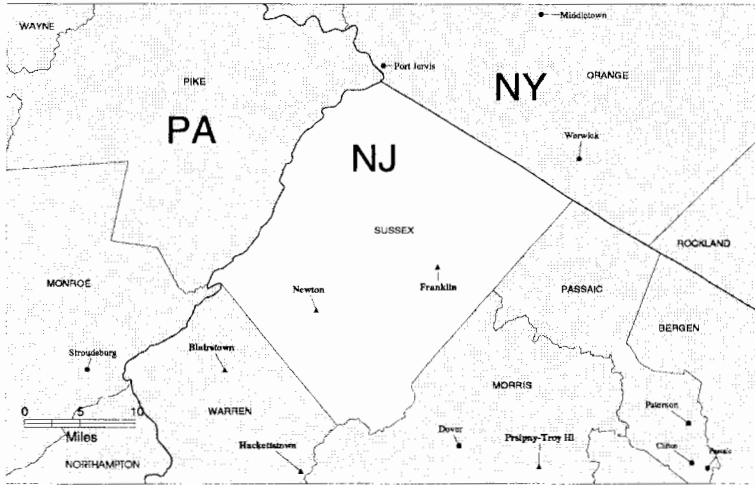
NOTE: Market rated twice yearly with Fall 1997 period.

• Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 239

Revenue Rank: 250

# Sussex, NJ Market Overview



**Metro Counties / Population (000)**

|            |       |
|------------|-------|
| Sussex, NJ | 143.7 |
|            | 143.7 |

**Market Radio Financials**

(all figures in 000's, except percentages and ratios)

|  |                  |             |             |             |             |             |                  |
|--|------------------|-------------|-------------|-------------|-------------|-------------|------------------|
| <b>ESTIMATED GROSS REVENUES</b><br>★★★ | <u>1993</u>      | <u>1994</u> | <u>1995</u> | <u>1996</u> | <u>1997</u> | <u>1998</u> | <u>Δ 93 - 98</u> |
|  | N/A              | N/A         | \$2,400     | \$2,600     | \$2,800     | \$4,200     |                  |
|  | <u>Δ 98 - 99</u> | <u>1999</u> | <u>2000</u> | <u>2001</u> | <u>2002</u> | <u>2003</u> | <u>Δ 99 - 03</u> |
|  | 16.7%            | \$4,900     | \$5,500     | \$6,000     | \$6,700     | \$7,400     | 10.7%            |

|                      |             |              |              |                      |
|----------------------|-------------|--------------|--------------|----------------------|
|                      | <u>1993</u> | <u>1998</u>  | <u>2003</u>  | <u>Est. Breakout</u> |
| Revenue/Retail Sales | N/A         | \$3.61/1,000 | \$5.45/1,000 | Local 85%            |
| Revenue/Capita       | N/A         | \$29.23      | \$49.40      | National 15%         |

**Demographic and Economic Overview**

(000's, except Retail Sales and EBI in 000,000's)

|                |             |             |                    |             |             |                    |
|----------------|-------------|-------------|--------------------|-------------|-------------|--------------------|
|                | <u>1993</u> | <u>1998</u> | <u>Growth Rate</u> | <u>1998</u> | <u>2003</u> | <u>Growth Rate</u> |
| MSA Population | 136.8       | 143.7       | 1.0%               | 143.7       | 149.8       | 0.8%               |
| Households     | 46.4        | 48.9        | 1.1%               | 48.9        | 51.4        | 1.0%               |
| Retail Sales   | 885.7       | 1,164.2     | 5.6%               | 1,164.2     | 1,357.0     | 3.1%               |
| EBI            | 3,067.1     | 3,014.8     | -0.3%              | 3,014.8     | 3,506.8     | 3.1%               |

**Demographic Breakdown**

|                    |              |                 |                |                  |                |                |                |                |
|--------------------|--------------|-----------------|----------------|------------------|----------------|----------------|----------------|----------------|
|                    | <u>Total</u> | <u>Under 12</u> | <u>12 - 17</u> | <u>18 - 24</u>   | <u>25 - 34</u> | <u>35 - 44</u> | <u>45 - 54</u> | <u>Over 55</u> |
| Men (000)          | 71.7         | 12.9            | 6.5            | 5.5              | 10.0           | 14.1           | 11.9           | 10.8           |
| Women (000)        | 72.0         | 12.3            | 6.1            | 5.1              | 10.1           | 14.2           | 11.0           | 13.2           |
| Total              | 143.7        | 25.2            | 12.6           | 10.6             | 20.1           | 28.3           | 22.9           | 24.0           |
| Percentage         | 100.0%       | 17.5%           | 8.8%           | 7.4%             | 14.0%          | 19.7%          | 16.0%          | 16.7%          |
| Per Capita         | \$ 20,980    |                 |                |                  |                |                |                |                |
|                    |              |                 |                | Median Household | \$ 55,521      |                | Avg Household  | \$ 61,652      |
| Ethnic Population: | White 97.1%  |                 | Black 1.2%     |                  | Asian 1.6%     |                | Hispanic 3.3%  |                |

**Market Summary**

|                   |                |                |                |                   |                |                |              |
|-------------------|----------------|----------------|----------------|-------------------|----------------|----------------|--------------|
| <b>FM Classes</b> | <b>Class A</b> | <b>Class B</b> | <b>Class C</b> | <b>Viable FMs</b> | <b>All FMs</b> | <b>All AMs</b> | <b>Total</b> |
| # Stations        | 2              | 1              |                | 3                 | 3              | 1              | 4            |
| Tot 12+           | 16.3           | 12.2           |                | 28.5              | 28.5           | 3.1            | 31.6         |
| Avg 12+           | 8.2            | 12.2           |                | 9.5               | 9.5            | 3.1            | 7.9          |
| Tot LCS           | 51.6           | 38.6           |                | 90.2              | 90.2           | 9.8            | 100.0        |
| Avg LCS           | 25.8           | 38.6           |                | 30.1              | 30.1           | 9.8            | 25.0         |



# Competitive Overview

Some stations also rated in Wilkes-Barre.

## FM Stations

| Calls           | City of License | FCC Class | Power (kW) | HAAT | C   | Owner      | Year Std          | Date Acq'd | Sales Price (000) | L M A | Format    | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |     |     |
|-----------------|-----------------|-----------|------------|------|-----|------------|-------------------|------------|-------------------|-------|-----------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|-----|-----|
|                 |                 |           |            |      |     |            |                   |            |                   |       |           |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |     |     |
| WSUS            | Franklin        | A         | 102.3      | 0.6  | 745 | a          | Nassau Bcstg Ptrs | 65         | 9706              |       | AC        | 5,000                    | 0.85        | 38.2               | 12.7                              | 11.9        | 13.2      | 10.6        | 0.0       | 14.5        | 0.0       | 0.0         |     |     |
| WNNJ            | Newton          | B1        | 103.7      | 2.3  | 892 | a          | Nassau Bcstg Ptrs | 61         | 9608              |       | Clsc Hits | 4,500                    | c1 1.39     | 30.8               | 12.2                              | 9.6         | 10.6      | 10.6        | 0.0       | 13.0        | 0.0       | 0.0         |     |     |
| ● WHCY          | Blairstown      | A         | 106.3      | 0.4  | 860 | a          | Nassau Bcstg Ptrs | 73         | 9602              |       | Country   | 1,925                    | 0.82        | 25.0               | 3.6                               | 8.5         | 7.9       | 5.6         | 0.0       | 4.5         | 0.0       | 0.0         |     |     |
| # FM Stations - |                 |           |            |      | 3   | # Combos - |                   |            |                   |       | 3         | FM TOTALS                |             |                    |                                   | 94.0        | 28.5      | 30.0        | 31.7      | 26.8        | 0.0       | 32.0        | 0.0 | 0.0 |

## AM Stations

| Calls                       | City of License | FCC Class | Day Power (kW) | Night Power (kW) | C  | Owner         | Year Std | Date Acq'd        | Sales Price (000) | L M A | Format | 1999 Est Revenue (000)1/     | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |     |     |
|-----------------------------|-----------------|-----------|----------------|------------------|----|---------------|----------|-------------------|-------------------|-------|--------|------------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|-----|-----|
|                             |                 |           |                |                  |    |               |          |                   |                   |       |        |                              |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |     |     |
| WNNJ                        | Newton          | B         | 1360           | 2.0              | cp | 0.02          | a        | Nassau Bcstg Ptrs | 53                | 9608  |        | c1 Nostalgia                 | 200         | 0.68               | 6.0                               | 3.1         | 2.3       | 1.6         | 0.0       | 0.0         | 2.0       | 0.0         | 0.0 |     |
| # AM Stations -             |                 |           |                |                  | 1  | # Combos -    |          |                   |                   |       | 1      | AM TOTALS                    |             |                    |                                   | 6.0         | 3.1       | 2.3         | 1.6       | 0.0         | 0.0       | 2.0         | 0.0 | 0.0 |
| AM & FM Stations Profiled - |                 |           |                |                  | 4  | # Duopolies - |          |                   |                   |       | 1      | Total Local Commercial Share |             |                    |                                   | 31.6        | 32.3      | 33.3        | 26.8      | 0.0         | 34.0      | 0.0         | 0.0 |     |

NOTE: Market first rated Spring 1997.

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.





# Competitive Overview

Some stations also rated in Huntsville

## FM Stations

| Calls           | City of License | FCC Class | Power Freq (kW) | HAAT  | C  | Owner | Year Std | Date Acq'd        | Sales Price (000) | L M A | Format            | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |     |      |     |     |     |     |     |     |     |
|-----------------|-----------------|-----------|-----------------|-------|----|-------|----------|-------------------|-------------------|-------|-------------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|-----|------|-----|-----|-----|-----|-----|-----|-----|
|                 |                 |           |                 |       |    |       |          |                   |                   |       |                   |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |     |      |     |     |     |     |     |     |     |
| WFIX            | Rogersville     | A         | 93.9            | 2.3   |    | 532   |          | 93                | 9603              |       | Pulaski Bcstg Inc | 350                      | c1          | ChrsContemp        | 400                               |             | 2.4       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 | 0.0  |     |     |     |     |     |     |     |
| • WMSR          | Collinwood      | C3        | 94.9            | 7.7   | cp | 594   | d        | Broadcast Assoc   | 94                | 9708  | 1,500             |                          | Soft Hits   | 550                |                                   | 4.8         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 | 0.0  |     |     |     |     |     |     |     |
| WXFL            | Florence        | C2        | 96.1            | 50.0  | cp | 492   | a        | Big River Bcstg   | 92                | 9508  | 566               |                          | Country     |                    |                                   | 8.1         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 | 0.0  |     |     |     |     |     |     |     |
| • WKGL          | Russellville    | A         | 97.7            | 3.5   |    | 430   |          | Cumulus Bcstg Inc | 86                | 9902  | 6,300             | c1                       | Oldies      | 800                |                                   | 4.9         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 | 0.0  |     |     |     |     |     |     |     |
| WVNA            | Tuscumbia       | C1        | 100.3           | 100.0 |    | 246   | c        | Cumulus Bcstg Inc | 62                | 9912  | 5,000             | c1                       | Clsc Rock   | 700                |                                   | 7.5         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 | 0.0  |     |     |     |     |     |     |     |
| WLAY            | Muscle Shoals   | A         | 105.5           | 1.1   |    | 742   | b        | Cumulus Bcstg Inc | 64                | 9902  |                   | c1                       | Country     | 1,200              |                                   | 5.5         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 | 0.0  |     |     |     |     |     |     |     |
| WBTG            | Sheffield       | C3        | 106.3           | 6.0   |    | 682   | e        | Slatton & Assoc   | 69                |       |                   |                          | Gospel      | 300                |                                   | 5.6         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 | 0.0  |     |     |     |     |     |     |     |
| WQLT            | Florence        | C1        | 107.3           | 93.0  | cp | 1017  | a        | Big River Bcstg   | 67                | 7302  |                   |                          | AC          | 2,000              |                                   | 11.4        | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 | 0.0  |     |     |     |     |     |     |     |
| # FM Stations - |                 |           |                 |       |    |       |          |                   |                   |       |                   |                          |             |                    | 8                                 | # Combos -  |           | 5           | FM TOTALS |             |           |             | 0.0 | 50.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |

## AM Stations

| Calls                       | City of License | FCC Class | Day Power Freq (kW) | Night Power (kW) | C    | Owner           | Year Std | Date Acq'd        | Sales Price (000) | L M A | Format      | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |               |           |             |                              |             |           |             |      |      |     |     |     |     |     |     |     |
|-----------------------------|-----------------|-----------|---------------------|------------------|------|-----------------|----------|-------------------|-------------------|-------|-------------|--------------------------|-------------|--------------------|-----------------------------------|---------------|-----------|-------------|------------------------------|-------------|-----------|-------------|------|------|-----|-----|-----|-----|-----|-----|-----|
|                             |                 |           |                     |                  |      |                 |          |                   |                   |       |             |                          |             |                    | Fall 1999                         | Spring 1999   | Fall 1998 | Spring 1998 | Fall 1997                    | Spring 1997 | Fall 1996 | Spring 1996 |      |      |     |     |     |     |     |     |     |
| WKNI                        | Lexington       | B         | 620                 | 5.0              | 0.10 | Dabney, Richard | 81       | 9610              | 125               |       | Sports      |                          |             |                    |                                   | 0.0           | 0.0       | 0.0         | 0.0                          | 0.0         | 0.0       | 0.0         | 0.0  | 0.0  |     |     |     |     |     |     |     |
| WBCF                        | Florence        | C         | 1240                | 1.0              | cp   | 1.00            |          | Benny Carle Bcst  | 46                |       | Nws/Tlk/Spt |                          |             |                    |                                   | 0.0           | 0.0       | 0.0         | 0.0                          | 0.0         | 0.0       | 0.0         | 0.0  | 0.0  |     |     |     |     |     |     |     |
| WBTG                        | Sheffield       | B         | 1290                | 1.0              | 0.08 | e               |          | Slatton & Assoc   | 63                |       | Chrst/Talk  |                          |             |                    |                                   | 1.5           | 0.0       | 0.0         | 0.0                          | 0.0         | 0.0       | 0.0         | 0.0  | 0.0  |     |     |     |     |     |     |     |
| WSBM                        | Florence        | C         | 1340                | 1.0              | 1.00 | a               |          | Big River Bcstg   | 46                | 7302  |             |                          | Urban AC    |                    |                                   | 3.4           | 0.0       | 0.0         | 0.0                          | 0.0         | 0.0       | 0.0         | 0.0  | 0.0  |     |     |     |     |     |     |     |
| WZZA                        | Tuscumbia       | B         | 1410                | 0.5              | 0.05 |                 |          | Muscle Shoals     | 72                |       | Gospl/RhyBl | 200                      |             |                    |                                   | 4.7           | 0.0       | 0.0         | 0.0                          | 0.0         | 0.0       | 0.0         | 0.0  | 0.0  |     |     |     |     |     |     |     |
| WLAY                        | Muscle Shoals   | C         | 1450                | 1.0              | 1.00 | b               |          | Cumulus Bcstg Inc | 33                | 9902  |             | c1                       | Country     |                    |                                   | 2.5           | 0.0       | 0.0         | 0.0                          | 0.0         | 0.0       | 0.0         | 0.0  | 0.0  |     |     |     |     |     |     |     |
| WVNA                        | Tuscumbia       | B         | 1590                | 5.0              | 1.00 | c               |          | Cumulus Bcstg Inc | 55                | 9912  |             | c1                       | Nws/Tlk/Spt |                    |                                   | 2.9           | 0.0       | 0.0         | 0.0                          | 0.0         | 0.0       | 0.0         | 0.0  | 0.0  |     |     |     |     |     |     |     |
| # AM Stations -             |                 |           |                     |                  |      |                 |          |                   |                   |       |             |                          |             |                    | 7                                 | # Combos -    |           | 4           | AM TOTALS                    |             |           |             | 0.0  | 15.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| AM & FM Stations Profiled - |                 |           |                     |                  |      |                 |          |                   |                   |       |             |                          |             |                    | 15                                | # Duopolies - |           | 3           | Total Local Commercial Share |             |           |             | 65.2 | 0.0  | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |

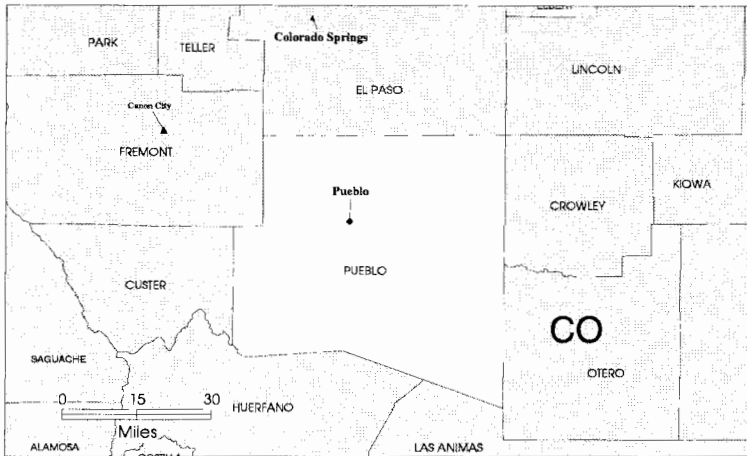
NOTE: Market first rated Fall 1999

• Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 241

Revenue Rank: 260

# Pueblo, CO Market Overview



### Metro Counties / Population (000)

|            |       |
|------------|-------|
| Pueblo, CO | 137.1 |
|            | 137.1 |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES | 1993      | 1994    | 1995    | 1996    | 1997    | 1998    | Δ 93 - 98 |
|--------------------------|-----------|---------|---------|---------|---------|---------|-----------|
|                          | \$3,500   | \$3,700 | \$3,800 | \$3,900 | \$3,900 | \$4,000 | 2.4%      |
| ★                        | Δ 98 - 99 | 1999    | 2000    | 2001    | 2002    | 2003    | Δ 99 - 03 |
|                          | 2.5%      | \$4,100 | \$4,400 | \$4,800 | \$5,100 | \$5,400 | 7.5%      |

|                      | 1993         | 1998         | 2003         | Est. Breakout |     |
|----------------------|--------------|--------------|--------------|---------------|-----|
| Revenue/Retail Sales | \$3.34/1,000 | \$2.47/1,000 | \$2.37/1,000 | Local         | 90% |
| Revenue/Capita       | \$27.32      | \$29.18      | \$36.91      | National      | 10% |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993    | 1998    | Growth Rate | 1998    | 2003    | Growth Rate |
|----------------|---------|---------|-------------|---------|---------|-------------|
| MSA Population | 128.1   | 137.1   | 1.4%        | 137.1   | 146.3   | 1.3%        |
| Households     | 49.4    | 53.2    | 1.5%        | 53.2    | 57.9    | 1.7%        |
| Retail Sales   | 1,048.8 | 1,618.5 | 9.1%        | 1,618.5 | 2,279.3 | 7.1%        |
| EBI            | 1,497.5 | 1,665.9 | 2.2%        | 1,665.9 | 2,091.7 | 4.7%        |

### Demographic Breakdown

|                    | Total       | Under 12 | 12 - 17    | 18 - 24          | 25 - 34    | 35 - 44 | 45 - 54        | Over 55   |
|--------------------|-------------|----------|------------|------------------|------------|---------|----------------|-----------|
| Men (000)          | 66.6        | 11.1     | 6.3        | 5.5              | 8.1        | 10.6    | 8.9            | 16.1      |
| Women (000)        | 70.5        | 10.8     | 6.0        | 5.6              | 8.2        | 10.7    | 9.2            | 20.1      |
| Total              | 137.1       | 21.9     | 12.3       | 11.0             | 16.3       | 21.3    | 18.1           | 36.2      |
| Percentage         | 100.0%      | 16.0%    | 9.0%       | 8.1%             | 11.9%      | 15.5%   | 13.2%          | 26.4%     |
| Per Capita         | \$ 12,151   |          |            |                  |            |         |                |           |
|                    |             |          |            | Median Household | \$ 24,810  |         | Avg Household  | \$ 31,315 |
| Ethnic Population: | White 96.0% |          | Black 2.3% |                  | Asian 0.8% |         | Hispanic 40.5% |           |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 1       |         | 9       | 3          | 10      | 6       | 16    |
| Tot 12+    | 0.7     |         | 45.7    | 23.0       | 46.4    | 11.8    | 58.2  |
| Avg 12+    | 0.7     |         | 5.1     | 7.7        | 4.6     | 2.0     | 3.6   |
| Tot LCS    | 1.2     |         | 78.5    | 39.5       | 79.7    | 20.3    | 100.0 |
| Avg LCS    | 1.2     |         | 8.7     | 13.2       | 8.0     | 3.4     | 6.3   |

Some stations also rated in Colorado Springs.

# Competitive Overview

Market: Pueblo, CO

## FM Stations

| Calls           | City of License  | FCC Class | Power Freq (kW) | HAAT    | C | Owner                    | Year Std   | Date Acq'd | Sales Price (000) | L M A     | Format    | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------|------------------|-----------|-----------------|---------|---|--------------------------|------------|------------|-------------------|-----------|-----------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                 |                  |           |                 |         |   |                          |            |            |                   |           |           |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| KILO            | Colorado Springs | C         | 94.3            | 83.0    |   | 2110 Bahakel Comm        | 66         | 8408       | See (94)          |           | AOR       | n/a                      |             | 8.9                | 4.5                               | 7.5         | 3.5       | 6.2         | 4.4       | 3.3         | 0.0       | 4.3         |
| KRDO            | Colorado Springs | C         | 95.1            | 96.0    |   | 2011 Pikes Peak Bcstg    |            | 69         |                   |           | Soft Rock | n/a                      |             | 3.3                | 1.8                               | 1.1         | 2.9       | 1.7         | 1.9       | 2.8         | 0.0       | 2.7         |
| KCCY            | Pueblo           | C         | 96.9            | 58.0    |   | 2280 a McCoy Bcstg Co    | 75         | 8509       | 1,825             |           | Country   | 1,800                    | 1.56        | 26.8               | 11.9                              | 17.8        | 15.0      | 14.7        | 13.3      | 18.8        | 0.0       | 17.3        |
| KKMG            | Pueblo           | C         | 98.9            | 57.0 cp |   | 2280 Citadel Comm Corp   | 67         | 9403       | See (94)          |           | CHR       | n/a                      |             | 18.0               | 8.8                               | 9.2         | 12.7      | 15.8        | 13.3      | 12.7        | 0.0       | 10.3        |
| KVUU            | Pueblo           | C         | 99.9            | 79.0 cp |   | 2198 AMFM Inc            | 76         | 9910 p     |                   |           | Hot AC    | n/a                      |             | 5.2                | 2.8                               | 2.9         | 3.5       | 2.8         | 3.2       | 3.3         | 0.0       | 3.2         |
| KGFT            | Pueblo           | C         | 100.7           | 78.0    |   | 2218 Salem Comm Corp     | 76         | 9603       | See (94)          |           | Christian | n/a                      |             | 1.0                | 1.2                               | 0.6         | 0.6       | 1.7         | 0.6       | 1.1         | 0.0       | 0.5         |
| KYZX            | Pueblo West      | C2        | 103.9           | 1.8     |   | 2159 b Bahakel Comm      | 92         | 9903       | See (94)          |           | Cisc Rock | n/a                      | 4.36        | 1.0                | 3.6                               | 0.6         | 0.6       | 0.0         | 1.9       | 2.8         | 0.0       | 3.8         |
| ● KSTY          | Canon City       | A         | 104.5           | 6.0     |   | 46 d Warner Stations     |            | 75         |                   |           | Country   |                          |             |                    | 0.7                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| KNKN            | Pueblo           | C2        | 107.1           | 50.0    |   | 312 c Metropolitan Radio | 79         | 9708       | 725 c1            |           | Spanish   | 350                      | 1.77        | 4.6                | 3.1                               | 3.4         | 2.3       | 3.4         | 3.2       | 4.4         | 0.0       | 1.6         |
| KDZA            | Pueblo           | C1        | 107.9           | 100.0   |   | 240 a McCoy Bcstg Co     | 88         | 9304       | 510               |           | Oldies    | 750                      | 1.42        | 12.3               | 8.0                               | 7.5         | 7.5       | 8.5         | 10.1      | 7.2         | 0.0       | 8.6         |
| # FM Stations - |                  |           |                 |         |   | 10                       | # Combos - |            | 4                 | FM TOTALS |           |                          |             | 81.1               | 46.4                              | 50.6        | 48.6      | 54.8        | 51.9      | 56.4        | 0.0       | 52.3        |

## AM Stations

| Calls                       | City of License | FCC Class | Power Freq (kW) | Day Power (kW) | Night Power (kW) | C  | Owner              | Year Std | Date Acq'd | Sales Price (000)            | L M A | Format      | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------------------|-----------------|-----------|-----------------|----------------|------------------|----|--------------------|----------|------------|------------------------------|-------|-------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                             |                 |           |                 |                |                  |    |                    |          |            |                              |       |             |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| KCSJ                        | Pueblo          | B         | 590             | 1.0            | 1.00             | b  | Bahakel Comm       | 47       | 9903       |                              | d2    | Nws/Tlk/Spt | 450                      | 1.40        | 7.5                | 5.2                               | 4.6         | 4.6       | 4.5         | 5.7       | 5.0         | 0.0       | 7.0         |
| KRMX                        | Pueblo          | B         | 690             | 0.3            | 0.02             | c  | Metropolitan Radio | 58       | 9711       | 172                          |       | Spanish     | 200                      | 2.45        | 1.9                | 0.9                               | 1.7         | 0.6       | 1.7         | 2.5       | 1.7         | 0.0       | 2.2         |
| KFEL                        | Pueblo          | B         | 970             | 3.2            | 0.19             | c  | Wellspring Harvest | 56       | 9812       | 390                          |       | Christian   |                          |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.5         |
| KKPC                        | Pueblo          | C         | 1230            | 1.0            | 1.00             |    | Pueblo Comm        | 47       | 9301       | 120                          |       | Nws/Tlk/Spt | 100                      | 2.33        | 1.0                | 0.0                               | 0.6         | 0.6       | 0.6         | 0.6       | 0.0         | 0.0       | 0.0         |
| KGHF                        | Pueblo          | B         | 1350            | 5.0 cp         | 0.28             | b  | Bahakel Comm       | 28       | 9903       |                              | d2    | MOR         | 425                      | 1.16        | 8.5                | 5.7                               | 5.2         | 5.2       | 5.6         | 5.7       | 5.5         | 0.0       | 6.5         |
| ● KAVA                      | Pueblo          | B         | 1480            | 1.0            | 0.11             |    | Council Tree       | 63       | 9912 p     |                              | d4    | Bus News    |                          |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| # AM Stations -             |                 |           |                 |                |                  | 6  | # Combos -         |          | 4          | AM TOTALS                    |       |             |                          | 18.9        | 11.8               | 12.1                              | 11.0        | 12.4      | 14.5        | 12.2      | 0.0         | 16.2      |             |
| AM & FM Stations Profiled - |                 |           |                 |                |                  | 16 | # Duopolies -      |          | 3          | Total Local Commercial Share |       |             |                          | 58.2        | 62.7               | 59.6                              | 67.2        | 66.4      | 68.6        | 0.0       | 68.5        |           |             |

NOTE: Market rated twice yearly with Fall 1997 period.

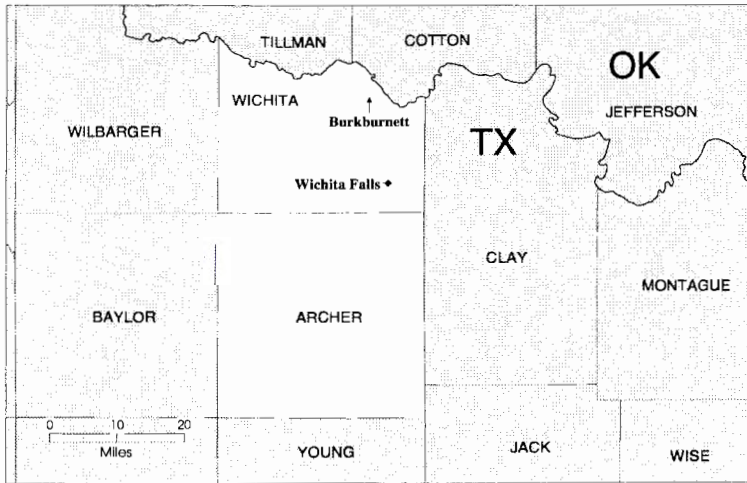
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

**Metro Rank: 242**

Revenue Rank: 254

# Wichita Falls, TX Market Overview



### Metro Counties / Population (000)

|              |              |
|--------------|--------------|
| Archer, TX   | 8.8          |
| Wichita, TX  | 128.8        |
| <b>Total</b> | <b>137.6</b> |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>*** | 1993      | 1994    | 1995    | 1996    | 1997    | 1998    | Δ 93 - 98 |
|---------------------------------|-----------|---------|---------|---------|---------|---------|-----------|
|                                 |           | \$3,900 | \$4,000 | \$4,100 | \$4,200 | \$4,300 | \$4,200   |
| ***                             | Δ 98 - 99 | 1999    | 2000    | 2001    | 2002    | 2003    | Δ 99 - 03 |
|                                 |           | 11.9%   | \$4,700 | \$5,100 | \$5,300 | \$5,700 | \$6,000   |

|                      | 1993         | 1998         | 2003         | Est. Breakout |
|----------------------|--------------|--------------|--------------|---------------|
| Revenue/Retail Sales | \$3.51/1,000 | \$3.29/1,000 | \$3.86/1,000 | Local 80%     |
| Revenue/Capita       | \$30.09      | \$30.52      | \$42.43      | National 20%  |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993    | 1998    | Growth Rate | 1998    | 2003    | Growth Rate |
|----------------|---------|---------|-------------|---------|---------|-------------|
| MSA Population | 129.6   | 137.6   | 1.2%        | 137.6   | 141.4   | 0.5%        |
| Households     | 47.9    | 51.1    | 1.3%        | 51.1    | 53.3    | 0.8%        |
| Retail Sales   | 1,111.8 | 1,275.0 | 2.8%        | 1,275.0 | 1,553.2 | 4.0%        |
| EBI            | 1,762.8 | 2,032.6 | 2.9%        | 2,032.6 | 2,565.7 | 4.8%        |

### Demographic Breakdown

|                    | Total       | Under 12 | 12 - 17    | 18 - 24          | 25 - 34    | 35 - 44 | 45 - 54        | Over 55   |
|--------------------|-------------|----------|------------|------------------|------------|---------|----------------|-----------|
| Men (000)          | 66.5        | 11.8     | 5.8        | 6.7              | 9.9        | 9.9     | 8.3            | 14.1      |
| Women (000)        | 71.1        | 11.4     | 5.6        | 6.0              | 9.4        | 9.9     | 9.1            | 19.6      |
| Total              | 137.6       | 23.2     | 11.4       | 12.7             | 19.3       | 19.9    | 17.4           | 33.8      |
| Percentage         | 100.0%      | 16.8%    | 8.3%       | 9.2%             | 14.0%      | 14.5%   | 12.7%          | 24.6%     |
| Per Capita         | \$ 14,772   |          |            |                  |            |         |                |           |
|                    |             |          |            | Median Household | \$ 29,951  |         | Avg Household  | \$ 39,777 |
| Ethnic Population: | White 87.4% |          | Black 9.5% |                  | Asian 2.2% |         | Hispanic 12.4% |           |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 1       |         | 6       | 6          | 7       | 2       | 9     |
| Tot 12+    | 4.3     |         | 67.6    | 69.2       | 71.9    | 1.7     | 73.6  |
| Avg 12+    | 4.3     |         | 11.3    | 11.5       | 10.3    | 0.9     | 8.2   |
| Tot LCS    | 5.8     |         | 91.8    | 94.0       | 97.7    | 2.3     | 100.0 |
| Avg LCS    | 5.8     |         | 15.3    | 15.7       | 14.0    | 1.2     | 11.1  |



# Competitive Overview

## FM Stations

| Calls           | City of License | FCC Class | Power (kW) | HAAT  | C    | Owner      | Year Std          | Date Acq'd | Sales Price (000) | L M A | Format | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |      |     |      |
|-----------------|-----------------|-----------|------------|-------|------|------------|-------------------|------------|-------------------|-------|--------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|------|-----|------|
|                 |                 |           |            |       |      |            |                   |            |                   |       |        |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |      |     |      |
| KNIN            | Wichita Falls   | C1        | 92.9       | 100.0 | 919  | a          | Apex Bcstg LLC    | 75         | 9710              | 2,000 |        | CHR                      | 700         | 0.76               | 17.1                              | 12.3        | 14.4      | 10.7        | 15.9      | 16.4        | 15.3      | 0.0         | 14.9 |     |      |
| KOLI            | Electra         | C2        | 94.9       | 50.0  | 492  | b          | Cumulus Bcstg Inc | 98         | 9806              | 238   | cp     | Oldies                   | 100         |                    | 0.8                               | 2.7         | 1.2       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0  | 0.0 |      |
| KLUR            | Wichita Falls   | C1        | 99.9       | 100.0 | 830  | b          | Cumulus Bcstg Inc | 63         | 9711              | 6,000 | c1     | Country                  | 1,500       | 0.83               | 33.5                              | 24.9        | 24.6      | 24.9        | 20.5      | 16.4        | 15.9      | 0.0         | 20.5 |     |      |
| KQXC            | Wichita Falls   | A         | 102.5      | 4.5   | 312  | b          | Cumulus Bcstg Inc | 93         | 9711              |       | c1     | Hot AC                   | 350         | 1.27               | 5.1                               | 4.3         | 3.6       | 4.0         | 2.6       | 7.9         | 7.6       | 0.0         | 4.3  |     |      |
| KWFS            | Wichita Falls   | C1        | 103.3      | 100.0 | 449  | a          | Apex Bcstg LLC    | 61         | 9710              | 1,400 | c2     | Country                  | 700         | 0.90               | 14.4                              | 10.0        | 9.0       | 12.4        | 13.9      | 16.4        | 18.5      | 0.0         | 17.4 |     |      |
| • KYYI          | Burkburnett     | C1        | 104.7      | 92.0  | 1017 | b          | Cumulus Bcstg Inc | 90         | 9711              |       | c1     | Clsc Rock                | 625         | 0.90               | 12.8                              | 10.5        | 7.2       | 11.9        | 12.6      | 4.3         | 4.5       | 0.0         | 3.1  |     |      |
| KTLT            | Wichita Falls   | C2        | 106.3      | 15.5  | 899  | a          | Apex Bcstg LLC    | 84         | 9710              | 1,400 |        | AC                       | 550         | 0.72               | 14.1                              | 7.2         | 9.6       | 11.3        | 8.6       | 9.3         | 9.6       | 0.0         | 13.7 |     |      |
| # FM Stations - |                 |           |            |       | 7    | # Combos - |                   |            |                   |       | 7      | FM TOTALS                |             |                    |                                   |             | 97.8      | 71.9        | 69.6      | 75.2        | 74.1      | 70.7        | 71.4 | 0.0 | 73.9 |

## AM Stations

| Calls                       | City of License | FCC Class | Day Power (kW) | Night Power (kW) | C    | Owner         | Year Std       | Date Acq'd | Sales Price (000) | L M A | Format | 1999 Est Revenue (000)1/     | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |     |      |     |
|-----------------------------|-----------------|-----------|----------------|------------------|------|---------------|----------------|------------|-------------------|-------|--------|------------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|-----|------|-----|
|                             |                 |           |                |                  |      |               |                |            |                   |       |        |                              |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |     |      |     |
| KTUB                        | Wichita Falls   | B         | 990            | 10.0             | cp   | 1.00          | The Watch Inc  | 47         | 9706              | 275   |        | DARK                         | 50          |                    | 0.8                               | 0.0         | 1.2       | 0.0         | 0.0       | 0.0         | 0.0       | 1.9         | 0.0 | 2.5  |     |
| KWFS                        | Wichita Falls   | B         | 1290           | 5.0              | 0.07 | a             | Apex Bcstg LLC | 48         | 9710              |       | c2     | Country                      | 100         | 1.54               | 1.2                               | 1.7         | 1.2       | 0.6         | 1.3       | 0.7         | 0.0       | 0.0         | 1.2 |      |     |
| # AM Stations -             |                 |           |                |                  | 2    | # Combos -    |                |            |                   |       | 1      | AM TOTALS                    |             |                    |                                   |             | 2.0       | 1.7         | 2.4       | 0.6         | 1.3       | 0.7         | 1.9 | 0.0  | 3.7 |
| AM & FM Stations Profiled - |                 |           |                |                  | 9    | # Duopolies - |                |            |                   |       | 3      | Total Local Commercial Share |             |                    |                                   |             | 73.6      | 72.0        | 75.8      | 75.4        | 71.4      | 73.3        | 0.0 | 77.6 |     |

NOTE: Market rated twice yearly with Fall 1997 period.

• Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

**Metro Rank: 243**

Revenue Rank: 166

# Columbia, MO Market Overview



**Metro Counties / Population (000)**

|           |       |
|-----------|-------|
| Boone, MO | 131.6 |
|           | 131.6 |

**Market Radio Financials**

(all figures in 000's, except percentages and ratios)

|  |                  |             |             |             |             |             |                  |
|--|------------------|-------------|-------------|-------------|-------------|-------------|------------------|
| <b>ESTIMATED GROSS REVENUES</b><br>*** | <b>1993</b>      | <b>1994</b> | <b>1995</b> | <b>1996</b> | <b>1997</b> | <b>1998</b> | <b>Δ 93 - 98</b> |
|  | \$4,800          | \$5,300     | \$5,700     | \$6,500     | \$7,400     | \$9,000     | 13.3%            |
|  | <b>Δ 98 - 99</b> | <b>1999</b> | <b>2000</b> | <b>2001</b> | <b>2002</b> | <b>2003</b> | <b>Δ 99 - 03</b> |
|  | 18.9%            | \$10,700    | \$12,300    | \$13,300    | \$14,800    | \$15,800    | 10.2%            |

|                      |              |              |              |                      |
|----------------------|--------------|--------------|--------------|----------------------|
|                      | <b>1993</b>  | <b>1998</b>  | <b>2003</b>  | <b>Est. Breakout</b> |
| Revenue/Retail Sales | \$4.08/1,000 | \$4.73/1,000 | \$5.67/1,000 | Local 90%            |
| Revenue/Capita       | \$40.37      | \$68.39      | \$110.34     | National 10%         |

**Demographic and Economic Overview**

(000's, except Retail Sales and EBI in 000,000's)

|                |             |             |                    |             |             |                    |
|----------------|-------------|-------------|--------------------|-------------|-------------|--------------------|
|                | <b>1993</b> | <b>1998</b> | <b>Growth Rate</b> | <b>1998</b> | <b>2003</b> | <b>Growth Rate</b> |
| MSA Population | 118.9       | 131.6       | 2.1%               | 131.6       | 143.2       | 1.7%               |
| Households     | 44.7        | 49.2        | 1.9%               | 49.2        | 54.9        | 2.2%               |
| Retail Sales   | 1,177.7     | 1,903.1     | 10.1%              | 1,903.1     | 2,787.6     | 7.9%               |
| EBI            | 1,791.7     | 2,121.6     | 3.4%               | 2,121.6     | 2,812.7     | 5.8%               |

**Demographic Breakdown**

|                    |              |                 |                |                  |                |                |                |                |
|--------------------|--------------|-----------------|----------------|------------------|----------------|----------------|----------------|----------------|
|                    | <b>Total</b> | <b>Under 12</b> | <b>12 - 17</b> | <b>18 - 24</b>   | <b>25 - 34</b> | <b>35 - 44</b> | <b>45 - 54</b> | <b>Over 55</b> |
| Men (000)          | 63.9         | 10.1            | 4.6            | 12.1             | 10.7           | 10.4           | 7.1            | 8.9            |
| Women (000)        | 67.7         | 9.9             | 4.4            | 13.3             | 10.5           | 10.4           | 7.7            | 11.5           |
| Total              | 131.6        | 20.0            | 9.0            | 25.4             | 21.1           | 20.8           | 14.8           | 20.4           |
| Percentage         | 100.0%       | 15.2%           | 6.8%           | 19.3%            | 16.1%          | 15.8%          | 11.3%          | 15.5%          |
| Per Capita         | \$ 16,121    |                 |                |                  |                |                |                |                |
|                    |              |                 |                | Median Household | \$ 32,606      |                | Avg Household  | \$ 43,121      |
| Ethnic Population: | White 86.8%  |                 | Black 9.1%     |                  | Asian 3.8%     |                | Hispanic 1.5%  |                |

**Market Summary**

|                   |                |                |                |                   |                |                |              |
|-------------------|----------------|----------------|----------------|-------------------|----------------|----------------|--------------|
| <b>FM Classes</b> | <b>Class A</b> | <b>Class B</b> | <b>Class C</b> | <b>Viable FMs</b> | <b>All FMs</b> | <b>All AMs</b> | <b>Total</b> |
| # Stations        | 2              |                | 10             | 7                 | 12             | 4              | 16           |
| Tot 12+           | 4.7            |                | 58.8           | 57.8              | 63.5           | 15.6           | 79.1         |
| Avg 12+           | 2.4            |                | 5.9            | 8.3               | 5.3            | 3.9            | 4.9          |
| Tot LCS           | 5.9            |                | 74.3           | 73.1              | 80.3           | 19.7           | 100.0        |
| Avg LCS           | 3.0            |                | 7.4            | 10.4              | 6.7            | 4.9            | 6.3          |



# Competitive Overview

## FM Stations

| Calls           | City of License | FCC Class | Power (kW) | HAAT     | C | Owner  | Year Std | Date Acq'd | Sales Price (000) | L M A | Format       | 1999 Est Revenue (000) <sup>1/</sup> | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------|-----------------|-----------|------------|----------|---|--------|----------|------------|-------------------|-------|--------------|--------------------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                 |                 |           |            |          |   |        |          |            |                   |       |              |                                      |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| KMFC            | Centralia       | A         | 92.1       | 1.9      |   | 400    |          | 88         |                   |       | ChrisContemp | 100                                  |             | 0.8                | 0.7                               | 0.6         | 0.6       | 0.6         | 1.5       | 1.3         | 1.9       | 1.2         |
| KSSZ            | Fayette         | C3        | 93.9       | 0.0      |   | 328 a  |          | 94 9610    | 550               |       | AC           | 200                                  | 1.92        | 1.2                | 1.1                               | 1.3         | 0.6       | 0.6         | 3.0       | 8.1         | 6.3       | 1.7         |
| KATI            | California      | C2        | 94.3       | 50.0     |   | 492 c  |          | 84 0002    | 1,050             |       | Country      | 600                                  |             | 0.8                | 0.6                               | 0.0         | 1.3       | 0.0         | 0.7       | 2.0         | 0.6       | 1.2         |
| KWWR            | Mexico          | C         | 95.7       | 100.0 cp |   | 1181 b |          | 66 8605    | 385 e             |       | Country      | 500                                  | 1.31        | 4.4                | 2.9                               | 1.9         | 5.0       | 4.3         | 3.0       | 2.7         | 2.5       | 5.2         |
| KCMQ            | Columbia        | C1        | 96.7       | 100.0 cp |   | 915 a  |          | 72 9308    | 625 c1            |       | Clsc Rock    | 750                                  | 0.97        | 8.9                | 5.7                               | 8.9         | 5.0       | 5.0         | 6.7       | 7.4         | 8.1       | 11.6        |
| KFMZ            | Columbia        | C2        | 98.3       | 23.5     |   | 712    |          | 71         |                   |       | Alternative  | 900                                  | 1.12        | 9.2                | 6.7                               | 7.0         | 7.5       | 5.6         | 5.2       | 4.0         | 4.4       | 5.2         |
| KCLR            | Boonville       | C2        | 99.3       | 33.0     |   | 591 a  |          | 74 9006    | 1,500             |       | Country      | 2,000                                | 1.33        | 17.3               | 14.8                              | 10.8        | 16.4      | 9.9         | 12.7      | 10.1        | 13.8      | 12.8        |
| KPLA            | Columbia        | C1        | 101.5      | 41.0     |   | 1063   |          | 83         |                   | 1     | AC           | 1,300                                | 1.28        | 11.7               | 9.0                               | 10.1        | 8.2       | 8.7         | 10.4      | 6.7         | 5.0       | 7.0         |
| KBXR            | Columbia        | A         | 102.3      | 0.9      |   | 856    |          | 94 9709    | 650               | 1     | AAA          | 500                                  | 1.20        | 4.8                | 4.0                               | 3.8         | 3.8       | 6.2         | 6.0       | 4.0         | 5.0       | 6.4         |
| KZZT            | Moberly         | C2        | 105.5      | 50.0 cp  |   | 492    |          | 87 9708    |                   | st    | Oldies       |                                      |             | 0.4                | 0.4                               | 0.0         | 0.6       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| KOQL            | Ashland         | C1        | 106.1      | 69.0     |   | 958    |          | 93 9408    | 400               | 1     | Oldies       | 700                                  | 1.44        | 5.6                | 4.0                               | 3.8         | 5.0       | 6.8         | 3.7       | 4.0         | 3.1       | 5.2         |
| KTXV            | Jefferson City  | C         | 106.9      | 100.0    |   | 1250 a |          | 69 0002    |                   | g     | AC           | 1,700                                | 1.12        | 17.4               | 13.6                              | 16.5        | 10.7      | 9.9         | 11.2      | 12.8        | 8.1       | 11.0        |
| # FM Stations - |                 |           |            |          |   | 12     |          | # Combos - | 5                 |       | FM TOTALS    |                                      |             | 82.5               | 63.5                              | 64.7        | 64.7      | 57.6        | 64.1      | 63.1        | 58.8      | 68.5        |

## AM Stations

| Calls                       | City of License | FCC Class | Day Power (kW) | Night Power (kW) | C | Owner | Year Std | Date Acq'd    | Sales Price (000) | L M A | Format                       | 1999 Est Revenue (000) <sup>1/</sup> | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |     |
|-----------------------------|-----------------|-----------|----------------|------------------|---|-------|----------|---------------|-------------------|-------|------------------------------|--------------------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|-----|
|                             |                 |           |                |                  |   |       |          |               |                   |       |                              |                                      |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |     |
| KFAL                        | Fulton          | B         | 900            | 1.0              |   | 0.00  |          | 50 9912       |                   | c1    | Country                      | 100                                  |             | 0.4                | 0.4                               | 0.0         | 0.6       | 0.0         | 0.0       | 0.0         | 0.0       | 1.3         | 0.0 |
| KXEO                        | Mexico          | C         | 1340           | 1.0              |   | 1.00  | b        | 48            |                   |       | Variety                      |                                      |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |     |
| KFRU                        | Columbia        | C         | 1400           | 1.0 cp           |   | 1.00  |          | 25 9207       | 449               | 1     | Nws/Tlk/Spt                  | 1,200                                | 0.86        | 16.0               | 14.0                              | 12.0        | 13.2      | 17.4        | 11.9      | 10.7        | 14.4      | 11.0        |     |
| KTGR                        | Columbia        | B         | 1580           | 0.3              |   | 0.02  | a        | 55 9402       |                   | c1    | Sports                       | 150                                  | 1.44        | 1.2                | 1.2                               | 0.6         | 1.3       | 0.6         | 1.5       | 1.3         | 3.8       | 1.7         |     |
| # AM Stations -             |                 |           |                |                  |   | 4     |          | # Combos -    | 2                 |       | AM TOTALS                    |                                      |             | 17.6               | 15.6                              | 12.6        | 15.1      | 18.0        | 13.4      | 12.0        | 19.5      | 12.7        |     |
| AM & FM Stations Profiled - |                 |           |                |                  |   | 16    |          | # Duopolies - | 5                 |       | Total Local Commercial Share |                                      |             | 79.1               | 77.3                              | 79.8        | 75.6      | 77.5        | 75.1      | 78.3        | 81.2      |             |     |

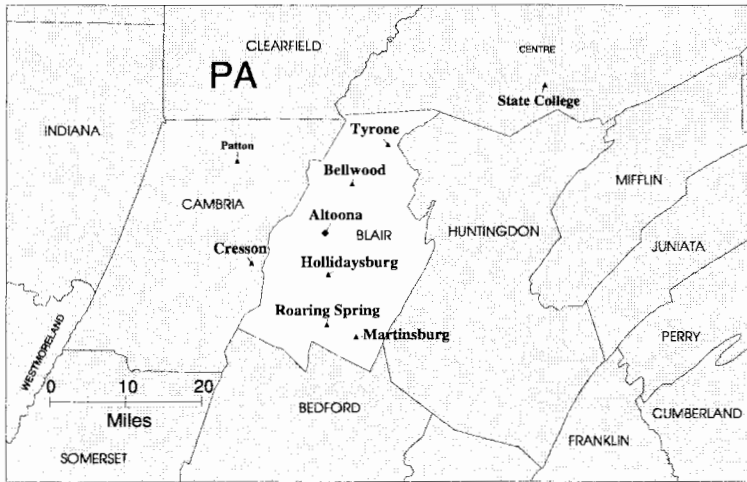
NOTE: Market rated twice yearly with Fall 1996 period.

<sup>1/</sup> See introduction section for interpretation of revenue estimates.

**Metro Rank: 244**

Revenue Rank: 242

# Altoona, PA Market Overview



**Metro Counties / Population (000)**

|           |       |
|-----------|-------|
| Blair, PA | 131.0 |
|           | 131.0 |

**Market Radio Financials**

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>*** | 1993      | 1994    | 1995    | 1996    | 1997    | 1998    | Δ 93 - 98 |
|---------------------------------|-----------|---------|---------|---------|---------|---------|-----------|
|                                 |           | \$4,500 | \$5,100 | \$5,200 | \$5,500 | \$5,700 | \$5,200   |
|                                 | Δ 98 - 99 | 1999    | 2000    | 2001    | 2002    | 2003    | Δ 99 - 03 |
|                                 | 1.9%      | \$5,300 | \$5,600 | \$5,800 | \$6,100 | \$6,400 | 5.0%      |

|                      | 1993         | 1998         | 2003         | Est. Breakout |
|----------------------|--------------|--------------|--------------|---------------|
| Revenue/Retail Sales | \$3.85/1,000 | \$3.06/1,000 | \$2.83/1,000 | Local 85%     |
| Revenue/Capita       | \$34.27      | \$39.69      | \$49.81      | National 15%  |

**Demographic and Economic Overview**

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993    | 1998    | Growth Rate | 1998    | 2003    | Growth Rate |
|----------------|---------|---------|-------------|---------|---------|-------------|
| MSA Population | 131.3   | 131.0   | 0.0%        | 131.0   | 128.5   | -0.4%       |
| Households     | 51.0    | 51.1    | 0.0%        | 51.1    | 50.9    | -0.1%       |
| Retail Sales   | 1,169.0 | 1,699.5 | 7.8%        | 1,699.5 | 2,263.6 | 5.9%        |
| EBI            | 1,767.3 | 1,990.6 | 2.4%        | 1,990.6 | 2,467.1 | 4.4%        |

**Demographic Breakdown**

|                    | Total       | Under 12 | 12 - 17    | 18 - 24          | 25 - 34    | 35 - 44 | 45 - 54       | Over 55   |
|--------------------|-------------|----------|------------|------------------|------------|---------|---------------|-----------|
| Men (000)          | 61.9        | 9.7      | 5.6        | 5.3              | 7.5        | 9.8     | 8.5           | 15.5      |
| Women (000)        | 69.1        | 9.3      | 5.5        | 5.5              | 7.7        | 10.3    | 9.3           | 21.5      |
| Total              | 131.0       | 19.0     | 11.1       | 10.9             | 15.1       | 20.1    | 17.8          | 37.0      |
| Percentage         | 100.0%      | 14.5%    | 8.5%       | 8.3%             | 11.5%      | 15.4%   | 13.6%         | 28.3%     |
| Per Capita         | \$ 15,196   |          |            |                  |            |         |               |           |
|                    |             |          |            | Median Household | \$ 30,948  |         | Avg Household | \$ 38,956 |
| Ethnic Population: | White 98.4% |          | Black 1.0% |                  | Asian 0.4% |         | Hispanic 0.5% |           |

**Market Summary**

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 6       | 3       |         | 6          | 9       | 6       | 15    |
| Tot 12+    | 27.5    | 32.4    |         | 56.5       | 59.9    | 18.1    | 78.0  |
| Avg 12+    | 4.6     | 10.8    |         | 9.4        | 6.7     | 3.0     | 5.2   |
| Tot LCS    | 35.3    | 41.5    |         | 72.4       | 76.8    | 23.2    | 100.0 |
| Avg LCS    | 5.9     | 13.8    |         | 12.1       | 8.5     | 3.9     | 6.7   |

# Competitive Overview

Some stations also rated in Johnstown and State College.

## FM Stations

| Calls           | City of License | FCC Class | Power (kW) | HAAT | C    | Owner      | Year Std           | Date Acq'd | Sales Price (000) | L M A | Format      | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |      |
|-----------------|-----------------|-----------|------------|------|------|------------|--------------------|------------|-------------------|-------|-------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|------|
|                 |                 |           |            |      |      |            |                    |            |                   |       |             |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |      |
| WJSM            | Martinsburg     | A         | 92.7       | 0.6  | 965  | d          | Martinsburg Bcstg  | 65         |                   |       | Christian   |                          |             | 8.7                | 1.1                               | 0.0         | 0.0       | 0.0         | 0.0       | 1.7         | 0.0       | 0.6         |      |
| WBXQ            | Cresson         | A         | 94.3       | 0.4  | 958  |            | Sounds Good Inc    | 81         |                   |       | Clsc Rock   | 500                      | 0.93        | 8.7                | 8.3                               | 7.4         | 6.7       | 5.3         | 9.8       | 5.8         | 0.0       | 8.6         |      |
| WFGI            | State College   | A         | 94.5       | 0.9  | 581  | b          | Forever/Keymarket  | 91         | 9312              |       | Country     | n/a                      |             |                    | 0.0                               | 0.0         | 0.0       | 0.6         | 0.0       | 0.0         | 0.0       | 0.0         |      |
| WBRX            | Patton          | A         | 94.7       | 1.1  | 551  |            | B&F Enterprises    | 91         | 9412              | 235   | Clsc Rock   | 50                       | 0.73        | 1.1                | 2.3                               | 1.2         | 0.6       | 1.2         | 0.5       | 1.7         | 0.0       | 1.1         |      |
| WFGY            | Altoona         | B         | 98.1       | 30.0 | 942  | b          | Forever/Keymarket  | 60         | 9012              | 2,100 | c2          | Country                  | 2,000       | 1.16               | 27.8                              | 16.9        | 22.7      | 22.4        | 24.0      | 19.7        | 22.1      | 0.0         | 25.9 |
| WPRR            | Altoona         | B1        | 100.1      | 3.0  | 955  | c          | Music Bcstg Inc    | 76         | 8810              | 1,600 | c1          | Top 40                   | 850         | 0.99               | 13.9                              | 12.1        | 11.0      | 11.5        | 11.7      | 13.1        | 13.4      | 0.0         | 10.3 |
| WGMR            | Tyrone          | B         | 101.1      | 8.5  | 1171 |            | Allegheny Mtn Ntwk | 61         |                   |       | Modern Rock | n/a                      |             | 1.9                | 3.4                               | 1.2         | 1.8       | 2.3         | 1.1       | 2.3         | 0.0       | 1.1         |      |
| WALY            | Bellwood        | A         | 103.9      | 0.4  | 919  | b          | Forever/Keymarket  | 70         | 9708              |       | st          | Oldies                   | 550         | 0.69               | 12.8                              | 9.2         | 12.3      | 8.5         | 8.2       | 9.9         | 0.0       | 5.7         |      |
| ● WMAJ          | Holidaysburg    | A         | 104.9      | 0.7  | 906  | b          | Forever/Keymarket  | 78         | 9909              | 1,975 | e           | Rock AC                  | 425         | 0.87               | 7.9                               | 6.6         | 6.1       | 6.7         | 9.9       | 10.4        | 9.9       | 0.0         | 11.5 |
| # FM Stations - |                 |           |            |      | 9    | # Combos - |                    |            |                   | 6     | FM TOTALS   |                          |             |                    | 74.1                              | 59.9        | 61.9      | 58.2        | 63.2      | 62.8        | 66.8      | 0.0         | 64.8 |

## AM Stations

| Calls                       | City of License | FCC Class | Power (kW) | Day Power (kW) | Night Power (kW) | C             | Owner              | Year Std | Date Acq'd | Sales Price (000) | L M A                        | Format      | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------------------|-----------------|-----------|------------|----------------|------------------|---------------|--------------------|----------|------------|-------------------|------------------------------|-------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                             |                 |           |            |                |                  |               |                    |          |            |                   |                              |             |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| WJSM                        | Martinsburg     | B         | 1110       | 1.0            | 0.00             | d             | Martinsburg Bcstg  | 68       | 7510       |                   |                              | Chrst/Cntry |                          |             | 9.0                | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| WRTA                        | Altoona         | C         | 1240       | 1.0            | 1.00             |               | Altoona Trans      | 46       | 8411       | 909               |                              | News/Talk   | 550                      | 0.99        | 12.0               | 7.7                               | 6.7         | 7.9       | 7.0         | 9.8       | 7.0         | 0.0       | 8.0         |
| WFBG                        | Altoona         | B         | 1290       | 5.0            | 1.00             | b             | Forever/Keymarket  | 24       | 9012       |                   | c2                           | Soft AC     | 125                      | 0.17        | 1.1                | 6.4                               | 9.2         | 10.3      | 9.4         | 6.0       | 7.0         | 0.0       | 5.7         |
| WTRN                        | Tyrone          | C         | 1340       | 1.0            | 1.00             | a             | Allegheny Mtn Ntwk | 55       |            |                   |                              | Oldies      |                          |             | 1.1                | 0.4                               | 0.6         | 1.2       | 0.6         | 0.5       | 1.2         | 0.0       | 0.6         |
| WKMC                        | Roaring Spring  | B         | 1370       | 5.0            | 0.04             |               | Allegheny Mtn Ntwk | 55       | 9801       |                   | sw                           | Nostalgia   | 100                      | 1.47        | 1.1                | 1.8                               | 1.2         | 0.6       | 0.6         | 1.1       | 2.3         | 0.0       | 1.7         |
| WVAM                        | Altoona         | B         | 1430       | 5.0            | 1.00             | c             | Music Bcstg Inc    | 48       | 8810       |                   | c1                           | Sports      | 150                      | 0.93        | 2.6                | 1.8                               | 2.5         | 1.8       | 1.8         | 2.7       | 1.2         | 0.0       | 1.7         |
| # AM Stations -             |                 |           |            |                | 6                | # Combos -    |                    |          |            | 3                 | AM TOTALS                    |             |                          |             | 25.8               | 18.1                              | 20.2        | 21.8      | 19.4        | 20.1      | 18.7        | 0.0       | 17.7        |
| AM & FM Stations Profiled - |                 |           |            |                | 15               | # Duopolies - |                    |          |            | 3                 | Total Local Commercial Share |             |                          |             | 78.0               | 82.1                              | 80.0        | 82.6      | 82.9        | 85.5      | 0.0         | 82.5      |             |

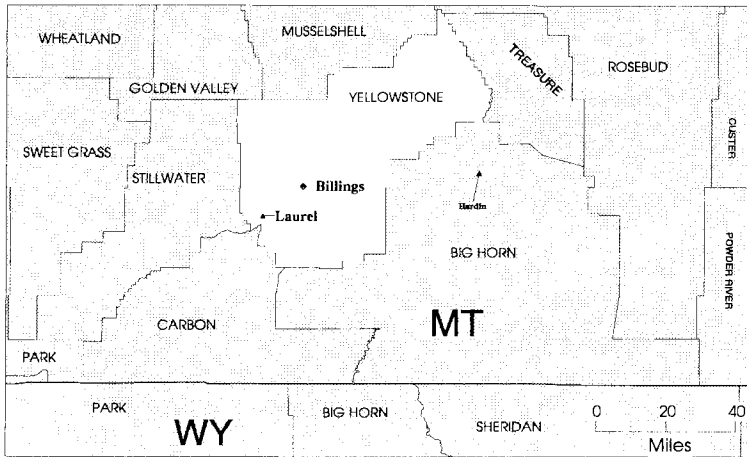
Docket 80-90 Allocations: 93.5, A, Barnesboro  
 NOTE: Market rated twice yearly with Fall 1997 period.

● Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.  
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Metro Rank: 245

Revenue Rank: 215

# Billings, MT Market Overview



### Metro Counties / Population (000)

|                 |       |
|-----------------|-------|
| Yellowstone, MT | 126.3 |
|                 | 126.3 |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>★★★ | 1993         | 1994         | 1995         | 1996          | 1997    | 1998    | Δ 93 - 98 |
|---------------------------------|--------------|--------------|--------------|---------------|---------|---------|-----------|
|                                 |              | \$4,900      | \$5,400      | \$5,400       | \$5,700 | \$6,300 | \$6,500   |
|                                 | Δ 98 - 99    | 1999         | 2000         | 2001          | 2002    | 2003    | Δ 99 - 03 |
|                                 | 3.1%         | \$6,700      | \$7,200      | \$7,500       | \$7,800 | \$8,100 | 4.7%      |
|                                 | 1993         | 1998         | 2003         | Est. Breakout |         |         |           |
| Revenue/Retail Sales            | \$3.32/1,000 | \$4.01/1,000 | \$4.46/1,000 | Local         | 92%     |         |           |
| Revenue/Capita                  | \$41.25      | \$51.46      | \$63.58      | National      | 8%      |         |           |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993    | 1998    | Growth Rate | 1998    | 2003    | Growth Rate |
|----------------|---------|---------|-------------|---------|---------|-------------|
| MSA Population | 118.8   | 126.3   | 1.2%        | 126.3   | 127.4   | 0.2%        |
| Households     | 47.3    | 50.6    | 1.4%        | 50.6    | 51.9    | 0.5%        |
| Retail Sales   | 1,474.8 | 1,621.0 | 1.9%        | 1,621.0 | 1,818.1 | 2.3%        |
| EBI            | 1,904.4 | 1,983.4 | 0.8%        | 1,983.4 | 2,368.4 | 3.6%        |

### Demographic Breakdown

|                    | Total       | Under 12 | 12 - 17          | 18 - 24   | 25 - 34    | 35 - 44       | 45 - 54       | Over 55 |
|--------------------|-------------|----------|------------------|-----------|------------|---------------|---------------|---------|
| Men (000)          | 61.6        | 11.0     | 5.9              | 4.7       | 8.1        | 10.8          | 8.8           | 12.4    |
| Women (000)        | 64.7        | 10.3     | 5.5              | 5.1       | 8.7        | 10.9          | 8.9           | 15.4    |
| Total              | 126.3       | 21.3     | 11.4             | 9.8       | 16.7       | 21.6          | 17.6          | 27.8    |
| Percentage         | 100.0%      | 16.8%    | 9.0%             | 7.7%      | 13.2%      | 17.1%         | 14.0%         | 22.0%   |
| Per Capita         | \$ 15,704   |          | Median Household | \$ 32,268 |            | Avg Household | \$ 39,197     |         |
| Ethnic Population: | White 95.7% |          | Black 0.6%       |           | Asian 0.6% |               | Hispanic 3.2% |         |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viab. FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|-----------|---------|---------|-------|
| # Stations | 1       |         | 9       | 8         | 10      | 6       | 16    |
| Tot 12+    | 1.8     |         | 76.1    | 74.8      | 77.9    | 11.8    | 89.7  |
| Avg 12+    | 1.8     |         | 8.5     | 9.4       | 7.8     | 2.0     | 5.6   |
| Tot LCS    | 2.0     |         | 84.8    | 83.4      | 86.8    | 13.2    | 100.0 |
| Avg LCS    | 2.0     |         | 9.4     | 10.4      | 8.7     | 2.2     | 6.3   |

# Competitive Overview

## FM Stations

| Calls           | City of License | FCC Class | Power Freq (kW) | HAAT    | C          | Owner | Year Std       | Date Acq'd | Sales Price (000) | L M A     | Format | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |      |
|-----------------|-----------------|-----------|-----------------|---------|------------|-------|----------------|------------|-------------------|-----------|--------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|------|
|                 |                 |           |                 |         |            |       |                |            |                   |           |        |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |      |
| KYYA            | Billings        | C1        | 93.3            | 99.0    | 699        | a     | Fisher Radio   | 69         | 9305              | 415       |        | Hot AC                   | 600         | 1.13               | 7.7                               | 4.4         | 6.7       | 7.1         | 5.0       | 8.8         | 10.8      | 10.6        | 11.7 |
| KRKX            | Billings        | C1        | 94.1            | 100.0   | 591        | a     | Fisher Radio   | 89         | 8909              |           |        | AOR                      | 850         | 0.82               | 15.0                              | 12.3        | 12.7      | 14.1        | 16.9      | 11.1        | 11.4      | 11.9        | 10.4 |
| KMHK            | Hardin          | C         | 95.5            | 100.0   | 984        | b     | Marathon Media | 75         | 9911              |           | g1     | Clsc Rock                | 300         | 0.74               | 5.9                               | 4.5         | 6.7       | 3.8         | 4.4       | 5.3         | 5.1       | 2.5         | 4.3  |
| KCMT            | Billings        | C1        | 96.3            | 100.0   | 696        | a     | Fisher Radio   | 98         |                   |           |        | Country                  | 250         | 3.29               | 1.1                               | 1.3         | 2.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0  |
| KKBR            | Billings        | C2        | 97.1            | 28.1 cp | 400        | b     | Marathon Media | 63         | 9911              |           | g1     | Oldies                   | 800         | 1.27               | 9.1                               | 12.4        | 8.0       | 8.3         | 7.5       | 9.4         | 10.8      | 11.3        | 13.6 |
| ● KGH           | Billings        | C1        | 98.5            | 85.0    | 371        | c     | New NW Bcstrs  | 78         | 9911              | 3,900     | c1     | Country                  | 450         | 1.19               | 5.5                               | 5.9         | 4.7       | 5.1         | 7.5       | 5.8         | 3.8       | 5.6         | 7.4  |
| KRSQ            | Laurel          | C1        | 101.7           | 100.0   | 404        | c     | New NW Bcstrs  | 94         | 9911              |           | c1     | CHR                      | 350         | 0.44               | 11.4                              | 13.5        | 10.0      | 10.3        | 13.8      | 5.8         | 3.8       | 2.5         | 4.3  |
| KCTR            | Billings        | C1        | 102.9           | 100.0   | 499        | b     | Marathon Media | 79         | 9911              |           | g1     | Country                  | 1,700       | 1.16               | 21.2                              | 14.2        | 14.0      | 23.7        | 18.1      | 22.8        | 24.1      | 23.1        | 21.0 |
| ● KBBB          | Billings        | C1        | 103.7           | 100.0   | 479        | b     | Marathon Media | 87         | 9911              |           | g1     | Hot AC                   | 350         | 0.82               | 6.2                               | 7.6         | 7.3       | 3.8         | 3.8       | 5.3         | 6.3       | 6.3         | 1.8  |
| ● KBEX          | Billings        | A         | 105.1           | 6.0     | 328        |       | New NW Bcstrs  | 99         | 9912              |           | na     | Clsc Hits                |             |                    |                                   | 1.8         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0  |
| # FM Stations - |                 |           |                 | 10      | # Combos - |       |                |            | 9                 | FM TOTALS |        |                          |             | 83.1               | 77.9                              | 72.1        | 76.2      | 77.0        | 74.3      | 76.1        | 73.8      | 74.5        |      |

## AM Stations

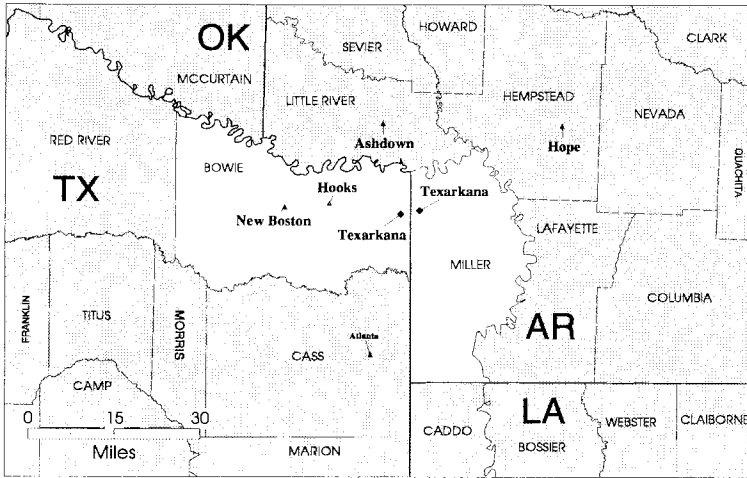
| Calls                       | City of License | FCC Class | Power Freq (kW) | Day Power (kW) | Night Power (kW) | C | Owner              | Year Std | Date Acq'd | Sales Price (000)            | L M A | Format      | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------------------|-----------------|-----------|-----------------|----------------|------------------|---|--------------------|----------|------------|------------------------------|-------|-------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                             |                 |           |                 |                |                  |   |                    |          |            |                              |       |             |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| KURL                        | Billings        | B         | 730             | 5.0            | 0.24             |   | Elenbaas Media Inc | 59       | 9411       | 300                          |       | Religion    | 400                      | 2.64        | 2.2                | 1.4                               | 2.7         | 1.3       | 2.5         | 1.8       | 3.2         | 3.8       | 3.1         |
| KGHL                        | Billings        | B         | 790             | 5.0            | 5.00             | c | New NW Bcstrs      | 28       | 9909       |                              | c1    | Country     | 350                      | 0.92        | 5.5                | 3.0                               | 6.0         | 3.8       | 1.9         | 4.7       | 3.8         | 5.6       | 3.1         |
| KBLG                        | Billings        | B         | 910             | 1.0            | 0.06             | a | Fisher Radio       | 55       | 8810       | 351                          | e     | Nws/Tlk/Spt | 200                      | 0.47        | 6.2                | 5.0                               | 6.0         | 5.1       | 3.8         | 7.6       | 5.1         | 5.0       | 4.3         |
| KBUL                        | Billings        | B         | 970             | 5.0            | 5.00             | b | Marathon Media     | 51       | 9911       |                              | g1    | Country     |                          |             | 2.2                | 1.9                               | 2.7         | 1.3       | 1.9         | 2.3       | 1.3         | 2.5       | 3.1         |
| KMZK                        | Billings        | C         | 1240            | 1.0 cp         | 1.00             |   | Elenbaas Media Inc | 46       | 9802       | 115                          |       | ChrsContemp | 100                      |             | 0.7                | 0.5                               | 0.7         | 0.6       | 1.3         | 0.0       | 0.6         | 0.0       | 0.0         |
| KBSR                        | Laurel          | C         | 1490            | 1.0            | 1.00             |   | Big Sky Radio Inc  | 79       | 9309       | 99                           |       | Nws/Tlk/Spt |                          |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| # AM Stations -             |                 |           |                 | 6              | # Combos -       |   |                    |          | 3          | AM TOTALS                    |       |             |                          | 16.8        | 11.8               | 18.1                              | 12.1        | 11.4      | 16.4        | 14.0      | 16.9        | 13.6      |             |
| AM & FM Stations Profiled - |                 |           |                 | 16             | # Duopolies -    |   |                    |          | 6          | Total Local Commercial Share |       |             |                          | 89.7        | 90.2               | 88.3                              | 88.4        | 90.7      | 90.1        | 90.7      | 88.1        |           |             |

● Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 246

Revenue Rank: 236

# Texarkana, TX-AR Market Overview



### Metro Counties / Population (000)

|              |              |
|--------------|--------------|
| Miller, AR   | 40.0         |
| Bowie, TX    | 83.1         |
| <b>Total</b> | <b>123.1</b> |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>*** | 1993                 | 1994                 | 1995                 | 1996          | 1997    | 1998     | Δ 93 - 98 |
|---------------------------------|----------------------|----------------------|----------------------|---------------|---------|----------|-----------|
|                                 |                      | \$3,000              | \$3,400              | \$4,300       | \$4,500 | \$4,900  | \$5,100   |
| ***                             | Δ 98 - 99            | 1999                 | 2000                 | 2001          | 2002    | 2003     | Δ 99 - 03 |
|                                 | 9.8%                 | \$5,600              | \$6,200              | \$6,500       | \$6,900 | \$7,100  | 6.2%      |
| Revenue/Retail Sales            | 1993<br>\$2.89/1,000 | 1998<br>\$3.40/1,000 | 2003<br>\$3.66/1,000 | Est. Breakout |         | Local    | 95%       |
| Revenue/Capita                  | \$24.49              | \$41.43              | \$57.35              |               |         | National | 5%        |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|              | 1993           | 1998    | Growth Rate | 1998    | 2003    | Growth Rate |
|--------------|----------------|---------|-------------|---------|---------|-------------|
|              | MSA Population | 122.5   | 123.1       | 0.1%    | 123.1   | 123.8       |
| Households   | 45.9           | 45.3    | -0.3%       | 45.3    | 46.3    | 0.4%        |
| Retail Sales | 1,039.5        | 1,501.7 | 7.6%        | 1,501.7 | 1,937.7 | 5.2%        |
| EBI          | 1,593.0        | 1,598.7 | 0.1%        | 1,598.7 | 1,886.4 | 3.4%        |

### Demographic Breakdown

|                    | Total       | Under 12         | 12 - 17    | 18 - 24       | 25 - 34       | 35 - 44 | 45 - 54   | Over 55 |
|--------------------|-------------|------------------|------------|---------------|---------------|---------|-----------|---------|
| Men (000)          | 60.0        | 10.1             | 6.0        | 5.1           | 8.0           | 9.7     | 8.5       | 12.8    |
| Women (000)        | 63.1        | 9.7              | 5.6        | 4.8           | 7.4           | 9.4     | 8.5       | 17.5    |
| Total              | 123.1       | 19.8             | 11.6       | 9.9           | 15.4          | 19.1    | 17.0      | 30.3    |
| Percentage         | 100.0%      | 16.1%            | 9.4%       | 8.0%          | 12.5%         | 15.5%   | 13.8%     | 24.6%   |
| Per Capita         | \$ 12,987   | Median Household |            | \$ 26,963     | Avg Household |         | \$ 35,291 |         |
| Ethnic Population: | White 75.0% | Black 24.0%      | Asian 0.5% | Hispanic 2.1% |               |         |           |         |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 3       |         | 10      | 10         | 13      | 6       | 19    |
| Tot 12+    | 17.7    |         | 60.5    | 74.3       | 78.2    | 3.6     | 81.8  |
| Avg 12+    | 5.9     |         | 6.1     | 7.4        | 6.0     | 0.6     | 4.3   |
| Tot LCS    | 21.6    |         | 74.0    | 90.8       | 95.6    | 4.4     | 100.0 |
| Avg LCS    | 7.2     |         | 7.4     | 9.1        | 7.4     | 0.7     | 5.3   |

# Competitive Overview

Some stations also rated in Shreveport.

## FM Stations

| Calls           | City of License | FCC Class | Power (kW) | HAAT  | C  | Owner | Year Std           | Date Acq'd | Sales Price (000) | L M A | Format    | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |      |     |     |
|-----------------|-----------------|-----------|------------|-------|----|-------|--------------------|------------|-------------------|-------|-----------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|------|-----|-----|
|                 |                 |           |            |       |    |       |                    |            |                   |       |           |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |      |     |     |
| KMJJ            | Ashdown         | C3        | 93.3       | 7.4   | cp | 597   | Bunyard Bcstg      | 85         | 9002              | 380   |           | AC                       | 350         |                    | 3.9                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |      |     |     |
| KEWL            | New Boston      | C2        | 95.1       | 22.0  | cp | 472   | c Basso Bcstg Inc  | 94         |                   |       |           | Oldies                   | 800         | 1.29               | 10.3                              | 14.5        | 8.3       | 8.4         | 7.5       | 7.5         | 7.9       | 0.0         | 6.1  |     |     |
| KPWW            | Hooks           | C3        | 95.9       | 11.5  |    | 486   | a AMFM Inc         | 85         | 9910              | p     | g         | AC                       | 675         | 0.95               | 11.9                              | 9.6         | 8.3       | 11.0        | 11.9      | 4.1         | 4.3       | 0.0         | 9.8  |     |     |
| KTAL            | Texarkana       | C         | 98.1       | 100.0 |    | 1362  | e WEHCO Media      | 45         |                   |       |           | Clsc Rock                | n/a         |                    | 3.0                               | 1.3         | 3.0       | 1.9         | 1.9       | 2.7         | 3.6       | 0.0         | 3.1  |     |     |
| KPYN            | Atlanta         | C2        | 100.1      | 50.0  |    | 492   | d Dominion Media   | 78         | 9910              |       | 1,000     | c1                       | Gospel      |                    | 6.0                               | 3.9         | 5.3       | 4.5         | 3.8       | 3.4         | 4.3       | 0.0         | 3.7  |     |     |
| ● KRMD          | Shreveport      | C         | 101.1      | 98.0  |    | 1119  | Cumulus Bcstg Inc  | 48         | 0003              | p     |           | Country                  | n/a         |                    | 1.3                               | 0.9         | 1.5       | 0.6         | 0.0       | 0.7         | 0.0       | 0.0         | 0.6  |     |     |
| ● KXAR          | Hope            | C2        | 101.7      | 50.0  |    | 492   | b Ark-La-Tex Bcstg | 84         | 9909              |       | 843       | c3                       | Urban AC    |                    | 250                               | 0.91        | 4.6       | 1.7         | 3.0       | 4.5         | 2.5       | 3.4         | 2.9  | 0.0 | 1.8 |
| KKYR            | Texarkana       | C1        | 102.5      | 100.0 |    | 459   | a AMFM Inc         | 65         | 9910              | p     | g         | Country                  | 1,825       | 1.13               | 26.8                              | 13.7        | 22.6      | 20.8        | 13.8      | 20.5        | 17.3      | 0.0         | 29.4 |     |     |
| KZRB            | New Boston      | C2        | 103.5      | 5.0   |    | 492   | B&H Bcstg System   | 91         | 9303              |       | 90        | Urban                    | 100         | 0.28               | 5.9                               | 5.5         | 3.8       | 5.8         | 8.8       | 5.5         | 7.9       | 0.0         | 4.3  |     |     |
| KHSP            | Ashdown         | A         | 103.9      | 5.1   | cp | 354   | c Basso Bcstg Inc  | 72         | 9708              |       | 550       | c2                       | Religion    |                    | 200                               | 0.58        | 5.7       | 3.4         | 6.0       | 3.2         | 3.8       | 4.1         | 5.0  | 0.0 | 4.3 |
| KTOY            | Texarkana       | A         | 104.7      | 3.0   |    | 390   | Jo-Al Bcstg Inc    | 92         |                   |       |           | Urban                    | 400         | 0.52               | 12.7                              | 12.3        | 13.5      | 7.1         | 11.9      | 6.8         | 12.9      | 0.0         | 7.4  |     |     |
| KYGL            | Texarkana       | C2        | 106.3      | 50.0  |    | 492   | a AMFM Inc         | 95         | 9910              | p     | g         | Clsc Rock                | 625         | 1.93               | 5.4                               | 5.5         | 3.0       | 5.8         | 5.0       | 7.5         | 5.0       | 0.0         | 5.5  |     |     |
| KTWN            | Texarkana       | A         | 107.1      | 2.9   | cp | 479   | f KATQ Radio Inc   | 68         |                   |       | 1         | Top 40                   | 150         | 1.14               | 2.2                               | 2.0         | 2.3       | 1.3         | 3.1       | 6.8         | 5.8       | 0.0         | 4.3  |     |     |
| # FM Stations - |                 |           |            |       |    | 13    | # Combos -         |            | 7                 |       | FM TOTALS |                          |             | 95.8               | 78.2                              | 80.6        | 74.9      | 74.0        | 73.0      | 76.9        | 0.0       | 80.3        |      |     |     |

## AM Stations

| Calls                       | City of License | FCC Class | Power (kW) | Day Power (kW) | Night Power (kW) | C  | Owner              | Year Std | Date Acq'd | Sales Price (000) | L M A                        | Format     | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------------------|-----------------|-----------|------------|----------------|------------------|----|--------------------|----------|------------|-------------------|------------------------------|------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                             |                 |           |            |                |                  |    |                    |          |            |                   |                              |            |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| KCMC                        | Texarkana       | B         | 740        | 1.0            | 1.00             |    | WEHCO Media        | 32       |            |                   |                              | Sprts/Talk | 50                       |             | 0.8                | 1.7                               | 0.0         | 1.3       | 1.9         | 0.7       | 0.7         | 0.0       | 0.0         |
| KKYR                        | Texarkana       | B         | 790        | 1.0            | 0.50             | a  | AMFM Inc           | 51       | 9910       | p                 | g                            | Country    |                          |             | 1.7                | 0.1                               | 0.8         | 1.9       | 0.0         | 0.7       | 0.0         | 0.0       | 0.6         |
| KTFS                        | Texarkana       | B         | 940        | 2.5            | 0.01             | f  | KATQ Radio Inc     | 61       |            |                   |                              | News/Talk  | 75                       | 0.78        | 1.6                | 1.8                               | 0.0         | 2.6       | 1.9         | 0.0       | 1.4         | 0.0       | 1.2         |
| KEWL                        | Texarkana       | C         | 1400       | 1.0            | 1.00             | c  | Basso Bcstg Inc    | 46       | 9708       |                   | c2                           | Country    | 50                       |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 1.4         | 0.0       | 0.0         |
| ● KXAR                      | Hope            | C         | 1490       | 0.7            | 0.70             | b  | Sudbury Bcst       | 47       | 9909       |                   | c1                           | Talk       |                          |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| KNBO                        | New Boston      | B         | 1530       | 2.5            | 0.00             |    | Bowie County Bcstg | 69       |            |                   |                              | Christian  | 50                       |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| # AM Stations -             |                 |           |            |                |                  | 6  | # Combos -         |          | 4          |                   | AM TOTALS                    |            |                          | 4.1         | 3.6                | 0.8                               | 5.8         | 3.8       | 1.4         | 3.5       | 0.0         | 1.8       |             |
| AM & FM Stations Profiled - |                 |           |            |                |                  | 19 | # Duopolies -      |          | 2          |                   | Total Local Commercial Share |            |                          | 81.8        | 81.4               | 80.7                              | 77.8        | 74.4      | 80.4        | 0.0       | 82.1        |           |             |

NOTE: Market rated twice yearly with Fall 1997 period.

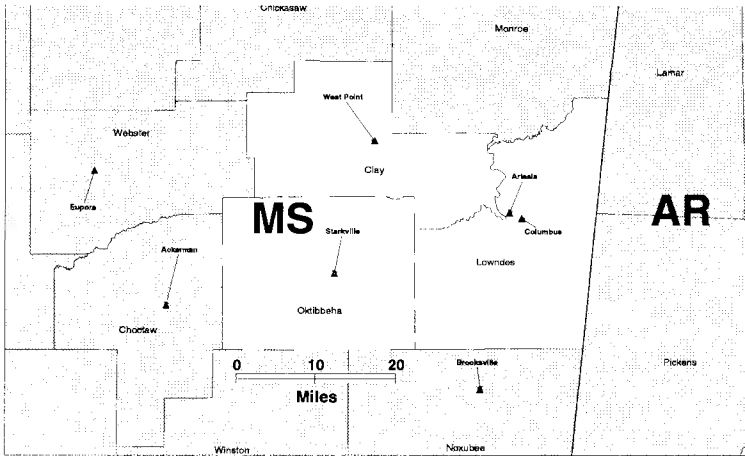
● Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.



Metro Rank: 247

Revenue Rank: 269

# Columbus-Starkville-West Point, MS Market Overview



### Metro Counties / Population (000)

|               |              |
|---------------|--------------|
| Clay, MS      | 21.5         |
| Lowndes, MS   | 61.4         |
| Oktibbeha, MS | 39.7         |
| <b>Total</b>  | <b>122.6</b> |

### Market Radio Financials (all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>*** | 1993      | 1994         | 1995         | 1996          | 1997    | 1998    | Δ 93 - 98 |
|---------------------------------|-----------|--------------|--------------|---------------|---------|---------|-----------|
|                                 |           | N/A          | N/A          | N/A           | N/A     | N/A     | \$2,900   |
|                                 | Δ 98 - 99 | 1999         | 2000         | 2001          | 2002    | 2003    | Δ 99 - 03 |
|                                 | 17.2%     | \$3,400      | \$3,700      | \$4,000       | \$4,300 | \$4,500 | 7.0%      |
|                                 | 1993      | 1998         | 2003         | Est. Breakout |         |         |           |
| Revenue/Retail Sales            | N/A       | \$3.34/1,000 | \$4.48/1,000 | Local         | 80%     |         |           |
| Revenue/Capita                  | N/A       | \$23.65      | \$36.17      | National      | 20%     |         |           |

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

|              | 1993           | 1998    | Growth Rate | 1998    | 2003    | Growth Rate |
|--------------|----------------|---------|-------------|---------|---------|-------------|
|              | MSA Population | 121.2   | 122.6       | 0.2%    | 122.6   | 124.4       |
| Households   | 42.6           | 43.7    | 0.5%        | 43.7    | 45.2    | 0.7%        |
| Retail Sales | 701.5          | 869.2   | 4.4%        | 869.2   | 1,004.5 | 2.9%        |
| EBI          | 1,446.5        | 1,552.9 | 1.4%        | 1,552.9 | 1,924.1 | 4.4%        |

### Demographic Breakdown

|                    | Total       | Under 12 | 12 - 17          | 18 - 24   | 25 - 34    | 35 - 44       | 45 - 54       | Over 55 |
|--------------------|-------------|----------|------------------|-----------|------------|---------------|---------------|---------|
| Men (000)          | 59.3        | 10.8     | 5.8              | 9.3       | 8.3        | 8.6           | 6.9           | 9.6     |
| Women (000)        | 63.3        | 10.3     | 5.6              | 9.2       | 8.4        | 8.9           | 7.5           | 13.4    |
| Total              | 122.6       | 21.1     | 11.4             | 18.5      | 16.7       | 17.4          | 14.4          | 23.0    |
| Percentage         | 100.0%      | 17.2%    | 9.3%             | 15.1%     | 13.6%      | 14.2%         | 11.7%         | 18.8%   |
| Per Capita         | \$ 12,667   |          | Median Household | \$ 25,582 |            | Avg Household | \$ 35,536     |         |
| Ethnic Population: | White 56.9% |          | Black 41.4%      |           | Asian 1.6% |               | Hispanic 1.0% |         |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 2       |         | 8       | 5          | 10      | 3       | 13    |
| Tot 12+    | 12.4    |         | 41.0    | 42.6       | 53.4    | 8.6     | 62.0  |
| Avg 12+    | 6.2     |         | 5.1     | 8.5        | 5.3     | 2.9     | 4.8   |
| Tot LCS    | 20.0    |         | 66.1    | 68.7       | 86.1    | 13.9    | 100.0 |
| Avg LCS    | 10.0    |         | 8.3     | 13.7       | 8.6     | 4.6     | 7.7   |

# Competitive Overview

Some stations also rated in Tupelo

## FM Stations

| Calls           | City of License | FCC Class | Power Freq (kW) | HAAT | C              | Owner               | Year Std | Date Acq'd | Sales Price (000) | L M A     | Format | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------|-----------------|-----------|-----------------|------|----------------|---------------------|----------|------------|-------------------|-----------|--------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                 |                 |           |                 |      |                |                     |          |            |                   |           |        |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| WMSU            | Starkville      | A         | 92.1 1.1        | 499  | e              | Charisma Comm       | 79       | 9901       |                   | g1        | 1      | Urban                    | 200         |                    | 11.2                              | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| WKOR            | Columbus        | C2        | 94.9 50.0       | 492  | e              | Cumulus Bcstg Inc   | 92       | 9901       |                   | g1        |        | Country                  | 700         |                    | 6.8                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| WLZA            | Eupora          | C2        | 96.1 40.0       | 548  | a              | Air South Radio Inc |          | 78         |                   |           |        | AC                       | 250         |                    | 2.1                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| • WAJV          | Brooksville     | C3        | 98.9 5.8        | 676  | d              | Radio Columbus      | 95       | 9809       |                   | g1        |        | Gospel                   | 150         |                    | 2.2                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| WSMS            | Artesia         | C2        | 99.9 50.0 cp    | 312  | e              | Cumulus Bcstg Inc   | 85       | 9901       |                   | g1        | 1      | Rock                     | 500         |                    | 5.7                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| WKBB            | West Point      | A         | 100.9 6.0       | 174  | b              | Bob McRaney Entrp   |          | 74         |                   |           |        | NAC                      | 175         |                    | 1.2                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| • WMBC          | Columbus        | C2        | 103.1 22.0      | 755  | d              | Cumulus Bcstg Inc   | 69       | 9809 p     |                   | g1        |        | CHR                      | 500         |                    | 2.4                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| WACR            | Columbus        | C2        | 103.9 50.0      | 492  | T & W Comm Inc | 78                  |          |            |                   |           |        | Urban AC                 | 350         |                    | 10.5                              | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| WMXU            | Starkville      | C2        | 106.1 40.0      | 502  | e              | Cumulus Bcstg Inc   | 68       | 9901       |                   | g1        |        | Urban                    | 300         |                    | 8.4                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| • WFCM          | Ackerman        | C         | 107.9 100.0     | 1007 |                | French Camp         |          | 86         |                   |           |        | Gospel                   | 50          |                    | 2.9                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| # FM Stations - |                 |           |                 | 10   | # Combos -     |                     |          |            | 7                 | FM TOTALS |        |                          |             | 0.0                | 53.4                              | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |

## AM Stations

| Calls                       | City of License | FCC Class | Power Freq (kW) | Day Power (kW) | Night Power (kW) | C                 | Owner | Year Std | Date Acq'd | Sales Price (000)            | L M A | Format       | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------------------|-----------------|-----------|-----------------|----------------|------------------|-------------------|-------|----------|------------|------------------------------|-------|--------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                             |                 |           |                 |                |                  |                   |       |          |            |                              |       |              |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| WKOR                        | Starkville      | B         | 980 1.0         | 0.00           | c                | Cumulus Bcstg Inc | 68    | 9901     |            | g1                           |       | Gospel       | 50                       |             | 3.7                | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       |             |
| • WACR                      | Columbus        | B         | 1050 1.0        | 0.05           | T & W Comm Inc   | 50                |       |          |            |                              |       | Black Gospel | 100                      |             | 4.0                | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       |             |
| WSSO                        | Starkville      | C         | 1230 1.0        | 1.00           | c                | Cumulus Bcstg Inc | 48    | 9901     |            | g1                           |       | Sports       | 25                       |             | 0.9                | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       |             |
| # AM Stations -             |                 |           |                 | 3              | # Combos -       |                   |       |          | 2          | AM TOTALS                    |       |              |                          | 0.0         | 8.6                | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       |             |
| AM & FM Stations Profiled - |                 |           |                 | 13             | # Duopolies -    |                   |       |          | 3          | Total Local Commercial Share |       |              |                          | 62.0        | 0.0                | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       |             |

NOTE: Market first rated Fall 1999

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.



# Competitive Overview

## FM Stations

| Calls           | City of License | FCC Class | Freq  | Power (kW) | HAAT | C          | Owner             | Year Std | Date Acq'd | Sales Price (000) | L M A | Format    | 1999 Est        |             | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------|-----------------|-----------|-------|------------|------|------------|-------------------|----------|------------|-------------------|-------|-----------|-----------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                 |                 |           |       |            |      |            |                   |          |            |                   |       |           | Revenue (000)1/ | Power Ratio |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| WBZD            | Muncy           | B1        | 93.3  | 1.7        | 1221 | a          | Sabre Comm Inc    | 83       | 9503       | 1,000             |       | Oldies    | 500             | 1.22        | 6.7                | 9.5                               | 5.1         | 6.1       | 9.3         | 5.0       | 9.7         | 0.0       | 11.2        |
| WMYL            | Salladasburg    | A         | 95.5  | 3.9        | 240  | b          | Clear Channel     | 89       | 9906       |                   | g1    | Nostalgia | 250             | 0.41        | 10.0               | 9.1                               | 6.4         | 10.4      | 5.3         | 10.1      | 8.4         | 0.0       | 3.7         |
| WJSA            | Jersey Shore    | B1        | 96.3  | 4.4        | 778  | d          | Covenant Bcstg Co | 84       | 8508       |                   |       | Religion  | 200             | 1.43        | 2.3                | 0.0                               | 3.8         | 0.0       | 0.7         | 0.6       | 1.3         | 0.0       | 0.6         |
| WVRT            | Jersey Shore    | A         | 97.7  | 6.0        | 295  | c          | Cupelli, Sabatino | 79       | 9804       |                   |       | CHR       | 250             | 0.73        | 5.6                | 10.1                              | 4.5         | 4.9       | 4.0         | 4.4       | 3.9         | 0.0       | 3.1         |
| WZRZ            | Mill Hall       | A         | 98.7  | 1.0        | 580  |            | Forever/Keymarket | 96       | 9902       | 485               |       | Clsc Rock |                 |             | 0.7                | 0.0                               | 0.0         | 1.2       | 0.7         | 1.3       | 1.9         | 0.0       | 0.0         |
| WZXR            | S Williamsport  | A         | 99.3  | 0.4        | 1237 | a          | Sabre Comm Inc    | 57       | 9503       | 1,000             | c3    | Clsc Rock | 625             | 0.99        | 10.4               | 6.1                               | 8.3         | 9.2       | 10.7        | 9.4       | 8.4         | 0.0       | 12.4        |
| WQBR            | Avis            | A         | 99.9  | 0.5        | 824  |            | Cupelli, Sabatino | 89       | 9309       | 270               |       | Country   | 150             | 1.37        | 1.8                | 2.5                               | 1.3         | 1.8       | 1.3         | 0.6       | 1.9         | 0.0       | 5.0         |
| WKSB            | Williamsport    | B         | 102.7 | 53.0       | 1270 | b          | Clear Channel     | 48       | 9906       |                   | g1    | AC/Oldes  | 1,800           | 1.45        | 20.3               | 18.7                              | 21.0        | 12.9      | 18.7        | 20.8      | 19.5        | 0.0       | 21.1        |
| WCXR            | Lewisburg       | A         | 103.7 | 1.0        | 801  | a          | Sabre Comm Inc    | 90       | 9711       | 157               |       | Clsc Rock |                 |             | 0.4                | 0.2                               | 0.0         | 0.6       | 0.0         | 0.6       | 0.0         | 0.0       | 0.0         |
| WILQ            | Williamsport    | B         | 105.1 | 9.2        | 1135 | a          | Sabre Comm Inc    | 49       | 9704       | 1,925             | c5    | Country   | 1,475           | 0.81        | 29.9               | 21.9                              | 23.6        | 26.4      | 20.7        | 25.8      | 17.5        | 0.0       | 22.4        |
| WSFT            | Williamsport    | A         | 107.9 | 0.4 cp     | 1289 |            | Bald Eagle Bcst   | 90       | 8908       | 300               | cp    | Soft AC   | 150             | 0.53        | 4.6                | 2.5                               | 5.1         | 2.5       | 5.3         | 3.1       | 5.8         | 0.0       | 3.7         |
| # FM Stations - |                 |           |       |            | 11   | # Combos - |                   |          |            |                   | 8     | FM TOTALS |                 |             | 92.7               | 80.6                              | 79.1        | 76.0      | 76.7        | 81.7      | 78.3        | 0.0       | 83.2        |

## AM Stations

| Calls                       | City of License | FCC Class | Freq | Day Power (kW) | Night Power (kW) | C             | Owner             | Year Std | Date Acq'd | Sales Price (000) | L M A | Format                       | 1999 Est        |             | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------------------|-----------------|-----------|------|----------------|------------------|---------------|-------------------|----------|------------|-------------------|-------|------------------------------|-----------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                             |                 |           |      |                |                  |               |                   |          |            |                   |       |                              | Revenue (000)1/ | Power Ratio |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| WLYC                        | Williamsport    | B         | 1050 | 1.0            | 0.04             |               | Zmyewski, Doris   | 51       | 9804       | 58                |       | Country                      | 100             |             | 0.7                | 0.0                               | 0.0         | 1.2       | 0.0         | 1.3       | 1.3         | 0.0       | 0.6         |
| WRKK                        | Hughesville     | B         | 1200 | 10.0           | 0.25             | b             | Clear Channel     | 85       | 9906       |                   | g1    | Nws/Tik/Spt                  |                 |             | 1.1                | 0.4                               | 0.6         | 1.2       | 0.7         | 0.0       | 0.0         | 0.0       | 0.0         |
| WWPA                        | Williamsport    | C         | 1340 | 1.0            | 1.00             | c             | Sabre Comm Inc    | 49       | 9906       | 65                |       | Nws/Tik/Spt                  |                 |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 1.3       | 1.3         | 0.0       | 0.0         |
| WRAK                        | Williamsport    | C         | 1400 | 1.0            | 1.00             | b             | Clear Channel     | 30       | 9906       |                   | g1    | Nws/Tik/Spt                  | 150             | 0.45        | 5.5                | 4.9                               | 3.2         | 6.1       | 5.3         | 5.7       | 6.5         | 0.0       | 3.1         |
| WJSA                        | Jersey Shore    | B         | 1600 | 1.0            | 0.02             | d             | Covenant Bcstg Co | 79       | 8508       |                   |       | Religion                     |                 |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.6         |
| # AM Stations -             |                 |           |      |                | 5                | # Combos -    |                   |          |            |                   | 4     | AM TOTALS                    |                 |             | 7.3                | 5.3                               | 3.8         | 8.5       | 6.0         | 8.3       | 9.1         | 0.0       | 4.3         |
| AM & FM Stations Profiled - |                 |           |      |                | 16               | # Duopolies - |                   |          |            |                   | 5     | Total Local Commercial Share |                 |             | 85.9               | 82.9                              | 84.5        | 82.7      | 90.0        | 87.4      | 0.0         | 87.5      |             |

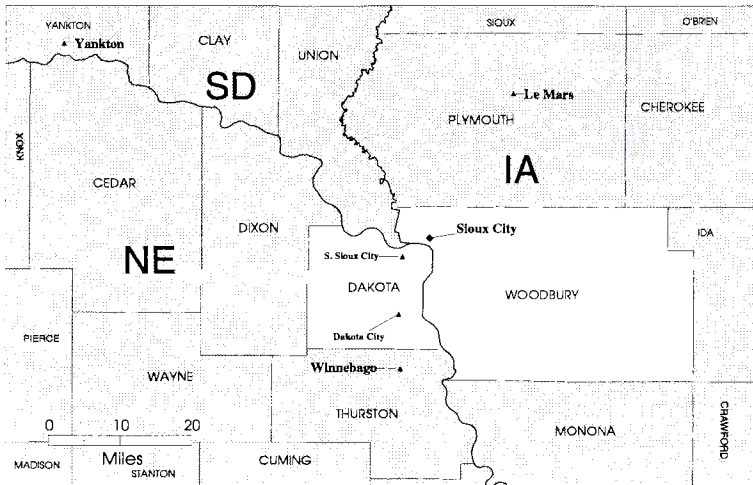
NOTE: Market rated twice yearly with Fall 1997 period.

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 249

Revenue Rank: 210

# Sioux City, IA Market Overview



### Metro Counties / Population (000)

|              |       |
|--------------|-------|
| Woodbury, IA | 101.5 |
| Dakota, NE   | 18.9  |
|              | 120.4 |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>*** | 1993      | 1994    | 1995    | 1996    | 1997    | 1998    | Δ 93 - 98 |
|---------------------------------|-----------|---------|---------|---------|---------|---------|-----------|
|                                 |           | \$3,800 | \$4,200 | \$4,600 | \$5,000 | \$5,800 | \$6,500   |
|                                 | Δ 98 - 99 | 1999    | 2000    | 2001    | 2002    | 2003    | Δ 99 - 03 |
|                                 | 7.7%      | \$7,000 | \$7,700 | \$8,100 | \$8,800 | \$9,500 | 7.7%      |

|                      | 1993         | 1998         | 2003         | Est. Breakout |
|----------------------|--------------|--------------|--------------|---------------|
| Revenue/Retail Sales | \$3.34/1,000 | \$4.73/1,000 | \$5.29/1,000 | Local 90%     |
| Revenue/Capita       | \$32.09      | \$53.99      | \$78.58      | National 10%  |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993    | 1998    | Growth Rate | 1998    | 2003    | Growth Rate |
|----------------|---------|---------|-------------|---------|---------|-------------|
| MSA Population | 118.4   | 120.4   | 0.3%        | 120.4   | 120.9   | 0.1%        |
| Households     | 44.4    | 45.4    | 0.4%        | 45.4    | 46.3    | 0.4%        |
| Retail Sales   | 1,137.2 | 1,374.1 | 3.9%        | 1,374.1 | 1,796.2 | 5.5%        |
| EBI            | 1,747.3 | 2,031.0 | 3.1%        | 2,031.0 | 2,621.2 | 5.2%        |

### Demographic Breakdown

|                    | Total       | Under 12 | 12 - 17    | 18 - 24          | 25 - 34    | 35 - 44 | 45 - 54       | Over 55   |
|--------------------|-------------|----------|------------|------------------|------------|---------|---------------|-----------|
| Men (000)          | 58.4        | 11.0     | 5.8        | 5.0              | 7.8        | 9.3     | 7.2           | 12.4      |
| Women (000)        | 62.0        | 10.4     | 5.6        | 5.0              | 7.6        | 9.2     | 7.5           | 16.7      |
| Total              | 120.4       | 21.3     | 11.3       | 10.0             | 15.4       | 18.5    | 14.8          | 29.1      |
| Percentage         | 100.0%      | 17.7%    | 9.4%       | 8.3%             | 12.8%      | 15.3%   | 12.3%         | 24.2%     |
| Per Capita         | \$ 16,869   |          |            |                  |            |         |               |           |
|                    |             |          |            | Median Household | \$ 35,211  |         | Avg Household | \$ 44,736 |
| Ethnic Population: | White 94.0% |          | Black 1.9% |                  | Asian 2.1% |         | Hispanic 5.5% |           |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 1       |         | 7       | 7          | 8       | 5       | 13    |
| Tot 12+    | 4.3     |         | 64.6    | 68.9       | 68.9    | 16.0    | 84.9  |
| Avg 12+    | 4.3     |         | 9.2     | 9.8        | 8.6     | 3.2     | 6.5   |
| Tot LCS    | 5.1     |         | 76.1    | 81.2       | 81.2    | 18.8    | 100.0 |
| Avg LCS    | 5.1     |         | 10.9    | 11.6       | 10.1    | 3.8     | 7.7   |

# Competitive Overview

## FM Stations

| Calls           | City of License  | FCC Class | Freq  | Power (kW) | HAAT | C          | Owner                 | Year Std | Date Acq'd | Sales Price (000) | L M A | Format     | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------|------------------|-----------|-------|------------|------|------------|-----------------------|----------|------------|-------------------|-------|------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                 |                  |           |       |            |      |            |                       |          |            |                   |       |            |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| KGLI            | Sioux City       | C1        | 95.5  | 100.0      | cp   | 899        | b Radioworks, Inc     | 74       | 9607       | 2,100             | c3    | Top 40     | 1,200                    | 0.89        | 20.5               | 18.1                              | 17.1        | 17.9      | 17.0        | 16.9      | 15.9        | 0.0       | 19.0        |
| KSEZ            | Sioux City       | C1        | 97.9  | 100.0      |      | 643        | b Radioworks, Inc     | 60       | 9206       | 1,320             | c1    | AOR        | 1,100                    | 1.18        | 14.1               | 13.5                              | 13.7        | 10.3      | 14.0        | 17.5      | 11.9        | 0.0       | 12.7        |
| KKMA            | Le Mars          | C1        | 99.5  | 100.0      |      | 791        | a Powell Bcstg Co Inc | 67       | 9910       | 3,000             | c2    | Oldes/Talk | 475                      | 1.06        | 6.8                | 4.3                               | 4.1         | 7.6       | 4.1         | 7.1       | 4.6         | 0.0       | 7.6         |
| KZSR            | Onawa            | C1        | 102.3 | 100.0      |      | 643        | Waitt Radio Inc       | 96       | 9904       | 1,850             |       | AC         | 475                      | 1.20        | 6.0                | 4.4                               | 2.7         | 7.6       | 4.1         | 4.5       | 7.3         | 0.0       | 5.7         |
| KTFC            | Sioux City       | C1        | 103.3 | 100.0      |      | 669        | e Swanson, Donald A   | 65       |            |                   |       | Gospel     |                          |             | 0.8                | 0.0                               | 0.0         | 1.4       | 1.2         | 0.6       | 0.0         | 0.0       | 0.6         |
| KCLH            | Yankton          | C1        | 104.1 | 100.0      | cp   | 981        | d Saga Comm Inc       | 73       | 9606       | 7,000             | c4    | Clsc Hits  | 500                      | 1.18        | 6.4                | 5.7                               | 4.8         | 6.2       | 8.2         | 8.4       | 7.9         | 0.0       | 11.4        |
| KSUX            | Winnebago        | C2        | 105.7 | 50.0       |      | 463        | c Powell Bcstg Co Inc | 91       | 9603       | 3,800             | c2    | Country    | 1,300                    | 1.02        | 19.3               | 18.6                              | 20.5        | 12.4      | 17.0        | 15.6      | 17.9        | 0.0       | 13.9        |
| ● KSFT          | South Sioux City | A         | 107.1 | 1.6        |      | 328        | b Radioworks, Inc     | 97       |            |                   |       | Soft Rock  | 475                      | 1.06        | 6.8                | 4.3                               | 3.4         | 8.3       | 6.4         | 4.5       | 5.3         | 0.0       | 0.0         |
| # FM Stations - |                  |           |       |            | 8    | # Combos - |                       |          |            |                   | 6     | FM TOTALS  |                          |             | 80.7               | 68.9                              | 66.3        | 71.7      | 72.0        | 75.1      | 70.8        | 0.0       | 70.9        |

## AM Stations

| Calls                       | City of License | FCC Class | Freq | Day Power (kW) | Night Power (kW) | C             | Owner               | Year Std | Date Acq'd | Sales Price (000) | L M A | Format                       | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |             |             |             |             |             |             |
|-----------------------------|-----------------|-----------|------|----------------|------------------|---------------|---------------------|----------|------------|-------------------|-------|------------------------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
|                             |                 |           |      |                |                  |               |                     |          |            |                   |       |                              |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998   | Spring 1998 | Fall 1997   | Spring 1997 | Fall 1996   | Spring 1996 |
| KMNS                        | Sioux City      | B         | 620  | 1.0            | 1.00             | b             | Radioworks, Inc     | 49       | 9206       |                   | c1    | Talk                         | 250                      | 1.52        | 2.5                | 2.7                               | 2.1         | 2.1         | 1.2         | 2.6         | 2.6         | 0.0         | 2.5         |
| KTFJ                        | Dakota City     | B         | 1250 | 0.5            | 0.70             | e             | Swanson, Donald A   | 91       |            |                   |       | Gospel                       |                          |             | 0.0                | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         |
| KSCJ                        | Sioux City      | B         | 1360 | 5.0            | 5.00             | c             | Powell Bcstg Co Inc | 27       | 9603       |                   | c2    | Nws/Tlk/Spt                  | 675                      | 0.91        | 11.3               | 10.2                              | 11.0        | 8.3         | 8.2         | 7.8         | 9.9         | 0.0         | 9.5         |
| KLEM                        | Le Mars         | B         | 1410 | 1.0            | 0.05             | a             | Powell Bcstg Co Inc | 54       | 9910       |                   | c2    | FullService                  | 425                      |             |                    | 0.0                               | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         |
| KWSL                        | Sioux City      | B         | 1470 | 5.0            | 5.00             | b             | Radioworks, Inc     | 38       | 9607       |                   | c3    | Oldes/AC                     | 150                      | 0.57        | 4.0                | 3.1                               | 3.4         | 3.4         | 5.8         | 5.8         | 3.3         | 0.0         | 3.8         |
| # AM Stations -             |                 |           |      |                | 5                | # Combos -    |                     |          |            |                   | 5     | AM TOTALS                    |                          |             | 17.8               | 16.0                              | 16.5        | 13.8        | 15.2        | 16.2        | 15.8        | 0.0         | 15.8        |
| AM & FM Stations Profiled - |                 |           |      |                | 13               | # Duopolies - |                     |          |            |                   | 4     | Total Local Commercial Share |                          |             | <b>84.9</b>        | <b>82.8</b>                       | <b>85.5</b> | <b>87.2</b> | <b>91.3</b> | <b>86.6</b> | <b>0.0</b>  | <b>86.7</b> |             |

NOTE: Market rated twice yearly with Fall 1997 period.

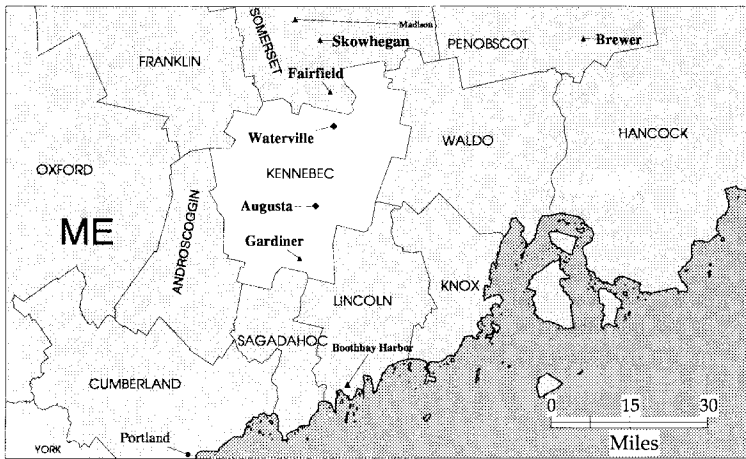
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 250

Revenue Rank: 246

# Augusta-Waterville, ME Market Overview



### Metro Counties / Population (000)

|              |       |
|--------------|-------|
| Kennebec, ME | 115.6 |
|              | 115.6 |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>★ ★ ★ | 1993    | 1994    | 1995    | 1996    | 1997    | 1998      | Δ 93 - 98 |
|-----------------------------------|---------|---------|---------|---------|---------|-----------|-----------|
|                                   | \$3,600 | \$3,700 | \$3,800 | \$3,900 | \$3,900 | \$4,200   | 2.9%      |
| Δ 98 - 99                         | 1999    | 2000    | 2001    | 2002    | 2003    | Δ 99 - 03 |           |
| 21.4%                             | \$5,100 | \$5,600 | \$6,000 | \$6,500 | \$6,800 | 7.2%      |           |

|                      | 1993         | 1998         | 2003         | Est. Breakout |     |
|----------------------|--------------|--------------|--------------|---------------|-----|
| Revenue/Retail Sales | \$3.07/1,000 | \$3.57/1,000 | \$5.60/1,000 | Local         | 85% |
| Revenue/Capita       | \$30.53      | \$36.33      | \$60.34      | National      | 15% |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993    | 1998    | Growth Rate | 1998    | 2003    | Growth Rate |
|----------------|---------|---------|-------------|---------|---------|-------------|
| MSA Population | 117.9   | 115.6   | -0.4%       | 115.6   | 112.7   | -0.5%       |
| Households     | 44.8    | 44.6    | -0.1%       | 44.6    | 44.3    | -0.1%       |
| Retail Sales   | 1,173.2 | 1,176.3 | 0.1%        | 1,176.3 | 1,213.8 | 0.6%        |
| EBI            | 1,748.1 | 1,662.2 | -1.0%       | 1,662.2 | 1,795.3 | 1.6%        |

### Demographic Breakdown

|                    | Total       | Under 12 | 12 - 17          | 18 - 24   | 25 - 34    | 35 - 44 | 45 - 54       | Over 55   |
|--------------------|-------------|----------|------------------|-----------|------------|---------|---------------|-----------|
| Men (000)          | 56.0        | 9.0      | 5.0              | 5.3       | 7.1        | 9.8     | 8.0           | 11.8      |
| Women (000)        | 59.6        | 8.7      | 4.8              | 5.2       | 7.5        | 9.8     | 8.1           | 15.5      |
| Total              | 115.6       | 17.7     | 9.8              | 10.5      | 14.6       | 19.6    | 16.2          | 27.3      |
| Percentage         | 100.0%      | 15.3%    | 8.4%             | 9.1%      | 12.6%      | 16.9%   | 14.0%         | 23.6%     |
| Per Capita         | \$ 14,379   |          |                  |           |            |         |               |           |
|                    |             |          | Median Household | \$ 31,280 |            |         | Avg Household | \$ 37,270 |
| Ethnic Population: | White 98.9% |          | Black 0.3%       |           | Asian 0.6% |         | Hispanic 0.6% |           |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 2       | 4       | 5       | 5          | 11      | 5       | 16    |
| Tot 12+    | 0.0     | 24.1    | 23.7    | 41.8       | 47.8    | 3.3     | 51.1  |
| Avg 12+    | 0.0     | 6.0     | 4.7     | 8.4        | 4.3     | 0.7     | 3.2   |
| Tot LCS    | 0.0     | 47.2    | 46.4    | 81.8       | 93.5    | 6.5     | 100.0 |
| Avg LCS    | 0.0     | 11.8    | 9.3     | 16.4       | 8.5     | 1.3     | 6.3   |



# Competitive Overview

Some stations also rated in Bangor and Lewiston, ME.

## FM Stations

| Calls           | City of License | FCC Class | Power Freq (kW) | HAAT | C          | Owner | Year Std             | Date Acq'd | Sales Price (000) | L M A     | Format    | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |     |      |
|-----------------|-----------------|-----------|-----------------|------|------------|-------|----------------------|------------|-------------------|-----------|-----------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|-----|------|
|                 |                 |           |                 |      |            |       |                      |            |                   |           |           |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |     |      |
| WMME            | Augusta         | B         | 92.3            | 50.0 | 499        | a     | Citadel Comm Corp    | 81         | 9910              | p         |           | g1                       | CHR         | 1,100              | 1.25                              | 21.0        | 9.4       | 10.6        | 11.7      | 10.7        | 11.3      | 13.6        | 0.0 | 11.3 |
| ● WCTB          | Fairfield       | C3        | 93.5            | 10.5 | 499        | b     | Cumulus Bcstg Inc    | 93         | 9903              | p         | 1,600     | c1                       | Country     | 300                | 4.20                              | 1.7         | 0.2       | 0.0         | 2.1       | 3.6         | 2.5       | 1.4         | 0.0 | 3.8  |
| WWWA            | Winslow         | A         | 95.3            | 5.8  | 335        | c     | Light of Life Minist | 97         |                   |           |           |                          | Religion    |                    |                                   |             | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 | 0.0  |
| WCME            | Boothbay Harbor | B1        | 96.7            | 15.5 | 417        | b     | Cumulus Bcstg Inc    | 84         | 9809              |           |           | g1                       | Country     |                    |                                   |             | 0.3       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 | 0.0  |
| ● WIGY          | Madison         | A         | 97.5            | 6.0  | 328        | b     | Cumulus Bcstg Inc    | 95         | 9809              |           |           | g1                       | Sports      |                    |                                   |             | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 | 0.0  |
| WEBB            | Waterville      | C1        | 98.5            | 60.7 | 305        | a     | Citadel Comm Corp    | 68         | 9910              | p         |           | g1                       | Country     | 1,200              | 1.20                              | 23.8        | 11.4      | 12.1        | 13.1      | 12.1        | 10.6      | 10.0        | 0.0 | 15.7 |
| ● WKCG          | Augusta         | B         | 101.3           | 50.0 | 322        | b     | Cumulus Bcstg Inc    | 61         | 9809              |           |           | g1                       | AC          | 400                | 1.08                              | 8.8         | 5.1       | 2.3         | 7.6       | 5.0         | 5.6       | 8.6         | 0.0 | 8.8  |
| WABK            | Gardiner        | B         | 104.3           | 50.0 | 371        | b     | Cumulus Bcstg Inc    | 74         | 9809              |           |           | g1                       | Oldies      | 1,150              | 1.12                              | 24.5        | 9.3       | 10.6        | 15.9      | 8.6         | 10.0      | 11.4        | 0.0 | 8.2  |
| WTOS            | Skowhegan       | C         | 105.1           | 50.0 | 2431       | b     | Cumulus Bcstg Inc    | 69         | 9806              |           | 2,200     |                          | AOR         | 800                | 1.44                              | 13.2        | 6.6       | 7.6         | 6.2       | 7.9         | 5.6       | 5.0         | 0.0 | 6.9  |
| WQCB            | Brewer          | C         | 106.5           | 98.0 | 1079       |       | Cumulus Bcstg Inc    | 86         | 9807              |           | See (268) |                          | Country     | n/a                |                                   | 5.8         | 4.0       | 3.8         | 2.1       | 3.6         | 4.4       | 2.9         | 0.0 | 5.0  |
| WHQO            | Skowhegan       | C3        | 107.9           | 6.0  | 676        |       | Maine Public Bcstg   | 89         | 9910              |           |           | c1                       | Sports      |                    |                                   | 1.2         | 1.5       | 0.0         | 1.4       | 0.7         | 1.3       | 0.7         | 0.0 | 0.0  |
| # FM Stations - |                 |           |                 | 11   | # Combos - |       |                      |            | 9                 | FM TOTALS |           |                          |             | 100.0              | 47.8                              | 47.0        | 60.1      | 52.2        | 51.3      | 53.6        | 0.0       | 59.7        |     |      |

## AM Stations

| Calls                       | City of License | FCC Class | Day Power Freq (kW) | Night Power (kW) | C             | Owner | Year Std             | Date Acq'd | Sales Price (000) | L M A                        | Format | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |     |     |
|-----------------------------|-----------------|-----------|---------------------|------------------|---------------|-------|----------------------|------------|-------------------|------------------------------|--------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|-----|-----|
|                             |                 |           |                     |                  |               |       |                      |            |                   |                              |        |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |     |     |
| WSKW                        | Skowhegan       | B         | 1160                | 10.0             | 0.73          | b     | Cumulus Bcstg Inc    | 56         | 9903              | p                            |        | c2                       | Sports      | 125                |                                   |             | 0.0       | 0.0         | 0.0       | 0.0         | 0.6       | 0.0         | 0.0 | 0.0 |
| WFAU                        | Gardiner        | B         | 1280                | 5.0              | 5.00          | b     | Cumulus Bcstg Inc    | 68         | 9809              |                              |        | g1                       | Nostalgia   | 50                 |                                   |             | 1.2       | 0.0         | 0.0       | 4.3         | 4.4       | 2.1         | 0.0 | 2.5 |
| WMDR                        | Augusta         | C         | 1340                | 1.0              | 1.00          | c     | Light of Life Minist | 46         | 9410              |                              |        | na                       | Children    |                    |                                   |             | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 | 0.0 |
| WEZW                        | Augusta         | C         | 1400                | 1.0              | 1.00          | a     | Citadel Comm Corp    | 32         | 9910              | p                            |        | g1                       | CHR         |                    |                                   |             | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 | 0.0 |
| WTVL                        | Waterville      | C         | 1490                | 1.0              | 1.00          | a     | Citadel Comm Corp    | 46         | 9910              | p                            |        | g1                       | Country     |                    |                                   |             | 2.1       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 | 0.0 |
| # AM Stations -             |                 |           |                     | 5                | # Combos -    |       |                      |            | 5                 | AM TOTALS                    |        |                          |             | 0.0                | 3.3                               | 0.0         | 0.0       | 4.3         | 5.0       | 2.1         | 0.0       | 2.5         |     |     |
| AM & FM Stations Profiled - |                 |           |                     | 16               | # Duopolies - |       |                      |            | 6                 | Total Local Commercial Share |        |                          |             | 51.1               | 47.0                              | 60.1        | 56.5      | 56.3        | 55.7      | 0.0         | 62.2      |             |     |     |

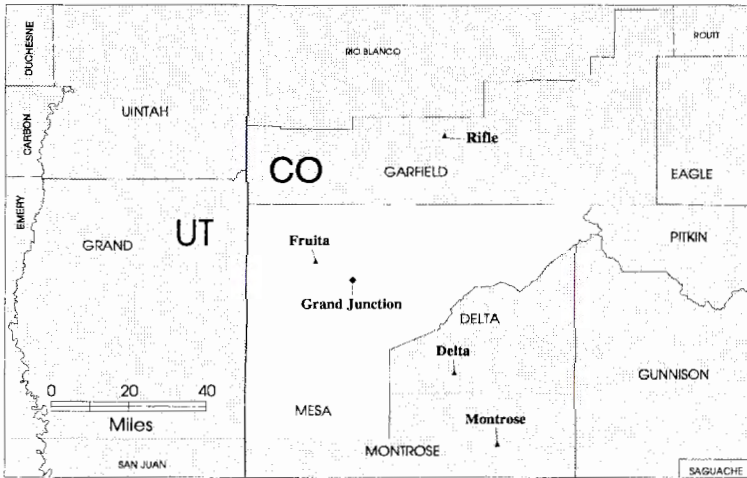
NOTE: Market rated twice yearly with Fall 1997 period.

● Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 251

Revenue Rank: 225

# Grand Junction, CO Market Overview



### Metro Counties / Population (000)

|          |       |
|----------|-------|
| Mesa, CO | 114.2 |
|          | 114.2 |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>★★ | 1993         | 1994         | 1995         | 1996          | 1997    | 1998    | Δ 93 - 98 |
|--------------------------------|--------------|--------------|--------------|---------------|---------|---------|-----------|
|                                |              | \$3,900      | \$4,200      | \$4,500       | \$4,700 | \$5,000 | \$5,400   |
|                                | Δ 98 - 99    | 1999         | 2000         | 2001          | 2002    | 2003    | Δ 99 - 03 |
|                                | 11.1%        | \$6,000      | \$6,600      | \$7,100       | \$7,700 | \$8,200 | 8.0%      |
|                                | 1993         | 1998         | 2003         | Est. Breakout |         |         |           |
| Revenue/Retail Sales           | \$4.68/1,000 | \$4.22/1,000 | \$4.59/1,000 | Local         | 90%     |         |           |
| Revenue/Capita                 | \$37.97      | \$47.29      | \$65.13      | National      | 10%     |         |           |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993    | 1998    | Growth Rate | 1998    | 2003    | Growth Rate |
|----------------|---------|---------|-------------|---------|---------|-------------|
| MSA Population | 102.7   | 114.2   | 2.1%        | 114.2   | 125.9   | 2.0%        |
| Households     | 40.6    | 45.5    | 2.3%        | 45.5    | 51.2    | 2.4%        |
| Retail Sales   | 833.8   | 1,280.3 | 9.0%        | 1,280.3 | 1,786.1 | 6.9%        |
| EBI            | 1,422.3 | 1,675.2 | 3.3%        | 1,675.2 | 2,254.5 | 6.1%        |

### Demographic Breakdown

|                    | Total       | Under 12 | 12 - 17    | 18 - 24 | 25 - 34          | 35 - 44   | 45 - 54       | Over 55   |
|--------------------|-------------|----------|------------|---------|------------------|-----------|---------------|-----------|
| Men (000)          | 55.7        | 9.5      | 5.3        | 4.5     | 6.5              | 9.5       | 7.7           | 12.7      |
| Women (000)        | 58.5        | 9.4      | 4.9        | 4.5     | 6.8              | 9.7       | 7.9           | 15.3      |
| Total              | 114.2       | 18.9     | 10.2       | 9.0     | 13.3             | 19.1      | 15.6          | 28.1      |
| Percentage         | 100.0%      | 16.6%    | 8.9%       | 7.9%    | 11.7%            | 16.8%     | 13.6%         | 24.6%     |
| Per Capita         | \$ 14,669   |          |            |         |                  |           |               |           |
|                    |             |          |            |         | Median Household | \$ 28,786 |               |           |
|                    |             |          |            |         |                  |           | Avg Household | \$ 36,817 |
| Ethnic Population: | White 97.8% |          | Black 0.5% |         | Asian 0.9%       |           | Hispanic 9.8% |           |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations |         |         | 9       | 8          | 9       | 5       | 14    |
| Tot 12+    |         |         | 67.9    | 65.7       | 67.9    | 12.5    | 80.4  |
| Avg 12+    |         |         | 7.5     | 8.2        | 7.5     | 2.5     | 5.7   |
| Tot LCS    |         |         | 84.5    | 81.7       | 84.5    | 15.5    | 100.0 |
| Avg LCS    |         |         | 9.4     | 10.2       | 9.4     | 3.1     | 7.1   |

# Competitive Overview

## FM Stations

| Calls           | City of License | FCC Class | Power (kW) | HAAT  | C  | Owner  | Year Std           | Date Acq'd | Sales Price (000) | L M A | Format | 1999 Est        |             | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |      |  |      |      |      |      |      |      |      |     |      |
|-----------------|-----------------|-----------|------------|-------|----|--------|--------------------|------------|-------------------|-------|--------|-----------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|------|--|------|------|------|------|------|------|------|-----|------|
|                 |                 |           |            |       |    |        |                    |            |                   |       |        | Revenue (000)1/ | Power Ratio |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |      |  |      |      |      |      |      |      |      |     |      |
| KJYE            | Grand Junction  | C         | 92.3       | 100.0 |    | 1378 c | Dean, Richard C.   | 60         | 8909              | 520   | c2     | Soft AC         | 600         | 1.24               | 8.5                               | 6.1         | 6.1       | 7.8         | 7.0       | 8.7         | 9.9       | 0.0         | 7.4  |  |      |      |      |      |      |      |      |     |      |
| ● KMGJ          | Grand Junction  | C1        | 93.1       | 100.0 | cp | -59    | Riverside Bcstg    | 73         | 9803              | 800   |        | Hot AC          | 325         | 0.91               | 6.3                               | 6.0         | 5.3       | 5.0         | 5.6       | 8.0         | 7.6       | 0.0         | 5.1  |  |      |      |      |      |      |      |      |     |      |
| KKNN            | Delta           | C         | 95.1       | 100.0 |    | 1424 b | Cumulus Bcstg Inc  | 80         | 0001              | 2,000 | d1     | Rock            | 670         | 1.51               | 7.8                               | 9.8         | 7.6       | 5.0         | 5.6       | 3.6         | 6.9       | 0.0         | 8.8  |  |      |      |      |      |      |      |      |     |      |
| ● KSTR          | Montrose        | C         | 96.1       | 91.0  |    | 1099 a | Leggett Bcstg      | 80         | 9406              | 1,100 | c4     | Modern AC       | 800         | 1.25               | 11.2                              | 5.2         | 8.3       | 9.9         | 12.0      | 12.3        | 9.2       | 0.0         | 11.8 |  |      |      |      |      |      |      |      |     |      |
| ● KEKB          | Fruita          | C         | 99.9       | 79.0  |    | 1542 d | Cumulus Bcstg Inc  | 84         | 9804              | 5,000 | d5     | Country         | 1,300       | 1.19               | 19.2                              | 13.4        | 13.6      | 17.7        | 14.1      | 18.1        | 18.3      | 0.0         | 19.9 |  |      |      |      |      |      |      |      |     |      |
| ● KSNJ          | Grand Junction  | C1        | 100.7      | 42.0  |    | 1378 c | Dean, Richard C.   | 99         |                   |       |        | Adlt Stndrd     |             |                    | 3.8                               | 3.7         | 6.1       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0  |  |      |      |      |      |      |      |      |     |      |
| ● KMXJ          | Grand Junction  | C         | 104.3      | 100.0 |    | 1460 d | Cumulus Bcstg Inc  | 96         | 9804              |       | d5     | Hot AC          | 780         | 0.74               | 18.4                              | 12.8        | 14.4      | 15.6        | 14.8      | 13.8        | 13.0      | 0.0         | 11.0 |  |      |      |      |      |      |      |      |     |      |
| KZKS            | Rifle           | C         | 105.3      | 60.0  |    | 2444 e | Four Corners Bcstg | 94         | 9406              | 30    | c1     | Country         | 400         | 3.69               | 1.9                               | 2.2         | 2.3       | 0.7         | 1.4       | 2.2         | 0.8       | 0.0         | 2.2  |  |      |      |      |      |      |      |      |     |      |
| ● KBKL          | Grand Junction  | C         | 107.9      | 5.0   |    | 1460 d | Cumulus Bcstg Inc  | 90         | 9804              |       | d5     | Oldies          | 500         | 0.93               | 9.4                               | 8.7         | 6.1       | 9.2         | 7.7       | 6.5         | 6.9       | 0.0         | 8.1  |  |      |      |      |      |      |      |      |     |      |
| # FM Stations - |                 |           |            |       |    |        |                    |            |                   |       |        |                 |             |                    | 9                                 | # Combos -  |           | 8           | FM TOTALS |             |           |             |      |  | 86.5 | 67.9 | 69.8 | 70.9 | 68.2 | 73.2 | 72.6 | 0.0 | 74.3 |

## AM Stations

| Calls                       | City of License | FCC Class | Power (kW) | Day Power (kW) | Night Power (kW) | C | Owner              | Year Std | Date Acq'd | Sales Price (000) | L M A | Format    | 1999 Est        |             | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |                              |           |             |           |             |  |      |      |      |      |      |      |      |      |      |
|-----------------------------|-----------------|-----------|------------|----------------|------------------|---|--------------------|----------|------------|-------------------|-------|-----------|-----------------|-------------|--------------------|-----------------------------------|-------------|-----------|------------------------------|-----------|-------------|-----------|-------------|--|------|------|------|------|------|------|------|------|------|
|                             |                 |           |            |                |                  |   |                    |          |            |                   |       |           | Revenue (000)1/ | Power Ratio |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998                  | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |  |      |      |      |      |      |      |      |      |      |
| KRDY                        | Grand Junction  | B         | 620        | 5.0            | 0.80             | a | Leggett Bcstg      | 57       | 9406       |                   | c4    | Children  | 100             |             | 0.4                | 0.5                               | 0.0         | 0.7       | 4.9                          | 1.4       | 0.8         | 0.0       | 2.9         |  |      |      |      |      |      |      |      |      |      |
| KRGS                        | Rifle           | B         | 690        | 1.0            | 0.01             | e | Four Corners Bcstg | 67       | 9406       |                   | c1    | Oldies    |                 |             |                    | 0.0                               | 0.0         | 0.0       | 0.0                          | 0.0       | 0.0         | 0.0       | 0.0         |  |      |      |      |      |      |      |      |      |      |
| KNZZ                        | Grand Junction  | B         | 1100       | 50.0           | 10.00            | c | Dean, Richard C.   | 26       | 9906       |                   | c2    | News/Talk | 350             | 0.60        | 10.3               | 10.9                              | 7.6         | 9.2       | 9.2                          | 8.7       | 9.2         | 0.0       | 6.6         |  |      |      |      |      |      |      |      |      |      |
| KEXO                        | Grand Junction  | C         | 1230       | 1.0            | 1.00             | b | Cumulus Bcstg Inc  | 48       | 0001       |                   | d1    | Spanish   | 25              |             | 0.4                | 0.0                               | 0.0         | 0.7       | 0.0                          | 0.7       | 0.0         | 0.0       | 0.7         |  |      |      |      |      |      |      |      |      |      |
| ● KTMM                      | Grand Junction  | C         | 1340       | 1.0            | 1.00             | b | Dean, Richard C.   | 61       | 9911       | 150               | c4    | Sports    | 150             | 1.14        | 2.3                | 1.1                               | 2.3         | 1.4       | 1.4                          | 1.4       | 0.8         | 0.0       | 2.2         |  |      |      |      |      |      |      |      |      |      |
| # AM Stations -             |                 |           |            |                |                  |   |                    |          |            |                   |       |           |                 |             | 5                  | # Combos -                        |             | 5         | AM TOTALS                    |           |             |           |             |  | 13.4 | 12.5 | 9.9  | 12.0 | 15.5 | 12.2 | 10.8 | 0.0  | 12.4 |
| AM & FM Stations Profiled - |                 |           |            |                |                  |   |                    |          |            |                   |       |           |                 |             | 14                 | # Duopolies -                     |             | 4         | Total Local Commercial Share |           |             |           |             |  | 80.4 | 79.7 | 82.9 | 83.7 | 85.4 | 83.4 | 0.0  | 86.7 |      |

NOTE: Market rated twice yearly with Fall 1997 period.

● Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 252

Revenue Rank: 203

# Albany, GA Market Overview



### Metro Counties / Population (000)

|               |              |
|---------------|--------------|
| Dougherty, GA | 95.5         |
| Lee, GA       | 23.3         |
| <b>Total</b>  | <b>118.8</b> |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>★★★ | 1993      | 1994    | 1995    | 1996    | 1997    | 1998    | Δ 93 - 98 |
|---------------------------------|-----------|---------|---------|---------|---------|---------|-----------|
|                                 |           | \$4,900 | \$5,100 | \$5,300 | \$5,900 | \$6,500 | \$7,000   |
|                                 | Δ 98 - 99 | 1999    | 2000    | 2001    | 2002    | 2003    | Δ 99 - 03 |
|                                 | 2.9%      | \$7,200 | \$7,800 | \$8,100 | \$8,600 | \$8,900 | 5.5%      |

|                      | 1993         | 1998         | 2003         | Est. Breakout |     |
|----------------------|--------------|--------------|--------------|---------------|-----|
| Revenue/Retail Sales | \$5.11/1,000 | \$5.77/1,000 | \$6.03/1,000 | Local         | 85% |
| Revenue/Capita       | \$43.02      | \$58.92      | \$73.43      | National      | 15% |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993    | 1998    | Growth Rate | 1998    | 2003    | Growth Rate |
|----------------|---------|---------|-------------|---------|---------|-------------|
| MSA Population | 113.9   | 118.8   | 0.8%        | 118.8   | 121.2   | 0.4%        |
| Households     | 40.1    | 41.6    | 0.7%        | 41.6    | 43.1    | 0.7%        |
| Retail Sales   | 958.6   | 1,213.0 | 4.8%        | 1,213.0 | 1,475.4 | 4.0%        |
| EBI            | 1,318.1 | 1,495.6 | 2.6%        | 1,495.6 | 1,831.8 | 4.1%        |

### Demographic Breakdown

|                    | Total       | Under 12 | 12 - 17     | 18 - 24          | 25 - 34    | 35 - 44 | 45 - 54       | Over 55   |
|--------------------|-------------|----------|-------------|------------------|------------|---------|---------------|-----------|
| Men (000)          | 56.7        | 11.3     | 6.2         | 6.3              | 7.4        | 9.1     | 7.2           | 9.1       |
| Women (000)        | 62.1        | 10.8     | 6.2         | 6.2              | 8.1        | 10.1    | 8.1           | 12.7      |
| Total              | 118.8       | 22.1     | 12.4        | 12.5             | 15.5       | 19.2    | 15.3          | 21.7      |
| Percentage         | 100.0%      | 18.6%    | 10.4%       | 10.5%            | 13.1%      | 16.1%   | 12.9%         | 18.3%     |
| Per Capita         | \$ 12,590   |          |             |                  |            |         |               |           |
|                    |             |          |             | Median Household | \$ 28,468  |         | Avg Household | \$ 35,953 |
| Ethnic Population: | White 50.1% |          | Black 48.9% |                  | Asian 0.7% |         | Hispanic 1.5% |           |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 5       |         | 6       | 9          | 11      | 4       | 15    |
| Tot 12+    | 26.0    |         | 46.3    | 71.7       | 72.3    | 12.4    | 84.7  |
| Avg 12+    | 5.2     |         | 7.7     | 8.0        | 6.6     | 3.1     | 5.6   |
| Tot LCS    | 30.7    |         | 54.7    | 84.7       | 85.4    | 14.6    | 100.0 |
| Avg LCS    | 6.1     |         | 9.1     | 9.4        | 7.8     | 3.7     | 6.7   |

# Competitive Overview

## FM Stations

| Calls           | City of License | FCC Class | Power Freq (kW) | HAAT  | C  | Owner  | Year Std          | Date Acq'd | Sales Price (000) | L M A     | Format | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |      |
|-----------------|-----------------|-----------|-----------------|-------|----|--------|-------------------|------------|-------------------|-----------|--------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|------|
|                 |                 |           |                 |       |    |        |                   |            |                   |           |        |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |      |
| WJIZ            | Albany          | C1        | 96.3            | 100.0 | cp | 466 b  | Peterson Bcstg    | 65         | 9710              | 3,620     | c1     | Urban AC                 | 1,400       | 0.75               | 21.5                              | 17.6        | 19.8      | 17.8        | 23.2      | 28.6        | 30.3      | 0.0         | 29.0 |
| WMGR            | Bainbridge      | C         | 97.3            | 100.0 |    | 1001 b | Peterson Bcstg    | 67         | 9403              |           | g      | CHR                      | 300         | 0.93               | 3.7                               | 3.7         | 3.1       | 3.4         | 8.2       | 4.8         | 5.3       | 0.0         | 6.5  |
| WOBB            | Tifton          | C         | 100.3           | 100.0 |    | 1007 b | Peterson Bcstg    | 75         | 9102              |           | st     | Country                  | 1,100       | 2.04               | 6.2                               | 3.0         | 6.1       | 4.8         | 8.2       | 7.1         | 4.5       | 0.0         | 5.1  |
| WNUQ            | Albany          | A         | 101.7           | 3.0   |    | 299 c  | Cumulus Bcstg Inc | 72         | 9901              | 3,300     | d2     | CHR                      | 500         | 1.20               | 4.8                               | 4.1         | 2.3       | 6.2         | 6.8       | 11.1        | 7.6       | 0.0         | 8.7  |
| WJAD            | Leesburg        | C3        | 103.5           | 12.5  |    | 463 c  | Cumulus Bcstg Inc | 89         | 9808              |           | d2     | Clsc Rock                | 1,200       | 1.24               | 11.1                              | 6.4         | 9.2       | 10.3        | 8.2       | 5.6         | 9.1       | 0.0         | 4.3  |
| WKAK            | Albany          | C1        | 104.5           | 98.0  |    | 981 a  | Cumulus Bcstg Inc | 63         | 9901              | 2,250     | c3     | Country                  | 650         | 1.00               | 7.5                               | 8.2         | 7.6       | 5.5         | 4.1       | 7.1         | 4.5       | 0.0         | 5.8  |
| WQVE            | Camilla         | A         | 105.5           | 6.0   |    | 276    | Cumulus Bcstg Inc | 77         | 9910              | 675       |        | Urban AC                 | 500         | 0.62               | 9.3                               | 10.1        | 6.1       | 10.3        | 8.9       | 10.3        | 11.4      | 0.0         | 5.8  |
| WFFM            | Ashburn         | A         | 105.7           | 6.0   |    | 328 d  | On Top Comm Inc   | 89         | 9804              |           | g      | Urban                    |             |                    | 0.4                               | 0.0         | 0.0       | 0.7         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0  |
| WRXZ            | Sylvester       | A         | 106.1           | 6.0   |    | 328 d  | On Top Comm Inc   | 93         | 9804              |           | g      | Urban AC                 | 600         | 0.48               | 14.3                              | 11.2        | 10.7      | 14.4        | 11.0      | 0.0         | 1.5       | 0.0         | 2.2  |
| WZIQ            | Smithville      | A         | 106.5           | 2.5   |    | 515    | Barinowski,       | 95         | 9802              | 275       |        | Christian                |             |                    | 2.4                               | 0.6         | 0.8       | 3.4         | 0.0       | 0.0         | 2.3       | 0.0         | 0.0  |
| WEGC            | Sasser          | C3        | 107.7           | 25.0  |    | 328 c  | Cumulus Bcstg Inc | 95         | 9808              |           | d2     | AC                       | 350         | 0.87               | 4.6                               | 7.4         | 5.3       | 2.7         | 3.4       | 4.0         | 3.0       | 0.0         | 5.1  |
| # FM Stations - |                 |           |                 |       |    | 11     | # Combos -        |            | 9                 | FM TOTALS |        |                          |             | 85.8               | 72.3                              | 71.0        | 79.5      | 82.0        | 78.6      | 79.5        | 0.0       | 72.5        |      |

## AM Stations

| Calls                       | City of License | FCC Class | Day Power Freq (kW) | Night Power (kW) | C    | Owner | Year Std            | Date Acq'd | Sales Price (000) | L M A                        | Format | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |     |
|-----------------------------|-----------------|-----------|---------------------|------------------|------|-------|---------------------|------------|-------------------|------------------------------|--------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|-----|
|                             |                 |           |                     |                  |      |       |                     |            |                   |                              |        |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |     |
| WJYZ                        | Albany          | B         | 960                 | 5.0              | 0.39 | b     | Peterson Bcstg      | 52         | 9710              |                              | c1     | Gospel                   | 400         | 0.46               | 9.9                               | 7.2         | 8.4       | 8.9         | 7.5       | 7.1         | 8.3       | 0.0         | 8.0 |
| WANL                        | Albany          | B         | 1250                | 1.0              | 0.05 |       | Lifeline Radio Corp | 62         | 8512              | 300                          |        | ChrsContemp              |             |                    |                                   | 0.0         | 0.0       | 0.0         | 0.0       | 1.6         | 0.0       | 0.0         | 0.0 |
| WGPC                        | Albany          | C         | 1450                | 1.0              | 1.00 | a     | Cumulus Bcstg Inc   | 33         | 9901              |                              | c3     | FullService              | 50          | 0.44               | 1.3                               | 4.3         | 2.3       | 0.0         | 0.0       | 0.8         | 0.8       | 0.0         | 0.7 |
| WALG                        | Albany          | B         | 1590                | 5.0              | 1.00 | c     | Cumulus Bcstg Inc   | 40         | 9901              |                              | d2     | Nws/Tlk/Spt              | 175         | 0.67               | 3.0                               | 0.9         | 3.8       | 1.4         | 2.1       | 3.2         | 1.5       | 0.0         | 4.3 |
| # AM Stations -             |                 |           |                     |                  |      | 4     | # Combos -          |            | 3                 | AM TOTALS                    |        |                          |             | 14.2               | 12.4                              | 14.5        | 10.3      | 9.6         | 12.7      | 10.6        | 0.0       | 13.0        |     |
| AM & FM Stations Profiled - |                 |           |                     |                  |      | 15    | # Duopolies -       |            | 6                 | Total Local Commercial Share |        |                          |             | 84.7               | 85.5                              | 89.8        | 91.6      | 91.3        | 90.1      | 0.0         | 85.5      |             |     |

NOTE: Market rated twice yearly with Fall 1997 period.

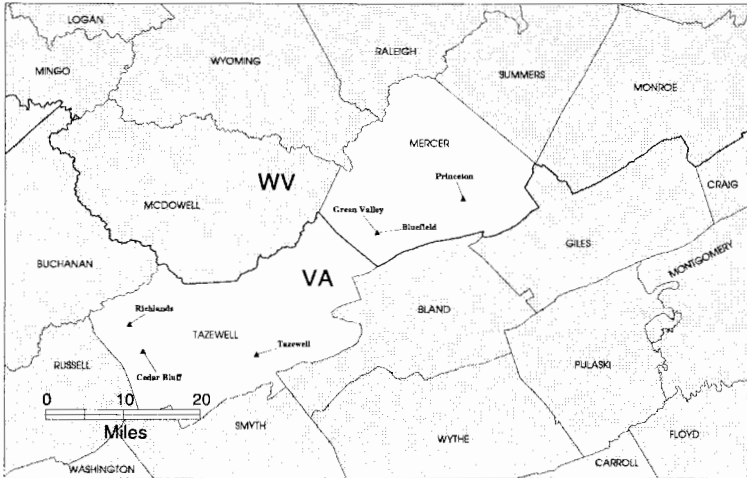
1/ See introduction section for interpretation of revenue estimates.



**Metro Rank: 253**

Revenue Rank: 248

# Bluefield, WV Market Overview



**Metro Counties / Population (000)**

|              |       |
|--------------|-------|
| Tazewell, VA | 46.6  |
| Mercer, WV   | 64.2  |
|              | 110.8 |

**Market Radio Financials**  
(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>★★ | 1993      | 1994         | 1995         | 1996          | 1997    | 1998    | Δ 93 - 98 |
|--------------------------------|-----------|--------------|--------------|---------------|---------|---------|-----------|
|                                |           | N/A          | N/A          | N/A           | N/A     | \$4,400 | \$4,400   |
|                                | Δ 98 - 99 | 1999         | 2000         | 2001          | 2002    | 2003    | Δ 99 - 03 |
|                                | 13.6%     | \$5,000      | \$5,200      | \$5,300       | \$5,500 | \$5,700 | 3.0%      |
|                                | 1993      | 1998         | 2003         | Est. Breakout |         |         |           |
| Revenue/Retail Sales           | N/A       | \$3.45/1,000 | \$3.75/1,000 | Local         | 85%     |         |           |
| Revenue/Capita                 | N/A       | \$39.71      | \$52.39      | National      | 15%     |         |           |

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

|                | 1993    | 1998    | Growth Rate | 1998    | 2003    | Growth Rate |
|----------------|---------|---------|-------------|---------|---------|-------------|
| MSA Population | 111.0   | 110.8   | 0.0%        | 110.8   | 108.8   | -0.4%       |
| Households     | 43.0    | 43.8    | 0.4%        | 43.8    | 44.0    | 0.1%        |
| Retail Sales   | 1,031.3 | 1,277.1 | 4.4%        | 1,277.1 | 1,520.8 | 3.6%        |
| EBI            | 1,308.0 | 1,355.1 | 0.7%        | 1,355.1 | 1,582.6 | 3.2%        |

**Demographic Breakdown**

|                    | Total       | Under 12 | 12 - 17    | 18 - 24          | 25 - 34    | 35 - 44 | 45 - 54       | Over 55   |
|--------------------|-------------|----------|------------|------------------|------------|---------|---------------|-----------|
| Men (000)          | 52.8        | 7.6      | 5.4        | 4.9              | 6.0        | 8.8     | 7.8           | 12.2      |
| Women (000)        | 58.0        | 7.2      | 5.1        | 4.9              | 6.3        | 9.1     | 8.3           | 17.1      |
| Total              | 110.8       | 14.8     | 10.5       | 9.9              | 12.3       | 18.0    | 16.1          | 29.2      |
| Percentage         | 100.0%      | 13.4%    | 9.5%       | 8.9%             | 11.1%      | 16.2%   | 14.5%         | 26.4%     |
| Per Capita         | \$ 12,230   |          |            |                  |            |         |               |           |
|                    |             |          |            | Median Household | \$ 22,766  |         | Avg Household | \$ 30,938 |
| Ethnic Population: | White 94.3% |          | Black 5.0% |                  | Asian 0.6% |         | Hispanic 0.5% |           |

**Market Summary**

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 6       |         | 2       | 6          | 8       | 8       | 16    |
| Tot 12+    | 26.3    |         | 15.6    | 38.0       | 41.9    | 13.9    | 55.8  |
| Avg 12+    | 4.4     |         | 7.8     | 6.3        | 5.2     | 1.7     | 3.5   |
| Tot LCS    | 47.1    |         | 28.0    | 68.1       | 75.1    | 24.9    | 100.0 |
| Avg LCS    | 7.9     |         | 14.0    | 11.4       | 9.4     | 3.1     | 6.3   |

Market: Bluefield, WV

# Competitive Overview

Metro Rank: 253

Some stations also rated in Beckley, WV

## FM Stations

| Calls           | City of License | FCC Class | Power Freq (kW) | HAAT | C          | Owner               | Year Std | Date Acq'd | Sales Price (000) | L M A     | Format    | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------|-----------------|-----------|-----------------|------|------------|---------------------|----------|------------|-------------------|-----------|-----------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                 |                 |           |                 |      |            |                     |          |            |                   |           |           |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| WSTG            | Princeton       | A         | 95.9 0.5        | 1142 | d          | Princeton Bcstg Inc | 73       | 9512       | 1,000             | c1        | Hot AC    | 1,000                    | 1.98        | 10.5               | 6.1                               | 5.6         | 7.4       | 7.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| WKQY            | Tazewell        | A         | 100.1 4.2       | 390  | e          | Adventure Comm      | 68       | 9804       | 350               | c1        | Oldies    | 150                      | 1.64        | 1.9                | 2.6                               | 0.8         | 1.6       | 3.1         | 0.0       | 0.0         | 0.0       | 0.0         |
| WRIC            | Richlands       | A         | 100.7 1.3       | 705  |            | Peggy Sue Bcstg     | 89       | 9901       | 190               |           | Clsc Rock | 250                      | 1.63        | 3.2                | 1.3                               | 2.4         | 1.6       | 2.3         | 0.0       | 0.0         | 0.0       | 0.0         |
| WKOY            | Princeton       | A         | 100.9 0.5 cp    | 1063 | b          | Adventure Comm      | 83       | 9701       | 675               | c1        | Oldies    | 400                      | 0.80        | 10.4               | 5.8                               | 3.2         | 9.8       | 7.8         | 0.0       | 0.0         | 0.0       | 0.0         |
| WHAJ            | Bluefield       | C         | 104.5 100.0 cp  | 1549 | a          | Adventure Comm      | 63       | 8409       |                   |           | AC        | 1,100                    | 0.92        | 24.9               | 13.3                              | 16.0        | 14.8      | 16.3        | 0.0       | 0.0         | 0.0       | 0.0         |
| WGTH            | Richlands       | A         | 105.5 0.5       | 801  | c          | High Knob Bcstrs    | 77       |            |                   |           | Gospel    | 250                      | 0.72        | 7.2                | 3.1                               | 4.8         | 4.1       | 2.3         | 0.0       | 0.0         | 0.0       | 0.0         |
| WHKX            | Bluefield       | A         | 106.3 0.5 cp    | 1122 | a          | Adventure Comm      | 70       | 9701       | 1,135             | c1        | Country   | 850                      | 1.00        | 17.7               | 7.4                               | 12.8        | 9.0       | 10.9        | 0.0       | 0.0         | 0.0       | 0.0         |
| WHQX            | Cedar Bluff     | C3        | 107.7 9.1 cp    | 541  | a          | Adventure Comm      | 89       | 9701       |                   | c1        | Country   |                          |             | 4.6                | 2.3                               | 3.2         | 2.5       | 3.1         | 0.0       | 0.0         | 0.0       | 0.0         |
| # FM Stations - |                 |           |                 | 8    | # Combos - |                     |          |            | 7                 | FM TOTALS |           |                          |             | 80.4               | 41.9                              | 48.8        | 50.8      | 52.8        | 0.0       | 0.0         | 0.0       | 0.0         |

## AM Stations

| Calls                       | City of License | FCC Class | Day Power Freq (kW) | Night Power (kW) | C             | Owner               | Year Std | Date Acq'd | Sales Price (000) | L M A                        | Format    | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------------------|-----------------|-----------|---------------------|------------------|---------------|---------------------|----------|------------|-------------------|------------------------------|-----------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                             |                 |           |                     |                  |               |                     |          |            |                   |                              |           |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| WGTH                        | Richlands       | B         | 540 1.0             | 0.10             | c             | High Knob Bcstrs    | 51       | 9503       | 540               |                              | Gospel    |                          |             | 5.2                | 4.4                               | 3.2         | 3.3       | 2.3         | 0.0       | 0.0         | 0.0       | 0.0         |
| WYRV                        | Cedar Bluff     | B         | 770 5.0             | 0.00             |               | Faith               | 85       | 9804       | 150               |                              | Gospel    | 250                      | 4.01        | 1.3                | 0.0                               | 0.8         | 0.8       | 1.6         | 0.0       | 0.0         | 0.0       | 0.0         |
| WAMN                        | Valley          | B         | 1050 1.4            | 0.20             |               | Baker Family Stns   | 87       |            |                   |                              | Religion  | 125                      |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| WBDY                        | Bluefield       | B         | 1190 10.0           | 0.00             | a             | Adventure Comm      | 80       | 9701       |                   | c1                           | Sports    |                          |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| WKEZ                        | Bluefield       | C         | 1240 1.0            | 1.00             | b             | Adventure Comm      | 48       | 9701       |                   | c1                           | Easy      |                          |             | 4.6                | 3.3                               | 4.0         | 1.6       | 0.8         | 0.0       | 0.0         | 0.0       | 0.0         |
| WHIS                        | Bluefield       | B         | 1440 5.0            | 0.50             |               | Adventure Comm      | 29       |            |                   |                              | News/Talk | 250                      | 1.30        | 4.0                | 1.4                               | 2.4         | 2.5       | 2.3         | 0.0       | 0.0         | 0.0       | 0.0         |
| WTZE                        | Tazewell        | B         | 1470 5.0            | 0.00             | e             | Adventure Comm      | 66       | 9804       |                   | c1                           | News/Talk |                          |             | 0.6                | 0.4                               | 0.0         | 0.8       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| WAEY                        | Princeton       | C         | 1490 1.0            | 1.00             | d             | Princeton Bcstg Inc | 47       | 9512       |                   | c1                           | Gospel    | 400                      | 2.14        | 3.9                | 4.4                               | 1.6         | 3.3       | 3.1         | 0.0       | 0.0         | 0.0       | 0.0         |
| # AM Stations -             |                 |           |                     | 8                | # Combos -    |                     |          |            | 5                 | AM TOTALS                    |           |                          |             | 19.6               | 13.9                              | 12.0        | 12.3      | 10.1        | 0.0       | 0.0         | 0.0       | 0.0         |
| AM & FM Stations Profiled - |                 |           |                     | 16               | # Duopolies - |                     |          |            | 4                 | Total Local Commercial Share |           |                          |             | 55.8               | 60.8                              | 63.1        | 62.9      | 0.0         | 0.0       | 0.0         | 0.0       |             |

NOTE: Market first rated Spring 1998.

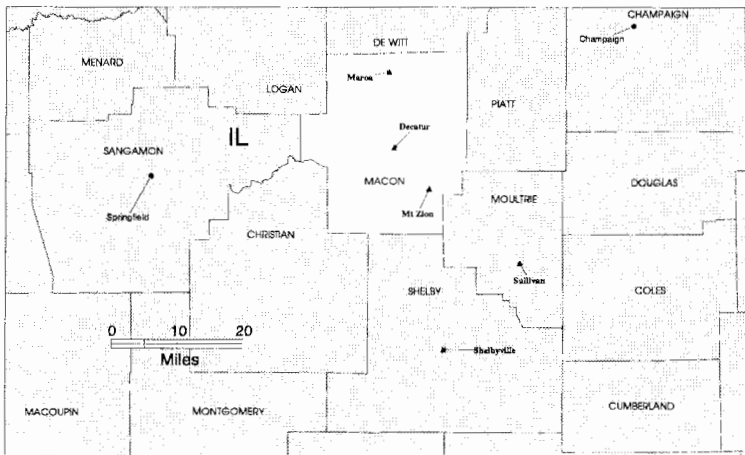
1/ See introduction section for interpretation of revenue estimates.



Metro Rank: 254

Revenue Rank: 250

# Decatur, IL Market Overview



### Metro Counties / Population (000)

|           |       |
|-----------|-------|
| Macon, IL | 113.9 |
|           | 113.9 |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>*** | 1993      | 1994    | 1995    | 1996    | 1997    | 1998    | Δ 93 - 98 |
|---------------------------------|-----------|---------|---------|---------|---------|---------|-----------|
|                                 |           | N/A     | N/A     | N/A     | N/A     | \$3,900 | \$4,100   |
|                                 | Δ 98 - 99 | 1999    | 2000    | 2001    | 2002    | 2003    | Δ 99 - 03 |
|                                 | 19.5%     | \$4,900 | \$5,400 | \$5,700 | \$6,200 | \$6,500 | 7.5%      |

|                      | 1993 | 1998         | 2003         | Est. Breakout |
|----------------------|------|--------------|--------------|---------------|
| Revenue/Retail Sales | N/A  | \$3.24/1,000 | \$4.58/1,000 | Local 80%     |
| Revenue/Capita       | N/A  | \$36.00      | \$59.69      | National 20%  |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993    | 1998    | Growth Rate | 1998    | 2003    | Growth Rate |
|----------------|---------|---------|-------------|---------|---------|-------------|
| MSA Population | 116.6   | 113.9   | -0.5%       | 113.9   | 108.9   | -0.9%       |
| Households     | 46.0    | 44.9    | -0.5%       | 44.9    | 43.4    | -0.7%       |
| Retail Sales   | 1,113.2 | 1,265.3 | 2.6%        | 1,265.3 | 1,418.1 | 2.3%        |
| EBI            | 1,797.7 | 1,937.7 | 1.5%        | 1,937.7 | 2,173.8 | 2.3%        |

### Demographic Breakdown

|                    | Total       | Under 12 | 12 - 17     | 18 - 24          | 25 - 34    | 35 - 44 | 45 - 54       | Over 55   |
|--------------------|-------------|----------|-------------|------------------|------------|---------|---------------|-----------|
| Men (000)          | 54.5        | 8.9      | 5.3         | 4.6              | 6.5        | 8.8     | 8.1           | 12.4      |
| Women (000)        | 59.4        | 8.6      | 5.0         | 4.8              | 6.8        | 9.2     | 8.4           | 16.6      |
| Total              | 113.9       | 17.5     | 10.3        | 9.4              | 13.4       | 18.0    | 16.4          | 28.9      |
| Percentage         | 100.0%      | 15.3%    | 9.0%        | 8.2%             | 11.7%      | 15.8%   | 14.4%         | 25.4%     |
| Per Capita         | \$ 17,012   |          |             |                  |            |         |               |           |
|                    |             |          |             | Median Household | \$ 35,350  |         | Avg Household | \$ 43,155 |
| Ethnic Population: | White 85.9% |          | Black 13.5% |                  | Asian 0.6% |         | Hispanic 0.7% |           |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 3       | 4       |         | 7          | 7       | 2       | 9     |
| Tot 12+    | 19.1    | 31.4    |         | 50.5       | 50.5    | 11.5    | 62.0  |
| Avg 12+    | 6.4     | 7.9     |         | 7.2        | 7.2     | 5.8     | 6.9   |
| Tot LCS    | 30.8    | 50.6    |         | 81.5       | 81.5    | 18.5    | 100.0 |
| Avg LCS    | 10.3    | 12.7    |         | 11.6       | 11.6    | 9.3     | 11.1  |

# Competitive Overview

## FM Stations

| Calls           | City of License | FCC Class | Power (kW) | HAAT | C          | Owner | Year Std        | Date Acq'd      | Sales Price (000) | L M A     | Format | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |     |     |
|-----------------|-----------------|-----------|------------|------|------------|-------|-----------------|-----------------|-------------------|-----------|--------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|-----|-----|
|                 |                 |           |            |      |            |       |                 |                 |                   |           |        |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |     |     |
| WYDS            | Decatur         | A         | 93.1       | 6.0  | 328        | a     | Cromwell Group  | 93              |                   |           | Top 40 | 500                      | 0.55        | 20.8               | 10.0                              | 13.1        | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |     |     |
| • WDZQ          | Decatur         | B         | 95.1       | 50.0 | 499        | c     | NextMedia Group | 76              | 0002              | p         | g3     | Country                  | 975         | 1.82               | 12.2                              | 11.7        | 7.7       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 |     |
| WXFM            | Mount Zion      | A         | 99.3       | 1.2  | 495        |       | Technicom Inc   | 84              |                   |           | 1      | Soft AC                  | 300         | 1.14               | 6.0                               | 5.9         | 3.8       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 |     |
| • WSOY          | Decatur         | B         | 102.9      | 54.0 | cp         | 443   | b               | NextMedia Group | 46                | 0002      | p      | g3                       | Adult Hits  | 750                | 1.26                              | 13.5        | 4.9       | 8.5         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 | 0.0 |
| WEJT            | Shelbyville     | B1        | 105.1      | 13.0 | 459        | a     | Cromwell Group  | 69              |                   |           |        | AC                       | 700         | 1.00               | 15.9                              | 8.3         | 10.0      | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 |     |
| WZNX            | Sullivan        | B1        | 106.7      | 9.5  | 525        | a     | Cromwell Group  | 74              | 9703              |           | 730    | Clsc Rock                | 400         | 1.52               | 6.0                               | 6.5         | 3.8       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 |     |
| WDKR            | Maroa           | A         | 107.3      | 3.0  | 456        | b     | Burns, Tom      | 96              | 9605              |           | 1      | Clsc Rock                | 350         | 1.09               | 7.3                               | 3.2         | 4.6       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 |     |
| # FM Stations - |                 |           |            | 7    | # Combos - |       |                 |                 | 5                 | FM TOTALS |        |                          |             | 81.7               | 50.5                              | 51.5        | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 |     |

## AM Stations

| Calls                       | City of License | FCC Class | Day Power (kW) | Night Power (kW) | C             | Owner | Year Std        | Date Acq'd | Sales Price (000) | L M A                        | Format | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |     |     |
|-----------------------------|-----------------|-----------|----------------|------------------|---------------|-------|-----------------|------------|-------------------|------------------------------|--------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|-----|-----|
|                             |                 |           |                |                  |               |       |                 |            |                   |                              |        |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |     |     |
| • WDZ                       | Decatur         | B         | 1050           | 1.0              | 0.00          | c     | NextMedia Group | 21         | 0002              | p                            | g3     | AC                       | 175         | 1.07               | 3.7                               | 0.0         | 2.3       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 | 0.0 |
| • WSOY                      | Decatur         | C         | 1340           | 1.0              | 1.00          | b     | NextMedia Group | 25         | 0002              | p                            | g3     | Nws/Tlk/Spt              | 750         | 1.17               | 14.6                              | 11.5        | 9.2       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 | 0.0 |
| # AM Stations -             |                 |           |                | 2                | # Combos -    |       |                 |            | 2                 | AM TOTALS                    |        |                          |             | 18.3               | 11.5                              | 11.5        | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 |     |
| AM & FM Stations Profiled - |                 |           |                | 9                | # Duopolies - |       |                 |            | 3                 | Total Local Commercial Share |        |                          |             | 62.0               | 63.0                              | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 |     |

NOTE: Market first rated with Spring 1999 period.

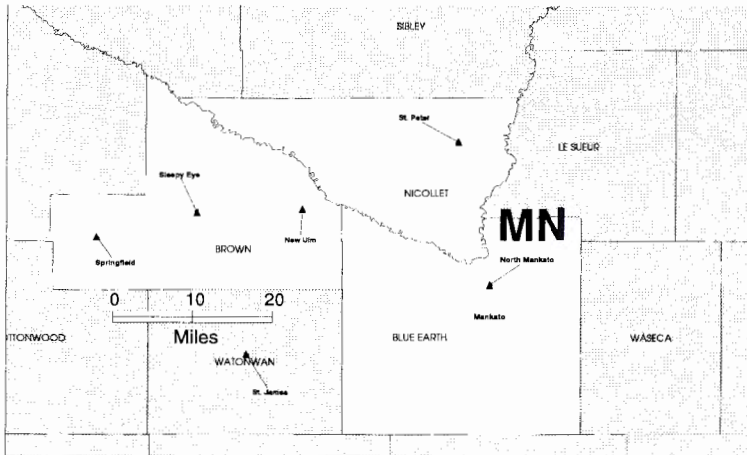
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 255

Revenue Rank: 215

# Mankato-New Ulm-St Peter, MN Market Overview



### Metro Counties / Population (000)

|                |              |
|----------------|--------------|
| Blue Earth, MN | 54.0         |
| Brown, MN      | 27.3         |
| Nicollet, MN   | 30.4         |
| <b>Total</b>   | <b>111.7</b> |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>★★★ | 1993      | 1994    | 1995    | 1996    | 1997    | 1998    | Δ 93 - 98 |
|---------------------------------|-----------|---------|---------|---------|---------|---------|-----------|
|                                 |           | N/A     | N/A     | N/A     | N/A     | N/A     | \$6,500   |
|                                 | Δ 98 - 99 | 1999    | 2000    | 2001    | 2002    | 2003    | Δ 99 - 03 |
|                                 | 3.1%      | \$6,700 | \$7,000 | \$7,200 | \$7,600 | \$7,900 | 4.2%      |

|                      | 1993 | 1998         | 2003         | Est. Breakout |
|----------------------|------|--------------|--------------|---------------|
| Revenue/Retail Sales | N/A  | \$6.06/1,000 | \$6.04/1,000 | Local 85%     |
| Revenue/Capita       | N/A  | \$58.19      | \$70.54      | National 15%  |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993    | 1998    | Growth Rate | 1998    | 2003    | Growth Rate |
|----------------|---------|---------|-------------|---------|---------|-------------|
| MSA Population | 109.8   | 111.7   | 0.3%        | 111.7   | 112.0   | 0.1%        |
| Households     | 39.3    | 40.2    | 0.5%        | 40.2    | 40.7    | 0.2%        |
| Retail Sales   | 934.2   | 1,072.3 | 2.8%        | 1,072.3 | 1,307.2 | 4.0%        |
| EBI            | 1,427.9 | 1,661.0 | 3.1%        | 1,661.0 | 2,098.0 | 4.8%        |

### Demographic Breakdown

|                    | Total       | Under 12   | 12 - 17    | 18 - 24          | 25 - 34   | 35 - 44 | 45 - 54       | Over 55   |
|--------------------|-------------|------------|------------|------------------|-----------|---------|---------------|-----------|
| Men (000)          | 55.0        | 9.1        | 4.7        | 8.5              | 7.3       | 8.2     | 6.5           | 10.8      |
| Women (000)        | 56.7        | 8.6        | 4.4        | 8.7              | 6.7       | 7.8     | 6.5           | 14.0      |
| Total              | 111.7       | 17.7       | 9.0        | 17.1             | 13.9      | 16.0    | 13.0          | 24.8      |
| Percentage         | 100.0%      | 15.9%      | 8.1%       | 15.3%            | 12.5%     | 14.3%   | 11.6%         | 22.2%     |
| Per Capita         | \$ 14,871   |            |            |                  |           |         |               |           |
|                    |             |            |            | Median Household | \$ 34,016 |         | Avg Household | \$ 41,319 |
| Ethnic Population: | White 97.8% | Black 0.4% | Asian 1.6% | Hispanic 1.2%    |           |         |               |           |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 1       |         | 7       | 5          | 8       | 4       | 12    |
| Tot 12+    | 0.8     |         | 53.1    | 52.5       | 53.9    | 14.7    | 68.6  |
| Avg 12+    | 0.8     |         | 7.6     | 10.5       | 6.7     | 3.7     | 5.7   |
| Tot LCS    | 1.2     |         | 77.4    | 76.5       | 78.6    | 21.4    | 100.0 |
| Avg LCS    | 1.2     |         | 11.1    | 15.3       | 9.8     | 5.4     | 8.3   |

# Competitive Overview

## FM Stations

| Calls           | City of License | FCC Class | Freq  | Power (kW) | HAAT | C          | Owner              | Year Std | Date Acq'd | Sales Price (000) | L M A | Format    | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |     |     |
|-----------------|-----------------|-----------|-------|------------|------|------------|--------------------|----------|------------|-------------------|-------|-----------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|-----|-----|
|                 |                 |           |       |            |      |            |                    |          |            |                   |       |           |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |     |     |
| KXLP            | New Ulm         | C1        | 93.1  | 100.0      | 489  | a          | Cumulus Bcstg Inc  | 66       | 9808       |                   | g1    | Clsc Rock | 1,100                    |             |                    | 12.7                              | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |     |     |
| KNSG            | Springfield     | C2        | 94.7  | 50.0       | 472  |            | Cumulus Bcstg Inc  | 95       | 9808       |                   | g     | Country   | 200                      |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |     |     |
| KDOG            | North Mankato   | C3        | 96.7  | 4.0        | 650  | e          | Linder Bcstg Group | 85       |            |                   |       | Modern AC | 550                      |             |                    | 6.9                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |     |     |
| KEEZ            | Mankato         | C1        | 99.1  | 100.0      | 860  |            | Nolan Bcst Group   | 68       |            |                   |       | AC        | 1,250                    |             |                    | 12.2                              | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |     |     |
| ● KXAC          | St. James       | C2        | 100.5 | 34.0 cp    | 591  | f          | Linder Bcstg Group | 93       | 9608       |                   | c1    | AC        |                          |             |                    | 5.3                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |     |     |
| KYSM            | Mankato         | C1        | 103.5 | 100.0      | 541  | a          | Cumulus Bcstg Inc  | 48       | 9808       |                   | g1    | Country   | 1,650                    |             |                    | 15.4                              | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |     |     |
| KRBI            | St. Peter       | C3        | 105.5 | 25.0 cp    | 200  | c          | Johnson Bcstg      | 66       | 5701       | 50                |       | Lite AC   | 150                      |             |                    | 0.6                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |     |     |
| KNUJ            | Sleepy Eye      | A         | 107.3 | 1.9        | 400  | b          | Cumulus Bcstg Inc  | 94       | 9808       |                   | g     | Country   | 200                      |             |                    | 0.8                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |     |     |
| # FM Stations - |                 |           |       |            | 8    | # Combos - |                    |          |            |                   | 4     | FM TOTALS |                          |             |                    |                                   | 0.0         | 53.9      | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 | 0.0 |

## AM Stations

| Calls                       | City of License | FCC Class | Freq | Day Power (kW) | Night Power (kW) | C             | Owner              | Year Std | Date Acq'd | Sales Price (000) | L M A | Format                       | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |     |
|-----------------------------|-----------------|-----------|------|----------------|------------------|---------------|--------------------|----------|------------|-------------------|-------|------------------------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|-----|
|                             |                 |           |      |                |                  |               |                    |          |            |                   |       |                              |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |     |
| KNUJ                        | New Ulm         | B         | 860  | 1.0            | 0.01             | b             | Cumulus Bcstg Inc  | 49       | 9808       |                   | g1    | Country                      | 1,150                    |             |                    | 6.7                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |     |
| KYSM                        | Mankato         | C         | 1230 | 1.0            | 1.00             | a             | Cumulus Bcstg Inc  | 38       | 9808       |                   | g1    | Nostalgia                    | 150                      |             |                    | 3.2                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |     |
| KRBI                        | St. Peter       | B         | 1310 | 0.9 cp         | 0.26             | c             | Johnson Bcstg      | 57       | 9905       | 50                |       | Lite AC                      |                          |             |                    | 0.3                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |     |
| KTOE                        | Mankato         | B         | 1420 | 5.0            | 5.00             | d             | Linder Bcstg Group | 50       |            |                   |       | Nws/Tlk/Spt                  | 300                      |             |                    | 4.5                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |     |
| # AM Stations -             |                 |           |      |                | 4                | # Combos -    |                    |          |            |                   | 3     | AM TOTALS                    |                          |             |                    |                                   | 0.0         | 14.7      | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 |
| AM & FM Stations Profiled - |                 |           |      |                | 12               | # Duopolies - |                    |          |            |                   | 4     | Total Local Commercial Share |                          |             |                    |                                   | 68.6        | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 |

NOTE: Market first rated Fall 1999

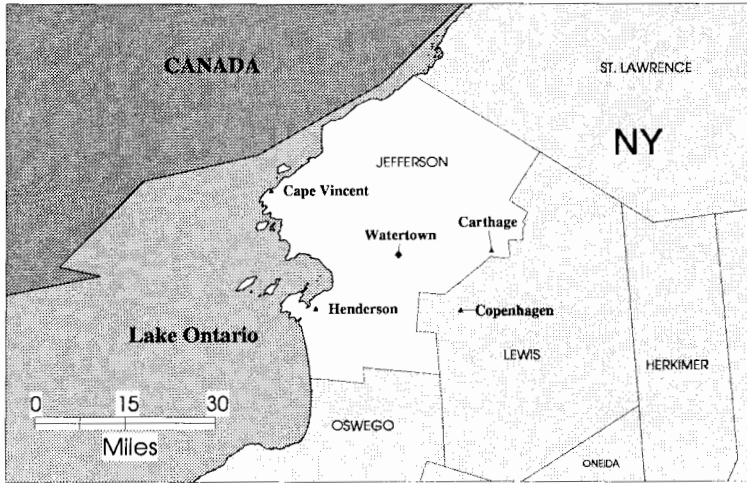
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 256

Revenue Rank: 259

# Watertown, NY Market Overview



### Metro Counties / Population (000)

|               |       |
|---------------|-------|
| Jefferson, NY | 111.1 |
|               | 111.1 |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>*** | 1993      | 1994    | 1995    | 1996    | 1997    | 1998    | Δ 93 - 98 |
|---------------------------------|-----------|---------|---------|---------|---------|---------|-----------|
|                                 |           | \$2,800 | \$3,100 | \$3,400 | \$3,800 | \$4,200 | \$4,300   |
|                                 | Δ 98 - 99 | 1999    | 2000    | 2001    | 2002    | 2003    | Δ 99 - 03 |
|                                 | 2.3%      | \$4,400 | \$4,600 | \$4,800 | \$5,100 | \$5,300 | 5.0%      |

|                      | 1993         | 1998         | 2003         | Est. Breakout |
|----------------------|--------------|--------------|--------------|---------------|
| Revenue/Retail Sales | \$3.22/1,000 | \$4.02/1,000 | \$4.36/1,000 | Local 85%     |
| Revenue/Capita       | \$23.67      | \$38.70      | \$48.80      | National 15%  |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993    | 1998    | Growth Rate | 1998    | 2003    | Growth Rate |
|----------------|---------|---------|-------------|---------|---------|-------------|
| MSA Population | 118.3   | 111.1   | -1.2%       | 111.1   | 108.6   | -0.5%       |
| Households     | 40.2    | 37.1    | -1.6%       | 37.1    | 36.6    | -0.3%       |
| Retail Sales   | 869.5   | 1,070.5 | 4.2%        | 1,070.5 | 1,215.9 | 2.6%        |
| EBI            | 1,481.6 | 1,315.1 | -2.4%       | 1,315.1 | 1,425.1 | 1.6%        |

### Demographic Breakdown

|                    | Total       | Under 12 | 12 - 17    | 18 - 24          | 25 - 34    | 35 - 44 | 45 - 54       | Over 55   |
|--------------------|-------------|----------|------------|------------------|------------|---------|---------------|-----------|
| Men (000)          | 58.0        | 9.9      | 4.7        | 9.2              | 10.3       | 8.6     | 6.1           | 9.1       |
| Women (000)        | 53.1        | 9.5      | 4.5        | 4.9              | 7.8        | 7.7     | 6.1           | 12.5      |
| Total              | 111.1       | 19.5     | 9.2        | 14.1             | 18.1       | 16.3    | 12.3          | 21.7      |
| Percentage         | 100.0%      | 17.5%    | 8.3%       | 12.7%            | 16.3%      | 14.7%   | 11.1%         | 19.5%     |
| Per Capita         | \$ 11,837   |          |            |                  |            |         |               |           |
|                    |             |          |            | Median Household | \$ 28,118  |         | Avg Household | \$ 35,447 |
| Ethnic Population: | White 90.6% |          | Black 7.5% |                  | Asian 1.4% |         | Hispanic 4.0% |           |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 5       |         | 2       | 6          | 7       | 3       | 10    |
| Tot 12+    | 38.8    |         | 37.9    | 76.7       | 76.7    | 5.8     | 82.5  |
| Avg 12+    | 7.8     |         | 19.0    | 12.8       | 11.0    | 1.9     | 8.3   |
| Tot LCS    | 47.0    |         | 45.9    | 93.0       | 93.0    | 7.0     | 100.0 |
| Avg LCS    | 9.4     |         | 23.0    | 15.5       | 13.3    | 2.3     | 10.0  |

# Competitive Overview

## FM Stations

| Calls           | City of License | FCC Class | Freq  | Power (kW) | HAAT | C          | Owner               | Year Std | Date Acq'd | Sales Price (000) | L M A | Format      | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------|-----------------|-----------|-------|------------|------|------------|---------------------|----------|------------|-------------------|-------|-------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                 |                 |           |       |            |      |            |                     |          |            |                   |       |             |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| ● WCIZ          | Watertown       | A         | 93.3  | 6.0        | 328  | b          | Regent Comm         | 86       | 0001       |                   | g1    | Clsc Hits   | 850                      | 0.75        | 23.2               | 15.4                              | 16.7        | 19.2      | 15.8        | 8.8       | 11.6        | 0.0       | 15.8        |
| WMHI            | Cape Vincent    | A         | 94.7  | 6.0        | 328  |            | Mars Hill Bcstg     | 90       |            |                   |       | Christian   |                          |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| WFRY            | Watertown       | C1        | 97.5  | 97.0       | 476  | b          | Regent Comm         | 68       | 0001       |                   | g1    | Country     | 1,700                    | 0.99        | 35.2               | 24.9                              | 25.7        | 28.8      | 26.3        | 31.3      | 25.9        | 0.0       | 14.4        |
| WOTT            | Henderson       | A         | 100.7 | 6.0        | 328  | a          | Jefferson Bcstg Inc | 90       |            |                   |       | CIRck/NwRck | 325                      | 0.87        | 7.6                | 13.0                              | 6.9         | 4.8       | 6.8         | 3.8       | 5.4         | 0.0       | 13.7        |
| WBDR            | Cape Vincent    | A         | 102.7 | 6.0        | 328  | cp         | Clancy & Mance      | 92       | 9811       | 50                |       | CHR         | 300                      | 3.40        | 1.8                | 3.3                               | 2.1         | 0.7       | 1.5         | 3.1       | 3.4         | 0.0       | 0.0         |
| WTOJ            | Carthage        | A         | 103.1 | 1.8        | 594  | a          | Jefferson Bcstg Inc | 84       | 8805       | 1,675             | c2    | AC          | 700                      | 1.76        | 8.1                | 7.1                               | 7.6         | 4.8       | 6.0         | 7.5       | 14.3        | 0.0       | 11.6        |
| WWLF            | Copenhagen      | C3        | 106.7 | 1.8        | 1191 | a          | Jefferson Bcstg Inc | 94       | 9609       | 50                |       | CHR         | 125                      | 0.20        | 13.0               | 13.0                              | 10.4        | 9.6       | 12.0        | 8.1       | 2.7         | 0.0       | 6.8         |
| # FM Stations - |                 |           |       |            | 7    | # Combos - |                     |          |            |                   | 5     | FM TOTALS   |                          |             | 88.9               | 76.7                              | 69.4        | 67.9      | 68.4        | 62.6      | 63.3        | 0.0       | 62.3        |

## AM Stations

| Calls                       | City of License | FCC Class | Freq | Day Power (kW) | Night Power (kW) | C             | Owner               | Year Std | Date Acq'd | Sales Price (000) | L M A | Format                       | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------------------|-----------------|-----------|------|----------------|------------------|---------------|---------------------|----------|------------|-------------------|-------|------------------------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                             |                 |           |      |                |                  |               |                     |          |            |                   |       |                              |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| WTNY                        | Watertown       | B         | 790  | 1.0            | 1.00             | b             | Regent Comm         | 41       | 0001       |                   | g1    | Talk                         | 225                      | 0.61        | 7.5                | 2.9                               | 4.2         | 7.5       | 4.5         | 4.4       | 6.8         | 0.0       | 7.5         |
| WATN                        | Watertown       | C         | 1240 | 1.0            | 1.00             | a             | Jefferson Bcstg Inc | 41       | 8805       |                   | c2    | Talk                         | 100                      | 0.58        | 3.5                | 2.9                               | 2.1         | 3.4       | 1.5         | 3.8       | 1.4         | 0.0       | 2.7         |
| WUZZ                        | Watertown       | B         | 1410 | 3.5            | 0.06             | b             | Regent Comm         | 59       | 0001       |                   | g1    | R&B Oldies                   | 50                       |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 3.1       | 3.4         | 0.0       | 0.0         |
| # AM Stations -             |                 |           |      |                | 3                | # Combos -    |                     |          |            |                   | 3     | AM TOTALS                    |                          |             | 11.0               | 5.8                               | 6.3         | 10.9      | 6.0         | 11.3      | 11.6        | 0.0       | 10.2        |
| AM & FM Stations Profiled - |                 |           |      |                | 10               | # Duopolies - |                     |          |            |                   | 3     | Total Local Commercial Share |                          |             | 82.5               | 75.7                              | 78.8        | 74.4      | 73.9        | 74.9      | 0.0         | 72.5      |             |

NOTE: Market rated twice yearly with Fall 1997 period.

● Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 257

Revenue Rank: 269

# Lawton, OK Market Overview



**Metro Counties / Population (000)**

|              |       |
|--------------|-------|
| Comanche, OK | 112.4 |
|              | 112.4 |

**Market Radio Financials**  
(all figures in 000's, except percentages and ratios)

|  |                  |             |             |             |             |             |                  |
|--|------------------|-------------|-------------|-------------|-------------|-------------|------------------|
| <b>ESTIMATED GROSS REVENUES</b><br>★★★ | <u>1993</u>      | <u>1994</u> | <u>1995</u> | <u>1996</u> | <u>1997</u> | <u>1998</u> | $\Delta$ 93 - 98 |
|  | \$2,200          | \$2,400     | \$2,600     | \$2,800     | \$3,100     | \$3,200     | 7.9%             |
|  | $\Delta$ 98 - 99 | <u>1999</u> | <u>2000</u> | <u>2001</u> | <u>2002</u> | <u>2003</u> | $\Delta$ 99 - 03 |
|  | 6.3%             | \$3,400     | \$3,600     | \$3,700     | \$3,900     | \$4,100     | 4.5%             |

|                      |              |              |              |                      |
|----------------------|--------------|--------------|--------------|----------------------|
|                      | <u>1993</u>  | <u>1998</u>  | <u>2003</u>  | <b>Est. Breakout</b> |
| Revenue/Retail Sales | \$3.10/1,000 | \$3.53/1,000 | \$3.84/1,000 | Local 90%            |
| Revenue/Capita       | \$18.60      | \$28.47      | \$37.34      | National 10%         |

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

|                |             |             |                    |             |             |                    |
|----------------|-------------|-------------|--------------------|-------------|-------------|--------------------|
|                | <u>1993</u> | <u>1998</u> | <b>Growth Rate</b> | <u>1998</u> | <u>2003</u> | <b>Growth Rate</b> |
| MSA Population | 118.3       | 112.4       | -1.0%              | 112.4       | 109.8       | -0.5%              |
| Households     | 39.9        | 37.4        | -1.3%              | 37.4        | 36.5        | -0.5%              |
| Retail Sales   | 708.6       | 906.5       | 5.0%               | 906.5       | 1,066.7     | 3.3%               |
| EBI            | 1,411.9     | 1,344.7     | -1.0%              | 1,344.7     | 1,547.0     | 2.8%               |

**Demographic Breakdown**

|                    |              |                 |                |                  |                |                |                |                |
|--------------------|--------------|-----------------|----------------|------------------|----------------|----------------|----------------|----------------|
|                    | <u>Total</u> | <u>Under 12</u> | <u>12 - 17</u> | <u>18 - 24</u>   | <u>25 - 34</u> | <u>35 - 44</u> | <u>45 - 54</u> | <u>Over 55</u> |
| Men (000)          | 58.5         | 10.6            | 5.2            | 9.8              | 9.8            | 8.4            | 6.2            | 8.5            |
| Women (000)        | 53.9         | 10.2            | 4.8            | 5.3              | 8.3            | 7.9            | 6.8            | 10.7           |
| Total              | 112.4        | 20.7            | 10.0           | 15.1             | 18.1           | 16.4           | 12.9           | 19.2           |
| Percentage         | 100.0%       | 18.4%           | 8.9%           | 13.4%            | 16.1%          | 14.5%          | 11.5%          | 17.1%          |
| Per Capita         | \$ 11,964    |                 |                |                  |                |                |                |                |
|                    |              |                 |                | Median Household | \$ 27,638      |                | Avg Household  | \$ 35,955      |
| Ethnic Population: | White 73.6%  |                 | Black 18.4%    |                  | Asian 3.6%     |                | Hispanic 9.0%  |                |

**Market Summary**

|                   |                |                |                |                   |                |                |              |
|-------------------|----------------|----------------|----------------|-------------------|----------------|----------------|--------------|
| <b>FM Classes</b> | <b>Class A</b> | <b>Class B</b> | <b>Class C</b> | <b>Viable FMs</b> | <b>All FMs</b> | <b>All AMs</b> | <b>Total</b> |
| # Stations        |                |                | 7              | 6                 | 7              | 2              | 9            |
| Tot 12+           |                |                | 68.8           | 68.8              | 68.8           | 2.4            | 71.2         |
| Avg 12+           |                |                | 9.8            | 11.5              | 9.8            | 1.2            | 7.9          |
| Tot LCS           |                |                | 96.6           | 96.6              | 96.6           | 3.4            | 100.0        |
| Avg LCS           |                |                | 13.8           | 16.1              | 13.8           | 1.7            | 11.1         |



# Competitive Overview

## FM Stations

| Calls           | City of License | FCC Class | Power (kW) | HAAT  | C          | Owner | Year Std           | Date Acq'd | Sales Price (000) | L M A     | Format  | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |      |
|-----------------|-----------------|-----------|------------|-------|------------|-------|--------------------|------------|-------------------|-----------|---------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|------|
|                 |                 |           |            |       |            |       |                    |            |                   |           |         |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |      |
| KZCD            | Lawton          | C2        | 94.1       | 18.0  | 525        | b     | AMFM Inc           | 87         | 9910              | p         | g       | Rock                     | 450         | 1.24               | 10.1                              | 9.4         | 8.8       | 5.6         | 10.9      | 9.7         | 10.9      | 0.0         | 9.6  |
| KMGZ            | Lawton          | C3        | 95.3       | 14.0  | 312        |       | Broadco of Texas   | 82         | 9203              |           | sw 1    | CHR                      | 725         | 0.89               | 22.6                              | 10.6        | 16.9      | 15.1        | 13.3      | 10.6        | 11.7      | 0.0         | 17.4 |
| KJMZ            | Lawton          | C1        | 98.1       | 100.0 | 200        | a     | Perry Bcstg Co Inc | 70         | 9703              |           | 489 c1  | Urban AC                 | 200         | 0.28               | 19.7                              | 13.5        | 12.5      | 15.1        | 18.8      | 16.8        | 25.8      | 0.0         | 8.7  |
| ● KBZQ          | Lawton          | C3        | 99.5       | 15.9  | 338        |       | Fritsch, Wm, Jr.   | 92         | 9203              |           | 336 sw  | Soft AC                  | 275         | 0.94               | 8.1                               | 6.3         | 5.1       | 6.3         | 6.3       | 5.3         | 3.1       | 0.0         | 4.3  |
| KLAW            | Lawton          | C1        | 101.3      | 100.0 | 584        | b     | AMFM Inc           | 65         | 9910              | p         | g       | Country                  | 1,125       | 1.20               | 26.1                              | 21.0        | 21.3      | 15.9        | 18.8      | 20.4        | 15.6      | 0.0         | 20.9 |
| KRPT            | Anadarko        | C1        | 103.7      | 75.0  | 279        | c     | Friends Comm       | 81         | 9911              | p         | 2,000 g | Country                  | 325         |                    | 0.6                               | 0.0         | 0.0       | 0.8         | 0.0       | 0.0         | 0.0       | 0.0         | 0.9  |
| ● KVRW          | Lawton          | C2        | 107.3      | 50.0  | 492        |       | Pat-Tower Inc      | 91         | 9712              |           | 200 1   | Oldies                   | 200         | 0.61               | 9.1                               | 8.0         | 6.6       | 6.3         | 8.6       | 8.0         | 5.5       | 0.0         | 6.1  |
| # FM Stations - |                 |           |            | 7     | # Combos - |       |                    |            | 4                 | FM TOTALS |         |                          |             | 96.3               | 68.8                              | 71.2        | 65.1      | 76.7        | 70.8      | 72.6        | 0.0       | 67.9        |      |

## AM Stations

| Calls                       | City of License | FCC Class | Day Power (kW) | Night Power (kW) | C             | Owner | Year Std           | Date Acq'd | Sales Price (000) | L M A                        | Format | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |     |
|-----------------------------|-----------------|-----------|----------------|------------------|---------------|-------|--------------------|------------|-------------------|------------------------------|--------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|-----|
|                             |                 |           |                |                  |               |       |                    |            |                   |                              |        |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |     |
| KKRX                        | Lawton          | B         | 1050           | 0.3              | 0.01          | a     | Perry Bcstg Co Inc | 56         | 9703              |                              | c1     | Gospel                   | 50          | 0.56               | 2.5                               | 2.4         | 3.7       | 0.0         | 1.6       | 4.4         | 2.3       | 0.0         | 2.6 |
| KXCA                        | Lawton          | B         | 1380           | 1.0              | 1.00          | c     | Friends Comm       | 41         | 9911              | p                            | g      | Sprts/Talk               | 75          | 1.74               | 1.2                               | 0.0         | 0.0       | 1.6         | 0.0       | 1.8         | 3.9       | 0.0         | 0.0 |
| # AM Stations -             |                 |           |                | 2                | # Combos -    |       |                    |            | 2                 | AM TOTALS                    |        |                          |             | 3.7                | 2.4                               | 3.7         | 1.6       | 1.6         | 6.2       | 6.2         | 0.0       | 2.6         |     |
| AM & FM Stations Profiled - |                 |           |                | 9                | # Duopolies - |       |                    |            | 1                 | Total Local Commercial Share |        |                          |             | 71.2               | 74.9                              | 66.7        | 78.3      | 77.0        | 78.8      | 0.0         | 70.5      |             |     |

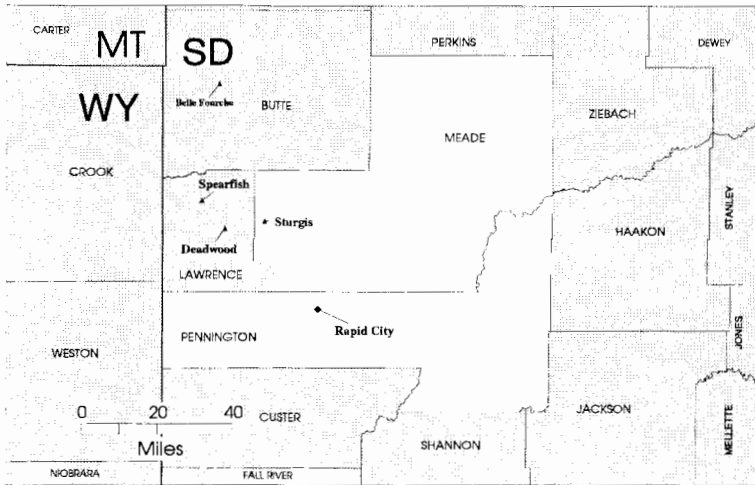
NOTE: Market rated twice yearly with Fall 1997 period.

● Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

**Metro Rank: 258**

Revenue Rank: 179

# Rapid City, SD Market Overview



**Metro Counties / Population (000)**

|                |              |
|----------------|--------------|
| Meade, SD      | 22.9         |
| Pennington, SD | 88.0         |
| <b>Total</b>   | <b>110.9</b> |

**Market Radio Financials**

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>★★ | 1993 | 1994    | 1995    | 1996     | 1997     | 1998     | Δ 93 - 98 |
|--------------------------------|------|---------|---------|----------|----------|----------|-----------|
|                                |      | \$5,400 | \$6,100 | \$7,000  | \$7,800  | \$7,800  | \$8,500   |
| Δ 98 - 99                      | 1999 | 2000    | 2001    | 2002     | 2003     | 2003     | Δ 99 - 03 |
|                                | 5.9% | \$9,000 | \$9,600 | \$10,200 | \$10,900 | \$11,500 | 6.2%      |

|                      | 1993         | 1998         | 2003         | Est. Breakout |
|----------------------|--------------|--------------|--------------|---------------|
| Revenue/Retail Sales | \$4.36/1,000 | \$5.53/1,000 | \$5.59/1,000 | Local 85%     |
| Revenue/Capita       | \$47.58      | \$76.65      | \$105.89     | National 15%  |

**Demographic and Economic Overview**

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993    | 1998    | Growth Rate | 1998    | 2003    | Growth Rate |
|----------------|---------|---------|-------------|---------|---------|-------------|
| MSA Population | 113.5   | 110.9   | -0.5%       | 110.9   | 108.6   | -0.4%       |
| Households     | 41.7    | 40.4    | -0.6%       | 40.4    | 40.0    | -0.2%       |
| Retail Sales   | 1,238.1 | 1,538.1 | 4.4%        | 1,538.1 | 2,056.7 | 6.0%        |
| EBI            | 1,867.3 | 1,913.5 | 0.5%        | 1,913.5 | 2,366.7 | 4.3%        |

**Demographic Breakdown**

|                    | Total       | Under 12   | 12 - 17    | 18 - 24          | 25 - 34   | 35 - 44 | 45 - 54       | Over 55   |
|--------------------|-------------|------------|------------|------------------|-----------|---------|---------------|-----------|
| Men (000)          | 55.9        | 10.9       | 5.2        | 6.0              | 8.8       | 9.2     | 6.5           | 9.4       |
| Women (000)        | 55.0        | 10.7       | 5.0        | 4.7              | 8.1       | 8.8     | 6.5           | 11.2      |
| Total              | 110.9       | 21.6       | 10.1       | 10.7             | 16.8      | 18.0    | 13.0          | 20.6      |
| Percentage         | 100.0%      | 19.5%      | 9.1%       | 9.6%             | 15.2%     | 16.3%   | 11.7%         | 18.5%     |
| Per Capita         | \$ 17,254   |            |            |                  |           |         |               |           |
|                    |             |            |            | Median Household | \$ 37,135 |         | Avg Household | \$ 47,364 |
| Ethnic Population: | White 89.0% | Black 2.6% | Asian 1.5% | Hispanic 3.2%    |           |         |               |           |

**Market Summary**

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations |         |         | 10      | 7          | 10      | 5       | 15    |
| Tot 12+    |         |         | 67.6    | 65.1       | 67.6    | 20.0    | 87.6  |
| Avg 12+    |         |         | 6.8     | 9.3        | 6.8     | 4.0     | 5.8   |
| Tot LCS    |         |         | 77.2    | 74.3       | 77.2    | 22.8    | 100.0 |
| Avg LCS    |         |         | 7.7     | 10.6       | 7.7     | 4.6     | 6.7   |

# Competitive Overview

## FM Stations

| Calls           | City of License | FCC Class | Power (kW) | HAAT     | C          | Owner | Year Std          | Date Acq'd | Sales Price (000) | L M A     | Format | 1999 Est        |             | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |      |
|-----------------|-----------------|-----------|------------|----------|------------|-------|-------------------|------------|-------------------|-----------|--------|-----------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|------|
|                 |                 |           |            |          |            |       |                   |            |                   |           |        | Revenue (000)1/ | Power Ratio |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |      |
| KRCS            | Sturgis         | C         | 93.1       | 100.0    | 1060       | a     | Triad Bcstg Co    | 72         | 9910              |           | g1     | CHR             | 400         | 0.42               | 10.7                              | 14.9        | 10.1      | 8.9         | 12.0      | 8.0         | 9.0       | 0.0         | 1.5  |
| ● KMKK          | Rapid City      | C1        | 93.9       | 100.0 cp | 686        | a     | Triad Bcstg Co    | 59         | 9910              |           | g1     | AC              | 1,200       | 1.40               | 9.5                               | 11.4        | 8.0       | 8.9         | 10.5      | 10.4        | 9.0       | 0.0         | 13.1 |
| KSQY            | Deadwood        | C         | 95.1       | 100.0    | 1709       | c     | Haugo Bcstg Inc   | 82         |                   |           |        | AOR             | 750         | 1.19               | 7.0                               | 6.8         | 8.0       | 4.4         | 5.3       | 7.2         | 6.7       | 0.0         | 8.0  |
| KZZI            | Belle Fourche   | C         | 95.9       | 100.0    | 1817       |       | Western SD Bcstng | 95         | 9904              | 79        |        | Country         | 250         | 0.99               | 2.8                               | 0.7         | 0.7       | 4.4         | 0.8       | 0.0         | 0.7       | 0.0         | 0.7  |
| KLMP            | Rapid City      | C1        | 97.9       | 100.0    | 390        |       | Bethesda Chrstn   | 68         | 9605              | 350       |        | Christian       |             |                    | 1.2                               | 0.9         | 1.4       | 0.7         | 0.8       | 0.0         | 0.0       | 0.0         | 2.9  |
| KOUT            | Rapid City      | C1        | 98.7       | 100.0 cp | 463        | a     | Triad Bcstg Co    | 94         | 9910              |           | g1     | Country         | 1,100       | 1.03               | 11.9                              | 11.0        | 10.9      | 10.4        | 10.5      | 12.8        | 15.7      | 0.0         | 13.9 |
| ● KFXS          | Rapid City      | C1        | 100.3      | 100.0 cp | 463        | a     | Triad Bcstg Co    | 77         | 9910              |           |        | Clsc Rock       | 1,050       | 0.86               | 13.6                              | 11.4        | 15.2      | 8.9         | 10.5      | 9.6         | 10.4      | 0.0         | 13.1 |
| KDDX            | Spearfish       | C         | 101.1      | 100.0    | 1818       | b     | Duhamel Bcstg     | 85         | 9203              | 525       |        | AOR             | 475         | 1.29               | 4.1                               | 4.1         | 3.6       | 3.7         | 6.8       | 7.2         | 3.7       | 0.0         | 5.1  |
| KIQK            | Rapid City      | C1        | 104.1      | 100.0    | 515        | c     | Haugo Bcstg Inc   | 92         | 9812              | 1,970     | c2     | Country         | 900         | 1.28               | 7.8                               | 5.5         | 6.5       | 7.4         | 10.5      | 7.2         | 9.0       | 0.0         | 3.6  |
| ● KSLT          | Spearfish       | C         | 107.3      | 100.0 cp | 1900       |       | Bethesda Chrstn   | 84         |                   |           |        | ChrsContemp     | 350         | 3.24               | 1.2                               | 0.9         | 0.0       | 2.2         | 2.3       | 3.2         | 1.5       | 0.0         | 1.5  |
| # FM Stations - |                 |           |            | 10       | # Combos - |       |                   |            | 7                 | FM TOTALS |        |                 |             | 69.8               | 67.6                              | 64.4        | 59.9      | 70.0        | 65.6      | 65.7        | 0.0       | 63.4        |      |

## AM Stations

| Calls                       | City of License | FCC Class | Day Power (kW) | Night Power (kW) | C             | Owner | Year Std        | Date Acq'd | Sales Price (000) | L M A                        | Format | 1999 Est        |             | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |     |
|-----------------------------|-----------------|-----------|----------------|------------------|---------------|-------|-----------------|------------|-------------------|------------------------------|--------|-----------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|-----|
|                             |                 |           |                |                  |               |       |                 |            |                   |                              |        | Revenue (000)1/ | Power Ratio |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |     |
| ● KBHB                      | Sturgis         | B         | 810            | 21.0 cp          | 0.00          | a     | Triad Bcstg Co  | 62         | 9909              |                              | g1     | Cnry/Oldes      | 550         | 1.65               | 3.7                               | 3.3         | 1.4       | 5.2         | 1.5       | 3.2         | 5.2       | 0.0         | 6.6 |
| KKLS                        | Rapid City      | B         | 920            | 5.0              | 0.11          | a     | Triad Bcstg Co  | 59         | 9910              |                              | g1     | Oldies          | 600         | 0.81               | 8.2                               | 3.8         | 7.2       | 7.4         | 3.0       | 4.8         | 6.7       | 0.0         | 2.9 |
| KIMM                        | Rapid City      | B         | 1150           | 5.0              | 0.50          |       | KIMM Radio Inc  | 62         | 9802              | 150                          |        | Country         | 200         | 0.60               | 3.7                               | 4.6         | 2.2       | 4.4         | 2.3       | 1.6         | 3.0       | 0.0         | 3.6 |
| KTOQ                        | Rapid City      | C         | 1340           | 1.0              | 1.00          | c     | Haugo Bcstg Inc | 53         | 9812              |                              | c2     | Nostalgia       | 325         | 1.09               | 3.3                               | 1.8         | 2.9       | 3.0         | 3.8       | 3.2         | 3.0       | 0.0         | 8.0 |
| KOTA                        | Rapid City      | B         | 1380           | 5.0              | 5.00          | b     | Duhamel Bcstg   | 36         | 5405              |                              |        | News/Talk       | 850         | 0.82               | 11.5                              | 6.5         | 9.4       | 11.1        | 11.3      | 6.4         | 8.2       | 0.0         | 7.3 |
| # AM Stations -             |                 |           |                | 5                | # Combos -    |       |                 |            | 4                 | AM TOTALS                    |        |                 |             | 30.4               | 20.0                              | 23.1        | 31.1      | 21.9        | 19.2      | 26.1        | 0.0       | 28.4        |     |
| AM & FM Stations Profiled - |                 |           |                | 15               | # Duopolies - |       |                 |            | 5                 | Total Local Commercial Share |        |                 |             | 87.6               | 87.5                              | 91.0        | 91.9      | 84.8        | 91.8      | 0.0         | 91.8      |             |     |

NOTE: Market rated twice yearly with Fall 1997 period.

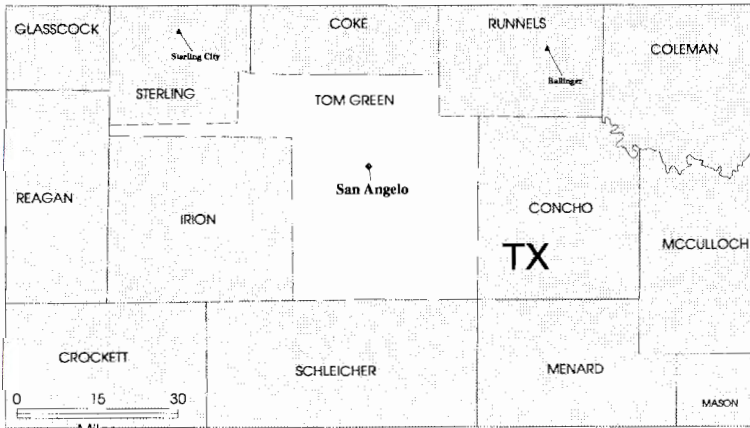
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

**Metro Rank: 259**

Revenue Rank: 260

# San Angelo, TX Market Overview



**Metro Counties / Population (000)**

|               |       |
|---------------|-------|
| Tom Green, TX | 106.6 |
|               | 106.6 |

**Market Radio Financials**

(all figures in 000's, except percentages and ratios)

|  |                  |              |              |                      |             |             |                  |
|--|------------------|--------------|--------------|----------------------|-------------|-------------|------------------|
| <b>ESTIMATED GROSS REVENUES</b><br>*** | <u>1993</u>      | <u>1994</u>  | <u>1995</u>  | <u>1996</u>          | <u>1997</u> | <u>1998</u> | <u>Δ 93 - 98</u> |
|  | \$2,900          | \$3,100      | \$3,300      | \$3,500              | \$3,700     | \$3,800     | 5.5%             |
|  | <u>Δ 98 - 99</u> | <u>1999</u>  | <u>2000</u>  | <u>2001</u>          | <u>2002</u> | <u>2003</u> | <u>Δ 99 - 03</u> |
|  | 7.9%             | \$4,100      | \$4,300      | \$4,400              | \$4,600     | \$4,800     | 4.5%             |
| Revenue/Retail Sales                   | <u>1993</u>      | <u>1998</u>  | <u>2003</u>  | <u>Est. Breakout</u> |             |             |                  |
| Revenue/Capita                         | \$3.55/1,000     | \$4.05/1,000 | \$4.26/1,000 | Local                | 90%         |             |                  |
|  | \$28.49          | \$35.65      | \$43.36      | National             | 10%         |             |                  |

**Demographic and Economic Overview**

(000's, except Retail Sales and EBI in 000,000's)

|                |             |             |                    |             |             |                    |
|----------------|-------------|-------------|--------------------|-------------|-------------|--------------------|
|                | <u>1993</u> | <u>1998</u> | <u>Growth Rate</u> | <u>1998</u> | <u>2003</u> | <u>Growth Rate</u> |
| MSA Population | 101.8       | 106.6       | 0.9%               | 106.6       | 110.7       | 0.8%               |
| Households     | 36.7        | 38.5        | 1.0%               | 38.5        | 40.5        | 1.0%               |
| Retail Sales   | 816.4       | 939.4       | 2.8%               | 939.4       | 1,127.5     | 3.7%               |
| EBI            | 1,429.6     | 1,479.0     | 0.7%               | 1,479.0     | 1,820.5     | 4.2%               |

**Demographic Breakdown**

|                    |              |                  |                |                |                |                |                |                |
|--------------------|--------------|------------------|----------------|----------------|----------------|----------------|----------------|----------------|
|                    | <u>Total</u> | <u>Under 12</u>  | <u>12 - 17</u> | <u>18 - 24</u> | <u>25 - 34</u> | <u>35 - 44</u> | <u>45 - 54</u> | <u>Over 55</u> |
| Men (000)          | 51.9         | 9.6              | 4.5            | 6.1            | 7.2            | 8.0            | 6.4            | 10.2           |
| Women (000)        | 54.7         | 9.1              | 4.5            | 5.8            | 7.2            | 8.0            | 6.7            | 13.5           |
| Total              | 106.6        | 18.7             | 9.0            | 11.8           | 14.4           | 16.0           | 13.1           | 23.6           |
| Percentage         | 100.0%       | 17.6%            | 8.4%           | 11.1%          | 13.5%          | 15.0%          | 12.3%          | 22.2%          |
| Per Capita         | \$ 13,875    | Median Household |                | \$ 28,930      | Avg Household  |                | \$ 38,416      |                |
| Ethnic Population: | White 93.4%  | Black 4.5%       | Asian 1.5%     | Hispanic 32.0% |                |                |                |                |

**Market Summary**

|                   |                |                |                |                   |                |                |              |
|-------------------|----------------|----------------|----------------|-------------------|----------------|----------------|--------------|
| <b>FM Classes</b> | <b>Class A</b> | <b>Class B</b> | <b>Class C</b> | <b>Viable FMs</b> | <b>All FMs</b> | <b>All AMs</b> | <b>Total</b> |
| # Stations        |                |                | 11             | 9                 | 11             | 3              | 14           |
| Tot 12+           |                |                | 75.6           | 73.8              | 75.6           | 8.7            | 84.3         |
| Avg 12+           |                |                | 6.9            | 8.2               | 6.9            | 2.9            | 6.0          |
| Tot LCS           |                |                | 89.7           | 87.5              | 89.7           | 10.3           | 100.0        |
| Avg LCS           |                |                | 8.2            | 9.7               | 8.2            | 3.4            | 7.1          |

# Competitive Overview

## FM Stations

| Calls           | City of License | FCC Class | Freq  | Power (kW) | HAAT | C          | Owner                | Year Std | Date Acq'd | Sales Price (000) | L M A | Format      | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |     |      |
|-----------------|-----------------|-----------|-------|------------|------|------------|----------------------|----------|------------|-------------------|-------|-------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|-----|------|
|                 |                 |           |       |            |      |            |                      |          |            |                   |       |             |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |     |      |
| KDCD            | San Angelo      | C1        | 92.9  | 100.0      | 600  | e          | Regency Bcstg Inc    | 80       | 9208       | 186               |       | Country     | 350                      | 1.15        | 7.4                | 4.3                               | 4.8         | 8.0       | 9.7         | 10.1      | 8.7         | 0.0       | 9.3         |     |      |
| KCRN            | San Angelo      | C1        | 93.9  | 100.0      | 650  | c          | Criswell Ctr Biblicl | 65       | 9106       | 350               | c1    | Inspiration |                          |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |     |      |
| KIXY            | San Angelo      | C1        | 94.7  | 100.0      | 358  | a          | Foster Comm          | 66       | 8404       | 1,275             | c2    | CHR         | 900                      | 1.04        | 21.1               | 18.7                              | 20.0        | 16.0      | 15.3        | 18.5      | 17.4        | 0.0       | 18.6        |     |      |
| ● KCSE          | Sterling City   | C2        | 96.5  | 50.0       | 492  |            | Graham Brothers      | 98       | 9803       | 14                | cp    | AC          |                          |             | 1.4                | 1.8                               | 2.4         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |     |      |
| KGKL            | San Angelo      | C1        | 97.5  | 100.0      | 410  | b          | Gloger Properties    | 65       | 7104       |                   |       | Country     | 1,000                    | 1.34        | 18.2               | 15.5                              | 13.6        | 17.6      | 19.4        | 15.1      | 19.6        | 0.0       | 14.7        |     |      |
| ● KELI          | San Angelo      | C         | 98.7  | 93.0       | 1289 |            | KGKL/KELI Inc.       | 86       |            |                   |       | Oldies      | 300                      | 0.98        | 7.5                | 9.1                               | 6.4         | 6.4       | 9.7         | 13.4      | 12.3        | 0.0       | 10.9        |     |      |
| ● KYZZ          | San Angelo      | C2        | 100.1 | 35.0       | 338  |            | Gutierrez, Arnie     | 95       |            |                   |       | Tejano      | 150                      | 0.52        | 7.1                | 8.7                               | 8.0         | 4.0       | 6.5         | 6.7       | 8.0         | 0.0       | 4.7         |     |      |
| KWFR            | San Angelo      | C1        | 101.9 | 100.0      | 341  | a          | Foster Comm          | 91       | 9412       |                   | g     | Cisc Rock   | 400                      | 0.87        | 11.2               | 6.2                               | 8.0         | 11.2      | 10.5        | 10.1      | 10.9        | 0.0       | 14.7        |     |      |
| ● KKCX          | Ballinger       | C1        | 103.1 | 100.0 cp   | 456  | d          | Graham Brothers      | 77       | 9804       | 395               | c1    | Country     | 50                       | 1.22        | 1.0                | 4.2                               | 1.6         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |     |      |
| KMDX            | San Angelo      | C3        | 105.7 | 20.0       | 367  | e          | Regency Bcstg Inc    | 98       |            |                   |       | Adult Rock  | 150                      | 1.08        | 3.4                | 4.6                               | 5.6         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |     |      |
| KSJT            | San Angelo      | C1        | 107.5 | 100.0      | 604  |            | La Unica Bcstg Co    | 85       |            |                   |       | Spanish     | 400                      | 0.84        | 11.6               | 2.5                               | 6.4         | 13.6      | 4.0         | 6.7       | 4.3         | 0.0       | 6.2         |     |      |
| # FM Stations - |                 |           |       |            | 11   | # Combos - |                      |          |            |                   | 6     | FM TOTALS   |                          |             |                    |                                   | 89.9        | 75.6      | 76.8        | 76.8      | 75.1        | 80.6      | 81.2        | 0.0 | 79.1 |

## AM Stations

| Calls                       | City of License | FCC Class | Freq | Day Power (kW) | Night Power (kW) | C             | Owner                | Year Std | Date Acq'd | Sales Price (000) | L M A | Format                       | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |      |      |
|-----------------------------|-----------------|-----------|------|----------------|------------------|---------------|----------------------|----------|------------|-------------------|-------|------------------------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|------|------|
|                             |                 |           |      |                |                  |               |                      |          |            |                   |       |                              |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |      |      |
| KGKL                        | San Angelo      | B         | 960  | 5.0            | 1.00             | b             | Gloger Properties    | 28       | 7104       |                   |       | Country                      | 150                      | 0.72        | 5.1                | 3.0                               | 3.2         | 5.6       | 7.3         | 4.2       | 5.1         | 0.0       | 5.4         |      |      |
| KKSA                        | San Angelo      | B         | 1260 | 0.5            | 0.00             | a             | Foster Comm          | 54       | 8404       |                   | c2    | Nws/Tlk/Spt                  | 200                      | 0.96        | 5.1                | 5.7                               | 3.2         | 5.6       | 5.6         | 5.0       | 3.6         | 0.0       | 4.7         |      |      |
| KCRN                        | San Angelo      | C         | 1340 | 1.0            | 1.00             | c             | Criswell Ctr Biblicl | 47       | 9106       |                   | c1    | Inspiration                  |                          |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |      |      |
| # AM Stations -             |                 |           |      |                | 3                | # Combos -    |                      |          |            |                   | 3     | AM TOTALS                    |                          |             |                    |                                   | 10.2        | 8.7       | 6.4         | 11.2      | 12.9        | 9.2       | 8.7         | 0.0  | 10.1 |
| AM & FM Stations Profiled - |                 |           |      |                | 14               | # Duopolies - |                      |          |            |                   | 3     | Total Local Commercial Share |                          |             |                    |                                   | 84.3        | 83.2      | 88.0        | 88.0      | 89.8        | 89.9      | 0.0         | 89.2 |      |

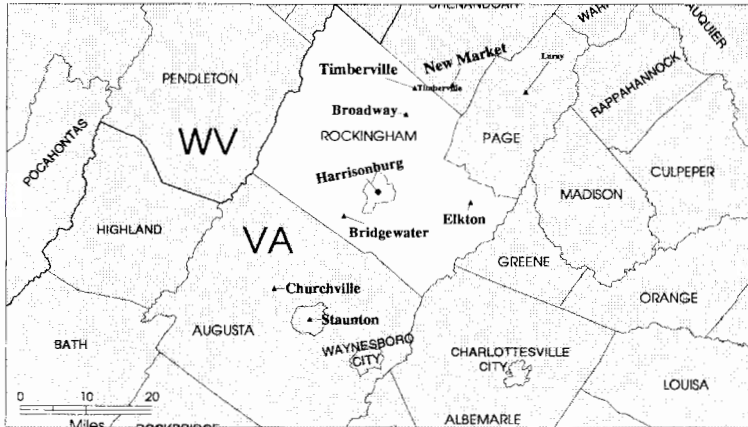
NOTE: Market rated twice yearly with Fall 1997 period.

● Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

**Metro Rank: 260**

Revenue Rank: 206

# Harrisonburg, VA Market Overview



**Metro Counties / Population (000)**

|                   |              |
|-------------------|--------------|
| Harrisonburg city | 34.2         |
| Rockingham, VA    | 65.9         |
| <b>Total</b>      | <b>100.1</b> |

**Market Radio Financials**

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>★★★ | 1993         | 1994         | 1995         | 1996                 | 1997    | 1998    | Δ 93 - 98 |
|---------------------------------|--------------|--------------|--------------|----------------------|---------|---------|-----------|
|                                 |              | \$3,900      | \$4,400      | \$5,200              | \$5,500 | \$5,800 | \$5,800   |
| Δ 98 - 99                       | 1999         | 2000         | 2001         | 2002                 | 2003    | 2003    | Δ 99 - 03 |
|                                 | 22.4%        | \$7,100      | \$7,800      | \$8,500              | \$9,200 | \$9,900 | 8.7%      |
|                                 | 1993         | 1998         | 2003         | <b>Est. Breakout</b> |         |         |           |
| Revenue/Retail Sales            | \$5.02/1,000 | \$4.61/1,000 | \$5.72/1,000 | Local                | 70%     |         |           |
| Revenue/Capita                  | \$42.44      | \$57.94      | \$94.83      | National             | 30%     |         |           |

**Demographic and Economic Overview**

(000's, except Retail Sales and EBI in 000,000's)

|              | 1993           | 1998    | Growth Rate | 1998    | 2003    | Growth Rate |
|--------------|----------------|---------|-------------|---------|---------|-------------|
|              | MSA Population | 91.9    | 100.1       | 1.7%    | 100.1   | 104.4       |
| Households   | 32.8           | 36.1    | 1.9%        | 36.1    | 38.7    | 1.4%        |
| Retail Sales | 776.7          | 1,257.3 | 10.1%       | 1,257.3 | 1,731.1 | 6.6%        |
| EBI          | 1,248.8        | 1,430.6 | 2.8%        | 1,430.6 | 1,757.6 | 4.2%        |

**Demographic Breakdown**

|                    | Total       | Under 12 | 12 - 17    | 18 - 24          | 25 - 34    | 35 - 44 | 45 - 54       | Over 55   |
|--------------------|-------------|----------|------------|------------------|------------|---------|---------------|-----------|
| Men (000)          | 48.4        | 6.9      | 3.6        | 8.1              | 6.6        | 7.4     | 6.5           | 9.4       |
| Women (000)        | 51.7        | 6.6      | 3.4        | 9.1              | 6.2        | 7.4     | 6.6           | 12.3      |
| Total              | 100.1       | 13.4     | 7.0        | 17.2             | 12.9       | 14.7    | 13.1          | 21.7      |
| Percentage         | 100.0%      | 13.4%    | 7.0%       | 17.2%            | 12.9%      | 14.7%   | 13.1%         | 21.7%     |
| Per Capita         | \$ 14,292   |          |            |                  |            |         |               |           |
|                    |             |          |            | Median Household | \$ 32,178  |         | Avg Household | \$ 39,629 |
| Ethnic Population: | White 95.0% |          | Black 3.9% |                  | Asian 1.0% |         | Hispanic 1.7% |           |

**Market Summary**

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 3       | 6       |         | 7          | 9       | 5       | 14    |
| Tot 12+    | 7.5     | 45.2    |         | 52.7       | 52.7    | 27.4    | 80.1  |
| Avg 12+    | 2.5     | 7.5     |         | 7.5        | 5.9     | 5.5     | 5.7   |
| Tot LCS    | 9.4     | 56.4    |         | 65.8       | 65.8    | 34.2    | 100.0 |
| Avg LCS    | 3.1     | 9.4     |         | 9.4        | 7.3     | 6.8     | 7.1   |



# Competitive Overview

## FM Stations

| Calls           | City of License | FCC Class | Freq  | Power (kW) | HAAT | C          | Owner             | Year Std | Date Acq'd | Sales Price (000) | L M A | Format      | 1999 Est        |             | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------|-----------------|-----------|-------|------------|------|------------|-------------------|----------|------------|-------------------|-------|-------------|-----------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                 |                 |           |       |            |      |            |                   |          |            |                   |       |             | Revenue (000)1/ | Power Ratio |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| WTON            | Staunton        | B1        | 94.3  | 0.3        | 2339 | d          | High Impact Comm  | 90       | 9602       | 1,000             | c1    | Lite Rock   |                 |             | 1.1                | 0.0                               | 0.8         | 0.8       | 0.9         | 0.8       | 0.9         | 0.0       | 0.8         |
| ● WLTk          | Broadway        | B1        | 96.1  | 2.6        | 1011 | c          | VerStandig Bcstg  | 89       | 0001 p     | 1,720             | sw    | ChrsContemp | 300             | 0.90        | 4.9                | 4.5                               | 2.5         | 4.9       | 6.2         | 3.4       | 3.6         | 0.0       | 3.1         |
| WACL            | Elkton          | B1        | 98.5  | 0.9        | 1608 | b          | Mid Atlantic      | 89       | 9710       | 1,750             | 1     | Oldies      | 1,000           | 1.44        | 10.2               | 9.8                               | 7.4         | 8.1       | 11.5        | 12.6      | 7.3         | 0.0       | 7.7         |
| WQPO            | Harrisonburg    | B         | 100.7 | 50.0       | 492  | a          | VerStandig Bcstg  | 46       | 8704       | 2,650             | c1    | 1 CHR       | 1,000           | 0.91        | 16.2               | 11.3                              | 11.6        | 13.0      | 12.4        | 11.8      | 10.0        | 0.0       | 12.3        |
| ● WBHB          | New Market      | A         | 103.3 | 2.1        | 545  |            | Massanutten Bcstg | 95       | 0001 p     |                   | sw    | Clsc Rock   | 250             | 0.57        | 6.5                | 3.9                               | 4.1         | 5.7       | 8.0         | 3.4       | 1.8         | 0.0       | 3.1         |
| WKCY            | Harrisonburg    | B         | 104.3 | 50.0       | 410  | b          | Mid Atlantic      | 80       | 8903       | 2,000             | c2    | Country     | 1,600           | 1.36        | 17.3               | 11.9                              | 11.6        | 14.6      | 14.2        | 14.3      | 12.7        | 0.0       | 16.9        |
| WAMM            | Bridgewater     | A         | 105.1 | 6.0        | 328  | a          | VerStandig Bcstg  | 89       | 9608       | 875               | c1    | Country     | 300             | 0.54        | 8.1                | 3.6                               | 5.8         | 6.5       | 3.5         | 5.0       | 6.4         | 0.0       | 5.4         |
| WMXH            | Luray           | A         | 105.7 | 0.1        | 2054 |            | Easy Radio Inc    | 79       |            |                   |       | Hot AC      |                 |             | 1.1                | 0.0                               | 1.7         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| WBOP            | Churchville     | B1        | 106.3 | 6.4        | 574  |            | Lechman, Peter    | 91       |            |                   |       | Rock        | 900             | 1.42        | 9.3                | 7.7                               | 9.1         | 4.9       | 6.2         | 5.9       | 10.0        | 0.0       | 6.9         |
| # FM Stations - |                 |           |       |            | 9    | # Combos - |                   |          |            |                   | 6     | FM TOTALS   |                 |             | 74.7               | 52.7                              | 54.6        | 58.5      | 62.9        | 57.2      | 52.7        | 0.0       | 56.2        |

## AM Stations

| Calls                       | City of License | FCC Class | Freq | Day Power (kW) | Night Power (kW) | C             | Owner             | Year Std | Date Acq'd | Sales Price (000) | L M A | Format                       | 1999 Est        |             | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |  |
|-----------------------------|-----------------|-----------|------|----------------|------------------|---------------|-------------------|----------|------------|-------------------|-------|------------------------------|-----------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|--|
|                             |                 |           |      |                |                  |               |                   |          |            |                   |       |                              | Revenue (000)1/ | Power Ratio |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |  |
| WSVA                        | Harrisonburg    | B         | 550  | 5.0            | 1.00             | a             | VerStandig Bcstg  | 35       | 8704       |                   | c1    | 1 Nws/Tik/Spt                | 1,300           | 0.98        | 19.5               | 19.9                              | 14.9        | 14.6      | 14.2        | 16.0      | 20.0        | 0.0       | 21.5        |  |
| WTON                        | Staunton        | C         | 1240 | 1.0            | 1.00             | d             | High Impact Comm  | 46       | 9602       |                   | c1    | Sports                       |                 |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |  |
| WKCY                        | Harrisonburg    | B         | 1300 | 5.0            | 0.03             | b             | Mid Atlantic      | 67       | 8903       |                   | c2    | AC/Nws/Tik                   | 100             | 0.87        | 1.7                | 3.1                               | 1.7         | 0.8       | 2.7         | 1.7       | 1.8         | 0.0       | 3.1         |  |
| WHBG                        | Harrisonburg    | B         | 1360 | 4.7            | 0.03             | a             | VerStandig Bcstg  | 56       | 9608       |                   | c1    | Nws/Tik/Spt                  | 125             | 1.67        | 1.1                | 1.8                               | 0.8         | 0.8       | 0.9         | 0.8       | 0.9         | 0.0       | 0.8         |  |
| WBTX                        | Broadway-Tmbrvl | B         | 1470 | 5.0            | 0.00             | c             | Massanutten Bcstg | 72       |            |                   |       | Gospel                       | 225             | 1.03        | 3.2                | 2.6                               | 3.3         | 1.6       | 2.7         | 2.5       | 2.7         | 0.0       | 3.1         |  |
| # AM Stations -             |                 |           |      |                | 5                | # Combos -    |                   |          |            |                   | 5     | AM TOTALS                    |                 |             | 25.5               | 27.4                              | 20.7        | 17.8      | 20.5        | 21.0      | 25.4        | 0.0       | 28.5        |  |
| AM & FM Stations Profiled - |                 |           |      |                | 14               | # Duopolies - |                   |          |            |                   | 3     | Total Local Commercial Share |                 |             |                    |                                   |             |           |             |           |             |           |             |  |
|                             |                 |           |      |                |                  |               |                   |          |            |                   |       |                              |                 |             | 80.1               | 75.3                              | 76.3        | 83.4      | 78.2        | 78.1      | 0.0         | 84.7      |             |  |

NOTE: Market rated twice yearly with Fall 1997 period.

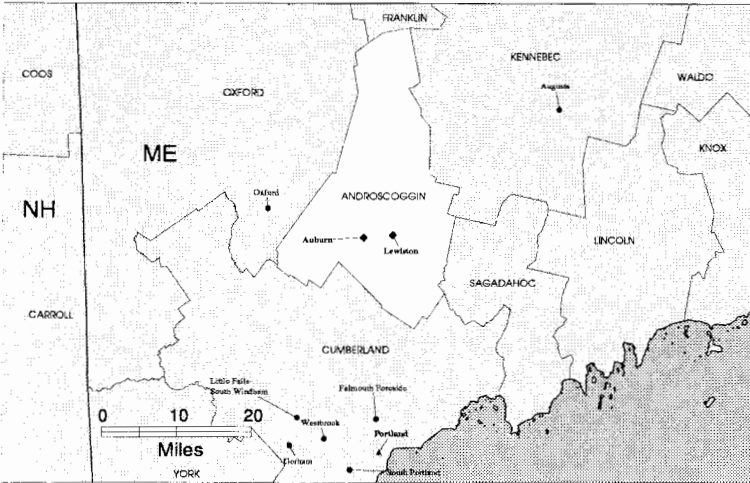
● Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.



Metro Rank: 261

Revenue Rank: 274

# Lewiston-Auburn, ME Market Overview



### Metro Counties / Population (000)

|                  |       |
|------------------|-------|
| Androscoggin, ME | 102.4 |
|                  | 102.4 |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>*** | 1993    | 1994    | 1995    | 1996    | 1997    | 1998      | Δ 93 - 98 |
|---------------------------------|---------|---------|---------|---------|---------|-----------|-----------|
|                                 | N/A     | N/A     | \$800   | \$900   | \$1,100 | \$1,500   |           |
| Δ 98 - 99                       | 1999    | 2000    | 2001    | 2002    | 2003    | Δ 99 - 03 |           |
| 13.3%                           | \$1,700 | \$1,800 | \$2,000 | \$2,100 | \$2,300 | 8.5%      |           |

|                      | 1993 | 1998         | 2003         | Est. Breakout |
|----------------------|------|--------------|--------------|---------------|
| Revenue/Retail Sales | N/A  | \$1.12/1,000 | \$1.43/1,000 | Local 90%     |
| Revenue/Capita       | N/A  | \$14.65      | \$23.40      | National 10%  |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993    | 1998    | Growth Rate | 1998    | 2003    | Growth Rate |
|----------------|---------|---------|-------------|---------|---------|-------------|
| MSA Population | 104.6   | 102.4   | -0.4%       | 102.4   | 98.3    | -0.8%       |
| Households     | 39.9    | 39.6    | -0.2%       | 39.6    | 38.9    | -0.4%       |
| Retail Sales   | 928.9   | 1,335.1 | 7.5%        | 1,335.1 | 1,604.8 | 3.7%        |
| EBI            | 1,483.3 | 1,510.5 | 0.4%        | 1,510.5 | 1,676.8 | 2.1%        |

### Demographic Breakdown

|                    | Total       | Under 12 | 12 - 17    | 18 - 24          | 25 - 34    | 35 - 44 | 45 - 54       | Over 55   |
|--------------------|-------------|----------|------------|------------------|------------|---------|---------------|-----------|
| Men (000)          | 49.7        | 8.5      | 4.3        | 5.0              | 7.1        | 8.0     | 6.6           | 10.3      |
| Women (000)        | 52.7        | 8.0      | 4.2        | 5.0              | 7.1        | 7.9     | 6.8           | 13.8      |
| Total              | 102.4       | 16.4     | 8.5        | 10.0             | 14.1       | 15.8    | 13.4          | 24.0      |
| Percentage         | 100.0%      | 16.0%    | 8.3%       | 9.8%             | 13.8%      | 15.5%   | 13.1%         | 23.5%     |
| Per Capita         | \$ 14,751   |          |            |                  |            |         |               |           |
|                    |             |          |            | Median Household | \$ 31,801  |         | Avg Household | \$ 38,144 |
| Ethnic Population: | White 98.4% |          | Black 0.7% |                  | Asian 0.7% |         | Hispanic 1.1% |           |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations |         | 3       | 3       | 3          | 6       | 2       | 8     |
| Tot 12+    |         | 17.2    | 31.8    | 17.0       | 49.0    | 1.3     | 50.3  |
| Avg 12+    |         | 5.7     | 10.6    | 5.7        | 8.2     | 0.7     | 6.3   |
| Tot LCS    |         | 34.2    | 63.2    | 33.8       | 97.4    | 2.6     | 100.0 |
| Avg LCS    |         | 11.4    | 21.1    | 11.3       | 16.2    | 1.3     | 12.5  |

# Competitive Overview

Some stations also rated in Portland, ME and Augusta, ME.

## FM Stations

| Calls           | City of License | FCC Class | Freq  | Power (kW) | HAAT | C          | Owner             | Year Std | Date Acq'd | Sales Price (000) | L M A | Format    | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |     |     |
|-----------------|-----------------|-----------|-------|------------|------|------------|-------------------|----------|------------|-------------------|-------|-----------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|-----|-----|
|                 |                 |           |       |            |      |            |                   |          |            |                   |       |           |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |     |     |
| WJBQ            | Portland        | B         | 97.9  | 16.0       | 889  |            | Citadel Comm Corp | 60       | 9909       |                   |       | CHR       | n/a                      |             | 17.4               | 7.3                               | 9.6         | 7.8       | 8.3         | 6.3       | 0.0         | 0.0       | 0.0         |     |     |
| • WMWX          | Auburn          | B         | 99.9  | 28.5       | 643  | a          | Radio Partners    | 77       | 9912 p     |                   | g3    | Hot AC    | 1,500                    | 8.02        | 11.0               | 4.0                               | 5.5         | 5.5       | 6.1         | 9.2       | 0.0         | 0.0       | 0.0         |     |     |
| WPOR            | Portland        | B         | 101.9 | 33.0 cp    | 604  |            | Saga Comm Inc     | 67       | 9606       | See (160)         |       | Country   | n/a                      |             | 13.4               | 5.9                               | 5.5         | 7.8       | 8.3         | 7.7       | 0.0         | 0.0       | 0.0         |     |     |
| WBLM            | Portland        | C         | 102.9 | 100.0 cp   | 1431 |            | Citadel Comm Corp | 67       | 9909       |                   |       | AOR       | n/a                      |             | 24.7               | 13.0                              | 13.0        | 11.7      | 11.4        | 12.7      | 0.0         | 0.0       | 0.0         |     |     |
| WTOS            | Skowhegan       | C         | 105.1 | 50.0       | 2431 |            | Cumulus Bcstg Inc | 69       | 9806       | See (250)         |       | AOR       | n/a                      |             | 10.3               | 5.7                               | 4.8         | 5.5       | 4.5         | 6.3       | 0.0         | 0.0       | 0.0         |     |     |
| WTHT            | Lewiston        | C1        | 107.5 | 91.0       | 929  | a          | Radio Partners    | 73       | 9912 p     |                   |       | Country   | n/a                      |             | 20.2               | 13.1                              | 11.6        | 8.6       | 10.6        | 11.3      | 0.0         | 0.0       | 0.0         |     |     |
| # FM Stations - |                 |           |       |            | 6    | # Combos - |                   |          |            |                   | 2     | FM TOTALS |                          |             |                    |                                   | 97.0        | 49.0      | 50.0        | 46.9      | 49.2        | 53.5      | 0.0         | 0.0 | 0.0 |

## AM Stations

| Calls                       | City of License | FCC Class | Freq | Day Power (kW) | Night Power (kW) | C             | Owner             | Year Std | Date Acq'd | Sales Price (000) | L M A | Format                       | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |     |     |
|-----------------------------|-----------------|-----------|------|----------------|------------------|---------------|-------------------|----------|------------|-------------------|-------|------------------------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|-----|-----|
|                             |                 |           |      |                |                  |               |                   |          |            |                   |       |                              |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |     |     |
| WTME                        | Lewiston        | C         | 1240 | 1.0            | 1.00             |               | Gleason Mktg Svcs | 38       | 9012       | 75                |       | Talk                         | 50                       |             | 3.0                | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 |     |
| WZOU                        | Lewiston        | B         | 1470 | 5.0            | 5.00             | a             | Radio Partners    | 47       | 9912 p     |                   | g3    | Nostalgia                    | 100                      | 1.96        | 3.0                | 1.3                               | 1.4         | 1.6       | 0.8         | 1.4       | 0.0         | 0.0       | 0.0         | 0.0 |     |
| # AM Stations -             |                 |           |      |                | 2                | # Combos -    |                   |          |            |                   | 1     | AM TOTALS                    |                          |             |                    |                                   | 3.0         | 1.3       | 1.4         | 1.6       | 0.8         | 1.4       | 0.0         | 0.0 | 0.0 |
| AM & FM Stations Profiled - |                 |           |      |                | 8                | # Duopolies - |                   |          |            |                   | 2     | Total Local Commercial Share |                          |             |                    |                                   | 50.3        | 51.4      | 48.5        | 50.0      | 54.9        | 0.0       | 0.0         | 0.0 |     |

NOTE: Market first rated Fall 1997.

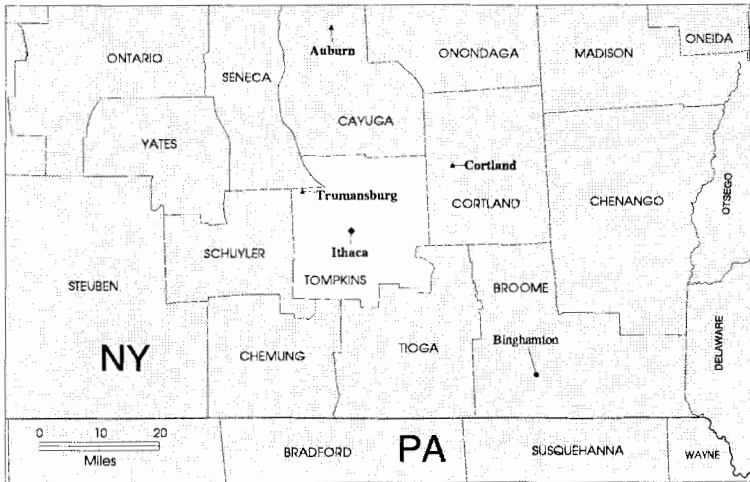
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 262

Revenue Rank: 263

# Ithaca, NY Market Overview



**Metro Counties / Population (000)**

|              |      |
|--------------|------|
| Tompkins, NY | 96.2 |
|              | 96.2 |

**Market Radio Financials**

(all figures in 000's, except percentages and ratios)

|  |                  |             |             |             |             |             |                  |
|--|------------------|-------------|-------------|-------------|-------------|-------------|------------------|
| <b>ESTIMATED GROSS REVENUES</b><br>*** | <u>1993</u>      | <u>1994</u> | <u>1995</u> | <u>1996</u> | <u>1997</u> | <u>1998</u> | <u>Δ 93 - 98</u> |
|  | \$2,600          | \$2,800     | \$2,800     | \$3,100     | \$3,300     | \$3,500     | 5.8%             |
|  | <u>Δ 98 - 99</u> | <u>1999</u> | <u>2000</u> | <u>2001</u> | <u>2002</u> | <u>2003</u> | <u>Δ 99 - 03</u> |
|  | 11.4%            | \$3,900     | \$4,200     | \$4,400     | \$4,700     | \$4,800     | 5.2%             |

|                      |              |              |              |                      |
|----------------------|--------------|--------------|--------------|----------------------|
|                      | <u>1993</u>  | <u>1998</u>  | <u>2003</u>  | <u>Est. Breakout</u> |
| Revenue/Retail Sales | \$4.04/1,000 | \$4.53/1,000 | \$5.34/1,000 | Local 85%            |
| Revenue/Capita       | \$26.97      | \$36.38      | \$48.34      | National 15%         |

**Demographic and Economic Overview**

(000's, except Retail Sales and EBI in 000,000's)

|                |             |             |                    |             |             |                    |
|----------------|-------------|-------------|--------------------|-------------|-------------|--------------------|
|                | <u>1993</u> | <u>1998</u> | <u>Growth Rate</u> | <u>1998</u> | <u>2003</u> | <u>Growth Rate</u> |
| MSA Population | 96.4        | 96.2        | 0.0%               | 96.2        | 99.3        | 0.6%               |
| Households     | 34.0        | 34.1        | 0.1%               | 34.1        | 35.7        | 0.9%               |
| Retail Sales   | 643.5       | 772.5       | 3.7%               | 772.5       | 899.3       | 3.1%               |
| EBI            | 1,425.4     | 1,375.7     | -0.7%              | 1,375.7     | 1,605.9     | 3.1%               |

**Demographic Breakdown**

|                    |              |                 |                |                  |                |                |                |                |
|--------------------|--------------|-----------------|----------------|------------------|----------------|----------------|----------------|----------------|
|                    | <u>Total</u> | <u>Under 12</u> | <u>12 - 17</u> | <u>18 - 24</u>   | <u>25 - 34</u> | <u>35 - 44</u> | <u>45 - 54</u> | <u>Over 55</u> |
| Men (000)          | 47.8         | 6.3             | 3.1            | 11.7             | 7.2            | 7.3            | 5.4            | 6.9            |
| Women (000)        | 48.4         | 5.9             | 2.9            | 10.8             | 6.7            | 7.4            | 5.5            | 9.1            |
| Total              | 96.2         | 12.2            | 6.0            | 22.5             | 13.9           | 14.7           | 11.0           | 16.0           |
| Percentage         | 100.0%       | 12.7%           | 6.2%           | 23.4%            | 14.4%          | 15.2%          | 11.4%          | 16.6%          |
| Per Capita         | \$ 14,300    |                 |                |                  |                |                |                |                |
|                    |              |                 |                | Median Household | \$ 30,408      |                | Avg Household  | \$ 40,342      |
| Ethnic Population: | White 88.0%  |                 | Black 4.1%     |                  | Asian 7.5%     |                | Hispanic 2.9%  |                |

**Market Summary**

|                   |                |                |                |                   |                |                |              |
|-------------------|----------------|----------------|----------------|-------------------|----------------|----------------|--------------|
| <b>FM Classes</b> | <b>Class A</b> | <b>Class B</b> | <b>Class C</b> | <b>Viable FMs</b> | <b>All FMs</b> | <b>All AMs</b> | <b>Total</b> |
| # Stations        | 1              | 4              |                | 4                 | 5              | 4              | 9            |
| Tot 12+           | 6.5            | 37.1           |                | 42.3              | 43.6           | 12.4           | 56.0         |
| Avg 12+           | 6.5            | 9.3            |                | 10.6              | 8.7            | 3.1            | 6.2          |
| Tot LCS           | 11.6           | 66.3           |                | 75.5              | 77.9           | 22.1           | 100.0        |
| Avg LCS           | 11.6           | 16.6           |                | 18.9              | 15.6           | 5.5            | 11.1         |

Market: Ithaca, NY

# Competitive Overview

Metro Rank: 262

Some stations also rated in Syracuse.

## FM Stations

| Calls           | City of License | FCC Class | Power (kW) | HAAT | C   | Owner                | Year Std              | Date Acq'd | Sales Price (000) | L M A | Format      | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |      |     |      |
|-----------------|-----------------|-----------|------------|------|-----|----------------------|-----------------------|------------|-------------------|-------|-------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|------|-----|------|
|                 |                 |           |            |      |     |                      |                       |            |                   |       |             |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |      |     |      |
| WVBR            | Ithaca          | A         | 93.5       | 3.0  | 249 | Cornell Radio Guild  | 58                    |            |                   |       | AOR         | 300                      | 0.88        | 8.5                | 6.5                               | 4.3         | 5.0       | 5.1         | 4.9       | 3.7         | 0.0       | 2.5         |      |     |      |
| WYXL            | Ithaca          | B         | 97.3       | 26.0 | 879 | a Eagle Bcstg Co Inc | 47                    | 8604       | 1,475             | c2    | 1 AC        | 1,300                    | 0.93        | 35.1               | 15.9                              | 19.8        | 18.8      | 22.2        | 19.5      | 20.4        | 0.0       | 25.4        |      |     |      |
| WIII            | Cortland        | B         | 99.9       | 23.5 | 732 | b Citadel Comm Corp  | 47                    | 9910 p     |                   | g1    | Clsc Rock   | 700                      | 1.14        | 15.3               | 8.1                               | 11.2        | 5.9       | 8.5         | 5.7       | 6.5         | 0.0       | 0.8         |      |     |      |
| • WQNY          | Ithaca          | B         | 103.7      | 15.5 | cp  | 879                  | c Eagle II Bcstg Corp | 48         | 9606              | 2,100 | c3          | 1 Country                | 550         | 0.65               | 21.1                              | 11.8        | 11.2      | 11.9        | 11.1      | 14.6        | 9.3       | 0.0         | 8.5  |     |      |
| WHCD            | Auburn          | B         | 106.9      | 13.8 | 942 | Clear Channel        | 49                    | 9908 p     | 3,000             |       | Smooth Jazz | 450                      | 2.88        | 3.9                | 1.3                               | 3.4         | 1.0       | 3.4         | 2.4       | 1.9         | 0.0       | 7.6         |      |     |      |
| # FM Stations - |                 |           |            |      | 5   | # Combos -           |                       |            |                   |       | 3           | FM TOTALS                |             |                    |                                   |             | 83.9      | 43.6        | 49.9      | 42.6        | 50.3      | 47.1        | 41.8 | 0.0 | 44.8 |

## AM Stations

| Calls                       | City of License | FCC Class | Day Power (kW) | Night Power (kW) | C    | Owner                 | Year Std | Date Acq'd | Sales Price (000) | L M A | Format        | 1999 Est Revenue (000)1/     | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |     |      |      |
|-----------------------------|-----------------|-----------|----------------|------------------|------|-----------------------|----------|------------|-------------------|-------|---------------|------------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|-----|------|------|
|                             |                 |           |                |                  |      |                       |          |            |                   |       |               |                              |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |     |      |      |
| WHCU                        | Ithaca          | B         | 870            | 5.0              | 1.00 | a Eagle Bcstg Co Inc  | 23       | 8604       |                   | c2    | 1 Nws/Tlk/Spt | 300                          | 0.80        | 9.4                | 9.0                               | 4.3         | 5.9       | 6.0         | 6.5       | 7.4         | 0.0       | 7.6         |     |      |      |
| WKRT                        | Cortland        | B         | 920            | 1.0              | 0.50 | b Citadel Comm Corp   | 47       | 9910 p     |                   | g1    | Oldies        | 125                          | 1.30        | 2.4                | 0.0                               | 1.7         | 1.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 |      |      |
| WPIE                        | Trumansburg     | B         | 1160           | 5.0              | 0.31 | Pembrook Pines Inc    | 90       | 9303       | 150               |       | Sports        | 100                          |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |     |      |      |
| WTKO                        | Ithaca          | B         | 1470           | 5.0              | 1.00 | c Eagle II Bcstg Corp | 56       | 9606       |                   | c3    | 1 Oldies      | 100                          | 0.58        | 4.3                | 3.4                               | 1.7         | 3.0       | 0.9         | 0.8       | 0.9         | 0.0       | 2.5         |     |      |      |
| # AM Stations -             |                 |           |                |                  | 4    | # Combos -            |          |            |                   |       | 3             | AM TOTALS                    |             |                    |                                   |             | 16.1      | 12.4        | 7.7       | 9.9         | 6.9       | 7.3         | 8.3 | 0.0  | 10.1 |
| AM & FM Stations Profiled - |                 |           |                |                  | 9    | # Duopolies -         |          |            |                   |       | 0             | Total Local Commercial Share |             |                    |                                   |             | 56.0      | 57.6        | 52.5      | 57.2        | 54.4      | 50.1        | 0.0 | 54.9 |      |

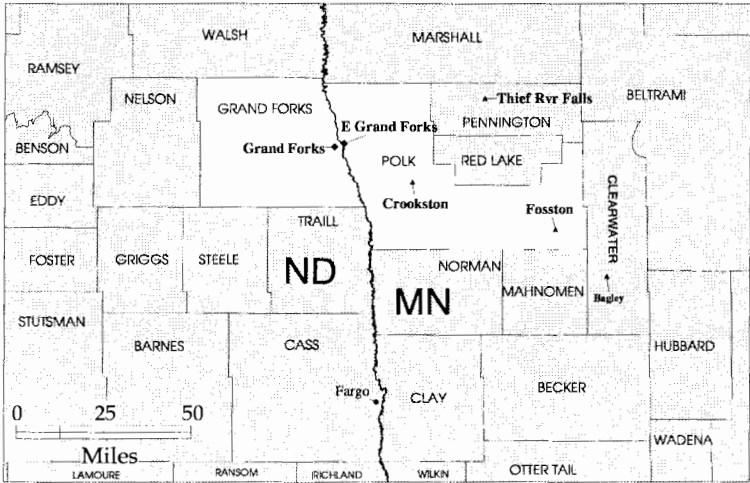
NOTE: Market rated twice yearly with Fall 1997 period.

• Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 263

Revenue Rank: 206

# Grand Forks, ND-MN Market Overview



### Metro Counties / Population (000)

|                 |             |
|-----------------|-------------|
| Grand Forks, ND | 65.4        |
| Polk, MN        | 32.0        |
| <b>Total</b>    | <b>97.4</b> |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>*** | 1993  | 1994    | 1995    | 1996    | 1997    | 1998      | Δ 93 - 98 |
|---------------------------------|-------|---------|---------|---------|---------|-----------|-----------|
|                                 |       | \$4,000 | \$4,600 | \$5,000 | \$5,100 | \$4,700   | \$6,300   |
| Δ 98 - 99                       | 1999  | 2000    | 2001    | 2002    | 2003    | Δ 99 - 03 |           |
|                                 | 12.7% | \$7,100 | \$7,800 | \$8,200 | \$8,700 | \$9,100   | 6.5%      |

|                      | 1993         | 1998         | 2003         | Est. Breakout |
|----------------------|--------------|--------------|--------------|---------------|
| Revenue/Retail Sales | \$3.84/1,000 | \$5.19/1,000 | \$6.09/1,000 | Local 92%     |
| Revenue/Capita       | \$38.02      | \$64.68      | \$99.02      | National 8%   |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993    | 1998    | Growth Rate | 1998    | 2003    | Growth Rate |
|----------------|---------|---------|-------------|---------|---------|-------------|
| MSA Population | 105.2   | 97.4    | -1.5%       | 97.4    | 91.9    | -1.2%       |
| Households     | 38.4    | 35.4    | -1.6%       | 35.4    | 33.7    | -1.0%       |
| Retail Sales   | 1,041.7 | 1,213.4 | 3.1%        | 1,213.4 | 1,493.7 | 4.2%        |
| EBI            | 1,444.1 | 1,369.4 | -1.1%       | 1,369.4 | 1,559.5 | 2.6%        |

### Demographic Breakdown

|                    | Total       | Under 12 | 12 - 17    | 18 - 24          | 25 - 34    | 35 - 44 | 45 - 54       | Over 55   |
|--------------------|-------------|----------|------------|------------------|------------|---------|---------------|-----------|
| Men (000)          | 49.3        | 8.9      | 4.2        | 6.9              | 7.9        | 7.5     | 5.3           | 8.6       |
| Women (000)        | 48.1        | 8.3      | 3.8        | 6.2              | 6.9        | 6.8     | 5.3           | 10.8      |
| Total              | 97.4        | 17.2     | 8.0        | 13.2             | 14.8       | 14.4    | 10.6          | 19.3      |
| Percentage         | 100.0%      | 17.7%    | 8.2%       | 13.5%            | 15.2%      | 14.7%   | 10.9%         | 19.8%     |
| Per Capita         | \$ 14,059   |          |            |                  |            |         |               |           |
|                    |             |          |            | Median Household | \$ 30,401  |         | Avg Household | \$ 38,683 |
| Ethnic Population: | White 95.1% |          | Black 1.7% |                  | Asian 1.3% |         | Hispanic 3.5% |           |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations |         |         | 9       | 7          | 9       | 6       | 15    |
| Tot 12+    |         |         | 62.6    | 61.6       | 62.6    | 14.6    | 77.2  |
| Avg 12+    |         |         | 7.0     | 8.8        | 7.0     | 2.4     | 5.1   |
| Tot LCS    |         |         | 81.1    | 79.8       | 81.1    | 18.9    | 100.0 |
| Avg LCS    |         |         | 9.0     | 11.4       | 9.0     | 3.2     | 6.7   |

# Competitive Overview

## FM Stations

| Calls           | City of License   | FCC Class | Power (kW) | HAAT  | C   | Owner | Year Std             | Date Acq'd | Sales Price (000) | L M A | Format | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |      |      |      |      |      |      |     |     |      |
|-----------------|-------------------|-----------|------------|-------|-----|-------|----------------------|------------|-------------------|-------|--------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|------|------|------|------|------|------|-----|-----|------|
|                 |                   |           |            |       |     |       |                      |            |                   |       |        |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |      |      |      |      |      |      |     |     |      |
| KKXL            | Grand Forks       | C1        | 92.9       | 100.0 | 358 | a     | Clear Channel        | 75         | 9911              |       | g5     | CHR                      | 800         | 0.66               | 18.2                              | 12.1        | 13.8      | 14.5        | 17.0      | 9.4         | 0.0       | 0.0         | 12.1 |      |      |      |      |      |     |     |      |
| KNOX            | Grand Forks       | C1        | 94.7       | 100.0 | 249 | d     | Leighton             | 67         | 9611              | 1,100 | c1     | Country                  | 600         | 1.21               | 7.4                               | 5.6         | 6.9       | 4.6         | 8.5       | 5.5         | 0.0       | 0.0         | 5.7  |      |      |      |      |      |     |     |      |
| KQHT            | Crookston         | C1        | 96.1       | 100.0 | 413 | a     | Clear Channel        | 85         | 9911              |       | g5     | Soft Rock                | 350         | 1.34               | 3.9                               | 2.5         | 3.8       | 2.3         | 3.5       | 3.1         | 0.0       | 0.0         | 5.7  |      |      |      |      |      |     |     |      |
| KKCQ            | Bagley            | C3        | 96.7       | 25.0  | 328 | c     | Pine To Prairie Bcst | 97         | 9707              |       | 6      | cp                       | Country     |                    | 0.5                               | 1.0         | 0.0       | 0.8         | 0.7       | 0.0         | 0.0       | 0.0         | 0.0  |      |      |      |      |      |     |     |      |
| KYCK            | Crookston         | C1        | 97.1       | 100.0 | 361 | d     | Leighton             | 80         |                   |       |        | Country                  | 1,500       | 1.37               | 16.3                              | 11.9        | 12.3      | 13.0        | 8.5       | 11.7        | 0.0       | 0.0         | 15.7 |      |      |      |      |      |     |     |      |
| KSNR            | Thief River Falls | C1        | 100.3      | 100.0 | 564 | a     | Clear Channel        | 76         | 9911              |       | g5     | Oldies                   | 500         | 1.08               | 6.9                               | 7.0         | 6.2       | 4.6         | 5.7       | 3.9         | 0.0       | 0.0         | 6.4  |      |      |      |      |      |     |     |      |
| KZLT            | E Grand Forks     | C1        | 104.3      | 100.0 | 443 | b     | KRAD Inc             | 75         |                   |       |        | Soft AC                  | 450         | 0.91               | 7.4                               | 6.0         | 6.2       | 5.3         | 8.5       | 8.6         | 0.0       | 0.0         | 7.1  |      |      |      |      |      |     |     |      |
| KKEQ            | Fosston           | C2        | 107.1      | 50.0  | 482 | c     | Pine To Prairie Bcst | 69         | 9201              | 170   |        | ChrsContemp              | 25          |                    | 0.5                               | 0.0         | 0.8       | 0.0         | 0.7       | 0.8         | 0.0       | 0.0         | 1.4  |      |      |      |      |      |     |     |      |
| KJKJ            | Grand Forks       | C1        | 107.5      | 100.0 | 456 | a     | Clear Channel        | 85         | 9911              |       | g5     | AOR                      | 1,000       | 0.80               | 18.7                              | 16.5        | 14.6      | 14.5        | 10.6      | 13.3        | 0.0       | 0.0         | 10.7 |      |      |      |      |      |     |     |      |
| # FM Stations - |                   |           |            |       |     |       |                      |            |                   |       |        |                          |             |                    | 9                                 | # Combos -  |           | 9           | FM TOTALS |             |           |             | 79.8 | 62.6 | 64.6 | 59.6 | 63.7 | 56.3 | 0.0 | 0.0 | 64.8 |

## AM Stations

| Calls                       | City of License   | FCC Class | Day Power (kW) | Night Power (kW) | C    | Owner | Year Std             | Date Acq'd | Sales Price (000) | L M A | Format | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |               |           |             |                              |             |           |             |      |      |      |      |      |      |     |      |      |
|-----------------------------|-------------------|-----------|----------------|------------------|------|-------|----------------------|------------|-------------------|-------|--------|--------------------------|-------------|--------------------|-----------------------------------|---------------|-----------|-------------|------------------------------|-------------|-----------|-------------|------|------|------|------|------|------|-----|------|------|
|                             |                   |           |                |                  |      |       |                      |            |                   |       |        |                          |             |                    | Fall 1999                         | Spring 1999   | Fall 1998 | Spring 1998 | Fall 1997                    | Spring 1997 | Fall 1996 | Spring 1996 |      |      |      |      |      |      |     |      |      |
| KTRF                        | Thief River Falls | C         | 1230           | 1.0              | 1.00 | a     | Ingstad, Tom         | 47         | 9712              |       | c3     | AC/News                  |             |                    | 0.0                               | 0.0           | 0.0       | 0.0         | 1.6                          | 0.0         | 0.0       | 0.0         |      |      |      |      |      |      |     |      |      |
| KROX                        | Crookston         | B         | 1260           | 1.0              | 0.50 | d     | Gopher Comm Co       | 48         | 8705              | 198   | al     | AC/Nws/Tik               | 425         | 1.29               | 4.9                               | 3.0           | 4.6       | 3.1         | 2.1                          | 2.3         | 0.0       | 0.0         | 2.1  |      |      |      |      |      |     |      |      |
| KNOX                        | Grand Forks       | B         | 1310           | 5.0              | 5.00 | d     | Leighton             | 47         | 9611              |       | c1     | Nws/Tik/Inf              | 300         | 1.00               | 4.5                               | 4.1           | 2.3       | 4.6         | 2.1                          | 6.3         | 0.0       | 0.0         | 3.6  |      |      |      |      |      |     |      |      |
| KKXL                        | Grand Forks       | B         | 1440           | 0.6              | 0.30 | a     | Clear Channel        | 41         | 9911              |       | g5     | Adlt Stndrd              | 100         | 0.43               | 3.5                               | 1.7           | 3.1       | 2.3         | 2.8                          | 0.0         | 0.0       | 0.0         | 0.7  |      |      |      |      |      |     |      |      |
| KKCQ                        | Fosston           | B         | 1480           | 5.0              | 0.09 | c     | Pine To Prairie Bcst | 66         | 9201              | 150   |        | Country                  | 250         |                    | 0.5                               | 0.7           | 0.0       | 0.8         | 1.4                          | 0.0         | 0.0       | 0.0         | 1.4  |      |      |      |      |      |     |      |      |
| KCNN                        | E Grand Forks     | B         | 1590           | 5.0              | 1.00 | b     | KRAD Inc             | 59         |                   |       |        | Nws/Tik/Spt              | 800         | 1.73               | 6.9                               | 5.1           | 4.6       | 6.1         | 3.5                          | 7.8         | 0.0       | 0.0         | 4.3  |      |      |      |      |      |     |      |      |
| # AM Stations -             |                   |           |                |                  |      |       |                      |            |                   |       |        |                          |             |                    | 6                                 | # Combos -    |           | 5           | AM TOTALS                    |             |           |             | 20.3 | 14.6 | 14.6 | 16.9 | 11.9 | 18.0 | 0.0 | 0.0  | 12.1 |
| AM & FM Stations Profiled - |                   |           |                |                  |      |       |                      |            |                   |       |        |                          |             |                    | 15                                | # Duopolies - |           | 4           | Total Local Commercial Share |             |           |             | 77.2 | 79.2 | 76.5 | 75.6 | 74.3 | 0.0  | 0.0 | 76.9 |      |

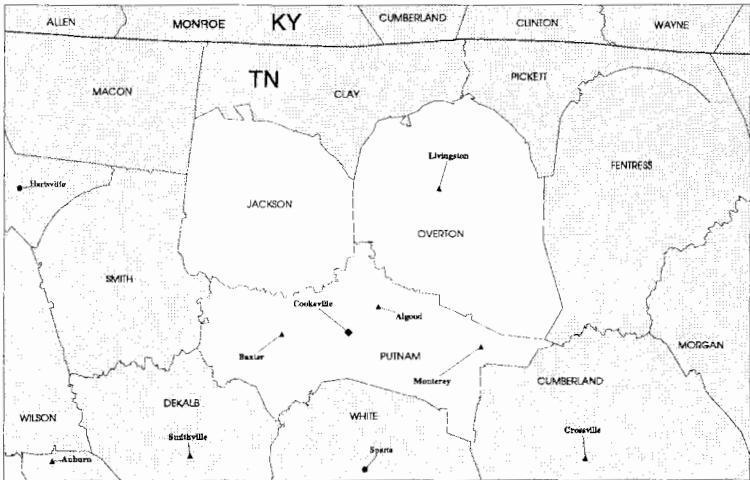
Note: Spring 1997 book was cancelled due to flooding in the market

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 264

Revenue Rank: 248

# Cookeville, TN Market Overview



### Metro Counties / Population (000)

|              |             |
|--------------|-------------|
| Jackson, TN  | 9.7         |
| Overton, TN  | 19.8        |
| Putnam, TN   | 60.1        |
| <b>Total</b> | <b>89.6</b> |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>★★★ | 1993    | 1994    | 1995    | 1996    | 1997    | 1998      | Δ 93 - 98 |
|---------------------------------|---------|---------|---------|---------|---------|-----------|-----------|
|                                 | N/A     | N/A     | \$3,200 | \$3,300 | \$3,500 | \$4,100   |           |
| Δ 98 - 99                       | 1999    | 2000    | 2001    | 2002    | 2003    | Δ 99 - 03 |           |
| 22.0%                           | \$5,000 | \$5,500 | \$5,900 | \$6,500 | \$7,000 | 8.7%      |           |

|                      | 1993 | 1998         | 2003         | Est. Breakout |     |
|----------------------|------|--------------|--------------|---------------|-----|
| Revenue/Retail Sales | N/A  | \$4.27/1,000 | \$5.17/1,000 | Local         | 90% |
| Revenue/Capita       | N/A  | \$45.76      | \$72.54      | National      | 10% |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993    | 1998    | Growth Rate | 1998    | 2003    | Growth Rate |
|----------------|---------|---------|-------------|---------|---------|-------------|
| MSA Population | 82.1    | 89.6    | 1.8%        | 89.6    | 96.5    | 1.5%        |
| Households     | 32.0    | 35.7    | 2.2%        | 35.7    | 39.5    | 2.0%        |
| Retail Sales   | 630.3   | 960.1   | 8.8%        | 960.1   | 1,352.7 | 7.1%        |
| EBI            | 1,014.9 | 1,217.7 | 3.7%        | 1,217.7 | 1,644.3 | 6.2%        |

### Demographic Breakdown

|                    | Total       | Under 12 | 12 - 17    | 18 - 24          | 25 - 34    | 35 - 44 | 45 - 54       | Over 55   |
|--------------------|-------------|----------|------------|------------------|------------|---------|---------------|-----------|
| Men (000)          | 43.9        | 6.2      | 3.7        | 5.5              | 5.7        | 6.5     | 6.5           | 9.7       |
| Women (000)        | 45.7        | 5.8      | 3.4        | 4.9              | 5.4        | 6.8     | 6.7           | 12.6      |
| Total              | 89.6        | 12.0     | 7.2        | 10.4             | 11.1       | 13.4    | 13.2          | 22.3      |
| Percentage         | 100.0%      | 13.4%    | 8.0%       | 11.6%            | 12.4%      | 14.9%   | 14.8%         | 24.9%     |
| Per Capita         | \$ 13,590   |          |            |                  |            |         |               |           |
|                    |             |          |            | Median Household | \$ 25,837  |         | Avg Household | \$ 34,108 |
| Ethnic Population: | White 97.7% |          | Black 1.2% |                  | Asian 0.9% |         | Hispanic 0.9% |           |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 1       |         | 6       | 5          | 7       | 4       | 11    |
| Tot 12+    | 1.1     |         | 60.6    | 57.9       | 61.7    | 10.1    | 71.8  |
| Avg 12+    | 1.1     |         | 10.1    | 11.6       | 8.8     | 2.5     | 6.5   |
| Tot LCS    | 1.5     |         | 84.4    | 80.6       | 85.9    | 14.1    | 100.0 |
| Avg LCS    | 1.5     |         | 14.1    | 16.1       | 12.3    | 3.5     | 9.1   |



# Competitive Overview

## FM Stations

| Calls           | City of License | FCC Class | Freq  | Power (kW) | HAAT | C          | Owner            | Year Std | Date Acq'd | Sales Price (000) | L M A | Format      | 1999 Est        |             | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------|-----------------|-----------|-------|------------|------|------------|------------------|----------|------------|-------------------|-------|-------------|-----------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                 |                 |           |       |            |      |            |                  |          |            |                   |       |             | Revenue (000)1/ | Power Ratio |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| ● WBXE          | Baxter          | C3        | 93.7  | 6.1        | 659  | b          | Tri Star Comm    | 95       | 9811       | 50                | 2     | Clsc Rock   | 500             | 3.05        | 4.0                | 8.5                               | 4.1         | 0.9       | 1.8         | 1.8       | 0.0         | 0.0       | 0.0         |
| ● WGSQ          | Cookeville      | C         | 94.7  | 100.0      | 1319 | a          | Clear Channel    | 63       | 9712       |                   | g1    | Country     | 1,900           | 1.24        | 37.5               | 24.0                              | 21.5        | 26.1      | 23.0        | 26.6      | 0.0         | 0.0       | 0.0         |
| WUSV            | Livingston      | C2        | 95.9  | 20.0       | 784  | b          | Tri Star Comm    | 66       | 9901       | 1,000             | 2     | Country     | 400             | 2.08        | 4.7                | 3.1                               | 3.3         | 2.7       | 2.7         | 4.6       | 0.0         | 0.0       | 0.0         |
| WGIC            | Cookeville      | C2        | 98.5  | 50.0       | 492  | a          | Clear Channel    | 64       | 9712       |                   | g1    | AC          | 900             | 1.25        | 17.6               | 11.1                              | 12.4        | 9.9       | 8.0         | 9.2       | 0.0         | 0.0       | 0.0         |
| WWTN            | Manchester      | C         | 99.7  | 100.0      | 1296 |            | Gaylord Bcstg Co | 62       | 9508       | See (43)          |       | Nws/Tik/Spt | n/a             |             | 2.1                | 2.7                               | 1.7         | 0.9       | 1.8         | 2.8       | 0.0         | 0.0       | 0.0         |
| WLIV            | Monterey        | A         | 104.7 | 1.3        | 712  |            | WKXN Inc         | 97       | 9611       | 32 cp             | 1     | Country     | 50              | 0.94        | 1.3                | 1.1                               | 0.8         | 0.9       | 0.9         | 0.9       | 0.0         | 0.0       | 0.0         |
| WKXD            | Monterey        | C2        | 106.9 | 23.0       | 735  |            | Tri Star Comm    | 86       | 9111       | 475 +             |       | Hot AC      | 700             | 1.04        | 16.4               | 11.2                              | 8.3         | 12.6      | 15.9        | 13.8      | 0.0         | 0.0       | 0.0         |
| # FM Stations - |                 |           |       |            | 7    | # Combos - |                  |          |            |                   | 4     | FM TOTALS   |                 |             | 83.6               | 61.7                              | 52.1        | 54.0      | 54.1        | 59.7      | 0.0         | 0.0       | 0.0         |

## AM Stations

| Calls                       | City of License | FCC Class | Freq | Day Power (kW) | Night Power (kW) | C             | Owner           | Year Std | Date Acq'd | Sales Price (000) | L M A | Format                       | 1999 Est        |             | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------------------|-----------------|-----------|------|----------------|------------------|---------------|-----------------|----------|------------|-------------------|-------|------------------------------|-----------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                             |                 |           |      |                |                  |               |                 |          |            |                   |       |                              | Revenue (000)1/ | Power Ratio |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| WPTN                        | Cookeville      | B         | 780  | 1.0            | 0.00             | a             | Clear Channel   | 62       | 9712       |                   | g1    | Nws/Tik/Spt                  | 150             | 0.78        | 4.7                | 3.0                               | 4.1         | 1.8       | 0.9         | 3.7       | 0.0         | 0.0       | 0.0         |
| WLIV                        | Livingston      | B         | 920  | 1.0            | 0.00             | b             | Sunny Bcstg LLC | 56       | 9603       |                   | c1    | Country                      | 150             | 1.05        | 3.5                | 2.2                               | 1.7         | 2.7       | 1.8         | 1.8       | 0.0         | 0.0       | 0.0         |
| WHUB                        | Cookeville      | C         | 1400 | 1.0            | 1.00             | a             | Clear Channel   | 40       | 9712       |                   | g1    | Country                      | 250             | 0.74        | 8.2                | 4.9                               | 4.1         | 6.3       | 8.8         | 6.4       | 0.0         | 0.0       | 0.0         |
| WATX                        | Algood          | B         | 1590 | 1.0            | 0.00             |               | Manna Bcstg     | 81       |            |                   |       | Sprts/Talk                   |                 |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| # AM Stations -             |                 |           |      |                | 4                | # Combos -    |                 |          |            |                   | 3     | AM TOTALS                    |                 |             | 16.4               | 10.1                              | 9.9         | 10.8      | 11.5        | 11.9      | 0.0         | 0.0       | 0.0         |
| AM & FM Stations Profiled - |                 |           |      |                | 11               | # Duopolies - |                 |          |            |                   | 3     | Total Local Commercial Share |                 |             | 71.8               | 62.0                              | 64.8        | 65.6      | 71.6        | 0.0       | 0.0         | 0.0       |             |

NOTE: Market first rated Fall 1997.

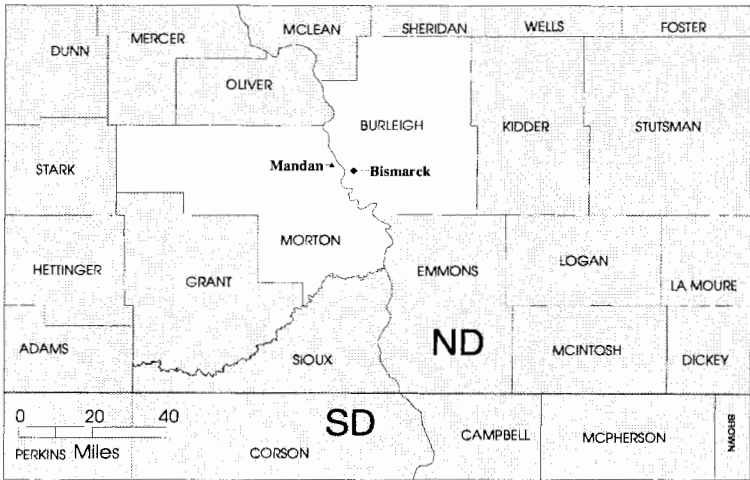
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

**Metro Rank: 265**

Revenue Rank: 203

# Bismarck, ND Market Overview



**Metro Counties / Population (000)**

|              |             |
|--------------|-------------|
| Burleigh, ND | 67.6        |
| Morton, ND   | 24.6        |
| <b>Total</b> | <b>92.2</b> |

**Market Radio Financials**

(all figures in 000's, except percentages and ratios)

|  |                  |             |             |             |             |             |                  |
|--|------------------|-------------|-------------|-------------|-------------|-------------|------------------|
| <b>ESTIMATED GROSS REVENUES</b><br>*** | <u>1993</u>      | <u>1994</u> | <u>1995</u> | <u>1996</u> | <u>1997</u> | <u>1998</u> | <u>Δ 93 - 98</u> |
|  | \$4,700          | \$4,800     | \$4,900     | \$5,100     | \$5,700     | \$6,700     | 7.2%             |
|  | <u>Δ 98 - 99</u> | <u>1999</u> | <u>2000</u> | <u>2001</u> | <u>2002</u> | <u>2003</u> | <u>Δ 99 - 03</u> |
|  | 7.5%             | \$7,200     | \$7,900     | \$8,600     | \$9,400     | \$10,100    | 8.7%             |

|                      |              |              |              |                      |
|----------------------|--------------|--------------|--------------|----------------------|
|                      | <u>1993</u>  | <u>1998</u>  | <u>2003</u>  | <u>Est. Breakout</u> |
| Revenue/Retail Sales | \$4.91/1,000 | \$5.61/1,000 | \$6.30/1,000 | Local 85%            |
| Revenue/Capita       | \$54.65      | \$72.67      | \$105.76     | National 15%         |

**Demographic and Economic Overview**

(000's, except Retail Sales and EBI in 000,000's)

|                |             |             |                    |             |             |                    |
|----------------|-------------|-------------|--------------------|-------------|-------------|--------------------|
|                | <u>1993</u> | <u>1998</u> | <u>Growth Rate</u> | <u>1998</u> | <u>2003</u> | <u>Growth Rate</u> |
| MSA Population | 86.0        | 92.2        | 1.4%               | 92.2        | 95.5        | 0.7%               |
| Households     | 32.5        | 35.4        | 1.7%               | 35.4        | 37.6        | 1.2%               |
| Retail Sales   | 956.5       | 1,194.5     | 4.5%               | 1,194.5     | 1,602.8     | 6.1%               |
| EBI            | 1,320.5     | 1,520.0     | 2.9%               | 1,520.0     | 1,964.3     | 5.3%               |

**Demographic Breakdown**

|                    |              |                 |                |                  |                |                |                |                |
|--------------------|--------------|-----------------|----------------|------------------|----------------|----------------|----------------|----------------|
|                    | <u>Total</u> | <u>Under 12</u> | <u>12 - 17</u> | <u>18 - 24</u>   | <u>25 - 34</u> | <u>35 - 44</u> | <u>45 - 54</u> | <u>Over 55</u> |
| Men (000)          | 45.1         | 8.2             | 4.5            | 3.9              | 6.2            | 7.9            | 5.8            | 8.7            |
| Women (000)        | 47.1         | 7.9             | 4.3            | 3.9              | 6.3            | 7.8            | 6.1            | 10.8           |
| Total              | 92.2         | 16.0            | 8.8            | 7.8              | 12.5           | 15.7           | 11.9           | 19.4           |
| Percentage         | 100.0%       | 17.4%           | 9.5%           | 8.4%             | 13.6%          | 17.0%          | 12.9%          | 21.1%          |
| Per Capita         | \$ 16,486    |                 |                |                  |                |                |                |                |
|                    |              |                 |                | Median Household | \$ 34,904      |                | Avg Household  | \$ 42,939      |
| Ethnic Population: | White 96.5%  |                 | Black 0.1%     |                  | Asian 0.5%     |                | Hispanic 0.8%  |                |

**Market Summary**

|                   |                |                |                |                   |                |                |              |
|-------------------|----------------|----------------|----------------|-------------------|----------------|----------------|--------------|
| <b>FM Classes</b> | <b>Class A</b> | <b>Class B</b> | <b>Class C</b> | <b>Viable FMs</b> | <b>All FMs</b> | <b>All AMs</b> | <b>Total</b> |
| # Stations        |                |                | 7              | 6                 | 7              | 4              | 11           |
| Tot 12+           |                |                | 54.5           | 53.0              | 54.5           | 36.0           | 90.5         |
| Avg 12+           |                |                | 7.8            | 8.8               | 7.8            | 9.0            | 8.2          |
| Tot LCS           |                |                | 60.2           | 58.6              | 60.2           | 39.8           | 100.0        |
| Avg LCS           |                |                | 8.6            | 9.8               | 8.6            | 9.9            | 9.1          |

# Competitive Overview

## FM Stations

| Calls           | City of License | FCC Class | Freq  | Power (kW) | HAAT | C          | Owner             | Year Std | Date Acq'd | Sales Price (000) | L M A | Format    | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------|-----------------|-----------|-------|------------|------|------------|-------------------|----------|------------|-------------------|-------|-----------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                 |                 |           |       |            |      |            |                   |          |            |                   |       |           |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| KYYY            | Bismarck        | C         | 92.9  | 96.0       | 1181 | b          | Clear Channel     | 66       | 9905       |                   | g1    | Hot AC    | 525                      | 0.55        | 13.5               | 9.2                               | 11.5        | 12.7      | 15.3        | 11.0      | 12.3        | 0.0       | 8.2         |
| KQDY            | Bismarck        | C         | 94.5  | 100.0      | 1119 | a          | Anderson Bcstg Co | 68       |            |                   |       | DARK      | 450                      | 0.98        | 6.5                | 3.5                               | 4.1         | 7.6       | 8.1         | 7.9       | 10.7        | 0.0       | 11.8        |
| KBYZ            | Bismarck        | C         | 96.5  | 100.0      | 1001 | c          | Cumulus Bcstg Inc | 86       | 9808       | 7,000             | d1    | Clsc Rock | 1,300                    | 1.32        | 13.9               | 12.4                              | 13.9        | 11.0      | 7.3         | 12.6      | 14.8        | 0.0       | 22.7        |
| KKCT            | Bismarck        | C1        | 97.5  | 100.0      | 830  | c          | Cumulus Bcstg Inc | 93       | 9808       |                   | d1    | Country   | 900                      | 1.08        | 11.7               | 15.9                              | 10.7        | 10.2      | 10.5        | 11.0      | 9.0         | 0.0       | 10.9        |
| ● KACL          | Bismarck        | C1        | 98.7  | 100.0      | 830  | c          | Cumulus Bcstg Inc | 97       | 9808       |                   | d1    | Oldies    | 750                      | 0.90        | 11.7               | 6.2                               | 10.7        | 10.2      | 7.3         | 10.2      | 7.4         | 0.0       | 0.0         |
| KSSS            | Bismarck        | C         | 101.5 | 100.0      | 988  | a          | Cumulus Bcstg Inc | 94       | 9901 p     | 4,500             | c2    | Lite Rock | 300                      | 0.75        | 5.6                | 5.8                               | 6.6         | 3.4       | 4.0         | 4.7       | 3.3         | 0.0       | 6.4         |
| KNDR            | Mandan          | C1        | 104.7 | 100.0      | 853  |            | Central Dakota    | 77       |            |                   |       | Religion  | 150                      | 1.17        | 1.8                | 1.5                               | 1.6         | 1.7       | 4.0         | 3.1       | 3.3         | 0.0       | 1.8         |
| # FM Stations - |                 |           |       |            | 7    | # Combos - |                   |          |            |                   | 6     | FM TOTALS |                          |             | 64.7               | 54.5                              | 59.1        | 56.8      | 56.5        | 60.5      | 60.8        | 0.0       | 61.8        |

## AM Stations

| Calls                       | City of License | FCC Class | Freq | Day Power (kW) | Night Power (kW) | C             | Owner             | Year Std | Date Acq'd | Sales Price (000) | L M A | Format                       | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------------------|-----------------|-----------|------|----------------|------------------|---------------|-------------------|----------|------------|-------------------|-------|------------------------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                             |                 |           |      |                |                  |               |                   |          |            |                   |       |                              |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| KFYR                        | Bismarck        | B         | 550  | 5.0            | 5.00             | b             | Clear Channel     | 25       | 9905       |                   | g1    | AC                           | 1,900                    | 1.48        | 18.1               | 16.7                              | 16.4        | 16.1      | 16.1        | 17.3      | 16.4        | 0.0       | 21.8        |
| KXMR                        | Bismarck        | B         | 710  | 50.0 cp        | 4.00             |               | Cumulus Bcstg Inc | 99       | 9901 p     |                   |       | News/Talk                    |                          |             |                    | 4.5                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| KBMR                        | Bismarck        | B         | 1130 | 10.0           | 0.00             | a             | Cumulus Bcstg Inc | 58       | 9901 p     |                   | c2    | Country                      | 775                      | 0.87        | 12.5               | 12.3                              | 11.5        | 11.0      | 14.5        | 9.4       | 10.7        | 0.0       | 5.5         |
| KLXX                        | Bismarck        | B         | 1270 | 1.0            | 0.25             | c             | Cumulus Bcstg Inc | 25       | 9808       |                   | d1    | Nostalgia                    | 150                      | 0.45        | 4.7                | 2.5                               | 3.3         | 5.1       | 4.0         | 3.9       | 4.1         | 0.0       | 3.6         |
| # AM Stations -             |                 |           |      |                | 4                | # Combos -    |                   |          |            |                   | 3     | AM TOTALS                    |                          |             | 35.3               | 36.0                              | 31.2        | 32.2      | 34.6        | 30.6      | 31.2        | 0.0       | 30.9        |
| AM & FM Stations Profiled - |                 |           |      |                | 11               | # Duopolies - |                   |          |            |                   | 3     | Total Local Commercial Share |                          |             | 90.5               | 90.3                              | 89.0        | 91.1      | 91.1        | 92.0      | 0.0         | 92.7      |             |

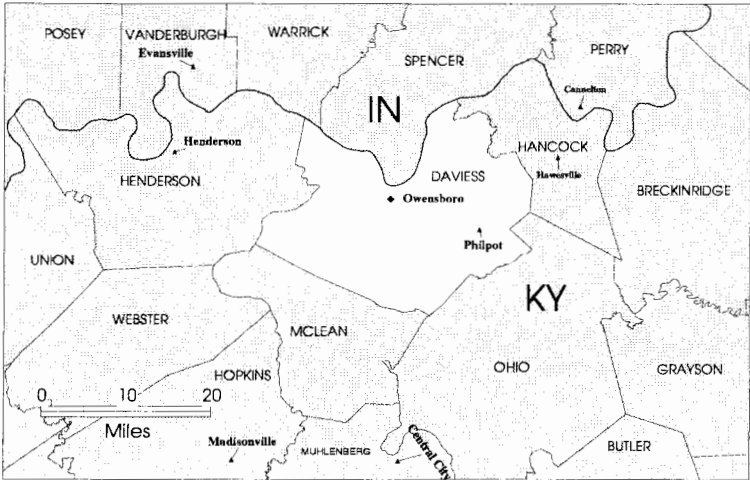
NOTE: Market rated twice yearly with Fall 1997 period.

● Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 266

Revenue Rank: 246

# Owensboro, KY Market Overview



### Metro Counties / Population (000)

|             |      |
|-------------|------|
| Daviess, KY | 91.2 |
|             | 91.2 |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>*** | 1993      | 1994    | 1995    | 1996    | 1997    | 1998    | Δ 93 - 98 |
|---------------------------------|-----------|---------|---------|---------|---------|---------|-----------|
|                                 | N/A       | \$4,900 | \$5,300 | \$5,800 | \$6,300 | \$4,700 |           |
|                                 | Δ 98 - 99 | 1999    | 2000    | 2001    | 2002    | 2003    | Δ 99 - 03 |
|                                 | 8.5%      | \$5,100 | \$5,600 | \$6,100 | \$6,700 | \$7,200 | 9.0%      |

|                      | 1993 | 1998         | 2003         | Est. Breakout |     |
|----------------------|------|--------------|--------------|---------------|-----|
| Revenue/Retail Sales | N/A  | \$4.55/1,000 | \$5.38/1,000 | Local         | 85% |
| Revenue/Capita       | N/A  | \$51.54      | \$77.92      | National      | 15% |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993    | 1998    | Growth Rate | 1998    | 2003    | Growth Rate |
|----------------|---------|---------|-------------|---------|---------|-------------|
| MSA Population | 89.2    | 91.2    | 0.4%        | 91.2    | 92.4    | 0.3%        |
| Households     | 34.1    | 35.5    | 0.8%        | 35.5    | 37.0    | 0.8%        |
| Retail Sales   | 753.2   | 1,033.2 | 6.5%        | 1,033.2 | 1,337.3 | 5.3%        |
| EBI            | 1,259.9 | 1,303.9 | 0.7%        | 1,303.9 | 1,596.5 | 4.1%        |

### Demographic Breakdown

|                    | Total       | Under 12 | 12 - 17    | 18 - 24          | 25 - 34    | 35 - 44 | 45 - 54       | Over 55   |
|--------------------|-------------|----------|------------|------------------|------------|---------|---------------|-----------|
| Men (000)          | 43.7        | 7.8      | 4.3        | 3.8              | 5.8        | 6.9     | 6.2           | 8.9       |
| Women (000)        | 47.5        | 7.4      | 4.0        | 4.0              | 6.0        | 7.1     | 6.7           | 12.3      |
| Total              | 91.2        | 15.2     | 8.3        | 7.7              | 11.8       | 14.0    | 12.9          | 21.2      |
| Percentage         | 100.0%      | 16.6%    | 9.1%       | 8.5%             | 13.0%      | 15.4%   | 14.2%         | 23.3%     |
| Per Capita         | \$ 14,297   |          |            |                  |            |         |               |           |
|                    |             |          |            | Median Household | \$ 29,715  |         | Avg Household | \$ 36,729 |
| Ethnic Population: | White 95.1% |          | Black 4.4% |                  | Asian 0.4% |         | Hispanic 0.5% |           |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 2       | 1       | 6       | 5          | 9       | 3       | 12    |
| Tot 12+    | 7.7     | 3.9     | 57.4    | 58.5       | 69.0    | 12.2    | 81.2  |
| Avg 12+    | 3.9     | 3.9     | 9.6     | 11.7       | 7.7     | 4.1     | 6.8   |
| Tot LCS    | 9.5     | 4.8     | 70.7    | 72.0       | 85.0    | 15.0    | 100.0 |
| Avg LCS    | 4.7     | 4.8     | 11.8    | 14.4       | 9.4     | 5.0     | 8.3   |

# Competitive Overview

Some stations also rated in Evansville, IN.

## FM Stations

| Calls           | City of License | FCC Class | Freq  | Power (kW) | HAAT | C          | Owner              | Year Std | Date Acq'd | Sales Price (000) | L M A | Format      | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------|-----------------|-----------|-------|------------|------|------------|--------------------|----------|------------|-------------------|-------|-------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                 |                 |           |       |            |      |            |                    |          |            |                   |       |             |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| WBKR            | Owensboro       | C1        | 92.5  | 96.0 cp    | 1001 | a          | Brill Media Co     | 48       | 9307       | 2,700             | c2    | Country     | 2,900                    | 1.36        | 27.4               | 25.2                              | 20.0        | 25.0      | 26.5        | 28.4      | 23.4        | 0.0       | 31.8        |
| WKTG            | Madisonville    | C2        | 93.9  | 35.0       | 584  |            | Sound Bcstrs Inc   | 49       | 7304       |                   |       | Clsc Rock   | 600                      | 0.76        | 10.1               | 4.7                               | 6.3         | 10.4      | 3.4         | 2.9       | 4.5         | 0.0       | 2.7         |
| WBIO            | Philpot         | A         | 94.7  | 3.0        | 328  | b          | Cromwell Group     |          | 93         |                   |       | Country     | 500                      | 0.71        | 9.0                | 6.0                               | 8.4         | 6.3       | 6.8         | 5.9       | 9.0         | 0.0       | 8.2         |
| • WSTO          | Owensboro       | C         | 96.1  | 100.0      | 1001 | a          | Brill Media Co     | 48       | 9703       | See (152)         |       | CHR         | n/a                      | 1.93        | 20.0               | 14.8                              | 17.9        | 14.6      | 10.3        | 17.6      | 21.6        | 0.0       | 15.5        |
| • WXCM          | Whitesville     | A         | 97.1  | 4.0        | 404  | b          | Cromwell Group     |          | 93         |                   |       | Clsc Rock   | 300                      | 0.66        | 5.8                | 1.7                               | 6.3         | 3.1       | 3.4         | 2.0       | 0.9         | 0.0       | 0.0         |
| WKDQ            | Henderson       | C         | 99.5  | 98.0       | 984  |            | Brill Media Co     | 47       | 9705       | See (152)         |       | Country     | n/a                      |             | 4.5                | 4.1                               | 3.2         | 4.2       | 5.1         | 5.9       | 5.4         | 0.0       | 6.4         |
| WQXQ            | Central City    | C1        | 101.9 | 100.0      | 669  |            | Starlight Bcstg Co |          | 56         |                   |       | AC          | 300                      | 0.66        | 5.8                | 7.8                               | 3.2         | 6.3       | 10.3        | 3.9       | 4.5         | 0.0       | 4.5         |
| WLME            | Cannelton       | C3        | 102.9 | 12.5       | 466  | b          | Cromwell Group     |          | 90         |                   |       | Oldies      | 150                      | 1.01        | 1.9                | 0.8                               | 1.1         | 2.1       | 0.0         | 2.0       | 0.0         | 0.0       | 2.7         |
| • WIKY          | Evansville      | B         | 104.1 | 39.0       | 571  |            | South Central      |          | 48         |                   |       | FullService | n/a                      |             | 6.4                | 3.9                               | 5.3         | 5.2       | 5.1         | 6.9       | 5.4         | 0.0       | 6.4         |
| # FM Stations - |                 |           |       |            | 9    | # Combos - |                    |          |            |                   | 5     | FM TOTALS   |                          |             | 90.9               | 69.0                              | 71.7        | 77.2      | 70.9        | 75.5      | 74.7        | 0.0       | 78.2        |

## AM Stations

| Calls                       | City of License | FCC Class | Freq | Day Power (kW) | Night Power (kW) | C             | Owner          | Year Std | Date Acq'd | Sales Price (000) | L M A | Format                       | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------------------|-----------------|-----------|------|----------------|------------------|---------------|----------------|----------|------------|-------------------|-------|------------------------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                             |                 |           |      |                |                  |               |                |          |            |                   |       |                              |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| WKCM                        | Hawesville      | B         | 1160 | 2.5            | 1.00             | b             | Cromwell Group |          | 72         |                   |       | Gospel                       | 100                      |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| WVJS                        | Owensboro       | B         | 1420 | 5.0            | 1.00             | a             | Brill Media Co | 47       | 9703       |                   | c1    | Adlt Stndrd                  | 125                      | 0.31        | 5.1                | 4.6                               | 3.2         | 5.2       | 1.7         | 2.0       | 6.3         | 0.0       | 3.6         |
| WOMI                        | Owensboro       | C         | 1490 | 0.8            | 0.83             | a             | Brill Media Co | 38       | 9307       |                   | c2    | FullService                  | 150                      | 0.49        | 3.9                | 7.6                               | 4.2         | 2.1       | 4.3         | 2.9       | 2.7         | 0.0       | 2.7         |
| # AM Stations -             |                 |           |      |                | 3                | # Combos -    |                |          |            |                   | 3     | AM TOTALS                    |                          |             | 9.0                | 12.2                              | 7.4         | 7.3       | 6.0         | 4.9       | 9.0         | 0.0       | 6.3         |
| AM & FM Stations Profiled - |                 |           |      |                | 12               | # Duopolies - |                |          |            |                   | 4     | Total Local Commercial Share |                          |             | 81.2               | 79.1                              | 84.5        | 76.9      | 80.4        | 83.7      | 0.0         | 84.5      |             |

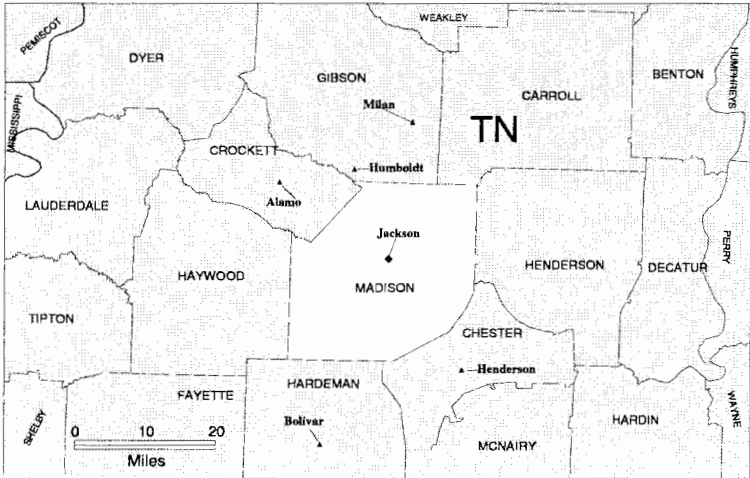
NOTE: Market rated twice yearly with Fall 1997 period.

• Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 267

Revenue Rank: 197

# Jackson, TN Market Overview



### Metro Counties / Population (000)

|         |      |
|---------|------|
| Madison | 86.6 |
|         | 86.6 |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>★★★ | 1993      | 1994         | 1995         | 1996          | 1997    | 1998     | Δ 93 - 98 |
|---------------------------------|-----------|--------------|--------------|---------------|---------|----------|-----------|
|                                 |           | N/A          | N/A          | \$5,500       | \$6,100 | \$6,700  | \$6,900   |
|                                 | Δ 98 - 99 | 1999         | 2000         | 2001          | 2002    | 2003     | Δ 99 - 03 |
|                                 | 10.1%     | \$7,600      | \$8,200      | \$8,800       | \$9,600 | \$10,300 | 8.0%      |
| Revenue/Retail Sales            | 1993      | 1998         | 2003         | Est. Breakout |         |          |           |
|                                 | N/A       | \$6.84/1,000 | \$8.26/1,000 | Local         | 85%     |          |           |
| Revenue/Capita                  | N/A       | \$79.68      | \$115.47     | National      | 15%     |          |           |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993    | 1998    | Growth Rate | 1998    | 2003    | Growth Rate |
|----------------|---------|---------|-------------|---------|---------|-------------|
| MSA Population | 81.2    | 86.6    | 1.3%        | 86.6    | 89.2    | 0.6%        |
| Households     | 31.0    | 33.5    | 1.6%        | 33.5    | 35.2    | 1.0%        |
| Retail Sales   | 850.8   | 1,008.4 | 3.5%        | 1,008.4 | 1,246.7 | 4.3%        |
| EBI            | 1,123.4 | 1,434.9 | 5.0%        | 1,434.9 | 1,974.8 | 6.6%        |

### Demographic Breakdown

|                    | Total       | Under 12         | 12 - 17    | 18 - 24       | 25 - 34       | 35 - 44 | 45 - 54   | Over 55 |
|--------------------|-------------|------------------|------------|---------------|---------------|---------|-----------|---------|
| Men (000)          | 41.0        | 7.1              | 3.9        | 4.2           | 5.3           | 6.7     | 5.5       | 8.4     |
| Women (000)        | 45.6        | 6.7              | 3.8        | 4.5           | 5.9           | 7.1     | 5.8       | 11.9    |
| Total              | 86.6        | 13.8             | 7.6        | 8.6           | 11.2          | 13.7    | 11.3      | 20.3    |
| Percentage         | 100.0%      | 15.9%            | 8.8%       | 9.9%          | 13.0%         | 15.9%   | 13.1%     | 23.4%   |
| Per Capita         | \$ 16,569   | Median Household |            | \$ 32,998     | Avg Household |         | \$ 42,833 |         |
| Ethnic Population: | White 66.3% | Black 33.1%      | Asian 0.5% | Hispanic 0.7% |               |         |           |         |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 5       |         | 6       | 9          | 11      | 3       | 14    |
| Tot 12+    | 45.4    |         | 32.9    | 75.0       | 78.3    | 3.9     | 82.2  |
| Avg 12+    | 9.1     |         | 5.5     | 8.3        | 7.1     | 1.3     | 5.9   |
| Tot LCS    | 55.2    |         | 40.0    | 91.2       | 95.3    | 4.7     | 100.0 |
| Avg LCS    | 11.0    |         | 6.7     | 10.1       | 8.7     | 1.6     | 7.1   |



# Competitive Overview

## FM Stations

| Calls           | City of License | FCC Class | Power (kW) | HAAT    | C   | Owner              | Year Std | Date Acq'd | Sales Price (000) | L M A | Format      | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |      |
|-----------------|-----------------|-----------|------------|---------|-----|--------------------|----------|------------|-------------------|-------|-------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|------|
|                 |                 |           |            |         |     |                    |          |            |                   |       |             |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |      |
| WYNU            | Milan           | C         | 92.3       | 100.0   | 991 | b AMFM Inc         | 64       | 9910 p     |                   | g     | Rock        | 1,525                    | 1.62        | 11.6               | 7.0                               | 9.4         | 9.3       | 9.0         | 9.7       | 9.9         | 0.0       | 13.5        |      |
| WWGM            | Alamo           | C3        | 93.1       | 14.0    | 443 | Grace Bcstg        | 89       | 9709       | 800               |       | Gospel      | 400                      | 1.30        | 3.8                | 2.3                               | 3.1         | 3.1       | 3.4         | 5.4       | 6.3         | 0.0       | 0.9         |      |
| • WOJG          | Bolivar         | A         | 94.7       | 6.0     | 328 | Shaw, Johnny &     | 92       |            |                   |       | Gospel      | 350                      | 0.45        | 9.6                | 9.2                               | 7.3         | 8.2       | 6.7         | 7.5       | 9.0         | 0.0       | 6.3         |      |
| • WFKX          | Henderson       | A         | 95.7       | 6.0     | 315 | c Black Crow Bcstg | 84       | 0003 p     | 3,340             | d3 1  | Urban AC    | 600                      | 0.33        | 22.4               | 18.7                              | 19.8        | 16.5      | 12.4        | 18.3      | 18.0        | 0.0       | 18.0        |      |
| • WNWS          | Jackson         | A         | 101.5      | 2.2     | 381 | Jackson Bcstrs LP  | 93       |            |                   |       | Nws/Tlk/Spt | 475                      | 0.83        | 7.1                | 6.2                               | 6.3         | 5.2       | 4.5         | 4.3       | 5.4         | 0.0       | 3.6         |      |
| • WZDQ          | Humboldt        | A         | 102.3      | 6.0     | 299 | c Black Crow Bcstg | 64       | 0003 p     |                   | d3 1  | AC          | 200                      | 0.65        | 3.8                | 6.1                               | 3.1         | 3.1       | 6.7         | 5.4       | 6.3         | 0.0       | 4.5         |      |
| • WMXX          | Jackson         | C2        | 103.1      | 42.0 cp | 538 | a Hunt, Gerald W.  | 79       |            |                   |       | Oldies      | 450                      | 0.62        | 9.0                | 5.8                               | 6.3         | 8.2       | 6.7         | 6.5       | 5.4         | 0.0       | 4.5         |      |
| • WTNV          | Jackson         | C1        | 104.1      | 100.0   | 679 | b AMFM Inc         | 47       | 9910 p     |                   | g     | Country     | 1,600                    | 1.23        | 16.0               | 14.5                              | 12.5        | 13.4      | 12.4        | 12.9      | 12.6        | 0.0       | 15.3        |      |
| • WLSZ          | Humboldt        | A         | 105.3      | 3.0     | 328 | d Boyd Enterprises | 88       |            |                   |       | Modern Rock | 350                      | 0.68        | 6.4                | 5.2                               | 6.3         | 4.1       | 4.5         | 2.2       | 0.9         | 0.0       | 1.8         |      |
| • WWYN          | McKenzie        | C1        | 106.9      | 100.0   | 892 | Black Crow Bcstg   | 54       | 0002 p     | 1,873             |       | Country     | 1,100                    | 4.24        | 3.2                | 1.6                               | 2.1         | 3.1       | 3.4         | 3.2       | 3.6         | 0.0       | 4.5         |      |
| • WHHM          | Henderson       | C3        | 107.7      | 25.0 cp | 308 | Black Crow Bcstg   | 90       | 0003 p     | 1,350             |       | Country     | 200                      | 0.95        | 2.6                | 1.7                               | 2.1         | 2.1       | 3.4         | 1.1       | 0.0         | 0.0       | 0.0         |      |
| # FM Stations - |                 |           |            |         | 11  | # Combos -         |          |            |                   |       | 5           | FM TOTALS                |             |                    | 95.5                              | 78.3        | 78.3      | 76.3        | 73.1      | 76.5        | 77.4      | 0.0         | 72.9 |

## AM Stations

| Calls                       | City of License | FCC Class | Day Power (kW) | Night Power (kW) | C             | Owner             | Year Std | Date Acq'd | Sales Price (000) | L M A | Format                       | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------------------|-----------------|-----------|----------------|------------------|---------------|-------------------|----------|------------|-------------------|-------|------------------------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                             |                 |           |                |                  |               |                   |          |            |                   |       |                              |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| • WDXI                      | Jackson         | B         | 1310           | 5.0              | 1.00          | a Hunt, Gerald W. | 48       | 9301       | 480               |       | Bus News                     |                          |             | 0.6                | 0.0                               | 0.0         | 1.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| WTJS                        | Jackson         | B         | 1390           | 5.0              | 1.00          | b AMFM Inc        | 31       | 9910 p     |                   | g     | Talk                         | 150                      | 0.49        | 3.8                | 3.9                               | 3.1         | 3.1       | 4.5         | 2.2       | 3.6         | 0.0       | 4.5         |
| • WJAK                      | Jackson         | B         | 1460           | 1.0              | 0.13          | c Wolfe Comm Inc  | 54       | 9902       |                   | c1 1  | Religion                     | 200                      |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| # AM Stations -             |                 |           |                | 3                | # Combos -    |                   |          |            |                   | 3     | AM TOTALS                    |                          |             | 4.4                | 3.9                               | 3.1         | 4.1       | 4.5         | 2.2       | 3.6         | 0.0       | 4.5         |
| AM & FM Stations Profiled - |                 |           |                | 14               | # Duopolies - |                   |          |            |                   | 3     | Total Local Commercial Share |                          |             | 82.2               | 81.4                              | 80.4        | 77.6      | 78.7        | 81.0      | 0.0         | 77.4      |             |

NOTE: Market rated twice yearly with Fall 1997 period.

• Indicates a change since last edition

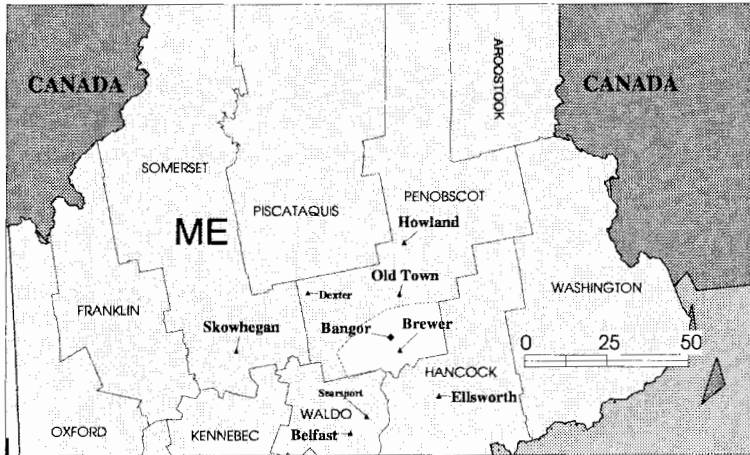
1/ See introduction section for interpretation of revenue estimates.



Metro Rank: 268

Revenue Rank: 191

# Bangor, ME Market Overview



### Metro Counties / Population (000)

|               |      |
|---------------|------|
| Penobscot, ME | 78.0 |
|               | 78.0 |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>*** | 1993      | 1994    | 1995    | 1996    | 1997     | 1998     | Δ 93 - 98 |
|---------------------------------|-----------|---------|---------|---------|----------|----------|-----------|
|                                 |           | \$4,400 | \$5,000 | \$5,600 | \$6,100  | \$6,900  | \$7,200   |
|                                 | Δ 98 - 99 | 1999    | 2000    | 2001    | 2002     | 2003     | Δ 99 - 03 |
|                                 | 11.1%     | \$8,000 | \$8,700 | \$9,400 | \$10,100 | \$10,700 | 7.7%      |

|                      | 1993         | 1998         | 2003         | Est. Breakout |
|----------------------|--------------|--------------|--------------|---------------|
| Revenue/Retail Sales | \$5.85/1,000 | \$6.61/1,000 | \$7.99/1,000 | Local 85%     |
| Revenue/Capita       | \$55.14      | \$92.31      | \$140.79     | National 15%  |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993    | 1998    | Growth Rate | 1998    | 2003    | Growth Rate |
|----------------|---------|---------|-------------|---------|---------|-------------|
| MSA Population | 79.8    | 78.0    | -0.5%       | 78.0    | 76.0    | -0.5%       |
| Households     | 29.6    | 29.6    | 0.0%        | 29.6    | 29.5    | -0.1%       |
| Retail Sales   | 751.9   | 1,089.0 | 7.7%        | 1,089.0 | 1,339.4 | 4.2%        |
| EBI            | 1,100.8 | 1,097.8 | -0.1%       | 1,097.8 | 1,199.4 | 1.8%        |

### Demographic Breakdown

|                    | Total       | Under 12 | 12 - 17    | 18 - 24          | 25 - 34    | 35 - 44 | 45 - 54       | Over 55   |
|--------------------|-------------|----------|------------|------------------|------------|---------|---------------|-----------|
| Men (000)          | 38.3        | 5.9      | 3.3        | 4.5              | 5.3        | 6.4     | 5.3           | 7.5       |
| Women (000)        | 39.8        | 5.6      | 3.2        | 4.3              | 5.3        | 6.4     | 5.4           | 9.6       |
| Total              | 78.0        | 11.6     | 6.5        | 8.8              | 10.5       | 12.9    | 10.6          | 17.1      |
| Percentage         | 100.0%      | 14.8%    | 8.3%       | 11.3%            | 13.5%      | 16.5%   | 13.7%         | 22.0%     |
| Per Capita         | \$ 14,066   |          |            |                  |            |         |               |           |
|                    |             |          |            | Median Household | \$ 29,842  |         | Avg Household | \$ 37,028 |
| Ethnic Population: | White 97.9% |          | Black 0.5% |                  | Asian 0.8% |         | Hispanic 0.6% |           |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations |         | 7       | 5       | 9          | 12      | 3       | 15    |
| Tot 12+    |         | 38.5    | 35.4    | 67.8       | 73.9    | 10.1    | 84.0  |
| Avg 12+    |         | 5.5     | 7.1     | 7.5        | 6.2     | 3.4     | 5.6   |
| Tot LCS    |         | 45.8    | 42.1    | 80.7       | 88.0    | 12.0    | 100.0 |
| Avg LCS    |         | 6.5     | 8.4     | 9.0        | 7.3     | 4.0     | 6.7   |

# Competitive Overview

Some stations also rated in Auguste, ME.

## FM Stations

| Calls           | City of License | FCC Class | Power (kW) | HAAT   | C    | Owner      | Year Std             | Date Acq'd | Sales Price (000) | L M A     | Format | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |      |      |
|-----------------|-----------------|-----------|------------|--------|------|------------|----------------------|------------|-------------------|-----------|--------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|------|------|
|                 |                 |           |            |        |      |            |                      |            |                   |           |        |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |      |      |
| WEZQ            | Bangor          | B         | 92.9       | 20.0   | 787  | b          | Cumulus Bcstg Inc    | 76         | 9903              | 4,000     | d3     | Soft AC                  | 600         | 1.01               | 7.7                               | 6.8         | 6.7       | 6.5         | 5.2       | 6.1         | 6.3       | 7.0         | 6.0  |      |
| WKSQ            | Ellsworth       | B         | 94.5       | 11.5   | 1027 |            | Arcadia Bcst Group   | 82         |                   |           |        | AC                       | 1,500       | 2.53               | 7.7                               | 3.4         | 6.7       | 6.5         | 6.3       | 7.1         | 7.3       | 7.0         | 7.0  |      |
| WWMJ            | Ellsworth       | B         | 95.7       | 11.5   | 1030 | b          | Cumulus Bcstg Inc    | 65         | 9903              |           | d3     | Oldies                   | 550         | 1.08               | 6.6                               | 4.3         | 4.8       | 6.5         | 5.2       | 7.1         | 7.3       | 5.0         | 7.0  |      |
| WWBX            | Bangor          | B         | 97.1       | 5.0    | 1230 | a          | Gopher Hill Comm     | 61         | 9709              | 700       | c2     | CHR                      | 550         | 1.12               | 6.4                               | 8.5         | 7.7       | 3.2         | 1.0       | 2.0         | 3.1       | 5.0         | 6.0  |      |
| WKIT            | Brewer          | B         | 100.3      | 16.0   | 883  | c          | Zone Corp            | 79         | 9510              | 450       |        | AOR                      | 750         | 1.09               | 8.9                               | 7.4         | 7.7       | 7.5         | 9.4       | 9.1         | 11.5      | 10.0        | 6.0  |      |
| ● WBYA          | Searsport       | B1        | 101.7      | 2.0 cp | 699  |            | Southern Bcst        | 94         | 0002 p            | 4,025     | c3     | Alternative              | 150         |                    |                                   | 0.0         | 0.0       | 0.0         | 1.0       | 1.0         | 0.0       | 1.0         | 0.0  |      |
| WGUY            | Dexter          | C2        | 102.1      | 26.5   | 673  |            | Innovative Adv Cnslt | 93         |                   |           |        | Oldies                   | 225         | 1.54               | 1.9                               | 1.3         | 1.0       | 2.2         | 2.1       | 2.0         | 2.1       | 1.0         | 1.0  |      |
| ● WVOM          | Howland         | C         | 103.9      | 54.0   | 1509 |            | Southern Bcst        | 93         | 0002 p            |           | c3     | News/Talk                | 700         | 1.17               | 7.8                               | 8.3         | 5.8       | 7.5         | 6.3       | 4.0         | 4.2       | 3.0         | 3.0  |      |
| WBFB            | Belfast         | B         | 104.7      | 10.0   | 1099 |            | Arcadia Bcst Group   | 86         | 9612              | 675       |        | Country                  | 425         | 0.72               | 7.7                               | 8.1         | 6.7       | 6.5         | 3.1       | 4.0         | 5.2       | 4.0         | 9.0  |      |
| WTOS            | Skowhegan       | C         | 105.1      | 50.0   | 2431 | b          | Cumulus Bcstg Inc    | 69         | 9806              | See (250) | 1      | AOR                      | n/a         |                    | 5.8                               | 4.8         | 7.7       | 2.2         | 5.2       | 4.0         | 5.2       | 6.0         | 4.0  |      |
| WQCB            | Brewer          | C         | 106.5      | 98.0   | 1079 | b          | Cumulus Bcstg Inc    | 86         | 9807              | 500       | d1     | Country                  | 1,400       | 1.17               | 15.6                              | 13.9        | 11.5      | 15.1        | 16.7      | 18.2        | 17.7      | 21.0        | 14.0 |      |
| WBZN            | Old Town        | C2        | 107.3      | 50.0   | 436  | b          | Cumulus Bcstg Inc    | 95         | 9807              |           | d1     | CHR                      | 350         | 0.45               | 10.2                              | 7.1         | 7.7       | 9.7         | 11.5      | 12.2        | 3.1       | 4.0         | 5.0  |      |
| # FM Stations - |                 |           |            |        | 12   | # Combos - |                      |            |                   |           | 7      | FM TOTALS                |             |                    |                                   | 86.3        | 73.9      | 74.0        | 73.4      | 73.0        | 76.8      | 73.0        | 74.0 | 68.0 |

## AM Stations

| Calls                       | City of License | FCC Class | Power (kW) | Day Power (kW) | Night Power (kW) | C             | Owner             | Year Std | Date Acq'd | Sales Price (000) | L M A | Format                       | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |      |
|-----------------------------|-----------------|-----------|------------|----------------|------------------|---------------|-------------------|----------|------------|-------------------|-------|------------------------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|------|
|                             |                 |           |            |                |                  |               |                   |          |            |                   |       |                              |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |      |
| WZON                        | Bangor          | B         | 620        | 5.0            | 5.00             | c             | Zone Corp         | 26       | 9309       | 236               |       | Sports                       | 300                      | 0.72        | 5.4                | 4.1                               | 3.8         | 5.4       | 2.1         | 2.0       | 2.1         | 3.0       | 4.0         |      |
| WABI                        | Bangor          | B         | 910        | 5.0            | 5.00             | a             | Gopher Hill Comm  | 24       | 9709       |                   | c2    | Nostalgia                    | 250                      | 0.39        | 8.3                | 6.0                               | 7.7         | 6.5       | 6.3         | 6.1       | 7.3         | 7.0       | 9.0         |      |
| WDEA                        | Ellsworth       | B         | 1370       | 5.0            | 5.00             | b             | Cumulus Bcstg Inc | 58       | 9903       |                   | d3    | Adlt Stndrd                  |                          |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |      |
| # AM Stations -             |                 |           |            |                | 3                | # Combos -    |                   |          |            |                   | 3     | AM TOTALS                    |                          |             |                    | 13.7                              | 10.1        | 11.5      | 11.9        | 8.4       | 8.1         | 9.4       | 10.0        | 13.0 |
| AM & FM Stations Profiled - |                 |           |            |                | 15               | # Duopolies - |                   |          |            |                   | 4     | Total Local Commercial Share |                          |             |                    | 84.0                              | 85.5        | 85.3      | 81.4        | 84.9      | 82.4        | 84.0      | 81.0        |      |

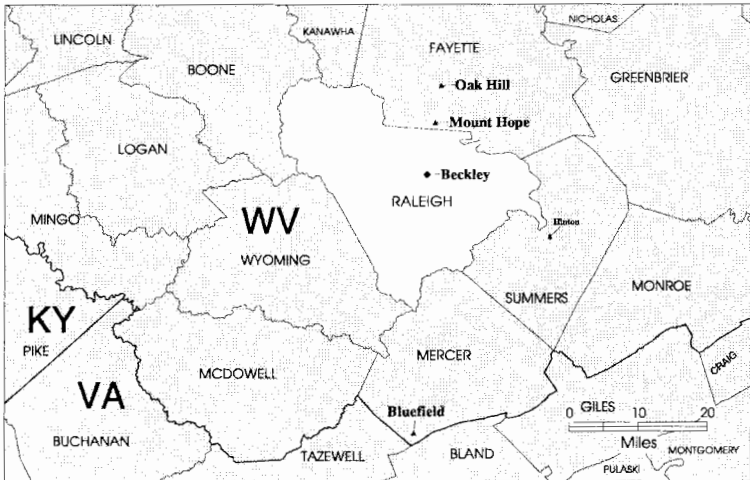
NOTE: Market rated twice yearly with Fall 1996 period.

● Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

**Metro Rank: 269**

Revenue Rank: 239

# Beckley, WV Market Overview



**Metro Counties / Population (000)**

|             |      |
|-------------|------|
| Raleigh, WV | 79.4 |
|             | 79.4 |

**Market Radio Financials**

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>★★★ | 1993      | 1994    | 1995    | 1996    | 1997    | 1998    | Δ 93 - 98 |
|---------------------------------|-----------|---------|---------|---------|---------|---------|-----------|
|                                 |           | \$2,800 | \$3,200 | \$3,900 | \$4,400 | \$4,700 | \$5,100   |
|                                 | Δ 98 - 99 | 1999    | 2000    | 2001    | 2002    | 2003    | Δ 99 - 03 |
|                                 | 7.8%      | \$5,500 | \$5,900 | \$6,100 | \$6,600 | \$6,900 | 5.9%      |

|                      | 1993         | 1998         | 2003         | Est. Breakout |
|----------------------|--------------|--------------|--------------|---------------|
| Revenue/Retail Sales | \$4.51/1,000 | \$5.42/1,000 | \$5.38/1,000 | Local 85%     |
| Revenue/Capita       | \$36.79      | \$64.23      | \$84.15      | National 15%  |

**Demographic and Economic Overview**

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993  | 1998    | Growth Rate | 1998    | 2003    | Growth Rate |
|----------------|-------|---------|-------------|---------|---------|-------------|
| MSA Population | 76.1  | 79.4    | 0.9%        | 79.4    | 82.0    | 0.6%        |
| Households     | 29.5  | 30.6    | 0.7%        | 30.6    | 32.5    | 1.2%        |
| Retail Sales   | 621.3 | 941.6   | 8.7%        | 941.6   | 1,282.4 | 6.4%        |
| EBI            | 889.1 | 1,046.3 | 3.3%        | 1,046.3 | 1,374.8 | 5.6%        |

**Demographic Breakdown**

|                    | Total       | Under 12   | 12 - 17    | 18 - 24          | 25 - 34   | 35 - 44 | 45 - 54       | Over 55   |
|--------------------|-------------|------------|------------|------------------|-----------|---------|---------------|-----------|
| Men (000)          | 37.6        | 5.5        | 4.1        | 3.1              | 4.0       | 6.7     | 5.4           | 8.9       |
| Women (000)        | 41.8        | 5.3        | 3.9        | 3.1              | 4.3       | 6.8     | 5.5           | 12.9      |
| Total              | 79.4        | 10.8       | 8.0        | 6.2              | 8.4       | 13.5    | 10.8          | 21.7      |
| Percentage         | 100.0%      | 13.6%      | 10.1%      | 7.7%             | 10.6%     | 17.0%   | 13.7%         | 27.4%     |
| Per Capita         | \$ 13,178   |            |            |                  |           |         |               |           |
|                    |             |            |            | Median Household | \$ 24,864 |         | Avg Household | \$ 34,193 |
| Ethnic Population: | White 91.5% | Black 7.7% | Asian 0.7% | Hispanic 0.5%    |           |         |               |           |

**Market Summary**

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 1       | 4       | 1       | 5          | 6       | 4       | 10    |
| Tot 12+    | 7.5     | 54.8    | 1.6     | 62.3       | 63.9    | 20.8    | 84.7  |
| Avg 12+    | 7.5     | 13.7    | 1.6     | 12.5       | 10.7    | 5.2     | 8.5   |
| Tot LCS    | 8.9     | 64.7    | 1.9     | 73.6       | 75.4    | 24.6    | 100.0 |
| Avg LCS    | 8.9     | 16.2    | 1.9     | 14.7       | 12.6    | 6.1     | 10.0  |

# Competitive Overview

Some stations also rated in Bluefield, WV

## FM Stations

| Calls           | City of License | FCC Class | Power (kW) | HAAT  | C          | Owner | Year Std | Date Acq'd           | Sales Price (000) | L M A     | Format | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |      |     |      |
|-----------------|-----------------|-----------|------------|-------|------------|-------|----------|----------------------|-------------------|-----------|--------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|------|-----|------|
|                 |                 |           |            |       |            |       |          |                      |                   |           |        |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |      |     |      |
| WAXS            | Oak Hill        | B         | 94.1       | 26.5  |            | 650   |          |                      | 500               | 1         | AC     | 400                      | 2.14        | 3.4                | 3.9                               | 2.3         | 3.5       | 2.4         | 3.3       | 4.3         | 0.0       | 5.3         |      |     |      |
| WJLS            | Beckley         | B         | 99.5       | 34.0  |            | 1050  | a        | Personality Stations | 46                | 9604      |        | 1,500                    | st          | Country            | 1,100                             | 0.86        | 23.2      | 20.6        | 20.5      | 18.6        | 27.4      | 26.4        | 22.3 | 0.0 | 22.3 |
| • WMTD          | Hinton          | A         | 102.3      | 0.4   | cp         | 1273  |          | Southern Comm        | 85                | 0003      | p      | 1,070                    | c4          | 2 Clisc Rock       | 900                               | 1.27        | 12.9      | 7.5         | 10.2      | 11.6        | 10.7      | 9.9         | 5.3  | 0.0 | 1.1  |
| WCIR            | Beckley         | B         | 103.7      | 5.0   |            | 1483  | b        | Southern Comm        | 71                | 9906      |        |                          |             | 2 CHR              | 1,100                             | 0.92        | 21.8      | 15.1        | 18.2      | 18.6        | 15.5      | 11.0        | 13.8 | 0.0 | 16.0 |
| WHAJ            | Bluefield       | C         | 104.5      | 100.0 | cp         | 1549  |          | Adventure Comm       | 63                | 8409      |        |                          |             | AC                 | n/a                               |             | 3.4       | 1.6         | 3.4       | 2.3         | 3.6       | 3.3         | 3.2  | 0.0 | 7.4  |
| WTNJ            | Mount Hope      | B         | 105.9      | 50.0  |            | 499   |          | West Virginia Bcstg  | 80                |           |        |                          |             | 1 Country          | 1,200                             | 1.34        | 16.3      | 15.2        | 12.5      | 15.1        | 14.3      | 16.5        | 17.0 | 0.0 | 18.1 |
| # FM Stations - |                 |           |            | 6     | # Combos - |       |          |                      | 2                 | FM TOTALS |        |                          |             | 81.0               | 63.9                              | 67.1        | 69.7      | 73.9        | 70.4      | 65.9        | 0.0       | 70.2        |      |     |      |

## AM Stations

| Calls                       | City of License | FCC Class | Day Power (kW) | Night Power (kW) | C             | Owner | Year Std             | Date Acq'd    | Sales Price (000) | L M A                        | Format | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |     |     |     |
|-----------------------------|-----------------|-----------|----------------|------------------|---------------|-------|----------------------|---------------|-------------------|------------------------------|--------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|-----|-----|-----|
|                             |                 |           |                |                  |               |       |                      |               |                   |                              |        |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |     |     |     |
| WJLS                        | Beckley         | --        | 560            | 4.5              | 0.47          | a     | Personality Stations | 39            | 9604              |                              | st     | Gospel                   | 400         | 0.63               | 11.5                              | 13.5        | 6.8       | 12.8        | 8.3       | 8.8         | 7.4       | 0.0         | 7.4 |     |     |
| WWNR                        | Beckley         | D         | 620            | 1.0              | cp            | 0.50  | Dynastar Comm Inc    | 46            | 9501              | 157                          | 2      | Nws/Tlk/Spt              | 200         | 0.76               | 4.8                               | 4.9         | 4.5       | 3.5         | 3.6       | 3.3         | 2.1       | 0.0         | 4.3 |     |     |
| WOAY                        | Oak Hill        | B         | 860            | 10.0             |               | 0.01  | Ellison, Eugene C.   | 47            | 9007              | 100                          |        | Religion                 | 100         |                    |                                   | 0.0         | 0.0       | 0.0         | 1.2       | 1.1         | 2.1       | 0.0         | 0.0 |     |     |
| • WIWS                      | Beckley         | B         | 1070           | 10.0             | cp            | 0.00  | b                    | Southern Comm | 66                | 7606                         |        |                          |             | 2 Oldies           | 100                               | 0.67        | 2.7       | 2.4         | 2.3       | 2.3         | 0.0       | 3.3         | 2.1 | 0.0 | 0.0 |
| # AM Stations -             |                 |           |                | 4                | # Combos -    |       |                      |               | 2                 | AM TOTALS                    |        |                          |             | 19.0               | 20.8                              | 13.6        | 18.6      | 13.1        | 16.5      | 13.7        | 0.0       | 11.7        |     |     |     |
| AM & FM Stations Profiled - |                 |           |                | 10               | # Duopolies - |       |                      |               | 1                 | Total Local Commercial Share |        |                          |             | 84.7               | 80.7                              | 88.3        | 87.0      | 86.9        | 79.6      | 0.0         | 81.9      |             |     |     |     |

NOTE: Market rated twice yearly with Fall 1997 period.

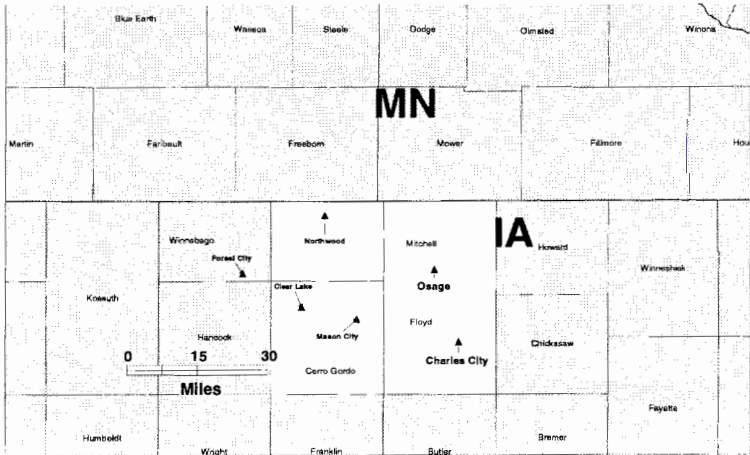
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 270

Revenue Rank: 254

# Mason City, IA Market Overview



### Metro Counties / Population (000)

|                 |             |
|-----------------|-------------|
| Cerro Gordo, IA | 46.1        |
| Floyd, IA       | 16.3        |
| Mitchell, IA    | 11.0        |
| Worth, IA       | 7.8         |
| <b>Total</b>    | <b>81.2</b> |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>*** | 1993    | 1994    | 1995    | 1996    | 1997    | 1998      | Δ 93 - 98 |
|---------------------------------|---------|---------|---------|---------|---------|-----------|-----------|
|                                 | N/A     | N/A     | N/A     | N/A     | N/A     | N/A       | \$4,200   |
| Δ 98 - 99                       | 1999    | 2000    | 2001    | 2002    | 2003    | Δ 99 - 03 |           |
| 11.9%                           | \$4,700 | \$5,000 | \$5,300 | \$5,600 | \$5,900 | 6.2%      |           |

|                      | 1993 | 1998         | 2003         | Est. Breakout |
|----------------------|------|--------------|--------------|---------------|
| Revenue/Retail Sales | N/A  | \$5.07/1,000 | \$5.76/1,000 | Local 80%     |
| Revenue/Capita       | N/A  | \$51.72      | \$73.47      | National 20%  |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993    | 1998    | Growth Rate | 1998    | 2003    | Growth Rate |
|----------------|---------|---------|-------------|---------|---------|-------------|
| MSA Population | 82.4    | 81.2    | -0.3%       | 81.2    | 80.3    | -0.2%       |
| Households     | 33.7    | 33.6    | -0.1%       | 33.6    | 33.8    | 0.1%        |
| Retail Sales   | 754.0   | 827.6   | 1.9%        | 827.6   | 1,024.6 | 4.4%        |
| EBI            | 1,192.7 | 1,239.3 | 0.8%        | 1,239.3 | 1,455.4 | 3.3%        |

### Demographic Breakdown

|                    | Total       | Under 12 | 12 - 17    | 18 - 24          | 25 - 34    | 35 - 44 | 45 - 54       | Over 55   |
|--------------------|-------------|----------|------------|------------------|------------|---------|---------------|-----------|
| Men (000)          | 38.7        | 6.4      | 3.5        | 2.8              | 4.6        | 5.9     | 5.2           | 10.3      |
| Women (000)        | 42.5        | 6.0      | 3.4        | 3.0              | 4.6        | 5.9     | 5.6           | 14.0      |
| Total              | 81.2        | 12.4     | 6.9        | 5.8              | 9.3        | 11.9    | 10.7          | 24.3      |
| Percentage         | 100.0%      | 15.2%    | 8.4%       | 7.1%             | 11.4%      | 14.6%   | 13.2%         | 29.9%     |
| Per Capita         | \$ 15,262   |          |            |                  |            |         |               |           |
|                    |             |          |            | Median Household | \$ 30,395  |         | Avg Household | \$ 36,883 |
| Ethnic Population: | White 98.9% |          | Black 0.5% |                  | Asian 0.6% |         | Hispanic 2.5% |           |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 3       |         | 5       | 5          | 8       | 4       | 12    |
| Tot 12+    | 1.7     |         | 41.3    | 41.3       | 43.0    | 12.1    | 55.1  |
| Avg 12+    | 0.6     |         | 8.3     | 8.3        | 5.4     | 3.0     | 4.6   |
| Tot LCS    | 3.1     |         | 75.0    | 75.0       | 78.0    | 22.0    | 100.0 |
| Avg LCS    | 1.0     |         | 15.0    | 15.0       | 9.8     | 5.5     | 8.3   |



# Competitive Overview

## FM Stations

| Calls           | City of License | FCC Class | Power (kW) | HAAT    | C | Owner | Year Std   | Date Acq'd | Sales Price (000) | L M A     | Format              | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------|-----------------|-----------|------------|---------|---|-------|------------|------------|-------------------|-----------|---------------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                 |                 |           |            |         |   |       |            |            |                   |           |                     |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| KIAI            | Mason City      | C1        | 93.9       | 100.0   |   | 791 c |            | 85         | 9808              |           | Cumulus Bcstg Inc   |                          |             |                    | 15.3                              | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| KCHA            | Charles City    | A         | 95.9       | 3.0     |   | 299 b |            | 71         | 9808              |           | Cumulus Bcstg Inc   | 400                      |             |                    | 1.7                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| KCMR            | Mason City      | A         | 97.9       | 6.0     |   | 315   |            |            |                   |           | TLC Bcstg Corp      | 79                       |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| KWMM            | Osage           | A         | 98.7       | 6.0     |   | 154   |            | 80         | 9808              |           | Cumulus Bcstg Inc   | 50                       |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| ● KYTC          | Northwood       | C3        | 102.7      | 25.0 cp |   | 308 a |            | 90         | 9912 p            |           | Three Eagles        | 650                      |             |                    | 4.5                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| KLKK            | Clear Lake      | C3        | 103.7      | 25.0 cp |   | 187 c |            | 78         | 9808              |           | Cumulus Bcstg Inc   | 450                      |             |                    | 7.7                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| KLSS            | Mason City      | C1        | 106.1      | 100.0   |   | 315 d |            | 67         | 9706              | 3,500     | Three Eagles        | 800                      |             |                    | 10.4                              | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| ● KIOW          | Forest City     | C3        | 107.3      | 25.0    |   | 328   |            | 78         | 7811              |           | Pilot Knob Bcst Inc |                          |             |                    | 3.4                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| # FM Stations - |                 |           |            |         |   | 8     | # Combos - |            | 4                 | FM TOTALS |                     |                          |             | 0.0                | 43.0                              | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |

## AM Stations

| Calls                       | City of License | FCC Class | Day Power (kW) | Night Power (kW) | C | Owner  | Year Std      | Date Acq'd | Sales Price (000) | L M A                        | Format              | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------------------|-----------------|-----------|----------------|------------------|---|--------|---------------|------------|-------------------|------------------------------|---------------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                             |                 |           |                |                  |   |        |               |            |                   |                              |                     |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| KRNI                        | Mason City      | B         | 1010           | 1.0              |   | 0.02   |               | 48         | 9008              |                              | Univ of Northern IA |                          |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| KGLO                        | Mason City      | B         | 1300           | 5.0 cp           |   | 5.00 c |               | 37         | 9808              |                              | Cumulus Bcstg Inc   | 1,050                    |             |                    | 7.5                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| KRIB                        | Mason City      | C         | 1490           | 1.0              |   | 1.00 d |               | 48         | 9704              |                              | Three Eagles        | 25                       |             |                    | 4.6                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| KCHA                        | Charles City    | B         | 1580           | 0.5              |   | 0.01 b |               | 49         | 9808              |                              | Cumulus Bcstg Inc   | 25                       |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| # AM Stations -             |                 |           |                |                  |   | 4      | # Combos -    |            | 3                 | AM TOTALS                    |                     |                          |             | 0.0                | 12.1                              | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| AM & FM Stations Profiled - |                 |           |                |                  |   | 12     | # Duopolies - |            | 4                 | Total Local Commercial Share |                     |                          |             | 55.1               | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |

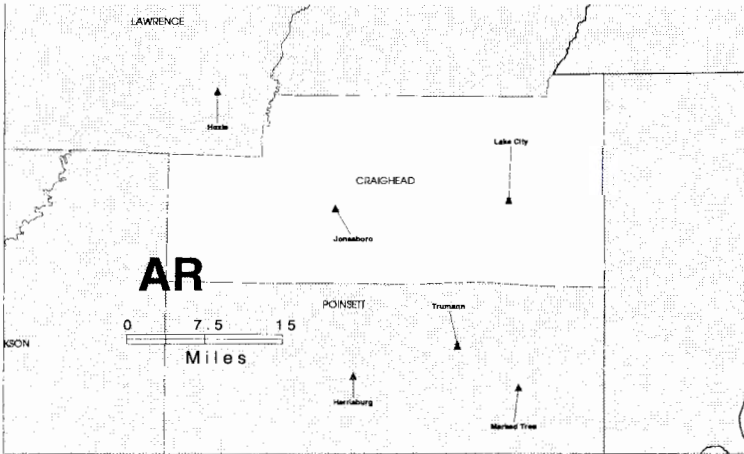
NOTE: Market first rated Fall 1999

● Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 271

Revenue Rank: 225

# Jonesboro, AR Market Overview



### Metro Counties / Population (000)

|               |      |
|---------------|------|
| Craighead, AR | 78.3 |
|               | 78.3 |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>*** | 1993    | 1994    | 1995    | 1996    | 1997    | 1998      | Δ 93 - 98 |
|---------------------------------|---------|---------|---------|---------|---------|-----------|-----------|
|                                 | N/A     | N/A     | N/A     | N/A     | N/A     | N/A       | \$5,100   |
| Δ 98 - 99                       | 1999    | 2000    | 2001    | 2002    | 2003    | Δ 99 - 03 |           |
| 17.6%                           | \$6,000 | \$6,500 | \$6,900 | \$7,400 | \$7,800 | 7.0%      |           |

|                      | 1993 | 1998         | 2003         | Est. Breakout |
|----------------------|------|--------------|--------------|---------------|
| Revenue/Retail Sales | N/A  | \$5.25/1,000 | \$5.99/1,000 | Local 85%     |
| Revenue/Capita       | N/A  | \$65.13      | \$94.55      | National 15%  |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993  | 1998    | Growth Rate | 1998    | 2003    | Growth Rate |
|----------------|-------|---------|-------------|---------|---------|-------------|
| MSA Population | 72.1  | 78.3    | 1.7%        | 78.3    | 82.5    | 1.1%        |
| Households     | 27.6  | 30.1    | 1.7%        | 30.1    | 32.2    | 1.4%        |
| Retail Sales   | 622.0 | 972.2   | 9.3%        | 972.2   | 1,301.3 | 6.0%        |
| EBI            | 997.8 | 1,223.2 | 4.2%        | 1,223.2 | 1,675.5 | 6.5%        |

### Demographic Breakdown

|                    | Total       | Under 12 | 12 - 17    | 18 - 24          | 25 - 34    | 35 - 44 | 45 - 54       | Over 55   |
|--------------------|-------------|----------|------------|------------------|------------|---------|---------------|-----------|
| Men (000)          | 37.8        | 6.1      | 3.4        | 4.7              | 5.3        | 5.7     | 5.3           | 7.3       |
| Women (000)        | 40.5        | 5.8      | 3.2        | 4.9              | 5.2        | 6.1     | 5.6           | 9.9       |
| Total              | 78.3        | 11.9     | 6.5        | 9.6              | 10.6       | 11.8    | 10.8          | 17.2      |
| Percentage         | 100.0%      | 15.2%    | 8.4%       | 12.2%            | 13.5%      | 15.0%   | 13.8%         | 21.9%     |
| Per Capita         | \$ 15,622   |          |            |                  |            |         |               |           |
|                    |             |          |            | Median Household | \$ 30,400  |         | Avg Household | \$ 40,638 |
| Ethnic Population: | White 92.6% |          | Black 6.4% |                  | Asian 0.7% |         | Hispanic 1.4% |           |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 3       |         | 5       | 6          | 8       | 2       | 10    |
| Tot 12+    | 13.5    |         | 56.0    | 67.3       | 69.5    | 4.1     | 73.6  |
| Avg 12+    | 4.5     |         | 11.2    | 11.2       | 8.7     | 2.1     | 7.4   |
| Tot LCS    | 18.3    |         | 76.1    | 91.4       | 94.4    | 5.6     | 100.0 |
| Avg LCS    | 6.1     |         | 15.2    | 15.2       | 11.8    | 2.8     | 10.0  |



# Competitive Overview

## FM Stations

| Calls           | City of License | FCC Class | Power (kW) | HAAT  | C     | Owner | Year Std   | Date Acq'd          | Sales Price (000) | L M A | Format | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |     |     |     |     |     |
|-----------------|-----------------|-----------|------------|-------|-------|-------|------------|---------------------|-------------------|-------|--------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|-----|-----|-----|-----|-----|
|                 |                 |           |            |       |       |       |            |                     |                   |       |        |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |     |     |     |     |     |
| ● KJBR          | Marked Tree     | A         | 93.7       | 6.0   | cp    | 279   |            | 93                  | 0003              | p     |        |                          | d3 1        | Country            | 200                               |             |           | 2.2         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| ● KKEY          | Harrisburg      | A         | 95.9       | 6.0   |       | 328   | c          | Pollack Bcstg Co    | 99                | 0003  | p      |                          | d3 1        | Oldies             | 350                               |             |           | 7.6         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
|                 | KDEZ            | Jonesboro | C2         | 100.5 | 26.0  | 407   | b          | Pressly Ptrshp Prod | 86                | 9504  |        | 550                      | AOR         | 600                |                                   |             | 11.2      | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 | 0.0 | 0.0 | 0.0 |     |
|                 | KIYS            | Jonesboro | C          | 101.9 | 100.0 | 1060  | a          | Cumulus Bcstg Inc   | 47                | 9911  | p      |                          | d2          | CHR                | 1,150                             |             |           | 13.4        | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 | 0.0 | 0.0 | 0.0 |     |
|                 | KDXY            | Lake City | C3         | 104.9 | 13.5  | 450   | b          | Pressly Ptrshp Prod | 94                | 9402  |        | 480                      | Country     | 600                |                                   |             | 15.2      | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 | 0.0 | 0.0 | 0.0 |     |
| ● KOCY          | Hoxie           | C3        | 105.3      | 25.0  |       | 328   | c          | Pollack Bcstg Co    | 88                | 0003  | p      |                          | d3 1        | AC                 | 100                               |             |           | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 | 0.0 | 0.0 | 0.0 |     |
| ● KJBX          | Trumann         | A         | 106.7      | 6.0   |       | 328   | b          | Pressly Ptrshp Prod | 91                | 9708  |        | 540                      | AC          | 300                |                                   |             | 3.7       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 | 0.0 | 0.0 | 0.0 |     |
|                 | KFIN            | Jonesboro | C1         | 107.9 | 98.0  | 600   | a          | Cumulus Bcstg Inc   | 74                | 9911  | p      | 26,500                   | d2          | Country            | 2,350                             |             |           | 16.2        | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 | 0.0 | 0.0 | 0.0 |     |
| # FM Stations - |                 |           |            |       |       | 8     | # Combos - |                     |                   |       | 7      | FM TOTALS                |             |                    | 0.0                               | 69.5        | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 | 0.0 | 0.0 | 0.0 |     |

## AM Stations

| Calls                       | City of License | FCC Class | Power (kW) | Day Power (kW) | Night Power (kW) | C    | Owner         | Year Std          | Date Acq'd | Sales Price (000) | L M A | Format                       | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |     |     |     |
|-----------------------------|-----------------|-----------|------------|----------------|------------------|------|---------------|-------------------|------------|-------------------|-------|------------------------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|-----|-----|-----|
|                             |                 |           |            |                |                  |      |               |                   |            |                   |       |                              |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |     |     |     |
| ● KNEA                      | Jonesboro       | B         | 970        | 1.0            | cp               | 0.04 | c             | Pollack Bcstg Co  | 50         | 0003              | p     |                              | d3 1                     | Gospel      |                    |                                   |             | 2.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 | 0.0 | 0.0 |
|                             | KBTM            | Jonesboro | C          | 1230           | 1.0              | 1.00 | a             | Cumulus Bcstg Inc | 30         | 9911              | p     |                              | d2                       | Nws/Tlk/Spt | 300                |                                   |             | 2.1       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 | 0.0 | 0.0 |
| # AM Stations -             |                 |           |            |                |                  | 2    | # Combos -    |                   |            |                   | 2     | AM TOTALS                    |                          |             | 0.0                | 4.1                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 | 0.0 |     |
| AM & FM Stations Profiled - |                 |           |            |                |                  | 10   | # Duopolies - |                   |            |                   | 4     | Total Local Commercial Share |                          |             | 73.6               | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0 | 0.0 |     |

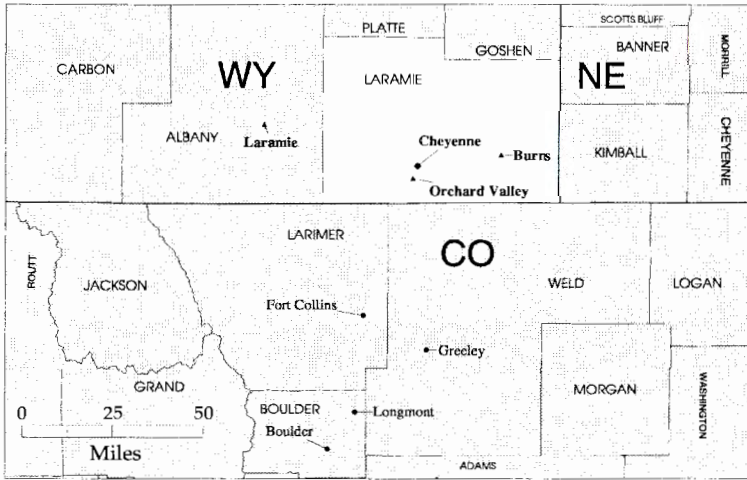
NOTE: Market first rated Fall 1999

● Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 272

Revenue Rank: 245

# Cheyenne, WY Market Overview



### Metro Counties / Population (000)

|             |      |
|-------------|------|
| Laramie, WY | 79.3 |
|             | 79.3 |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>★★★ | 1993      | 1994    | 1995    | 1996    | 1997    | 1998    | Δ 93 - 98 |
|---------------------------------|-----------|---------|---------|---------|---------|---------|-----------|
|                                 |           | \$2,700 | \$3,200 | \$3,400 | \$3,600 | \$3,700 | \$4,200   |
|                                 | Δ 98 - 99 | 1999    | 2000    | 2001    | 2002    | 2003    | Δ 99 - 03 |
|                                 | 23.8%     | \$5,200 | \$5,600 | \$5,900 | \$6,200 | \$6,500 | 5.7%      |

|                      | 1993         | 1998         | 2003         | Est. Breakout |     |
|----------------------|--------------|--------------|--------------|---------------|-----|
| Revenue/Retail Sales | \$3.73/1,000 | \$4.04/1,000 | \$4.82/1,000 | Local         | 85% |
| Revenue/Capita       | \$35.16      | \$52.96      | \$81.56      | National      | 15% |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993    | 1998    | Growth Rate | 1998    | 2003    | Growth Rate |
|----------------|---------|---------|-------------|---------|---------|-------------|
| MSA Population | 76.8    | 79.3    | 0.6%        | 79.3    | 79.7    | 0.1%        |
| Households     | 29.6    | 31.1    | 1.0%        | 31.1    | 32.0    | 0.6%        |
| Retail Sales   | 722.9   | 1,040.8 | 7.6%        | 1,040.8 | 1,349.0 | 5.3%        |
| EBI            | 1,236.8 | 1,339.9 | 1.6%        | 1,339.9 | 1,703.6 | 4.9%        |

### Demographic Breakdown

|                    | Total       | Under 12 | 12 - 17    | 18 - 24          | 25 - 34    | 35 - 44 | 45 - 54        | Over 55   |
|--------------------|-------------|----------|------------|------------------|------------|---------|----------------|-----------|
| Men (000)          | 39.7        | 7.1      | 3.6        | 3.7              | 5.9        | 6.9     | 5.6            | 7.0       |
| Women (000)        | 39.6        | 6.9      | 3.4        | 3.2              | 5.5        | 6.7     | 5.4            | 8.6       |
| Total              | 79.3        | 13.9     | 7.0        | 6.9              | 11.4       | 13.5    | 11.0           | 15.6      |
| Percentage         | 100.0%      | 17.6%    | 8.8%       | 8.7%             | 14.4%      | 17.1%   | 13.8%          | 19.7%     |
| Per Capita         | \$ 16,897   |          |            |                  |            |         |                |           |
|                    |             |          |            | Median Household | \$ 35,304  |         | Avg Household  | \$ 43,084 |
| Ethnic Population: | White 94.7% |          | Black 2.9% |                  | Asian 1.6% |         | Hispanic 10.8% |           |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 2       |         | 7       | 8          | 9       | 7       | 16    |
| Tot 12+    | 9.5     |         | 40.8    | 47.6       | 50.3    | 17.5    | 67.8  |
| Avg 12+    | 4.8     |         | 5.8     | 6.0        | 5.6     | 2.5     | 4.2   |
| Tot LCS    | 14.0    |         | 60.2    | 70.2       | 74.2    | 25.8    | 100.0 |
| Avg LCS    | 7.0     |         | 8.6     | 8.8        | 8.2     | 3.7     | 6.3   |

# Competitive Overview

## FM Stations

| Calls           | City of License | FCC Class | Power Freq | Power (kW) | HAAT | C          | Owner            | Year Std | Date Acq'd | Sales Price (000) | L M A | Format      | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |      |
|-----------------|-----------------|-----------|------------|------------|------|------------|------------------|----------|------------|-------------------|-------|-------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|------|
|                 |                 |           |            |            |      |            |                  |          |            |                   |       |             |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |      |
| KCGY            | Laramie         | C         | 95.1       | 100.0      | 1070 | a          | Curt Gowdy Bcstg | 83       |            |                   |       | Country     | 50                       | 0.85        | 1.4                | 2.7                               | 1.1         | 1.0       | 0.0         | 2.0       | 0.8         | 0.0       | 1.0         |      |
| KIGN            | Cheyenne        | C1        | 97.9       | 100.0 cp   | 810  | b          | Clear Channel    | 68       | 9905       |                   |       | g2          | Rock                     | 750         | 1.07               | 16.7                              | 13.0        | 11.7      | 13.9        | 15.2      | 13.7        | 20.0      | 0.0         | 25.7 |
| ● KRRR          | Cheyenne        | C2        | 99.9       | 50.0 cp    | -20  |            | Mountain States  | 96       | 0003 p     | 1,000             |       | Oldies      | 175                      | 1.04        | 4.0                | 6.0                               | 3.2         | 3.0       | 1.0         | 3.9       | 1.7         | 0.0       | 0.0         |      |
| KOLZ            | Cheyenne        | C1        | 100.7      | 97.0       | 489  | b          | Clear Channel    | 61       | 9905       |                   |       | g2          | Country                  | 800         | 1.24               | 15.3                              | 8.1         | 9.6       | 13.9        | 15.2      | 19.6        | 16.7      | 0.0         | 10.5 |
| KMUS            | Burns           | C2        | 101.9      | 50.0       | 492  | b          | Clear Channel    | 90       | 9905       |                   |       | g2          | Country                  | 750         | 1.06               | 16.8                              | 6.7         | 12.8      | 12.9        | 11.4      | 9.8         | 12.5      | 0.0         | 14.3 |
| KRQU            | Laramie         | C         | 102.9      | 100.0      | 1221 | c          | Chaparral Comm   | 74       | 9211       |                   |       | g1          | Adult Rock               | 150         | 1.05               | 3.4                               | 2.0         | 3.2       | 2.0         | 3.8       | 2.0         | 2.5       | 0.0         | 2.9  |
| KZCY            | Cheyenne        | A         | 104.9      | 6.0        | 0    | d          | KRAE Inc         | 97       |            |                   |       | Alternative | 200                      | 0.71        | 6.7                | 3.9                               | 5.3         | 5.0       | 3.8         | 4.9       | 0.0         | 0.0       | 0.0         |      |
| KIMX            | Laramie         | C3        | 105.5      | 2.0        | 1027 |            | Montgomery Bcstg | 89       | 9701       | 240               |       | Hot AC      | 450                      | 1.73        | 6.2                | 2.3                               | 6.4         | 3.0       | 3.8         | 2.0       | 0.8         | 0.0       | 0.0         |      |
| KLEN            | Cheyenne        | A         | 106.3      | 3.0        | -3   | b          | Clear Channel    | 83       | 9905       |                   |       | g2          | Soft AC                  | 450         | 1.06               | 10.1                              | 5.6         | 8.5       | 6.9         | 9.5       | 4.9         | 4.2       | 0.0         | 8.6  |
| # FM Stations - |                 |           |            |            | 9    | # Combos - |                  |          |            |                   | 7     | FM TOTALS   |                          |             |                    | 80.6                              | 50.3        | 61.8      | 61.6        | 63.7      | 62.8        | 59.2      | 0.0         | 63.0 |

## AM Stations

| Calls                       | City of License | FCC Class | Power Freq | Day Power (kW) | Night Power (kW) | C             | Owner              | Year Std | Date Acq'd | Sales Price (000) | L M A | Format                       | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |      |
|-----------------------------|-----------------|-----------|------------|----------------|------------------|---------------|--------------------|----------|------------|-------------------|-------|------------------------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|------|
|                             |                 |           |            |                |                  |               |                    |          |            |                   |       |                              |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |      |
| KGAB                        | Orchard Valley  | B         | 650        | 8.5            | 0.50             | b             | Clear Channel      | 52       | 9905       |                   |       | g2                           | News/Talk                | 50          | 0.20               | 6.1                               | 6.4         | 5.3       | 4.0         | 2.9       | 0.0         | 0.0       | 0.0         | 0.0  |
| KLDI                        | Laramie         | B         | 1210       | 10.0           | 1.00             | c             | Chaparral Comm     | 62       | 9211       |                   |       | g1                           | Oldes/Talk               | 100         |                    |                                   | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0  |
| KFBC                        | Cheyenne        | C         | 1240       | 0.7            | 0.70             |               | Montgomery Bcstg   | 40       | 9307       | 250               |       | Nws/Tlk/AC                   | 650                      | 3.36        | 4.6                | 2.9                               | 2.1         | 5.0       | 4.8         | 8.8       | 7.5         | 0.0       | 7.6         |      |
| KOWB                        | Laramie         | B         | 1290       | 5.0            | 1.00             | a             | Curt Gowdy Bcstg   | 48       |            |                   |       | Nws/Tlk/Spt                  | 100                      |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |      |
| KJLJ                        | Cheyenne        | B         | 1370       | 1.0            | 0.09             | e             | Christus Bcstg Inc | 70       | 9612       | 120               |       | Adlt Stndrd                  | 250                      | 1.12        | 5.3                | 6.2                               | 3.2         | 5.0       | 5.7         | 2.9       | 3.3         | 0.0       | 0.0         |      |
| KRAE                        | Cheyenne        | B         | 1480       | 1.0            | 0.07             | d             | KRAE Inc           | 61       | 7206       |                   |       | Oldes/Sprts                  | 250                      | 1.75        | 3.4                | 2.0                               | 3.2         | 2.0       | 3.8         | 3.9       | 2.5         | 0.0       | 3.8         |      |
| KKWY                        | Fox Farm        | B         | 1630       | 10.0 cp        | 1.00             | e             | Christus Bcstg Inc | 98       |            |                   |       | Country                      |                          |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |      |
| # AM Stations -             |                 |           |            |                | 7                | # Combos -    |                    |          |            |                   | 6     | AM TOTALS                    |                          |             |                    | 19.4                              | 17.5        | 13.8      | 16.0        | 17.2      | 15.6        | 13.3      | 0.0         | 11.4 |
| AM & FM Stations Profiled - |                 |           |            |                | 16               | # Duopolies - |                    |          |            |                   | 3     | Total Local Commercial Share |                          |             |                    | 67.8                              | 75.6        | 77.6      | 80.9        | 78.4      | 72.5        | 0.0       | 74.4        |      |

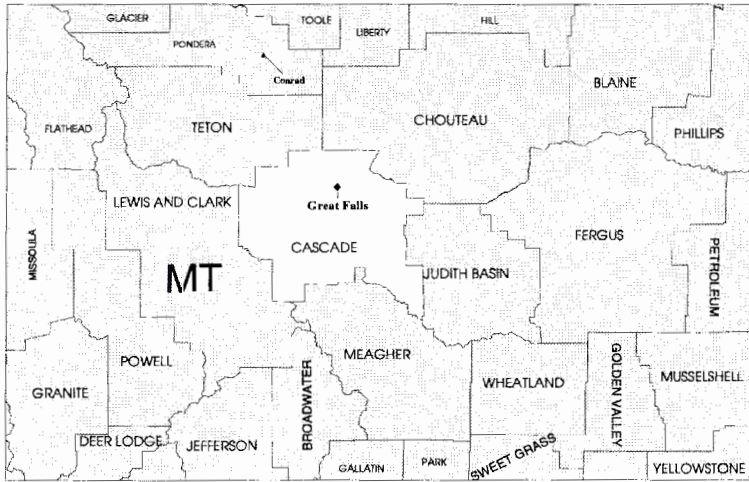
NOTE: Market rated twice yearly with Fall 1997 period.

● Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 273

Revenue Rank: 266

# Great Falls, MT Market Overview



### Metro Counties / Population (000)

|             |      |
|-------------|------|
| Cascade, MT | 79.2 |
|             | 79.2 |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>*** | 1993 | 1994    | 1995    | 1996    | 1997    | 1998    | Δ 93 - 98 |
|---------------------------------|------|---------|---------|---------|---------|---------|-----------|
|                                 |      | \$2,900 | \$3,000 | \$3,100 | \$3,300 | \$3,400 | \$3,500   |
| Δ 98 - 99                       | 1999 | 2000    | 2001    | 2002    | 2003    | 2003    | Δ 99 - 03 |
|                                 | 2.9% | \$3,600 | \$3,700 | \$3,800 | \$3,900 | \$4,000 | 3.0%      |

|                      | 1993         | 1998         | 2003         | Est. Breakout |
|----------------------|--------------|--------------|--------------|---------------|
| Revenue/Retail Sales | \$3.58/1,000 | \$4.11/1,000 | \$4.35/1,000 | Local 85%     |
| Revenue/Capita       | \$35.71      | \$44.19      | \$53.48      | National 15%  |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993    | 1998    | Growth Rate | 1998    | 2003    | Growth Rate |
|----------------|---------|---------|-------------|---------|---------|-------------|
| MSA Population | 81.2    | 79.2    | -0.5%       | 79.2    | 74.8    | -1.1%       |
| Households     | 31.0    | 30.3    | -0.5%       | 30.3    | 28.7    | -1.1%       |
| Retail Sales   | 809.8   | 851.5   | 1.0%        | 851.5   | 919.1   | 1.5%        |
| EBI            | 1,179.8 | 1,139.8 | -0.7%       | 1,139.8 | 1,238.0 | 1.7%        |

### Demographic Breakdown

|                    | Total       | Under 12 | 12 - 17          | 18 - 24   | 25 - 34    | 35 - 44       | 45 - 54       | Over 55 |
|--------------------|-------------|----------|------------------|-----------|------------|---------------|---------------|---------|
| Men (000)          | 39.3        | 7.2      | 3.5              | 3.3       | 5.6        | 6.2           | 5.4           | 8.2     |
| Women (000)        | 39.9        | 6.9      | 3.3              | 2.9       | 5.3        | 6.2           | 5.5           | 9.7     |
| Total              | 79.2        | 14.1     | 6.8              | 6.2       | 10.9       | 12.4          | 10.9          | 17.9    |
| Percentage         | 100.0%      | 17.8%    | 8.6%             | 7.8%      | 13.8%      | 15.6%         | 13.8%         | 22.6%   |
| Per Capita         | \$ 14,391   |          | Median Household | \$ 28,883 |            | Avg Household | \$ 37,617     |         |
| Ethnic Population: | White 92.7% |          | Black 1.7%       |           | Asian 1.2% |               | Hispanic 2.1% |         |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations |         |         | 5       | 4          | 5       | 4       | 9     |
| Tot 12+    |         |         | 61.1    | 60.0       | 61.1    | 19.5    | 80.6  |
| Avg 12+    |         |         | 12.2    | 15.0       | 12.2    | 4.9     | 9.0   |
| Tot LCS    |         |         | 75.8    | 74.4       | 75.8    | 24.2    | 100.0 |
| Avg LCS    |         |         | 15.2    | 18.6       | 15.2    | 6.0     | 11.1  |

# Competitive Overview

## FM Stations

| Calls           | City of License | FCC Class | Power (kW) | HAAT  | C          | Owner | Year Std           | Date Acq'd | Sales Price (000) | L M A     | Format | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |      |
|-----------------|-----------------|-----------|------------|-------|------------|-------|--------------------|------------|-------------------|-----------|--------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|------|
|                 |                 |           |            |       |            |       |                    |            |                   |           |        |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |      |
| KLFM            | Great Falls     | C1        | 92.9       | 100.0 | 696        | a     | STARadio Corp      | 82         | 9507              | 925       |        | Oldies                   | 350         | 0.73               | 13.4                              | 14.6        | 11.1      | 12.2        | 9.5       | 11.8        | 10.5      | 0.0         | 8.3  |
| • KTZZ          | Conrad          | C1        | 93.7       | 100.0 | 558        |       | Mason, Jeannine M. | 97         |                   |           |        | Clsc Rock                | 100         | 0.87               | 3.2                               | 1.1         | 2.2       | 3.3         | 2.1       | 2.7         | 0.0       | 0.0         | 0.0  |
| KMON            | Great Falls     | C1        | 94.5       | 100.0 | 784        | a     | STARadio Corp      | 72         | 9012              | 450       | c2     | Country                  | 750         | 1.20               | 17.4                              | 16.1        | 7.8       | 22.2        | 13.7      | 18.2        | 26.3      | 0.0         | 29.6 |
| KAAC            | Great Falls     | C1        | 98.9       | 100.0 | 482        | c     | Fisher Radio       | 72         | 8805              | 598       | c3     | AC                       | 700         | 0.81               | 24.1                              | 15.6        | 28.9      | 13.3        | 14.7      | 10.0        | 17.9      | 0.0         | 15.7 |
| KQDI            | Great Falls     | C1        | 106.1      | 100.0 | 371        | b     | Fisher Radio       | 63         | 9604              | 850       | c1     | Clsc Rock                | 600         | 1.19               | 14.0                              | 13.7        | 12.2      | 12.2        | 15.8      | 13.6        | 10.5      | 0.0         | 12.0 |
| # FM Stations - |                 |           |            | 5     | # Combos - |       |                    |            | 4                 | FM TOTALS |        |                          |             | 72.1               | 61.1                              | 62.2        | 63.2      | 55.8        | 56.3      | 65.2        | 0.0       | 65.6        |      |

## AM Stations

| Calls                       | City of License | FCC Class | Power (kW) | Day Power (kW) | Night Power (kW) | C | Owner            | Year Std | Date Acq'd | Sales Price (000)            | L M A | Format    | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------------------|-----------------|-----------|------------|----------------|------------------|---|------------------|----------|------------|------------------------------|-------|-----------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                             |                 |           |            |                |                  |   |                  |          |            |                              |       |           |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| KMON                        | Great Falls     | B         | 560        | 5.0            | 5.00             | a | STARadio Corp    | 47       | 9012       |                              | c2    | Country   | 600                      | 1.38        | 12.1               | 10.8                              | 13.3        | 7.8       | 9.5         | 13.6      | 14.7        | 0.0       | 11.1        |
| KEIN                        | Great Falls     | B         | 1310       | 5.0            | 1.00             |   | Munson Radio Inc | 22       | 9707       | 80                           |       | Country   | 150                      | 1.34        | 3.1                | 0.0                               | 3.3         | 2.2       | 2.1         | 2.7       | 1.1         | 0.0       | 2.8         |
| KXGF                        | Great Falls     | C         | 1400       | 1.0            | 1.00             | c | Fisher Radio     | 47       | 8805       |                              | c3    | Nostalgia | 150                      | 0.50        | 8.3                | 5.5                               | 6.7         | 7.8       | 12.6        | 8.2       | 4.2         | 0.0       | 8.3         |
| KQDI                        | Great Falls     | C         | 1450       | 1.0            | 1.00             | b | Fisher Radio     | 55       | 9906       |                              | c1    | Talk      | 150                      | 0.95        | 4.4                | 3.2                               | 3.3         | 4.4       | 5.3         | 1.8       | 3.2         | 0.0       | 1.9         |
| # AM Stations -             |                 |           |            | 4              | # Combos -       |   |                  |          | 3          | AM TOTALS                    |       |           |                          | 27.9        | 19.5               | 26.6                              | 22.2        | 29.5      | 26.3        | 23.2      | 0.0         | 24.1      |             |
| AM & FM Stations Profiled - |                 |           |            | 9              | # Duopolies -    |   |                  |          | 3          | Total Local Commercial Share |       |           |                          | 80.6        | 88.8               | 85.4                              | 85.3        | 82.6      | 88.4        | 0.0       | 89.7        |           |             |

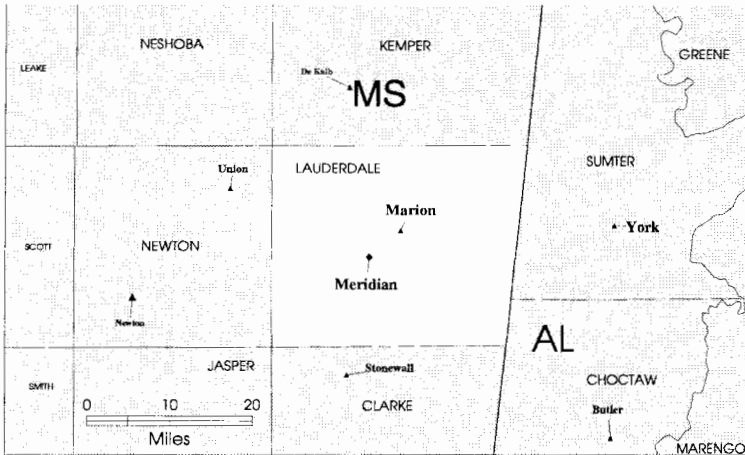
Other Rulemaking: 100.3, C, Great Falls. NOTE: Rated twice yearly with Fall '97

• Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 274

Revenue Rank: 222

# Meridian, MS Market Overview



### Metro Counties / Population (000)

|                |      |
|----------------|------|
| Lauderdale, MS | 75.3 |
|                | 75.3 |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>★★★ | 1993      | 1994    | 1995    | 1996    | 1997    | 1998    | Δ 93 - 98 |
|---------------------------------|-----------|---------|---------|---------|---------|---------|-----------|
|                                 |           | \$4,000 | \$4,100 | \$4,200 | \$4,400 | \$4,600 | \$4,900   |
|                                 | Δ 98 - 99 | 1999    | 2000    | 2001    | 2002    | 2003    | Δ 99 - 03 |
|                                 | 28.6%     | \$6,300 | \$6,600 | \$6,900 | \$7,300 | \$7,600 | 5.2%      |

|                      | 1993         | 1998         | 2003         | Est. Breakout |     |
|----------------------|--------------|--------------|--------------|---------------|-----|
| Revenue/Retail Sales | \$6.34/1,000 | \$6.29/1,000 | \$8.17/1,000 | Local         | 90% |
| Revenue/Capita       | \$52.15      | \$65.07      | \$101.33     | National      | 10% |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993  | 1998    | Growth Rate | 1998    | 2003    | Growth Rate |
|----------------|-------|---------|-------------|---------|---------|-------------|
| MSA Population | 76.7  | 75.3    | -0.4%       | 75.3    | 75.0    | -0.1%       |
| Households     | 28.9  | 29.1    | 0.1%        | 29.1    | 29.6    | 0.3%        |
| Retail Sales   | 630.5 | 778.5   | 4.3%        | 778.5   | 930.7   | 3.6%        |
| EBI            | 945.6 | 1,070.6 | 2.5%        | 1,070.6 | 1,351.5 | 4.8%        |

### Demographic Breakdown

|                    | Total       | Under 12 | 12 - 17     | 18 - 24          | 25 - 34    | 35 - 44 | 45 - 54       | Over 55   |
|--------------------|-------------|----------|-------------|------------------|------------|---------|---------------|-----------|
| Men (000)          | 35.6        | 6.7      | 3.6         | 3.4              | 4.7        | 5.4     | 4.7           | 7.1       |
| Women (000)        | 39.7        | 6.3      | 3.5         | 3.5              | 4.9        | 5.9     | 4.9           | 10.7      |
| Total              | 75.3        | 13.0     | 7.1         | 6.9              | 9.7        | 11.3    | 9.6           | 17.8      |
| Percentage         | 100.0%      | 17.2%    | 9.4%        | 9.1%             | 12.8%      | 15.0%   | 12.8%         | 23.6%     |
| Per Capita         | \$ 14,217   |          |             |                  |            |         |               |           |
|                    |             |          |             | Median Household | \$ 26,265  |         | Avg Household | \$ 36,789 |
| Ethnic Population: | White 62.4% |          | Black 36.8% |                  | Asian 0.6% |         | Hispanic 0.9% |           |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 2       |         | 8       | 9          | 10      | 5       | 15    |
| Tot 12+    | 8.4     |         | 57.7    | 63.3       | 66.1    | 15.6    | 81.7  |
| Avg 12+    | 4.2     |         | 7.2     | 7.0        | 6.6     | 3.1     | 5.4   |
| Tot LCS    | 10.3    |         | 70.6    | 77.5       | 80.9    | 19.1    | 100.0 |
| Avg LCS    | 5.1     |         | 8.8     | 8.6        | 8.1     | 3.8     | 6.7   |



# Competitive Overview

## FM Stations

| Calls           | City of License | FCC Class | Power (kW) | HAAT  | C          | Owner                 | Year Std              | Date Acq'd | Sales Price (000) | L M A     | Format      | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------|-----------------|-----------|------------|-------|------------|-----------------------|-----------------------|------------|-------------------|-----------|-------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                 |                 |           |            |       |            |                       |                       |            |                   |           |             |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| WKZB            | Butler          | C2        | 93.5       | 32.0  | 610        | Butler Bcst Corp      | 78                    |            |                   |           | Clsc Rock   | 150                      | 1.11        | 2.7                | 5.4                               | 2.5         | 2.3       | 3.2         | 0.0       | 0.0         | 0.0       | 0.0         |
| WYYW            | Marion          | C2        | 95.1       | 26.0  | 597        | a Bcstrs & Publishers | 87                    | 9412       | 732               | c1        | Country     | 300                      | 1.28        | 4.7                | 4.6                               | 3.8         | 4.5       | 4.3         | 3.5       | 2.2         | 0.0       | 6.3         |
| WOKK            | Meridian        | C1        | 97.1       | 100.0 | 600        | b New South Comm      | 67                    |            |                   |           | Country     | 1,400                    | 1.54        | 18.2               | 13.9                              | 13.8        | 18.2      | 15.1        | 22.1      | 23.6        | 0.0       | 20.0        |
| ● WMSO          | Newton          | C3        | 97.9       | 8.7   | cp         | 551                   | a Bcstrs & Publishers | 75         | 9907              | 885       | Oldies      | 400                      | 2.42        | 3.3                | 2.8                               | 1.3         | 4.5       | 0.0         | 1.2       | 2.2         | 0.0       | 1.1         |
| WJDQ            | Meridian        | C1        | 101.3      | 99.0  | 577        | a Bcstrs & Publishers | 68                    | 8904       | 3,356             |           | AC          | 1,000                    | 1.23        | 16.2               | 11.3                              | 12.5        | 15.9      | 14.0        | 11.6      | 11.2        | 0.0       | 9.5         |
| WMMZ            | Meridian        | A         | 102.1      | 0.9   | cp         | 509                   | c Holladay Bcstg      | 93         | 9301              | 244       | Hot AC      | 550                      | 2.24        | 4.9                | 5.6                               | 6.3         | 2.3       | 4.3         | 3.5       | 4.5         | 0.0       | 5.3         |
| WZKS            | Union           | C2        | 104.1      | 19.0  | 535        | a Bcstrs & Publishers | 96                    | 9705       | 2                 |           | Urban AC    | 600                      | 0.98        | 12.3               | 9.9                               | 12.5        | 9.1       | 10.8        | 11.6      | 11.2        | 0.0       | 6.3         |
| WSLY            | York            | C2        | 104.9      | 50.0  | 492        | Grantell Bcstg Co     | 76                    |            |                   |           | Rhythm/Blue | 500                      | 1.33        | 7.5                | 6.6                               | 6.3         | 6.8       | 9.7         | 8.1       | 6.7         | 0.0       | 3.2         |
| WJXM            | Dekalb          | C2        | 105.7      | 50.0  | 384        | c Holladay Bcstg      | 99                    |            |                   |           | Urban AC    | 75                       | 0.35        | 4.3                | 3.2                               | 7.5         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| WMLV            | Stonewall       | A         | 106.9      | 2.3   | 538        | c Holladay Bcstg      | 98                    |            |                   |           | Soft AC     | 200                      | 1.14        | 3.5                | 2.8                               | 3.8         | 2.3       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| # FM Stations - |                 |           |            | 10    | # Combos - |                       |                       |            | 8                 | FM TOTALS |             |                          |             | 77.6               | 66.1                              | 70.3        | 65.9      | 61.4        | 61.6      | 61.6        | 0.0       | 51.7        |

## AM Stations

| Calls                       | City of License | FCC Class | Day Power (kW) | Night Power (kW) | C             | Owner                 | Year Std | Date Acq'd | Sales Price (000) | L M A                        | Format      | 1999 Est Revenue (000)1/ | Power Ratio | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------------------|-----------------|-----------|----------------|------------------|---------------|-----------------------|----------|------------|-------------------|------------------------------|-------------|--------------------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                             |                 |           |                |                  |               |                       |          |            |                   |                              |             |                          |             |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| WALT                        | Meridian        | B         | 910            | 5.0              | 1.00          | b New South Comm      | 46       | 5704       |                   |                              | Urban       | 275                      | 0.74        | 7.4                | 5.5                               | 5.0         | 8.0       | 6.5         | 10.5      | 9.0         | 0.0       | 14.7        |
| WMOX                        | Meridian        | B         | 1010           | 10.0             | 1.00          | Magnolia State        | 45       | 9301       | 65                |                              | Talk        | 500                      | 1.04        | 9.6                | 7.4                               | 8.8         | 8.0       | 6.5         | 8.1       | 9.0         | 0.0       | 10.5        |
| WNBN                        | Meridian        | B         | 1290           | 1.0              | 0.09          | Rackley, Frank, Jr.   | 88       |            |                   |                              | Gospl/RhyBl | 50                       | 0.25        | 4.0                | 2.7                               | 1.3         | 5.7       | 5.4         | 2.3       | 7.9         | 0.0       | 6.3         |
| WMER                        | Meridian        | B         | 1390           | 5.0              | 0.10          | Glass, Michael H.     | 73       | 9802       | 55                |                              | Nws/Tlk/Spt | 75                       | 1.07        | 1.4                | 0.0                               | 2.5         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| WFFX                        | Meridian        | C         | 1450           | 1.0              | 1.00          | a Bcstrs & Publishers | 57       | 9412       |                   | c1                           | Sports      | 150                      |             |                    | 0.0                               | 0.0         | 0.0       | 0.0         | 0.0       | 1.1         | 0.0       | 1.1         |
| # AM Stations -             |                 |           |                | 5                | # Combos -    |                       |          |            | 2                 | AM TOTALS                    |             |                          |             | 22.4               | 15.6                              | 17.6        | 21.7      | 18.4        | 20.9      | 27.0        | 0.0       | 32.6        |
| AM & FM Stations Profiled - |                 |           |                | 15               | # Duopolies - |                       |          |            | 3                 | Total Local Commercial Share |             |                          |             | 81.7               | 87.9                              | 87.6        | 79.8      | 82.5        | 88.6      | 0.0         | 84.3      |             |

NOTE: Market rated twice yearly with Fall 1997 period.

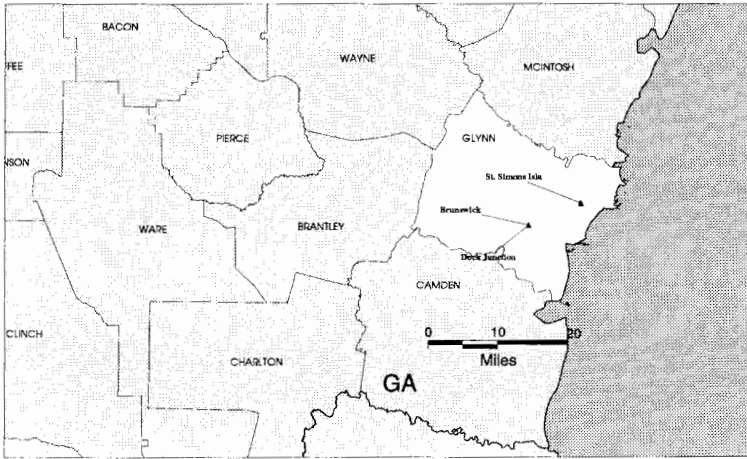
● Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.



Metro Rank: 275

Revenue Rank: 266

# Brunswick, GA Market Overview



### Metro Counties / Population (000)

|           |      |
|-----------|------|
| Glynn, GA | 67.7 |
|           | 67.7 |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>★★★ | 1993      | 1994    | 1995    | 1996    | 1997    | 1998    | Δ 93 - 98 |
|---------------------------------|-----------|---------|---------|---------|---------|---------|-----------|
|                                 | N/A       | N/A     | N/A     | N/A     | \$2,600 | \$3,000 |           |
| ★★★                             | Δ 98 - 99 | 1999    | 2000    | 2001    | 2002    | 2003    | Δ 99 - 03 |
|                                 | 20.0%     | \$3,600 | \$3,900 | \$4,200 | \$4,600 | \$4,800 | 8.0%      |

|                      | 1993 | 1998         | 2003         | Est. Breakout |     |
|----------------------|------|--------------|--------------|---------------|-----|
| Revenue/Retail Sales | N/A  | \$3.37/1,000 | \$4.18/1,000 | Local         | 85% |
| Revenue/Capita       | N/A  | \$44.31      | \$67.42      | National      | 15% |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993  | 1998    | Growth Rate | 1998    | 2003    | Growth Rate |
|----------------|-------|---------|-------------|---------|---------|-------------|
| MSA Population | 65.1  | 67.7    | 0.8%        | 67.7    | 71.2    | 1.0%        |
| Households     | 25.0  | 26.1    | 0.9%        | 26.1    | 27.7    | 1.2%        |
| Retail Sales   | 654.0 | 889.1   | 6.3%        | 889.1   | 1,148.3 | 5.2%        |
| EBI            | 965.9 | 1,118.8 | 3.0%        | 1,118.8 | 1,429.9 | 5.0%        |

### Demographic Breakdown

|                    | Total       | Under 12 | 12 - 17     | 18 - 24          | 25 - 34    | 35 - 44 | 45 - 54       | Over 55   |
|--------------------|-------------|----------|-------------|------------------|------------|---------|---------------|-----------|
| Men (000)          | 32.3        | 5.6      | 2.9         | 2.8              | 4.1        | 5.0     | 4.7           | 7.2       |
| Women (000)        | 35.4        | 5.3      | 2.8         | 2.8              | 4.5        | 5.4     | 5.2           | 9.3       |
| Total              | 67.7        | 10.9     | 5.7         | 5.6              | 8.6        | 10.4    | 9.9           | 16.5      |
| Percentage         | 100.0%      | 16.1%    | 8.5%        | 8.3%             | 12.8%      | 15.4%   | 14.6%         | 24.4%     |
| Per Capita         | \$ 16,525   |          |             |                  |            |         |               |           |
|                    |             |          |             | Median Household | \$ 33,079  |         | Avg Household | \$ 42,864 |
| Ethnic Population: | White 69.3% |          | Black 29.6% |                  | Asian 0.8% |         | Hispanic 2.0% |           |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 2       |         | 5       | 6          | 7       | 3       | 10    |
| Tot 12+    | 15.1    |         | 42.5    | 49.1       | 57.6    | 14.8    | 72.4  |
| Avg 12+    | 7.6     |         | 8.5     | 8.2        | 8.2     | 4.9     | 7.2   |
| Tot LCS    | 20.9    |         | 58.7    | 67.8       | 79.6    | 20.4    | 100.0 |
| Avg LCS    | 10.4    |         | 11.7    | 11.3       | 11.4    | 6.8     | 10.0  |

# Competitive Overview

## FM Stations

| Calls           | City of License   | FCC Class | Freq  | Power (kW) | HAAT | C          | Owner             | Year Std | Date Acq'd | Sales Price (000) | L M A | Format    | 1999 Est        |             | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------|-------------------|-----------|-------|------------|------|------------|-------------------|----------|------------|-------------------|-------|-----------|-----------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                 |                   |           |       |            |      |            |                   |          |            |                   |       |           | Revenue (000)1/ | Power Ratio |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| WHFX            | St. Simons Island | A         | 92.7  | 6.0        | 328  | a          | Root Comm Group   | 90       | 9703       |                   | g1    | Clsc Rock | 175             | 0.76        | 7.9                | 6.7                               | 5.1         | 6.7       | 5.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| WSOL            | Brunswick         | C         | 101.5 | 100.0      | 1463 |            | Clear Channel     | 66       | 9905       |                   |       | Clsc Hits | n/a             |             | 18.5               | 8.5                               | 11.5        | 16.0      | 8.8         | 0.0       | 0.0         | 0.0       | 0.0         |
| WBGA            | Waycross          | C1        | 102.5 | 97.0       | 994  | a          | Root Comm Group   | 71       | 9703       |                   | g1    | Country   | 1,025           | 8.22        | 4.3                | 5.9                               | 5.1         | 1.3       | 3.8         | 0.0       | 0.0         | 0.0       | 0.0         |
| WWSN            | Waycross          | C         | 103.3 | 100.0      | 994  | a          | Root Comm Group   | 72       | 9703       |                   | g1    | AC        | 625             | 2.48        | 8.7                | 7.4                               | 7.7         | 5.3       | 6.3         | 0.0       | 0.0         | 0.0       | 0.0         |
| WSEG            | Brunswick         | A         | 104.1 | 4.2        | 390  |            | Admiral Bcstg Inc | 94       | 9410       | 111               | cp    | Urban AC  | 350             | 0.98        | 12.3               | 8.4                               | 10.3        | 8.0       | 10.0        | 0.0       | 0.0         | 0.0       | 0.0         |
| WXMK            | Dock Junction     | C3        | 105.9 | 15.0       | 420  |            | Southland Radio   | 91       |            |                   |       | Adult CHR | 400             | 1.04        | 13.2               | 8.1                               | 10.3        | 9.3       | 8.8         | 0.0       | 0.0         | 0.0       | 0.0         |
| WYNR            | Darien            | C2        | 107.7 | 50.0       | 482  | a          | Root Comm Group   | 93       | 9709       | 2,125             | c1    | Country   | 550             | 1.35        | 14.1               | 12.6                              | 9.0         | 12.0      | 11.3        | 0.0       | 0.0         | 0.0       | 0.0         |
| # FM Stations - |                   |           |       |            | 7    | # Combos - |                   |          |            |                   | 4     | FM TOTALS |                 |             | 79.0               | 57.6                              | 59.0        | 58.6      | 54.0        | 0.0       | 0.0         | 0.0       | 0.0         |

## AM Stations

| Calls                       | City of License | FCC Class | Freq | Day Power (kW) | Night Power (kW) | C             | Owner           | Year Std | Date Acq'd | Sales Price (000) | L M A | Format                       | 1999 Est        |             | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------------------|-----------------|-----------|------|----------------|------------------|---------------|-----------------|----------|------------|-------------------|-------|------------------------------|-----------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                             |                 |           |      |                |                  |               |                 |          |            |                   |       |                              | Revenue (000)1/ | Power Ratio |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| WSFN                        | Brunswick       | B         | 790  | 0.5            | 0.12             |               | MarMac Comm LLC | 66       | 9805       | 350               |       | Sports                       | 175             | 3.55        | 1.7                | 2.9                               | 1.3         | 1.3       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| WGIG                        | Brunswick       | B         | 1440 | 5.0            | 1.00             | a             | Root Comm Group | 49       | 9709       |                   | c1    | Nws/Tlk/Spt                  | 150             | 0.53        | 9.7                | 4.9                               | 7.7         | 6.7       | 10.0        | 0.0       | 0.0         | 0.0       | 0.0         |
| WMOG                        | Brunswick       | C         | 1490 | 0.6            | 0.60             | a             | Root Comm Group | 40       | 9703       |                   | g1    | Nostalgia                    | 100             | 0.36        | 9.7                | 7.0                               | 6.4         | 8.0       | 6.3         | 0.0       | 0.0         | 0.0       | 0.0         |
| # AM Stations -             |                 |           |      |                | 3                | # Combos -    |                 |          |            |                   | 2     | AM TOTALS                    |                 |             | 21.1               | 14.8                              | 15.4        | 16.0      | 16.3        | 0.0       | 0.0         | 0.0       | 0.0         |
| AM & FM Stations Profiled - |                 |           |      |                | 10               | # Duopolies - |                 |          |            |                   | 3     | Total Local Commercial Share |                 |             | 72.4               | 74.4                              | 74.6        | 70.3      | 0.0         | 0.0       | 0.0         | 0.0       |             |

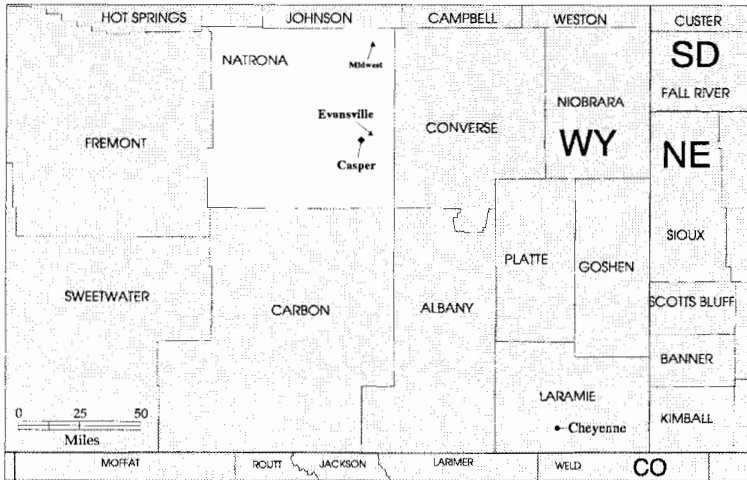
NOTE: Market first rated Spring 1998.

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 276

Revenue Rank: 268

# Casper, WY Market Overview



### Metro Counties / Population (000)

|             |      |
|-------------|------|
| Natrona, WY | 63.2 |
|             | 63.2 |

### Market Radio Financials

(all figures in 000's, except percentages and ratios)

| ESTIMATED GROSS REVENUES<br>*** | 1993      | 1994    | 1995    | 1996    | 1997    | 1998    | Δ 93 - 98 |
|---------------------------------|-----------|---------|---------|---------|---------|---------|-----------|
|                                 |           | \$2,500 | \$2,600 | \$2,700 | \$2,800 | \$3,100 | \$3,100   |
|                                 | Δ 98 - 99 | 1999    | 2000    | 2001    | 2002    | 2003    | Δ 99 - 03 |
|                                 | 12.9%     | \$3,500 | \$3,800 | \$4,000 | \$4,300 | \$4,500 | 6.2%      |

|                      | 1993         | 1998         | 2003         | Est. Breakout |     |
|----------------------|--------------|--------------|--------------|---------------|-----|
| Revenue/Retail Sales | \$4.33/1,000 | \$4.79/1,000 | \$5.71/1,000 | Local         | 80% |
| Revenue/Capita       | \$40.32      | \$49.05      | \$72.00      | National      | 20% |

### Demographic and Economic Overview

(000's, except Retail Sales and EBI in 000,000's)

|                | 1993    | 1998    | Growth Rate | 1998    | 2003    | Growth Rate |
|----------------|---------|---------|-------------|---------|---------|-------------|
| MSA Population | 62.0    | 63.2    | 0.4%        | 63.2    | 62.5    | -0.2%       |
| Households     | 24.6    | 25.4    | 0.6%        | 25.4    | 25.9    | 0.4%        |
| Retail Sales   | 577.7   | 646.7   | 2.3%        | 646.7   | 787.5   | 4.0%        |
| EBI            | 1,016.8 | 1,188.5 | 3.2%        | 1,188.5 | 1,608.7 | 6.2%        |

### Demographic Breakdown

|                    | Total       | Under 12 | 12 - 17    | 18 - 24          | 25 - 34    | 35 - 44 | 45 - 54       | Over 55   |
|--------------------|-------------|----------|------------|------------------|------------|---------|---------------|-----------|
| Men (000)          | 31.1        | 5.9      | 3.1        | 2.3              | 4.0        | 5.8     | 4.2           | 5.9       |
| Women (000)        | 32.1        | 5.6      | 2.9        | 2.5              | 4.1        | 5.5     | 4.3           | 7.0       |
| Total              | 63.2        | 11.5     | 6.0        | 4.8              | 8.1        | 11.3    | 8.5           | 12.9      |
| Percentage         | 100.0%      | 18.2%    | 9.5%       | 7.7%             | 12.9%      | 17.8%   | 13.4%         | 20.4%     |
| Per Capita         | \$ 18,805   |          |            |                  |            |         |               |           |
|                    |             |          |            | Median Household | \$ 38,286  |         | Avg Household | \$ 46,791 |
| Ethnic Population: | White 97.8% |          | Black 0.8% |                  | Asian 0.7% |         | Hispanic 3.9% |           |

### Market Summary

| FM Classes | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations |         |         | 8       | 8          | 8       | 4       | 12    |
| Tot 12+    |         |         | 65.5    | 65.5       | 65.5    | 24.0    | 89.5  |
| Avg 12+    |         |         | 8.2     | 8.2        | 8.2     | 6.0     | 7.5   |
| Tot LCS    |         |         | 73.2    | 73.2       | 73.2    | 26.8    | 100.0 |
| Avg LCS    |         |         | 9.1     | 9.1        | 9.1     | 6.7     | 8.3   |

# Competitive Overview

## FM Stations

| Calls           | City of License | FCC Class | Freq  | Power (kW) | HAAT | C          | Owner           | Year Std          | Date Acq'd | Sales Price (000) | L M A | Format   | 1999 Est        |             | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |      |
|-----------------|-----------------|-----------|-------|------------|------|------------|-----------------|-------------------|------------|-------------------|-------|----------|-----------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|------|
|                 |                 |           |       |            |      |            |                 |                   |            |                   |       |          | Revenue (000)1/ | Power Ratio |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |      |
| KMGW            | Casper          | C         | 94.5  | 65.0       | 1911 | a          | Mountain States | 67                | 9907       | p                 | sw    | Mix AC   | 275             | 0.97        | 7.3                | 4.1                               | 6.0         | 7.4       | 12.5        | 8.3       | 11.3        | 0.0       | 7.4         |      |
| KWYY            | Casper          | C         | 95.5  | 100.0      | cp   | 1870       | c               | Clear Channel     | 81         | 9907              | p     | 2,100 d4 | Country         | 550         | 1.19               | 11.9                              | 7.7         | 11.9      | 9.9         | 16.3      | 14.3        | 13.8      | 0.0         | 9.9  |
| KMLD            | Casper          | C1        | 97.3  | 18.0       | 1772 | c          | Clear Channel   | 97                | 9907       | p                 | d4    | Oldies   | 150             | 0.49        | 7.9                | 6.6                               | 8.3         | 6.2       | 10.0        | 3.6       | 0.0         | 0.0       | 0.0         |      |
| KHOC            | Casper          | C         | 102.5 | 100.0      | cp   | 1860       | b               | Mt Rushmore Bcstg | 98         | 9810              |       | 300 cp   | Hot AC          | 100         | 1.97               | 1.3                               | 3.3         | 1.2       | 1.2         | 0.0       | 0.0         | 0.0       | 0.0         |      |
| KQLT            | Casper          | C         | 103.7 | 97.0       | cp   | 1860       | b               | Mt Rushmore Bcstg | 83         | 9408              |       | 230      | Country         | 400         | 0.78               | 13.2                              | 7.3         | 11.9      | 12.3        | 18.8      | 17.9        | 18.8      | 0.0         | 24.7 |
| KTRS            | Casper          | C1        | 104.7 | 18.0       | 1811 | c          | Clear Channel   | 97                | 9907       | p                 | d4    | CHR      | 550             | 1.01        | 13.9               | 15.8                              | 13.1        | 12.3      | 6.3         | 9.5       | 5.0         | 0.0       | 0.0         |      |
| KASS            | Casper          | C         | 106.9 | 100.0      | cp   | 1765       | b               | Mt Rushmore Bcstg | 85         | 9506              |       | na       | Clsc Rock       | 250         | 0.64               | 10.0                              | 9.3         | 8.3       | 9.9         | 12.5      | 15.5        | 10.0      | 0.0         | 23.5 |
| KRVK            | Midwest         | C         | 107.7 | 100.0      | cp   | 1949       | c               | Clear Channel     | 98         | 9907              | p     | 200      | 1 Clsc Rock     | 400         | 0.78               | 13.2                              | 11.4        | 13.1      | 11.1        | 0.0       | 0.0         | 0.0       | 0.0         | 0.0  |
| # FM Stations - |                 |           |       |            | 8    | # Combos - | 8               | FM TOTALS         |            |                   |       |          | 78.7            | 65.5        | 73.8               | 70.3                              | 76.4        | 69.1      | 58.9        | 0.0       | 65.5        |           |             |      |

## AM Stations

| Calls                       | City of License | FCC Class | Freq | Day Power (kW) | Night Power (kW) | C             | Owner             | Year Std                     | Date Acq'd | Sales Price (000) | L M A | Format      | 1999 Est        |             | Avg '99 Local Comm | ARB 12+ Metro Shares (see rights) |             |           |             |           |             |           |             |
|-----------------------------|-----------------|-----------|------|----------------|------------------|---------------|-------------------|------------------------------|------------|-------------------|-------|-------------|-----------------|-------------|--------------------|-----------------------------------|-------------|-----------|-------------|-----------|-------------|-----------|-------------|
|                             |                 |           |      |                |                  |               |                   |                              |            |                   |       |             | Revenue (000)1/ | Power Ratio |                    | Fall 1999                         | Spring 1999 | Fall 1998 | Spring 1998 | Fall 1997 | Spring 1997 | Fall 1996 | Spring 1996 |
| KUYO                        | Evansville      | B         | 830  | 25.0           | cp               | 0.00          | Wyoming Christian | 86                           | 9906       |                   | 75 na | Christian   |                 |             | 2.7                | 0.0                               | 1.2         | 3.7       | 1.3         | 1.2       | 0.0         | 0.0       | 0.0         |
| KTWO                        | Casper          | B         | 1030 | 50.0           | 50.00            | a             | Clear Channel     | 30                           | 9905       |                   | g1    | FuSvc/Cntry | 700             | 1.51        | 11.9               | 16.0                              | 9.5         | 12.3      | 11.3        | 11.9      | 17.5        | 0.0       | 13.6        |
| KVOC                        | Casper          | C         | 1230 | 1.0            | 1.00             | b             | Mt Rushmore Bcstg | 46                           | 9707       |                   | 105   | Oldies      | 100             | 0.39        | 6.6                | 6.3                               | 7.1         | 4.9       | 3.8         | 7.1       | 8.8         | 0.0       | 8.6         |
| KKTL                        | Casper          | C         | 1400 | 1.0            | 1.00             | a             | Clear Channel     | 98                           | 9905       |                   | g1    | Country     | 50              |             |                    | 1.7                               | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         | 0.0       | 0.0         |
| # AM Stations -             |                 |           |      |                | 4                | # Combos -    | 3                 | AM TOTALS                    |            |                   |       |             | 21.2            | 24.0        | 17.8               | 20.9                              | 16.4        | 20.2      | 26.3        | 0.0       | 22.2        |           |             |
| AM & FM Stations Profiled - |                 |           |      |                | 12               | # Duopolies - | 4                 | Total Local Commercial Share |            |                   |       |             | 89.5            | 91.6        | 91.2               | 92.8                              | 89.3        | 85.2      | 0.0         | 87.7      |             |           |             |

NOTE: Market rated twice yearly with Fall 1997 period.

1/ See introduction section for interpretation of revenue estimates.





# Cross Market Analyses

This section of the book compares markets in terms of selected demographic, economic and competitive factors.

| Table Number | Table Name   | Table Description  |
|--------------|--|--|
| Table 1      | <b>Growth Rate Projections By Market</b>               | Listed in Market Rank order, this table projects 1998-2002 annual growth rates for population, households, estimated retail sales and effective buying income. |
| Table 2      | <b>Number of Radio Stations in Market</b>              | Indexed on Market Rank order, this table lists the number of commercial AM and FM stations, as well as the total number of commercial stations in each market. |
| Table 3      | <b>1999 Estimated Gross Revenues by Market Rank</b>    | Indexed on Market Rank order, this table profiles the estimated 1999 gross revenues for radio in each Arbitron-rated market.                                   |
| Table 4      | <b>1999 Estimated Gross Revenues by Revenue Amount</b> | Listed by BIA's Market Revenue Rank, this table highlights the estimated 1999 gross revenues for each Arbitron-rated market.                                   |
| Table 5      | <b>Station Calls to Market Rank</b>                    | A cross reference for locating the Arbitron-rated market in which a station is rated.  |
| Table 6      | <b>City of License to Market Rank</b>                  | A cross reference for identifying the Arbitron-rated market in which a City of License is located.   |





Table 1

**Growth Rate Projections By Market Rank**

Population (Pop), Households (HH), Retail Sales (RS), and Effective Buying Income (EBI)

| Rank | Market                           | % Growth Rate 1998-2003 |      |      |      |
|------|----------------------------------|-------------------------|------|------|------|
|      |                                  | Pop                     | HH   | RS   | EBI  |
| 1    | New York                         | 0.4%                    | 0.5% | 2.7% | 3.4% |
| 2    | Los Angeles                      | 1.0                     | 0.9  | 1.7  | 2.3  |
| 3    | Chicago, IL                      | 0.5                     | 0.6  | 3.5  | 4.0  |
| 4    | San Francisco                    | 1.5                     | 1.4  | 3.9  | 4.6  |
| 5    | Philadelphia                     | 0.0                     | 0.2  | 3.5  | 4.1  |
| 6    | Dallas - Ft. Worth               | 2.2                     | 2.4  | 5.9  | 6.7  |
| 7    | Detroit                          | 0.1                     | 0.4  | 3.4  | 3.3  |
| 8    | Boston                           | 0.5                     | 0.8  | 3.2  | 3.4  |
| 9    | Washington, DC                   | 1.1                     | 1.2  | 4.1  | 4.4  |
| 10   | Houston-Galveston                | 1.7                     | 1.9  | 4.6  | 6.4  |
| 11   | Atlanta, GA                      | 2.2                     | 2.4  | 6.4  | 5.7  |
| 12   | Miami-Ft. Lauderdale-Hollywood   | 1.0                     | 1.2  | 4.1  | 4.3  |
| 13   | Puerto Rico                      | 0.6                     | 2.0  | 6.4  | 5.3  |
| 14   | Seattle-Tacoma                   | 1.3                     | 1.5  | 4.4  | 7.0  |
| 15   | San Diego                        | 1.7                     | 1.6  | 4.0  | 3.5  |
| 16   | Phoenix, AZ                      | 2.7                     | 3.0  | 6.9  | 6.0  |
| 17   | Minneapolis - St. Paul           | 1.0                     | 1.2  | 5.0  | 4.8  |
| 18   | Nassau-Suffolk                   | 0.5                     | 0.6  | 2.4  | 2.7  |
| 19   | St. Louis                        | 0.3                     | 0.6  | 4.0  | 3.6  |
| 20   | Baltimore, MD                    | 0.6                     | 0.9  | 3.6  | 3.8  |
| 21   | Tampa-St. Petersburg-Clearwater  | 1.1                     | 1.2  | 6.0  | 5.2  |
| 22   | Pittsburgh, PA                   | -0.5                    | -0.2 | 4.1  | 4.4  |
| 23   | Denver - Boulder                 | 1.6                     | 1.9  | 5.0  | 5.3  |
| 24   | Cleveland                        | -0.2                    | 0.1  | 4.2  | 3.6  |
| 25   | Portland, OR                     | 1.5                     | 1.6  | 6.2  | 6.1  |
| 26   | Cincinnati                       | 0.6                     | 0.9  | 5.1  | 4.8  |
| 27   | San Jose                         | 1.6                     | 1.5  | 4.6  | 5.4  |
| 28   | Riverside-San Bernardino         | 2.0                     | 1.9  | 4.3  | 3.0  |
| 29   | Sacramento, CA                   | 1.6                     | 1.7  | 4.9  | 4.2  |
| 30   | Kansas City                      | 1.2                     | 1.5  | 5.8  | 4.8  |
| 31   | Milwaukee - Racine               | 0.0                     | 0.2  | 4.0  | 3.6  |
| 32   | San Antonio, TX                  | 1.7                     | 2.1  | 6.1  | 5.8  |
| 33   | Providence-Warwick-Pawtucket, RI | 0.1                     | 0.4  | 3.3  | 3.4  |
| 34   | Columbus, OH                     | 0.7                     | 1.0  | 6.5  | 5.2  |
| 35   | Salt Lake City - Ogden           | 1.5                     | 2.0  | 5.7  | 6.4  |

| Rank | Market                              | % Growth Rate 1998-2003 |      |      |      |
|------|-------------------------------------|-------------------------|------|------|------|
|      |                                     | Pop                     | HH   | RS   | EBI  |
| 36   | Norfolk-Virginia Beach-Newport News | 0.4%                    | 0.7% | 4.4% | 2.9% |
| 37   | Charlotte-Gastonia-Rock Hill        | 2.2                     | 2.5  | 6.7  | 6.7  |
| 38   | Indianapolis, IN                    | 0.9                     | 1.3  | 4.8  | 5.7  |
| 39   | Orlando                             | 2.2                     | 2.4  | 6.3  | 6.4  |
| 40   | Las Vegas, NV                       | 3.2                     | 3.4  | 7.6  | 7.4  |
| 41   | New Orleans                         | 0.0                     | 0.3  | 3.9  | 4.0  |
| 42   | Greensboro-Winston Salem-High Point | 1.2                     | 1.5  | 5.2  | 4.6  |
| 43   | Nashville                           | 1.5                     | 1.8  | 6.1  | 7.1  |
| 44   | Hartford-New Britain-Middletown     | 0.0                     | 0.2  | 2.2  | 3.0  |
| 45   | Buffalo-Niagara Falls, NY           | -0.5                    | -0.2 | 1.9  | 2.6  |
| 46   | Memphis                             | 0.5                     | 0.9  | 5.1  | 5.3  |
| 47   | Monmouth-Ocean, NJ                  | 1.3                     | 1.5  | 2.9  | 2.8  |
| 48   | Raleigh - Durham, NC                | 2.4                     | 2.8  | 8.3  | 6.8  |
| 49   | Austin, TX                          | 2.6                     | 2.9  | 8.6  | 8.1  |
| 50   | W. Palm Beach-Boca Raton            | 1.9                     | 2.0  | 6.7  | 6.4  |
| 51   | Jacksonville, FL                    | 1.9                     | 2.1  | 5.9  | 6.4  |
| 52   | Rochester, NY                       | 0.2                     | 0.5  | 3.4  | 2.5  |
| 53   | Louisville, KY                      | 0.4                     | 0.8  | 4.1  | 4.9  |
| 54   | Oklahoma City                       | 0.8                     | 1.0  | 4.3  | 4.9  |
| 55   | Birmingham, AL                      | 0.5                     | 1.0  | 4.4  | 5.5  |
| 56   | Dayton, Ohio                        | -0.5                    | -0.2 | 4.2  | 3.7  |
| 57   | Richmond, VA                        | 0.7                     | 1.0  | 4.4  | 3.7  |
| 58   | Greenville-Spartanburg, SC          | 1.4                     | 1.6  | 6.7  | 5.5  |
| 59   | Albany-Schenectady-Troy             | -0.1                    | 0.1  | 2.2  | 2.5  |
| 60   | Honolulu                            | -0.1                    | 0.5  | 1.7  | 3.4  |
| 61   | Tucson, AZ                          | 1.3                     | 1.6  | 3.9  | 4.9  |
| 62   | Tulsa, OK                           | 1.2                     | 1.5  | 5.1  | 5.6  |
| 63   | McAllen-Brownsville-Harlingen, TX   | 2.6                     | 2.8  | 4.3  | 6.4  |
| 64   | Wilkes Barre - Scranton             | -0.2                    | 0.2  | 3.3  | 3.7  |
| 65   | Fresno                              | 1.2                     | 1.3  | 3.2  | 2.8  |
| 66   | Grand Rapids, MI                    | 1.1                     | 1.4  | 5.9  | 5.7  |
| 67   | Allentown - Bethlehem               | 0.4                     | 0.7  | 3.1  | 4.0  |
| 68   | Akron, OH                           | 0.3                     | 0.7  | 5.8  | 4.3  |
| 69   | Knoxville, TN                       | 0.8                     | 1.2  | 5.8  | 5.4  |
| 70   | El Paso, TX                         | 1.8                     | 2.1  | 4.0  | 5.0  |





Table 1

**Growth Rate Projections By Market Rank**

Population (Pop), Households (HH), Retail Sales (RS), and Effective Buying Income (EBI)

| Rank | Market                           | % Growth Rate 1998-2003 |      |      |      |
|------|----------------------------------|-------------------------|------|------|------|
|      |                                  | Pop                     | HH   | RS   | EBI  |
| 71   | Ft. Myers-Naples-Marco Island    | 1.9%                    | 1.9% | 6.0% | 6.0% |
| 72   | Albuquerque, NM                  | 0.5                     | 0.8  | 6.1  | 5.0  |
| 73   | Omaha - Council Bluffs           | 0.9                     | 1.1  | 7.1  | 6.5  |
| 74   | Monterey-Salinas-Santa Cruz      | 2.2                     | 2.1  | 3.4  | 5.7  |
| 75   | Syracuse, NY                     | -0.4                    | -0.1 | 1.4  | 1.7  |
| 76   | Wilmington, DE                   | 1.0                     | 1.4  | 3.2  | 5.1  |
| 77   | Harrisburg-Lebanon-Carlisle, PA  | 0.3                     | 0.6  | 4.4  | 4.7  |
| 78   | Sarasota - Bradenton, FL         | 1.2                     | 1.2  | 4.9  | 5.0  |
| 79   | Toledo, OH                       | -0.1                    | 0.2  | 5.2  | 3.8  |
| 80   | Springfield, MA                  | 0.0                     | 0.3  | 1.3  | 1.9  |
| 81   | Greenville-New Bern-Jacksonville | 0.9                     | 1.2  | 6.1  | 5.7  |
| 82   | Baton Rouge, LA                  | 0.7                     | 1.1  | 5.8  | 5.6  |
| 83   | Little Rock, AR                  | 0.6                     | 0.9  | 4.5  | 5.5  |
| 84   | Wichita, KS                      | 1.6                     | 1.8  | 3.5  | 5.0  |
| 85   | Stockton, CA                     | 1.9                     | 1.9  | 5.0  | 4.1  |
| 86   | Bakersfield, CA                  | 1.3                     | 1.4  | 2.5  | 3.3  |
| 87   | Charleston, SC                   | 0.5                     | 0.9  | 3.8  | 4.7  |
| 88   | Mobile, AL                       | 0.9                     | 1.4  | 5.4  | 6.3  |
| 89   | Columbia, SC                     | 1.5                     | 2.0  | 5.2  | 5.7  |
| 90   | Gainesville - Ocala, FL          | 1.6                     | 1.8  | 6.1  | 5.1  |
| 91   | Spokane, WA                      | 0.7                     | 0.9  | 4.9  | 5.5  |
| 92   | Des Moines, IA                   | 0.7                     | 1.0  | 6.3  | 4.5  |
| 93   | Daytona Beach, FL                | 1.4                     | 1.5  | 4.5  | 4.8  |
| 94   | Colorado Springs, CO             | 1.5                     | 1.9  | 5.1  | 4.6  |
| 95   | Melbourne-Titusville-Cocoa, FL   | 1.1                     | 1.4  | 4.4  | 3.7  |
| 96   | Johnson City-Kingsport-Bristol   | 0.5                     | 0.9  | 4.1  | 5.2  |
| 97   | Youngstown - Warren, OH          | -0.7                    | -0.2 | 3.9  | 2.9  |
| 98   | Lakeland-Winter Haven, FL        | 1.3                     | 1.5  | 4.9  | 4.4  |
| 99   | Morristown, NJ                   | 1.2                     | 1.4  | 2.6  | 3.0  |
| 100  | Lafayette, LA                    | 1.0                     | 1.6  | 6.1  | 6.0  |
| 101  | Ft. Wayne, IN                    | 0.5                     | 0.9  | 3.6  | 4.8  |
| 102  | New Haven, CT                    | 0.1                     | 0.3  | 2.2  | 3.2  |
| 103  | York, PA                         | 0.9                     | 1.2  | 2.8  | 4.2  |
| 104  | Chattanooga, TN                  | 0.5                     | 0.8  | 5.4  | 4.9  |
| 105  | Roanoke-Lynchburg, VA            | 0.2                     | 0.6  | 5.1  | 3.9  |

| Rank | Market                           | % Growth Rate 1998-2003 |      |      |      |
|------|----------------------------------|-------------------------|------|------|------|
|      |                                  | Pop                     | HH   | RS   | EBI  |
| 106  | Lexington-Fayette, KY            | 1.0%                    | 1.4% | 5.1% | 5.2% |
| 107  | Visalia-Tulare-Hanford           | 1.1                     | 1.2  | 3.6  | 3.6  |
| 108  | Oxnard - Ventura, CA             | 1.6                     | 1.5  | 3.1  | 3.4  |
| 109  | Huntsville, AL                   | 0.8                     | 1.3  | 3.7  | 4.8  |
| 110  | Worcester, MA                    | 0.7                     | 1.1  | 3.0  | 3.1  |
| 111  | Lancaster, PA                    | 0.7                     | 1.1  | 4.2  | 4.6  |
| 112  | Bridgeport, CT                   | 0.3                     | 0.5  | 4.9  | 5.0  |
| 113  | Santa Rosa, CA                   | 1.7                     | 1.8  | 5.0  | 4.1  |
| 114  | Augusta, GA                      | 0.6                     | 1.0  | 3.7  | 3.5  |
| 115  | Lansing-East Lansing, MI         | 0.2                     | 0.4  | 4.9  | 3.2  |
| 116  | Ft. Pierce-Stuart-Vero Beach, FL | 1.8                     | 1.8  | 5.0  | 4.9  |
| 117  | Portsmouth-Dover-Rochester, NH   | 1.3                     | 1.6  | 4.6  | 4.0  |
| 118  | Jackson, MS                      | 0.9                     | 1.4  | 5.4  | 6.1  |
| 119  | Flint, MI                        | -0.1                    | 0.3  | 4.5  | 2.3  |
| 120  | Madison, WI                      | 0.6                     | 0.8  | 5.4  | 5.0  |
| 121  | Pensacola, FL                    | 2.1                     | 2.1  | 6.4  | 5.7  |
| 122  | Modesto, CA                      | 1.5                     | 1.4  | 4.3  | 3.2  |
| 123  | Canton, OH                       | -0.1                    | 0.3  | 5.6  | 3.6  |
| 124  | Boise, ID                        | 2.5                     | 2.8  | 7.0  | 7.2  |
| 125  | Saginaw-Bay City-Midland         | -0.1                    | 0.2  | 3.5  | 3.7  |
| 126  | Fayetteville, NC                 | 0.3                     | 0.6  | 7.1  | 6.2  |
| 127  | Beaumont-Port Arthur, TX         | 0.0                     | 0.3  | 3.2  | 4.0  |
| 128  | Reno, NV                         | 1.8                     | 2.0  | 6.6  | 7.5  |
| 129  | Corpus Christi, TX               | 1.1                     | 1.3  | 4.2  | 5.5  |
| 130  | Shreveport, LA                   | 0.1                     | 0.6  | 5.5  | 4.6  |
| 131  | Reading, PA                      | 0.5                     | 0.8  | 4.4  | 3.9  |
| 132  | Ft Collins-Greeley, CO           | 2.1                     | 2.4  | 7.4  | 6.0  |
| 133  | Quad Cities, IA-IL               | 0.0                     | 0.4  | 3.5  | 2.8  |
| 134  | Appleton - Oshkosh, WI           | 0.7                     | 1.0  | 5.8  | 5.0  |
| 135  | Peoria, IL                       | -0.1                    | 0.2  | 3.8  | 3.5  |
| 136  | Biloxi-Gulfport-Pascagoula, MS   | 0.4                     | 0.8  | 4.4  | 5.4  |
| 137  | Atlantic City - Cape May, NJ     | 0.6                     | 0.7  | 2.1  | 1.5  |
| 138  | Trenton, NJ                      | 0.1                     | 0.3  | 1.4  | 3.0  |
| 139  | Stamford-Norwalk, CT             | 0.4                     | 0.6  | 5.4  | 5.4  |
| 140  | Tyler - Longview, TX             | 1.2                     | 1.6  | 5.4  | 6.0  |



Table 1

**Growth Rate Projections By Market Rank**

Population (Pop), Households (HH), Retail Sales (RS), and Effective Buying Income (EBI)

| Rank | Market                             | % Growth Rate 1998 - 2003 |      |      |      |
|------|------------------------------------|---------------------------|------|------|------|
|      |                                    | Pop                       | HH   | RS   | EBI  |
| 141  | Newburgh-Middletown, NY            | 1.0%                      | 1.2% | 4.1% | 3.3% |
| 142  | Montgomery, AL                     | 0.8                       | 1.3  | 5.0  | 5.0  |
| 143  | Eugene - Springfield, OR           | 1.0                       | 1.2  | 5.3  | 4.9  |
| 144  | Huntington, WV - Ashland, KY       | -0.2                      | 0.2  | 4.1  | 3.7  |
| 145  | Ann Arbor, MI                      | 1.2                       | 1.6  | 7.2  | 5.4  |
| 146  | Springfield, MO                    | 0.9                       | 1.1  | 6.4  | 4.8  |
| 147  | Macon, GA                          | 1.3                       | 1.7  | 5.4  | 3.8  |
| 148  | Rockford, IL                       | 0.8                       | 1.0  | 3.5  | 3.4  |
| 149  | Killeen-Temple, TX                 | 1.2                       | 1.6  | 5.7  | 4.8  |
| 150  | Salisbury-Ocean City, MD           | 1.5                       | 1.8  | 5.7  | 4.5  |
| 151  | Utica - Rome, NY                   | -0.8                      | -0.6 | 2.2  | 1.5  |
| 152  | Evansville, IN                     | 0.2                       | 0.6  | 3.4  | 4.6  |
| 153  | Palm Springs, CA                   | 2.3                       | 2.1  | 5.2  | 3.4  |
| 154  | Savannah, GA                       | 0.7                       | 1.0  | 3.9  | 3.6  |
| 155  | Fayetteville, AR                   | 2.1                       | 2.4  | 6.5  | 6.7  |
| 156  | Erie, PA                           | -0.2                      | 0.2  | 4.7  | 4.0  |
| 157  | Poughkeepsie, NY                   | 0.8                       | 1.1  | 1.3  | 2.8  |
| 158  | Wausau-Stevens Point, WI           | 0.2                       | 0.6  | 4.4  | 4.1  |
| 159  | Tallahassee, FL                    | 0.6                       | 0.8  | 4.3  | 5.3  |
| 160  | Portland, ME                       | 0.6                       | 1.0  | 1.6  | 3.5  |
| 161  | Hagerstown-Chambersburg-Waynesboro | 0.6                       | 1.0  | 4.7  | 3.9  |
| 162  | Charleston, WV                     | -0.2                      | 0.2  | 4.6  | 5.0  |
| 163  | South Bend, IN                     | 0.2                       | 0.6  | 4.5  | 4.2  |
| 164  | New Bedford-Fall River, MA         | 0.3                       | 0.6  | 4.5  | 2.9  |
| 165  | San Luis Obispo, CA                | 1.6                       | 1.8  | 2.6  | 4.0  |
| 166  | Binghamton, NY                     | -0.7                      | -0.5 | -0.4 | 1.1  |
| 167  | New London, CT                     | 0.3                       | 0.5  | 5.3  | 4.2  |
| 168  | Anchorage, AK                      | 0.2                       | 0.4  | 1.1  | 1.9  |
| 169  | Columbus, GA                       | -0.2                      | 0.1  | 4.9  | 3.6  |
| 170  | Johnstown, PA                      | -0.6                      | -0.2 | 4.7  | 3.5  |
| 171  | Ft. Smith, AR                      | 0.8                       | 1.1  | 5.2  | 5.2  |
| 172  | Lincoln, NE                        | 0.7                       | 1.0  | 6.0  | 6.0  |
| 173  | Myrtle Beach, SC                   | 2.7                       | 3.2  | 7.8  | 6.8  |
| 174  | Odessa - Midland, TX               | 1.4                       | 1.8  | 3.8  | 4.8  |
| 175  | Wilmington, NC                     | 2.5                       | 3.0  | 8.6  | 6.4  |

| Rank | Market                         | % Growth Rate 1998 - 2003 |      |      |      |
|------|--------------------------------|---------------------------|------|------|------|
|      |                                | Pop                       | HH   | RS   | EBI  |
| 176  | Kalamazoo, MI                  | 0.1%                      | 0.3% | 4.5% | 3.5% |
| 177  | Lubbock, TX                    | -0.1                      | 0.1  | 3.4  | 3.5  |
| 178  | Tupelo, MS                     | 0.9                       | 1.3  | 5.7  | 6.5  |
| 179  | Asheville, NC                  | 0.8                       | 1.2  | 6.9  | 5.0  |
| 180  | Waterbury, CT                  | 0.2                       | 0.4  | 2.1  | 3.3  |
| 181  | Topeka, KS                     | 0.9                       | 1.2  | 4.3  | 3.6  |
| 182  | Cape Cod, MA                   | 1.4                       | 1.8  | 2.8  | 3.9  |
| 183  | Green Bay, WI                  | 0.8                       | 1.2  | 5.1  | 5.1  |
| 184  | Dothan, AL                     | 0.1                       | 0.6  | 4.7  | 4.2  |
| 185  | Santa Barbara, CA              | 1.3                       | 1.3  | 3.1  | 3.0  |
| 186  | Manchester, NH                 | 1.2                       | 1.6  | 4.0  | 3.5  |
| 187  | Morgantown-Clarksburg-Fairmont | -0.4                      | 0.1  | 3.3  | 4.5  |
| 188  | Amarillo, TX                   | 1.0                       | 1.4  | 3.3  | 5.2  |
| 189  | Danbury, CT                    | 0.4                       | 0.6  | 5.1  | 5.2  |
| 190  | Merced, CA                     | 0.9                       | 0.9  | 3.2  | 2.2  |
| 191  | Chico, CA                      | 0.6                       | 0.7  | 2.8  | 2.5  |
| 192  | Terre Haute, IN                | -0.4                      | 0.0  | 4.6  | 3.9  |
| 193  | Waco, TX                       | 1.0                       | 1.3  | 4.0  | 5.5  |
| 194  | Yakima, WA                     | 0.9                       | 1.0  | 4.2  | 6.3  |
| 195  | Santa Maria-Lompoc, CA         | 1.3                       | 1.3  | 3.1  | 3.0  |
| 196  | Northwest Michigan             | 1.4                       | 1.7  | 5.3  | 5.9  |
| 197  | Springfield, IL                | 0.2                       | 0.4  | 2.2  | 3.3  |
| 198  | Florence, SC                   | 0.9                       | 1.4  | 5.4  | 5.4  |
| 199  | Elmira-Corning, NY             | -0.2                      | 0.0  | 4.1  | 2.7  |
| 200  | Frederick, MD                  | 2.0                       | 2.2  | 4.7  | 5.1  |
| 201  | Cedar Rapids, IA               | 0.8                       | 1.2  | 6.2  | 4.0  |
| 202  | Laredo, TX                     | 2.8                       | 3.1  | 5.3  | 8.8  |
| 203  | Alexandria, LA                 | 0.3                       | 0.8  | 5.5  | 5.1  |
| 204  | Ft. Walton Beach, FL           | 1.1                       | 1.3  | 4.7  | 5.3  |
| 205  | Lake Charles, LA               | 0.8                       | 1.3  | 3.7  | 5.8  |
| 206  | Richland-Kennewick-Pasco, WA   | 0.9                       | 1.0  | 4.0  | 6.5  |
| 207  | Medford-Ashland, OR            | 1.2                       | 1.5  | 5.0  | 4.6  |
| 208  | Laurel-Hattiesburg, MS         | 1.2                       | 1.8  | 4.5  | 6.9  |
| 209  | Champaign, IL                  | 0.6                       | 0.8  | 3.4  | 4.3  |
| 210  | Sioux Falls, SD                | 0.8                       | 1.1  | 6.8  | 5.8  |



Table 1

**Growth Rate Projections By Market Rank**

Population (Pop), Households (HH), Retail Sales (RS), and Effective Buying Income (EBI)

| Rank | Market                                    | % Growth Rate 1998 - 2003 |      |      |      |
|------|---|---------------------------|------|------|------|
|      |   | Pop                       | HH   | RS   | EBI  |
| 211  | Fargo, ND - Moorhead, MN                  | 0.6%                      | 1.1% | 6.2% | 5.7% |
| 212  | St. Cloud, MN                             | 1.0                       | 1.4  | 3.0  | 4.7  |
| 213  | Marion-Carbondale, IL                     | 0.1                       | 0.3  | 5.2  | 3.1  |
| 214  | Blacksburg-Christiansburg-Radford-Pulaski | 0.1                       | 0.5  | 4.9  | 2.5  |
| 215  | Redding, CA                               | 1.0                       | 1.1  | 3.1  | 2.4  |
| 216  | Tuscaloosa, AL                            | 0.9                       | 1.3  | 6.0  | 5.7  |
| 217  | Muskegon, MI                              | 0.6                       | 1.0  | 5.1  | 4.1  |
| 218  | Winchester, VA                            | 1.2                       | 1.5  | 5.0  | 3.7  |
| 219  | Duluth, MN - Superior, WI                 | 0.1                       | 0.4  | 3.6  | 3.6  |
| 220  | Dubuque, IA                               | -0.1                      | 0.2  | 4.3  | 3.2  |
| 221  | Abilene, TX                               | 0.1                       | 0.3  | 2.4  | 3.1  |
| 222  | Charlottesville, VA                       | 1.1                       | 1.7  | 4.7  | 4.8  |
| 223  | Wheeling, WV                              | -0.8                      | -0.4 | 3.3  | 2.9  |
| 224  | Parkersburg-Marietta, WV-OH               | -0.4                      | 0.1  | 4.5  | 4.0  |
| 225  | Burlington, VT                            | 0.8                       | 1.4  | 3.5  | 4.1  |
| 226  | Panama City, FL                           | 1.3                       | 1.5  | 6.0  | 5.5  |
| 227  | Joplin, MO                                | 0.9                       | 1.2  | 6.1  | 5.0  |
| 228  | Lima, OH                                  | -0.4                      | 0.0  | 4.8  | 3.1  |
| 229  | Rochester, MN                             | 0.8                       | 1.2  | 3.5  | 4.4  |
| 230  | Bloomington, IL                           | 0.9                       | 1.2  | 4.7  | 5.4  |
| 231  | Eau Claire, WI                            | 0.3                       | 0.7  | 5.7  | 3.9  |
| 232  | Bryan-College Station, TX                 | 0.9                       | 1.3  | 4.8  | 6.0  |
| 233  | Waterloo-Cedar Falls, IA                  | -0.3                      | 0.0  | 4.2  | 3.2  |
| 234  | Monroe, LA                                | 0.2                       | 0.6  | 2.9  | 4.3  |
| 235  | Santa Fe, NM                              | 1.4                       | 1.8  | 6.0  | 6.1  |
| 236  | Lafayette, IN                             | 0.3                       | 0.7  | 5.1  | 5.3  |
| 237  | State College, PA                         | 0.9                       | 1.3  | 3.1  | 4.9  |
| 238  | Battle Creek, MI                          | 0.4                       | 0.8  | 3.2  | 3.6  |
| 239  | Sussex, NJ                                | 0.8                       | 1.0  | 3.1  | 3.1  |
| 240  | Florence-Muscle Shoals, AL                | 0.4                       | 0.8  | 4.9  | 5.4  |
| 241  | Pueblo, CO                                | 1.3                       | 1.7  | 7.1  | 4.7  |
| 242  | Wichita Falls, TX                         | 0.5                       | 0.8  | 4.0  | 4.8  |
| 243  | Columbia, MO                              | 1.7                       | 2.2  | 7.9  | 5.8  |

| Rank | Market                             | % Growth Rate 1998 - 2003 |       |      |      |
|------|------------------------------------|---------------------------|-------|------|------|
|      |                                    | Pop                       | HH    | RS   | EBI  |
| 244  | Altoona, PA                        | -0.4%                     | -0.1% | 5.9% | 4.4% |
| 245  | Billings, MT                       | 0.2                       | 0.5   | 2.3  | 3.6  |
| 246  | Texarkana, TX-AR                   | 0.1                       | 0.4   | 5.2  | 3.4  |
| 247  | Columbus-Starkville-West Point, MS | 0.3                       | 0.7   | 2.9  | 4.4  |
| 248  | Williamsport, PA                   | -0.6                      | -0.2  | 4.7  | 3.1  |
| 249  | Sioux City, IA                     | 0.1                       | 0.4   | 5.5  | 5.2  |
| 250  | Augusta-Waterville, ME             | -0.5                      | -0.1  | 0.6  | 1.6  |
| 251  | Grand Junction, CO                 | 2.0                       | 2.4   | 6.9  | 6.1  |
| 252  | Albany, GA                         | 0.4                       | 0.7   | 4.0  | 4.1  |
| 253  | Bluefield, WV                      | -0.4                      | 0.1   | 3.6  | 3.2  |
| 254  | Decatur, IL                        | -0.9                      | -0.7  | 2.3  | 2.3  |
| 255  | Mankato-New Ulm-St Peter, MN       | 0.1                       | 0.2   | 4.0  | 4.8  |
| 256  | Watertown, NY                      | -0.5                      | -0.3  | 2.6  | 1.6  |
| 257  | Lawton, OK                         | -0.5                      | -0.5  | 3.3  | 2.8  |
| 258  | Rapid City, SD                     | -0.4                      | -0.2  | 6.0  | 4.3  |
| 259  | San Angelo, TX                     | 0.8                       | 1.0   | 3.7  | 4.2  |
| 260  | Harrisonburg, VA                   | 0.8                       | 1.4   | 6.6  | 4.2  |
| 261  | Lewiston-Auburn, ME                | -0.8                      | -0.4  | 3.7  | 2.1  |
| 262  | Ithaca, NY                         | 0.6                       | 0.9   | 3.1  | 3.1  |
| 263  | Grand Forks, ND-MN                 | -1.2                      | -1.0  | 4.2  | 2.6  |
| 264  | Cookeville, TN                     | 1.5                       | 2.0   | 7.1  | 6.2  |
| 265  | Bismarck, ND                       | 0.7                       | 1.2   | 6.1  | 5.3  |
| 266  | Owensboro, KY                      | 0.3                       | 0.8   | 5.3  | 4.1  |
| 267  | Jackson, TN                        | 0.6                       | 1.0   | 4.3  | 6.6  |
| 268  | Bangor, ME                         | -0.5                      | -0.1  | 4.2  | 1.8  |
| 269  | Beckley, WV                        | 0.6                       | 1.2   | 6.4  | 5.6  |
| 270  | Mason City, IA                     | -0.2                      | 0.1   | 4.4  | 3.3  |
| 271  | Jonesboro, AR                      | 1.1                       | 1.4   | 6.0  | 6.5  |
| 272  | Cheyenne, WY                       | 0.1                       | 0.6   | 5.3  | 4.9  |
| 273  | Great Falls, MT                    | -1.1                      | -1.1  | 1.5  | 1.7  |
| 274  | Meridian, MS                       | -0.1                      | 0.3   | 3.6  | 4.8  |
| 275  | Brunswick, GA                      | 1.0                       | 1.2   | 5.2  | 5.0  |
| 276  | Casper, WY                         | -0.2                      | 0.4   | 4.0  | 6.2  |



Table 2  
**Number of Radio Stations in Market**  
 Ranked by Market

| Rank | Market                           | # AM Stations | # FM Stations | Total Stations | Rank | Market                              | # AM Stations | # FM Stations | Total Stations |
|------|----------------------------------|---------------|---------------|----------------|------|-------------------------------------|---------------|---------------|----------------|
| 1    | New York                         | 35            | 39            | 74             | 36   | Norfolk-Virginia Beach-Newport News | 17            | 19            | 36             |
| 2    | Los Angeles                      | 29            | 38            | 67             | 37   | Charlotte-Gastonia-Rock Hill        | 25            | 15            | 40             |
| 3    | Chicago, IL                      | 38            | 44            | 82             | 38   | Indianapolis, IN                    | 10            | 20            | 30             |
| 4    | San Francisco                    | 28            | 39            | 67             | 39   | Orlando                             | 16            | 14            | 30             |
| 5    | Philadelphia                     | 23            | 18            | 41             | 40   | Las Vegas, NV                       | 12            | 17            | 29             |
| 6    | Dallas - Ft. Worth               | 25            | 32            | 57             | 41   | New Orleans                         | 16            | 19            | 35             |
| 7    | Detroit                          | 17            | 23            | 40             | 42   | Greensboro-Winston Salem-High Point | 23            | 15            | 38             |
| 8    | Boston                           | 28            | 23            | 51             | 43   | Nashville                           | 24            | 23            | 47             |
| 9    | Washington, DC                   | 26            | 24            | 50             | 44   | Hartford-New Britain-Middletown     | 14            | 12            | 26             |
| 10   | Houston-Galveston                | 26            | 29            | 55             | 45   | Buffalo-Niagara Falls, NY           | 14            | 12            | 26             |
| 11   | Atlanta, GA                      | 35            | 20            | 55             | 46   | Memphis                             | 20            | 21            | 41             |
| 12   | Miami-Ft. Lauderdale-Hollywood   | 27            | 20            | 47             | 47   | Monmouth-Ocean, NJ                  | 4             | 8             | 12             |
| 13   | Puerto Rico                      | 43            | 40            | 83             | 48   | Raleigh - Durham, NC                | 22            | 17            | 39             |
| 14   | Seattle-Tacoma                   | 31            | 20            | 51             | 49   | Austin, TX                          | 11            | 17            | 28             |
| 15   | San Diego                        | 17            | 24            | 41             | 50   | W. Palm Beach-Boca Raton            | 15            | 13            | 28             |
| 16   | Phoenix, AZ                      | 21            | 25            | 46             | 51   | Jacksonville, FL                    | 18            | 19            | 37             |
| 17   | Minneapolis - St. Paul           | 22            | 19            | 41             | 52   | Rochester, NY                       | 10            | 22            | 32             |
| 18   | Nassau-Suffolk                   | 10            | 19            | 29             | 53   | Louisville, KY                      | 14            | 20            | 34             |
| 19   | St. Louis                        | 23            | 21            | 44             | 54   | Oklahoma City                       | 12            | 15            | 27             |
| 20   | Baltimore, MD                    | 16            | 15            | 31             | 55   | Birmingham, AL                      | 19            | 19            | 38             |
| 21   | Tampa-St. Petersburg-Clearwater  | 23            | 19            | 42             | 56   | Dayton, Ohio                        | 11            | 17            | 28             |
| 22   | Pittsburgh, PA                   | 26            | 22            | 48             | 57   | Richmond, VA                        | 13            | 16            | 29             |
| 23   | Denver - Boulder                 | 24            | 18            | 42             | 58   | Greenville-Spartanburg, SC          | 21            | 18            | 39             |
| 24   | Cleveland                        | 16            | 16            | 32             | 59   | Albany-Schenectady-Troy             | 15            | 27            | 42             |
| 25   | Portland, OR                     | 26            | 14            | 40             | 60   | Honolulu                            | 17            | 16            | 33             |
| 26   | Cincinnati                       | 13            | 21            | 34             | 61   | Tucson, AZ                          | 15            | 13            | 28             |
| 27   | San Jose                         | 9             | 13            | 22             | 62   | Tulsa, OK                           | 11            | 20            | 31             |
| 28   | Riverside-San Bernardino         | 13            | 15            | 28             | 63   | McAllen-Brownsville-Harlingen, TX   | 10            | 15            | 25             |
| 29   | Sacramento, CA                   | 18            | 20            | 38             | 64   | Wilkes Barre - Scranton             | 19            | 20            | 39             |
| 30   | Kansas City                      | 19            | 18            | 37             | 65   | Fresno                              | 15            | 24            | 39             |
| 31   | Milwaukee - Racine               | 16            | 18            | 34             | 66   | Grand Rapids, MI                    | 15            | 17            | 32             |
| 32   | San Antonio, TX                  | 20            | 18            | 38             | 67   | Allentown - Bethlehem               | 10            | 8             | 18             |
| 33   | Providence-Warwick-Pawtucket, RI | 21            | 16            | 37             | 68   | Akron, OH                           | 5             | 4             | 9              |
| 34   | Columbus, OH                     | 11            | 22            | 33             | 69   | Knoxville, TN                       | 19            | 17            | 36             |
| 35   | Salt Lake City - Ogden           | 23            | 22            | 45             | 70   | El Paso, TX                         | 9             | 11            | 20             |





Table 2  
**Number of Radio Stations in Market**  
 Ranked by Market

| Rank | Market                           | # AM Stations | # FM Stations | Total Stations | Rank | Market                           | # AM Stations | # FM Stations | Total Stations |
|------|----------------------------------|---------------|---------------|----------------|------|----------------------------------|---------------|---------------|----------------|
| 71   | Ft. Myers-Naples-Marco Island    | 11            | 21            | 32             | 106  | Lexington-Fayette, KY            | 10            | 17            | 27             |
| 72   | Albuquerque, NM                  | 15            | 23            | 38             | 107  | Visalia-Tulare-Hanford           | 7             | 13            | 20             |
| 73   | Omaha - Council Bluffs           | 10            | 14            | 24             | 108  | Oxnard - Ventura, CA             | 5             | 10            | 15             |
| 74   | Monterey-Salinas-Santa Cruz      | 13            | 21            | 34             | 109  | Huntsville, AL                   | 14            | 12            | 26             |
| 75   | Syracuse, NY                     | 13            | 21            | 34             | 110  | Worcester, MA                    | 7             | 5             | 12             |
| 76   | Wilmington, DE                   | 8             | 6             | 14             | 111  | Lancaster, PA                    | 3             | 8             | 11             |
| 77   | Harrisburg-Lebanon-Carlisle, PA  | 11            | 13            | 24             | 112  | Bridgeport, CT                   | 5             | 4             | 9              |
| 78   | Sarasota - Bradenton, FL         | 8             | 8             | 16             | 113  | Santa Rosa, CA                   | 3             | 10            | 13             |
| 79   | Toledo, OH                       | 9             | 17            | 26             | 114  | Augusta, GA                      | 10            | 19            | 29             |
| 80   | Springfield, MA                  | 10            | 11            | 21             | 115  | Lansing-East Lansing, MI         | 7             | 10            | 17             |
| 81   | Greenville-New Bern-Jacksonville | 17            | 24            | 41             | 116  | Ft. Pierce-Stuart-Vero Beach, FL | 6             | 12            | 18             |
| 82   | Baton Rouge, LA                  | 9             | 12            | 21             | 117  | Portsmouth-Dover-Rochester, NH   | 7             | 10            | 17             |
| 83   | Little Rock, AR                  | 13            | 20            | 33             | 118  | Jackson, MS                      | 13            | 19            | 32             |
| 84   | Wichita, KS                      | 8             | 17            | 25             | 119  | Flint, MI                        | 7             | 8             | 15             |
| 85   | Stockton, CA                     | 5             | 10            | 15             | 120  | Madison, WI                      | 9             | 14            | 23             |
| 86   | Bakersfield, CA                  | 13            | 18            | 31             | 121  | Pensacola, FL                    | 9             | 11            | 20             |
| 87   | Charleston, SC                   | 10            | 18            | 28             | 122  | Modesto, CA                      | 6             | 17            | 23             |
| 88   | Mobile, AL                       | 12            | 16            | 28             | 123  | Canton, OH                       | 7             | 7             | 14             |
| 89   | Columbia, SC                     | 9             | 15            | 24             | 124  | Boise, ID                        | 10            | 16            | 26             |
| 90   | Gainesville - Ocala, FL          | 10            | 19            | 29             | 125  | Saginaw-Bay City-Midland         | 8             | 12            | 20             |
| 91   | Spokane, WA                      | 11            | 16            | 27             | 126  | Fayetteville, NC                 | 13            | 12            | 25             |
| 92   | Des Moines, IA                   | 9             | 16            | 25             | 127  | Beaumont-Port Arthur, TX         | 10            | 11            | 21             |
| 93   | Daytona Beach, FL                | 8             | 14            | 22             | 128  | Reno, NV                         | 10            | 17            | 27             |
| 94   | Colorado Springs, CO             | 8             | 14            | 22             | 129  | Corpus Christi, TX               | 9             | 19            | 28             |
| 95   | Melbourne-Titusville-Cocoa, FL   | 8             | 6             | 14             | 130  | Shreveport, LA                   | 9             | 13            | 22             |
| 96   | Johnson City-Kingsport-Bristol   | 21            | 12            | 33             | 131  | Reading, PA                      | 3             | 4             | 7              |
| 97   | Youngstown - Warren, OH          | 11            | 11            | 22             | 132  | Ft Collins-Greeley, CO           | 8             | 5             | 13             |
| 98   | Lakeland-Winter Haven, FL        | 9             | 5             | 14             | 133  | Quad Cities, IA-IL               | 8             | 12            | 20             |
| 99   | Morristown, NJ                   | 2             | 1             | 3              | 134  | Appleton - Oshkosh, WI           | 9             | 13            | 22             |
| 100  | Lafayette, LA                    | 11            | 22            | 33             | 135  | Peoria, IL                       | 5             | 13            | 18             |
| 101  | Ft. Wayne, IN                    | 7             | 17            | 24             | 136  | Biloxi-Gulfport-Pascagoula, MS   | 7             | 13            | 20             |
| 102  | New Haven, CT                    | 5             | 4             | 9              | 137  | Atlantic City - Cape May, NJ     | 7             | 18            | 25             |
| 103  | York, PA                         | 6             | 10            | 16             | 138  | Trenton, NJ                      | 4             | 5             | 9              |
| 104  | Chattanooga, TN                  | 15            | 15            | 30             | 139  | Stamford-Norwalk, CT             | 4             | 4             | 8              |
| 105  | Roanoke-Lynchburg, VA            | 17            | 17            | 34             | 140  | Tyler - Longview, TX             | 10            | 15            | 25             |



Table 2  
**Number of Radio Stations in Market**  
 Ranked by Market

| Rank | Market                             | # AM Stations | # FM Stations | Total Stations |
|------|------------------------------------|---------------|---------------|----------------|
| 141  | Newburgh-Middletown, NY            | 5             | 9             | 14             |
| 142  | Montgomery, AL                     | 8             | 10            | 18             |
| 143  | Eugene - Springfield, OR           | 11            | 9             | 20             |
| 144  | Huntington, WV - Ashland, KY       | 11            | 13            | 24             |
| 145  | Ann Arbor, MI                      | 5             | 2             | 7              |
| 146  | Springfield, MO                    | 6             | 14            | 20             |
| 147  | Macon, GA                          | 11            | 13            | 24             |
| 148  | Rockford, IL                       | 4             | 7             | 11             |
| 149  | Killeen-Temple, TX                 | 4             | 10            | 14             |
| 150  | Salisbury-Ocean City, MD           | 8             | 25            | 33             |
| 151  | Utica - Rome, NY                   | 10            | 14            | 24             |
| 152  | Evansville, IN                     | 8             | 12            | 20             |
| 153  | Palm Springs, CA                   | 8             | 12            | 20             |
| 154  | Savannah, GA                       | 5             | 17            | 22             |
| 155  | Fayetteville, AR                   | 7             | 12            | 19             |
| 156  | Erie, PA                           | 7             | 9             | 16             |
| 157  | Poughkeepsie, NY                   | 6             | 15            | 21             |
| 158  | Wausau-Stevens Point, WI           | 6             | 13            | 19             |
| 159  | Tallahassee, FL                    | 5             | 13            | 18             |
| 160  | Portland, ME                       | 8             | 16            | 24             |
| 161  | Hagerstown-Chambersburg-Waynesboro | 6             | 10            | 16             |
| 162  | Charleston, WV                     | 8             | 9             | 17             |
| 163  | South Bend, IN                     | 7             | 13            | 20             |
| 164  | New Bedford-Fall River, MA         | 6             | 6             | 12             |
| 165  | San Luis Obispo, CA                | 9             | 16            | 25             |
| 166  | Binghamton, NY                     | 6             | 10            | 16             |
| 167  | New London, CT                     | 3             | 7             | 10             |
| 168  | Anchorage, AK                      | 8             | 17            | 25             |
| 169  | Columbus, GA                       | 6             | 10            | 16             |
| 170  | Johnstown, PA                      | 9             | 12            | 21             |
| 171  | Ft. Smith, AR                      | 9             | 16            | 25             |
| 172  | Lincoln, NE                        | 3             | 10            | 13             |
| 173  | Myrtle Beach, SC                   | 7             | 20            | 27             |
| 174  | Odessa - Midland, TX               | 6             | 15            | 21             |
| 175  | Wilmington, NC                     | 6             | 15            | 21             |

| Rank | Market                         | # AM Stations | # FM Stations | Total Stations |
|------|--------------------------------|---------------|---------------|----------------|
| 176  | Kalamazoo, MI                  | 8             | 8             | 16             |
| 177  | Lubbock, TX                    | 7             | 12            | 19             |
| 178  | Tupelo, MS                     | 10            | 16            | 26             |
| 179  | Asheville, NC                  | 9             | 8             | 17             |
| 180  | Waterbury, CT                  | 3             | 3             | 6              |
| 181  | Topeka, KS                     | 3             | 10            | 13             |
| 182  | Cape Cod, MA                   | 2             | 12            | 14             |
| 183  | Green Bay, WI                  | 3             | 10            | 13             |
| 184  | Dothan, AL                     | 7             | 17            | 24             |
| 185  | Santa Barbara, CA              | 5             | 9             | 14             |
| 186  | Manchester, NH                 | 4             | 9             | 13             |
| 187  | Morgantown-Clarksburg-Fairmont | 7             | 15            | 22             |
| 188  | Amarillo, TX                   | 7             | 15            | 22             |
| 189  | Danbury, CT                    | 4             | 5             | 9              |
| 190  | Merced, CA                     | 3             | 17            | 20             |
| 191  | Chico, CA                      | 3             | 15            | 18             |
| 192  | Terre Haute, IN                | 9             | 13            | 22             |
| 193  | Waco, TX                       | 5             | 8             | 13             |
| 194  | Yakima, WA                     | 8             | 11            | 19             |
| 195  | Santa Maria-Lompoc, CA         | 6             | 9             | 15             |
| 196  | Northwest Michigan             | 8             | 19            | 27             |
| 197  | Springfield, IL                | 4             | 9             | 13             |
| 198  | Florence, SC                   | 9             | 14            | 23             |
| 199  | Elmira-Corning, NY             | 11            | 13            | 24             |
| 200  | Frederick, MD                  | 5             | 5             | 10             |
| 201  | Cedar Rapids, IA               | 5             | 7             | 12             |
| 202  | Laredo, TX                     | 3             | 5             | 8              |
| 203  | Alexandria, LA                 | 5             | 11            | 16             |
| 204  | Ft. Walton Beach, FL           | 4             | 12            | 16             |
| 205  | Lake Charles, LA               | 4             | 6             | 10             |
| 206  | Richland-Kennewick-Pasco, WA   | 5             | 14            | 19             |
| 207  | Medford-Ashland, OR            | 6             | 11            | 17             |
| 208  | Laurel-Hattiesburg, MS         | 5             | 13            | 18             |
| 209  | Champaign, IL                  | 3             | 11            | 14             |
| 210  | Sioux Falls, SD                | 7             | 10            | 17             |



Table 2  
**Number of Radio Stations in Market**  
 Ranked by Market

| Rank | Market                                    | # AM Stations | # FM Stations | Total Stations |
|------|---|---------------|---------------|----------------|
| 211  | Fargo, ND - Moorhead, MN                  | 4             | 10            | 14             |
| 212  | St. Cloud, MN                             | 6             | 12            | 18             |
| 213  | Marion-Carbondale, IL                     | 6             | 10            | 16             |
| 214  | Blacksburg-Christiansburg-Radford-Pulaski | 10            | 10            | 20             |
| 215  | Redding, CA                               | 5             | 10            | 15             |
| 216  | Tuscaloosa, AL                            | 5             | 10            | 15             |
| 217  | Muskegon, MI                              | 5             | 8             | 13             |
| 218  | Winchester, VA                            | 5             | 8             | 13             |
| 219  | Duluth, MN - Superior, WI                 | 7             | 13            | 20             |
| 220  | Dubuque, IA                               | 4             | 10            | 14             |
| 221  | Abilene, TX                               | 6             | 13            | 19             |
| 222  | Charlottesville, VA                       | 5             | 8             | 13             |
| 223  | Wheeling, WV                              | 5             | 9             | 14             |
| 224  | Parkersburg-Marietta, WV-OH               | 6             | 9             | 15             |
| 225  | Burlington, VT                            | 5             | 14            | 19             |
| 226  | Panama City, FL                           | 3             | 13            | 16             |
| 227  | Joplin, MO                                | 8             | 10            | 18             |
| 228  | Lima, OH                                  | 2             | 10            | 12             |
| 229  | Rochester, MN                             | 4             | 8             | 12             |
| 230  | Bloomington, IL                           | 1             | 4             | 5              |
| 231  | Eau Claire, WI                            | 6             | 11            | 17             |
| 232  | Bryan-College Station, TX                 | 4             | 10            | 14             |
| 233  | Waterloo-Cedar Falls, IA                  | 8             | 8             | 16             |
| 234  | Monroe, LA                                | 5             | 14            | 19             |
| 235  | Santa Fe, NM                              | 5             | 15            | 20             |
| 236  | Lafayette, IN                             | 3             | 10            | 13             |
| 237  | State College, PA                         | 4             | 9             | 13             |
| 238  | Battle Creek, MI                          | 3             | 9             | 12             |
| 239  | Sussex, NJ                                | 1             | 3             | 4              |
| 240  | Florence-Muscle Shoals, AL                | 7             | 8             | 15             |
| 241  | Pueblo, CO                                | 6             | 10            | 16             |
| 242  | Wichita Falls, TX                         | 2             | 7             | 9              |
| 243  | Columbia, MO                              | 4             | 12            | 16             |

| Rank | Market                             | # AM Stations | # FM Stations | Total Stations |
|------|------------------------------------|---------------|---------------|----------------|
| 244  | Altoona, PA                        | 6             | 9             | 15             |
| 245  | Billings, MT                       | 6             | 10            | 16             |
| 246  | Texarkana, TX-AR                   | 6             | 13            | 19             |
| 247  | Columbus-Starkville-West Point, MS | 3             | 10            | 13             |
| 248  | Williamsport, PA                   | 5             | 11            | 16             |
| 249  | Sioux City, IA                     | 5             | 8             | 13             |
| 250  | Augusta-Waterville, ME             | 5             | 11            | 16             |
| 251  | Grand Junction, CO                 | 5             | 9             | 14             |
| 252  | Albany, GA                         | 4             | 11            | 15             |
| 253  | Bluefield, WV                      | 8             | 8             | 16             |
| 254  | Decatur, IL                        | 2             | 7             | 9              |
| 255  | Mankato-New Ulm-St Peter, MN       | 4             | 8             | 12             |
| 256  | Watertown, NY                      | 3             | 7             | 10             |
| 257  | Lawton, OK                         | 2             | 7             | 9              |
| 258  | Rapid City, SD                     | 5             | 10            | 15             |
| 259  | San Angelo, TX                     | 3             | 11            | 14             |
| 260  | Harrisonburg, VA                   | 5             | 9             | 14             |
| 261  | Lewiston-Auburn, ME                | 2             | 6             | 8              |
| 262  | Ithaca, NY                         | 4             | 5             | 9              |
| 263  | Grand Forks, ND-MN                 | 6             | 9             | 15             |
| 264  | Cookeville, TN                     | 4             | 7             | 11             |
| 265  | Bismarck, ND                       | 4             | 7             | 11             |
| 266  | Owensboro, KY                      | 3             | 9             | 12             |
| 267  | Jackson, TN                        | 3             | 11            | 14             |
| 268  | Bangor, ME                         | 3             | 12            | 15             |
| 269  | Beckley, WV                        | 4             | 6             | 10             |
| 270  | Mason City, IA                     | 4             | 8             | 12             |
| 271  | Jonesboro, AR                      | 2             | 8             | 10             |
| 272  | Cheyenne, WY                       | 7             | 9             | 16             |
| 273  | Great Falls, MT                    | 4             | 5             | 9              |
| 274  | Meridian, MS                       | 5             | 10            | 15             |
| 275  | Brunswick, GA                      | 3             | 7             | 10             |
| 276  | Casper, WY                         | 4             | 8             | 12             |





Table 3  
1999 Estimated Gross Market Revenues  
Ranked by Market

| Rank | Market                           | 1999 Est. Gross Revenues (\$000) | Rank | Market                              | 1999 Est. Gross Revenues (\$000) |
|------|----------------------------------|----------------------------------|------|-------------------------------------|----------------------------------|
| 1    | New York                         | \$729,000                        | 36   | Norfolk-Virginia Beach-Newport News | \$53,600                         |
| 2    | Los Angeles                      | 773,700                          | 37   | Charlotte-Gastonia-Rock Hill        | 106,700                          |
| 3    | Chicago, IL                      | 536,700                          | 38   | Indianapolis, IN                    | 87,400                           |
| 4    | San Francisco                    | 415,000                          | 39   | Orlando                             | 105,400                          |
| 5    | Philadelphia                     | 297,200                          | 40   | Las Vegas, NV                       | 72,600                           |
| 6    | Dallas - Ft. Worth               | 332,000                          | 41   | New Orleans                         | 59,600                           |
| 7    | Detroit                          | 244,200                          | 42   | Greensboro-Winston Salem-High Point | 46,800                           |
| 8    | Boston                           | 312,400                          | 43   | Nashville                           | 69,400                           |
| 9    | Washington, DC                   | 326,100                          | 44   | Hartford-New Britain-Middletown     | 74,800                           |
| 10   | Houston-Galveston                | 288,700                          | 45   | Buffalo-Niagara Falls, NY           | 56,000                           |
| 11   | Atlanta, GA                      | 300,400                          | 46   | Memphis                             | 58,300                           |
| 12   | Miami-Ft. Lauderdale-Hollywood   | 247,900                          | 47   | Monmouth-Ocean, NJ                  | 21,600                           |
| 13   | Puerto Rico                      | 100,700                          | 48   | Raleigh - Durham, NC                | 77,300                           |
| 14   | Seattle-Tacoma                   | 216,600                          | 49   | Austin, TX                          | 78,300                           |
| 15   | San Diego                        | 159,900                          | 50   | W. Palm Beach-Boca Raton            | 54,700                           |
| 16   | Phoenix, AZ                      | 166,000                          | 51   | Jacksonville, FL                    | 53,700                           |
| 17   | Minneapolis - St. Paul           | 166,600                          | 52   | Rochester, NY                       | 41,800                           |
| 18   | Nassau-Suffolk                   | 52,600                           | 53   | Louisville, KY                      | 52,900                           |
| 19   | St. Louis                        | 132,100                          | 54   | Oklahoma City                       | 44,300                           |
| 20   | Baltimore, MD                    | 119,900                          | 55   | Birmingham, AL                      | 47,200                           |
| 21   | Tampa-St. Petersburg-Clearwater  | 117,900                          | 56   | Dayton, Ohio                        | 40,000                           |
| 22   | Pittsburgh, PA                   | 101,200                          | 57   | Richmond, VA                        | 49,700                           |
| 23   | Denver - Boulder                 | 171,600                          | 58   | Greenville-Spartanburg, SC          | 40,500                           |
| 24   | Cleveland                        | 103,900                          | 59   | Albany-Schenectady-Troy             | 40,000                           |
| 25   | Portland, OR                     | 114,600                          | 60   | Honolulu                            | 28,400                           |
| 26   | Cincinnati                       | 127,900                          | 61   | Tucson, AZ                          | 38,900                           |
| 27   | San Jose                         | 47,100                           | 62   | Tulsa, OK                           | 39,600                           |
| 28   | Riverside-San Bernardino         | 38,300                           | 63   | McAllen-Brownsville-Harlingen, TX   | 18,200                           |
| 29   | Sacramento, CA                   | 95,600                           | 64   | Wilkes Barre - Scranton             | 26,500                           |
| 30   | Kansas City                      | 92,800                           | 65   | Fresno                              | 36,100                           |
| 31   | Milwaukee - Racine               | 80,400                           | 66   | Grand Rapids, MI                    | 39,100                           |
| 32   | San Antonio, TX                  | 79,500                           | 67   | Allentown - Bethlehem               | 26,700                           |
| 33   | Providence-Warwick-Pawtucket, RI | 46,800                           | 68   | Akron, OH                           | 18,700                           |
| 34   | Columbus, OH                     | 90,600                           | 69   | Knoxville, TN                       | 32,800                           |
| 35   | Salt Lake City - Ogden           | 78,000                           | 70   | El Paso, TX                         | 21,400                           |



Table 3  
1999 Estimated Gross Market Revenues  
Ranked by Market

| Rank | Market                           | 1999 Est. Gross Revenues (\$000) | Rank | Market                           | 1999 Est. Gross Revenues (\$000) |
|------|----------------------------------|----------------------------------|------|----------------------------------|----------------------------------|
| 71   | Ft. Myers-Naples-Marco Island    | \$28,100                         | 106  | Lexington-Fayette, KY            | \$21,400                         |
| 72   | Albuquerque, NM                  | 38,400                           | 107  | Visalia-Tulare-Hanford           | 4,600                            |
| 73   | Omaha - Council Bluffs           | 37,500                           | 108  | Oxnard - Ventura, CA             | 11,500                           |
| 74   | Monterey-Salinas-Santa Cruz      | 16,000                           | 109  | Huntsville, AL                   | 17,000                           |
| 75   | Syracuse, NY                     | 30,700                           | 110  | Worcester, MA                    | 15,300                           |
| 76   | Wilmington, DE                   | 26,100                           | 111  | Lancaster, PA                    | 13,800                           |
| 77   | Harrisburg-Lebanon-Carlisle, PA  | 28,600                           | 112  | Bridgeport, CT                   | 20,700                           |
| 78   | Sarasota - Bradenton, FL         | 5,900                            | 113  | Santa Rosa, CA                   | 13,400                           |
| 79   | Toledo, OH                       | 30,100                           | 114  | Augusta, GA                      | 16,200                           |
| 80   | Springfield, MA                  | 18,300                           | 115  | Lansing-East Lansing, MI         | 19,800                           |
| 81   | Greenville-New Bern-Jacksonville | 22,100                           | 116  | Ft. Pierce-Stuart-Vero Beach, FL | 9,600                            |
| 82   | Baton Rouge, LA                  | 28,400                           | 117  | Portsmouth-Dover-Rochester, NH   | 16,200                           |
| 83   | Little Rock, AR                  | 24,600                           | 118  | Jackson, MS                      | 20,800                           |
| 84   | Wichita, KS                      | 30,300                           | 119  | Flint, MI                        | 15,800                           |
| 85   | Stockton, CA                     | 8,700                            | 120  | Madison, WI                      | 28,100                           |
| 86   | Bakersfield, CA                  | 16,200                           | 121  | Pensacola, FL                    | 12,300                           |
| 87   | Charleston, SC                   | 21,400                           | 122  | Modesto, CA                      | 18,200                           |
| 88   | Mobile, AL                       | 21,300                           | 123  | Canton, OH                       | 11,300                           |
| 89   | Columbia, SC                     | 28,000                           | 124  | Boise, ID                        | 18,800                           |
| 90   | Gainesville - Ocala, FL          | 14,700                           | 125  | Saginaw-Bay City-Midland         | 18,700                           |
| 91   | Spokane, WA                      | 19,900                           | 126  | Fayetteville, NC                 | 19,700                           |
| 92   | Des Moines, IA                   | 27,200                           | 127  | Beaumont-Port Arthur, TX         | 12,900                           |
| 93   | Daytona Beach, FL                | 6,800                            | 128  | Reno, NV                         | 20,000                           |
| 94   | Colorado Springs, CO             | 22,700                           | 129  | Corpus Christi, TX               | 12,200                           |
| 95   | Melbourne-Titusville-Cocoa, FL   | 8,700                            | 130  | Shreveport, LA                   | 14,400                           |
| 96   | Johnson City-Kingsport-Bristol   | 16,200                           | 131  | Reading, PA                      | 11,100                           |
| 97   | Youngstown - Warren, OH          | 21,500                           | 132  | Ft Collins-Greeley, CO           | 11,100                           |
| 98   | Lakeland-Winter Haven, FL        | 5,600                            | 133  | Quad Cities, IA-IL               | 15,100                           |
| 99   | Morristown, NJ                   | N/A                              | 134  | Appleton - Oshkosh, WI           | 14,600                           |
| 100  | Lafayette, LA                    | 14,400                           | 135  | Peoria, IL                       | 13,500                           |
| 101  | Ft. Wayne, IN                    | 21,500                           | 136  | Biloxi-Gulfport-Pascagoula, MS   | 10,200                           |
| 102  | New Haven, CT                    | 17,300                           | 137  | Atlantic City - Cape May, NJ     | 15,600                           |
| 103  | York, PA                         | 18,400                           | 138  | Trenton, NJ                      | 18,800                           |
| 104  | Chattanooga, TN                  | 22,600                           | 139  | Stamford-Norwalk, CT             | 6,700                            |
| 105  | Roanoke-Lynchburg, VA            | 20,000                           | 140  | Tyler - Longview, TX             | 15,000                           |



Table 3  
1999 Estimated Gross Market Revenues  
Ranked by Market

| Rank | Market                             | 1999 Est. Gross Revenues (\$000) | Rank | Market                         | 1999 Est. Gross Revenues (\$000) |
|------|------------------------------------|----------------------------------|------|--------------------------------|----------------------------------|
| 141  | Newburgh-Middletown, NY            | \$4,500                          | 176  | Kalamazoo, MI                  | \$13,100                         |
| 142  | Montgomery, AL                     | 17,400                           | 177  | Lubbock, TX                    | 12,000                           |
| 143  | Eugene - Springfield, OR           | 11,900                           | 178  | Tupelo, MS                     | 6,200                            |
| 144  | Huntington, WV - Ashland, KY       | 12,200                           | 179  | Asheville, NC                  | 9,800                            |
| 145  | Ann Arbor, MI                      | 4,900                            | 180  | Waterbury, CT                  | N/A                              |
| 146  | Springfield, MO                    | 19,000                           | 181  | Topeka, KS                     | 9,100                            |
| 147  | Macon, GA                          | 12,900                           | 182  | Cape Cod, MA                   | 12,400                           |
| 148  | Rockford, IL                       | 13,900                           | 183  | Green Bay, WI                  | 13,200                           |
| 149  | Killeen-Temple, TX                 | 6,900                            | 184  | Dothan, AL                     | 8,400                            |
| 150  | Salisbury-Ocean City, MD           | 14,100                           | 185  | Santa Barbara, CA              | 9,500                            |
| 151  | Utica - Rome, NY                   | 9,700                            | 186  | Manchester, NH                 | 17,000                           |
| 152  | Evansville, IN                     | 17,200                           | 187  | Morgantown-Clarksburg-Fairmont | 10,400                           |
| 153  | Palm Springs, CA                   | 13,100                           | 188  | Amarillo, TX                   | 7,700                            |
| 154  | Savannah, GA                       | 18,900                           | 189  | Danbury, CT                    | 8,100                            |
| 155  | Fayetteville, AR                   | 12,300                           | 190  | Merced, CA                     | 4,900                            |
| 156  | Erie, PA                           | 11,600                           | 191  | Chico, CA                      | 4,600                            |
| 157  | Poughkeepsie, NY                   | 17,600                           | 192  | Terre Haute, IN                | 6,900                            |
| 158  | Wausau-Stevens Point, WI           | 12,600                           | 193  | Waco, TX                       | 7,900                            |
| 159  | Tallahassee, FL                    | 14,000                           | 194  | Yakima, WA                     | 8,800                            |
| 160  | Portland, ME                       | 19,400                           | 195  | Santa Maria-Lompoc, CA         | 4,100                            |
| 161  | Hagerstown-Chambersburg-Waynesboro | 11,000                           | 196  | Northwest Michigan             | 10,900                           |
| 162  | Charleston, WV                     | 13,600                           | 197  | Springfield, IL                | 10,800                           |
| 163  | South Bend, IN                     | 17,400                           | 198  | Florence, SC                   | 8,500                            |
| 164  | New Bedford-Fall River, MA         | 5,300                            | 199  | Elmira-Corning, NY             | 6,000                            |
| 165  | San Luis Obispo, CA                | 8,200                            | 200  | Frederick, MD                  | 6,700                            |
| 166  | Binghamton, NY                     | 10,200                           | 201  | Cedar Rapids, IA               | 14,500                           |
| 167  | New London, CT                     | 8,600                            | 202  | Laredo, TX                     | 3,800                            |
| 168  | Anchorage, AK                      | 16,200                           | 203  | Alexandria, LA                 | 5,500                            |
| 169  | Columbus, GA                       | 10,400                           | 204  | Ft. Walton Beach, FL           | 5,700                            |
| 170  | Johnstown, PA                      | 7,100                            | 205  | Lake Charles, LA               | 7,400                            |
| 171  | Ft. Smith, AR                      | 7,600                            | 206  | Richland-Kennewick-Pasco, WA   | 7,600                            |
| 172  | Lincoln, NE                        | 13,400                           | 207  | Medford-Ashland, OR            | 7,100                            |
| 173  | Myrtle Beach, SC                   | 10,600                           | 208  | Laurel-Hattiesburg, MS         | 5,300                            |
| 174  | Odessa - Midland, TX               | 8,800                            | 209  | Champaign, IL                  | 11,900                           |
| 175  | Wilmington, NC                     | 11,900                           | 210  | Sioux Falls, SD                | 11,700                           |



Table 3  
**1999 Estimated Gross Market Revenues**  
 Ranked by Market

| Rank | Market                                    | 1999 Est. Gross Revenues (\$000) | Rank | Market                             | 1999 Est. Gross Revenues (\$000) |
|------|---|----------------------------------|------|------------------------------------|----------------------------------|
| 211  | Fargo, ND - Moorhead, MN                  | \$12,900                         | 244  | Altoona, PA                        | \$5,300                          |
| 212  | St. Cloud, MN                             | 8,900                            | 245  | Billings, MT                       | 6,700                            |
| 213  | Marion-Carbondale, IL                     | 7,500                            | 246  | Texarkana, TX-AR                   | 5,600                            |
| 214  | Blacksburg-Christiansburg-Radford-Pulaski | 2,500                            | 247  | Columbus-Starkville-West Point, MS | 3,400                            |
| 215  | Redding, CA                               | 5,600                            | 248  | Williamsport, PA                   | 5,700                            |
| 216  | Tuscaloosa, AL                            | 7,200                            | 249  | Sioux City, IA                     | 7,000                            |
| 217  | Muskegon, MI                              | 3,400                            | 250  | Augusta-Waterville, ME             | 5,100                            |
| 218  | Winchester, VA                            | 7,800                            | 251  | Grand Junction, CO                 | 6,000                            |
| 219  | Duluth, MN - Superior, WI                 | 8,000                            | 252  | Albany, GA                         | 7,200                            |
| 220  | Dubuque, IA                               | 5,900                            | 253  | Bluefield, WV                      | 5,000                            |
| 221  | Abilene, TX                               | 5,900                            | 254  | Decatur, IL                        | 4,900                            |
| 222  | Charlottesville, VA                       | 6,400                            | 255  | Mankato-New Ulm-St Peter, MN       | 6,700                            |
| 223  | Wheeling, WV                              | 5,700                            | 256  | Watertown, NY                      | 4,400                            |
| 224  | Parkersburg-Marietta, WV-OH               | 5,900                            | 257  | Lawton, OK                         | 3,400                            |
| 225  | Burlington, VT                            | 14,100                           | 258  | Rapid City, SD                     | 9,000                            |
| 226  | Panama City, FL                           | 6,400                            | 259  | San Angelo, TX                     | 4,100                            |
| 227  | Joplin, MO                                | 6,900                            | 260  | Harrisonburg, VA                   | 7,100                            |
| 228  | Lima, OH                                  | 5,500                            | 261  | Lewiston-Auburn, ME                | 1,700                            |
| 229  | Rochester, MN                             | 8,800                            | 262  | Ithaca, NY                         | 3,900                            |
| 230  | Bloomington, IL                           | 7,900                            | 263  | Grand Forks, ND-MN                 | 7,100                            |
| 231  | Eau Claire, WI                            | 9,500                            | 264  | Cookeville, TN                     | 5,000                            |
| 232  | Bryan-College Station, TX                 | 7,400                            | 265  | Bismarck, ND                       | 7,200                            |
| 233  | Waterloo-Cedar Falls, IA                  | 6,500                            | 266  | Owensboro, KY                      | 5,100                            |
| 234  | Monroe, LA                                | 11,500                           | 267  | Jackson, TN                        | 7,600                            |
| 235  | Santa Fe, NM                              | 3,700                            | 268  | Bangor, ME                         | 8,000                            |
| 236  | Lafayette, IN                             | 9,100                            | 269  | Beckley, WV                        | 5,500                            |
| 237  | State College, PA                         | 5,800                            | 270  | Mason City, IA                     | 4,700                            |
| 238  | Battle Creek, MI                          | 2,500                            | 271  | Jonesboro, AR                      | 6,000                            |
| 239  | Sussex, NJ                                | 4,900                            | 272  | Cheyenne, WY                       | 5,200                            |
| 240  | Florence-Muscle Shoals, AL                | 6,200                            | 273  | Great Falls, MT                    | 3,600                            |
| 241  | Pueblo, CO                                | 4,100                            | 274  | Meridian, MS                       | 6,300                            |
| 242  | Wichita Falls, TX                         | 4,700                            | 275  | Brunswick, GA                      | 3,600                            |
| 243  | Columbia, MO                              | 10,700                           | 276  | Casper, WY                         | 3,500                            |



Table 4  
1999 Estimated Gross Market Revenues  
Ranked by Amount

| Revenue Rank | Market Rank | Market                                | 1999 Est. Gross Revenues (\$000) | Revenue Rank | Market Rank | Market                                    | 1999 Est. Gross Revenues (\$000) |
|--------------|-------------|---------------------------------------|----------------------------------|--------------|-------------|---|----------------------------------|
| 1            | 2           | Los Angeles .....                     | \$773,700                        | 36           | 48          | Raleigh - Durham, NC .....                | \$77,300                         |
| 2            | 1           | New York .....                        | 729,000                          | 37           | 44          | Hartford-New Britain-Middletown .....     | 74,800                           |
| 3            | 3           | Chicago, IL .....                     | 536,700                          | 38           | 40          | Las Vegas, NV .....                       | 72,600                           |
| 4            | 4           | San Francisco .....                   | 415,000                          | 39           | 43          | Nashville .....                           | 69,400                           |
| 5            | 6           | Dallas - Ft. Worth .....              | 332,000                          | 40           | 41          | New Orleans .....                         | 59,600                           |
| 6            | 9           | Washington, DC .....                  | 326,100                          | 41           | 46          | Memphis .....                             | 58,300                           |
| 7            | 8           | Boston .....                          | 312,400                          | 42           | 45          | Buffalo-Niagara Falls, NY .....           | 56,000                           |
| 8            | 11          | Atlanta, GA .....                     | 300,400                          | 43           | 50          | W. Palm Beach-Boca Raton .....            | 54,700                           |
| 9            | 5           | Philadelphia .....                    | 297,200                          | 44           | 51          | Jacksonville, FL .....                    | 53,700                           |
| 10           | 10          | Houston-Galveston .....               | 288,700                          | 45           | 36          | Norfolk-Virginia Beach-Newport News ..... | 53,600                           |
| 11           | 12          | Miami-Ft. Lauderdale-Hollywood .....  | 247,900                          | 46           | 53          | Louisville, KY .....                      | 52,900                           |
| 12           | 7           | Detroit .....                         | 244,200                          | 47           | 18          | Nassau-Suffolk .....                      | 52,600                           |
| 13           | 14          | Seattle-Tacoma .....                  | 216,600                          | 48           | 57          | Richmond, VA .....                        | 49,700                           |
| 14           | 23          | Denver - Boulder .....                | 171,600                          | 49           | 55          | Birmingham, AL .....                      | 47,200                           |
| 15           | 17          | Minneapolis - St. Paul .....          | 166,600                          | 50           | 27          | San Jose .....                            | 47,100                           |
| 16           | 16          | Phoenix, AZ .....                     | 166,000                          | 51           | 42          | Greensboro-Winston Salem-High Point ..... | 46,800                           |
| 17           | 15          | San Diego .....                       | 159,900                          | 51           | 33          | Providence-Warwick-Pawtucket, RI .....    | 46,800                           |
| 18           | 19          | St. Louis .....                       | 132,100                          | 53           | 54          | Oklahoma City .....                       | 44,300                           |
| 19           | 26          | Cincinnati .....                      | 127,900                          | 54           | 52          | Rochester, NY .....                       | 41,800                           |
| 20           | 20          | Baltimore, MD .....                   | 119,900                          | 55           | 58          | Greenville-Spartanburg, SC .....          | 40,500                           |
| 21           | 21          | Tampa-St. Petersburg-Clearwater ..... | 117,900                          | 56           | 59          | Albany-Schenectady-Troy .....             | 40,000                           |
| 22           | 25          | Portland, OR .....                    | 114,600                          | 56           | 56          | Dayton, Ohio .....                        | 40,000                           |
| 23           | 37          | Charlotte-Gastonia-Rock Hill .....    | 106,700                          | 58           | 62          | Tulsa, OK .....                           | 39,600                           |
| 24           | 39          | Orlando .....                         | 105,400                          | 59           | 66          | Grand Rapids, MI .....                    | 39,100                           |
| 25           | 24          | Cleveland .....                       | 103,900                          | 60           | 61          | Tucson, AZ .....                          | 38,900                           |
| 26           | 22          | Pittsburgh, PA .....                  | 101,200                          | 61           | 72          | Albuquerque, NM .....                     | 38,400                           |
| 27           | 13          | Puerto Rico .....                     | 100,700                          | 62           | 28          | Riverside-San Bernardino .....            | 38,300                           |
| 28           | 29          | Sacramento, CA .....                  | 95,600                           | 63           | 73          | Omaha - Council Bluffs .....              | 37,500                           |
| 29           | 30          | Kansas City .....                     | 92,800                           | 64           | 65          | Fresno .....                              | 36,100                           |
| 30           | 34          | Columbus, OH .....                    | 90,600                           | 65           | 69          | Knoxville, TN .....                       | 32,800                           |
| 31           | 38          | Indianapolis, IN .....                | 87,400                           | 66           | 75          | Syracuse, NY .....                        | 30,700                           |
| 32           | 31          | Milwaukee - Racine .....              | 80,400                           | 67           | 84          | Wichita, KS .....                         | 30,300                           |
| 33           | 32          | San Antonio, TX .....                 | 79,500                           | 68           | 79          | Toledo, OH .....                          | 30,100                           |
| 34           | 49          | Austin, TX .....                      | 78,300                           | 69           | 77          | Harrisburg-Lebanon-Carlisle, PA .....     | 28,600                           |
| 35           | 35          | Salt Lake City - Ogden .....          | 78,000                           | 70           | 60          | Honolulu .....                            | 28,400                           |





Table 4  
**1999 Estimated Gross Market Revenues**  
 Ranked by Amount

| Revenue Rank | Market Rank | Market                                 | 1999 Est. Gross Revenues (\$000) | Revenue Rank | Market Rank | Market                                  | 1999 Est. Gross Revenues (\$000) |
|--------------|-------------|--|----------------------------------|--------------|-------------|---|----------------------------------|
| 70           | 82          | Baton Rouge, LA .....                  | \$28,400                         | 106          | 122         | Modesto, CA .....                       | \$18,200                         |
| 72           | 71          | Ft. Myers-Naples-Marco Island .....    | 28,100                           | 106          | 63          | McAllen-Brownsville-Harlingen, TX ..... | 18,200                           |
| 72           | 120         | Madison, WI .....                      | 28,100                           | 108          | 157         | Poughkeepsie, NY .....                  | 17,600                           |
| 74           | 89          | Columbia, SC .....                     | 28,000                           | 109          | 142         | Montgomery, AL .....                    | 17,400                           |
| 75           | 92          | Des Moines, IA .....                   | 27,200                           | 109          | 163         | South Bend, IN .....                    | 17,400                           |
| 76           | 67          | Allentown - Bethlehem .....            | 26,700                           | 111          | 102         | New Haven, CT .....                     | 17,300                           |
| 77           | 64          | Wilkes Barre - Scranton .....          | 26,500                           | 112          | 152         | Evansville, IN .....                    | 17,200                           |
| 78           | 76          | Wilmington, DE .....                   | 26,100                           | 113          | 109         | Huntsville, AL .....                    | 17,000                           |
| 79           | 83          | Little Rock, AR .....                  | 24,600                           | 113          | 186         | Manchester, NH .....                    | 17,000                           |
| 80           | 94          | Colorado Springs, CO .....             | 22,700                           | 115          | 168         | Anchorage, AK .....                     | 16,200                           |
| 81           | 104         | Chattanooga, TN .....                  | 22,600                           | 115          | 86          | Bakersfield, CA .....                   | 16,200                           |
| 82           | 81          | Greenville-New Bern-Jacksonville ..... | 22,100                           | 115          | 96          | Johnson City-Kingsport-Bristol .....    | 16,200                           |
| 83           | 47          | Monmouth-Ocean, NJ .....               | 21,600                           | 115          | 114         | Augusta, GA .....                       | 16,200                           |
| 84           | 101         | Ft. Wayne, IN .....                    | 21,500                           | 115          | 117         | Portsmouth-Dover-Rochester, NH .....    | 16,200                           |
| 84           | 97          | Youngstown - Warren, OH .....          | 21,500                           | 120          | 74          | Monterey-Salinas-Santa Cruz .....       | 16,000                           |
| 86           | 70          | El Paso, TX .....                      | 21,400                           | 121          | 119         | Flint, MI .....                         | 15,800                           |
| 86           | 87          | Charleston, SC .....                   | 21,400                           | 122          | 137         | Atlantic City - Cape May, NJ .....      | 15,600                           |
| 86           | 106         | Lexington-Fayette, KY .....            | 21,400                           | 123          | 110         | Worcester, MA .....                     | 15,300                           |
| 89           | 88          | Mobile, AL .....                       | 21,300                           | 124          | 133         | Quad Cities, IA-IL .....                | 15,100                           |
| 90           | 118         | Jackson, MS .....                      | 20,800                           | 125          | 140         | Tyler - Longview, TX .....              | 15,000                           |
| 91           | 112         | Bridgeport, CT .....                   | 20,700                           | 126          | 90          | Gainesville - Ocala, FL .....           | 14,700                           |
| 92           | 128         | Reno, NV .....                         | 20,000                           | 127          | 134         | Appleton - Oshkosh, WI .....            | 14,600                           |
| 92           | 105         | Roanoke-Lynchburg, VA .....            | 20,000                           | 128          | 201         | Cedar Rapids, IA .....                  | 14,500                           |
| 94           | 91          | Spokane, WA .....                      | 19,900                           | 129          | 100         | Lafayette, LA .....                     | 14,400                           |
| 95           | 115         | Lansing-East Lansing, MI .....         | 19,800                           | 129          | 130         | Shreveport, LA .....                    | 14,400                           |
| 96           | 126         | Fayetteville, NC .....                 | 19,700                           | 131          | 150         | Salisbury-Ocean City, MD .....          | 14,100                           |
| 97           | 160         | Portland, ME .....                     | 19,400                           | 131          | 225         | Burlington, VT .....                    | 14,100                           |
| 98           | 146         | Springfield, MO .....                  | 19,000                           | 133          | 159         | Tallahassee, FL .....                   | 14,000                           |
| 99           | 154         | Savannah, GA .....                     | 18,900                           | 134          | 148         | Rockford, IL .....                      | 13,900                           |
| 100          | 124         | Boise, ID .....                        | 18,800                           | 135          | 111         | Lancaster, PA .....                     | 13,800                           |
| 100          | 138         | Trenton, NJ .....                      | 18,800                           | 136          | 162         | Charleston, WV .....                    | 13,600                           |
| 102          | 68          | Akron, OH .....                        | 18,700                           | 137          | 135         | Peoria, IL .....                        | 13,500                           |
| 102          | 125         | Saginaw-Bay City-Midland .....         | 18,700                           | 138          | 172         | Lincoln, NE .....                       | 13,400                           |
| 104          | 103         | York, PA .....                         | 18,400                           | 138          | 113         | Santa Rosa, CA .....                    | 13,400                           |
| 105          | 80          | Springfield, MA .....                  | 18,300                           | 140          | 183         | Green Bay, WI .....                     | 13,200                           |



Table 4  
1999 Estimated Gross Market Revenues  
Ranked by Amount

| Revenue Rank | Market Rank | Market                                   | 1999 Est. Gross Revenues (\$000) | Revenue Rank | Market Rank | Market                               | 1999 Est. Gross Revenues (\$000) |
|--------------|-------------|--|----------------------------------|--------------|-------------|--------------------------------------|----------------------------------|
| 141          | 153         | Palm Springs, CA .....                   | \$13,100                         | 175          | 231         | Eau Claire, WI .....                 | \$9,500                          |
| 141          | 176         | Kalamazoo, MI .....                      | 13,100                           | 177          | 181         | Topeka, KS .....                     | 9,100                            |
| 143          | 127         | Beaumont-Port Arthur, TX .....           | 12,900                           | 177          | 236         | Lafayette, IN .....                  | 9,100                            |
| 143          | 211         | Fargo, ND - Moorhead, MN .....           | 12,900                           | 179          | 258         | Rapid City, SD .....                 | 9,000                            |
| 143          | 147         | Macon, GA .....                          | 12,900                           | 180          | 212         | St. Cloud, MN .....                  | 8,900                            |
| 146          | 158         | Wausau-Stevens Point, WI .....           | 12,600                           | 181          | 194         | Yakima, WA .....                     | 8,800                            |
| 147          | 182         | Cape Cod, MA .....                       | 12,400                           | 181          | 174         | Odessa - Midland, TX .....           | 8,800                            |
| 148          | 155         | Fayetteville, AR .....                   | 12,300                           | 181          | 229         | Rochester, MN .....                  | 8,800                            |
| 148          | 121         | Pensacola, FL .....                      | 12,300                           | 184          | 85          | Stockton, CA .....                   | 8,700                            |
| 150          | 129         | Corpus Christi, TX .....                 | 12,200                           | 184          | 95          | Melbourne-Titusville-Cocoa, FL ..... | 8,700                            |
| 150          | 144         | Huntington, WV - Ashland, KY .....       | 12,200                           | 186          | 167         | New London, CT .....                 | 8,600                            |
| 152          | 177         | Lubbock, TX .....                        | 12,000                           | 187          | 198         | Florence, SC .....                   | 8,500                            |
| 153          | 143         | Eugene - Springfield, OR .....           | 11,900                           | 188          | 184         | Dothan, AL .....                     | 8,400                            |
| 153          | 175         | Wilmington, NC .....                     | 11,900                           | 189          | 165         | San Luis Obispo, CA .....            | 8,200                            |
| 153          | 209         | Champaign, IL .....                      | 11,900                           | 190          | 189         | Danbury, CT .....                    | 8,100                            |
| 156          | 210         | Sioux Falls, SD .....                    | 11,700                           | 191          | 219         | Duluth, MN - Superior, WI .....      | 8,000                            |
| 157          | 156         | Erie, PA .....                           | 11,600                           | 191          | 268         | Bangor, ME .....                     | 8,000                            |
| 158          | 108         | Oxnard - Ventura, CA .....               | 11,500                           | 193          | 193         | Waco, TX .....                       | 7,900                            |
| 158          | 234         | Monroe, LA .....                         | 11,500                           | 193          | 230         | Bloomington, IL .....                | 7,900                            |
| 160          | 123         | Canton, OH .....                         | 11,300                           | 195          | 218         | Winchester, VA .....                 | 7,800                            |
| 161          | 132         | Ft Collins-Greeley, CO .....             | 11,100                           | 196          | 188         | Amarillo, TX .....                   | 7,700                            |
| 161          | 131         | Reading, PA .....                        | 11,100                           | 197          | 206         | Richland-Kennewick-Pasco, WA .....   | 7,600                            |
| 163          | 161         | Hagerstown-Chambersburg-Waynesboro ..... | 11,000                           | 197          | 171         | Ft. Smith, AR .....                  | 7,600                            |
| 164          | 196         | Northwest Michigan .....                 | 10,900                           | 197          | 267         | Jackson, TN .....                    | 7,600                            |
| 165          | 197         | Springfield, IL .....                    | 10,800                           | 200          | 213         | Marion-Carbondale, IL .....          | 7,500                            |
| 166          | 243         | Columbia, MO .....                       | 10,700                           | 201          | 232         | Bryan-College Station, TX .....      | 7,400                            |
| 167          | 173         | Myrtle Beach, SC .....                   | 10,600                           | 201          | 205         | Lake Charles, LA .....               | 7,400                            |
| 168          | 169         | Columbus, GA .....                       | 10,400                           | 203          | 265         | Bismarck, ND .....                   | 7,200                            |
| 168          | 187         | Morgantown-Clarksburg-Fairmont .....     | 10,400                           | 203          | 216         | Tuscaloosa, AL .....                 | 7,200                            |
| 170          | 166         | Binghamton, NY .....                     | 10,200                           | 203          | 252         | Albany, GA .....                     | 7,200                            |
| 170          | 136         | Biloxi-Gulfport-Pascagoula, MS .....     | 10,200                           | 206          | 207         | Medford-Ashland, OR .....            | 7,100                            |
| 172          | 179         | Asheville, NC .....                      | 9,800                            | 206          | 263         | Grand Forks, ND-MN .....             | 7,100                            |
| 173          | 151         | Utica - Rome, NY .....                   | 9,700                            | 206          | 260         | Harrisonburg, VA .....               | 7,100                            |
| 174          | 116         | Ft. Pierce-Stuart-Vero Beach, FL .....   | 9,600                            | 206          | 170         | Johnstown, PA .....                  | 7,100                            |
| 175          | 185         | Santa Barbara, CA .....                  | 9,500                            | 210          | 249         | Sioux City, IA .....                 | 7,000                            |





Table 4  
**1999 Estimated Gross Market Revenues**  
 Ranked by Amount

| Revenue Rank | Market Rank | Market                             | 1999 Est. Gross Revenues (\$000) | Revenue Rank | Market Rank | Market  | 1999 Est. Gross Revenues (\$000) |
|--------------|-------------|------------------------------------|----------------------------------|--------------|-------------|---|----------------------------------|
| 211          | 149         | Killeen-Temple, TX .....           | \$6,900                          | 242          | 208         | Laurel-Hattiesburg, MS .....                    | \$5,300                          |
| 211          | 227         | Joplin, MO .....                   | 6,900                            | 242          | 164         | New Bedford-Fall River, MA .....                | 5,300                            |
| 211          | 192         | Terre Haute, IN .....              | 6,900                            | 245          | 272         | Cheyenne, WY .....                              | 5,200                            |
| 214          | 93          | Daytona Beach, FL .....            | 6,800                            | 246          | 250         | Augusta-Waterville, ME .....                    | 5,100                            |
| 215          | 245         | Billings, MT .....                 | 6,700                            | 246          | 266         | Owensboro, KY .....                             | 5,100                            |
| 215          | 255         | Mankato-New Ulm-St Peter, MN ..... | 6,700                            | 248          | 253         | Bluefield, WV .....                             | 5,000                            |
| 215          | 200         | Frederick, MD .....                | 6,700                            | 248          | 264         | Cookeville, TN .....                            | 5,000                            |
| 215          | 139         | Stamford-Norwalk, CT .....         | 6,700                            | 250          | 190         | Merced, CA .....                                | 4,900                            |
| 219          | 233         | Waterloo-Cedar Falls, IA .....     | 6,500                            | 250          | 145         | Ann Arbor, MI .....                             | 4,900                            |
| 220          | 226         | Panama City, FL .....              | 6,400                            | 250          | 254         | Decatur, IL .....                               | 4,900                            |
| 220          | 222         | Charlottesville, VA .....          | 6,400                            | 250          | 239         | Sussex, NJ .....                                | 4,900                            |
| 222          | 274         | Meridian, MS .....                 | 6,300                            | 254          | 270         | Mason City, IA .....                            | 4,700                            |
| 223          | 178         | Tupelo, MS .....                   | 6,200                            | 254          | 242         | Wichita Falls, TX .....                         | 4,700                            |
| 223          | 240         | Florence-Muscle Shoals, AL .....   | 6,200                            | 256          | 191         | Chico, CA .....                                 | 4,600                            |
| 225          | 251         | Grand Junction, CO .....           | 6,000                            | 256          | 107         | Visalia-Tulare-Hanford .....                    | 4,600                            |
| 225          | 271         | Jonesboro, AR .....                | 6,000                            | 258          | 141         | Newburgh-Middletown, NY .....                   | 4,500                            |
| 225          | 199         | Elmira-Corning, NY .....           | 6,000                            | 259          | 256         | Watertown, NY .....                             | 4,400                            |
| 228          | 221         | Abilene, TX .....                  | 5,900                            | 260          | 195         | Santa Maria-Lompoc, CA .....                    | 4,100                            |
| 228          | 220         | Dubuque, IA .....                  | 5,900                            | 260          | 241         | Pueblo, CO .....                                | 4,100                            |
| 228          | 224         | Parkersburg-Marietta, WV-OH .....  | 5,900                            | 260          | 259         | San Angelo, TX .....                            | 4,100                            |
| 228          | 78          | Sarasota - Bradenton, FL .....     | 5,900                            | 263          | 262         | Ithaca, NY .....                                | 3,900                            |
| 232          | 237         | State College, PA .....            | 5,800                            | 264          | 202         | Laredo, TX .....                                | 3,800                            |
| 233          | 204         | Ft. Walton Beach, FL .....         | 5,700                            | 265          | 235         | Santa Fe, NM .....                              | 3,700                            |
| 233          | 223         | Wheeling, WV .....                 | 5,700                            | 266          | 273         | Great Falls, MT .....                           | 3,600                            |
| 233          | 248         | Williamsport, PA .....             | 5,700                            | 266          | 275         | Brunswick, GA .....                             | 3,600                            |
| 236          | 246         | Texarkana, TX-AR .....             | 5,600                            | 268          | 276         | Casper, WY .....                                | 3,500                            |
| 236          | 215         | Redding, CA .....                  | 5,600                            | 269          | 257         | Lawton, OK .....                                | 3,400                            |
| 236          | 98          | Lakeland-Winter Haven, FL .....    | 5,600                            | 269          | 247         | Columbus-Starkville-West Point, MS .....        | 3,400                            |
| 239          | 203         | Alexandria, LA .....               | 5,500                            | 269          | 217         | Muskegon, MI .....                              | 3,400                            |
| 239          | 269         | Beckley, WV .....                  | 5,500                            | 272          | 238         | Battle Creek, MI .....                          | 2,500                            |
| 239          | 228         | Lima, OH .....                     | 5,500                            | 272          | 214         | Blacksburg-Christiansburg-Radford-Pulaski ..... | 2,500                            |
| 242          | 244         | Altoona, PA .....                  | 5,300                            | 274          | 261         | Lewiston-Auburn, ME .....                       | 1,700                            |



Table 5  
Station Calls to Market Rank

|                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |
|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| CIDR-FM ..... 7   | KALL-AM ..... 35  | KATS-FM ..... 194 | KBEQ-FM ..... 30  | KBPI-FM ..... 23  | KCBC-AM ..... 122 | KCKK-FM ..... 23  | KCST-FM ..... 143 | KDFT-AM ..... 6   | KDYS-AM ..... 100 |
| CIMX-FM ..... 7   | KALY-AM ..... 72  | KATT-FM ..... 54  | KBER-FM ..... 35  | KBPS-AM ..... 25  | KCBL-AM ..... 65  | KCKK-AM ..... 23  | KCST-AM ..... 143 | KDGE-FM ..... 6   | KDZA-FM ..... 241 |
| CKLW-AM ..... 7   | KALZ-FM ..... 65  | KATX-FM ..... 221 | KBET-AM ..... 2   | KBRD-AM ..... 14  | KCBN-AM ..... 128 | KCKR-FM ..... 193 | KCTA-AM ..... 129 | KDGS-FM ..... 84  | KEAG-FM ..... 168 |
| CKWW-AM ..... 7   | KAMA-AM ..... 70  | KATY-FM ..... 28  | KBEX-FM ..... 245 | KBRG-FM ..... 4   | KCBQ-AM ..... 15  | KCLB-FM ..... 153 | KCTC-AM ..... 29  | KDIA-AM ..... 4   | KEAN-FM ..... 221 |
| KAAM-AM ..... 273 | KAMB-FM ..... 190 | KATZ-FM ..... 19  | KBEZ-FM ..... 62  | KBRH-AM ..... 82  | KCBR-AM ..... 94  | KCLB-AM ..... 153 | KCTD-AM ..... 2   | KDIF-AM ..... 28  | KEAN-AM ..... 221 |
| KAAM-AM ..... 6   | KAMJ-FM ..... 46  | KATZ-AM ..... 19  | KBFB-FM ..... 6   | KBRJ-FM ..... 168 | KCBS-FM ..... 2   | KCLD-FM ..... 212 | KCTE-AM ..... 30  | KDIS-AM ..... 2   | KEAR-FM ..... 4   |
| KAAT-FM ..... 65  | KAMO-FM ..... 155 | KAVA-AM ..... 241 | KBFM-FM ..... 63  | KBRO-AM ..... 14  | KCBS-AM ..... 4   | KCLE-AM ..... 6   | KCTK-AM ..... 16  | KDIZ-AM ..... 17  | KEAZ-FM ..... 205 |
| KAAY-AM ..... 83  | KAMX-FM ..... 49  | KAVS-FM ..... 2   | KBFX-FM ..... 168 | KBRQ-FM ..... 193 | KCCG-FM ..... 129 | KCLH-FM ..... 249 | KCTR-FM ..... 245 | KDJK-FM ..... 122 | KEBC-AM ..... 54  |
| KABC-AM ..... 2   | KANE-AM ..... 100 | KAWW-FM ..... 83  | KBGE-AM ..... 140 | KBRF-FM ..... 155 | KCCN-FM ..... 60  | KCLR-FM ..... 243 | KCTY-AM ..... 74  | KDJM-FM ..... 23  | KEBE-AM ..... 140 |
| KABG-FM ..... 72  | KANM-AM ..... 122 | KAXX-AM ..... 168 | KBGG-AM ..... 92  | KBRT-AM ..... 2   | KCCN-AM ..... 60  | KCMC-AM ..... 246 | KCTY-AM ..... 73  | KDJW-AM ..... 188 | KECR-AM ..... 15  |
| KABL-AM ..... 4   | KANN-AM ..... 35  | KAYD-FM ..... 127 | KBGN-AM ..... 124 | KBSG-FM ..... 14  | KCCQ-FM ..... 92  | KCMG-FM ..... 2   | KCUB-AM ..... 61  | KDKA-AM ..... 22  | KEDA-AM ..... 32  |
| KABN-AM ..... 168 | KANR-FM ..... 84  | KAYR-AM ..... 171 | KBHB-AM ..... 258 | KBSG-AM ..... 14  | KCCS-AM ..... 25  | KCMJ-AM ..... 153 | KCUV-AM ..... 23  | KDKB-FM ..... 16  | KEDG-FM ..... 203 |
| KABQ-AM ..... 72  | KANS-FM ..... 181 | KAYX-FM ..... 30  | KBHR-FM ..... 28  | KBSO-FM ..... 129 | KCCT-AM ..... 129 | KCML-FM ..... 212 | KCVM-FM ..... 233 | KDKO-AM ..... 23  | KEDJ-FM ..... 16  |
| KABX-FM ..... 190 | KAOD-FM ..... 219 | KAYY-FM ..... 84  | KBIC-FM ..... 63  | KBSR-AM ..... 245 | KCCV-FM ..... 30  | KCMN-AM ..... 94  | KCVR-AM ..... 85  | KDKS-FM ..... 130 | KEED-AM ..... 143 |
| KACD-FM ..... 2   | KAOH-FM ..... 195 | KAZA-AM ..... 27  | KBID-AM ..... 86  | KBSU-AM ..... 124 | KCCV-AM ..... 30  | KCMO-FM ..... 30  | KCVT-FM ..... 181 | KDLS-FM ..... 92  | KEEL-AM ..... 130 |
| KACL-FM ..... 265 | KAOI-FM ..... 60  | KAZL-FM ..... 16  | KBIF-AM ..... 65  | KBSZ-AM ..... 16  | KCCY-FM ..... 241 | KCMO-AM ..... 30  | KCVW-FM ..... 84  | KDLS-AM ..... 92  | KEEP-FM ..... 32  |
| KADD-FM ..... 40  | KAOK-AM ..... 205 | KAZN-AM ..... 2   | KBIG-FM ..... 2   | KBTE-AM ..... 129 | KCDA-FM ..... 91  | KCMQ-FM ..... 243 | KCWJ-AM ..... 30  | KDMI-AM ..... 92  | KEES-AM ..... 140 |
| KADI-FM ..... 146 | KAPB-FM ..... 203 | KAZP-AM ..... 73  | KBIQ-FM ..... 94  | KBTK-AM ..... 72  | KCDD-FM ..... 221 | KCMR-FM ..... 270 | KCWM-AM ..... 32  | KDMM-AM ..... 6   | KEEY-FM ..... 17  |
| KADX-FM ..... 168 | KAPL-AM ..... 207 | KAZR-FM ..... 92  | KBIU-FM ..... 205 | KBTM-AM ..... 271 | KCDU-FM ..... 74  | KCMS-FM ..... 14  | KCWR-FM ..... 86  | KDMO-AM ..... 227 | KEEZ-FM ..... 255 |
| KADZ-AM ..... 23  | KAQQ-AM ..... 91  | KAZZ-FM ..... 91  | KBKL-FM ..... 251 | KBTN-FM ..... 227 | KCEE-AM ..... 61  | KCMT-FM ..... 245 | KCXL-AM ..... 30  | KDMX-FM ..... 6   | KEFM-FM ..... 73  |
| KAEH-FM ..... 28  | KAQX-FM ..... 168 | KBAC-FM ..... 235 | KBKO-AM ..... 185 | KBTN-AM ..... 227 | KCEO-AM ..... 15  | KCMX-FM ..... 207 | KCXX-FM ..... 28  | KDND-FM ..... 29  | KEGL-FM ..... 6   |
| KAEP-FM ..... 91  | KARA-FM ..... 27  | KBAD-AM ..... 40  | KBKS-FM ..... 14  | KBTU-FM ..... 74  | KCEZ-FM ..... 191 | KCMX-AM ..... 207 | KCYY-FM ..... 32  | KDNN-FM ..... 60  | KEGR-FM ..... 215 |
| KAEZ-FM ..... 188 | KARN-AM ..... 83  | KBAI-AM ..... 165 | KBLA-AM ..... 2   | KBUA-FM ..... 2   | KCFM-FM ..... 62  | KCNA-FM ..... 207 | KCZN-FM ..... 108 | KDNW-FM ..... 219 | KEGX-FM ..... 206 |
| KAFC-FM ..... 168 | KARN-FM ..... 83  | KBAT-FM ..... 174 | KBLE-AM ..... 14  | KBUC-FM ..... 32  | KCFO-AM ..... 62  | KCNL-FM ..... 27  | KDAB-FM ..... 155 | KDNZ-AM ..... 233 | KEHK-FM ..... 143 |
| KAFY-AM ..... 86  | KARO-FM ..... 124 | KBAY-FM ..... 27  | KBLG-AM ..... 245 | KBUE-FM ..... 2   | KCFX-FM ..... 30  | KCNN-AM ..... 263 | KDAE-AM ..... 129 | KDOG-FM ..... 255 | KEIN-AM ..... 273 |
| KAGC-AM ..... 232 | KARR-AM ..... 14  | KBBA-AM ..... 221 | KBLX-FM ..... 4   | KBUL-FM ..... 128 | KCGY-FM ..... 272 | KCNQ-FM ..... 86  | KDAL-FM ..... 219 | KDOK-FM ..... 140 | KEJC-FM ..... 122 |
| KAGG-FM ..... 232 | KARS-AM ..... 72  | KBBB-FM ..... 245 | KBLZ-FM ..... 140 | KBUL-AM ..... 245 | KCHA-FM ..... 270 | KCNW-AM ..... 30  | KDAL-AM ..... 219 | KDON-FM ..... 74  | KEJS-FM ..... 177 |
| KAGM-FM ..... 23  | KARX-FM ..... 188 | KBBL-AM ..... 83  | KBMA-FM ..... 232 | KBVA-FM ..... 155 | KCHA-AM ..... 270 | KCNZ-AM ..... 233 | KDAR-FM ..... 108 | KDOT-FM ..... 128 | KEKB-FM ..... 251 |
| KAGT-FM ..... 221 | KARY-FM ..... 194 | KBBO-AM ..... 194 | KBMB-FM ..... 29  | KBXL-FM ..... 124 | KCHJ-AM ..... 86  | KCOH-AM ..... 10  | KDAT-FM ..... 201 | KDOX-AM ..... 40  | KELG-AM ..... 49  |
| KAHI-AM ..... 29  | KASA-AM ..... 16  | KBBQ-FM ..... 171 | KBME-AM ..... 10  | KBXR-FM ..... 243 | KCHK-FM ..... 17  | KCOL-AM ..... 132 | KDAV-AM ..... 177 | KDRE-FM ..... 83  | KELI-FM ..... 259 |
| KAHK-FM ..... 49  | KASE-FM ..... 49  | KBBT-FM ..... 25  | KBMR-AM ..... 265 | KBXX-FM ..... 10  | KCHK-AM ..... 17  | KCON-AM ..... 83  | KDAZ-AM ..... 72  | KDRK-FM ..... 91  | KELO-FM ..... 210 |
| KAHZ-AM ..... 6   | KASH-FM ..... 168 | KBBV-AM ..... 28  | KBMS-AM ..... 25  | KBYN-FM ..... 190 | KCHL-AM ..... 32  | KCOO-FM ..... 86  | KDB-FM ..... 185  | KDRY-AM ..... 32  | KELO-AM ..... 210 |
| KAIM-FM ..... 60  | KASH-AM ..... 168 | KBBW-AM ..... 193 | KBNA-FM ..... 70  | KBYR-AM ..... 168 | KCHN-AM ..... 10  | KCOR-AM ..... 32  | KDBS-AM ..... 203 | KDST-FM ..... 220 | KELP-AM ..... 70  |
| KAIM-AM ..... 60  | KASI-AM ..... 92  | KBBX-AM ..... 73  | KBNA-AM ..... 70  | KBYZ-FM ..... 265 | KCHQ-FM ..... 72  | KCPX-FM ..... 35  | KDCD-FM ..... 259 | KDTH-AM ..... 220 | KELT-FM ..... 28  |
| KAJA-FM ..... 32  | KASM-AM ..... 212 | KBBY-FM ..... 108 | KBNP-AM ..... 25  | KBZD-FM ..... 188 | KCHX-FM ..... 174 | KCQQ-FM ..... 133 | KDCE-AM ..... 235 | KDUK-FM ..... 143 | KEMX-FM ..... 62  |
| KAJM-FM ..... 16  | KASO-AM ..... 130 | KBCE-FM ..... 203 | KBOB-FM ..... 133 | KBZN-FM ..... 35  | KCHZ-FM ..... 30  | KCRG-AM ..... 201 | KDDG-FM ..... 212 | KDUS-AM ..... 16  | KENE-AM ..... 194 |
| KAJN-FM ..... 100 | KASS-FM ..... 276 | KBCE-FM ..... 203 | KBOI-AM ..... 124 | KBZO-AM ..... 177 | KCID-FM ..... 124 | KCRN-FM ..... 259 | KDDJ-FM ..... 16  | KDVV-FM ..... 181 | KENI-AM ..... 168 |
| KAJZ-FM ..... 190 | KASZ-FM ..... 149 | KBCL-AM ..... 130 | KBOM-FM ..... 235 | KBZQ-FM ..... 257 | KCID-AM ..... 124 | KCRN-AM ..... 259 | KDDK-FM ..... 83  | KDWB-FM ..... 17  | KENO-AM ..... 40  |
| KAKC-AM ..... 62  | KATD-AM ..... 4   | KBCE-FM ..... 203 | KBON-FM ..... 100 | KBZR-FM ..... 16  | KCIS-AM ..... 14  | KCRO-AM ..... 73  | KDDX-FM ..... 258 | KDWN-AM ..... 40  | KENR-AM ..... 10  |
| KAKT-FM ..... 207 | KATF-FM ..... 220 | KBCT-FM ..... 193 | KBOQ-FM ..... 74  | KBZS-AM ..... 4   | KCIV-FM ..... 190 | KCRR-FM ..... 233 | KDDZ-AM ..... 23  | KDXT-FM ..... 6   | KENS-AM ..... 32  |
| KALC-FM ..... 23  | KATG-FM ..... 128 | KBCY-FM ..... 221 | KBOR-AM ..... 63  | KBZT-FM ..... 15  | KCIX-FM ..... 124 | KCRS-FM ..... 174 | KDEF-AM ..... 72  | KDXX-FM ..... 6   | KENU-AM ..... 14  |
| KALE-AM ..... 206 | KATH-FM ..... 70  | KBDR-FM ..... 202 | KBOR-FM ..... 63  | KBZY-AM ..... 25  | KCIY-FM ..... 30  | KCRS-AM ..... 174 | KDEI-AM ..... 127 | KDXX-AM ..... 6   | KENZ-FM ..... 35  |
| KALF-FM ..... 191 | KATI-FM ..... 243 | KBDS-FM ..... 86  | KBOS-FM ..... 65  | KCAL-FM ..... 28  | KCAL-FM ..... 28  | KCRZ-FM ..... 107 | KDES-FM ..... 153 | KDXY-FM ..... 271 | KERI-AM ..... 86  |
| KALI-FM ..... 2   | KATM-FM ..... 122 | KBEE-FM ..... 35  | KBOX-FM ..... 195 | KCAL-AM ..... 28  | KCAL-AM ..... 28  | KCKC-AM ..... 28  | KDEZ-FM ..... 271 | KDYA-AM ..... 4   | KERN-AM ..... 86  |
| KALI-AM ..... 2   | KATP-FM ..... 188 | KBEE-AM ..... 35  | KBOY-FM ..... 207 | KCAQ-FM ..... 108 | KCAQ-FM ..... 108 | KCKI-FM ..... 62  | KDFC-FM ..... 4   | KDYL-AM ..... 35  | KERX-FM ..... 171 |





Table 5  
Station Calls to Market Rank

|                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |
|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| KESE-AM ..... 155 | KFAT-FM ..... 168 | KFMX-FM ..... 177 | KFYO-AM ..... 177 | KGMX-FM ..... 2   | KHKK-FM ..... 122 | KIEV-AM ..... 2   | KIQO-FM ..... 165 | KJBR-FM ..... 271 | KJSR-FM ..... 62  |
| KESO-FM ..... 63  | KFAV-FM ..... 19  | KFMZ-FM ..... 243 | KFYR-AM ..... 265 | KGMY-FM ..... 146 | KHKS-FM ..... 6   | KIEZ-AM ..... 74  | KIRC-FM ..... 54  | KJBX-FM ..... 271 | KJUG-FM ..... 107 |
| KESQ-AM ..... 153 | KFAX-AM ..... 4   | KFNI-AM ..... 32  | KFZX-FM ..... 174 | KGMY-AM ..... 146 | KHLA-FM ..... 205 | KIFM-FM ..... 15  | KIRL-AM ..... 19  | KJBZ-FM ..... 202 | KJUG-AM ..... 107 |
| KESS-AM ..... 6   | KFAY-FM ..... 155 | KFNK-FM ..... 14  | KGA-AM ..... 91   | KGMZ-FM ..... 60  | KHLL-FM ..... 234 | KIGN-FM ..... 272 | KIRN-AM ..... 2   | KJCB-AM ..... 100 | KJUL-FM ..... 40  |
| KEST-AM ..... 4   | KFAY-AM ..... 155 | KFNN-AM ..... 16  | KGAB-AM ..... 272 | KGMZ-AM ..... 60  | KHLR-FM ..... 232 | KIGS-AM ..... 65  | KIRO-AM ..... 14  | KJCE-AM ..... 49  | KJWL-FM ..... 65  |
| KESZ-FM ..... 16  | KFBC-AM ..... 272 | KFNS-AM ..... 19  | KGAM-AM ..... 153 | KGNB-AM ..... 32  | KHLS-FM ..... 46  | KIHM-AM ..... 128 | KIRT-AM ..... 63  | KJDJ-AM ..... 165 | KJYE-FM ..... 251 |
| KEUG-FM ..... 143 | KFBK-AM ..... 29  | KFNS-FM ..... 19  | KGB-FM ..... 15   | KGNC-FM ..... 188 | KHMX-FM ..... 10  | KIHT-FM ..... 19  | KIRV-AM ..... 65  | KJEE-FM ..... 185 | KJYO-FM ..... 54  |
| KEUN-AM ..... 100 | KFDF-AM ..... 171 | KFNW-FM ..... 211 | KGBC-AM ..... 10  | KGNC-AM ..... 188 | KHNC-AM ..... 132 | KIIM-FM ..... 61  | KISA-AM ..... 60  | KJEM-FM ..... 155 | KJZY-FM ..... 113 |
| KEVT-AM ..... 61  | KFDI-FM ..... 84  | KFNX-AM ..... 16  | KGBI-FM ..... 73  | KGNW-AM ..... 14  | KHNR-AM ..... 60  | KIIS-FM ..... 2   | KISC-FM ..... 91  | KJFK-FM ..... 49  | KKAL-FM ..... 165 |
| KEWB-FM ..... 215 | KFDI-AM ..... 84  | KFNZ-AM ..... 35  | KGBT-AM ..... 63  | KGO-AM ..... 4    | KHOC-FM ..... 276 | KIIX-AM ..... 132 | KISF-FM ..... 40  | KJFX-FM ..... 65  | KKAM-AM ..... 177 |
| KEWL-FM ..... 246 | KFEL-AM ..... 241 | KFOG-FM ..... 4   | KGBT-FM ..... 63  | KGOL-AM ..... 10  | KHOP-FM ..... 122 | KIIZ-FM ..... 149 | KISK-FM ..... 215 | KJJB-FM ..... 100 | KKAR-AM ..... 73  |
| KEWL-AM ..... 246 | KFEZ-AM ..... 30  | KFON-AM ..... 49  | KGBX-FM ..... 146 | KGON-FM ..... 25  | KHOT-FM ..... 16  | KIKA-AM ..... 28  | KISN-FM ..... 35  | KJJC-FM ..... 92  | KKAT-FM ..... 35  |
| KEWS-AM ..... 25  | KFFG-FM ..... 27  | KFOR-AM ..... 172 | KGBY-FM ..... 29  | KGOR-FM ..... 73  | KHOT-AM ..... 65  | KIKF-FM ..... 2   | KISP-FM ..... 73  | KJL-AM ..... 272  | KKAY-FM ..... 82  |
| KEX-AM ..... 25   | KFFM-FM ..... 194 | KFOX-FM ..... 2   | KGDN-FM ..... 206 | KGOT-FM ..... 168 | KHOW-AM ..... 23  | KIKI-FM ..... 60  | KISQ-FM ..... 4   | KJLY-FM ..... 92  | KKAY-AM ..... 82  |
| KEXO-AM ..... 251 | KFFN-AM ..... 61  | KFPW-AM ..... 171 | KGDP-AM ..... 195 | KGRE-AM ..... 132 | KHPN-AM ..... 132 | KIKI-AM ..... 60  | KISR-FM ..... 171 | KJZ-FM ..... 153  | KKBA-FM ..... 129 |
| KXS-AM ..... 30   | KFGE-FM ..... 172 | KFQC-AM ..... 133 | KGEE-FM ..... 174 | KGRP-FM ..... 113 | KHPY-AM ..... 28  | KIKK-FM ..... 10  | KISS-FM ..... 32  | KJKJ-FM ..... 263 | KKBB-FM ..... 86  |
| KEXT-FM ..... 72  | KFGO-FM ..... 211 | KFQD-AM ..... 168 | KGEM-AM ..... 124 | KGRR-FM ..... 220 | KHSL-FM ..... 191 | KIKK-AM ..... 10  | KIST-FM ..... 185 | KJLH-FM ..... 2   | KKBD-FM ..... 171 |
| KEYF-FM ..... 91  | KFGO-AM ..... 211 | KFOX-FM ..... 221 | KGEN-AM ..... 107 | KGRW-FM ..... 188 | KHSP-FM ..... 246 | KIKN-FM ..... 210 | KISV-FM ..... 86  | KJLL-AM ..... 61  | KKBE-FM ..... 108 |
| KEYF-AM ..... 91  | KFGX-FM ..... 211 | KFRC-FM ..... 4   | KGEN-FM ..... 107 | KGSG-FM ..... 206 | KHTE-FM ..... 83  | KIKR-AM ..... 127 | KISW-FM ..... 14  | KJLO-FM ..... 234 | KKBQ-FM ..... 10  |
| KEYH-AM ..... 10  | KFGY-FM ..... 113 | KFRC-AM ..... 4   | KGEO-AM ..... 86  | KGSR-FM ..... 49  | KHTK-AM ..... 29  | KILM-FM ..... 63  | KISX-FM ..... 140 | KJME-AM ..... 23  | KKBR-FM ..... 245 |
| KEYI-FM ..... 49  | KFH-AM ..... 84   | KFRE-AM ..... 65  | KGFF-AM ..... 54  | KGST-AM ..... 65  | KHTL-AM ..... 72  | KILO-FM ..... 94  | KIT-AM ..... 194  | KJMG-FM ..... 234 | KKBT-FM ..... 2   |
| KEYJ-FM ..... 221 | KFI-AM ..... 2    | KFRG-FM ..... 28  | KGFM-FM ..... 86  | KGTO-AM ..... 62  | KHTN-FM ..... 190 | KILT-FM ..... 10  | KITA-AM ..... 83  | KJMJ-AM ..... 203 | KKCB-FM ..... 219 |
| KEYN-FM ..... 84  | KFIA-AM ..... 29  | KFRO-FM ..... 140 | KGFT-FM ..... 94  | KGU-AM ..... 60   | KHTO-FM ..... 146 | KILT-AM ..... 10  | KITO-FM ..... 62  | KJMK-FM ..... 227 | KKCD-FM ..... 73  |
| KEYQ-AM ..... 65  | KFIG-AM ..... 65  | KFRO-AM ..... 140 | KGGI-FM ..... 28  | KGUY-AM ..... 25  | KHTQ-FM ..... 91  | KIMM-AM ..... 258 | KITO-AM ..... 62  | KJML-FM ..... 227 | KKCL-FM ..... 177 |
| KEYS-AM ..... 129 | KFIN-FM ..... 271 | KFRQ-FM ..... 63  | KGGN-AM ..... 30  | KGVY-AM ..... 61  | KHTS-FM ..... 15  | KIMN-FM ..... 23  | KITS-FM ..... 4   | KJMM-FM ..... 62  | KKCN-FM ..... 259 |
| KEYT-AM ..... 185 | KFIT-AM ..... 49  | KFRR-FM ..... 65  | KGGO-FM ..... 92  | KGY-AM ..... 14   | KHTT-FM ..... 62  | KIMX-FM ..... 272 | KITT-FM ..... 130 | KJMN-FM ..... 23  | KKCQ-AM ..... 263 |
| KEYW-FM ..... 206 | KFIV-AM ..... 122 | KFRU-AM ..... 243 | KGGR-AM ..... 6   | KHAK-FM ..... 201 | KHVH-AM ..... 60  | KINE-FM ..... 60  | KITZ-AM ..... 14  | KJMQ-FM ..... 190 | KKCQ-FM ..... 263 |
| KEZA-FM ..... 155 | KFIZ-FM ..... 134 | KFRX-FM ..... 172 | KGHF-AM ..... 241 | KHAR-AM ..... 168 | KHVN-AM ..... 6   | KINE-AM ..... 129 | KIVA-AM ..... 72  | KJMS-FM ..... 46  | KKCS-FM ..... 94  |
| KEZE-FM ..... 91  | KFIZ-AM ..... 134 | KFSA-AM ..... 171 | KGHL-AM ..... 245 | KHAY-FM ..... 108 | KHWG-FM ..... 128 | KING-FM ..... 14  | KIWI-FM ..... 86  | KJMZ-FM ..... 257 | KKCS-AM ..... 94  |
| KEZG-FM ..... 172 | KFJO-FM ..... 4   | KFSD-FM ..... 15  | KGHL-FM ..... 245 | KHCB-FM ..... 10  | KHXR-FM ..... 128 | KINK-FM ..... 25  | KIWW-FM ..... 63  | KJOC-AM ..... 133 | KKCT-FM ..... 265 |
| KEZK-FM ..... 19  | KFJZ-AM ..... 6   | KFSG-FM ..... 2   | KGHO-AM ..... 14  | KHCB-AM ..... 10  | KHXS-FM ..... 221 | KINT-FM ..... 70  | KIXI-AM ..... 14  | KJOJ-FM ..... 10  | KKCV-FM ..... 233 |
| KEZL-FM ..... 65  | KFKA-AM ..... 132 | KFSI-FM ..... 229 | KGHT-AM ..... 83  | KHCK-FM ..... 6   | KHYI-FM ..... 6   | KIOA-FM ..... 92  | KIXL-AM ..... 49  | KJOJ-AM ..... 10  | KKCW-FM ..... 25  |
| KEZM-AM ..... 205 | KFKF-FM ..... 30  | KFSO-FM ..... 65  | KGIL-AM ..... 2   | KHEY-FM ..... 70  | KHYL-FM ..... 29  | KIOC-FM ..... 127 | KIXQ-FM ..... 227 | KJOP-AM ..... 107 | KKCY-FM ..... 191 |
| KEZN-FM ..... 153 | KFLD-AM ..... 206 | KFTE-FM ..... 100 | KGKL-FM ..... 259 | KHEY-AM ..... 70  | KHYS-FM ..... 221 | KIOI-FM ..... 4   | KIXY-FM ..... 259 | KJOT-FM ..... 124 | KKDA-FM ..... 6   |
| KEZO-FM ..... 73  | KFLO-AM ..... 130 | KFTX-FM ..... 129 | KGKL-AM ..... 259 | KHFI-FM ..... 49  | KHYT-FM ..... 61  | KIOK-FM ..... 206 | KIXZ-AM ..... 188 | KJOX-AM ..... 194 | KKDA-AM ..... 6   |
| KEZP-FM ..... 203 | KFLT-AM ..... 61  | KFUO-FM ..... 19  | KGLA-AM ..... 41  | KHFM-FM ..... 72  | KHZZ-FM ..... 29  | KIOO-FM ..... 107 | KIYS-FM ..... 271 | KJOY-FM ..... 85  | KKDD-AM ..... 28  |
| KEZR-FM ..... 27  | KFLZ-FM ..... 129 | KFUO-AM ..... 19  | KGLD-AM ..... 140 | KHFX-FM ..... 203 | KIAI-FM ..... 270 | KIOQ-AM ..... 29  | KIYX-FM ..... 220 | KJPN-AM ..... 60  | KKDJ-FM ..... 86  |
| KEZU-FM ..... 171 | KFMA-FM ..... 61  | KFWB-AM ..... 2   | KGLF-AM ..... 129 | KHHK-FM ..... 194 | KIBG-FM ..... 190 | KIOT-FM ..... 72  | KIZN-FM ..... 124 | KJQI-FM ..... 4   | KKDM-FM ..... 92  |
| KEZU-AM ..... 23  | KFMB-FM ..... 15  | KFXD-AM ..... 124 | KGLI-FM ..... 249 | KHHO-AM ..... 14  | KIBZ-FM ..... 172 | KIOU-AM ..... 130 | KIZS-FM ..... 62  | KJQY-FM ..... 15  | KKDS-AM ..... 35  |
| KEZY-AM ..... 2   | KFMB-AM ..... 15  | KFXJ-FM ..... 124 | KGLL-FM ..... 132 | KHIH-FM ..... 23  | KICT-FM ..... 84  | KIOW-FM ..... 270 | KJAK-FM ..... 177 | KJR-FM ..... 14   | KKDZ-AM ..... 14  |
| KEZZ-AM ..... 132 | KFMF-FM ..... 191 | KFXN-AM ..... 17  | KGLO-AM ..... 270 | KHIP-FM ..... 74  | KIDD-AM ..... 74  | KIOZ-FM ..... 15  | KJAV-FM ..... 63  | KJR-AM ..... 14   | KKEG-FM ..... 155 |
| KFAB-AM ..... 73  | KFMK-FM ..... 49  | KFXS-FM ..... 258 | KGLW-AM ..... 165 | KHIS-AM ..... 86  | KIDI-FM ..... 195 | KIPR-FM ..... 83  | KJAY-AM ..... 29  | KJRB-AM ..... 91  | KKEQ-FM ..... 263 |
| KFAD-FM ..... 203 | KFMS-FM ..... 40  | KFXZ-AM ..... 25  | KGME-AM ..... 16  | KHIT-AM ..... 128 | KIDO-AM ..... 124 | KIQI-AM ..... 4   | KJAZ-AM ..... 191 | KJRG-AM ..... 84  | KKEY-FM ..... 271 |
| KFAL-AM ..... 243 | KFMV-FM ..... 100 | KFXZ-FM ..... 100 | KGMG-FM ..... 61  | KHJM-FM ..... 62  | KIDR-AM ..... 16  | KIQK-FM ..... 258 | KJBC-AM ..... 174 | KJSL-AM ..... 19  | KKFM-FM ..... 94  |
| KFAN-AM ..... 17  | KFMW-FM ..... 233 | KFYI-AM ..... 16  | KGMS-FM ..... 61  | KHKI-FM ..... 92  | KIDS-AM ..... 146 | KIQN-AM ..... 35  | KJBN-AM ..... 83  | KJSN-FM ..... 122 | KKFN-AM ..... 23  |

Table 5  
**Station Calls to Market Rank**

|                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |
|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| KKFR-FM ..... 16  | KKNG-AM ..... 54  | KKUZ-AM ..... 171 | KLEN-FM ..... 272 | KLOL-FM ..... 10  | KLVO-FM ..... 72  | KMGQ-FM ..... 185 | KMRK-FM ..... 174 | KNCB-AM ..... 130 | KNSS-AM ..... 84  |
| KKGB-FM ..... 205 | KKNG-FM ..... 54  | KKVV-AM ..... 40  | KLES-FM ..... 194 | KLOQ-FM ..... 190 | KLVW-FM ..... 174 | KMGV-FM ..... 65  | KMRR-FM ..... 6   | KNCB-FM ..... 130 | KNST-AM ..... 61  |
| KKGL-FM ..... 124 | KKNN-FM ..... 251 | KKWD-FM ..... 54  | KLEX-AM ..... 30  | KLOS-FM ..... 2   | KLVZ-AM ..... 23  | KMGW-FM ..... 276 | KMRX-FM ..... 62  | KNCI-FM ..... 29  | KNTO-FM ..... 190 |
| KKGM-AM ..... 30  | KKNO-AM ..... 41  | KKWY-AM ..... 272 | KLEY-FM ..... 32  | KLOU-FM ..... 19  | KLWN-AM ..... 30  | KMGZ-FM ..... 257 | KMRY-AM ..... 201 | KNCN-FM ..... 129 | KNUE-FM ..... 140 |
| KKGO-FM ..... 2   | KKNU-FM ..... 143 | KKXL-FM ..... 263 | KLFB-AM ..... 177 | KLPW-FM ..... 19  | KLXM-FM ..... 74  | KMHK-FM ..... 245 | KMSR-FM ..... 212 | KNCO-AM ..... 29  | KNUJ-FM ..... 255 |
| KKGT-AM ..... 25  | KKNX-AM ..... 143 | KKXL-AM ..... 263 | KLFE-AM ..... 14  | KLPW-AM ..... 19  | KLXR-AM ..... 215 | KMHX-FM ..... 113 | KMSX-FM ..... 15  | KNCQ-FM ..... 215 | KNUJ-AM ..... 255 |
| KKHJ-AM ..... 2   | KKOB-AM ..... 72  | KKXO-AM ..... 143 | KLFJ-AM ..... 146 | KLPX-FM ..... 61  | KLXX-AM ..... 265 | KMIC-AM ..... 10  | KMTL-AM ..... 83  | KNDA-FM ..... 129 | KNUS-AM ..... 23  |
| KKHK-FM ..... 23  | KKOB-AM ..... 72  | KKXX-FM ..... 86  | KLFM-FM ..... 273 | KLQL-FM ..... 210 | KLYC-AM ..... 25  | KMIH-FM ..... 14  | KMTT-FM ..... 14  | KNDD-FM ..... 14  | KNUU-AM ..... 40  |
| KKHN-FM ..... 60  | KKOH-AM ..... 128 | KKXX-AM ..... 191 | KLFX-FM ..... 149 | KLQV-FM ..... 15  | KLYF-FM ..... 92  | KMIK-AM ..... 16  | KMUS-FM ..... 272 | KNDI-AM ..... 60  | KNWC-FM ..... 210 |
| KKHR-FM ..... 221 | KKOL-AM ..... 14  | KKYD-AM ..... 23  | KLHB-FM ..... 129 | KLRG-AM ..... 83  | KLYV-FM ..... 220 | KMIQ-FM ..... 129 | KMUZ-AM ..... 25  | KNDR-FM ..... 265 | KNWC-AM ..... 210 |
| KKHT-FM ..... 10  | KKOM-AM ..... 165 | KKYR-AM ..... 246 | KLHT-AM ..... 60  | KLRK-FM ..... 193 | KLYY-FM ..... 2   | KMIX-FM ..... 85  | KMVP-AM ..... 16  | KNEA-AM ..... 271 | KNWX-AM ..... 14  |
| KKIC-AM ..... 124 | KKOW-FM ..... 227 | KKYR-AM ..... 246 | KLIB-AM ..... 29  | KLRS-FM ..... 191 | KLZ-AM ..... 23   | KMJ-AM ..... 65   | KMWX-AM ..... 194 | KNEK-FM ..... 100 | KNWZ-AM ..... 153 |
| KKIM-AM ..... 72  | KKOW-AM ..... 227 | KKYS-FM ..... 232 | KLIC-AM ..... 234 | KLRX-FM ..... 92  | KLZK-FM ..... 177 | KMJE-FM ..... 191 | KMXA-AM ..... 23  | KNEK-AM ..... 100 | KNX-AM ..... 2    |
| KKIQ-FM ..... 4   | KKPC-AM ..... 241 | KKYX-AM ..... 32  | KLIF-AM ..... 6   | KLRZ-FM ..... 41  | KLZR-FM ..... 30  | KMJI-FM ..... 246 | KMXB-FM ..... 40  | KNEV-FM ..... 128 | KNXR-FM ..... 229 |
| KKIX-FM ..... 155 | KKPN-FM ..... 129 | KKZX-FM ..... 91  | KLIH-AM ..... 83  | KLSK-FM ..... 72  | KLZZ-FM ..... 212 | KMJJ-FM ..... 130 | KMXC-FM ..... 210 | KNEW-AM ..... 4   | KNZR-AM ..... 86  |
| KKJG-FM ..... 165 | KKPS-FM ..... 63  | KKZZ-AM ..... 108 | KLIL-FM ..... 203 | KLSQ-AM ..... 40  | KMAG-FM ..... 171 | KMKJ-FM ..... 16  | KMXD-FM ..... 92  | KNEX-FM ..... 202 | KNZZ-AM ..... 251 |
| KKJJ-FM ..... 207 | KKPT-FM ..... 83  | KLAA-FM ..... 203 | KLIN-AM ..... 172 | KLSS-FM ..... 270 | KMAJ-FM ..... 181 | KMJM-FM ..... 19  | KMXF-FM ..... 155 | KNFM-FM ..... 174 | KOA-AM ..... 23   |
| KKJL-AM ..... 165 | KKPW-FM ..... 65  | KLAC-AM ..... 2   | KLIP-FM ..... 234 | KLSX-FM ..... 2   | KMAJ-AM ..... 181 | KMJO-FM ..... 74  | KMXG-FM ..... 133 | KNFR-FM ..... 91  | KOAI-FM ..... 6   |
| KKJM-FM ..... 212 | KKPZ-AM ..... 25  | KLAL-FM ..... 83  | KLIT-FM ..... 2   | KLSY-FM ..... 14  | KMAK-FM ..... 65  | KMJQ-FM ..... 10  | KMXH-FM ..... 146 | KNHK-FM ..... 128 | KOAZ-FM ..... 61  |
| KKJW-FM ..... 174 | KKRD-FM ..... 84  | KLAQ-FM ..... 70  | KLIV-AM ..... 27  | KLSZ-FM ..... 171 | KMAP-AM ..... 86  | KMJX-FM ..... 83  | KMXI-FM ..... 191 | KNIK-FM ..... 168 | KOCN-FM ..... 74  |
| KKJZ-FM ..... 25  | KKRN-FM ..... 83  | KLAR-AM ..... 202 | KLJT-FM ..... 140 | KLTA-FM ..... 211 | KMBI-FM ..... 91  | KMKF-FM ..... 181 | KMXJ-FM ..... 188 | KNIN-FM ..... 242 | KOCP-FM ..... 108 |
| KKKK-FM ..... 174 | KKRO-FM ..... 168 | KLAT-AM ..... 10  | KLKK-FM ..... 270 | KLTB-FM ..... 124 | KMBI-AM ..... 91  | KMKI-AM ..... 6   | KMXK-FM ..... 212 | KNIR-AM ..... 100 | KOCR-AM ..... 227 |
| KKLA-FM ..... 2   | KKRQ-FM ..... 201 | KLAV-AM ..... 40  | KLKL-FM ..... 130 | KLTD-FM ..... 149 | KMBQ-FM ..... 168 | KMKY-AM ..... 4   | KMXL-FM ..... 227 | KNIX-FM ..... 16  | KOCY-FM ..... 271 |
| KKLB-FM ..... 49  | KKRW-FM ..... 10  | KLAW-FM ..... 257 | KLLB-AM ..... 35  | KLTG-FM ..... 129 | KMBS-AM ..... 234 | KMLA-FM ..... 108 | KMXM-FM ..... 124 | KNKN-FM ..... 241 | KODA-FM ..... 10  |
| KKLF-AM ..... 6   | KKRX-AM ..... 257 | KLAX-FM ..... 2   | KLLC-FM ..... 4   | KLTH-AM ..... 28  | KMBV-FM ..... 232 | KMLB-AM ..... 234 | KMXO-AM ..... 221 | KNKT-FM ..... 72  | KODJ-FM ..... 35  |
| KKLH-FM ..... 146 | KKRZ-FM ..... 25  | KLBB-AM ..... 17  | KLLL-FM ..... 177 | KLTI-FM ..... 92  | KMBY-FM ..... 74  | KMLD-FM ..... 276 | KMXP-FM ..... 16  | KNLT-FM ..... 206 | KODM-FM ..... 174 |
| KKLI-FM ..... 94  | KKSA-AM ..... 259 | KLBJ-FM ..... 49  | KLLS-FM ..... 84  | KLTN-FM ..... 10  | KMBZ-AM ..... 30  | KMLE-FM ..... 16  | KMXR-FM ..... 129 | KNML-AM ..... 72  | KODS-FM ..... 128 |
| KKLL-AM ..... 227 | KKSB-FM ..... 185 | KLBJ-AM ..... 49  | KLLY-FM ..... 86  | KLTO-FM ..... 10  | KMCA-AM ..... 215 | KMMG-FM ..... 72  | KMXS-FM ..... 168 | KNND-AM ..... 143 | KODZ-FM ..... 143 |
| KKLO-AM ..... 30  | KKSF-FM ..... 4   | KLBN-FM ..... 65  | KLMM-FM ..... 165 | KLTT-AM ..... 23  | KMCK-FM ..... 155 | KMML-FM ..... 188 | KMXV-FM ..... 30  | KNNN-AM ..... 215 | KOEL-FM ..... 233 |
| KKLS-FM ..... 210 | KKSL-AM ..... 5   | KLBP-AM ..... 17  | KLMO-AM ..... 23  | KLTW-FM ..... 100 | KMCM-FM ..... 174 | KMMM-FM ..... 65  | KMYV-FM ..... 251 | KNOB-AM ..... 15  | KOEL-AM ..... 233 |
| KKLS-AM ..... 258 | KKSM-AM ..... 15  | KLBS-AM ..... 190 | KLMP-FM ..... 258 | KLTX-AM ..... 2   | KMDL-FM ..... 100 | KMMX-FM ..... 177 | KMXZ-FM ..... 61  | KNOE-FM ..... 234 | KOES-FM ..... 221 |
| KKLT-FM ..... 16  | KKSN-FM ..... 25  | KLCA-FM ..... 128 | KLMS-AM ..... 172 | KLTY-FM ..... 6   | KMDX-FM ..... 259 | KMND-AM ..... 174 | KMYC-AM ..... 29  | KNOE-AM ..... 234 | KOEZ-FM ..... 84  |
| KKLZ-FM ..... 40  | KKSN-AM ..... 25  | KLCI-FM ..... 17  | KLNA-FM ..... 29  | KLUC-FM ..... 40  | KMED-AM ..... 207 | KMNS-AM ..... 249 | KMYL-AM ..... 16  | KNOF-FM ..... 17  | KOFC-AM ..... 155 |
| KKMA-FM ..... 249 | KKSR-FM ..... 212 | KLCL-AM ..... 205 | KLNC-FM ..... 49  | KLUE-FM ..... 74  | KMEL-FM ..... 4   | KMOD-FM ..... 62  | KMYR-AM ..... 84  | KNOR-AM ..... 54  | KOFX-FM ..... 70  |
| KKMC-AM ..... 74  | KKSS-FM ..... 72  | KLCN-AM ..... 46  | KLNG-AM ..... 73  | KLUK-FM ..... 40  | KMEO-FM ..... 6   | KMON-FM ..... 273 | KMYX-FM ..... 86  | KNOX-FM ..... 263 | KOFY-AM ..... 140 |
| KKME-FM ..... 85  | KKST-FM ..... 203 | KLDC-AM ..... 23  | KLNO-FM ..... 6   | KLUN-FM ..... 165 | KMET-AM ..... 28  | KMON-AM ..... 273 | KMYX-AM ..... 86  | KNOX-AM ..... 263 | KOGM-FM ..... 100 |
| KKMG-FM ..... 94  | KKTK-AM ..... 193 | KLDE-FM ..... 10  | KLNT-AM ..... 202 | KLUP-AM ..... 32  | KMEZ-FM ..... 41  | KMOQ-FM ..... 227 | KMYZ-FM ..... 234 | KNRK-FM ..... 25  | KOGO-AM ..... 15  |
| KKMJ-FM ..... 49  | KKTL-FM ..... 10  | KLDI-AM ..... 272 | KLNV-FM ..... 15  | KLUR-FM ..... 242 | KMFC-FM ..... 243 | KMOX-AM ..... 19  | KMYZ-FM ..... 62  | KNRO-AM ..... 215 | KOGT-AM ..... 127 |
| KKMK-FM ..... 258 | KKTL-AM ..... 276 | KLDJ-FM ..... 219 | KLNZ-FM ..... 16  | KLUV-AM ..... 6   | KMFX-FM ..... 229 | KMPC-AM ..... 221 | KMYZ-FM ..... 62  | KNRQ-FM ..... 143 | KOHO-AM ..... 60  |
| KKMO-AM ..... 14  | KKTR-AM ..... 2   | KLDY-AM ..... 14  | KLO-AM ..... 35   | KLUV-FM ..... 6   | KMFX-AM ..... 229 | KMPH-FM ..... 65  | KMZK-AM ..... 245 | KNRQ-AM ..... 143 | KOHT-FM ..... 61  |
| KKMR-FM ..... 6   | KKTT-FM ..... 143 | KLDZ-FM ..... 207 | KLOB-FM ..... 153 | KLVB-AM ..... 207 | KMGA-FM ..... 72  | KMPS-FM ..... 14  | KMZQ-FM ..... 40  | KNRS-AM ..... 35  | KOIL-AM ..... 73  |
| KKMS-AM ..... 17  | KKTX-FM ..... 140 | KLEC-FM ..... 83  | KLOC-AM ..... 122 | KLVE-FM ..... 2   | KMGE-FM ..... 143 | KMQA-FM ..... 107 | KMZU-FM ..... 30  | KNRX-FM ..... 30  | KOIT-FM ..... 4   |
| KKMY-FM ..... 127 | KKUL-FM ..... 172 | KLEC-AM ..... 83  | KLOI-FM ..... 127 | KLVI-AM ..... 127 | KMGG-FM ..... 113 | KMRB-AM ..... 2   | KNBO-AM ..... 246 | KNRY-AM ..... 74  | KOIT-AM ..... 4   |
| KKNB-FM ..... 172 | KKUS-FM ..... 140 | KLEF-FM ..... 168 | KLOK-FM ..... 74  | KLVJ-FM ..... 15  | KMGJ-FM ..... 251 | KMRI-AM ..... 35  | KNBR-AM ..... 4   | KNSG-FM ..... 255 | KOKA-AM ..... 130 |
| KKND-FM ..... 41  | KKUU-FM ..... 153 | KLEM-AM ..... 249 | KLOK-AM ..... 27  | KLVL-AM ..... 10  | KMGL-FM ..... 54  | KMRJ-FM ..... 153 | KNBT-FM ..... 32  | KNSI-AM ..... 212 | KOKY-FM ..... 83  |









Table 5  
Station Calls to Market Rank

|                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |
|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| KSYR-FM ..... 130 | KTHU-FM ..... 191 | KTRF-AM ..... 263 | KJCD-FM ..... 60  | KVEN-AM ..... 108 | KWAB-AM ..... 23  | KWOL-FM ..... 65  | KXEZ-FM ..... 6   | KXTA-AM ..... 2   | KYMG-FM ..... 168 |
| KSYU-FM ..... 72  | KTHX-FM ..... 128 | KTRH-AM ..... 10  | KUDL-FM ..... 30  | KVET-FM ..... 49  | KWAC-AM ..... 86  | KWOM-AM ..... 17  | KXFG-FM ..... 28  | KXTE-FM ..... 40  | KYMX-FM ..... 29  |
| KSYV-FM ..... 195 | KTJK-AM ..... 124 | KTRR-FM ..... 132 | KUDY-AM ..... 91  | KVET-AM ..... 49  | KWAI-AM ..... 60  | KWOW-FM ..... 193 | KXFM-FM ..... 195 | KXTJ-FM ..... 10  | KYND-AM ..... 10  |
| KSYY-FM ..... 15  | KTIP-AM ..... 107 | KTRS-AM ..... 19  | KUFO-FM ..... 25  | KVGO-FM ..... 229 | KWAM-AM ..... 46  | KWPA-AM ..... 2   | KXFX-FM ..... 113 | KXTK-AM ..... 92  | KYNG-FM ..... 6   |
| KSZZ-AM ..... 28  | KTIS-FM ..... 17  | KTRS-FM ..... 276 | KUFX-FM ..... 27  | KVI-AM ..... 14   | KWAS-AM ..... 227 | KWQH-FM ..... 165 | KXGE-FM ..... 220 | KXTN-FM ..... 32  | KYNO-AM ..... 65  |
| KTAE-AM ..... 49  | KTIS-AM ..... 17  | KTRT-AM ..... 62  | KUGN-AM ..... 143 | KVIL-FM ..... 6   | KWAV-FM ..... 74  | KWRD-FM ..... 6   | KXGF-FM ..... 273 | KXTN-AM ..... 32  | KYOK-AM ..... 10  |
| KTAL-FM ..... 130 | KTJM-FM ..... 234 | KTRW-AM ..... 91  | KUHD-AM ..... 127 | KVIN-AM ..... 122 | KWAY-FM ..... 233 | KWRE-AM ..... 19  | KXHT-FM ..... 46  | KXTO-AM ..... 128 | KYOR-FM ..... 153 |
| KTAM-AM ..... 232 | KTJN-FM ..... 63  | KTRY-FM ..... 234 | KUHL-AM ..... 195 | KVIP-FM ..... 215 | KWAY-AM ..... 233 | KWRM-AM ..... 28  | KXIC-AM ..... 201 | KXTP-AM ..... 219 | KYOS-AM ..... 190 |
| KTAP-AM ..... 195 | KTJN-FM ..... 63  | KTSA-AM ..... 32  | KUIC-FM ..... 4   | KVIP-AM ..... 215 | KWBC-AM ..... 232 | KWRP-FM ..... 28  | KXJM-FM ..... 25  | KXTQ-FM ..... 177 | KYOT-FM ..... 16  |
| KTAR-AM ..... 16  | KTJK-AM ..... 35  | KTSL-FM ..... 91  | KUIK-AM ..... 25  | KVIV-AM ..... 70  | KWBY-AM ..... 25  | KWRW-FM ..... 140 | KXJO-FM ..... 4   | KXTQ-AM ..... 177 | KYPA-AM ..... 2   |
| KTBB-AM ..... 140 | KTKP-AM ..... 16  | KTSM-FM ..... 70  | KUJ-FM ..... 206  | KVJM-FM ..... 232 | KWDF-AM ..... 203 | KWSJ-FM ..... 84  | KXKC-FM ..... 100 | KXTR-FM ..... 30  | KYPT-FM ..... 14  |
| KTBK-AM ..... 6   | KTKR-AM ..... 32  | KTSM-AM ..... 70  | KULL-FM ..... 221 | KVJY-AM ..... 63  | KWEB-AM ..... 229 | KWSL-AM ..... 249 | KXKL-FM ..... 23  | KXTZ-FM ..... 165 | KYQQ-FM ..... 84  |
| KTBL-FM ..... 72  | KTKT-AM ..... 61  | KTSR-FM ..... 232 | KULW-FM ..... 211 | KVKI-FM ..... 130 | KWED-AM ..... 32  | KWSN-AM ..... 210 | KXKS-AM ..... 72  | KXUS-FM ..... 146 | KYSM-FM ..... 255 |
| KTBZ-FM ..... 10  | KTKY-FM ..... 129 | KTST-FM ..... 54  | KUMU-FM ..... 60  | KVLI-FM ..... 86  | KWEI-FM ..... 124 | KWSR-FM ..... 165 | KXKT-FM ..... 73  | KXXM-FM ..... 32  | KYSM-AM ..... 255 |
| KTCE-FM ..... 35  | KTZK-AM ..... 29  | KTTA-FM ..... 29  | KUMU-AM ..... 60  | KVLO-FM ..... 83  | KWEL-AM ..... 174 | KWTO-FM ..... 146 | KXKZ-FM ..... 234 | KXXO-FM ..... 14  | KYSR-FM ..... 2   |
| KTCK-AM ..... 6   | KTLD-AM ..... 203 | KTTS-FM ..... 146 | KUMX-FM ..... 41  | KVLY-FM ..... 63  | KWEN-FM ..... 62  | KWTO-AM ..... 146 | KXL-AM ..... 25   | KXXR-FM ..... 17  | KYST-AM ..... 10  |
| KTCL-FM ..... 23  | KTLI-FM ..... 84  | KTTS-AM ..... 146 | KUNA-FM ..... 153 | KVMI-FM ..... 211 | KWFM-FM ..... 61  | KWTX-FM ..... 193 | KXLI-AM ..... 91  | KXXT-AM ..... 185 | KYTC-FM ..... 270 |
| KTCM-FM ..... 84  | KTLK-AM ..... 23  | KTTX-FM ..... 232 | KUNO-AM ..... 129 | KVNI-AM ..... 91  | KWFR-FM ..... 259 | KWTX-AM ..... 193 | KXLM-FM ..... 108 | KXXY-FM ..... 54  | KYUL-FM ..... 149 |
| KTCO-FM ..... 219 | KTLL-FM ..... 242 | KTUB-AM ..... 242 | KUNX-AM ..... 108 | KVNR-AM ..... 2   | KWFS-FM ..... 242 | KWUN-AM ..... 35  | KXLP-FM ..... 255 | KXYZ-AM ..... 10  | KYW-AM ..... 5    |
| KTCR-AM ..... 206 | KTLU-AM ..... 140 | KTUC-AM ..... 61  | KUOA-AM ..... 155 | KVOC-AM ..... 276 | KWFS-AM ..... 242 | KWVE-FM ..... 2   | KXLQ-AM ..... 92  | KXZZ-AM ..... 205 | KYXE-AM ..... 194 |
| KTCS-FM ..... 171 | KTLV-AM ..... 54  | KTUX-FM ..... 130 | KUOL-AM ..... 49  | KVOD-AM ..... 23  | KWG-AM ..... 85   | KWWJ-AM ..... 10  | KXLT-FM ..... 124 | KYAK-AM ..... 194 | KYXY-FM ..... 15  |
| KTCS-AM ..... 171 | KTME-AM ..... 195 | KTUZ-FM ..... 54  | KUOM-AM ..... 17  | KVOI-AM ..... 61  | KWHK-FM ..... 91  | KWWK-FM ..... 229 | KXLY-FM ..... 91  | KYBA-FM ..... 229 | KYYA-FM ..... 245 |
| KTCT-AM ..... 4   | KTMM-AM ..... 251 | KTWB-FM ..... 210 | KUPD-FM ..... 16  | KVOL-FM ..... 100 | KWHL-FM ..... 168 | KWWR-FM ..... 243 | KXLY-AM ..... 91  | KYBB-FM ..... 210 | KYYI-FM ..... 242 |
| KTCX-FM ..... 127 | KTMS-AM ..... 185 | KTWK-AM ..... 94  | KUPL-FM ..... 25  | KVOL-AM ..... 100 | KWHN-AM ..... 171 | KWWV-FM ..... 165 | KXME-FM ..... 60  | KYBR-FM ..... 235 | KYYK-FM ..... 140 |
| KTCY-FM ..... 6   | KTMT-AM ..... 207 | KTWN-FM ..... 246 | KUPL-AM ..... 25  | KVOO-FM ..... 62  | KWIC-FM ..... 181 | KWXD-FM ..... 227 | KXMR-AM ..... 265 | KYCK-FM ..... 263 | KYYZ-FM ..... 30  |
| KTCZ-FM ..... 17  | KTMT-FM ..... 207 | KTWO-AM ..... 276 | KUPN-AM ..... 30  | KVOO-AM ..... 62  | KWIN-FM ..... 85  | KWXY-FM ..... 153 | KXMX-FM ..... 2   | KYCR-AM ..... 17  | KYYY-FM ..... 265 |
| KTDO-FM ..... 122 | KTNO-AM ..... 6   | KTWV-FM ..... 2   | KURB-FM ..... 83  | KVOR-AM ..... 94  | KWIP-AM ..... 25  | KWXY-AM ..... 153 | KXNT-AM ..... 40  | KYCW-AM ..... 14  | KYZS-AM ..... 140 |
| KTDY-FM ..... 100 | KTNQ-AM ..... 2   | KTWY-FM ..... 206 | KURL-AM ..... 245 | KVOX-FM ..... 211 | KWIZ-FM ..... 2   | KWYD-AM ..... 94  | KXOA-FM ..... 29  | KYCY-AM ..... 4   | KYZX-FM ..... 94  |
| KTEE-FM ..... 74  | KTNZ-AM ..... 188 | KTXC-FM ..... 174 | KURM-AM ..... 155 | KVOX-AM ..... 211 | KWJJ-FM ..... 25  | KWYY-FM ..... 276 | KXOJ-FM ..... 62  | KYCY-FM ..... 4   | KYZZ-FM ..... 259 |
| KTEG-FM ..... 72  | KTOB-AM ..... 113 | KTXQ-FM ..... 6   | KURR-FM ..... 35  | KVOZ-AM ..... 202 | KWJM-FM ..... 234 | KWYZ-AM ..... 14  | KXOK-AM ..... 19  | KYEA-FM ..... 234 | KZAP-FM ..... 191 |
| KTEK-AM ..... 10  | KTOD-AM ..... 255 | KTXR-FM ..... 146 | KURS-AM ..... 15  | KVPA-FM ..... 63  | KWJZ-FM ..... 14  | KXAC-FM ..... 255 | KXOL-AM ..... 35  | KYFO-FM ..... 35  | KZBB-FM ..... 171 |
| KTEM-AM ..... 149 | KTOF-AM ..... 201 | KTXX-AM ..... 74  | KURV-AM ..... 63  | KVRP-FM ..... 221 | KWKC-AM ..... 221 | KXAM-AM ..... 16  | KXOL-AM ..... 35  | KYFO-AM ..... 35  | KZBN-AM ..... 185 |
| KTEX-FM ..... 63  | KTOK-AM ..... 54  | KTXY-FM ..... 243 | KUST-FM ..... 10  | KVRP-AM ..... 221 | KWKH-AM ..... 130 | KXAR-FM ..... 246 | KXPA-AM ..... 14  | KYFX-FM ..... 83  | KZCD-FM ..... 257 |
| KTFA-FM ..... 127 | KTOM-FM ..... 74  | KTXZ-AM ..... 49  | KUSZ-FM ..... 219 | KVRW-FM ..... 257 | KWKW-AM ..... 2   | KXAR-AM ..... 246 | KXPK-FM ..... 23  | KYGL-FM ..... 246 | KZCO-FM ..... 191 |
| KTFC-FM ..... 249 | KTOM-AM ..... 74  | KTYD-FM ..... 185 | KUUL-FM ..... 133 | KVSF-AM ..... 235 | KWKY-AM ..... 92  | KXCA-AM ..... 257 | KXPL-AM ..... 70  | KYGO-FM ..... 23  | KZCY-FM ..... 272 |
| KTFJ-AM ..... 249 | KTON-AM ..... 149 | KTYL-FM ..... 140 | KUUU-FM ..... 35  | KVSP-AM ..... 54  | KWLO-AM ..... 233 | KXDD-FM ..... 194 | KXPS-AM ..... 153 | KYIS-FM ..... 54  | KZDC-AM ..... 32  |
| KTFM-FM ..... 32  | KTOP-AM ..... 181 | KTYM-AM ..... 2   | KUYL-AM ..... 85  | KVSR-FM ..... 65  | KWLR-FM ..... 83  | KXDG-FM ..... 227 | KXPT-FM ..... 40  | KYIX-FM ..... 191 | KZEE-AM ..... 6   |
| KTFN-AM ..... 190 | KTOQ-AM ..... 258 | KTZN-AM ..... 168 | KUYO-AM ..... 276 | KVST-FM ..... 10  | KWLW-AM ..... 35  | KXEB-AM ..... 6   | KXRB-AM ..... 210 | KYKN-AM ..... 25  | KZEL-FM ..... 143 |
| KTFS-AM ..... 246 | KTOY-FM ..... 246 | KTZR-AM ..... 61  | KUZZ-AM ..... 86  | KVTA-AM ..... 108 | KWMM-FM ..... 270 | KXEG-AM ..... 16  | KXRE-AM ..... 94  | KYKR-FM ..... 127 | KZEP-FM ..... 32  |
| KTFX-AM ..... 62  | KTOZ-FM ..... 146 | KTZZ-FM ..... 273 | KUZZ-FM ..... 86  | KVTO-AM ..... 4   | KWMO-AM ..... 19  | KXEL-AM ..... 233 | KXRK-FM ..... 35  | KYKX-FM ..... 140 | KZEF-FM ..... 140 |
| KTGE-AM ..... 74  | KTOZ-AM ..... 146 | KUAD-FM ..... 132 | KVAN-AM ..... 25  | KVUU-FM ..... 94  | KWNN-FM ..... 122 | KXEN-AM ..... 19  | KXRS-FM ..... 28  | KYKY-FM ..... 19  | KZFY-AM ..... 140 |
| KTGL-FM ..... 172 | KTPK-FM ..... 181 | KUBB-FM ..... 190 | KVBC-FM ..... 4   | KVVA-FM ..... 16  | KWNR-FM ..... 40  | KXEO-AM ..... 243 | KXRX-FM ..... 206 | KYKZ-FM ..... 205 | KZFM-FM ..... 129 |
| KTGR-AM ..... 243 | KTPZ-FM ..... 124 | KUBE-FM ..... 14  | KVBL-AM ..... 40  | KVVN-AM ..... 27  | KWNZ-FM ..... 128 | KXEQ-AM ..... 128 | KXSB-FM ..... 28  | KYLA-FM ..... 130 | KZFO-FM ..... 65  |
| KTHK-FM ..... 206 | KTRBAM ..... 122  | KUBL-FM ..... 35  | KVCU-AM ..... 23  | KVVS-AM ..... 132 | KWOD-FM ..... 29  | KXEW-AM ..... 61  | KXSS-AM ..... 212 | KYLD-FM ..... 4   | KZFX-FM ..... 73  |
| KTHO-AM ..... 29  | KTRC-AM ..... 235 | KUBR-AM ..... 63  | KVEC-AM ..... 165 | KVYY-FM ..... 108 | KWOF-AM ..... 233 | KXEX-AM ..... 65  | KXST-FM ..... 15  | KYLZ-FM ..... 72  | KZHR-FM ..... 206 |





Table 5  
Station Calls to Market Rank

|                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |
|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| KZHT-FM ..... 35  | KZSN-FM ..... 84  | WABX-FM ..... 152 | WAGH-FM ..... 169 | WAMD-AM ..... 20  | WARV-AM ..... 33  | WAXY-AM ..... 12  | WBBY-FM ..... 21  | WBIG-FM ..... 9   | WBNW-AM ..... 8   |
| KZIA-FM ..... 201 | KZSP-FM ..... 63  | WABY-AM ..... 59  | WAGI-FM ..... 58  | WAMG-AM ..... 8   | WARV-FM ..... 57  | WAXZ-FM ..... 26  | WBCA-AM ..... 88  | WBIG-AM ..... 3   | WBNZ-FM ..... 196 |
| KZII-FM ..... 177 | KZSR-FM ..... 249 | WACA-AM ..... 9   | WAGR-AM ..... 126 | WAMJ-FM ..... 11  | WARW-FM ..... 9   | WAYE-AM ..... 55  | WBCB-AM ..... 5   | WBIO-FM ..... 266 | WBOB-AM ..... 26  |
| KZIO-FM ..... 219 | KZST-FM ..... 113 | WACC-AM ..... 12  | WAHH-AM ..... 175 | WAML-AM ..... 208 | WARX-FM ..... 161 | WAYS-FM ..... 147 | WBCD-FM ..... 184 | WBIP-FM ..... 178 | WBOK-AM ..... 41  |
| KZIP-AM ..... 188 | KZTA-FM ..... 194 | WACE-AM ..... 80  | WAHI-AM ..... 69  | WAMM-FM ..... 260 | WASA-AM ..... 20  | WAYV-FM ..... 137 | WBCF-AM ..... 240 | WBIP-AM ..... 178 | WBOP-FM ..... 260 |
| KZIQ-FM ..... 86  | KZTB-FM ..... 194 | WACF-FM ..... 192 | WAHR-FM ..... 109 | WAMM-AM ..... 218 | WASB-AM ..... 52  | WAYY-AM ..... 231 | WBCI-FM ..... 160 | WBIS-AM ..... 20  | WBOQ-FM ..... 8   |
| KZIQ-AM ..... 86  | KZTR-FM ..... 232 | WACL-FM ..... 260 | WAHT-AM ..... 58  | WAMN-AM ..... 253 | WASC-AM ..... 58  | WAYZ-FM ..... 161 | WBCK-AM ..... 238 | WBIZ-FM ..... 231 | WBOS-FM ..... 8   |
| KZIZ-AM ..... 14  | KZTS-AM ..... 194 | WACM-AM ..... 80  | WAIB-FM ..... 159 | WAMO-FM ..... 22  | WASH-FM ..... 9   | WAZI-AM ..... 31  | WBCN-FM ..... 196 | WBIZ-AM ..... 231 | WBOT-FM ..... 8   |
| KZKL-FM ..... 72  | KZTU-AM ..... 143 | WACO-FM ..... 193 | WAIM-AM ..... 58  | WAMO-AM ..... 22  | WASK-FM ..... 236 | WAZL-AM ..... 64  | WBCN-FM ..... 8   | WBXJ-AM ..... 31  | WBOW-AM ..... 192 |
| KZKS-FM ..... 251 | KZUE-AM ..... 54  | WACR-FM ..... 247 | WAIT-AM ..... 3   | WAMR-FM ..... 12  | WASK-AM ..... 236 | WAZR-FM ..... 218 | WBCP-AM ..... 209 | WBKC-AM ..... 24  | WBOZ-FM ..... 43  |
| KZKX-FM ..... 172 | KZWA-FM ..... 205 | WACR-AM ..... 247 | WAJD-AM ..... 90  | WAMR-AM ..... 78  | WASN-AM ..... 97  | WAZS-AM ..... 87  | WBCR-AM ..... 69  | WBKH-AM ..... 208 | WBPM-FM ..... 157 |
| KZKZ-FM ..... 171 | KZXR-AM ..... 206 | WACT-AM ..... 216 | WAJF-AM ..... 109 | WAMT-AM ..... 95  | WASO-AM ..... 41  | WAZU-FM ..... 34  | WBCT-FM ..... 66  | WBKI-FM ..... 56  | WBPP-FM ..... 218 |
| KZLA-FM ..... 2   | KZXR-FM ..... 194 | WACV-AM ..... 142 | WAJI-FM ..... 101 | WAMV-AM ..... 105 | WASP-AM ..... 22  | WAZX-AM ..... 11  | WBCV-AM ..... 96  | WBKK-FM ..... 59  | WBPS-AM ..... 8   |
| KZLT-FM ..... 263 | KZZB-AM ..... 127 | WADB-AM ..... 47  | WAJL-AM ..... 39  | WAMX-FM ..... 144 | WATD-FM ..... 8   | WAZY-FM ..... 236 | WBDR-FM ..... 256 | WBKR-FM ..... 266 | WBQQ-FM ..... 160 |
| KZLZ-FM ..... 61  | KZZE-FM ..... 207 | WADC-AM ..... 224 | WAJR-AM ..... 187 | WAMY-AM ..... 178 | WATJ-AM ..... 24  | WAZY-AM ..... 236 | WBDX-FM ..... 104 | WBKS-FM ..... 38  | WBQW-FM ..... 160 |
| KZMG-FM ..... 124 | KZZF-FM ..... 128 | WADK-AM ..... 33  | WAJR-FM ..... 187 | WAMZ-FM ..... 53  | WATN-AM ..... 256 | WAZZ-AM ..... 126 | WBDY-AM ..... 253 | WBKV-AM ..... 31  | WBRB-FM ..... 187 |
| KZMP-FM ..... 6   | KZZI-FM ..... 258 | WADK-FM ..... 33  | WAJV-FM ..... 247 | WANG-FM ..... 81  | WATO-AM ..... 69  | WBAB-FM ..... 18  | WBEA-FM ..... 18  | WBLA-AM ..... 126 | WBRD-AM ..... 78  |
| KZMP-AM ..... 6   | KZZO-FM ..... 29  | WADM-AM ..... 101 | WAJY-FM ..... 114 | WANG-AM ..... 81  | WATQ-FM ..... 231 | WBAC-AM ..... 104 | WBEB-FM ..... 5   | WBLB-AM ..... 214 | WBRG-AM ..... 105 |
| KZMS-FM ..... 122 | KZZP-FM ..... 16  | WADO-AM ..... 1   | WAJZ-FM ..... 59  | WANJ-FM ..... 81  | WATR-AM ..... 180 | WBAE-AM ..... 160 | WBEE-FM ..... 52  | WBLC-AM ..... 69  | WBRI-AM ..... 38  |
| KZMT-AM ..... 4   | KZZQ-FM ..... 92  | WADR-AM ..... 151 | WAKB-FM ..... 114 | WANL-AM ..... 252 | WATS-AM ..... 166 | WBag-AM ..... 42  | WBEE-AM ..... 3   | WBLF-AM ..... 237 | WBRQ-FM ..... 13  |
| KZMZ-FM ..... 203 | KZZT-FM ..... 243 | WADS-AM ..... 112 | WAKE-AM ..... 3   | WANR-AM ..... 97  | WATV-AM ..... 55  | WBAL-AM ..... 20  | WBEJ-AM ..... 96  | WBLF-FM ..... 18  | WBRF-FM ..... 8   |
| KZNR-FM ..... 17  | KZZU-FM ..... 91  | WADU-FM ..... 41  | WAKM-AM ..... 43  | WANS-AM ..... 58  | WATX-AM ..... 264 | WBAM-FM ..... 142 | WBEN-AM ..... 45  | WBLK-FM ..... 45  | WBRU-FM ..... 33  |
| KZNT-FM ..... 17  | WAAA-AM ..... 42  | WADV-AM ..... 77  | WAKR-AM ..... 68  | WANT-FM ..... 43  | WAUG-AM ..... 48  | WBAP-AM ..... 6   | WBES-FM ..... 162 | WBLM-FM ..... 160 | WBRV-FM ..... 151 |
| KZNZ-FM ..... 17  | WAAF-FM ..... 8   | WAEB-FM ..... 67  | WAKS-FM ..... 24  | WAOA-FM ..... 95  | WAUK-AM ..... 31  | WBAR-AM ..... 98  | WBES-AM ..... 162 | WBLO-FM ..... 53  | WBRV-AM ..... 151 |
| KZOK-FM ..... 14  | WAAK-AM ..... 37  | WAEB-AM ..... 67  | WAKT-FM ..... 226 | WAOB-AM ..... 51  | WAUX-AM ..... 31  | WBAV-FM ..... 37  | WBET-AM ..... 8   | WBLR-AM ..... 89  | WBRW-FM ..... 214 |
| KZOL-FM ..... 4   | WAAL-FM ..... 166 | WAEC-AM ..... 11  | WAKU-FM ..... 159 | WAOK-AM ..... 11  | WAVA-FM ..... 9   | WBAX-AM ..... 64  | WBET-AM ..... 8   | WBLR-AM ..... 89  | WBRW-FM ..... 214 |
| KZON-FM ..... 16  | WAAM-AM ..... 145 | WAEG-FM ..... 114 | WAKV-AM ..... 176 | WAOL-FM ..... 26  | WAVD-AM ..... 109 | WBAZ-FM ..... 18  | WBFA-FM ..... 169 | WBLT-AM ..... 105 | WBSL-AM ..... 136 |
| KZOO-AM ..... 60  | WAAT-AM ..... 64  | WAEJ-FM ..... 114 | WAKW-FM ..... 26  | WAOR-FM ..... 163 | WAVF-FM ..... 87  | WBBB-FM ..... 48  | WBFB-FM ..... 268 | WBLX-FM ..... 88  | WBSM-AM ..... 164 |
| KZOZ-FM ..... 165 | WAAV-FM ..... 175 | WAEJ-FM ..... 114 | WAKX-FM ..... 33  | WAOS-AM ..... 11  | WAVG-AM ..... 53  | WBBB-FM ..... 48  | WBFB-FM ..... 268 | WBLX-FM ..... 88  | WBSM-AM ..... 164 |
| KZPK-FM ..... 212 | WAAV-AM ..... 175 | WAEJ-FM ..... 114 | WAKX-FM ..... 33  | WAOS-AM ..... 11  | WAVG-AM ..... 53  | WBBB-FM ..... 48  | WBFB-FM ..... 268 | WBLX-FM ..... 88  | WBSM-AM ..... 164 |
| KZPO-FM ..... 107 | WAAZ-FM ..... 204 | WAEV-FM ..... 154 | WALE-AM ..... 33  | WAPI-AM ..... 55  | WAVH-FM ..... 88  | WBBB-FM ..... 48  | WBFB-FM ..... 268 | WBLX-FM ..... 88  | WBSM-AM ..... 164 |
| KZPS-FM ..... 6   | WABA-AM ..... 13  | WAEY-AM ..... 253 | WALG-AM ..... 252 | WAPI-AM ..... 55  | WAVO-AM ..... 37  | WBBG-FM ..... 97  | WBGE-FM ..... 135 | WBMJ-AM ..... 147 | WBT-FM ..... 37   |
| KZPT-FM ..... 61  | WABB-FM ..... 88  | WAEZ-FM ..... 96  | WALJ-FM ..... 147 | WAPL-FM ..... 134 | WAVQ-FM ..... 90  | WBBI-FM ..... 166 | WBGF-FM ..... 50  | WBMQ-AM ..... 154 | WBT-AM ..... 37   |
| KZQZ-FM ..... 4   | WABB-AM ..... 88  | WAFB-AM ..... 88  | WALK-FM ..... 18  | WAPP-FM ..... 218 | WAVR-FM ..... 166 | WBBL-AM ..... 66  | WBGG-FM ..... 12  | WBMW-FM ..... 167 | WBT-AM ..... 37   |
| KZRA-AM ..... 155 | WABC-AM ..... 1   | WAFB-AM ..... 88  | WALK-AM ..... 18  | WAPZ-AM ..... 142 | WAVS-AM ..... 12  | WBBM-FM ..... 3   | WBGH-AM ..... 20  | WBMX-FM ..... 8   | WBTB-AM ..... 81  |
| KZRB-FM ..... 246 | WABF-AM ..... 88  | WAFB-AM ..... 88  | WALK-AM ..... 18  | WAQI-AM ..... 12  | WAVV-FM ..... 71  | WBBM-AM ..... 3   | WBGH-AM ..... 20  | WBMX-FM ..... 8   | WBTB-AM ..... 81  |
| KZRK-FM ..... 188 | WABH-AM ..... 199 | WAFN-AM ..... 12  | WALO-AM ..... 13  | WAQX-FM ..... 75  | WAVW-FM ..... 116 | WBBN-FM ..... 208 | WBHB-FM ..... 260 | WBNJ-FM ..... 137 | WBTG-FM ..... 240 |
| KZRK-AM ..... 188 | WABI-AM ..... 268 | WAFS-AM ..... 11  | WALR-FM ..... 11  | WAQY-FM ..... 80  | WAVZ-AM ..... 102 | WBBO-FM ..... 47  | WBHJ-FM ..... 55  | WBNL-FM ..... 152 | WBTG-AM ..... 240 |
| KZRQ-FM ..... 146 | WABJ-AM ..... 79  | WAFX-FM ..... 36  | WALR-AM ..... 11  | WARE-AM ..... 80  | WAXB-FM ..... 189 | WBBP-AM ..... 46  | WBHK-FM ..... 55  | WBNL-AM ..... 152 | WBTJ-FM ..... 97  |
| KZRR-FM ..... 72  | WABK-FM ..... 250 | WAFY-FM ..... 200 | WALT-AM ..... 274 | WARF-AM ..... 55  | WAXE-AM ..... 116 | WBBQ-FM ..... 114 | WBHP-AM ..... 109 | WBNM-AM ..... 147 | WBTO-AM ..... 192 |
| KZRR-AM ..... 234 | WABN-FM ..... 96  | WAFZ-AM ..... 71  | WALV-FM ..... 104 | WARK-AM ..... 161 | WAXI-FM ..... 192 | WBBQ-AM ..... 114 | WBHR-AM ..... 212 | WBNQ-FM ..... 230 | WBTR-FM ..... 11  |
| KZSA-FM ..... 29  | WABN-AM ..... 96  | WAGE-AM ..... 9   | WALY-FM ..... 244 | WARM-FM ..... 103 | WAXK-FM ..... 167 | WBBR-AM ..... 1   | WBHT-FM ..... 64  | WBNR-AM ..... 157 | WBTR-AM ..... 11  |
| KZSF-AM ..... 27  | WABQ-AM ..... 24  | WAGF-FM ..... 184 | WAMA-AM ..... 21  | WARM-AM ..... 64  | WAXQ-FM ..... 1   | WBBB-FM ..... 97  | WBHV-FM ..... 237 | WBNS-FM ..... 34  | WBTS-FM ..... 11  |
| KZSJ-AM ..... 27  | WABS-AM ..... 9   | WAGF-AM ..... 184 | WAMB-FM ..... 43  | WARO-FM ..... 71  | WAXS-FM ..... 269 | WBBT-FM ..... 57  | WBHX-FM ..... 47  | WBNS-AM ..... 34  | WBTT-FM ..... 56  |
| KZSL-FM ..... 74  | WABT-FM ..... 59  | WAGG-AM ..... 55  | WAMB-AM ..... 43  | WARQ-FM ..... 89  | WAXX-FM ..... 231 | WBBW-AM ..... 97  | WBHY-AM ..... 88  | WBNV-FM ..... 223 | WBTU-FM ..... 101 |



Table 5  
**Station Calls to Market Rank**

|                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |
|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| WBTX-AM ..... 260 | WBZO-FM ..... 18  | WCER-AM ..... 123 | WCLG-AM ..... 187 | WCRB-FM ..... 8   | WCYI-FM ..... 160 | WDEA-AM ..... 268 | WDMV-AM ..... 150 | WEAL-AM ..... 42  | WEIO-AM ..... 231 |
| WBTZ-FM ..... 225 | WBZQ-AM ..... 101 | WCEV-AM ..... 3   | WCLI-AM ..... 199 | WCRF-FM ..... 24  | WCYK-FM ..... 222 | WDEF-FM ..... 104 | WDMX-FM ..... 224 | WEAM-AM ..... 169 | WEJE-FM ..... 101 |
| WBUD-AM ..... 138 | WBZR-AM ..... 204 | WCFB-FM ..... 39  | WCLM-AM ..... 57  | WCRI-FM ..... 33  | WCYK-AM ..... 222 | WDEF-FM ..... 104 | WDNC-AM ..... 48  | WEAQ-AM ..... 231 | WEJL-AM ..... 64  |
| WBUF-FM ..... 45  | WBZS-AM ..... 9   | WCFI-AM ..... 90  | WCLR-FM ..... 56  | WCRL-AM ..... 55  | WCYY-FM ..... 160 | WDEK-FM ..... 3   | WDNY-FM ..... 52  | WEAS-FM ..... 154 | WEJM-FM ..... 5   |
| WBUG-FM ..... 59  | WBZT-AM ..... 50  | WCFJ-AM ..... 3   | WCLT-FM ..... 34  | WCRM-AM ..... 71  | WCZI-FM ..... 81  | WDEL-AM ..... 76  | WDNY-AM ..... 52  | WEAT-FM ..... 50  | WEJT-FM ..... 254 |
| WBUG-AM ..... 59  | WBZX-FM ..... 34  | WCFL-FM ..... 3   | WCLT-AM ..... 34  | WCRN-AM ..... 110 | WCZR-FM ..... 116 | WDEN-FM ..... 147 | WDOD-FM ..... 104 | WEAV-AM ..... 225 | WEJZ-FM ..... 51  |
| WBUK-FM ..... 228 | WBZZ-FM ..... 22  | WCFW-FM ..... 231 | WCLV-FM ..... 24  | WCRO-AM ..... 170 | WCZT-FM ..... 137 | WDEN-AM ..... 147 | WDOH-FM ..... 104 | WEBB-FM ..... 250 | WEKL-FM ..... 114 |
| WBUL-FM ..... 106 | WCAA-FM ..... 1   | WCGB-AM ..... 13  | WCLY-AM ..... 48  | WCRV-AM ..... 46  | WCZX-FM ..... 157 | WDEO-AM ..... 145 | WDOH-FM ..... 228 | WEBC-AM ..... 219 | WEKO-AM ..... 13  |
| WBUR-AM ..... 182 | WCAC-FM ..... 82  | WCGC-AM ..... 37  | WCLZ-FM ..... 160 | WCRY-AM ..... 48  | WCZZ-FM ..... 34  | WDER-AM ..... 186 | WDOK-FM ..... 24  | WEBE-FM ..... 112 | WEKY-AM ..... 106 |
| WBUS-FM ..... 237 | WCAD-FM ..... 13  | WCGL-AM ..... 51  | WCMA-FM ..... 13  | WCRZ-FM ..... 119 | WDAB-AM ..... 58  | WDEV-FM ..... 225 | WDOV-AM ..... 76  | WEBG-AM ..... 170 | WEKZ-FM ..... 120 |
| WBUT-AM ..... 22  | WCAO-AM ..... 20  | WCGO-AM ..... 3   | WCMC-AM ..... 137 | WCSJ-AM ..... 3   | WDAC-FM ..... 111 | WDEX-AM ..... 37  | WDPC-AM ..... 11  | WEBN-FM ..... 26  | WEKZ-AM ..... 120 |
| WBUZ-FM ..... 79  | WCAP-AM ..... 8   | WCGQ-FM ..... 169 | WCME-FM ..... 250 | WCSL-AM ..... 37  | WDAE-AM ..... 21  | WDEZ-FM ..... 158 | WDPN-AM ..... 123 | WEBO-AM ..... 166 | WELA-FM ..... 22  |
| WBVB-FM ..... 144 | WCAR-AM ..... 7   | WCGR-AM ..... 52  | WCMF-FM ..... 52  | WCSM-FM ..... 228 | WDAF-AM ..... 30  | WDFN-AM ..... 7   | WDRC-FM ..... 44  | WEBX-FM ..... 209 | WELB-AM ..... 184 |
| WBVD-FM ..... 95  | WCAW-AM ..... 162 | WCGW-AM ..... 106 | WCMF-AM ..... 52  | WCSN-FM ..... 88  | WDAI-FM ..... 173 | WDGG-FM ..... 144 | WDRC-AM ..... 44  | WEBY-AM ..... 121 | WELE-AM ..... 93  |
| WBVI-FM ..... 79  | WCBA-FM ..... 199 | WCHA-AM ..... 161 | WCMG-FM ..... 198 | WCSS-AM ..... 59  | WDAK-AM ..... 169 | WDGL-FM ..... 82  | WDRE-FM ..... 18  | WEBZ-FM ..... 226 | WELI-AM ..... 102 |
| WBVN-FM ..... 213 | WCBA-AM ..... 199 | WCHA-FM ..... 161 | WCMI-AM ..... 144 | WCSX-FM ..... 7   | WDAO-AM ..... 56  | WDGY-AM ..... 17  | WDRM-FM ..... 109 | WECB-FM ..... 134 | WELM-AM ..... 199 |
| WBVP-AM ..... 22  | WCBG-AM ..... 161 | WCHB-AM ..... 7   | WCMN-AM ..... 13  | WCTA-FM ..... 13  | WDAQ-FM ..... 189 | WDHA-AM ..... 99  | WDRQ-FM ..... 7   | WECK-AM ..... 45  | WELO-AM ..... 178 |
| WBVS-FM ..... 3   | WCBH-FM ..... 192 | WCHE-AM ..... 5   | WCMN-FM ..... 13  | WCTB-FM ..... 250 | WDAR-FM ..... 198 | WDIA-AM ..... 46  | WDRR-FM ..... 71  | WECL-FM ..... 231 | WELP-AM ..... 58  |
| WBWI-FM ..... 31  | WCBK-FM ..... 38  | WCHK-AM ..... 11  | WCMQ-FM ..... 12  | WCTC-AM ..... 1   | WDAS-FM ..... 5   | WDIN-AM ..... 13  | WDSC-AM ..... 198 | WECM-AM ..... 121 | WELS-FM ..... 81  |
| WBWL-AM ..... 51  | WCBM-AM ..... 20  | WCHL-AM ..... 48  | WCMR-FM ..... 178 | WCTD-FM ..... 64  | WDAS-AM ..... 5   | WDIS-AM ..... 8   | WDSF-FM ..... 76  | WEDG-FM ..... 45  | WELS-AM ..... 81  |
| WBWN-FM ..... 230 | WCBR-AM ..... 106 | WCHR-AM ..... 138 | WCMS-FM ..... 36  | WCTG-AM ..... 89  | WDAY-FM ..... 211 | WDIZ-AM ..... 226 | WDSL-AM ..... 42  | WEDJ-FM ..... 38  | WELV-AM ..... 141 |
| WBWZ-FM ..... 157 | WCBS-FM ..... 1   | WCHS-AM ..... 162 | WCMS-AM ..... 36  | WCTJ-FM ..... 157 | WDAY-AM ..... 211 | WDJA-AM ..... 50  | WDSM-AM ..... 219 | WEDO-AM ..... 22  | WELW-AM ..... 24  |
| WBXE-FM ..... 264 | WCBS-AM ..... 1   | WCHV-AM ..... 222 | WCNA-FM ..... 178 | WCTK-FM ..... 33  | WDBE-AM ..... 50  | WDJC-FM ..... 55  | WDST-FM ..... 157 | WEDR-FM ..... 12  | WELX-AM ..... 51  |
| WBXQ-FM ..... 244 | WCBW-AM ..... 19  | WCHZ-FM ..... 114 | WCND-AM ..... 53  | WCTL-FM ..... 156 | WDBF-AM ..... 50  | WDJL-AM ..... 109 | WDSY-FM ..... 22  | WEEF-AM ..... 3   | WEMB-AM ..... 96  |
| WBXR-AM ..... 109 | WCBY-AM ..... 196 | WCIB-FM ..... 182 | WCNN-AM ..... 11  | WCTM-AM ..... 56  | WDBL-FM ..... 43  | WDJR-FM ..... 184 | WDTF-AM ..... 48  | WEEG-FM ..... 125 | WEMG-FM ..... 5   |
| WBXW-FM ..... 214 | WCBZ-FM ..... 81  | WCIF-FM ..... 95  | WCNR-AM ..... 64  | WCTN-AM ..... 9   | WDBL-AM ..... 43  | WDJX-FM ..... 53  | WDTJ-FM ..... 7   | WEEI-AM ..... 8   | WEMG-AM ..... 5   |
| WBXX-FM ..... 238 | WCCA-FM ..... 175 | WCIK-FM ..... 199 | WCNW-AM ..... 26  | WCTO-FM ..... 67  | WDBO-AM ..... 39  | WDJY-FM ..... 90  | WDUF-AM ..... 96  | WEEL-FM ..... 223 | WEMM-FM ..... 144 |
| WBXY-FM ..... 90  | WCCC-FM ..... 44  | WCIL-FM ..... 213 | WCOA-FM ..... 121 | WCTP-FM ..... 64  | WDBQ-AM ..... 220 | WDJZ-AM ..... 112 | WDUR-AM ..... 48  | WEEQ-FM ..... 161 | WEMP-AM ..... 31  |
| WBZA-FM ..... 268 | WCCC-AM ..... 44  | WCIL-AM ..... 213 | WCOA-FM ..... 182 | WCTQ-FM ..... 78  | WDBQ-FM ..... 220 | WDKN-AM ..... 43  | WDUV-FM ..... 21  | WEEU-AM ..... 131 | WEMR-FM ..... 64  |
| WBYB-FM ..... 196 | WCCD-AM ..... 24  | WCIN-AM ..... 26  | WCOG-AM ..... 42  | WCTS-AM ..... 17  | WDBR-FM ..... 197 | WDKR-FM ..... 254 | WDUZ-AM ..... 183 | WEEV-AM ..... 67  | WEMR-AM ..... 64  |
| WBYC-FM ..... 196 | WCCF-AM ..... 71  | WCIR-FM ..... 269 | WCOH-AM ..... 11  | WCTY-FM ..... 167 | WDBT-FM ..... 118 | WDKS-FM ..... 152 | WDVE-FM ..... 22  | WEEZ-AM ..... 208 | WEMX-FM ..... 82  |
| WBYM-AM ..... 36  | WCCG-FM ..... 126 | WCIZ-FM ..... 256 | WCOJ-AM ..... 5   | WCUE-AM ..... 68  | WDCD-FM ..... 59  | WDKX-FM ..... 52  | WDWD-AM ..... 11  | WEEZ-AM ..... 208 | WENX-FM ..... 82  |
| WBYN-FM ..... 131 | WCCJ-FM ..... 37  | WCKC-FM ..... 196 | WCOL-FM ..... 34  | WCUM-AM ..... 112 | WDCF-AM ..... 21  | WDLB-AM ..... 158 | WDWG-FM ..... 88  | WEFG-FM ..... 217 | WENA-AM ..... 13  |
| WBYR-FM ..... 101 | WCCL-FM ..... 71  | WCKG-FM ..... 3   | WCOM-FM ..... 13  | WCUZ-FM ..... 66  | WDCG-FM ..... 48  | WDLA-AM ..... 141 | WDWS-AM ..... 209 | WEFX-FM ..... 139 | WEND-FM ..... 37  |
| WBYT-FM ..... 163 | WCCN-FM ..... 231 | WCKI-AM ..... 58  | WCOO-FM ..... 87  | WCVC-AM ..... 159 | WDCI-FM ..... 187 | WDLM-AM ..... 133 | WDXB-FM ..... 55  | WEGC-FM ..... 252 | WENE-AM ..... 166 |
| WBYU-AM ..... 41  | WCCO-AM ..... 17  | WCKM-FM ..... 59  | WCOP-AM ..... 147 | WCVG-AM ..... 26  | WDCI-AM ..... 9   | WDLP-AM ..... 226 | WDXI-AM ..... 267 | WEGE-FM ..... 34  | WENG-AM ..... 78  |
| WBYY-FM ..... 117 | WCCP-FM ..... 58  | WCKO-AM ..... 36  | WCOR-AM ..... 43  | WCVI-AM ..... 22  | WDCW-AM ..... 75  | WDLR-AM ..... 34  | WDYL-FM ..... 57  | WEGK-FM ..... 103 | WENN-FM ..... 55  |
| WBZ-AM ..... 8    | WCCQ-FM ..... 3   | WCKR-FM ..... 199 | WCOS-FM ..... 89  | WCVS-FM ..... 197 | WDCX-FM ..... 45  | WDLR-AM ..... 34  | WDZ-AM ..... 254  | WEGM-AM ..... 33  | WENO-AM ..... 43  |
| WBZA-AM ..... 59  | WCCW-FM ..... 196 | WCKT-FM ..... 71  | WCOS-AM ..... 89  | WCVT-FM ..... 225 | WDCY-AM ..... 11  | WDLT-FM ..... 88  | WDZK-FM ..... 175 | WEGM-FM ..... 13  | WENS-FM ..... 38  |
| WBZB-AM ..... 48  | WCCW-AM ..... 196 | WCKW-FM ..... 41  | WCOZ-AM ..... 162 | WCVU-FM ..... 71  | WDCZ-FM ..... 52  | WDLT-AM ..... 88  | WDZK-AM ..... 44  | WEGO-AM ..... 37  | WENY-FM ..... 199 |
| WBZD-FM ..... 248 | WCDA-FM ..... 106 | WCKW-AM ..... 41  | WCPA-AM ..... 178 | WCVU-AM ..... 79  | WDD-FM ..... 213  | WDLW-AM ..... 24  | WDZQ-FM ..... 254 | WEGR-FM ..... 46  | WENY-AM ..... 199 |
| WBZE-FM ..... 159 | WCDW-FM ..... 166 | WCKX-FM ..... 34  | WCPK-AM ..... 36  | WCXA-AM ..... 119 | WDDA-AM ..... 213 | WDLX-AM ..... 81  | WDZY-AM ..... 57  | WEGW-FM ..... 223 | WENZ-FM ..... 24  |
| WBZF-FM ..... 198 | WCDX-FM ..... 57  | WCKY-AM ..... 26  | WCPR-FM ..... 136 | WCXJ-AM ..... 22  | WDDO-AM ..... 147 | WDLY-FM ..... 69  | WDZZ-FM ..... 119 | WEGX-FM ..... 198 | WEOA-AM ..... 152 |
| WBZI-AM ..... 56  | WCEN-FM ..... 125 | WCKZ-FM ..... 101 | WCPT-FM ..... 59  | WCXR-FM ..... 248 | WDDV-FM ..... 21  | WDMK-FM ..... 7   | WEAC-AM ..... 58  | WEHH-AM ..... 199 | WEOK-AM ..... 157 |
| WBZN-FM ..... 268 | WCEN-AM ..... 125 | WCLG-FM ..... 187 | WCPV-FM ..... 225 | WCXT-FM ..... 217 | WDDZ-AM ..... 3   | WDMN-AM ..... 79  | WEAE-AM ..... 22  | WEHM-FM ..... 18  | WEOL-AM ..... 24  |





Table 5  
Station Calls to Market Rank

|                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |
|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| WEQX-FM ..... 59  | WFAN-AM ..... 1   | WFKX-FM ..... 267 | WFRB-AM ..... 170 | WGAY-AM ..... 9   | WGIG-AM ..... 275 | WGOR-FM ..... 114 | WGVL-AM ..... 58  | WHHH-FM ..... 38  | WHOL-AM ..... 67  |
| WERC-AM ..... 55  | WFAS-FM ..... 1   | WFLA-AM ..... 21  | WFRE-FM ..... 200 | WGBB-AM ..... 18  | WGIN-AM ..... 117 | WGOS-AM ..... 42  | WGVS-FM ..... 217 | WHHK-FM ..... 133 | WHOM-FM ..... 160 |
| WERE-AM ..... 24  | WFAS-AM ..... 1   | WFLB-FM ..... 126 | WFRF-AM ..... 159 | WGBD-FM ..... 236 | WGIP-AM ..... 117 | WGOW-FM ..... 104 | WGVS-AM ..... 217 | WHHM-FM ..... 267 | WHOO-AM ..... 39  |
| WERO-FM ..... 81  | WFAT-FM ..... 176 | WFLC-FM ..... 12  | WFRG-FM ..... 151 | WGBF-FM ..... 152 | WGIR-FM ..... 186 | WGOW-AM ..... 104 | WGVU-AM ..... 66  | WHHO-AM ..... 199 | WHOS-AM ..... 109 |
| WERQ-FM ..... 20  | WFAU-AM ..... 250 | WFLI-AM ..... 104 | WFRN-FM ..... 163 | WGBF-AM ..... 152 | WGIR-AM ..... 186 | WGPA-AM ..... 67  | WGY-AM ..... 59   | WHHQ-AM ..... 96  | WHOT-FM ..... 97  |
| WERR-FM ..... 13  | WFAV-AM ..... 204 | WFLK-FM ..... 52  | WFRN-AM ..... 163 | WGBG-FM ..... 150 | WGIV-AM ..... 37  | WGPC-AM ..... 252 | WGYL-FM ..... 116 | WHHY-FM ..... 142 | WHQY-AM ..... 13  |
| WERZ-FM ..... 117 | WFAX-AM ..... 9   | WFLM-FM ..... 116 | WFRX-AM ..... 213 | WGBI-AM ..... 64  | WGKA-AM ..... 11  | WGPL-AM ..... 36  | WGYM-AM ..... 137 | WHIM-AM ..... 39  | WHP-AM ..... 77   |
| WESC-FM ..... 58  | WFBC-FM ..... 58  | WFLS-FM ..... 9   | WFRY-FM ..... 256 | WGBM-FM ..... 183 | WGKC-FM ..... 209 | WGPM-FM ..... 81  | WGZB-FM ..... 53  | WHIN-AM ..... 43  | WHPA-FM ..... 170 |
| WESC-AM ..... 58  | WFBE-FM ..... 119 | WFLT-AM ..... 119 | WFSF-FM ..... 198 | WGBN-AM ..... 22  | WGKS-FM ..... 106 | WGPR-FM ..... 7   | WGZO-FM ..... 154 | WHIO-AM ..... 56  | WHPB-AM ..... 58  |
| WESE-FM ..... 178 | WFBG-AM ..... 244 | WFLY-FM ..... 59  | WFSH-AM ..... 204 | WGBR-AM ..... 48  | WGKX-FM ..... 46  | WGQR-FM ..... 126 | WGZS-AM ..... 184 | WHIS-AM ..... 253 | WHPE-FM ..... 42  |
| WESL-AM ..... 19  | WFBM-AM ..... 75  | WFLZ-FM ..... 21  | WFSI-FM ..... 20  | WGCH-AM ..... 139 | WGL-AM ..... 101  | WGR-AM ..... 45   | WHAG-AM ..... 161 | WHIT-AM ..... 120 | WHPT-FM ..... 21  |
| WESP-FM ..... 184 | WFBQ-FM ..... 38  | WFMB-AM ..... 197 | WFSJ-FM ..... 51  | WGCI-FM ..... 3   | WGLB-FM ..... 31  | WGRD-FM ..... 66  | WHAJ-FM ..... 253 | WHJ-AM ..... 33   | WHPY-AM ..... 48  |
| WEST-AM ..... 67  | WFBY-FM ..... 187 | WFMB-AM ..... 197 | WFSY-FM ..... 226 | WGCI-AM ..... 3   | WGLB-AM ..... 31  | WGRF-FM ..... 45  | WHAM-AM ..... 52  | WHJM-AM ..... 69  | WHPZ-FM ..... 163 |
| WESX-AM ..... 8   | WFCA-FM ..... 247 | WFMD-AM ..... 200 | WFTA-FM ..... 178 | WGCM-FM ..... 136 | WGLD-FM ..... 38  | WGRL-FM ..... 38  | WHAN-AM ..... 57  | WHJT-FM ..... 118 | WHQO-FM ..... 250 |
| WETB-AM ..... 96  | WFCC-FM ..... 182 | WFME-FM ..... 1   | WFTD-AM ..... 11  | WGCM-AM ..... 136 | WGLF-FM ..... 159 | WGRR-FM ..... 26  | WHAP-AM ..... 57  | WHJY-FM ..... 33  | WHQT-FM ..... 12  |
| WETC-AM ..... 48  | WFCE-FM ..... 56  | WFME-FM ..... 82  | WFTH-AM ..... 57  | WGCO-FM ..... 154 | WGLL-AM ..... 101 | WGRT-FM ..... 7   | WHAR-AM ..... 187 | WHK-AM ..... 24   | WHQX-FM ..... 253 |
| WETT-AM ..... 150 | WFCM-AM ..... 43  | WFMK-FM ..... 115 | WFTK-AM ..... 48  | WGCQ-FM ..... 71  | WGLM-FM ..... 236 | WGRV-FM ..... 7   | WHAS-AM ..... 53  | WHK-FM ..... 24   | WHRB-FM ..... 8   |
| WEUP-FM ..... 109 | WFCV-AM ..... 101 | WFMM-FM ..... 208 | WFTL-AM ..... 12  | WGCV-AM ..... 57  | WGLO-FM ..... 135 | WGSF-AM ..... 46  | WHAT-AM ..... 5   | WHKK-FM ..... 33  | WHRC-AM ..... 33  |
| WEUP-AM ..... 109 | WFDF-AM ..... 119 | WFMN-FM ..... 118 | WFTN-AM ..... 186 | WGEA-AM ..... 184 | WGLR-FM ..... 220 | WGSN-AM ..... 18  | WHAZ-AM ..... 59  | WHKO-FM ..... 56  | WHRD-AM ..... 144 |
| WEVD-AM ..... 1   | WFEA-AM ..... 186 | WFMO-AM ..... 126 | WFTO-AM ..... 178 | WGEN-AM ..... 183 | WGLR-AM ..... 220 | WGSN-AM ..... 173 | WHB-AM ..... 30   | WHKR-FM ..... 95  | WHRK-FM ..... 46  |
| WEVR-FM ..... 17  | WFFM-FM ..... 252 | WFMR-FM ..... 31  | WFTR-FM ..... 218 | WGEN-AM ..... 133 | WGLU-FM ..... 170 | WGSO-AM ..... 41  | WHBC-FM ..... 123 | WHKT-AM ..... 36  | WHRL-FM ..... 59  |
| WEVR-AM ..... 17  | WFFN-FM ..... 55  | WFMS-FM ..... 38  | WFTR-AM ..... 218 | WGER-FM ..... 125 | WGLX-FM ..... 158 | WGSP-AM ..... 37  | WHBC-AM ..... 123 | WHKX-FM ..... 253 | WHSC-AM ..... 198 |
| WEW-AM ..... 19   | WFFX-AM ..... 274 | WFMT-FM ..... 3   | WFTW-AM ..... 204 | WGET-AM ..... 103 | WGMD-FM ..... 150 | WGSQ-FM ..... 264 | WHBG-AM ..... 260 | WHLD-AM ..... 45  | WHSL-FM ..... 42  |
| WEWO-AM ..... 126 | WFGF-FM ..... 228 | WFMV-FM ..... 89  | WFUN-FM ..... 19  | WGEZ-AM ..... 120 | WGMF-AM ..... 199 | WGSR-AM ..... 51  | WHBK-AM ..... 179 | WHLG-FM ..... 116 | WHSR-AM ..... 12  |
| WEXI-FM ..... 101 | WFGI-FM ..... 237 | WFNC-AM ..... 126 | WFUR-FM ..... 66  | WGFC-AM ..... 214 | WGMM-FM ..... 199 | WGSS-FM ..... 198 | WHBQ-AM ..... 46  | WHLI-AM ..... 18  | WHTA-FM ..... 11  |
| WEXL-AM ..... 7   | WFGO-FM ..... 156 | WFNC-FM ..... 126 | WFUR-AM ..... 66  | WGFM-FM ..... 196 | WGMN-AM ..... 105 | WGST-FM ..... 11  | WHBR-FM ..... 224 | WHLM-FM ..... 64  | WHTB-AM ..... 164 |
| WEXS-AM ..... 13  | WFGR-FM ..... 66  | WFNN-AM ..... 156 | WFVI-FM ..... 101 | WGFN-FM ..... 196 | WGMR-FM ..... 237 | WGST-AM ..... 11  | WHBT-AM ..... 159 | WHLO-AM ..... 68  | WHTC-AM ..... 66  |
| WEXT-FM ..... 31  | WFGW-AM ..... 179 | WFNO-AM ..... 41  | WFXA-FM ..... 114 | WGFP-AM ..... 110 | WGMS-FM ..... 9   | WGSY-FM ..... 169 | WHBX-FM ..... 159 | WHLQ-FM ..... 48  | WHTF-FM ..... 159 |
| WEXY-AM ..... 12  | WFGY-FM ..... 244 | WFNR-FM ..... 214 | WFXC-FM ..... 48  | WGFS-AM ..... 11  | WGN-AM ..... 3    | WGTC-FM ..... 163 | WHBY-AM ..... 134 | WHLS-AM ..... 7   | WHTG-FM ..... 47  |
| WEYE-FM ..... 96  | WFHK-AM ..... 55  | WFNR-AM ..... 214 | WFXE-FM ..... 169 | WGFT-AM ..... 97  | WGNA-FM ..... 59  | WGTH-FM ..... 253 | WHBZ-FM ..... 87  | WHLY-AM ..... 163 | WHTG-AM ..... 47  |
| WEYZ-AM ..... 156 | WFHN-FM ..... 164 | WFNT-AM ..... 119 | WFXF-FM ..... 135 | WGFX-FM ..... 43  | WGNA-AM ..... 59  | WGTH-AM ..... 253 | WHCD-FM ..... 262 | WHLZ-FM ..... 198 | WHTH-AM ..... 34  |
| WEZB-FM ..... 41  | WFHR-AM ..... 158 | WFNW-AM ..... 180 | WFXH-FM ..... 154 | WGFY-AM ..... 37  | WGNC-AM ..... 37  | WGTH-AM ..... 173 | WHCK-FM ..... 33  | WHME-FM ..... 163 | WHTK-AM ..... 52  |
| WEZE-AM ..... 8   | WFIA-AM ..... 53  | WFNX-FM ..... 8   | WFXK-FM ..... 48  | WGGG-AM ..... 90  | WGNE-FM ..... 93  | WGTH-AM ..... 173 | WHCN-FM ..... 44  | WHMH-FM ..... 212 | WHTQ-FM ..... 39  |
| WEZF-FM ..... 225 | WFID-FM ..... 13  | WFNZ-AM ..... 37  | WFXM-FM ..... 147 | WGGH-AM ..... 213 | WGNG-FM ..... 118 | WGTR-FM ..... 173 | WHCU-AM ..... 262 | WHMI-FM ..... 7   | WHTS-FM ..... 133 |
| WEZL-FM ..... 87  | WFIF-AM ..... 112 | WFOB-AM ..... 79  | WFXN-FM ..... 144 | WGGI-FM ..... 64  | WGNI-FM ..... 175 | WGTT-AM ..... 55  | WHCY-FM ..... 239 | WHMP-FM ..... 80  | WHTT-FM ..... 45  |
| WEZN-FM ..... 112 | WFII-AM ..... 34  | WFOG-AM ..... 18  | WFXW-AM ..... 3   | WGGM-AM ..... 57  | WGNN-FM ..... 209 | WGTY-FM ..... 103 | WHEB-FM ..... 117 | WHMP-AM ..... 80  | WHTZ-FM ..... 1   |
| WEZO-AM ..... 52  | WFIL-AM ..... 5   | WFOM-AM ..... 11  | WFYR-FM ..... 135 | WGGY-FM ..... 64  | WGNR-FM ..... 38  | WGTY-FM ..... 56  | WHEN-AM ..... 75  | WHMS-FM ..... 209 | WHUB-AM ..... 264 |
| WEZQ-FM ..... 268 | WFIN-AM ..... 79  | WFOR-AM ..... 208 | WFYV-FM ..... 51  | WGH-FM ..... 36   | WGNS-AM ..... 43  | WGU-FM ..... 71   | WHEP-AM ..... 88  | WHMX-FM ..... 268 | WHUD-FM ..... 1   |
| WEZU-AM ..... 17  | WFIS-AM ..... 105 | WFOY-AM ..... 11  | WGAB-AM ..... 152 | WGH-AM ..... 36   | WGNS-AM ..... 43  | WGUL-AM ..... 21  | WHER-AM ..... 208 | WHNN-FM ..... 125 | WHUR-FM ..... 9   |
| WEZV-AM ..... 250 | WFIS-AM ..... 58  | WFOY-AM ..... 51  | WGAC-AM ..... 114 | WGHB-AM ..... 81  | WGNV-AM ..... 141 | WGUL-AM ..... 21  | WHEW-AM ..... 43  | WHNR-AM ..... 98  | WHV-AM ..... 37   |
| WEZW-AM ..... 64  | WFIV-AM ..... 39  | WFPB-AM ..... 182 | WGAN-AM ..... 160 | WGHN-FM ..... 66  | WGNV-AM ..... 141 | WGUN-AM ..... 11  | WHFM-FM ..... 18  | WHNZ-AM ..... 21  | WHVR-AM ..... 103 |
| WEZY-FM ..... 31  | WFIX-FM ..... 240 | WFPG-FM ..... 137 | WGAP-AM ..... 69  | WGHN-AM ..... 66  | WGNZ-AM ..... 56  | WGUS-AM ..... 114 | WHFS-FM ..... 9   | WHO-AM ..... 92   | WHVW-AM ..... 157 |
| WFAF-FM ..... 1   | WFJO-FM ..... 21  | WFPG-AM ..... 137 | WGAR-FM ..... 24  | WGHQ-AM ..... 157 | WGOC-AM ..... 96  | WGUY-FM ..... 268 | WHFX-FM ..... 275 | WHOB-FM ..... 8   | WHWH-AM ..... 138 |
| WFAI-AM ..... 126 | WFJY-AM ..... 170 | WFQX-FM ..... 218 | WGAS-AM ..... 37  | WGHT-AM ..... 1   | WGOH-AM ..... 144 | WGVA-AM ..... 52  | WHGM-AM ..... 154 | WHOG-FM ..... 93  | WHWK-FM ..... 166 |
| WFAM-AM ..... 114 | WFKS-FM ..... 93  | WFRB-FM ..... 170 | WGAT-AM ..... 96  | WGIC-FM ..... 264 | WGOK-AM ..... 88  | WGVC-FM ..... 89  | WHGT-AM ..... 161 | WHOK-FM ..... 34  | WHXT-FM ..... 89  |





Table 5  
Station Calls to Market Rank

|                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |
|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| WHYI-FM ..... 12  | WILC-AM ..... 9   | WIOV-AM ..... 131 | WJBC-AM ..... 230 | WJJO-FM ..... 120 | WJOI-AM ..... 36  | WJXR-FM ..... 51  | WKCM-AM ..... 266 | WKII-AM ..... 71  | WKMZ-FM ..... 161 |
| WHYL-FM ..... 77  | WILD-AM ..... 8   | WIP-AM ..... 5    | WJBM-AM ..... 19  | WJJS-FM ..... 105 | WJOK-AM ..... 134 | WJXY-FM ..... 173 | WKCN-FM ..... 169 | WKIK-AM ..... 9   | WKND-AM ..... 44  |
| WHYL-AM ..... 77  | WILK-AM ..... 64  | WIPC-AM ..... 98  | WJBO-AM ..... 82  | WJXX-FM ..... 105 | WJOL-AM ..... 3   | WJXY-AM ..... 173 | WKCQ-FM ..... 125 | WKIM-AM ..... 114 | WKNI-AM ..... 240 |
| WHYM-AM ..... 198 | WILM-AM ..... 76  | WIQB-FM ..... 145 | WJBQ-FM ..... 160 | WJZZ-FM ..... 5   | WJON-AM ..... 212 | WJYE-FM ..... 45  | WKCV-AM ..... 96  | WKIN-AM ..... 96  | WKNL-FM ..... 167 |
| WHYN-FM ..... 80  | WILN-FM ..... 226 | WIQR-AM ..... 142 | WJBR-FM ..... 76  | WJKK-FM ..... 118 | WJOX-AM ..... 55  | WJYI-AM ..... 31  | WKCY-FM ..... 260 | WKIO-FM ..... 209 | WKNN-FM ..... 136 |
| WHYN-AM ..... 80  | WILO-AM ..... 236 | WIRA-AM ..... 116 | WJBR-AM ..... 76  | WJKL-FM ..... 3   | WJOY-AM ..... 225 | WJYM-AM ..... 79  | WKCY-AM ..... 260 | WKIP-AM ..... 157 | WKNR-AM ..... 24  |
| WHYZ-AM ..... 58  | WILP-AM ..... 64  | WIRK-FM ..... 50  | WJBT-FM ..... 51  | WJKS-FM ..... 76  | WJPA-FM ..... 22  | WJYN-FM ..... 150 | WKDA-AM ..... 43  | WKIS-FM ..... 12  | WKNV-AM ..... 214 |
| WHZZ-FM ..... 115 | WILQ-FM ..... 248 | WIRL-AM ..... 135 | WJBW-FM ..... 50  | WJKX-FM ..... 208 | WJPA-AM ..... 22  | WJYP-FM ..... 162 | WKDD-FM ..... 68  | WKIT-FM ..... 268 | WKNX-AM ..... 125 |
| WIAC-FM ..... 13  | WILS-AM ..... 115 | WIRO-AM ..... 144 | WJBX-FM ..... 71  | WJLB-FM ..... 7   | WJPF-AM ..... 213 | WJYR-FM ..... 173 | WKDE-FM ..... 105 | WKIX-FM ..... 48  | WKNZ-FM ..... 208 |
| WIAC-AM ..... 13  | WILT-AM ..... 64  | WISA-AM ..... 13  | WJBZ-FM ..... 69  | WJLD-AM ..... 55  | WJPL-FM ..... 135 | WJYT-AM ..... 164 | WKDE-AM ..... 105 | WKJB-AM ..... 13  | WKOA-FM ..... 236 |
| WIAI-FM ..... 209 | WILZ-FM ..... 125 | WISE-AM ..... 179 | WJCD-FM ..... 36  | WJLG-AM ..... 154 | WJPS-FM ..... 152 | WJYY-FM ..... 186 | WKDF-FM ..... 43  | WKJK-AM ..... 53  | WKOC-FM ..... 36  |
| WIAL-FM ..... 231 | WIMA-AM ..... 228 | WISM-FM ..... 231 | WJCE-AM ..... 46  | WJLK-FM ..... 47  | WJQK-FM ..... 66  | WJYZ-AM ..... 252 | WKDL-AM ..... 9   | WKJN-AM ..... 64  | WKOE-FM ..... 137 |
| WIBA-FM ..... 120 | WIMG-AM ..... 138 | WISN-AM ..... 31  | WJCI-AM ..... 209 | WJLM-FM ..... 105 | WJR-AM ..... 7    | WJZA-FM ..... 34  | WKDM-AM ..... 1   | WKJS-FM ..... 57  | WKOL-FM ..... 225 |
| WIBA-AM ..... 120 | WIMJ-FM ..... 79  | WISP-AM ..... 5   | WJCL-FM ..... 154 | WJLS-FM ..... 269 | WJRA-AM ..... 109 | WJZD-FM ..... 136 | WKDQ-FM ..... 152 | WKJV-AM ..... 179 | WKOQ-FM ..... 81  |
| WIBB-FM ..... 147 | WIMT-FM ..... 228 | WISR-AM ..... 22  | WJCV-AM ..... 81  | WJLS-AM ..... 269 | WJRE-FM ..... 133 | WJZE-FM ..... 79  | WKDR-AM ..... 225 | WKJY-FM ..... 18  | WKOP-AM ..... 166 |
| WIBC-AM ..... 38  | WIMX-FM ..... 79  | WIST-FM ..... 42  | WJCW-AM ..... 96  | WJLT-AM ..... 8   | WJRO-AM ..... 20  | WJZF-FM ..... 11  | WKDV-AM ..... 9   | WKKD-FM ..... 3   | WKOR-FM ..... 247 |
| WIBG-AM ..... 137 | WIMZ-FM ..... 69  | WISW-AM ..... 89  | WJDA-AM ..... 8   | WJLW-FM ..... 183 | WJRR-FM ..... 39  | WJZI-FM ..... 31  | WKDY-AM ..... 58  | WKKD-AM ..... 3   | WKOR-AM ..... 247 |
| WIBR-AM ..... 82  | WIMZ-AM ..... 69  | WISY-FM ..... 52  | WJDM-AM ..... 1   | WJMG-FM ..... 208 | WJRV-FM ..... 57  | WJZJ-FM ..... 196 | WKEE-FM ..... 144 | WKKE-AM ..... 126 | WKOS-FM ..... 96  |
| WIBU-AM ..... 120 | WINA-AM ..... 222 | WITA-AM ..... 69  | WJDQ-FM ..... 274 | WJMH-FM ..... 42  | WJRZ-FM ..... 47  | WJZK-FM ..... 34  | WKEE-AM ..... 144 | WKKI-FM ..... 228 | WKOX-AM ..... 8   |
| WIBW-FM ..... 181 | WINC-FM ..... 218 | WITH-AM ..... 20  | WJDT-FM ..... 96  | WJMI-FM ..... 118 | WJRZ-AM ..... 47  | WJZR-FM ..... 52  | WKEI-AM ..... 133 | WKKJ-FM ..... 34  | WKOY-FM ..... 253 |
| WIBW-AM ..... 181 | WINC-AM ..... 218 | WITL-FM ..... 115 | WJDX-AM ..... 118 | WJMK-FM ..... 3   | WJSA-FM ..... 248 | WJZW-FM ..... 9   | WKES-AM ..... 126 | WKKO-FM ..... 79  | WKPA-AM ..... 105 |
| WIBX-AM ..... 151 | WIND-AM ..... 3   | WIVA-FM ..... 13  | WJDY-AM ..... 150 | WJML-AM ..... 196 | WJSA-AM ..... 248 | WJZZ-AM ..... 196 | WKEU-AM ..... 11  | WKKT-FM ..... 37  | WKPE-FM ..... 182 |
| WICC-AM ..... 112 | WINE-AM ..... 189 | WIVK-FM ..... 69  | WJEJ-AM ..... 161 | WJMM-FM ..... 106 | WJSB-AM ..... 204 | WKAB-FM ..... 64  | WKEW-AM ..... 42  | WKKV-FM ..... 31  | WKPK-FM ..... 196 |
| WICH-AM ..... 167 | WING-FM ..... 56  | WIWS-AM ..... 269 | WJES-FM ..... 114 | WJMN-FM ..... 8   | WJSE-FM ..... 137 | WKAC-AM ..... 109 | WKEX-AM ..... 214 | WKKW-FM ..... 187 | WKPO-FM ..... 120 |
| WICK-AM ..... 64  | WING-AM ..... 56  | WIXE-AM ..... 37  | WJES-AM ..... 114 | WJMO-FM ..... 9   | WJSH-AM ..... 192 | WKAK-FM ..... 252 | WKEZ-AM ..... 253 | WKKX-FM ..... 19  | WKPO-FM ..... 199 |
| WICO-FM ..... 150 | WINI-AM ..... 213 | WIXK-FM ..... 17  | WJET-FM ..... 156 | WJMO-AM ..... 24  | WJSM-FM ..... 244 | WKAP-AM ..... 67  | WKFE-AM ..... 13  | WKLB-FM ..... 8   | WKPR-AM ..... 176 |
| WICO-AM ..... 150 | WINK-FM ..... 71  | WIXK-AM ..... 17  | WJFD-FM ..... 164 | WJMP-AM ..... 68  | WJSM-AM ..... 244 | WKAQ-FM ..... 13  | WKFN-AM ..... 69  | WKLC-FM ..... 162 | WKPT-AM ..... 96  |
| WICT-FM ..... 97  | WINK-AM ..... 71  | WIXO-FM ..... 135 | WJFK-FM ..... 9   | WJMR-FM ..... 31  | WJST-FM ..... 71  | WKAQ-AM ..... 13  | WKFR-FM ..... 176 | WKLDFM ..... 55   | WKQB-FM ..... 126 |
| WIDA-AM ..... 13  | WINR-AM ..... 166 | WIXV-FM ..... 154 | WJFK-AM ..... 20  | WJMW-AM ..... 64  | WJSX-FM ..... 137 | WKAT-AM ..... 12  | WKFS-FM ..... 26  | WKLH-FM ..... 31  | WKQH-FM ..... 158 |
| WIDG-AM ..... 196 | WINS-AM ..... 1   | WIXX-FM ..... 183 | WJFX-FM ..... 101 | WJMX-FM ..... 198 | WJTB-AM ..... 24  | WKAV-AM ..... 222 | WKBG-FM ..... 166 | WKLI-FM ..... 59  | WKQI-FM ..... 7   |
| WIDU-AM ..... 126 | WINU-AM ..... 19  | WIXY-FM ..... 209 | WJGO-FM ..... 71  | WJMX-AM ..... 198 | WJTT-FM ..... 104 | WKAZ-FM ..... 162 | WKEG-AM ..... 11  | WKLK-FM ..... 151 | WKQL-FM ..... 51  |
| WIFC-FM ..... 158 | WINW-AM ..... 123 | WIYN-FM ..... 166 | WJGR-AM ..... 51  | WJMZ-FM ..... 58  | WJTW-FM ..... 3   | WKBA-AM ..... 105 | WKGL-FM ..... 240 | WKLN-AM ..... 51  | WKQQ-FM ..... 106 |
| WIFI-AM ..... 5   | WINX-AM ..... 9   | WIYY-FM ..... 20  | WJHM-FM ..... 39  | WJNA-AM ..... 50  | WJUC-FM ..... 79  | WKBB-FM ..... 247 | WKGM-AM ..... 36  | WKLQ-FM ..... 66  | WKQV-AM ..... 64  |
| WIGY-FM ..... 250 | WINZ-AM ..... 12  | WIZB-FM ..... 184 | WJIB-AM ..... 8   | WJNC-AM ..... 81  | WJVA-AM ..... 163 | WKBE-FM ..... 59  | WKGN-AM ..... 69  | WKLRFM ..... 57   | WKQX-FM ..... 3   |
| WIHN-FM ..... 230 | WIOA-FM ..... 13  | WIZD-FM ..... 158 | WJIE-AM ..... 53  | WJNE-FM ..... 150 | WJWF-AM ..... 247 | WKBF-AM ..... 133 | WKGR-FM ..... 50  | WKLS-FM ..... 11  | WKQY-FM ..... 253 |
| WIII-FM ..... 262 | WIOB-FM ..... 13  | WIZE-AM ..... 56  | WJIM-FM ..... 115 | WJNI-FM ..... 87  | WJWK-AM ..... 150 | WKBL-AM ..... 46  | WKGS-FM ..... 52  | WKLTFM ..... 196  | WKQZ-FM ..... 125 |
| WIL-FM ..... 3    | WIOC-FM ..... 13  | WIZF-FM ..... 26  | WJIM-AM ..... 115 | WJNN-FM ..... 137 | WJWL-AM ..... 150 | WKBN-AM ..... 97  | WKHB-AM ..... 22  | WKLUFM ..... 38   | WKRA-FM ..... 46  |
| WIIN-AM ..... 118 | WIOD-AM ..... 12  | WIZN-FM ..... 225 | WJIV-FM ..... 59  | WJNO-AM ..... 50  | WJWR-AM ..... 1   | WKBO-AM ..... 77  | WKHK-FM ..... 57  | WKLZ-FM ..... 196 | WKRA-AM ..... 46  |
| WIIZ-FM ..... 114 | WIOG-FM ..... 125 | WIZR-AM ..... 59  | WJIZ-FM ..... 252 | WJNS-FM ..... 118 | WJWZ-FM ..... 142 | WKBQ-FM ..... 46  | WKHL-FM ..... 139 | WKLZ-AM ..... 176 | WKRC-AM ..... 26  |
| WIKQ-FM ..... 96  | WIOJ-AM ..... 51  | WJAD-FM ..... 252 | WJJB-AM ..... 160 | WJNT-AM ..... 118 | WJXA-FM ..... 43  | WKBR-AM ..... 186 | WKHQ-FM ..... 196 | WKMB-AM ..... 99  | WKRE-AM ..... 37  |
| WIKS-FM ..... 81  | WIOK-FM ..... 26  | WJAE-AM ..... 160 | WJFF-AM ..... 33  | WJNX-AM ..... 50  | WJXB-FM ..... 69  | WKBZ-AM ..... 217 | WKHW-FM ..... 150 | WKMC-AM ..... 244 | WKRF-FM ..... 64  |
| WIKX-FM ..... 71  | WIOO-AM ..... 77  | WJAK-AM ..... 267 | WJGG-AM ..... 3   | WJNZ-AM ..... 66  | WJXM-FM ..... 274 | WKCD-FM ..... 167 | WKHX-FM ..... 11  | WKMI-AM ..... 176 | WKRH-FM ..... 75  |
| WIKY-FM ..... 152 | WIOQ-FM ..... 5   | WJAS-AM ..... 22  | WJJJ-FM ..... 22  | WJOB-AM ..... 3   | WJXN-FM ..... 118 | WKCE-AM ..... 69  | WKHY-FM ..... 236 | WKML-FM ..... 126 | WKRK-FM ..... 7   |
| WIKZ-FM ..... 161 | WIOT-FM ..... 79  | WJAW-FM ..... 224 | WJLL-AM ..... 45  | WJOC-AM ..... 104 | WJXN-AM ..... 118 | WKCG-FM ..... 250 | WKIE-FM ..... 3   | WKMQ-FM ..... 148 | WKRL-FM ..... 75  |
| WIL-FM ..... 19   | WIOV-FM ..... 111 | WJAX-AM ..... 51  | WJJN-FM ..... 184 | WJOD-FM ..... 220 | WJXQ-FM ..... 115 | WKCI-FM ..... 102 | WKIF-FM ..... 3   | WKMX-FM ..... 184 | WKRO-FM ..... 93  |











Table 5  
Station Calls to Market Rank

|                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |
|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| WQBZ-FM ..... 147 | WQNU-FM ..... 71  | WQYK-AM ..... 21  | WRFQ-FM ..... 87  | WRLR-FM ..... 55  | WRQK-FM ..... 123 | WRVX-FM ..... 105 | WSCP-AM ..... 75  | WSJS-AM ..... 42  | WSOY-FM ..... 254 |
| WQCB-FM ..... 268 | WQNY-FM ..... 262 | WQYZ-FM ..... 136 | WRFX-FM ..... 37  | WRLT-FM ..... 43  | WRQN-FM ..... 79  | WRVZ-FM ..... 162 | WSCQ-FM ..... 89  | WSJT-FM ..... 21  | WSOY-AM ..... 254 |
| WQCD-FM ..... 1   | WQOK-FM ..... 48  | WQZQ-FM ..... 43  | WRFY-FM ..... 131 | WRLX-FM ..... 50  | WRQQ-FM ..... 43  | WRWC-FM ..... 148 | WSCR-AM ..... 3   | WSJY-FM ..... 120 | WSPA-FM ..... 58  |
| WQCH-AM ..... 104 | WQOL-FM ..... 116 | WQZS-FM ..... 170 | WRGO-FM ..... 90  | WRLZ-AM ..... 39  | WRQR-FM ..... 175 | WRWD-FM ..... 157 | WSCW-AM ..... 162 | WSJZ-FM ..... 41  | WSPA-AM ..... 58  |
| WQCK-FM ..... 82  | WQOP-AM ..... 51  | WQZZ-FM ..... 216 | WRGS-AM ..... 96  | WRMA-FM ..... 12  | WRQX-FM ..... 9   | WRXB-AM ..... 21  | WSDM-FM ..... 192 | WSKN-AM ..... 13  | WSPB-AM ..... 78  |
| WQCM-FM ..... 161 | WQPM-AM ..... 17  | WRAD-AM ..... 214 | WRHC-AM ..... 12  | WRMD-AM ..... 21  | WRR-FM ..... 6    | WRXF-FM ..... 119 | WSDO-AM ..... 39  | WSKO-AM ..... 33  | WSPD-AM ..... 79  |
| WQDR-FM ..... 48  | WQPO-FM ..... 260 | WRAK-AM ..... 248 | WRHI-AM ..... 37  | WRMF-FM ..... 50  | WRRB-FM ..... 157 | WRXK-FM ..... 71  | WSDQ-AM ..... 104 | WSKQ-FM ..... 1   | WSPK-FM ..... 157 |
| WQEM-FM ..... 55  | WQQB-FM ..... 209 | WRAL-FM ..... 48  | WRHQ-FM ..... 154 | WRMJ-FM ..... 133 | WRRH-FM ..... 13  | WRXL-FM ..... 57  | WSDS-AM ..... 145 | WSKR-AM ..... 82  | WSPQ-AM ..... 45  |
| WQEN-FM ..... 55  | WQQK-FM ..... 43  | WRAT-FM ..... 47  | WRHT-FM ..... 81  | WRMM-FM ..... 52  | WRRK-FM ..... 22  | WRXR-FM ..... 104 | WSDT-AM ..... 104 | WSKS-FM ..... 151 | WSPR-AM ..... 80  |
| WQEW-AM ..... 1   | WQQL-FM ..... 197 | WRAW-AM ..... 131 | WRIB-AM ..... 33  | WRMN-AM ..... 3   | WRRM-FM ..... 26  | WRXS-FM ..... 150 | WSDX-AM ..... 192 | WSKW-AM ..... 250 | WSPT-FM ..... 158 |
| WQFL-FM ..... 148 | WQQQ-FM ..... 44  | WRAX-FM ..... 55  | WRIC-FM ..... 253 | WRMQ-AM ..... 39  | WRRR-FM ..... 224 | WRXZ-FM ..... 252 | WSDZ-AM ..... 19  | WSKX-FM ..... 154 | WSPT-AM ..... 158 |
| WQFM-FM ..... 64  | WQQZ-FM ..... 13  | WRBA-FM ..... 226 | WRJE-AM ..... 156 | WRMR-AM ..... 24  | WRRS-FM ..... 55  | WRYM-AM ..... 44  | WSEA-FM ..... 173 | WSKY-FM ..... 90  | WSPY-FM ..... 3   |
| WQFX-AM ..... 136 | WQRB-FM ..... 231 | WRBG-FM ..... 150 | WRIF-FM ..... 7   | WRMX-FM ..... 43  | WRRV-FM ..... 141 | WRYT-AM ..... 19  | WSEG-FM ..... 275 | WSKY-AM ..... 179 | WSPZ-AM ..... 216 |
| WQGN-FM ..... 167 | WQRC-FM ..... 182 | WRBO-FM ..... 46  | WRIG-AM ..... 158 | WRNA-AM ..... 37  | WRS-AM ..... 109  | WRYV-FM ..... 144 | WSEL-FM ..... 178 | WSKZ-FM ..... 104 | WSQN-FM ..... 198 |
| WQHH-FM ..... 115 | WQRL-FM ..... 213 | WRBP-AM ..... 97  | WRIO-FM ..... 13  | WRNB-FM ..... 56  | WRSB-AM ..... 52  | WRZA-FM ..... 3   | WSEL-AM ..... 178 | WSLA-AM ..... 41  | WSQV-AM ..... 64  |
| WQHK-FM ..... 101 | WQRV-FM ..... 52  | WRBQ-FM ..... 21  | WRIS-AM ..... 105 | WRNC-AM ..... 147 | WRSJ-AM ..... 13  | WRZE-FM ..... 182 | WSEN-FM ..... 75  | WSLC-AM ..... 105 | WSRA-FM ..... 170 |
| WQHQ-FM ..... 150 | WQSA-AM ..... 78  | WRBR-FM ..... 163 | WRIT-FM ..... 31  | WRNC-FM ..... 147 | WRSN-AM ..... 48  | WRZK-FM ..... 96  | WSEV-AM ..... 69  | WSLI-AM ..... 118 | WSRC-AM ..... 48  |
| WQHT-FM ..... 1   | WQSC-AM ..... 87  | WRBS-FM ..... 20  | WRIV-AM ..... 18  | WRNE-AM ..... 121 | WRSN-FM ..... 48  | WRZN-AM ..... 90  | WSEV-AM ..... 69  | WSLQ-FM ..... 105 | WSRF-AM ..... 12  |
| WQIC-FM ..... 77  | WQSE-AM ..... 43  | WRBT-FM ..... 77  | WRIX-FM ..... 58  | WRNI-AM ..... 33  | WRSR-FM ..... 119 | WRZM-FM ..... 38  | WSFL-FM ..... 81  | WSLT-FM ..... 114 | WSRO-AM ..... 8   |
| WQII-AM ..... 13  | WQSL-FM ..... 81  | WRBV-FM ..... 147 | WRJX-AM ..... 58  | WRNJ-AM ..... 67  | WRSV-FM ..... 81  | WRZZ-FM ..... 224 | WSFM-FM ..... 175 | WSLY-FM ..... 274 | WSRR-FM ..... 46  |
| WQIK-FM ..... 51  | WQSM-FM ..... 126 | WRBZ-AM ..... 48  | WRJH-FM ..... 118 | WRNL-AM ..... 57  | WRTA-AM ..... 244 | WSAI-AM ..... 26  | WSFN-AM ..... 275 | WSM-FM ..... 43   | WSRS-FM ..... 110 |
| WQIO-FM ..... 34  | WQSN-AM ..... 176 | WRCA-AM ..... 8   | WRJL-FM ..... 109 | WRNN-FM ..... 173 | WRTG-AM ..... 48  | WSAM-AM ..... 125 | WSFR-FM ..... 53  | WSM-AM ..... 43   | WSRT-FM ..... 161 |
| WQIX-FM ..... 69  | WQSO-FM ..... 117 | WRCC-AM ..... 238 | WRJM-FM ..... 184 | WRNO-FM ..... 41  | WRTH-AM ..... 19  | WSAN-FM ..... 13  | WSFT-FM ..... 248 | WSMB-AM ..... 41  | WSRZ-FM ..... 78  |
| WQIZ-AM ..... 87  | WQSR-FM ..... 20  | WRCC-AM ..... 238 | WRJN-AM ..... 31  | WRNQ-FM ..... 157 | WRTK-AM ..... 97  | WSAQ-FM ..... 7   | WSFZ-AM ..... 46  | WSMJ-FM ..... 69  | WSSA-AM ..... 11  |
| WQJQ-FM ..... 118 | WQSV-AM ..... 43  | WRCH-FM ..... 44  | WRJQ-AM ..... 134 | WRNR-FM ..... 20  | WRTN-FM ..... 1   | WSAR-AM ..... 164 | WSGC-FM ..... 104 | WSMK-FM ..... 163 | WSSJ-AM ..... 5   |
| WQJZ-FM ..... 150 | WQSX-FM ..... 8   | WRCK-FM ..... 151 | WRJS-AM ..... 55  | WRNS-FM ..... 81  | WRTO-FM ..... 12  | WSAT-AM ..... 37  | WSGH-AM ..... 42  | WSML-AM ..... 42  | WSSL-FM ..... 58  |
| WQKK-FM ..... 170 | WQTE-FM ..... 79  | WRCL-FM ..... 57  | WRJZ-AM ..... 69  | WRNS-AM ..... 81  | WRTP-AM ..... 48  | WSAU-AM ..... 158 | WSGI-AM ..... 43  | WSMN-AM ..... 186 | WSSO-AM ..... 247 |
| WQKL-FM ..... 145 | WQTM-AM ..... 39  | WRCN-FM ..... 18  | WRKA-FM ..... 53  | WRNX-FM ..... 80  | WRTR-FM ..... 216 | WSAX-FM ..... 137 | WSGL-FM ..... 71  | WSMO-AM ..... 81  | WSSP-FM ..... 87  |
| WQKS-FM ..... 142 | WQTY-FM ..... 192 | WRCC-FM ..... 126 | WRKB-AM ..... 37  | WRNY-AM ..... 151 | WRTS-FM ..... 156 | WSB-FM ..... 11   | WSGO-AM ..... 75  | WSMQ-AM ..... 55  | WSSR-FM ..... 21  |
| WQLD-FM ..... 142 | WQUA-FM ..... 88  | WRCC-AM ..... 126 | WRKG-FM ..... 90  | WROA-AM ..... 136 | WRTT-FM ..... 109 | WSB-AM ..... 11   | WSGW-AM ..... 125 | WSMS-FM ..... 247 | WSSS-FM ..... 37  |
| WQLH-FM ..... 183 | WQUE-FM ..... 41  | WRCC-AM ..... 126 | WRKH-FM ..... 88  | WROB-AM ..... 247 | WRUF-FM ..... 90  | WSBA-AM ..... 103 | WSGY-FM ..... 170 | WSMX-AM ..... 42  | WSSX-FM ..... 87  |
| WQLL-FM ..... 186 | WQUL-FM ..... 213 | WRDD-AM ..... 170 | WRKI-FM ..... 189 | WROD-AM ..... 93  | WRUF-AM ..... 90  | WSBB-AM ..... 93  | WSHE-FM ..... 39  | WSMZ-FM ..... 34  | WSSZ-FM ..... 22  |
| WQLR-FM ..... 176 | WQUN-AM ..... 102 | WRDJ-FM ..... 105 | WRKK-AM ..... 248 | WROE-FM ..... 134 | WRUN-AM ..... 151 | WSBC-AM ..... 3   | WSHG-FM ..... 64  | WSNE-FM ..... 33  | WSTC-AM ..... 139 |
| WQLS-FM ..... 184 | WQUT-FM ..... 96  | WRDS-FM ..... 75  | WRKL-AM ..... 1   | WROK-AM ..... 148 | WRVA-AM ..... 57  | WSBG-FM ..... 64  | WSHH-FM ..... 22  | WSNG-AM ..... 44  | WSTG-FM ..... 253 |
| WQLS-AM ..... 184 | WQVE-FM ..... 252 | WRDU-FM ..... 48  | WRKN-AM ..... 118 | WROL-AM ..... 8   | WRVB-FM ..... 224 | WSBL-FM ..... 150 | WSHI-FM ..... 101 | WSNI-FM ..... 230 | WSTH-FM ..... 169 |
| WQLT-FM ..... 240 | WQWK-FM ..... 237 | WRDW-AM ..... 114 | WRKO-AM ..... 8   | WROO-FM ..... 51  | WRVC-FM ..... 144 | WSBM-AM ..... 240 | WSHN-FM ..... 217 | WSNL-AM ..... 119 | WSTK-AM ..... 81  |
| WQLV-FM ..... 77  | WQXA-FM ..... 77  | WRDX-FM ..... 76  | WRKP-FM ..... 223 | WROQ-FM ..... 58  | WRVC-AM ..... 144 | WSBR-AM ..... 50  | WSHO-AM ..... 41  | WSNX-FM ..... 66  | WSTL-FM ..... 106 |
| WQLZ-FM ..... 197 | WQXA-AM ..... 103 | WRDZ-AM ..... 3   | WRKR-FM ..... 176 | WROR-FM ..... 8   | WRVE-FM ..... 59  | WSBT-AM ..... 163 | WSHP-AM ..... 77  | WSNY-FM ..... 34  | WSTN-AM ..... 46  |
| WQMF-FM ..... 53  | WQXC-FM ..... 176 | WREC-AM ..... 46  | WRKS-FM ..... 1   | WROS-AM ..... 51  | WRVF-FM ..... 79  | WSBY-FM ..... 150 | WSHW-FM ..... 236 | WSOC-FM ..... 37  | WSTO-FM ..... 152 |
| WQMG-FM ..... 42  | WQXI-AM ..... 11  | WRED-FM ..... 160 | WRKT-FM ..... 156 | WROU-FM ..... 56  | WRVI-FM ..... 53  | WSBZ-FM ..... 204 | WSHZ-FM ..... 217 | WSOK-AM ..... 154 | WSTP-AM ..... 37  |
| WQMX-FM ..... 68  | WQXK-FM ..... 97  | WREF-AM ..... 189 | WRKW-FM ..... 157 | WROV-FM ..... 105 | WRVP-FM ..... 135 | WSBZ-FM ..... 204 | WSIG-FM ..... 218 | WSOL-FM ..... 51  | WSTR-FM ..... 11  |
| WQMZ-FM ..... 222 | WQXL-AM ..... 89  | WREJ-AM ..... 57  | WRKY-FM ..... 223 | WROW-AM ..... 59  | WRVQ-FM ..... 57  | WSCA-AM ..... 154 | WSIR-AM ..... 98  | WSOM-AM ..... 97  | WSTS-FM ..... 126 |
| WQNQ-FM ..... 179 | WQXQ-FM ..... 266 | WRFD-AM ..... 34  | WRKZ-FM ..... 77  | WROX-FM ..... 36  | WRVR-FM ..... 46  | WSCC-AM ..... 87  | WSIS-FM ..... 154 | WSON-AM ..... 152 | WSTU-AM ..... 116 |
| WQNS-FM ..... 179 | WQXR-FM ..... 1   | WRFM-FM ..... 151 | WRLF-FM ..... 187 | WROZ-FM ..... 111 | WRVV-FM ..... 77  | WSCH-FM ..... 26  | WSIV-AM ..... 75  | WSOS-FM ..... 51  | WSTW-FM ..... 76  |
| WQNT-AM ..... 87  | WQYK-FM ..... 21  | WRFN-FM ..... 114 | WRLG-FM ..... 43  | WRPO-FM ..... 52  | WRVW-FM ..... 43  | WSCP-FM ..... 75  | WSIX-FM ..... 43  | WSOX-FM ..... 103 | WSTZ-FM ..... 118 |









Table 5  
Station Calls to Market Rank

|                   |                   |                    |                   |                   |                   |                    |                   |                   |                   |
|-------------------|-------------------|--------------------|-------------------|-------------------|-------------------|--------------------|-------------------|-------------------|-------------------|
| WWYZ-FM ..... 44  | WXGM-FM ..... 36  | WXNR-FM ..... 81   | WXVI-AM ..... 142 | WYCL-FM ..... 121 | WYLT-FM ..... 46  | WYSL-AM ..... 52   | WZBH-FM ..... 150 | WZNA-AM ..... 13  | WZUM-AM ..... 22  |
| WWZD-FM ..... 178 | WXGM-AM ..... 36  | WXNT-FM ..... 225  | WXVO-FM ..... 69  | WYCO-FM ..... 158 | WYLY-FM ..... 26  | WYSN-AM ..... 170  | WZBQ-FM ..... 216 | WZNE-FM ..... 52  | WZUU-FM ..... 176 |
| WWZK-FM ..... 137 | WXGV-FM ..... 51  | WXOF-FM ..... 90   | WXWX-FM ..... 183 | WYCR-FM ..... 103 | WYLZ-FM ..... 125 | WYSP-FM ..... 5    | WZBR-FM ..... 81  | WZNG-AM ..... 43  | WZVN-FM ..... 3   |
| WWZQ-AM ..... 178 | WXII-AM ..... 42  | WXOK-AM ..... 82   | WXXL-FM ..... 39  | WYDA-FM ..... 184 | WYMB-AM ..... 198 | WYSR-FM ..... 101  | WZBZ-FM ..... 137 | WZNO-AM ..... 121 | WZWW-FM ..... 237 |
| WWZY-FM ..... 47  | WXIK-FM ..... 115 | WXPS-FM ..... 225  | WXXP-FM ..... 18  | WYDE-AM ..... 55  | WYMG-FM ..... 197 | WYST-FM ..... 182  | WZCH-FM ..... 3   | WZNS-FM ..... 204 | WZXL-FM ..... 137 |
| WWZZ-FM ..... 9   | WXIL-FM ..... 224 | WXPT-FM ..... 17   | WXXQ-FM ..... 148 | WYDS-FM ..... 254 | WYNA-FM ..... 173 | WYTE-FM ..... 158  | WZDQ-FM ..... 267 | WZNT-FM ..... 13  | WZXR-FM ..... 248 |
| WXAN-FM ..... 213 | WXIR-FM ..... 38  | WXPZ-FM ..... 150  | WXXU-AM ..... 95  | WYFC-FM ..... 69  | WYND-AM ..... 93  | WYUR-AM ..... 7    | WZEC-FM ..... 59  | WZNW-FM ..... 223 | WZXS-FM ..... 81  |
| WXAR-FM ..... 64  | WXIS-FM ..... 96  | WXQL-FM ..... 51   | WXXX-FM ..... 225 | WYFI-FM ..... 36  | WYNF-FM ..... 78  | WYUS-AM ..... 150  | WZEE-FM ..... 120 | WZNX-FM ..... 254 | WZ XV-FM ..... 52 |
| WXBB-FM ..... 117 | WXJN-FM ..... 150 | WXQR-FM ..... 81   | WXXY-FM ..... 3   | WYFJ-FM ..... 57  | WYNG-FM ..... 152 | WYUU-FM ..... 21   | WZEN-FM ..... 117 | WZNY-FM ..... 114 | WZYP-FM ..... 109 |
| WXBD-AM ..... 136 | WXJY-FM ..... 173 | WXQW-FM ..... 109  | WXYB-AM ..... 21  | WYFM-FM ..... 97  | WYNK-FM ..... 82  | WYXE-AM ..... 43   | WZER-AM ..... 31  | WZNY-AM ..... 51  | WZZA-AM ..... 240 |
| WXBE-FM ..... 64  | WXJZ-FM ..... 90  | WXRA-FM ..... 42   | WXYK-FM ..... 136 | WYFN-AM ..... 43  | WYNK-AM ..... 82  | WYXL-FM ..... 262  | WZEW-FM ..... 88  | WZOC-FM ..... 163 | WZZD-AM ..... 5   |
| WXBH-AM ..... 59  | WXKB-FM ..... 71  | WXRC-FM ..... 37   | WXYT-AM ..... 7   | WYFQ-AM ..... 37  | WYNN-FM ..... 198 | WYXX-FM ..... 3    | WZFM-FM ..... 214 | WZOK-FM ..... 148 | WZZE-FM ..... 5   |
| WXBM-FM ..... 121 | WXKC-FM ..... 156 | WXRD-FM ..... 3    | WXYV-FM ..... 20  | WYFX-FM ..... 152 | WYNN-AM ..... 198 | WYXY-FM ..... 197  | WZFX-FM ..... 126 | WZON-AM ..... 268 | WZZI-FM ..... 105 |
| WXBP-FM ..... 117 | WXKE-FM ..... 101 | WXRF-AM ..... 13   | WXYX-FM ..... 13  | WYFY-AM ..... 151 | WYNR-FM ..... 275 | WY YB-FM ..... 43  | WZGC-FM ..... 11  | WZOO-AM ..... 42  | WZZJ-AM ..... 136 |
| WXBQ-FM ..... 96  | WXKO-AM ..... 147 | WXRG-FM ..... 136  | WXZX-FM ..... 13  | WYGC-FM ..... 90  | WYNS-AM ..... 67  | WY YD-FM ..... 105 | WZHR-AM ..... 21  | WZOQ-FM ..... 228 | WZZK-FM ..... 55  |
| WXBQ-AM ..... 96  | WXKR-FM ..... 79  | WXRK-FM ..... 1    | WXZZ-FM ..... 106 | WYGH-AM ..... 106 | WYNU-FM ..... 267 | WY YW-FM ..... 274 | WZHT-FM ..... 142 | WZOU-AM ..... 261 | WZZM-FM ..... 59  |
| WXBX-FM ..... 214 | WXKS-FM ..... 8   | WXRL-AM ..... 45   | WYAA-FM ..... 3   | WYGL-FM ..... 77  | WYNY-FM ..... 1   | WY YX-FM ..... 226 | WZID-FM ..... 186 | WZOW-FM ..... 163 | WZZO-FM ..... 67  |
| WXCD-FM ..... 3   | WXKS-AM ..... 8   | WXRR-FM ..... 208  | WYAI-FM ..... 11  | WYGR-AM ..... 66  | WYNZ-FM ..... 160 | WY Y Y-FM ..... 75 | WZIQ-FM ..... 252 | WZPC-FM ..... 43  | WZZQ-FM ..... 192 |
| WXCL-FM ..... 135 | WXKX-FM ..... 224 | WXRT-FM ..... 3    | WYAK-FM ..... 173 | WYGV-FM ..... 51  | WYOK-FM ..... 88  | WY YZ-FM ..... 11  | WZJM-FM ..... 24  | WZPL-FM ..... 38  | WZZQ-AM ..... 192 |
| WXCM-FM ..... 266 | WXLA-AM ..... 115 | WXRV-FM ..... 8    | WYAM-AM ..... 109 | WYGY-FM ..... 26  | WYOO-FM ..... 226 | WY ZB-FM ..... 204 | WZJT-FM ..... 55  | WZPQ-AM ..... 55  | WZZR-FM ..... 116 |
| WXCO-AM ..... 158 | WXLC-FM ..... 3   | WXR X-FM ..... 148 | WYAM-FM ..... 109 | WYII-FM ..... 161 | WYOS-FM ..... 166 | WY ZE-AM ..... 11  | WZJY-AM ..... 87  | WZPR-FM ..... 156 | WZZW-AM ..... 144 |
| WXCR-FM ..... 59  | WXLK-FM ..... 105 | WXSR-FM ..... 159  | WYAV-FM ..... 173 | WYJB-FM ..... 59  | WYOY-FM ..... 118 | WY ZM-FM ..... 120 | WZKL-FM ..... 123 | WZPT-FM ..... 22  | WZZZ-AM ..... 75  |
| WXCT-FM ..... 82  | WXLM-FM ..... 53  | WXSS-FM ..... 31   | WYAY-FM ..... 11  | WYJS-FM ..... 118 | WYPA-AM ..... 3   | WZAD-FM ..... 157  | WZKS-FM ..... 274 | WZRC-AM ..... 1   | XBAC-AM ..... 15  |
| WXC Y-FM ..... 76 | WXLN-AM ..... 53  | WXST-FM ..... 34   | WYBA-FM ..... 3   | WYJZ-FM ..... 38  | WYQE-FM ..... 13  | WZAK-FM ..... 24   | WZKX-FM ..... 136 | WZRR-FM ..... 55  | XEMO-AM ..... 15  |
| WXDJ-FM ..... 12  | WXLO-FM ..... 110 | WXTA-FM ..... 156  | WYBB-FM ..... 87  | WYKO-AM ..... 13  | WYRD-AM ..... 58  | WZAN-AM ..... 160  | WZLQ-FM ..... 178 | WZRX-AM ..... 118 | XHCR-FM ..... 15  |
| WXDX-FM ..... 22  | WXLP-FM ..... 133 | WXTB-FM ..... 21   | WYBC-AM ..... 102 | WYKS-FM ..... 90  | WYRE-AM ..... 20  | WZAP-AM ..... 96   | WZLR-FM ..... 56  | WZRZ-FM ..... 248 | XHFG-FM ..... 15  |
| WXEG-FM ..... 56  | WXLT-FM ..... 213 | WXTC-AM ..... 87   | WYBC-FM ..... 102 | WYKT-FM ..... 3   | WYRK-FM ..... 45  | WZAR-FM ..... 13   | WZLS-FM ..... 179 | WZSR-FM ..... 3   | XHRM-FM ..... 15  |
| WXEM-AM ..... 11  | WXLW-AM ..... 38  | WXTK-FM ..... 182  | WYBL-FM ..... 53  | WYKZ-FM ..... 154 | WYRN-AM ..... 48  | WZAT-FM ..... 154  | WZLX-FM ..... 8   | WZST-FM ..... 187 | XHTZ-FM ..... 15  |
| WXEW-AM ..... 13  | WXLY-FM ..... 87  | WXTM-FM ..... 19   | WYBN-AM ..... 145 | WYLA-FM ..... 41  | WYRU-AM ..... 126 | WZAZ-FM ..... 34   | WZMJ-FM ..... 89  | WZTA-FM ..... 12  | XLTN-FM ..... 15  |
| WXEZ-FM ..... 36  | WXMC-AM ..... 99  | WXTR-AM ..... 200  | WYCA-FM ..... 3   | WYLD-FM ..... 41  | WYRV-AM ..... 253 | WZAZ-AM ..... 51   | WZMQ-FM ..... 12  | WZTM-AM ..... 21  | XPRS-AM ..... 15  |
| WXFL-FM ..... 240 | WXMG-FM ..... 34  | WXTU-FM ..... 5    | WYCB-AM ..... 9   | WYLD-AM ..... 41  | WYSF-FM ..... 55  | WZBA-FM ..... 20   | WZMR-FM ..... 59  | WZTO-FM ..... 43  | XTIM-FM ..... 15  |
| WXFM-FM ..... 254 | WXMK-FM ..... 275 | WXUR-FM ..... 151  | WYCD-FM ..... 7   | WYLI-AM ..... 224 | WYSH-AM ..... 69  | WZBD-FM ..... 101  | WZMT-FM ..... 13  | WZTR-FM ..... 53  | XTRA-FM ..... 15  |
| WXFX-FM ..... 142 | WXNI-AM ..... 33  | WXUS-FM ..... 184  | WYCK-AM ..... 64  | WYLL-FM ..... 3   | WYSK-AM ..... 9   | WZBG-FM ..... 180  | WZMX-FM ..... 44  | WZTZ-FM ..... 184 | XTRA-AM ..... 15  |
| WXGI-AM ..... 57  |                   |                    |                   |                   |                   |                    |                   |                   |                   |

Table 6  
City of License to Market Rank

|                       |     |                     |     |                    |     |                   |     |                    |     |                     |     |
|-----------------------|-----|---------------------|-----|--------------------|-----|-------------------|-----|--------------------|-----|---------------------|-----|
| Abbeville, AL         | 184 | Amarillo, TX        | 188 | Asbury, IA         | 220 | Austin, TX        | 49  | Battle Creek, MI   | 238 | Belton, SC          | 58  |
| Abbeville, LA         | 100 | Ambridge, PA        | 22  | Asbury, MO         | 227 | Ava, IL           | 213 | Battle Ground, IN  | 236 | Belton, TX          | 149 |
| Aberdeen, MD          | 20  | Ames, IA            | 92  | Asbury Park, NJ    | 47  | Avalon, CA        | 2   | Baxter, TN         | 264 | Belvidere, IL       | 148 |
| Aberdeen, MS          | 178 | Amherst, MA         | 80  | Ash Grove, MO      | 146 | Avalon, NJ        | 137 | Baxter Springs, KS | 227 | Belvidere, NJ       | 67  |
| Abilene, TX           | 221 | Amherst, NY         | 45  | Ashburn, GA        | 252 | Avis, PA          | 248 | Bay City, MI       | 125 | Bennington, NE      | 73  |
| Abingdon, VA          | 96  | Amherst, VA         | 105 | Ashdown, AR        | 246 | Avon, NY          | 52  | Bay Minette, AL    | 88  | Benson, NC          | 48  |
| Ackerman, MS          | 247 | Amory, MS           | 178 | Asheboro, NC       | 42  | Azle, TX          | 6   | Bay Shore, NY      | 18  | Benton, AR          | 83  |
| Ada, MI               | 66  | Amsterdam, NY       | 59  | Asheville, NC      | 179 | Babbitt, MN       | 219 | Bay Springs, MS    | 208 | Benton, IL          | 213 |
| Addison, AL           | 109 | Anadarko, OK        | 257 | Ashland, KY        | 144 | Babylon, NY       | 18  | Bay St. Louis, MS  | 136 | Benton, LA          | 130 |
| Adrian, MI            | 79  | Anaheim, CA         | 2   | Ashland, MA        | 8   | Bagley, MN        | 263 | Bayamon, PR        | 13  | Benton, PA          | 64  |
| Aguada, PR            | 13  | Anchorage, AK       | 168 | Ashland, MO        | 243 | Bainbridge, GA    | 252 | Baytown, TX        | 10  | Bentonville, AR     | 155 |
| Aguadilla, PR         | 13  | Andalusia, AL       | 204 | Ashland, OR        | 207 | Baird, TX         | 221 | Beacon, NY         | 157 | Berea, KY           | 106 |
| Aiea, HI              | 60  | Anderson, CA        | 215 | Ashland, VA        | 57  | Baker, LA         | 82  | Beatrice, NE       | 172 | Berkeley, CA        | 4   |
| Aiken, SC             | 114 | Anderson, IN        | 38  | Ashland City, TN   | 43  | Bakersfield, CA   | 86  | Beaufort, NC       | 81  | Berlin, MD          | 150 |
| Akron, OH             | 68  | Anderson, SC        | 58  | Atascadero, CA     | 165 | Balch Springs, TX | 6   | Beaufort, SC       | 154 | Berne, IN           | 101 |
| Alabaster, AL         | 55  | Andover, KS         | 84  | Athens, AL         | 109 | Baldwin, FL       | 51  | Beaumont, CA       | 28  | Berry Hill, TN      | 43  |
| Alachua, FL           | 90  | Andrews, SC         | 173 | Athens, GA         | 11  | Baldwinsville, NY | 75  | Beaumont, TX       | 127 | Berryville, VA      | 218 |
| Alameda, CA           | 4   | Ankeny, IA          | 92  | Atlanta, GA        | 11  | Baldwyn, MS       | 178 | Beaver Falls, PA   | 22  | Berwick, PA         | 64  |
| Alamo, TN             | 267 | Ann Arbor, MI       | 145 | Atlanta, MI        | 196 | Bail, LA          | 203 | Beavercreek, OH    | 56  | Bessemer, AL        | 55  |
| Alamo, TX             | 63  | Annapolis, MD       | 20  | Atlanta, TX        | 246 | Ballinger, TX     | 259 | Beaverton, MI      | 125 | Bethalto, IL        | 19  |
| Alamo Heights, TX     | 32  | Annville-Cleona, PA | 77  | Atlantic, NC       | 81  | Ballston Spa, NY  | 59  | Beaverton, OR      | 25  | Bethany, OK         | 54  |
| Albany, GA            | 252 | Anoka, MN           | 17  | Atlantic Beach, FL | 51  | Balsam Lake, WI   | 231 | Beckley, WV        | 269 | Bethany Bch, DE     | 150 |
| Albany, MN            | 212 | Anson, TX           | 221 | Atlantic Beach, SC | 173 | Baltimore, MD     | 20  | Bedford, NH        | 186 | Bethany Beach, DE   | 150 |
| Albany, NY            | 59  | Ansonia, CT         | 112 | Atlantic City, NJ  | 137 | Bandera, TX       | 32  | Bedford, VA        | 105 | Bethesda, MD        | 9   |
| Albuquerque, NM       | 72  | Apache Junction, AZ | 16  | Atmore, AL         | 88  | Bangor, ME        | 268 | Beech Grove, IN    | 38  | Bethlehem, PA       | 67  |
| Alcoa, TN             | 69  | Apopka, FL          | 39  | Attica, IN         | 236 | Banks, OR         | 25  | Belen, NM          | 72  | Bethlehem, WV       | 223 |
| Aledo, IL             | 133 | Appleton, WI        | 134 | Attica, NY         | 52  | Banning, CA       | 28  | Belfast, ME        | 268 | Bettendorf, IA      | 133 |
| Alexander City, AL    | 169 | Appomattox, VA      | 105 | Attleboro, MA      | 164 | Baraboo, WI       | 120 | Belhaven, NC       | 81  | Beverly, MA         | 8   |
| Alexandria, LA        | 203 | Arcadia, CA         | 2   | Atwater, CA        | 190 | Barling, AR       | 171 | Bella Vista, AR    | 155 | Beverly Hills, CA   | 2   |
| Alexandria, VA        | 9   | Archbold, OH        | 79  | Auberry, CA        | 65  | Barnesboro, PA    | 170 | Bellaire, OH       | 223 | Beverly Hills, FL   | 21  |
| Algood, TN            | 264 | Arecibo, PR         | 13  | Auburn, CA         | 29  | Barnesville, OH   | 223 | Belle Chasse, LA   | 41  | Biddeford, ME       | 160 |
| Alice, TX             | 129 | Arizona City, AZ    | 16  | Auburn, IN         | 101 | Barnstable, MA    | 182 | Belle Fourche, SD  | 258 | Big Bear City, CA   | 28  |
| Allegan, MI           | 176 | Arkansas City, KS   | 84  | Auburn, ME         | 261 | Barrackville, WV  | 187 | Belle Glade, FL    | 50  | Big Bear Lake, CA   | 28  |
| Allentown, PA         | 67  | Arlington, NY       | 157 | Auburn, NY         | 262 | Bartlett, TN      | 46  | Belle Meade, TN    | 43  | Big Flats, NY       | 199 |
| Alliance, OH          | 123 | Arlington, TX       | 6   | Auburn, WA         | 14  | Bartonville, IL   | 135 | Belle Plaine, KS   | 84  | Billings, MT        | 245 |
| Allouez, WI           | 183 | Arlington, VA       | 9   | Auburndale, FL     | 98  | Bartow, FL        | 98  | Bellefonte, PA     | 237 | Biloxi, MS          | 136 |
| Alpharetta, GA        | 11  | Arlington Hghts, IL | 3   | Augusta, GA        | 114 | Basile, LA        | 100 | Belleville, IL     | 19  | Biltmore Forest, NC | 179 |
| Altamonte Springs, FL | 39  | Armijo, NM          | 72  | Augusta, KS        | 84  | Bastrop, LA       | 234 | Bellevue, NE       | 73  | Binghamton, NY      | 166 |
| Altamont, NY          | 59  | Arnold, CA          | 190 | Augusta, ME        | 250 | Bastrop, TX       | 49  | Bellevue, WA       | 14  | Birmingham, AL      | 55  |
| Altavista, VA         | 105 | Arroyo Grande, CA   | 165 | Aurora, CO         | 23  | Batavia, NY       | 52  | Bellwood, PA       | 244 | Birmingham, MI      | 7   |
| Alton, IL             | 19  | Artesia, MS         | 247 | Aurora, IL         | 3   | Batesburg, SC     | 89  | Belmont, NC        | 37  | Bishop, TX          | 129 |
| Altoona, PA           | 244 | Arthur, ND          | 211 | Aurora, IN         | 26  | Bath, ME          | 160 | Belmont, NH        | 186 | Bismarck, ND        | 265 |
| Altoona, WI           | 231 | Arvada, CO          | 23  | Aurora, MO         | 146 | Bath, NY          | 199 | Beloit, WI         | 120 | Bitlo, FL           | 39  |
| Alvin, TX             | 10  | Arvin, CA           | 86  | Austell, GA        | 11  | Baton Rouge, LA   | 82  | Belpre, OH         | 224 | Bixby, OK           | 62  |



*Table 6*  
**City of License to Market Rank**

|                     |     |                      |     |                       |     |                     |     |                      |     |                     |     |
|---------------------|-----|----------------------|-----|-----------------------|-----|---------------------|-----|----------------------|-----|---------------------|-----|
| Black Mountain, NC  | 179 | Boyetown, PA         | 131 | Brooksville, FL       | 21  | Camas, WA           | 25  | Carrollton, MO       | 30  | Charlottesville, VA | 222 |
| Blacksburg, VA      | 214 | Boyne City, MI       | 196 | Brooksville, MS       | 247 | Cambria, CA         | 165 | Carson City, NV      | 128 | Chatham, MA         | 182 |
| Blackstone, VA      | 57  | Boynton Beach, FL    | 50  | Brownfield, TX        | 177 | Cambridge, MA       | 8   | Carterville, IL      | 213 | Chattanooga, TN     | 104 |
| Blackville, SC      | 114 | Braddock, PA         | 22  | Brownsburg, IN        | 38  | Cambridge, MN       | 17  | Carthage, MO         | 227 | Cheboygan, MI       | 196 |
| Blair, NE           | 73  | Braddock Hghts, MD   | 200 | Brownsville, OR       | 143 | Camden, NJ          | 5   | Carthage, NY         | 256 | Cheektowaga, NY     | 45  |
| Blairstown, NJ      | 239 | Bradenton, FL        | 21  | Brownsville, PA       | 22  | Cameron, TX         | 232 | Carthage, TX         | 130 | Chenango Bridge, NY | 166 |
| Blanchard, LA       | 130 | Brandon, FL          | 21  | Brownsville, TX       | 63  | Camilla, GA         | 252 | Casey, IL            | 192 | Cheney, WA          | 91  |
| Block Island, RI    | 33  | Brandon, MS          | 118 | Bruce, MS             | 178 | Camp Lejeune, NC    | 81  | Casper, WY           | 276 | Cheraw, SC          | 198 |
| Bloomer, WI         | 231 | Brazil, IN           | 192 | Brunswick, GA         | 275 | Campbell, OH        | 97  | Castle Rock, CO      | 23  | Cherry Valley, NY   | 59  |
| Bloomfield, CT      | 44  | Breaux Bridge, LA    | 100 | Brunswick, MD         | 200 | Camuy, PR           | 13  | Cathedral City, CA   | 153 | Cherryville, NC     | 37  |
| Bloomington, IL     | 230 | Breckenridge, MN     | 211 | Brunswick, ME         | 160 | Canandaigua, NY     | 52  | Catlettsburg, KY     | 144 | Chesapeake, VA      | 36  |
| Bloomington, IN     | 38  | Bremen, IN           | 163 | Brusly, LA            | 82  | Cannelton, IN       | 266 | Catonsville, MD      | 20  | Chester, PA         | 5   |
| Bloomsburg, PA      | 64  | Bremerton, WA        | 14  | Bryan, TX             | 232 | Cannonsburg, KY     | 144 | Cave Creek, AZ       | 16  | Chester, SC         | 37  |
| Blountville, TN     | 96  | Brenham, TX          | 232 | Buchanan, MI          | 163 | Canon City, CO      | 241 | Cave Junction, OR    | 207 | Chester, VA         | 57  |
| Blue Springs, MO    | 30  | Brentwood, TN        | 43  | Buckeye, AZ           | 16  | Canonsburg, PA      | 22  | Cayce, SC            | 89  | Chetek, WI          | 231 |
| Bluefield, VA       | 253 | Brewer, ME           | 268 | Buckhannon, WV        | 187 | Canton, GA          | 11  | Cayey, PR            | 13  | Cheyenne, WY        | 272 |
| Bluefield, WV       | 253 | Brewster, NY         | 189 | Bucksport, SC         | 173 | Canton, MS          | 118 | Cedar Bluff, VA      | 253 | Chicago, IL         | 3   |
| Bluffton, IN        | 101 | Briarcliff Manor, NY | 1   | Buda, TX              | 49  | Canton, NJ          | 76  | Cedar Falls, IA      | 233 | Chicago Heights, IL | 3   |
| Bluffton, SC        | 154 | Bridgehampton, NY    | 18  | Buffalo, NY           | 45  | Canton, OH          | 123 | Cedar Key, FL        | 90  | Chickasaw, AL       | 88  |
| Blytheville, AR     | 46  | Bridgeport, CT       | 112 | Buford, GA            | 11  | Canton, SD          | 210 | Cedar Rapids, IA     | 201 | Chickasha, OK       | 54  |
| Boalsburg, PA       | 237 | Bridgeport, NY       | 75  | Bunkie, LA            | 203 | Cantonment, FL      | 121 | Celina, OH           | 228 | Chico, CA           | 191 |
| Boca Raton, FL      | 12  | Bridgeport, WV       | 187 | Burgaw, NC            | 175 | Canyon, TX          | 188 | Center Moriches, NY  | 18  | Chicopee, MA        | 80  |
| Boise, ID           | 124 | Bridgewater, NJ      | 1   | Burien-Seattle, WA    | 14  | Cape Charles, VA    | 36  | Centerville, UT      | 35  | Chiefland, FL       | 90  |
| Bolivar, TN         | 267 | Bridgewater, VA      | 260 | Burkburnett, TX       | 242 | Cape Coral, FL      | 71  | Central City, KY     | 266 | Chillicothe, IL     | 135 |
| Bonifay, FL         | 226 | Brigham City, UT     | 35  | Burlington, NC        | 42  | Cape May, NJ        | 137 | Central City, PA     | 170 | Chillicothe, OH     | 34  |
| Bonita Springs, FL  | 71  | Brighton, CO         | 23  | Burlington, VT        | 225 | Cape May Ct Hse, NJ | 137 | Central Valley, CA   | 215 | Chilton, WI         | 134 |
| Boone, IA           | 92  | Brighton, NY         | 52  | Burlington-Graham, NC | 42  | Cape Vincent, NY    | 256 | Centralia, MO        | 243 | China Grove, NC     | 37  |
| Booneville, AR      | 171 | Brillion, WI         | 183 | Burney, CA            | 215 | Carbondale, IL      | 213 | Century, FL          | 121 | Chippewa Falls, WI  | 231 |
| Booneville, MS      | 178 | Bristol, CT          | 44  | Burns, WY             | 272 | Carbondale, PA      | 64  | Ceres, CA            | 122 | Christiansburg, VA  | 214 |
| Boonville, IN       | 152 | Bristol, TN          | 96  | Butler, AL            | 274 | Carlisle, KY        | 106 | Chambersburg, PA     | 161 | Christopher, IL     | 213 |
| Boonville, MO       | 243 | Bristol, VA          | 96  | Butler, PA            | 22  | Carlisle, PA        | 77  | Champaign, IL        | 209 | Church Hill, TN     | 96  |
| Boonville, NY       | 151 | Bristow, OK          | 62  | Byhalia, MS           | 46  | Carlsbad, CA        | 15  | Chandler, AZ         | 16  | Churchville, VA     | 260 |
| Boothbay Harbor, ME | 250 | Broadway, VA         | 260 | Cabo Rojo, PR         | 13  | Carmel, CA          | 74  | Chandler, IN         | 152 | Churubusco, IN      | 101 |
| Borger, TX          | 188 | Broadway-Tmbrvl, VA  | 260 | Cabot, AR             | 83  | Carmel Valley, CA   | 74  | Chapel Hill, NC      | 48  | Cicero, IL          | 3   |
| Bosque Farms, NM    | 72  | Brockport, NY        | 52  | Cadillac, MI          | 196 | Carmichael, CA      | 29  | Chardon, OH          | 24  | Cidra, PR           | 13  |
| Bossier City, LA    | 130 | Brockton, MA         | 8   | Caguas, PR            | 13  | Carnegie, PA        | 22  | Charleroi, PA        | 22  | Cincinnati, OH      | 26  |
| Boston, MA          | 8   | Broken Arrow, OK     | 62  | Calabash, NC          | 173 | Carnelian, CA       | 128 | Charles City, IA     | 270 | Circleville, OH     | 34  |
| Boulder, CO         | 23  | Brookfield, CT       | 189 | Caldwell, ID          | 124 | Carolina, PR        | 13  | Charleston, SC       | 87  | Citronelle, AL      | 88  |
| Boulder City, NV    | 40  | Brookfield, WI       | 31  | California, MO        | 243 | Carolina Beach, NC  | 175 | Charleston, WV       | 162 | Claremore, OK       | 62  |
| Bountiful, UT       | 35  | Brookline, MA        | 8   | Calistoga, CA         | 113 | Carpinteria, CA     | 185 | Charlestown, IN      | 53  | Clarksburg, WV      | 187 |
| Bowdon, GA          | 11  | Brooklyn Park, MN    | 17  | Callahan, FL          | 51  | Carrier Mills, IL   | 213 | Charlevoix, MI       | 196 | Clarksville, IN     | 53  |
| Bowling Green, OH   | 79  | Brookneal, VA        | 105 | Callaway, FL          | 226 | Carrollton, AL      | 216 | Charlotte, MI        | 115 | Claude, TX          | 188 |
| Bowling Green, VA   | 57  | Brookshire, TX       | 10  | Calverton, NY         | 18  | Carrollton, GA      | 11  | Charlotte, NC        | 37  | Clayton, MO         | 19  |
| Boyce, LA           | 203 | Brookston, IN        | 236 | Camarillo, CA         | 108 | Carrollton, MI      | 125 | Charlotte Harbor, FL | 71  | Clayton, NC         | 48  |

Table 6  
City of License to Market Rank

|                      |     |                    |     |                     |     |                       |     |                     |     |                      |     |
|----------------------|-----|--------------------|-----|---------------------|-----|-----------------------|-----|---------------------|-----|----------------------|-----|
| Clear Lake, IA       | 270 | Columbia, LA       | 234 | Cortaro, AZ         | 61  | Danville, IL          | 209 | Derby, KS           | 84  | E. Porterville, CA   | 107 |
| Clearwater, FL       | 21  | Columbia, MO       | 243 | Cortland, NY        | 262 | Danville, IN          | 38  | Derry, NH           | 186 | E. Providence, RI    | 33  |
| Clearwater, KS       | 84  | Columbia, PA       | 111 | Cortland, OH        | 97  | Daphne, AL            | 88  | DeRuyter, NY        | 75  | E. Syracuse, NY      | 75  |
| Clearwater, SC       | 114 | Columbia, SC       | 89  | Corydon, IN         | 53  | Darien, GA            | 275 | Des Moines, IA      | 92  | Eagle, ID            | 124 |
| Cleburne, TX         | 6   | Columbia City, IN  | 101 | Costa Mesa, CA      | 2   | Darlington, SC        | 198 | Des Plaines, IL     | 3   | Eagle Point, OR      | 207 |
| Clemson, SC          | 58  | Columbiana, AL     | 55  | Cottage Grove, OR   | 143 | Davenport, IA         | 133 | Destin, FL          | 204 | Eagle River, AK      | 168 |
| Cleveland, OH        | 24  | Columbus, GA       | 169 | Council Bluffs, IA  | 73  | Davie, FL             | 12  | Detroit, MI         | 7   | Earlsville, VA       | 222 |
| Cleveland, TN        | 104 | Columbus, KS       | 227 | Covington, KY       | 26  | Davis, CA             | 29  | Detroit Lakes, MN   | 211 | Easley, SC           | 58  |
| Cleveland Hts, OH    | 24  | Columbus, MS       | 247 | Covington, LA       | 41  | Dayton, OH            | 56  | Devine, TX          | 32  | East Hampton, NY     | 18  |
| Clewiston, FL        | 50  | Columbus, OH       | 34  | Covington, TN       | 46  | Dayton, WA            | 206 | Dexter, ME          | 268 | East Lansing, MI     | 115 |
| Clifton, TX          | 193 | Columbus, WI       | 120 | Crane, TX           | 174 | Daytona Beach, FL     | 39  | Dickson, TN         | 43  | East Longmeadow, MA  | 80  |
| Clifton Park, N.Y.   | 59  | Colusa, CA         | 191 | Crawfordville, FL   | 159 | De Funiak Springs, FL | 204 | Dillon, SC          | 198 | East Los Angeles, CA | 2   |
| Clinton, IA          | 133 | Comfort, TX        | 32  | Creedmoor, TX       | 49  | De Kalb, IL           | 3   | Dimondale, MI       | 115 | East Lyme, CT        | 167 |
| Clinton, LA          | 82  | Commerce City, CO  | 23  | Cresson, PA         | 244 | De Ridder, LA         | 205 | Dinuba, CA          | 65  | East Moline, IL      | 133 |
| Clinton, MS          | 118 | Como, MS           | 46  | Crest Hill, IL      | 3   | De Witt, MI           | 115 | Dishman, WA         | 91  | East Point, GA       | 11  |
| Clinton, TN          | 69  | Compton, CA        | 2   | Crestview, FL       | 204 | Deadwood, SD          | 258 | Dock Junction, GA   | 275 | East Ridge, TN       | 104 |
| Clovis, CA           | 65  | Concord, CA        | 4   | Crestwood, MO       | 19  | Dearborn, MI          | 7   | Donaldsonville, LA  | 82  | Easton, PA           | 67  |
| Clyde, NY            | 52  | Concord, MA        | 8   | Creswell, OH        | 143 | Dearborn Hghts, MI    | 7   | Donelson, TN        | 43  | Eaton, OH            | 56  |
| Coachella, CA        | 153 | Concord, NC        | 37  | Crete, IL           | 3   | Decatur, AL           | 109 | Dora, AL            | 55  | Eatontown, NJ        | 47  |
| Coal City, IL        | 3   | Concord, NH        | 186 | Crete, NE           | 172 | Decatur, GA           | 11  | Dorchester Terr, SC | 87  | Eatonville, FL       | 39  |
| Coal Grove, OH       | 144 | Conklin, NY        | 166 | Crewe, VA           | 57  | Decatur, IL           | 254 | Dothan, AL          | 184 | Eatonville, VA       | 14  |
| Coatesville, PA      | 5   | Connellsville, PA  | 22  | Crisfield, MD       | 150 | Decatur, IN           | 101 | Douglasville, GA    | 1   | Eau Claire, WI       | 231 |
| Cobleskill, NY       | 59  | Conrad, MT         | 273 | Crookston, MN       | 263 | Decatur, TX           | 6   | Dover, DE           | 76  | Ebensburg, PA        | 170 |
| Cockrell Hill, TX    | 6   | Conroe, TX         | 10  | Crowley, LA         | 100 | Dedham, MA            | 8   | Dover, NH           | 117 | Eden, NC             | 42  |
| Cocoa, FL            | 95  | Conway, AR         | 83  | Crown Point, IN     | 3   | Deer Park, WA         | 91  | Dover, NJ           | 99  | Eden Prairie, MN     | 17  |
| Cocoa Beach, FL      | 39  | Conway, SC         | 173 | Crozet, VA          | 222 | Dekalb, MS            | 274 | Doylestown, PA      | 5   | Edgewater, FL        | 93  |
| Coeur d'Alene, ID    | 91  | Conyers, GA        | 11  | Crystal Beach, TX   | 10  | Del Mar Hills, TX     | 202 | Dubach, LA          | 234 | Edinboro, PA         | 156 |
| Cold Spring, MN      | 212 | Cookeville, TN     | 264 | Crystal Lake, IL    | 3   | Del Valle, TX         | 49  | Dublin, VA          | 214 | Edinburg, TX         | 63  |
| Coldwater, MI        | 176 | Copenhagen, NY     | 256 | Crystal River, FL   | 90  | DeLand, FL            | 39  | Dubuque, IA         | 220 | Edmond, OK           | 54  |
| Coldwater, MS        | 46  | Copperas Cove, TX  | 149 | Culebra, PR         | 13  | Delano, CA            | 86  | Duffield, VA        | 96  | Edmonds, WA          | 14  |
| Coleman, MI          | 125 | Copperopolis, CA   | 122 | Cullman, AL         | 55  | Delaware, OH          | 34  | Duluth, MN          | 219 | Edwardsville, IL     | 19  |
| Colfax, IL           | 230 | Coral Cove, FL     | 78  | Cumming, GA         | 11  | Dell Rapids, SD       | 210 | Dumfries, VA        | 9   | Egg Harbor City, NJ  | 5   |
| College Station, TX  | 232 | Coral Gables, FL   | 12  | Cuyahoga Falls, OH  | 68  | Delphi, IN            | 236 | Dunbar, WV          | 162 | Egypt Lake, FL       | 21  |
| Collierville, TN     | 46  | Cordova, AL        | 55  | Cypress, TX         | 10  | Delphos, OH           | 228 | Dundee, IL          | 3   | El Cajon, CA         | 15  |
| Collins, MS          | 208 | Corinth, NY        | 59  | Cypress Gardens, FL | 98  | Delray Beach, FL      | 50  | Dunedin, FL         | 21  | El Dorado, KS        | 84  |
| Collinsville, OK     | 62  | Corning, CA        | 191 | Dade City, FL       | 21  | Delta, CO             | 251 | Dunlap, TN          | 104 | El Paso, TX          | 70  |
| Collinwood, TN       | 240 | Corning, NY        | 199 | Dakota City, NE     | 249 | Delta, OH             | 79  | Dunn, NC            | 126 | El Reno, OK          | 54  |
| Colonial Heights, TN | 96  | Cornwall, NY       | 157 | Dallas, GA          | 11  | Denham Springs, LA    | 82  | Dunnellon, FL       | 90  | El Rio, CA           | 108 |
| Colonial Heights, VA | 57  | Corona, CA         | 28  | Dallas, NC          | 37  | Denison, TX           | 6   | Dunnigan, CA        | 29  | Elba, AL             | 184 |
| Colorado Springs, CO | 94  | Corozal, PR        | 13  | Dallas, OR          | 25  | Denton, TX            | 6   | Durham, NC          | 48  | Electra, TX          | 242 |
| Columbia, AL         | 184 | Corpus Christi, TX | 129 | Dallas, PA          | 64  | Denver, CO            | 23  | Dyersville, IA      | 220 | Elgin, IL            | 3   |
| Columbia, CA         | 122 | Corrales, NM       | 72  | Dallas, TX          | 6   | DePere, WI            | 183 | E Grand Forks, MN   | 263 | Elgin, TX            | 49  |
| Columbia, IL         | 19  | Corry, PA          | 156 | Danbury, CT         | 189 | Depew, NY             | 45  | E. St. Louis, IL    | 19  | Elizabeth, NJ        | 1   |
|                      |     | Corsicana, TX      | 6   | Dansville, NY       | 52  | Deposit, NY           | 166 | E. Liverpool, OH    | 22  | Elizabeth, WV        | 224 |



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City of License to Market Rank

|                    |     |                     |     |                      |     |                     |     |                   |     |                    |     |
|--------------------|-----|---------------------|-----|----------------------|-----|---------------------|-----|-------------------|-----|--------------------|-----|
| Elizabethton, TN   | 96  | Eupora, MS          | 247 | Fayette, AL          | 216 | Fountain, CO        | 94  | Fulton, NY        | 75  | Gladewater, TX     | 140 |
| Elizabethtown, NC  | 126 | Eureka, IL          | 135 | Fayette, MO          | 243 | Fountain Inn, SC    | 58  | Fuquay Varina, NC | 48  | Gladstone, MO      | 30  |
| Elizabethtown, PA  | 111 | Eutaw, AL           | 216 | Fayetteville, AR     | 155 | Fowler, CA          | 65  | Gadsden, AL       | 55  | Glasford, IL       | 135 |
| Elizabethville, PA | 77  | Eva, AL             | 109 | Fayetteville, GA     | 11  | Fox Farm, WY        | 272 | Gaffney, SC       | 58  | Glen Arbor, MI     | 196 |
| Elk Mound, WI      | 231 | Evans, GA           | 114 | Fayetteville, NC     | 126 | Framingham, MA      | 8   | Gainesville, FL   | 90  | Glen Burnie, MD    | 20  |
| Elkhart, IN        | 163 | Evanson, IL         | 3   | Federalsburg, MD     | 150 | Frankfort, IN       | 236 | Gainesville, GA   | 11  | Glen Mills, PA     | 5   |
| Elkton, MD         | 76  | Evansville, IN      | 152 | Felton, CA           | 74  | Frankfort, MI       | 196 | Gainesville, TX   | 6   | Glendale, AZ       | 16  |
| Elkton, VA         | 260 | Evansville, WI      | 120 | Fenton, MI           | 119 | Frankfort, NY       | 151 | Gaithersburg, MD  | 9   | Glendale, CA       | 2   |
| Ellenville, NY     | 141 | Evansville, WY      | 276 | Fenwick Island, DE   | 150 | Franklin, IN        | 38  | Galena, IL        | 220 | Glenwood, IA       | 73  |
| Ellisville, MS     | 208 | Everett, MA         | 8   | Fernandina Beach, FL | 51  | Franklin, LA        | 100 | Gallatin, TN      | 43  | Globe, AZ          | 16  |
| Ellsworth, ME      | 268 | Everett, WA         | 14  | Ferris, TX           | 6   | Franklin, NH        | 186 | Galliano, LA      | 41  | Gloucester, MA     | 8   |
| Ellwood, CA        | 185 | Evergreen, CO       | 23  | Festus-St.Louis, MO  | 19  | Franklin, NJ        | 239 | Gallipolis, OH    | 144 | Gloucester, VA     | 36  |
| Elm Grove, WI      | 31  | Ewing, NJ           | 138 | Findlay, OH          | 79  | Franklin, TN        | 43  | Galva, IL         | 133 | Gluckstadt, MS     | 118 |
| Elmhurst, IL       | 3   | Excelsior Sprng, MO | 30  | Fisher, IL           | 209 | Franklin, TX        | 232 | Galveston, TX     | 10  | Gold Hill, OR      | 207 |
| Elmira, NY         | 199 | Exeter, NH          | 117 | Fitchburg, MA        | 110 | Frazier Park, CA    | 86  | Garden City, ID   | 124 | Golden Valley, MN  | 17  |
| Elmira Heights, NY | 199 | Fabens, TX          | 70  | Flint, MI            | 119 | Frederick, MD       | 200 | Garden City, NY   | 18  | Goldsboro, NC      | 48  |
| Elmwood, IL        | 135 | Fair Oaks, CA       | 29  | Flora, MS            | 118 | Fredericksburg, VA  | 9   | Garden City, SC   | 173 | Goleta, CA         | 185 |
| Elmwood Park, IL   | 3   | Fairborn, OH        | 56  | Florence, AL         | 240 | Freedom, CA         | 74  | Garden Grove, CA  | 2   | Gonzales, CA       | 74  |
| Elyria, OH         | 24  | Fairfax, VA         | 9   | Florence, KY         | 26  | Freeland, PA        | 64  | Gardiner, ME      | 250 | Gooding, ID        | 124 |
| Eminence, KY       | 53  | Fairfield, AL       | 55  | Florence, NJ         | 5   | Freeport, IL        | 148 | Garland, TX       | 6   | Goodlettsville, TN | 43  |
| Endicott, NY       | 166 | Fairfield, ME       | 250 | Florence, OR         | 143 | Freeport, NY        | 18  | Garner, NC        | 48  | Goose Creek, SC    | 87  |
| Endwell, NY        | 166 | Fairfield, OH       | 26  | Florence, SC         | 198 | Freeport, TX        | 10  | Gary, IN          | 3   | Gordon, GA         | 147 |
| Enfield, CT        | 80  | Fairhaven, MA       | 164 | Floresville, TX      | 32  | Fremont, CA         | 27  | Garyville, LA     | 41  | Gorham, ME         | 160 |
| England, AR        | 83  | Fairhope, AL        | 88  | Florissant, MO       | 19  | Fremont, MI         | 217 | Gastonia, NC      | 37  | Goshen, IN         | 163 |
| Englewood, CO      | 23  | Fairlawn, VA        | 214 | Flower Mound, TX     | 6   | Fresno, CA          | 65  | Gate City, VA     | 96  | Gosnell, AR        | 46  |
| Englewood, FL      | 78  | Fairmont, NC        | 126 | Flowood, MS          | 118 | Friona, TX          | 188 | Gatesville, TX    | 149 | Goulds, FL         | 12  |
| Englewood, OH      | 56  | Fairmont, WV        | 187 | Floyd, VA            | 214 | Front Royal, VA     | 218 | Gatlinburg, TN    | 69  | Graceville, FL     | 184 |
| Enterprise, AL     | 184 | Fairview, NC        | 179 | Foley, AL            | 88  | Frostburg, MD       | 170 | Gaylord, MI       | 196 | Graham, NC         | 42  |
| Enumclaw, WA       | 14  | Fairway, KS         | 30  | Folly Beach, SC      | 87  | Fruita, CO          | 251 | Geneseo, IL       | 133 | Granbury, TX       | 6   |
| Ephrata, PA        | 111 | Fajardo, PR         | 13  | Folsom, CA           | 29  | Fruitland, ID       | 124 | Geneva, AL        | 184 | Grand Forks, ND    | 263 |
| Epworth, IA        | 220 | Fall River, MA      | 164 | Folsom, LA           | 41  | Ft Mitchell, AL     | 169 | Geneva, IL        | 3   | Grand Haven, MI    | 66  |
| Erath, LA          | 100 | Fallbrook, CA       | 15  | Fond du Lac, WI      | 134 | Ft Myers Villas, FL | 71  | Geneva, NY        | 52  | Grand Junction, CO | 251 |
| Erie, PA           | 156 | Falls Church, VA    | 9   | Forest City, IA      | 270 | Ft Walton Beach, FL | 204 | Georgetown, DE    | 150 | Grand Prairie, TX  | 6   |
| Erlanger, KY       | 26  | Falmouth, KY        | 26  | Forest City, NC      | 58  | Ft. Atkinson, WI    | 120 | Georgetown, KY    | 106 | Grand Rapids, MI   | 66  |
| Erwin, TN          | 96  | Falmouth, MA        | 182 | Forsyth, GA          | 147 | Ft. Lauderdale, FL  | 12  | Georgetown, OH    | 26  | Grandview, WA      | 194 |
| Escordido, CA      | 15  | Fargo, ND           | 211 | Fort Collins, CO     | 132 | Ft. Myers, FL       | 71  | Georgetown, SC    | 173 | Granite City, IL   | 19  |
| Espanola, NM       | 235 | Farmersville, TX    | 6   | Fort Lee, VA         | 57  | Ft. Myers Beach, FL | 71  | Georgetown, TX    | 49  | Grants Pass, OR    | 207 |
| Esparto, CA        | 29  | Farmerville, LA     | 234 | Fort Meade, FL       | 98  | Ft. Rucker, AL      | 184 | Germantown, TN    | 46  | Grasonville, MD    | 20  |
| Essex, NY          | 225 | Farmington, AR      | 155 | Fort Pierce, FL      | 50  | Ft. Shawnee, OH     | 228 | Gettysburg, PA    | 103 | Grass Valley, CA   | 29  |
| Essexville, MI     | 125 | Farmington, IL      | 135 | Fort Plain, NY       | 59  | Ft. Valley, GA      | 147 | Gibsonburg, OH    | 79  | Gray, GA           | 147 |
| Estes Park, CO     | 132 | Farmington, NH      | 117 | Fort Smith, AR       | 171 | Ft. Wayne, IN       | 101 | Gifford, FL       | 116 | Gray Court, SC     | 58  |
| Etowah, TN         | 104 | Farmville, NC       | 81  | Fort Worth, TX       | 6   | Ft. Worth, TX       | 6   | Gilbert, AZ       | 16  | Grayson, GA        | 11  |
| Eugene, OR         | 143 | Farragut, TN        | 69  | Fosston, MN          | 263 | Fulton, MO          | 243 | Gilmer, TX        | 140 | Grayson, KY        | 144 |
| Eunice, LA         | 100 | Farrell, PA         | 97  | Fostoria, OH         | 79  | Fulton, MS          | 178 | Gilroy, CA        | 27  | Great Falls, MT    | 273 |

*Table 6*  
**City of License to Market Rank**

|                     |     |                     |     |                          |     |                   |     |                         |     |                    |     |
|---------------------|-----|---------------------|-----|--------------------------|-----|-------------------|-----|-------------------------|-----|--------------------|-----|
| Greeley, CO         | 132 | Hallie, WI          | 231 | Haverhill, MA            | 8   | Hillsboro, OR     | 25  | Humacao, PR             | 13  | Jackson, WI        | 31  |
| Green Bay, WI       | 183 | Haitom City, TX     | 6   | Havre de Grace, MD       | 20  | Hillsboro, TX     | 193 | Humble, TX              | 10  | Jacksonville, AR   | 83  |
| Green Cove Spgs, FL | 51  | Hamden, CT          | 102 | Hawesville, KY           | 266 | Hilton Head, SC   | 154 | Humboldt, TN            | 267 | Jacksonville, FL   | 51  |
| Green Valley, AZ    | 61  | Hamilton, OH        | 26  | Hayden, ID               | 91  | Hinesville, GA    | 154 | Humnoke, AR             | 83  | Jacksonville, IL   | 197 |
| Greenacres, CA      | 86  | Hamlin, TX          | 221 | Haysville, KS            | 84  | Hinton, WV        | 269 | Huntington, IN          | 101 | Jacksonville, NC   | 81  |
| Greencastle, PA     | 161 | Hammond, IN         | 3   | Hazel Green, AL          | 109 | Holiday, FL       | 21  | Huntington, NY          | 18  | Jacksonville, TX   | 140 |
| Greeneville, TN     | 96  | Hammond, LA         | 82  | Hazleton, PA             | 64  | Holland, MI       | 66  | Huntington, WV          | 144 | Jasper, AL         | 55  |
| Greenfield, CA      | 74  | Hammonton, NJ       | 137 | Headland, AL             | 184 | Holland, OH       | 79  | Huntsville, AL          | 109 | Jasper, GA         | 11  |
| Greenfield, IN      | 38  | Hampton, NH         | 117 | Healdsburg, CA           | 113 | Holidaysburg, PA  | 244 | Huntsville, AR          | 155 | Jasper, TN         | 104 |
| Greenfield, WI      | 31  | Hampton, VA         | 36  | Hearne, TX               | 232 | Hollister, CA     | 74  | Huntsville, TX          | 10  | Jeannette, PA      | 22  |
| Greensboro, NC      | 42  | Hampton Bays, NY    | 18  | Heath, OH                | 34  | Holly Hill, FL    | 93  | Hurricane, WV           | 162 | Jefferson City, MO | 243 |
| Greensburg, PA      | 22  | Hanahan, SC         | 87  | Heavener, OK             | 171 | Holly Sprngs, MS  | 46  | Hutchinson, KS          | 84  | Jeffersontown, KY  | 53  |
| Greenup, KY         | 144 | Hanford, CA         | 65  | Heber Springs, AR        | 83  | Hollywood, FL     | 12  | Hutto, TX               | 49  | Jeffersonville, GA | 147 |
| Greenville, GA      | 169 | Hanover, PA         | 103 | Heidelberg, MS           | 208 | Holmes Beach, FL  | 21  | Hyannis, MA             | 182 | Jeffersonville, IN | 53  |
| Greenville, MI      | 66  | Hapeville, GA       | 11  | Helotes, TX              | 32  | Homeland Park, SC | 58  | Hyde Park, NY           | 157 | Jeffersonville, NY | 157 |
| Greenville, NC      | 81  | Hardeeville, SC     | 154 | Hemet, CA                | 28  | Homer, LA         | 130 | Idalou, TX              | 177 | Jenkintown, PA     | 5   |
| Greenville, OH      | 56  | Hardin, MT          | 245 | Hempstead, NY            | 18  | Homestead, FL     | 12  | Idyllwild, CA           | 28  | Jensen Beach, FL   | 50  |
| Greenville, RI      | 33  | Harker Heights, TX  | 149 | Henderson, KY            | 152 | Homewood, AL      | 55  | Immokalee, FL           | 71  | Jersey City, NJ    | 1   |
| Greenville, SC      | 58  | Harkers Island, NC  | 81  | Henderson, NV            | 40  | Homiqueros, PR    | 13  | Incline Village, NV     | 128 | Jersey Shore, PA   | 248 |
| Greenwich, CT       | 139 | Harlem, GA          | 114 | Henderson, NY            | 256 | Hondo, TX         | 32  | Independence, IA        | 233 | Jerseyville, IL    | 19  |
| Greenwood, AR       | 171 | Harlingen, TX       | 63  | Henderson, TN            | 267 | Honea Path, SC    | 58  | Independence, MO        | 30  | Johnson City, TN   | 96  |
| Greenwood, IN       | 38  | Harrisburg, AR      | 271 | Hendersonville, NC       | 179 | Honeoye Falls, NY | 52  | Indian Head, MD         | 9   | Johnsonville, SC   | 198 |
| Greer, SC           | 58  | Harrisburg, IL      | 213 | Hendersonville, TN       | 43  | Honolulu, HI      | 60  | Indian Rcks Bch, FL     | 21  | Johnston, SC       | 114 |
| Gregory, TX         | 129 | Harrisburg, NC      | 37  | Hendersonville, NC       | 58  | Hooks, TX         | 246 | Indian River Shores, FL | 116 | Johnston City, IL  | 213 |
| Gresham, OR         | 25  | Harrisburg, PA      | 77  | Henniker, NH             | 186 | Hoosick Falls, NY | 59  | Indianapolis, IN        | 38  | Johnstown, CO      | 132 |
| Gretna, LA          | 41  | Harrison, OH        | 26  | Henryetta, OK            | 62  | Hope, AR          | 246 | Indianola, IA           | 92  | Johnstown, NY      | 59  |
| Gridley, CA         | 191 | Harrisonburg, VA    | 260 | Herkimer, NY             | 151 | Hope Mills, NC    | 126 | Indiantown, FL          | 50  | Johnstown, OH      | 34  |
| Griffin, GA         | 11  | Harrisonville, MO   | 30  | Hermantown, MN           | 219 | Hope Valley, RI   | 33  | Indio, CA               | 153 | Johnstown, PA      | 170 |
| Grifton, NC         | 81  | Harrodsburg, KY     | 106 | Hernando, FL             | 90  | Hopewell, VA      | 57  | Ingleside, TX           | 129 | Joliet, IL         | 3   |
| Groton, CT          | 167 | Hart, MI            | 217 | Herrin, IL               | 213 | Hormigueros, PR   | 13  | Inglewood, CA           | 2   | Jonesboro, AR      | 271 |
| Grove City, OH      | 34  | Hartford, CT        | 44  | Hershey, PA              | 77  | Hornell, NY       | 199 | Inglis, FL              | 90  | Jonesboro, TN      | 96  |
| Grove City, PA      | 97  | Hartford, WI        | 31  | Hialeah, FL              | 12  | Horseheads, NY    | 199 | Inkster, MI             | 7   | Joplin, MO         | 227 |
| Grover Beach, CA    | 165 | Hartford-Meridn, CT | 44  | Hickory, NC              | 37  | Houma, LA         | 41  | Iowa City, IA           | 201 | Juana Diaz, PR     | 13  |
| Groves, TX          | 127 | Hartselle, AL       | 109 | High Point, NC           | 42  | Houston, AK       | 168 | Iron River, WI          | 219 | Julian, CA         | 15  |
| Grundy Center, IA   | 233 | Hartsville, SC      | 198 | High Springs, FL         | 90  | Houston, MS       | 178 | Irondale, AL            | 55  | Jupiter, FL        | 50  |
| Guadalupe, CA       | 195 | Harvard, IL         | 3   | Highland, IL             | 19  | Houston, TX       | 10  | Irondequoit, NY         | 52  | Kailua, HI         | 60  |
| Guayama, PR         | 13  | Harvey, IL          | 3   | Highland, NY             | 157 | Howe, TX          | 6   | Ironton, OH             | 144 | Kalamazoo, MI      | 176 |
| Gulf Breeze, FL     | 121 | Harwichport, MA     | 182 | Highland Beach, MD       | 20  | Howell, MI        | 7   | Irwin, PA               | 22  | Kalkaska, MI       | 196 |
| Gulfport, MS        | 136 | Haskell, TX         | 221 | Highland Park, IL        | 3   | Howland, ME       | 268 | Isabela, PR             | 13  | Kaneohe, HI        | 60  |
| Hackensack, NJ      | 1   | Hatillo, PR         | 13  | Highland Park, TX        | 6   | Hoxie, AR         | 271 | Islip, NY               | 18  | Kankakee, IL       | 3   |
| Hackettstown, NJ    | 67  | Hattiesburg, MS     | 208 | Highland Park-Dallas, TX | 6   | Hubbard, OH       | 97  | Ithaca, NY              | 262 | Kannapolis, NC     | 37  |
| Hagerstown, MD      | 161 | Haughton, LA        | 130 | Highland Springs, VA     | 57  | Hudson, IA        | 233 | Jackson, MI             | 115 | Kansas City, KS    | 30  |
| Haines City, FL     | 98  | Havana, FL          | 159 | Highland Village, TX     | 6   | Hudson, WI        | 17  | Jackson, MS             | 118 | Kansas City, MO    | 30  |
| Halfway, MD         | 161 | Havelock, NC        | 81  | Hillsboro, NH            | 186 | Hughesville, PA   | 248 | Jackson, TN             | 267 | Kaplan, LA         | 100 |



**Table 6**  
**City of License to Market Rank**

|                      |     |                    |     |                  |     |                     |     |                   |     |                     |     |
|----------------------|-----|--------------------|-----|------------------|-----|---------------------|-----|-------------------|-----|---------------------|-----|
| Karns, TN            | 69  | La Selva Beach, CA | 74  | Larose, LA       | 41  | Liberty, MO         | 30  | Lost Creek, WV    | 187 | Manchester, VT      | 59  |
| Kaukauna, WI         | 134 | Lacey, WA          | 14  | Las Cruces, NM   | 70  | Liberty, TX         | 10  | Loudon, TN        | 69  | Mandan, ND          | 265 |
| Kearney, AZ          | 61  | Lacombe, LA        | 41  | Las Lunas, NM    | 72  | Lima, OH            | 228 | Louisa, VA        | 222 | Manhattan, KS       | 181 |
| Keizer, OR           | 25  | LaCrosse, FL       | 90  | Las Piedras, PR  | 13  | Lincoln, IL         | 197 | Louisburg, NC     | 48  | Manitou Springs, CO | 94  |
| Kendallville, IN     | 101 | Ladson, SC         | 87  | Las Vegas, NM    | 235 | Lincoln, ME         | 268 | Louisville, IN    | 53  | Mankato, MN         | 255 |
| Kennebunk, ME        | 160 | Ladysmith, WI      | 231 | Las Vegas, NV    | 40  | Lincoln, NE         | 172 | Louisville, KY    | 53  | Manlius, NY         | 75  |
| Kenner, LA           | 41  | Lafayette, CO      | 23  | Latta, SC        | 198 | Lincolnton, NC      | 37  | Loveland, CO      | 132 | Manning, SC         | 198 |
| Kennewick, WA        | 206 | Lafayette, FL      | 159 | Laughlin, NV     | 40  | Linden, AL          | 216 | Loves Park, IL    | 148 | Mannington, WV      | 187 |
| Kenosha, WI          | 3   | Lafayette, GA      | 104 | Laurel, DE       | 150 | Lindsay, CA         | 107 | Lowell, AR        | 155 | Manor, TX           | 49  |
| Kenova, WV           | 144 | Lafayette, IN      | 236 | Laurel, MD       | 9   | Linton, IN          | 192 | Lowell, IN        | 3   | Manteca, CA         | 85  |
| Kent, OH             | 68  | Lafayette, LA      | 100 | Laurel, MS       | 208 | Litchfield, CT      | 180 | Lowell, MA        | 8   | Maplewood, MN       | 17  |
| Kentwood, LA         | 82  | Lake Arrowhead, CA | 28  | Laurel, MT       | 245 | Little Falls, NY    | 151 | Lubbock, TX       | 177 | Marana, AZ          | 61  |
| Kentwood, MI         | 66  | Lake Charles, LA   | 205 | Laurinburg, NC   | 126 | Little Rock, AR     | 83  | Luling, TX        | 49  | Marathon, WI        | 158 |
| Kerman, CA           | 65  | Lake City, AR      | 271 | Lawrence, KS     | 30  | Littleton, CO       | 23  | Lumberton, MS     | 136 | Marco, FL           | 71  |
| Kernersville, NC     | 42  | Lake City, MN      | 229 | Lawrence, MA     | 8   | Livermore, CA       | 4   | Lumberton, NC     | 126 | Marco Island, FL    | 71  |
| Kernville, CA        | 86  | Lake City, SC      | 198 | Lawrenceburg, KY | 106 | Livingston, CA      | 190 | Lumpkin, GA       | 169 | Margate City, NJ    | 137 |
| Kettering, OH        | 56  | Lake Geneva, WI    | 31  | Lawton, OK       | 257 | Livingston, TN      | 264 | Luray, VA         | 260 | Maricao, PR         | 13  |
| Kewanee, IL          | 133 | Lake George, NY    | 59  | Le Mars, IA      | 249 | Livonia, MI         | 7   | Luverne, AL       | 142 | Marietta, GA        | 11  |
| Key Largo, FL        | 12  | Lake Isabella, CA  | 86  | Le Roy, IL       | 230 | Lockport, NY        | 45  | Luverne, MN       | 210 | Marietta, OH        | 224 |
| Key West, FL         | 12  | Lake Jackson, TX   | 10  | Leavenworth, KS  | 30  | Locust Grove, OK    | 62  | Lynchburg, VA     | 105 | Marina, CA          | 74  |
| Kilgore, TX          | 140 | Lake Oswego, OR    | 25  | Lebanon, IN      | 38  | Lodi, CA            | 85  | Lynn, MA          | 8   | Marion, AR          | 46  |
| Killeen, TX          | 49  | Lake Success, NY   | 1   | Lebanon, OH      | 26  | Lompoc, CA          | 195 | Mabton, WA        | 194 | Marion, IL          | 213 |
| Kimberly, WI         | 134 | Lake Wales, FL     | 98  | Lebanon, PA      | 77  | London, OH          | 34  | MacClenny, FL     | 51  | Marion, MS          | 274 |
| Kindred, ND          | 211 | Lake Worth, FL     | 50  | Lebanon, TN      | 43  | Long Beach, CA      | 2   | Mackinaw City, MI | 196 | Marion, SC          | 198 |
| King City, CA        | 74  | Lakeland, FL       | 98  | Ledyard, CT      | 167 | Long Beach, MS      | 136 | Macon, GA         | 147 | Marion, VA          | 96  |
| Kingman, KS          | 84  | Lakeville, MN      | 17  | Leesburg, GA     | 252 | Long Branch, NJ     | 47  | Madbury, NH       | 117 | Mariposa, CA        | 122 |
| Kings Beach, CA      | 128 | Lakewood, CO       | 23  | Leesburg, VA     | 9   | Long Island, AK     | 168 | Madera, CA        | 65  | Marked Tree, AR     | 271 |
| Kingsley, MI         | 196 | Lakewood, NJ       | 47  | Lehigh Acres, FL | 71  | Longmont, CO        | 23  | Madison, AL       | 109 | Marksville, LA      | 203 |
| Kingsport, TN        | 96  | Lamesa, TX         | 174 | Lehighton, PA    | 67  | Longview, TX        | 140 | Madison, ME       | 250 | Marlboro, MA        | 8   |
| Kingston, NY         | 157 | Lampasas, TX       | 49  | Leicester, MA    | 110 | Lonoke, AR          | 83  | Madison, TN       | 43  | Marlin, TX          | 193 |
| Kingston Springs, TN | 43  | Lancaster, CA      | 2   | Leland, MI       | 196 | Lookout Mount'n, TN | 104 | Madison, WI       | 120 | Maroa, IL           | 254 |
| Kingstree, SC        | 198 | Lancaster, NY      | 45  | Leland, NC       | 175 | Lorain, OH          | 24  | Madisonville, KY  | 266 | Marshall, IL        | 192 |
| Kingsville, TX       | 129 | Lancaster, OH      | 34  | Lemoore, CA      | 107 | Lorenzo, TX         | 177 | Madisonville, TX  | 232 | Marshall, MI        | 238 |
| Kinston, NC          | 81  | Lancaster, PA      | 111 | Lenoir City, TN  | 69  | Loretto, PA         | 170 | Madrid, IA        | 92  | Marshall, NC        | 179 |
| Kirkland, WA         | 14  | Lancaster, WI      | 220 | Levittown, PA    | 5   | Loris, SC           | 173 | Magee, MS         | 118 | Marshall, TX        | 140 |
| Kissimmee, FL        | 39  | Lansdale, PA       | 5   | Lewes, DE        | 150 | Los Alamos, NM      | 235 | Mahomet, IL       | 209 | Marshfield, MA      | 8   |
| Kittery, ME          | 117 | Lansford, PA       | 67  | Lewisburg, PA    | 248 | Los Altos, CA       | 27  | Mamou, LA         | 100 | Marshfield, MO      | 146 |
| Knoxville, TN        | 69  | Lansing, IL        | 3   | Lewiston, ME     | 160 | Los Angeles, CA     | 2   | Manahawkin, NJ    | 47  | Marshfield, WI      | 158 |
| Kosciusko, MS        | 118 | Lansing, MI        | 115 | Lewisville, NC   | 42  | Los Banos, CA       | 190 | Manassas, VA      | 9   | Martinez, GA        | 114 |
| La Grange, GA        | 11  | Lantana, FL        | 50  | Lexington, AL    | 240 | Los Gatos, CA       | 27  | Manati, PR        | 13  | Martinsburg, PA     | 244 |
| La Grange, IL        | 3   | Lapeer, MI         | 119 | Lexington, KY    | 106 | Los Lunas, NM       | 72  | Manchester, CT    | 44  | Martinsburg, WV     | 161 |
| La Place, LA         | 41  | Laramie, WY        | 272 | Lexington, MO    | 30  | Los Molinas, CA     | 191 | Manchester, GA    | 11  | Martinsville, IN    | 38  |
| La Plata, MD         | 9   | Laredo, TX         | 202 | Lexington, NC    | 42  | Los Osos, CA        | 165 | Manchester, NH    | 186 | Martinsville, VA    | 105 |
| La Quinta, CA        | 153 | Largo, FL          | 21  | Lexington, SC    | 89  | Los Ranchos, NM     | 72  | Manchester, TN    | 43  | Mary Esther, FL     | 204 |



Table 6

**City of License to Market Rank**

|                              |                                  |                             |                                |                                  |                               |
|------------------------------|----------------------------------|-----------------------------|--------------------------------|----------------------------------|-------------------------------|
| Marysville, CA ..... 29      | Mexico Beach, FL ..... 226       | Minetto, NY ..... 75        | Morovis, PR ..... 13           | N. Augusta, SC ..... 114         | New Kensington, PA ..... 22   |
| Marysville, OH ..... 34      | Meyersdale, PA ..... 170         | Minneapolis, MN ..... 17    | Morris, IL ..... 3             | N. Cape May, NJ ..... 137        | New London, CT ..... 167      |
| Maryville, TN ..... 69       | Miami, FL ..... 12               | Minor Hill, TN ..... 109    | Morristown, NJ ..... 99        | N. Charleston, SC ..... 87       | New London, WI ..... 134      |
| Mashpee, MA ..... 182        | Miami, WV ..... 162              | Mint Hill, NC ..... 37      | Morro Bay, CA ..... 165        | N. Ft. Myers, FL ..... 71        | New Market, VA ..... 260      |
| Mason City, IA ..... 270     | Miami Beach, FL ..... 12         | Miramar Beach, FL ..... 204 | Morrow, GA ..... 11            | N. Las Vegas, NV ..... 40        | New Orleans, LA ..... 41      |
| Massillon, OH ..... 123      | Miami Springs, FL ..... 12       | Mirando City, TX ..... 202  | Morton, IL ..... 135           | N. Myrtle Beach, SC ..... 173    | New Paltz, NY ..... 157       |
| Maumelle, AR ..... 83        | Miamisburg, OH ..... 56          | Mishicot, WI ..... 183      | Mosinee, WI ..... 158          | N. Salt Lake, UT ..... 35        | New Plymouth, ID ..... 124    |
| Maurice, LA ..... 100        | Micanopy, FL ..... 90            | Mission, KS ..... 30        | Moss Point, MS ..... 88        | N. Syracuse, NY ..... 75         | New Port Richey, FL ..... 21  |
| Mayaguez, PR ..... 13        | Middleborough Center, MA ..... 8 | Mission, TX ..... 63        | Moundsville, WV ..... 223      | Naches, WA ..... 194             | New Prague, MN ..... 17       |
| McAllen, TX ..... 63         | Middleton, WI ..... 120          | Moberly, MO ..... 243       | Mount Bullion, CA ..... 190    | Naguabo, PR ..... 13             | New Richmond, WI ..... 17     |
| McClellanville, SC ..... 87  | Middletown, CA ..... 113         | Mobile, AL ..... 88         | Mount Dora, FL ..... 39        | Nampa, ID ..... 124              | New Roads, LA ..... 82        |
| McConnellsburg, PA ..... 161 | Middletown, CT ..... 44          | Moca, PR ..... 13           | Mount Holly, NJ ..... 5        | Nanticoke, PA ..... 64           | New Rochelle, NY ..... 1      |
| McConnelsville, OH ..... 224 | Middletown, MD ..... 200         | Mocksville, NC ..... 42     | Mount Hope, WV ..... 269       | Nantucket, MA ..... 182          | New Smyrna Bch, FL ..... 93   |
| McFarland, CA ..... 86       | Middletown, NY ..... 141         | Modesto, CA ..... 122       | Mount Jackson, VA ..... 218    | Naples, FL ..... 71              | New Ulm, MN ..... 255         |
| McKeesport, PA ..... 22      | Middletown, OH ..... 56          | Mojave, CA ..... 2          | Mount Kisco, NY ..... 1        | Naples Park, FL ..... 71         | New York, NY ..... 1          |
| McKenzie, TN ..... 267       | Middletown, RI ..... 33          | Moline, IL ..... 133        | Mount Vernon, OH ..... 34      | Narraganst Pier, RI ..... 33     | Newark, DE ..... 76           |
| McKinney, TX ..... 6         | Midland, MI ..... 125            | Monahans, TX ..... 174      | Mount Zion, IL ..... 254       | Narrows, VA ..... 214            | Newark, NJ ..... 1            |
| McMinnville, OR ..... 25     | Midland, TX ..... 174            | Moncks Corner, SC ..... 87  | Mountain Home, ID ..... 124    | Narrows-Pearisburg, VA ..... 214 | Newark, OH ..... 34           |
| Meadville, PA ..... 156      | Midvale, UT ..... 35             | Moneta, VA ..... 105        | Mountaintop, PA ..... 64       | Nashua, NH ..... 8               | Newberry, FL ..... 90         |
| Mechanicsburg, PA ..... 77   | Midway, FL ..... 159             | Monroe, LA ..... 234        | Moyock, NC ..... 36            | Nashville, TN ..... 43           | Newberry, SC ..... 89         |
| Mechanicsville, VA ..... 57  | Midway, GA ..... 154             | Monroe, MI ..... 7          | Mt Carmel, IL ..... 152        | Nashwauk, MN ..... 219           | Newburg, KY ..... 53          |
| Mechanicville, NY ..... 59   | Midway, KY ..... 106             | Monroe, NC ..... 37         | Mt Vernon, MO ..... 146        | Natick, MA ..... 8               | Newburgh, IN ..... 152        |
| Medford, MA ..... 8          | Midwest, WY ..... 276            | Monroe, WI ..... 120        | Mt Washngtn, NH ..... 160      | Naugatuck, CT ..... 180          | Newburgh, NY ..... 141        |
| Medford, OR ..... 207        | Midwest City, OK ..... 54        | Monroeville, PA ..... 22    | Mt. Clemens, MI ..... 7        | Navasota, TX ..... 232           | Newburyport, MA ..... 8       |
| Media, PA ..... 5            | Milan, TN ..... 267              | Montauk, NY ..... 18        | Mt. Pleasant, MI ..... 125     | Nebraska City, NE ..... 73       | Newcastle, OK ..... 54        |
| Medical Lake, WA ..... 91    | Milford, CT ..... 112            | Monte Rio, CA ..... 113     | Mt. Pleasant, SC ..... 87      | Nederland, TX ..... 127          | Newnan, GA ..... 11           |
| Medina, OH ..... 68          | Milford, DE ..... 150            | Montecito, CA ..... 185     | Mt. Pocono, PA ..... 64        | Neenah-Menasha, WI ..... 134     | NewPhiladelphia, OH ..... 123 |
| Melbourne, FL ..... 95       | Milford, NE ..... 172            | Monterey, CA ..... 74       | Mt. Vernon, IN ..... 152       | Neillsville, WI ..... 231        | Newport, KY ..... 26          |
| Memphis, TN ..... 46         | Milford, OH ..... 26             | Monterey, TN ..... 264      | Mulberry, CA ..... 191         | Neosho, MO ..... 227             | Newport, NC ..... 81          |
| Menomonee Falls, WI ..... 31 | Mill Hall, PA ..... 248          | Montgomery, AL ..... 142    | Mullins, SC ..... 173          | New Albany, IN ..... 53          | Newport, RI ..... 33          |
| Menomonie, WI ..... 231      | Millbrook, AL ..... 142          | Monticello, FL ..... 159    | Muncy, PA ..... 248            | New Albany, MS ..... 178         | Newport Beach, CA ..... 2     |
| Merced, CA ..... 190         | Millersburg, PA ..... 77         | Montour Falls, NY ..... 199 | Murfreesboro, TN ..... 43      | New Bedford, MA ..... 164        | Newport News, VA ..... 36     |
| Mercedes, TX ..... 63        | Millington, TN ..... 46          | Montpelier, VT ..... 225    | Murphysboro, IL ..... 213      | New Bern, NC ..... 81            | Newton, KS ..... 84           |
| Mercer, PA ..... 97          | Millinocket, ME ..... 268        | Montrose, CO ..... 251      | Murray, UT ..... 35            | New Boston, TX ..... 246         | Newton, MA ..... 8            |
| Mercer Island, WA ..... 14   | Millvale, PA ..... 22            | Monument, CO ..... 94       | Murrells Inlet, SC ..... 173   | New Braunfels, TX ..... 32       | Newton, MS ..... 274          |
| Mercersburg, PA ..... 161    | Millville, NJ ..... 137          | Moody, AL ..... 55          | Muscatine, IA ..... 133        | New Britain, CT ..... 44         | Newton, NJ ..... 239          |
| Meriden, CT ..... 102        | Milton, FL ..... 121             | Moore, OK ..... 54          | Muscle Shoals, AL ..... 240    | New Brunswick, NJ ..... 1        | Niagara Falls, NY ..... 45    |
| Meridian, MS ..... 274       | Milton, WV ..... 144             | Moorhead, MN ..... 211      | Muskegon, MI ..... 217         | New Carlisle, IN ..... 163       | Niceville, FL ..... 204       |
| Meridianville, AL ..... 109  | Milton-Freewater, OR ..... 206   | Moreauville, LA ..... 203   | Muskegon Heights, MI ..... 217 | New City, NY ..... 1             | Nicholasville, KY ..... 106   |
| Merkel, TX ..... 221         | Milwaukee, WI ..... 31           | Morehead City, NC ..... 81  | Muskogee, OK ..... 62          | New Ellenton, SC ..... 114       | Niles, MI ..... 163           |
| Merrill, WI ..... 158        | Milwaukie, OR ..... 25           | Moreno Valley, CA ..... 28  | Myrtle Beach, SC ..... 173     | New Haven, CT ..... 102          | Niles, OH ..... 97            |
| Mesa, AZ ..... 16            | Mims, FL ..... 95                | Morgan Hill, CA ..... 27    | N Little Rock, AR ..... 83     | New Haven, IN ..... 101          | Nixa, MO ..... 146            |
| Mexico, MO ..... 243         | Minden, LA ..... 130             | Morgantown, WV ..... 187    | N Ridgeville, OH ..... 24      | New Hope, NC ..... 48            | Noblesville, IN ..... 38      |
| Mexico, NY ..... 75          | Mineola, NY ..... 18             | Morningside, MD ..... 9     | N. Atlanta, GA ..... 11        | New Iberia, LA ..... 100         | Nolanville, TX ..... 149      |



Table 6

## City of License to Market Rank

|                       |     |                       |     |                       |     |                     |     |                       |     |                        |     |
|-----------------------|-----|-----------------------|-----|-----------------------|-----|---------------------|-----|-----------------------|-----|------------------------|-----|
| Norco, LA             | 41  | Ojai, CA              | 108 | Otsego, MI            | 176 | Paterson, NJ        | 1   | Pilot Point, TX       | 6   | Port Jervis, NY        | 141 |
| Norfolk, MA           | 8   | Oklahoma City, OK     | 54  | Ottawa, KS            | 30  | Patillas, PR        | 13  | Pinconning, MI        | 125 | Port Matilda, PA       | 237 |
| Norfolk, VA           | 36  | Okmulgee, OK          | 62  | Overland Park, KS     | 30  | Patterson, CA       | 122 | Pine Bluff, AR        | 83  | Port Neches, TX        | 127 |
| Normal, IL            | 230 | Olathe, KS            | 30  | Overton, TX           | 140 | Patterson, NY       | 189 | Pine Castle, FL       | 39  | Port Royal, SC         | 87  |
| Norman, OK            | 54  | Old Fort, NC          | 179 | Oviedo, FL            | 39  | Patton, PA          | 244 | Pine Hills, FL        | 39  | Port St Lucie, FL      | 116 |
| Norris, TN            | 69  | Old Saybrook, CT      | 44  | Owasso, OK            | 62  | Pawcatuck, CT       | 167 | Pine Island Ctr, FL   | 71  | Port St. Joe, FL       | 226 |
| Norristown, PA        | 5   | Old Town, ME          | 268 | Owego, NY             | 166 | Pawley's Island, SC | 173 | Pinellas Park, FL     | 21  | Port St. Lucie, FL     | 116 |
| North Baltimore, OH   | 79  | Olive Branch, MS      | 46  | Owensboro, KY         | 266 | Pawtucket, RI       | 33  | Pineville, LA         | 203 | Port Sulphur, LA       | 41  |
| North East, PA        | 156 | Oliver, PA            | 22  | Owosso, MI            | 119 | Payette, ID         | 124 | Piqua, OH             | 56  | Port Washington, WI    | 31  |
| North Mankato, MN     | 255 | Oliver Springs, TN    | 69  | Oxford, MS            | 178 | Paynesville, MN     | 212 | Pismo Beach, CA       | 165 | Portage, IN            | 3   |
| North Miami, FL       | 12  | Olympia, WA           | 12  | Oxford, OH            | 26  | Payson, AZ          | 16  | Pittsburg, CA         | 4   | Portage, MI            | 176 |
| North Miami Beach, FL | 12  | Olyphant, PA          | 64  | Oxnard, CA            | 108 | Payson, UT          | 35  | Pittsburg, KS         | 227 | Portage, PA            | 170 |
| North Muskegon, MI    | 217 | Omaha, NE             | 73  | Ozark, AL             | 184 | Pearl, MS           | 118 | Pittsburgh, PA        | 22  | Porterville, CA        | 107 |
| North Windham, ME     | 160 | Omro, WI              | 134 | Ozark, MO             | 146 | Pearl City, HI      | 60  | Pittston, PA          | 64  | Portland, ME           | 160 |
| Northampton, MA       | 80  | Onawa, IA             | 249 | Pacific Grove, CA     | 74  | Pecan Grove, TX     | 149 | Placerville, CA       | 29  | Portland, OR           | 25  |
| Northport, AL         | 216 | Oneida, NY            | 75  | Pahrump, NV           | 40  | Peekskill, NY       | 1   | Plainfield, IN        | 38  | Portland, TX           | 129 |
| Northwood, IA         | 270 | Oneonta, AL           | 55  | Painesville, OH       | 24  | Pekin, IL           | 135 | Plano, IL             | 3   | Portsmouth, NH         | 117 |
| Norwalk, CT           | 139 | Ontario, CA           | 28  | Palatka, FL           | 93  | Pell City, AL       | 55  | Plano, TX             | 6   | Portsmouth, OH         | 144 |
| Norwich, CT           | 167 | Opelousas, LA         | 100 | Palestine, TX         | 140 | Pella, IA           | 92  | Plant City, FL        | 21  | Portsmouth, VA         | 36  |
| Oak Harbor, OH        | 79  | Opportunity, WA       | 91  | Palm Beach, FL        | 50  | Pensacola, FL       | 121 | Platteville, WI       | 220 | Poteau, OK             | 171 |
| Oak Hill, WV          | 269 | Oracle, AZ            | 61  | Palm Desert, CA       | 153 | Penuelas, PR        | 13  | Plattsburgh, NY       | 225 | Potomac-Cabin John, MD | 9   |
| Oak Park, IL          | 3   | Orange, CA            | 2   | Palm Springs, CA      | 153 | Peoria, IL          | 135 | Plattsburgh, NE       | 73  | Potts Camp, MS         | 178 |
| Oak Ridge, TN         | 69  | Orange, TX            | 127 | Palmetto, FL          | 78  | Perry, GA           | 147 | Pleasant Hope, MO     | 146 | Pottstown, PA          | 5   |
| Oakdale, CA           | 122 | Orange Beach, AL      | 88  | Palmyra, NY           | 52  | Perry, IA           | 92  | Pleasanton, TX        | 32  | Poughkeepsie, NY       | 157 |
| Oakdale, LA           | 203 | Orange Cove, CA       | 65  | Palmyra, PA           | 77  | Petal, MS           | 208 | Pleasantville, NJ     | 137 | Powder Springs, GA     | 11  |
| Oakhurst, CA          | 65  | Orangeburg, SC        | 89  | Palo Alto, CA         | 4   | Petaluma, CA        | 113 | Plymouth, IN          | 163 | Powell, TN             | 69  |
| Oakland, CA           | 4   | Orchard Valley, WY    | 272 | Pamplico, SC          | 198 | Peterborough, NH    | 186 | Plymouth, MA          | 8   | Powhatan, VA           | 57  |
| Oakland, NJ           | 1   | Orcutt, CA            | 195 | Panama City, FL       | 226 | Petersburg, IL      | 197 | Pocatalico, WV        | 162 | Poynette, WI           | 120 |
| Oberlin, OH           | 24  | Oregon City, OR       | 25  | Panama City Beach, FL | 226 | Petersburg, NJ      | 137 | Pocomoke City, MD     | 150 | Prairie Grove, AR      | 155 |
| Ocala, FL             | 90  | Orem, UT              | 35  | Paradise, CA          | 191 | Petersburg, VA      | 57  | Point Pleasant, NJ    | 47  | Prattville, AL         | 142 |
| Ocean Acres, NJ       | 47  | Oriental, NC          | 81  | Paradise, NV          | 40  | Petoskey, MI        | 196 | Pomona, CA            | 2   | Priceville, AL         | 109 |
| Ocean City, MD        | 150 | Orland, CA            | 191 | Paradise Valley, AZ   | 16  | Pharr, TX           | 63  | Pompano Beach, FL     | 12  | Prichard, AL           | 88  |
| Ocean City, NJ        | 137 | Orlando, FL           | 39  | Paris, IL             | 192 | Phenix City, AL     | 169 | Pompton Lakes, NJ     | 1   | Prince Frederick, MD   | 9   |
| Ocean Isle Beach, NC  | 175 | Orleans, MA           | 182 | Paris, KY             | 106 | Philadelphia, PA    | 5   | Ponce, PR             | 13  | Princess Anne, MD      | 150 |
| Ocean Pines, MD       | 150 | Ormond Beach, FL      | 93  | Parker, FL            | 226 | Phillipsburg, PA    | 237 | Ponte Vedra Beach, FL | 51  | Princeton, MN          | 17  |
| Ocean Springs, MS     | 136 | Ormond-by-the-Sea, FL | 93  | Parkersburg, WV       | 224 | Phillipsburg, PA    | 237 | Pontotoc, MS          | 178 | Princeton, NJ          | 138 |
| Ocean View, DE        | 150 | Oro Valley, AZ        | 61  | Parma, OH             | 24  | Philpot, KY         | 266 | Poplarville, MS       | 136 | Princeton, WV          | 253 |
| Oceanside, CA         | 15  | Oroville, CA          | 191 | Parris Island, SC     | 154 | Phoenix, AZ         | 16  | Port Allen, LA        | 82  | Princeton Junction, NJ | 138 |
| Ocoee, FL             | 39  | Osage, IA             | 270 | Pasadena, CA          | 2   | Phoenix, NY         | 75  | Port Arthur, TX       | 127 | Proctor, MN            | 219 |
| Odem, TX              | 129 | Osage City, KS        | 181 | Pasadena, TX          | 10  | Phoenix, OR         | 207 | Port Charlotte, FL    | 71  | Prosser, WA            | 206 |
| Odessa, TX            | 174 | Osceola, AR           | 46  | Pascagoula, MS        | 136 | Phoenixville, PA    | 5   | Port Clinton, OH      | 79  | Providence, RI         | 33  |
| Oelwein, IA           | 233 | Osceola, IA           | 92  | Pasco, WA             | 206 | Picayune, MS        | 41  | Port Hueneme, CA      | 108 | Provo, UT              | 35  |
| Ogden, UT             | 35  | Oshkosh, WI           | 134 | Paso Robles, CA       | 165 | Pickens, MS         | 118 | Port Huron, MI        | 7   | Prsipy-Troy HI, NJ     | 99  |
| Oildale, CA           | 86  | Oswego, NY            | 75  | Patchogue, NY         | 18  | Pickens, SC         | 58  | Port Isabel, TX       | 63  | Pryor, OK              | 62  |





Table 6

## City of License to Market Rank

|                    |     |                    |     |                    |     |                     |     |                     |     |                     |     |
|--------------------|-----|--------------------|-----|--------------------|-----|---------------------|-----|---------------------|-----|---------------------|-----|
| Pt Henry, NY       | 225 | Richland, MS       | 118 | Rogue River, OR    | 207 | Salem, SD           | 210 | Santa Barbara, CA   | 185 | Seminole, OK        | 54  |
| Pueblo, CO         | 241 | Richland, WA       | 206 | Rohnert Park, CA   | 113 | Salem, VA           | 105 | Santa Clara, CA     | 27  | Seneca, SC          | 58  |
| Pueblo West, CO    | 94  | Richlands, VA      | 253 | Roland, OK         | 171 | Salem, WV           | 187 | Santa Cruz, CA      | 74  | Sevierville, TN     | 69  |
| Pulaski, NY        | 75  | Richmond, KY       | 106 | Rollingwood, TX    | 49  | Salem Township, MI  | 145 | Santa Fe, NM        | 72  | Seward, NE          | 172 |
| Pulaski, VA        | 214 | Richmond, MO       | 30  | Rome, NY           | 151 | Salinas, CA         | 74  | Santa Margarita, CA | 165 | Seymour, TN         | 69  |
| Punta Gorda, FL    | 71  | Richmond, VA       | 57  | Rosarito, MX       | 15  | Salinas, PR         | 13  | Santa Maria, CA     | 195 | Seymour, WI         | 134 |
| Punta Rassa, FL    | 71  | Richmond Hill, GA  | 154 | Rosenberg, TX      | 10  | Saline, MI          | 145 | Santa Monica, CA    | 2   | Shadyside, OH       | 223 |
| Puyallup, WA       | 14  | Richwood, LA       | 234 | Roseville, CA      | 29  | Salisbury, CT       | 157 | Santa Paula, CA     | 108 | Shafter, CA         | 86  |
| Quebradillas, PR   | 13  | Richwood, OH       | 34  | Rossville, GA      | 104 | Salisbury, MD       | 150 | Santa Rosa, CA      | 113 | Shallotte, NC       | 175 |
| Queensbury, NY     | 59  | Ridgecrest, CA     | 86  | Roswell, GA        | 11  | Salisbury, NC       | 37  | Santa Rosa Bch, FL  | 204 | Sharon, CT          | 44  |
| Quincy, FL         | 159 | Ridgefield, CT     | 189 | Rotterdam, NY      | 59  | Salladasburg, PA    | 248 | Sapulpa, OK         | 62  | Sharon, PA          | 97  |
| Quincy, MA         | 8   | Ridgeland, MS      | 118 | Round Rock, TX     | 49  | Sallisaw, OK        | 171 | Sarasota, FL        | 78  | Sharpsville, PA     | 97  |
| Racine, WI         | 31  | Ridgeville, SC     | 87  | Roy, UT            | 35  | Salt Lake City, UT  | 35  | Saratoga Sprngs, NY | 59  | Shasta, CA          | 215 |
| Radford, VA        | 214 | Rifle, CO          | 251 | Royal Oak, MI      | 7   | Saluda, SC          | 114 | Sartell, MN         | 212 | Shasta Lake, CA     | 215 |
| Raeford, NC        | 126 | Ringgold, GA       | 104 | Royal Palm Bch, FL | 50  | San Angelo, TX      | 259 | Sasser, GA          | 252 | Shawnee, OK         | 54  |
| Raleigh, NC        | 48  | Rio Piedras, PR    | 13  | Ruckersville, VA   | 222 | San Antonio, TX     | 32  | Saugerties, NY      | 157 | Sheffield, AL       | 240 |
| Rancho Cordova, CA | 29  | Rio Rancho, NM     | 72  | Rudolph, WI        | 158 | San Bernardino, CA  | 28  | Sauk Centre, MN     | 212 | Shelby, NC          | 37  |
| Rancho Mirage, CA  | 153 | Ripley, OH         | 26  | Rural Retreat, VA  | 214 | San Carlos Park, FL | 71  | Sauk City, WI       | 120 | Shelbyville, IL     | 254 |
| Rantoul, IL        | 209 | River Falls, WI    | 17  | Rusk, TX           | 140 | San Clemente, CA    | 2   | Sauk Rapids, MN     | 212 | Shelbyville, IN     | 38  |
| Rapid City, SD     | 258 | Riverbank, CA      | 122 | Russellville, AL   | 240 | San Diego, CA       | 15  | Savannah, GA        | 154 | Shelbyville, KY     | 53  |
| Ravena, NY         | 59  | Riverhead, NY      | 18  | Russellville, KY   | 43  | San Fernando, CA    | 2   | Sayre, PA           | 166 | Shelbyville, TN     | 43  |
| Ravenel, SC        | 87  | Riverside, CA      | 28  | Ruston, LA         | 234 | San Francisco, CA   | 4   | Scarborough, ME     | 160 | Shepardsville, KY   | 53  |
| Raymondville, TX   | 63  | Riverside, PA      | 77  | S Charleston, WV   | 162 | San Gabriel, CA     | 2   | Schenectady, NY     | 59  | Shepherdsville, KY  | 53  |
| Rayne, LA          | 100 | Riviera Beach, FL  | 50  | S Gastonia, NC     | 37  | San German, PR      | 13  | Schofield, WI       | 158 | Sheridan, AR        | 83  |
| Rayville, LA       | 234 | Roanoke, IN        | 101 | S Gastonia, NC     | 37  | San Jacinto, CA     | 28  | Schoharie, NY       | 59  | Sherman, TX         | 6   |
| Reading, PA        | 131 | Roanoke, VA        | 105 | S. Beloit, IL      | 148 | San Joaquin, CA     | 65  | Scottdale, PA       | 22  | Sherwood, AR        | 83  |
| Red Bank, TN       | 104 | Roaring Spring, PA | 244 | S. Burlington, VT  | 225 | San Jose, CA        | 4   | Scottsburg, IN      | 53  | Shingle Springs, CA | 29  |
| Red Bluff, CA      | 191 | Robstown, TX       | 129 | S. Lake Tahoe, CA  | 29  | San Juan, PR        | 13  | Scottsdale, AZ      | 16  | Shingletown, CA     | 215 |
| Red Lion, PA       | 103 | Rochester, MN      | 229 | S. Miami, FL       | 12  | San Juan, TX        | 63  | Scranton, PA        | 64  | Shippensburg, PA    | 77  |
| Red Springs, NC    | 126 | Rochester, NH      | 117 | S. Salt Lake, UT   | 35  | San Luis Obispo, CA | 165 | Scranton, SC        | 198 | Shiremanstown, PA   | 77  |
| Redding, CA        | 215 | Rochester, NY      | 52  | Sabana Grande, PR  | 13  | San Marcos, CA      | 15  | Seabrook, TX        | 10  | Shreveport, LA      | 130 |
| Redlands, CA       | 28  | Rock Hill, SC      | 37  | Saco, ME           | 160 | San Marcos, TX      | 49  | Seaford, DE         | 150 | Signal Mountain, TN | 104 |
| Redondo Beach, CA  | 2   | Rock Island, IL    | 133 | Sacramento, CA     | 29  | San Martin, CA      | 27  | Searsport, ME       | 268 | Siler City, NC      | 48  |
| Reform, AL         | 216 | Rockford, IL       | 148 | Saegertown, PA     | 156 | San Mateo, CA       | 4   | Seaside, CA         | 74  | Siloam Springs, AR  | 155 |
| Refugio, TX        | 129 | Rockford, MI       | 66  | Safety Harbor, FL  | 21  | San Rafael, CA      | 4   | Seattle, WA         | 14  | Silsbee, TX         | 127 |
| Rehoboth Bch, DE   | 150 | Rockledge, FL      | 95  | Sag Harbor, NY     | 18  | San Sebastian, PR   | 13  | Sebastopol, CA      | 113 | Silver Lake, KS     | 181 |
| Reidsville, NC     | 42  | Rockport, TX       | 129 | Sageville, IA      | 220 | Sand Springs, OK    | 62  | Security, CO        | 94  | Silver Spring, MD   | 9   |
| Remsen, NY         | 151 | Rockton, IL        | 148 | Saginaw, MI        | 125 | Sandy, UT           | 35  | Seeleyville, IN     | 192 | Silver Springs, FL  | 90  |
| Reno, NV           | 128 | Rockville, IN      | 192 | Sahuarita, AZ      | 61  | Sandy Creek, NY     | 75  | Seffner, FL         | 21  | Silverdale, WA      | 14  |
| Rensselaer, NY     | 59  | Rockville, MD      | 9   | Salem, IN          | 53  | Sanford, FL         | 39  | Seguin, TX          | 32  | Simi Valley, CA     | 2   |
| Renton, WA         | 14  | Rocky Mount, NC    | 81  | Salem, MA          | 8   | Sanford, ME         | 117 | Selah, WA           | 194 | Sinton, TX          | 129 |
| Republic, MO       | 146 | Rogers, AR         | 155 | Salem, NJ          | 76  | Sanger, TX          | 6   | Selbyville, DE      | 150 | Sioux City, IA      | 249 |
| Reserve, LA        | 41  | Rogersville, AL    | 240 | Salem, OH          | 97  | Sans Souci, SC      | 58  | Seligman, MO        | 155 | Sioux Falls, SD     | 210 |
| Richfield, MN      | 17  | Rogersville, TN    | 96  | Salem, OR          | 25  | Santa Ana, CA       | 2   | Selma, NC           | 48  | Skokie, IL          | 3   |

*Table 6*  
**City of License to Market Rank**

|                                  |     |                               |     |                             |     |                             |     |                          |     |                           |     |
|----------------------------------|-----|-------------------------------|-----|-----------------------------|-----|-----------------------------|-----|--------------------------|-----|---------------------------|-----|
| Skowhegan, ME .....              | 250 | Spangler, PA .....            | 170 | St. Pauls, NC .....         | 126 | Sun City, CA .....          | 28  | Thomson, GA .....        | 114 | Tulsa, OK .....           | 62  |
| Slaton, TX .....                 | 177 | Spanish Fork, UT .....        | 35  | St. Pete Beach, FL .....    | 21  | Sun Prairie, WI .....       | 120 | Thornton, CO .....       | 23  | Tunkhannock, PA .....     | 64  |
| Sleepy Eye, MN .....             | 255 | Sparks, NV .....              | 128 | St. Peter, MN .....         | 255 | Sun Valley, NV .....        | 128 | Thousand Oaks, CA .....  | 2   | Tupelo, MS .....          | 178 |
| Slidell, LA .....                | 41  | Sparta, MO .....              | 146 | St. Petersburg, FL .....    | 21  | Sunnyside, WA .....         | 194 | Thousand Palms, CA ..... | 153 | Turlock, CA .....         | 122 |
| Smithfield, NC .....             | 48  | Spartanburg, SC .....         | 58  | St. Simons Island, GA ..... | 275 | Sunset Valley, TX .....     | 49  | Thurmont, MD .....       | 200 | Turners Falls, MA .....   | 80  |
| Smithfield, VA .....             | 36  | Spearfish, SD .....           | 258 | St. Stephen, SC .....       | 87  | Superior, WI .....          | 219 | Tice, FL .....           | 71  | Turrell, AR .....         | 46  |
| Smiths, AL .....                 | 169 | Spencer, WI .....             | 158 | Stamford, CT .....          | 139 | Surfside Beach, SC .....    | 173 | Tifton, GA .....         | 252 | Tuscaloosa, AL .....      | 216 |
| Smithtown, NY .....              | 18  | Spokane, WA .....             | 91  | Stamford, TX .....          | 221 | Surgoinsville, TN .....     | 96  | Tijuana, MX .....        | 15  | Tuscola, IL .....         | 209 |
| Smithville, GA .....             | 252 | Spring Lake, NC .....         | 126 | Stamping Ground, KY .....   | 106 | Susquehanna, PA .....       | 166 | Tioga, LA .....          | 203 | Tuscola, MI .....         | 119 |
| Smyrna, DE .....                 | 76  | Spring Valley, MN .....       | 229 | Stanton, TX .....           | 174 | Sussex, WI .....            | 31  | Tioga, PA .....          | 199 | Tuscumbia, AL .....       | 240 |
| Smyrna, GA .....                 | 11  | Spring Valley, NY .....       | 1   | Starkville, MS .....        | 247 | Swanton, OH .....           | 79  | Tipton, CA .....         | 107 | Two Harbors, MN .....     | 219 |
| Smyrna, TN .....                 | 43  | Springdale, AR .....          | 155 | Starview, PA .....          | 103 | Sylvania, OH .....          | 79  | Tisbury, MA .....        | 182 | Tye, TX .....             | 221 |
| Socastee, SC .....               | 173 | Springfield, FL .....         | 226 | State College, PA .....     | 237 | Sylvester, GA .....         | 252 | Titusville, FL .....     | 95  | Tyler, TX .....           | 140 |
| Soddy Daisy, TN .....            | 104 | Springfield, GA .....         | 154 | Statesville, NC .....       | 37  | Syracuse, NY .....          | 75  | Tobyhanna, PA .....      | 64  | Tyrone, PA .....          | 237 |
| Soddy-Daisy, TN .....            | 104 | Springfield, IL .....         | 197 | Staunton, VA .....          | 222 | Tacoma, WA .....            | 14  | Toledo, OH .....         | 79  | Union, MO .....           | 19  |
| Sodus, NY .....                  | 52  | Springfield, MA .....         | 80  | Sterling City, TX .....     | 259 | Taft, CA .....              | 86  | Tolleson, AZ .....       | 16  | Union, MS .....           | 274 |
| Solana, FL .....                 | 71  | Springfield, MN .....         | 255 | Sterling Height, MI .....   | 7   | Taft, OK .....              | 62  | Tomball, TX .....        | 10  | Union City, PA .....      | 156 |
| Soledad, CA .....                | 74  | Springfield, MO .....         | 146 | Steubenville, OH .....      | 223 | Tahoe City, CA .....        | 128 | Toms River, NJ .....     | 47  | Uniontown, PA .....       | 22  |
| Solvang, CA .....                | 195 | Springfield, OH .....         | 56  | Stevens Point, WI .....     | 158 | Tahoka, TX .....            | 177 | Tooele, UT .....         | 35  | Universal City, TX .....  | 32  |
| Somerset, PA .....               | 170 | Springfield, OR .....         | 143 | Stewartville, MN .....      | 229 | Talking Rock, GA .....      | 22  | Topeka, KS .....         | 181 | University Park, PA ..... | 237 |
| Somerset, TX .....               | 32  | Springfield, TN .....         | 43  | Stillwater, MN .....        | 17  | Tallahassee, FL .....       | 159 | Toppenish, WA .....      | 194 | University Park, TX ..... | 6   |
| Somersworth, NH .....            | 117 | Springville, NY .....         | 45  | Stillwater, NY .....        | 59  | Tamaqua, PA .....           | 67  | Topsail Beach, NC .....  | 81  | Upper Arlington, OH ..... | 34  |
| Somerville, TN .....             | 46  | St Joseph, MN .....           | 212 | Stirling, NJ .....          | 99  | Tampa, FL .....             | 21  | Topsham, ME .....        | 160 | Urbana, IL .....          | 209 |
| South Bend, IN .....             | 163 | St Louis Park, MN .....       | 17  | Stockton, CA .....          | 85  | Tarboro, NC .....           | 48  | Torrington, CT .....     | 44  | Urbana, OH .....          | 56  |
| South Boston, VA .....           | 48  | St. Albans, VT .....          | 225 | Stonewall, MS .....         | 274 | Taunton, MA .....           | 164 | Towson, MD .....         | 20  | Utica, MS .....           | 118 |
| South Bristol Township, NY ..... | 52  | St. Albans, WV .....          | 162 | Stonington, CT .....        | 167 | Tavares, FL .....           | 39  | Tracy, CA .....          | 85  | Utica, NY .....           | 151 |
| South Congaree, SC .....         | 89  | St. Andrews, SC .....         | 89  | Stowe, VT .....             | 225 | Taylor, MI .....            | 7   | Travelers Rest, SC ..... | 58  | Utuaado, PR .....         | 13  |
| South Daytona, FL .....          | 93  | St. Augustine, FL .....       | 51  | Strasburg, CO .....         | 23  | Taylor, TX .....            | 49  | Traverse City, MI .....  | 196 | Vacaville, CA .....       | 4   |
| South Glens Falls, NY .....      | 59  | St. Augustine Beach, FL ..... | 51  | Strasburg, VA .....         | 218 | Taylorville, MS .....       | 208 | Trenton, FL .....        | 90  | Vallejo, CA .....         | 4   |
| South Oroville, CA .....         | 191 | St. Charles, MO .....         | 19  | Stroudsburg, PA .....       | 64  | Taylorville, IL .....       | 197 | Trenton, GA .....        | 104 | Valley, WV .....          | 253 |
| South Padre Island, TX .....     | 63  | St. Cloud, MN .....           | 212 | Stuart, FL .....            | 116 | Tazewell, VA .....          | 253 | Trenton, NJ .....        | 138 | Valley Station, KY .....  | 53  |
| South Pittsburg, TN .....        | 104 | St. Genevieve, MO .....       | 19  | Sturgeon Bay, WI .....      | 183 | Tchula, MS .....            | 118 | Trinity, AL .....        | 109 | Valparaiso, FL .....      | 204 |
| South Sioux City, NE .....       | 249 | St. George, SC .....          | 87  | Sturgis, SD .....           | 258 | Tempe, AZ .....             | 16  | Troutdale, OR .....      | 25  | Valparaiso, IN .....      | 3   |
| South Tucson, AZ .....           | 61  | St. Ignace, MI .....          | 196 | Sturtevant, WI .....        | 31  | Temple, TX .....            | 149 | Troy, AL .....           | 142 | Van Buren, AR .....       | 171 |
| South Whitley, IN .....          | 101 | St. James, MN .....           | 255 | Suffolk, VA .....           | 36  | Temple Terrace, FL .....    | 21  | Troy, MO .....           | 19  | Van Wert, OH .....        | 101 |
| South Yarmouth, MA .....         | 182 | St. Johns, MI .....           | 115 | Sullivan, IL .....          | 254 | Terre Haute, IN .....       | 192 | Troy, NY .....           | 59  | Vancouver, WA .....       | 25  |
| Southampton, NY .....            | 18  | St. Joseph, MN .....          | 212 | Sullivan, IN .....          | 6   | Terrell, TX .....           | 6   | Troy, OH .....           | 56  | Vassar, MI .....          | 119 |
| Southaven, MS .....              | 46  | St. Louis, MO .....           | 19  | Sulphur, LA .....           | 205 | Terrell Hills, TX .....     | 32  | Trumann, AR .....        | 271 | Venice, FL .....          | 78  |
| Southbridge, MA .....            | 110 | St. Louis Park, MN .....      | 17  | Summerton, SC .....         | 89  | Texarkana, AR .....         | 246 | Trumansburg, NY .....    | 262 | Ventura, CA .....         | 108 |
| Southern Pines, NC .....         | 126 | St. Marys, KS .....           | 181 | Summerville, SC .....       | 87  | Texarkana, TX .....         | 246 | Trussville, AL .....     | 55  | Vergennes, VT .....       | 225 |
| Southington, CT .....            | 44  | St. Marys, OH .....           | 228 | Sumner, WA .....            | 14  | Texas City, TX .....        | 10  | Tuckerton, NJ .....      | 47  | Vernon Hills, IL .....    | 3   |
| Southold, NY .....               | 18  | St. Marys, WV .....           | 224 | Sumrall, MS .....           | 208 | Thief River Falls, MN ..... | 263 | Tucson, AZ .....         | 61  | Vero Beach, FL .....      | 116 |
| Southport, NC .....              | 175 | St. Matthews, KY .....        | 53  | Sumter, SC .....            | 89  | Thomasville, GA .....       | 159 | Tulare, CA .....         | 65  | Verona, WI .....          | 120 |
| Southport, NY .....              | 199 | St. Paul, MN .....            | 17  | Sun City, AZ .....          | 16  | Thomasville, NC .....       | 42  | Tullahoma, TN .....      | 109 | Versailles, KY .....      | 106 |

Table 6  
City of License to Market Rank

|                                  |                                 |                              |                              |                               |                            |
|----------------------------------|---------------------------------|------------------------------|------------------------------|-------------------------------|----------------------------|
| Vestal, NY ..... 166             | Ware, MA ..... 80               | Waverly, IA ..... 233        | Westerville, OH ..... 34     | Williamsport, PA ..... 248    | Wood River, IL ..... 19    |
| Vicksburg, MS ..... 118          | Warner Robbins, GA ..... 147    | Waverly, NY ..... 166        | Westfield, MA ..... 80       | Williamston, NC ..... 81      | Woodbridge, VA ..... 9     |
| Vienna, WV ..... 224             | Warner Robins, GA ..... 147     | Waverly, TN ..... 43         | Westhampton, NY ..... 18     | Williamstown, KY ..... 26     | Woodburn, OR ..... 25      |
| Villas, NJ ..... 137             | Warren, OH ..... 97             | Waxhaw, NC ..... 37          | Westminster, MD ..... 20     | Willis, TX ..... 10           | Woodbury, TN ..... 43      |
| Vinita, OK ..... 62              | Warren, VT ..... 225            | Waycross, GA ..... 275       | Westover, WV ..... 187       | Williston, FL ..... 90        | Woodlake, CA ..... 65      |
| Vinton, VA ..... 105             | Warrensburg, NY ..... 59        | Waynesboro, GA ..... 114     | Westport, CT ..... 112       | Willoughby, OH ..... 24       | Woodland, CA ..... 29      |
| Virden, IL ..... 197             | Warrenton, GA ..... 114         | Waynesboro, PA ..... 161     | Wethersfield, NY ..... 45    | Willsboro, NY ..... 225       | Woodstock, IL ..... 3      |
| Virginia, MN ..... 219           | Warrenton, MO ..... 19          | Waynesville, NC ..... 179    | Wetumpka, AL ..... 142       | Wilmington, DE ..... 76       | Woodstock, NY ..... 157    |
| Virginia Beach, VA ..... 36      | Warrenton, VA ..... 9           | Weatherford, TX ..... 6      | Wheaton, MD ..... 9          | Wilmington, IL ..... 3        | Woodstock, VA ..... 218    |
| Visalia, CA ..... 65             | Warrior, AL ..... 55            | Webb City, MO ..... 227      | Wheeling, WV ..... 223       | Wilmington, NC ..... 175      | Woonsocket, RI ..... 33    |
| Vista, CA ..... 15               | Warwick, NY ..... 141           | Webster, MA ..... 110        | White Bluff, TN ..... 43     | Wilmore, KY ..... 106         | Worcester, MA ..... 8      |
| Vivian, LA ..... 130             | Warwick, RI ..... 33            | Webster, NY ..... 52         | White Castle, LA ..... 82    | Wilson, NC ..... 48           | Wrens, GA ..... 114        |
| Voorheesville, NY ..... 59       | Wasco, CA ..... 86              | Wellington, CO ..... 132     | White City, FL ..... 116     | Wilton Manors, FL ..... 12    | Wrightsville, AR ..... 83  |
| W Terre Haute, IN ..... 192      | Washington, DC ..... 9          | Wendell-Zebulon, NC ..... 48 | White Plains, NY ..... 1     | Winchester, KY ..... 106      | Wurtsboro, NY ..... 157    |
| W. Carrollton, OH ..... 56       | Washington, LA ..... 100        | Weslaco, TX ..... 63         | White Rock, NM ..... 235     | Winchester, VA ..... 218      | Wyoming, MI ..... 66       |
| W. Lake Hills, TX ..... 49       | Washington, MO ..... 19         | West Bend, WI ..... 31       | Whitehall, MI ..... 217      | Windsor, CA ..... 113         | Xenia, OH ..... 56         |
| W. Springfield, MA ..... 80      | Washington, NC ..... 81         | West Chester, PA ..... 5     | Whitehouse, TX ..... 140     | Windsor, CO ..... 132         | Yabucoa, PR ..... 13       |
| W. Valley City, UT ..... 35      | Washington, PA ..... 22         | West Columbia, SC ..... 89   | Whitesboro, NY ..... 151     | Windsor, CT ..... 44          | Yakima, WA ..... 194       |
| Wabasha, MN ..... 229            | Washington Township, NJ ..... 5 | West Covina, CA ..... 2      | Whitesville, KY ..... 266    | Windsor, ON ..... 7           | Yankeetown, FL ..... 90    |
| Waco, TX ..... 193               | Wasilla, AK ..... 168           | West Fargo, ND ..... 211     | Whiteville, NC ..... 126     | Windsor, VA ..... 36          | Yankton, SD ..... 249      |
| Wailuku, HI ..... 60             | Waterbury, CT ..... 180         | West Frankfort, IL ..... 213 | Whiting, WI ..... 158        | Winnebago, IL ..... 148       | Yauco, PR ..... 13         |
| Waipahu, HI ..... 60             | Waterbury, VT ..... 225         | West Hartford, CT ..... 44   | Wichita, KS ..... 84         | Winnebago, NE ..... 249       | Yazoo City, MS ..... 118   |
| Waite Park, MN ..... 212         | Waterloo, IA ..... 233          | West Hazleton, PA ..... 64   | Wichita Falls, TX ..... 242  | Winnie, TX ..... 10           | York, AL ..... 274         |
| Wake Forest, NC ..... 48         | Watertown, MN ..... 17          | West Jordan, UT ..... 35     | Wickenburg, AZ ..... 16      | Winona, TX ..... 140          | York, PA ..... 103         |
| Wakefield-Peacedale, RI ..... 33 | Watertown, NY ..... 256         | West Lafayette, IN ..... 236 | Wickford, RI ..... 33        | Winslow, ME ..... 250         | York Center, ME ..... 117  |
| Waldorf, MD ..... 9              | Watertown, WI ..... 120         | West Memphis, AR ..... 46    | Widefield, CO ..... 94       | Winston Salem, NC ..... 42    | Yorktown, VA ..... 36      |
| Walker, MI ..... 66              | Waterville, ME ..... 250        | West Monroe, LA ..... 234    | Wiggins, MS ..... 136        | Winter Garden, FL ..... 39    | Youngstown, NY ..... 45    |
| Walkersville, MD ..... 200       | Watkins Glen, NY ..... 199      | West Palm Beach, FL ..... 50 | Wildwood, NJ ..... 137       | Winter Haven, FL ..... 98     | Youngstown, OH ..... 97    |
| Walla Walla, WA ..... 206        | Waukegan, IL ..... 3            | West Point, MS ..... 247     | Wildwood Crest, NJ ..... 137 | Winter Park, FL ..... 39      | Ypsilanti, MI ..... 145    |
| Walled Lake, MI ..... 7          | Waukesha, WI ..... 31           | West Warwick, RI ..... 33    | Wilkes Barre, PA ..... 64    | Winters, TX ..... 221         | Yucca Valley, CA ..... 153 |
| Walnut Creek, CA ..... 4         | Waunakee, WI ..... 120          | West Yarmouth, MA ..... 182  | Willard, MO ..... 146        | Winterset, IA ..... 92        | Zeeland, MI ..... 66       |
| Waltham, MA ..... 8              | Wausau, WI ..... 158            | Westbrook, ME ..... 160      | Williamsburg, VA ..... 36    | Winton, CA ..... 190          | Zephyrhills, FL ..... 21   |
| Wapakoneta, OH ..... 228         | Wauwatosa, WI ..... 31          | Westerly, RI ..... 33        | Williamsport, MD ..... 161   | Wisconsin Dells, WI ..... 120 | Zion, IL ..... 3           |
|                                  |                                 |                              |                              | Wisconsin Rapid, WI ..... 158 |                            |



# About







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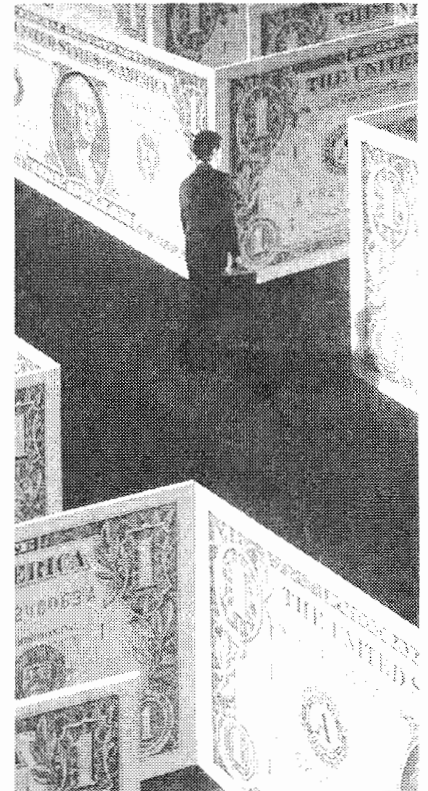
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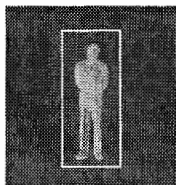
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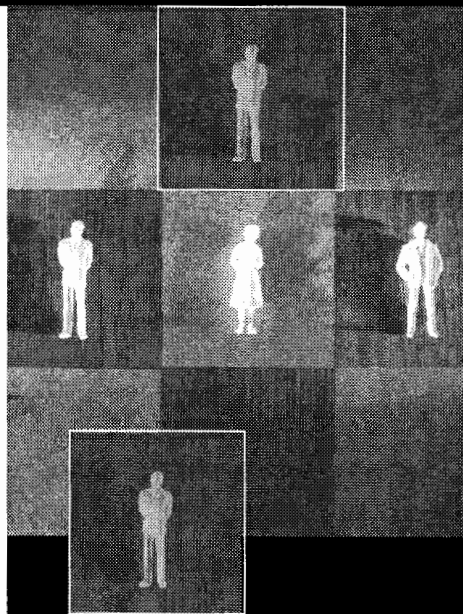


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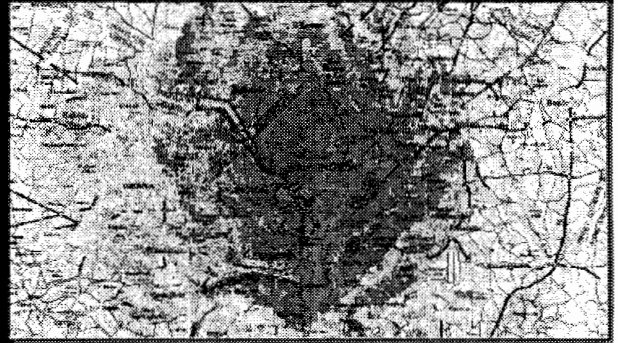
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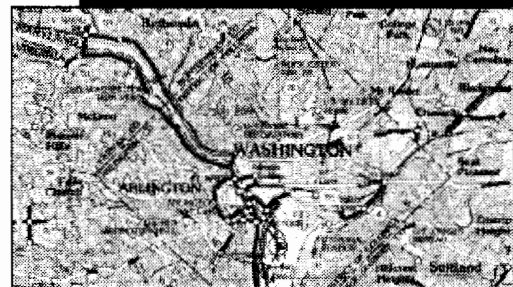
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Market: Omaha - Council Bluffs

FM Stations

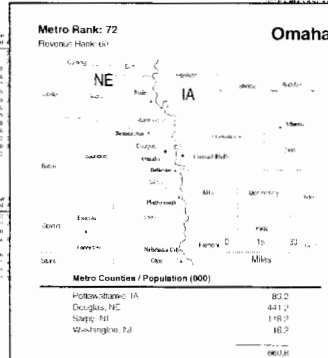
| Call | City of License | Class   | Power | Frequency | Owner          | Year Bldg |
|------|-----------------|---------|-------|-----------|----------------|-----------|
| KTOL | Omaha           | Class 1 | 30.1  | 107.7     | Omaha TV Group | 1987      |
| KTOL | Omaha           | Class 1 | 30.1  | 107.7     | Omaha TV Group | 1987      |
| KTOL | Omaha           | Class 1 | 30.1  | 107.7     | Omaha TV Group | 1987      |
| KTOL | Omaha           | Class 1 | 30.1  | 107.7     | Omaha TV Group | 1987      |
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| KTOL | Omaha           | Class 1 | 30.1  | 107.7     | Omaha TV Group | 1987      |
| KTOL | Omaha           | Class 1 | 30.1  | 107.7     | Omaha TV Group | 1987      |
| KTOL | Omaha           | Class 1 | 30.1  | 107.7     | Omaha TV Group | 1987      |

AM Stations

| Call | City of License | Class   | Power | Frequency | Owner          | Year Bldg |
|------|-----------------|---------|-------|-----------|----------------|-----------|
| KTOL | Omaha           | Class 1 | 30.1  | 107.7     | Omaha TV Group | 1987      |
| KTOL | Omaha           | Class 1 | 30.1  | 107.7     | Omaha TV Group | 1987      |
| KTOL | Omaha           | Class 1 | 30.1  | 107.7     | Omaha TV Group | 1987      |
| KTOL | Omaha           | Class 1 | 30.1  | 107.7     | Omaha TV Group | 1987      |
| KTOL | Omaha           | Class 1 | 30.1  | 107.7     | Omaha TV Group | 1987      |
| KTOL | Omaha           | Class 1 | 30.1  | 107.7     | Omaha TV Group | 1987      |
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| KTOL | Omaha           | Class 1 | 30.1  | 107.7     | Omaha TV Group | 1987      |
| KTOL | Omaha           | Class 1 | 30.1  | 107.7     | Omaha TV Group | 1987      |
| KTOL | Omaha           | Class 1 | 30.1  | 107.7     | Omaha TV Group | 1987      |

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Competitive Overview



Metro Rank: 72

Omaha - Council Bluffs Market Overview

Market Ratio Financials (all figures in \$000, except percentages and ratios)

|                          | 1991     | 1992     | 1993     | 1994     | 1995     | 1996     | % Chg '95-'96 |
|--------------------------|----------|----------|----------|----------|----------|----------|---------------|
| ESTIMATED GROSS REVENUES | \$24,800 | \$24,800 | \$24,800 | \$24,800 | \$24,800 | \$24,800 | 7.1%          |
| Operating Expenses       | \$19,300 | \$19,300 | \$19,300 | \$19,300 | \$19,300 | \$19,300 | 0.5%          |
| Operating Profit         | \$5,500  | \$5,500  | \$5,500  | \$5,500  | \$5,500  | \$5,500  | 6.6%          |
| Revenue/Person           | \$4,284  | \$4,284  | \$4,284  | \$4,284  | \$4,284  | \$4,284  | 1.0%          |
| Revenue/Capita           | \$30.29  | \$30.29  | \$30.29  | \$30.29  | \$30.29  | \$30.29  | 1.5%          |

Demographic and Economic Overview (all figures in \$000, except percentages and ratios)

|                | 1991     | 1996     | Growth Rate | 1996     | 2001     | Growth Rate |
|----------------|----------|----------|-------------|----------|----------|-------------|
| MSA Population | 609,400  | 640,000  | 5.1%        | 640,000  | 690,000  | 8.0%        |
| Households     | 225,700  | 240,000  | 6.3%        | 240,000  | 260,000  | 8.3%        |
| Median Income  | \$18,100 | \$18,500 | 2.2%        | \$18,500 | \$19,000 | 2.7%        |
| Per Capita     | \$18,100 | \$18,500 | 2.2%        | \$18,500 | \$19,000 | 2.7%        |

Demographic Breakdown

|             | Total | Under 12 | 12-17 | 18-24 | 25-34 | 35-44 | 45-54 | Over 55 |
|-------------|-------|----------|-------|-------|-------|-------|-------|---------|
| Men (000)   | 321.9 | 60.7     | 28.7  | 28.1  | 53.1  | 53.9  | 50.2  | 52.1    |
| Women (000) | 328.9 | 62.7     | 28.0  | 29.2  | 53.0  | 55.3  | 47.1  | 47.6    |
| Total       | 650.8 | 123.4    | 56.7  | 57.3  | 106.1 | 109.2 | 97.3  | 99.7    |

Market Summary

|            | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------------|---------|---------|---------|------------|---------|---------|-------|
| # Stations | 2       | 2       | 2       | 11         | 15      | 9       | 29    |
| Pop Svc    | 3.8     | 3.8     | 3.8     | 37.0       | 57.0    | 22.1    | 80.1  |
| Avg 12+    | 1.9     | 1.9     | 1.9     | 5.4        | 4.8     | 2.5     | 3.4   |
| HHCS       | 4.7     | 4.7     | 4.7     | 73.3       | 75.2    | 24.8    | 110.0 |
| Avg LCS    | 2.1     | 2.1     | 2.1     | 6.7        | 5.4     | 2.8     | 4.3   |

### Radio

Tulsa Ratings Overview DMA Rank: 88

| Year | Class A | Class B | Class C | Viable FMs | All FMs | All AMs | Total |
|------|---------|---------|---------|------------|---------|---------|-------|
| 1991 | 2       | 2       | 2       | 11         | 15      | 9       | 29    |
| 1992 | 2       | 2       | 2       | 11         | 15      | 9       | 29    |
| 1993 | 2       | 2       | 2       | 11         | 15      | 9       | 29    |
| 1994 | 2       | 2       | 2       | 11         | 15      | 9       | 29    |
| 1995 | 2       | 2       | 2       | 11         | 15      | 9       | 29    |
| 1996 | 2       | 2       | 2       | 11         | 15      | 9       | 29    |

Tucson Market Overview DMA Rank: 78

Demographic and Economic Overview (000s, except Retail Sales and EDI in \$000,000s)

|                | 1991  | 1996   | Rate | 1996   | 2001   | Rate |
|----------------|-------|--------|------|--------|--------|------|
| DMA Population | 838   | 829    | 2.1% | 829    | 1,033  | 2.1% |
| Households     | 321   | 356    | 2.1% | 356    | 400    | 2.4% |
| Head of House  | 5,442 | 5,188  | 8.6% | 5,188  | 10,115 | 4.2% |
| EDI            | 9,922 | 12,289 | 4.3% | 12,289 | 15,874 | 5.0% |

Market Television Financials (all figures in \$000, except percentages and ratios)

|                          | 1991     | 1992     | 1993     | 1994     | 1995     | 1996     | % Chg '95-'96 |
|--------------------------|----------|----------|----------|----------|----------|----------|---------------|
| ESTIMATED GROSS REVENUES | \$36,500 | \$37,800 | \$41,000 | \$50,100 | \$53,000 | \$58,800 | 8.8%          |
| Operating Expenses       | \$28,500 | \$28,500 | \$28,500 | \$28,500 | \$28,500 | \$28,500 | 0.0%          |
| Operating Profit         | \$8,000  | \$9,300  | \$12,500 | \$21,600 | \$24,500 | \$30,300 | 24.5%         |
| Revenue/Person           | \$43.56  | \$45.66  | \$49.02  | \$60.10  | \$66.04  | \$70.50  | 6.9%          |
| Revenue/Capita           | \$43.56  | \$45.66  | \$49.02  | \$60.10  | \$66.04  | \$70.50  | 6.9%          |

Tucson Competitive Overview

| Call    | City of License | Class   | Power | Frequency | Owner | Year Bldg | Base | Est '97 | Est '98 | Avg  | SHARE SUMMARY 5-00 AM - MIDNIGHT (%) |       |
|---------|-----------------|---------|-------|-----------|-------|-----------|------|---------|---------|------|--------------------------------------|-------|
| KVGA    | Tucson          | Class 1 | 3.8   | 3,800     | 25    | NBC       | 1970 | 13,800  | 16,000  | 0.86 | 32%                                  |       |
| KOLN    | Tucson          | Class 1 | 110   | 3,775     | 26    | ABC       | 1988 | 10,000  | 10,000  | 0.60 | 14%                                  |       |
| KMSB-TV | Tucson          | Class 1 | 318   | 1,980     | 25    | FOX       | 1970 | 6,700   | 124     | 12%  | 6.8%                                 |       |
| KOLD-TV | Tucson          | Class 1 | 13    | 302       | 2,041 | 32        | CBS  | 1980    | 8,000   | 0.88 | 28%                                  | 15.1% |
| KTLN-TV | Tucson          | Class 1 | 18    | 2,810     | 1,006 | 18        | UPN  | 1988    | 4,200   | 1.25 | 4%                                   | 3.3%  |
| KJRH    | Tucson          | Class 1 | 40    | 1,960     | 2,028 | 42        | TEL  | 1988    | 1,100   | 2.05 | 1%                                   | 2.2%  |
| KXII-TV | Green Valley    | Class 1 | 40    | 1,960     | 2,028 | 42        | TEL  | 1988    | 1,100   | 2.05 | 1%                                   | 2.2%  |
| KJZZ-TV | Bank Vesta      | Class 1 | 68    | 3,000     | 1,006 | 41        | Bank | 1988    | 1,100   | 2.05 | 1%                                   | 2.2%  |
| KLUZ-TV | Tucson          | Class 1 | 6     | 36        | 3,020 | 30        | PRS  | 1988    | 1,100   | 2.05 | 1%                                   | 2.2%  |
| KRMB-TV | Tucson          | Class 1 | 27    | 30        | 3,020 | 30        | PRS  | 1988    | 1,100   | 2.05 | 1%                                   | 2.2%  |
| KRCA-TV | Tucson          | Class 1 | 62    | 1         | 3,020 | 30        | UPN  | 1988    | 1,100   | 2.05 | 1%                                   | 2.2%  |

SHARE SUMMARY 5-00 AM - MIDNIGHT (%)

| Call    | Share | Call    | Share | Call    | Share | Call    | Share |
|---------|-------|---------|-------|---------|-------|---------|-------|
| KVGA    | 32%   | KOLN    | 14%   | KMSB-TV | 6.8%  | KOLD-TV | 15.1% |
| KTLN-TV | 3.3%  | KJRH    | 2.2%  | KXII-TV | 2.2%  | KJZZ-TV | 2.2%  |
| KLUZ-TV | 2.2%  | KRMB-TV | 2.2%  | KRCA-TV | 2.2%  |         |       |

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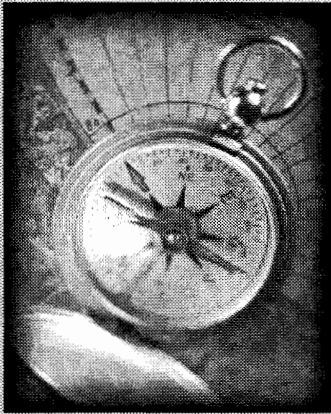
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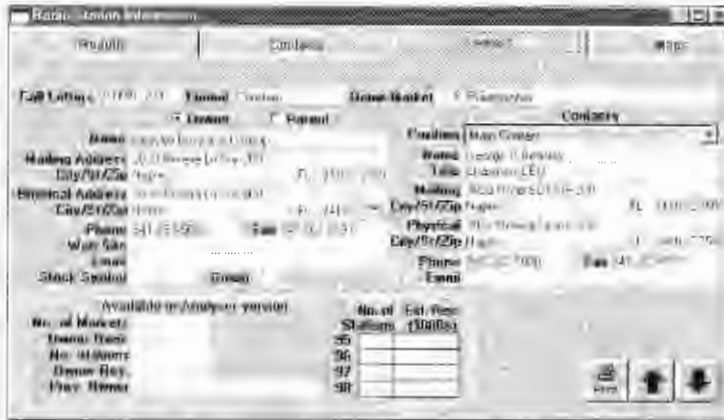


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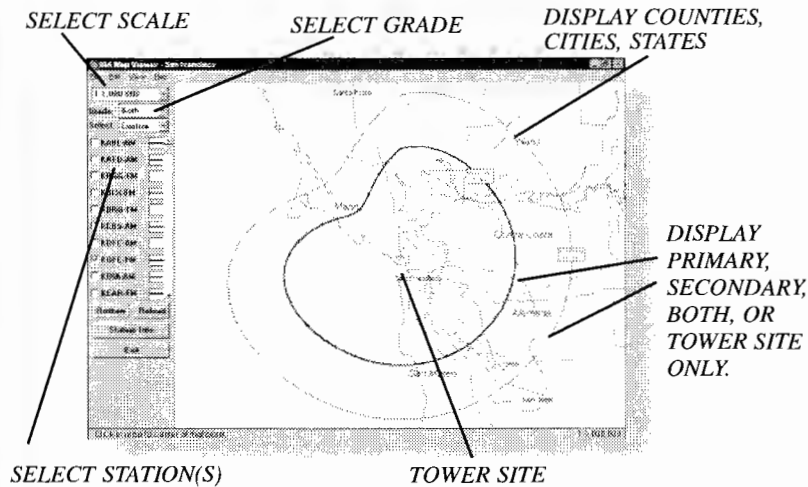


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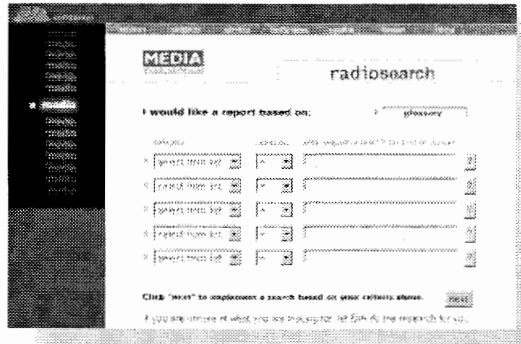


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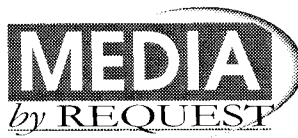
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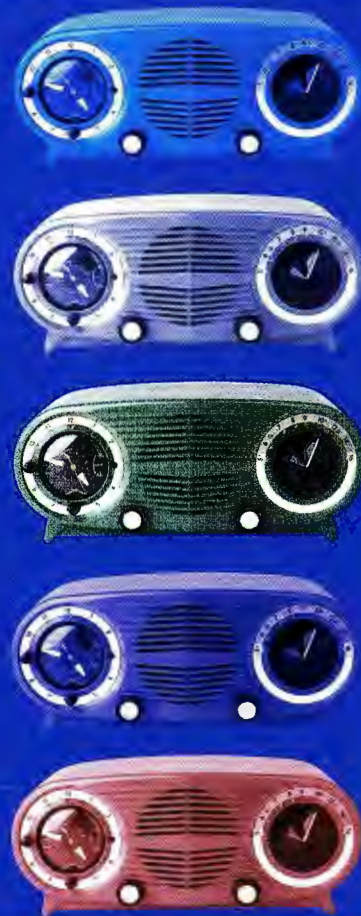
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