

Investing In[®] series

Radio market report

2000

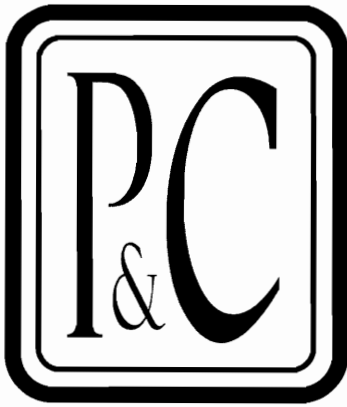


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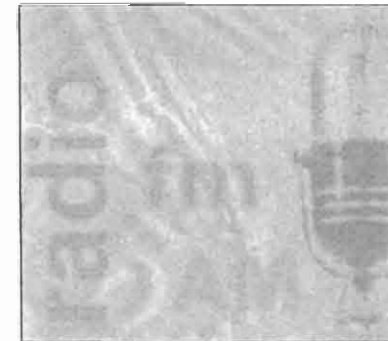
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Investing In[®] series

Radio market report



2000

Fourth Edition
Summer 2000 Ratings

Also available on CD ROM and via the Internet through *MEDIA Access Pro™*

Alphabetic Listing of Arbitron Markets

Rank	Market	Rank	Market	Rank	Market
221	A bilene, TX	87	Charleston, SC	116	Ft. Pierce-Stuart-Vero Beach, FL
68	Akron, OH	162	Charleston, WV	171	Ft. Smith, AR
253	Albany, GA	37	Charlotte-Gastonia-Rock Hill	204	Ft. Walton Beach, FL
59	Albany-Schenectady-Troy	222	Charlottesville, VA	101	Ft. Wayne, IN
72	Albuquerque, NM	104	Chattanooga, TN	90	G ainesville - Ocala, FL
203	Alexandria, LA	274	Cheyenne, WY	264	Grand Forks, ND-MN
67	Allentown - Bethlehem	3	Chicago, IL	252	Grand Junction, CO
245	Altoona, PA	190	Chico, CA	66	Grand Rapids, MI
187	Amarillo, TX	26	Cincinnati	275	Great Falls, MT
168	Anchorage, AK	24	Cleveland	182	Green Bay, WI
145	Ann Arbor, MI	94	Colorado Springs, CO	42	Greensboro-Winston Salem-High Point
134	Appleton - Oshkosh, WI	244	Columbia, MO	81	Greenville-New Bern-Jacksonville
179	Asheville, NC	89	Columbia, SC	58	Greenville-Spartanburg, SC
11	Atlanta, GA	169	Columbus, GA	161	H agerstown-Chambersburg-Waynesboro
137	Atlantic City - Cape May, NJ	34	Columbus, OH	77	Harrisburg-Lebanon-Carlisle, PA
114	Augusta, GA	248	Columbus-Starkville-West Point, MS	261	Harrisonburg, VA
251	Augusta-Waterville, ME	265	Cookeville, TN	44	Hartford-New Britain-Middletown
49	Austin, TX	129	Corpus Christi, TX	60	Honolulu
86	B akersfield, CA	6	D allas - Ft. Worth	10	Houston-Galveston
20	Baltimore, MD	188	Danbury, CT	144	Huntington, WV - Ashland, KY
270	Bangor, ME	56	Dayton, Ohio	109	Huntsville, AL
82	Baton Rouge, LA	93	Daytona Beach, FL	38	I ndianapolis, IN
238	Battle Creek, MI	255	Decatur, IL	263	Ithaca, NY
127	Beaumont-Port Arthur, TX	23	Denver - Boulder	118	J ackson, MS
271	Beckley, WV	92	Des Moines, IA	268	Jackson, TN
246	Billings, MT	7	Detroit	51	Jacksonville, FL
136	Biloxi-Gulfport-Pascagoula, MS	183	Dothan, AL	96	Johnson City-Kingsport-Bristol
166	Binghamton, NY	220	Dubuque, IA	170	Johnstown, PA
55	Birmingham, AL	219	Duluth, MN - Superior, WI	273	Jonesboro, AR
266	Bismarck, ND	231	E au Claire, WI	227	Joplin, MO
214	Blacksburg-Christiansburg-Radford-Pulaski	70	El Paso, TX	176	K alamazoo, MI
230	Bloomington, IL	241	Elizabeth City-Nags Head, NC	30	Kansas City
254	Bluefield, WV	198	Elmira-Corning, NY	149	Killeen-Temple, TX
124	Boise, ID	156	Erie, PA	69	Knoxville, TN
8	Boston	143	Eugene - Springfield, OR	236	L afayette, IN
201	Bowling Green, KY	152	Evansville, IN	100	Lafayette, LA
112	Bridgeport, CT	211	F argo, ND - Moorhead, MN	205	Lake Charles, LA
277	Brunswick, GA	155	Fayetteville, AR	98	Lakeland-Winter Haven, FL
232	Bryan-College Station, TX	126	Fayetteville, NC	111	Lancaster, PA
45	Buffalo-Niagara Falls, NY	119	Flint, MI	115	Lansing-East Lansing, MI
225	Burlington, VT	197	Florence, SC	202	Laredo, TX
123	C anton, OH	240	Florence-Muscle Shoals, AL	40	Las Vegas, NV
181	Cape Cod, MA	199	Frederick, MD	208	Laurel-Hattiesburg, MS
278	Casper, WY	65	Fresno	258	Lawton, OK
200	Cedar Rapids, IA	132	Ft Collins-Greeley, CO	262	Lewiston-Auburn, ME
209	Champaign, IL	71	Ft. Myers-Naples-Marco Island	106	Lexington-Fayette, KY

228	Lima, OH	226	Panama City, FL	210	Sioux Falls, SD
172	Lincoln, NE	224	Parkersburg-Marietta, WV-OH	163	South Bend, IN
83	Little Rock, AR	121	Pensacola, FL	91	Spokane, WA
2	Los Angeles	135	Peoria, IL	196	Springfield, IL
53	Louisville, KY	5	Philadelphia	80	Springfield, MA
177	Lubbock, TX	16	Phoenix, AZ	146	Springfield, MO
147	M acon, GA	22	Pittsburgh, PA	212	St. Cloud, MN
120	Madison, WI	160	Portland, ME	19	St. Louis
185	Manchester, NH	25	Portland, OR	139	Stamford-Norwalk, CT
256	Mankato-New Ulm-St Peter, MN	117	Portsmouth-Dover-Rochester, NH	237	State College, PA
213	Marion-Carbondale, IL	157	Poughkeepsie, NY	85	Stockton, CA
272	Mason City, IA	33	Providence-Warwick-Pawtucket, RI	239	Sussex, NJ
63	McAllen-Brownsville-Harlingen, TX	242	Pueblo, CO	75	Syracuse, NY
207	Medford-Ashland, OR	13	Puerto Rico	159	T allahassee, FL
95	Melbourne-Titusville-Cocoa, FL	133	Q uad Cities, IA-IL	21	Tampa-St. Petersburg-Clearwater
46	Memphis	48	R aleigh - Durham, NC	191	Terre Haute, IN
189	Merced, CA	259	Rapid City, SD	247	Texarkana, TX-AR
276	Meridian, MS	131	Reading, PA	79	Toledo, OH
12	Miami-Ft. Lauderdale-Hollywood	215	Redding, CA	180	Topeka, KS
31	Milwaukee - Racine	128	Reno, NV	195	Traverse City-Petoskey, MI
17	Minneapolis - St. Paul	206	Richland-Kennewick-Pasco, WA	138	Trenton, NJ
88	Mobile, AL	57	Richmond, VA	61	Tucson, AZ
122	Modesto, CA	28	Riverside-San Bernardino	62	Tulsa, OK
47	Monmouth-Ocean, NJ	105	Roanoke-Lynchburg, VA	178	Tupelo, MS
234	Monroe, LA	229	Rochester, MN	216	Tuscaloosa, AL
74	Monterey-Salinas-Santa Cruz	52	Rochester, NY	140	Tyler - Longview, TX
142	Montgomery, AL	148	Rockford, IL	151	U tica - Rome, NY
186	Morgantown-Clarksburg-Fairmont	29	S acramento, CA	107	V isalia-Tulare-Hanford
99	Morristown, NJ	125	Saginaw-Bay City-Midland	50	W . Palm Beach-Boca Raton
217	Muskegon, MI	150	Salisbury-Ocean City, MD	192	Waco, TX
173	Myrtle Beach, SC	35	Salt Lake City - Ogden	9	Washington, DC
43	N ashville	260	San Angelo, TX	233	Waterloo-Cedar Falls, IA
18	Nassau-Suffolk	32	San Antonio, TX	257	Watertown, NY
164	New Bedford-Fall River, MA	15	San Diego	158	Wausau-Stevens Point, WI
102	New Haven, CT	4	San Francisco	223	Wheeling, WV
167	New London, CT	27	San Jose	243	Wichita Falls, TX
41	New Orleans	165	San Luis Obispo, CA	84	Wichita, KS
1	New York	184	Santa Barbara, CA	64	Wilkes Barre - Scranton
141	Newburgh-Middletown, NY	235	Santa Fe, NM	249	Williamsport, PA
36	Norfolk-Virginia Beach-Newport News	194	Santa Maria-Lompoc, CA	76	Wilmington, DE
174	O desa - Midland, TX	113	Santa Rosa, CA	175	Wilmington, NC
54	Oklahoma City	78	Sarasota - Bradenton, FL	218	Winchester, VA
73	Omaha - Council Bluffs	154	Savannah, GA	110	Worcester, MA
39	Orlando	14	Seattle-Tacoma	193	Y akima, WA
267	Owensboro, KY	269	Sebring, FL	103	York, PA
108	Oxnard - Ventura, CA	130	Shreveport, LA	97	Youngstown - Warren, OH
153	P alm Springs, CA	250	Sioux City, IA		

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	50	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	100	Lafayette, LA
9	Washington, DC	55	Birmingham, AL	101	Ft. Wayne, IN
10	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	60	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	110	Worcester, MA
19	St. Louis	65	Fresno	111	Lancaster, PA
20	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	70	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	120	Madison, WI
29	Sacramento, CA	75	Syracuse, NY	121	Pensacola, FL
30	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	80	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	130	Shreveport, LA
39	Orlando	85	Stockton, CA	131	Reading, PA
40	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	90	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	186	Morgantown-Clarksburg-Fairmont	233	Waterloo-Cedar Falls, IA
140	Tyler - Longview, TX	187	Amarillo, TX	234	Monroe, LA
141	Newburgh-Middletown, NY	188	Danbury, CT	235	Santa Fe, NM
142	Montgomery, AL	189	Merced, CA	236	Lafayette, IN
143	Eugene - Springfield, OR	190	Chico, CA	237	State College, PA
144	Huntington, WV - Ashland, KY	191	Terre Haute, IN	238	Battle Creek, MI
145	Ann Arbor, MI	192	Waco, TX	239	Sussex, NJ
146	Springfield, MO	193	Yakima, WA	240	Florence-Muscle Shoals, AL
147	Macon, GA	194	Santa Maria-Lompoc, CA	241	Elizabeth City-Nags Head, NC
148	Rockford, IL	195	Traverse City-Petoskey, MI	242	Pueblo, CO
149	Killeen-Temple, TX	196	Springfield, IL	243	Wichita Falls, TX
150	Salisbury-Ocean City, MD	197	Florence, SC	244	Columbia, MO
151	Utica - Rome, NY	198	Elmira-Corning, NY	245	Altoona, PA
152	Evansville, IN	199	Frederick, MD	246	Billings, MT
153	Palm Springs, CA	200	Cedar Rapids, IA	247	Texarkana, TX-AR
154	Savannah, GA	201	Bowling Green, KY	248	Columbus-Starkville-West Point, MS
155	Fayetteville, AR	202	Laredo, TX	249	Williamsport, PA
156	Erie, PA	203	Alexandria, LA	250	Sioux City, IA
157	Poughkeepsie, NY	204	Ft. Walton Beach, FL	251	Augusta-Waterville, ME
158	Wausau-Stevens Point, WI	205	Lake Charles, LA	252	Grand Junction, CO
159	Tallahassee, FL	206	Richland-Kennewick-Pasco, WA	253	Albany, GA
160	Portland, ME	207	Medford-Ashland, OR	254	Bluefield, WV
161	Hagerstown-Chambersburg-Waynesboro	208	Laurel-Hattiesburg, MS	255	Decatur, IL
162	Charleston, WV	209	Champaign, IL	256	Mankato-New Ulm-St Peter, MN
163	South Bend, IN	210	Sioux Falls, SD	257	Watertown, NY
164	New Bedford-Fall River, MA	211	Fargo, ND - Moorhead, MN	258	Lawton, OK
165	San Luis Obispo, CA	212	St. Cloud, MN	259	Rapid City, SD
166	Binghamton, NY	213	Marion-Carbondale, IL	260	San Angelo, TX
167	New London, CT	214	Blacksburg-Christiansburg-Radford-Pulaski	261	Harrisonburg, VA
168	Anchorage, AK	215	Redding, CA	262	Lewiston-Auburn, ME
169	Columbus, GA	216	Tuscaloosa, AL	263	Ithaca, NY
170	Johnstown, PA	217	Muskegon, MI	264	Grand Forks, ND-MN
171	Ft. Smith, AR	218	Winchester, VA	265	Cookeville, TN
172	Lincoln, NE	219	Duluth, MN - Superior, WI	266	Bismarck, ND
173	Myrtle Beach, SC	220	Dubuque, IA	267	Owensboro, KY
174	Odessa - Midland, TX	221	Abilene, TX	268	Jackson, TN
175	Wilmington, NC	222	Charlottesville, VA	269	Sebring, FL
176	Kalamazoo, MI	223	Wheeling, WV	270	Bangor, ME
177	Lubbock, TX	224	Parkersburg-Marietta, WV-OH	271	Beckley, WV
178	Tupelo, MS	225	Burlington, VT	272	Mason City, IA
179	Asheville, NC	226	Panama City, FL	273	Jonesboro, AR
180	Topeka, KS	227	Joplin, MO	274	Cheyenne, WY
181	Cape Cod, MA	228	Lima, OH	275	Great Falls, MT
182	Green Bay, WI	229	Rochester, MN	276	Meridian, MS
183	Dothan, AL	230	Bloomington, IL	277	Brunswick, GA
184	Santa Barbara, CA	231	Eau Claire, WI	278	Casper, WY
185	Manchester, NH	232	Bryan-College Station, TX		

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 **278** of its rated radio markets.

Of the **278** markets profiled in this publication and excluding Puerto Rico, **274** markets have 1999 gross market revenue estimates totalling \$11.470 billion. The combined estimated population of all markets (excluding Puerto Rico) is 221.7 million which represents 81.8% of the total U.S. population in 1998. Combined estimated 1998 retail sales for these markets are \$2,286.0 billion which is 84.8% 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 **274** markets with revenues for 1998 is **\$4.39** per \$1,000 retail sales. The average combined revenue per capita for 1998 is **\$45.25**.

New in Recent Editions

With the Spring 2000 Arbitron ratings period, the market rankings were adjusted; one market was dropped — Waterbury, CT (was 180); and three new markets were added: Bowling Green, KY (201); Elizabeth City-Nags Head, NC (241); and Sebring, FL (269). Also, the Northwest Michigan market has been renamed to Traverse City-Petoskey, MI (195). In addition, the information in the above paragraph in **bold type** has been revised to reflect changes made to our data since the 2000 3rd 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 Radio Advertising Revenues	\$15,948,000,000

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 Arbitron Company

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Market Statistics, Inc.

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:

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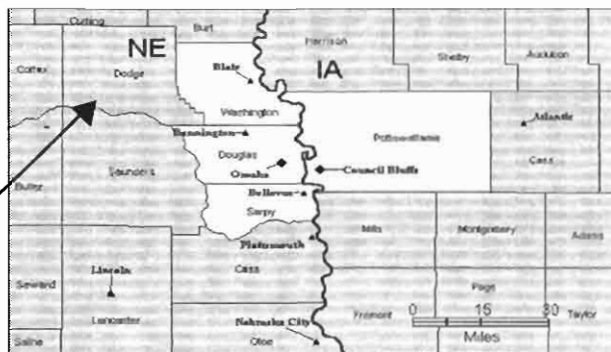
SPECIAL NOTE FOR PUERTO RICO MARKET

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
Total	673.0

Omaha - Council Bluffs Market Overview



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Market Radio Financials

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$23,400	\$26,400	\$28,200	\$30,200	\$31,600	\$36,100	
Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03	
3.9%	\$37,500	\$40,500	\$42,900	*****	*****		6.7%
	1993	1998	2003	Est. Breakout			
Revenue/Retail Sales	\$3.78/1,000	\$4.45/1,000	\$4.26/1,000	Local	85%		
Revenue/Capita	\$36.37	\$53.64	\$69.11	National	15%		

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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	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%

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Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55	
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%					

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Market Summary

FM Classes	Class A	Class B	Class C	Viab. FMs	All FMs	All AMs	Total
# 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.

W 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	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	a	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	a	Grace University	66				Christian			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KISP	Blair	C3	101.5	25.0	302	a	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
# FM Stations -						14	# Combos -						11	FM TOTALS									
															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	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	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	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	0.0	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	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
# AM Stations -						10	# Combos -						8	AM TOTALS									
															22.9	21.5	19.2	17.2	19.0	22.1	19.6	18.4	21.5
Stations Profiled -						24	# Duopolies -						8	Total Local Commercial Share									
															86.3	83.1	84.3	85.4	85.6	85.0	84.1	85.2	

12 # AM Stations - 10 # Combos - 8 AM TOTALS
Stations Profiled - 24 # Duopolies - 8 Total Local Commercial Share
ocket 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

cp	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.
EBI	Effective Buying Income
HAAT	Height Above Average Terrain for the transmitter antenna
LCS	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).
LMA	Local Marketing Agreement
MSA	Metro Survey Area
Power	Comparison of revenue share to audience share. Calculated by dividing the station revenue by market revenue; then dividing the result by the
Ratio	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

ac	Combo sale in adjacent market
al	Station sold for assumption of liabilities
cp	Sale of construction permit for unbuilt station.
c#	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”.
d#	Duopoly sale of two or more stations in the same service, either two FM’s or two AM’s.
d	Distress sale
dn	Donation
e	Estimated sales price
g	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”.
na	No price available
nc	No cash consideration
p	Proposed sale
st	Transfer of stock or partnership interest
sw	Station swap
+	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	CHts	CHt	Classic Hits	Rock
AAA	AAA	AAA	Album Oriented Rock/Classic Rock	ClRck	CRk	Classic Rock	Album Oriented Rock/Classic Rock
AC	AC	AC	Adult Contemporary	Clsc	Clc	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
BlGrs	BGs	Blue Grass	Country	Gospl	Gsp	Gospel	Religion
BrtAC	BtA	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
Intl	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&RI	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
Publc	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
Total	16,980.5

New York 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
		\$374,000	\$428,800	\$462,100	\$499,300	\$551,800	\$623,900
Δ 98 - 99	16.8%						
1999		\$729,000	\$816,400	\$898,100	\$987,900	\$1,066,900	Δ 99 - 03
							10.0%
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
Revenue/Capita	\$3.03/1,000	\$8.78/1,000	\$13.35/1,000	Local	84%		
	\$22.42	\$59.49	\$100.31	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	10,487.2	0.4%	10,487.2	10,636.3
Households	6,048.2	3,905.5	-8.4%	3,905.5	3,970.0	0.3%
Retail Sales	123,471.7	71,074.2	-10.5%	71,074.2	79,933.5	2.4%
EBI	348,640.4	199,745.6	-10.5%	199,745.6	237,151.0	3.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	4,970.3	766.4	400.5	459.4	789.4	819.0	711.7	1,023.9
Women (000)	5,516.9	737.5	389.8	462.4	797.1	882.8	814.3	1,432.9
Total	10,487.2	1,503.9	790.4	921.8	1,586.5	1,701.8	1,526.0	2,456.7
Percentage	100.0%	14.3%	7.5%	8.8%	15.1%	16.2%	14.6%	23.4%
Per Capita	\$ 19,047							
				Median Household	\$ 51,523			
							Avg Household	\$ 51,145
Ethnic Population:	White 62.2%		Black 28.3%		Asian 9.0%		Hispanic	25.6%

Market Summary

FM Classes	Class A	Class B	Class C	Viab. FMs	All FMs	All AMs	Total
# Stations	18	22		17	40	35	75
Tot 12+	3.9	62.5		59.0	66.4	19.7	86.1
Avg 12+	0.2	2.8		3.5	1.7	0.6	1.1
Tot LCS	4.5	72.6		68.5	77.1	22.9	100.0
Avg LCS	0.3	3.3		4.0	1.9	0.7	1.3

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		Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998		
WXRK	New York	B	92.3	6.0	1362	a	Infinity Bcstg	51 0008	p		g1	Alternative	53,300	1.62	4.5	3.6	3.4	4.0	4.1	3.6	3.8	4.4	3.6	
WLIR	Garden City	A	92.7	1.0	522		Jarad Bcstg Co Inc	59				Modern Rock	n/a		0.5	0.6	0.4	0.4	0.4	0.4	0.4	0.4	0.4	
WPAT	Paterson	B	93.1	5.4	1421	h	Spanish Bcstg	57 9608		83,500		Spanish	15,300	0.62	3.4	2.7	2.5	3.0	3.1	2.7	3.2	2.9	3.0	
WRTN	New Rochelle	A	93.5	3.0	331	i	Hudson	53				Nostalgia	900		0.1	0.0	0.4	0.4	0.0	0.0	0.0	0.4	0.0	
WJLK	Asbury Park	A	94.3	1.3	499		Nassau Bcstg Ptrs	47 9610		See (47)	1	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	Barnstable Bcstg Inc	61 9711		See (18)	2	Country	n/a			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WFME	Newark	B	94.7	37.0	571		Family Stations Inc	47 6603				Christian		0.9	1.0	1.0	0.8	0.7	0.7	0.6	0.9	0.9		
WHFM	Southampton	A	95.3	5.0	354	n	Cox Radio Inc	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	ABC Radio Inc	60 9602			g2	Hot AC	33,600	1.54	3.0	2.5	2.6	2.5	2.7	2.6	2.9	2.4	2.3	
WQXR	New York	B	96.3	6.0	1362		New York Times Co	39				Classical	16,000	0.73	3.0	2.3	2.4	2.3	2.6	2.7	2.5	2.5	2.8	
WKHL	Stamford	A	96.7	3.0	328		Cox Radio Inc	47 0008				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	Emmis	61 8809			g	Urban CHR	36,100	0.81	6.1	5.7	5.1	5.2	5.2	4.8	5.4	5.7	5.3	
WALK	Patchogue	B	97.5	39.0	554	g	Clear Channel	52 0008				AC	n/a		1.2	0.9	0.9	0.9	1.0	1.1	1.0	1.0	0.9	
WSKQ	New York	B	97.9	6.0	1362	h	Spanish Bcstg	50 8901		55,500		Spanish	35,700	0.86	5.7	3.7	3.8	4.5	5.2	5.1	4.8	4.5	5.2	
WKJY	Hempstead	A	98.3	3.0	328	p	Barnstable Bcstg Inc	47 8412		See (18)	2	Soft Rock	n/a		0.5	0.5	0.4	0.4	0.4	0.4	0.4	0.4	0.4	
WMGQ	New Brunswick	A	98.3	1.2	525	d	Greater Media	47				Rock AC	3,900		0.4	0.0	0.0	0.5	0.3	0.3	0.3	0.5	0.3	
WDRE	Westhampton	A	98.5	6.0	282	o	Jarad Bcstg Co Inc	93 9506				Modern Rock	n/a			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	Emmis	41 9411			st	Urban AC	27,000	0.90	4.1	3.3	3.7	3.1	4.0	3.3	3.3	3.6	3.8	
WAWZ	Zarephath	B	99.1	19.5 cp	791		Pillar of Fire	54				Inspiration				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WHTZ	Newark	B	100.3	6.0	1362	g	Clear Channel	61 0008			g3	CHR	38,200	0.99	5.3	4.9	4.8	4.5	5.1	4.7	4.6	4.4	4.5	
WHUD	Peekskill	B	100.7	50.0	499	s	Pamal Broadcasting	58 9701		20,000	c2	AC	6,600		0.7	0.5	0.7	0.4	0.5	0.6	0.5	0.6	0.6	
WCBS	New York	B	101.1	6.8	1326	a	Infinity Bcstg	41 0008	p		g1	Oldies	37,700	1.08	4.8	4.4	4.2	4.4	4.1	4.2	4.2	3.5	4.7	
WQCD	New York	B	101.9	3.3	1421	k	Emmis	45 9804			sw	NAC/Jazz	25,100	1.01	3.4	3.2	3.3	3.2	3.0	2.9	2.9	2.7	3.1	
WBAB	Babylon	A	102.3	6.0	269	q	Cox Radio Inc	58 9805				AOR	n/a		0.6	0.6	0.6	0.5	0.6	0.6	0.6	0.5	0.4	
WNEW	New York	B	102.7	50.0 cp	282	a	Infinity Bcstg	58 0008	p		g1	Talk	16,200	1.31	1.7	1.9	1.9	1.5	1.2	1.5	1.4	1.4	1.5	
WBZO	Bay Shore	A	103.1	3.0	285		Barnstable Bcstg Inc	93 9705		See (18)	2	Oldies	n/a		0.6	0.5	0.4	0.5	0.5	0.5	0.4	0.6	0.5	
WKTU	Lake Success	B	103.5	5.4	1417	g	Clear Channel	40 0008			g3	CHR/Rhymc	39,300	1.10	4.9	4.3	4.6	4.0	3.8	4.3	4.5	4.0	4.0	
WFAS	White Plains	A	103.9	0.6	669	b	Aurora Comm	47 9903		20,250	d1	AC	5,500		0.1	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.3	
WRCN	Riverhead	A	103.9	1.5	466	p	Barnstable Bcstg Inc	62 9711			2	Clisc 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	Clear Channel	56 0008			g3	Clisc Rock	19,400	1.21	2.2	2.3	2.6	2.4	2.1	2.0	2.0	1.9	1.7	
WTJM	New York	B	105.1	4.7	1224	g	Clear Channel	53 0008			g3	R&B Oldies	17,900	0.82	3.0	2.7	2.5	2.9	2.7	2.6	2.6	3.5	1.7	
WDHA	Dover	A	105.5	1.0	574	r	New Jersey Bcstg	61 9206		See (99)		AOR			0.3	0.3	0.5	0.4	0.4	0.3	0.3	0.3	0.0	
WCAA	Newark	B1	105.9	0.6	1362	e	Hispanic Bcstg Corp	62 9801			sw	Spanish	4,000	0.32	1.7	2.0	1.8	2.1	1.8	1.7	1.5	1.3	1.5	
WBLI	Patchogue	B	106.1	48.5	499	q	Cox Radio Inc	58 9805				Hot AC	n/a		0.9	0.9	0.9	0.7	0.9	0.9	0.8	0.7	0.7	
WFAF	Mount Kisco	A	106.3	1.4	440	b	Aurora Comm	64 9905			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	Clear Channel	61 0008			g3	Lite AC	51,100	1.03	6.8	6.1	6.4	6.4	5.7	6.1	5.4	6.1	5.9	
WWXY	Hampton Bays	A	107.1	3.0 cp	279	j	Big City Radio	80 9702		See (18)		Country	n/a		0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	
WWZY	Long Branch	A	107.1	4.7 cp	371	j	Big City Radio	60 9702		See (47)		Country	n/a		0.4	0.3	0.4	0.3	0.4	0.4	0.3	0.4	0.4	
WYNY	Briarcliff Manor	A	107.1	1.9 cp	591		Big City Radio	60 9412		2,500		Country	2,800		0.7	0.5	0.5	0.7	0.5	0.7	0.6	0.6	0.5	
WBLS	New York	B	107.5	4.2	1362	f	Inner City Bcstg	65				Urban	17,500	0.59	4.1	3.7	3.4	3.1	3.5	3.6	3.6	3.3	3.7	
# FM Stations -					40	# Combos -					30	FM TOTALS				75.7	65.9	66.4	66.0	66.5	65.4	64.8	65.5	64.6

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 1

Revenue Rank: 2

New York Market Overview



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
Total	16,980.5

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$374,000	\$428,800	\$462,100	\$499,300	\$551,800	\$623,900	10.8%
	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	\$8.78/1,000	\$13.35/1,000	Local	84%		
	\$22.42	\$59.49	\$100.31	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	10,487.2	0.4%	10,487.2	10,636.3	0.3%
Households	6,048.2	3,905.5	-8.4%	3,905.5	3,970.0	0.3%
Retail Sales	123,471.7	71,074.2	-10.5%	71,074.2	79,933.5	2.4%
EBI	348,640.4	199,745.6	-10.5%	199,745.6	237,151.0	3.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	4,970.3	766.4	400.5	459.4	789.4	819.0	711.7	1,023.9
Women (000)	5,516.9	737.5	389.8	462.4	797.1	882.8	814.3	1,432.9
Total	10,487.2	1,503.9	790.4	921.8	1,586.5	1,701.8	1,526.0	2,456.7
Percentage	100.0%	14.3%	7.5%	8.8%	15.1%	16.2%	14.6%	23.4%
Per Capita	\$ 19,047		Median Household	\$ 51,523		Avg Household	\$ 51,145	
Ethnic Population:	White 62.2%		Black 28.3%		Asian 9.0%		Hispanic 25.6%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	18	22		17	40	35	75
Tot 12+	3.9	62.5		59.0	66.4	19.7	86.1
Avg 12+	0.2	2.8		3.5	1.7	0.6	1.1
Tot LCS	4.5	72.6		68.5	77.1	22.9	100.0
Avg LCS	0.3	3.3		4.0	1.9	0.7	1.3

Market: New York

Competitive Overview

Metro Rank: 1

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

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		Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 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	0.0	0.0	0.3	
WMCA	New York	B	570	50.0 cp	30.00	l	Salem Comm Corp	25	8909	15,000		Christian		0.3	0.4	0.0	0.5	0.4	0.3	0.4	0.0	0.4	
WJWR	Jersey City	B	620	3.0 cp	7.60		One-On-One Sports	48	9709		g	Sprts/Talk	3,200		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	0008 p		g1	Sprts/Talk	60,800	2.78	3.0	2.6	2.4	2.3	2.8	2.6	2.7	2.4	2.8
WOR	New York	A	710	50.0	50.00		Buckley Bcstg Corp	22	8809	24,000		News/Talk	24,300	0.98	3.4	3.0	2.7	2.8	3.0	3.3	2.8	2.6	2.9
WGSM	Huntington	B	740	25.0	0.04	p	Barnstable Bcstg Inc	51	9711		2	Country			0.1	0.0	0.1	0.1	0.1	0.1	0.0	0.1	0.0
WABC	New York	A	770	50.0	50.00	c	ABC Radio Inc	21	9602		g2	Nws/Tlk/Spt	19,500	0.76	3.5	3.1	2.8	2.4	2.7	2.7	3.1	3.2	3.0
WCBS	New York	A	880	50.0	50.00	a	Infinity Bcstg	24	0008 p		g1	News	41,300	1.62	3.5	2.3	2.7	2.9	2.9	3.1	3.0	2.9	3.0
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	0.0	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	0.0
WINS	New York	B	1010	50.0	50.00	a	Infinity Bcstg	24	0008 p		g1	News	48,200	1.54	4.3	3.7	3.5	3.8	3.3	3.6	3.7	4.1	3.5
WEVD	New York	B	1050	50.0	50.00		Forward Bcstg Inc	22	8901	23,000		News/Talk	700		0.4	0.4	0.0	0.0	0.4	0.4	0.4	0.4	0.3
WHLI	Hempstead	B	1100	10.0	0.00	p	Barnstable Bcstg Inc	47	8412		2	MOR	n/a		0.7	0.6	0.6	0.7	0.6	0.7	0.5	0.6	0.5
WBBR	New York	A	1130	50.0	50.00		Bloomberg Comm	34	9211	13,580		News	3,700		0.8	0.6	0.8	0.6	0.7	0.8	0.7	0.6	0.6
WVNJ	Oakland	B	1160	20.0	2.50		Universal Bcstg	93				Adlt Stndrd	800		0.3	0.5	0.5	0.5	0.0	0.4	0.3	0.5	0.0
WWTR	Bridgewater	B	1170	0.2	0.00		New Jersey Bcstg	71	9906	260		Nostalgia			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WLIB	New York	B	1190	10.0	30.00	f	Inner City Bcstg	42	7207	3,400		Talk	4,500		0.9	0.9	0.7	1.0	0.9	0.7	0.8	0.8	0.7
WFAS	White Plains	C	1230	1.0	1.00	b	Aurora Comm	32	9905		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	0.3	0.0	0.0	0.4	0.4	0.4	0.0	0.0
WADO	New York	B	1280	50.0	7.20	e	Hispanic Bcstg Corp	34	9508		g	Spanish	8,400	0.55	2.1	1.5	1.6	2.2	1.4	1.6	2.3	1.8	1.6
WRCR	Spring Valley	B	1300	0.5	0.08		Alexander Bcstg	65	0004	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	Clear Channel	52	0008			Soft AC	n/a		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WNNY	New York	B	1380	5.0	5.00		Mega Comm Inc	27	0005	24,500	+	Sprn/Eth/Nws			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 Broadcasting	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		g	Adlt Stndrd			0.1	0.3	0.5	0.3	0.3	0.5	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		g4	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	c	ABC Radio Inc	36	9812		na	Children	3,000		0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WWRL	New York	B	1600	25.0 cp	5.00		Access.1 Comm	26	8206	1,985		Urban/Oldes	2,500		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WWRU	Jersey City	B	1660	10.0 cp	9.00		Radio Unica	97	9901		g	Top40/Span			0.1	0.4	0.5	0.4	0.0	0.3	0.0	0.0	0.0
# AM Stations -				35		# Combos -				20		AM TOTALS			24.6	20.7	19.7	20.5	19.5	21.5	21.1	20.4	22.0
AM & FM Stations Profiled -				75		# Duopolies -				22		Total Local Commercial Share			86.6	86.1	86.5	86.0	86.9	85.9	85.9	86.6	

• 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 ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$442,000	\$482,900	\$513,200	\$538,100	\$576,500	\$658,200	8.3%
	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	\$ 34,554		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	17	22		21	39	31	70
Tot 12+	9.6	59.5		62.7	69.1	18.2	87.3
Avg 12+	0.6	2.7		3.0	1.8	0.6	1.2
Tot LCS	11.0	68.2		71.8	79.2	20.8	100.0
Avg LCS	0.6	3.1		3.4	2.0	0.7	1.4

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 Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)								
															Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998	
KCMG	Los Angeles	B	92.3	42.0	2910	d	Clear Channel	48	0008		g2	R&B Oldies	27,200	1.17	3.0	2.9	2.3	2.3	2.5	2.4	2.5	2.8	2.8
KLIT	Avalon	A	92.7	6.0 cp	272		Amaturo Group Ltd	94	9512	600		AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KCBS	Los Angeles	B	93.1	28.5 cp	3498	a	Infinity Bcstg	48	0008 p		g4	Clsc Rock	35,800	1.65	2.8	2.6	2.3	2.0	2.3	2.5	2.5	2.6	2.3
KMJR	Redondo Beach	A	93.5	6.0	282	l	Spanish Bcstg	61	0007		g	Korean				0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KNJR	Ontario	A	93.5	6.0	0	l	Spanish Bcstg	67	0007		g	Korean				0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KZLA	Los Angeles	B	93.9	18.5 cp	3009	k	Emmis	57	0010		sw	Country	16,600	0.86	2.5	2.2	2.1	2.0	2.1	2.1	2.2	2.1	2.2
KBUA	San Fernando	A	94.3	3.0	95	h	Liberman Bcstg Inc	58	9701	10,800		Mexican	800		0.4	0.3	0.3	0.3	0.5	0.5	0.4	0.5	0.1
KMXN	Garden Grove	A	94.3	3.0	246		Astor Bcst Group	61	7607	1,400		Mix AC	800		0.1	0.0	0.0	0.3	0.0	0.5	0.0	0.0	0.0
KTWV	Los Angeles	B	94.7	58.0	2832	a	Infinity Bcstg	61	0008 p		g4	NAC/Jazz	41,900	1.43	3.8	2.8	2.9	3.1	3.2	3.3	2.9	3.5	3.5
KLOS	Los Angeles	B	95.5	61.0	3130	b	ABC Radio Inc	47	9602		g1	AOR	31,800	1.64	2.5	2.5	2.3	2.2	2.3	2.1	2.4	2.1	2.3
• KFSH	Anaheim	A	95.9	6.0	328	j	Salem Comm Corp	61	0008		g7	ChrsContemp	4,300			0.4	0.4	0.4	0.3	0.0	0.0	0.0	0.0
• KFSG	Los Angeles	B	96.3	54.0	479		Spanish Bcstg	49	0011 p	250,000		Christian	700		0.4	0.4	0.4	0.4	0.4	0.0	0.4	0.5	0.4
KNWZ	Santa Ana	A	96.7	6.0	203	h	Liberman Bcstg Inc	47	9612	11,200		Urban/Span			0.1	0.6	0.5	0.4	0.5	0.5	0.0	0.0	0.0
KLSX	Los Angeles	B	97.1	21.0	3002	a	Infinity Bcstg	54	0008 p		g4	Talk	38,400	1.99	2.5	2.4	2.1	1.9	2.1	2.2	2.2	1.9	2.4
KSSE	Riverside	B	97.5	72.0	1828		Entravision Comm	59	0004		g	CHR/Span	8,600	0.48	2.3	1.4	1.7	1.5	1.9	2.4	1.8	1.8	1.9
• KVVS	Mojave	A	97.7	6.0 cp	328		Clear Channel	66	9905		g5	Top 40				0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
KLAX	East Los Angeles	B	97.9	33.0	604	l	Spanish Bcstg	49	8712	15,000		Mexican	18,600	0.63	3.8	2.1	2.3	2.5	2.1	2.8	3.0	3.3	4.1
KRCV	West Covina	A	98.3	0.6	1004	e	Hispanic Bcstg Corp	57	0002	75,000	d6	Span/Oldes	1,400		0.1	0.5	0.9	0.3	0.1	0.1	0.1	0.1	0.1
KYSR	Los Angeles	B	98.7	75.0	1181	d	Clear Channel	54	0008		g	Hot AC	34,400	1.35	3.3	3.1	2.9	2.6	2.8	2.9	3.2	3.0	2.5
KKLA	Los Angeles	B	99.5	10.5	2881	f	Salem Comm Corp	85			1	Chrst/Talk			0.5	0.6	0.5	0.5	0.5	0.4	0.6	0.5	0.3
KKBT	Los Angeles	B	100.3	5.3	3005		Radio One Inc	57	0008		g6	Urban	37,000	1.20	4.0	2.8	2.4	2.6	2.4	3.3	3.0	3.8	3.8
KRTH	Los Angeles	B	101.1	51.0	3130	a	Infinity Bcstg	41	0008 p		g4	Oldies	34,500	1.35	3.3	3.2	3.2	3.3	3.0	2.6	2.9	3.2	3.0
KSCA	Glendale	B	101.9	4.8	2832	e	Hispanic Bcstg Corp	48	9908	112,500		Ranchera	18,700	0.34	7.2	5.9	5.9	6.1	6.8	6.0	6.2	6.0	6.9
KJLH	Compton	A	102.3	5.6 cp	338		Taxi Prod Inc	65	7906			Urban	2,600	0.24	1.4	1.3	1.8	1.6	1.4	1.6	1.2	1.0	1.2
KIIS	Los Angeles	B	102.7	8.0	2959	d	Clear Channel	48	9905		g5	Top 40	47,000	1.21	5.0	4.8	5.0	5.5	5.0	4.8	4.7	4.3	3.6
• KACD	Santa Monica	A	103.1	3.0	570	g	Entravision Comm	60	0008		d5	CHR/Span	1,500		0.5	0.3	0.4	0.5	0.4	0.3	0.4	0.4	0.5
• KBCC	Newport Beach	A	103.1	2.0	299	g	Entravision Comm	62	0008		d5	CHR/Span	700		0.3	0.2	0.2	0.2	0.3	0.4	0.2	0.2	0.2
KOST	Los Angeles	B	103.5	12.5	3114	d	Clear Channel	57	0008		g2	AC	34,600	1.21	3.7	3.5	3.1	3.9	3.6	3.0	3.5	3.0	3.6
KRCD	Inglewood	A	103.9	4.1 cp	387	e	Hispanic Bcstg Corp	59	0002		d6	Oldes/Span	5,500		0.9	1.0	1.5	0.9	0.8	0.8	0.6	1.0	0.8
KBIG	Los Angeles	B	104.3	84.0	2894	d	Clear Channel	59	0008		g2	AC	32,600	1.56	2.7	2.8	2.7	2.6	3.0	2.3	2.1	2.5	2.4
KMZT	Los Angeles	B	105.1	18.0	2887	c	Mt Wilson FM	59				Classical	10,100	0.62	2.1	1.6	1.3	1.4	1.7	1.4	2.0	2.1	1.8
KBUE	Long Beach	A	105.5	3.0	466	h	Liberman Bcstg Inc	61	9412	13,000	e	Mexican	6,300	0.29	2.8	2.7	2.7	3.2	3.2	3.3	2.7	2.1	1.8
KPWR	Los Angeles	B	105.9	25.0	3035	k	Emmis	56	8401		g	Urban	33,300	0.94	4.6	4.4	4.2	4.2	3.8	3.9	4.0	4.3	4.1
KALI	Santa Ana	A	106.3	6.0 cp	328	i	Multicultural Bcstg	60	9512	9,100		Variety				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KGMX	Lancaster	A	106.3	3.7 cp	256	n	Gold Coast Bcstg	70	9702		g3	Bright AC	700			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KROQ	Pasadena	B	106.7	5.6	1388	a	Infinity Bcstg	74	0008 p		g4	Alternative	38,000	1.17	4.2	4.9	4.5	4.3	3.9	4.0	3.7	3.7	3.5
KLYY	Arcadia	A	107.1	6.0	-43		Big City Radio	60	9606		g7	Spanish	8,500		0.9	1.0	0.8	1.0	0.5	0.7	0.7	0.9	0.8
KLVE	Los Angeles	B	107.5	29.5	2999	e	Hispanic Bcstg Corp	59	8804		g8	Varty/Span	31,800	0.60	6.8	4.9	5.0	5.1	4.9	5.9	5.9	5.4	6.5
KWVE	San Clemente	B	107.9	0.5 cp	3793		Calvary Chapel	71	8504	2,000		Christian	1,000		0.6	0.7	0.4	0.6	0.4	0.7	0.6	0.3	0.6
# FM Stations -					39	# Combos -		30			FM TOTALS				79.1	71.6	69.1	69.7	68.7	69.7	68.6	68.9	70.0

• 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 ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$442,000	\$482,900	\$513,200	\$538,100	\$576,500	\$658,200	8.3%
	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 EB1 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%
EB1	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	\$ 34,554		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	17	22		21	39	31	70
Tot 12+	9.6	59.5		62.7	69.1	18.2	87.3
Avg 12+	0.6	2.7		3.0	1.8	0.6	1.2
Tot LCS	11.0	68.2		71.8	79.2	20.8	100.0
Avg LCS	0.6	3.1		3.4	2.0	0.7	1.4

Competitive Overview

Some stations also rated in Riverside.

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)									
															Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998		
KLAC	Los Angeles	B	570	5.0	5.00	d	Clear Channel	24	0008		g2	Adlt Stndrd	5,100	0.29	2.3	1.5	2.2	2.0	1.7	1.6	1.7	2.3	2.3	
KFI	Los Angeles	A	640	50.0	50.00	d	Clear Channel	22	0008		g2	Talk	33,900	1.07	4.1	3.0	3.1	3.5	3.2	3.5	3.3	3.6	3.9	
KIRN	Simi Valley	B	670	5.0 cp	3.00	m	Lotus Comm Corp	84	9702	4,200		Ethnc/Spn				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	0.5	0.4	0.4	0.4	0.3	0.0	0.4	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	
KABC	Los Angeles	B	790	5.0	5.00	b	ABC Radio Inc	29	9602		g1	Talk	16,400	0.79	2.7	2.0	2.5	1.9	2.0	2.4	2.3	2.4	2.4	
KPLS	Orange	B	830	30.0 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	
• KACD	Thousand Oaks	B	850	25.0 cp	1.00	d	Clear Channel	71	9905		g5	Alternative				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KIEV	Glendale	B	870	20.0	3.00	f	Salem Comm Corp	31	9808	33,400	1	Talk		0.8	0.6	0.6	0.5	0.5	0.6	0.7	0.6	0.8		
KALI	West Covina	B	900	1.0 cp	1.00	i	Multicultural Bcstg	63	9811	9,000		Variety	600		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KHJ	Los Angeles	B	930	5.0	5.00	h	Liberman Bcstg Inc	22	9003	23,000		Mexican	4,500	0.45	1.3	1.2	1.2	1.3	1.5	1.6	1.4	1.1	0.6	
KFWB	Los Angeles	B	980	50.0 cp	50.00	a	Infinity Bcstg	25	0008 p		g4	News	31,100	1.91	2.1	1.6	1.8	2.1	1.9	1.7	1.9	1.9	2.0	
KTNQ	Los Angeles	B	1020	50.0	50.00	e	Hispanic Bcstg Corp	25	8804		g3	Varty/Spn	7,900	0.54	1.9	1.4	1.8	1.4	1.4	1.3	1.9	1.6	1.7	
KNX	Los Angeles	A	1070	50.0	50.00	a	Infinity Bcstg	20	0008 p		g4	News	33,100	1.65	2.6	2.1	2.1	2.3	2.3	2.4	2.0	2.5	2.1	
• KRLA	Pasadena	B	1110	50.0	20.00	a	ABC Radio Inc	42	0010 p			Sports	3,800		0.9	0.6	0.8	0.6	0.6	0.9	0.8	1.0	0.6	
KXTA	Los Angeles	B	1150	50.0 cp	44.00	d	Clear Channel	27	9905		g5	Sprts/Talk	21,100		0.6	0.6	0.6	0.5	0.5	0.5	0.7	0.4	0.4	
KXMX	Anaheim	B	1190	20.0	1.30	j	Salem Comm Corp	59	0008		g9	ChrsContemp			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KWKU	Pomona	B	1220	0.3	0.25	m	Lotus Comm Corp	60	0003	750		Span/Talk			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	i	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	
KJAZ	Beverly Hills	B	1260	5.0	5.00	c	Mt Wilson FM Bcstrs	47	9212	2,500		Jazz	600	0.5	0.0	0.0	0.5	0.5	0.5	0.6	0.3	0.4		
KAZN	Pasadena	B	1300	5.0	1.00	i	Multicultural Bcstg	42	9806	12,000		Asian	500		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KWKW	Los Angeles	B	1330	5.0	5.00	m	Lotus Comm Corp	31	8902	8,700		Tlk/Spt/Spn	6,000	0.7	0.6	0.5	0.7	0.6	0.5	0.7	0.4	0.7		
KWJL	Lancaster	B	1380	1.0	0.00	n	Gold Coast Bcstg	56	9702		g3	Big Band	100		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• KLTX	Long Beach	B	1390	5.0	3.60		Hi-Favor Bcstg LLC	26	0008	30,000	1	Span/Chrst			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	i	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	
KUTY	Palmdale	B	1470	5.0	5.00	n	Gold Coast Bcstg	57	9701	319		Talk/Spn	300		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KVUE	Santa Ana	B	1480	5.0	5.00	h	Liberman Bcstg Inc	26	8712			Mexican			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KMPC	Los Angeles	B	1540	50.0	10.00		One-On-One Sports	52	9709		g	Sports	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		Talk/Spn		0.3	0.6	0.6	0.5	0.9	0.6	0.3	0.0	0.0	0.0	
• KFOX	Torrance	B	1650	10.0 cp	0.93		Chagal Comm	85	0007	30,000		Korean			0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	
# AM Stations -					31	# Combos -					24	AM TOTALS				21.1	16.3	18.2	18.3	18.0	18.5	18.3	18.5	18.3
AM & FM Stations Profiled -					70	# Duopolies -					25	Total Local Commercial Share				87.9	87.3	88.0	86.7	88.2	86.9	87.4	88.3	

• 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
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
Total	8,665.0

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$281,100	\$311,100	\$330,000	\$349,700	\$388,600	\$439,400	9.3%
	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	\$ 40,292		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	20	26		19	46	43	89
Tot 12+	4.2	60.9		58.9	65.1	23.5	88.6
Avg 12+	0.2	2.3		3.1	1.4	0.5	1.0
Tot LCS	4.7	68.7		66.5	73.5	26.5	100.0
Avg LCS	0.2	2.6		3.5	1.6	0.6	1.1

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
Total	8,665.0

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$281,100	\$311,100	\$330,000	\$349,700	\$388,600	\$439,400	9.3%
	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%

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

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	\$ 40,292			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	20	26		19	46	43	89
Tot 12+	4.2	60.9		58.9	65.1	23.5	88.6
Avg 12+	0.2	2.3		3.1	1.4	0.5	1.0
Tot LCS	4.7	68.7		66.5	73.5	26.5	100.0
Avg LCS	0.2	2.6		3.5	1.6	0.6	1.1

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
Total	6,824.2

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$179,500	\$197,200	\$214,200	\$238,100	\$260,000	\$316,800	12.0%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	32.9%	\$420,900	\$547,200	\$629,200	\$755,100	\$868,400	19.8%

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	\$3.39/1,000	\$4.53/1,000	\$10.26/1,000	Local 71%
Revenue/Capita	\$28.35	\$46.42	\$118.35	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	\$ 41,715			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+	2.9	53.7		49.2	56.6	23.5	80.1
Avg 12+	0.3	1.9		2.7	1.5	0.8	1.2
Tot LCS	3.6	67.0		61.4	70.7	29.3	100.0
Avg LCS	0.3	2.4		3.4	1.8	1.0	1.5

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
Total	6,824.2

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

ESTIMATED GROSS REVENUES	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
	32.9%	\$420,900	\$547,200	\$629,200	\$755,100	\$868,400	19.8%
	1993	1998	2003	Est. Breakout			
Revenue/Retail Sales	\$3.39/1,000	\$4.53/1,000	\$10.26/1,000	Local	71%		
Revenue/Capita	\$28.35	\$46.42	\$118.35	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+	2.9	53.7		49.2	56.6	23.5	80.1
Avg 12+	0.3	1.9		2.7	1.5	0.8	1.2
Tot LCS	3.6	67.0		61.4	70.7	29.3	100.0
Avg LCS	0.3	2.4		3.4	1.8	1.0	1.5

Competitive Overview

Some stations also rated in San Jose and Santa Rosa.

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		Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)									
				Power (kW)	Power (kW)								Revenue (000)1/	Power Ratio		Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998		
KSFO	San Francisco	B	560	5.0	5.00	j	ABC Radio Inc	25	9602		g3	Talk	9,300	0.61	3.6	3.8	2.7	2.9	3.3	2.8	3.1	2.6	3.1		
KFRC	San Francisco	B	610	5.0	5.00	b	Infinity Bcstg	24	0008 p		g1	Oldies	4,000	0.95	1.0	0.7	0.6	0.7	0.9	0.9	1.0	0.9	0.6		
KNBR	San Francisco	A	680	50.0	50.00	i	Susquehanna Radio	22	8905	21,000	e	Sports	35,000	2.08	4.0	3.2	3.6	2.5	3.0	4.0	2.9	3.3	2.8		
KCBS	San Francisco	B	740	50.0	50.00	b	Infinity Bcstg	09	0008 p		g1	News	32,000	1.43	5.3	4.0	4.4	4.9	4.3	4.4	4.2	4.3	4.4		
KGO	San Francisco	A	810	50.0	50.00	j	ABC Radio Inc	24	9602		g3	News/Talk	41,900	1.21	8.2	6.3	7.1	6.9	6.0	6.2	6.7	6.4	7.3		
KNEW	Oakland	B	910	5.0	5.00	d	Clear Channel	21	0008		g1	Information	400		0.1	0.0	0.0	0.0	0.2	0.0	0.1	0.1	0.2		
KABL	Oakland	B	960	5.0	5.00	d	Clear Channel	25	9910 p		g1	70s & 80s	2,300	0.18	3.1	2.0	2.0	1.7	1.9	2.4	2.2	3.1	2.4		
KATD	Pittsburg	B	990	5.0	5.00		Radio Unica	49	0006 p	4,500		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 cp	1.50		Radio Unica	57	9808	12,000		Talk/Span	2,300	0.42	1.3	1.4	0.8	1.2	0.9	0.9	1.2	1.0	1.2		
KTCT	San Mateo	B	1050	50.0 cp	10.00	i	Susquehanna Radio	46	9710	14,500		Sports	6,000		0.7	0.4	0.5	0.8	1.1	0.6	0.4	0.5	0.7		
KFAX	San Francisco	B	1100	50.0	50.00	e	Salem Comm Corp	25	8407	6,700		Chrst/Talk			0.6	0.6	0.0	0.4	0.5	0.0	0.5	0.6	0.7		
KLOK	San Jose	B	1170	50.0	5.00	l	Entravision Comm	46	0004			Spanish	n/a		1.7	1.0	1.1	0.8	1.3	1.2	1.2	1.4	1.6		
KDYA	Vallejo	B	1190	1.0	0.00	q	Baybridge Comm	47	9312	850		Gospel				0.0	0.0	0.0	0.4	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	a	Bonneville Intl	26	8311	3,500		Soft AC			0.2	0.2	0.2	0.1	0.3	0.2	0.1	0.2	0.2		
KMKY	Oakland	B	1310	20.0 cp	20.00	j	ABC Radio Inc	22	9805	6,250		Children	500			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KSRO	Santa Rosa	B	1350	5.0	5.00	o	Emerald City Radio	37	0010			Nws/Tlk/Spt	n/a		0.2	0.0	0.0	0.0	0.0	0.4	0.0	0.4	0.0		
KZSF	San Jose	B	1370	3.6 cp	3.60	c	Entravision Comm	47	0008			Spanish	n/a			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KVTO	Berkeley	C	1400	1.0	1.00	f	Inner City Bcstg	22				Asian	1,300		0.1	0.4	0.5	0.5	0.0	0.4	0.0	0.0	0.0		
KVVN	Santa Clara	B	1430	1.0	2.50		Inner City Bcstg	64	9704	See (27)		AC	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	0.4	0.0	0.0	0.0	0.0	0.0		
KRHT	Concord	B	1480	0.5	0.50		Amer Radio Brokers	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		
● KMZT	San Rafael	B	1510	8.0	0.00		Mt Wilson FM Bcstrs	47	9605		c1	Classical				0.6	0.0	0.0	0.0	0.1	0.0	0.0	0.0		
KYCY	San Francisco	B	1550	50.0 cp	10.00	b	Infinity Bcstg	47	0008 p		g1	Talk	2,000			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	n	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 cp	1.00	q	Baybridge Comm	98			1	Chrst/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					27	# Combos -					20	AM TOTALS					30.1	24.6	23.5	23.8	24.1	24.5	23.6	24.8	25.2
AM & FM Stations Profiled -					66	# Duopolies -					27	Total Local Commercial Share					81.3	80.1	80.2	80.4	81.2	80.9	82.1	81.4	

● 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
Total	4,876.2

Market Radio Financials

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

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

	1993	1998	2003	Est. Breakout
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)

	1993	1998	Growth Rate	1998	2003	Growth Rate
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

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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	\$ 50,124		Avg Household	\$ 55,612	
Ethnic Population:	White 76.4%		Black 20.2%		Asian 3.2%		Hispanic 4.7%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1	17		15	19	26	45
Tot 12+	3.0	61.9		62.6	64.9	18.0	82.9
Avg 12+	3.0	3.6		4.2	3.4	0.7	1.8
Tot LCS	3.6	74.7		75.5	78.3	21.7	100.0
Avg LCS	3.6	4.4		5.0	4.1	0.8	2.2

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		Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998	
WXTU	Philadelphia	B	92.5	15.5	899	a	Beasley Bcst Group	58	8308	6,000	Country	9,500	0.74	4.3	3.7	4.0	3.7	3.5	3.2	3.5	3.4	4.2	
WMMR	Philadelphia	B	93.3	18.0	827	c	Greater Media	42	9708		sw	Rock	12,900	1.09	4.0	3.5	3.8	3.2	2.9	3.4	3.4	3.0	3.6
WYSP	Philadelphia	B	94.1	16.0	899	b	Infinity Bcstg	71	0008 p		g1	Rock	32,000	1.54	7.0	5.4	5.3	4.7	6.6	5.8	6.0	5.9	5.6
• WEJM	Philadelphia	B	95.7	11.0	1148	c	Greater Media	49	9707	41,800		R&B Oldies	4,750	0.52	3.1	2.2	2.2	2.3	3.5	3.8	2.2	2.2	2.1
• WWDB	Philadelphia	B	96.5	17.0	866	a	Beasley Bcst Group	57	9705	65,000		80s Hits	9,350	0.67	4.7	2.8	2.9	3.4	4.1	3.6	3.3	4.6	4.4
WZZE	Glen Mills	D	97.3	0.0	184		Glen Mills School	75				CHR				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WPST	Trenton	B	97.5	50.0	430	c	Nassau Bcstg Ptrs	49	9508			CHR	n/a		1.8	1.5	1.4	1.5	1.6	1.8	1.4	1.3	1.4
WUGL	Philadelphia	B	98.1	12.5	1001	b	Infinity Bcstg	44	0008 p		g1	Oldies	17,750	1.09	5.5	4.3	4.2	3.5	4.2	3.8	4.4	4.7	5.5
WUSL	Philadelphia	B	98.9	27.0 cp	669	d	Clear Channel	61	0008		g1	Urban	12,600	0.72	5.9	5.1	5.3	5.4	5.4	5.0	4.6	5.0	5.3
WJBR	Wilmington	B	99.5	50.0	499		NextMedia Group	57	0003	See (76)		AC	n/a		0.7	0.6	0.4	0.7	0.6	0.7	0.6	0.6	0.6
WPLY	Media	B	100.3	35.0	600	g	Radio One Inc	82	0002	80,000		Alternative	9,000	0.92	3.3	3.3	3.1	3.0	3.4	3.5	3.1	2.5	2.1
WBEB	Philadelphia	B	101.1	14.0	942		WEAZ-FM Radio Inc	63				Soft Rock	24,000	1.09	7.4	6.4	6.1	6.6	6.8	5.7	7.0	6.3	5.9
WIOQ	Philadelphia	B	102.1	27.0	669	d	Clear Channel	41	0008		g1	CHR/Top40	13,600	0.92	5.0	5.3	5.4	4.6	5.2	4.2	4.6	3.7	4.1
WMGK	Philadelphia	B	102.9	8.9	1148	c	Greater Media	42				Clsc Hits	17,000	1.33	4.3	3.7	3.4	4.0	3.5	3.5	3.8	3.2	3.9
WPHI	Jenkintown	A	103.9	0.3	1001	g	Radio One Inc	60	9705	20,000		Urban	6,300	0.59	3.6	2.6	3.0	2.7	2.6	2.6	3.0	3.0	3.3
WLCE	Philadelphia	B	104.5	16.0	873	d	Clear Channel	65	0008		g1	Rock AC	12,200	1.21	3.4	3.0	3.4	3.3	2.8	2.5	2.7	3.1	3.1
WEMG	Egg Harbor City	B1	104.9	10.0	509	f	Mega Comm Inc	71	9905	15,500		Spanish	2,500		0.3	0.5	0.5	0.2	0.5	0.4	0.0	0.3	0.4
WDAS	Philadelphia	B	105.3	16.5	873	d	Clear Channel	59	0008		g1	Urban AC	22,500	1.11	6.8	6.1	5.7	6.5	5.4	5.5	5.5	5.8	5.9
WJJZ	Philadelphia	B	106.1	22.5	742	d	Clear Channel	59	0008		g1	Smooth Jazz	15,400	0.93	5.6	5.0	4.8	4.7	4.3	4.4	5.4	4.9	4.2
# FM Stations -				19	# Combos -				15	FM TOTALS				76.7	65.0	64.9	64.0	66.9	63.4	64.5	63.5	65.6	

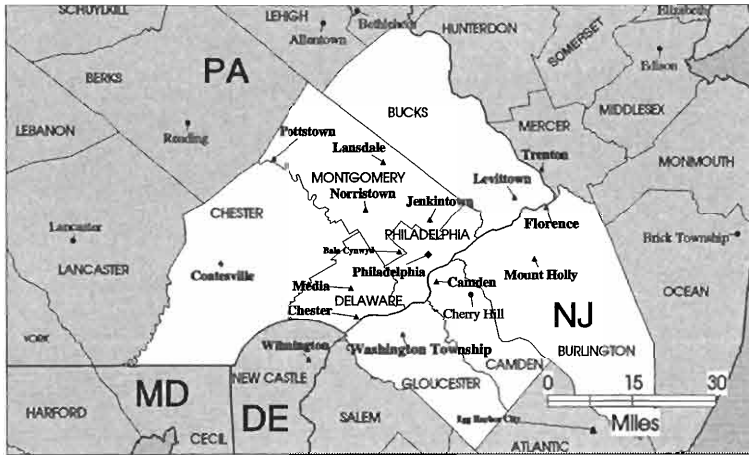
• Indicates a change since last edition

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
Total	4,876.2

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

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

	1993	1998	2003	Est. Breakout
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)

	1993	1998	Growth Rate	1998	2003	Growth Rate
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

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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	\$ 50,124		Avg Household	\$ 55,612	
Ethnic Population:	White 76.4%		Black 20.2%		Asian 3.2%		Hispanic 4.7%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1	17		15	19	26	45
Tot 12+	3.0	61.9		62.6	64.9	18.0	82.9
Avg 12+	3.0	3.6		4.2	3.4	0.7	1.8
Tot LCS	3.6	74.7		75.5	78.3	21.7	100.0
Avg LCS	3.6	4.4		5.0	4.1	0.8	2.2

Competitive Overview

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

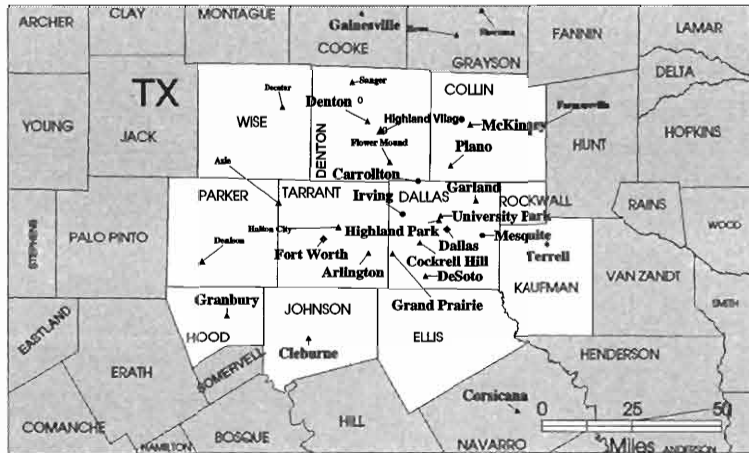
AM Stations

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)											Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998		
WFIL	Philadelphia	B	560	5.0	5.00	e	Salem Comm Corp	22	9310	4,000		Chrst/Talk			0.4	0.5	0.3	0.0	0.0	0.4	0.5	0.3	0.0		
WIP	Philadelphia	B	610	5.0	5.00	b	Infinity Bcstg	22	0008 p		g1	Sprts/Talk	18,000	1.68	3.6	2.7	3.2	3.1	2.8	2.5	3.0	3.5	2.9		
WWJZ	Mount Holy	B	640	50.0	0.95		ABC Radio Inc	93	0001	14,000		Children	800		0.5	0.0	0.0	0.0	0.0	0.4	0.6	0.4	0.4		
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/Gospl	700		0.7	0.0	0.0	0.0	0.0	0.7	0.4	0.6	0.6		
WEMG	Philadelphia	B	900	1.0	0.04	f	Mega Comm Inc	58	9812		g	Spanish	3,100		0.5	0.4	0.4	0.1	0.4	0.3	0.5	0.3	0.5		
WPEN	Philadelphia	B	950	50.0	50.00	c	Greater Media	29	7501			Big Band	4,300	0.31	4.7	3.0	3.3	3.4	4.6	4.1	4.0	3.6	4.0		
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	0008 p		g1	News	38,000	1.60	8.0	6.1	6.4	6.6	6.3	6.8	5.9	7.8	6.4		
WNAP	Norristown	B	1110	4.8	0.00		GHB Bcstg	46				Gospel	400		0.3	0.4	0.0	0.0	0.6	0.3	0.3	0.4	0.0		
WPHT	Philadelphia	A	1210	50.0	50.00	b	Infinity Bcstg	22	0008 p		g1	Talk	2,400	0.54	1.5	2.8	2.0	2.3	0.8	1.7	1.1	1.1	1.0		
WSSJ	Camden	B	1310	1.0	0.25	f	Mega Comm Inc	25	9812	2,000		Span/Oldes	1,000		0.4	0.3	0.0	0.4	0.5	0.5	0.4	0.4	0.0		
WHAT	Philadelphia	C	1340	1.0	1.00		Inner City Bcstg	25	9907 p	1,500		Talk	1,900	0.49	1.3	1.0	1.0	1.2	1.3	1.0	1.0	1.6	0.8		
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/Tlk/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/Tlk/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	Clear Channel	23	0008		g1	Gospel	2,288	0.51	1.5	1.8	1.4	1.5	1.2	1.4	1.3	1.1	1.2		
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		
WCHE	West Chester	B	1520	1.0	0.50		Chester County	63	9708	230		Nws/Tlk/Cls				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		
WISP	Doylestown	B	1570	5.0	0.90		Holy Spirit Radio	48	9903	1,024		Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WPWA	Chester	B	1590	2.5	1.00		Catholic Radio	47	9810		g	Relign/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					26	# Combos -					11	AM TOTALS					23.4	19.0	18.0	18.6	18.5	20.1	19.0	21.1	17.8
AM & FM Stations Profiled -					45	# Duopolies -					11	Total Local Commercial Share					84.0	82.9	82.6	85.4	83.5	83.5	84.6	83.4	

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
Total	4,753.4

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$168,000	\$187,000	\$203,900	\$221,800	\$251,800	\$287,200	11.3%
	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%
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
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)

	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		\$ 55,289	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	21	32	26	58
Tot 12+	0.0		73.6	70.1	73.6	16.7	90.3
Avg 12+	0.0		2.5	3.3	2.3	0.6	1.6
Tot LCS	0.0		81.5	77.6	81.5	18.5	100.0
Avg LCS	0.0		2.8	3.7	2.5	0.7	1.7

Competitive Overview

Some stations also rated in Waco.

FM Stations

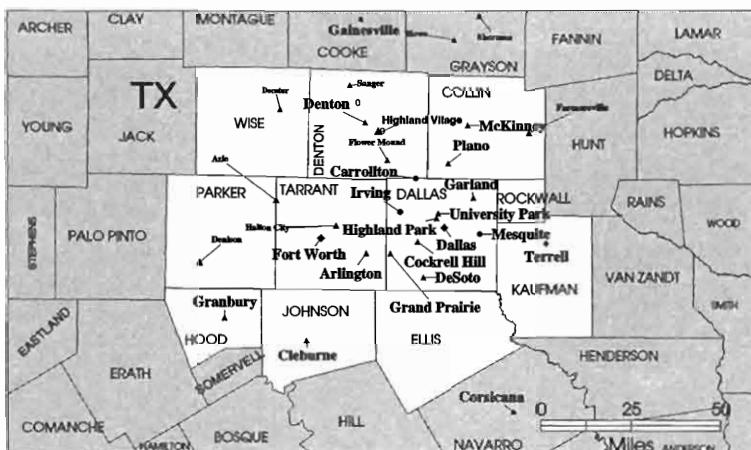
Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1999 Est Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)				ARB 12+ Metro Shares (see rights)				
															Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998	
KXEZ	Farmersville	A	92.1	2.7	492	i	Metro Bcstrs-TX Inc	98								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	Clear Channel	48 0008		g	Clsc Rock	16,500	1.16	4.3	4.5	4.0	4.0	3.9	3.7	4.0	4.1	3.8	
KKMR	Haltom City	C2	93.3	50.0	436	g	Susquehanna Radio	96			Alternative	4,500	0.80	1.7	1.9	1.9	1.7	1.7	1.5	1.8	1.7	1.3	
KLNO	Fort Worth	C	94.1	98.0 cp	1591	c	Hispanic Bcstg Corp	64 9909	65,000		Mexican				2.4	2.0	1.0	0.0	0.0	0.0	0.0	0.0	
• KDGE	Gainesville	C	94.5	100.0 cp	1906		Sunburst Media LP	58 0008 p		sw	Alternative	8,200	0.80	3.1	2.9	3.1	2.9	2.2	2.8	2.5	3.1	2.7	
KWRD	Arlington	C	94.9	98.0	1509	i	Salem Comm Corp	49 9612		sw	Chrst/Talk			0.6	0.5	0.4	0.5	0.5	0.4	0.5	0.5	0.7	
KHYI	Howe	C2	95.3	10.5	512	i	Metro Bcstrs-TX Inc	49			Country			0.1	0.0	0.4	0.0	0.0	0.4	0.0	0.0	0.0	
KSCS	Ft. Worth	C	96.3	99.0	1611	b	ABC Radio Inc	49 9602		g3	Country	21,000	1.17	5.4	4.9	5.3	5.0	3.9	4.7	5.0	5.0	5.0	
KMEO	Flower Mound	C	96.7	92.0 cp	2034	b	ABC Radio Inc	69 9811	23,000		Oldies	2,000	0.40	1.5	1.4	2.4	2.7	2.2	2.2	2.5	0.9	0.0	
KEGL	Ft. Worth	C	97.1	100.0	1667	h	Clear Channel	59 9905		g4	Rock	13,000	0.78	5.0	3.8	3.7	4.0	5.4	4.9	4.7	4.4	4.3	
• KBFB	Dallas	C	97.9	100.0	1611	j	Radio One Inc	61 0008		g4	Urban	4,800	0.69	2.1	1.6	1.8	1.9	1.5	2.1	1.8	1.6	2.0	
KLUV	Dallas	C	98.7	100.0 cp	1663	e	Infinity Bcstg	61 0008 p		g2	Oldies	17,000	1.38	3.7	3.1	3.1	2.0	3.3	3.5	3.6	3.1	3.4	
KHCK	Denton	C	99.1	100.0 cp	1726	c	Hispanic Bcstg Corp	88 9505		g	Tejano	3,000	0.60	1.5	0.9	0.9	1.0	1.2	1.2	1.5	1.5	1.1	
KPLX	Ft. Worth	C	99.5	100.0	1677	g	Susquehanna Radio	62 9701			Country	13,500	0.97	4.2	6.4	5.2	4.6	4.8	4.0	3.3	3.7	4.2	
KRBV	Dallas	C	100.3	100.0	1440	e	Infinity Bcstg	65 0008 p		g2	Top 40	6,100	0.73	2.5	3.6	3.3	2.9	2.4	2.5	2.3	2.0	2.4	
• KLTY	Highland Village	C	100.7	100.0	1841	i	Salem Comm Corp	88 0008 p		sw	ChrsContemp	10,200	0.79	3.9	1.9	2.2	3.5	3.0	3.6	3.5	3.8	3.1	
WRR	Dallas	C	101.1	98.0	1509		City of Dallas	48			Classical	4,200	0.45	2.8	2.3	2.2	2.8	2.4	2.5	2.5	2.5	2.8	
KZMP	Azle	C	101.7	92.0 cp	2034	f	Entravision Comm	67 0008		g4	Mexican	2,400		0.2	0.7	0.6	0.9	0.6	0.8	0.0	0.0	0.0	
KTXQ	Ft. Worth	C	102.1	100.0	1447	h	Clear Channel	62 0008		g	R&B Oldies	8,400	0.65	3.9	2.1	2.0	2.3	2.9	3.3	4.0	3.3	3.6	
KDMX	Dallas	C	102.9	99.0	1348	h	Clear Channel	65 9905		g4	AC	17,000	1.25	4.1	3.2	3.3	3.5	3.2	3.6	3.5	3.7	4.2	
KVIL	Highland	C	103.7	100.0 cp	1663	e	Infinity Bcstg	61 0008 p		g2	Lite Rock	36,000	2.17	5.0	3.8	3.8	4.3	4.3	4.3	4.4	4.8	4.6	
KMRR	Sanger	C3	104.1	11.0	492	g	Susquehanna Radio	89 9806		g	Progressive				0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	
KKDA	Dallas	C	104.5	100.0	1591	a	Service Bcstg Corp	47			Urban	18,100	0.71	7.7	7.3	7.2	6.6	6.1	7.2	7.6	6.8	6.4	
KTCY	Pilot Point	C1	104.9	15.7	1755	k	Spanish Bcstg	83 0005 p		g4	Mexican				1.1	1.2	1.2	0.0	0.0	0.0	0.0	0.0	
KYNG	Dallas	C	105.3	100.0	1529	e	Infinity Bcstg	68 0008 p		g2	Talk	8,900	0.99	2.7	1.2	1.1	2.1	2.5	2.5	2.3	2.6	2.3	
KRNB	Decatur	C	105.7	94.0	1890	a	Service Bcstg Corp	68 9503	1,500		Rhythm/Blue	1,900		0.9	2.1	2.1	2.2	1.5	0.7	1.1	0.7	0.7	
KHKS	Denton	C	106.1	100.0	1585	h	Clear Channel	47 0008		g	CHR	24,000	0.96	7.5	5.9	6.3	5.8	7.1	7.0	6.6	6.3	7.3	
KDXT	Granbury	C	106.7	100.0 cp	1339	c	Hispanic Bcstg Corp	90 9503	1,450		Mexican				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• KRVA	McKinney	A	106.9	3.9	400	f	First Bcstg Co LP	69 0010 p		sw	Ranchera	1,200		0.3	0.0	0.0	0.0	0.3	0.2	0.3	0.3	0.2	
• KRVF	Terrell	A	107.1	3.3	440	f	First Bcstg Co LP	79 0010 p		sw	Ranchera			0.5	0.0	0.0	0.0	0.3	0.3	0.3	0.5	0.6	
KOAI	Ft. Worth	C1	107.5	28.0	1591	e	Infinity Bcstg	65 0008 p		g2	Smooth Jazz	8,000	0.69	3.5	4.1	4.1	2.9	2.9	3.4	2.9	3.1	3.2	
KDXX	Corsicana	C1	107.9	100.0	843	c	Hispanic Bcstg Corp	93 9503			Mexcn/Span	1,000		0.5	0.0	0.0	0.2	0.0	0.4	0.3	0.5	0.5	
# FM Stations -				32	# Combos -				30	FM TOTALS				79.2	73.6	73.6	72.5	70.2	73.7	72.8	70.5	70.4	

• 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
Total	4,753.4

Market Radio Financials

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

ESTIMATED GROSS REVENUES

	1993	1994	1995	1996	1997	1998	Δ 93 - 98
ESTIMATED GROSS REVENUES	\$168,000	\$187,000	\$203,900	\$221,800	\$251,800	\$287,200	11.3%
***	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%

Revenue/Retail Sales Revenue/Capita

	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	\$ 55,289		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	21	32	26	58
Tot 12+	0.0		73.6	70.1	73.6	16.7	90.3
Avg 12+	0.0		2.5	3.3	2.3	0.6	1.6
Tot LCS	0.0		81.5	77.6	81.5	18.5	100.0
Avg LCS	0.0		2.8	3.7	2.5	0.7	1.7

Competitive Overview

Some stations also rated in Waco.

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		Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 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	g	Susquehanna Radio	22	9702	4,200		Talk	7,700	1.55	1.5	1.0	0.7	0.9	1.6	1.5	1.3	1.2	1.6
KMKI	Plano	B	620	5.0	4.50	b	ABC Radio Inc	39	9812	12,000	e	Children	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KSKY	Balch Springs	B	660	10.0	0.66	i	Salem Comm Corp	41	0007	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	0.8	1.2	0.6	0.9	0.9	0.6	1.1	0.7
KAAM	Garland	B	770	10.0	1.00		Crawford Bcstg Co	90				AdStd/Nstlg				1.2	1.4	1.7	0.6	0.0	0.0	0.0	0.0
WBAP	Ft. Worth	A	820	50.0	50.00	b	ABC Radio Inc	22	9602		g3	Nws/Tlk/Spt	23,000	1.26	5.5	4.3	4.2	4.8	5.2	4.6	4.8	5.4	5.3
KFJZ	Ft. Worth	B	870	0.5	0.00		Lujan, Christobal	47	8804	1,300		Mexican	800		0.6	0.0	0.0	0.0	0.7	0.8	0.4	0.6	0.5
KXEB	Sherman	B	910	1.0	1.00	k	Spanish Bcstg	36	0005 p		g4	Ethnc/Span	400		0.9	0.0	0.0	0.0	0.0	0.6	0.8	0.7	1.0
KKLF	Denison	B	950	0.5	0.50	g	Susquehanna Radio	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	e	Infinity Bcstg	46	0008 p		g2	Gospel	1,600	0.40	1.2	1.2	1.1	1.2	1.3	0.9	1.1	1.2	1.2
KGGR	Dallas	B	1040	1.0	0.00	d	Mortenson Bcstg Co	47	9604	1,150		Gospel			0.3	0.6	0.4	0.0	0.0	0.0	0.0	0.4	0.6
KRLD	Dallas	A	1080	50.0	50.00	e	Infinity Bcstg	26	0008 p		g2	News/Talk	23,000	1.78	3.9	3.3	3.6	3.7	3.7	3.4	3.7	3.5	3.6
● KCLE	Cleburne	D	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	Spanish	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KJOI	Dallas	B	1190	50.0	5.00	j	Radio One Inc	47	0009	16,000			800		0.6	0.0	0.0	0.0	0.0	0.6	0.4	0.5	0.5
KZEE	Weatherford	B	1220	0.5	0.01		Granbury Comm Inc	56	9603	117		Oldes/Sprts				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KESS	Ft. Worth	B	1270	5.0	5.00	c	Hispanic Bcstg Corp	22	9407			Nws/Spt/Spn	3,700	1.01	1.1	0.4	0.7	0.8	0.8	0.6	0.9	1.2	1.3
KTCK	Dallas	B	1310	5.0	5.00	g	Susquehanna Radio	20	9609	14,000		Sports	15,000	1.61	2.8	3.0	3.1	3.4	2.8	2.1	2.9	2.1	3.2
KAHZ	Ft. Worth	B	1360	5.0	1.00		Radio Unica	47	9901		g	Nws/Tlk/Spn			0.1	0.0	0.0	0.0	0.3	0.0	0.3	0.0	0.0
KTNO	Denton	B	1440	5.0	0.50	d	Mortenson Bcstg Co	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 Corp	52	9411	1,500		Span/Rhythc	2,600		0.8	0.0	0.3	0.0	0.8	0.5	0.7	0.9	0.7
KZMP	University Park	B	1540	32.0 cp	0.00	f	Entravision Comm	45	0008		g4	Varty/Span	1,000		0.6	0.0	0.0	0.0	0.5	0.5	0.4	0.6	0.6
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	f	Entravision Comm	47	0008		g4	Mexican				0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
KTBK	Sherman		1700	10.0 cp	0.70	g	Susquehanna Radio	99				Sports				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
				# AM Stations -		26	# Combos -		18	AM TOTALS				20.8	15.8	16.7	17.1	19.4	17.0	18.3	19.4	20.8	
				AM & FM Stations Profiled -		58	# Duopolies -		20	Total Local Commercial Share				89.4	90.3	89.6	89.6	90.7	91.1	89.9	91.2		

● Indicates a change since last edition

†/ 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
Total	4,628.7

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

ESTIMATED GROSS REVENUES ***	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	\$3.96/1,000	\$4.57/1,000	\$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 \$ 39,622			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	17	23	18	41
Tot 12+	0.3	64.6	3.5	65.9	68.4	18.4	86.8
Avg 12+	0.1	3.6	1.8	3.9	3.0	1.0	2.1
Tot LCS	0.3	74.4	4.0	75.9	78.8	21.2	100.0
Avg LCS	0.1	4.1	2.0	4.5	3.4	1.2	2.4

Market: Detroit

Competitive Overview

Metro Rank: 7

Some stations also rated in Ann Arbor.

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)				ARB 12+ Metro Shares (see rights)			
															Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
CIMX	Windsor	C1	88.7	100.0	577	f	CHUM Group Radio	67			Modern Rock			2.0	3.0	2.8	2.1	2.5	2.5	2.1	1.3	1.2
WMXD	Detroit	B	92.3	45.0	479	d	Clear Channel	64 0008		g	Urban AC	10,000	0.91	4.5	3.5	2.7	3.3	3.5	3.1	3.8	4.3	4.5
WDRQ	Detroit	B	93.1	26.5	669	b	ABC Radio Inc	47 9804		g	AC	9,400	0.92	4.2	4.4	4.6	4.8	4.3	4.8	4.1	3.4	2.5
WHMI	Howell	A	93.5	5.2	354		Livingston Radio	77 8810	477	c2	Clsc Hits			0.3	0.4	0.0	0.3	0.0	0.4	0.3	0.3	0.0
CIDR	Windsor	C1	93.9	100.0	656	f	CHUM Group Radio	49 8505 p			AC			1.1	0.6	0.7	0.7	0.8	1.1	0.9	0.9	0.9
WCSX	Birmingham	B	94.7	13.5 cp	951	a	Greater Media	58 7307			Clsc Rock	12,500	1.07	4.8	3.9	3.7	3.8	3.6	4.2	4.2	4.9	3.7
WKQI	Detroit	B	95.5	100.0	430	d	Clear Channel	49 0008		g	Top 40	16,100	1.73	3.8	3.5	3.6	2.7	2.8	2.9	3.1	3.7	3.5
WPLT	Detroit	B	96.3	20.0	787	b	ABC Radio Inc	48 9602		g3	Altve/CIHts	8,000	1.21	2.7	2.3	1.9	2.3	2.2	2.1	2.4	2.4	2.4
WKRK	Detroit	B	97.1	15.0	892	c	Infinity Bcstg	41 0008 p		g1	Talk	4,000	0.96	1.7	1.5	2.0	1.9	1.6	1.3	1.1	1.4	2.3
WJLB	Detroit	B	97.9	50.0	489	d	Clear Channel	26 0008		g	Urban AC	18,300	0.96	7.8	5.1	5.7	5.7	5.2	6.8	7.0	6.6	6.8
WVMV	Detroit	B	98.7	50.0	463	c	Infinity Bcstg	61 0008 p		g1	Smooth Jazz	12,150	0.92	5.4	4.6	5.6	4.4	4.7	4.5	4.6	5.3	4.5
WYCD	Detroit	B	99.5	17.6	787	c	Infinity Bcstg	60 0008 p		g1	Country	10,000	1.24	3.3	3.6	5.5	4.4	4.8	3.2	2.8	2.8	2.6
WNIC	Dearborn	B	100.3	32.0	600	d	Clear Channel	46 0008		g	AC	26,800	1.28	8.6	7.9	7.7	7.9	7.2	6.8	7.1	8.2	8.0
WRIF	Detroit	B	101.1	27.0	879	a	Greater Media	48 9409	11,500		AOR	14,700	1.16	5.2	5.6	5.4	4.8	4.5	4.9	5.2	4.1	4.1
WGRT	Port Huron	A	102.3	3.0	318		Pt Huron Family Rad	91			AC				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	0.56	1.1	0.8	0.7	0.9	0.8	0.7	1.0	0.9	1.4
WMUZ	Detroit	B	103.5	50.0	466	h	Crawford Bcstg Co	58			ChrsContemp	1,400	0.57	1.0	0.7	0.8	1.2	1.3	0.7	1.1	0.7	1.0
WOMC	Detroit	B	104.3	190.0	361	c	Infinity Bcstg	48 0008 p		g1	Oldies	20,000	1.26	6.5	4.9	5.0	5.1	5.4	5.7	5.4	6.2	5.6
WGRV	Detroit	B	105.1	13.5 cp	955	a	Greater Media	60 9701		sw	R&B Oldies	1,850	0.32	2.4	2.0	2.5	2.0	3.1	3.0	2.1	1.8	1.5
WDTJ	Detroit	B	105.9	20.0	725	g	Radio One Inc	60 9806	34,000		Urban	6,200	0.59	4.3	4.1	3.2	3.7	3.1	3.9	4.1	3.7	3.3
WLLC	Detroit	B	106.7	61.0 cp	535	d	Clear Channel	60 0008		g	Clsc Rock	8,000	0.86	3.8	2.7	2.8	2.6	2.5	3.2	3.5	3.1	3.6
WSAQ	Port Huron	A	107.1	6.0	299	e	Liggett Bcst Group	64 0003 p	3,200	c4	Country	500		0.3	0.0	0.3	0.4	0.5	0.4	0.0	0.5	0.0
WGPR	Detroit	B	107.5	50.0	361		WGPR Inc	61 6407			Urban AC	2,500	0.64	1.6	1.1	1.2	1.1	0.8	1.3	1.5	1.4	1.3
# FM Stations -				23	# Combos -				20	FM TOTALS				76.4	66.2	68.4	66.1	65.2	67.5	67.4	67.9	64.7

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 7
Revenue Rank: 12

Detroit Market Overview



Metro Counties / Population (000)

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$150,800	\$165,200	\$178,700	\$192,200	\$213,500	\$218,300
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	11.9%	\$244,200	\$268,600	\$287,400	\$310,400	\$335,200	8.2%

	1993	1998	2003	Est. Breakout	
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)

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Retail Sales	38,100.4	47,792.9	4.6%	47,792.9	56,617.5	3.4%
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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	\$ 39,622		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	17	23	18	41
Tot 12+	0.3	64.6	3.5	65.9	68.4	18.4	86.8
Avg 12+	0.1	3.6	1.8	3.9	3.0	1.0	2.1
Tot LCS	0.3	74.4	4.0	75.9	78.8	21.2	100.0
Avg LCS	0.1	4.1	2.0	4.5	3.4	1.2	2.4

Market: Detroit

Competitive Overview

Metro Rank: 7

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		Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)									
													Revenue (000)1/	Power Ratio		Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998		
WLLZ	Monroe	B	560	0.5	0.01	h	Crawford Bcstg Co	56	9707	3,150		Religion				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	2.5	2.5	2.4	2.3	2.2	2.4	2.4	2.6		
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	1.35	6.8	5.8	5.0	5.3	5.5	5.3	6.3	5.4	6.8		
CKLW	Windsor	B	800	50.0	50.00	f	CHUM Group Radio	32	8505			News/Talk			0.3	0.4	0.4	0.6	0.5	0.0	0.3	0.4	0.3		
WWJ	Detroit	B	950	50.0	50.00	cp	Infinity Bcstg	20	0008 p		g1	News	19,100	1.33	5.9	4.9	4.9	5.6	5.7	5.3	4.7	6.0	4.7		
WUFL	Sterling Height	B	1030	5.0	0.00		Family Life Bcstg	89	8810			Christian	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	Clear Channel	39	0008		g	Sports	5,800	1.40	1.7	1.6	1.4	1.3	1.8	1.5	1.4	1.4	1.6		
WCHB	Taylor	B	1200	50.0	15.00	g	Radio One Inc	56	9806			Gospel	500		0.3	0.8	0.7	0.7	1.0	0.6	0.4	0.0	0.0		
WXYT	Detroit	B	1270	5.0	5.00	c	Infinity Bcstg	25	0008 p		g1	Talk	9,500	1.14	3.4	2.3	2.1	3.0	2.9	2.7	2.5	3.2	3.4		
• WYUR	Dearborn	B	1310	5.0	5.00	d	Clear Channel	46	0008		g	Sports			0.7	0.0	0.0	0.0	0.4	0.6	0.9	0.3	0.7		
WEXL	Royal Oak	C	1340	1.0	1.00	h	Crawford Bcstg Co	23	9705	3,500		Gospel			0.6	0.4	0.5	0.5	0.6	0.5	0.5	0.5	0.6		
WQBH	Detroit	C	1400	1.0	1.00		Queens Bcstg Corp	26	9704	3,889		Black	2,100	0.66	1.3	0.9	0.9	1.0	1.1	1.2	0.9	1.3	1.3		
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		
WPON	Walled Lake	B	1460	1.0	0.76		Foreign Radio	54				Talk/Oldes				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		Chrst/Talk				0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					18	# Combos -					11	AM TOTALS					23.7	19.6	18.4	20.8	21.8	19.9	20.3	20.9	22.0
AM & FM Stations Profiled -					41	# Duopolies -					13	Total Local Commercial Share					85.8	86.8	86.9	87.0	87.4	87.7	88.8	86.7	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 8

Revenue Rank: 8

Boston Market Overview



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
Total	4,370.3

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

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

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	\$4.17/1,000	\$6.49/1,000	\$10.43/1,000	Local 69%
Revenue/Capita	\$34.38	\$66.71	\$122.23	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	4,246.5	3,885.2	0.6%	3,885.2	3,982.5	0.5%
Households	1,578.4	1,460.6	-1.5%	1,460.6	1,517.4	0.8%
Retail Sales	35,018.1	39,928.5	2.7%	39,928.5	46,676.6	3.2%
EBI	84,143.9	83,412.7	-0.2%	83,412.7	98,667.9	3.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,870.7	275.9	135.9	192.4	312.4	317.8	262.4	373.9
Women (000)	2,014.5	263.8	129.9	194.1	303.9	329.0	279.7	514.1
Total	3,885.2	539.7	265.8	386.5	616.3	646.9	542.1	888.0
Percentage	100.0%	13.9%	6.8%	9.9%	15.9%	16.6%	14.0%	22.9%
Per Capita	\$ 21,469							
				Median Household	\$ 43,078		Avg Household	\$ 57,109
Ethnic Population:	White	87.3%	Black	7.9%	Asian	4.6%	Hispanic	6.3%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7	17		17	25	32	57
Tot 12+	3.1	55.0		56.6	58.1	21.4	79.5
Avg 12+	0.4	3.2		3.3	2.3	0.7	1.4
Tot LCS	3.9	69.2		71.2	73.1	26.9	100.0
Avg LCS	0.6	4.1		4.2	2.9	0.8	1.8

Competitive Overview

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		Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
WFEX	Peterborough	A	92.1	0.2 cp	1388	h	Phoenix Media	71	9911		Alternative				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WXRV	Haverhill	B	92.5	25.0	712		Northeast Bcstg Co	59			AAA	2,800	0.90	1.0	0.9	0.7	1.0	1.0	0.8	0.9	0.7	0.9
WBOS	Brookline	B	92.9	18.5 cp	735	b	Greater Media	55	9708	sw	AAA	7,600	1.06	2.3	2.3	1.8	2.1	1.7	1.8	2.4	1.5	1.7
WQSX	Lawrence	B	93.7	34.0 cp	587	i	Entercom	60	9811	g3	AC	7,100	0.76	3.0	2.6	3.0	2.7	2.9	3.0	2.5	1.9	2.3
WJMN	Boston	B	94.5	11.6	1053	d	Clear Channel	48	0008	g	CHR/Rhymc	18,600	0.80	7.4	5.1	4.9	4.3	5.7	5.5	5.4	6.6	6.3
WHRB	Cambridge	A	95.3	1.7	607		Harvard Radio Bcstg	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 Co	77			AC/Oldes			0.3	0.0	0.0	0.5	0.0	0.4	0.0	0.4	0.0
WTKK	Boston	B	96.9	22.5	735	b	Greater Media	45	9708	sw	Talk	5,100	0.58	2.8	1.0	1.6	1.2	0.8	2.0	2.2	2.3	2.4
WBOT	Brockton	A	97.7	2.7	492	g	Radio One Inc	48	9909	10,000	UrCHR/Rhymc	400		0.2	1.8	2.0	1.2	0.0	0.0	0.0	0.4	0.4
WBMX	Boston	B	98.5	16.5 cp	850	c	Infinity Bcstg	48	0008 p	g2	AC	18,800	1.18	5.1	4.4	4.1	3.9	3.9	3.8	4.1	4.4	4.1
WPLM	Plymouth	B	99.1	50.0	430	e	Plymouth Rock	61			Easy	1,400	0.32	1.4	2.1	1.7	2.1	1.7	1.5	1.4	1.7	0.0
WKLB	Lowell	B	99.5	26.0 cp	666	b	Greater Media	47	9708	11,750	Country	4,900	0.40	3.9	4.4	4.1	3.4	3.5	2.8	3.2	3.0	3.5
WBRS	Waltham	D	100.1	0.0	151		Brandeis University	68			Variety				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WZLX	Boston	B	100.7	21.5	771	c	Infinity Bcstg	79	0008 p	g2	Clsc Rock	24,900	1.77	4.5	4.3	3.0	3.6	4.2	4.3	4.2	2.8	3.2
WFNX	Lynn	A	101.7	1.7	450	h	Phoenix Media	63	8211	1,400	Alternative	4,300	0.81	1.7	1.4	1.1	1.3	1.4	1.1	1.2	1.7	1.3
WCRB	Waltham	B	102.5	8.1	1152		Charles River Bcstg	54			Classical	8,600	0.56	4.9	3.9	4.2	4.0	4.1	4.1	3.2	4.5	3.9
WODS	Boston	B	103.3	16.0	886	c	Infinity Bcstg	48	0008 p	g2	Oldies	18,900	1.12	5.4	4.3	3.9	4.0	4.5	4.2	5.0	3.9	4.3
WBCN	Boston	B	104.1	21.0	771	c	Infinity Bcstg	58	0008 p	g2	Alternative	35,200	1.82	6.2	4.0	4.3	3.9	5.0	4.6	5.1	4.7	5.4
WXLO	Fitchburg	B	104.5	37.0	564		Citadel Comm Corp	60	0002		Hot AC	n/a		1.3	0.7	0.8	1.4	1.0	1.0	1.0	1.2	1.0
• WBOQ	Gloucester	A	104.9	3.2	446		Cox Radio Inc	64	0005	g1	Classical	1,100		0.4	0.4	0.0	0.3	0.0	0.3	0.4	0.4	0.3
WROR	Framingham	B	105.7	23.0	735	b	Greater Media	59	9610	sw	Clsc Hits	10,600	1.00	3.4	2.8	2.7	3.2	2.9	2.2	2.5	3.1	3.0
WHOB	Nashua	A	106.3	1.0	541		Tele-Media Bcstg Co	87	0007	5,000	Hot AC	800		0.3	0.4	0.0	0.4	0.5	0.5	0.3	0.0	0.0
WMJX	Boston	B	106.7	21.5	771	b	Greater Media	82	8201	5,000	AC	20,150	0.95	6.8	5.0	5.5	5.4	5.5	4.6	5.8	6.1	5.5
WAAF	Worcester	B	107.3	9.6 cp	1099	i	Entercom	61	9811	g3	Rock	10,600	0.83	4.1	3.0	2.7	3.1	2.7	3.4	3.3	3.2	3.4
WXKS	Medford	B	107.9	20.5	771	d	Clear Channel	60	0008	g	CHR	28,500	1.27	7.2	5.7	6.0	5.2	5.8	5.9	6.5	5.8	5.0
# FM Stations -				25	# Combos -				17	FM TOTALS				73.6	60.5	58.1	58.2	58.8	57.8	60.6	60.3	57.9

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Total	3,885.2	539.7	265.8	386.5	616.3	646.9	542.1	888.0
Percentage	100.0%	13.9%	6.8%	9.9%	15.9%	16.6%	14.0%	22.9%
Per Capita	\$ 21,469							
				Median Household	\$ 43,078		Avg Household	\$ 57,109
Ethnic Population:	White 87.3%		Black 7.9%		Asian 4.6%		Hispanic 6.3%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7	17		17	25	32	57
Tot 12+	3.1	55.0		56.6	58.1	21.4	79.5
Avg 12+	0.4	3.2		3.3	2.3	0.7	1.4
Tot LCS	3.9	69.2		71.2	73.1	26.9	100.0
Avg LCS	0.6	4.1		4.2	2.9	0.8	1.8

Competitive Overview

Some stations also rated in Worcester.

AM Stations

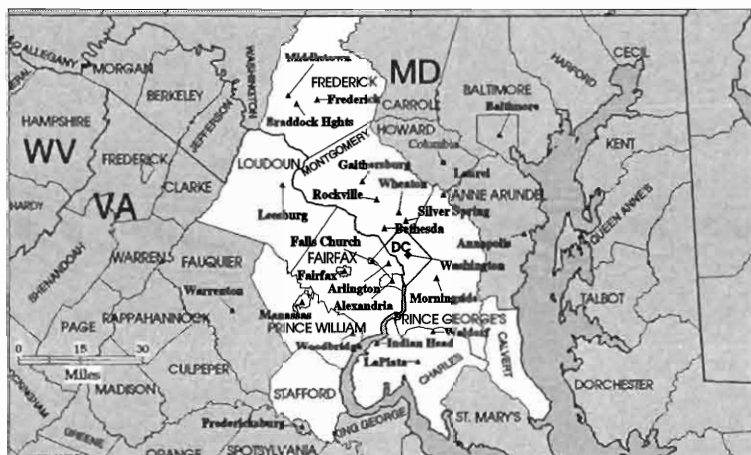
Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1999 Est		Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)								
				Power (kW)	Power (kW)								Revenue (000)†	Power Ratio		Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998	
WEZE	Boston	B	590	5.0	5.00		Salem Comm Corp	24	9702	6,000		Chrst/Talk			0.5	0.3	0.4	0.3	0.4	0.5	0.6	0.0	0.5	
● WJLT	Ashland	D	650	2.0	cp	0.00	a Langer Bcstg Corp	67	9604	10	1	ChrsContemp				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WRKO	Boston	B	680	50.0	50.00	i	Entercom	22	9811		g3	News/Talk	11,000	0.58	6.1	3.7	5.0	5.1	5.0	4.7	5.1	4.9	4.9	
WJIB	Cambridge	B	740	0.3	0.01		Bob Bittner Bcstg	48	9109	277,115		Easy	250		0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.4	0.5	
WEEI	Boston	B	850	50.0	50.00	i	Entercom	26	9811		g3	Sports	24,200	1.76	4.4	4.2	4.0	3.5	3.6	3.9	3.9	2.5	3.8	
WBPS	Dedham	B	890	25.0	cp	3.40	j Mega Comm Inc	95	9811	4,000		Varty/Span	850			0.3	0.3	0.5	0.4	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	0.0	0.0	0.0	0.4	0.4	0.0	0.0	
WCAP	Lowell	B	980	5.0	5.00		Northeast Radio Inc	51				Nws/Tlk/Spt	300			0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	
WBZ	Boston	A	1030	50.0	50.00	c	Infinity Bcstg	21	0008 p		g2	Nws/Tlk/Spt	36,100	1.16	10.0	7.1	7.3	8.9	7.9	8.2	7.4	7.9	8.7	
WMEX	Natick	D	1060	0.5	cp	0.00	a Langer Bcstg Corp	72	9509	71		Talk				0.0	0.3	0.4	0.0	0.0	0.0	0.0	0.0	
● WILD	Boston	B	1090	5.0	0.00	g	Radio One Inc	46	0011 p	5,000		Urban AC	3,000	0.80	1.2	1.0	1.5	1.0	1.6	0.8	0.9	1.3	0.9	
WBNW	Concord	B	1120	5.0	1.00		Money Matters Radio	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	j	Mega Comm Inc	79	9811	5,000		Varty/Span	1,400	0.37	1.2	0.7	1.0	0.7	0.7	1.3	1.0	1.1	0.4	
WDIS	Norfolk	B	1170	1.0	0.00		Discussion Radio	78	9209	65		FullService				0.0	0.0	0.0	0.0	0.0	0.0	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	0.0	0.0	0.0	0.3	0.0	0.0	0.2	
WMKI	Boston	B	1260	5.0	5.00		ABC Radio Inc	22	0006 p		g	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	0.0	0.0	0.0	0.4	
WRCA	Waltham	B	1330	5.0	5.00		Beasley Bcst Group	48	0005	6,000		Ethnc/Span	400		0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.4	
WLYN	Lynn	B	1360	0.7	0.08		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				Talk				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	j Mega Comm Inc	34	9905	936		Varty/Span	600			0.3	0.0	0.1	0.0	0.0	0.0	0.0	0.0	
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	Clear Channel	52	0008		g	Nostalgia	750	0.13	1.8	1.3	1.6	0.9	0.8	1.0	1.5	1.8	1.6	
WNBP	Newburyport	C	1450	1.0	1.00		Radio Newburyport	57	9812	275		Adit Stndrd	250			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
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 Sports	34	9712	8,000		Sprts/Talk	800			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WVBF	Middleborough	B	1530	1.0	0.00		Callahan, Steven J	92	9701	150		Talk				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	
WNSH	Beverly	B	1570	0.5	0.50		Willow Farm Inc	63	9710	50		News/Talk				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				News/Span				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
				# AM Stations -		32		# Combos -		14		AM TOTALS		26.2		18.9	21.4	22.2	20.4	21.1	21.2	19.9	22.3	
				AM & FM Stations Profiled -		57		# Duopolles -		13		Total Local Commercial Share		79.4		79.5	80.4	79.2	78.9	81.8	80.2	80.2		

● Indicates a change since last edition

†/ 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

4,339.8

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%

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	\$ 38,129		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	28	52
Tot 12+	4.8	63.9		64.7	68.7	13.7	82.4
Avg 12+	1.0	3.4		4.0	2.9	0.5	1.6
Tot LCS	5.8	77.5		78.5	83.4	16.6	100.0
Avg LCS	1.2	4.1		4.9	3.5	0.6	1.9

Competitive Overview

Some stations also rated in Baltimore and Frederick.

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		Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
• WBZS	Prince Frederick	A	92.7	2.9 cp	476	g	Mega Comm Inc	71	0002	5,250		Varty/Span			0.0	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	0.7	0.9	0.5	0.6	0.6	0.6	0.5	0.6
WKYS	Washington	B	93.9	24.5	705	a	Radio One Inc	47	9506	34,000		Urban AC	17,000	0.79	6.6	5.4	5.1	5.8	4.8	5.4	5.0	5.8	5.4
WPLC	Warrenton	A	94.3	2.0 cp	574	g	Mega Comm Inc	66	0007	5,250		Spanish AC	500			0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WARW	Bethesda	B	94.7	20.5	771	c	Infinity Bcstg	59	0008 p		g2	Clisc Rock	8,500	0.97	2.7	2.8	3.5	2.8	3.0	2.2	2.1	2.3	2.2
WPGC	Morningside	B	95.5	50.0	486	c	Infinity Bcstg	59	0008 p		g2	CHR/Rhymc	26,200	1.12	7.2	5.8	5.9	5.7	5.8	6.3	5.5	6.2	5.6
WHUR	Washington	B	96.3	24.0	669		Howard Univ Bd	71				Urban AC	16,500	0.72	7.0	5.9	5.5	6.5	5.0	5.1	5.9	6.2	5.6
WASH	Washington	B	97.1	26.0	687	f	Clear Channel	48	0008		g	Soft Rock	18,300	1.19	4.7	3.4	4.1	3.6	4.3	3.6	3.6	3.6	4.7
WMZQ	Washington	B	98.7	50.0	489	f	Clear Channel	68	0008		g	Country	20,600	1.19	5.3	4.2	4.2	4.2	4.2	4.2	4.6	3.9	4.5
WHFS	Annapolis	B	99.1	50.0	459	c	Infinity Bcstg	49	0008 p		g2	Alternative	16,400	1.93	2.6	2.5	2.1	1.8	2.4	2.0	2.3	1.9	2.3
WJMO	Washington	B	99.5	22.0	751	f	Clear Channel	60	0008		g	R&B Oldies	13,700	0.88	4.8	3.0	2.7	2.9	3.2	3.9	4.5	4.1	3.2
WFRE	Frederick	B	99.9	7.9	1166	i	Clear Channel	61	0008			Country	n/a		1.0	0.9	0.8	0.7	0.9	0.5	1.0	0.9	0.9
WBIG	Washington	B	100.3	36.0	574	f	Clear Channel	48	0008		g	Oldies	21,000	1.17	5.5	4.5	4.4	3.7	3.9	4.5	4.7	4.2	4.4
WWDC	Washington	B	101.1	22.5	761	f	Clear Channel	47	0008		g	Rock	13,900	0.97	4.4	3.9	3.5	3.3	4.2	3.5	3.8	3.7	3.5
WMMJ	Bethesda	A	102.3	2.9	479	a	Radio One Inc	61	8709	7,500		Urban AC	13,000	0.80	5.0	4.4	4.3	2.9	4.0	3.4	3.5	4.4	5.0
WAFY	Middletown	A	103.1	1.0	571		Frederick Bcstg LLC	90				AC	n/a		0.3	0.0	0.3	0.0	0.4	0.4	0.0	0.4	0.3
WGMS	Washington	B	103.5	44.0	518	e	Bonneville Intl	47	9804		sw	Classical	11,300	0.79	4.4	4.2	4.6	4.5	4.0	3.6	3.7	3.6	3.6
WWVZ	Braddock Hghts	A	103.9	0.4	912	e	Bonneville Intl	72	9607			CHR	n/a		0.2	0.1	0.2	0.0	0.1	0.2	0.2	0.0	0.2
WWZZ	Waldorf	B	104.1	20.0	801	e	Bonneville Intl	65	9607		g	CHR	10,200	0.80	3.9	2.8	2.6	3.4	3.2	3.4	3.1	3.4	2.7
WAVA	Arlington	B	105.1	41.0	541	j	Salem Comm Corp	48	9202	20,000		Chrst/Talk			1.5	1.0	1.0	1.0	1.3	1.5	1.0	1.3	1.0
WJZW	Woodbridge	B	105.9	28.0	650	b	ABC Radio Inc	58	9707		g	Smooth Jazz	12,000	0.86	4.3	4.1	3.7	3.8	3.7	3.7	3.2	3.0	4.1
WJFK	Manassas	B	106.7	50.0 cp	463	c	Infinity Bcstg	68	0008 p		g2	Talk	26,700	1.71	4.8	4.1	4.0	3.7	5.2	3.8	4.4	4.0	3.5
WRQX	Washington	B	107.3	34.0	604	b	ABC Radio Inc	48	9602		g1	Hot AC	19,800	1.12	5.4	4.2	4.5	4.1	4.2	3.7	4.4	4.3	5.1
WTOP	Warrenton	B	107.7	29.0	646	e	Bonneville Intl	78	9806		sw	News			1.0	1.1	0.8	0.8	1.1	1.0	0.9	0.8	0.7
		# FM Stations -		24		# Combos -		22		FM TOTALS				83.3	69.9	68.7	65.7	69.5	66.5	68.0	68.5	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



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
Total	4,339.8

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%
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
Revenue/Capita	\$4.53/1,000	\$5.66/1,000	\$8.69/1,000	Local	69%		
	\$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	Median Household		\$ 38,129	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	28	52
Tot 12+	4.8	63.9		64.7	68.7	13.7	82.4
Avg 12+	1.0	3.4		4.0	2.9	0.5	1.6
Tot LCS	5.8	77.5		78.5	83.4	16.6	100.0
Avg LCS	1.2	4.1		4.9	3.5	0.6	1.9

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)								
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998	
WWRC	Bethesda	B	570	4.7	3.00	f	Clear Channel	47	0008		g	Bus News	2,500		0.4	0.5	0.5	0.4	0.5	0.0	0.6	0.3	0.4	
WMAL	Washington	B	630	5.0	5.00	b	ABC Radio Inc	25	9602		g1	News/Talk	15,500	0.93	5.1	3.4	4.2	4.6	3.7	4.2	4.3	4.0	4.2	
● WKDL	Alexandria	B	730	5.0	0.38	g	Mega Comm Inc	45	9910		g	Mexican	1,600		0.6	0.0	0.5	0.0	0.0	0.3	0.5	0.5	0.5	
● WABS	Arlington	B	780	5.0	0.00	j	Salem Comm Corp	46	0001	4,100		Chrst/Talk				0.0	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	0.0	
WILC	Laurel	B	900	1.9	0.50		ILC Corporation	65				Varty/Span	600		0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.4	
WFMD	Frederick	B	930	5.0	2.50	i	Clear Channel	36	0008			News/Talk	n/a			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WCTN	Potomac-Cabin	B	950	2.5	0.05		Seven Locks Bcstg	65				Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WTEM	Washington	B	980	50.0	5.00	f	Clear Channel	23	0008		g	Sprts/Talk	6,200	1.12	1.7	1.5	1.3	1.6	1.4	1.4	1.2	1.7	1.3	
WWGB	Indian Head	B	1030	50.0	0.00		Mortenson Bcstg Co	86	9708	1,500		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
● WPLC	Silver Spring	B	1050	1.0 cp	0.04	g	Mega Comm Inc	46	9812		g	Spanish AC	1,350		0.1	0.6	0.4	0.9	0.3	0.4	0.0	0.0	0.0	
WUST	Washington	B	1120	20.0	0.00		New World Radio	49	9210	1,300		Ethnic				0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	
WMET	Gaithersburg	B	1150	19.0 cp	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	0.0	
WFAX	Falls Church	B	1220	5.0	0.05		Newcomb Bcstg	48				Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WGAY	Washington	B	1260	5.0	5.00	f	Clear Channel	41	0008		g	Big Band	1,800	0.55	1.0	1.1	0.7	0.8	0.8	0.7	0.9	0.9	0.7	
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	0.0	
WYCB	Washington	C	1340	1.0	1.00	a	Radio One Inc	78	9804	3,750		Gospel	1,500	0.42	1.1	0.8	0.7	0.6	1.0	1.0	0.9	0.8	0.9	
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	0.0	
WZHF	Arlington	B	1390	5.0	5.00	h	Multicultural Bcstg	47	0007		sw	Varty/Span	1,000		0.3	0.0	0.7	0.4	0.5	0.6	0.5	0.0	0.0	
WOL	Washington	C	1450	1.0	1.00	a	Radio One Inc	24	8010	950		News/Talk	1,500	0.46	1.0	0.8	0.6	0.9	0.9	1.2	0.7	0.7	0.7	
● WKDV	Manassas	B	1460	5.0	5.00	h	Multicultural Bcstg	57	0007		sw	Ethnc/Cntry				0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	
WPWC	Dumfries	B	1480	1.0	0.50		JMK	61	0001	900		Cty/Gsp/BGs				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WTOP	Washington	A	1500	50.0	50.00	e	Bonneville Intl	26	9804		sw	News	21,100	1.96	3.3	2.7	2.6	3.0	2.4	2.8	2.6	2.9	2.5	
● WACA	Wheaton	B	1540	5.0	0.00		AC Communications	54	0008 p	2,500		Spanish	800		0.3	0.0	0.0	0.4	0.4	0.4	0.0	0.6	0.0	
WKIK	La Plata	B	1560	1.0 cp	0.00		Somar Comm Inc	65	9104	65		Country				0.0	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	0008 p		g2	Gospel	3,000	0.66	1.4	1.1	1.5	1.5	1.0	0.8	1.0	1.4	1.5	
● WKDM	Rockville	B	1600	1.0	0.50	g	Mega Comm Inc	51	9903	600		Nws/Tlk/Spn	400			0.0	0.0	0.0	0.3	0.1	0.0	0.0	0.0	
# AM Stations -					28	# Combos -					17	AM TOTALS				16.5	12.5	13.7	15.1	13.8	14.0	13.2	14.2	13.1
AM & FM Stations Profiled -					52	# Duopolies -					16	Total Local Commercial Share				82.4	82.4	80.8	83.3	80.5	81.2	82.7	82.2	

● 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
Total	4,440.8

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

ESTIMATED GROSS REVENUES ★★★	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							
			Median Household	\$ 40,035			Avg Household	\$ 53,232
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	16	29	26	55
Tot 12+	0.6		69.9	65.7	70.5	12.9	83.4
Avg 12+	0.3		2.6	4.1	2.4	0.5	1.5
Tot LCS	0.7		83.8	78.8	84.5	15.5	100.0
Avg LCS	0.4		3.1	4.9	2.9	0.6	1.8

Competitive Overview

Some stations also rated in Beaumont-Port Arthur.

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		Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
KRTS	Seabrook	C1	92.1	50.0	981		Stude, M.S., et al	84	8705	2,250	e	Classical	2,200	0.76	1.0	0.9	1.2	1.2	0.9	0.8	0.9	0.7	0.9
KKBQ	Pasadena	C	92.9	97.0	1919	d	Cox Radio Inc	62	0008		g	Country	14,700	1.45	3.5	2.4	2.7	2.6	2.9	3.1	3.0	2.5	3.3
KOVE	Port Arthur	C	93.3	100.0	1952	g	Hispanic Bcstg Corp	92	9702		g3	Intnl/Span	1,800	0.33	1.9	1.8	1.5	1.6	1.7	1.3	1.6	2.1	1.4
KKRW	Houston	C	93.7	100.0	1719	b	Clear Channel	64	0008		g	Clsc Rock	12,500	1.06	4.1	3.3	3.1	3.0	3.0	3.6	3.9	3.4	3.2
• KTBZ	Houston	C	94.5	100.0	1919	b	Clear Channel	63	0008		g	Modern Rock	9,200	0.65	4.9	4.5	3.8	3.5	4.0	4.3	4.2	3.9	4.4
KIKK	Houston	C	95.7	100.0	1919	a	Infinity Bcstg	59	0008 p		g1	Country	9,200	1.14	2.8	2.2	2.7	2.3	2.3	1.8	2.7	2.6	2.7
KHMX	Houston	C	96.5	97.0	1919	b	Clear Channel	61	9905		g8	Hot AC	19,100	1.27	5.2	3.9	3.8	3.7	4.1	4.2	5.2	3.8	4.6
• KKTL	Cleveland	C	97.1	100.0	984	d	Cox Radio Inc	92	0008		g6	CHR/Dance			0.0	0.0	0.1	0.1	0.0	0.1	0.0	0.0	0.0
KBXX	Houston	C	97.9	95.0	1919	e	Radio One Inc	58	0008		g5	R&BOd/Rap	17,800	0.70	8.8	7.6	8.0	7.5	7.9	7.6	8.0	7.7	6.8
• KTJM	Port Arthur	C	98.5	100.0	1952	c	El Dorado Comm	63	0003 p	47,000	d5	Oldies	3,400	0.49	2.4	1.8	1.8	2.3	2.4	2.5	2.0	2.4	1.2
KODA	Houston	C	99.1	95.0	1919	b	Clear Channel	58	0008		g	Soft AC	25,300	1.17	7.5	7.0	5.8	7.6	6.3	6.5	5.9	6.2	7.1
KUST	Huntsville	C3	99.7	7.3	581	j	New Wavo Comm	98	9704	158	2c	Country			0.0	0.0	0.1	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	0.0
KILT	Houston	C	100.3	100.0	1919	a	Infinity Bcstg	61	0008 p		g1	Country	22,300	1.33	5.8	4.3	6.2	4.2	5.3	4.4	5.1	5.5	5.0
KRTX	Winnie	C	100.7	100.0	1952	i	Entravision Comm	87	0008		g4	Dance/CHR	400		0.6	1.3	1.2	1.1	1.1	0.9	0.4	0.3	0.4
KLOL	Houston	C	101.1	95.0	1919	b	Clear Channel	47	0008		g	Rock	16,200	1.34	4.2	3.7	3.6	3.4	3.6	3.6	3.6	3.6	3.8
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	0.0
KMJQ	Houston	C	102.1	100.0	1719	e	Radio One Inc	64	0008		g5	Urban	18,600	1.01	6.4	6.2	5.6	4.9	5.4	6.3	4.9	5.0	5.8
KLTN	Houston	C	102.9	100.0	984	g	Hispanic Bcstg Corp	60	9805	54,000		CHR/Span	14,700	0.85	6.0	4.8	5.4	5.2	6.6	5.2	5.1	4.9	5.6
KJOJ	Freeport	C	103.3	100.0	994	c	El Dorado Comm	65	0003		d5	Oldies	600		0.1	0.0	0.0	0.0	0.0	0.1	0.0	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	0.4	0.4	0.6	0.5	0.6	0.5	0.4	0.8
KRBE	Houston	C	104.1	100.0	1919		Susquehanna Radio	59	8610			CHR	20,600	0.96	7.4	6.9	6.1	6.3	6.0	6.6	6.4	5.7	6.8
KLTO	Galveston	A	104.9	1.9	404	g	Hispanic Bcstg Corp	89	9702		g3	Varty/Span			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KOVA	Rosenberg	A	104.9	2.6	351	g	Hispanic Bcstg Corp	68	9708	3,100		Intnl/Span	500		0.2	0.4	0.6	0.3	0.5	0.0	0.3	0.3	0.1
KHCB	Houston	C	105.7	100.0	1614	h	Houston Christian	62				Christian			0.0	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	0.77	2.3	1.6	2.2	2.1	1.8	2.2	1.4	2.2	2.1
• KHPT	Conroe	C	106.9	100.0	1900	d	Cox Radio Inc	91	0006 p		sw	Variety			0.4	0.9	0.7	0.7	0.3	0.3	0.0	0.6	0.4
KLDE	Lake Jackson	C	107.5	95.0	1972	d	Cox Radio Inc	64	0008		g	Oldies	17,100	1.29	4.6	4.0	3.4	3.6	2.7	4.5	4.0	3.9	3.4
KXTJ	Beaumont	C	107.9	100.0	1952	c	El Dorado Comm	67	9305	3,700		Mexican	2,600	0.82	1.1	0.7	0.7	0.9	0.7	0.8	0.7	1.1	1.1
# FM Stations -					29	# Combos -					25	FM TOTALS			81.9	70.6	70.5	68.8	70.1	71.2	69.9	68.9	71.0

• 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
Total	4,440.8

Market Radio Financials

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$149,000	\$169,700	\$184,500	\$207,600	\$226,600	\$259,300	11.7%
	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		Median Household	\$ 40,035		Avg Household	\$ 53,232	
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	16	29	26	55
Tot 12+	0.6		69.9	65.7	70.5	12.9	83.4
Avg 12+	0.3		2.6	4.1	2.4	0.5	1.5
Tot LCS	0.7		83.8	78.8	84.5	15.5	100.0
Avg LCS	0.4		3.1	4.9	2.9	0.6	1.8

Competitive Overview

Some stations also rated in Beaumont-Port Arthur.

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)								
																	Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998	
KILT	Houston	B	610	5.0	5.00	a	Infinity Bcstg	48	0008	p		g1	Sprts/Cntry	6,700	1.22	1.9	1.8	1.1	1.3	1.4	1.5	1.5	1.7	1.9	
KIKK	Pasadena	B	650	0.3	0.00	a	Infinity Bcstg	57	0008	p		g1	Bus News			0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.1	
● KSEV	Tomball	B	700	15.0	1.00	c	El Dorado Comm	86	0003	p		d5	Nws/Tlk/Spt	3,500	0.93	1.3	0.9	0.8	1.2	0.8	1.3	1.0	1.0	1.0	
KTRH	Houston	B	740	50.0	50.00	b	Clear Channel	30	0008			g	News/Sprts	20,500	1.45	4.9	3.8	4.1	4.1	4.0	4.2	3.9	4.1	4.5	
KBME	Houston	B	790	5.0	5.00	b	Clear Channel	44	0008			g	Adlt Stndrd	2,500	0.33	2.6	1.4	1.6	1.6	2.3	1.8	2.6	2.6	1.9	
KEYH	Houston	B	850	10.0	0.19	c	El Dorado Comm	74	9603		1,200		Ranchera	1,100		0.4	0.4	0.4	0.3	0.4	0.6	0.5	0.0	0.4	
● KJOJ	Conroe	B	880	10.0	1.00	c	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	0.0
KYST	Texas City	B	920	5.0	1.00		Hispanic Bcstg Inc	47	9310		563		Talk/Span				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KPRC	Houston	B	950	5.0	5.00	b	Clear Channel	25	9412			st	News/Talk	8,900	0.81	3.8	3.0	2.4	2.9	2.4	3.1	3.3	3.7	3.0	
KRTX	Rosenberg	B	980	5.0	4.00	cp	Hispanic Bcstg Corp	48	9702			g3	Varty/Span			0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.0	
KLAT	Houston	B	1010	5.0	5.00	g	Hispanic Bcstg Corp	61	9702			g3	Talk/Span	4,500	1.56	1.0	1.0	0.9	1.0	1.4	0.6	1.2	0.9	0.9	
KCHN	Brookshire	B	1050	0.3	0.00	cp	Multicultural Bcstg	68	9507		5		DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
● KKHT	Houston	B	1070	10.0	5.00	f	Salem Comm Corp	68	9503		5,000		Relgn/Talk			0.1	0.0	0.0	0.0	0.4	0.0	0.0	0.5	0.0	
● KTEK	Alvin	B	1110	2.5	0.00	f	Salem Comm Corp	81	9810			g	Cst/Tlk/Eth				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		Gosp/CCTmp				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KGOL	Humble	B	1180	50.0	1.00	cp	Entravision Comm	86	0008			g4	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	c	El Dorado Comm	48	0003	p		d5	Clsc Rock	100			0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0	
KXYZ	Houston	B	1320	5.0	5.00		Radio Unica	30	9804		6,400		Nws/Tlk/Spn	1,100		0.6	0.5	0.4	0.7	0.7	0.5	0.6	0.4	0.7	
KWWJ	Baytown	B	1360	5.0	1.00		Salt of Earth Bcstg	47	8808				Religion	500		0.4	0.0	0.8	0.9	0.4	0.3	0.6	0.6	0.0	
KHCB	Galveston	C	1400	1.0	1.00	h	Houston Christian	22	9010		150		Chrst/Span				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	0.9	0.4	0.4	0.7	0.6	0.5	0.6	0.6	
KLVL	Pasadena	B	1480	1.0	0.50		SIGA Bcstg Corp	50	9706		1,250		Chrst/Span				0.0	0.0	0.8	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		Prets/Blum Media	47	0006	p	745		Oldies	600			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KILE	Bellaire	D	1560	5.0	0.00	cp	Radio Free TX Trust	61	9911		75		Ethnic				0.0	0.0	0.4	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	0.0	0.0	0.0	0.3	0.0	0.8	
				# AM Stations -		26	# Combos -		15	AM TOTALS						18.2	13.8	12.9	15.7	14.9	14.7	16.2	16.2	15.8	
				AM & FM Stations Profiled -		55	# Duopolies -		18	Total Local Commercial Share						84.4	83.4	84.5	85.0	85.9	86.1	85.1	86.8		

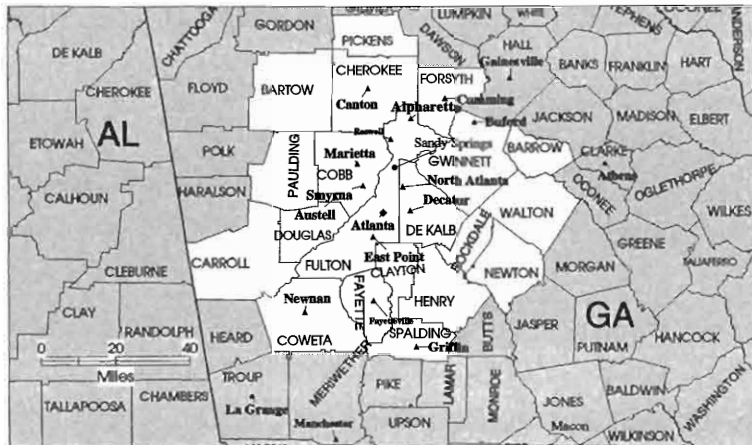
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 11

Revenue Rank: 7

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
Total	3,807.9

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
	21.5%	\$317,000	\$400,000	\$440,000	\$506,000	\$561,600	15.4%
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
Revenue/Capita	\$4.32/1,000	\$5.97/1,000	\$9.44/1,000	Local	76%		
	\$37.55	\$68.54	\$132.56	National	24%		

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	3,302.6	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

	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	\$ 30,582		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	4		18	15	22	37	59
Tot 12+	0.0		69.8	69.0	69.8	15.9	85.7
Avg 12+	0.0		3.9	4.6	3.2	0.4	1.5
Tot LCS	0.0		81.4	80.5	81.4	18.6	100.0
Avg LCS	0.0		4.5	5.4	3.7	0.5	1.7

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)							
															Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
WBTR	Carrollton	A	92.1	0.6	637	Carroll County Media	64	9009	1,115		Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WZGC	Atlanta	C1	92.9	99.0	909	c Infinity Bcstg	65	0008 p		g1	Clsc Rock	11,400	1.16	3.1	4.4	3.6	4.2	3.3	2.0	2.8	2.8	3.1
WVFJ	Manchester	C1	93.3	27.0 cp	1611	Provident Bcstg Co	67	8108			ChrsContemp	3,300		0.9	1.5	0.8	1.1	0.8	1.2	0.7	0.7	0.6
WSTR	Smyrna	C	94.1	100.0	1020	g Jefferson-Pilot	66	7401			Top 40	28,600	0.88	10.2	6.3	7.0	7.0	7.9	9.5	8.9	8.5	8.4
WPCH	Atlanta	C1	94.9	100.0 cp	978	d Clear Channel	62	9905		g2	Soft AC	18,600	0.98	6.0	4.5	4.8	5.1	5.6	4.9	5.0	5.3	5.4
WBTS	Athens	C1	95.5	100.0	968	b Cox Radio Inc	48	9908	78,000		CHR				3.9	3.7	3.1	2.6	0.0	0.0	0.0	0.0
WKLS	Atlanta	C	96.1	99.0	984	d Clear Channel	60	9905		g2	Rock	18,200	1.06	5.4	4.5	4.3	4.7	4.3	4.7	4.7	4.9	4.4
• WLDA	Newnan	A	96.7	2.2 cp	551	d Clear Channel	48	9903 p		g4	CHR				0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WFOX	Gainesville	C	97.1	100.0	1585	b Cox Radio Inc	65	0008		g	Oldies	16,000	1.17	4.3	2.9	3.9	3.0	3.1	4.2	3.4	3.5	3.7
WHTA	Fayetteville	C3	97.5	6.6	637	Radio One Inc	66	9501	4,500		Oldes/Rap	11,000	0.65	5.3	5.1	4.6	4.8	4.1	4.8	4.3	4.7	4.5
WSB	Atlanta	C	98.5	100.0	1027	b Cox Radio Inc	34				Soft AC	19,700	1.02	6.1	4.8	4.6	5.0	5.3	4.7	6.3	5.4	4.6
WNNX	Atlanta	C	99.7	100.0	1034	Susquehanna Radio	63	7402			Modern Rock	22,000	1.12	6.2	4.5	6.0	4.8	4.4	5.0	5.3	5.9	5.2
WKHX	Marietta	C	101.5	99.0	984	a ABC Radio Inc	60	9602		g3	Country	22,600	1.10	6.5	5.2	5.0	5.1	5.6	5.5	5.9	5.8	5.4
WAZX	Cleveland	A	101.9	3.2	328	i Macias, Javier	89	9502	450		Mexican				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
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	0008 p		g1	Urban	32,100	0.92	11.0	9.4	9.2	9.4	9.7	10.3	8.9	8.5	10.4
WALR	La Grange	C1	104.1	60.0	1217	b Cox Radio Inc	47	9704		g	Urban AC	21,000	0.99	6.7	4.3	6.1	5.4	5.5	5.8	5.8	5.8	5.7
• WFSH	Athens	C1	104.7	100.0	981	e Salem Comm Corp	64	0009		sw	ChrsContemp				3.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WYAI	Bowdon	C1	105.3	60.0 cp	1217	d Clear Channel	98	0010 p	10,000		Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WMXV	Canton	C2	105.7	16.5 cp	827	d Clear Channel	64	9905		g2	Rock AC	8,500	0.99	2.7	2.3	2.0	1.7	2.0	2.5	2.2	2.6	2.0
WYAY	Gainesville	C	106.7	100.0	1417	a ABC Radio Inc	49	9602		g3	Country	10,500	1.04	3.2	2.3	2.1	2.5	2.5	2.5	3.3	2.5	2.9
WAMJ	Roswell	C3	107.5	25.0	328	Radio One Inc	97	9904		st	R&B Oldies	5,200	0.66	2.5	2.1	2.1	1.9	2.2	2.1	2.5	2.4	1.8
# FM Stations -					22	# Combos -			16	FM TOTALS				80.1	71.8	69.8	68.8	68.9	69.7	70.0	69.3	68.1

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 11

Revenue Rank: 7

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
Total	3,807.9

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	
	21.5%	\$317,000	\$400,000	\$440,000	\$506,000	\$561,600	15.4%
	1993	1998	2003	Est. Breakout			
Revenue/Retail Sales	\$4.32/1,000	\$5.97/1,000	\$9.44/1,000	Local	76%		
Revenue/Capita	\$37.55	\$68.54	\$132.56	National	24%		

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	3,302.6	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	\$ 30,582		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	4		18	15	22	37	59
Tot 12+	0.0		69.8	69.0	69.8	15.9	85.7
Avg 12+	0.0		3.9	4.6	3.2	0.4	1.5
Tot LCS	0.0		81.4	80.5	81.4	18.6	100.0
Avg LCS	0.0		4.5	5.4	3.7	0.5	1.7

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		Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
				Power (kW)	Power (kW)								Revenue (000)†	Power Ratio		Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 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			0.0	0.5	0.0	0.5	0.0	0.0	0.0	0.0
WGST	Atlanta	B	640	50.0	1.00	d	Clear Channel	22	9905		g2	News	9,300	1.63	1.8	1.7	1.6	1.7	2.0	1.6	1.4	1.4	1.9
• WCNN	N. Atlanta	B	680	50.0	10.00	f	Midwestern Bcstg	67	9209		c2	Sports	3,200		0.7	0.0	0.0	0.5	0.5	0.7	0.5	0.6	0.5
WSB	Atlanta	A	750	50.0	50.00	b	Cox Radio Inc	22	3906			News/Talk	34,600	1.06	10.3	10.7	9.5	9.6	9.6	8.2	8.9	8.9	9.7
WQXI	Atlanta	B	790	28.0	1.00	g	Jefferson-Pilot	47	7403			Sports	3,300	0.95	1.1	0.9	0.9	1.0	1.4	1.0	0.9	0.8	1.1
WAEC	Atlanta	B	860	5.0	0.50	j	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	0.0	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	Coryers	B	1050	12.0 cp	0.00		Midway Holiness Ch	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	j	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 cp	0.00	h	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	50.0 cp	0.50	j	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 cp	0.00	e	Salem Comm Corp	55	0002	8,000		Gospel/Clscl	1,000		0.1	0.0	0.0	0.6	0.0	0.0	0.0	0.5	0.0
WFOM	Marietta	C	1230	1.0	1.00	f	Midwestern Bcstg	46	9702	450		Chrst/MOR				0.0	0.0	0.1	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	i	McClure Bcstg	57				Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WNEA	Newnan	B	1300	1.0	0.05		Word Christian	62	0003 p	135		Christian				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		DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WBTR	Carrollton	B	1330	0.5	0.00		Tarkenton, Dallas M	75	9710	60		News/Talk				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		Gospel	3,100	0.89	1.1	1.2	0.8	1.3	1.0	1.0	0.8	0.7	1.3
WAOK	Atlanta	B	1380	5.0	4.20	c	Infinity Bcstg	54	0008 p		g1	Gospel	3,600	0.67	1.7	1.2	1.4	1.4	1.1	1.3	1.8	1.2	1.6
WCOH	Newnan	C	1400	1.0	1.00	d	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	Covington	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	0.6	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				0.4	0.0	0.4	0.0	0.0	0.0	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	k	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	k	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	i	Macias, Javier	62	9308	1,100		Mexican	600		0.2	0.0	0.6	0.5	0.8	0.0	0.4	0.3	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 -					37	# Combos -					21	AM TOTALS			17.0	16.1	15.9	17.1	16.9	13.8	14.7	14.4	16.1
AM & FM Stations Profiled -					59	# Duopolies -					15	Total Local Commercial Share			87.9	85.7	85.9	85.8	83.5	84.7	83.7	84.2	

Docket 80-90 Allocations: 102.5, A, Mableton

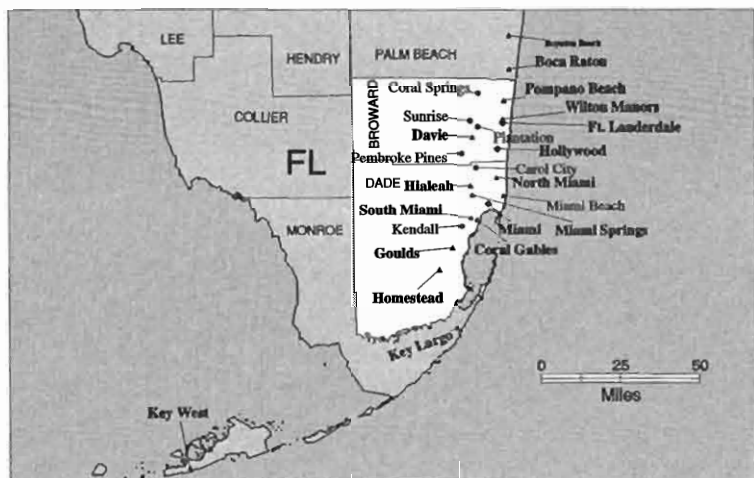
• Indicates a change since last edition

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
	<hr/>
	3,685.5

Market Radio Financials

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$120,000	\$137,000	\$159,500	\$180,300	\$200,300	\$215,400	12.4%
	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	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

	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	\$ 34,375		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+			65.4	65.4	65.4	23.1	88.5
Avg 12+			3.3	3.6	3.3	0.9	1.9
Tot LCS			73.9	73.9	73.9	26.1	100.0
Avg LCS			3.7	4.1	3.7	1.0	2.1

Competitive Overview

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

FM Stations

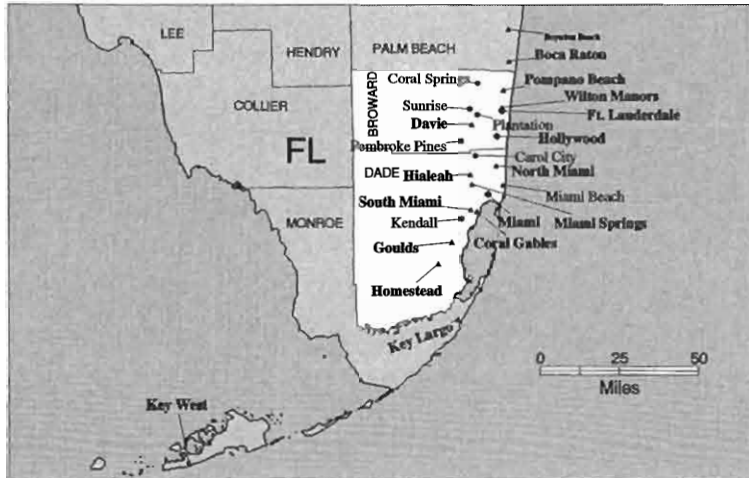
Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Date		Sales Price (000)	L M A	Format	1999 Est		Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)								
			Freq	(kW)				Std	Acq'd				Revenue (000)1/	Power Ratio		Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998	
WCMQ	Hialeah	C2	92.3	31.0	617	d	Spanish Bcstg	69	8611			Spanish	4,400	0.63	2.8	3.6	2.8	2.8	2.7	1.6	2.4	3.1	2.8	
WTMI	Miami	C	93.1	100.0	1007	b	Cox Radio Inc	60	0007	100,000		Classical	4,900	0.51	3.9	3.7	3.5	3.6	3.6	3.6	3.7	3.4	3.1	
WLVE	Miami Beach	C	93.9	100.0	1007	g	Clear Channel	68	9712		g1	1 Smooth Jazz	11,200	1.08	4.2	3.3	3.6	3.6	3.8	3.7	3.9	3.6	3.7	
WZTA	Miami Beach	C	94.9	100.0	1007	g	Clear Channel	61	9712		g1	1 Rock	10,000	1.12	3.6	3.0	3.4	3.4	3.2	3.3	2.9	3.1	3.5	
WXDJ	North Miami	C2	95.7	40.0	548	d	Spanish Bcstg	86	9704	111,000	d1	Spanish	13,200	1.40	3.8	3.0	3.7	4.1	4.4	3.1	3.9	3.4	3.1	
WPOW	Miami	C	96.5	100.0	1007	f	Beasley Bcst Group	85	8603	10,600		CHR/Dance	13,600	0.95	5.8	5.7	5.1	5.2	4.9	5.1	5.1	5.0	5.5	
WFLC	Miami	C	97.3	100.0	1007	b	Cox Radio Inc	51				AC	10,500	1.21	3.5	3.4	3.0	3.2	2.7	3.2	3.0	3.3	2.9	
WRTO	Goulds	C	98.3	100.0	1408	a	Hispanic Bcstg Corp	76	9508		g2	Spanish	6,800	1.10	2.5	2.0	1.8	2.0	1.8	2.1	2.4	2.1	2.3	
• WEDR	Miami	C1	99.1	100.0	cp	919	b	Cox Radio Inc	63	0008		sw	Urban	15,700	0.79	8.0	7.6	6.2	6.8	6.7	7.1	6.8	6.7	8.0
WKIS	Boca Raton	C	99.9	100.0	984	f	Beasley Bcst Group	65	9610	57,000	c2	Country	12,250	1.21	4.1	3.7	3.9	3.2	3.4	3.6	3.4	4.5	3.3	
WHYI	Ft. Lauderdale	C	100.7	100.0	1007	g	Clear Channel	60	9410		g	1 CHR	12,700	1.14	4.5	4.0	3.7	4.0	3.6	4.2	4.6	3.8	3.4	
WLYF	Miami	C1	101.5	100.0	810	e	Jefferson-Pilot	70				AC	13,100	0.93	5.7	4.6	4.6	5.3	5.1	5.4	5.1	5.0	4.8	
WMXJ	Pompano Beach	C	102.7	100.0	1007	e	Jefferson-Pilot	60	9402	17,800		Oldies	10,400	1.27	3.3	2.6	3.4	2.6	2.9	2.7	2.8	3.1	3.1	
WMGE	Ft. Lauderdale	C	103.5	100.0	1007	g	Clear Channel	59	9712		g1	1 Dance/70&80	4,800	0.84	2.3	2.5	2.5	2.5	3.0	3.5	1.6	1.7	1.5	
WHQT	Coral Gables	C	105.1	100.0	1007	b	Cox Radio Inc	58	9212		sw	Urban AC	10,400	0.81	5.2	4.5	4.3	3.7	4.6	4.5	4.6	4.2	5.2	
WBGG	Ft. Lauderdale	C	105.9	100.0	1020	g	Clear Channel	60	9403	14,000	1	Clsc Rock	7,800	0.93	3.4	2.7	2.8	2.8	2.5	2.7	3.3	3.1	3.0	
WRAU	Key Largo	C2	106.3	50.0	430	c	South Bcstg System	90	0002	1,000	d2	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	0.95	3.6	3.6	2.8	3.7	3.9	3.5	3.1	2.9	3.3	
WAMR	Miami	C1	107.5	95.0	1007	a	Hispanic Bcstg Corp	47	9508		g2	Spanish	18,700	1.37	5.5	4.0	4.3	3.9	4.8	5.1	4.9	4.9	4.6	
WRLA	Key West	C1	107.9	100.0	554	c	South Bcstg System	94	0002		d2	Span/News				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# FM Stations -					20	# Combos -					20	FM TOTALS		75.7	67.5	65.4	66.4	67.6	68.0	67.5	66.9	67.1		

• 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
Total	3,685.5

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

ESTIMATED GROSS REVENUES ***	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	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

	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	\$ 34,375		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+			65.4	65.4	65.4	23.1	88.5
Avg 12+			3.3	3.6	3.3	0.9	1.9
Tot LCS			73.9	73.9	73.9	26.1	100.0
Avg LCS			3.7	4.1	3.7	1.0	2.1

Competitive Overview

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

AM Stations

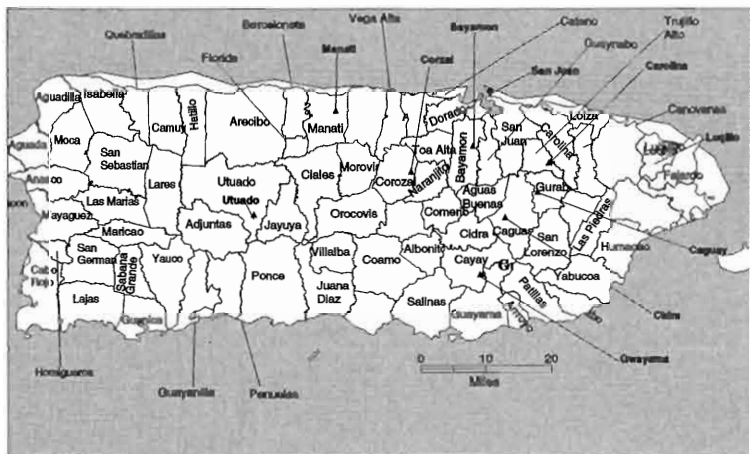
Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1999 Est Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)								
				Power (kW)	Power (kW)											Summer 2000	Spring 2000	Winter 2000	Fall 2000	Summer 1999	Spring 1999	Winter 1999	Fall 1999	
WQAM	Miami	B	560	5.0	1.00	f	Beasley Bcst Group	21	9610		c2	Sports	19,100	2.27	3.4	2.4	3.2	2.5	2.7	2.9	2.9	3.1	3.1	
WIOD	Miami	B	610	10.0	10.00	g	Clear Channel	26	9712		g1	1 Nws/Tlk/Spt	6,600	1.33	2.0	2.8	2.3	3.0	2.5	1.9	1.8	2.0	1.6	
WWFE	Miami	B	670	50.0	1.00	h	Carreras,Carlos etal	89	9306	2,700		Spanish	800		0.9	0.9	1.5	1.1	0.5	0.8	0.6	1.0	0.7	
WAQI	Miami	B	710	50.0	50.00	a	Hispanic Bcstg Corp	39	9508		g2	Spanish	6,300	0.51	5.0	4.9	6.7	5.6	4.1	3.9	4.4	5.3	4.4	
WAXY	S. Miami	B	790	5.0	5.00	e	Jefferson-Pilot	47	8511	6,000		Talk/Nstlg	1,000		0.3	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.5	
WACC	Hialeah	B	830	1.0	1.00		Radio Peace	87	9701	2,550	1	Spanish	500		0.9	0.7	0.9	0.5	1.3	0.6	1.0	0.6	0.9	
WINZ	Miami	B	940	50.0	10.00	g	Clear Channel	46	9712		g1	1 Talk	5,400	0.99	2.2	1.2	1.0	0.8	0.9	1.9	2.1	1.9	1.8	
WHSR	Pompano Beach	B	980	5.0	1.00	i	Beasley Bcst Group	59	0006	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	0.27	1.2	0.0	0.0	0.0	0.0	0.9	1.2	1.1	1.2	
• WJNA	Boynton Beach	B	1040	25.0	cp	1.10	j	Clear Channel	73	9808		Nostalgia	n/a		1.7	1.2	1.4	1.2	1.4	1.3	1.2	2.0	1.5	
WVCG	Coral Gables	B	1080	50.0	10.00		Radio One Inc	49	0008		g5	Ethnic	1,500		0.3	0.0	0.0	0.3	0.0	0.0	0.3	0.4	0.3	
WQBA	Miami	B	1140	50.0	10.00	a	Hispanic Bcstg Corp	47	9508		g2	Spanish	3,500	0.78	1.8	1.8	1.7	1.9	1.4	2.1	1.4	1.7	1.4	
WAVS	Davie	B	1170	5.0	0.25		Radio WAVS Inc	83	8305	600	e	Ethnic	1,100		0.7	0.5	0.5	0.5	0.5	0.7	0.7	0.6	0.4	
WNMA	Miami Springs	B	1210	50.0	cp	2.50	Radio Unica	58	9808		na	Sprts/Talk	4,500		0.9	1.0	0.5	0.9	0.9	1.0	0.6	0.7	0.8	
WSUA	Miami	B	1260	5.0	5.00		El Dorado Bcstg	69	9505	2,750		Spanish	1,900	0.59	1.3	1.4	1.1	1.0	1.9	1.0	1.2	0.9	1.4	
WJNO	West Palm	B	1290	10.0	cp	4.90	Clear Channel	47	9712			News/Talk	n/a		0.5	0.0	0.0	0.0	0.7	0.4	0.5	0.5	0.5	
WLQY	Hollywood	B	1320	5.0	5.00		Entravision Comm	53	0008		g4	Ethnic			0.2	0.4	0.3	0.0	0.0	0.0	0.3	0.0	0.3	
WKAT	North Miami	B	1360	10.0	1.00		Spanish Media Bcstg	37	9912	7,800		Nws/Spt/Spn	1,600		0.2	0.4	0.8	0.7	0.8	0.4	0.3	0.0	0.0	
• WFTL	Ft. Lauderdale	C	1400	1.0	1.00		J Crystal Enterprises	46	9808		S	Bus News	1,000			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WOIR	Homestead	B	1430	5.0	0.50		CORPO-MEX Inc	57	9607	130		Rlg/Spn/Mex				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 Assoc	56	8808	440		News/Talk	800			0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WWNN	Pompano Beach	B	1470	50.0	2.50	i	Beasley Bcst Group	59	0006		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	0.33	1.1	0.7	1.2	1.5	1.2	0.7	0.9	1.2	1.2	
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	0.0	0.0	
WRHC	Coral Gables	B	1560	45.0	cp	4.40	h Carreras,Carlos etal	63	9303	525		AdStd/Spn				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	II	1700	10.0	1.00		Radio Unica	98			2	Sports			0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	
				# AM Stations -		27		# Combos -		10		AM TOTALS				24.7	21.0	23.1	21.5	20.8	20.5	21.6	23.4	22.0
				AM & FM Stations Profiled -		47		# Duopolies -		16		Total Local Commercial Share				88.5	88.5	87.9	88.4	88.5	89.1	90.3	89.1	

• 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 ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$65,200	\$68,600	\$72,200	\$76,000	\$80,200	\$85,800	5.7%
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%	

	1993	1998	2003	Est. Breakout	
Revenue/Retail Sales	\$6.11/1,000	\$6.44/1,000	\$8.86/1,000	Local	70%
Revenue/Capita	\$18.08	\$22.23	\$40.60	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	0.6%
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	10	31		20	41	47	88
Tot 12+	2.8	67.1		58.8	69.9	16.8	86.7
Avg 12+	0.3	2.2		2.9	1.7	0.4	1.0
Tot LCS	3.2	77.4		67.8	80.6	19.4	100.0
Avg LCS	0.3	2.5		3.4	2.0	0.4	1.1

Competitive Overview

FM Stations

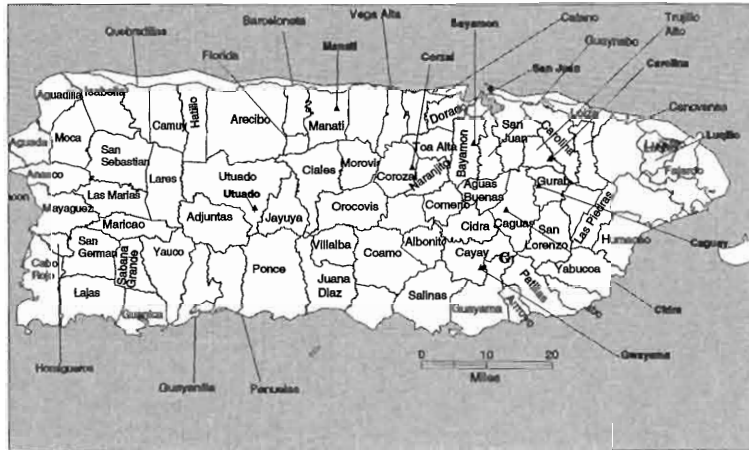
Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	1999 Est Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)									
														Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998		
WEGM	Hormigueros	A	92.1	2.0	1106	o	Spanish Bcstg	80	9904	18,000	c1	Top40/Span	500	0.8	0.6	0.8	1.2	0.8	0.8	0.6	0.0	0.6	
WZOL	Luquillo	A	92.1	4.6	915		Asn PR Advent 7D	75				Relgn/Span			0.3	0.5	0.0	0.0	0.0	0.0	0.0	0.0	
WORO	Corozal	B	92.5	50.0	1197	i	Roman Catholic	68			1,800	0.71	2.5	3.7	3.3	2.1	2.3	2.5	2.1	0.0	2.1		
WTPM	Aguadilla	B	92.9	50.0	1224		Corp 7th Day Advent	71			500		0.4	0.5	0.3	0.0	0.5	0.4	0.4	0.0	0.3		
WYQE	Naguabo	A	92.9	30.9	748		El Yunque Bcstg Inc	94			700		0.5	0.5	0.0	0.4	0.5	0.4	0.3	0.0	0.7		
WZMT	Ponce	B1	93.3	14.5	-226		Spanish Bcstg	69	0001		500	0.50	1.0	0.7	0.8	0.5	0.7	0.6	0.9	0.0	1.2		
WZNT	San Juan	B	93.7	32.0	1778	h	Spanish Bcstg	59	0001	90,000	d1	Varty/Span	4,700	0.95	4.9	4.1	4.6	4.0	4.1	4.0	4.2	0.0	4.7
WOYE	Mayaguez	B	94.1	25.0	1959	h	Spanish Bcstg	60	0001		d1	Top40/Span	1,800	0.74	2.4	1.8	2.3	2.1	2.3	2.6	2.2	0.0	1.4
WCOM	Bayamon	B	94.7	32.0	1778	h	Spanish Bcstg	59	0001		d1	Top40/Span	4,500	1.60	2.8	1.6	2.1	1.7	2.4	2.5	2.5	0.0	2.5
WCTA	San German	B	95.1	25.0	1970	h	Spanish Bcstg	69	0001		d1	Varty/Span	900	0.89	1.0	1.0	1.3	1.2	1.2	0.9	0.7	0.0	1.1
WFID	Rio Piedras	B	95.7	50.0	941	e	Arso Radio Corp	58	9805	11,538	c1	CHR/Span	3,100	0.62	5.0	4.5	4.4	4.7	3.7	4.1	5.1	0.0	3.9
WAEL	Maricao	B	96.1	24.2	2011	c	WAEL Inc	70			500	0.45	1.1	1.0	0.6	1.2	1.0	1.2	0.9	0.0	0.9		
WCMA	Fajardo	B	96.5	11.5	2795	o	Spanish Bcstg	69	9901	8,250		Top40/Span	1,300	0.40	3.2	1.8	2.9	3.3	3.7	3.4	2.3	0.0	2.6
WNRT	Manati	B	96.9	50.0	951		Arecibo Bcstg Corp	73			1,100	0.68	1.6	1.1	1.5	2.3	1.1	1.4	1.4	0.0	1.5		
WIOB	Mayaguez	B	97.5	25.0	990	h	Spanish Bcstg	47	0001		d1	Varty/Span	1,300	1.17	1.1	1.2	1.5	1.3	1.1	0.8	1.1	0.0	1.0
WBRQ	Cidra	A	97.7	4.4	899		Arso Radio Corp	72	0005	3,600		Nstlg/Span	1,400	0.3	0.6	0.4	0.0	0.0	0.0	0.4	0.0	0.3	
• WIDI	Quebradillas	A	98.3	3.0	1001		Arzuaga, Jose J	74			500		0.6	0.4	0.0	0.4	0.4	0.4	0.9	0.0	0.4		
WSAN	Las Piedras	A	98.3	0.8 cp	1959		Colon-Ventura, Carl	78			500		0.4	0.3	0.3	0.4	0.4	0.6	0.4	0.0	0.0		
WPRM	San Juan	B	98.5	25.0	1910	e	Arso Radio Corp	59	7304			Varty/Span	8,000	0.72	11.1	8.6	9.0	9.4	10.7	10.2	9.1	0.0	10.0
WXZX	Culebra	A	98.7	6.0	545		Matos, Aurio	96				Chrst/Span			0.0	0.3	0.3	0.4	0.0	0.0	0.0	0.0	
WUKQ	Mayaguez	B	99.1	25.0	1972	f	El Mundo Bcstg	63	9709		na	Top40/Span	1,900	0.90	2.1	1.4	1.8	2.1	1.6	2.0	1.6	0.0	1.8
WIOA	San Juan	B	99.9	31.0	1837	h	Spanish Bcstg	61	0001		d1	BtFMs/Span	4,700	1.61	2.9	2.8	2.4	1.8	2.6	2.0	3.1	0.0	2.5
WIVA	Aguadilla	B	100.3	22.0	2015	e	Arso Radio Corp	64			900	0.53	1.7	2.5	2.2	2.1	1.9	2.0	1.4	0.0	1.0		
WXYX	Bayamon	B	100.7	50.0	1093		RAAD Bcstg	79			2,100	0.65	3.2	2.7	2.0	2.7	3.1	3.0	2.7	0.0	2.8		
WRIO	Ponce	B	101.1	17.0 cp	-7	e	Arso Radio Corp	86	9503	1,500		Varty/Span	1,500	1.15	1.3	1.0	1.1	1.3	1.0	1.3	1.1	0.0	1.1
WKSA	Isabela	B	101.5	50.0	423	a	Isabela Bcstg Co Inc	61				Varty/Span			1.4	0.6	1.0	0.8	1.5	1.4	1.6	0.0	0.6
WZAR	Ponce	B	101.9	14.0	2589	n	Arso Radio Corp	66	9910	10,750	d3	Varty/Span	1,800	1.05	1.7	3.2	2.3	2.0	1.7	2.0	1.1	0.0	1.3
WMIO	Cabo Rojo	A	102.3	3.0	781	p	Bestov Bcstg	88	9905	3,650	c1	Varty/Span			0.3	0.0	0.0	0.4	0.0	0.3	0.0	0.0	0.5
WIAC	San Juan	B	102.5	50.0	1139	g	Bestov Bcstg	61			4,700	1.06	4.4	3.5	3.1	3.2	3.3	3.9	3.9	0.0	3.8		
WDIN	Camuy	B	102.9	50.0	58		HQ 103 Inc	68			500			0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	
WVJP	Caguas	B	103.3	28.0	1906	b	Borinquen Bcstg Co	68			900	0.50	1.8	1.0	1.2	2.1	1.6	2.0	1.6	0.0	1.2		
WERR	Utua	B	104.1	50.0	709		Radio Redentor Inc	70	7506			RlgMs/Span	600		0.8	0.8	0.7	0.9	0.6	0.7	0.6	0.0	0.9
WKAQ	San Juan	B	104.7	50.0	1221	f	El Mundo Bcstg	58			8,000	1.22	6.5	5.0	5.9	4.6	5.6	5.4	5.4	0.0	6.2		
WIOC	Ponce	B	105.1	47.0	0	h	Spanish Bcstg	70	0001		d1	BtFMs/Span	1,000	0.90	1.1	0.8	0.9	0.7	1.2	0.7	1.0	0.0	1.2
WFDT	Aguada	A	105.5	3.0	1037	m	Dominga Barreto	75	9508		nc	Varty/Span			0.5	0.3	0.0	0.7	0.5	0.5	0.0	0.0	0.7
WCAD	San Juan	B	105.7	50.0	1100		Bcstg Systems/PR	68			2,900	2.06	1.4	1.4	1.1	1.2	1.6	1.3	1.4	0.0	1.0		
WRRH	Hormigueros	A	106.1	3.0	830		Renacer	99				ChrSContemp			0.3	0.3	0.5	0.0	0.4	0.6	0.3	0.0	0.0
WNIK	Arecibo	B1	106.5	190.5	-269		Kelly Bcstg System	65				AC/Span			0.2	0.0	0.3	0.0	0.4	0.3	0.0	0.0	0.3
WMEG	Guayama	B	106.9	24.5	1946	o	Spanish Bcstg	66	9904		d1	Top40/Span	4,700	1.01	4.6	4.4	5.2	3.8	3.8	3.7	3.8	0.0	4.6
WCMN	Arecibo	B	107.3	50.0	1028	k	Caribbean Bcst	67			900	0.47	1.9	1.6	0.9	1.4	1.7	1.8	1.4	0.0	1.9		
WVOZ	Carolina	B	107.7	12.0	2759	j	Internatl Bcstg Corp	67			900		0.3	1.0	0.4	0.3	0.0	0.3	0.3	0.0	0.0	0.3	
# FM Stations -				41	# Combos -				26	FM TOTALS				79.1	68.6	69.9	68.6	71.7	72.0	67.8	0.0	68.9	

• 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 ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$65,200	\$68,600	\$72,200	\$76,000	\$80,200	\$85,800	5.7%
***	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	1998	2003	Est. Breakout			
Revenue/Capita	\$6.11/1,000	\$6.44/1,000	\$8.86/1,000	Local	70%		
	\$18.08	\$22.23	\$40.60	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	0.6%
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	10	31		20	41	47	88
Tot 12+	2.8	67.1		58.8	69.9	16.8	86.7
Avg 12+	0.3	2.2		2.9	1.7	0.4	1.0
Tot LCS	3.2	77.4		67.8	80.6	19.4	100.0
Avg LCS	0.3	2.5		3.4	2.0	0.4	1.1

Competitive Overview

AM Stations

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	ARB 12+ Metro Shares (see rights)							
				Power (kW)	Power (kW)								C	Owner	Format	Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999
WPAB	Ponce	B	550	5.0	5.00		40				0.63	1.1	0.9	0.8	1.1	1.2	0.8	1.1	0.0	0.9
WKAQ	San Juan	B	580	10.0	10.00	f	22 4910			6,000	0.95	6.3	6.2	4.2	4.8	5.1	5.1	5.6	0.0	5.9
WACL	Mayaguez	B	600	1.0	1.00	c	99					0.4	0.7	1.2	0.4	0.3	0.4	0.6	0.0	0.0
WEXS	Patillas	B	610	0.5	1.00		99					0.1	0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.0
WSKN	San Juan	B	630	5.0	5.00		60 9010			2,100		0.5	0.3	0.5	0.5	0.4	0.4	0.3	0.0	0.6
WAPA	San Juan	B	680	10.0	9.50	d	47 9101	1,820		2,500	1.18	2.1	2.6	2.9	2.5	2.1	1.4	1.8	0.0	2.3
WKJB	Mayaguez	B	710	10.0	0.75		99					0.2	0.3	0.4	0.3	0.3	0.0	0.5	0.0	0.0
WIAC	San Juan	B	740	10.0	10.00	g	47			2,500	1.46	1.7	0.8	0.8	1.1	1.0	1.0	1.7	0.0	1.7
WORA	Mayaguez	B	760	5.0	5.00	l	47 9202	2,150	g			0.1	0.0	0.0	0.3	0.0	0.0	0.3	0.0	0.0
WKVM	San Juan	B	810	50.0	50.00	i	51 8203	1,019		700		0.6	0.8	0.6	1.2	0.4	0.4	0.7	0.0	0.5
WXEW	Yabucoa	B	840	5.0	1.00		78		2	500		0.2	0.5	0.0	0.4	0.3	0.0	0.3	0.0	0.3
WABA	Aguadilla	B	850	5.0	1.00		51			500		0.6	0.8	0.4	0.7	0.6	0.4	0.5	0.0	0.8
WQBS	San Juan	B	870	5.0	5.00		54 9009	800		1,000		0.3	0.0	0.3	0.0	0.0	0.0	0.4	0.0	0.3
WYKO	Sabana Grande	B	880	1.0	0.50		99					0.1	0.0	0.0	0.0	0.4	0.0	0.3	0.0	0.0
WPRP	Ponce	B	910	5.0	5.00	l	36 9202		g	500		0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
WEKO	Cabo Rojo	B	930	2.5	2.50	p	70 9905		c1				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WPRP	Mayaguez	B	990	0.9	0.91		37 9606	675				0.2	0.0	0.0	0.4	0.0	0.3	0.0	0.0	0.3
WOSO	San Juan	B	1030	10.0	3.00		77			1,400		0.4	0.0	0.0	0.5	0.0	0.4	0.4	0.0	0.3
WZNA	Moca	B	1040	5.0 cp	0.25	m	83					0.4	0.0	0.0	0.0	0.4	0.6	0.5	0.0	0.0
WCGB	Juana Diaz	B	1060	5.0	0.50		67					0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
WLEY	Cayey	B	1080	0.3	0.25	n	65 9910		d3				0.4	0.0	0.3	0.3	0.0	0.0	0.0	0.0
WVJP	Caguas	B	1110	2.5	0.50	b	47						0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0
WMSW	Hatillo	B	1120	2.6	5.00		99					0.2	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0
WQII	San Juan	B	1140	10.0	10.00		47 8301						0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WZUR	Ponce	II	1170	0.3	0.25	n	96 9910		d3				0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WBMJ	San Juan	B	1190	10.0	5.00		68 8904		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		96 9703	700				0.1	0.0	0.4	0.6	0.0	0.0	0.3	0.0	0.0
WALO	Humacao	B	1240	1.0	1.00		58					0.2	0.0	0.0	0.3	0.3	0.0	0.0	0.0	0.3
WISO	Ponce	B	1260	1.0	1.00	d	53 9602	500					0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0
WCMN	Arecibo	B	1280	5.0	1.00	k	47			500	0.45	1.1	0.9	0.6	0.8	1.0	1.1	0.8	0.0	1.0
WTIL	Mayaguez	B	1300	1.0	1.00		50						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	e	49 9804		c1	4,000	3.31	1.2	0.9	1.1	1.2	1.4	0.9	1.2	0.0	1.1
WENA	Yauco	B	1330	2.0 cp	1.45		78			400		0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
WISA	Isabela	B	1390	1.0	1.00	a	61						0.3	0.0	0.0	0.3	0.0	0.0	0.0	0.0
WIDA	Carolina	C	1400	1.0	1.00		64 8007	750		500			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WUKQ	Ponce	B	1420	1.0	1.00	f	88 0008 p	1,450					0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WNEL	Caguas	B	1430	5.0	5.00		47 7304			1,400		0.7	0.4	0.3	0.5	0.4	0.7	0.7	0.0	0.5
WLRP	San Sebastian	B	1460	0.5	0.50		67					0.1	0.0	0.0	0.0	0.4	0.3	0.0	0.0	0.0
WLEO	Ponce	C	1490	5.0 cp	1.00	n	96 9910		d3	500		0.2	0.3	0.3	0.5	0.4	0.0	0.0	0.0	0.4
WVOZ	San Juan	B	1520	12.0	12.00	j	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		64			500		0.2	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.6
WKFE	Yauco	B	1550	0.3	0.25	n	98 9910		d3			0.2	0.0	0.4	0.0	0.0	0.0	0.6	0.0	0.0
WRSJ	Bayamon	B	1560	5.0	0.75		47 9701	968		500			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WPPC	Penuelas	B	1570	1.0	0.13		99					0.1	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
WMTI	Morovis	B	1580	10.0 cp	2.50		81 9808	315 cp					0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WXRF	Guayama	B	1590	1.0	1.00		48 9708	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		66 9811	1,600		400		0.7	0.6	0.8	0.9	0.5	0.8	0.5	0.0	0.5
		# AM Stations -		47	# Combos -	20	AM TOTALS					20.6	18.6	16.8	19.6	18.0	15.7	19.7	0.0	19.2
AM & FM Stations Profiled -				88	# Duopolies -	17	Total Local Commercial Share						87.2	86.7	88.2	89.7	87.7	87.5	0.0	88.1

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
Total	3,486.7

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

ESTIMATED GROSS REVENUES ***	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	\$ 35,983							
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+	1.4		61.0	61.8	62.4	22.3	84.7
Avg 12+	1.4		3.4	3.4	3.1	0.7	1.7
Tot LCS	1.7		72.0	73.0	73.7	26.3	100.0
Avg LCS	1.7		4.0	4.1	3.7	0.8	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 Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
KLSY	Bellevue	C	92.5	56.0	2343	d	Sandusky Radio	64	7801	1,700		AC	15,500	1.49	4.8	3.5	3.5	3.3	4.5	4.4	4.0	3.2	4.7
KUBE	Seattle	C	93.3	100.0 cp	1293	j	Ackerley Group	64	9805	17,812	d3	CHR	9,900	0.67	6.8	5.7	5.9	5.6	5.5	6.3	5.5	5.5	6.0
KMPS	Seattle	C	94.1	57.0	2343	c	Infinity Bcstg	61	0008 p		g1	Country	14,000	1.11	5.8	6.0	5.9	5.7	4.6	4.9	5.0	4.6	5.5
• KMBX	Seattle	C	95.7	100.0 cp	1293	j	Ackerley Group	60	9805		d3	Rhymc/Oldes	8,400	1.02	3.8	1.2	1.6	2.2	2.3	2.8	3.9	2.9	3.4
KXXO	Olympia	C	96.1	85.0	2100		Three Cities FM Inc	90				Soft AC	1,300		0.8	0.6	0.6	0.6	0.7	0.6	0.6	0.7	0.7
KYPT	Seattle	C	96.5	100.0	1224	c	Infinity Bcstg	59	0008 p		g1	80s Hits	5,300	0.87	2.8	3.8	3.7	3.9	1.9	2.5	2.4	2.5	2.1
KBSG	Tacoma	C	97.3	54.0	742	h	Entercom	48	9607		sw	Oldies	15,000	1.39	5.0	4.1	4.4	4.2	5.5	4.2	3.6	4.9	4.5
KING	Seattle	C	98.1	58.0	2838		Beethoven	47	9501	9,000	st 1	Classical	4,900	0.57	4.0	3.1	3.3	4.2	3.6	3.3	3.0	3.5	3.8
KWJZ	Seattle	C	98.9	58.0	2343	d	Sandusky Radio	58	9604	26,000	c4	Smooth Jazz	8,800	0.92	4.4	3.9	3.6	4.9	3.5	4.6	3.4	3.3	3.8
KISW	Seattle	C	99.9	58.0	2343	h	Entercom	50	9808		sw	AOR	12,000	1.35	4.1	3.7	3.1	3.3	3.3	3.1	3.5	4.1	3.5
KQBZ	Seattle	C	100.7	58.0	2343	h	Entercom	46	9703		sw 1	Talk	5,000	0.82	2.8	2.7	2.4	2.4	1.9	2.1	2.0	3.0	2.6
KPLZ	Seattle	C	101.5	100.0 cp	1263	e	Fisher Bcstg	59	9403	11,000	c2	Hot AC	8,800	0.90	4.5	3.2	3.7	2.9	3.7	4.0	3.8	4.1	3.5
KZOK	Seattle	C	102.5	68.0 cp	2290	c	Infinity Bcstg	64	0008 p		g1	Clsc Rock	12,900	1.61	3.7	3.0	3.1	3.2	2.6	3.3	3.1	2.9	3.4
KMTT	Tacoma	C	103.7	57.0	2343	h	Entercom	58	9808			Adult Rock	9,900	1.39	3.3	2.5	3.1	2.6	3.1	2.7	2.9	2.8	3.0
KMIH	Mercer Island	D	104.5	71.0	440		Mercer Island School	97				CHR				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KFNK	Eatonville	A	104.9	2.5	495		Bedrock &	95	9909	4,500		Alternative	900	0.42	1.0	1.2	1.4	1.7	1.6	0.9	0.8	0.6	1.0
KCMS	Edmonds	C1	105.3	115.0	722	b	Crista Ministries	60				ChrsContemp	2,500	0.61	1.9	1.5	1.5	2.0	1.6	1.4	1.8	1.8	1.5
KBKS	Tacoma	C	106.1	57.0	2343	c	Infinity Bcstg	59	0008 p		g1	AC	10,700	0.90	5.5	3.9	3.7	3.6	4.3	4.9	4.9	4.4	4.8
KRWM	Bremerton	C1	106.9	55.0 cp	1244	d	Sandusky Radio	64	9609	29,250		Soft AC	7,500	0.91	3.8	3.3	4.1	3.9	4.3	2.7	3.5	3.8	3.1
KNDD	Seattle	C	107.7	58.0	2343	h	Entercom	62	9607		sw	Modern Rock	11,000	1.00	5.1	4.3	3.8	4.3	4.3	4.7	4.8	4.4	3.6
# FM Stations -					20	# Combos -					16	FM TOTALS		73.9	61.2	62.4	64.5	62.8	63.4	62.5	63.0	64.5	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

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Revenue Rank: 13

Seattle-Tacoma Market Overview



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Market Radio Financials

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

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	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
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(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%
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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%

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	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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Percentage	100.0%	16.4%	7.7%	8.3%	15.3%	18.4%	14.4%	19.4%
Per Capita	\$ 21,672							
				Median Household	\$ 35,983		Avg Household	\$ 55,642
Ethnic Population:	White	85.3%	Black	5.2%	Asian	8.1%	Hispanic	4.4%

Market Summary

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# Stations	1		18	18	20	31	51
Tot 12+	1.4		61.0	61.8	62.4	22.3	84.7
Avg 12+	1.4		3.4	3.4	3.1	0.7	1.7
Tot LCS	1.7		72.0	73.0	73.7	26.3	100.0
Avg LCS	1.7		4.0	4.1	3.7	0.8	2.0

Competitive Overview

AM Stations

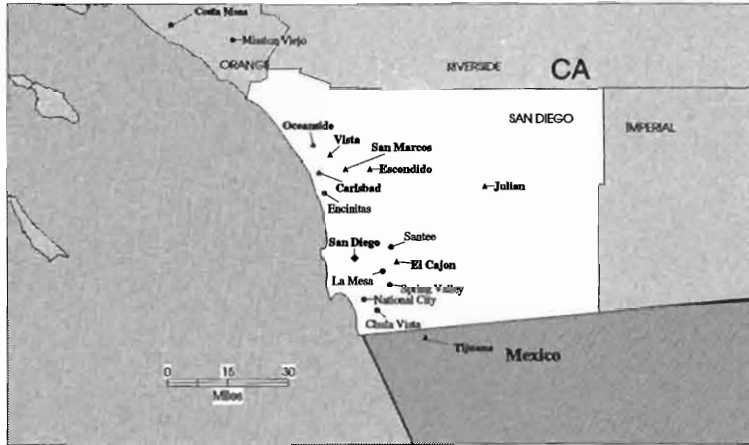
Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1999 Est Revenue (000)†/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)								
				Power (kW)	Power (kW)											Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998	
KVI	Seattle	B	570	5.0	5.00	e	Fisher Bcstg	29	9403		c2	Talk	7,800	0.78	4.6	3.9	3.5	3.9	4.7	3.5	4.5	3.6	4.3	
KCIS	Edmonds	B	630	5.0	2.50	b	Crista Ministries	54				Inspiration	800		0.3	0.0	0.0	0.0	0.0	0.4	0.5	0.0	0.0	
KBRD	Lacey	B	680	0.3 cp	0.00	a	Marrow, Skip	86	9504	50		Big Band			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KIRO	Seattle	A	710	50.0	50.00	h	Entercom	27	9808		sw 1	Nws/Tlk/Spt	27,600	1.77	7.2	8.4	6.9	5.7	6.6	7.7	6.6	5.6	4.9	
KNWX	Seattle	B	770	50.0	5.00	h	Entercom	25	9808		sw 1	Bus News	3,100	0.75	1.9	1.4	1.6	1.5	1.4	1.6	1.4	1.9	1.6	
KGNW	Burien-Seattle	B	820	50.0	10.00	g	Salem Comm Corp	70	8611	2,770		Chrst/Talk			0.4	0.0	0.4	0.0	0.4	0.0	0.4	0.5	0.5	
• KHHO	Tacoma	B	850	10.0	1.00	j	Ackerley Group	42	9804	2,500		Sports			0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0		
KIXI	Mercer Island	B	880	50.0	10.00	d	Sandusky Radio	47	9201	3,500		Nostalgia			4.3	3.7	4.0	3.5	3.0	3.2	3.7	4.0	3.8	
• KGHO	Olympia	B	920	3.0 cp	0.50	Morris Comm Corp	56			650		Sports			0.0	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	j	Ackerley Group	21	9805		d3	Sports	5,800	1.03	2.6	1.8	2.0	2.1	2.2	1.4	2.1	3.4	2.1	
KOMO	Seattle	A	1000	50.0	50.00	e	Fisher Bcstg	26				News/Talk	6,700	0.75	4.1	3.2	3.0	3.3	3.7	2.9	3.7	3.3	4.1	
• KBLE	Seattle	B	1050	5.0	0.44	HHH Broadcasting	48	0008 p		2,850		Religion			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KYCW	Seattle	B	1090	50.0	50.00	c	Infinity Bcstg	27	0008 p		g1	Country	100		0.1	0.9	0.8	0.5	0.4	0.3	0.0	0.0	0.1	
KSRB	Seattle	B	1150	5.0 cp	6.00	d	Sandusky Radio	26	9604		c4	Rhythm/Blue			0.1	0.0	0.0	0.0	0.4	0.5	0.0	0.0	0.0	
KBSG	Auburn	B	1210	27.5	10.00	h	Entercom	58	9607		sw	Oldies			0.1	0.0	0.1	0.4	0.1	0.1	0.1	0.1	0.2	
KWYZ	Everett	C	1230	1.0	1.00	f	Suh, Jean	57	9905	480	na	Korean			0.0	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	0.0	0.0	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	0.0	
KLDY	Lacey	B	1280	1.0	0.50	a	Marrow, Skip	86	9610	160		Classical			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KKOL	Seattle	B	1300	35.0 cp	16.00	g	Salem Comm Corp	22	9705	2,000		Talk			0.0	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	0.0	
KKMO	Tacoma	B	1360	5.0	5.00	Salem Comm Corp	22	9809		500		Chrst/Talk			0.0	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 Inc	20	8801		600		Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• KITZ	Silverdale	C	1400	1.0	0.89	Gottlieb, Alan M	48	0009 p		500		Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KRIZ	Renton	B	1420	1.0	0.50	i	KRIS Bennett Bcstg	82				Urban			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KSUH	Puyallup	C	1450	1.0	1.00	f	Suh, Jean	51	9704	350		Korean			0.0	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	0.0	
• KBRO	Bremerton	C	1490	1.0	1.00	FTP Corporation	47	9908 p				Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KKPA	Bellevue	B	1540	5.0	5.00	Multicultural Bcstg	58	9803			g	Ethnc/Span			0.1	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	
KZIZ	Sumner	B	1560	5.0	0.00	i	KRIS Bennett Bcstg	90				Gospel			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KLFE	Seattle	B	1590	5.0	5.00	g	Salem Comm Corp	56	9408	500		Chrst/Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
				# AM Stations -		31	# Combos -		20	AM TOTALS						25.8	23.3	22.3	20.9	23.0	21.6	23.4	22.5	21.6
				AM & FM Stations Profiled -		51	# Duopolies -		16	Total Local Commercial Share						84.5	84.7	85.4	85.8	85.0	85.9	85.5	86.1	

• Indicates a change since last edition

†/ 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 ★ ★	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	18	3	19	25	16	41
Tot 12+	1.1	51.7	13.6	64.6	66.4	17.4	83.8
Avg 12+	0.3	2.9	4.5	3.4	2.7	1.1	2.0
Tot LCS	1.3	61.7	16.2	77.1	79.2	20.8	100.0
Avg LCS	0.3	3.4	5.4	4.1	3.2	1.3	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)							
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
XHTZ	Tijuana	C	90.3	93.1	456	c	Diaz, Victor&Martha	73			2	CHR	6,000	0.67	5.6	5.4	5.4	4.1	4.3	4.9	4.2	5.0	5.0
XTRA	Tijuana	C	91.1	100.0	804	b	Clear Channel	69	9905		g1	Alternative	8,900	0.99	5.6	4.1	5.2	4.8	4.6	5.1	4.8	4.6	4.5
KFSD	Escondido	A	92.1	0.6	1024	f	Astor Bcst Group	66	8707	2,970	c3	Classical	2,400	1.00	1.5	2.0	1.1	1.5	1.5	1.2	1.4	1.3	1.3
XHRM	Tijuana	C	92.5	100.0	1844		BiNational Bcstg	81			1	Country	4,300	0.61	4.4	3.5	3.0	3.9	3.3	3.9	4.2	4.3	2.7
KHTS	El Cajon	B	93.3	50.0	482	b	Clear Channel	61	9905		g1	Rhythmic	6,000	0.64	5.9	5.2	4.9	4.9	5.1	5.7	4.6	4.6	5.2
KJQY	San Diego	B	94.1	10.0	617	b	Clear Channel	49	9905		g1	Soft AC	3,300	0.64	3.2	3.3	3.0	3.3	2.6	2.8	2.7	2.6	2.8
KBZT	San Diego	B	94.9	22.0	702	d	Jefferson-Pilot	60	9610	30,000		Oldies	6,100	1.27	3.0	2.4	1.9	2.7	2.1	2.3	2.7	2.7	2.6
KMSX	Carlsbad	B	95.7	29.0	640	b	Clear Channel	65	9905		g1	70s & 80s	4,200	0.91	2.9	2.5	2.3	2.5	2.1	2.7	2.8	2.7	1.6
KYXY	San Diego	B	96.5	41.0	541	g	Infinity Bcstg	60	0008		g2	Clsc Hits	13,000	1.33	6.1	4.6	4.5	5.9	5.0	5.0	4.5	5.6	5.5
KSON	San Diego	B	97.3	7.4	1074	d	Jefferson-Pilot	64	9612	5,575	c2	Country	12,900	1.20	6.7	4.2	4.3	4.3	5.7	5.9	5.3	5.5	6.2
XTIM	Tijuana	A	97.7	0.7	459		Sociedad Mexicana	93			2	AC/Span	800		0.6	0.0	0.0	0.0	0.4	0.5	0.4	0.4	0.6
KIFM	San Diego	B	98.1	28.0	640	d	Jefferson-Pilot	60	9612	28,750		NAC/Jazz	7,000	1.02	4.3	3.9	4.6	4.8	4.6	3.6	3.7	3.6	3.8
XMOR	Tijuana	B	98.9	50.0	233		Mayans, Mario	93				Span/Rock			0.1	0.8	0.7	0.7	0.6	0.0	0.3	0.0	0.0
XHCR	Tijuana	B	99.3	25.0	328	c	Diaz, Victor&Martha	75			2	Country	1,550	0.88	1.1	2.0	1.9	1.8	1.0	1.2	0.9	1.1	0.7
KLJV	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	e	Midwest TV Inc	59				Adult CHR	11,100	1.20	5.8	3.9	4.4	5.0	4.4	4.8	4.9	5.1	4.9
KGB	San Diego	B	101.5	50.0	499	b	Clear Channel	56	9905		g1	Clsc Rock	7,700	1.02	4.7	4.5	3.6	4.1	4.4	3.8	3.7	4.0	4.4
● KXST	Encinitas	B	102.1	14.5	817		Compass Radio	62	9603		nc	AAA	2,900	1.01	1.8	2.5	2.1	1.1	2.1	1.5	1.8	1.4	1.3
KLQV	San Diego	B	102.9	31.6	617	h	Hispanic Bcstg Corp	63	9808	65,150	d3	BtFMs/Span	3,000	1.04	1.8	1.4	1.7	1.2	1.5	1.4	1.5	1.7	1.4
KPLN	San Diego	B	103.7	36.0	581	g	Infinity Bcstg	65	0008		g2	Clsc Rock	4,200	1.01	2.6	2.2	2.1	1.9	2.5	2.2	2.1	1.9	2.6
XLTN	Tijuana	B	104.5	57.3	351	c	Diaz, Victor&Martha	75			2	BtFMs/Span	1,100	0.57	1.2	1.7	1.1	1.1	1.0	1.0	1.3	1.1	0.6
KIOZ	San Diego	B	105.3	29.0	620	b	Clear Channel	54	9905		d1	Clsc Rock	8,700	1.09	5.0	4.5	4.6	4.4	3.9	4.1	4.7	4.1	4.0
KLNV	San Diego	B	106.5	50.0	440	h	Hispanic Bcstg Corp	60	9808		d3	Mexican	6,200	1.02	3.8	3.4	4.0	3.3	2.8	3.3	3.4	3.7	2.5
KSYX	Fallbrook	A	107.1	3.0	299		Big City Radio	77	9606		g	AC/Span	300		0.2	0.0	0.0	0.0	0.0	0.0	0.4	0.4	0.0
XHFG	Tijuana	B1	107.3	15.0	994	i	Astiazaran, Gustavo	80				Spanish AC	600		0.1	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
# FM Stations -					25	# Combos -					19	FM TOTALS			78.0	68.0	66.4	67.3	65.5	66.9	66.6	67.4	64.2

● 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 ★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$91,000	\$105,800	\$110,500	\$125,600	\$129,100	\$140,800	9.1%
	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	18	3	19	25	16	41
Tot 12+	1.1	51.7	13.6	64.6	66.4	17.4	83.8
Avg 12+	0.3	2.9	4.5	3.4	2.7	1.1	2.0
Tot LCS	1.3	61.7	16.2	77.1	79.2	20.8	100.0
Avg LCS	0.3	3.4	5.4	4.1	3.2	1.3	2.4

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)											Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
XJAZ	Tijuana	B	540	1.0	1.00		Mt Wilson FM Bcstrs	97				Jazz	800	0.42	1.2	0.0	0.5	1.1	0.9	1.0	1.0	0.8	1.3
KOGO	San Diego	B	600	5.0	5.00	b	Clear Channel	26	9905		g1	Tlk/Nws/Spt	5,200	0.55	5.9	6.2	5.5	4.8	5.5	5.3	5.0	5.4	4.5
XTRA	Tijuana	A	690	50.0	50.00	b	Clear Channel	34	9905		g1	Sprts/Talk	11,300	2.94	2.4	2.0	2.3	2.1	2.3	1.6	1.8	2.0	2.6
KFMB	San Diego	B	760	5.0	50.00	e	Midwest TV Inc	41	6404			Talk	10,800	1.50	4.5	2.5	2.0	2.1	2.9	4.1	4.3	2.5	4.4
XEMO	Tijuana	B	860	5.0	5.00	i	Astiazaran, Gustavo	37				Mexican	800		0.3	0.0	0.5	0.3	0.0	0.0	0.4	0.0	0.7
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	f	Astor Bcst Group	67	9706	2,600		Bus News	700			0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KURS	San Diego	B	1040	0.4	0.06		Pacific Spanish Ntwk	93	9303		st 3	T40/Spt/Spn	800		0.3	0.6	0.4	0.0	0.4	0.0	0.5	0.0	0.4
XPRS	Rosarito	A	1090	50.0	50.00		Fregoso, Teddy	47				Mexican	600		0.6	0.0	0.0	0.4	0.8	0.5	0.6	0.5	0.5
KSDO	San Diego	B	1130	10.0	10.00		Chase Radio	47	0008		g	Talk	2,000	1.04	1.2	0.8	0.7	0.9	0.8	1.0	0.8	0.8	1.5
• KCBQ	San Diego	B	1170	50.0	1.50	a	Salem Comm Corp	46	0008 p	5,000		Talk	800		0.2	0.0	0.4	0.4	0.0	0.3	0.0	0.3	0.0
• KPRZ	San Marcos	B	1210	20.0 cp	10.00	a	Salem Comm Corp	85				Chrst/Talk			0.8	0.5	0.8	0.7	0.6	0.8	0.4	0.6	0.9
KSON	San Diego	C	1240	1.0	1.00	d	Jefferson-Pilot	46	9612		c2	Children	200			0.0	0.5	0.3	0.0	0.0	0.0	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	b	Clear Channel	22	9905		g1	Nostalgia	2,650	0.46	3.6	1.7	2.6	2.1	2.5	3.4	2.9	3.6	2.5
KSPA	Escondido	C	1450	1.0	1.00	f	Astor Bcst Group	58	8707		c3	Adlt Stndrd	1,000	0.57	1.1	0.8	1.2	0.7	1.4	1.1	1.2	0.8	0.7
				# AM Stations -		16	# Combos -		10						AM TOTALS								
				AM & FM Stations Profiled -		41	# Duopolies -		11						Total Local Commercial Share								
															22.1	15.5	17.4	15.9	18.1	19.1	18.9	17.3	20.0
																83.5	83.8	83.2	83.6	86.0	85.5	84.7	84.2

• 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	10.0%
	1993	1998	2003	Est. Breakout			
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	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

	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		24	17	26	21	47
Tot 12+	0.5		67.1	64.2	67.6	17.2	84.8
Avg 12+	0.3		2.8	3.8	2.6	0.8	1.8
Tot LCS	0.6		79.1	75.7	79.7	20.3	100.0
Avg LCS	0.3		3.3	4.5	3.1	1.0	2.1

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		Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
												Revenue (000)†	Power Ratio		Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
KKFR	Glendale	C	92.3	100.0	1641	Emmis	79	0008		g	CHR	8,300	0.79	6.3	5.4	5.6	4.9	4.7	4.7	5.4	5.5	5.7
KDKB	Mesa	C	93.3	96.0	1539	f Sandusky Radio	68	7810	3,700		AOR	8,100	1.74	2.8	4.4	3.0	3.0	3.1	2.5	2.1	2.7	2.1
KSWG	Wickenburg	C3	94.1	6.4	646	Circle S Bcstg Co	92				Country				0.5	0.0	0.6	0.0	0.0	0.0	0.0	0.0
KOOL	Phoenix	C	94.5	100.0	1654	Infinity Bcstg	56	0008		g3	Oldies	12,900	1.36	5.7	5.8	5.4	5.9	5.0	5.2	5.5	4.2	4.3
KYOT	Phoenix	C	95.5	96.0	1565	d Clear Channel	63	0008		g	NAC	8,500	0.97	5.3	4.7	5.4	4.2	5.3	5.2	4.9	3.6	4.1
KMXP	Phoenix	C	96.9	98.0	1558	d Clear Channel	64	9905		g1	Rock AC	5,300	0.82	3.9	2.9	3.7	4.0	2.7	3.5	3.7	2.8	3.0
KUPD	Tempe	C	97.9	96.0	1621	f Sandusky Radio	60	9405	20,000	c2	AOR	10,200	1.18	5.2	4.5	3.8	4.7	4.5	3.8	3.9	5.4	4.4
KKLT	Phoenix	C	98.7	99.0	1788	e Emmis	60	0009 p	160,000	d1	AC	5,200	0.75	4.2	2.9	4.2	4.1	3.3	3.3	3.9	3.9	3.0
KESZ	Phoenix	C	99.9	100.0	1844	d Clear Channel	82	9906	142,000	c1	Soft AC	9,300	0.89	6.3	5.0	4.3	6.0	5.1	4.5	4.7	5.4	6.7
KDDJ	Globe	C	100.3	90.0	2047	b Big City Radio	80	9906	22,000	c4	Alternative	2,000	0.93	1.3	1.2	1.0	1.3	1.1	1.1	1.0	0.9	1.3
KSLX	Scottsdale	C	100.7	100.0	1841	f Sandusky Radio	69	9807		c4	Clsc Rock	5,900	1.11	3.2	3.8	3.0	3.4	2.8	2.8	3.0	2.4	2.5
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	a Infinity Bcstg	64	0008		g3	Rock	8,800	1.23	4.3	3.7	2.8	2.4	3.8	4.6	3.1	3.3	3.6
KAHM	Prescott	C	102.1	58.0	2526	SW FM Bcstg	81				Btfl Music				0.7	0.8	0.7	0.0	0.4	0.4	0.3	0.4
KNIX	Phoenix	C	102.5	98.0	1621	d Clear Channel	69	9906		c1	Country	15,900	1.33	7.2	5.5	6.1	5.7	6.4	6.5	6.0	6.0	5.7
KLNZ	Glendale	C	103.5	62.0	2428	g Entravision Comm	94	0005 p		g	Mexican	1,400	0.37	2.3	1.8	1.4	2.0	2.0	2.6	2.2	1.6	1.2
KPTY	Gilbert	C2	103.9	50.0	492	New Planet Radio	81	9609	7,350		Top 40	2,100	0.55	2.3	1.9	2.1	1.4	1.2	1.7	1.8	1.9	2.2
KAJM	Payson	C	104.3	100.0	1070	h Rainbow Bcstg Inc	84	9607	850	1	R&B Oldies			0.8	0.5	0.6	0.5	0.6	0.6	0.8	0.6	0.6
KZZP	Mesa	C	104.7	100.0	1549	d Clear Channel	76	9905		g1	CHR	5,200	0.59	5.3	2.9	3.6	3.3	4.2	4.6	4.4	4.1	4.6
KSSL	Wickenburg	C2	105.3	6.0	1365	b Big City Radio	83	9907	5,700		Top40/Span	300		0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.4	0.1
KHOT	Paradise Valley	C2	105.9	36.0	577	Hispanic Bcstg Corp	96	9904	18,300		Mexican	2,600	0.78	2.0	1.9	2.5	2.2	2.1	1.3	1.6	2.2	1.7
KEDJ	Sun City	C2	106.3	23.0	725	b Big City Radio	75	9908		c4	Alternative	3,700	0.86	2.6	1.8	2.1	2.0	1.3	2.2	1.9	2.1	2.6
KBZR	Arizona City	A	106.5	6.0	292	b Big City Radio	85	9909	4,500	1	Clsc Hits				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KMJK	Buckeye	A	106.9	6.0	305	Syncom Radio Corp	92	9312	571		Urban AC	400		0.4	0.6	0.5	0.7	0.5	0.3	0.6	0.0	0.5
KVVA	Apache Junction	C3	107.1	23.5	335	g Entravision Comm	73	0008		g4	Span/Easy	2,200	1.33	1.0	0.4	0.5	0.6	0.6	0.6	0.5	0.9	1.2
KMLE	Chandler	C	107.9	96.0	1736	a Infinity Bcstg	80	0008		g3	Country	16,700	1.55	6.5	4.4	5.2	5.5	5.4	5.7	5.5	4.7	5.9
# FM Stations -				26	# Combos -				19	FM TOTALS				79.1	67.2	67.6	69.1	65.7	67.7	67.1	64.9	67.4

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	14.1%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	14.6%	\$166,000	\$182,600	\$199,000	\$222,900	\$243,000	10.0%
	1993	1998	2003	Est. Breakout			
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	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

	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		24	17	26	21	47
Tot 12+	0.5		67.1	64.2	67.6	17.2	84.8
Avg 12+	0.3		2.8	3.8	2.6	0.8	1.8
Tot LCS	0.6		79.1	75.7	79.7	20.3	100.0
Avg LCS	0.3		3.3	4.5	3.1	1.0	2.1

Competitive Overview

Some stations also rated in Tucson.

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)											Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998	
• KFYI	Phoenix	B	550	5.0	1.00	d	Clear Channel	21	0008		g	News/Talk	7,800	0.78	6.0	5.0	4.5	4.5	4.6	4.4	4.8	5.6	5.3	
• KTAR	Phoenix	B	620	5.0	5.00	e	Emmis	22	0009 p		d1	Nws/Tlk/Spt	12,300	1.16	6.4	5.8	5.9	4.8	5.9	6.0	5.9	5.2	4.5	
• KIDR	Phoenix	B	740	1.0	0.29		Radio Unica	58	9812		g	Spanish			0.4	0.0	0.3	0.0	0.4	0.8	0.5	0.0	0.0	
• KMVP	Phoenix	B	860	1.0	1.00	e	Emmis	49	0009 p		d1	Sports	1,200		0.7	0.0	0.6	0.4	0.6	0.5	0.5	0.8	0.6	
• KGME	Phoenix	B	910	5.0	5.00	d	Clear Channel	40	0008		g	Sports	2,000	0.93	1.3	1.0	0.8	1.2	1.2	1.2	0.8	1.3	1.0	
KCTK	Phoenix	B	960	5.0	5.00	c	Salem Comm Corp	47	9610	6,500		Talk	900			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KXEG	Tolleson	B	1010	15.0	0.25	cp	J Crystal Enterprises	62	0008	4,500	2	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	f	Sandusky Radio	60	9405		c2	Sports			0.1	0.0	0.0	0.0	0.5	0.0	0.0	0.5	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	Adlt Stndrd	500		0.6	0.8	0.5	0.0	0.7	0.6	0.8	0.3	0.3	
KOY	Phoenix	C	1230	1.0	1.00	d	Clear Channel	49	0008		g	Adlt Stndrd	2,900	0.44	4.0	3.0	3.7	4.2	3.4	2.3	3.4	4.2	3.6	
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		Mortenson Bcstg Co	56	0007	1,700	2	Nws/Tlk/Spt			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	
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	0.0	0.0	0.0	0.4	0.4	
KPXQ	Glendale	B	1360	5.0	1.00	c	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	0.0	0.0	0.0	0.5	0.0	0.0	
KSLX	Scottsdale	B	1440	5.0	0.05	f	Sandusky Radio	56	9807		c4	Cisc Rock				0.1	0.0	0.0	0.0	0.0	0.0	0.0	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	0.0	0.0	0.0	0.3	0.0	
KFNN	Mesa	B	1510	22.0	0.10		CRC Bcstg Co Inc	62	8812	300		BusNw/Talk	1,700		0.6	0.5	0.5	0.4	0.4	0.6	0.4	0.5	0.4	
KASA	Phoenix	B	1540	10.0	0.02		KASA Radio Hogar	67	9208	475		Chrst/Span			0.2	0.4	0.4	0.0	0.0	0.0	0.0	0.3	0.3	
KMIK	Tempe	B	1580	50.0	50.00		ABC Radio Inc	60	9811	5,850		Children	300			0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	
				# AM Stations -		21		# Combos -		9		AM TOTALS				20.8	16.6	17.2	15.5	18.0	16.4	17.6	19.4	16.8
				AM & FM Stations Profiled -		47		# Duopolies -		15		Total Local Commercial Share					83.8	84.8	84.6	83.7	84.1	84.7	84.3	84.2

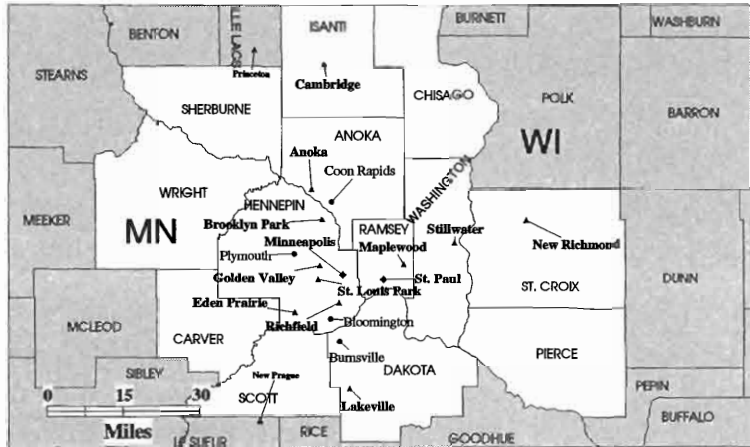
• Indicates a change since last edition

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
Total	2,825.2

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$90,400	\$100,700	\$111,800	\$119,400	\$129,400	\$147,700	10.3%
	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%
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
Revenue/Capita	\$3.73/1,000	\$4.62/1,000	\$5.99/1,000	Local	75%	National	25%
	\$33.71	\$53.09	\$83.55				

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	2,781.9	1.0%	2,781.9	2,919.1	1.0%
Households	1,017.0	1,055.7	0.7%	1,055.7	1,118.4	1.2%
Retail Sales	24,261.8	31,995.4	5.7%	31,995.4	40,735.8	4.9%
EBI	48,624.1	55,079.7	2.5%	55,079.7	69,708.9	4.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,367.8	248.1	115.0	115.9	230.4	247.1	192.3	219.0
Women (000)	1,414.1	238.2	109.8	117.9	225.7	247.8	193.3	281.4
Total	2,781.9	486.2	224.8	233.8	456.1	495.0	385.5	500.4
Percentage	100.0%	17.5%	8.1%	8.4%	16.4%	17.8%	13.9%	18.0%
Per Capita	\$ 19,799	Median Household		\$ 45,436	Avg Household		\$ 52,174	
Ethnic Population:	White 90.4%	Black 4.8%	Asian 3.8%	Hispanic 2.2%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5		15	11	20	23	43
Tot 12+	1.9		59.4	59.2	61.3	18.0	79.3
Avg 12+	0.4		4.0	5.4	3.1	0.8	1.8
Tot LCS	2.4		74.9	74.7	77.3	22.7	100.0
Avg LCS	0.5		5.0	6.8	3.9	1.0	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		Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
KQRS	Golden Valley	C	92.5	100.0	1034	a	ABC Radio Inc	63	9602		g5	Clisc Rock	25,000	1.15	13.0	11.3	10.7	10.8	10.1	10.7	10.1	10.2	10.7
KXXR	Minneapolis	C	93.7	100.0	1034	a	ABC Radio Inc	61	9602		g5	Rock	6,500	0.91	4.3	5.1	4.8	4.8	3.8	3.5	3.7	3.7	3.0
KSTP	St. Paul	C	94.5	95.0	1221	b	Hubbard Bcstg Inc	65	9701			AC	11,200	1.20	5.6	3.7	4.5	4.8	5.1	4.3	4.2	4.7	4.6
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, Jr	90				Oldies			0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
KTCZ	Minneapolis	C	97.1	100.0	1034	e	Clear Channel	56	0008		g	AAA	9,400	1.25	4.5	3.9	3.3	3.4	3.2	3.4	3.8	3.7	3.5
KTIS	Minneapolis	C	98.5	100.0	1034	g	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	12,000		Classical				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WLOL	Minneapolis	C1	100.3	891.0 cp	1034	e	Clear Channel	65	0008		g	Clisc Hits	4,800	0.80	3.6	4.8	5.3	4.6	5.8	4.4	2.5	2.4	2.1
KDWB	Richfield	C	101.3	100.0	1034	e	Clear Channel	59	0008		g	CHR	14,800	0.89	10.0	7.6	9.2	7.9	8.5	8.5	8.2	7.5	8.0
KEEY	St. Paul	C	102.1	100.0	1034	e	Clear Channel	69	0008		g	Country	16,600	1.08	9.2	7.2	6.5	6.6	6.0	6.7	7.7	6.9	8.1
WLTE	Minneapolis	C	102.9	100.0	1034	d	Infinity Bcstg	73	0008 p		g1	Lite Rock	14,300	1.19	7.2	5.2	6.1	6.4	5.7	4.9	6.1	6.0	6.2
WXPT	St. Louis Park	C1	104.1	89.0	1034	d	Infinity Bcstg	62	0008 p		g1	Modern AC	6,500	0.75	5.2	3.2	3.0	3.0	2.9	3.4	4.1	4.6	4.5
KZNR	Lakeville	A	105.1	2.6	499	a	ABC Radio Inc	93	9708	17,500	c2	Altve/CIHts	1,800	0.77	1.4	1.0	1.2	1.2	1.5	0.8	1.0	1.3	1.3
KZNT	Cambridge	C3	105.3	25.0	299	a	ABC Radio Inc	73	9708		c2	Altve/CIHts	500		0.1	0.4	0.1	0.2	0.1	0.1	0.0	0.1	0.1
KZNZ	Eden Prairie	A	105.7	6.0 cp	240	a	ABC Radio Inc	93	9708		c2	Altve/CIHts	800	0.48	1.0	0.6	0.7	0.5	0.6	0.8	0.5	0.7	1.2
• KLCI	Princeton	C3	106.1	9.1	538	h	Starcom	74	9811		st	Country	700		0.4	0.3	0.5	0.5	0.0	0.0	0.6	0.4	0.4
WEVR	River Falls	A	106.3	6.0	328	i	Hanten Bcstg Co Inc	70				AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WIXK	New Richmond	C3	107.1	18.0	272	f	Hubbard Bcstg Inc	68	0006	26,000	c3	Country	700	0.38	1.1	0.7	0.8	0.8	0.9	1.2	0.9	0.5	0.8
KQQL	Anoka	C	107.9	100.0	1089	e	Clear Channel	68	0008		g	Oldies	11,400	1.07	6.4	4.3	4.6	4.4	5.1	5.7	6.1	4.7	4.1
# FM Stations -					20	# Combos -					18	FM TOTALS			73.1	59.3	61.3	59.9	59.3	58.4	59.7	57.4	58.6

• 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
Total	2,825.2

Market Radio Financials

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

ESTIMATED GROSS REVENUES

	1993	1994	1995	1996	1997	1998	Δ 93 - 98
ESTIMATED GROSS REVENUES	\$90,400	\$100,700	\$111,800	\$119,400	\$129,400	\$147,700	10.3%
***	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%

Revenue/Retail Sales Revenue/Capita

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	\$3.73/1,000	\$4.62/1,000	\$5.99/1,000	Local 75%
Revenue/Capita	\$33.71	\$53.09	\$83.55	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	2,781.9	1.0%	2,781.9	2,919.1	1.0%
Households	1,017.0	1,055.7	0.7%	1,055.7	1,118.4	1.2%
Retail Sales	24,261.8	31,995.4	5.7%	31,995.4	40,735.8	4.9%
EBI	48,624.1	55,079.7	2.5%	55,079.7	69,708.9	4.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,367.8	248.1	115.0	115.9	230.4	247.1	192.3	219.0
Women (000)	1,414.1	238.2	109.8	117.9	225.7	247.8	193.3	281.4
Total	2,781.9	486.2	224.8	233.8	456.1	495.0	385.5	500.4
Percentage	100.0%	17.5%	8.1%	8.4%	16.4%	17.8%	13.9%	18.0%
Per Capita	\$ 19,799							
				Median Household	\$ 45,436		Avg Household	\$ 52,174
Ethnic Population: White	90.4%		Black	4.8%	Asian	3.8%	Hispanic	2.2%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5		15	11	20	23	43
Tot 12+	1.9		59.4	59.2	61.3	18.0	79.3
Avg 12+	0.4		4.0	5.4	3.1	0.8	1.8
Tot LCS	2.4		74.9	74.7	77.3	22.7	100.0
Avg LCS	0.5		5.0	6.8	3.9	1.0	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)								
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998	
• WDGY	Hudson	B	630	0.9	0.20		630 Radio Inc	59	9609	87	2	Sports				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	e	Clear Channel	62	0008		g	Sprts/Talk	200		0.2	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.6	
WMIN	Hudson	B	740	0.9	0.01		Borgen Bcstg Corp	83	8805	25	+	2	Spanish		0.1	0.0	0.0	0.0	0.4	0.0	0.3	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	0008 p		g1	Nws/Tlk/Spt	22,500	1.07	12.6	8.7	7.6	9.0	10.6	9.6	9.7	10.4	10.7	
KTIS	Minneapolis	B	900	25.0	0.30	g	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	d	Infinity Bcstg	58	0008 p		g1	Urban/AC	200		0.4	0.6	0.3	0.4	0.0	0.5	0.5	0.3	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 Baptist 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	e	Clear Channel	23	0008		g	Sprts/Talk	7,200	1.44	3.0	2.3	1.9	2.3	2.3	2.3	2.2	2.3	2.7	
WEZU	Stillwater	B	1220	5.0	0.25		Smith Broadacting	49	9307	75		MOR/Nstlg	800		0.7	0.5	0.3	0.4	0.6	0.4	0.4	0.6	0.7	
• WWTC	Minneapolis	B	1280	5.0	5.00	k	Salem Comm Corp	25	0010 p		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	h	Starcom	67	9811		st	Talk/Cntry				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	0.4	0.6	0.7	0.7	0.3	0.6	0.6	0.4	
KCHK	New Prague	B	1350	0.5	0.07	j	Murphy, Kingsley, Jr	69				Oldies			0.1	0.0	0.0	0.0	0.0	0.2	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	0.45	2.0	1.1	1.8	1.5	1.1	1.3	1.6	1.9	1.6
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	0.0	0.0	0.1	0.0	0.1	0.1	
KSTP	St. Paul	A	1500	50.0	50.00	b	Hubbard Bcstg Inc	24	9701			Talk	8,300	0.69	7.2	5.7	5.5	5.4	5.0	6.0	5.5	6.6	5.1	
WEVR	River Falls	D	1550	0.9	0.00	i	Hanten Bcstg Co Inc	69				Lite AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
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	f	Hubbard Bcstg Inc	60	0006		c3	Country			0.1	0.2	0.0	0.1	0.0	0.2	0.0	0.0	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 -					23	# Combos -		16	AM TOTALS						27.1	19.5	18.0	19.8	21.0	20.7	21.0	22.8	21.9	
AM & FM Stations Profiled -					43	# Duopolies -		13	Total Local Commercial Share						78.8	79.3	79.7	80.3	79.1	80.7	80.2	80.5		

• 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
Total	2,680.9

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$35,000	\$38,300	\$39,200	\$40,600	\$41,000	\$45,600	5.4%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	15.4%	\$52,600	\$57,900	\$60,200	\$65,300	\$71,500	8.0%
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
Revenue/Capita	\$1.30/1,000	\$1.43/1,000	\$1.98/1,000	Local	75%		
	\$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		\$ 55,037	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	17	3		8	20	10	30
Tot 12+	13.6	13.3		25.2	26.9	4.5	31.4
Avg 12+	0.8	4.4		3.2	1.3	0.5	1.0
Tot LCS	43.3	42.4		80.3	85.7	14.3	100.0
Avg LCS	2.5	14.1		10.0	4.3	1.4	3.3

Competitive Overview

Some stations also rated in New York.

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)							
															Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
WLNG	Sag Harbor	A	92.1	5.3	348	Main Street Bcstg	69				Oldies	800		0.6	0.6	0.0	0.0	0.4	0.0	0.4	0.0	
WLIR	Garden City	A	92.7	1.0	522	d Jarad Bcstg Co Inc	59				Modern Rock	3,900	1.72	4.3	1.8	1.5	1.7	1.2	1.5	1.2	1.4	1.5
WMJC	Smithtown	A	94.3	1.3	299	c Barnstable Bcstg Inc	61	9711	11,000	d2	1 Country	1,000	0.39	4.9	1.4	1.5	1.5	1.3	1.6	1.5	1.7	1.6
WHFM	Southampton	A	95.3	5.0	354	b Cox Radio Inc	71	9805		d3	AOR	200		0.3	0.0	0.0	0.0	0.0	0.2	0.1	0.1	0.0
WLVG	Center Moriches	A	96.1	3.0	328	Multicultural Bcstg	96	0004	3,000	1	Lite AC	300		0.5	0.0	0.0	0.0	0.4	0.0	0.0	0.4	0.3
WEHM	East Hampton	A	96.7	4.3	384	f 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	a Clear Channel	52	0008		g	AC	16,500	1.71	18.3	5.2	5.6	5.5	6.3	6.9	6.0	5.3	5.8
WKJY	Hempstead	A	98.3	3.0	328	c Barnstable Bcstg Inc	47	8412	5,250	c1	1 Soft Rock	5,250	1.43	7.0	2.8	2.1	2.5	2.1	2.1	2.1	2.1	2.8
WDRE	Westhampton	A	98.5	6.0	282	d Jarad Bcstg Co Inc	93	9506		st	Modern Rock	600		0.7	0.2	0.2	0.1	0.2	0.2	0.2	0.2	0.3
WBZA	Southold	A	101.7	5.5 cp	341	e AAA Entertainment	85	0010		na	Lite AC	600		0.2	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.3
WBAB	Babylon	A	102.3	6.0	269	b Cox Radio Inc	58	9805		d3	AOR	5,600	1.01	10.5	3.7	4.1	3.3	3.6	4.0	3.7	3.2	2.8
WBSQ	Bridgehampton	A	102.5	4.8	103	e AAA Entertainment	95	0010		na	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	c Barnstable Bcstg Inc	93	9705	12,450	1	Oldies	3,600	0.76	9.0	2.9	2.7	3.0	3.0	3.0	2.6	3.4	2.7
WKTU	Lake Success	B	103.5	5.4	1417	Clear Channel	40	0008			CHR/Rhymc	n/a		9.6	2.6	2.5	3.4	3.0	3.2	3.1	2.9	3.4
WRCN	Riverhead	A	103.9	1.5	466	c Barnstable Bcstg Inc	62	9711		d2	1 Clsc Hits	1,400	1.21	2.2	1.1	0.9	0.9	0.9	0.6	0.8	0.7	0.7
WBEA	Montauk	A	104.7	6.0	315	f 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	d Jarad Bcstg Co Inc	98				CHR/Rhymc	800	0.69	2.2	1.0	0.6	0.6	0.9	0.6	0.9	0.4	0.9
WBLI	Patchogue	B	106.1	48.5	499	b Cox Radio Inc	58	9805		d3	Hot AC	6,400	0.85	14.3	5.4	5.2	4.4	4.8	5.3	5.0	4.2	4.2
WWXY	Hampton Bays	A	107.1	3.0 cp	279	Big City Radio	80	9702	8,000		Country	200		0.8	0.4	0.0	0.0	0.0	0.3	0.2	0.4	0.2
# FM Stations -				19	# Combos -				15	FM TOTALS				85.4	29.1	26.9	27.3	28.1	29.5	27.8	26.8	27.5

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)							
															Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
WLUX	Islip	B	540	0.3	0.20	Long Is. Multi-Media	60	9510	1,100		Nostalgia	1,100	0.50	4.2	0.6	1.3	0.9	0.9	1.2	0.9	1.5	1.9
WGSM	Huntington	B	740	25.0	0.04	c Barnstable Bcstg Inc	51	9711		d2	1 Country			0.8	0.1	0.4	0.7	0.2	0.5	0.1	0.5	0.0
WHLI	Hempstead	B	1100	10.0	0.00	c Barnstable Bcstg Inc	47	8412		c1	1 MOR	1,000	0.21	9.2	2.8	2.8	3.5	3.7	3.6	2.6	3.1	2.8
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 Clear Channel	52	0008		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
WNYG	Babylon	B	1440	1.0	0.04	Multicultural Bcstg	58	0003 p	860		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 Inc	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		Adlt Stndrd	200		0.4	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0
# AM Stations -				10	# Combos -				4	AM TOTALS				14.6	3.5	4.5	5.1	4.8	5.8	3.6	5.1	4.7
AM & FM Stations Profiled -				29	# Duopolies -				9	Total Local Commercial Share				32.6	31.4	32.4	32.9	35.3	31.4	31.9	32.2	

Other: 92.9, Southampton; 94.9, Montauk

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
Total	2,573.8

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

ESTIMATED GROSS REVENUES ***	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	1999	2000	2001	2002	2003	Δ 99 - 03
	11.9%	\$132,100	\$145,300	\$159,800	\$175,800	\$193,300	10.0%
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
Revenue/Capita	\$3.51/1,000	\$4.60/1,000	\$6.20/1,000	Local	85%	National	15%
	\$30.64	\$45.89	\$73.93				

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	Median Household		\$ 36,742	Avg Household		\$ 47,955	
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	18	16	22	24	46
Tot 12+	0.0	5.9	59.5	65.0	65.4	24.6	90.0
Avg 12+	0.0	5.9	3.3	4.1	3.0	1.0	2.0
Tot LCS	0.0	6.6	66.1	72.2	72.7	27.3	100.0
Avg LCS	0.0	6.6	3.7	4.5	3.3	1.1	2.2

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 Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
WIL	St. Louis	C1	92.3	100.0	910	c	Bonneville Intl	62	0010			Country	10,800	1.06	7.7	7.1	6.5	5.7	7.2	6.9	7.1	6.7	6.9
KNSX	Steelville	C2	93.3	8.5	1168		Twenty-One Sound	85				Alternative				0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0
• KSD	St. Louis	C1	93.7	100.0	860	f	Clear Channel	54	9905			Country	3,000	0.84	2.7	1.7	2.0	2.6	2.6	2.5	2.3	2.3	2.7
KSHE	Crestwood	C	94.7	100.0	1027	a	Emmis	61	8401			Clisc Rock	8,200	1.63	3.8	3.6	3.6	3.1	2.9	3.8	3.0	3.2	3.6
WFUN	Bethalto	C3	95.5	24.5	335		Radio One Inc	90	9906	13,600		Urban/RhyBl				3.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KIHT	St. Louis	C1	96.3	80.0	1027	a	Emmis	65	0010			Clisc Hits	3,900	0.92	3.2	3.1	3.5	4.3	3.5	2.7	3.3	2.9	2.6
KFTK	Florissant	C1	97.1	100.0	561	a	Emmis	77	0010			Talk	3,400	0.68	3.8	2.8	2.5	2.9	2.4	2.8	2.9	4.2	3.7
KYKY	St. Louis	C1	98.1	90.0	1027	b	Infinity Bcstg	60	0008 p			Hot AC	12,000	1.78	5.1	4.6	3.8	4.7	4.9	4.5	4.4	4.2	5.0
KFUO	Clayton	C	99.1	100.0	1027	e	Lutheran Ch-MO	48				Classical	3,000	0.71	3.2	2.2	2.3	2.9	3.3	2.5	2.4	3.3	3.2
KFAV	Warrenton	C3	99.9	10.5	512	h	Kaspar Bcstg Co	91				Country	150		0.2	0.0	0.0	0.4	0.0	0.0	0.3	0.3	0.0
KATZ	Alton	B	100.3	50.0	492	f	Clear Channel	61	9905			Rap/RhyBl	1,000	0.17	4.4	2.9	5.9	4.8	5.3	3.9	4.5	3.6	3.7
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	c	Bonneville Intl	65	0010		sw	Modern AC	4,200	0.91	3.5	3.7	2.9	2.9	2.3	3.5	2.9	3.0	3.2
KLPW	Union	A	101.7	3.3	351	g	Marathon Media LLC	66	9903			Country	500			0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KEZK	St. Louis	C	102.5	100.0	1027	b	Infinity Bcstg	68	0008 p			AC	12,000	1.16	7.8	7.5	7.3	7.4	6.5	7.1	7.3	7.1	6.5
KLOU	St. Louis	C1	103.3	100.0	919	f	Clear Channel	62	9905			Oldies	6,800	1.05	4.9	3.6	3.7	4.6	4.0	3.9	4.5	4.3	4.8
WMLL	Jerseyville	C2	104.1	39.0	551	a	Emmis	67	9704	42,500	c1	80s Hits	3,100	0.84	2.8	2.3	2.5	2.3	3.0	2.7	2.2	2.1	2.9
KSLQ	Washington	A	104.5	3.0	328	i	CompuTraffic Inc	89	9807	1,100		AC				0.1	0.0	0.0	0.0	0.0	0.0	0.4	0.0
KMJM	Columbia	C3	104.9	7.8	574	f	Clear Channel	64	9905			Urban AC	7,600	0.86	6.7	5.2	5.4	5.3	5.5	5.2	6.0	6.2	6.7
KPNT	St. Genevieve	C	105.7	100.0	1375	a	Emmis	67	0010			Alternative	4,400	0.95	3.5	2.9	3.5	3.0	3.2	3.4	3.1	2.9	3.3
• WSSM	Granite City	C1	106.5	90.0	1027	c	Bonneville Intl	65	0010		sw	Smooth Jazz	7,600	1.25	4.6	4.6	3.9	4.3	4.6	4.1	4.5	4.1	3.8
KSLZ	St. Louis	C	107.7	100.0	1027	f	Clear Channel	72	9905			CHR/Top40	4,700	0.64	5.6	4.8	5.7	5.1	4.6	5.8	4.6	5.4	4.3
					# FM Stations -	22	# Combos -	20						FM TOTALS	73.6	66.1	65.4	66.3	65.8	65.3	65.3	66.2	66.9

• 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
Total	2,573.8

Market Radio Financials

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

ESTIMATED GROSS REVENUES ***	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

	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		Median Household		\$ 36,742		Avg Household \$ 47,955	
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	18	16	22	24	46
Tot 12+	0.0	5.9	59.5	65.0	65.4	24.6	90.0
Avg 12+	0.0	5.9	3.3	4.1	3.0	1.0	2.0
Tot LCS	0.0	6.6	66.1	72.2	72.7	27.3	100.0
Avg LCS	0.0	6.6	3.7	4.5	3.3	1.1	2.2

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		Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
KTRS	St. Louis	B	550	5.0	5.00		CH Holdings	22	9705	10,000		News/Talk	5,000	0.90	4.2	4.2	4.3	4.3	4.2	3.5	3.6	3.8	4.0
KFNS	Wood River	B	590	1.0	1.00	k	Missouri Sports	61	9806	3,750		Sports	2,900	1.57	1.4	1.0	1.0	1.1	1.5	1.2	1.0	1.5	1.4
KJSL	St. Louis	B	630	5.0	5.00	d	Crawford Bcstg Co	38	9402	1,500		Talk				0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0
KSTL	St. Louis	B	690	1.0	0.02	d	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	h	Kaspar Bcstg Co	49				Country			0.3	0.5	0.4	0.4	0.0	0.4	0.5	0.0	0.3
WEW	St. Louis	B	770	1.0	0.00		Metropolitan Radio	21	9605	435		Nstlg/Varty	500		0.8	0.0	0.4	0.4	0.0	0.5	0.4	1.1	0.8
KFUO	Clayton	B	850	5.0	0.00	e	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 Ctr	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	0.3	0.4	0.0	0.5	0.3	0.5	0.6	0.4
KXEN	Festus-St.Louis	B	1010	50.0	0.50		Radio Prop Ventures	51	8609		g	Chrst/Span				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WRYT	Edwardsville	B	1080	0.5	0.00		Covenant Network	87	9711		nc	Religion				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	b	Infinity Bcstg	25	0008 p		g3	Nws/Tlk/Spt	24,000	1.37	13.3	12.0	12.0	10.3	10.5	12.6	13.1	11.1	11.0
KLPW	Union	B	1220	1.0	0.13	g	Marathon Media LLC	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	0.0
KSIV	Clayton	B	1320	4.6	0.27		Bott Radio Network	46	8202	900		Christian				0.0	0.4	0.3	0.0	0.0	0.0	0.0	0.0
KWMO	Washington	B	1350	0.5	0.08	i	CompuTraffic Inc	85	9803	200		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 Church	27	9802		dn	Gospel	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WRTH	St. Louis	B	1430	5.0	5.00	c	Bonneville Intl	22	0010		sw	Nostalgia	1,400	0.46	2.3	2.2	2.6	2.4	2.4	1.5	2.4	2.3	2.0
KIRL	St. Charles	B	1460	5.0	0.50		Bronco Bcstg	58	7911			Jazz/Gospl			0.3	0.4	0.0	0.3	0.0	0.7	0.0	0.4	0.0
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 Inc	34	9506	800		RhyBl/Gospl	100		0.6	0.7	1.0	0.8	0.5	0.5	0.8	0.4	0.4
WCBW	Highland	B	1510	1.0	0.00	cp	New Life Evangel Ctr	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	0.0	0.0	0.0	0.3
KATZ	St. Louis	B	1600	5.0	5.00	f	Clear Channel	55	9905		g2	Gospel	600	0.17	2.6	1.9	2.1	2.5	2.3	2.4	2.1	2.4	2.3
				# AM Stations -		24	# Combos -		12	AM TOTALS				26.4	23.2	24.6	23.3	21.9	23.6	24.4	23.6	22.9	
				AM & FM Stations Profiled -		46	# Duopolies -		9	Total Local Commercial Share				89.3	90.0	89.6	87.7	88.9	89.7	89.8	89.8		

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
Total	2,494.3

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$65,200	\$74,300	\$88,000	\$95,600	\$97,700	\$104,900	10.0%
	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	0.6%
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	\$ 47,605		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	Viable FMs	All FMs	All AMs	Total
# Stations	2	13		12	15	18	33
Tot 12+	7.8	49.3		56.1	57.1	15.7	72.8
Avg 12+	3.9	3.8		4.7	3.8	0.9	2.2
Tot LCS	10.7	67.7		77.1	78.4	21.6	100.0
Avg LCS	5.4	5.2		6.4	5.2	1.2	3.0

Market: Baltimore, MD

Competitive Overview

Metro Rank: 20

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)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)								
															Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 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	10.0	9.0	10.1	8.9	8.2	9.6	9.7	9.6
WPOC	Baltimore	B	93.1	16.0	866	f	Clear Channel	60	9905		g5	Country	9,900	0.88	9.4	6.8	7.1	7.5	6.4	7.6	6.6	6.2	6.8
WRBS	Baltimore	B	95.1	50.0	499		Peter & John Radio	64	6409			Inspiration	1,100	0.42	2.2	1.8	2.2	1.9	2.0	1.3	1.5	1.7	1.8
WWIN	Glen Burnie	A	95.9	3.0	299	a	Radio One Inc	64	9202	4,700	c3	Urban AC	9,700	0.94	8.6	5.9	7.2	5.7	6.4	6.5	7.3	5.7	5.5
WIYY	Baltimore	B	97.9	13.5	945	c	Hearst-Argyle		58			AOR	8,700	1.27	5.7	4.3	5.0	3.8	3.7	3.7	4.0	4.4	4.3
WHFS	Annapolis	B	99.1	50.0	459		Infinity Bcstg	49	0008 p			Alternative	n/a		5.1	3.3	3.8	2.9	3.8	3.9	4.1	3.3	3.6
WZBA	Westminster	B	100.7	16.0	860	b	Shamrock Comm Inc	59	8104	1,743	c2	Rock AC	1,000	0.70	1.2	1.3	1.2	1.4	0.5	0.9	0.7	0.8	1.1
WLIF	Baltimore	B	101.9	13.5	961	d	Infinity Bcstg	70	0008 p		g2	Soft AC	11,400	1.38	6.9	4.3	5.1	5.3	4.8	4.4	5.7	4.9	4.9
WXYV	Baltimore	B	102.7	50.0	436	d	Infinity Bcstg	47	0008 p		g2	CHR	5,700	0.90	5.3	4.8	3.6	4.0	3.9	4.1	3.8	3.8	3.5
WRNR	Grasonville	A	103.1	6.0	328		Empire Bcstg	79	9707	2,150		Progressive	800	0.67	1.0	0.8	0.6	1.0	0.8	0.7	0.6	0.8	0.8
WXCX	Havre de Grace	B	103.7	50.0	341		Delmarva Bcstg Co	60	9611		See (76)	Country	n/a		0.5	0.5	0.4	0.0	0.0	0.5	0.0	0.4	0.4
WOCT	Baltimore	B	104.3	32.0	486	f	Clear Channel	49	9905		g3	Clsc Rock	6,500	1.20	4.5	2.5	1.9	2.2	2.1	3.6	3.2	3.0	3.3
WQSR	Catonsville	B	105.7	50.0	492	d	Infinity Bcstg	63	0008 p		g2	Oldies	13,700	1.46	7.8	5.4	5.3	5.0	5.4	5.4	5.8	5.7	5.6
WWMX	Baltimore	B	106.5	7.4	1217	d	Infinity Bcstg	60	0008 p		g2	Hot AC	12,750	1.56	6.8	4.1	4.7	5.0	4.8	4.8	4.5	4.3	6.0
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	55.8	57.1	55.8	53.5	55.6	57.4	54.7	57.2	

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
Total	2,494.3

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$65,200	\$74,300	\$88,000	\$95,600	\$97,700	\$104,900	10.0%
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	0.6%
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	\$ 47,605			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	Viable FMs	All FMs	All AMs	Total
# Stations	2	13		12	15	18	33
Tot 12+	7.8	49.3		56.1	57.1	15.7	72.8
Avg 12+	3.9	3.8		4.7	3.8	0.9	2.2
Tot LCS	10.7	67.7		77.1	78.4	21.6	100.0
Avg LCS	5.4	5.2		6.4	5.2	1.2	3.0

Competitive Overview

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

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)							
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
WCAO	Baltimore	B	600	5.0	5.00	f	Clear Channel	22	9905		g3	Gospel	1,800	0.40	3.8	3.7	3.0	3.5	3.4	2.2	2.4	3.6	2.7
WCBM	Baltimore	B	680	10.0	5.00	e	Mangione, Nick	24	9509	1,775		News/Talk	2,100	0.53	3.3	2.5	1.9	2.4	2.2	2.2	1.9	2.9	2.4
WBMD	Baltimore	B	750	0.7	0.00	d	Infinity Bcstg	47	0008 p		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	0001	200		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	0008 p		g2	Gospel	600		0.3	0.5	0.4	0.0	0.0	0.4	0.3	0.0	0.3
WAMD	Aberdeen	B	970	0.5	0.50		Mackk Bcstg Co Inc	57				Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WOLB	Baltimore	B	1010	1.0	0.03	a	Radio One Inc	47	9306		c6	Nws/Tlk/Spt	250		0.8	0.5	0.0	0.8	0.6	0.5	0.7	0.4	0.8
WBAL	Baltimore	A	1090	50.0	50.00	c	Hearst-Argyle	25	3501			Nws/Tlk/Spt	17,000	1.63	8.7	5.6	7.0	6.1	6.1	7.2	6.3	5.8	5.9
WBIS	Highland Beach	B	1190	10.0 cp	1.00		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	0008 p		g2	Talk	1,000	0.38	2.2	1.9	1.7	1.9	1.8	1.8	1.6	1.4	1.5
WASA	Havre de Grace	B	1330	5.0	0.50		Peoples Network Inc	48	0007 p	350		Adlt Stndrd				0.1	0.0	0.0	0.0	0.1	0.0	0.1	0.0
WWLG	Baltimore	B	1370	21.0 cp	1.50	e	Mangione, Nick	55	9808		d1	Adlt Stndrd	400	0.20	1.7	1.3	0.9	1.2	1.3	1.1	1.1	1.3	1.4
WWIN	Baltimore	C	1400	1.0	1.00	a	Radio One Inc	51	9202		c3	Gospel	400	0.24	1.4	0.8	0.8	0.7	0.9	0.9	1.1	0.9	1.1
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 Inc	53	8104		c2	FullService	550			0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0
• WNST	Towson	B	1570	5.0	0.24		Aparicio, Nestor	55	0009 p			Sports			0.1	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
WJRO	Glen Burnie	B	1590	1.0	1.00		Erald Bcstg Inc	63				Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
				# AM Stations -		18		# Combos -		10		AM TOTALS		22.4		16.8	15.7	16.6	16.8	16.4	15.7	16.4	16.1
				AM & FM Stations Profiled -		33		# Duopolies -		8		Total Local Commercial Share		72.6		72.8	72.4	70.3	72.0	73.1	71.1	73.3	

• 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
Total	2,299.9

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★	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	\$ 27,153		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	24	43
Tot 12+	0.2		72.0	72.0	72.2	15.2	87.4
Avg 12+	0.2		4.0	4.2	3.8	0.6	2.0
Tot LCS	0.2		82.4	82.4	82.6	17.4	100.0
Avg LCS	0.2		4.6	4.8	4.3	0.7	2.3

Competitive Overview

Some stations also rated in Sarasota & Lakeland

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		Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
WDDV	Venice	C3	92.1	22.0	328	b Clear Channel	74	9905			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	0008 p			Oldies	4,400	1.33	2.8	2.1	2.6	2.0	2.0	2.3	2.5	2.3	2.6
WFLZ	Tampa	C	93.3	99.0	1358	b Clear Channel	48	9905			CHR	13,000	1.53	7.2	7.0	7.6	6.7	7.5	6.5	5.9	6.2	6.5
WSJT	Lakeland	C	94.1	100.0	1493	c Infinity Bcstg	67	0008 p			Jazz	4,300	0.99	3.7	4.0	4.1	4.3	3.9	3.0	3.4	3.5	3.0
• WWRM	Tampa	C	94.9	100.0 cp	1503	a Cox Radio Inc	70	9311	10,000	e	Soft AC	7,400	1.28	4.9	4.2	3.4	3.3	3.3	4.2	3.5	5.2	4.1
WSSR	Clearwater	C1	95.7	90.0 cp	607	b Clear Channel	63	9410		g	Hot AC	6,800	1.37	4.2	3.6	3.8	3.3	3.8	3.6	3.8	3.9	3.3
WMGG	Dade City	A	96.1	2.8	482	e Mega Comm Inc	94	9901	3,500		Spanish	1,450			0.5	0.2	0.4	0.6	0.0	0.0	0.0	0.0
• WSUN	Holiday	C2	97.1	11.4 cp	735	a Cox Radio Inc	78	9901		sw	Alternative	950	0.27	3.0	2.2	2.0	1.8	2.3	2.3	2.8	2.7	2.6
WXTB	Clearwater	C	97.9	100.0	1345	b Clear Channel	67	9905		g3	Rock	9,200	1.16	6.7	5.7	5.3	6.1	5.4	6.0	6.5	5.2	5.6
WLLD	Holmes Beach	C2	98.7	50.0	489	c Infinity Bcstg	91	0008 p		g1	CHR	4,400	0.58	6.4	6.1	6.9	6.2	6.2	5.8	6.1	4.9	5.6
WQYK	St. Petersburg	C1	99.5	100.0	551	c Infinity Bcstg	58	0008 p		g1	Country	13,200	1.55	7.2	6.9	6.3	6.0	5.4	6.6	6.6	6.5	5.6
WMTX	Tampa	C	100.7	100.0	1411	b Clear Channel	47	9905		g3	Hot AC	6,300	1.57	3.4	2.9	3.5	3.4	3.1	3.2	2.7	3.2	2.9
• WFJO	St. Petersburg	C	101.5	100.0 cp	1362	a Cox Radio Inc	61	9905		g4	Rhymc/Oldes	2,000	0.48	3.5	3.0	2.8	3.6	2.7	2.9	2.5	2.9	3.9
WHPT	Sarasota	C	102.5	100.0	1650	a Cox Radio Inc	60	9905		sw	Clsc Rock	4,100	1.29	2.7	3.0	2.5	2.5	2.5	3.4	2.0	2.0	2.2
WTBT	Bradenton	C	103.5	99.0 cp	1358	b Clear Channel	63	9905		g3	Clsc Rock	4,400	0.63	5.9	3.2	3.6	2.3	3.1	4.8	6.3	4.2	5.2
WRBQ	Tampa	C1	104.7	100.0	561	c Infinity Bcstg	54	0008 p		g1	Country	9,000	1.50	5.1	3.6	4.1	4.2	4.2	4.6	4.5	4.7	4.2
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	10.2	10.0	10.3	10.5	9.4	8.2	8.9	8.5
WGUL	Beverly Hills	C3	106.3	10.5 cp	505	g WGUL FM Inc	92	9808	1,500		Nostalgia			1.6	1.3	1.4	1.4	1.4	1.4	1.1	1.6	1.5
WBBY	St. Petersburg	C1	107.3	100.0	597	a Cox Radio Inc	93				Soft Rock	4,200	1.23	2.9	2.5	2.1	2.9	3.0	2.3	2.4	3.1	2.3
# FM Stations -				19	# Combos -				19	FM TOTALS				81.2	72.0	72.2	70.7	70.9	72.3	70.8	71.0	69.6

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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
Total	2,299.9

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★ ★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
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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%		

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

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Women (000)	1,197.4	144.7	74.0	83.2	145.3	171.8	156.5	421.9
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Percentage	100.0%	12.9%	6.6%	7.2%	12.7%	14.7%	13.2%	32.7%
Per Capita	\$ 17,347							
				Median Household	\$ 27,153		Avg Household	\$ 41,468
Ethnic Population:	White	87.1%	Black	10.8%	Asian	1.7%	Hispanic	9.7%

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Tot LCS	0.2		82.4	82.4	82.6	17.4	100.0
Avg LCS	0.2		4.6	4.8	4.3	0.7	2.3

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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)							
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
WTBN	Pinellas Park	B	570	5.0	5.00		Concord Media	66	0001		sw	News	1,000		0.4	0.0	0.0	0.0	0.7	0.6	0.5	0.4	0.6
WDAE	St. Petersburg	B	620	5.0	5.00	b	Clear Channel	27	0001		sw	Sports	500	0.42	1.0	1.4	1.9	1.1	1.4	0.9	1.1	0.7	0.7
WRMD	St. Petersburg	B	680	1.0	0.13	f	ZGS Bcstg of	50	9101	200		Spanish	900		0.8	0.4	0.4	0.4	0.6	0.8	0.5	0.5	0.9
WLCC	Brandon	B	760	10.0	1.00	e	Mega Comm Inc	88	9812		g	Spanish	875		0.7	0.0	0.3	0.5	0.4	0.5	0.0	0.8	1.1
WMGG	Largo	B	820	50.0	1.00	e	Mega Comm Inc	72	9905		g2	Spanish	1,000		0.8	0.5	0.6	0.7	0.3	0.0	0.4	1.0	1.3
WGUL	Dunedin	B	860	62.5 cp	1.50	g	WGUL FM Inc	59	9408		al	Nostalgia	1,500	0.40	3.2	2.2	2.5	3.7	2.0	2.6	3.0	3.3	2.4
● WSUN	Plant City	B	910	5.0	5.00		Salem Comm Corp	49	0006 p		sw	Oldies	300		0.5	0.0	0.0	0.3	0.0	0.4	0.4	0.3	0.6
WFLA	Tampa	B	970	25.0 cp	11.00	b	Clear Channel	24	9905		g3	Nws/Tlk/Spt	9,400	1.16	6.9	5.0	4.9	4.9	6.1	5.6	6.1	5.9	6.6
WQYK	Seffner	B	1010	50.0	5.00	c	Infinity Bcstg	60	0008 p		g1	Sports	500		0.9	0.8	0.7	0.8	1.1	1.1	0.7	0.5	0.9
WWBA	Pinellas Park	B	1040	3.6	0.42	d	Genesis Comm Inc	48	9801	1,500		Talk				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	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.3
WTMP	Egypt Lake	B	1150	5.0	0.50		PSI Communications	54	9708	1,000	e	Urban AC	700	0.42	1.4	2.3	2.3	1.8	1.8	1.6	1.3	0.9	1.0
WHNZ	Tampa	B	1250	25.0 cp	5.90	b	Clear Channel	22	9905		g3	News/Talk	1,200		0.6	0.6	0.5	0.3	0.4	0.4	0.6	0.5	0.6
WQBN	Temple Terrace	B	1300	5.0 cp	1.00		Radio Tropical Inc	50	9608	750		Spanish			0.1	0.4	0.6	0.0	0.6	0.4	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
WDCF	Dade City	B	1350	1.0	0.50		Collins Comm	54				Nws/Tlk/Spt				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	4,500		Children	500		0.9	0.5	0.0	0.0	0.0	0.0	0.7	1.2	1.1
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
WLVU	Dunedin	B	1470	5.0	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	f	ZGS Bcstg of	65	9711	1,900		Spanish	300		0.4	0.0	0.0	0.0	0.5	0.0	0.6	0.4	0.4
WRXB	St. Pete Beach	B	1590	5.0	1.00		Metropolitan Radio	57	9701	409		Urban AC	400		0.5	0.5	0.5	0.4	0.5	0.0	0.5	0.4	0.7
# AM Stations -					24	# Combos -	11	AM TOTALS						19.2	14.6	15.2	14.9	16.8	14.9	16.4	16.8	19.2	
AM & FM Stations Profiled -					43	# Duopolies -	13	Total Local Commercial Share						86.6	87.4	85.6	87.7	87.2	87.2	87.8	88.8		

● 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
Total	2,354.2

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$64,400	\$71,900	\$75,000	\$78,800	\$86,600	\$93,300	7.7%
	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%
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
	\$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		\$ 37,075	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	23	27	50
Tot 12+	2.1	61.1		59.4	63.2	23.0	86.2
Avg 12+	0.3	4.1		4.6	2.7	0.9	1.7
Tot LCS	2.4	70.9		68.9	73.3	26.7	100.0
Avg LCS	0.3	4.7		5.3	3.2	1.0	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 Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
WPTS	Pittsburgh	D	92.1	0.0	463		Univ Pitt	84				Eclectic				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WLTJ	Pittsburgh	B	92.9	47.0	889	i	Frischling, Saul	42	8404	3,000		Soft Rock	5,500	1.21	4.5	3.4	3.5	3.6	2.9	3.8	3.9	4.1	3.7
WBZZ	Pittsburgh	B	93.7	41.0	551	j	Infinity Bcstg	48	0008 p		g1	CHR	8,000	1.13	7.0	8.1	7.1	6.3	6.8	7.2	5.7	5.9	5.4
WWSW	Pittsburgh	B	94.5	50.0	810	f	Clear Channel	40	0008		g	Oldies	7,900	1.39	5.6	4.4	5.9	4.9	4.9	5.4	5.2	4.4	4.4
WOGG	Oliver	B1	94.9	1.7	1240	b	Keymarket Comm	93	9910	2,875	c3	Country	1,600	0.99	1.6	1.0	1.3	1.2	1.1	1.4	1.5	1.2	1.5
WJPA	Washington	A	95.3	4.2	390	d	Washington Bcstg	64				Oldies	550		0.6	0.6	0.8	0.4	0.3	0.3	0.6	0.6	0.4
WKST	Pittsburgh	B	96.1	44.0	522	f	Clear Channel	60	0008		g	CHR	3,000	0.90	3.3	2.6	2.3	2.6	2.0	2.2	2.8	2.9	3.5
WRRK	Braddock	B	96.9	45.0	532	i	Frischling, Saul	59	9504	5,500		Clsc Rock	3,900	0.99	3.9	3.4	3.4	3.2	3.0	3.4	3.3	3.6	3.2
WLER	Butler	A	97.7	4.6	374	a	WBUT Inc	49				AC				0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0
WOGI	Charleroi	A	98.3	3.0	230	b	Keymarket Comm	67	0001	3,500	c2	Country	500		0.3	0.3	0.4	0.3	0.3	0.4	0.0	0.3	0.4
WPQR	Uniontown	A	99.3	3.0	295	h	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	0.75	5.8	5.2	5.0	4.1	5.5	4.7	4.4	5.7	5.2
WNSY	Talking Rock	A	100.1	1.7	617	l	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	919	j	Infinity Bcstg	67	0008 p		g1	80s Hits	3,000	0.87	3.4	3.2	2.3	2.1	2.6	2.6	3.0	3.1	2.9
WORD	Pittsburgh	B	101.5	43.0	528	c	Salem Comm Corp	63	9212	6,500	c1	Christian			1.2	1.1	1.7	1.5	1.6	1.1	1.0	1.3	0.9
WDVE	Pittsburgh	B	102.5	55.0	820	f	Clear Channel	62	0008		g	Rock	14,100	1.51	9.2	7.7	7.6	7.0	8.5	7.9	8.2	8.3	7.3
WLSW	Scottdale	A	103.9	0.3	781		Wall, Stanley L	71				Hot AC			0.3	0.4	0.5	0.0	0.0	0.0	0.4	0.0	0.5
WOGF	E. Liverpool	B	104.3	50.0	492		Keymarket Comm	59	0004	1,800	c4	Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WJJJ	Pittsburgh	B	104.7	19.0	794	f	Clear Channel	93	0008		g	R&B Oldies	2,800	0.58	4.8	4.9	4.6	5.0	4.1	5.2	4.0	3.5	3.8
WXDX	Pittsburgh	B	105.9	72.0	528	f	Clear Channel	60	0008		g	Alternative	5,600	0.85	6.5	6.7	5.2	5.0	6.0	5.9	5.7	5.1	5.6
WAMO	Beaver Falls	B	106.7	47.0	518	g	Sheridan Bcstg	60	7303			Urban	3,300	0.74	4.4	3.8	3.6	3.7	3.6	3.8	3.8	4.0	3.6
WSSZ	Greensburg	A	107.1	1.6	449	g	Sheridan Bcstg	68	9609	2,400		Urban			0.4	0.0	0.4	0.4	0.4	0.4	0.5	0.4	0.0
WDSY	Pittsburgh	B	107.9	17.5	827	j	Infinity Bcstg	62	0008 p		g1	Country	9,100	0.98	9.2	7.2	7.6	8.3	8.8	8.1	8.3	7.1	8.2
# FM Stations -					23	# Combos -					19	FM TOTALS			72.0	64.0	63.2	59.9	62.4	63.8	62.3	61.5	60.5

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 22

Revenue Rank: 26

Pittsburgh, PA Market Overview



Metro Counties / Population (000)

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Beaver, PA	185.6
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Washington, PA	206.1
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Total	2,354.2

Market Radio Financials

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

ESTIMATED GROSS REVENUES ***	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%
Revenue/Retail Sales	1993 \$3.55/1,000	1998 \$3.80/1,000	2003 \$4.86/1,000	Est. Breakout			
Revenue/Capita	\$26.97	\$39.63	\$63.34	Local	75%		
				National	25%		

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

	1993	1998	Growth Rate	1998	2003	Growth Rate
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EBI	38,265.5	43,559.4	2.6%	43,559.4	53,982.0	4.4%

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	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
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Percentage	100.0%	13.5%	7.3%	8.2%	12.6%	15.8%	13.8%	28.8%
Per Capita	\$ 18,503	Median Household		\$ 37,075	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	23	27	50
Tot 12+	2.1	61.1		59.4	63.2	23.0	86.2
Avg 12+	0.3	4.1		4.6	2.7	0.9	1.7
Tot LCS	2.4	70.9		68.9	73.3	26.7	100.0
Avg LCS	0.3	4.7		5.3	3.2	1.0	2.0

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)								
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998	
WWCS	Canonsburg	B	540	3.6 cp	0.50		Birach Bcstg Corp	57	9205	500		Internat'l				0.0	0.3	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	0.6	0.5	0.7	0.7	0.7	0.7	0.7	
• WKHB	Irwin	B	620	3.5 cp	0.40	k	Broadcast Comm Inc	34	9610	498		Dvs/RMs/CCt				0.4	0.0	0.0	0.4	0.0	0.0	0.0	0.0	
WISR	Butler	B	680	0.3	0.05	a	WBUT Inc	41	9701	730		Oldes/Talk			0.3	0.0	0.0	0.4	0.4	0.3	0.0	0.4	0.3	
WPIT	Pittsburgh	B	730	5.0	0.02	c	Salem Comm Corp	47	9212		c1	Christian			0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.6	0.6	0.0
• 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	Milvale	B	860	1.0 cp	0.83	g	Sheridan Bcstg	48	7303			Urban/Oldes	350		0.4	0.0	0.4	0.0	0.0	0.0	0.0	0.6	0.3	0.6
• WPNT	Charleroi	B	940	0.3	0.01	b	Keymarket Comm	48	0001		d5	Nostalgia				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WBGJ	Pittsburgh	B	970	5.0	5.00	f	Clear Channel	32	0008		g	Sports			0.5	0.0	0.3	0.3	0.0	0.3	0.5	0.6	0.3	
KDKA	Pittsburgh	A	1020	50.0	50.00	j	Infinity Bcstg	20	0008 p		g1	News/Talk	16,000	1.11	14.2	10.6	12.1	12.4	10.7	12.1	11.2	13.7	11.9	
WBUT	Butler	B	1050	0.5	0.06	a	WBUT Inc		49			Oldies			0.3	0.0	0.0	0.3	0.4	0.0	0.4	0.5	0.0	
WWNL	Pittsburgh	B	1080	50.0	0.00	m	Mortenson Bcstg Co	47	9701	750		Christian	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
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	b	Keymarket Comm	68	9910		c3	Nostalgia				0.0	0.0	0.4	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	0.0	0.0	0.0
WBVP	Beaver Falls	C	1230	1.0	1.00		Iorio Bcstg Inc	48	9605	450		Nws/Tlk/Spt	700		0.2	0.4	0.0	0.6	0.5	0.0	0.3	0.3	0.0	
WEAE	Pittsburgh	B	1250	5.0	5.00		ABC Radio Inc	22	9905	5,000	na	Sports	7,800	4.06	1.9	1.3	1.9	1.1	1.6	1.1	1.6	1.6	2.2	
WJAS	Pittsburgh	B	1320	5.0	5.00	e	Renda Bcstg Corp	21	8501	700		Nostalgia	1,000	0.17	5.9	6.0	5.1	5.7	5.7	5.4	4.9	4.1	6.0	
WCVI	Connellsville	C	1340	1.0	1.00	h	Kelly, Geoffrey	47	9212		st	AC				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	1.5	1.0	1.6	1.1	1.5	1.3	1.3	1.2	
KQV	Pittsburgh	B	1410	5.0 cp	5.00		Calvary Inc	19	8212	1,800		News	1,100	0.78	1.4	1.1	1.2	1.5	1.4	1.1	1.2	1.1	1.3	
WJPA	Washington	C	1450	1.0	1.00	d	Washington Bcstg		41			Oldies			0.1	0.0	0.1	0.2	0.1	0.2	0.0	0.0	0.1	
WMBA	Ambridge	B	1460	0.5	0.50		Iorio Bcstg Inc	57	0006		na	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	m	Mortenson Bcstg Co	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	k	Broadcast Comm Inc	74	9803	200		News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WURP	Braddock	B	1550	1.0	0.00		Inner City Bcstg	47	9907 p			Urban AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WZUM	Carnegie	B	1590	1.0 cp	0.06		Horvath, Michael L.	62	9806	80		Spt/7&8/Tlk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
				# AM Stations -		27	# Combos -		16	AM TOTALS						27.8	22.3	23.0	25.0	23.0	22.7	23.3	25.2	24.6
				AM & FM Stations Profiled -		50	# Duopolies -		13	Total Local Commercial Share						86.3	86.2	84.9	85.4	86.5	85.6	86.7	85.1	

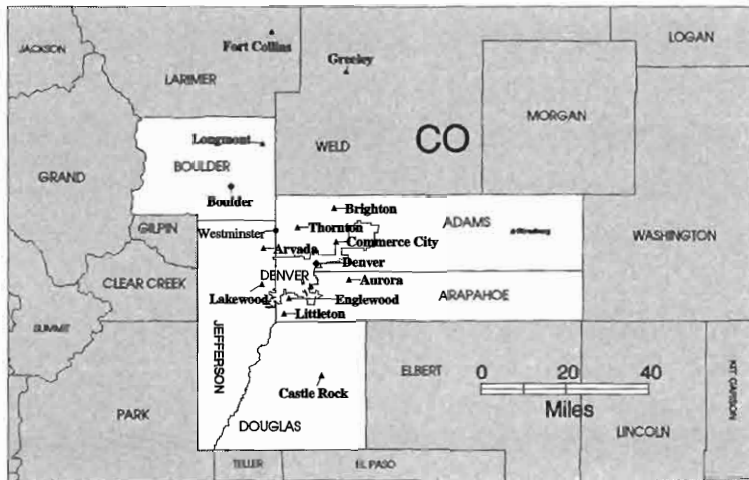
• Indicates a change since last edition

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
Total	2,249.6

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$83,000	\$96,500	\$109,300	\$117,600	\$134,000	\$151,900	12.8%
	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)

	1993	1998	Growth Rate	1998	2003	Growth Rate
MSA Population	2,031.5	2,249.6	2.1%	2,249.6	2,436.3	1.6%
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	\$ 34,868		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	25	43
Tot 12+	0.0		66.5	64.9	66.5	19.7	86.2
Avg 12+	0.0		3.9	4.3	3.7	0.8	2.0
Tot LCS	0.0		77.1	75.3	77.1	22.9	100.0
Avg LCS	0.0		4.5	5.0	4.3	0.9	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)							
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
KJMN	Castle Rock	C2	92.1	32.5	600	e	Entravision Comm	78	0004		g4	Spanish	900	0.44	1.2	0.7	1.0	1.1	0.8	1.2	1.0	0.7	1.1
KDJM	Greeley	C1	92.5	57.0	1237	c	Infinity Bcstg	67	0008		g2	R&B Oldies	3,100	0.65	2.8	4.0	3.0	3.0	2.8	3.2	2.3	2.0	2.3
KTCL	Fort Collins	C	93.3	100.0	1129	a	Clear Channel	65	9905		g1	Alternative	2,800	0.58	2.8	2.7	2.1	2.1	2.1	2.4	2.5	2.5	2.3
KRKS	Lafayette	C	94.7	100.0 cp	984	f	Salem Comm Corp	71	9311	5,000		Religion			0.2	0.5	0.6	0.4	0.5	0.4	0.0	0.0	0.4
• KHIH	Denver	C	95.7	100.0	1608	a	Clear Channel	68	9905		g1	CHR	6,000	0.81	4.3	3.3	2.8	3.0	2.8	3.1	3.9	4.2	3.8
KXPK	Evergreen	C	96.5	100.0	1528	f	Emmis	94	0008		g	80s Hits	4,400	0.92	2.8	2.6	2.2	2.9	2.8	2.4	2.7	2.2	2.4
KBCO	Boulder	C	97.3	100.0	1539	a	Clear Channel	55	9905		g1	Alternative	13,600	1.06	7.5	6.8	6.3	6.9	7.2	6.9	6.9	7.0	5.1
KYGO	Denver	C	98.5	100.0	1821	d	Jefferson-Pilot	53	7403			Country	17,500	1.20	8.5	7.0	6.0	7.6	6.9	7.4	7.6	7.2	7.1
KKHK	Denver	C	99.5	100.0	1624	b	Tribune Bcstg Co	59	9511		nc	Clsc Rock	8,500	1.13	4.4	3.4	3.2	2.8	2.8	3.8	3.7	3.8	4.0
KIMN	Denver	C	100.3	100.0	1132	c	Infinity Bcstg	59	0008		g2	Lite AC	6,600	1.13	3.4	5.1	4.9	3.9	4.2	2.5	2.7	3.1	3.5
KOSI	Denver	C	101.1	100.0	1624	b	Tribune Bcstg Co	68	9301	19,900	c1	AC	12,400	1.06	6.8	6.4	6.0	6.7	6.2	5.5	6.0	6.7	5.4
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
KRFX	Denver	C	103.5	100.0	1045	a	Clear Channel	61	9905		g1	Clsc Rock	12,700	1.09	6.8	5.0	4.5	4.2	5.5	5.5	5.9	5.3	6.9
• KJCD	Longmont	C1	104.3	100.0	676	d	Jefferson-Pilot	64	9701	15,000	e	Smooth Jazz	1,900	0.37	3.0	2.6	3.2	2.9	2.5	2.9	1.9	3.3	2.3
KXKL	Denver	C	105.1	100.0	1168	c	Infinity Bcstg	56	0008		g2	Oldies	8,500	0.95	5.2	5.0	5.5	5.2	4.0	4.2	4.6	4.5	4.8
KALC	Denver	C	105.9	100.0	1470	f	Emmis	65	0009 p	98,800		Hot AC	9,800	0.98	5.8	4.6	4.7	4.2	4.2	5.8	5.0	4.8	4.5
KBPI	Denver	C	106.7	100.0	988	a	Clear Channel	62	9905		g1	Alternative	7,400	0.85	5.1	3.5	4.1	3.6	3.6	4.2	4.9	3.6	5.0
KQKS	Lakewood	C	107.5	100.0	1198	d	Jefferson-Pilot	66	9301	6,100	c2	CHR/Rhymc	6,600	0.57	6.7	5.4	6.4	5.5	6.0	4.9	5.5	6.1	6.5
# FM Stations -					18	# Combos -					17	FM TOTALS			77.3	68.6	66.5	66.0	64.9	66.3	67.1	67.0	67.4

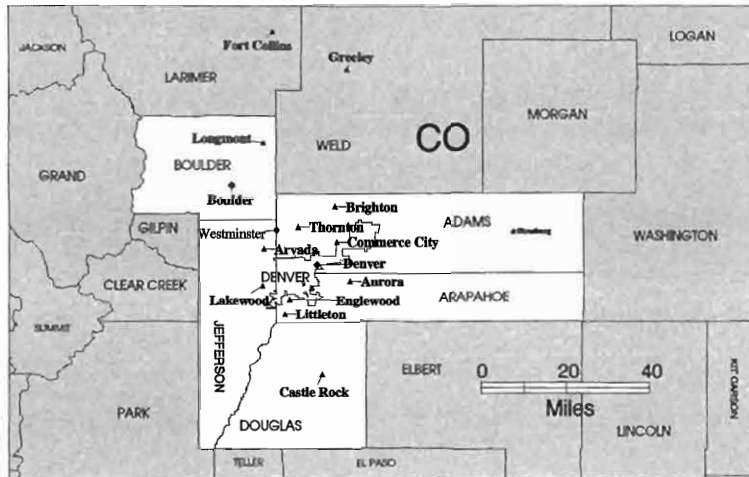
• Indicates a change since last edition

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
Total	2,249.6

Market Radio Financials

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$83,000	\$96,500	\$109,300	\$117,600	\$134,000	\$151,900	12.8%
	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)

	1993	1998	Growth Rate	1998	2003	Growth Rate
MSA Population	2,031.5	2,249.6	2.1%	2,249.6	2,436.3	1.6%
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	\$ 34,868			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	25	43
Tot 12+	0.0		66.5	64.9	66.5	19.7	86.2
Avg 12+	0.0		3.9	4.3	3.7	0.8	2.0
Tot LCS	0.0		77.1	75.3	77.1	22.9	100.0
Avg LCS	0.0		4.5	5.0	4.3	0.9	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)								
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998	
KLZ	Denver	B	560	5.0	5.00	g	Crawford Bcstg Co	22	9208	1,500		Nstlg/BgBnd				0.9	1.0	1.4	0.8	0.0	0.0	0.0	0.0	
KHOW	Denver	B	630	5.0	5.00	a	Clear Channel	25	9905		g1	Talk	8,700	1.10	4.6	3.3	3.1	3.6	3.8	3.5	4.2	3.8	4.5	
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	0.5	
KTLK	Thornton	B	760	50.0	1.00	a	Clear Channel	87	9905		g1	Talk	2,200	1.28	1.0	1.0	0.7	0.8	1.0	0.8	0.7	0.8	1.1	
KLDC	Brighton	B	800	1.0	0.00	g	Crawford Bcstg Co	56	9312	750		Cst/Rtg/Gsp				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KOA	Denver	A	850	50.0	50.00	a	Clear Channel	24	9905		g1	Nws/Tlk/Spt	29,200	2.08	8.2	6.1	6.1	5.5	7.4	6.6	7.3	7.5	7.1	
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	1.06	1.6	1.0	2.1	1.7	1.8	1.1	1.8	1.7	1.0	
• 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		Talk				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	0004		g4	Span/Mexcn	1,300	0.69	1.1	0.6	1.1	0.8	1.2	1.1	0.7	0.8	1.1	
KCUV	Englewood	B	1150	5.0	1.00		Radio Unica	51	0001	2,800		Spanish	150			0.0	0.0	0.5	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	
• KLZV	Denver	B	1220	0.7	0.01	g	Crawford Bcstg Co	54	9909	1,500		Oldies	250			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• KVOD	Denver	B	1280	5.0	5.00		Latino Comm	48	0009 p	3,300		Spanish	850		0.9	0.9	1.3	1.0	1.4	1.4	0.4	0.6	0.7	
• KKYD	Denver	C	1340	1.0	1.00		CO Public Radio	56	0010 p	4,200		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		Neidig, Andres O.	54	9003	460		Mexican			0.7	0.6	0.7	0.6	0.8	0.5	0.6	0.7	0.5	
KEZW	Aurora	B	1430	5.0	5.00	b	Tribune Bcstg Co	54	9301		c1	BgBnd/Nstlg	1,700	0.32	3.1	2.1	2.0	3.1	2.4	2.9	2.7	2.6	2.6	
KWAB	Boulder	C	1490	1.0	1.00		Working 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	0.0	0.4	0.5	0.4	0.7	0.0	0.0	0.5	
KADZ	Arvada	B	1550	10.0 cp	4.75	h	ABC Radio Inc	62	9811	3,500		Children	275			0.0	0.2	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	0.5	0.4	0.1	0.1	0.2	0.3	0.3	0.4	
KBJD	Denver	B	1650	10.0	1.00	f	Salem Comm Corp	00				ChrsContemp				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KDDZ	Arvada	B	1690	1.0 cp	1.00	h	ABC Radio Inc	99	9811	3,500		Children				0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	
				# AM Stations -		25	# Combos -		16	AM TOTALS						22.4	17.5	19.7	20.1	21.6	19.3	19.2	19.3	20.0
				AM & FM Stations Profiled -		43	# Duopolies -		14	Total Local Commercial Share						86.1	86.2	86.1	86.5	85.6	86.3	86.3	87.4	

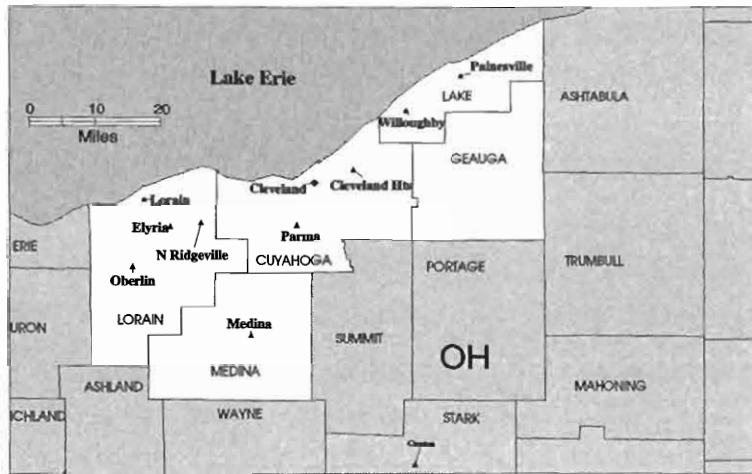
• Indicates a change since last edition

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
Total	2,118.9

Market Radio Financials

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$64,800	\$72,800	\$79,800	\$83,800	\$89,300	\$96,900	8.4%
	Δ 98 - 99	1999	2000	2001	2002	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	-0.2%
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	\$ 33,972		
							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		13	16	16	32
Tot 12+	2.9	63.4		65.4	66.3	19.2	85.5
Avg 12+	2.9	4.2		5.0	4.1	1.2	2.7
Tot LCS	3.4	74.2		76.5	77.5	22.5	100.0
Avg LCS	3.4	4.9		5.9	4.8	1.4	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)									
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998		
WZJM	Cleveland Hts	B	92.3	40.0	548	a	Infinity Bcstg	60	0008		g1	R&B Oldies	4,200	0.66	6.1	3.5	3.9	3.5	4.3	4.8	5.0	5.7	5.8		
WZAK	Cleveland	B	93.1	27.5	620	e	Radio One Inc	63	0008		g5	Urban	10,100	1.14	8.5	5.2	4.5	5.5	6.2	5.7	6.7	8.4	8.7		
WQMX	Medina	B	94.9	16.2	879		Rubber City Radio	60	8806	See (68)		Country	n/a		0.7	0.5	0.7	0.4	0.6	0.6	0.6	0.6	0.7		
• WAKS	Cleveland	B	95.5	31.0 cp	620		Salem Comm Corp	75	0011 p		sw	CHR	700	0.48	1.4	3.3	3.2	2.8	2.2	2.5	1.1	0.8	0.5		
• WHK	Canton	B	98.1	15.5	879		Clear Channel	61	0011 p			Chrst/Talk			0.0	0.2	0.1	0.0	0.0	0.1	0.0	0.0	0.0		
WNCX	Cleveland	B	98.5	16.0	961		Infinity Bcstg	48	0008 p		g1	Clsc Rock	8,900	1.43	6.0	4.1	4.7	4.3	5.3	5.5	4.9	5.0	5.4		
WGAR	Cleveland	B	99.5	50.0	499	b	Clear Channel	48	9905		g2	Country	10,000	1.07	9.0	7.3	7.3	8.3	7.5	6.7	8.7	8.5	7.3		
WMMS	Cleveland	B	100.7	34.0	600	b	Clear Channel	48	9905		g2	Rock	6,000	1.03	5.6	6.5	5.3	5.0	5.6	4.8	4.5	4.7	5.4		
WDOK	Cleveland	B	102.1	12.0	1004	a	Infinity Bcstg	50	0008		g1	Soft AC	9,800	1.33	7.1	5.5	6.0	6.8	6.4	5.5	6.2	6.1	7.0		
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	0.0		
WQAL	Cleveland	B	104.1	11.0	1060		Infinity Bcstg	48	0008		g1	Hot AC	9,000	1.57	5.5	4.3	4.1	5.2	4.8	4.9	4.7	4.6	5.0		
• WCLV	Lorain	A	104.9	6.0	328		Radio Seaway Inc	75	0011 p		sw	Classical	3,100	1.03	2.9	3.0	2.9	3.7	2.7	2.4	2.4	3.1	2.3		
WMJI	Cleveland	B	105.7	16.0	1129	b	Clear Channel	54	9905		g2	Oldies	12,700	1.31	9.3	7.4	7.2	6.8	7.6	7.3	8.5	9.0	7.4		
WMVX	Cleveland	B	106.5	11.5	1037	b	Clear Channel	60	9905		g2	Hot AC	8,400	1.44	5.6	3.7	4.7	3.8	4.5	4.8	4.4	4.9	5.4		
WNWV	Elyria	B	107.3	50.0	466	c	Elyria-Lorain Bcstg	48				Smooth Jazz	3,100	0.56	5.3	4.8	5.6	5.3	5.0	3.9	4.6	4.5	5.4		
WENZ	Cleveland	B	107.9	15.9	892	e	Radio One Inc	59	9905		g3	R&BOd/Urban	1,600	0.43	3.6	5.8	6.0	5.9	4.5	4.3	3.1	2.7	2.4		
# FM Stations -					16	# Combos -					9	FM TOTALS					76.6	64.9	66.3	67.4	67.2	63.7	65.5	68.6	68.7

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)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)									
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998		
WRMR	Cleveland	B	850	50.0	0.50	d	Salem Comm Corp	26	0008		g4	Adit Stndrd	3,200	0.49	6.3	4.8	5.0	6.0	6.1	5.5	5.5	5.9	4.8		
WEOL	Elyria	B	930	1.0	1.00	c	Elyria-Lorain Bcstg	48				News/Sprts	600		0.5	0.4	0.5	0.4	0.6	0.6	0.6	0.0	0.4		
WCCD	Parma	B	1000	0.5	0.00	d	Salem Comm Corp	73	9707		g	Chrst/Talk			0.0	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	0.0		
WTAM	Cleveland	A	1100	50.0	50.00	b	Clear Channel	23	9905		g2	News/Talk	7,600	0.78	9.4	10.2	8.6	6.5	6.6	11.1	8.8	5.7	6.9		
WKNR	Cleveland	B	1220	50.0	50.00	d	Salem Comm Corp	30	0008		g4	Sports	2,000	0.84	2.3	2.6	2.3	2.6	2.6	2.2	1.9	1.8	2.1		
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	0.0		
WERE	Cleveland	B	1300	5.0	5.00	e	Radio One Inc	49	9905		g3	News/Talk	700		0.5	0.0	0.0	0.0	0.0	0.4	0.5	0.4	0.4		
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	0.0	0.0	0.0		
WELW	Willoughby	B	1330	0.5	0.04		Spirit Bcstg Corp	65	9009	25	1	Variety			0.2	0.0	0.3	0.5	0.3	0.0	0.0	0.3	0.3		
WDLW	Lorain	B	1380	0.5	0.06		Baldwin	69	8912	300	1	Varty/Span			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• WHK	Cleveland	B	1420	5.0	5.00	d	Radio Seaway Inc	21	0011 p			Classical			0.2	0.0	0.2	0.4	0.0	0.0	0.3	0.3	0.0		
WBKC	Painesville	B	1460	1.0	0.50		Water's Edge Comm	56	9511	50		Variety			0.0	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	e	Radio One Inc	47	0008		g5	Gospel	1,200	0.48	2.4	1.8	1.7	1.8	1.5	1.4	2.2	2.3	2.6		
WABQ	Cleveland	B	1540	1.0	0.00		Linn, John R.	47	8008	600		Gospel	700	0.48	1.4	0.7	0.6	0.7	0.8	0.8	1.6	1.6	1.0		
WATJ	Chardon	B	1560	1.0	0.00		Music Express Bcstg	69				Oldies			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					16	# Combos -					8	AM TOTALS					23.2	20.5	19.2	18.9	18.5	22.0	21.4	18.3	18.5
AM & FM Stations Profiled -					32	# Duopolies -					8	Total Local Commercial Share					85.4	85.5	86.3	85.7	85.7	86.9	86.9	87.2	

• 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
Total	2,077.3

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
***	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%
Revenue/Retail Sales	1993 \$3.57/1,000	1998 \$4.34/1,000	2003 \$5.04/1,000	Est. Breakout			
Revenue/Capita	\$33.28	\$51.61	\$74.95	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	1,863.1	2,077.3	2.2%	2,077.3	2,238.7	1.5%
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		\$ 43,973	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	13	14	28	42
Tot 12+			63.0	61.7	63.0	19.0	82.0
Avg 12+			4.5	4.7	4.5	0.7	2.0
Tot LCS			76.8	75.2	76.8	23.2	100.0
Avg LCS			5.5	5.8	5.5	0.8	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		Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998	
KGON	Portland	C	92.3	100.0	1266	b Entercom	67	9808	24,500	c1	Clsc Rock	10,000	1.41	6.2	4.3	5.2	5.0	4.5	5.0	5.2	5.1		
KPDQ	Portland	C	93.7	100.0	1270	g Salem Comm Corp	61	8609	6,500	c3	Religion			1.6	1.2	1.3	1.3	0.8	1.9	1.1	0.8	1.4	
KNRK	Camas	C2	94.7	17.0	850	b Entercom	92	9808		c1	Modern Rock	3,800	0.77	4.3	3.6	2.8	3.2	3.7	3.3	2.9	4.2	3.8	
KXJM	Portland	C	95.5	100.0	1266	d Rose City Radio	65	9812	55,000	c4	Urban	3,500	0.69	4.4	5.5	5.6	5.4	5.8	5.9	5.9	1.6	1.2	
KKSN	Portland	C	97.1	100.0	1266	b Entercom	46	9801 p		g4	Oldies	7,200	1.05	6.0	5.6	5.6	7.0	5.9	5.2	5.0	3.9	5.8	
KUPL	Portland	C1	98.7	37.0	1444	c Infinity Bcstg	48	0008 p		g2	Country	8,000	1.03	6.8	5.6	5.6	5.3	6.2	5.4	5.7	5.0	6.4	
KWJJ	Portland	C1	99.5	52.0	1266	f Fisher Bcstg	68	9605	35,000	c2	Country	6,450	1.02	5.5	4.0	4.4	4.0	4.3	4.4	4.7	4.9	4.3	
• KKRZ	Portland	C	100.3	100.0	cp	1542	e Clear Channel	46	9905		g1	CHR	9,100	0.78	10.2	5.5	6.7	6.1	7.0	6.7	8.0	9.7	9.3
KUFO	Portland	C	101.1	100.0	1444	c Infinity Bcstg	77	0008 p		g2	AOR	8,000	1.18	5.9	3.7	3.9	3.5	4.1	5.0	4.7	5.3	4.4	
KINK	Portland	C	101.9	100.0	1673	c Infinity Bcstg	68	0008 p		g2	AAA	8,600	1.53	4.9	4.8	4.5	4.3	5.4	4.7	3.9	4.2	3.5	
• KKCW	Beaverton	C	103.3	951.0	cp	1542	e Clear Channel	84	9905		g1	AC	11,800	1.30	7.9	5.9	7.8	7.7	6.6	6.4	7.4	6.3	6.0
KRSK	Salem	C	105.1	100.0	1890	b Entercom	70	9805		g4	Hot AC	5,000	1.06	4.1	2.6	3.4	3.3	3.4	3.3	2.9	3.4	3.9	
KKJZ	Lake Oswego	C	106.7	100.0	1444	c Infinity Bcstg	77	0008 p		g2	Smooth Jazz	4,300	0.99	3.8	3.1	3.0	3.1	2.8	3.2	3.5	2.7	3.2	
KVMX	Banks	C1	107.5	37.0	cp	1444	c Infinity Bcstg	91	0008 p		g2	Modern AC	3,300	0.87	3.3	6.5	3.2	2.1	2.5	3.1	2.5	2.8	2.6
# FM Stations -				14	# Combos -				14	FM TOTALS				74.9	61.9	63.0	61.3	63.0	63.5	63.4	59.9	60.9	

• 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)

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Yamhill, OR	82.2
Clark, WA	339.6
Total	2,077.3

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%

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

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	1.5%
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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	\$ 43,973			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	13	14	28	42
Tot 12+			63.0	61.7	63.0	19.0	82.0
Avg 12+			4.5	4.7	4.5	0.7	2.0
Tot LCS			76.8	75.2	76.8	23.2	100.0
Avg LCS			5.5	5.8	5.5	0.8	2.4

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)											Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
KEWS	Portland	B	620	5.0 cp	5.00	e	Clear Channel	22	9905		g1	News/Talk	2,200	0.42	4.6	0.6	0.5	0.7	1.2	3.7	3.4	3.8	4.3
KXL	Portland	B	750	100.0	20.00	d	Rose City Radio	26	9901 p		c4	News/Talk	7,050	1.43	4.3	2.9	3.0	3.8	3.6	3.5	3.4	3.7	3.7
KPDQ	Portland	B	900	1.0	0.50	g	Salem Comm Corp	47	8609		c3	Talk			0.3	0.0	0.0	0.2	0.4	0.2	0.4	0.0	0.3
KPAM	Troutdale	B	860	50.0	5.00		Pamplin Comm Corp	97	9711		st	News/Talk			0.1	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.4
KWIP	Dallas	B	880	5.0	1.00		Jupiter Comm	55	9106	21		Mexican	500		0.5	0.5	0.5	0.6	0.5	0.0	0.4	0.7	0.6
KFXV	Vancouver	B	910	10.0 cp	10.00	b	Entercom	80	9508		c1	Sprts/Talk	2,600	1.42	1.6	2.2	1.7	1.4	1.4	1.3	1.2	1.7	1.2
KWBY	Woodburn	B	940	0.3	0.20	a	Coss, Donald D.	64	9110		st	Mexican			0.6	0.6	0.0	0.6	0.4	0.0	0.7	0.5	0.8
KUPL	Portland	B	970	5.0	5.00	c	Infinity Bcstg	25	0008 p		g2	Country	650	0.47	1.2	0.8	0.8	1.0	0.9	0.9	0.6	1.4	0.9
KGUY	Milwaukie	B	1010	4.5	0.00		Eads Bcstg Corp	88	0004	600		Nws/Tlk/Spt				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KOTK	Portland	B	1080	50.0	10.00	f	Fisher Bcstg	25	9605		c2	Talk	1,200	0.55	1.9	1.3	1.4	1.2	1.1	2.1	1.0	1.6	1.5
KKGT	Portland	B	1150	5.0	0.05		Wells, Jeannine J.	54	9708	345		Talk	100		0.1	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.4
KEX	Salem	A	1190	50.0	50.00	e	Clear Channel	26	9905		g1	FuSvc/AC	8,100	1.18	6.0	5.5	6.4	7.2	6.5	4.5	5.5	5.1	4.6
KCCS	Salem	B	1220	1.0	0.17		Christian Center	61				ChrsContemp			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
KMUZ	Gresham	C	1230	0.9	0.92		Pacific Northwest	56	9203	82		Spanish			0.4	0.0	0.5	0.7	0.6	0.4	0.5	0.4	0.0
KLYC	McMinnville	B	1260	1.0 cp	0.80		Bohnsack Strategies	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	h	Crawford Bcstg Co	48	9109	450		Christian				0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KKPZ	Portland	B	1330	5.0	5.00	h	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			0.0	0.4	0.0	0.3	0.0	0.0	0.0	0.0
KSLM	Salem	B	1390	5.0	1.00	b	Entercom	34	9811	605		Sprts/Talk			0.1	0.0	0.1	0.2	0.1	0.2	0.0	0.1	0.0
KBNP	Portland	B	1410	5.0	0.01		Gottlieb, Alan M	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 Co	51	9108		al	Nws/Tlk/Spt	250		0.4	0.5	0.5	0.4	0.0	0.0	0.5	0.4	0.4
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
● KCKX	Stayton	B	1460	1.0	0.02	a	Coss, Donald D.	87	9802	130		Country				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	0.4	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
KKSN	Oregon City	B	1520	50.0	15.00	b	Entercom	47	9805		g4	Nostalgia	1,600	0.52	2.7	2.5	2.3	2.9	2.4	2.2	2.2	2.1	2.4
KVAN	Vancouver	B	1550	10.0	10.00		Pamplin Comm Corp	63	9812	1,650		Nws/Tlk/Spt				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
● KPBC	Lake Oswego	B	1640	1.0	0.00	h	Crawford Bcstg Co	00				Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
				# AM Stations -	28	# Combos -	14	AM TOTALS							24.9	18.5	19.0	20.9	19.4	19.0	19.8	21.5	21.9
				AM & FM Stations Profiled -	42	# Duopolies -	11	Total Local Commercial Share							80.4	82.0	82.2	82.4	82.5	83.2	81.4	82.8	

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
<hr/>	
	1,959.4

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★ ★ ★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$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	\$ 36,261		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+	7.8	53.0	0.0	57.6	60.8	19.9	80.7
Avg 12+	1.0	4.4	0.0	5.2	2.9	1.5	2.4
Tot LCS	9.7	65.7	0.0	71.4	75.3	24.7	100.0
Avg LCS	1.2	5.5	0.0	6.5	3.6	1.9	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)								
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998	
WOFX	Cincinnati	B	92.5	16.0 cp	866	b	Clear Channel	64	9905		g1	Cisc Rock	7,800	1.11	5.5	4.8	4.6	4.5	4.0	4.1	4.7	5.5	4.4	
WAKW	Cincinnati	B	93.3	50.0	492		Pillar of Fire	61				ChrsContemp			2.0	0.0	0.0	1.9	1.4	1.7	1.4	1.8	1.8	
WVMX	Cincinnati	B	94.1	32.0 cp	600	b	Clear Channel	55	9905		g1	Hot AC	6,400	0.96	5.2	3.0	3.7	3.9	3.6	4.1	4.9	3.7	4.8	
WMOJ	Fairfield	B	94.9	10.5	1056	g	Susquehanna Radio	62	9801		sw	R&B Oldies	3,400	0.48	5.5	5.7	5.1	5.8	6.2	5.5	3.8	5.1	4.1	
WYGY	Hamilton	B	96.5	19.5	810	a	Salem Comm Corp	58	0008		g3	Country	3,800	1.24	2.4	2.3	2.1	2.3	3.8	1.9	2.0	2.1	2.2	
WAQZ	Lebanon	A	97.3	5.0	358	f	Infinity Bcstg	94	0008 p		g2	Alternative	1,400	0.91	1.2	2.6	1.3	0.9	0.5	0.6	1.0	1.3	1.0	
WAXZ	Georgetown	A	97.7	2.1	387	c	Plessinger Radio	76				Country			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	
WOXY	Oxford	A	97.7	3.0	322		Balogh Bcstg Co	59	8107			Modern Rock			0.3	0.0	0.6	0.0	0.0	0.5	0.0	0.0	0.4	
WRRM	Cincinnati	B	98.5	17.5	807	g	Susquehanna Radio	59	7201			AC	9,400	0.99	7.4	6.1	6.6	7.5	5.6	5.6	6.3	6.7	6.5	
WSCH	Aurora	A	99.3	1.2	525		Dearborn Cnty	70				Country				0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WAOL	Ripley	C3	99.5	11.5	318	c	Plessinger Radio	93				Country			0.2	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.4	
WIZF	Erlanger	A	100.9	1.3	509		Blue Chip Bcstg Ltd	65	9603	4,000		Urban	5,800	0.71	6.4	4.9	5.3	5.4	5.7	5.2	5.3	5.8	5.5	
WKRQ	Cincinnati	B	101.9	16.0	866	f	Infinity Bcstg	47	0008 p		g2	CHR	9,400	1.22	6.0	4.6	4.0	4.3	4.7	5.3	5.3	4.4	5.3	
WEBN	Cincinnati	B	102.7	16.0	866	b	Clear Channel	67	9905		g1	AOR	14,200	1.13	9.8	7.4	8.0	8.2	8.9	8.0	8.3	8.7	8.0	
WGRR	Hamilton	B	103.5	11.0	1037	f	Infinity Bcstg	61	0008 p		g2	Oldies	10,200	1.09	7.3	6.0	5.0	5.6	5.2	6.1	6.1	5.8	6.7	
WNLT	Harrison	A	104.3	5.2 cp	328	e	Baldwin	91	9106		cp	ChrsContemp	400		0.4	0.6	0.6	0.7	0.5	0.5	0.5	0.0	0.4	
WUBE	Cincinnati	B	105.1	14.5	915		Infinity Bcstg	49	0008		g2	Country	14,200	1.18	9.4	7.3	8.0	7.7	7.5	7.5	8.3	8.0	8.0	
WPFB	Middletown	B	105.9	34.0	590	d	Braden, Ruth &	59				Country	n/a		0.7	0.5	0.7	0.6	0.5	0.7	0.5	0.5	0.8	
WNKR	Williamstown	A	106.5	1.4	476		Grant County Bcstrs	92	9207		st	Country				0.4	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	CHR	3,200	0.50	5.0	5.0	5.2	5.5	5.0	5.0	4.7	4.1	3.1	
WIOK	Falmouth	A	107.5	1.4	696		Hammond Bcstg Inc	81	9212	100 +		Gospel			0.6	0.0	0.0	0.0	0.0	0.4	0.6	0.6	0.5	
# FM Stations -					21	# Combos -					14	FM TOTALS				75.4	61.6	60.8	64.8	63.1	63.1	63.7	64.1	64.3

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
Total	1,959.4

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$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%
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
Revenue/Capita	\$4.08/1,000	\$5.78/1,000	\$6.22/1,000	Local	85%		
	\$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		\$ 36,261	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+	7.8	53.0	0.0	57.6	60.8	19.9	80.7
Avg 12+	1.0	4.4	0.0	5.2	2.9	1.5	2.4
Tot LCS	9.7	65.7	0.0	71.4	75.3	24.7	100.0
Avg LCS	1.2	5.5	0.0	6.5	3.6	1.9	2.9

Competitive Overview

Some stations also rated in Dayton.

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)								
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998	
WKRC	Cincinnati	B	550	5.0	1.00	b	Clear Channel	22	9905		g1	News/Talk	6,700	0.90	5.8	4.1	3.3	3.9	4.1	5.0	5.0	4.9	4.8	
WLW	Cincinnati	A	700	50.0	50.00	b	Clear Channel	22	9905		g1	Nws/Tlk/Spt	22,300	1.63	10.7	9.6	9.4	8.4	8.6	9.9	9.2	8.8	8.4	
WNOP	Newport	B	740	1.0	0.03		Main Street Comm	48	9805	500		Jazz	400		0.3	0.0	0.0	0.4	0.0	0.3	0.0	0.0	0.6	
WPFB	Middletown	B	910	1.0	0.10	d	Braden, Ruth &	47				Nostalgia	n/a		0.2	0.0	0.5	0.4	0.4	0.4	0.0	0.0	0.4	
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	
WBOB	Florence	B	1160	5.0	1.00	a	Salem Comm Corp	84	0008		g3	Sports	3,000	2.35	1.0	0.5	0.6	0.9	1.2	0.7	0.8	0.8	1.0	
• WDBZ	Cincinnati	C	1230	1.0 cp	1.00		Blue Chip Bcstg Ltd	27	0008		na	Talk	250		0.1	0.0	0.1	0.2	0.0	0.0	0.3	0.1	0.0	
WCVG	Covington	B	1320	0.5	0.43	c	Plessinger Radio	65				Gospel	750		0.7	0.4	0.5	0.8	0.4	0.8	0.4	1.2	0.0	
WCKY	Cincinnati	B	1360	5.0	5.00	b	Clear Channel	23	9905		g1	Sports	500		0.7	0.8	0.8	0.7	0.9	0.5	0.8	0.4	0.6	
WMOH	Hamilton	C	1450	1.0	1.00		Findlay Publishing	44	8512	1,250		Nws/Tlk/Spt			0.1	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	
WCIN	Cincinnati	B	1480	1.3 cp	0.25		J4 Broadcasting Co	53	9302	425		R&B Oldies	1,200	0.67	1.4	1.0	1.6	1.4	0.9	1.2	1.1	1.1	1.3	
WSAI	Cincinnati	A	1530	50.0	50.00	b	Clear Channel	29	9905		g1	Nostalgia	3,200	0.69	3.6	3.3	3.1	3.0	3.0	2.8	3.2	2.6	3.5	
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 -			8	AM TOTALS				24.6	19.7	19.9	20.1	19.5	21.6	21.1	19.9	20.6
				AM & FM Stations Profiled -			34	# Duopolies -			9	Total Local Commercial Share					81.3	80.7	84.9	82.6	84.7	84.8	84.0	84.9

• 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 ★★★	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%
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
Revenue/Capita	\$2.54/1,000	\$2.17/1,000	\$2.86/1,000	Local	82%		
	\$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	1.6%
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+	5.0	25.6		22.5	30.6	6.9	37.5
Avg 12+	1.3	2.8		2.8	2.4	0.8	1.7
Tot LCS	13.3	68.3		60.0	81.6	18.4	100.0
Avg LCS	3.3	7.6		7.5	6.3	2.0	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)																
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998									
KSJO	San Jose	B	92.3	32.0	cp	466	f	Clear Channel	46	9905		g2	AOR	9,400	2.06	9.7	3.2	3.6	4.1	3.5	3.6	4.1	3.9	3.1								
KBAY	Gilroy	B	94.5	30.0		587	d	Infinity Bcstg	70	0008	p	g1	Soft Rock	5,800	1.38	8.9	3.8	3.0	2.8	2.5	3.4	3.4	3.0	3.6								
KRTY	Los Gatos	A	95.3	0.9		860	b	Empire Bcstg Corp	66	9212			Country	4,200	1.17	7.6	2.9	2.9	3.6	2.9	2.5	4.1	2.2	2.9								
KSQQ	Morgan Hill	A	96.1	4.7		157		Coyote Comm Inc	90				Ethnic			0.2	0.0	0.0	0.0	0.6	0.0	0.4	0.0	0.0								
KFFG	Los Altos	A	97.7	1.6		433		Susquehanna Radio	60	9510			AOR	See (4)		2.6	0.7	0.6	0.9	0.8	0.9	1.0	1.3	0.8								
• KUFX	San Jose	B	98.5	10.0	cp	879	f	Clear Channel	59	9905		g2	Clsc Rock	3,800	1.01	8.0	3.0	3.1	3.0	2.8	3.1	3.3	3.3	2.4								
KZOL	Santa Cruz	B	99.1	1.1		2612		Hispanic Bcstg Corp	61	9702			Mexican	n/a		4.3	3.1	2.8	2.2	2.0	1.8	1.5	1.9	1.3								
KBRG	San Jose	B	100.3	14.5		2579	c	Entravision Comm	63	0004		g4	Varty/Span	5,500	1.37	8.5	2.8	3.1	3.9	3.5	3.1	3.3	3.4	3.0								
KDFC	San Francisco	B	102.1	33.0		1047	e	Bonneville Intl	47	9707			Classical	n/a		6.6	3.5	3.3	3.3	3.1	2.1	2.5	2.4	3.0								
KFOG	San Francisco	B	104.5	7.1		1506	a	Susquehanna Radio	63	8312			AAA	n/a	See (4)	3.6	1.3	1.4	1.9	1.2	1.5	1.5	1.1	1.4								
KCNL	Fremont	A	104.9	5.7		338	f	Chase Radio	70	0008			Modern Rock	n/a	0.96	5.3	1.6	1.5	2.3	1.6	1.8	2.0	2.1	2.1								
KARA	Santa Clara	B	105.7	50.0		499	b	Empire Bcstg Corp	64	7207			Adult Hits	4,400	1.14	8.2	2.6	2.6	3.0	3.2	3.0	3.8	3.0	2.7								
KEZR	San Jose	B	106.5	50.0		430	d	Infinity Bcstg	67	0008	p	g1	AC	8,300	1.78	9.9	3.7	2.7	3.6	4.2	3.7	3.6	3.8	3.9								
# FM Stations -																13	# Combos -		9	FM TOTALS				83.4	32.2	30.6	34.6	31.9	30.5	34.5	31.4	30.2

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)																
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998									
KTCT	San Mateo	B	1050	50.0	cp	10.00		Susquehanna Radio	46	9710			Sports	n/a		1.3	0.4	0.6	0.5	1.0	0.6	0.0	0.8	0.5								
KZSJ	San Martin	B	1120	5.0		0.15	c	Entravision Comm	96	0008		g4	Asian	400	0.77	1.1	0.0	0.0	0.4	0.0	1.2	0.0	0.4	0.0								
KLOK	San Jose	B	1170	50.0		5.00	c	Entravision Comm	46	0004		g4	Spanish	5,600	1.56	7.6	2.6	3.5	1.8	3.1	2.6	3.1	2.7	3.1								
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								
KAZA	Gilroy	B	1290	5.0		0.00		Radio Fiesta	57	7305			Spanish	650	0.53	2.6	1.4	1.0	1.3	1.3	0.6	1.5	0.6	1.3								
KZSF	San Jose	B	1370	3.6	cp	3.60	c	Entravision Comm	47	0008		g4	Spanish	300	0.58	1.1	0.7	0.0	0.5	0.4	0.8	0.4	0.0	0.5								
KVVN	Santa Clara	B	1430	1.0		2.50		Inner City Bcstg	64	9704			AC	1,100		2,200	0.4	0.4	0.6	0.0	0.6	0.0	0.6	0.0								
KSJX	San Jose	B	1500	10.0		5.00		Multicultural Bcstg	48	9803		g	Asian	400			0.7	0.5	0.5	0.0	0.6	0.5	0.6	0.0								
KLIV	San Jose	B	1590	5.0		5.00	b	Empire Bcstg Corp	46	6707			News	350	0.44	1.7	0.9	0.7	0.7	0.7	0.6	0.7	0.5	0.8								
# AM Stations -																9	# Combos -		5	AM TOTALS				16.5	6.9	6.9	5.2	7.7	6.9	6.9	5.0	6.2
AM & FM Stations Profiled -																22	# Duopolies -		5	Total Local Commercial Share				39.1	37.5	39.8	39.6	37.4	41.4	36.4	36.4	

• 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
Total	1,773.0

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

ESTIMATED GROSS REVENUES ***	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	\$1.38/1,000	\$1.83/1,000	Local 85%
Revenue/Capita	\$13.96	\$11.06	\$16.38	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	3,147.3	1.5%	3,147.3	3,454.8	1.9%
Households	545.8	1,027.9	13.5%	1,027.9	1,123.7	1.8%
Retail Sales	10,353.4	25,274.5	19.5%	25,274.5	30,884.0	4.1%
EBI	23,729.5	40,840.0	11.5%	40,840.0	47,002.5	2.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,579.0	321.0	144.7	146.7	247.7	255.9	189.4	273.7
Women (000)	1,568.3	308.4	136.6	130.6	232.4	246.0	185.6	328.7
Total	3,147.3	629.4	281.3	277.2	480.2	501.9	374.9	602.4
Percentage	100.0%	20.0%	8.9%	8.8%	15.3%	15.9%	11.9%	19.1%
Per Capita	\$ 12,976							
				Median Household	\$ 33,089		Avg Household	\$ 39,731
Ethnic Population:	White 86.8%		Black 7.0%		Asian 5.1%		Hispanic 34.0%	

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+	13.5	22.9		33.2	36.4	1.7	38.1
Avg 12+	1.2	5.7		4.2	2.4	0.1	1.4
Tot LCS	35.4	60.1		87.1	95.5	4.5	100.0
Avg LCS	3.2	15.0		10.9	6.4	0.3	3.6

Competitive Overview

Some stations also rated in Los Angeles.

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		Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
												Revenue (000)†	Power Ratio		Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
KELT	Riverside	A	92.7	6.0	328	Amaturo Group Ltd	59	9301		nc	AC	1,000	0.90	2.9	1.5	1.9	1.0	1.1	0.9	1.2	1.3	0.9
KXFG	Sun City	A	92.9	6.0	328	e Infinity Bcstg	97	0008 p		g1	Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KBHR	Big Bear City	A	93.3	1.5	663	Parallel Bcstg	95				AAA	500		0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
KNJR	Ontario	A	93.5	6.0	0	Spanish Bcstg	67	0007			Korean				0.5	0.0	0.6	0.0	0.0	0.0	0.0	0.0
KFRG	San Bernardino	B	95.1	50.0 cp	482	e Infinity Bcstg	74	0008 p		g1	Country	12,200	1.27	25.1	8.2	9.9	10.7	9.7	8.7	8.9	9.5	9.9
KWRP	San Jacinto	A	96.1	6.0 cp	328	Magic Bcstg Inc	90	9810	2,650		Adlt Stndrd	800	0.26	8.1	2.8	1.8	1.7	2.9	2.7	3.0	3.0	3.2
KCAL	Redlands	A	96.7	1.8	377	d Anaheim Bcstg Corp	65	8612	4,000		Clsc Rock	3,100	0.88	9.2	5.4	4.4	3.8	3.3	4.5	3.1	2.8	3.2
KSSE	Riverside	B	97.5	72.0	1828	b Entravision Comm	59	0004			CHR/Span	n/a		5.8	2.8	2.8	3.1	2.7	2.2	2.5	1.8	2.1
KGGI	Riverside	B	99.1	2.6	1844	a Clear Channel	65	0008		g	CHR	8,700	1.34	17.0	5.3	5.4	5.4	5.1	6.0	5.9	6.1	7.0
KOLA	San Bernardino	B	99.9	29.5	1663	d Anaheim Bcstg Corp	59	9610	5,000		Oldies	4,100	0.76	14.0	5.6	4.8	5.5	5.3	5.6	5.2	5.1	4.7
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	1.03	1.4	0.0	0.6	0.6	0.6	0.6	1.0	0.0	0.5
KXSB	Big Bear Lake	A	101.7	0.3 cp	1414	c Lazer Bcstg Corp	75	9502	750		Spanish	1,800	1.68	2.8	1.1	1.6	1.3	2.1	1.2	1.2	1.1	0.7
KCXX	Lake Arrowhead	A	103.9	0.2	1798	All Pro Bcstg	78	9209	5,000	2	Alternative	2,250	0.90	6.5	3.1	2.5	2.2	2.7	2.5	2.1	2.6	2.4
KXRS	Hemet	A	105.7	0.2	1024	c Lazer Bcstg Corp	63	9312	550	c2	Spanish	850	1.39	1.6	0.6	0.7	0.4	0.6	0.5	0.6	0.6	0.7
# FM Stations -				15	# Combos -				8	FM TOTALS				94.7	36.9	36.4	36.3	36.1	35.4	34.7	33.9	35.7

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		Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)†	Power Ratio		Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
KSZZ	San Bernardino	B	590	1.0	1.00	b	Entravision Comm	29	0004		g4	Spn/Mex/Tej	500		0.8	0.0	0.0	0.1	0.5	0.5	0.1	0.3	0.3
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
KEZY	San Bernardino	C	1240	1.0	1.00		Salem Comm Corp	47	8611	1,150		Religion.			0.6	0.0	0.0	0.0	0.0	0.3	0.4	0.2	0.0
• KKDD	San Bernardino	B	1290	5.0	5.00	a	Clear Channel	47	0008		g	Children	250		0.3	0.7	0.0	0.0	0.0	0.4	0.0	0.0	0.0
• KSDT	Hemet	B	1320	0.5 cp	0.30	c	Lazer Bcstg Corp	59	9312		c2	DARK	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	a	Clear Channel	47	9905		g3	Ranchera				0.9	0.5	0.5	0.0	0.0	0.0	0.0	0.0
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	b	Entravision Comm	54	0004		g4	Spn/Mex/Tej	1,200	2.09	1.5	0.4	0.8	0.5	0.4	0.5	0.8	0.5	0.4
KDIF	Riverside	B	1440	1.0	1.00	a	Clear Channel	41	9905		g3	Spanish	600	0.82	1.9	0.5	0.4	0.6	0.7	0.7	1.0	0.6	0.5
KMET	Banning	C	1490	1.0	1.00		Delphi Comm Inc	48	9808	500		Country	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	0.0	0.0	0.0	0.4	0.0	0.0	0.0
# AM Stations -				13	# Combos -				6	AM TOTALS				5.4	2.5	1.7	1.7	1.6	2.8	2.3	1.6	1.2	
AM & FM Stations Profiled -				28	# Duopolies -				5	Total Local Commercial Share				39.4	38.1	38.0	37.7	38.2	37.0	35.5	36.9		

• Indicates a change since last edition

†/ 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
Total	1,728.5

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

ESTIMATED GROSS REVENUES ★★★	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%
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
Revenue/Capita	\$5.15/1,000	\$4.95/1,000	\$6.14/1,000	Local 75%			
	\$38.69	\$47.94	\$69.57	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	1,804.4	1.1%	1,804.4	1,957.6	1.6%
Households	612.6	674.8	2.0%	674.8	735.8	1.7%
Retail Sales	12,289.9	17,463.5	7.3%	17,463.5	22,198.2	4.9%
EBI	26,862.0	29,675.2	2.0%	29,675.2	36,526.0	4.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	890.5	157.3	74.0	77.6	134.3	158.8	121.9	166.6
Women (000)	913.9	150.3	70.6	76.4	131.0	160.4	125.4	199.8
Total	1,804.4	307.6	144.7	154.0	265.3	319.2	247.3	366.3
Percentage	100.0%	17.0%	8.0%	8.5%	14.7%	17.7%	13.7%	20.3%
Per Capita	\$ 16,446	Median Household		\$ 38,945	Avg Household		\$ 43,976	
Ethnic Population:	White 82.1%	Black 6.7%	Asian 9.8%	Hispanic 15.1%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6	16		14	22	18	40
Tot 12+	8.0	53.6		55.9	61.6	19.9	81.5
Avg 12+	1.3	3.4		4.0	2.8	1.1	2.0
Tot LCS	9.8	65.8		68.6	75.6	24.4	100.0
Avg LCS	1.6	4.1		4.9	3.4	1.4	2.5

Competitive Overview

Some stations also rated in Stockton and Chico.

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)								
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998	
KZSA	Placerville	A	92.1	1.9 cp	417	g	Entravision Comm	82	0008		g4	Spanish	1,050		0.6	0.5	0.8	0.8	0.6	0.5	0.4	0.6	0.4	
KGBY	Sacramento	B	92.5	39.0	449	b	Clear Channel	46	0008		g	AC	7,300	1.78	4.3	2.6	3.1	3.4	2.7	2.9	3.9	3.3	4.0	
KXOA	Roseville	B1	93.7	25.0	328	c	Infinity Bcstg	70	0008 p		g1	Clsc Rock	5,000	1.54	3.4	2.6	1.8	2.1	2.0	2.8	2.5	3.5	2.4	
KRLT	S. Lake Tahoe	A	93.9	3.0	0	d	Commonwealth	76	9910	1,250	c4	AC	600			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KNCO	Grass Valley	A	94.3	0.3	981	e	Nevada County	82	9605	1,000	st	AC				0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KSSJ	Fair Oaks	B1	94.7	25.0	325	a	Entercom	70	9808	15,900		Smooth Jazz	4,350	0.81	5.6	4.5	4.9	3.4	4.9	4.7	5.1	4.6	4.0	
KYMX	Sacramento	B	96.1	50.0	476	c	Infinity Bcstg	47	0008 p		g1	Soft Rock	4,900	0.99	5.2	5.6	4.2	5.3	4.4	4.1	4.7	4.0	4.3	
KSEG	Sacramento	B	96.9	50.0	499	a	Entercom	59	9808		d1	Clsc Rock	6,650	1.16	6.0	5.1	5.5	5.1	5.6	5.4	4.8	4.6	4.9	
KTTA	Esparto	A	97.9	6.0	328	h	Pacific Spanish Ntwk	95				Mexican	250			0.3	2.0	1.6	0.9	0.8	0.7	0.3	0.0	0.0
KFRQ	Sacramento	B	98.5	50.0	495	a	Entercom	59	9808		sw	AOR	5,300	1.01	5.5	6.2	5.1	5.7	5.3	4.4	5.1	4.6	4.0	
KLVS	Grass Valley	B1	99.3	13.0 cp	466		Educational Media	97				ChrsContemp				0.0	0.4	0.4	0.0	0.0	0.0	0.0	0.0	
KRCX	Marysville	B	99.9	1.8	2182	g	Entravision Comm	47	0004		g2	Spanish	950	0.99	1.0	0.9	0.7	0.8	1.2	0.6	0.7	1.1	1.0	
KZZO	Sacramento	B	100.5	115.0	328	c	Infinity Bcstg	58	0008 p		g1	Hot AC	7,000	1.44	5.1	3.1	3.8	2.9	3.3	4.0	3.6	4.3	4.6	
KHYL	Auburn	B	101.1	36.0	577	b	Clear Channel	61	0008		g	R&B Oldies	4,150	0.94	4.6	3.1	3.0	3.3	3.7	3.4	3.6	4.0	4.0	
● KCCL	Shingle Springs	B	101.9	47.0	505	g	Entravision Comm	89	0004		g2	R&B Oldies	2,300	0.80	3.0	1.0	1.5	1.6	1.5	2.2	2.9	2.2	2.5	
KSFM	Woodland	B	102.5	50.0	499	c	Infinity Bcstg	61	0008 p		g1	CHR	5,000	0.86	6.1	3.5	4.3	3.7	4.0	3.6	5.0	5.6	5.6	
KBMB	Sacramento	A	103.5	6.0	312		Diamond Radio	96				CHR	2,800	0.57	5.1	3.3	4.9	3.9	4.5	4.3	4.6	3.8	3.8	
● KRRE	Davis	A	104.3	6.0	328	g	Entravision Comm	79	0008		g4	Spanish	2,650	2.77	1.0	0.9	0.7	1.0	1.0	0.6	0.7	1.3	0.7	
KNCI	Sacramento	B	105.1	50.0	499	c	Infinity Bcstg	60	0008 p		g1	Country	7,200	1.14	6.6	7.5	6.0	4.8	5.5	5.8	5.2	4.8	5.8	
KLNA	Dunnigan	B1	105.5	2.6 cp	1011	h	Pacific Spanish Ntwk	83				CHR/Rhymc				0.1	1.1	1.5	0.8	0.4	0.0	0.3	0.0	0.0
KWOD	Sacramento	B	106.5	50.0	411		Royce Intl Bcstg Co	57				Alternative	3,800	0.99	4.0	3.3	3.7	4.0	3.7	3.9	3.1	2.8	3.4	
KDND	Sacramento	B	107.9	50.0	404	a	Entercom	45	9808	27,500		CHR	3,450	0.62	5.8	4.1	4.1	4.7	5.3	5.5	4.8	4.2	4.4	
# FM Stations -					22	# Combos -					19	FM TOTALS			73.3	61.3	61.6	58.6	60.4	59.4	61.3	59.3	59.8	

● Indicates a change since last edition

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Sacramento, CA Market Overview



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Market Radio Financials

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
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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	\$4.95/1,000	\$6.14/1,000				Local 75%
Revenue/Capita	\$38.69	\$47.94	\$69.57				National 25%

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Retail Sales	12,289.9	17,463.5	7.3%	17,463.5	22,198.2	4.9%
EBI	26,862.0	29,675.2	2.0%	29,675.2	36,526.0	4.2%

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	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	890.5	157.3	74.0	77.6	134.3	158.8	121.9	166.6
Women (000)	913.9	150.3	70.6	76.4	131.0	160.4	125.4	199.8
Total	1,804.4	307.6	144.7	154.0	265.3	319.2	247.3	366.3
Percentage	100.0%	17.0%	8.0%	8.5%	14.7%	17.7%	13.7%	20.3%
Per Capita	\$ 16,446							
				Median Household	\$ 38,945		Avg Household	\$ 43,976
Ethnic Population:	White	82.1%	Black	6.7%	Asian	9.8%	Hispanic	15.1%

Market Summary

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Tot 12+	8.0	53.6		55.9	61.6	19.9	81.5
Avg 12+	1.3	3.4		4.0	2.8	1.1	2.0
Tot LCS	9.8	65.8		68.6	75.6	24.4	100.0
Avg LCS	1.6	4.1		4.9	3.4	1.4	2.5

Competitive Overview

Some stations also rated in Stockton and Chico.

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		Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)									
				Power (kW)	Power (kW)								Revenue (000)1/	Power Ratio		Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998		
KTHO	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	0.0	0.0		
KSTE	Rancho Cordova	B	650	25.0 cp	10.00	b	Clear Channel	91	0008		g	Talk	2,200	0.68	3.4	3.0	2.4	2.3	3.1	2.7	2.5	2.5	3.3		
KFIA	Carmichael	B	710	25.0	1.00	f	Salem Comm Corp	79	9502	4,100		Chrst/Talk			0.5	0.5	0.5	0.6	0.5	0.0	0.6	0.7	0.5		
KNCO	Grass Valley	B	830	25.0 cp	5.00	e	Nevada County	78	9605		st	News/Talk			0.7	0.6	0.5	0.6	0.6	0.5	0.5	0.6	0.8		
KAHI	Auburn	B	950	5.0	4.40		Immaculate Heart	57	9905	475	c1	FullService	450			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KIOQ	Folsom	B	1030	50.0 cp	1.00		Royce Intl Bcstg Co	85	9310		28 cp	DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KLIB	Roseville	B	1110	5.0	0.50		Multicultural Bcstg	68	0003 p		g3	Varty/Span	300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1		
KHTK	Sacramento	B	1140	50.0	50.00	c	Infinity Bcstg	26	0008 p		g1	Sports	2,350	0.61	4.0	4.0	3.4	4.5	3.3	2.9	3.6	3.4	3.2		
KSQR	Sacramento	C	1240	1.0	1.00	g	Entravision Comm	37	0008		g4	Spanish	500		0.2	0.0	0.0	0.5	0.0	0.0	0.4	0.4	0.0		
KCTC	Sacramento	B	1320	5.0	5.00	a	Entercom	45	9808		sw	Nostalgia	700	0.15	4.9	3.6	4.1	4.2	3.7	4.0	3.9	3.8	4.3		
KTKZ	Sacramento	B	1380	5.0	5.00	f	Salem Comm Corp	52	9704	1,500		Talk			0.1	0.6	0.4	0.4	0.0	0.0	0.0	0.4	0.0		
KMYC	Marysville	B	1410	5.0	1.00		Huth, Tom	40	9908	425		Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KJAY	Sacramento	B	1430	0.5	0.00		KJAY LLC	63	9709		nc	Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• KRAK	Sacramento	B	1470	5.0	1.00	c	ABC Radio Inc	45	0010 p			Country	500	0.52	1.0	0.9	0.8	1.2	1.1	1.0	0.6	0.8	0.8		
KOWL	S. Lake Tahoe	C	1490	1.0	1.00	d	Commonwealth	56	9910		c4	Nws/Tlk/Spt				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KFBK	Sacramento	A	1530	50.0	50.00	b	Clear Channel	22	0008		g	News/Talk	13,900	1.25	11.6	7.4	7.8	8.1	8.1	9.3	8.1	10.1	10.3		
KSMH	Auburn	B	1620	10.0 cp	1.00		Immaculate Heart	99	9905		c1	Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KSXX	Roseville	B	1690	10.0 cp	1.00		Multicultural Bcstg	99	0003 p		g3	DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					18	# Combos -					10	AM TOTALS					26.4	20.6	19.9	22.4	20.4	20.4	20.2	22.7	23.3
AM & FM Stations Profiled -					40	# Duopolies -					12	Total Local Commercial Share					81.9	81.5	81.0	80.8	79.8	81.5	82.0	83.1	

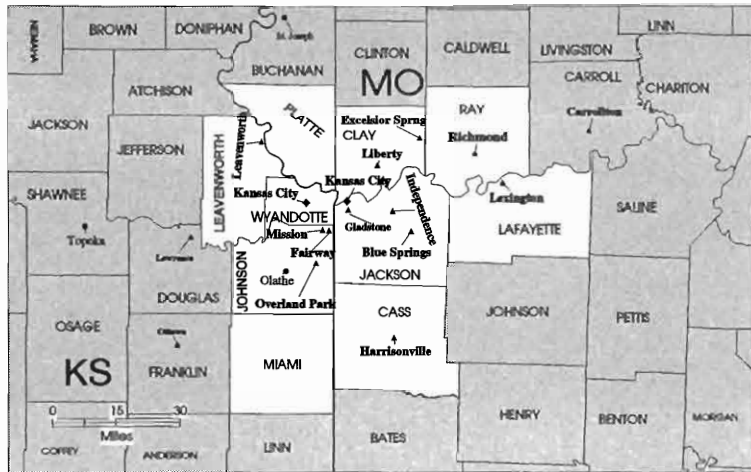
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 30

Revenue Rank: 29

Kansas City Market Overview



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
Total	1,722.9

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$47,600	\$53,300	\$59,400	\$66,700	\$73,800	\$83,400
Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03	
	11.3%	\$92,800	\$102,100	\$108,700	\$115,200	\$122,200	7.1%
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
Revenue/Capita	\$3.09/1,000	\$4.30/1,000	\$4.74/1,000	Local	83%		
	\$29.02	\$48.41	\$66.72	National	17%		

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	1,640.5	1,722.9	1.0%	1,722.9	1,831.4	1.2%
Households	633.4	668.5	1.1%	668.5	720.0	1.5%
Retail Sales	15,422.6	19,409.0	4.7%	19,409.0	25,770.1	5.8%
EBI	28,752.5	32,111.4	2.2%	32,111.4	40,676.6	4.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	836.3	147.8	73.9	66.2	126.4	145.5	120.0	156.6
Women (000)	886.6	141.3	71.0	67.6	127.4	149.8	124.5	205.1
Total	1,722.9	289.0	144.9	133.7	253.8	295.3	244.5	361.7
Percentage	100.0%	16.8%	8.4%	7.8%	14.7%	17.1%	14.2%	21.0%
Per Capita	\$ 18,638			Median Household	\$ 52,178		Avg Household	\$ 48,035
Ethnic Population:	White	84.4%	Black	13.5%	Asian	1.6%	Hispanic	3.9%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		17	14	18	18	36
Tot 12+	0.0		67.2	65.6	67.2	22.2	89.4
Avg 12+	0.0		4.0	4.7	3.7	1.2	2.5
Tot LCS	0.0		75.2	73.4	75.2	24.8	100.0
Avg LCS	0.0		4.4	5.2	4.2	1.4	2.8

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)									
															Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998		
KCCV	Olathe	C3	92.3	8.3	564	b	Bott Radio Network	93	9205		538 cp	Talk	500		0.7	0.6	0.6	0.6	0.4	0.7	0.5	0.5	0.7	
KAYX	Richmond	A	92.5	2.4	535	b	Bott Radio Network	91	9405		225 c2	Relgn/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	0008 p		g2	CHR	8,800	1.22	7.8	6.0	6.9	7.2	6.8	7.2	8.5	5.7	6.5	
KFKF	Kansas City	C	94.1	100.0	994	d	Infinity Bcstg	63	0008 p		g2	Country	7,900	1.29	6.6	6.0	4.9	5.9	5.4	5.2	4.6	6.8	7.2	
KCMO	Kansas City	C	94.9	100.0	1056	e	Susquehanna Radio	48	0007	113,000	d4	Oldies	4,900	1.04	5.1	4.7	4.4	4.2	4.4	5.0	4.6	4.3	4.6	
KCHZ	Ottawa	C1	95.7	100.0	981	g	Syncom Radio Corp	62	9905	10,750		Top 40	1,400	0.54	2.8	3.0	3.8	4.2	3.7	2.8	3.1	2.4	1.9	
• KRBZ	Kansas City	C	96.5	99.0	984	a	Entercom	59	0007		g1	Hot AC	1,300	0.40	3.5	2.0	3.8	3.4	3.9	3.0	3.6	3.3	2.8	
KUDL	Kansas City	C	98.1	100.0	994	a	Entercom	59	9808		sw	Lite AC	6,900	1.28	5.8	4.6	4.1	5.0	5.1	4.8	5.4	5.4	5.4	
KQRC	Leavenworth	C	98.9	100.0	1056	a	Entercom	62	0007		g1	AOR	6,200	0.94	7.1	7.8	7.2	6.5	7.1	6.8	7.4	6.1	5.3	
KYYS	Kansas City	C	99.7	100.0	1011	a	Entercom	62	9808		sw	Clsc Rock	6,400	1.33	5.2	4.1	4.2	5.1	3.7	5.0	4.4	4.5	4.9	
KMZU	Carrollton	C1	100.7	99.0	991		KANZA Inc	62				Country			0.2	0.0	0.5	0.0	0.0	0.0	0.0	0.4	0.4	
KCFX	Harrisonville	C1	101.1	97.0	994	e	Susquehanna Radio	74	0007		d4	Clsc Rock	9,150	1.79	5.5	4.1	4.2	4.7	5.0	4.3	4.9	4.6	5.9	
KSFC	Kansas City	C	102.1	100.0	1001	d	Infinity Bcstg	61	0008 p		g2	Hot AC	3,800	1.14	3.6	4.3	3.2	3.8	4.2	3.5	3.3	3.4	2.8	
KPRS	Kansas City	C	103.3	100.0	994	c	Carter, Mildred	63				Urban	6,700	0.88	8.2	7.5	7.6	6.4	6.7	6.3	6.3	7.5	9.3	
KBEQ	Kansas City	C	104.3	99.0	988	d	Infinity Bcstg	60	0008 p		g2	Country	5,600	1.10	5.5	4.4	4.6	4.6	4.5	6.6	4.4	4.4	4.4	
KLZR	Lawrence	C1	105.9	100.0	774	f	Zimmer Radio	63	9808	See (180)		Top 40	n/a	0.77	1.4	0.6	0.5	0.4	0.4	1.5	1.7	1.3	0.7	
KCIY	Liberty	C1	106.5	100.0	981	a	Entercom	79	0007		g1	Smooth Jazz	2,450	0.64	4.1	4.6	3.4	4.3	4.0	3.4	3.8	3.3	4.1	
KNRX	Lexington	C	107.3	100.0	1184	g	Syncom Radio Corp	69	9606	2,420		R&B Oldies	1,500	0.52	3.1	3.6	3.3	2.9	2.9	3.6	2.6	2.8	2.0	
# FM Stations -				18	# Combos -				16	FM TOTALS				76.2	67.9	67.2	69.2	68.2	69.7	69.1	66.7	68.9		

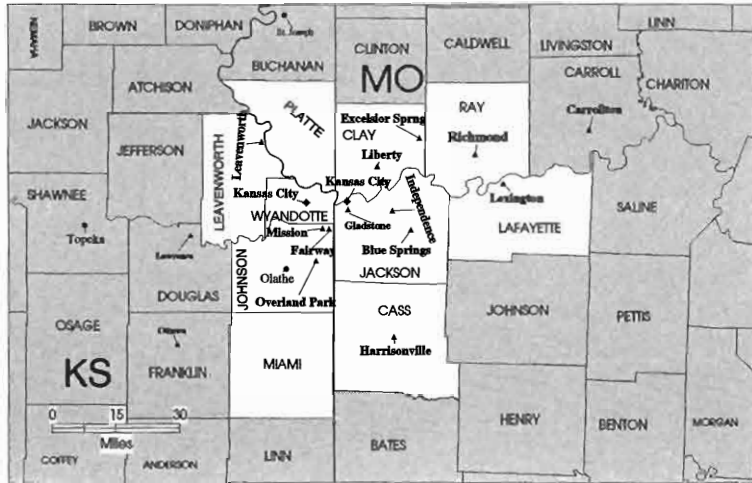
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 30

Revenue Rank: 29

Kansas City Market Overview



Metro Counties / Population (000)

Johnson, KS	435.5
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Jackson, MO	650.9
Lafayette, MO	32.8
Platte, MO	70.9
Ray, MO	23.5
Total	1,722.9

Market Radio Financials

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$47,600	\$53,300	\$59,400	\$66,700	\$73,800	\$83,400	11.9%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	11.3%	\$92,800	\$102,100	\$108,700	\$115,200	\$122,200	7.1%

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	\$3.09/1,000	\$4.30/1,000	\$4.74/1,000	Local 83%
Revenue/Capita	\$29.02	\$48.41	\$66.72	National 17%

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	1,640.5	1,722.9	1.0%	1,722.9	1,831.4	1.2%
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Retail Sales	15,422.6	19,409.0	4.7%	19,409.0	25,770.1	5.8%
EBI	28,752.5	32,111.4	2.2%	32,111.4	40,676.6	4.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	836.3	147.8	73.9	66.2	126.4	145.5	120.0	156.6
Women (000)	886.6	141.3	71.0	67.6	127.4	149.8	124.5	205.1
Total	1,722.9	289.0	144.9	133.7	253.8	295.3	244.5	361.7
Percentage	100.0%	16.8%	8.4%	7.8%	14.7%	17.1%	14.2%	21.0%
Per Capita	\$ 18,638		Median Household	\$ 52,178		Avg Household	\$ 48,035	
Ethnic Population:	White 84.4%		Black 13.5%		Asian 1.6%		Hispanic 3.9%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		17	14	18	18	36
Tot 12+	0.0		67.2	65.6	67.2	22.2	89.4
Avg 12+	0.0		4.0	4.7	3.7	1.2	2.5
Tot LCS	0.0		75.2	73.4	75.2	24.8	100.0
Avg LCS	0.0		4.4	5.2	4.2	1.4	2.8

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)							
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
WDAF	Kansas City	B	610	5.0	5.00	a	Entercom	22	9808		sw	Country	3,200	0.47	7.3	5.1	6.4	6.7	6.5	6.5	6.2	7.1	6.5
KCMO	Kansas City	B	710	10.0	5.00	e	Susquehanna Radio	36	0007		d4	Talk	2,600	0.78	3.6	3.4	3.0	3.2	3.3	3.0	3.4	2.9	3.6
KCCV	Overland Park	B	760	6.0	0.00	b	Bott Radio Network	47				Relgn/Talk			0.3	0.4	0.0	0.0	0.7	0.4	0.0	0.7	0.0
WHB	Kansas City	B	810	50.0	5.00	i	Union Broadcasting	22	9909 p	8,000		Sports	600		0.3	1.9	2.7	2.6	1.8	0.4	0.0	0.3	0.3
KGGN	Gladstone	B	890	1.0	0.00		Mortenson Bcstg Co	96	9701	450		Gospel				0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0
KMBZ	Kansas City	B	980	5.0	5.00	a	Entercom	21	9808		sw	Nws/Tlk/Spt	7,500	1.28	6.3	5.6	5.6	3.6	4.7	5.4	6.1	5.9	5.4
KCWJ	Blue Springs	B	1030	1.0	0.50		Christian Bctg Assoc	84	9902	750		Christian	325			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KEXS	Excelsior Sprng	B	1090	1.0	0.00		Campbell, Brad L.	68	9704	350		Gospel	175		0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0
KCXL	Liberty	B	1140	0.5	0.00		Alpine Bcstg	67	9403	15		Talk/AC			0.3	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.4
KPHN	Kansas City	B	1190	5.0	0.25	h	KCBB-AM LP	71	9611	1,300		News/Talk	650		0.9	0.5	0.7	0.7	0.7	0.9	0.7	0.8	0.7
• KXTR	Kansas City	B	1250	25.0	3.70	a	Entercom	26	9906	2,750		Classical	200			2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KFEZ	Kansas City	C	1340	0.2	0.20	h	KCBB-AM LP	25	9108			1 Nostalgia	600	0.59	1.1	0.0	1.7	1.5	0.9	0.6	0.9	1.2	1.4
• KCNW	Fairway	B	1380	2.5	0.03		Catholic Radio	53	9810		g	Span/Varty				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• KKLO	Leavenworth	B	1410	5.0	0.50		New Life Evangel Ctr	46	9912	1,300		Chrst/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KUPN	Mission	B	1480	1.0	0.50		HME	57	0002	550		Top 40				0.6	0.5	0.7	0.5	0.0	0.0	0.0	0.0
KCTE	Independence	B	1510	10.0	0.00	i	Union Broadcasting	89	9809	925		Sports	1,400	0.79	1.9	0.4	0.0	0.0	0.6	1.9	1.5	2.2	1.4
KLEX	Lexington	B	1570	0.3	0.05	b	Bott Radio Network	56	9405		c2	Relgn/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KPRT	Kansas City	B	1590	1.0	0.05	c	Carter, Mildred	50				Gospel	450	0.30	1.6	1.1	1.6	1.1	1.4	1.2	1.6	1.9	1.2
# AM Stations -						18	# Combos -	11	AM TOTALS						23.7	21.0	22.2	20.1	21.5	20.3	20.9	23.4	20.9
AM & FM Stations Profiled -						36	# Duopolies -	12	Total Local Commercial Share						88.9	89.4	89.3	89.7	90.0	90.0	90.1	89.8	

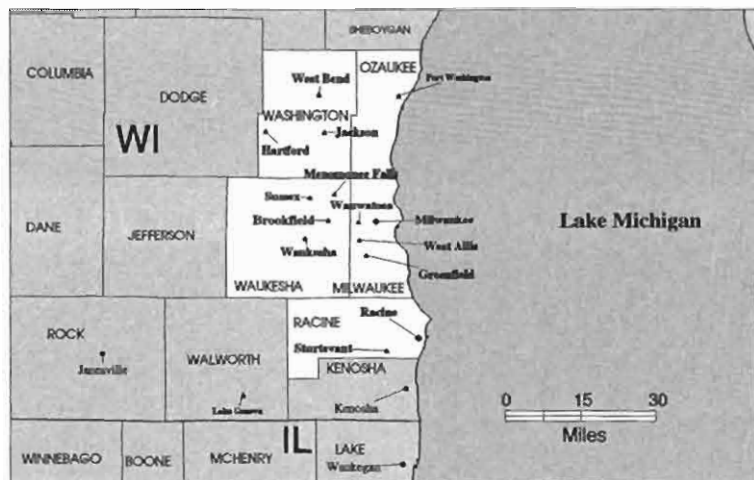
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 31

Revenue Rank: 32

Milwaukee - Racine Market Overview



Metro Counties / Population (000)

Milwaukee, WI	955.5
Ozaukee, WI	81.0
Racine, WI	188.9
Washington, WI	114.5
Waukesha, WI	350.7
Total	1,690.6

Market Radio Financials

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$53,000	\$58,900	\$62,900	\$63,800	\$65,000	\$72,300	6.4%
***	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	11.2%	\$80,400	\$88,400	\$97,200	\$106,900	\$117,600	10.0%
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
Revenue/Capita	\$3.73/1,000	\$4.15/1,000	\$5.56/1,000	Local	85%	National	15%
	\$32.14	\$42.77	\$69.67				

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	1,648.9	1,690.6	0.5%	1,690.6	1,688.0	0.0%
Households	619.4	636.2	0.5%	636.2	642.6	0.2%
Retail Sales	14,226.4	17,412.6	4.1%	17,412.6	21,144.7	4.0%
EBI	28,603.6	29,692.1	0.7%	29,692.1	35,405.6	3.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	818.6	144.6	73.5	70.9	119.1	136.0	111.0	163.5
Women (000)	872.0	138.1	70.4	71.6	120.9	140.3	117.3	213.5
Total	1,690.6	282.7	143.9	142.5	240.0	276.2	228.3	377.0
Percentage	100.0%	16.7%	8.5%	8.4%	14.2%	16.3%	13.5%	22.3%
Per Capita	\$ 17,563							
				Median Household	\$ 33,293		Avg Household	\$ 46,671
Ethnic Population: White	82.1%		Black	15.6%	Asian	1.7%	Hispanic	5.1%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6	13		13	19	16	35
Tot 12+	7.3	57.7		61.9	65.0	23.2	88.2
Avg 12+	1.2	4.4		4.8	3.4	1.5	2.5
Tot LCS	8.3	65.4		70.2	73.7	26.3	100.0
Avg LCS	1.4	5.0		5.4	3.9	1.6	2.9

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)							
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
WEZY	Racine	A	92.1	2.7	492	c	Bliss	62	9708	5,000	c3	Soft AC	700		0.8	0.7	0.7	0.9	0.6	0.6	0.7	0.7	0.7
WBWI	West Bend	B	92.5	17.3	518	c	Bliss	58				Country	450		0.5	0.3	0.4	0.5	0.8	0.4	0.5	0.4	0.6
WJZI	Milwaukee	B	93.3	12.5	991	a	Milwaukee Radio	58	9710		st	NAC	3,200	0.95	4.2	3.6	2.4	3.3	3.1	4.0	4.1	3.9	2.7
WKTI	Milwaukee	B	94.5	14.0	955	b	Journal Bcst Group	59				Hot AC	8,900	1.91	5.8	4.8	4.8	5.4	4.5	5.4	5.3	4.1	5.8
WRIT	Milwaukee	B	95.7	34.0	610	g	Clear Channel	61	9710	14,500		Oldies	2,700	0.73	4.6	3.8	4.1	4.3	3.3	4.2	4.4	4.2	3.6
WKLH	Milwaukee	B	96.5	20.0	810	d	Saga Comm Inc	58	8607	4,000	e	Cisc Rock	8,900	1.63	6.8	5.8	6.3	5.7	6.0	5.8	5.9	6.2	6.1
WLTQ	Milwaukee	B	97.3	15.5	912	g	Clear Channel	61	0008		g	Lite AC	4,100	0.93	5.5	4.2	3.7	4.2	3.8	4.8	4.2	5.9	4.5
WFMR	Menomonee	A	98.3	3.6 cp	427	d	Saga Comm Inc	66	9705	5,000	d5	Classical	1,100	0.57	2.4	1.6	1.8	2.9	1.8	2.4	2.0	2.2	1.9
WMYX	Milwaukee	B	99.1	50.0	449	f	Entercom	62	9912		g1	AC	6,400	1.45	5.5	4.7	5.3	5.3	4.6	4.3	5.1	5.1	4.9
WGLB	Port Washington	A	100.1	6.0	318	h	Kinlow, Joel J	69	9508	312	c6	70s Oldies			0.3	0.4	0.0	0.0	0.0	0.0	0.5	0.5	0.0
WKKV	Racine	B	100.7	50.0	499	g	Clear Channel	48	9607		g	Urban CHR	3,300	0.57	7.2	7.1	7.0	6.5	7.4	6.2	6.4	6.2	6.8
WLUM	Milwaukee	B	102.1	20.0 cp	761	a	Milwaukee Radio	60	9710		st	Rock	2,600	1.41	2.3	2.6	2.3	2.2	2.2	2.3	2.3	1.9	1.7
WLZR	Milwaukee	B	102.9	50.0	436	d	Saga Comm Inc	60	9403	7,000	c2	AOR	7,000	1.21	7.2	6.4	6.4	5.9	5.6	4.8	6.0	7.9	6.8
WXSS	Wauwatosa	B	103.7	19.5	843	f	Entercom	61	9912		g1	CHR	2,900	0.57	6.3	7.1	7.5	6.9	7.9	6.5	6.0	4.8	4.8
WEXT	Sturtevant	A	104.7	6.0 cp	322		NextMedia Group	93	0011		g	Country	250		0.6	0.3	0.7	0.4	0.5	0.6	0.7	0.5	0.4
WTKM	Hartford	A	104.9	5.8	299	e	Kettle Moraine Bcstg	73	9003	750	c1	Polka/Cntry	750	0.78	1.2	0.9	1.3	1.2	0.8	1.2	1.3	1.0	0.7
WMIL	Waukesha	B	106.1	13.0	974	g	Clear Channel	62	9702	40,000	c4	Country	6,900	1.21	7.1	6.6	7.5	5.9	6.0	6.6	6.1	5.2	7.3
WJMR	Brookfield	A	106.9	6.0	328	d	Saga Comm Inc	95	9705		d5	R&B Oldies	1,400	0.56	3.1	2.6	2.8	2.5	2.3	3.4	3.0	1.9	2.8
WVCY	Milwaukee	B	107.7	24.0	538		VCY America Inc	61				Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# FM Stations -					19	# Combos -					17	FM TOTALS			71.4	63.5	65.0	64.0	61.2	63.5	64.5	62.6	62.1

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 31
Revenue Rank: 32

Milwaukee - Racine Market Overview



Metro Counties / Population (000)

Milwaukee, WI	955.5
Ozaukee, WI	81.0
Racine, WI	188.9
Washington, WI	114.5
Waukesha, WI	350.7
Total	1,690.6

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$53,000	\$58,900	\$62,900	\$63,800	\$65,000	\$72,300	6.4%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	11.2%	\$80,400	\$88,400	\$97,200	\$106,900	\$117,600	10.0%

Revenue/Retail Sales	1993	1998	2003	Est. Breakout
Revenue/Capita	\$3.73/1,000	\$4.15/1,000	\$5.56/1,000	Local 85%
	\$32.14	\$42.77	\$69.67	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	1,648.9	1,690.6	0.5%	1,690.6	1,688.0	0.0%
Households	619.4	636.2	0.5%	636.2	642.6	0.2%
Retail Sales	14,226.4	17,412.6	4.1%	17,412.6	21,144.7	4.0%
EBI	28,603.6	29,692.1	0.7%	29,692.1	35,405.6	3.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	818.6	144.6	73.5	70.9	119.1	136.0	111.0	163.5
Women (000)	872.0	138.1	70.4	71.6	120.9	140.3	117.3	213.5
Total	1,690.6	282.7	143.9	142.5	240.0	276.2	228.3	377.0
Percentage	100.0%	16.7%	8.5%	8.4%	14.2%	16.3%	13.5%	22.3%
Per Capita	\$ 17,563							
			Median Household	\$ 33,293			Avg Household	\$ 46,671
Ethnic Population:	White	82.1%	Black	15.6%	Asian	1.7%	Hispanic	5.1%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6	13		13	19	16	35
Tot 12+	7.3	57.7		61.9	65.0	23.2	88.2
Avg 12+	1.2	4.4		4.8	3.4	1.5	2.5
Tot LCS	8.3	65.4		70.2	73.7	26.3	100.0
Avg LCS	1.4	5.0		5.4	3.9	1.6	2.9

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)								
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998	
• WZER	Jackson	B	540	0.4	0.40		Salem Comm Corp	64	0010 p		g	Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WTMJ	Milwaukee	B	620	50.0	10.00	b	Journal Bcst Group	27				Nws/Tlk/Spt	9,400	1.07	10.9	10.4	9.2	8.5	10.8	9.6	9.1	8.7	11.3	
WNOV	Milwaukee	B	860	0.3	0.01		Courier Comm	46	7301			Urban AC	750	0.55	1.7	1.0	1.0	1.6	0.9	1.7	1.2	1.6	1.6	
WOKY	Milwaukee	B	920	5.0	1.00	g	Clear Channel	47	9702		c4	Adlt Stndrd	1,900	0.41	5.8	5.3	5.3	5.2	6.0	4.8	4.2	5.9	5.8	
WISN	Milwaukee	B	1130	50.0	10.00	g	Clear Channel	22	0008		g	Talk	3,800	0.81	5.8	4.9	4.8	4.6	5.3	4.6	5.4	5.6	5.0	
WEMP	Milwaukee	B	1250	5.0	5.00	f	Entercom	35	9912		g1	Religion				0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	
WMCS	Greenfield	B	1290	5.0	5.00	a	Milwaukee Radio	47	9710		st	Urban AC	950	0.54	2.2	1.1	1.4	1.5	1.5	2.1	2.0	2.2	1.6	
WJYI	Milwaukee	C	1340	1.0	1.00	d	Saga Comm Inc	55	9403		c2	ChrsContemp	400			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WAZI	Sussex	B	1370	0.5	0.50		L&L Pewaukee	79	8905		d	DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WRJN	Racine	C	1400	1.0	1.00	c	Bliss	26	9705		c3	Tlk/Nws/Spt	800		0.5	0.4	0.5	0.5	0.6	0.3	0.3	0.5	0.7	
WBJX	Racine	B	1460	0.5	0.06		WBJX Inc	50	9601	275		Spanish				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WBKV	West Bend	B	1470	2.5	2.50	c	Bliss	50	7010			Nws/Tlk/Spt				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WAUK	Waukesha	B	1510	10.0	0.00	i	WALT-WEST WI Inc	47	8611			Sports	400		0.8	0.8	0.6	1.0	0.7	0.5	0.7	0.9	0.9	
WTKM	Hartford	B	1540	0.5	0.00	e	Kettle Moraine Bcstg	51	9003		c1	Polka/Cntry			0.1	0.0	0.1	0.1	0.1	0.0	0.2	0.1	0.0	
WAUX	Lake Geneva	B	1550	1.0 cp	0.00	i	WALT-WEST WI Inc	64	9508	120		Sprts/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	
WGLB	Elm Grove	B	1560	0.3 cp	0.25	h	Kinlow, Joel J	63	9508		c6	Gospel	400		0.5	0.0	0.3	0.0	0.6	0.4	0.5	0.5	0.4	
				# AM Stations -			16	# Combos -			12	AM TOTALS				28.3	23.9	23.2	23.0	26.8	24.0	23.6	26.0	27.4
				AM & FM Stations Profiled -			35	# Duopolies -			10	Total Local Commercial Share				87.4	88.2	87.0	88.0	87.5	88.1	88.6	89.5	

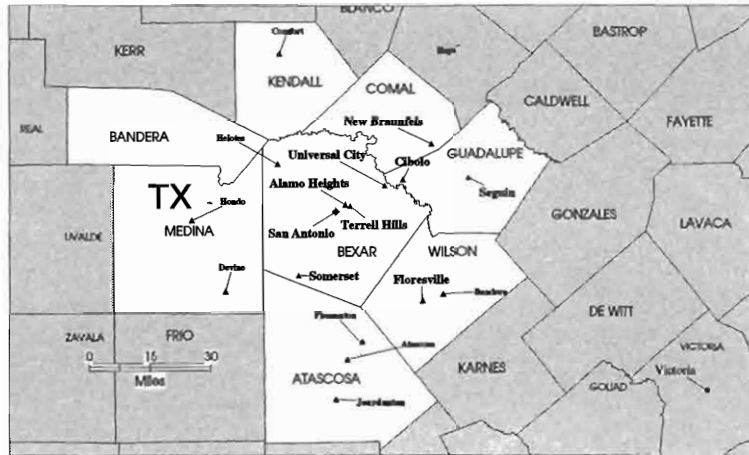
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 32

Revenue Rank: 33

San Antonio, TX Market Overview



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
Total	1,656.2

Market Radio Financials

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$49,600	\$54,700	\$60,200	\$64,700	\$67,600	\$73,800	8.3%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	7.7%	\$79,500	\$83,400	\$86,800	\$91,100	\$94,800	4.5%

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	\$4.14/1,000	\$4.72/1,000	\$4.50/1,000	Local 75%
Revenue/Capita	\$32.52	\$44.56	\$52.49	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	1,525.1	1,656.2	1.7%	1,656.2	1,805.9	1.7%
Households	528.7	579.5	1.9%	579.5	642.2	2.1%
Retail Sales	11,991.5	15,643.9	5.5%	15,643.9	21,067.9	6.1%
EBI	20,619.5	24,269.7	3.3%	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	\$ 25,354		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	2		17	13	19	20	39
Tot 12+	0.5		67.3	65.5	67.8	20.9	88.7
Avg 12+	0.3		4.0	5.0	3.6	1.0	2.3
Tot LCS	0.6		75.9	73.8	76.4	23.6	100.0
Avg LCS	0.3		4.5	5.7	4.0	1.2	2.6

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 Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
KNBT	New Braunfels	A	92.1	3.0	299	e	New Braunfels	68	8912	975	c2	Americana	50			0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0
KSJL	Devine	C2	92.5	50.0 cp	492	c	Clear Channel	82	9810	1,500	1	Urban AC	950	0.85	1.4	1.2	0.8	1.1	1.3	0.9	1.3	1.1	1.7
KROM	San Antonio	C1	92.9	45.0	1352	d	Hispanic Bcstg Corp	47	9702		g2	Spanish	3,200	1.09	3.7	3.2	2.7	3.3	3.1	3.7	2.8	4.0	2.7
KLEY	Floresville	C2	94.1	25.0	696	a	Spanish Bcstg	77	9804	9,000		Spanish	3,800	1.54	3.1	3.5	3.0	2.9	2.6	1.9	2.5	3.5	3.2
• KCOR	Comfort	C1	95.1	100.0 cp	925	d	Hispanic Bcstg Corp	94	0010	45,000	d4	2 Span/Oldes	50		0.3	0.0	0.5	0.4	0.0	0.6	0.4	0.0	0.0
• KBUC	Jourdanton	C3	95.7	12.5	463		Reding Enterprises		00			Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KXXM	San Antonio	C1	96.1	99.0	597	c	Clear Channel	64	9808	15,000	1	CHR	1,200	0.18	8.4	7.2	6.9	6.7	7.6	6.8	7.6	8.4	7.4
KAJA	San Antonio	C	97.3	98.0	984	c	Clear Channel		79			1 Country	4,800	1.16	5.2	4.1	4.7	5.0	4.4	5.3	3.9	4.2	5.3
KEEP	Bandera	A	98.3	1.7	430		Fritz Bcstg Co Inc	81	9906	108		Amerc/AAA				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• KBBT	Schertz	C1	98.5	97.0	991		Hispanic Bcstg Corp	76	0010		d4	Urban/Rhymc	125		0.2	0.0	0.5	1.0	0.5	0.3	0.3	0.0	0.0
KISS	San Antonio	C	99.5	100.0	1112	f	Cox Radio Inc	46	9709	30,000	d3	AOR	5,800	1.00	7.3	7.8	7.5	7.7	8.1	7.6	7.5	5.8	5.2
KCYY	San Antonio	C	100.3	98.0	984	f	Cox Radio Inc	66	9704		g1	Country	5,500	1.41	4.9	4.9	4.4	4.8	4.6	5.2	4.4	4.0	4.0
KONO	Helotes	C1	101.1	98.0 cp	991	f	Cox Radio Inc	71	9803	23,000	c4	Oldies	3,800	0.90	5.3	5.3	4.9	4.9	4.2	4.5	4.7	5.5	4.4
KQXT	San Antonio	C1	101.9	100.0	669	c	Clear Channel	67	9301	8,000	1	AC	3,500	1.05	4.2	4.3	3.4	4.1	3.7	4.2	3.2	4.2	3.5
KTFM	San Antonio	C1	102.7	100.0	669	g	Infinity Bcstg	69	0008 p		g3	CHR/Dance	8,000	0.91	11.0	9.3	10.1	9.9	9.8	9.7	11.3	9.4	9.2
KZEP	San Antonio	C1	104.5	100.0	659		Lotus Comm Corp		66			Clsc Rock	6,100	1.04	7.4	5.3	5.5	5.0	6.7	5.9	6.3	7.0	7.4
KSMG	Seguin	C	105.3	94.0	1250	f	Cox Radio Inc	70	9709		d3	Hot AC	5,600	1.38	5.1	4.2	3.9	4.6	4.3	3.7	4.6	4.3	5.5
KCJZ	Terrell Hills	C	106.7	100.0	1017	f	Cox Radio Inc	79	9704		g1	R&B Oldies	2,000	0.72	3.5	3.5	2.9	3.0	3.5	4.7	2.2	2.6	3.1
KXTN	San Antonio	C	107.5	97.0	1470	d	Hispanic Bcstg Corp	67	9702		g2	2 Tejano	8,500	1.72	6.2	5.4	5.6	5.2	6.7	5.7	6.4	4.7	5.3
# FM Stations -					19	# Combos -					15	FM TOTALS			77.2	69.2	67.8	69.6	71.1	70.7	69.4	68.7	67.9

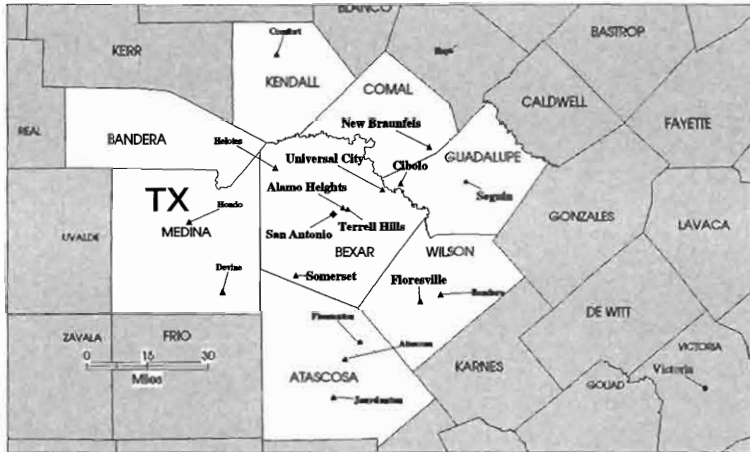
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Metro Rank: 32

Revenue Rank: 33

San Antonio, TX Market Overview



Metro Counties / Population (000)

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Guadalupe, TX	77.4
Kendall, TX	21.5
Medina, TX	37.0
Wilson, TX	30.3
Total	1,656.2

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$49,600	\$54,700	\$60,200	\$64,700	\$67,600	\$73,800	8.3%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	7.7%	\$79,500	\$83,400	\$86,800	\$91,100	\$94,800	4.5%
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
Revenue/Capita	\$4.14/1,000	\$4.72/1,000	\$4.50/1,000	Local	75%	National	25%
	\$32.52	\$44.56	\$52.49				

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	1,525.1	1,656.2	1.7%	1,656.2	1,805.9	1.7%
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EBI	20,619.5	24,269.7	3.3%	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	\$ 25,354		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	2		17	13	19	20	39
Tot 12+	0.5		67.3	65.5	67.8	20.9	88.7
Avg 12+	0.3		4.0	5.0	3.6	1.0	2.3
Tot LCS	0.6		75.9	73.8	76.4	23.6	100.0
Avg LCS	0.3		4.5	5.7	4.0	1.2	2.6

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)†	Power Ratio		Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
KTSA	San Antonio	B	550	5.0	5.00	g	Infinity Bcstg	22	0008 p		g3	Nws/Tlk/Spt	4,500	1.16	4.9	3.3	4.1	3.4	3.3	3.5	3.7	5.7	4.7
KSLR	San Antonio	B	630	5.0	0.00	b	Salem Comm Corp	26	9406		g	Religion	500		0.7	0.8	0.6	0.8	0.6	0.6	0.7	0.5	0.7
KKYX	San Antonio	B	680	50.0	10.00	f	Cox Radio Inc	26	9704		g1	Country	700	0.42	2.1	2.1	1.4	1.9	1.6	2.0	1.6	1.8	2.0
KSAH	Universal City	B	720	10.0	0.89	a	Spanish Bcstg	86	0005 p		g	Spanish	1,200		0.7	0.5	0.9	0.6	0.4	0.0	1.1	0.8	0.6
KTKR	San Antonio	B	760	50.0	1.00	c	Clear Channel	84	9306	800	1	Sports	550		0.8	0.9	0.6	0.7	0.5	0.8	0.8	0.5	0.8
KSJL	Somerset	B	810	0.3 cp	0.25		Maranatha Bcstg Inc	88	9804	750	1	Urban AC			0.8	0.4	0.7	0.5	0.5	0.6	0.8	0.6	1.0
KONO	San Antonio	B	860	5.0	0.90	f	Cox Radio Inc	27	9803		c4	Oldies	500		0.9	0.8	0.9	0.7	0.8	1.0	0.7	0.8	0.9
• KLUP	Terrell Hills	B	930	5.0	1.00	b	Salem Comm Corp	47	0006 p		sw	Nostalgia	500	0.24	2.6	1.8	2.4	1.7	1.6	2.4	2.6	2.1	2.2
KDRY	Alamo Heights	B	1100	11.0	1.00		KDRY Inc	63				Religion	500		0.2	0.6	0.4	0.3	0.4	0.0	0.4	0.5	0.0
KENS	San Antonio	B	1160	10.0	1.00		Belo Corp	61	9712		g	News/Talk			0.1	0.3	0.5	0.0	0.0	0.0	0.4	0.0	0.0
WOAI	San Antonio	A	1200	50.0	50.00	c	Clear Channel	22	7506		1	News/Talk	4,800	1.59	3.8	3.3	4.2	4.0	3.6	3.6	3.9	3.4	2.7
KZDC	San Antonio	B	1250	1.0	1.00		Radio Unica	53	0007	1,800		Spn/Nws/Tlk			0.9	0.8	0.9	0.6	0.8	0.6	1.0	1.0	0.7
KXTN	San Antonio	B	1310	5.0	0.28		Heart Unlimited Inc	48	9712 p		na	2 Tejano				0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
KCOR	San Antonio	B	1350	5.0	5.00	d	Hispanic Bcstg Corp	46	9702		g2	2 Talk	1,100	0.77	1.8	1.5	1.5	2.1	0.8	1.6	0.8	2.1	1.9
KFNI	Pleasanton	B	1380	4.0	0.17		Multicultural Bcstg	51	0003 p		g	Span/Chrst				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KGNB	New Braunfels	B	1420	1.0	0.20	e	New Braunfels	50	8912		c2	Nws/Tlk/Spt			0.2	0.0	0.3	0.0	0.0	0.4	0.0	0.4	0.0
KCWM	Hondo	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	San Antonio	B	1480	2.5	0.09		Martin Bcstg Inc	60	9206	150		ChrsContemp	500		0.3	0.0	0.4	0.4	0.5	0.6	0.0	0.0	0.5
KEDA	San Antonio	B	1540	5.0	1.00		D & E Bcstg	66	7610			Spanish	550	0.49	1.4	1.1	1.1	1.1	0.9	0.8	1.5	0.8	1.9
KWED	Seguin	B	1580	1.0	0.25		Pinwheel Comm Co	48	9411	348		Country	600		0.5	0.0	0.0	0.0	0.0	0.4	0.6	0.4	0.3
# AM Stations -				20	# Combos -				10	AM TOTALS				22.7	18.2	20.9	18.8	16.4	18.9	20.6	21.4	20.9	
AM & FM Stations Profiled -				39	# Duopolies -				9	Total Local Commercial Share				87.4	88.7	88.4	87.5	89.6	90.0	90.1	88.8		

• Indicates a change since last edition

†/ See introduction section for interpretation of revenue estimates.

Metro Rank: 33

Revenue Rank: 52

Providence-Warwick-Pawtucket, RI Market Overview



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
Total	1,508.3

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

ESTIMATED GROSS REVENUES ★ ★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$30,700	\$34,700	\$36,300	\$37,500	\$39,000	\$42,000	6.5%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	11.4%	\$46,800	\$50,100	\$53,600	\$57,300	\$61,300	7.0%

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	\$2.62/1,000	\$2.98/1,000	\$3.70/1,000	Local 75%
Revenue/Capita	\$20.17	\$27.85	\$40.37	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	1,522.4	1,508.3	-0.2%	1,508.3	1,518.3	0.1%
Households	570.3	569.0	0.0%	569.0	579.6	0.4%
Retail Sales	11,711.8	14,112.3	3.8%	14,112.3	16,574.5	3.3%
EBI	23,232.4	25,303.9	1.7%	25,303.9	29,869.6	3.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	724.4	112.9	57.9	73.7	105.8	117.9	98.1	158.0
Women (000)	783.9	106.9	55.7	74.2	104.7	120.8	102.9	218.7
Total	1,508.3	219.7	113.6	147.9	210.6	238.7	201.0	376.7
Percentage	100.0%	14.6%	7.5%	9.8%	14.0%	15.8%	13.3%	25.0%
Per Capita	\$ 16,776							
				Median Household	\$ 34,306		Avg Household	\$ 44,471
Ethnic Population:	White 93.5%		Black 4.1%		Asian 2.0%		Hispanic 5.6%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7	9		10	16	21	37
Tot 12+	7.1	45.5		50.0	52.6	12.9	65.5
Avg 12+	1.0	5.1		5.0	3.3	0.6	1.8
Tot LCS	10.8	69.5		76.3	80.3	19.7	100.0
Avg LCS	1.5	7.7		7.6	5.0	0.9	2.7

Competitive Overview

Some stations also rated in New Bedford-Fall River.

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)				ARB 12+ Metro Shares (see rights)				
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998	
WPRO	Providence	B	92.3	39.0	551	a	Citadel Comm Corp	49	9707		g1	CHR	4,400	0.95	9.9	8.2	8.1	7.8	8.5	7.3	6.8	6.8	6.9	
WSNE	Taunton	B	93.3	30.0	620	d	Clear Channel	66	0008		g	AC	5,300	1.60	7.1	5.3	4.9	6.7	6.2	4.7	5.7	4.7	4.7	
WHJY	Providence	B	94.1	50.0 cp	456	d	Clear Channel	66	0008		g	AOR	7,100	1.56	9.7	6.9	6.6	6.1	6.0	7.2	7.2	6.1	6.6	
WBRU	Providence	B	95.5	18.5	456		Brown Bcstg Svc Inc	66				Alternative	2,600	0.85	6.5	4.3	4.5	4.0	4.0	5.1	4.5	4.8	3.9	
WCRI	Block Island	A	95.9	6.0	174		Charles River Bcstg	94	9905	738	na	Classical				0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	
WJFD	New Bedford	B	97.3	50.0	499		Dinis, Edmund	49				Portuguese	n/a		0.9	0.5	0.6	0.9	0.5	0.9	0.6	0.5	0.6	
WCTK	New Bedford	B	98.1	47.0	509		Hall	46	6610			Country	2,600	0.75	7.4	4.6	5.0	5.0	6.1	6.3	5.1	4.8	4.4	
WADK	Block Island	A	99.3	4.6	177	e	Astro Tele-Comm	88	9909	1,800	c3	Dance/Jazz	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WZRA	Wakefield-Peace	A	99.7	2.3	535	a	Citadel Comm Corp	95	9709	8,500	d1	Clsc Hits	450	0.96	1.0	0.4	0.4	0.3	0.3	0.2	0.7	0.7	1.1	
WZRI	Middletown	A	100.3	1.6	656	a	Citadel Comm Corp	78	9806		d1	Clsc Hits	750	0.89	1.8	0.7	0.9	0.7	0.8	1.3	1.1	1.1	1.5	
WWBB	Providence	B	101.5	13.5	951	d	Clear Channel	68	9612		g3	Oldies	5,000	1.19	9.0	5.9	5.1	5.0	5.5	5.7	6.0	7.3	6.3	
WAKX	Narraganst Pier	A	102.7	2.0	226	c	AAA Entertainment	90	9801	1,000		Urban			0.3	0.3	0.2	0.5	0.2	0.0	0.3	0.4	0.2	
WWRX	Westerly	B	103.7	37.0	568		Phoenix Media	67	0008	16,000		Clsc Rock	3,500	1.70	4.4	1.5	2.6	2.1	2.0	2.6	2.9	3.5	3.3	
WWLI	Providence	B	105.1	50.0	499	a	Citadel Comm Corp	48	9707		g1	AC	5,600	1.08	11.1	9.1	8.1	7.8	9.9	8.3	7.4	7.4	8.1	
WWKX	Woonsocket	A	106.3	2.5 cp	518	c	AAA Entertainment	49	9009	2,400		Urban	2,200	0.69	6.8	4.5	3.1	3.2	4.1	4.5	4.6	4.4	5.5	
WFHN	Fairhaven	A	107.1	6.0 cp	325	g	Citadel Comm Corp	89	0004			CHR	n/a		2.7	3.0	2.0	1.9	2.3	1.9	1.9	1.6	2.1	
# FM Stations -					16	# Combos -					11	FM TOTALS				78.6	55.2	52.6	52.0	56.4	56.0	54.8	54.1	55.2

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 33

Revenue Rank: 52

Providence-Warwick-Pawtucket, RI Market Overview



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
Total	1,508.3

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

ESTIMATED GROSS REVENUES ★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$30,700	\$34,700	\$36,300	\$37,500	\$39,000	\$42,000
★★	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	11.4%	\$46,800	\$50,100	\$53,600	\$57,300	\$61,300	7.0%
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
Revenue/Capita	\$2.62/1,000	\$2.98/1,000	\$3.70/1,000	Local	75%		
	\$20.17	\$27.85	\$40.37	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	1,522.4	1,508.3	-0.2%	1,508.3	1,518.3	0.1%
Households	570.3	569.0	0.0%	569.0	579.6	0.4%
Retail Sales	11,711.8	14,112.3	3.8%	14,112.3	16,574.5	3.3%
EBI	23,232.4	25,303.9	1.7%	25,303.9	29,869.6	3.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	724.4	112.9	57.9	73.7	105.8	117.9	98.1	158.0
Women (000)	783.9	106.9	55.7	74.2	104.7	120.8	102.9	218.7
Total	1,508.3	219.7	113.6	147.9	210.6	238.7	201.0	376.7
Percentage	100.0%	14.6%	7.5%	9.8%	14.0%	15.8%	13.3%	25.0%
Per Capita	\$ 16,776	Median Household		\$ 34,306	Avg Household		\$ 44,471	
Ethnic Population:	White 93.5%	Black 4.1%	Asian 2.0%	Hispanic 5.6%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7	9		10	16	21	37
Tot 12+	7.1	45.5		50.0	52.6	12.9	65.5
Avg 12+	1.0	5.1		5.0	3.3	0.6	1.8
Tot LCS	10.8	69.5		76.3	80.3	19.7	100.0
Avg LCS	1.5	7.7		7.6	5.0	0.9	2.7

Competitive Overview

Some stations also rated in New Bedford-Fall River.

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)								
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998	
WICE	Pawtucket	B	550	1.0	0.50	c	AAA Entertainment	50	9505	720		Talk	550	0.22	5.3	0.9	0.9	1.1	0.8	2.8	4.2	4.4	3.3	
WPRO	Providence	B	630	5.0	5.00	a	Citadel Comm Corp	31	9707		g1	Nws/Tlk/Spt	3,100	1.05	6.3	4.9	4.2	4.4	3.8	4.8	4.2	4.5	4.0	
WSKO	Providence	B	790	5.0	5.00	a	Citadel Comm Corp	22	9707		g1	Sports	1,100	1.81	1.3	0.8	1.7	1.3	1.9	1.2	0.6	1.0	0.9	
WHJJ	Providence	B	920	5.0	5.00	d	Clear Channel	22	0008		g	News/Talk	850	0.50	3.6	2.8	2.4	3.1	2.9	2.5	2.8	1.9	2.8	
WALE	Greenville	B	990	50.0	5.00		No Amer Bcstg Co	48	9405	500		Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WPMZ	E. Providence	B	1110	5.0	0.25		Video Mundo Bcstg	47	9803	900		Spanish	450	0.80	1.2	0.0	0.9	0.9	0.5	0.7	1.0	0.0	0.0	1.8
WJFF	Hope Valley	B	1180	1.8	0.00		Fuller, John	85				Country	250			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WRIB	Providence	B	1220	1.0	0.17		Carter Bcstg Corp	46				Relgn/Ethnc				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WXNI	Westerly	C	1230	1.0	1.00		WRNI Foundation	49	9904	300		Public				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WOON	Woonsocket	C	1240	1.0	1.00		O-N Radio	46	9911		N	FullService			0.1	0.4	0.4	0.3	0.4	0.3	0.0	0.0	0.0	
WRNI	Providence	B	1290	5.0 cp	10.00		Boston University	47	9808	1,975		Public				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WJYT	Attleboro	B	1320	5.0	5.00		Add Radio Group	50	9807	See (164)		Spt/Inf/Spn	n/a			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WNBH	New Bedford	C	1340	1.0	1.00	b	Hall	21	6610			Country	n/a			0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	
WEGM	Wickford	B	1370	0.3	0.13		Fuller, John	61	9806	75		DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WNRI	Woonsocket	B	1380	2.5	0.02		Willow Farm Inc	54	9905	850		Talk/Nstlg	400		0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.5	
WHTB	Fall River	C	1400	1.0	1.00	f	Karam, Bob &	48	8905	See (164)		Portuguese	n/a		0.2	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	
WBSM	New Bedford	B	1420	5.0	1.00	g	Citadel Comm Corp	49	0004			News/Talk	n/a		1.4	1.1	0.7	0.9	1.3	0.8	1.0	0.8	1.4	
WHRC	West Warwick	C	1450	1.0	1.00		ABC Radio Inc	56	0006 p		g	Children				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WSAR	Fall River	B	1480	5.0	5.00	f	Karam, Bob &	21	9211	See (164)		Nws/Tlk/Spt	n/a		0.8	1.0	0.8	0.7	0.9	0.4	0.4	0.8	0.7	
WADK	Newport	B	1540	1.0	0.00	e	Astro Tele-Comm	48	9909		c3	News/Talk	400		0.3	0.0	0.6	0.0	0.5	0.0	0.3	0.6	0.0	
WARV	Warwick	B	1590	5.0	5.00		Blount Comm Group	59	7807			Religion			0.6	0.6	0.3	0.6	0.4	0.3	0.3	0.4	0.7	
# AM Stations -					21	# Combos -					8	AM TOTALS			21.4	12.5	12.9	13.3	13.7	13.8	15.3	14.8	16.1	
AM & FM Stations Profiled -					37	# Duopolies -					8	Total Local Commercial Share			67.7	65.5	65.3	70.1	69.8	70.1	68.9	71.3		

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 34

Revenue Rank: 30

Columbus, OH Market Overview



Metro Counties / 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
Total	1,519.8

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$53,000	\$58,400	\$65,000	\$68,000	\$76,700	\$84,100	9.7%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	7.7%	\$90,600	\$96,900	\$101,800	\$106,900	\$117,600	6.7%

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	\$3.90/1,000	\$4.01/1,000	\$4.09/1,000	Local 77%
Revenue/Capita	\$36.40	\$55.34	\$74.54	National 23%

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	1,455.9	1,519.8	0.9%	1,519.8	1,577.6	0.7%
Households	553.4	583.4	1.1%	583.4	614.6	1.0%
Retail Sales	13,583.5	20,980.2	9.1%	20,980.2	28,757.4	6.5%
EBI	24,282.6	27,901.2	2.8%	27,901.2	35,970.9	5.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	743.7	124.1	63.3	79.9	121.3	127.5	100.9	126.8
Women (000)	776.1	119.1	59.8	75.8	116.6	131.0	107.3	166.5
Total	1,519.8	243.2	123.0	155.7	237.9	258.4	208.2	293.3
Percentage	100.0%	16.0%	8.1%	10.2%	15.7%	17.0%	13.7%	19.3%
Per Capita	\$ 18,358		Median Household	\$ 47,966		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	11	33
Tot 12+	24.6	44.7		62.0	69.3	14.7	84.0
Avg 12+	2.1	4.5		4.4	3.2	1.3	2.5
Tot LCS	29.3	53.2		73.8	82.5	17.5	100.0
Avg LCS	2.4	5.3		5.3	3.8	1.6	3.0

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)								
															Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998	
WCOL	Columbus	B	92.3	22.0	755	f	Clear Channel	47	9905		g1	Country	10,100	1.33	8.4	5.9	6.1	5.2	7.4	6.3	5.8	7.6	9.0
• WKKJ	Ashville	B	93.3	19.5 cp	532		Secret Comm	61	9811	6,000		Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WQIO	Mount Vernon	B	93.7	37.0	564	g	Clear Channel	51	0010 p		g1	80s Hits	700		0.4	0.0	0.6	0.0	0.0	0.5	0.0	0.4	0.5
WSNY	Columbus	B	94.7	22.0	753	d	Saga Comm Inc	48	8607	16,900	c2	AC	11,800	1.59	8.2	8.0	7.1	6.9	7.2	7.3	7.8	6.9	6.0
WHOK	Lancaster	B	95.5	21.0	761	j	Infinity Bcstg	58	0008 p		g2	Country	3,900	0.92	4.7	3.2	3.5	4.5	3.6	3.5	4.2	4.1	4.2
WLVQ	Columbus	B	96.3	18.0	751	j	Infinity Bcstg	59	0008 p		g2	AOR/CIRck	9,500	1.42	7.4	5.1	6.0	6.5	6.5	6.5	7.2	5.7	6.0
WBNS	Columbus	B	97.1	20.5	781	b	Radio Ohio, Inc.	59				Oldies	3,800	0.75	5.6	6.2	4.9	5.1	5.8	4.6	4.1	4.9	5.6
WNCI	Columbus	B	97.9	175.0	561	f	Clear Channel	61	9905		g1	CHR	13,500	1.37	10.9	9.3	9.6	7.8	8.1	9.9	10.1	9.0	8.3
WXMG	Upper Arlington	A	98.9	6.0 cp	328	h	Blue Chip Bcstg Ltd	89	9808	10,100		R&B Oldies	1,100	0.53	2.3	3.9	3.3	2.3	2.7	2.1	2.3	1.5	2.0
WBZX	Columbus	B	99.7	20.0	784	a	N American Bcstg	62				AOR	6,400	1.24	5.7	5.3	4.8	6.2	5.4	5.3	5.5	4.6	4.1
WCLT	Newark	B	100.3	50.0	390	e	WCLT Radio Inc	47				Country	1,400	0.70	2.2	2.8	2.1	2.5	1.6	1.7	2.2	1.7	1.8
WWCD	Grove City	A	101.1	6.0	328		Ingleside Radio Inc	90	9110	2,000		Alternative	1,900	0.84	2.5	2.2	2.6	2.0	1.7	2.4	2.2	2.5	1.6
WNKO	Newark	A	101.7	3.0	299	c	Runnymede Corp	72				Oldies			1.0	0.7	1.0	0.6	0.8	0.9	0.6	1.3	0.6
WSMZ	Johnstown	A	103.1	1.6	443		Stop 26-Riverbend	75	9512	1,500		Urban AC	450	0.50	1.0	0.0	0.6	0.6	0.8	0.7	1.1	0.8	0.8
WJZA	Lancaster	A	103.5	4.0 cp	404	i	Scantland Bcstg Ltd	89	9806	1,200		Smooth Jazz	450	0.45	1.1	1.2	1.3	1.2	1.2	1.1	0.9	0.6	1.1
WEGE	Westerville	A	103.9	5.1	354	a	N American Bcstg	98	9902	5,000		Cisc Hits			2.4	1.6	2.3	2.2	1.8	2.1	2.0	2.3	1.8
WJZK	Richwood	A	104.3	3.4	436	i	Scantland Bcstg Ltd	96				Smooth Jazz	800		0.8	0.7	0.5	0.8	0.9	0.6	0.7	0.6	0.8
WFJX	Hilliard	A	105.7	2.5	512	f	Clear Channel	90	9905		g1	Cisc Rock	2,200	1.01	2.4	1.9	1.5	1.4	1.9	1.8	1.8	2.4	2.2
WJYD	London	A	106.3	6.0	328	h	Blue Chip Bcstg Ltd	65	9702	4,400		Gospel	100		0.8	0.8	1.0	0.7	0.8	0.9	0.7	0.6	0.6
WAZU	Circleville	A	107.1	3.0	328	j	Infinity Bcstg	65	0008 p		g2	New Rock	1,500	0.83	2.0	2.0	1.9	2.2	1.7	1.8	2.0	1.7	1.3
WCKX	Columbus	A	107.5	1.9	413	h	Blue Chip Bcstg Ltd	96	9709	4,500		Urban	6,000	0.82	8.1	9.4	6.6	7.2	6.4	7.1	6.6	7.3	6.8
WXST	Delaware	A	107.9	2.6	505		Stop 26-Riverbend	91	9912 p		g5	80s Hits	750	0.30	2.8	1.4	2.0	1.6	1.9	1.9	2.2	2.3	3.1
# FM Stations -				22	# Combos -				18	FM TOTALS				80.7	71.6	69.3	67.5	68.2	69.0	70.0	68.8	68.2	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 34

Revenue Rank: 30

Columbus, OH Market Overview



Metro Counties / 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
Total	1,519.8

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$53,000	\$58,400	\$65,000	\$68,000	\$76,700	\$84,100	9.7%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	7.7%	\$90,600	\$96,900	\$101,800	\$106,900	\$117,600	6.7%
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
Revenue/Capita	\$3.90/1,000	\$4.01/1,000	\$4.09/1,000	Local	77%		
	\$36.40	\$55.34	\$74.54	National	23%		

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	1,455.9	1,519.8	0.9%	1,519.8	1,577.6	0.7%
Households	553.4	583.4	1.1%	583.4	614.6	1.0%
Retail Sales	13,583.5	20,980.2	9.1%	20,980.2	28,757.4	6.5%
EBI	24,282.6	27,901.2	2.8%	27,901.2	35,970.9	5.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	743.7	124.1	63.3	79.9	121.3	127.5	100.9	126.8
Women (000)	776.1	119.1	59.8	75.8	116.6	131.0	107.3	166.5
Total	1,519.8	243.2	123.0	155.7	237.9	258.4	208.2	293.3
Percentage	100.0%	16.0%	8.1%	10.2%	15.7%	17.0%	13.7%	19.3%
Per Capita	\$ 18,358	Median Household		\$ 47,966	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	Viab. FMs	All FMs	All AMs	Total
# Stations	12	10		14	22	11	33
Tot 12+	24.6	44.7		62.0	69.3	14.7	84.0
Avg 12+	2.1	4.5		4.4	3.2	1.3	2.5
Tot LCS	29.3	53.2		73.8	82.5	17.5	100.0
Avg LCS	2.4	5.3		5.3	3.8	1.6	3.0

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)											Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
WTVN	Columbus	B	610	5.0 cp	50.00	f	Clear Channel	24	9905		g1	Nws/Tlk/Spt	10,200	1.21	9.3	6.1	7.0	7.5	7.7	8.0	8.0	8.3	7.5
WHTH	Heath	B	790	1.0	0.03	c	Runnymede Corp	70				Country			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0
WRFD	Columbus	B	880	23.0	0.00		Salem Comm Corp	47	8202	1,800		Chrst/Talk			0.7	0.9	0.5	0.6	0.6	0.7	0.4	0.7	0.7
WMNI	Columbus	B	920	1.0	0.50	a	N American Bcstg	58				Adlt Stndrd	1,400	0.45	3.4	2.3	3.0	3.7	2.9	3.7	2.2	2.9	2.9
WFII	Columbus	C	1230	1.0	1.00	f	Clear Channel	22	9905		g1	Talk	550	0.47	1.3	0.6	0.7	0.7	0.9	0.9	0.8	1.3	1.5
• WMVO	Mount Vernon	B	1300	0.4	0.05	g	Clear Channel	53	0010 p		g	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		Clsc Rock			0.2	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0
WCLT	Newark	B	1430	0.5	0.05	e	WCLT Radio Inc	49	5801			Nws/Tlk/Spt			0.3	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.4
WBNS	Columbus	B	1460	5.0	1.00	b	Radio Ohio, Inc.	22	3306			Sprts/Talk	1,600	0.71	2.5	1.9	1.8	2.2	2.0	2.3	1.9	1.7	2.6
WDLR	Delaware	B	1550	0.5	0.03		Chrstin Community	61	9709		dn	DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WVKO	Columbus	B	1580	1.0	0.25	d	Saga Comm Inc	51	8607		c2	Gospl/Inspr	500	0.31	1.8	0.9	1.7	1.6	1.5	1.3	2.1	1.2	1.5
# AM Stations -					11	# Combos -			8	AM TOTALS					19.6	12.7	14.7	16.3	15.6	17.5	15.9	16.5	17.1
AM & FM Stations Profiled -					33	# Duopolies -			9	Total Local Commercial Share						84.3	84.0	83.8	83.8	86.5	85.9	85.3	85.3

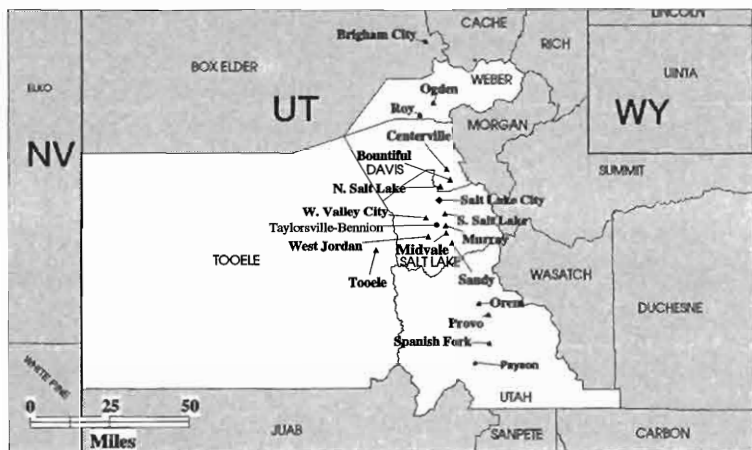
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 35

Revenue Rank: 35

Salt Lake City - Ogden Market Overview



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
Total	1,649.6

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$36,500	\$43,400	\$50,300	\$57,700	\$62,400	\$72,200
***	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	8.0%	\$78,000	\$84,200	\$89,200	\$95,500	\$100,300	6.5%
Revenue/Retail Sales	\$3.30/1,000	\$4.74/1,000	\$5.00/1,000				Est. Breakout
Revenue/Capita	\$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)

	1993	1998	Growth Rate	1998	2003	Growth Rate
MSA Population	1,484.6	1,649.6	2.1%	1,649.6	1,775.8	1.5%
Households	463.4	525.7	2.6%	525.7	579.8	2.0%
Retail Sales	11,052.8	15,218.7	6.6%	15,218.7	20,055.8	5.7%
EBI	19,496.2	23,720.4	4.0%	23,720.4	32,275.9	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		\$ 42,799	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+	0.4		69.5	68.6	69.9	19.1	89.0
Avg 12+	0.4		3.3	3.8	3.2	0.8	2.0
Tot LCS	0.4		78.1	77.1	78.5	21.5	100.0
Avg LCS	0.4		3.7	4.3	3.6	0.9	2.2

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)1/	Power Ratio		Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
KUUU	Tooele	C3	92.1	9.7	532	Marathon Media LLC	79	9905	3,000		Rhymc/CHR	800	0.57	1.8	3.5	3.4	3.0	2.6	2.5	3.3	0.7	0.0
KTCE	Payson	A	92.3	0.1	2163	Moenkopi Comm Inc	99				CHR			0.5	0.2	0.4	0.4	0.5	0.8	0.6	0.3	0.0
KUBL	Salt Lake City	C	93.3	26.0	3740	g Citadel Comm Corp	65	9212		g2	Country	4,000	1.01	5.1	4.0	4.7	4.2	4.5	5.1	4.7	3.7	4.8
KODJ	Salt Lake City	C	94.1	40.0	3061	c Clear Channel	68	9905		g1	Oldies	4,100	1.10	4.8	3.8	4.4	4.4	4.1	4.1	4.1	4.3	4.7
KZHT	Provo	C	94.9	47.0	2790	c Clear Channel	81	9905		g1	CHR	3,800	0.73	6.7	5.4	5.1	5.7	5.8	5.3	6.0	6.4	6.4
KYFO	Ogden	C1	95.5	100.0 cp	774	b Bible Bcstg Network	83	9406	455	c4	Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KXRK	Provo	C	96.3	25.5 cp	3737	e Simmons Media	68	9804	10,400	1	Alternative	3,500	0.85	5.3	6.4	4.6	4.5	3.9	4.0	4.8	4.9	5.4
• KISN	Salt Lake City	C	97.1	30.0	3652	c Clear Channel	61	0008		na	80s Hits	3,600	1.25	3.7	3.0	3.1	4.1	4.3	2.8	3.6	3.2	3.6
KBZN	Ogden	C	97.9	26.0	3770	h Webb, John	78	9004		al	Smooth Jazz	1,700	0.91	2.4	2.5	3.0	2.5	2.8	2.1	2.0	2.3	2.1
KBEE	Salt Lake City	C	98.7	40.0	2933	g Citadel Comm Corp	47	9709	2,873	c3	AC	3,400	1.28	3.4	3.2	3.0	3.7	2.7	3.0	3.0	3.6	2.7
KURR	Bountiful	C	99.5	39.0	2953	c Clear Channel	88	9905		g1	Rock	3,000	1.13	3.4	3.2	3.2	4.2	3.1	3.4	3.1	3.6	2.1
KSFI	Salt Lake City	C	100.3	26.0	3740	e Simmons Media	46			1	Soft AC	7,600	1.28	7.6	5.8	6.9	6.9	6.8	7.2	5.8	6.4	8.0
KBER	Ogden	C	101.1	25.0	3740	g Citadel Comm Corp	75	9609	7,200		AOR	2,800	0.83	4.3	3.9	4.8	3.9	4.1	4.0	3.4	4.2	4.0
KKAT	Ogden	C	101.9	26.0	3740	c Clear Channel	64	9905		g1	Country	3,000	0.89	4.3	3.8	3.0	4.6	3.4	3.6	4.3	4.1	3.4
KQMB	Midvale	C	102.7	25.5	3737	e Simmons Media	95	9802	3,425	1	Modern AC	1,400	0.42	4.3	4.3	3.4	4.0	3.4	4.2	3.1	3.7	4.3
KRSP	Salt Lake City	C	103.5	27.5	3629	e Simmons Media	68	9701	1,200	1	Clsc Rock	3,800	1.16	4.2	4.8	4.3	3.9	4.0	3.6	2.9	4.4	4.1
KSOP	Salt Lake City	C	104.3	25.0	3639	d KSOP Inc	64				Country	2,600	0.76	4.4	3.8	3.7	3.8	3.3	4.1	3.5	4.6	3.6
KCPX	Centerville	C	105.7	25.5	3645	f Mercury Bcstg Co	79	0008		na	70s Hits	1,600	0.79	2.6	2.4	2.7	2.1	2.1	3.0	3.3	1.4	1.6
KOSY	Spanish Fork	C	106.5	25.5 cp	3645	f Mercury Bcstg Co	67	0008		na	Soft AC	2,000	0.85	3.0	3.2	2.2	3.0	3.7	2.3	2.9	3.1	2.5
KRAR	Brigham City	C	106.9	89.0 cp	2070	f Mercury Bcstg Co	72	0008		na	Soft AC	500		0.9	0.1	0.1	0.0	0.2	0.1	0.4	1.0	1.6
KENZ	Orem	C	107.5	45.0	2851	g Citadel Comm Corp	78	9701	5,500		Alternative	4,700	1.21	5.0	2.9	3.1	2.9	3.5	4.4	4.6	4.1	4.7
KFVR	Roy	C	107.9	67.0	2379	Marathon Media LLC	84	9909	3,250		Rhymc/Oldes	200		0.4	1.3	0.8	0.6	0.0	1.1	0.0	0.1	0.2
				# FM Stations -		22	# Combos -		19	FM TOTALS			78.1	71.5	69.9	72.4	68.8	70.7	69.4	70.1	69.8	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 35

Revenue Rank: 35

Salt Lake City - Ogden Market Overview



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
Total	1,649.6

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$36,500	\$43,400	\$50,300	\$57,700	\$62,400	\$72,200
***	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	8.0%	\$78,000	\$84,200	\$89,200	\$95,500	\$100,300	6.5%
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
	\$3.30/1,000	\$4.74/1,000	\$5.00/1,000	Local	80%		
Revenue/Capita	\$24.59	\$43.77	\$56.48	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	1,484.6	1,649.6	2.1%	1,649.6	1,775.8
Households	463.4	525.7	2.6%	525.7	579.8	2.0%
Retail Sales	11,052.8	15,218.7	6.6%	15,218.7	20,055.8	5.7%
EBI	19,496.2	23,720.4	4.0%	23,720.4	32,275.9	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	\$ 42,799		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+	0.4		69.5	68.6	69.9	19.1	89.0
Avg 12+	0.4		3.3	3.8	3.2	0.8	2.0
Tot LCS	0.4		78.1	77.1	78.5	21.5	100.0
Avg LCS	0.4		3.7	4.3	3.6	0.9	2.2

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 Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
KNRS	Salt Lake City	B	570	5.0	5.00	c	Clear Channel	38	9905		g1	News/Talk	1,600	0.57	3.6	3.2	2.7	2.5	2.7	3.3	3.4	2.8	3.3
KTKK	Sandy	B	630	1.0	0.50		United Bcstg	60	9605	250		News/Talk	250		0.3	0.6	0.0	0.0	0.4	0.0	0.7	0.0	0.5
KWLW	N. Salt Lake	B	700	50.0	1.00	c	Clear Channel	81	9905		g1	Country	300	0.32	1.2	1.1	2.0	2.1	1.2	1.5	1.3	1.3	0.1
KSVN	Ogden	B	730	1.0	0.07		Azteca Bcstg	46	8602	100		Spanish	300		0.6	0.6	0.8	0.0	0.6	0.5	0.7	0.0	0.8
KSOS	Brigham City	B	800	1.0	0.03	a	First National Bcstg	48	8306		c1	Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KBEE	Salt Lake City	B	860	10.0	0.20	g	Citadel Comm Corp	92	9212		g2	Children	250		0.1	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0
KALL	Salt Lake City	B	910	5.0	1.00	c	Clear Channel	45	9905		g1	Talk	2,600	1.39	2.4	2.0	1.5	1.6	2.2	2.3	2.3	2.2	2.0
KOVO	Provo	B	960	5.0	1.00		Great Stock Co	39	9003		1	Spanish			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1
KIQN	Tooele	B	1010	50.0	0.01		InteliQuest Media	33	9811	585 +		News	950		0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0
KKDS	S. Salt Lake	B	1060	10.0	1.00		Carlson Comm Int'l	67				Adlt Stndrd				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KANN	Roy	B	1120	10.0	1.00		Faith Comm	61	7511			ChrsContemp				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KSL	Salt Lake City	A	1160	50.0	50.00		Bonneville Intl	22				News/Talk	9,800	1.93	6.5	6.1	6.8	4.4	7.0	6.1	5.1	5.6	6.5
● KWUN	Murray	C	1230	1.0	1.00		Citadel Comm Corp	48	0004 p			Sports				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KDYL	Salt Lake City	B	1280	10.0	0.60	e	Simmons Media	45	8205	750	1	Talk	1,300	0.57	2.9	1.0	2.3	2.6	3.2	2.6	2.4	3.1	2.5
KFNZ	Salt Lake City	B	1320	5.0	5.00	g	Citadel Comm Corp	55	9709		c3	Sports	2,000	1.17	2.2	1.2	2.0	2.3	1.9	1.4	2.7	2.0	1.9
KSOP	S. Salt Lake	B	1370	5.0	0.50	d	KSOP Inc	55				Country	250		0.2	0.0	0.1	0.1	0.1	0.1	0.2	0.1	0.4
KSRR	Provo	C	1400	1.0	1.00		Morey, Robert H.	47	9710		nc	FullService				0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0
KLO	Ogden	B	1430	10.0 cp	5.00	h	Webb, John	24	7910	400		Adlt Stndrd	250		0.8	0.7	0.9	0.8	0.4	0.7	0.4	1.0	0.8
KYFO	Ogden	C	1490	1.0 cp	1.00	b	Bible Bcstg Network	48	9406		c4	Chrst/Span				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KLLB	West Jordan	B	1510	10.0	0.00		United Security Fin	82	9106	180		Gospel				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		KMRI Radio LLC	56	9801	500		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KSGO	Centerville	B	1600	5.0	1.00		Utah Spanish Radio	57	9603	105		Spanish			0.9	0.4	0.0	0.0	0.8	0.5	1.3	0.8	0.8
KXOL	Brigham City	B	1660	1.0	0.03	a	First National Bcstg	48	8306		c1	Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
				# AM Stations -		23	# Combos -		11	AM TOTALS				22.0	16.9	19.1	16.4	21.1	19.5	20.5	19.9	19.7	
				AM & FM Stations Profiled -		45	# Duopolies -		13	Total Local Commercial Share				88.4	89.0	88.8	89.9	90.2	89.9	90.0	89.5		

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 36

Revenue Rank: 45

Norfolk-Virginia Beach-Newport News Market



Metro Counties / Population (000)

Chesapeake city, VA	197.4
Gloucester, VA	34.5
Hampton city, VA	139.6
James City, VA	44.9
Newport News city	177.1
Norfolk city, VA	225.9
Poquoson city, VA	11.3
Portsmouth city, VA	96.7
Suffolk city, VA	61.9
Virginia Beach city	423.9
Williamsburg city	11.8
York, VA	58.8
Total	1,483.8

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$39,200	\$42,500	\$43,800	\$44,100	\$44,900	\$47,300	3.8%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	13.3%	\$53,600	\$59,000	\$61,900	\$66,900	\$70,900	7.2%

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	\$3.05/1,000	\$3.32/1,000	\$4.01/1,000	Local 80%
Revenue/Capita	\$26.35	\$31.88	\$46.94	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	1,487.4	1,483.8	0.0%	1,483.8	1,510.4	0.4%
Households	527.6	532.7	0.2%	532.7	550.6	0.7%
Retail Sales	12,849.7	14,242.4	2.1%	14,242.4	17,659.2	4.4%
EBI	22,100.7	21,952.1	-0.1%	21,952.1	25,359.3	2.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	740.5	133.4	61.5	91.6	130.3	121.2	91.6	111.1
Women (000)	743.3	128.1	60.0	73.5	118.6	122.0	96.0	145.1
Total	1,483.8	261.4	121.4	165.1	248.9	243.3	187.5	256.2
Percentage	100.0%	17.6%	8.2%	11.1%	16.8%	16.4%	12.6%	17.3%
Per Capita	\$ 14,795		Median Household	\$ 35,527		Avg Household	\$ 41,209	
Ethnic Population:	White 65.3%		Black 30.7%		Asian 3.6%		Hispanic 3.3%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2	13	3	15	18	17	35
Tot 12+	2.1	65.7	9.2	76.0	77.0	8.9	85.9
Avg 12+	1.1	5.1	3.1	5.1	4.3	0.5	2.5
Tot LCS	2.4	76.5	10.7	88.5	89.6	10.4	100.0
Avg LCS	1.2	5.9	3.6	5.9	5.0	0.6	2.9

Competitive Overview

Some stations also rated in Richmond.

FM Stations

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	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)									Revenue (000)1/	Power Ratio		Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
WSVW	Moyock	C3	92.1	14.5	430	b	Clear Channel	74	9608	3,350		Urban AC	850	0.88	1.8	1.3	1.0	0.7	1.8	1.2	1.5	2.1	1.6
WWSO	Suffolk	B	92.9	50.0	479		Barnstable Bcstg Inc	65	9908		d3	Cisc Hits	1,050	0.47	4.2	5.2	4.9	7.0	5.1	3.4	2.7	4.0	4.5
WKOC	Chesapeake	C1	93.7	100.0	942	f	Sinclair Telecable	73	9610	8,100	c1	AAA	1,500	0.82	3.4	2.9	2.4	2.2	2.3	2.4	2.7	3.4	3.2
WXEZ	Yorktown	B	94.1	40.0	532		Barnstable Bcstg Inc	75	0009	7,000		Black Gospl	1,700	0.99	3.2	3.5	2.3	2.7	2.4	2.8	3.2	2.7	2.6
WPTE	Virginia Beach	B	94.9	50.0	499	d	Entercom	84	9912		g2	Modern AC	3,500	1.13	5.8	4.3	4.4	3.8	4.6	6.0	4.4	5.3	4.6
WVKL	Norfolk	B	95.7	40.0	879	d	Entercom	61	9912		g2	Oldies	1,800	0.78	4.3	5.2	4.7	3.6	4.1	3.7	4.3	3.2	3.9
WROX	Cape Charles	B	96.1	23.0	722	f	Sinclair Telecable	86	9309	1,500		Modern Rock	2,200	1.24	3.3	2.5	3.4	2.8	3.3	3.2	2.9	2.8	2.5
WGH	Newport News	B	97.3	74.0	394	i	Barnstable Bcstg Inc	48	9908		d3	Country	4,600	1.38	6.2	5.5	5.0	5.1	5.1	5.2	5.2	5.9	5.4
WNOR	Norfolk	B	98.7	46.0	518	c	Saga Comm Inc	61	8607	13,900	c2	AOR	4,600	1.28	6.7	6.1	6.3	6.3	7.8	6.1	6.2	5.9	5.1
WXGM	Gloucester	A	99.1	6.0	328	g	Robinson Comm Ltd	91				AC			0.1	0.8	0.0	0.0	0.6	0.5	0.0	0.0	0.0
WYFI	Norfolk	B	99.7	50.0	456		Bible Bcstg Network	71				Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WCMS	Norfolk	B	100.5	50.0	499	e	Barnstable Bcstg Inc	62	0003	15,500	c3	Country	3,050	0.90	6.3	4.9	5.6	5.2	5.4	5.8	5.0	5.0	6.1
WWDE	Hampton	B	101.3	50.0	499	d	Entercom	62	9912		g2	AC	5,450	1.50	6.8	6.8	6.9	7.6	5.6	5.7	5.0	6.6	6.3
WOWI	Norfolk	B	102.9	50.0	469	b	Clear Channel	48	9607		g1	Urban	7,900	1.02	14.5	13.1	11.6	12.2	10.6	12.3	12.6	14.0	11.5
WNVZ	Norfolk	B	104.5	49.0	479	d	Entercom	67	9912		g2	CHR	2,600	0.84	5.8	7.1	6.5	7.6	6.3	5.7	5.1	4.7	4.7
WJCD	Norfolk	B	105.3	50.0	499	b	Clear Channel	62	9607		g1	Smooth Jazz	2,150	0.72	5.6	4.4	4.1	4.3	4.5	4.4	5.0	5.2	4.8
WAFX	Suffolk	C	106.9	100.0	984	c	Saga Comm Inc	83	9403	4,000		Cisc Hits	4,100	1.39	5.5	4.6	5.8	5.1	4.9	5.5	5.4	3.7	4.6
WSVY	Windsor	A	107.7	1.7	620	b	Clear Channel	90	9609	3,000		Oldies	1,600	0.68	4.4	2.7	2.1	2.2	1.5	4.3	3.6	3.3	4.0
# FM Stations -					18	# Combos -					15	FM TOTALS			87.9	80.9	77.0	78.4	75.9	78.2	74.8	77.8	75.4

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 36

Revenue Rank: 45

Norfolk-Virginia Beach-Newport News Market



Metro Counties / Population (000)

Chesapeake city, VA	197.4
Gloucester, VA	34.5
Hampton city, VA	139.6
James City, VA	44.9
Newport News city	177.1
Norfolk city, VA	225.9
Poquoson city, VA	11.3
Portsmouth city, VA	96.7
Suffolk city, VA	61.9
Virginia Beach city	423.9
Williamsburg city	11.8
York, VA	58.8
Total	1,483.8

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$39,200	\$42,500	\$43,800	\$44,100	\$44,900	\$47,300
Δ 98 - 99	13.3%						
***		\$53,600	\$59,000	\$61,900	\$66,900	\$70,900	7.2%
Revenue/Retail Sales	\$3.05/1,000	\$3.32/1,000	\$4.01/1,000				Est. Breakout
Revenue/Capita	\$26.35	\$31.88	\$46.94				Local 80%
							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	1,487.4	1,483.8	0.0%	1,483.8	1,510.4	0.4%
Households	527.6	532.7	0.2%	532.7	550.6	0.7%
Retail Sales	12,849.7	14,242.4	2.1%	14,242.4	17,659.2	4.4%
EBI	22,100.7	21,952.1	-0.1%	21,952.1	25,359.3	2.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	740.5	133.4	61.5	91.6	130.3	121.2	91.6	111.1
Women (000)	743.3	128.1	60.0	73.5	118.6	122.0	96.0	145.1
Total	1,483.8	261.4	121.4	165.1	248.9	243.3	187.5	256.2
Percentage	100.0%	17.6%	8.2%	11.1%	16.8%	16.4%	12.6%	17.3%
Per Capita	\$ 14,795							
Ethnic Population:								
White	65.3%							
Black	30.7%							
Asian	3.6%							
Hispanic	3.3%							

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2	13	3	15	18	17	35
Tot 12+	2.1	65.7	9.2	76.0	77.0	8.9	85.9
Avg 12+	1.1	5.1	3.1	5.1	4.3	0.5	2.5
Tot LCS	2.4	76.5	10.7	88.5	89.6	10.4	100.0
Avg LCS	1.2	5.9	3.6	5.9	5.0	0.6	2.9

Competitive Overview

Some stations also rated in Richmond.

AM Stations

Calls	City of License	FCC Class	Freq	Day	Night	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)									C	Owner	Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999
WMBG	Williamsburg	B	740	0.5	0.01		59 8609	250		Nostalgia			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
WNIS	Norfolk	B	790	5.0	5.00	f	Sinclair Telecable 23 9610		c1	News/Talk	2,300	0.95	4.5	3.1	3.5	3.3	4.0	3.2	4.0	4.1	4.3	
WTAR	Norfolk	B	850	50.0	25.00	f	Sinclair Telecable 52 8707	725		Talk	700	0.87	1.5	1.1	0.9	1.1	1.0	1.3	1.2	1.3	1.4	
WKGM	Smithfield	B	940	10.0	3.10		Baker Family Strns 74			Religion			0.3	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.5	
WPMH	Portsmouth	B	1010	5.0	0.45	h	Chesapeake-Portsmo 72 9306	140	st	Chrst/Talk				0.0	0.4	0.0	0.4	0.0	0.0	0.0	0.0	
WCMS	Norfolk	B	1050	5.0	0.36	e	Barnstable Bcstg Inc 54 0003		c3	Country			0.3	0.0	0.0	0.3	0.1	0.1	0.2	0.2	0.4	
WCKO	Norfolk	B	1110	50.0	0.00		Metropolitan Radio 76 9804	262		Gospel				0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	
WJOI	Norfolk	C	1230	1.0	1.00	c	Saga Comm Inc 49 8607		c2	Adlt Stndrd				1.5	0.7	0.7	0.0	0.0	0.0	0.0	0.0	
WTJZ	Newport News	B	1270	1.5	0.90	h	Chesapeake-Portsmo 47 9902	380		Gospel			0.3	0.0	0.4	0.0	0.5	0.0	0.4	0.0	0.8	
WGH	Newport News	B	1310	5.0	5.00	i	Barnstable Bcstg Inc 28 9908		d3	Sports	600	0.93	1.2	0.7	0.6	1.3	0.9	1.0	0.9	1.1	1.1	
WGPL	Portsmouth	B	1350	5.0	5.00	a	Willis Family Bcstg 42 9607	700		Gospel	600	0.70	1.6	0.4	0.8	0.9	0.7	1.4	1.6	1.1	1.4	
WPCE	Portsmouth	C	1400	1.0	1.00	a	Willis Family Bcstg 64 9203	1,200		Gospel	750	0.70	2.0	0.8	1.6	2.2	2.4	1.8	2.5	1.1	1.6	
WXGM	Gloucester	B	1420	0.7	0.06	g	Robinson Comm Ltd 57			AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WBYM	Hampton	C	1490	1.0	1.00		Equity Bcstg Corp 48 8611	485		Country			0.3	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.5	
WVAB	Virginia Beach	B	1550	5.0	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	
WCPK	Chesapeake	B	1600	4.2	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	
WHKT	Portsmouth	B	1650	10.0	1.00	h	Chesapeake-Portsmo 99			Talk/Sprts				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
				# AM Stations -			17	# Combos -		11	AM TOTALS			12.1	7.6	8.9	9.8	10.5	9.3	11.6	8.9	12.0
				AM & FM Stations Profiled -			35	# Duopolies -		12	Total Local Commercial Share			88.5	85.9	88.2	86.4	87.5	86.4	86.7	87.4	

Docket 80-90 Allocations: 102.1, A, Virginia Beach

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 37

Revenue Rank: 23

Charlotte-Gastonia-Rock Hill Market Overview



Metro Counties / Population (000)

Cabarrus, NC	121.9
Gaston, NC	184.3
Lincoln, NC	58.4
Mecklenburg, NC	639.6
Rowan, NC	126.4
Union, NC	112.1
York, SC	156.5
Total	1,399.2

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$43,300	\$49,100	\$59,600	\$70,600	\$78,800	\$92,900
★★★	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	14.9%	\$106,700	\$119,400	\$131,400	\$144,500	\$159,000	10.5%
	1993	1998	2003			Est. Breakout	
Revenue/Retail Sales	\$4.26/1,000	\$6.19/1,000	\$7.67/1,000			Local	80%
Revenue/Capita	\$34.50	\$66.40	\$102.07			National	20%

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
		1,255.0	1,399.2	2.2%	1,399.2	1,557.7
Households	478.2	538.1	2.4%	538.1	609.6	2.5%
Retail Sales	10,157.0	15,011.0	8.1%	15,011.0	20,729.7	6.7%
EBI	20,249.5	24,876.7	4.2%	24,876.7	34,454.4	6.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	677.7	110.5	57.1	65.0	104.9	117.2	100.1	123.0
Women (000)	721.5	106.7	55.0	66.6	104.1	121.5	104.1	163.4
Total	1,399.2	217.2	112.1	131.6	208.9	238.8	204.2	286.4
Percentage	100.0%	15.5%	8.0%	9.4%	14.9%	17.1%	14.6%	20.5%
Per Capita	\$ 17,779							
				Median Household	\$ 36,836		Avg Household	\$ 46,231
Ethnic Population:	White	77.4%	Black	20.5%	Asian	1.7%	Hispanic	1.9%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		14	14	15	26	41
Tot 12+	4.2		66.2	69.7	70.4	8.7	79.1
Avg 12+	4.2		4.7	5.0	4.7	0.3	1.9
Tot LCS	5.3		83.7	88.1	89.0	11.0	100.0
Avg LCS	5.3		6.0	6.3	5.9	0.4	2.4

Competitive Overview

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

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)							
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
WCCJ	Harrisburg	A	92.7	6.0	328		Radio One Inc	95	0006	24,000	g	Rhythmic	1,500	0.45	3.1	3.6	4.2	3.8	3.1	2.9	2.3	2.8	2.0
WNKS	Charlotte	C	95.1	100.0	1542	b	Infinity Bcstg	62	0008 p		g1	CHR	7,900	0.76	9.8	7.2	7.9	7.5	8.8	8.8	8.0	6.9	7.8
WXRC	Hickory	C	95.7	100.0	1021		Pacific Bcstg Group	62	9410	3,050	1	Rock	1,300	0.36	3.4	1.9	2.5	3.0	2.7	2.7	3.2	2.6	2.6
WWMG	Shelby	C	96.1	99.0	1739	c	Clear Channel	48	0005 p			Oldies	8,300	1.08	7.2	5.4	5.5	5.7	6.1	5.8	6.3	5.6	5.4
WKKT	Statesville	C	96.9	100.0	1549	c	Clear Channel	61	0008		g	Country	7,900	1.07	6.9	5.0	5.0	5.3	5.8	5.6	5.7	5.1	6.0
WPEG	Concord	C	97.9	95.0	1611	b	Infinity Bcstg	62	0008 p		g1	Urban	9,600	0.78	11.6	9.1	8.4	9.5	9.3	9.1	8.9	8.5	11.0
WBT	Chester	C3	99.3	7.6	604	a	Jefferson-Pilot	69	9505	1,500		News/Talk	400		0.7	0.9	0.7	1.2	0.5	0.3	0.6	0.8	0.7
WRFX	Kannapolis	C1	99.7	84.0	1056	c	Clear Channel	64	0008		g	AOR	13,300	1.73	7.2	6.4	6.2	5.0	5.4	6.1	5.0	6.2	6.0
WBAV	Gastonia	C	101.9	99.0	988	b	Infinity Bcstg	47	0008 p		g1	Urban AC	4,100	0.56	6.9	5.1	4.6	4.4	4.9	6.3	4.8	6.0	5.2
WLYT	Hickory	C1	102.9	31.0	1536	c	Clear Channel	59	0008		g	Lite AC	9,600	1.10	8.2	6.9	6.7	5.1	7.2	6.0	7.9	6.5	6.0
WSOC	Charlotte	C	103.7	100.0	1348	b	Infinity Bcstg	47	0008 p		g1	Country	9,000	1.16	7.3	5.8	5.5	5.6	4.8	6.1	5.4	5.2	6.7
WSSS	Charlotte	C	104.7	100.0	1211	b	Infinity Bcstg	72	0008 p		g1	70s & 80s	5,100	1.19	4.0	3.4	3.9	4.5	2.5	2.9	2.6	3.7	3.6
WNMX	Waxhaw	C2	106.1	32.0 cp	364	d	GHB Bcstg	95	9506		st	Adlt Stndrd	1,000	0.29	3.2	2.0	2.1	1.4	2.0	2.9	2.3	2.7	2.4
WEND	Salisbury	C1	106.5	84.0	1047		Mercury Bcstg Co	46	0008			Alternative	4,200	1.04	3.8	4.0	3.4	2.2	2.8	3.3	3.2	3.0	2.9
WLNK	Charlotte	C	107.9	100.0	1694	a	Jefferson-Pilot	62				Modern AC	6,900	1.29	5.0	3.7	3.8	4.3	4.9	3.9	3.8	4.1	4.3
# FM Stations -					15	# Combos -					12	FM TOTALS			88.3	70.4	70.4	68.5	70.8	72.7	70.0	69.7	72.6

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 37

Revenue Rank: 23

Charlotte-Gastonia-Rock Hill Market Overview



Metro Counties / Population (000)

Cabarrus, NC	121.9
Gaston, NC	184.3
Lincoln, NC	58.4
Mecklenburg, NC	639.6
Rowan, NC	126.4
Union, NC	112.1
York, SC	156.5
Total	1,399.2

Market Radio Financials

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$43,300	\$49,100	\$59,600	\$70,600	\$78,800	\$92,900	16.5%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	14.9%	\$106,700	\$119,400	\$131,400	\$144,500	\$159,000	10.5%

Revenue/Retail Sales	1993	1998	2003	Est. Breakout
Revenue/Capita	\$4.26/1,000	\$6.19/1,000	\$7.67/1,000	
	\$34.50	\$66.40	\$102.07	Local 80%
				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	1,255.0	1,399.2	2.2%	1,399.2	1,557.7	2.2%
Households	478.2	538.1	2.4%	538.1	609.6	2.5%
Retail Sales	10,157.0	15,011.0	8.1%	15,011.0	20,729.7	6.7%
EBI	20,249.5	24,876.7	4.2%	24,876.7	34,454.4	6.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	677.7	110.5	57.1	65.0	104.9	117.2	100.1	123.0
Women (000)	721.5	106.7	55.0	66.6	104.1	121.5	104.1	163.4
Total	1,399.2	217.2	112.1	131.6	208.9	238.8	204.2	286.4
Percentage	100.0%	15.5%	8.0%	9.4%	14.9%	17.1%	14.6%	20.5%
Per Capita	\$ 17,779							
				Median Household	\$ 36,836		Avg Household	\$ 46,231
Ethnic Population:	White	77.4%	Black	20.5%	Asian	1.7%	Hispanic	1.9%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		14	14	15	26	41
Tot 12+	4.2		66.2	69.7	70.4	8.7	79.1
Avg 12+	4.2		4.7	5.0	4.7	0.3	1.9
Tot LCS	5.3		83.7	88.1	89.0	11.0	100.0
Avg LCS	5.3		6.0	6.3	5.9	0.4	2.4

Competitive Overview

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

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)											Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998		
WFNZ	Charlotte	B	610	5.0	1.00	b	Infinity Bcstg	41	0008 p		g1	Sprts/Talk	1,200	0.70	1.6	1.3	1.1	1.2	1.1	1.3	1.4	1.1	1.3		
WYFQ	Charlotte	B	930	5.0	1.00		Bible Bcstg Network	33	9202	475		Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WAAK	Dallas	B	960	1.0	0.50		Cana Bcstg Co Inc	63				Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WNOW	Mint Hill	B	1030	9.4	0.00		Baker Family Stns	87				Varty/Span			0.4	1.1	0.6	0.9	0.7	0.6	0.0	0.6	0.0	0.0	
WLON	Lincolnton	B	1050	1.0	0.23	g	KTC Bcstg Inc	53	9411	450		Oldies				0.0	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	0.0	
WBT	Charlotte	A	1110	50.0	50.00	a	Jefferson-Pilot	22	4509			News/Talk	13,700	1.83	7.0	5.4	4.9	5.9	4.3	5.2	6.4	5.5	5.4	5.4	
WRNA	China Grove	B	1140	1.0	0.00	e	Ford Bcstg Inc	80	9205	178		Gospel				0.0	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	d	GHB Bcstg	48	9202	115		Religion				0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WIXE	Monroe	B	1190	1.0	0.00		Morgan, Archie W	68	0003 p	390		Country	250		0.5	0.0	0.0	0.6	0.4	0.4	0.6	0.0	0.6	0.0	0.6
WHVN	Charlotte	C	1240	1.0	1.00	d	GHB Bcstg	28	8307	410		Religion			0.2	0.5	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.7	
WCGC	Belmont	B	1270	5.0	0.50	d	GHB Bcstg	54	9805	250		Christian				0.0	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/Sprts				0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	
WGSP	Charlotte	B	1310	1.0 cp	1.60		Willis Family Bcstg	58	9203	550		Black Gospel	400		0.3	0.0	0.5	0.0	0.4	0.0	0.4	0.0	0.4	0.4	0.3
WRHI	Rock Hill	C	1340	1.0	1.00		Our Three Sons	44	8410	650		Nws/Spt/Tlk				0.0	0.0	0.4	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				0.5	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		nc	Oldies				0.0	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	f	Victory Chrstn Centr	59	9507		st	Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WDEX	Monroe	B	1430	2.5	2.50	e	Ford Bcstg Inc	83	9404	125		Gospel				0.0	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	75		Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WRKB	Kannapolis	B	1460	0.5	0.19	e	Ford Bcstg Inc	60	9406	100		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WGFY	Charlotte	B	1480	5.0	5.00		ABC Radio Inc	55	0006 p		g	Children	100			0.0	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 Bcstg	39	9512	210		News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WQGR	Charlotte	B	1540	2.5	0.00	f	Victory Chrstn Centr	64	8807	431		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WCSL	Cherryville	B	1590	1.0	0.04	g	KTC Bcstg Inc	67				Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WGIV	Charlotte	B	1600	1.0	1.00	b	Infinity Bcstg	47	0008 p		g1	Gospel	900	0.53	1.6	0.9	1.2	0.9	0.9	1.1	1.2	1.4	1.4	1.3	
				# AM Stations -		26	# Combos -		13	AM TOTALS					11.6	9.7	8.7	9.9	8.4	8.6	10.0	9.0	9.6		
				AM & FM Stations Profiled -		41	# Duopolies -		11	Total Local Commercial Share					80.1	79.1	78.4	79.2	81.3	80.0	78.7	82.2			

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 38

Revenue Rank: 31

Indianapolis, IN Market Overview



Metro Counties / Population (000)

Boone, IN	44.4
Hamilton, IN	166.4
Hancock, IN	55.2
Hendricks, IN	96.6
Johnson, IN	110.8
Marion, IN	815.2
Morgan, IN	65.9
Shelby, IN	43.6
Total	1,398.1

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$51,000	\$59,100	\$64,200	\$66,800	\$70,000	\$80,200	9.5%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	9.0%	\$87,400	\$96,100	\$103,800	\$112,100	\$117,700	7.7%
	1993	1998	2003	Est. Breakout			
Revenue/Retail Sales	\$4.01/1,000	\$4.97/1,000	\$5.77/1,000	Local	80%		
Revenue/Capita	\$38.62	\$57.36	\$80.61	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	1,320.4	1,398.1	1.2%	1,398.1	1,460.1	0.9%
Households	508.4	546.4	1.5%	546.4	581.5	1.3%
Retail Sales	12,711.8	16,136.4	4.9%	16,136.4	20,401.5	4.8%
EBI	23,238.4	27,250.7	3.2%	27,250.7	35,987.8	5.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	675.6	119.1	61.0	57.6	104.7	114.5	95.6	123.1
Women (000)	722.5	114.1	58.3	59.7	107.2	120.3	100.5	162.5
Total	1,398.1	233.1	119.3	117.3	211.8	234.9	196.1	285.6
Percentage	100.0%	16.7%	8.5%	8.4%	15.2%	16.8%	14.0%	20.4%
Per Capita	\$ 19,491		Median Household	\$ 46,573		Avg Household	\$ 49,873	
Ethnic Population:	White	84.5%	Black	14.2%	Asian	1.2%	Hispanic	1.3%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	9	11		14	20	10	30
Tot 12+	14.8	59.3		70.8	74.1	15.0	89.1
Avg 12+	1.6	5.4		5.1	3.7	1.5	3.0
Tot LCS	16.6	66.6		79.5	83.2	16.8	100.0
Avg LCS	1.8	6.1		5.7	4.2	1.7	3.3

Competitive Overview

Some stations also rated in Lafayette, 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)							
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
WTTS	Bloomington	B	92.3	37.0	1089		Sarkes Tarzian Inc	60				AAA	1,200	0.43	3.2	2.5	2.4	1.6	2.7	3.5	2.5	2.7	2.8
WNOU	Indianapolis	B	93.1	12.5	1024	b	Emmis	60	9406	26,000	c1	CHR	3,200	0.87	4.2	4.2	3.2	2.4	2.9	3.6	4.3	3.7	3.3
WGRL	Noblesville	A	93.9	2.8	492	e	Susquehanna Radio	93	9706	4,300		Country	1,700	1.22	1.6	0.9	1.1	1.0	1.0	1.2	1.5	1.6	1.6
WFBQ	Indianapolis	B	94.7	58.0	804	c	Clear Channel	59	0008		g	AOR	16,500	1.78	10.6	8.7	8.9	7.4	7.4	9.3	8.5	10.6	9.8
WFMS	Indianapolis	B	95.5	13.0	991	e	Susquehanna Radio	57			na	Country	14,300	1.26	13.0	12.0	10.7	13.8	11.5	10.8	12.7	10.5	12.8
WPZZ	Franklin	A	95.9	3.0	299		Pilgrim Comm LLC	61	9710		na	Religion	300		0.4	0.0	0.0	0.0	0.4	0.4	0.0	0.7	0.5
WHHH	Indianapolis	A	96.3	3.3	285	g	Radio One Inc	91	0006		g3	Top 40	2,800	0.54	5.9	4.7	5.1	4.8	5.5	5.0	6.1	4.6	5.4
WENS	Shelbyville	B	97.1	23.0	732	b	Emmis	64	8106	1,200		AC	7,050	1.47	5.5	5.0	5.0	5.2	5.0	4.0	5.2	5.8	4.9
WGNR	Anderson	B	97.9	50.0	489		Moody Bible Inst	73	9712		g	Inspiration			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WXIR	Plainfield	A	98.3	3.0	299		Radio 1500	64	8010	800		ChrsContemp	900	0.74	1.4	1.9	1.3	1.5	1.4	1.1	1.4	1.0	1.7
WZPL	Greenfield	B	99.5	47.0	479	f	MyStar Comm Corp	62	9405	10,800		CHR	5,400	1.01	6.1	4.5	5.8	6.5	5.8	5.9	5.9	5.2	5.0
• WYJZ	Lebanon	A	100.9	6.0	328	g	Radio One Inc	67	0006		g3	Smooth Jazz	300	0.17	2.0	1.5	2.4	1.6	1.8	1.3	2.5	1.5	1.7
WKLW	Brownsburg	A	101.9	3.7	253		Quinn Family	92				Clsc Rock	600		0.7	0.5	0.4	0.6	0.7	0.9	0.6	0.5	0.6
WCBK	Martinsville	A	102.3	6.0	308	a	Mid-Amer Radio Grp	68	9709		sw	Country			0.7	0.0	0.4	0.5	0.6	0.4	0.6	0.7	0.7
WRZX	Indianapolis	B	103.3	18.0	850	c	Clear Channel	64	0008		g	Alternative	5,200	0.89	6.7	4.6	4.8	5.1	6.2	7.2	6.1	5.2	5.4
WGLD	Indianapolis	B	104.5	14.0	512	e	Susquehanna Radio	41	9310	7,150		Oldies	5,800	1.14	5.8	7.5	5.9	5.7	6.0	5.0	5.0	5.2	5.6
WTLC	Indianapolis	B	105.7	50.0	449	b	Emmis	68	9711	14,980	c2	Urban	5,100	0.99	5.9	5.9	6.3	5.8	6.0	5.8	4.9	4.6	6.0
WBKS	Greenwood	A	106.7	3.0	328	g	Radio One Inc	94	0006		g3	Rhythm/Blue	700	0.35	2.3	3.4	2.9	2.0	2.2	1.9	2.0	1.7	2.7
WEDJ	Danville	A	107.1	1.8	604	d	Continental Bcst Grp	75	9311		st	Alternative	550		0.3	0.8	1.2	1.1	0.4	0.4	0.4	0.0	0.3
WTPI	Indianapolis	B	107.9	22.0	761	f	MyStar Comm Corp	84	9001	12,000		Lite Rock	4,900	0.95	5.9	6.2	6.3	6.5	5.8	5.8	4.3	5.9	5.0
# FM Stations -					20	# Combos -					15	FM TOTALS			82.2	74.8	74.1	73.1	73.3	73.5	74.5	71.7	75.8

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)							
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
WSYW	Indianapolis	B	810	0.3	0.00	d	Continental Bcst Grp	63	9311		st	Spanish			0.4	0.7	0.9	0.0	0.0	0.0	0.0	0.7	0.8
WXLW	Indianapolis	B	950	5.0	0.12		Pilgrim Comm LLC	48	9508	700		ChrsContemp			0.4	0.4	0.0	0.0	0.6	0.4	0.0	0.7	0.5
WIBC	Indianapolis	B	1070	50.0	10.00	b	Emmis	38	9406		c1	Nws/Tlk/Spt	8,700	1.02	9.8	7.2	7.7	8.2	8.4	9.0	9.1	9.3	7.8
WNDE	Indianapolis	B	1260	5.0	5.00	c	Clear Channel	24	0008		g	News/Sprts	900	0.64	1.6	1.8	1.8	1.7	1.7	1.3	1.4	2.0	1.2
WTLC	Indianapolis	B	1310	5.0	1.00	b	Emmis	41	9711		c2	Black Gospl	600	0.57	1.2	1.3	1.3	2.1	1.5	1.6	1.1	0.8	0.9
WMYS	Indianapolis	B	1430	5.0	5.00	f	MyStar Comm Corp	23	9405	575		Nstlg/Sprts	675	0.23	3.4	2.8	2.8	3.6	3.3	3.2	2.7	4.1	2.3
WBRI	Indianapolis	B	1500	5.0	0.00		Amer Bible Radio	64				Religion			0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.6
WKWH	Shelbyville	B	1520	1.0	0.25		RSE Broadcasting	61	9912	250		Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WMCB	Martinsville	B	1540	0.5	0.00	a	Mid-Amer Radio Grp	67	9709		sw	Country				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			Religion			0.4	0.4	0.5	0.5	0.0	0.4	0.0	0.4	0.5
# AM Stations -					10	# Combos -					6	AM TOTALS			17.5	14.6	15.0	16.1	15.5	15.9	14.3	18.4	14.6
AM & FM Stations Profiled -					30	# Duopolies -					7	Total Local Commercial Share			89.4	89.1	89.2	88.8	89.4	88.8	90.1	90.4	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 39

Revenue Rank: 24

Orlando Market Overview



Metro Counties / Population (000)

Orange, FL	839.5
Osceola, FL	152.4
Seminole, FL	350.9
Total	1,342.8

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★ ★	1993	1994	1995	1996	1997	1998	Δ 93 - 98	
		\$51,500	\$58,800	\$64,400	\$73,600	\$81,500	\$95,800	13.2%
★ ★	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03	
		10.0%	\$105,400	\$115,900	\$127,500	\$140,300	\$154,300	10.0%
Revenue/Retail Sales	<u>1993</u>	<u>1998</u>	<u>2003</u>					<u>Est. Breakout</u>
Revenue/Capita	\$4.07/1,000	\$5.55/1,000	\$6.59/1,000					Local 70%
	\$43.41	\$71.34	\$103.11					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	1,186.3	1,342.8	2.5%	1,342.8	1,496.4	2.2%
Households	442.7	505.6	2.7%	505.6	568.9	2.4%
Retail Sales	12,641.3	17,264.4	6.4%	17,264.4	23,408.0	6.3%
EBI	19,257.2	23,988.7	4.5%	23,988.7	32,662.6	6.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	661.8	107.3	53.9	64.5	111.0	112.3	90.7	122.1
Women (000)	681.0	103.1	52.1	61.8	104.9	113.8	94.0	151.4
Total	1,342.8	210.4	106.0	126.3	215.9	226.1	184.7	273.5
Percentage	100.0%	15.7%	7.9%	9.4%	16.1%	16.8%	13.8%	20.4%
Per Capita	\$ 17,865	Median Household		\$ 35,381	Avg Household		\$ 47,446	
Ethnic Population:	White 81.6%	Black 15.0%	Asian 3.0%	Hispanic 13.0%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		13	14	14	18	32
Tot 12+	3.4		70.0	73.4	73.4	14.0	87.4
Avg 12+	3.4		5.4	5.2	5.2	0.8	2.7
Tot LCS	3.9		80.1	84.0	84.0	16.0	100.0
Avg LCS	3.9		6.2	6.0	6.0	0.9	3.1

Competitive Overview

Some stations also rated in Daytona Beach.

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)							
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
WWKA	Orlando	C	92.3	98.0	1339	b	Cox Radio Inc	52	9704		g1	Country	10,300	1.10	8.9	6.3	6.4	6.9	6.4	7.4	7.1	6.5	9.4
WCFB	Daytona Beach	C	94.5	100.0	1470	b	Cox Radio Inc	47	9704		g1	Urban AC	3,700	0.73	4.8	3.9	5.8	4.3	4.4	3.9	3.4	4.3	4.9
WPYO	Apopka	A	95.3	2.9 cp	472	b	Cox Radio Inc	68	9909	14,500		CHR/Rhythmc	880	0.38	2.2	3.7	3.4	3.6	1.9	2.3	2.4	1.9	1.0
WHTQ	Orlando	C	96.5	100.0	1598	b	Cox Radio Inc	52	9612		sw	Clisc Rock	6,500	1.43	4.3	4.0	4.2	3.9	4.1	4.2	3.9	3.6	3.2
WMMO	Orlando	C2	98.9	44.0	606	b	Cox Radio Inc	90	9612		sw	Soft Rock	7,000	1.17	5.7	3.5	4.4	4.3	4.3	4.3	5.3	5.5	4.6
WSHE	Orlando	C	100.3	94.0	1188	c	Clear Channel	71	9712		g3	Oldies	5,600	0.98	5.4	4.6	3.7	4.5	5.2	5.6	5.7	3.6	3.5
WJRR	Cocoa Beach	C	101.1	100.0	1598	c	Clear Channel	62	9712		g3	Rock	5,200	0.91	5.4	4.2	6.9	5.5	4.5	4.6	5.3	4.4	4.3
WJHM	Daytona Beach	C	101.9	61.0	1614	a	Infinity Bcstg	67	0008		g2	Urban	6,100	0.90	6.4	5.5	6.2	5.4	5.3	4.9	5.3	5.9	6.0
WLOQ	Winter Park	C3	103.1	14.0	440		Gross	66	7706			Smooth Jazz	4,500	0.89	4.8	4.9	4.4	3.7	5.8	3.8	4.1	3.9	4.8
WTKS	Cocoa Beach	C	104.1	100.0	1598	c	Clear Channel	61	9712		g3	Talk	9,000	1.07	8.0	7.1	8.0	7.9	6.0	7.7	6.7	7.0	6.0
WOMX	Orlando	C	105.1	100.0	1598	a	Infinity Bcstg	67	0008		g2	Mix AC	9,600	1.40	6.5	5.1	5.1	5.5	4.9	5.1	6.0	5.5	5.6
• WOCL	DeLand	C	105.9	96.0	1581	a	Infinity Bcstg	67	0008		g2	Alternative	7,400	1.43	4.9	2.7	2.1	2.7	2.9	2.9	4.8	4.0	5.0
WXXL	Tavares	C1	106.7	100.0	824	c	Clear Channel	69	0008		g	CHR	9,900	1.16	8.1	6.6	7.5	7.8	8.1	7.3	5.6	7.6	7.1
WGMF	Mount Dora	C	107.7	100.0	1585	c	Clear Channel	66	9712		g3	Soft AC	7,500	1.02	7.0	5.0	5.3	6.0	5.4	6.3	5.3	6.8	5.7
# FM Stations -					14	# Combos -					13	FM TOTALS			82.4	67.1	73.4	72.0	69.2	70.3	70.9	70.5	71.1

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)							
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
WQTM	Pine Hills	B	540	50.0	50.00	c	Clear Channel	55	9712		g3	Sports	1,700	1.01	1.6	1.3	1.3	1.1	1.3	1.4	1.2	1.2	1.8
WDBO	Orlando	B	580	5.0	5.00	b	Cox Radio Inc	24	9704		g1	Talk	5,400	0.65	7.9	7.1	5.4	5.0	6.1	6.9	6.4	6.3	7.5
WORL	Altamonte	B	660	1.1	1.00		Floyco Inc	86				Chrst/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WWNZ	Orlando	B	740	50.0	50.00	c	Clear Channel	47	9712		g3	News/Talk	1,100		0.5	0.5	0.4	0.4	0.5	0.3	0.5	0.5	0.5
WTLN	Orlando	B	950	5.0	5.00	d	Moffit, Thomas H, Jr	40	9808	500		Chrst/Talk	400		0.5	1.0	0.6	0.7	0.7	0.3	0.6	0.7	0.0
WHOO	Orlando	B	990	50.0 cp	14.00	b	Cox Radio Inc	47	9612		sw	Nostalgia	450	0.16	2.6	2.4	2.7	2.4	1.9	2.0	2.2	2.6	2.2
WONQ	Oviedo	B	1030	10.0 cp	1.70	e	Florida Bcstrs	92				Spanish	800	0.76	1.0	0.9	1.2	1.3	1.1	1.0	0.8	0.9	0.8
WFIV	Kissimmee	B	1080	10.0	0.00		Genesis Comm Inc	64	9911	1,800		Talk	300		0.1	0.0	0.0	0.0	0.4	0.3	0.0	0.0	0.0
WRMQ	Orlando	B	1140	4.1	0.00	e	Florida Bcstrs	85				Spanish	500	0.47	1.0	0.6	0.6	0.5	0.9	0.8	0.8	0.9	0.8
WIXL	Pine Castle	B	1190	5.0 cp	0.00		Genesis Comm Inc	77	0003	2,100		BusNw/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WOTS	Kissimmee	B	1220	1.0	0.00	f	J&V Comm Inc	78	9902	450		Spanish				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WRLZ	Eatonville	B	1270	5.0	5.00		Radio Luz Inc	57	9603	382		Spanish	500		0.9	0.9	0.6	0.5	0.5	0.7	0.8	0.9	0.7
WSDO	Sanford	C	1400	1.0	1.00	f	J&V Comm Inc	47	9206	300		Spanish AC	250			0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WPRD	Winter Park	B	1440	5.0	1.00	f	J&V Comm Inc	54	9411	300		Spanish	200			0.0	0.4	0.0	0.5	0.0	0.0	0.0	0.0
WUNA	Ocoee	B	1480	1.0	0.07		Multicultural Bcstg	62	0003 p		g	Ethnc/Span				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WHIM	Apopka	B	1520	5.0	0.35	d	Moffit, Thomas H, Jr	64				Christian			0.1	0.0	0.0	0.0	0.0	0.2	0.6	0.0	0.0
WNTF	Bithlo	B	1580	6.8 cp	0.00		Peoples Network Inc	74	9702	75		News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WOKB	Winter Garden	B	1600	5.0	5.00		Rama Comm Inc	58	9310		g	Urban/Gospl	600	0.44	1.3	1.0	0.8	1.2	1.2	1.1	1.9	1.0	0.6
# AM Stations -					18	# Combos -					11	AM TOTALS			17.5	16.2	14.0	13.1	15.1	15.0	15.8	15.0	14.9
AM & FM Stations Profiled -					32	# Duopolies -					13	Total Local Commercial Share			83.3	87.4	85.1	84.3	85.3	86.7	85.5	86.0	

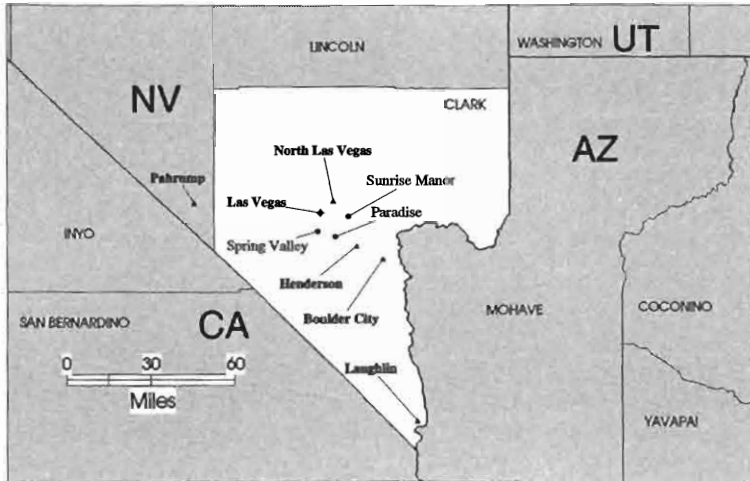
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 40

Revenue Rank: 38

Las Vegas, NV Market Overview



Metro Counties / Population (000)

Clark, NV	1,286.7
	1,286.7

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

ESTIMATED GROSS REVENUES ★ ★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$28,500	\$33,000	\$38,900	\$45,700	\$53,700	\$63,100
<hr/>							
★ ★	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	15.1%	\$72,600	\$86,400	\$96,800	\$108,400	\$121,400	13.7%
<hr/>							
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
Revenue/Capita	\$3.74/1,000	\$4.16/1,000	\$5.54/1,000	Local	85%		
	\$31.40	\$49.04	\$80.41	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	907.7	1,286.7	7.2%	1,286.7	1,509.7	3.2%
Households	350.5	498.7	7.3%	498.7	589.7	3.4%
Retail Sales	7,611.3	15,179.8	14.8%	15,179.8	21,914.1	7.6%
EBI	14,859.9	22,411.8	8.6%	22,411.8	31,997.6	7.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	653.8	105.9	48.5	54.9	104.3	109.6	99.9	130.6
Women (000)	632.9	101.1	47.2	53.2	92.9	104.9	97.2	136.3
Total	1,286.7	207.0	95.8	108.1	197.3	214.5	197.2	266.9
Percentage	100.0%	16.1%	7.4%	8.4%	15.3%	16.7%	15.3%	20.7%
Per Capita	\$ 17,418	Median Household		\$ 35,351	Avg Household		\$ 44,940	
Ethnic Population:	White 83.6%	Black 10.4%	Asian 5.1%	Hispanic 17.5%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			17	15	17	12	29
Tot 12+			73.7	73.7	73.7	10.4	84.1
Avg 12+			4.3	4.9	4.3	0.9	2.9
Tot LCS			87.6	87.6	87.6	12.4	100.0
Avg LCS			5.2	5.8	5.2	1.0	3.4

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)									
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998		
KOMP	Las Vegas	C	92.3	25.0	3688	a	Lotus Comm Corp	66	7703			AOR	4,900	1.32	5.1	4.5	5.0	4.4	3.6	5.0	4.0	4.3	4.3		
KQOL	Las Vegas	C	93.1	24.0	3744	b	Clear Channel	80	9905		g1	Oldies	2,800	0.79	4.9	4.3	5.4	4.8	3.9	4.3	4.8	4.2	3.6		
KADD	Laughlin	C1	93.5	2.7	1890		Fitts, William E.		97		1	Hot AC			0.1	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0		
• KMXB	Henderson	C	94.1	100.0	cp	1161	c	Infinity Bcstg	71	0008	p	g2	Hot AC	5,600	1.01	7.6	5.5	5.3	5.8	5.9	7.3	7.6	5.2	6.1	
KWNR	Henderson	C	95.5	92.0		1161	b	Clear Channel	72	9905		g1	Country	6,100	1.25	6.7	8.2	6.0	8.8	5.9	5.6	5.5	7.2	4.7	
KKLZ	Las Vegas	C	96.3	100.0		1175	d	Beasley Bcst Group	84	0006	p	g3	Clsc Rock	5,575	1.67	4.6	3.4	3.2	3.7	3.7	3.0	3.3	4.6	4.8	
KXPT	Las Vegas	C	97.1	25.0	cp	3675	a	Lotus Comm Corp	61	9211		1,425 c2	Clsc Hits	3,400	1.12	4.2	4.4	3.9	3.9	2.7	4.2	3.4	3.4	3.5	
KLUC	Las Vegas	C	98.5	97.0		1181	c	Infinity Bcstg	56	0008	p	g2	CHR	7,100	0.97	10.1	7.0	7.4	6.8	9.1	9.1	9.7	6.8	9.3	
KMZQ	Henderson	C	100.5	96.0	cp	1171	c	Infinity Bcstg	82	0008	p	g2	AC	5,500	1.61	4.7	3.6	3.1	2.9	3.4	4.3	3.2	4.2	4.6	
KFMS	Las Vegas	C	101.9	100.0		1181	b	Clear Channel	63	9905		g1	CHR	3,800	1.07	4.9	4.1	3.6	4.5	3.2	3.5	4.2	5.3	3.8	
KISF	Las Vegas	C	103.5	100.0		1158		Hispanic Bcstg Corp	89	9905		20,300	Mexican	3,300	0.97	4.7	3.7	4.4	5.7	5.5	4.0	5.0	3.1	4.2	
KJUL	N. Las Vegas	C	104.3	24.5		3701	d	Beasley Bcst Group	89	0006	p	138,000 g3	Nostalgia	2,950	0.38	10.7	9.0	9.7	8.0	9.0	11.0	8.0	9.3	8.5	
KRRN	Las Vegas	C2	105.1	50.0		36		Entravision Comm	93	0004		3,250	Spanish AC	1,300	0.62	2.9	1.2	2.2	1.4	2.2	2.6	2.2	2.6	2.6	
KSTJ	Boulder City	C2	105.5	3.7		1588	d	Beasley Bcst Group	82	0006	p	g3	Hot AC	2,175	0.91	3.3	2.8	1.6	1.7	2.4	2.6	2.8	3.7	2.3	
KSNE	Las Vegas	C	106.5	100.0		1155	b	Clear Channel	87	9905		g1	Soft AC	5,800	1.09	7.3	6.4	7.5	7.1	6.9	6.5	5.9	7.1	5.6	
KXTE	Pahrump	C	107.5	24.5	cp	3731	c	Infinity Bcstg	88	0008	p	g2	Modern Rock	5,100	1.02	6.9	5.6	5.4	5.6	6.5	5.6	5.8	6.2	6.1	
• KVG5	Laughlin	C	107.9	98.0	cp	1985		Desert Media Inc	92	0005	p	7,190	Clsc Rock			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# FM Stations -					17	# Combos -					13	FM TOTALS					88.7	73.7	73.7	75.1	73.9	78.6	75.8	77.2	74.0

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)									
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998		
KDWN	Las Vegas	B	720	50.0	50.00		Radio Nevada		75			Nws/Tlk/Spt	700	0.74	1.3	1.2	1.4	0.8	1.6	1.2	0.9	1.2	1.3		
KXNT	N. Las Vegas	B	840	50.0	25.00	c	Infinity Bcstg	86	0008	p	g2	News/Talk	1,300	0.60	3.0	4.5	3.6	3.0	3.5	3.1	2.6	2.0	2.5		
KL5Q	Laughlin	B	870	10.0	1.00		Hispanic Bcstg Corp	86	9505		g	Span/AdStd	1,600	1.00	2.2	1.0	0.7	0.3	0.9	0.4	2.0	2.2	2.9		
KBAD	Las Vegas	B	920	5.0	cp	0.50	a	Lotus Comm Corp	53	9211		c2	Sprts/Talk	350		0.4	0.6	0.5	0.5	0.7	0.0	0.4	0.4	0.6	
KNUU	Paradise	B	970	5.0	cp	0.50		CRC Bcstg Co Inc	62	9807		1,500	News/Talk	800	1.10	1.0	1.2	0.9	0.8	0.6	0.7	0.9	1.0	0.9	
KKVV	Las Vegas	B	1060	5.0	0.04		Las Vegas Bcstrs		90			Chrst/Talk			0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0		
KSFN	N. Las Vegas	B	1140	10.0	2.50	c	Infinity Bcstg	56	0008	p	g2	Oldies			0.1	0.9	1.3	1.5	1.2	0.4	0.0	0.0	0.0		
KLAV	Las Vegas	C	1230	1.0	1.00		Gore-Overgaard	47	9507		1,240	Info/Talk	650		0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5		
KDOX	Henderson	B	1280	5.0	cp	0.05		S & R Bcstg Inc	56	9010	p	600 e	Mexican	950	0.65	2.0	1.2	0.6	0.8	1.2	1.2	1.8	1.5	2.3	
KRLV	Las Vegas	C	1340	1.0	1.00		Weinberg, Fred	47	9512		315	Nws/Tlk/Spt			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KSHV	N. Las Vegas	B	1400	1.0	1.00		McNaughton	54	9610		600	Information			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KENO	Las Vegas	B	1460	10.0	0.62	a	Lotus Comm Corp	40	6506			Sprts/News	850	0.98	1.2	1.0	0.8	0.6	1.1	0.7	0.8	1.2	1.4		
# AM Stations -					12	# Combos -					4	AM TOTALS					11.3	11.6	10.4	8.3	10.8	7.7	9.4	9.5	12.4
AM & FM Stations Profiled -					29	# Duopolies -					8	Total Local Commercial Share					85.3	84.1	83.4	84.7	86.3	85.2	86.7	86.4	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 41

Revenue Rank: 40

New Orleans Market Overview



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
Total	1,262.2

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$37,200	\$40,400	\$42,500	\$47,200	\$49,800	\$54,400	7.9%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	9.6%	\$59,600	\$64,900	\$68,800	\$72,900	\$77,300	6.7%
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
	\$3.53/1,000	\$4.35/1,000	\$5.11/1,000	Local	84%		
Revenue/Capita	\$29.30	\$43.10	\$61.37	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	1,269.6	1,262.2	-0.1%	1,262.2	1,259.6	0.0%
Households	467.8	471.0	0.1%	471.0	478.5	0.3%
Retail Sales	10,524.5	12,506.7	3.5%	12,506.7	15,113.0	3.9%
EBI	19,195.0	19,626.2	0.4%	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	\$ 34,904		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		16	11	18	17	35
Tot 12+	0.0		70.2	66.8	70.2	17.5	87.7
Avg 12+	0.0		4.4	6.1	3.9	1.0	2.5
Tot LCS	0.0		80.0	76.2	80.0	20.0	100.0
Avg LCS	0.0		5.0	6.9	4.4	1.2	2.9

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)							
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
WCKW	La Place	C	92.3	100.0	1946	e	222 Corp	66				Clsc Hits	1,400	1.30	1.8	2.9	2.0	1.9	1.3	1.3	1.4	1.5	2.1
WQUE	New Orleans	C	93.3	100.0	984	c	Clear Channel	49	8409		g2	Urban	7,300	0.74	16.5	14.5	14.1	12.7	14.4	15.0	14.6	14.3	13.9
WTIX	Galliano	C1	94.3	100.0	981	f	Fleur de Lis Bcstg	75				Oldies	350		0.8	0.6	0.9	0.7	0.7	0.6	0.5	1.0	0.8
WYLA	Lacombe	A	94.7	3.0 cp	472	f	Styles Bcstg Inc	96	9812	1,700	d4	Country			0.3	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.3
WSJZ	Reserve	C3	94.9	14.0 cp	440	f	Styles Bcstg Inc	92	0002	1,800		Smooth Jazz			0.3	0.7	0.0	0.0	0.0	0.0	0.5	0.0	0.6
WTKL	New Orleans	C	95.7	100.0	984	a	Entercom	53	9912		g3	Oldies	3,600	0.99	6.1	5.0	6.6	6.0	5.9	5.6	4.9	5.7	5.2
WEZB	New Orleans	C	97.1	100.0	984	a	Entercom	45	9912		g3	CHR	3,200	1.25	4.3	5.0	4.9	4.2	3.7	3.8	3.7	4.0	3.7
WYLD	New Orleans	C1	98.5	100.0	902	c	Clear Channel	71	9303	7,500	c1	AC	5,250	0.89	9.9	8.7	8.7	9.2	9.0	8.9	9.5	8.5	7.8
WRNO	New Orleans	C	99.5	100.0	1004	d	Beasley Bcst Group	67	0006 p		g5	Clsc Rock	4,050	1.51	4.5	3.2	3.8	4.2	4.0	3.8	4.3	4.4	3.3
KLRZ	Larose	C2	100.3	50.0	318		Coastl Bcstg-Larose	93			g4	Folk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WNOE	New Orleans	C	101.1	100.0	1004	c	Clear Channel	68	9607		g1	Country	5,200	1.23	7.1	6.7	5.7	4.4	5.7	6.4	6.9	6.1	5.6
WLMG	New Orleans	C	101.9	100.0	984	a	Entercom	70	9912		g3	Soft AC	3,500	1.03	5.7	5.2	5.9	7.2	5.3	5.1	4.2	4.8	5.9
KMEZ	Belle Chasse	C3	102.9	4.7	604	d	Beasley Bcst Group	90	0006 p		g4	Urban/Oldes	2,100	0.59	6.0	5.9	6.6	6.0	5.5	6.3	6.1	4.5	4.2
KUMX	Houma	C	104.1	100.0	1946	c	Clear Channel	68	9702	6,750		CHR	2,100	0.77	4.6	3.0	3.2	4.0	4.4	4.2	3.8	4.3	3.9
● WJSH	Folsom	A	104.7	6.0	328	f	Southwest Bcstg Inc	96	0009 p	975		Smooth Jazz			0.1	0.4	0.0	0.0	0.0	0.1	0.0	0.0	0.3
● WKZN	Kenner	C1	105.3	100.0	902	a	Entercom	70	9912		g3	Hot AC	3,000	1.17	4.3	4.6	3.6	4.1	5.2	3.9	4.0	3.2	4.0
WKSJ	Picayune	C2	106.1	50.0 cp	492		Guaranty Bcstg Corp	73	9705	2,000		Clsc Rock			0.6	0.4	0.5	0.9	0.6	0.5	0.5	0.7	0.5
KKND	Port Sulphur	C1	106.7	100.0	981	c	Clear Channel	85	9607		g1	Modern Rock	2,000	0.59	5.7	4.4	3.7	4.0	4.5	4.7	4.7	5.1	5.6
# FM Stations -					18	# Combos -					15	FM TOTALS			78.6	71.2	70.2	69.5	70.2	70.8	69.6	68.1	67.7

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 41

Revenue Rank: 40

New Orleans Market Overview



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
Total	1,262.2

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$37,200	\$40,400	\$42,500	\$47,200	\$49,800	\$54,400	7.9%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	9.6%	\$59,600	\$64,900	\$68,800	\$72,900	\$77,300	6.7%

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	\$3.53/1,000	\$4.35/1,000	\$5.11/1,000	Local 84%
Revenue/Capita	\$29.30	\$43.10	\$61.37	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	1,269.6	1,262.2	-0.1%	1,262.2	1,259.6	0.0%
Households	467.8	471.0	0.1%	471.0	478.5	0.3%
Retail Sales	10,524.5	12,506.7	3.5%	12,506.7	15,113.0	3.9%
EBI	19,195.0	19,626.2	0.4%	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	\$ 34,904		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		16	11	18	17	35
Tot 12+	0.0		70.2	66.8	70.2	17.5	87.7
Avg 12+	0.0		4.4	6.1	3.9	1.0	2.5
Tot LCS	0.0		80.0	76.2	80.0	20.0	100.0
Avg LCS	0.0		5.0	6.9	4.4	1.2	2.9

Competitive Overview

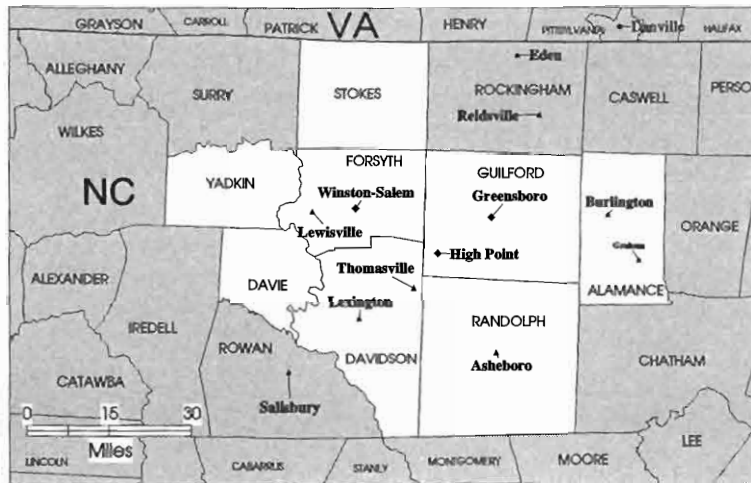
AM Stations

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		Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
WVOG	New Orleans	B	600	1.0	0.00		F.W. Robbert Bcstg	64	7406			Chrst/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WTIX	New Orleans	B	690	10.0	5.00		GHB Bcstg	48	9202	800		News/Talk	360		0.7	0.6	0.4	0.5	0.5	0.5	0.6	0.5	0.8
WASO	Covington	B	730	0.3	0.03		America First Comm	53	9207	200		News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KKNO	Gretna	B	750	0.3	0.00		Blakes, Robert C, Sr	89	9308	275		Christian			0.2	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0
WSHO	New Orleans	B	800	1.0 cp	0.29		Shadowlands Comm	26	9504	675		Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WFNO	Norco	B	830	5.0	0.75	b	NOPG LLC	87	9611	700		Spanish			0.1	0.0	0.7	0.4	0.0	0.5	0.0	0.0	0.0
WWL	New Orleans	A	870	50.0	50.00	a	Entercom	22	9912		g3	Nws/Tlk/Spt	11,500	2.17	8.9	7.0	6.7	7.2	7.5	7.8	5.6	7.4	10.5
WYLD	New Orleans	B	940	10.0	0.50	c	Clear Channel	49	9303		c1	Gospel	1,600	0.57	4.7	2.9	4.2	3.9	3.6	3.9	4.4	4.4	3.8
WGSO	New Orleans	B	990	1.0	0.40	b	NOPG LLC	46	9611	575		News	400		0.4	0.7	0.4	0.0	0.4	0.0	0.5	0.4	0.6
WLTS	Garyville	B	1010	0.5	0.00	e	222 Corp	70				Gospel				0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WLNO	New Orleans	B	1060	50.0	5.00		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	1230	1.0	1.00		Willis Bcstg Corp	51	8305	450		Gospel	740	0.89	1.4	0.7	1.0	1.0	1.2	1.1	1.4	1.1	1.4
WODT	New Orleans	B	1280	5.0	5.00	c	Clear Channel	23	8409		g2	Rhythm/Blue	400		0.9	1.1	1.4	0.8	0.9	1.0	0.8	1.0	0.5
WSMB	New Orleans	B	1350	5.0	5.00	a	Entercom	25	9912		g3	Sports	900		0.8	1.1	0.9	1.1	0.6	0.7	0.8	0.7	0.6
WBYU	New Orleans	C	1450	1.0	1.00	d	Beasley Bcst Group	50	0006 p		g4	Adlt Stndrd	600	0.44	2.3	1.3	1.4	1.9	1.8	2.0	2.2	2.0	2.0
KGLA	Gretna	B	1540	1.0	0.00		Crocodile Bcstg	69	9202	300		CHR/Span			0.7	0.4	0.4	0.5	0.0	1.1	0.5	0.6	0.4
WSLA	Slidell	B	1560	1.0	0.00		Mapa Broadcasting,	63				Nws/Tlk/Spt				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
				# AM Stations -			17	# Combos -			8	AM TOTALS			21.1	16.5	17.5	17.3	16.5	18.6	17.5	18.1	20.6
				AM & FM Stations Profiled -			35	# Duopolies -			9	Total Local Commercial Share				87.7	87.7	86.8	86.7	89.4	87.1	86.2	88.3

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 42
Revenue Rank: 51

Greensboro-Winston Salem-High Point Market



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
Total	1,175.6

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$27,500	\$28,800	\$33,300	\$35,900	\$38,400	\$45,000	10.4%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	4.2%	\$46,900	\$51,500	\$56,700	\$62,400	\$68,600	10.0%
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
Revenue/Capita	\$2.78/1,000	\$3.41/1,000	\$4.04/1,000	Local	85%		
	\$25.02	\$38.28	\$55.09	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	1,099.2	1,175.6	1.4%	1,175.6	1,245.2	1.2%
Households	437.3	470.1	1.5%	470.1	506.2	1.5%
Retail Sales	9,893.5	13,180.0	5.9%	13,180.0	16,961.1	5.2%
EBI	17,255.2	19,443.7	2.4%	19,443.7	24,380.4	4.6%

Demographic Breakdown

	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		\$ 31,941	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	24	39
Tot 12+	1.1		63.5	59.4	64.6	9.1	73.7
Avg 12+	1.1		4.5	5.9	4.3	0.4	1.9
Tot LCS	1.5		86.2	80.6	87.7	12.3	100.0
Avg LCS	1.5		6.2	8.1	5.8	0.5	2.6

Competitive Overview

Some stations also rated in Charlotte and Raleigh-Durham.

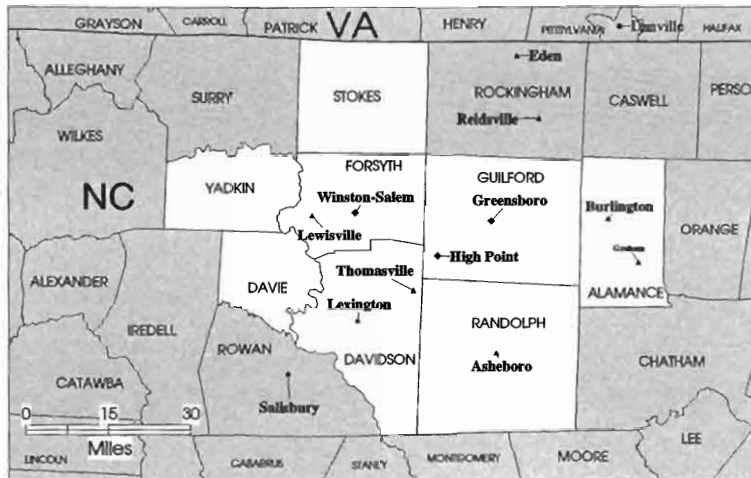
FM Stations

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)									
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998		
WKRR	Asheboro	C	92.3	100.0	1289	c	Dick Bcstg Co Inc	48	8503	2,000		Clsc Rock	4,000	1.14	7.5	4.7	4.7	5.9	5.9	5.0	6.2	5.4	6.3		
WMQX	Winston Salem	C	93.1	99.0	1099	b	Entercom	47	9912		g3	Oldies	3,900	1.08	7.7	6.8	6.4	5.7	5.1	6.5	6.1	6.0	5.0		
WWGL	Lexington	C	94.1	100.0	1014	a	Davidson Cnty Bcstg	49				ChrsContemp	500	0.82	1.3	0.7	0.7	0.9	0.9	0.9	1.1	1.0	1.1		
WXRA	Eden	C1	94.5	100.0	981	g	Clear Channel	49	9607		g1	Rock	2,100	0.95	4.7	4.1	3.1	3.2	3.1	3.6	3.6	3.5	3.8		
WHPE	High Point	C1	95.5	100.0	522	b	Bible Bcstg Network	47	7410			Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WQMG	Greensboro	C	97.1	100.0 cp	1230	b	Entercom	62	9912		g3	Urban	3,600	0.85	9.0	8.1	7.7	7.6	7.5	7.9	5.5	7.4	6.6		
WIST	Thomasville	A	98.3	1.7	420		GHB Bcstg	49	9701	925		Nostalgia	300	0.32	2.0	1.1	1.1	1.1	1.1	2.1	1.5	1.2	1.2		
WKSI	Greensboro	C	98.7	100.0	1037	d	Bahakel Comm	58	8704	5,600	c1	Modern AC	2,850	1.07	5.7	3.8	3.7	4.3	4.5	4.0	5.2	4.1	4.3		
WMAG	High Point	C	99.5	100.0	1496	g	Clear Channel	46	0008		g	AC	4,900	1.20	8.7	6.7	7.3	7.7	6.3	6.7	6.1	7.1	6.6		
WHSL	High Point	C	100.3	100.0	1037	g	Clear Channel	53	0008		g	Country	2,800	0.88	6.8	5.1	5.3	4.1	5.9	4.6	5.8	5.1	5.2		
WKXU	Burlington	C	101.1	100.0	1191	e	Curtis Media Group	46	9001		See (48)	Country		0.78	2.3	2.1	1.9	1.5	2.0	1.9	1.7	1.5	1.8		
WJMH	Reidsville	C	102.1	99.0	1204	b	Entercom	48	9912		g3	Urban	3,800	0.71	11.4	8.7	7.7	7.1	7.2	9.3	8.6	7.3	9.7		
WTQR	Winston Salem	C	104.1	100.0	1453	g	Clear Channel	47	9607		g1	Country	8,100	1.39	12.4	9.3	8.2	8.0	8.3	9.7	9.3	9.4	9.5		
WEND	Salisbury	C1	106.5	84.0	1047		Mercury Bcstg Co	46	0008			Alternative	n/a			1.6	0.9	1.5	1.1	1.0	1.1	1.5	1.1		
WKZL	Winston Salem	C	107.5	100.0	994	c	Citadel Comm Corp	72	0010		g4	CHR	3,350	1.35	5.3	6.1	5.3	5.2	5.9	3.3	3.9	4.0	5.0		
					# FM Stations -	15	# Combos -	11								FM TOTALS	86.4	68.2	64.6	63.4	64.7	66.6	66.1	64.1	67.2

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 42
Revenue Rank: 51

Greensboro-Winston Salem-High Point Market



Metro Counties / Population (000)

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Market Radio Financials

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

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	\$27,500	\$28,800	\$33,300	\$35,900	\$38,400	\$45,000	10.4%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	4.2%	\$46,900	\$51,500	\$56,700	\$62,400	\$68,600	10.0%
	1993	1998	2003	Est. Breakout			
Revenue/Retail Sales	\$2.78/1,000	\$3.41/1,000	\$4.04/1,000	Local	85%		
Revenue/Capita	\$25.02	\$38.28	\$55.09	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
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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		\$ 31,941	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	24	39
Tot 12+	1.1		63.5	59.4	64.6	9.1	73.7
Avg 12+	1.1		4.5	5.9	4.3	0.4	1.9
Tot LCS	1.5		86.2	80.6	87.7	12.3	100.0
Avg LCS	1.5		6.2	8.1	5.8	0.5	2.6

Competitive Overview

Some stations also rated in Charlotte and Raleigh-Durham.

AM Stations

Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Date Std 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)										Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998	
WSJS	Winston Salem	B	600	5.0	5.00	f	Infinity Bcstg	30 0008		g2	News/Talk	3,200	1.14	6.0	3.7	4.1	4.1	3.9	4.1	4.8	5.5	4.0	
WZOO	Asheboro	B	710	1.0	0.00		Faith Enterprises	71 8611			Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WTNC	Thomasville	B	790	1.0	0.05		GHB Bcstg	47 0007 p	350		Gospel	1,000			0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WTRU	Kernersville	B	830	50.0	10.00	h	Truth Bcstg	70 0008		g 1	RlgMs/CCtmp			1.0	0.5	0.8	0.8	0.9	0.8	0.7	0.8	0.7	
WPCM	Burlington	B	920	5.0	0.06		Curtis Media Group	41 9001		c2	Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WPET	Greensboro	B	950	0.5	0.00	d	Bahakel Comm	54 8704		c1	Gospel	450		0.6	0.0	0.0	0.0	0.6	0.4	0.4	0.5	0.4	
WAAA	Winston Salem	B	980	1.0	0.00		Media Bcstg	50 5609			Urban AC	400	0.85	1.0	0.5	0.7	0.7	0.8	0.8	0.9	0.7	0.6	
WSGH	Lewisville	B	1040	9.1	0.18		Baker Family Stns	86			Spanish			0.1	0.7	1.1	0.5	0.0	0.3	0.0	0.0	0.0	
WGOS	High Point	B	1070	1.0	0.00		Ritchy Bcstg	47 7906			Cntry/Gospl	175		0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	
WBAG	Burlington-Graha	B	1150	1.0	0.05		Gray Bcstg LLC	46 9811	150		Variety			0.5	0.0	0.6	0.0	0.0	0.3	0.5	0.3	0.4	
WSML	Graham	B	1200	10.0	1.00	f	Infinity Bcstg	67 0008		g2	Nws/Tlk/Spt			0.2	0.3	0.2	0.0	0.3	0.3	0.0	0.0	0.3	
WMFR	High Point	C	1230	1.0	1.00	f	Infinity Bcstg	35 0008		g2	News/Talk	700	1.00	1.5	0.7	0.6	1.1	0.7	0.7	1.4	1.2	1.2	
WKXR	Asheboro	B	1260	5.0	0.50		Randolph Bcstg	47 8606	500		Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WCOG	Greensboro	B	1320	5.0 cp	5.00	h	Truth Bcstg	48 9906	500	1	Chrst/Talk	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WPOL	Winston Salem	C	1340	1.0	1.00	h	Truth Bcstg	37 0006	450sw		Gospel			0.3	0.6	0.0	0.4	0.0	0.0	0.0	0.5	0.3	
WTOB	Winston Salem	B	1380	5.0	2.50	i	Salem Comm Corp	47 8711	450	1	Chrst/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WKEW	Greensboro	C	1400	1.0	1.00		Truth Bcstg	42 0003 p			Children	250			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WLXN	Lexington	B	1440	5.0	1.00	a	Davidson Cnty Bcstg	46			Nws/Tlk/Spt			0.2	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.3	
WWBG	Greensboro	B	1470	5.0	5.00	i	Salem Comm Corp	99 9704	85 cp	1	Nws/Tlk/Spt				0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WSMX	Winston Salem	B	1500	1.0	0.00		Gospel Media	64 8206	600		Gospel			0.3	0.0	0.0	0.0	0.0	0.3	0.5	0.0	0.0	
WEAL	Greensboro	B	1510	1.0	0.00	b	Entercom	62 9912		g3	Gospel	200	0.20	2.1	1.8	1.0	2.4	1.4	1.1	2.1	1.8	1.5	
WDSL	Mocksville	B	1520	5.0	0.00		Davie Bcstg Inc	64 9810	30		BIGrs/Cntry	25			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WBFJ	Winston Salem	B	1550	2.5	0.00		Word of Life Bcstg	66 8306	281		Chrst/Talk	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WOKX	High Point	B	1590	1.3 cp	0.00		Key, Joel T.	53 9906			Gospl/Inspr	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
				# AM Stations -		24	# Combos -		11	AM TOTALS					13.9	9.9	9.1	10.0	8.6	9.1	11.6	11.3	10.1
				AM & FM Stations Profiled -		39	# Duopolies -		8	Total Local Commercial Share					78.1	73.7	73.4	73.3	75.7	77.7	75.4	77.3	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 43

Revenue Rank: 39

Nashville Market Overview



Metro Counties / 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
Total	1,166.4

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$38,200	\$43,700	\$49,100	\$54,100	\$58,500	\$61,800	10.1%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	12.3%	\$69,400	\$77,400	\$83,600	\$91,900	\$98,400	9.1%

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	\$3.62/1,000	\$4.47/1,000	\$5.29/1,000	Local 80%
Revenue/Capita	\$36.21	\$52.98	\$78.26	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	1,055.0	1,166.4	2.0%	1,166.4	1,257.4	1.5%
Households	406.3	450.4	2.1%	450.4	493.2	1.8%
Retail Sales	10,563.2	13,840.8	5.6%	13,840.8	18,601.7	6.1%
EBI	18,147.6	23,234.6	5.1%	23,234.6	32,773.8	7.1%

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	\$ 37,685		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	28	51
Tot 12+	19.0		56.2	70.6	75.2	13.2	88.4
Avg 12+	1.9		4.3	5.0	3.3	0.5	1.7
Tot LCS	21.5		63.6	79.9	85.1	14.9	100.0
Avg LCS	2.1		4.9	5.7	3.7	0.5	2.0

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)									
															Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998		
WQQK	Hendersonville	A	92.1	3.0	463	c	Dickey Bros Bcstg	70	9709	12,000	c3	1	Urban	3,500	0.48	10.4	7.3	8.8	9.7	8.4	10.0	7.7	8.5	9.8
WJXA	Nashville	C	92.9	97.0	1053	f	South Central Comm	76	8005	375			Lite AC	4,700	1.00	6.8	8.2	7.3	6.5	8.2	6.1	5.4	6.5	5.4
WYYB	Kingston Springs	A	93.7	1.2	755	d	Tuned In Bcstg Inc	91	9512	500			Variety	100		0.2	0.7	0.4	0.3	0.0	0.0	0.6	0.0	0.0
WRLG	Smyrna	A	94.1	3.9	237	d	Tuned In Bcstg Inc	93	9504		st		AAA	750		0.1	0.1	0.3	0.1	0.2	0.1	0.1	0.1	0.1
WDBL	Springfield	A	94.3	3.0	325	d	Tuned In Bcstg Inc	50	9706	580	c1		AAA	100		0.1	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
WSM	Nashville	C	95.5	100.0	1280	b	Gaylord Bcstg Co	62	8412	10,000	c2		Country	7,400	1.32	8.1	3.6	3.1	5.2	4.4	6.2	6.5	6.9	8.5
WRMX	Murfreesboro	C1	96.3	52.0	1286	f	South Central Comm	63	9402	6,500			Oldies	5,000	1.13	6.4	5.4	4.8	5.2	5.9	5.3	5.7	6.3	4.7
WRQQ	Goodlettsville	C2	97.1	50.0	492		Dickey Bros Bcstg	99	0003	11,000	sw	1	Hot AC				1.8	1.2	1.5	0.0	0.0	0.0	0.0	0.0
WSIX	Nashville	C	97.9	100.0	1145	g	Clear Channel	48	0008			g	Country	12,000	1.78	9.7	7.7	6.9	6.6	6.1	7.9	8.9	8.7	8.1
WAMB	Donelson	A	98.7	0.1	259	e	Great Southern	90					Nostalgia				0.3	0.0	0.1	0.0	0.0	0.0	0.1	0.0
WANT	Lebanon	A	98.9	5.0	318	h	Bay, Susan	94					Country	400		0.6	0.0	0.0	0.0	0.7	0.4	0.5	0.8	0.3
WWTN	Manchester	C	99.7	100.0	1296	b	Gaylord Bcstg Co	62	9508	3,800			Nws/Tik/Spt	3,500	1.07	4.7	4.3	3.8	4.6	4.7	3.5	3.2	4.7	4.8
WRLT	Franklin	A	100.1	0.2	1181	d	Tuned In Bcstg Inc	61	9512	550			AAA	1,400	1.26	1.6	1.6	1.7	0.8	0.8	1.6	1.4	1.6	0.8
WZTO	Russellville	C1	101.1	47.0	1289	g	Clear Channel	65	0008		g		ChrsContemp	1,500	0.83	2.6	3.0	2.0	2.7	2.4	1.7	2.3	1.8	3.3
WQZQ	Dickson	C1	102.5	100.0	856	a	Cromwell Group	64	9201	1,638	e		CHR	1,500	0.65	3.3	3.4	2.7	2.5	2.1	3.4	3.0	2.7	2.4
WZPC	Shelbyville	C1	102.9	100.0	810	a	Cromwell Group	62	8911				New Rock	2,000	0.96	3.0	4.0	2.9	3.3	4.7	4.0	4.0	1.0	1.3
WKDF	Nashville	C	103.3	100.0	1234		Citadel Comm Corp	67	0010		g		Country	3,450	1.21	4.1	4.7	4.8	4.2	4.5	3.4	3.6	3.9	3.4
WGFX	Gallatin	A	104.5	38.0	1424		Citadel Comm Corp	60	0010		g4		Clsc Rock	2,200	0.86	3.7	3.1	4.9	3.2	2.7	3.5	2.5	3.3	3.6
WBOZ	Woodbury	A	104.9	6.0	328	j	Salem Comm Corp	94	0002		g3		Gospel	250		0.7	0.2	0.6	0.7	0.6	0.4	0.4	0.7	0.8
WVRY	Waverly	C2	105.1	50.0	492	j	Salem Comm Corp	72	0002		g3		Gospel	250		0.2	0.7	0.4	0.1	0.6	0.1	0.3	0.3	0.1
WNRQ	Nashville	C	105.9	98.0	1234	g	Clear Channel	53	0008		g		Clsc Rock	5,200	0.78	9.6	6.4	7.5	6.4	6.7	8.1	9.0	7.8	8.2
• WNPL	Belle Meade	A	106.7	1.1	774	c	Dickey Bros Bcstg	98	9905	1,580		1	Rock	150	0.09	2.4	2.0	2.3	2.0	2.3	2.2	2.6	2.7	0.9
WRVW	Lebanon	C1	107.5	29.8	1234	g	Clear Channel	67	0008		g		Hot AC	6,500	1.30	7.2	7.4	8.8	8.8	7.8	6.9	5.9	6.4	5.7
				# FM Stations -	23	# Combos -	20					FM TOTALS			85.5	75.9	75.2	74.5	73.8	74.8	73.9	74.8	72.2	

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1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 43

Revenue Rank: 39

Nashville Market Overview



Metro Counties / Population (000)

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Robertson, TN	53.9
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Market Radio Financials

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

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$38,200	\$43,700	\$49,100	\$54,100	\$58,500	\$61,800
***	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	12.3%	\$69,400	\$77,400	\$83,600	\$91,900	\$98,400	9.1%
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
Revenue/Capita	\$3.62/1,000	\$4.47/1,000	\$5.29/1,000	Local	80%		
	\$36.21	\$52.98	\$78.26	National	20%		

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

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Retail Sales	10,563.2	13,840.8	5.6%	13,840.8	18,601.7	6.1%
EBI	18,147.6	23,234.6	5.1%	23,234.6	32,773.8	7.1%

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	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							
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
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Avg 12+	1.9		4.3	5.0	3.3	0.5	1.7
Tot LCS	21.5		63.6	79.9	85.1	14.9	100.0
Avg LCS	2.1		4.9	5.7	3.7	0.5	2.0

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)								
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998	
WNSR	Brentwood	B	560	0.5	0.06	i	So. Wabash Comm	85	9712	185	e	Sports	200		0.3	0.4	0.4	0.0	0.0	0.4	0.3	0.0	0.4	
WSM	Nashville	A	650	50.0	50.00	b	Gaylord Bcstg Co	25	8412		c2	Country	2,900	1.10	3.8	2.5	3.0	2.9	3.7	3.7	2.7	2.9	3.7	
WFCM	Smyrna	B	710	0.3	0.00		Moody Bible Inst	93	9706	163		Inspiration				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WENO	Nashville	B	760	1.0	0.00		Radio Corp of	88	9005	300		Chrst/Talk	150		0.1	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	
WQSV	Ashland City	B	790	0.5	0.00		Sycamore Vly Bcstg	82	9112	55		Cntry/Gospl				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WMGC	Murfreesboro	B	810	5.0	0.01	i	So. Wabash Comm	53	9906	300	+	Spar/Sprts				0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	
WMDB	Nashville	B	880	2.5	0.00		Babb Bcstg Co	83				Urban AC	700	1.01	1.0	0.8	0.3	1.0	0.5	0.5	1.0	0.7	1.3	
WCOR	Lebanon	B	900	0.5	0.14	h	Bay, Susan	49	9303	16		Country	100		0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	
WAKM	Franklin	B	950	2.5	0.08		Franklin Radio	53	8209	600		Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WYFN	Nashville	B	980	5.0	5.00		Bible Bcstg Network	27	9101	600		Gospel				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				Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WQSE	White Bluff	B	1030	1.0	0.25		Bernie Bishop Bcstg	82				Top40/Gospl				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WSGI	Springfield	B	1100	1.0	0.00		F & M Enterprs Inc	82				Cntry/Gospl	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WYXE	Gallatin	B	1130	2.3	0.00		Deck, Richard	66	0005	50		Cntry/Oldes				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WAMB	Donelson	B	1160	50.0	1.00	e	Great Southern	71				Nostalgia	450	0.59	1.1	1.0	1.2	0.8	1.1	1.0	1.0	0.7	1.0	
WKDA	Lebanon	B	1200	10.0	0.50		Radio Nashville Inc	79	9606		cp	DARK				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 Co	48	9808	600		Urban/Gospl	200		0.7	0.8	0.7	0.4	0.0	0.7	0.0	0.9	0.7	
WDKN	Dickson	B	1260	5.0	0.00		Edmisson/Eubank	55	8705	220		Country				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. Robbert Bcstg	48	8312	700		Chrst/Talk	100		0.4	0.0	0.0	0.0	0.0	0.0	0.8	0.6	0.0	
WNAH	Nashville	B	1360	1.0	0.03		Hermitage Bcstg	49				Gospel				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 Communicaitons	69	9908	220		Spanish				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		Nws/Tlk/Spt				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WMAK	Madison	B	1430	5.0	1.00	e	Great Southern	58	9512	25		News/Talk			0.1	0.0	0.4	0.0	0.0	0.0	0.0	0.3	0.0	
WGNS	Murfreesboro	C	1450	1.0	1.00		Rutherford Group Inc	47	8410	476		Talk	100		0.3	0.0	0.6	0.0	0.0	0.0	0.8	0.0	0.3	
WVOL	Berry Hill	B	1470	5.0	1.00		Heidelberg Bcstg	51	0004		sw 1	CHR/Gsp/Jaz	250	0.14	2.6	1.7	1.7	2.7	3.0	2.3	2.7	2.2	1.8	
WLAC	Nashville	A	1510	50.0	50.00	g	Clear Channel	26	0008		g	Nws/Tlk/Spt	2,300	0.81	4.1	4.1	3.7	3.1	3.4	3.2	2.5	3.9	4.5	
WMRO	Gallatin	B	1560	1.5	0.00		Classic Bcstg Inc	67	9310		na	Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WDBL	Springfield	B	1590	0.7	0.03	d	Tuned In Bcstg Inc	50	9706		c1	Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
				# AM Stations -		28	# Combos -		8	AM TOTALS						14.6	11.3	13.2	10.9	11.7	11.8	12.0	12.2	14.1
				AM & FM Stations Profiled -		51	# Duopolies -		12	Total Local Commercial Share						87.2	88.4	85.4	85.5	86.6	85.9	87.0	86.3	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 44
Revenue Rank: 37

Hartford-New Britain-Middletown Market Overview



Metro Counties / Population (000)

Hartford, CT	831.0
Litchfield, CT	20.7
Middlesex, CT	101.4
New Haven, CT	54.1
Tolland, CT	133.6
Total	1,140.8

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

ESTIMATED GROSS REVENUES ★ ★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$42,000	\$46,400	\$49,400	\$54,200	\$59,900	\$65,000	9.1%
	1999	2000	2001	2002	2003		Δ 99 - 03
	15.1%	\$74,800	\$82,300	\$90,500	\$99,600	\$109,500	10.0%

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	\$4.27/1,000	\$3.18/1,000	\$4.82/1,000	Local 70%
Revenue/Capita	\$36.58	\$31.05	\$52.09	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	1,148.1	2,093.1	-0.1%	2,093.1	2,102.0	0.1%
Households	434.4	796.8	12.9%	796.8	810.1	0.3%
Retail Sales	9,835.7	20,426.8	15.7%	20,426.8	22,729.8	2.2%
EBI	23,786.6	44,222.2	13.2%	44,222.2	51,534.4	3.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,014.8	153.7	76.4	95.0	153.3	171.4	147.4	217.6
Women (000)	1,078.3	146.9	73.0	92.9	149.9	176.8	153.3	285.6
Total	2,093.1	300.5	149.3	187.9	303.2	348.2	300.7	503.1
Percentage	100.0%	14.4%	7.1%	9.0%	14.5%	16.6%	14.4%	24.0%
Per Capita	\$ 21,128							
				Median Household	\$ 46,650		Avg Household	\$ 55,500
Ethnic Population:	White 88.0%		Black 9.5%		Asian 2.2%		Hispanic 7.8%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2	11		9	13	15	28
Tot 12+	0.5	57.3		55.2	57.8	18.9	76.7
Avg 12+	0.3	5.2		6.1	4.4	1.3	2.7
Tot LCS	0.7	74.7		72.0	75.4	24.6	100.0
Avg LCS	0.3	6.8		8.0	5.8	1.6	3.6

Competitive Overview

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

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)									
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998		
WWYZ	Waterbury	B	92.5	17.0	879	c	Clear Channel	61	0008		g	Country	8,800	1.20	9.8	7.1	7.4	8.1	8.0	8.4	7.9	7.4	6.9		
WZMX	Hartford	B	93.7	17.0	850	d	Infinity Bcstg	39	0008 p		g2	Dance Olds	3,000	0.89	4.5	3.8	3.5	3.2	4.0	4.0	4.2	2.5	3.3		
WKSS	Hartford-Meridn	B	95.7	16.5	879	c	Clear Channel	47	0008		g	Top 40	8,300	1.02	10.9	10.1	9.5	9.0	9.1	9.3	8.9	8.2	7.6		
WTIC	Hartford	B	96.5	20.0	810	d	Infinity Bcstg	40	0008 p		g2	Modern AC	7,000	1.05	8.9	5.9	6.7	7.4	6.5	6.2	6.9	7.5	7.1		
WPKX	Enfield	A	97.9	2.2	528	c	Clear Channel	90	0008			Country	n/a		0.9	0.5	0.5	1.1	0.6	0.6	0.7	0.8	0.7		
WPLR	New Haven	B	99.1	15.0	906	c	Cox Radio Inc	44	0008			AOR	n/a		1.2	1.3	1.1	1.1	0.8	0.9	0.9	0.9	1.0		
WRCH	New Britain	B	100.5	7.5	1250	d	Infinity Bcstg	68	0008 p		g2	Soft AC	13,200	1.21	14.6	10.6	12.1	10.9	9.6	10.3	11.3	12.5	11.4		
WKCI	Hamden	B	101.3	15.0	876		Clear Channel	69	9205	See (102)		CHR/AC	n/a		1.4	1.4	1.0	1.4	1.0	1.1	1.3	1.1	1.0		
WDRC	Hartford	B	102.9	19.5	810	a	Buckley Bcstg Corp	36				Oldies	5,900	1.21	6.5	5.7	4.7	3.7	5.6	5.5	4.7	5.4	4.5		
WQQQ	Sharon	A	103.3	1.0	640		Jackson Group	93				FullService				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WMRQ	Waterbury	B	104.1	17.8	837	c	Clear Channel	67	0008		g	Modern Rock	4,900	1.31	5.0	3.8	3.4	3.8	3.6	3.8	3.8	4.0	4.0		
WHCN	Hartford	B	105.9	16.0	866	c	Clear Channel	39	0008		g	AOR	3,600	1.00	4.8	3.7	3.9	3.0	3.2	3.7	4.3	3.7	3.1		
• WCCC	Hartford	B	106.9	23.0	725	b	Cox Radio Inc	60	0005		g1	Rock	4,500	1.04	5.8	4.3	4.0	4.6	4.7	4.5	4.7	4.2	4.7		
# FM Stations -					13	# Combos -					11	FM TOTALS					74.3	58.2	57.8	57.3	56.7	58.3	59.6	58.2	55.3

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)									
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998		
WSNG	Torrington	B	610	1.0	0.50	a	Buckley Bcstg Corp	48	9701	425		Adlt Stndrd				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WRYM	New Britain	B	840	1.0	0.13		Hartford Cty Bcstg	46	6108			Spanish	200		0.4	0.5	0.5	0.0	0.3	0.5	0.0	0.4	0.4		
WNEZ	New Britain	B	910	5.0	5.00	f	Mega Comm Inc	49	9812		g3	Urban AC	1,350	0.75	2.4	2.0	1.4	2.2	1.5	1.9	1.7	1.7	2.1		
WNTY	Southington	B	990	2.5	0.08		Add Radio Group	69	9905	850	na	Spanish				0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0		
WTIC	Hartford	A	1080	50.0	50.00	d	Infinity Bcstg	25	0008 p		g2	News/Talk	10,800	0.99	14.6	9.0	10.4	11.1	10.6	12.0	10.7	11.8	10.9		
WPRX	Bristol	B	1120	1.0	0.50		Nieves Quez Prod	48	8708			AC	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WMRD	Middletown	B	1150	2.5	0.05	e	Crossroads Comm	48	9604	300		FullService				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WLAT	Manchester	C	1230	1.0	1.00	f	Mega Comm Inc	58	9812		g3	Spanish	1,100	1.05	1.4	1.4	1.3	1.4	1.4	0.8	0.7	1.3	1.6		
WCCC	West Hartford	B	1290	0.5	0.00	b	Cox Radio Inc	47	0005		g1	Rock				0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0		
WDRC	Hartford	B	1360	5.0	5.00	a	Buckley Bcstg Corp	22	5908			Adlt Stndrd	1,800	0.41	5.9	4.3	4.0	4.2	4.7	3.5	5.0	3.8	6.0		
WPOP	Hartford	B	1410	5.0	5.00	c	Clear Channel	35	0008		g	Sports	250		0.7	0.9	1.0	0.7	1.1	0.6	0.8	0.5	0.3		
WLIS	Old Saybrook	B	1420	5.0	0.50	e	Crossroads Comm	56	9609	675		FullService				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WMMW	Meriden	B	1470	2.5	2.50	a	Buckley Bcstg Corp	47	9811	630		Adlt Stndrd	50		0.2	0.2	0.3	0.7	0.5	0.3	0.3	0.0	0.0		
WKND	Windsor	B	1480	0.5	0.01		Hartcom Inc	61	8107	500		Rhythm/Blue				0.0	0.0	0.4	0.6	0.0	0.0	0.0	0.0		
WDZK	Bloomfield	B	1550	5.0	2.40		ABC Radio Inc	64	0006 p		g	Children				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					15	# Combos -					10	AM TOTALS					25.6	18.3	18.9	21.0	20.8	19.6	19.2	19.6	21.3
AM & FM Stations Profiled -					28	# Duopolies -					9	Total Local Commercial Share					76.5	76.7	78.3	77.5	77.9	78.8	77.8	76.6	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 45
Revenue Rank: 42

Buffalo-Niagara Falls, NY Market Overview



Metro Counties / Population (000)

Erie, NY	932.7
Niagara, NY	217.4
Total	1,150.1

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

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$32,500	\$37,000	\$39,900	\$43,700	\$46,700	\$52,900
***	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	5.9%	\$56,000	\$60,400	\$62,800	\$67,900	\$71,300	6.2%
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
Revenue/Capita	\$3.68/1,000	\$5.02/1,000	\$6.16/1,000	Local	82%		
	\$27.36	\$46.00	\$63.54	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	1,187.9	1,150.1	-0.6%	1,150.1	1,122.2	-0.5%
Households	465.2	452.3	-0.6%	452.3	448.9	-0.2%
Retail Sales	8,821.7	10,531.3	3.6%	10,531.3	11,572.9	1.9%
EBI	17,931.3	17,803.9	-0.1%	17,803.9	20,268.0	2.6%

Demographic Breakdown

	Total	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	130.1
Women (000)	600.2	83.1	42.6	51.1	77.0	90.4	81.3	174.7
Total	1,150.1	170.2	87.0	102.7	153.2	176.9	155.3	304.8
Percentage	100.0%	14.8%	7.6%	8.9%	13.3%	15.4%	13.5%	26.5%
Per Capita	\$ 15,480	Median Household		\$ 32,394	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+		62.6		60.7	62.6	20.0	82.6
Avg 12+		5.2		6.7	5.2	1.4	3.2
Tot LCS		75.8		73.5	75.8	24.2	100.0
Avg LCS		6.3		8.2	6.3	1.7	3.8

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)							
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
WBUF	Buffalo	B	92.9	91.0	581	c	Infinity Bcstg	47	0008 p		g1	Rhymo/Oldes	2,250	1.00	4.0	3.0	3.5	2.7	4.4	3.9	3.3	3.2	3.3
WBLK	Depew	B	93.7	47.1	505	c	Infinity Bcstg	64	0008 p		g1	Urban AC	4,200	0.83	9.0	7.3	7.4	7.6	7.5	7.7	7.6	7.5	7.9
WNED	Buffalo	B	94.5	105.0	709	b	Wstrn NY Public	60				Classical				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WJYE	Buffalo	B	96.1	47.1	505	c	Infinity Bcstg	66	0008 p		g1	Soft Rock	5,000	1.00	8.9	6.2	8.2	7.0	6.9	6.1	8.2	8.5	7.5
WGRF	Buffalo	B	96.9	24.0	712	d	Citadel Comm Corp	59	0004	190,000	g3	Cisc Rock	7,300	1.40	9.3	8.3	7.8	7.9	8.3	9.3	6.8	7.7	7.7
WKSE	Niagara Falls	B	98.5	46.0	420	a	Entercom	46	9912		g2	CHR	5,200	1.02	9.1	8.6	8.4	8.7	8.0	8.5	8.1	7.3	7.0
WDCX	Buffalo	B	99.5	110.0	640	a	Crawford Bcstg Co	63				Religion	450		0.9	1.0	0.7	1.0	1.1	0.8	0.8	0.8	0.6
WTSS	Buffalo	B	102.5	110.0	1339	a	Entercom	46	9912		g2	Hot AC	4,500	1.39	5.8	5.6	5.1	4.9	4.6	4.4	4.9	5.6	4.8
WEDG	Buffalo	B	103.3	49.0	348	d	Citadel Comm Corp	47	0004		g3	Modern Rock	4,600	1.55	5.3	5.1	5.0	4.4	4.5	5.2	4.1	4.3	4.5
WHTT	Buffalo	B	104.1	50.0	387	d	Citadel Comm Corp	54	0004		g3	Oldies	5,400	1.22	7.9	6.6	6.3	6.4	5.9	6.6	8.2	5.9	6.2
WYRK	Buffalo	B	106.5	50.0	466	c	Infinity Bcstg	62	0008 p		g1	Country	5,900	0.98	10.7	8.9	9.0	9.2	8.8	8.7	9.6	8.2	9.9
WNSA	Wethersfield	B	107.7	18.0	801		Adelphia Comm	48	0008	1,650		Country	1,200	1.19	1.8	1.5	1.2	1.2	1.2	1.4	1.7	1.4	1.6
# FM Stations -					12	# Combos -					10	FM TOTALS			72.7	62.1	62.6	61.0	61.2	62.6	63.3	60.4	61.0

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)							
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
WGR	Buffalo	B	550	5.0	5.00	a	Entercom	22	9912		g2	Sports	2,800	0.82	6.1	3.4	2.7	4.8	4.5	4.2	5.2	5.9	5.3
• WTOR	Youngstown	D	770	9.0 cp	0.00		Birach Bcstg Corp	98	9604	409	cp	Ethnic				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WBEN	Buffalo	B	930	5.0	5.00	a	Entercom	30	9912		g2	News/Talk	4,850	0.97	8.9	8.7	8.4	10.1	6.8	7.0	7.7	7.6	7.9
WNED	Buffalo	B	970	5.0	5.00	b	Wstrn NY Public	24	7608			News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WUFO	Amherst	B	1080	1.0	0.00		Sheridan Bcstg	48	7203			Gsp/Old/Jaz			0.8	1.1	0.5	0.8	0.4	0.3	0.9	0.5	1.0
WMNY	Buffalo	B	1120	1.0	0.00	d	Citadel Comm Corp	47	0004		g3	Gospel	200	0.36	1.0	0.3	0.3	0.3	0.3	0.6	0.6	0.8	1.3
WECK	Cheektowaga	C	1230	1.0 cp	1.00	c	Infinity Bcstg	56	0008 p		g1	Nostalgia	1,200	0.35	6.1	5.2	4.7	4.6	5.3	4.8	4.9	5.8	5.2
WHLI	Niagara Falls	B	1270	5.0 cp	0.14		Citadel Comm Corp	40	0004		g3	Relgn/Ethnc			0.1	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0
WXRL	Lancaster	B	1300	5.0 cp	2.50		Dome Bcstg	64	7011			Country	250		0.6	0.7	0.4	1.0	0.6	0.6	0.3	0.7	0.6
WSPQ	Springville	B	1330	1.0	1.00		Hawk Comm Inc	86	9103		na	Sprts/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WLVL	Lockport	C	1340	1.0	1.00		Culver Comm	47	8109	550		News/Talk			0.6	0.0	0.5	0.4	0.6	0.5	0.7	0.6	0.4
WWWS	Buffalo	C	1400	1.0	1.00	a	Entercom	34	9912		g2	Urban/Oldes	350	0.37	1.7	1.3	2.2	1.2	1.1	1.4	1.7	1.5	1.3
WJJL	Niagara Falls	B	1440	1.0	0.06		M.J. Phillips Comm	47	9211	225		Oldies			0.1	0.0	0.0	0.0	0.3	0.4	0.0	0.0	0.0
WWKB	Buffalo	A	1520	50.0	50.00	a	Entercom	25	9912		g2	Bus News	300	0.49	1.1	0.5	0.3	0.3	1.0	0.9	0.7	0.6	1.4
# AM Stations -					14	# Combos -					7	AM TOTALS			27.1	21.2	20.0	23.5	20.9	21.0	22.7	24.0	24.4
AM & FM Stations Profiled -					26	# Duopolies -					7	Total Local Commercial Share			83.3	82.6	84.5	82.1	83.6	86.0	84.4	85.4	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 46

Revenue Rank: 41

Memphis Market Overview



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
Total	1,183.5

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$35,500	\$41,600	\$41,700	\$43,900	\$46,800	\$52,700	8.2%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	10.6%	\$58,300	\$64,100	\$69,200	\$75,400	\$81,500	8.7%

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	\$4.04/1,000	\$4.38/1,000	\$5.28/1,000	Local 83%
Revenue/Capita	\$31.02	\$44.53	\$67.23	National 17%

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	1,144.4	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%
EBI	17,130.3	19,474.7	2.6%	19,474.7	25,220.8	5.3%

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	\$ 29,607			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		11	13	22	21	43
Tot 12+	17.6		48.3	64.5	65.9	24.1	90.0
Avg 12+	1.6		4.4	5.0	3.0	1.1	2.1
Tot LCS	19.6		53.7	71.7	73.2	26.8	100.0
Avg LCS	1.8		4.9	5.5	3.3	1.3	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)							
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
WKRA	Holly Springs	A	92.7	3.0	299	h	Autry, Billy	76	9408	250	c1	Urban/AC			0.3	0.3	0.3	0.0	0.0	0.0	0.5	0.5	
WMFS	Bartlett	A	92.9	6.0	328		Belz Bcstg Co	94				AOR	650	0.43	2.6	2.2	2.6	2.4	2.0	2.9	2.3	2.0	2.1
WKBQ	Covington	A	93.5	6.0	328	f	Covington Bcstg	65	8203			Soft AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KAMJ	Gosnell	A	93.9	2.0	328		Sudbury Bcst Group	99				Urban				0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0
WOGY	Germantown	C2	94.1	50.0	472	e	Entercom	77	9912		g2	Country	2,950	1.30	3.9	2.6	2.6	3.5	2.8	3.1	3.5	4.0	3.1
• KKLV	Turrell	A	94.7	6.0	328	d	Educational Media	99	0009 p	2,600	d1	ChrsContemp			0.2	0.5	0.0	0.9	0.0	0.6	0.0	0.0	0.0
• WKVF	Byhalia	A	94.9	3.6	423	d	Educational Media	99	0002	1,400		ChrsContemp				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WVIM	Coldwater	A	95.3	3.6 cp	423		Tate & Desota Bcstg	76				ChrsContemp			0.1	0.4	0.0	0.0	0.0	0.0	0.0	0.3	0.0
WOTO	Olive Branch	A	95.7	6.0	328	a	Clear Channel	93	9612		g1	Oldies	1,100	0.70	2.7	2.4	3.2	2.8	3.5	3.1	3.1	2.3	1.2
WMPS	Tunica	C3	96.1	25.0	328	b	Flinn Bcstg Corp	98				Alternative				0.0	0.7	0.0	0.0	0.4	0.0	0.0	0.0
KHLS	Blytheville	C1	96.3	100.0	351	g	Sudbury Bcst Group	48				Country			0.5	0.0	0.4	0.5	0.0	0.0	0.5	0.9	0.5
WHRK	Memphis	C1	97.1	100.0	532	a	Clear Channel	61	9607		g3	Urban	6,300	1.17	9.2	7.8	8.0	7.3	8.2	6.5	8.8	7.9	9.3
WSRR	Millington	C1	98.1	100.0 cp	840	i	Barnstable Bcstg Inc	60	9305	4,250		Clsc Hits	3,700	1.51	4.2	2.7	2.5	2.9	2.1	3.5	3.0	4.3	4.0
WMC	Memphis	C	99.7	300.0	910	c	Infinity Bcstg	47	0008 p		g4	AC	4,700	1.32	6.1	4.8	5.9	5.0	6.1	5.1	5.0	5.5	5.9
KJMS	Memphis	C1	101.1	100.0	449	a	Clear Channel	65	9701	12,500	c2	Urban AC	3,400	0.94	6.2	5.7	5.3	5.2	4.9	5.2	5.6	6.6	4.5
WEGR	Memphis	C1	102.7	87.0	945	a	Clear Channel	67	9612		g1	Clsc Rock	5,200	1.42	6.3	4.0	6.4	6.8	6.3	5.8	6.5	4.8	5.4
WRBO	Como	C1	103.5	100.0 cp	679	i	Barnstable Bcstg Inc	66	9710	6,300		Urban/Oldes	3,700	0.98	6.5	8.2	6.6	6.3	6.5	5.5	5.3	6.1	6.2
WRVR	Memphis	C	104.5	100.0	751	e	Entercom	68	9912		g2	Soft AC	7,700	2.06	6.4	5.5	5.3	5.9	6.5	5.0	6.6	5.4	5.8
WGKX	Memphis	C	105.9	100.0	994	i	Barnstable Bcstg Inc	68	8505	7,000	e	Country	4,600	1.18	6.7	5.1	4.6	6.2	6.5	6.8	5.9	4.6	6.6
KXHT	Marion	A	107.1	3.0 cp	328	b	Flinn Bcstg Corp	86	9906	1,650		Rap	1,100	0.29	6.6	6.1	7.6	5.9	6.9	5.3	6.1	5.9	6.0
KOSE	Osceola	A	107.3	1.6	335	g	Sudbury Bcst Group	94	9608	273		Clsc Rock				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WKSL	Germantown	A	107.5	19.0 cp	374	b	Flinn Bcstg Corp	94	9707	4,500		CHR	1,300	0.60	3.7	4.4	3.9	4.5	3.6	3.9	3.5	2.9	2.8
# FM Stations -					22	# Combos -					19	FM TOTALS			72.2	62.7	65.9	66.1	66.2	62.7	65.7	64.0	63.9

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 46

Revenue Rank: 41

Memphis Market Overview



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
Total	1,183.5

Market Radio Financials

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$35,500	\$41,600	\$41,700	\$43,900	\$46,800	\$52,700	8.2%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	10.6%	\$58,300	\$64,100	\$69,200	\$75,400	\$81,500	8.7%

Revenue/Retail Sales Revenue/Capita	1993	1998	2003	Est. Breakout
	\$4.04/1,000	\$4.38/1,000	\$5.28/1,000	Local 83%
	\$31.02	\$44.53	\$67.23	National 17%

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	1,144.4	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%
EBI	17,130.3	19,474.7	2.6%	19,474.7	25,220.8	5.3%

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	\$ 29,607		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		11	13	22	21	43
Tot 12+	17.6		48.3	64.5	65.9	24.1	90.0
Avg 12+	1.6		4.4	5.0	3.0	1.1	2.1
Tot LCS	19.6		53.7	71.7	73.2	26.8	100.0
Avg LCS	1.8		4.9	5.5	3.3	1.3	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)													
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998						
WHBQ	Memphis	B	560	5.0	1.00	b	Flinn Bcstg Corp	25	8807	750		Sports	550	0.79	1.2	1.3	0.8	1.2	1.2	0.8	0.8	1.1	1.4						
WREC	Memphis	B	600	5.0	5.00	a	Clear Channel	22	9612		g1	Talk/Info	1,500	0.74	3.5	3.6	3.0	2.9	2.3	3.0	3.3	3.0	3.1						
WCRV	Collierville	B	640	50.0	0.48		Bott Radio Network	66	8611	600		Relgn/Talk	900	0.81	1.9	1.5	1.5	1.0	0.7	1.7	1.3	2.4	1.3						
• WJCE	Memphis	B	680	10.0	5.00	e	Entercom	25	9912		g2	Adlt Stndrd	550		0.9	0.7	0.5	0.0	0.4	1.0	0.7	0.7	0.7						
• KSUD	West Memphis	B	730	1.0	0.27	d	Educational Media	61	0009 p		d1	CCtmp/Relgn				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0						
WMC	Memphis	B	790	5.0	5.00	c	Infinity Bcstg	23	0008 p		g4	News	800	0.91	1.5	1.2	0.8	1.5	1.1	0.9	1.3	1.3	1.7						
KOSE	Osceola	B	860	1.0	0.02	g	Sudbury Bcst Group	49	9607		sw	Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0						
KLCN	Blytheville	B	910	5.0	0.00	g	Sudbury Bcst Group	22				News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0						
• KWAM	Memphis	B	990	10.0	0.45		Concord Media	46	0009 p			Gospel	850	0.63	2.3	1.4	3.2	2.4	1.9	2.8	2.1	1.9	1.4						
WGSF	Memphis	B	1030	50.0	1.00	b	Flinn Bcstg Corp	84	9908	1,070		Talk				0.8	0.0	0.5	0.0	0.0	0.0	0.0	0.0						
WDIA	Memphis	B	1070	50.0	5.00	a	Clear Channel	47	9607		g3	Urban AC	3,900	0.79	8.5	6.6	7.5	7.8	6.6	8.4	7.2	6.2	8.5						
WKRA	Holly Sprngs	B	1110	1.0	0.00	h	Autry, Billy	66	9408		c1	Urban/Gospl				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0						
• WPLX	Germantown	B	1170	1.0	0.00	d	Educational Media	87	0009 p		d1	ChrsContemp	600	0.74	1.4	1.2	1.1	1.4	0.8	1.5	1.3	1.1	1.1						
• WWGQ	Bartlett	B	1210	10.0	0.25	b	Flinn Bcstg Corp	86	0010 p		d2	Spanish			0.1	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0						
• WAVN	Southaven	C	1240	0.6	0.58	b	Flinn Bcstg Corp	90	0010 p		d2	Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0						
WKBL	Covington	B	1250	0.8	0.08	f	Covington Bcstg	54	8203			Gospel				0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0						
WLOK	Memphis	C	1340	1.0	1.00		Gilliam Comm	56	7701			Gospel	1,700	0.50	5.8	6.9	4.8	3.5	5.5	4.5	5.1	5.6	5.4						
WOOM	Millington	B	1380	2.5	1.00		World Overcomers	62	9804	275		Religion				0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0						
WSTN	Somerville	B	1410	0.5	0.50		Patria Comm Inc	82	9704	50		DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0						
WOWW	Germantown	B	1430	2.5	2.50	b	Flinn Bcstg Corp	55	9309		na	Children				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0						
WBBP	Memphis	B	1480	5.0	0.00		Bountiful Blessings	64	9010	420		Religion	500			0.8	1.2	0.6	0.3	0.8	1.1	1.1	0.8	0.0					
				# AM Stations -		21	# Combos -		15							AM TOTALS					27.9	26.4	24.1	23.4	21.3	25.7	24.2	24.4	24.6
				AM & FM Stations Profiled -		43	# Duopolies -		14							Total Local Commercial Share					89.1	90.0	89.5	87.5	88.4	89.9	88.4	88.5	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 47

Revenue Rank: 83

Monmouth-Ocean, NJ Market Overview



Metro Counties / Population (000)

Monmouth, NJ	609.0
Ocean, NJ	493.9
Total	1,102.9

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$13,500	\$13,800	\$14,100	\$14,500	\$16,300	\$17,800	5.6%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	21.9%	\$21,700	\$24,200	\$26,700	\$28,500	\$30,200	8.7%
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
Revenue/Capita	\$1.47/1,000	\$1.58/1,000	\$2.31/1,000	Local	80%		
	\$13.09	\$16.14	\$25.67	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	1,031.3	1,102.9	1.4%	1,102.9	1,176.6	1.3%
Households	382.3	410.5	1.4%	410.5	442.2	1.5%
Retail Sales	9,183.7	11,300.6	4.2%	11,300.6	13,058.1	2.9%
EBI	22,698.8	21,562.4	-1.0%	21,562.4	24,781.7	2.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	530.7	81.6	43.5	41.5	68.8	87.8	77.0	130.4
Women (000)	572.2	78.8	41.8	39.5	68.4	91.1	78.8	173.8
Total	1,102.9	160.4	85.4	81.0	137.2	178.9	155.8	304.2
Percentage	100.0%	14.5%	7.7%	7.3%	12.4%	16.2%	14.1%	27.6%
Per Capita	\$ 19,551	Median Household		\$ 47,921	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	8	1		6	9	4	13
Tot 12+	22.4	5.9		20.4	28.3	5.9	34.2
Avg 12+	2.8	5.9		3.4	3.1	1.5	2.6
Tot LCS	65.5	17.3		59.6	82.7	17.3	100.0
Avg LCS	8.2	17.3		9.9	9.2	4.3	7.7

Competitive Overview

Some stations also rated in New York and Trenton.

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		Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)!	Power Ratio		Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
WOBM	Toms River	A	92.7	1.4	486	a	Seashore Bcstg	68		1	AC	4,500	1.62	12.8	4.6	4.7	4.2	4.0	3.0	3.8	3.8	4.8	
WJLK	Asbury Park	A	94.3	1.3	499	b	Nassau Bcstg Ptrs	47 9610	16,750	c1	1	Hot AC	5,700	2.43	10.8	3.1	3.0	3.7	3.2	3.4	3.9	3.7	3.7
WRAT	Point Pleasant	A	95.9	4.0	240		New Jersey Bcstg	68 9609	8,000			AOR/CIRck	2,200	0.93	10.9	4.3	4.7	2.7	4.3	3.0	3.1	3.9	2.5
WBBO	Ocean Acres	A	98.5	6.0	328	b	Nassau Bcstg Ptrs	93 9610		c1	1	CHR	2,200	1.10	9.2	2.7	2.9	3.0	2.9	2.8	2.4	0.3	0.1
WBHX	Tuckerton	A	99.7	5.6	108		Lee Harvey, Richard	99				Clsc Rock			0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WJRZ	Manahawkin	A	100.1	1.6	436		JC Acquisition LLC	76 0007 p	6,300			Oldies	1,500	1.19	5.8	2.1	1.2	2.1	1.6	1.6	1.5	2.8	2.5
WKXW	Trenton	B	101.5	19.0	804		Press Comm LLC	62 9802				Oldes/Talk	n/a		18.7	5.9	5.7	5.8	6.2	5.5	5.7	3.8	5.8
WHTG	Eatontown	A	106.3	3.9	233	c	Press Comm LLC	61 0011		na		Modern Rock	750	0.79	4.4	1.4	1.0	1.8	1.0	1.1	2.1	1.7	1.1
WWZY	Long Branch	A	107.1	4.7 cp	371		Big City Radio	60 9702	12,000			Country	2,900	1.05	12.7	3.6	4.1	3.6	4.5	2.8	4.8	4.2	3.3
# FM Stations -					9	# Combos -					4	FM TOTALS		85.3	28.3	27.3	26.9	27.7	23.2	27.3	24.2	23.8	

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		Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)								
													Revenue (000)!	Power Ratio		Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
WOBM	Lakewood	B	1160	5.0	8.90	a	Seashore Bcstg	70			1	News/MOR	1,200	0.69	8.0	4.7	3.7	2.2	2.9	3.8	2.4	2.3	3.8	
WADB	Asbury Park	B	1310	2.5	1.00	b	Nassau Bcstg Ptrs	26 9610			c1	1	Adlt Stndrd	550	0.38	6.7	1.2	1.3	2.8	1.5	1.6	2.0	1.1	0.5
• WHTG	Eatontown	B	1410	0.5 cp	0.13	c	Press Comm LLC	57 0011			na		Oldes/News	150		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WJRZ	Toms River	B	1550	6.0	3.00		Knox Bcstg Grp Inc	94				DARK			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					4	# Combos -					3	AM TOTALS		14.7	5.9	5.0	5.0	4.4	5.4	4.4	3.4	4.3		
AM & FM Stations Profiled -					13	# Duopolies -					2	Total Local Commercial Share		34.2	32.3	31.9	32.1	28.6	31.7	27.6	28.1			

Other Rulemaking: 105.7, B1, Manahawkin

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 48
Revenue Rank: 36

Raleigh - Durham, NC Market Overview



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
Total	1,091.5

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$32,000	\$36,600	\$42,600	\$51,500	\$58,500	\$69,400	16.7%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	11.4%	\$77,300	\$85,000	\$91,800	\$101,000	\$109,000	9.0%
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
Revenue/Capita	\$3.75/1,000	\$4.98/1,000	\$5.24/1,000	Local	80%		
	\$34.26	\$63.58	\$88.84	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	934.0	1,091.5	3.2%	1,091.5	1,226.9	2.4%
Households	369.0	435.5	3.4%	435.5	499.0	2.8%
Retail Sales	8,523.8	13,934.5	10.3%	13,934.5	20,788.6	8.3%
EBI	16,477.8	20,731.3	4.7%	20,731.3	28,745.2	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		\$ 32,342	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	23	40
Tot 12+	5.2		63.1	62.0	68.3	10.3	78.6
Avg 12+	1.7		4.5	5.2	4.0	0.4	2.0
Tot LCS	6.6		80.3	78.9	86.9	13.1	100.0
Avg LCS	2.2		5.7	6.6	5.1	0.6	2.5

Competitive Overview

Some stations also rated in Greensboro-WS & Greenville.

FM Stations

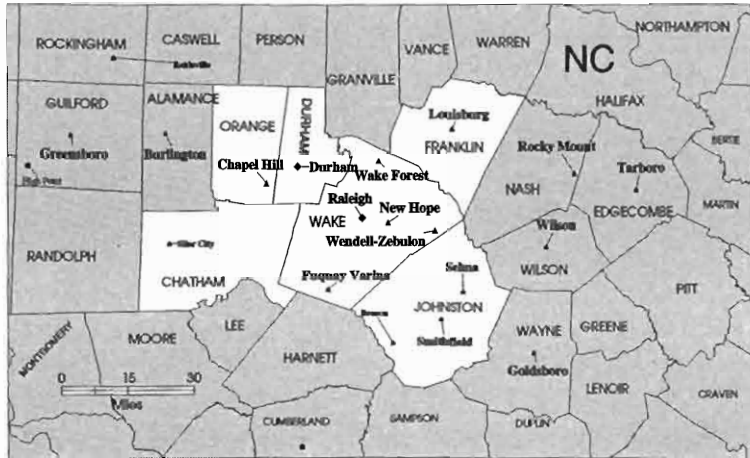
Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1999 Est Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)								
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998	
WRSN	Burlington	C	93.9	100.0	1263	c	Clear Channel	46	0008		g	AC	5,200	1.12	6.0	4.9	5.4	5.5	4.5	4.6	5.0	4.4	4.5	
WQDR	Raleigh	C	94.7	95.0	1680	e	Curtis Media Group	49	9107		g	Country	6,700	1.13	7.7	5.7	5.9	6.8	7.1	6.0	5.5	6.3	5.7	
WBBB	Raleigh	C	96.1	98.0	984	e	Curtis Media Group	47	9608	16,000		Rock	3,100	0.73	5.5	4.7	4.3	3.6	4.0	4.1	4.7	3.5	4.5	
WKIX	Goldsboro	C	96.9	99.0	984	e	Curtis Media Group	46	9002	2,200	c1	Country	3,000	1.44	2.7	2.0	2.2	1.4	1.8	1.8	1.4	2.3	2.6	
WQMG	Greensboro	C	97.1	100.0	cp	1230	Entercom	62	9912			Urban	n/a		0.8	0.8	0.4	0.0	1.0	0.5	0.4	0.9	0.5	
WQOK	South Boston	C1	97.5	100.0	981	d	Radio One Inc	60	0008		g4	Urban	7,400	0.96	10.0	7.2	8.2	7.6	7.4	7.7	7.5	7.3	8.1	
WTRG	Rocky Mount	C	100.7	100.0	1969	c	Clear Channel	47	0008		g	Oldies	6,700	1.24	7.0	4.9	5.3	5.9	4.4	5.7	5.5	5.3	5.0	
WKXU	Burlington	C	101.1	100.0	1191	e	Curtis Media Group	46	9001	3,450	c2	Country			1.6	1.1	0.7	0.8	1.3	1.1	1.4	1.0	1.4	
WRAL	Raleigh	C	101.5	96.0	1821		Capitol Bcstg Co	47				AC	9,400	1.62	7.5	5.4	6.8	5.6	5.7	5.7	5.3	6.2	5.7	
WJMH	Reidsville	C	102.1	99.0	1204	a	Entercom	48	9912			Urban	n/a		2.9	2.2	2.4	2.4	2.6	1.9	2.2	2.4	2.3	
WHLQ	Louisburg	A	102.5	6.0	328	b	Franklin Bcstg Co	89				Country			0.6	0.3	0.6	0.0	0.5	0.3	0.4	0.4	0.6	
WWND	Raleigh	A	102.9	1.7	620	e	Curtis Media Group	98				Smooth Jazz			3.1	2.2	2.0	1.8	2.3	2.4	2.5	2.3	2.3	
WNNL	Fuquay Varina	C3	103.9	7.9	577	d	Radio One Inc	80	0008		g3	Gospel	1,600	0.27	7.8	7.2	6.5	6.4	6.7	6.0	7.8	5.2	4.8	
WFXK	Tarboro	C1	104.3	100.0	981	d	Radio One Inc	52	0008		g4	Urban AC			2.7	2.2	2.0	3.3	2.0	1.7	2.0	2.6	2.1	
WDCG	Durham	C	105.1	100.0	1040	c	Clear Channel	48	0008		g	CHR	11,600	1.49	10.1	6.1	7.8	7.4	7.6	8.4	6.4	7.5	8.7	
WRDU	Wilson	C	106.1	100.0	1348	c	Clear Channel	48	0008		g	AOR	8,600	1.59	7.0	4.1	5.2	4.3	5.7	5.2	5.9	5.2	5.1	
WFXC	Durham	A	107.1	2.6	502	d	Radio One Inc	71	0008		g4	Urban AC	3,400	1.26	3.5	3.1	2.6	3.0	2.2	3.3	2.8	2.5	2.1	
# FM Stations -					17	# Combos -					14	FM TOTALS				86.5	64.1	68.3	65.8	66.8	66.4	66.7	65.3	66.0

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 48

Revenue Rank: 36

Raleigh - Durham, NC Market Overview



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
Total	1,091.5

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$32,000	\$36,600	\$42,600	\$51,500	\$58,500	\$69,400	16.7%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	11.4%	\$77,300	\$85,000	\$91,800	\$101,000	\$109,000	9.0%
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
Revenue/Capita	\$3.75/1,000	\$4.98/1,000	\$5.24/1,000	Local	80%		
	\$34.26	\$63.58	\$88.84	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	934.0	1,091.5	3.2%	1,091.5	1,226.9	2.4%
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Retail Sales	8,523.8	13,934.5	10.3%	13,934.5	20,788.6	8.3%
EBI	16,477.8	20,731.3	4.7%	20,731.3	28,745.2	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		\$ 32,342	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	23	40
Tot 12+	5.2		63.1	62.0	68.3	10.3	78.6
Avg 12+	1.7		4.5	5.2	4.0	0.4	2.0
Tot LCS	6.6		80.3	78.9	86.9	13.1	100.0
Avg LCS	2.2		5.7	6.6	5.1	0.6	2.5

Competitive Overview

Some stations also rated in Greensboro-WS & Greenville.

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)							
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
• WETC	Wendell-Zebulon	B	540	8.0 cp	0.50		Carolina Reg Bcstg	59	0008	550		Mexican			0.3	0.8	0.7	0.8	0.0	0.0	0.5	0.0	0.4
WDTF	Raleigh	B	570	0.5	0.05	e	Curtis Media Group	81	9906	1,000		Chrst/Talk	650			0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
WDNC	Durham	B	620	5.0	1.00		Curtis Media Group	34	0006	1,200		News/Sprts			0.9	0.8	0.7	0.9	1.0	0.7	0.4	1.0	0.7
WPTF	Raleigh	B	680	50.0	50.00	e	Curtis Media Group	24	9107	5,000		News/Talk	6,100	1.01	7.8	6.7	6.7	6.4	5.8	6.8	5.6	6.1	5.4
WAUG	New Hope	B	750	0.5	0.00		St Augustine's Coll	87				Gospel	100		0.3	0.0	0.0	0.0	0.0	0.0	0.5	0.4	0.0
WRBZ	Raleigh	B	850	10.0	5.00		Alchemy Comm	47	8909			Sports	1,200	0.82	1.9	1.6	1.0	1.2	1.6	0.8	1.8	1.8	1.3
• WRTG	Garner	B	1000	1.0	0.00	g	Radio Train Network	69	0008			ChrsContemp			0.1	0.1	0.1	0.0	0.0	0.0	0.3	0.0	0.1
WFTK	Wake Forest	B	1030	50.0	0.00	f	Baker Family Stns	89				Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WBZB	Selma	B	1090	1.0 cp	0.00		Akehurst, Wallace E	64	0007 p	100		Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WPYB	Benson	B	1130	1.0	0.00		Benson Bcstg Inc	61				Cntry/Gospl				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WGBR	Goldsboro	B	1150	5.0	1.00	e	Curtis Media Group	39	9002		c1	News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WPJL	Raleigh	C	1240	1.0	1.00		Suttles, William	39	8605	600		Religion	350			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WMPM	Smithfield	B	1270	5.0	0.00		Carolina Bcst Svc	50				Country	450	0.53	1.1	0.9	0.5	2.1	1.1	0.6	0.9	0.6	1.2
WTIK	Durham	B	1310	5.0	1.00	f	Baker Family Stns	45	9410	320		Black Gospl				0.7	0.0	0.4	0.4	0.0	0.0	0.0	0.0
WCHL	Chapel Hill	B	1360	5.0	1.00	e	Curtis Media Group	53	9708	400		Oldies	1,000			0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0
WSRC	Durham	B	1410	5.0	0.29	h	Willis Bcstg Corp	54	8611	450		Gospel	400			0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0
WCRY	Fuquay Varina	B	1460	5.0	0.12	h	Willis Bcstg Corp	49	9701	175		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WYRN	Louisburg	B	1480	0.5	0.04	b	Franklin Bcstg Co	58	6903			Country			0.3	0.2	0.1	0.0	0.2	0.1	0.3	0.0	0.4
WDUR	Durham	C	1490	1.0	1.00	c	Clear Channel	47	9706		d3	ChrsContemp			0.6	0.0	0.0	0.8	0.2	0.3	0.7	0.3	0.4
• WRTP	Chapel Hill	B	1530	10.0	0.00	g	Radio Train Network	73	0003 p			ChrsContemp			0.2	0.3	0.3	0.0	0.0	0.0	0.1	0.0	0.6
WCLY	Raleigh	B	1550	1.0	0.01	e	Curtis Media Group	62	9906			Gospel	300		0.2	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0
WNCA	Siler City	B	1570	1.0	0.28		Chatham Bcstg Co	52				AC/Nws/Inf				0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0
WHPY	Clayton	B	1590	5.0	0.03		Fellowship Christian	74	9809		dn	Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -					23	# Combos -	13	AM TOTALS							13.7	12.1	10.3	13.6	10.7	9.3	11.7	10.2	10.5
AM & FM Stations Profiled -					40	# Duopolies -	13	Total Local Commercial Share								76.2	78.6	79.4	77.5	75.7	78.4	75.5	76.5

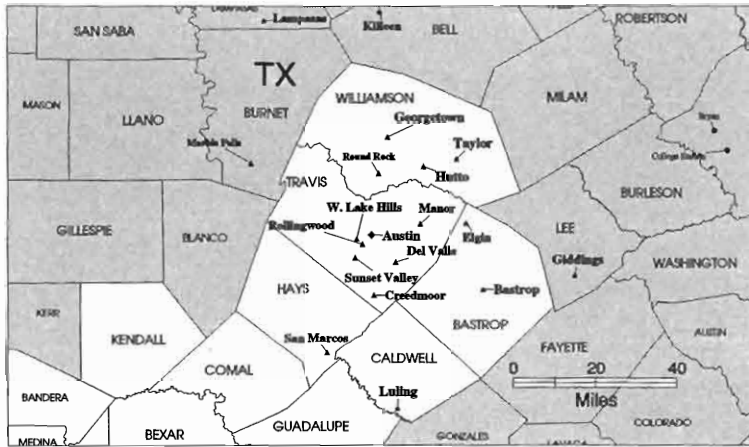
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 49

Revenue Rank: 34

Austin, TX Market Overview



Metro Counties / Population (000)

Bastrop, TX	50.3
Caldwell, TX	32.0
Hays, TX	89.2
Travis, TX	716.3
Williamson, TX	222.5
Total	1,110.3

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$30,000	\$36,900	\$44,100	\$49,500	\$56,300	\$64,300
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	21.8%	\$78,300	\$89,300	\$98,200	\$108,000	\$118,800	11.0%

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	\$3.76/1,000	\$4.67/1,000	\$5.72/1,000	Local 85%
Revenue/Capita	\$31.98	\$57.91	\$94.10	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	938.2	1,110.3	3.4%	1,110.3	1,262.5	2.6%
Households	364.1	432.5	3.5%	432.5	499.1	2.9%
Retail Sales	7,975.4	13,771.6	11.5%	13,771.6	20,775.9	8.6%
EBI	16,120.3	21,550.0	6.0%	21,550.0	31,860.4	8.1%

Demographic Breakdown

	Total	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	74.4
Women (000)	554.8	92.8	43.6	65.6	92.7	98.7	68.4	92.9
Total	1,110.3	190.1	89.3	132.8	192.4	201.3	137.0	167.3
Percentage	100.0%	17.1%	8.0%	12.0%	17.3%	18.1%	12.3%	15.1%
Per Capita	\$ 19,409							
				Median Household	\$ 32,108		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		16	14	18	11	29
Tot 12+	1.5		64.8	63.1	66.3	11.9	78.2
Avg 12+	0.8		4.1	4.5	3.7	1.1	2.7
Tot LCS	1.9		82.9	80.7	84.8	15.2	100.0
Avg LCS	1.0		5.2	5.8	4.7	1.4	3.4

Competitive Overview

Some stations also rated in Killeen-Temple.

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)							
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
KQQQ	Hutto	A	92.1	1.7	450	e	Yellow Rose Comm	80	9404	345		Spanish	150	0.19	1.0	0.8	0.8	0.7	1.4	0.5	0.8	1.2	0.8
KKLB	Elgin	A	92.5	1.6	449	d	Garcia, Lorenzo		92			Spanish	1,300	0.98	1.7	1.1	0.7	1.8	1.5	1.3	1.3	1.5	1.4
KLNC	Killeen	C	93.3	100.0	1949	a	LBJ-S Bcstg LP	61	9711	80,000	d3	Country	850	0.49	2.2	2.0	1.9	1.6	2.1	1.9	2.1	1.9	1.2
KLBJ	Austin	C	93.7	97.0	1050	a	LBJ-S Bcstg LP	60	9711		d3	Rock	7,000	1.52	5.9	3.6	3.7	4.1	4.3	5.4	4.6	4.8	3.9
KAMX	Luling	C	94.7	100.0	1306	c	Infinity Bcstg	87	0008 p		g1	Alternative	6,200	1.18	6.7	5.4	5.9	4.4	5.6	5.6	5.2	5.2	5.1
KKMJ	Austin	C1	95.5	50.0	1306	c	Infinity Bcstg	68	0008 p		g1	Soft Rock	7,500	1.31	7.3	5.1	4.5	5.3	5.3	5.0	5.5	5.2	7.3
KHFI	Georgetown	C1	96.7	100.0	951	b	Clear Channel	72	9303	3,500		Top 40	4,850	1.02	6.1	5.6	4.7	3.5	4.6	5.0	5.0	4.7	4.5
KVET	Austin	C1	98.1	62.0 cp	1198	b	Clear Channel	50	0008		g	Country	6,200	1.16	6.8	4.1	4.7	3.7	4.4	5.0	5.5	5.0	6.1
• KHHH	Lampasas	C1	98.9	18.5	1814		Shamrock Comm Inc	76	8709	425		Rock AC	1,600	0.97	2.1	1.7	1.2	2.4	1.9	1.5	2.4	1.5	1.3
KASE	Austin	C	100.7	100.0	1191	b	Clear Channel	69	0008		g	Country	10,450	1.26	10.6	7.0	8.1	8.1	7.7	8.3	8.4	8.6	8.2
KROX	Buda	C2	101.5	12.5 cp	843	a	LBJ-S Bcstg LP	84	9711		d3	Alternative	3,500	0.88	5.1	4.4	4.7	5.0	3.7	4.2	5.1	3.7	3.1
KPEZ	Austin	C2	102.3	26.0	686	b	Clear Channel	76	8205	1,600		Clisc Rock	4,050	1.10	4.7	2.9	3.3	2.2	2.9	3.4	3.5	4.2	3.8
KEYI	San Marcos	C	103.5	96.0	1257		Secret Comm	71	0008		na	Oldies	3,450	0.90	4.9	3.6	4.9	4.2	3.9	3.2	3.6	4.1	4.5
KQBT	Taylor	C2	104.3	48.0	492	c	Infinity Bcstg	75	0008 p		g1	CHR/Rhymc	3,500	0.52	8.6	6.2	7.8	6.1	6.7	8.1	6.9	5.4	6.8
KXXS	Marble Falls	C2	104.9	9.5 cp	804		Rodriguez Comm	84	0006	7,650		Mexican				0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0
KFMK	Round Rock	C2	105.9	4.5	1303	b	Clear Channel	98	0008		g	Country	3,000	0.80	4.8	3.4	3.9	3.4	3.8	3.7	2.8	5.4	3.4
KGSR	Bastrop	C2	107.1	39.0	499	a	LBJ-S Bcstg LP	86	9711		d3	AAA	3,900	1.02	4.9	4.1	3.8	4.9	4.3	4.6	3.4	3.8	3.9
KAHK	Georgetown	C3	107.7	25.0 cp	328		Simmons Media	91	9710	2,000		Clisc Rock	600	0.59	1.3	1.0	1.3	1.4	0.8	0.8	0.9	1.4	0.9
# FM Stations -					18	# Combos -					14	FM TOTALS			84.7	62.0	66.3	62.8	64.9	67.5	67.0	67.6	66.2

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)†/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
KLBJ	Austin	B	590	5.0	1.00	a	LBJ-S Bcstg LP	39	9711		d3	News/Talk	5,650	1.08	6.7	5.0	4.6	4.7	4.3	5.8	5.5	5.3	4.6
KIXL	Del Valle	B	970	1.0	1.00		KIXL Bcstg Corp	59	9506	1,400		Chrst/Talk	1,100	1.17	1.2	0.8	0.7	0.9	0.7	0.6	1.0	1.2	0.9
KFIT	Sunset Valley	B	1060	2.0	0.00		Onyx Bcstg Co	67	9106	400		Gospel			1.0	0.6	0.0	0.4	0.6	0.4	1.0	0.5	1.2
• KTAE	Taylor	B	1260	1.0	0.00		Sendero Multimedia	48	0002 p			Span/Talk	400		0.2	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.7
KVET	Austin	B	1300	5.0	1.00	b	Clear Channel	46	0008	290		Sports	1,200	1.02	1.5	1.1	1.5	2.1	2.0	1.7	1.0	1.0	1.1
KJCE	Rollingwood	B	1370	5.0	0.50	c	Infinity Bcstg	58	0008 p		g1	Urban AC	400	0.32	1.6	0.9	1.2	1.5	1.3	1.1	0.7	1.4	2.0
KELG	Manor	B	1440	0.8 cp	0.50	d	Garcia, Lorenzo	81	8508			Spanish	1,000	0.98	1.3	1.6	1.5	2.1	2.2	1.1	1.0	1.0	1.1
KUOL	San Marcos	B	1470	0.3	0.25		La Radio Cristiana	48	9704		na	Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• KFON	Austin	C	1490	1.0	1.00		Pecan Partners	22	0008	1,100		Tejano	300		0.7	1.1	0.0	0.6	1.0	0.5	0.6	0.7	0.4
KQQA	Creedmoor	B	1530	1.0	0.00	e	Yellow Rose Comm	62	9701	623		Spanish	50		0.6	2.4	1.7	1.4	1.2	1.1	0.6	0.0	0.3
KTXZ	W. Lake Hills	B	1560	2.5	2.50	d	Garcia, Lorenzo	82	9506	342		Spanish	100		0.5	1.3	0.7	0.6	0.7	0.4	0.4	0.0	0.9
# AM Stations -					11	# Combos -					6	AM TOTALS			15.3	14.8	11.9	14.3	14.4	12.7	11.8	11.1	13.2
AM & FM Stations Profiled -					29	# Duopolies -					7	Total Local Commercial Share			76.8	78.2	77.1	79.3	80.2	78.8	78.7	79.4	

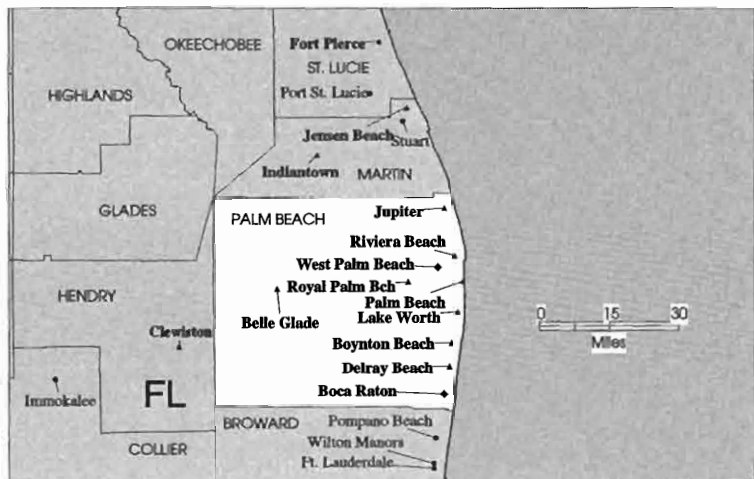
• Indicates a change since last edition

†/ See introduction section for interpretation of revenue estimates.

Metro Rank: 50

Revenue Rank: 43

W. Palm Beach-Boca Raton Market Overview



Metro Counties / Population (000)

Palm Beach, FL	1,042.5
	1,042.5

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$31,500	\$35,300	\$37,800	\$39,200	\$41,400	\$47,800	8.7%
Δ 98 - 99	1999	2000	2001	2002	2003	2003	Δ 99 - 03
14.4%	\$54,700	\$62,400	\$69,800	\$79,600	\$87,600		12.5%
	1993	1998	2003	Est. Breakout			
Revenue/Retail Sales	\$3.12/1,000	\$3.43/1,000	\$4.55/1,000	Local	80%		
Revenue/Capita	\$33.22	\$45.85	\$76.48	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	948.1	1,042.5	1.9%	1,042.5	1,145.4	1.9%
Households	403.2	439.8	1.8%	439.8	486.5	2.0%
Retail Sales	10,096.4	13,951.0	6.7%	13,951.0	19,251.6	6.7%
EBI	19,940.9	24,854.4	4.5%	24,854.4	33,828.6	6.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	503.7	67.8	31.4	33.2	67.7	75.8	64.1	163.7
Women (000)	538.8	64.4	30.5	32.9	64.3	75.3	66.7	204.7
Total	1,042.5	132.2	61.9	66.1	132.0	151.0	130.9	368.4
Percentage	100.0%	12.7%	5.9%	6.3%	12.7%	14.5%	12.6%	35.3%
Per Capita	\$ 23,841			Median Household	\$ 39,340		Avg Household	\$ 56,513
Ethnic Population:	White	83.0%	Black	15.1%	Asian	1.6%	Hispanic	10.9%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		13	9	14	15	29
Tot 12+	0.0		46.6	40.0	46.6	12.0	58.6
Avg 12+	0.0		3.6	4.4	3.3	0.8	2.0
Tot LCS	0.0		79.5	68.3	79.5	20.5	100.0
Avg LCS	0.0		6.1	7.6	5.7	1.4	3.4

Competitive Overview

Some stations also rated in Miami and Ft. Pierce.

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)								
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998	
• WRLX	West Palm	C3	92.1	7.2	499	f	Clear Channel	75	0008	p		g1	Oldies	1,800	1.03	3.2	1.6	1.8	1.8	2.5	1.7	1.9	2.1	2.0
WZZR	Stuart	C2	92.7	50.0	cp	482	f	Clear Channel	64	0008		g1	Talk	2,600	1.76	2.7	2.6	2.3	1.5	1.9	1.7	1.8	1.5	1.4
WBGF	Belle Glade	A	93.5	5.0		269	c	BGI Bcstg LP	65	9608	1,000	c2	Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WWLV	Riviera Beach	C3	94.3	4.1		807	f	Clear Channel	71	9712		g1	Jazz	1,600	1.22	2.4	1.9	1.7	1.6	1.3	1.6	1.7	1.5	0.9
WLDI	Fort Pierce	C1	95.5	100.0		981	f	Clear Channel	69	9808		d1	CHR	2,500	0.85	5.4	4.0	3.7	3.5	2.8	3.6	3.4	3.5	2.5
• WRMF	Palm Beach	C	97.9	100.0		1348	b	J Crystal Enterprises	57	9808		sw	AC	10,400	2.21	8.6	3.7	3.2	5.2	4.3	4.5	5.0	4.9	6.1
WKGR	Fort Pierce	C1	98.7	100.0		974	f	Clear Channel	61	9712		g1	Clsc Rock	4,400	1.49	5.4	3.6	3.0	2.7	2.9	3.3	2.8	3.1	3.6
WJBW	Jupiter	C3	99.5	6.0		308	a	Rubenstein/Silvers	71	9902	10,000		Adlt Stndrd	1,200	0.22	9.8	5.9	7.8	6.8	7.2	6.3	5.4	6.0	5.7
WKIS	Boca Raton	C	99.9	100.0		984		Beasley Bcst Group	65	9610	See (12)		Country	n/a		2.5	1.5	1.2	1.0	1.0	1.3	1.8	1.5	1.4
WMBX	Jensen Beach	C1	102.3	100.0	cp	974		Infinity Bcstg	80	0008	p	g2	Modern AC	1,800	0.91	3.6	1.7	2.8	2.2	2.2	2.1	2.3	2.1	2.1
WPBZ	Indiantown	C1	103.1	90.0	cp	974		Infinity Bcstg	65	0008	p	g2	Modern Rock	3,000	1.10	5.0	3.2	3.4	3.3	2.8	3.0	3.1	2.8	3.1
WEAT	West Palm	C	104.3	100.0		1273	d	Infinity Bcstg	69	0008	p	g2	Soft AC	8,700	1.03	15.5	9.0	8.5	9.0	8.7	9.7	9.2	10.9	7.4
WOLL	Jupiter	C2	105.5	2.8	cp	974	f	Clear Channel	97	9808		sw	Oldies	2,200	1.15	3.5	2.1	1.9	1.7	2.6	1.7	2.2	2.0	2.4
WIRK	West Palm	C1	107.9	100.0		427	d	Infinity Bcstg	65	0008	p	g2	Country	7,000	1.31	9.8	4.8	5.3	4.2	5.7	5.6	5.7	5.5	6.6
# FM Stations -					14	# Combos -					11	FM TOTALS			77.4	45.6	46.6	44.5	45.9	46.1	46.3	47.4	45.2	

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)								
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998	
W AFC	Clewiston	B	590	0.9	0.47		Glades Media	88				1	Spanish	100		0.2	0.0	0.5	0.0	0.0	0.0	0.6	0.0	0.0
• WLVJ	Royal Palm Bch	B	640	7.5	0.46	b	J Crystal Enterprises	86	9912	3,946			Religion				0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
WSBR	Boca Raton	B	740	2.5	0.94	e	Beasley Bcst Group	65	0006			d3	Bus News	350		0.7	0.6	0.4	0.6	0.4	0.5	0.5	0.6	0.0
• W DJA	West Palm	B	850	5.0	1.00	b	J Crystal Enterprises	48	9806	1,500			Nostalgia	350		0.5	0.0	0.4	0.5	0.4	0.0	0.4	0.3	0.6
WSWN	Belle Glade	B	900	1.0	0.02	c	BGI Bcstg LP	47	9608			c2	Urban/Gospl	750	0.76	1.8	1.4	0.7	1.6	1.0	1.0	1.3	1.0	1.0
WDBE	Jupiter	B	1000	0.7	0.02	a	Rubenstein/Silvers	68	9902	450	cp		BgBnd/Jazz	1,300			0.0	0.1	0.2	0.1	0.1	0.0	0.0	0.0
• W JNA	Boynton Beach	B	1040	25.0	cp	1.10	f	Clear Channel	73	9808		d1	Nostalgia	750	0.57	2.4	1.4	1.4	1.5	1.2	1.9	1.5	1.2	1.1
WPSP	Royal Palm Bch	B	1190	0.7	0.41		Q Broadcasting Corp	91					Spanish				0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0
• W BZT	West Palm	C	1230	1.0	cp	1.00	f	Clear Channel	36	0011	2,000		Talk	1,100	0.65	3.1	0.9	0.7	1.2	1.6	1.4	2.0	1.5	2.4
W JNO	West Palm	B	1290	10.0	cp	4.90	f	Clear Channel	47	9712		g1	News/Talk	3,200	0.81	7.2	4.4	4.0	3.1	4.1	4.6	4.7	3.4	4.6
W JNX	Fort Pierce	B	1330	5.0	1.00	f	Clear Channel	52	9808				News/Talk	n/a			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WPBR	Lantana	C	1340	0.8	0.81		Omnilingual Bcstg	41	9403	700			News/Talk			0.9	0.4	0.4	0.4	0.5	0.4	0.5	0.6	0.6
W WRF	Lake Worth	B	1380	1.0	0.10		Radio Fiesta Inc.	59	0003	400		1	Spanish	200		0.6	0.6	0.6	0.8	0.0	0.4	0.4	0.7	0.0
WDBF	Delray Beach	B	1420	5.0	cp	0.46	a	Rubenstein/Silvers	52	9805	1,100		BgBnd/Jazz	950	0.41	4.2	2.1	2.1	3.0	2.2	2.1	2.5	3.3	2.2
W MNE	Riviera Beach	B	1600	5.0	4.70		ABC Radio Inc	59	0006	p		g	Children	600	1.10	1.0	0.0	0.0	0.0	0.0	0.0	0.9	0.8	0.8
# AM Stations -					15	# Combos -					9	AM TOTALS			22.6	11.8	12.0	12.9	11.5	12.4	15.3	13.4	13.3	
AM & FM Stations Profiled -					29	# Duopolies -					9	Total Local Commercial Share			57.4	58.6	57.4	57.4	58.5	61.6	60.8	58.5		

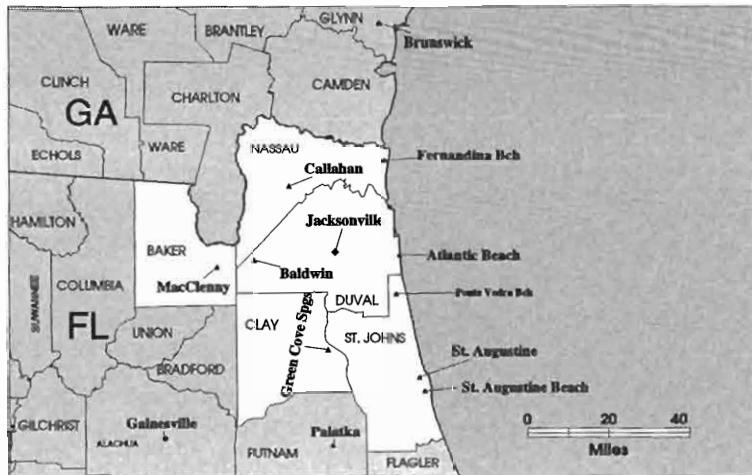
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 51

Revenue Rank: 44

Jacksonville, FL Market Overview



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
Total	1,092.4

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

ESTIMATED GROSS REVENUES ★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$29,500	\$33,900	\$38,400	\$40,600	\$44,900	\$49,100
Δ 98 - 99	9.4%	\$53,700	\$59,100	\$63,800	\$70,200	\$75,800	Δ 99 - 03
							9.0%

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	\$3.10/1,000	\$4.25/1,000	\$4.92/1,000	Local 75%
Revenue/Capita	\$29.75	\$44.95	\$63.01	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	991.5	1,092.4	2.0%	1,092.4	1,203.0	1.9%
Households	373.3	413.5	2.1%	413.5	458.3	2.1%
Retail Sales	9,506.3	11,562.8	4.0%	11,562.8	15,421.0	5.9%
EBI	15,137.4	18,841.1	4.5%	18,841.1	25,671.0	6.4%

Demographic Breakdown

	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	\$ 30,598		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	38
Tot 12+	11.3		61.4	63.5	72.7	13.1	85.8
Avg 12+	2.8		4.1	6.4	3.8	0.7	2.3
Tot LCS	13.2		71.6	74.0	84.7	15.3	100.0
Avg LCS	3.3		4.8	7.4	4.5	0.8	2.6

Competitive Overview

Some stations also rated in Daytona Beach.

FM Stations

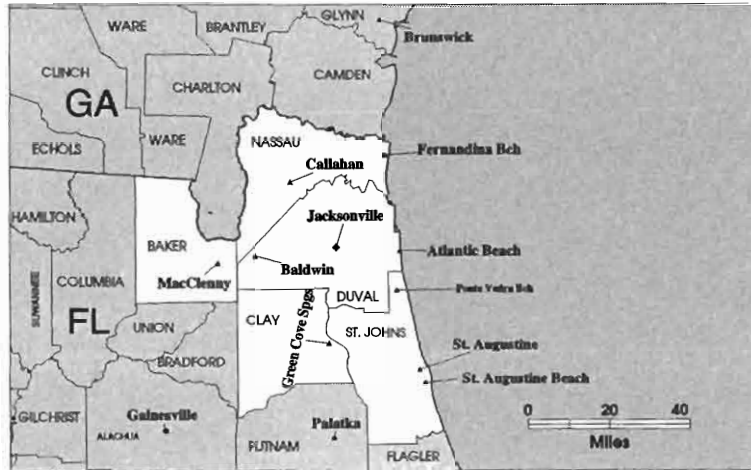
Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1999 Est Revenue (000)†/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
															Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
WJXR	MacClenny	C3	92.1	25.0	328	Perich, Gregory G	78	8501			Talk	1,000		0.4	0.0	0.6	0.0	0.0	0.4	0.0	0.4	0.5
WJBT	Green Cove	A	92.7	26.6 cp	505	c Clear Channel	78	9905		g1	Urban	2,400	0.63	7.1	7.1	7.3	7.7	6.0	5.5	5.6	5.8	7.0
WPLA	Callahan	C2	93.3	50.0	463	c Clear Channel	90	9712		g3	Alternative	2,300	0.70	6.1	5.9	4.4	5.6	4.4	5.8	5.0	5.2	4.4
WSOS	St. Augustine	C3	94.1	19.0	377	WSOS-FM Inc	82	9005	1,620		Bright AC	300		0.3	0.5	0.0	0.4	0.5	0.0	0.0	0.4	0.7
WAPE	Jacksonville	C	95.1	100.0	984	b Cox Radio Inc	49	0008		sw	Top 40	7,100	1.27	10.4	7.7	8.1	9.6	10.5	9.1	9.6	8.8	7.4
WEJZ	Jacksonville	C	96.1	100.0	984	d Renda Bcstg Corp	49	9003		g	Lite AC	4,700	1.17	7.5	5.8	6.1	5.7	6.1	6.4	6.1	6.9	5.9
WKQL	Jacksonville	C	96.9	98.0	1014	b Cox Radio Inc	69	0008		sw	Oldies	4,000	1.06	7.0	5.6	7.1	5.2	6.7	5.7	5.0	5.6	7.1
WFKS	St. Augustine	C2	97.9	50.0 cp	482	c Clear Channel	65	9712		g3	CHR	1,600	0.93	3.2	3.6	3.5	2.3	3.2	2.1	3.4	2.3	3.0
WQIK	Jacksonville	C	99.1	100.0	1014	c Clear Channel	64	9905		g1	Country	6,100	1.34	8.5	7.8	6.6	7.0	6.4	6.9	8.4	7.8	5.7
● WGNE	Palatka	C	99.9	100.0	1201	d Renda Bcstg Corp	73	9602			Country	n/a		0.9	0.0	0.6	0.6	0.6	0.7	0.6	1.0	0.7
WWRR	Brunswick	C1	100.7	36.0	1463	d Renda Bcstg Corp	65	9602		g	Rock	650	0.67	1.8	1.3	1.1	1.9	1.5	1.6	1.5	1.6	1.5
WSOL	Brunswick	C	101.5	100.0	1463	c Clear Channel	66	9905		g1	Clsc Hits	3,200	0.68	8.8	7.0	7.6	6.2	7.7	8.2	8.1	6.9	6.5
● WMXQ	Jacksonville	C	102.9	98.0	1014	b Cox Radio Inc	65	0008		sw	80s Hits	2,500	1.26	3.7	2.8	2.1	2.8	1.9	3.2	3.1	3.0	3.3
WFYV	Atlantic Beach	C	104.5	99.0	1014	b Cox Radio Inc	67	0008		sw	Clsc Rock	7,000	1.39	9.4	7.8	7.8	8.7	7.4	8.4	8.9	7.2	7.2
WXGV	Fernandina	A	105.3	3.9 cp	410	e Mondosphere Bcstg	99				Rhymc/Oldes				2.0	1.6	1.2	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	0.5	0.8	0.2	0.7	0.7	0.5	0.4	0.7
WXQL	Baldwin	A	105.7	6.0	328	United Comm Inc	92	9603	120		Mix AC			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
WBGB	Ponte Vedra	A	106.5	6.0	328	a Concord Media	96	9907		c3	ChrsContemp	450	0.56	1.5	2.3	2.4	2.2	1.7	1.4	1.4	1.1	1.3
WROO	Jacksonville	C	107.3	100.0	705	c Clear Channel	77	9712		g3	Country	3,500	1.03	6.3	5.9	5.0	5.9	4.9	4.9	5.7	5.6	4.9
# FM Stations -				19	# Combos -				16	FM TOTALS				83.7	73.6	72.7	73.2	70.2	71.0	72.9	70.0	68.2

● Indicates a change since last edition

†/ See introduction section for interpretation of revenue estimates.

Metro Rank: 51
Revenue Rank: 44

Jacksonville, FL Market Overview



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
Total	1,092.4

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$29,500	\$33,900	\$38,400	\$40,600	\$44,900	\$49,100	10.7%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	9.4%	\$53,700	\$59,100	\$63,800	\$70,200	\$75,800	9.0%

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	\$3.10/1,000	\$4.25/1,000	\$4.92/1,000	Local 75%
Revenue/Capita	\$29.75	\$44.95	\$63.01	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	991.5	1,092.4	2.0%	1,092.4	1,203.0	1.9%
Households	373.3	413.5	2.1%	413.5	458.3	2.1%
Retail Sales	9,506.3	11,562.8	4.0%	11,562.8	15,421.0	5.9%
EBI	15,137.4	18,841.1	4.5%	18,841.1	25,671.0	6.4%

Demographic Breakdown

	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	\$ 30,598		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	38
Tot 12+	11.3		61.4	63.5	72.7	13.1	85.8
Avg 12+	2.8		4.1	6.4	3.8	0.7	2.3
Tot LCS	13.2		71.6	74.0	84.7	15.3	100.0
Avg LCS	3.3		4.8	7.4	4.5	0.8	2.6

Market: Jacksonville, FL

Competitive Overview

Metro Rank: 51

Some stations also rated in Daytona Beach.

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)								
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998	
WBWL	Jacksonville	B	600	5.0	5.00	b	Cox Radio Inc	33	0008		sw	Sports	1,000	1.16	1.6	0.9	0.7	1.3	1.9	1.5	0.8	1.1	2.1	
WOKV	Jacksonville	B	690	50.0	10.00	b	Cox Radio Inc	58	0008		sw	Nws/Tlk/Spt	2,300	0.81	5.3	4.0	4.9	4.0	4.4	4.9	3.5	4.4	5.2	
WNZS	Jacksonville	B	930	5.0	5.00	c	Clear Channel	25	9712		g3	Sports	750	0.93	1.5	1.2	0.7	0.8	1.1	0.7	0.9	1.3	2.1	
WVOJ	Jacksonville	B	970	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 cp	4.30		McEntee Bcstg FL	47	9603	240		Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WROS	Jacksonville	B	1050	5.0	0.00		Hall, Elwyn V.	55	8506	525		Christian			0.2	0.5	0.0	0.0	0.0	0.0	0.0	0.4	0.4	
WELX	Callahan	B	1160	5.0	0.25		Circle Bcstg of Amer	99				Spanish				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WKLN	St. Augustine	B	1170	0.8	0.00		Chesapeake-Portsmo	86	0007	250		Adlt Stndrd	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WJAX	Jacksonville	B	1220	1.0	0.00		Jones College	58	8509		dn	Nostalgia			0.5	0.0	0.4	0.5	0.3	0.4	0.4	0.4	0.4	
WFOY	St. Augustine	C	1240	1.0	1.00		Shull Bcstg Co Inc	36				Nws/Tlk/Spt	200		0.4	0.8	0.4	0.5	0.3	0.0	0.4	0.4	0.4	
WSVE	Jacksonville	B	1280	5.0	0.00		Willis Bcstg Corp	48	9505	338		Gospel	500		0.9	0.7	0.7	0.6	1.0	0.7	0.9	1.0	0.6	
WJGR	Jacksonville	B	1320	5.0	5.00	c	Clear Channel	45	9905		g1	Nws/Tlk/Spt	250		0.6	0.0	0.0	0.0	0.4	0.6	0.4	0.4	0.5	
WGL	Jacksonville	B	1360	5.0	0.00		Maiden,D & Battle,B	48	8912	510		Gospel	500	0.67	1.4	1.2	1.0	1.3	1.3	0.6	1.2	2.0	1.0	
WZAZ	Jacksonville	C	1400	1.0	1.00	c	Clear Channel	50	9905		g1	Gospel	900	0.47	3.6	3.0	3.8	3.5	2.5	3.6	2.8	3.0	2.8	
WAOC	St. Augustine	B	1420	2.2	0.25	e	Mondosphere Bcstg	53	9804		c1	Nws/Tlk/Spt				0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	
WZNZ	Jacksonville	B	1460	5.0	5.00	a	Concord Media	42	9907		c3	News/Talk	200		0.1	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	
WOBS	Jacksonville	B	1530	50.0	0.00		Metropolitan Radio	76	9803	252		Gospel				0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	
WGSR	Fernandina	B	1570	10.0 cp	0.03		RJM Comm Inc	55	9904	225		Adlt Stndrd				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WQOP	Atlantic Beach	B	1600	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	
# AM Stations -					19	# Combos -					7	AM TOTALS				16.1	12.3	13.1	12.5	13.9	13.0	11.7	14.4	15.5
AM & FM Stations Profiled -					38	# Duopolies -					10	Total Local Commercial Share				85.9	85.8	85.7	84.1	84.0	84.6	84.4	83.7	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 52

Revenue Rank: 54

Rochester, NY Market Overview



Metro Counties / 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
Total	1,080.4

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$26,700	\$30,800	\$31,200	\$33,600	\$35,800	\$39,500	8.2%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	5.8%	\$41,800	\$45,600	\$48,300	\$51,200	\$54,300	6.7%

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	\$3.21/1,000	\$3.74/1,000	\$4.35/1,000	Local 81%
Revenue/Capita	\$24.67	\$36.56	\$49.66	National 19%

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	1,082.4	1,080.4	0.0%	1,080.4	1,093.4	0.2%
Households	405.0	406.0	0.0%	406.0	416.3	0.5%
Retail Sales	8,322.5	10,554.1	4.9%	10,554.1	12,496.9	3.4%
EBI	17,829.2	17,602.2	-0.3%	17,602.2	19,948.9	2.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55	
Men (000)	524.7	88.7	43.1	51.5	75.8	87.4	74.6	103.6	
Women (000)	555.7	84.9	40.9	50.4	76.5	90.8	77.3	135.1	
Total	1,080.4	173.6	84.0	101.9	152.2	178.1	151.9	238.7	
Percentage	100.0%	16.1%	7.8%	9.4%	14.1%	16.5%	14.1%	22.1%	
Per Capita	\$ 16,292								
				Median Household	\$ 32,366			Avg Household	\$ 43,355
Ethnic Population:	White	87.3%	Black	10.3%	Asian	2.0%	Hispanic	4.0%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	17	7		10	24	12	36
Tot 12+	21.2	43.1		57.4	64.3	16.2	80.5
Avg 12+	1.2	6.2		5.7	2.7	1.4	2.2
Tot LCS	26.3	53.5		71.3	79.9	20.1	100.0
Avg LCS	1.5	7.6		7.1	3.3	1.7	2.8

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)															
															Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998								
WBEE	Rochester	B	92.5	50.0	499	e	Entercom	61	9805		g2	Country	6,100	1.25	11.7	8.1	9.2	8.9	8.0	7.1	8.4	9.3	12.0							
WQRV	Avon	A	93.3	4.0	390	e	Entercom	93	9805		g2	Clsc Rck	400	0.35	2.7	1.9	1.7	2.0	1.6	2.4	2.3	1.3	2.5							
WCOV	Clyde	A	93.7	3.8	328		Family Life Minstris	68	0006		sw	ChrsContemp				0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0							
WDNY	Dansville	A	93.9	0.6	742	f	Miller Media Inc	90	9603	300	c3	AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
WZNE	Brighton	A	94.1	1.8	407	d	Infinity Bcstg	97	0008 p		g1	Modern AC	1,200	0.68	4.2	4.3	3.6	3.2	3.0	3.4	2.7	3.8	3.3							
• WNVE	Honeoye Falls	B	95.1	50.0	479	g	Clear Channel	48	9905		g3	Alternative	1,800	0.73	5.9	4.4	3.8	4.4	4.4	4.8	4.8	5.1	3.9							
WCMF	Rochester	B	96.5	50.0	449	d	Infinity Bcstg	60	0008 p		g1	AOR	5,400	1.75	7.4	5.6	6.5	6.6	6.4	6.4	5.5	5.6	5.7							
WPXY	Rochester	B	97.9	50.0	400	d	Infinity Bcstg	59	0008 p		g1	CHR	4,100	1.40	7.0	6.1	6.0	5.6	5.6	6.8	5.6	5.0	4.5							
WNYR	Waterloo	A	98.5	3.2	446	c	The Radio Group	69				AC				0.0	0.4	0.4	0.0	0.0	0.0	0.0	0.0							
WBBF	Rochester	B	98.9	37.0	564	e	Entercom	39	9805		g2	Oldies	1,625	0.61	6.4	5.6	5.0	5.0	4.2	5.2	5.3	4.8	4.6							
WLLW	Seneca Falls	A	99.3	3.0	236	c	The Radio Group	96	0006	875	sw	Clsc Rck			0.1	0.4	0.5	0.0	0.0	0.0	0.0	0.4	0.0							
WZXV	Palmyra	A	99.7	2.8	486		Calvery Chpl-Fgr Lke	93	9409	70	st	Christian	350		0.8	0.8	0.5	0.5	0.9	0.5	0.7	0.7	0.7							
WVOR	Rochester	B	100.5	50.0	479	g	Clear Channel	62	9905		g3	Hot AC	3,200	1.03	7.4	4.6	5.5	5.6	5.8	5.7	6.4	5.9	5.2							
WRMM	Rochester	B	101.3	27.0	640	d	Infinity Bcstg	66	0008 p		g1	Soft AC	4,750	1.31	8.7	6.3	7.1	6.3	8.2	6.8	6.8	6.5	7.3							
WFLK	Geneva	A	101.7	5.4	125		M.B.	74	9306			Country				0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0							
WLOF	Attica	A	101.7	3.2	446		Holy Family Comm	77	9912	655		Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
WISY	Canandaigua	A	102.3	3.4	282	g	Clear Channel	74	9905		g3	Soft AC			0.3	0.4	0.6	0.6	0.6	0.5	0.4	0.0	0.0							
WDCZ	Webster	A	102.7	6.0	328	a	Crawford Bcstg Co	93	9212	950		Christian	250		0.4	0.4	0.6	0.0	0.5	0.0	0.7	0.0	0.4							
WNNR	Sodus	A	103.5	6.0	243		Waynco Radio Inc	91	9004	10	cp	Country	450		0.3	0.6	0.0	0.0	0.0	0.4	0.0	0.4	0.0							
WDKX	Rochester	A	103.9	0.8	541		Monroe Cnty Bcstg	74				Urban AC	1,600	0.48	8.0	8.0	6.5	7.0	6.3	6.5	6.6	5.8	6.0							
WMJQ	Brockport	A	105.5	3.0	223		The Radio Group	98			1	Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
WJZR	Rochester	A	105.9	3.0	180		R B Lee Rust	93				Jazz	600	0.76	1.9	1.1	1.1	1.8	1.7	1.3	1.5	1.7	1.4							
WKGS	Irondequoit	A	106.7	3.5	266	g	Clear Channel	92	9905		g3	CHR	2,600	2.30	2.7	3.7	4.2	3.5	3.5	3.7	2.5	0.9	1.3							
WLCL	South Bristol	A	107.3	0.7	994	g	Clear Channel	96	9905		g3	R&B Oldies	600	0.55	2.6	1.1	1.1	1.2	1.1	1.7	1.2	2.7	2.7							
# FM Stations -															24	# Combos -		16	FM TOTALS			78.5	63.4	64.3	62.6	61.8	63.2	61.4	60.3	61.5

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 52
Revenue Rank: 54

Rochester, NY Market Overview



Metro Counties / 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
Total	1,080.4

Market Radio Financials

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$26,700	\$30,800	\$31,200	\$33,600	\$35,800	\$39,500
Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03	
	5.8%	\$41,800	\$45,600	\$48,300	\$51,200	\$54,300	6.7%
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
Revenue/Capita	\$3.21/1,000	\$3.74/1,000	\$4.35/1,000	Local	81%		
	\$24.67	\$36.56	\$49.66	National	19%		

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	1,082.4	1,080.4	0.0%	1,080.4	1,093.4	0.2%
Households	405.0	406.0	0.0%	406.0	416.3	0.5%
Retail Sales	8,322.5	10,554.1	4.9%	10,554.1	12,496.9	3.4%
EBI	17,829.2	17,602.2	-0.3%	17,602.2	19,948.9	2.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	524.7	88.7	43.1	51.5	75.8	87.4	74.6	103.6
Women (000)	555.7	84.9	40.9	50.4	76.5	90.8	77.3	135.1
Total	1,080.4	173.6	84.0	101.9	152.2	178.1	151.9	238.7
Percentage	100.0%	16.1%	7.8%	9.4%	14.1%	16.5%	14.1%	22.1%
Per Capita	\$ 16,292							
Median Household					\$ 32,366			
Avg Household								\$ 43,355
Ethnic Population: White	87.3%							
Black		10.3%						
Asian					2.0%			
Hispanic								4.0%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	17	7		10	24	12	36
Tot 12+	21.2	43.1		57.4	64.3	16.2	80.5
Avg 12+	1.2	6.2		5.7	2.7	1.4	2.2
Tot LCS	26.3	53.5		71.3	79.9	20.1	100.0
Avg LCS	1.5	7.6		7.1	3.3	1.7	2.8

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)							
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
WEZO	Rochester	B	950	1.0	1.00	e	Entercom	47	9805		g2	Nostalgia	325	0.21	3.7	1.6	1.9	1.8	2.5	3.2	3.4	2.6	2.5
WLGZ	Rochester	B	990	5.0	2.50	a	Crawford Bcstg Co	47	9709	650		Adlt Stndfd	50			2.7	1.7	1.2	0.0	0.0	0.0	0.0	0.0
WYSL	Avon	B	1040	2.5	0.50		Radio Livingston Ltd		86			News	200			0.4	0.4	0.4	0.0	0.0	0.0	0.0	0.0
WHAM	Rochester	A	1180	50.0	50.00	g	Clear Channel	22	9905		g3	News/Talk	5,400	0.87	14.9	9.7	9.8	11.1	11.7	10.3	10.5	12.8	13.1
• WGVA	Geneva	C	1240	1.0	1.00	c	The Radio Group	47	9610			Talk/Sprts				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WHTK	Rochester	B	1280	5.0	5.00	g	Clear Channel	47	9905		g3	Talk	350	0.47	1.8	1.9	1.6	1.5	1.7	1.2	1.3	1.6	1.4
WRSB	Canandaigua	B	1310	1.0	1.00	b	Wolfe, David L.		97		1	Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WDNY	Dansville	C	1400	0.9	1.00	f	Miller Media Inc	78	9603		c3	Nostalgia				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WWWG	Rochester	B	1460	5.0	5.00		HHH Broadcasting	25	0008 p	975		Gospel	250		0.4	0.5	0.4	0.0	0.0	0.0	0.6	0.4	0.4
WBTA	Batavia	C	1490	1.0 cp	1.00		Doran, Kevin	41	9504		c1	Nws/Tik/AC	200		0.6	0.4	0.4	0.0	0.0	0.7	0.4	0.4	0.4
• WCGR	Canandaigua	B	1550	0.3	1.00	c	The Radio Group	61	9312		na	Talk/Sprts				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WASB	Brockport	B	1590	3.0 cp	3.00	b	Wolfe, David L.		70		1	Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -						12	# Combos -	9	AM TOTALS						21.4	17.2	16.2	16.0	15.9	15.4	16.2	17.8	17.8
AM & FM Stations Profiled -						36	# Duopolies -	10	Total Local Commercial Share						80.6	80.5	78.6	77.7	78.6	77.6	78.1	79.3	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 53
Revenue Rank: 46

Louisville, KY Market Overview



Metro Counties / Population (000)

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
Total	1,033.6

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$31,500	\$35,000	\$37,500	\$39,000	\$40,500	\$48,300
Δ 98 - 99	9.5%	\$52,900	\$56,600	\$60,500	\$64,700	\$69,300	7.0%
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
	\$3.71/1,000	\$4.64/1,000	\$5.44/1,000	Local	87%		
Revenue/Capita	1993	1998	2003	National	13%		
	\$31.41	\$46.73	\$65.59				

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	1,002.8	1,033.6	0.6%	1,033.6	1,056.6	0.4%
Households	388.7	405.8	0.9%	405.8	422.5	0.8%
Retail Sales	8,488.3	10,415.9	4.2%	10,415.9	12,727.9	4.1%
EBI	15,944.7	17,973.6	2.4%	17,973.6	22,867.4	4.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	496.4	80.9	46.0	42.6	70.2	85.2	71.6	99.8
Women (000)	537.2	77.2	44.0	42.7	72.1	89.8	76.1	135.3
Total	1,033.6	158.1	89.9	85.3	142.4	175.1	147.7	235.1
Percentage	100.0%	15.3%	8.7%	8.3%	13.8%	16.9%	14.3%	22.7%
Per Capita	\$ 17,389	Median Household		\$ 35,376	Avg Household		\$ 44,292	
Ethnic Population:	White 86.1%	Black 12.9%	Asian 0.8%	Hispanic 0.8%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	13	5	3	13	21	14	35
Tot 12+	24.2	26.2	17.6	63.2	68.0	19.3	87.3
Avg 12+	1.9	5.2	5.9	4.9	3.2	1.4	2.5
Tot LCS	27.7	30.0	20.2	72.4	77.9	22.1	100.0
Avg LCS	2.1	6.0	6.7	5.6	3.7	1.6	2.9

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)							
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
WYBL	Clarksville	A	93.1	2.2	387	a	Clear Channel	62				Country	1,200	0.95	2.4	1.0	1.1	1.5	0.6	1.5	2.4	2.0	2.7
WLSY	New Albany	A	94.7	2.2	387	f	Salem Comm Corp	95	9907	5,000	c2	Talk/Chrst	550	0.50	2.1	0.7	0.0	0.4	0.0	1.5	2.2	1.5	2.2
WQMF	Jeffersonville	B	95.7	28.5 cp	643	a	Clear Channel	74	9702	13,500		Clsc Rock	2,900	1.37	4.0	3.9	4.1	4.0	4.2	3.8	3.9	3.1	3.4
WGZB	Corydon	A	96.5	6.0 cp	328	c	Blue Chip Bcstg Ltd	90	9512	7,300	c5	Urban	2,100	0.74	5.4	5.3	4.8	4.9	6.6	4.9	5.2	3.8	5.2
WAMZ	Louisville	C1	97.5	100.0	673	a	Clear Channel	66	8606	20,056	c3	Country	9,300	1.20	14.7	13.8	12.8	11.4	11.4	14.5	12.0	11.8	14.2
WZTR	Salem	B	98.9	50.0	492	a	Clear Channel	98	9702	2,400		Hot AC	1,000	0.86	2.2	1.8	2.0	1.8	2.9	1.6	2.9	2.4	0.9
WDJX	Louisville	B	99.7	24.0	715	c	Blue Chip Bcstg Ltd	63	9905		g2	Top 40	4,200	1.01	7.9	8.3	8.9	9.8	10.2	7.3	8.8	6.6	5.5
WTFX	Louisville	C2	100.5	37.0	554	a	Clear Channel	93	9610	6,900	c4	AOR	3,000	1.23	4.6	5.4	4.8	4.9	5.2	4.5	3.6	4.1	4.3
WMJM	Jeffersontown	A	101.3	2.0	194	c	Blue Chip Bcstg Ltd	78	9512		c5	R&B Oldies	450	0.35	2.4	3.0	2.8	2.3	1.5	2.3	2.1	2.4	1.7
WTHQ	Shelbyville	A	101.7	6.0	328	e	Commonwealth	89	9807	539	c1	Country			0.6	0.0	0.5	0.8	0.0	0.7	0.6	0.4	0.6
WULV	Louisville	A	102.3	4.3	285	c	Blue Chip Bcstg Ltd	64	9905		g2	Soft AC	900	0.44	3.9	2.1	2.4	2.6	2.0	2.2	2.8	5.1	3.7
WRKA	St. Matthews	A	103.1	6.0	312	d	Cox Radio Inc	64	9601		c6	Oldies	2,600	0.91	5.4	3.4	3.9	3.9	4.7	5.2	4.6	4.7	4.7
WASE	Radcliff	C3	103.5	7.0	541		W & B Bcstg Inc	94				Oldies			0.4	0.7	0.0	0.7	0.6	0.0	0.6	0.4	0.4
WMHX	Louisville	A	103.9	1.4	489		Cox Radio Inc	74	9909	1,770		Modern AC	900	1.00	1.7	1.8	3.0	2.2	2.2	1.6	1.7	1.7	1.1
WBLO	Charlestown	A	104.3	3.0	328	c	Blue Chip Bcstg Ltd	98	0003		na	Urban	500	0.32	3.0	2.9	2.5	3.5	2.5	2.9	2.5	2.2	3.1
WLRS	Shepardsville	A	105.1	1.6	446	c	Blue Chip Bcstg Ltd	93	0002	2,000		Alternative	350	0.60	1.1	2.7	2.7	1.5	1.0	1.0	0.8	1.4	0.8
WMPI	Scottsburg	A	105.3	2.2	512		D.R. Rice Bcstg Inc	66				Country	400		0.4	0.4	0.5	1.2	0.5	0.4	0.5	0.6	0.0
• WYKY	Eminence	A	105.7	3.0	328	e	Commonwealth	88	0005	600	c1	AC			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1
WRVI	Valley Station	A	105.9	1.9	413	f	Salem Comm Corp	93	9907		c2	ChrsContemp	1,100	1.22	1.7	0.8	0.0	0.0	0.0	0.9	1.7	2.1	1.4
WVEZ	Louisville	B	106.9	24.5	669	d	Cox Radio Inc	67	9905		g2	AC	4,700	1.11	8.0	5.5	6.0	5.3	5.5	7.7	7.2	7.6	6.2
WSFR	Corydon	B1	107.7	836.2	568	d	Cox Radio Inc	94	9905		sw	Clsc Rock	2,400	0.99	4.6	4.9	5.2	4.6	6.3	4.7	3.5	3.7	4.5
# FM Stations -					21	# Combos -					18	FM TOTALS			76.6	68.4	68.0	67.3	67.9	69.2	69.6	67.7	66.7

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 53
Revenue Rank: 46

Louisville, KY Market Overview



Metro Counties / Population (000)

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
Total	1,033.6

Market Radio Financials

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$31,500	\$35,000	\$37,500	\$39,000	\$40,500	\$48,300	8.9%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	9.5%	\$52,900	\$56,600	\$60,500	\$64,700	\$69,300	7.0%

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	\$3.71/1,000	\$4.64/1,000	\$5.44/1,000	Local 87%
Revenue/Capita	\$31.41	\$46.73	\$65.59	National 13%

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	1,002.8	1,033.6	0.6%	1,033.6	1,056.6	0.4%
Households	388.7	405.8	0.9%	405.8	422.5	0.8%
Retail Sales	8,488.3	10,415.9	4.2%	10,415.9	12,727.9	4.1%
EBI	15,944.7	17,973.6	2.4%	17,973.6	22,867.4	4.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	496.4	80.9	46.0	42.6	70.2	85.2	71.6	99.8
Women (000)	537.2	77.2	44.0	42.7	72.1	89.8	76.1	135.3
Total	1,033.6	158.1	89.9	85.3	142.4	175.1	147.7	235.1
Percentage	100.0%	15.3%	8.7%	8.3%	13.8%	16.9%	14.3%	22.7%
Per Capita	\$ 17,389		Median Household	\$ 35,376		Avg Household	\$ 44,292	
Ethnic Population:	White 86.1%		Black 12.9%		Asian 0.8%		Hispanic 0.8%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	13	5	3	13	21	14	35
Tot 12+	24.2	26.2	17.6	63.2	68.0	19.3	87.3
Avg 12+	1.9	5.2	5.9	4.9	3.2	1.4	2.5
Tot LCS	27.7	30.0	20.2	72.4	77.9	22.1	100.0
Avg LCS	2.1	6.0	6.7	5.6	3.7	1.6	2.9

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)								
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998	
WTMT	Louisville	B	620	0.5	0.50	b	Jefferson Bcstg	58				Sprts/Talk	350		0.8	0.8	0.5	0.7	0.4	0.7	0.4	0.7	1.1	
WJIE	Newburg	B	680	1.0	0.45		Word Broadcasting	92	9907	820		Talk/Sprts			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WWKY	Louisville	B	790	5.0	1.00	a	Clear Channel	36	9610		c4	Talk	750	1.09	1.3	0.8	0.7	1.1	0.9	0.9	0.9	1.5	1.5	
WHAS	Louisville	A	840	50.0	50.00	a	Clear Channel	22	8606		c3	FullService	9,600	1.34	13.5	11.5	10.4	14.0	10.0	11.8	11.7	11.9	12.8	
• WFIA	Louisville	B	900	1.0	0.16	c	Blue Chip Bcstg Ltd	47	9905		g2	Chrst/Talk	600		0.5	0.0	0.7	0.4	0.5	0.0	0.5	0.6	0.7	
WCND	Shelbyville	B	940	0.3	0.00	e	Commonwealth	64	9807		c1	Oldies			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WGTK	Louisville	B	970	5.0	5.00	f	Salem Comm Corp	33	0008 p	1,750		News	750	0.89	1.6	1.2	1.1	1.4	1.4	1.3	1.2	1.7	1.4	
WKJK	Louisville	B	1080	10.0	1.00	a	Clear Channel	48	9610	2,000		Adlt Stndrd	1,000	0.59	3.2	1.9	3.1	1.9	2.8	2.9	3.7	2.9	2.1	
WLLV	Louisville	C	1240	1.0	1.00	g	Mortenson Bcstg Co	40	9612	650		Gospel	250		0.8	0.9	0.7	0.6	1.0	1.0	0.8	0.4	0.7	
WLOU	Louisville	B	1350	2.2	0.50	g	Mortenson Bcstg Co	51	9509	265		Gospel	400		0.9	1.1	1.3	0.9	0.9	0.6	1.0	0.7	0.9	
WAVG	Jeffersonville	C	1450	1.0	1.00		Sunnyside Comm	61	9705	691		Country	350		0.7	1.3	0.8	0.5	1.1	0.0	0.6	0.7	1.1	
WLCR	Shepherdsville	B	1470	1.0	0.05		LCR Partners	55	9904	162		Religion			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WOCC	Corydon	B	1550	0.3	0.01		Richard L. Brabandt	64	9506	50		Oldies			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WXLN	New Albany	B	1570	1.5	0.23	b	Cross Country	49	9211	175		Religion	250		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					14	# Combos -					10	AM TOTALS				23.3	19.5	19.3	21.5	19.0	19.2	20.8	21.1	22.3
AM & FM Stations Profiled -					35	# Duopolies -					12	Total Local Commercial Share					87.9	87.3	88.8	86.9	88.4	90.4	88.8	89.0

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 54

Revenue Rank: 53

Oklahoma City Market Overview



Metro Counties / Population (000)

Canadian, OK	85.4
Cleveland, OK	202.0
Logan, OK	30.8
McClain, OK	26.4
Oklahoma, OK	635.9
Pottawatomie, OK	62.7
Total	1,043.2

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$27,000	\$30,900	\$33,600	\$35,600	\$37,300	\$41,700	9.1%
Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03	
6.2%	\$44,300	\$48,700	\$52,600	\$57,400	\$61,400	8.5%	

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	\$3.55/1,000	\$4.04/1,000	\$4.81/1,000	Local 86%
Revenue/Capita	\$27.04	\$39.97	\$56.46	National 14%

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	998.4	1,043.2	0.9%	1,043.2	1,087.5	0.8%
Households	382.9	399.7	0.9%	399.7	420.7	1.0%
Retail Sales	7,598.2	10,317.7	6.3%	10,317.7	12,752.4	4.3%
EBI	14,128.6	15,918.3	2.4%	15,918.3	20,195.9	4.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	508.8	89.3	46.3	49.8	76.4	84.5	70.2	92.2
Women (000)	534.4	85.5	44.1	49.7	74.4	86.5	73.4	120.8
Total	1,043.2	174.8	90.5	99.5	150.7	171.0	143.7	213.0
Percentage	100.0%	16.8%	8.7%	9.5%	14.4%	16.4%	13.8%	20.4%
Per Capita	\$ 15,259			Median Household	\$ 41,615		Avg Household	\$ 39,826
Ethnic Population:	White 82.2%		Black 10.9%		Asian 2.3%		Hispanic 5.1%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4		11	12	15	13	28
Tot 12+	10.0		60.2	69.3	70.2	15.3	85.5
Avg 12+	2.5		5.5	5.8	4.7	1.2	3.1
Tot LCS	11.7		70.4	81.1	82.1	17.9	100.0
Avg LCS	2.9		6.4	6.8	5.5	1.4	3.6

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)1/	Power Ratio		Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998	
KOMA	Oklahoma City	C	92.5	100.0	984	b	Renda Bcstg Corp	64	9901	53,000	c3	Oldies	3,700	1.28	6.5	6.8	7.1	7.0	5.9	6.5	5.4	5.3	5.3	
KKNG	Newcastle	C1	93.3	100.0	797	e	Tyler Bcstg Corp	71	9508	441		Country	400	0.18	4.9	4.0	2.9	5.0	4.3	4.8	3.7	4.6	3.8	
KQSR	Oklahoma City	C	94.7	100.0	1221	a	Clear Channel	67	9401	7,500	1	Soft AC	1,400	0.62	5.1	6.4	4.7	4.5	3.7	3.7	3.9	4.3	5.7	
KQCV	Shawnee	C	95.1	100.0	1004		Community Bcstg	98				Relgn/Talk				0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	
KXXY	Oklahoma City	C	96.1	100.0	1221	a	Clear Channel	64	9607		g2	1	Country	6,200	1.63	8.6	7.4	8.4	6.7	8.1	6.9	7.9	7.4	7.6
KKWD	Edmond	A	97.9	6.0	315	d	Citadel Comm Corp	62	9912	60,000	d3	CHR/Rhymc	1,300	1.09	2.7	5.3	7.1	5.7	2.4	2.2	1.9	2.5	2.7	
KYIS	Oklahoma City	C	98.9	100.0	1099	d	Citadel Comm Corp	69	9912		d3	AC	3,100	1.17	6.0	5.4	5.0	5.7	5.7	5.1	6.1	5.3	4.3	
KATT	Oklahoma City	C	100.5	97.0	1191	d	Citadel Comm Corp	60	9912		d3	AOR	5,600	1.25	10.1	8.3	8.4	8.4	6.8	9.6	8.0	8.4	8.8	
KTST	Oklahoma City	C	101.9	100.0	1221	a	Clear Channel	62	9607		g2	1	Country	2,200	0.74	6.7	5.9	3.6	5.3	6.1	5.3	7.0	5.9	5.1
KJYO	Oklahoma City	C	102.7	100.0	1221	a	Clear Channel	61	8410		g1	1	CHR	3,700	0.67	12.4	8.5	7.8	9.6	10.7	10.4	11.0	11.6	9.9
KMGL	Oklahoma City	C	104.1	99.0	1362		Renda Bcstg Corp	65	8803	3,050		AC	4,200	1.35	7.0	5.2	5.2	5.2	4.8	5.5	5.9	5.3	7.6	
WWLS	Bethany	A	104.9	6.0	328	d	Citadel Comm Corp	65	9912		d3	Sprts/Talk	1,500	1.61	2.1	1.4	2.0	1.8	2.5	1.6	1.1	1.5	2.9	
KTUZ	Chickasha	A	105.5	3.3	443	e	Tyler Bcstg Corp	66	9802	200		Mexican			1.1	0.6	0.9	1.1	0.0	0.6	2.1	1.2	0.0	
KIRC	Seminole	A	105.9	4.4	384		One Ten Bcst Group	78				Country			0.2	0.0	0.0	0.5	0.5	0.6	0.0	0.0	0.0	
KRXO	Oklahoma City	C	107.7	99.0	991	b	Renda Bcstg Corp	76	9901		c3	Clsc Rock	4,200	1.23	7.7	6.9	7.1	6.4	6.5	6.9	5.9	6.8	6.9	
# FM Stations -					15	# Combos -					12	FM TOTALS			81.1	72.1	70.2	72.9	68.4	69.7	69.9	70.1	70.6	

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		Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998	
WWLS	Moore	B	640	5.0	1.00	d	Citadel Comm Corp	22	9912			Sports	800	1.06	1.7	0.7	0.8	1.8	1.7	1.3	1.2	1.9	1.4	
KQCV	Oklahoma City	B	800	2.5	0.50		Bott Radio Network	48	7601			Relgn/Talk	400	0.90	1.0	0.7	1.0	0.7	0.7	0.9	0.9	0.9	0.8	
● KTLR	Oklahoma City	B	890	1.0	0.00	e	Tyler Bcstg Corp	46	9908	480		Religion				0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	
WKY	Oklahoma City	B	930	5.0	5.00		Gaylord Bcstg Co	20	2808		1	Talk	250	0.43	1.3	0.8	0.9	1.2	1.1	1.3	1.2	0.9	1.0	
KTOK	Oklahoma City	B	1000	5.0	5.00	a	Clear Channel	27	8410		g1	1	News/Talk	3,500	1.05	7.5	6.3	6.5	5.7	6.8	6.2	6.6	6.3	6.8
KVSP	Oklahoma City	B	1140	1.0	0.00		Perry Bcstg Co Inc	46	9303	375	2	Urban	1,300	0.70	4.2	3.5	3.5	3.5	3.6	4.9	3.2	2.9	3.7	
KTLV	Midwest City	B	1220	0.3	0.00		First Choice Bcstg	73	7510			Black Gospl	50		0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	
KEBC	Oklahoma City	C	1340	1.0	1.00		Clear Channel	20	9607		g2	2	Urban	450	0.73	1.4	0.0	0.8	1.2	1.0	1.3	1.7	1.0	1.0
KREF	Norman	C	1400	1.0	1.00	c	Fox Family	49	9404	200		Talk	50			0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	
KGFF	Shawnee	C	1450	1.0	1.00		Potawatomi Tribe	30	9812	155		Adlt Stndrd				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KZUE	El Reno	B	1460	0.5	0.00		La Tremenda Radio	62				Spanish			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	
KOKC	Guthrie	C	1490	1.0	1.00	c	Fox Family	55	9907	120		DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KOMA	Oklahoma City	A	1520	50.0	50.00	b	Renda Bcstg Corp	22	9901		c3	Oldies			1.5	1.0	1.0	1.0	1.6	1.3	1.3	1.3	1.4	
# AM Stations -					13	# Combos -					6	AM TOTALS			18.8	13.0	15.3	15.1	16.5	17.2	16.1	16.2	16.1	
AM & FM Stations Profiled -					28	# Duopolies -					8	Total Local Commercial Share			85.1	85.5	88.0	84.9	86.9	86.0	86.3	86.7		

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 55

Revenue Rank: 49

Birmingham, AL Market Overview



Metro Counties / Population (000)

Blount, AL	46.9
Jefferson, AL	661.1
St.Clair, AL	62.4
Shelby, AL	143.6
Walker, AL	71.2
Total	985.2

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$27,500	\$31,500	\$34,000	\$38,500	\$38,900	\$44,500	10.1%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	6.1%	\$47,200	\$51,000	\$54,000	\$58,400	\$61,900	7.0%
	1993	1998	2003	Est. Breakout			
Revenue/Retail Sales	\$3.62/1,000	\$4.38/1,000	\$4.92/1,000	Local	81%		
Revenue/Capita	\$29.25	\$45.17	\$61.21	National	19%		

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	940.1	985.2	0.9%	985.2	1,011.3	0.5%
Households	358.8	383.4	1.3%	383.4	402.1	1.0%
Retail Sales	7,590.6	10,148.4	6.0%	10,148.4	12,589.3	4.4%
EBI	14,376.8	16,770.8	3.1%	16,770.8	21,939.2	5.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55	
Men (000)	469.1	78.4	42.8	41.3	65.9	79.4	65.8	95.4	
Women (000)	516.1	75.2	41.7	43.5	68.5	84.4	71.2	131.8	
Total	985.2	153.6	84.5	84.8	134.4	163.8	137.0	227.1	
Percentage	100.0%	15.6%	8.6%	8.6%	13.6%	16.6%	13.9%	23.1%	
Per Capita	\$ 17,023		Median Household		\$ 30,736		Avg Household		\$ 43,742
Ethnic Population:	White	71.9%	Black	27.4%	Asian	0.5%	Hispanic	0.7%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6		13	13	19	19	38
Tot 12+	6.1		63.7	66.8	69.8	18.5	88.3
Avg 12+	1.0		4.9	5.1	3.7	1.0	2.3
Tot LCS	6.9		72.1	75.7	79.0	21.0	100.0
Avg LCS	1.2		5.5	5.8	4.2	1.1	2.6

Competitive Overview

Some stations also rated in Tuscaloosa.

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		Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998	
• WQOP	Dora	A	92.5	2.2	548	First Coast Catholic	97	9906 p	725		Christian			0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.6	0.6
WTUG	Tuscaloosa	C1	92.9	100.0	981	Radio South Inc	79				Urban AC	n/a		0.7	0.7	0.7	0.6	0.6	1.1	0.6	0.0	0.7	
WDJC	Birmingham	C	93.7	99.0	1007	f Crawford Bcstg Co	68				Christian	700	0.55	2.7	2.6	3.2	2.5	2.2	2.0	2.2	1.9	3.2	
WYSF	Birmingham	C	94.5	100.0 cp	1014	c Citadel Comm Corp	47	0010		g4	Soft AC	4,325	1.43	6.4	5.5	4.7	5.7	4.3	6.1	6.8	6.1	3.5	
WFFN	Cordova	A	95.3	5.0	354	e New Century Radio	87	9310	610	c3	Country	225			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WBHJ	Tuscaloosa	C1	95.7	100.0	981	b Cox Radio Inc	52	9811	17,000	d2	CHR/Rhymc	3,450	0.73	10.0	8.6	7.6	8.7	8.4	7.5	8.6	10.5	8.6	
WMJJ	Birmingham	C	96.5	100.0	1027	d Clear Channel	61	0008		g	AC	5,200	1.81	6.1	5.3	5.0	4.7	5.4	5.2	5.1	4.3	6.8	
WRLR	Homewood	A	97.3	0.6	1004	b Cox Radio Inc	98	9912		na	Rock	700	0.82	1.8	2.6	3.7	3.0	5.3	3.0	1.7	1.5	0.0	
WKLD	Oneonta	A	97.7	3.2 cp	367	a Blount County Bcstg	68				Country			0.5	0.0	0.4	0.4	0.6	0.5	0.0	0.6	0.5	
WBHK	Warrior	C2	98.7	9.4 cp	1122	b Cox Radio Inc	92	9811		d2	Urban AC	4,900	1.06	9.8	9.3	8.3	8.5	7.4	7.9	7.5	8.7	10.4	
WZRR	Birmingham	C	99.5	100.0	1014	c Citadel Comm Corp	75	0010		g4	Clsc Rock	3,200	1.36	5.0	4.8	4.8	3.7	4.3	5.1	3.9	5.2	3.5	
• WRRS	Cullman	C1	101.1	100.0	1234	STG Acquisition	49	0010 p	2,500	1	ChrsContemp	1,075	1.27	1.8	2.3	1.8	1.7	2.2	1.6	1.8	2.4	0.4	
WQEM	Columbiana	A	101.5	2.0	584	d Clear Channel	99	0008			Top 40				0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	
WDXB	Jasper	C	102.5	83.0	2098	d Clear Channel	62	0008		g	Country	900	0.68	2.8	3.1	3.4	4.1	3.6	2.4	2.6	2.6	2.1	
WQEN	Gadsden	C1	103.7	77.0 cp	1106	d Clear Channel	66	0008		g	CHR	2,200	0.85	5.5	5.1	5.7	5.6	4.3	4.7	3.7	3.6	7.2	
WZZK	Birmingham	C	104.7	99.0	1299	b Cox Radio Inc	48	9704		g1	Country	5,500	1.19	9.8	9.4	9.0	8.9	10.0	10.1	8.5	8.3	7.5	
WENN	Trussville	A	105.9	1.4	673	d Clear Channel	93	0008		g	R&B Oldies	900	1.00	1.9	1.2	1.9	1.1	1.6	0.8	1.4	2.4	2.2	
WODL	Birmingham	C	106.9	99.0	1152	b Cox Radio Inc	59	9704		g1	Oldies	2,600	0.98	5.6	3.8	4.9	5.0	5.2	5.1	5.6	4.0	5.1	
WRAX	Birmingham	C	107.7	100.0	1237	c Citadel Comm Corp	69	0010		g4	Alternative	4,100	1.09	8.0	6.0	4.6	6.3	5.5	6.0	7.8	7.0	7.3	
# FM Stations -				19	# Combos -				16	FM TOTALS				78.9	70.3	69.8	70.6	70.9	69.1	68.3	69.7	69.6	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 55

Revenue Rank: 49

Birmingham, AL Market Overview



Metro Counties / Population (000)

Blount, AL	46.9
Jefferson, AL	661.1
St.Clair, AL	62.4
Shelby, AL	143.6
Walker, AL	71.2
Total	985.2

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$27,500	\$31,500	\$34,000	\$38,500	\$38,900	\$44,500	10.1%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	6.1%	\$47,200	\$51,000	\$54,000	\$58,400	\$61,900	7.0%

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	\$3.62/1,000	\$4.38/1,000	\$4.92/1,000	Local 81%
Revenue/Capita	\$29.25	\$45.17	\$61.21	National 19%

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	940.1	985.2	0.9%	985.2	1,011.3	0.5%
Households	358.8	383.4	1.3%	383.4	402.1	1.0%
Retail Sales	7,590.6	10,148.4	6.0%	10,148.4	12,589.3	4.4%
EBI	14,376.8	16,770.8	3.1%	16,770.8	21,939.2	5.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	469.1	78.4	42.8	41.3	65.9	79.4	65.8	95.4
Women (000)	516.1	75.2	41.7	43.5	68.5	84.4	71.2	131.8
Total	985.2	153.6	84.5	84.8	134.4	163.8	137.0	227.1
Percentage	100.0%	15.6%	8.6%	8.6%	13.6%	16.6%	13.9%	23.1%
Per Capita	\$ 17,023							
			Median Household	\$ 30,736			Avg Household	\$ 43,742
Ethnic Population:	White 71.9%		Black 27.4%		Asian 0.5%		Hispanic	0.7%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6		13	13	19	19	38
Tot 12+	6.1		63.7	66.8	69.8	18.5	88.3
Avg 12+	1.0		4.9	5.1	3.7	1.0	2.3
Tot LCS	6.9		72.1	75.7	79.0	21.0	100.0
Avg LCS	1.2		5.5	5.8	4.2	1.1	2.6

Market: Birmingham, AL

Competitive Overview

Metro Rank: 55

Some stations also rated in Tuscaloosa.

AM Stations

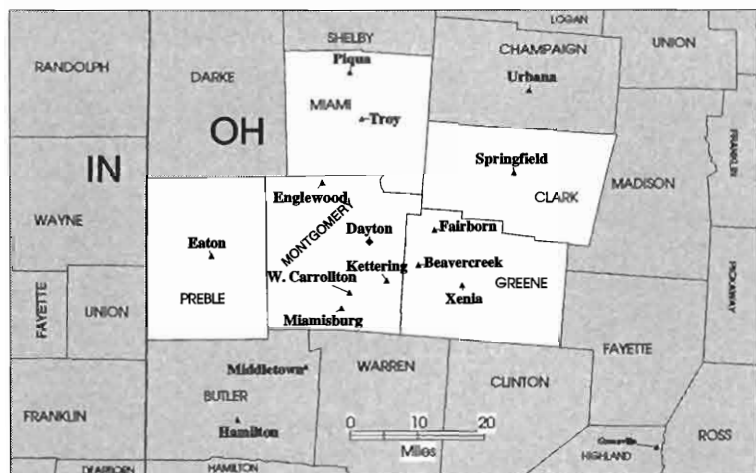
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1999 Est		Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)									
													Revenue (000)1/	Power Ratio		Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998		
WAGG	Birmingham	B	610	5.0	1.00	b	Cox Radio Inc	26	9704		g1	Gospel	775	0.42	3.9	4.8	4.0	4.6	4.2	3.7	4.8	2.8	2.4		
WJOX	Birmingham	B	690	50.0	0.50	c	Citadel Comm Corp	47	0010		g4	Sprts/Talk	1,700	1.72	2.1	2.5	2.2	2.1	2.0	2.0	2.0	1.6	1.9		
WURL	Moody	B	760	1.0	0.00		Bill Davison Evangel	84	8909	175		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WYDE	Birmingham	B	850	9.2	cp	1.00	f Crawford Bcstg Co	53	9911	2,750		Talk	300			0.6	0.4	0.0	0.0	0.0	0.0	0.0	0.0		
WATV	Birmingham	B	900	1.0	cp	0.16	Birmingham Ebony	46	8811	400		Oldes/BkGsp	200	0.14	3.0	2.0	2.3	1.6	2.1	2.3	2.9	3.3	1.9		
WERC	Birmingham	B	960	5.0	5.00	d	Clear Channel	25	0008		g	Nws/Tlk/Spt	2,600	0.95	5.8	3.2	3.8	4.3	4.2	5.8	4.5	5.1	4.8		
WPYK	Dora	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	0.0	0.0		
WAPI	Birmingham	B	1070	50.0	cp	10.00	c Citadel Comm Corp	22	0010		g4	Talk	1,000	1.12	1.9	1.1	1.5	1.2	1.5	1.6	1.8	1.3	1.8		
WAYE	Birmingham	B	1220	1.0	cp	0.08	Willis Bcstg Corp	72	8708	225		Gospel	100		0.7	0.0	0.6	0.4	0.0	0.4	0.9	0.6	0.5		
WARF	Jasper	C	1240	1.0	1.00	e	New Century Radio	57	9310		c3	Cntry/News				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WLGS	Birmingham	B	1260	5.0	0.04	f	Crawford Bcstg Co	53	9404	150		BgBnd/Easy				1.6	2.0	1.6	0.6	0.0	0.0	0.0	0.0		
WRJS	Birmingham	B	1320	5.0	1.11	b	Cox Radio Inc	50	9710		na	Gospl/Talk	200	0.18	2.4	0.0	0.0	0.0	0.9	1.4	2.6	2.4	2.2		
WZPQ	Jasper	B	1360	1.0	0.04		Lee, James	46	9909	100		Gospel				0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0		
WJLD	Fairfield	C	1400	1.0	1.00		Richardson Bcstg	42	8712	515		Gsp/R&B/Tlk	350	0.57	1.3	1.7	1.7	1.2	1.3	0.8	1.2	1.1	1.3		
WFHK	Pell City	B	1430	5.0	0.00		Williamson Bcstg	56	9902 p		10 na	Country			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0		
WSMQ	Bessemer	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	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	1500	1.0	0.00		WGTT Inc	81	9204		18 +	Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WCRL	Oneonta	B	1570	2.5	0.00	a	Blount County Bcstg	52	5503			Oldies				1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
				# AM Stations -				19	# Combos -				9	AM TOTALS											
				AM & FM Stations Profiled -				38	# Duopolies -				10	Total Local Commercial Share											
													21.2	18.5	18.5	17.6	16.8	18.0	20.7	18.7	16.8				
													88.8	88.3	88.2	87.7	87.1	89.0	88.4	86.4					

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 56

Revenue Rank: 56

Dayton, Ohio Market Overview



Metro Counties / Population (000)

Clark, OH	145.2
Greene, OH	146.3
Miami, OH	98.4
Montgomery, OH	559.1
Preble, OH	43.3
Total	992.3

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$25,800	\$29,700	\$30,800	\$31,900	\$34,000	\$37,300	7.6%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	7.2%	\$40,000	\$44,000	\$48,400	\$53,200	\$58,500	10.0%
	1993	1998	2003	Est. Breakout			
Revenue/Retail Sales	\$2.93/1,000	\$3.59/1,000	\$4.58/1,000	Local	85%		
Revenue/Capita	\$25.38	\$37.59	\$60.58	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	1,016.4	992.3	-0.5%	992.3	965.7	-0.5%
Households	389.0	383.1	-0.3%	383.1	378.7	-0.2%
Retail Sales	8,817.8	10,398.2	3.4%	10,398.2	12,771.3	4.2%
EBI	16,160.7	17,447.8	1.5%	17,447.8	20,967.1	3.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	480.1	79.7	42.1	46.1	65.9	77.3	70.6	98.4
Women (000)	512.2	76.0	40.1	46.7	66.2	81.6	74.2	127.3
Total	992.3	155.8	82.2	92.7	132.1	158.9	144.8	225.8
Percentage	100.0%	15.7%	8.3%	9.3%	13.3%	16.0%	14.6%	22.8%
Per Capita	\$ 17,583	Median Household		\$ 34,314	Avg Household		\$ 45,544	
Ethnic Population:	White 84.4%	Black 14.1%	Asian 1.3%	Hispanic 0.9%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6	11		10	17	11	28
Tot 12+	18.5	48.3		58.3	66.8	13.3	80.1
Avg 12+	3.1	4.4		5.8	3.9	1.2	2.9
Tot LCS	23.1	60.3		72.8	83.4	16.6	100.0
Avg LCS	3.8	5.5		7.3	4.9	1.5	3.6

Competitive Overview

Some stations also rated in Cincinnati.

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)							
															Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
WROU	W. Carrollton	A	92.1	0.9	597	e	Hawes-Saunders	91			Urban	1,900	0.59	8.0	8.1	7.3	7.4	7.3	8.2	6.1	5.5	5.7
WGTV	Eaton	B	92.9	40.0	551	a	Blue Chip Bcstg Ltd	60 9905		g2	CHR	2,400	0.92	6.5	4.7	4.6	4.1	4.8	4.7	4.5	5.0	6.4
WFCJ	Miamisburg	B	93.7	50.0	492		Miami Valley Chrstrn	61			Religion	775	0.81	2.4	1.5	2.0	1.7	1.2	1.6	1.9	2.2	1.9
WDKF	Englewood	A	94.5	2.8 cp	482	d	Clear Channel	94 9905		g1	Urban	950	0.54	4.4	3.9	3.8	3.7	4.4	4.1	3.6	3.6	2.6
WZLR	Xenia	A	95.3	6.0	322	c	Cox Radio Inc	67 9810	6,300	d2 1	Oldies			1.2	1.0	0.7	1.0	0.9	1.0	1.2	0.9	0.8
WCLR	Piqua	B	95.7	50.0	476	c	Cox Radio Inc	60 9810		d2 1	Oldies	1,400	1.17	3.0	2.1	1.8	2.5	2.7	2.1	2.3	2.6	2.7
WRNB	Troy	A	96.9	3.0	315	e	Hawes-Saunders	91 9602	1,100		Urban/Oldes	400	0.77	1.3	1.3	1.7	1.0	1.1	0.5	1.1	1.4	1.2
WHKO	Dayton	B	99.1	50.0	1066	c	Cox Radio Inc	46		1	Country	7,400	1.22	15.2	10.7	8.9	9.7	11.1	12.0	11.6	12.6	12.1
WLQT	Kettering	B	99.9	28.0 cp	656	d	Clear Channel	62 9905		g1	Lite AC	2,800	0.95	7.4	7.1	6.8	8.0	7.9	6.7	5.8	5.6	5.6
WKSW	Urbana	A	101.7	3.2	397	a	Blue Chip Bcstg Ltd	65 9910	5,000		Country	1,200	1.58	1.9	1.0	1.7	1.4	1.3	1.0	1.7	2.0	1.3
WING	Springfield	B	102.9	50.0	492	a	Blue Chip Bcstg Ltd	58 9905		g2	Clsc Rock	2,500	1.01	6.2	4.6	4.5	4.4	4.3	4.2	5.0	5.1	5.6
WGRR	Hamilton	B	103.5	11.0	1037		Infinity Bcstg	61 0008 p			Oldies	n/a		0.3	0.4	0.5	0.6	0.5	0.4	0.5	0.0	0.0
WXEG	Beavercreek	A	103.9	2.6 cp	502	d	Clear Channel	72 9905		g1	Alternative	900	0.50	4.5	3.5	3.3	3.5	3.5	3.4	3.5	3.3	4.0
WTUE	Dayton	B	104.7	28.0 cp	656	d	Clear Channel	59 9905		g1	Rock	5,500	1.54	8.9	5.2	7.4	6.0	6.7	6.5	9.3	6.8	5.8
WPFB	Middletown	B	105.9	34.0	590	b	Braden, Ruth &	59			Country	700	1.17	1.5	1.0	1.1	1.2	0.8	1.0	1.2	1.2	1.4
WBKI	Greenville	B	106.5	50.0	479	d	Clear Channel	90 9905		g1	Country	200	0.50	1.0	0.7	0.8	0.0	0.5	0.5	0.7	0.4	1.5
WMMX	Dayton	B	107.7	50.0	420	d	Clear Channel	64 9905		g1	Hot AC	6,000	1.55	9.7	10.3	9.9	8.8	8.9	8.1	6.1	8.9	7.8
# FM Stations -				17	# Combos -				15	FM TOTALS				83.4	67.1	66.8	65.0	67.9	66.0	66.1	67.1	66.4

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)							
															Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
WPFB	Middletown	B	910	1.0	0.10	b	Braden, Ruth &	47			Nostalgia	100		0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.9	0.0
WONE	Dayton	B	980	5.0	5.00	d	Clear Channel	49 9905		g1	Nostalgia	700	0.38	4.6	3.9	4.4	3.6	3.2	3.4	3.7	3.4	4.1
WGNZ	Fairborn	B	1110	2.5	0.00		L & D Bcstrs	68 7910			Christian				0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0
WCTM	Eaton	B	1130	0.3	0.00		Western OH Bcstg	79			Easy				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WDAO	Dayton	B	1210	1.0	0.00		Johnson Commun	55 8712	725		Rhythm/Blue	500	0.46	2.7	1.7	1.4	1.9	2.6	3.1	1.7	1.9	1.8
WHIO	Dayton	B	1290	5.0	5.00	c	Cox Radio Inc	35		1	News/Talk	2,950	1.15	6.4	5.2	5.7	5.4	5.6	4.8	5.4	4.5	5.7
WIZE	Springfield	C	1340	1.0	1.00	d	Clear Channel	40 9905		g1	Adit Stndrd	200		0.8	0.5	0.5	0.9	0.0	0.5	0.7	0.6	0.6
WING	Dayton	B	1410	5.0	5.00	a	Blue Chip Bcstg Ltd	21 9905		g2	Nws/Spt/Tlk	350		0.7	0.7	0.6	0.4	0.8	0.6	0.5	0.4	0.8
WBZI	Xenia	B	1500	0.5	0.00		Town & Country	63 9512	140		Country	150		0.9	0.5	0.7	1.6	0.0	0.8	0.5	0.9	0.7
WPTW	Piqua	B	1570	0.3	0.25		Frontier Bcstg LLC	47 9904	75 +	1	AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WBLY	Springfield	B	1600	1.0	0.03		Yontz, Ronald	47 8811	200		Talk			0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.4	0.0
# AM Stations -				11	# Combos -				5	AM TOTALS				16.6	12.5	13.3	14.5	12.2	13.2	12.9	13.0	13.7
AM & FM Stations Profiled -				28	# Duopolies -				8	Total Local Commercial Share				79.6	80.1	79.5	80.1	79.2	79.0	80.1	80.1	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 57

Revenue Rank: 48

Richmond, VA Market Overview



Metro Counties / Population (000)

Charles City, VA	7.0
Chesterfield, VA	247.7
Colonial Heights city	16.5
Dinwiddie, VA	23.2
Goochland, VA	17.5
Hanover, VA	81.6
Henrico, VA	248.1
Hopewell city, VA	22.0
New Kent, VA	13.0
Petersburg city, VA	34.9
Powhatan, VA	22.2
Prince George, VA	31.0
Richmond city, VA	192.5
Total	957.2

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$34,500	\$36,800	\$37,700	\$40,200	\$42,700	\$47,500	6.6%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	4.6%	\$49,700	\$54,600	\$59,000	\$63,700	\$68,800	8.5%

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	\$3.96/1,000	\$4.63/1,000	\$5.42/1,000	Local 82%
Revenue/Capita	\$37.88	\$49.62	\$69.52	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	910.8	957.2	1.0%	957.2	989.7	0.7%
Households	352.0	372.2	1.1%	372.2	392.1	1.0%
Retail Sales	8,710.1	10,252.7	3.3%	10,252.7	12,687.3	4.4%
EBI	15,520.8	17,099.4	2.0%	17,099.4	20,494.7	3.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	459.5	75.2	38.2	41.3	69.6	84.3	68.0	83.0
Women (000)	497.7	73.0	36.4	43.2	73.1	88.5	71.3	112.2
Total	957.2	148.2	74.6	84.5	142.6	172.8	139.3	195.2
Percentage	100.0%	15.5%	7.8%	8.8%	14.9%	18.1%	14.6%	20.4%
Per Capita	\$ 17,864		Median Household	\$ 30,439		Avg Household	\$ 45,941	
Ethnic Population:	White 67.6%		Black 30.1%		Asian 2.0%		Hispanic 1.6%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	8	7	2	13	17	14	31
Tot 12+	21.0	39.6	6.5	66.8	67.1	16.5	83.6
Avg 12+	2.6	5.7	3.3	5.1	3.9	1.2	2.7
Tot LCS	25.1	47.4	7.8	79.9	80.3	19.7	100.0
Avg LCS	3.1	6.8	3.9	6.1	4.7	1.4	3.2

Competitive Overview

Some stations also rated in Norfolk-Virginia Beach-Newprt News.

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)																	
															2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998										
WCDX	Mechanicsville	A	92.1	2.4		367 c		85	9908		c1	Urban	5,200	1.02	10.3	12.8	9.9	10.5	11.3	9.3	9.4	8.4	8.8									
WBBC	Blackstone	C3	93.5	17.5		394 d		75	9106	200	c1	Country			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0									
WRVQ	Richmond	B	94.5	200.0		351 b		48	9207		g1	CHR	5,000	1.18	8.5	5.9	6.3	7.7	6.9	8.4	7.8	6.7	6.5									
WKHK	Colonial Hghts	B1	95.3	17.5		394 a		72	0008		g	Country	7,000	1.60	8.8	5.3	7.2	5.4	5.6	5.6	7.4	8.7	8.8									
WKLR	Fort Lee	B	96.5	50.0		453 a		63	0008		g	Clsc Hits	3,000	1.12	5.4	5.4	4.0	4.9	5.3	4.4	4.9	4.7	4.6									
WWUZ	Bowling Green	A	96.9	2.8		472						Clsc Hits			0.2	0.0	0.0	0.0	0.0	0.4	0.3	0.0	0.0									
WTVR	Richmond	B	98.1	50.0		840 b		46	9606	18,000	c3	AC	7,075	1.37	10.4	9.4	9.2	10.7	8.8	8.8	9.1	8.7	9.5									
WPLZ	Petersburg	A	99.3	6.0		328 c		66	9908	34,000	c1	R&B Oldies	1,400	0.54	5.2	4.2	4.2	4.5	3.4	4.6	4.0	4.6	4.8									
WYFJ	Ashland	A	100.1	6.0		299						Christian			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0									
WARV	Petersburg	A	100.3	4.7		371 c		92	9907	12,000	d1	Country	25	0.01	3.5	0.0	0.3	0.4	0.5	1.8	3.2	3.9	3.2									
WDYL	Chester	A	101.1	6.0		328 c		96	9907	4,600		Modern Rock	300		0.7	2.4	2.5	2.7	1.9	0.0	0.8	0.6	0.9									
WRXL	Richmond	B	102.1	20.0		791 b		49	9308	9,750	c2	AOR	4,500	1.44	6.3	4.1	5.1	3.6	4.4	5.2	5.5	5.4	5.8									
WMXB	Richmond	B	103.7	20.0		840 a		61	0008		g	Hot AC	2,000	0.64	6.3	5.1	4.1	4.8	5.3	6.4	5.0	6.1	4.4									
WKJS	Crewe	C1	104.7	100.0		981 c		49	9907		d1	Urban AC	3,000	0.86	7.0	6.4	6.5	6.9	6.9	6.2	5.2	4.6	8.2									
WJRV	Richmond	A	105.7	3.3		322 c		68	9908		g1	Country	1,000	0.77	2.6	1.2	1.4	1.9	1.5	3.3	2.2	2.1	1.5									
WRCL	Richmond	B	106.5	7.6		1234 b		67	0008		g	Oldies	1,500	0.52	5.8	3.7	3.7	3.9	4.4	5.2	4.6	4.9	5.4									
WBBT	Powhatan	A	107.3	1.4		679						Rhyms/Oldes			0.8	2.1	2.7	2.9	3.1	2.7	0.0	0.0	0.0									
# FM Stations -															17	# Combos -			13	FM TOTALS				81.9	68.0	67.1	70.8	69.3	72.3	69.4	69.8	72.4

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)																	
															2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998										
WGGM	Chester	B	820	10.0		1.00		64	7610		1	Gospel			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0									
WRNL	Richmond	B	910	5.0		1.50	b	37	9308		c2	Sprts/News	850	1.14	1.5	1.4	1.0	1.7	1.4	1.2	1.1	1.3	1.6									
WXGI	Richmond	B	950	3.9		0.05		47	9710	650		Country	400	0.42	1.9	1.6	1.1	1.5	0.9	1.2	1.9	2.0	1.5									
WLEE	Richmond	B	990	1.0		0.01	e	51	9612		na	2 Talk	550		0.3	0.6	0.8	0.5	0.3	0.0	0.3	0.5	0.3									
WRVA	Richmond	A	1140	50.0		50.00	b	25	9207		g1	News/Talk	5,000	1.20	8.4	6.0	6.3	6.8	7.0	7.9	7.2	6.7	7.3									
WGCV	Petersburg	C	1240	1.0		1.00	c	45	9908		c1	1 Gospel	350	0.50	1.4	0.8	2.3	1.0	1.2	0.9	1.2	1.4	1.2									
WDZY	Colonial Hghts	B	1290	25.0		0.04		55	0006 p		g	Children	100		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0									
WVNZ	Richmond	B	1320	5.0		0.00		55	8911		al	2 News	475		0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.5	0.0									
WHAP	Hopewell	C	1340	1.0		1.00	e	49	9902		+	2 Talk			0.0	0.1	0.0	0.1	0.0	0.1	0.0	0.0	0.0									
WVBB	Richmond	B	1380	5.0		5.00	a	26	0008		g	Adlt Stndrd			1.6	2.2	2.4	1.1	2.3	1.5	1.7	1.7	0.8									
WHAN	Ashland	B	1430	1.0		0.03		62	9808	157		BNw/Sprn/Tlk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0									
WCLM	Highland Springs	C	1450	1.0		0.96		59	9410		na	Variety	100		0.8	0.6	0.7	0.0	0.6	0.3	0.7	0.9	0.9									
WREJ	Richmond	B	1540	10.0		0.00	e	64	9912	600	2	Urban/Inspr	450	0.65	1.4	1.4	0.9	1.6	1.2	0.9	1.2	1.4	1.2									
WFTH	Richmond	B	1590	5.0		0.02		64	9003	450		Gospel	400		0.9	1.0	0.9	1.0	0.7	0.6	1.0	0.7	0.8									
# AM Stations -															14	# Combos -			7	AM TOTALS				18.4	15.6	16.5	15.2	15.7	14.5	16.6	17.1	15.6
AM & FM Stations Profiled -															31	# Duopolies -			9	Total Local Commercial Share				83.6	83.6	86.0	85.0	86.8	86.0	86.9	88.0	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 58

Revenue Rank: 55

Greenville-Spartanburg, SC Market Overview



Metro Counties / Population (000)

Anderson, SC	162.3
Greenville, SC	355.1
Pickens, SC	109.8
Spartanburg, SC	248.7
Total	875.9

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$25,000	\$28,900	\$29,800	\$31,400	\$32,000	\$35,900	7.5%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	12.8%	\$40,500	\$44,600	\$47,900	\$52,700	\$56,600	8.7%

Revenue/Retail Sales Revenue/Capita	1993	1998	2003	Est. Breakout
	\$3.55/1,000	\$3.65/1,000	\$4.16/1,000	Local 85% National 15%
	\$30.56	\$40.99	\$60.35	

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	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	\$ 30,396		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	18	22	40
Tot 12+	5.4		65.9	65.1	71.3	7.2	78.5
Avg 12+	1.4		4.7	6.5	4.0	0.3	2.0
Tot LCS	6.9		83.9	82.9	90.8	9.2	100.0
Avg LCS	1.7		6.0	8.3	5.0	0.4	2.5

Competitive Overview

Some stations also rated in Charlotte, NC & Asheville, NC.

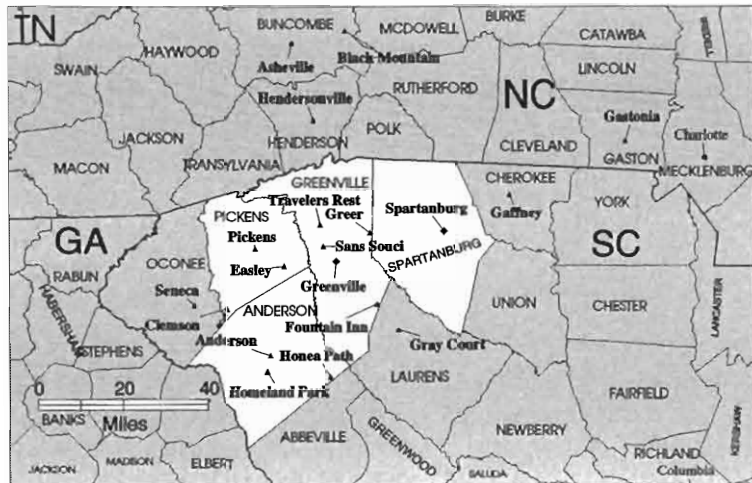
FM Stations

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)							
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
WESC	Greenville	C	92.5	100.0	2001	g	Clear Channel	48	9803 p		g1	Country	3,500	0.94	9.2	7.5	5.8	6.7	5.7	7.3	8.4	6.6	7.8
WTPT	Forest City	C	93.3	92.9	2031		Barnstable Bcstg Inc	47	0008		g1	Rock	1,700	0.62	6.8	4.0	5.3	4.7	5.5	4.7	5.9	6.0	5.5
WFBC	Greenville	C	93.7	100.0	1850	c	Entercom	47	9912		g2	Top 40	3,500	0.80	10.8	9.8	9.2	9.2	7.4	9.0	9.8	8.9	7.7
WMUU	Greenville	C	94.5	100.0	1201	e	WMUU Inc	60				Btfl Music	750	0.58	3.2	1.9	2.5	2.1	2.7	2.7	2.4	3.4	2.1
WPEK	Seneca	C	98.1	100.0 cp	997		Radio One Inc	47	0008 p		g	Talk	1,100	0.97	2.8	1.8	2.2	2.5	2.2	2.5	1.8	2.0	2.7
WSPA	Spartanburg	C	98.9	100.0	1910	c	Entercom	46	9912		g2	Lite AC	4,150	1.27	8.1	6.7	8.0	8.6	7.9	6.0	6.3	6.8	7.5
WKSF	Asheville	C	99.9	48.0	2622		Clear Channel	47	0008			Country	n/a		0.6	0.7	0.4	0.4	0.5	0.5	0.4	0.5	0.5
WSSL	Gray Court	C	100.5	100.0	1240	d	Clear Channel	60	0008		g	Country	6,800	1.38	12.2	7.8	8.1	8.7	8.4	10.3	10.8	9.9	8.8
WROQ	Anderson	C	101.1	100.0	988		Barnstable Bcstg Inc	47	0008		g4	Clsc Rock	5,800	1.57	9.1	7.2	7.2	5.8	6.6	7.6	7.6	6.8	7.8
WBAV	Gastonia	C	101.9	99.0	988		Infinity Bcstg	47	0008 p			Urban AC	n/a		0.6	1.4	0.4	0.0	0.5	0.4	0.8	0.5	0.4
WMYI	Hendersonvle	C1	102.5	19.0	1811	d	Clear Channel	58	0008		g	AC	5,000	1.67	7.4	6.1	6.2	5.4	6.7	5.6	6.2	6.8	5.6
WRIX	Honea Path	A	103.1	6.0	328	a	Phillips, Matt	77				Cntry/Talk	300	0.67	1.1	1.0	0.7	0.5	0.6	0.7	0.8	1.2	1.0
WOLT	Greer	A	103.3	2.7	495	c	Entercom	93	9912		d4	Oldies			1.7	1.3	1.9	1.5	1.1	1.3	1.7	1.3	1.4
WOLI	Easley	A	103.9	6.0	328	c	Entercom	65	9912		d4	Oldies			2.2	1.6	2.0	1.7	1.6	2.4	1.6	1.5	1.6
WCCP	Clemson	A	104.9	6.0	302	b	Golden Corners	93				Sports	250		0.6	0.7	0.8	0.9	0.6	0.4	0.5	0.7	0.4
WAGI	Gaffney	C	105.3	100.0	1191	f	Gaffney Bcstg Inc	59				Cty/Tlk/Gsp			0.1	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0
WMIT	Black Mountain	C	106.9	36.0	3094		Billy Graham Evangl	41	9603			Religion	n/a		1.1	0.0	0.0	0.0	1.8	1.1	1.0	0.9	0.7
WJMZ	Anderson	C	107.3	100.0	1011		Radio One Inc	63	0008		g2	Urban	4,600	0.91	12.5	9.3	10.6	10.3	10.5	11.4	10.7	9.5	9.3
# FM Stations -					18	# Combos -					11	FM TOTALS			90.1	68.8	71.3	69.0	70.3	74.3	76.7	73.3	70.8

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 58
Revenue Rank: 55

Greenville-Spartanburg, SC Market Overview



Metro Counties / Population (000)

Anderson, SC	162.3
Greenville, SC	355.1
Pickens, SC	109.8
Spartanburg, SC	248.7
Total	875.9

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$25,000	\$28,900	\$29,800	\$31,400	\$32,000	\$35,900	7.5%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	12.8%	\$40,500	\$44,600	\$47,900	\$52,700	\$56,600	8.7%
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
Revenue/Capita	\$3.55/1,000	\$3.65/1,000	\$4.16/1,000	Local	85%		
	\$30.56	\$40.99	\$60.35	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	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		\$ 30,396	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	18	22	40
Tot 12+	5.4		65.9	65.1	71.3	7.2	78.5
Avg 12+	1.4		4.7	6.5	4.0	0.3	2.0
Tot LCS	6.9		83.9	82.9	90.8	9.2	100.0
Avg LCS	1.7		6.0	8.3	5.0	0.4	2.5

Competitive Overview

Some stations also rated in Charlotte, NC & Asheville, NC.

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)								
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998	
WLFJ	Greenville	B	660	50.0	0.00	g	Clear Channel	47	9803	p		g1 1	Chrst/Talk	400		0.4	0.0	0.0	0.4	0.4	0.4	0.0	0.4	
WPJM	Greer	B	800	1.0	0.44		Cohen, Bobby	49	9801		200		Gospel	400	0.55	1.8	1.3	1.5	1.4	2.0	1.5	1.5	1.2	1.7
WORD	Spartanburg	B	910	3.6	0.89	c	Entercom	40	9912		3,000	c3	Nws/Tlk/Spt	1,200	1.48	2.0	1.1	1.9	2.3	2.4	1.7	1.1	2.2	1.6
WSPA	Spartanburg	B	950	5.0	5.00	c	Entercom	30	9912			c3	Nws/Tlk/Spt	700	1.23	1.4	0.7	1.2	0.9	1.2	1.3	0.8	1.5	1.1
WRIX	Homeland Park	B	1020	10.0	0.00	a	Phillips, Matt	86					Gospel			1.2	1.1	0.6	0.7	0.5	0.9	0.6	1.4	0.9
WCSZ	Sans Souci	B	1070	50.0	1.50	c	Entercom	66	0003	p	1,500		Sprts/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WAIM	Anderson	C	1230	1.0	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
WMUU	Greenville	B	1260	5.0	0.02	e	WMUU Inc	49	7503				Religion				0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0
• WANS	Anderson	B	1280	5.0	1.00	a	Phillips, Matt	49	9405		75		Beach				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WCKI	Greer	B	1300	1.0	0.00		Sira-Pack Radio	55	6405				Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WYRD	Greenville	B	1330	5.0	5.00	c	Entercom	33	9912			c3	Nws/Tlk/Spt			2.4	1.7	1.5	2.0	1.6	1.8	1.8	1.7	2.4
WELP	Easley	B	1360	5.0	0.04		Wilkins Comm	51	9906		150		Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WHPB	Belton	B	1390	1.0	0.00		Bryson, Robert	56	9705		4		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WKDY	Spartanburg	C	1400	1.0	1.00		Associated Bcstg	52	9109		80		Beach/AdStd			0.2	0.6	0.5	0.0	0.0	0.0	0.0	0.0	0.0
WGLV	Greenville	B	1440	5.0	5.00	d	Clear Channel	50	0008			g	Spanish	150			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WPCI	Greenville	C	1490	1.0	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
WEAC	Gaffney	B	1500	1.0	0.00	f	Gaffney Bcstg Inc	62					Cntry/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WASC	Spartanburg	B	1530	1.0	0.00		New South Bcstg	68	7602				Urban/Oldes	100		0.5	0.5	0.0	0.0	0.0	0.4	0.6	0.0	0.7
WTBI	Pickens	B	1540	10.0	0.00		Tabernacle Christian	67	8311				Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WAHT	Clemson	B	1560	1.0	0.00	b	Golden Corners	69					Gospel	50			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		Robles, Belen	64	9904			na	Spanish	50			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		La Stringer, Joseph	56	9902		195		Variety				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -					22	# Combos -	11	AM TOTALS							9.9	7.0	7.2	7.7	8.5	8.0	6.8	8.0	9.3	
AM & FM Stations Profiled -					40	# Duopolies -	10	Total Local Commercial Share							75.8	78.5	76.7	78.8	82.3	83.5	81.3	80.1		

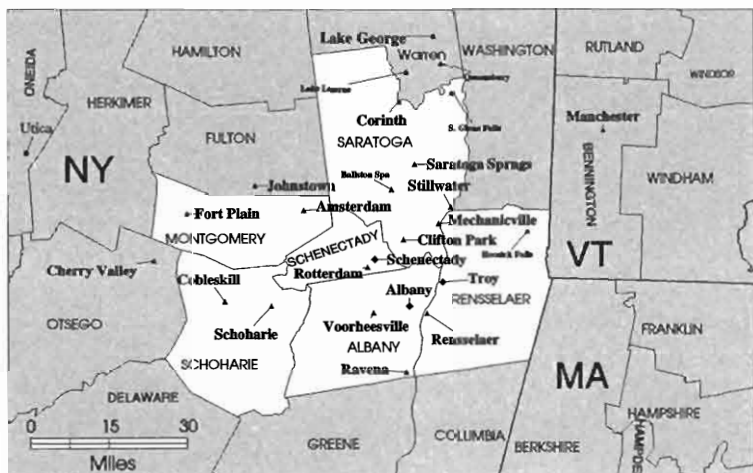
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 59

Revenue Rank: 56

Albany-Schenectady-Troy Market Overview



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
Total	871.7

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$23,500	\$26,900	\$28,600	\$31,100	\$32,800	\$37,100	9.6%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	7.8%	\$40,000	\$43,600	\$46,200	\$49,900	\$53,400	7.5%

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	\$3.29/1,000	\$4.26/1,000	\$5.49/1,000	Local 85%
Revenue/Capita	\$26.63	\$42.56	\$61.51	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	882.4	871.7	-0.2%	871.7	868.2	-0.1%
Households	339.8	336.9	-0.2%	336.9	339.2	0.1%
Retail Sales	7,141.4	8,707.4	4.0%	8,707.4	9,726.7	2.2%
EBI	15,171.3	14,543.4	-0.8%	14,543.4	16,434.1	2.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	422.1	65.1	33.6	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	\$ 36,856		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	16	43
Tot 12+	24.3	43.5		61.0	67.8	17.2	85.0
Avg 12+	1.4	4.4		4.4	2.5	1.1	2.0
Tot LCS	28.6	51.2		71.8	79.8	20.2	100.0
Avg LCS	1.7	5.1		5.1	3.0	1.3	2.3

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		Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998	
WFLY	Troy	B	92.3	17.0	850	a	Pamal Broadcasting	48	8702		Top 40	4,450	1.08	10.3	6.5	6.7	7.7	6.4	10.1	7.4	7.9	9.9	
WZZM	Corinth	A	93.5	1.4	420	i	Vox Media Corp	81	0006	3,650	d4	Country			0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	
WKLI	Ravena	A	94.5	3.0	328	g	Tele-Media Bcstg Co	91	9903	1,550	d5	Soft AC	1,200	0.57	5.3	1.5	1.5	2.0	4.4	3.9	4.2	4.2	5.8
WYJB	Albany	B	95.5	12.0	1024	a	Pamal Broadcasting	66	9312	5,000	c2	Soft AC	4,650	1.31	8.9	8.5	9.1	7.7	7.3	8.1	7.9	7.1	7.4
WAJZ	Voorheesville	A	96.3	0.5	1119	a	Pamal Broadcasting	92	9608	850		Urban AC	350	0.29	3.0	2.6	3.2	3.4	3.2	3.4	3.1	2.8	1.0
WDCD	Clifton Park	A	96.7	4.7	328	e	Crawford Bcstg Co	85	9606	820		Christian			0.4	0.8	0.4	0.4	0.6	0.4	0.3	0.3	0.3
WMYY	Schoharie	A	97.3	2.0 cp	577	d	Capital Media Corp	90	9202	525		Chrst/Talk				0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
WZEC	Hoosick Falls	A	97.5	0.4	1204	g	Tele-Media Bcstg Co	92	9911		g	Hot AC	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		GEM Associates Ltd	75	9410	400	c5	Classical	150	0.38	1.0	1.0	1.0	1.1	1.4	0.9	0.9	0.6	1.1
WTRY	Rotterdam	A	98.3	6.0	318	c	Clear Channel	86	0008		g	Oldies	1,300	0.77	4.2	4.1	3.7	3.9	3.0	3.9	3.3	3.8	3.3
WCKM	Lake George	A	98.5	0.4	1289	h	Entertronics Inc	94	9404			Oldies			0.1	0.0	0.0	0.0	0.0	0.4	0.0	0.0	
WRVE	Schenectady	B	99.5	14.5	925	c	Clear Channel	40	9906		g3	Adult Rock	3,300	1.53	5.4	5.3	4.9	4.5	6.3	4.8	3.5	5.6	4.5
WKBE	Warrensburg	B1	100.3	1.5	1312	g	Tele-Media Bcstg Co	91	9903		d5	Hot AC			0.2	0.0	0.1	0.4	0.0	0.1	0.2	0.0	0.3
WCPT	Albany	A	100.9	6.0	299	g	Tele-Media Bcstg Co	72	9903		d5	Hot AC	800	0.74	2.7	2.1	2.1	2.0	2.9	2.7	2.1	3.1	1.4
WBUG	Fort Plain	A	101.1	1.3	719	j	Roser	91	9411	See (151)		Country			0.7	0.0	0.5	0.7	0.5	0.7	1.0	0.6	0.0
WQAR	Stillwater	A	101.3	2.9	469	b	Anastos Bcst Group	88	9810	895		AC	250		0.7	0.7	0.4	1.3	0.7	0.7	0.6	0.6	0.5
WJIV	Cherry Valley	B	101.9	11.5	1024		Midwest Bcstg Corp	48	0008	1,300		Religion			0.2	0.6	0.4	0.4	0.0	0.0	0.0	0.3	0.4
• WKKF	Ballston Spa	A	102.3	4.1	387	c	Clear Channel	68	9905		d4	CHR	1,100	0.89	3.1	2.1	1.9	2.3	2.0	3.0	3.1	2.4	2.1
WEQX	Manchester	B	102.7	1.3	2490		Northshire Comm	84				Alive/MdRck	700	0.97	1.8	1.6	2.4	1.9	1.3	1.7	1.8	1.8	0.9
WHRL	Albany	A	103.1	6.0	325	c	Clear Channel	66	9906		g3	Modern Rock	1,150	0.80	3.6	3.4	2.9	3.2	2.0	3.2	3.1	2.8	3.2
WQBJ	Cobleskill	B	103.5	50.0	492	f	Regent Comm	88	0008		sw	Rock	350	0.36	2.4	1.5	1.9	1.5	1.6	1.7	2.2	2.1	2.1
WQBK	Rensselaer	A	103.9	6.0	302	f	Regent Comm	72	0008		sw	Rock	2,050	0.99	5.2	3.9	3.3	3.6	4.2	4.2	3.9	4.6	4.9
WABT	Mechanicville	A	104.5	5.0	351	f	Regent Comm	93	0008		sw	Oldies	1,100	0.98	2.8	1.4	1.8	1.5	1.6	2.1	2.6	2.3	2.5
WZMR	Altamont	A	104.9	0.6	1050	a	Pamal Broadcasting	68	9902	2,200	c3	Modern AC			0.8	2.1	1.5	2.1	1.8	1.3	0.9	0.4	0.0
WNYQ	Queensbury	B1	105.7	2.5	1037	i	Vox Media Corp	96	0006		d4	AC			0.3	0.0	0.0	0.0	0.0	0.0	0.4	0.3	0.3
WPYX	Albany	B	106.5	15.3	902	c	Clear Channel	80	0008		g	AOR	4,800	1.48	8.1	6.1	7.6	5.6	6.9	5.8	7.1	6.6	8.1
WGNA	Albany	B	107.7	12.5	984	f	Regent Comm	73	0008		sw	Country	6,000	1.35	11.1	10.3	10.4	10.3	11.4	10.4	9.4	9.6	8.7
# FM Stations -				27	# Combos -				23	FM TOTALS				82.3	66.1	67.8	68.0	69.5	73.1	69.4	69.8	68.7	

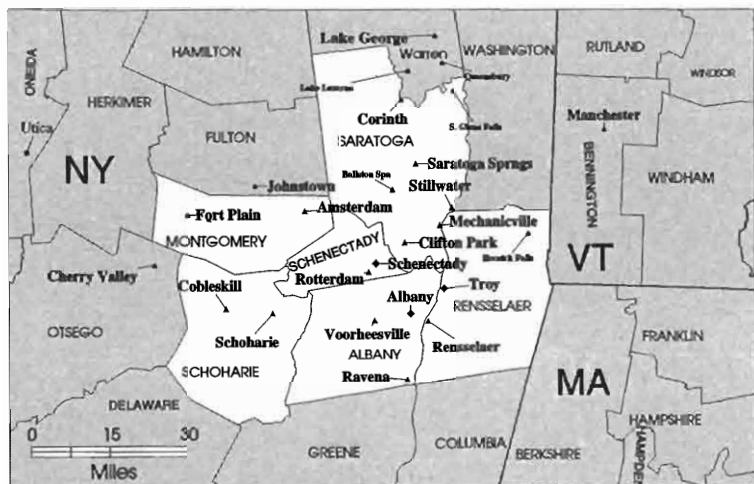
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Metro Rank: 59

Revenue Rank: 56

Albany-Schenectady-Troy Market Overview



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Albany, NY	292.7
Montgomery, NY	50.5
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Saratoga, NY	198.9
Schenectady, NY	145.4
Schoharie, NY	32.1
Total	871.7

Market Radio Financials

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

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	★ ★	\$23,500	\$26,900	\$28,600	\$31,100	\$32,800	\$37,100
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	7.8%	\$40,000	\$43,600	\$46,200	\$49,900	\$53,400	7.5%
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
Revenue/Capita	\$3.29/1,000	\$4.26/1,000	\$5.49/1,000	Local	85%		
	\$26.63	\$42.56	\$61.51	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	882.4	871.7	-0.2%	871.7	868.2	-0.1%
Households	339.8	336.9	-0.2%	336.9	339.2	0.1%
Retail Sales	7,141.4	8,707.4	4.0%	8,707.4	9,726.7	2.2%
EBI	15,171.3	14,543.4	-0.8%	14,543.4	16,434.1	2.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	422.1	65.1	33.6	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		\$ 36,856	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	16	43
Tot 12+	24.3	43.5		61.0	67.8	17.2	85.0
Avg 12+	1.4	4.4		4.4	2.5	1.1	2.0
Tot LCS	28.6	51.2		71.8	79.8	20.2	100.0
Avg LCS	1.7	5.1		5.1	3.0	1.3	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)								
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998	
WROW	Albany	B	590	5.0	1.00	a	Pamal Broadcasting	47	9312		c2	News/Talk	1,000	0.89	2.8	2.0	2.5	3.0	2.0	2.1	2.9	2.6	2.1	
WGY	Schenectady	A	810	50.0	50.00	c	Clear Channel	22	9906		g3	News/Talk	4,000	0.98	10.2	7.2	7.2	8.7	7.6	7.9	8.1	10.2	8.5	
WUAM	Saratoga Sprngs	B	900	0.3	0.05	b	Anastos Bcst Group	64	9908	100		Nostalgia			0.6	0.7	0.5	0.7	0.5	0.6	1.0	0.3	0.3	
WIZR	Johnstown	B	930	1.0	0.03	a	Pamal Broadcasting	64	9902		c3	Big Band			0.1	0.6	0.5	0.5	0.4	0.3	0.0	0.0	0.0	
WOFX	Troy	B	980	5.0	5.00	c	Clear Channel	40	0008	1,590		Oldies	550	1.06	1.3	0.8	1.0	1.3	1.2	1.1	0.8	0.9	1.5	
• WMVI	Mechanicville	B	1160	5.0	0.57	b	Anastos Bcst Group	81	0010 p			Adlt Stndrd				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WXBH	Cobleskill	B	1190	1.0	0.00		NY Comm LLC	81	9808	75		Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WVKZ	Schenectady	C	1240	1.0	1.00	b	Anastos Bcst Group	42	0005	138		Info/Sprts			0.1	1.0	0.5	0.5	0.0	0.3	0.0	0.0	0.0	
WTMM	Rensselaer	B	1300	5.0	5.00	f	Regent Comm	61	0008		sw	Sports	100		0.6	1.7	0.9	1.3	0.8	0.8	0.4	0.3	0.6	
WHAZ	Troy	B	1330	1.0	0.05	d	Capital Media Corp	22	8707	300		Chrst/Talk				0.6	0.3	0.0	0.0	0.0	0.0	0.0	0.0	
WABY	Albany	C	1400	1.0	1.00	g	Tele-Media Bcstg Co	34	9903		d5	News	300	0.68	1.1	0.3	0.2	0.3	0.4	0.4	0.7	1.9	0.9	
WENU	South Glens	B	1410	1.0	0.13	i	Vox Media Corp	88	0006		d4	Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WGNA	Albany	B	1460	5.0	5.00	f	Regent Comm	24	0008		sw	Country			0.3	0.2	0.3	0.1	0.3	0.2	0.3	0.2	0.3	
WCSS	Amsterdam	C	1490	1.0	1.00		IZ Communications	48	9910	188		AC/Oldes	250		0.4	0.5	1.1	0.0	0.5	0.0	0.4	0.6	0.4	
WPTR	Albany	B	1540	50.0	50.00	e	Crawford Bcstg Co	48	9510	700		Adlt Stndrd			0.2	2.7	2.2	1.5	0.0	0.1	0.2	0.3	0.1	
WBUG	Amsterdam	B	1570	1.0	0.20	j	Roser	61	9411			Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
					# AM Stations -	16	# Combos -	14							AM TOTALS	17.7	18.3	17.2	17.9	13.7	13.8	14.8	17.3	14.7
					AM & FM Stations Profiled -	43	# Duopolies -	14							Total Local Commercial Share	84.4	85.0	85.9	83.2	86.9	84.2	87.1	83.4	

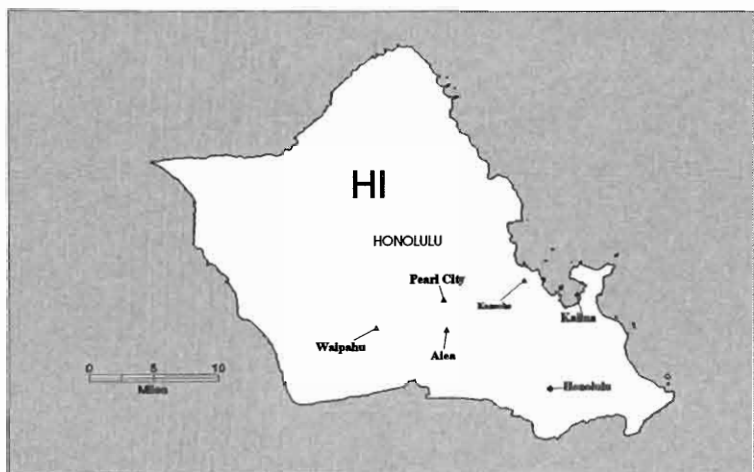
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 60

Revenue Rank: 70

Honolulu Market Overview



Metro Counties / Population (000)

Honolulu, HI	872.3
	872.3

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$20,200	\$22,300	\$22,600	\$23,500	\$24,100	\$26,100
★★	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	8.8%	\$28,400	\$30,700	\$33,400	\$35,800	\$38,600	8.0%
		1993	1998	2003	Est. Breakout		
Revenue/Retail Sales		\$2.04/1,000	\$2.69/1,000	\$3.66/1,000	Local	85%	
Revenue/Capita		\$23.05	\$29.92	\$44.38	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	876.5	872.3	-0.1%	872.3	869.8	-0.1%
Households	281.6	286.4	0.3%	286.4	293.6	0.5%
Retail Sales	9,910.7	9,703.9	-0.4%	9,703.9	10,539.4	1.7%
EBI	16,395.4	15,761.3	-0.8%	15,761.3	18,589.2	3.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	445.5	70.7	34.6	48.2	72.8	74.9	59.1	85.2
Women (000)	426.8	66.8	32.7	37.9	63.0	72.1	59.1	95.1
Total	872.3	137.6	67.3	86.1	135.8	146.9	118.2	180.4
Percentage	100.0%	15.8%	7.7%	9.9%	15.6%	16.8%	13.5%	20.7%
Per Capita	\$ 18,069							
				Median Household	\$ 44,855		Avg Household	\$ 55,033
Ethnic Population:	White 31.1%		Black 3.8%		Asian 64.7%		Hispanic 7.6%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			17	14	17	17	34
Tot 12+			77.1	75.9	77.1	16.1	93.2
Avg 12+			4.5	5.4	4.5	0.9	2.7
Tot LCS			82.7	81.4	82.7	17.3	100.0
Avg LCS			4.9	5.8	4.9	1.0	2.9

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)																
															Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998									
KSSK	Waipahu	C	92.3	100.0	1949	b	Clear Channel	76	0008		g	AC	5,100	1.74	10.3	8.4	9.2	8.0	9.2	9.3	7.9	11.3	9.9								
KQMQ	Honolulu	C	93.1	100.0	1854	e	New Wave Bcstg LP	67	9810	7,500	d2	CHR	1,300	1.06	4.3	2.5	2.9	3.3	2.7	4.0	3.5	3.7	4.9								
KIKI	Honolulu	C1	93.9	100.0	-141	b	Clear Channel	79	0008		g	CHR	3,200	1.43	7.9	5.3	4.4	4.5	4.9	5.4	6.7	8.6	8.8								
KUMU	Honolulu	C1	94.7	100.0	79	c	Emerald City Radio	67	0001	3,365	c3	Lite Rock	1,300	0.80	5.7	5.3	4.9	5.8	4.7	4.7	5.9	5.1	5.6								
KAOI	Wailuku	C	95.1	100.0	1227	f	Visionary Relatd Ent	74	9008	650		Rock				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	ChrsContemp	400	0.78	1.8	2.3	1.2	1.9	1.8	1.4	2.4	1.2	1.8							
KRTR	Kailua	C	96.3	75.0	2116	d	Cox Radio Inc	78	9911	16,375	d3	1 AC	2,100	0.97	7.6	7.6	6.1	5.6	6.2	6.6	7.3	7.9	6.4								
KPOI	Honolulu	C1	97.5	80.0	46	e	New Wave Bcstg LP	62	9810		d2	AOR	800	0.88	3.2	4.0	4.4	3.7	4.8	3.1	2.8	3.3	2.6								
KDNN	Honolulu	C1	98.5	51.0	59	b	Clear Channel	88	0008		g	Clsc Rock	650	0.76	3.0	9.9	8.1	7.8	3.7	2.9	2.4	2.7	3.0								
KORL	Honolulu	C	99.5	100.0	1965	e	New Wave Bcstg LP	96	9904	1,650		Soft AC			0.8	2.3	2.7	2.3	2.8	2.3	0.5	0.0	0.0								
KCCN	Honolulu	C	100.3	100.0	1965	d	Cox Radio Inc	90	0004	17,800	d3	1 CHR	3,200	1.05	10.7	9.2	8.0	8.3	10.1	9.9	11.7	10.8	7.6								
KUCD	Pearl City	C	101.9	100.0	1965	b	Clear Channel	95	0008		g	Hot AC	400	0.38	3.7	4.1	4.5	3.9	4.6	4.4	3.0	3.2	3.3								
KKHN	Waipahu	C	102.7	61.0	1893	e	New Wave Bcstg LP	88	9810		d2	Country	750	0.85	3.1	2.6	2.5	3.4	3.2	2.6	3.0	3.1	3.0								
KXME	Kaneohe	C	104.3	75.0	2116	d	Cox Radio Inc	97	9911		d3	1 CHR	700	0.35	7.0	5.8	6.5	5.9	8.0	7.5	6.7	6.4	5.5								
KINE	Honolulu	C	105.1	100.0	1965	d	Cox Radio Inc	88	0004		d3	1 CHR/Hwain	1,400	0.67	7.4	7.0	8.0	7.7	8.0	7.2	6.8	7.2	6.2								
● KAHA	Honolulu	C	105.9	100.0	1965	c	Emerald City Radio	99	0008	2,100		Rock				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
KGMZ	Aiea	C	107.9	100.0	1965		Honolulu Bcstg	92	0004	6,600	1	Oldies	1,100	0.72	5.4	4.0	3.7	4.6	4.3	4.1	5.2	5.0	5.8								
		# FM Stations -		17		# Combos -		15				FM TOTALS		81.9		80.3		77.1		76.7		79.0		75.4		75.8		79.5		74.4	

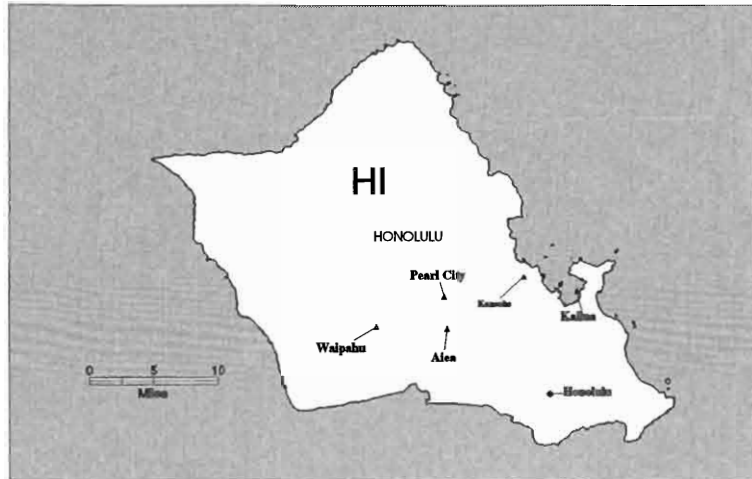
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 60

Revenue Rank: 70

Honolulu Market Overview



Metro Counties / Population (000)

Honolulu, HI	872.3
	872.3

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

ESTIMATED GROSS REVENUES ★ ★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$20,200	\$22,300	\$22,600	\$23,500	\$24,100	\$26,100
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	8.8%	\$28,400	\$30,700	\$33,400	\$35,800	\$38,600	8.0%

	1993	1998	2003	Est. Breakout	
Revenue/Retail Sales	\$2.04/1,000	\$2.69/1,000	\$3.66/1,000	Local	85%
Revenue/Capita	\$23.05	\$29.92	\$44.38	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	876.5	872.3	-0.1%	872.3	869.8	-0.1%
Households	281.6	286.4	0.3%	286.4	293.6	0.5%
Retail Sales	9,910.7	9,703.9	-0.4%	9,703.9	10,539.4	1.7%
EBI	16,395.4	15,761.3	-0.8%	15,761.3	18,589.2	3.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55	
Men (000)	445.5	70.7	34.6	48.2	72.8	74.9	59.1	85.2	
Women (000)	426.8	66.8	32.7	37.9	63.0	72.1	59.1	95.1	
Total	872.3	137.6	67.3	86.1	135.8	146.9	118.2	180.4	
Percentage	100.0%	15.8%	7.7%	9.9%	15.6%	16.8%	13.5%	20.7%	
Per Capita	\$ 18,069								
				Median Household	\$ 44,855			Avg Household	\$ 55,033
Ethnic Population:	White	31.1%	Black	3.8%	Asian	64.7%	Hispanic	7.6%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			17	14	17	17	34
Tot 12+			77.1	75.9	77.1	16.1	93.2
Avg 12+			4.5	5.4	4.5	0.9	2.7
Tot LCS			82.7	81.4	82.7	17.3	100.0
Avg LCS			4.9	5.8	4.9	1.0	2.9

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)										
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998			
KSSK	Honolulu	B	590	7.5	7.50	b	Clear Channel	29	0008		g	AC	2,100	1.45	5.1	4.5	3.9	4.3	3.5	5.6	4.6	3.8	5.1			
KHNR	Honolulu	B	650	10.0	10.00	g	Salem Comm Corp	46	9912		c3	News/Talk	550	1.49	1.3	0.9	1.1	0.9	1.1	0.9	1.2	1.2	1.4			
KQMQ	Honolulu	B	690	10.0	10.00	e	New Wave Bcstg LP	47	9810		d2	Children	150		0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.3			
KGU	Honolulu	B	760	10.0	10.00	g	Salem Comm Corp	22	9910 p	1,700	c3	Talk	350	0.77	1.6	1.0	0.6	1.5	1.5	1.3	1.4	1.2	1.9			
KHVH	Honolulu	B	830	10.0	10.00	b	Clear Channel	51	0008		g	News/Talk	750	0.83	3.2	2.7	3.7	4.0	3.3	3.6	3.4	2.5	2.5			
KAIM	Honolulu	B	870	50.0	50.00	a	Salem Comm Corp	56	9912		c4	Chrst/Talk			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4			
KJPN	Waipahu	B	940	10.0	10.00		International Comm	50	9405	415		Adult Rock	200		0.3	0.0	0.0	0.0	0.0	0.0	0.4	0.4	0.4			
KIKI	Honolulu	B	990	5.0	5.00	b	Clear Channel	57	0008		g	CHR/Dance	50		0.2	0.1	0.1	0.0	0.1	0.1	0.1	0.0	0.4			
KLHT	Honolulu	B	1040	7.5	7.50		Calvary Chapel	46	8504	650		Christian	250		0.6	0.0	0.7	0.8	0.4	0.5	0.7	0.0	0.9			
KWAI	Honolulu	B	1080	5.0	5.00		Wagenvoord, Barry	72	9305		nc	Nws/Tlk/Spt				0.3	0.4	0.3	0.0	0.0	0.0	0.0	0.0			
● KBNZ	Honolulu	B	1170	5.0 cp	4.80		Legacy	59	9908			News				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
KZOO	Honolulu	B	1210	1.0	1.00		Polynesia Bcstg	63	6704			Ethnic	250	0.68	1.3	0.7	0.9	0.6	0.9	1.2	1.2	0.7	1.6			
KNDI	Honolulu	B	1270	5.0	5.00		Bcst House/Pacific	60	8805	250		Ethnic	750	2.03	1.3	0.7	1.0	0.9	0.7	1.2	1.1	1.1	1.4			
KCCN	Honolulu	B	1420	5.0	5.00	d	Cox Radio Inc	66	0004		d3 1	News/Talk	250	0.88	1.0	1.0	1.9	1.4	1.5	0.5	1.0	0.8	1.5			
KRTR	Honolulu	B	1460	5.0	5.00	d	Cox Radio Inc	90	9911		d3 1	AC			0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.3			
● KUMU	Honolulu	B	1500	10.0	10.00	c	Emerald City Radio	63	0001		c3	Soft AC	350	0.65	1.9	1.4	1.2	2.1	1.8	1.4	2.1	1.3	2.2			
● KREA	Honolulu	B	1540	5.0	5.00		JMK	73	0004	575		Korean			0.1	0.3	0.6	0.0	0.0	0.0	0.0	0.4	0.0			
				# AM Stations -		17	# Combos -		10							AM TOTALS		18.3	13.7	16.1	16.8	14.8	16.3	17.3	13.7	20.3
				AM & FM Stations Profiled -		34	# Duopolies -		11							Total Local Commercial Share		94.0	93.2	93.5	93.8	91.7	93.1	93.2	94.7	

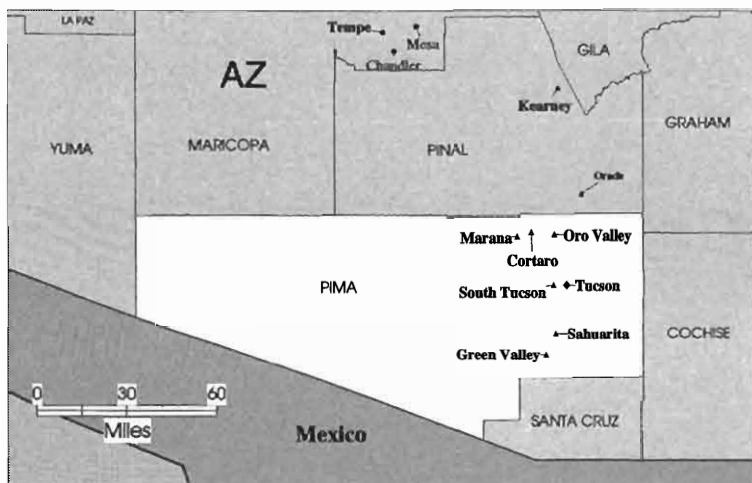
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 61

Revenue Rank: 60

Tucson, AZ Market Overview



Metro Counties / Population (000)

Pima, AZ	833.4
	833.4

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

ESTIMATED GROSS REVENUES ★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$20,100	\$24,400	\$25,200	\$27,700	\$30,700	\$34,400
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	13.1%	\$38,900	\$42,000	\$45,000	\$49,400	\$53,400	8.2%

	1993	1998	2003	Est. Breakout	
Revenue/Retail Sales	\$3.28/1,000	\$4.43/1,000	\$5.69/1,000	Local	85%
Revenue/Capita	\$27.82	\$41.28	\$60.07	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	722.6	833.4	2.9%	833.4	888.9	1.3%
Households	286.1	330.1	2.9%	330.1	357.0	1.6%
Retail Sales	6,122.6	7,765.7	4.9%	7,765.7	9,381.4	3.9%
EBI	9,765.7	12,309.8	4.7%	12,309.8	15,612.1	4.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55	
Men (000)	409.0	68.3	33.4	41.7	60.4	66.7	51.5	87.0	
Women (000)	424.4	65.4	32.1	40.0	56.9	66.4	55.1	108.4	
Total	833.4	133.8	65.5	81.7	117.3	133.1	106.5	195.5	
Percentage	100.0%	16.1%	7.9%	9.8%	14.1%	16.0%	12.8%	23.5%	
Per Capita	\$ 14,771								
				Median Household	\$ 28,194			Avg Household	\$ 37,291
Ethnic Population:	White	90.3%	Black	3.9%	Asian	2.4%	Hispanic	29.6%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		10	11	13	15	28
Tot 12+	12.1		52.6	63.0	64.7	21.2	85.9
Avg 12+	4.0		5.3	5.7	5.0	1.4	3.1
Tot LCS	14.1		61.2	73.3	75.3	24.7	100.0
Avg LCS	4.7		6.1	6.7	5.8	1.6	3.6

Competitive Overview

Some stations also rated in Phoenix.

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)													
															Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998						
KFMA	Green Valley	C2	92.1	50.0	492	c	Lotus Comm Corp	83	9308	1,500		Alternative	950	0.53	4.6	5.0	6.1	5.0	5.5	4.4	4.3	3.9	3.3					
KWFM	Tucson	C	92.9	90.0	2038	d	Clear Channel	70	0008		g	Oldies	2,100	1.06	5.1	4.3	3.8	4.5	4.5	4.1	4.0	4.8	4.5					
KRQQ	Tucson	C	93.7	91.0	2031	d	Clear Channel	71	0008		g	CHR	5,100	1.27	10.3	8.3	10.6	9.9	11.5	9.2	9.3	8.5	8.5					
KMXZ	Tucson	C	94.9	97.0	1952	b	Journal Bcst Group	73	9601	16,500	c1	AC	4,900	1.45	8.7	6.9	7.1	7.7	7.6	9.2	5.8	7.3	7.6					
KLPX	Tucson	C	96.1	100.0	1952	c	Lotus Comm Corp	67	7906			AOR	3,200	1.11	7.4	5.4	4.5	5.5	5.9	7.2	6.0	6.0	6.4					
• KGMS	Green Valley	C3	97.1	0.3	cp	2418	f	Clear Channel	90	0010	p	2,900	g1	ChrsContemp		0.8	0.5	0.8	0.5	0.8	0.8	1.1	0.4	0.5				
KOAZ	Oro Valley	A	97.5	6.0	cp	151	e	Slone Bcstg	92	9803		6,500	c3	Smooth Jazz	600	0.43	3.6	2.9	3.1	3.3	4.0	2.5	2.7	3.5	3.6			
KOHT	Marana	A	98.3	6.0		184	a	Big Bcst of AZ LLC	84	9603		2,725	c2	CHR/Rhymc	1,600	0.69	6.0	5.1	4.3	5.3	4.7	3.8	5.6	5.3	6.1			
KIM	Tucson	C	99.5	90.0		2038	e	Slone Bcstg	54	8310		2,650		Country	7,000	1.38	13.0	11.1	10.6	12.4	9.8	10.2	11.7	9.8	13.2			
KZPT	Tucson	A	104.1	3.0	cp	328	b	Journal Bcst Group	94	9601			c1	Hot AC	2,000	1.05	4.9	3.9	4.7	4.3	3.6	4.5	3.9	4.0	4.3			
• KZLZ	Kearney	C2	105.3	50.0		492		Entravision Comm	92	0005	p			Spanish	800	1.03	2.0	1.3	0.9	1.3	0.7	1.1	1.7	2.6	1.4			
KGMG	Oracle	C2	106.3	0.4		4173	b	Journal Bcst Group	84	9806		5,800		R&B Oldies	500	0.40	3.2	3.0	2.8	2.3	2.7	3.0	4.4	1.6	1.9			
KHYT	Tucson	C	107.5	82.0		2034	e	Slone Bcstg	93	9411		3,500		70s Hits	2,300	1.14	5.2	4.6	5.4	3.0	4.7	3.4	5.5	3.8	5.3			
# FM Stations -				13				# Combos -				12				FM TOTALS				74.8	62.3	64.7	65.0	66.0	63.4	66.0	61.5	66.6

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)!	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)												
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998					
KSAZ	Tucson	B	580	5.0	cp	0.55	Ehlinger, P & W	87	8904	1,050		Adlt Stndrd	400	0.57	1.8	2.2	1.1	0.8	1.0	2.5	1.3	1.3	1.2					
KVOI	Tucson	B	690	0.3		0.00	f	Good News Bcstg	53	9602		st	Religion		0.4	0.0	0.0	0.0	0.4	0.6	0.0	0.8	0.0					
KNST	Tucson	B	790	5.0		0.50	d	Clear Channel	63	0008		g	Nws/Tlk/Spt	3,000	1.24	6.2	5.6	5.4	5.1	6.1	5.4	5.2	5.9	4.8				
KFLT	Tucson	B	830	50.0		1.00		Family Life Bcstg	86	8605		742		Christian			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
• KCEE	Tucson	B	940	1.0		0.25	d	Good News Bcstg	58	0010	p		g1	Nostalgia	450	0.41	2.8	1.7	2.9	2.2	2.4	2.0	2.0	3.5	2.0			
KTKT	Tucson	B	990	10.0		1.00	c	Lotus Comm Corp	49	7208		400		News/Talk	400		0.6	0.6	0.6	0.5	0.5	0.7	0.6	0.4	0.5			
KEVT	Cortaro	B	1030	10.0		1.00		Cortaro Bcstg Corp	94					Mexican			0.3	2.0	0.4	1.3	0.8	0.6	0.0	0.0	0.5			
KGVE	Green Valley	B	1080	1.0	cp	0.00		Nelson Enterprises	81	9808		375		Big Band	450	0.72	1.6	0.6	1.5	2.4	1.4	0.8	1.0	1.5	2.3			
KQTL	Sahuarita	B	1210	10.0		1.00		Radio Unica	85	0008		3,300		Spn/Nws/Tlk	700	0.75	2.4	0.6	1.2	2.0	0.8	2.1	2.4	1.5	2.3			
KCUB	Tucson	B	1290	1.0		1.00	e	Slone Bcstg	29	6806		250	0.43	1.5	2.0	1.5	1.8	1.4	1.5	1.5	1.2	0.9						
KJLL	South Tucson	B	1330	2.0		5.00		Hudson Comm Inc	57	9612		110		Nws/Tlk/Spt			0.7	0.6	0.8	0.8	0.7	0.6	0.6	0.5				
KTUC	Tucson	C	1400	1.0		1.00	e	Slone Bcstg	26	9803		100	0.21	1.2	2.6	1.7	1.8	1.8	2.0	0.9	1.1	1.1	0.9					
KTZR	Tucson	C	1450	1.0		1.00	a	Big Bcst of AZ LLC	47	9606		650		Spanish	600	0.81	1.9	2.0	0.8	0.8	2.0	1.2	1.2	3.0	1.1			
KFFN	Tucson	C	1490	1.0		1.00	b	Journal Bcst Group	57	9601		550	1.01	1.4	1.6	1.3	1.2	1.3	1.2	0.8	1.5	1.4						
KXEWE	South Tucson	B	1600	1.0		1.00	a	Big Bcst of AZ LLC	63	9603		950	1.02	2.4	1.7	2.0	1.2	1.3	2.4	1.5	1.8	2.4						
# AM Stations -				15				# Combos -				9				AM TOTALS				25.2	23.8	21.2	21.9	22.1	22.6	19.2	24.1	20.8
AM & FM Stations Profiled -				28				# Duopolies -				8				Total Local Commercial Share				86.1	85.9	86.9	88.1	86.0	85.2	85.6	87.4	

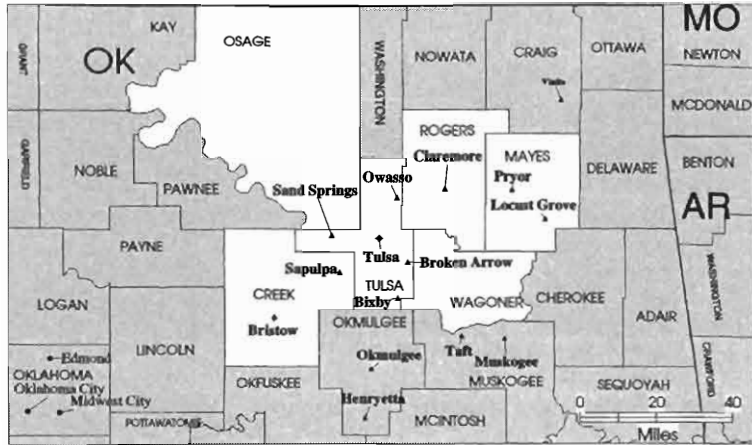
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 62

Revenue Rank: 58

Tulsa, OK Market Overview



Metro Counties / Population (000)

Creek, OK	67.6
Mayes, OK	37.9
Osage, OK	43.4
Rogers, OK	69.4
Tulsa, OK	551.5
Wagoner, OK	55.8
Total	825.6

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

ESTIMATED GROSS REVENUES ★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$24,100	\$28,200	\$29,700	\$33,000	\$33,500	\$36,600	8.7%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	8.2%	\$39,600	\$42,700	\$45,700	\$49,400	\$52,800	7.5%

Revenue/Retail Sales Revenue/Capita	1993	1998	2003	Est. Breakout Local 83% National 17%
	\$4.35/1,000 \$30.98	\$4.43/1,000 \$44.33	\$4.98/1,000 \$60.11	

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	777.8	825.6	1.2%	825.6	878.4	1.2%
Households	304.8	321.6	1.1%	321.6	345.7	1.5%
Retail Sales	5,538.5	8,268.7	8.3%	8,268.7	10,610.5	5.1%
EBI	10,950.9	13,187.7	3.8%	13,187.7	17,356.3	5.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	401.6	70.5	36.9	34.2	56.4	67.3	58.5	77.9
Women (000)	424.0	67.7	34.7	33.4	55.8	69.7	61.1	101.7
Total	825.6	138.1	71.6	67.5	112.2	137.0	119.6	179.6
Percentage	100.0%	16.7%	8.7%	8.2%	13.6%	16.6%	14.5%	21.8%
Per Capita	\$ 15,974		Median Household	\$ 28,124		Avg Household	\$ 41,007	
Ethnic Population:	White 83.6%		Black 8.2%		Asian 1.1%		Hispanic 2.9%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4		16	15	20	12	32
Tot 12+	5.4		68.1	72.5	73.5	15.3	88.8
Avg 12+	1.4		4.3	4.8	3.7	1.3	2.8
Tot LCS	6.1		76.7	81.6	82.8	17.2	100.0
Avg LCS	1.5		4.8	5.4	4.1	1.4	3.1

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)								
															Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998	
KIZS	Broken Arrow	C2	92.1	27.0	656	a	Clear Channel	70	9908		g1	CHR	750	1.11	1.7	2.3	4.4	3.0	2.5	1.2	1.7	1.3	1.8
KBEZ	Tulsa	C	92.9	100.0	1319	c	Renda Bcstg Corp	64	9003		g	AC	3,200	1.52	5.3	4.8	5.8	6.3	5.8	5.0	3.9	5.1	5.1
KCFM	Okmulgee	C1	94.1	100.0	814	f	Shamrock Comm Inc	76	9607	1,800		Classical	700	0.61	2.9	2.4	2.9	3.3	3.3	2.9	2.9	2.8	1.9
KEMX	Locust Grove	A	94.5	2.3	367	b	Stephens Family LP	91	9204			ChrsContemp				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KWEN	Tulsa	C	95.5	96.0	1329	d	Cox Radio Inc	61	9704		g2	Country	3,900	1.16	8.5	7.5	5.8	6.4	8.3	6.7	8.0	8.6	7.3
KITO	Vinita	C2	96.1	50.0	492	g	DLB Bcstg Corp	81				Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KRAV	Tulsa	C	96.5	96.0	1329	d	Cox Radio Inc	62	9612	5,500	c2	AC	1,500	0.70	5.4	4.7	4.6	5.2	4.4	5.6	4.7	4.7	4.4
KMOD	Tulsa	C	97.5	96.0	1329	a	Clear Channel	59	7904			AOR	4,600	1.43	8.1	6.0	7.6	6.1	5.7	6.6	6.2	6.8	9.3
KVOO	Tulsa	C	98.5	99.0	1227	e	Journal Bcst Group	73	9906		g3	Country	2,600	1.24	5.3	5.1	5.9	4.7	4.9	5.2	5.2	4.7	4.0
KCKI	Henryetta	C1	99.5	100.0	981	e	Journal Bcst Group	66	9906		g3	Country	1,200	0.95	3.2	2.6	2.6	3.6	4.2	3.4	2.4	3.2	2.4
KHJM	Taft	A	100.3	3.9	220		Taft Bcstg Inc	90	9009		st	Gospel			0.3	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.5
KXOJ	Sapulpa	A	100.9	5.0	361	b	Stephens Family LP	77	8210	600	c1	ChrsContemp	1,100	0.63	4.4	6.4	5.4	6.1	4.1	3.5	4.8	4.7	2.8
KMRX	Collinsville	C3	101.5	6.2	656	a	Clear Channel	96	9710	1,900		Modern Rock	300	0.69	1.1	0.9	1.0	1.2	0.8	0.6	1.4	0.7	1.1
KRTQ	Sand Springs	C3	102.3	50.0	492	d	Cox Radio Inc	89	9904	3,500	g2	Rock	200	0.13	4.0	3.1	3.4	2.5	4.2	4.0	4.8	4.3	1.1
KJSR	Tulsa	C	103.3	100.0	1280	d	Cox Radio Inc	66	9704		g2	Clsc Rock	2,500	0.99	6.4	4.4	5.1	4.9	5.4	5.4	5.6	5.2	6.7
KMYZ	Pryor	C1	104.5	70.0	1129	f	Shamrock Comm Inc	69	8404			Alternative	2,200	1.13	4.9	4.5	3.5	4.8	4.4	3.4	5.0	3.8	5.4
KREK	Bristow	A	104.9	2.7	351		Big Chief Bcstg/OK	78				Country			0.3	0.5	0.0	0.0	0.0	0.4	0.4	0.4	0.0
KJMM	Bixby	C2	105.3	10.0	879		Perry Bcstg Co Inc	94	9412			Urban	1,500	0.76	5.0	4.8	3.9	3.5	3.9	3.7	3.8	5.2	5.2
KQLL	Owasso	C	106.1	100.0	1322	a	Clear Channel	81	9908		g1	Oldies	2,400	1.01	6.0	5.8	6.1	4.0	4.4	5.5	4.9	6.6	4.5
KHTT	Muskogee	C	106.9	94.0	1011	c	Renda Bcstg Corp	72	9306	1,480		Top 40	2,300	0.73	8.0	5.1	5.5	6.7	6.3	7.5	7.3	6.0	7.9
# FM Stations -				20	# Combos -				17	FM TOTALS				80.8	70.9	73.5	72.3	72.6	71.0	73.0	74.1	71.4	

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 Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
KRMG	Tulsa	B	740	50.0	25.00	d	Cox Radio Inc	49	9704		g2	News/Talk	5,300	1.23	10.9	8.4	8.4	8.8	8.8	9.3	9.6	9.6	10.4
KCFO	Tulsa	B	970	2.5	1.00		Friendship Bcstg LP	46	9006	953		Religion	650		0.8	0.5	0.5	0.4	0.6	0.5	0.9	0.5	0.9
KGTO	Tulsa	B	1050	1.0	0.02	d	Cox Radio Inc	46	9612		c2	Adlt Stndrd	200	0.23	2.2	2.2	2.3	2.5	2.2	1.9	1.3	2.1	2.4
KVOO	Tulsa	A	1170	50.0	50.00	e	Journal Bcst Group	25	9906		g3	Country	1,900	1.26	3.8	4.5	3.2	4.1	3.6	4.2	3.5	2.1	3.9
KRVT	Claremore	B	1270	1.0	1.00		Reunion Bcstg LLC	58	0004	250		Sprts/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KAKC	Tulsa	B	1300	5.0	1.00	a	Clear Channel	38	7310			Spanish	200		0.1	0.8	0.0	0.0	0.0	0.0	0.0	0.5	0.0
KTFX	Sand Springs	C	1340	0.5	0.90		FM 95.5 Inc	61	9601		c3	Black Gospl	125		0.3	0.6	0.0	0.6	0.6	0.0	0.5	0.5	0.0
KQLL	Tulsa	B	1430	5.0	5.00	a	Clear Channel	34	9908		g1	Sports	250	0.57	1.1	1.5	0.9	1.3	0.9	1.1	1.0	0.6	1.1
KITO	Vinita	B	1470	0.5	0.09	g	DLB Bcstg Corp	54	9212	70		Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KXTD	Wagoner	B	1530	5.0	0.00		Gayton Media LLC	66	0005	p	na	Mexican				0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KXOJ	Sapulpa	B	1550	2.5	0.05	b	Stephens Family LP	62	8210		c1	Gospel				0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0
KMYZ	Pryor	B	1570	1.0	0.00		Weinberg, Fred	50	9605	40		Modern Rock				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -				12	# Combos -				7	AM TOTALS				19.2	19.4	15.3	18.3	16.7	17.0	16.8	15.9	18.7	
AM & FM Stations Profiled -				32	# Duopolies -				10	Total Local Commercial Share				90.3	88.8	90.6	89.3	88.0	89.8	90.0	90.1		

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 63

Revenue Rank: 106

McAllen-Brownsville-Harlingen, TX Market Overview



Metro Counties / Population (000)

Cameron, TX	326.5
Hidalgo, TX	536.6
	863.1

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$13,400	\$14,500	\$14,900	\$15,200	\$15,300	\$16,200	3.8%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	12.3%	\$18,200	\$19,800	\$21,200	\$23,100	\$24,500	7.7%

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	\$3.30/1,000	\$2.71/1,000	\$3.31/1,000	Local 88%
Revenue/Capita	\$18.66	\$18.77	\$24.99	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	718.0	863.1	3.7%	863.1	980.5	2.6%
Households	194.1	235.4	3.9%	235.4	270.6	2.8%
Retail Sales	4,059.4	5,981.7	8.1%	5,981.7	7,398.8	4.3%
EBI	5,977.5	7,228.8	3.9%	7,228.8	9,861.1	6.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55	
Men (000)	416.9	93.6	57.8	45.0	50.0	55.1	43.8	71.6	
Women (000)	446.2	91.0	56.1	45.9	53.9	63.1	50.3	85.9	
Total	863.1	184.6	113.9	91.0	103.9	118.2	94.1	157.5	
Percentage	100.0%	21.4%	13.2%	10.5%	12.0%	13.7%	10.9%	18.2%	
Per Capita	\$ 8,375								
				Median Household	\$ 21,797			Avg Household	\$ 30,709
Ethnic Population:	White	99.0%	Black	0.3%	Asian	0.4%	Hispanic	87.4%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5		10	7	15	10	25
Tot 12+	3.3		64.0	62.9	67.3	14.0	81.3
Avg 12+	0.7		6.4	9.0	4.5	1.4	3.3
Tot LCS	4.1		78.7	77.4	82.8	17.2	100.0
Avg LCS	0.8		7.9	11.1	5.5	1.7	4.0

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		Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
KESO	South Padre	C3	92.7	3.0	cp	299	Alternative Bog Corp	96	9611	p	140	Alternative			0.7	0.4	0.5	0.5	0.7	0.6	0.8	0.4	0.6
KFRQ	Harlingen	C	94.5	100.0		1158	f Entravision Comm	60	0005	p	55,000	d4 Clsc Rock	1,600	0.90	9.8	7.2	8.7	7.7	8.3	7.6	4.7	5.6	5.3
KZSP	South Padre	A	95.3	6.0		328	Alternative Bog Corp	90	0002			Jazz/RhyBl	50		0.4	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0
KIWW	Harlingen	C	96.1	100.0		988	b Hispanic Bcstg Corp	75	9702			g1 Tejano	1,300	1.12	6.4	4.9	4.1	4.9	5.5	8.5	7.6	9.1	8.5
KGBT	McAllen	C	98.5	100.0		997	b Hispanic Bcstg Corp	64	9702			g1 Spanish	1,800	0.82	12.0	8.8	8.4	9.5	10.1	5.5	7.8	7.6	6.3
KKPS	Brownsville	C	99.5	100.0		1037	f Entravision Comm	78	0005	p		d4 Tejano	2,800	1.54	10.0	10.0	8.6	8.4	7.9	11.8	9.5	7.7	7.1
KTEX	Brownsville	C	100.3	99.0		1125	c Clear Channel	75	0005	p		sw Country	1,650	1.09	8.3	7.9	8.4	5.7	7.9	6.7	8.1	6.3	7.4
KVPA	Port Isabel	C2	101.1	50.0	cp	486	Entravision Comm	93	0005	p		d4 Clsc Rock	250			0.0	0.0	0.0	0.0	0.4	0.7	0.0	0.0
KILM	Raymondville	C2	102.1	18.0		758	Sendero Multimedia	80	9903		3,000	c1 Mexican	400	1.10	2.0	0.7	0.6	1.5	1.7	1.9	1.9	2.3	2.2
KBFM	Edinburg	C	104.1	100.0		1001	c Clear Channel	72	0005	p		sw CHR/Intl	2,800	0.80	19.3	15.6	16.5	15.6	15.9	14.1	15.0	13.0	12.3
KJAV	Alamo	A	104.9	6.0	cp	328	e La Radio Cristiana	80	8610		475	RlgMs/Spn			0.2	0.8	0.0	0.0	0.4	0.6	0.0	0.7	0.5
KBOR	Mission	A	105.5	3.0		285	d Trevino, Edgar	85	9305		350	Spanish	250	0.92	1.5	1.5	1.7	1.2	1.3	1.8	2.1	1.7	1.1
KBIC	Raymondville	A	105.7	1.8		427	g Christian Ministries	97	9306		10	cp Chrst/Spn				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KTJN	Mercedes	A	106.3	1.6		650	d Trevino, Edgar	82	8906		300	Var/Tej/Spn	350	0.87	2.2	1.0	1.4	1.7	1.9	1.7	2.1	3.7	2.7
KVLY	Edinburg	C1	107.9	98.0		719	f Entravision Comm	74	0005	p		d4 AC	2,000	1.13	9.7	8.5	9.2	8.5	7.3	8.4	8.9	8.5	5.7
# FM Stations -					15	# Combos -					11	FM TOTALS			82.5	67.3	68.1	65.8	68.9	69.6	69.2	66.6	59.7

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		Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
KURV	Edinburg	B	710	1.0	0.91	a	Voice Vally Agricultr	47	8402	1,000		Nws/Tlk/Spt	750	1.21	3.4	2.5	2.3	3.3	2.3	3.1	2.2	2.6	2.4
KVJY	Pharr	B	840	5.0	1.00		Radio Unica	89	0006	2,500		Talk/Spn			0.9	0.8	1.8	0.9	0.5	0.4	1.6	1.6	0.4
KRIO	McAllen	B	910	5.0	5.00		Rio Grnde Bible Inst	47	8605			Spanish,				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KUBR	San Juan	B	1210	10.0	cp	5.00	e La Radio Cristiana	88				Spanish	200	1.00	1.1	1.0	0.4	0.4	1.4	0.0	0.8	0.5	0.9
● KSOX	Raymondville	C	1240	1.0	1.00	a	Voice Vally Agricultr	57	0001	700		Sports			0.7	0.0	0.7	0.6	0.5	0.4	0.4	0.0	0.0
KRGE	Weslaco	B	1290	5.0	5.00	g	Christian Ministries	26	9101	300		Chrst/Spn	500	1.53	1.8	0.6	0.6	2.1	0.9	0.6	1.2	1.8	1.4
KGBT	Harlingen	B	1530	50.0	10.00	b	Hispanic Bcstg Corp	41	9702			g1 Spanish	1,000	0.80	6.9	6.3	5.0	6.0	5.3	6.3	5.1	6.8	9.3
KIRT	Mission	B	1580	1.0	0.30		Gomez Group	57	7008			Spanish	250	0.81	1.7	1.9	1.2	1.7	1.0	1.2	2.1	1.7	2.4
KBOR	Brownsville	B	1600	1.0	1.00	d	Trevino, Edgar	49	8506	325		Varty/Spn	250		0.8	0.5	0.3	0.6	0.7	0.8	0.8	0.7	1.2
KQXX	Brownsville	B	1700	8.8	0.88	d	Trevino, Edgar	99				Spanish				0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -					10	# Combos -					7	AM TOTALS			17.3	14.0	12.4	15.6	12.6	12.8	14.2	15.7	18.0
AM & FM Stations Profiled -					25	# Duopolies -					8	Total Local Commercial Share			81.3	80.5	81.4	81.5	82.4	83.4	82.3	77.7	

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 64

Revenue Rank: 77

Wilkes Barre - Scranton Market Overview



Metro Counties / Population (000)

Columbia, PA	64.4
Lackawanna, PA	208.7
Luzerne, PA	315.4
Monroe, PA	128.1
Wyoming, PA	29.7
Total	746.3

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$17,400	\$19,400	\$21,500	\$22,600	\$24,200	\$23,800
***	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	11.3%	\$26,500	\$28,600	\$30,100	\$32,200	\$33,800	6.2%
Revenue/Retail Sales	<u>1993</u>	<u>1998</u>	<u>2003</u>	<u>Est. Breakout</u>			
Revenue/Capita	\$2.75/1,000	\$3.25/1,000	\$3.92/1,000	Local	80%	National	20%
	\$23.32	\$31.89	\$45.68				

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	746.1	746.3	0.0%	746.3	740.0	-0.2%
Households	287.1	289.7	0.2%	289.7	291.9	0.2%
Retail Sales	6,323.6	7,317.4	3.0%	7,317.4	8,621.6	3.3%
EBI	10,782.3	11,611.2	1.5%	11,611.2	13,942.0	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		\$ 31,415	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	17	5		8	22	18	40
Tot 12+	27.8	32.8		48.1	60.6	15.8	76.4
Avg 12+	1.6	6.6		6.0	2.8	0.9	1.9
Tot LCS	36.4	42.9		63.0	79.3	20.7	100.0
Avg LCS	2.1	8.6		7.9	3.6	1.1	2.5

Competitive Overview

NOTE: Some stations also rated in Allentown and Sussex.

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)								
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998	
WQFM	Nanticoke	A	92.1	0.7	994	c	Shamrock Comm Inc	73	9408		na	4	Oldies	750	0.63	4.5	3.1	3.1	2.7	3.8	3.8	3.2	4.0	3.1
WMGS	Wilkes Barre	B	92.9	5.3	1385	d	Citadel Comm Corp	46	9707		g2	AC	2,400	0.82	11.0	7.8	7.3	9.2	8.0	8.0	9.2	8.2	8.9	
• WSBG	Stroudsburg	A	93.5	0.6	764	a	Multicultural Bcstg	64	9811	7,000	c5	3	Modern Rock	1,800	2.34	2.9	1.5	1.1	1.8	1.8	2.0	1.9	2.3	2.8
WCTD	Dallas	A	93.7	1.5	679	d	Citadel Comm Corp	89	9803	6,000	d1		Country	450	0.77	2.2	1.8	2.0	1.7	1.5	1.5	2.5	1.4	1.5
WCTP	Carbondale	A	94.3	1.1	771	d	Citadel Comm Corp	65	9803		d1		Country	600	1.74	1.3	1.1	0.8	0.7	0.9	0.5	0.8	1.6	1.1
WXAR	Olyphant	A	95.7	0.6	1011	d	Citadel Comm Corp	91	9904	2,500	d1		Rock	250	0.45	2.1	1.7	1.4	1.8	1.9	1.9	1.9	1.2	1.4
WGGI	Benton	A	95.9	6.0	328	e	Entercom	85	9912		g1		Country			0.4	0.2	0.6	0.1	0.3	0.2	0.4	0.5	0.1
WBHT	Mountaintop	A	97.1	0.5	1102	d	Citadel Comm Corp	92	9811	1,200	+		CHR	900	0.64	5.3	4.7	4.9	4.8	5.2	4.3	4.6	4.0	3.7
WXBE	Hazleton	B	97.9	15.0	751	d	Citadel Comm Corp	49	9707		g2		Rock	1,300	0.85	5.8	4.1	3.6	4.5	3.6	4.1	4.7	5.1	4.1
WKRZ	Wilkes Barre	B	98.5	8.7	1171	e	Entercom	47	9912		g1		CHR	6,500	1.68	14.6	11.0	13.0	10.9	12.3	11.8	11.3	11.8	10.8
WQFN	Forest City	A	100.1	0.8	935	c	Shamrock Comm Inc	00			4		Oldies				0.8	0.3	0.0	0.0	0.0	0.0	0.0	0.0
WGGY	Scranton	B	101.3	7.0	1109	e	Entercom	48	9912		g1		Country	3,450	1.36	9.6	7.0	7.4	7.8	7.2	6.5	8.3	6.3	8.8
WSHG	Pittston	A	102.3	5.8	72	e	Entercom	83	9912		g1		Soft Hits			1.6	1.3	2.1	2.0	1.2	0.9	1.2	1.4	1.5
WWFH	Freeland	A	103.1	0.7	679	e	Entercom	76	9912		g1		AC			0.5	0.5	0.4	1.3	0.4	0.1	0.3	0.4	0.8
WKAB	Berwick	A	103.5	4.1	387		4M Bcstg Inc	92					Oldies	300	0.71	1.6	1.5	1.5	1.7	1.6	2.0	1.1	1.1	0.8
WWDL	Scranton	A	104.9	0.3	1093	b	Lane, Douglas	64			1		AC	300	1.03	1.1	1.0	0.9	0.5	1.1	0.8	1.0	1.1	0.4
WPZX	Pocono Pines	A	105.9	6.0	328		STPM Radio	00			4		Clsc Rock				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WHCY	Blairstown	A	106.3	0.4	860		Clear Channel	73	0010 p				CHR	n/a		0.6	1.0	0.6	0.0	0.0	0.6	0.6	0.4	0.4
WHLM	Bloomsburg	B	106.5	11.0	102		Radio Friendz Inc	56	9812	2,510	c4	2	Hot AC	700	1.39	1.9	0.8	1.5	1.5	1.8	0.7	2.1	1.7	1.5
WEZX	Scranton	A	106.9	1.5	617	c	Shamrock Comm Inc	67			4		Clsc Rock	2,100	0.85	9.3	7.8	7.7	7.5	7.2	8.2	6.3	6.6	7.9
WEMR	Tunkhannock	A	107.7	0.2	1161	d	Citadel Comm Corp	90	9712	815	c2		CHR			0.1	0.2	0.1	0.3	0.2	0.0	0.1	0.0	0.1
WKRF	Tobyhanna	A	107.9	0.8	876	e	Entercom	93	9912		g1		CHR			0.6	0.4	0.3	0.2	0.5	0.6	0.7	0.5	0.2
# FM Stations -					22	# Combos -					18	FM TOTALS			77.0	59.3	60.6	61.0	60.5	58.5	62.2	59.6	59.9	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 64

Revenue Rank: 77

Wilkes Barre - Scranton Market Overview



Metro Counties / Population (000)

Columbia, PA	64.4
Lackawanna, PA	208.7
Luzerne, PA	315.4
Monroe, PA	128.1
Wyoming, PA	29.7
Total	746.3

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$17,400	\$19,400	\$21,500	\$22,600	\$24,200	\$23,800
***	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	11.3%	\$26,500	\$28,600	\$30,100	\$32,200	\$33,800	6.2%
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
Revenue/Capita	\$2.75/1,000	\$3.25/1,000	\$3.92/1,000	Local	80%		
	\$23.32	\$31.89	\$45.68	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	746.1	746.3	0.0%	746.3	740.0	-0.2%
Households	287.1	289.7	0.2%	289.7	291.9	0.2%
Retail Sales	6,323.6	7,317.4	3.0%	7,317.4	8,621.6	3.3%
EBI	10,782.3	11,611.2	1.5%	11,611.2	13,942.0	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		\$ 31,415	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	17	5		8	22	18	40
Tot 12+	27.8	32.8		48.1	60.6	15.8	76.4
Avg 12+	1.6	6.6		6.0	2.8	0.9	1.9
Tot LCS	36.4	42.9		63.0	79.3	20.7	100.0
Avg LCS	2.1	8.6		7.9	3.6	1.1	2.5

Competitive Overview

NOTE: Some stations also rated in Allentown and Sussex.

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)							
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
WARM	Scranton	B	590	5.0	5.00	d	Citadel Comm Corp	40	9707		g2	News/Talk	1,100	1.48	2.8	1.8	1.7	2.3	1.7	1.8	2.4	2.0	2.5
WEJL	Scranton	B	630	2.0 cp	0.03	c	Shamrock Comm Inc	22			4	Sports	400	0.30	5.1	0.4	1.0	4.1	3.1	3.9	3.8	4.6	3.5
WNAK	Nanticoke	B	730	1.0	0.01		Seven Thirty Bctrs	47	6603			Easy	750	0.58	4.9	4.7	4.0	2.5	3.4	3.1	4.3	4.4	3.6
WAAT	Olyphant	B	750	1.6	0.00		Fennessy Bcstg Stns	87	9804	77		Relgn/Ethnc	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WVPO	Stroudsburg	B	840	0.3	0.00	a	Multicultural Bcstg	47	9811		c5 3	Adlt Stndrd	300	1.03	1.1	1.0	1.3	1.2	0.6	1.0	0.7	0.7	0.9
WGBI	Scranton	B	910	1.0	0.50	e	Entercom	25	9912		g1	Nws/Tlk/Spt			0.4	0.2	0.5	0.2	0.5	0.5	0.2	0.1	0.3
WCNR	Bloomsburg	B	930	1.0	0.02		Community Comm	47	9807	130		Nws/Tlk/Spt	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WILT	Mt. Pocono	B	960	1.0	0.02		Nassau Bcstg Ptrs	81	9909		3	Nws/Tlk/Spt	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WILK	Wilkes Barre	B	980	5.0	1.00	e	Entercom	47	9912		g1	News/Talk	1,200	0.92	4.9	4.7	4.0	4.9	4.2	4.2	3.5	3.9	3.6
WBAX	Wilkes Barre	C	1240	1.0	1.00	c	Shamrock Comm Inc	22	9408		na 4	Adlt Stndrd	50	0.13	1.5	0.3	0.2	1.2	1.3	0.8	1.2	2.0	0.8
WFBS	Berwick	B	1280	1.0	0.16		FBS Wireless	57	0002	35		Adlt Stndrd				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WILP	West Hazleton	B	1300	5.0	0.50	e	Entercom	82	9912		g1	News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WYCK	Wilkes Barre	C	1340	0.8	0.81	b	Lane, Douglas	23	9212	77	1	Oldies				0.0	0.1	0.0	0.1	0.0	0.1	0.0	0.0
WICK	Scranton	C	1400	1.0	1.00	b	Lane, Douglas	54	7809		1	Oldies	350	0.94	1.4	1.1	1.4	0.7	0.9	0.8	0.6	1.4	1.6
WKJN	Carbondale	B	1440	5.0	0.00	d	Citadel Comm Corp	50	9803		d1	Adlt Stndrd	50		0.1	1.0	0.7	0.1	0.0	0.2	0.2	0.0	0.0
WEMR	Tunkhannock	B	1460	5.0	1.00	d	Citadel Comm Corp	86	9712		c2	Adlt Stndrd				0.8	0.4	0.0	0.3	0.0	0.0	0.0	0.0
WAZL	Hazleton	C	1490	1.0	1.00	d	Citadel Comm Corp	32	9707		g2	Adlt Stndrd	250		0.1	0.8	0.5	0.0	0.1	0.0	0.0	0.0	0.4
• WITK	Pittston	B	1550	10.0	0.50		Robert Cordaro Inc	53	9603	275	1	Nostalgia			0.2	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0
				# AM Stations -	18	# Combos -	12	AM TOTALS							22.5	16.8	15.8	17.2	16.2	16.3	17.6	19.1	17.2
				AM & FM Stations Profiled -	40	# Duopolies -	13	Total Local Commercial Share							76.1	76.4	78.2	76.7	74.8	79.8	78.7	77.1	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 65

Revenue Rank: 64

Fresno Market Overview



Metro Counties / Population (000)

Fresno, CA	799.4
	799.4

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$22,800	\$25,100	\$26,300	\$28,600	\$30,700	\$33,300
★★★	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	8.4%	\$36,100	\$39,300	\$42,100	\$45,500	\$48,700	7.7%

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	\$4.99/1,000	\$5.32/1,000	\$6.64/1,000	Local 75%
Revenue/Capita	\$30.67	\$41.66	\$57.31	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	743.3	799.4	1.5%	799.4	849.7	1.2%
Households	243.3	259.5	1.3%	259.5	276.2	1.3%
Retail Sales	4,570.2	6,263.3	6.5%	6,263.3	7,332.9	3.2%
EBI	9,252.2	9,335.5	0.2%	9,335.5	10,721.9	2.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	397.3	84.7	39.7	40.1	57.7	60.8	48.1	66.2
Women (000)	402.1	80.8	37.3	37.0	55.0	60.8	48.6	82.5
Total	799.4	165.5	77.0	77.1	112.7	121.6	96.8	148.7
Percentage	100.0%	20.7%	9.6%	9.6%	14.1%	15.2%	12.1%	18.6%
Per Capita	\$ 11,678							
				Median Household	\$ 26,884		Avg Household	\$ 35,975
Ethnic Population:	White 83.0%		Black 5.2%		Asian 10.6%		Hispanic 43.2%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3	21		15	24	15	39
Tot 12+	5.3	66.0		61.0	71.3	13.0	84.3
Avg 12+	1.8	3.1		4.1	3.0	0.9	2.2
Tot LCS	6.3	78.3		72.4	84.6	15.4	100.0
Avg LCS	2.1	3.7		4.8	3.5	1.0	2.6

Market: Fresno

Competitive Overview

Metro Rank: 65

Some stations also rated in Visalia and Merced.

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)							
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
KZFO	Clovis	B	92.1	37.0 cp	568	c	Entravision Comm	74	0008		g4	Spanish	450	1.13	1.1	0.7	1.1	1.0	0.9	0.7	0.7	1.0	1.4
KFSO	Visalia	B	92.9	18.0	853	d	Clear Channel	51	0008		g	Oldies	1,350	0.91	4.1	3.8	3.2	3.0	3.5	4.5	3.2	3.7	2.7
KSKS	Fresno	B	93.7	68.0	1903	e	Infinity Bcstg	46	0008 p		g2	Country	3,350	1.24	7.5	5.9	5.2	5.9	6.9	6.0	6.2	6.8	6.6
KKPW	Kerman	A	94.3	6.0	328		Big Bcst of AZ LLC	90	9812	1,140		CHR/Rhythmc	450	0.62	2.0	1.7	1.2	1.4	1.5	1.1	1.5	2.0	2.2
KBOS	Tulare	B	94.9	16.5	850	d	Clear Channel	65	0008		g	CHR	2,300	1.01	6.3	6:1	5.9	6.9	5.5	5.8	6.2	4.9	4.7
KJFX	Fresno	B	95.7	17.5	850	a	Mondosphere Bcstg	70	9512	3,000	c1	Clsc Rock	1,700	1.15	4.1	3.9	4.6	2.9	3.3	3.2	4.0	3.3	3.5
KEZL	Fowler	B1	96.7	25.0	328	d	Clear Channel	80	0008		g	Smooth Jazz	1,275	1.01	3.5	2.5	3.5	3.5	3.2	2.9	2.8	3.5	2.7
KSEQ	Visalia	B	97.1	17.0	778		Buckley Bcstg Corp	84	8912	See (107)		CHR	n/a		3.9	3.8	3.6	4.0	3.5	3.6	3.8	3.5	2.4
KMGV	Fresno	B	97.9	10.5 cp	1076	e	Infinity Bcstg	49	0008 p		g2	Oldies	2,600	1.07	6.7	5.4	4.2	3.7	5.0	4.5	5.8	6.5	6.1
KSOF	Dinuba	B	98.9	19.0	820	d	Clear Channel	75	0008		g	Soft AC	1,675	1.16	4.0	4.2	2.7	3.9	4.6	3.4	3.5	3.9	2.7
KJWL	Fresno	A	99.3	5.0	348		Ostlund, John	94				Adlt Stndrd	700	0.35	5.5	4.7	4.1	4.7	6.7	4.6	5.3	4.6	4.2
KMAK	Orange Cove	A	100.3	0.1	2074		Smith, Richard B.	90				ChrsContemp			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KVSR	Fresno	B	101.1	10.0	1076	e	Infinity Bcstg	63	0008 p		g2	Modern AC	1,200	0.72	4.6	3.3	3.5	3.5	3.7	4.3	4.3	3.6	3.5
KOQO	Fresno	B	101.9	2.3	1949	e	Infinity Bcstg	48	0008 p		g2	Spanish	1,500	0.72	5.8	3.5	4.7	4.6	5.3	5.8	5.6	4.4	3.9
KXQX	Corcoran	B1	102.3	19.5	381	f	RAK Comm Inc	99	9408	See (107)		Spanish			0.5	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KALZ	Fresno	B	102.7	50.0	499	d	Clear Channel	62	0008		g	Hot AC	1,500	1.01	4.1	3.0	3.2	4.3	3.6	4.0	3.6	3.1	3.3
KRZR	Hanford	B	103.7	50.0	499	d	Clear Channel	76	0008		g	AOR	1,800	1.04	4.8	5.0	6.0	4.1	3.3	5.2	3.7	3.4	3.9
KFRR	Woodlake	B	104.1	17.0	853	a	Mondosphere Bcstg	92				Alternative	1,100	0.71	4.3	3.3	3.3	3.3	3.9	4.1	3.3	3.3	3.8
KLBN	Aubery	B1	105.1	0.6	1870	b	Lotus Comm Corp	92	9408	1,500		Spanish	1,800	1.22	4.1	3.0	3.6	3.7	3.3	2.8	3.4	3.8	3.8
KWOL	San Joaquin	B1	105.5	25.0	328	a	Mondosphere Bcstg	99				Country			0.9	1.3	1.2	0.8	0.0	0.0	0.0	0.0	0.0
KRNC	Fresno	B	105.9	2.4	1959	e	Infinity Bcstg	79	0008 p		g2	Spanish AC	850	0.59	4.0	2.1	3.3	3.4	3.3	3.7	3.5	3.4	3.0
KJUG	Tulare	B	106.7	1.2	2553		Westcoast Bcstg Inc	65	8105			Country	n/a			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KMMM	Madera	B1	107.1	9.9 cp	515		Lotus Comm Corp	92	9904	4,500		Spanish			0.3	1.8	1.2	1.2	0.4	0.4	0.0	0.5	0.0
KMPH	Hanford	B	107.5	20.5	784		Pappas Telecasting	76	9212	550		News/Talk	550	0.85	1.8	1.7	1.7	1.5	1.3	1.7	1.8	1.3	1.3
# FM Stations -					24	# Combos -					16	FM TOTALS			82.5	70.8	71.3	71.7	73.5	72.3	72.2	70.5	65.7

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 65

Revenue Rank: 64

Fresno Market Overview



Metro Counties / Population (000)

Fresno, CA	799.4
	799.4

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$22,800	\$25,100	\$26,300	\$28,600	\$30,700	\$33,300
***	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	8.4%	\$36,100	\$39,300	\$42,100	\$45,500	\$48,700	7.7%

	1993	1998	2003	Est. Breakout	
Revenue/Retail Sales	\$4.99/1,000	\$5.32/1,000	\$6.64/1,000	Local	75%
Revenue/Capita	\$30.67	\$41.66	\$57.31	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	743.3	799.4	1.5%	799.4	849.7	1.2%
Households	243.3	259.5	1.3%	259.5	276.2	1.3%
Retail Sales	4,570.2	6,263.3	6.5%	6,263.3	7,332.9	3.2%
EBI	9,252.2	9,335.5	0.2%	9,335.5	10,721.9	2.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	397.3	84.7	39.7	40.1	57.7	60.8	48.1	66.2
Women (000)	402.1	80.8	37.3	37.0	55.0	60.8	48.6	82.5
Total	799.4	165.5	77.0	77.1	112.7	121.6	96.8	148.7
Percentage	100.0%	20.7%	9.6%	9.6%	14.1%	15.2%	12.1%	18.6%
Per Capita	\$ 11,678							
				Median Household	\$ 26,884		Avg Household	\$ 35,975
Ethnic Population:	White 83.0%		Black 5.2%		Asian 10.6%		Hispanic 43.2%	

Market Summary

FM Classes	Class A	Class B	Class C	Viabie FMs	All FMs	All AMs	Total
# Stations	3	21		15	24	15	39
Tot 12+	5.3	66.0		61.0	71.3	13.0	84.3
Avg 12+	1.8	3.1		4.1	3.0	0.9	2.2
Tot LCS	6.3	78.3		72.4	84.6	15.4	100.0
Avg LCS	2.1	3.7		4.8	3.5	1.0	2.6

Market: Fresno

Competitive Overview

Metro Rank: 65

Some stations also rated in Visalia and Merced.

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)								
																Summer 2000	Spring 2000	Winter 2000	Fail 1999	Summer 1999	Spring 1999	Winter 1999	Fail 1998	
KMJ	Fresno	B	580	50.0 cp	50.00	e	Infinity Bcstg	25	0008 p		g2	Nws/Tlk/Spt	5,900	1.62	10.1	6.4	7.7	8.9	7.3	7.7	7.8	8.6	10.2	
KIGS	Hanford	B	620	1.0	1.00		P&C Broadcasting	48	8906	300		Portuguese				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KOOR	Clovis	B	790	5.0	2.50	e	Infinity Bcstg	77	0008 p		g2	Span/Oldes	100	0.23	1.2	1.4	0.8	1.6	1.2	0.9	0.6	1.0	1.7	
KBIF	Fresno	B	900	1.0	0.50	g	Gore-Overgaard	47	9803	900		Relgn/Asian	400		0.5	1.2	0.0	1.1	0.5	0.4	0.8	0.6	0.0	
• KWRU	Fresno	B	940	50.0	50.00		Radio Unica	37	0004	2,000		Spn/Tlk/Spt	700	0.78	2.5	0.9	1.3	0.8	1.9	2.5	2.4	1.5	2.0	
KEYQ	Fresno	B	980	0.5	0.05		Assoc for Comm	57	9706	200		Chrst/Span	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KRDU	Dinuba	B	1130	5.0	6.20	d	Clear Channel	46	0008		g	Religion	350		0.1	0.0	0.4	0.4	0.0	0.0	0.0	0.0	0.4	
KQEQ	Fowler	B	1210	0.4	0.37		RAK Comm Inc	62	9404	See (107)		Span/Oldes	n/a		0.3	0.0	0.4	0.1	0.0	0.0	0.0	0.4	0.5	
KHOT	Madera	B	1250	0.5 cp	0.50	c	Entravision Comm	56	0008		g4	Spanish	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KYNO	Fresno	B	1300	5.0	1.00		Spanish Catholic	47	9909	800		Span/Relgn	200		0.2	0.6	0.0	0.0	0.0	0.4	0.0	0.0	0.4	
KCBL	Fresno	C	1340	1.0	1.00	d	Clear Channel	53	0008		g	Sports	200		0.4	0.0	0.4	0.0	0.5	0.0	0.0	0.7	0.5	
KFIG	Fresno	B	1430	5.0	5.00		Big Dawg Bcstg	38	9912	2,000		Sprts/Talk	350			0.7	0.6	0.7	0.5	0.0	0.0	0.0	0.0	
KIRV	Fresno	B	1510	10.0	0.00	g	Gore-Overgaard	62	9905	425 na		Chrst/Talk	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KXEX	Fresno	B	1550	5.0	2.50		RAK Comm Inc	62	9408	212		Spanish	100		0.4	0.0	0.0	0.3	0.0	0.4	0.4	0.0	0.7	
KGST	Fresno	B	1600	5.0	5.00	b	Lotus Comm Corp	49	8505	1,764		Spanish	650	1.00	1.8	0.5	1.4	0.9	1.0	1.6	1.8	1.4	1.5	
				# AM Stations -		15	# Combos -		8	AM TOTALS						17.5	11.7	13.0	14.8	12.9	13.9	13.8	14.2	17.9
				AM & FM Stations Profiled -		39	# Duopolies -		12	Total Local Commercial Share						82.5	84.3	86.5	86.4	86.2	86.0	84.7	83.6	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 66

Revenue Rank: 59

Grand Rapids, MI Market Overview



Metro Counties / Population (000)

Kent, MI	547.5
Ottawa, MI	227.7
Total	775.2

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$26,000	\$28,200	\$30,600	\$31,600	\$35,700	\$38,600
***	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	1.3%	\$39,100	\$41,100	\$42,700	\$44,400	\$45,800	4.0%
Revenue/Retail Sales	1993 \$3.97/1,000	1998 \$4.38/1,000	2003 \$3.90/1,000			Est. Breakout	
Revenue/Capita	\$35.79	\$49.79	\$56.05			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	726.4	775.2	1.3%	775.2	817.2	1.1%
Households	258.5	278.0	1.5%	278.0	298.0	1.4%
Retail Sales	6,548.7	8,821.8	6.1%	8,821.8	11,751.7	5.9%
EBI	11,736.9	14,210.3	3.9%	14,210.3	18,733.2	5.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	378.7	74.0	34.8	36.1	58.4	62.6	48.2	64.6
Women (000)	396.5	71.1	33.3	37.3	57.7	63.7	50.0	83.4
Total	775.2	145.1	68.1	73.4	116.2	126.3	98.2	148.0
Percentage	100.0%	18.7%	8.8%	9.5%	15.0%	16.3%	12.7%	19.1%
Per Capita	\$ 18,331	Median Household		\$ 41,740	Avg Household		\$ 51,116	
Ethnic Population:	White 91.3%	Black 6.5%	Asian 1.7%	Hispanic 4.2%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4	13		14	17	15	32
Tot 12+	8.3	62.9		68.0	71.2	11.2	82.4
Avg 12+	2.1	4.8		4.9	4.2	0.7	2.6
Tot LCS	10.1	76.3		82.5	86.4	13.6	100.0
Avg LCS	2.5	5.9		5.9	5.1	0.9	3.1

Competitive Overview

Some stations in Muskegon.

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				ARB 12+ Metro (see rights)			
															Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
WGHN	Grand Haven	A	92.1	3.0	246	g	69	8312	430	c1	AC			0.7	0.0	0.6	0.4	0.5	0.0	0.7	0.6	0.9
WBCT	Grand Rapids	B	93.7	320.0	781	f	51	9604	42,250	c3	Country	5,400	1.37	10.1	9.5	7.2	7.5	8.2	9.6	8.2	7.7	7.8
WKLQ	Holland	B	94.5	50.0	499	a	61	0007		g4	AOR	1,775	0.76	6.0	5.0	5.3	5.5	6.1	5.2	5.7	4.7	4.3
WLHT	Grand Rapids	B	95.7	40.0	551	e	62	0008		sw	AC	5,100	2.07	6.3	5.1	5.0	4.3	5.2	4.7	5.3	5.4	5.4
WVTI	Holland	B	96.1	50.0	492	f	62	9703	4,100		CHR	1,200	0.59	5.2	3.7	4.7	4.4	4.7	5.1	4.3	3.9	4.0
WLAV	Grand Rapids	B	96.9	50.0	489	a	47	0007		g4	Clsc Rock	6,000	1.58	9.7	7.4	8.7	9.7	9.0	7.8	8.8	7.5	7.9
WGRD	Grand Rapids	B	97.9	13.0	591	e	62	0008		sw	Modern Rock	3,400	1.09	8.0	8.0	6.8	5.8	6.1	6.2	6.6	7.6	6.0
WFGR	Grand Rapids	A	98.7	2.8	492		92				Classical	700	0.72	2.5	1.6	1.9	2.7	2.7	1.9	2.2	2.4	1.8
WJQK	Zeeland	A	99.3	4.7	371	c	71	8612	844		ChrsContemp	1,500	1.13	3.4	3.1	2.6	2.6	3.5	2.2	2.6	3.3	3.0
WTRV	Walker	A	100.5	3.5	302	e	93	0008		sw	Soft AC	1,300	0.92	3.6	2.0	3.2	3.2	3.0	2.8	4.2	2.7	2.3
• WBFX	Grand Rapids	B	101.3	50.0	420	f	65	9711		g2	Clsc Rock	950	0.55	4.4	3.5	3.6	3.0	3.4	4.8	3.1	2.5	4.0
• WMRR	Muskegon	B1	101.7	12.0	305	j	74	0009 p			Clsc Rock	n/a		0.7	1.1	1.2	1.0	0.6	0.7	0.9	0.0	0.7
WFUR	Grand Rapids	B	102.9	50.0	492	d	60				Religion	350	0.53	1.7	1.8	1.4	1.8	1.3	1.5	1.2	1.7	1.3
WSNX	Muskegon	B	104.5	32.0	620	f	71	9910	1,100	c4	CHR	2,500	0.79	8.1	6.9	7.6	7.7	5.5	5.5	5.7	7.8	7.7
WOOD	Grand Rapids	B	105.7	265.0	810	f	62	9604		c3	AC	3,000	1.08	7.1	5.8	6.1	5.2	5.6	6.4	5.7	5.5	5.8
• WMUS	Muskegon	B	106.9	15.5	367	h	62	0009 p			Country	n/a		2.3	1.6	1.9	1.2	1.5	2.6	1.3	1.9	1.7
WODJ	Greenville	B	107.3	50.0	492		62	0007		g4	Oldies	1,200	0.63	4.9	3.4	3.4	3.9	2.9	4.3	3.8	4.3	3.9
# FM Stations -				17	# Combos -				14	FM TOTALS				84.7	69.5	71.2	69.9	69.8	71.3	70.3	69.5	68.5

AM Stations

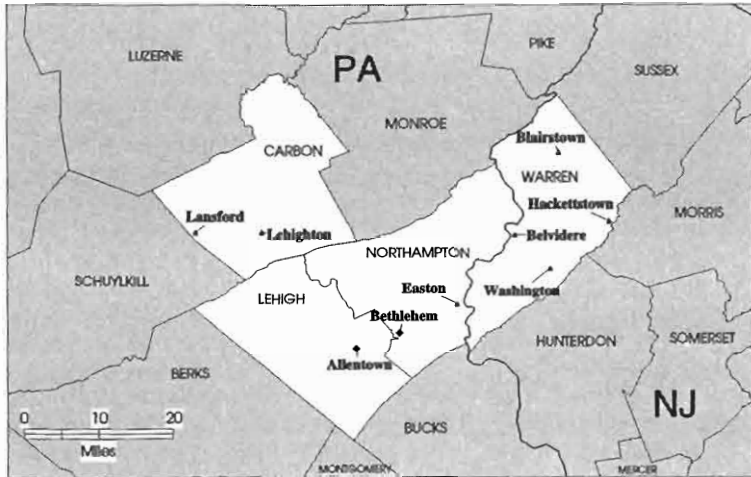
Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1999 Est Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)				ARB 12+ Metro Shares (see rights)			
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
WMFN	Zeeland	B	640	1.2	0.23	b	Cook-Media II LLC	90	9602		c5	Sports			0.5	0.0	0.0	0.0	0.0	0.0	0.7	0.4	0.7
WMJH	Rockford	B	810	3.6	0.00	b	Cook-Media II LLC	65	9602	1,745	c5	Adlt Stndrd	350	0.27	3.3	2.1	2.1	3.5	3.7	2.5	1.9	3.3	3.2
• WMUS	Muskegon	B	1090	1.0	0.00	h	Clear Channel	47	0009 p			Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WKWM	Kentwood	B	1140	5.0	0.00	i	Goodrich Radio Mktg	78	9610	200		Oldes/Rhymc	50		0.5	1.2	0.7	0.9	0.5	0.0	0.0	0.0	1.6
WTKG	Grand Rapids	C	1230	1.0	1.00	f	Clear Channel	45	9701		g2	News/Talk	375	0.80	1.2	0.9	0.8	1.2	0.6	0.6	1.1	1.2	1.0
WWJQ	Zeeland	B	1260	10.0	1.00	c	Lanser Bcstg Corp	56	8309	950		Inspiration				0.0	0.0	0.5	0.4	0.0	0.0	0.0	0.0
WOOD	Grand Rapids	B	1300	5.0	5.00	f	Clear Channel	24	9604		c3	Nws/Tlk/Spt	3,200	1.20	6.8	4.8	4.5	5.2	5.7	5.6	5.4	5.3	6.2
WBBL	Grand Rapids	C	1340	1.0	1.00	a	Citadel Comm Corp	40	0007		g4	Sports	200		0.8	0.9	0.8	1.2	1.1	0.9	0.6	0.6	0.6
WGHN	Grand Haven	B	1370	0.5	0.00	g	WGHN Inc	56	8312		c1	Soft AC			0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1
WNWZ	Grand Rapids	B	1410	1.0	0.05	e	Regent Comm	47	0008		na	News	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WHTC	Holland	C	1450	1.0	1.00		Midwest Comm Inc	48	0006 p		g4	FullService	200	0.51	1.0	0.4	0.6	1.1	0.9	0.8	1.4	0.0	1.2
WGUV	Kentwood	B	1480	2.0	5.00		Grand Valley St Univ	54	9204	1,000		News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WYGR	Wyoming	B	1530	0.5	0.00		WYGR Bcstg MI GP	64	8903	135		Spanish				0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WFUR	Grand Rapids	B	1570	1.0	0.31	d	Kuiper Stations	47	5003			Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WJNZ	Ada	B	1680	10.0	0.68	i	Goodrich Radio Mktg	98				Hot AC	275	0.64	1.1	2.0	1.7	0.8	0.8	1.0	1.4	1.1	0.0
# AM Stations -				15	# Combos -				12	AM TOTALS				15.3	12.8	11.2	14.4	13.7	11.4	12.6	11.9	14.6	
AM & FM Stations Profiled -				32	# Duopolies -				10	Total Local Commercial Share				82.3	82.4	84.3	83.5	82.7	82.9	81.4	83.1		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 67
Revenue Rank: 76

Allentown - Bethlehem Market Overview



Metro Counties / Population (000)

Carbon, PA	59.3
Lehigh, PA	299.1
Northampton, PA	259.4
Warren, NJ	99.0
Total	716.8

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$17,400	\$19,400	\$21,400	\$22,600	\$23,600	\$25,000	7.5%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	6.4%	\$26,600	\$27,600	\$28,500	\$29,600	\$30,500	3.5%

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	\$2.97/1,000	\$3.88/1,000	\$4.07/1,000	Local 80%
Revenue/Capita	\$24.39	\$34.88	\$41.75	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	713.4	716.8	0.1%	716.8	730.5	0.4%
Households	271.3	273.9	0.2%	273.9	283.0	0.7%
Retail Sales	5,861.8	6,435.4	1.9%	6,435.4	7,502.9	3.1%
EBI	12,210.0	13,158.7	1.5%	13,158.7	16,017.9	4.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	347.9	53.2	27.3	30.9	47.5	58.3	49.5	81.3
Women (000)	368.9	50.6	26.1	30.0	46.9	58.5	50.9	105.9
Total	716.8	103.8	53.4	60.9	94.4	116.8	100.3	187.2
Percentage	100.0%	14.5%	7.4%	8.5%	13.2%	16.3%	14.0%	26.1%
Per Capita	\$ 18,358		Median Household	\$ 41,948		Avg Household	\$ 48,042	
Ethnic Population:	White 95.8%		Black 2.5%		Asian 1.6%		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
Tot 12+	0.8	51.5		51.5	52.3	14.7	67.0
Avg 12+	0.3	10.3		10.3	6.5	1.5	3.7
Tot LCS	1.2	76.9		76.9	78.1	21.9	100.0
Avg LCS	0.4	15.4		15.4	9.8	2.2	5.6

Competitive Overview

NOTE: Some stations also rated in Wilkes Barre and Reading.

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)								
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998	
WZZO	Bethlehem	B	95.1	30.0	630	a	Clear Channel	46	0008		g	AOR	4,600	1.21	14.3	9.7	8.2	9.0	9.1	10.5	9.6	10.3	7.6	
WCTO	Easton	B	96.1	50.0	499	b	Citadel Comm Corp	48	9707		g1	Country	3,900	0.84	17.5	9.9	11.0	11.2	12.0	11.1	10.9	10.5	13.8	
WODE	Easton	B	99.9	50.0	449	d	Nassau Bcstg Ptrs	50	0003 p		c2	Oldies	3,700	1.12	12.4	8.7	9.3	9.5	9.1	7.9	7.7	8.8	8.5	
WLEV	Allentown	B	100.7	11.0	1073	b	Citadel Comm Corp	47	9710	23,000	+	AC	3,600	0.99	13.7	8.7	10.0	9.5	8.9	8.8	9.6	8.1	9.7	
WAEB	Allentown	B	104.1	19.4 cp	164	a	Clear Channel	61	0008		g	CHR	6,200	1.32	17.7	13.2	13.0	12.4	13.7	12.1	13.2	11.7	10.0	
WGMH	Tamaqua	A	105.5	1.5	469	c	HGF Media Group	65				AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WHCY	Blairstown	A	106.3	0.4	860		Clear Channel	73	0010 p			CHR	n/a		0.8	0.0	0.0	0.6	0.8	0.6	0.6	0.4	0.5	
WWYY	Belvidere	A	107.1	1.2	719		Big City Radio	92	9808	6,350		Country	200	0.54	1.4	0.6	0.8	1.2	0.5	0.5	1.1	1.2	0.8	
# FM Stations -					8	# Combos -					6	FM TOTALS				77.8	50.8	52.3	53.4	54.1	51.5	52.7	51.0	50.9

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)								
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998	
WAEB	Allentown	B	790	3.8 cp	1.50	a	Clear Channel	49	0008		g	Nws/Tlk/Spt	1,800	1.06	6.4	4.1	4.3	4.4	4.7	3.4	3.8	4.9	4.8	
WGPA	Bethlehem	B	1100	0.3	0.00		Timmer Bcstg Co	46	9206	100		Variety	225		0.9	0.9	0.0	0.8	0.4	0.0	0.8	0.7	0.9	
WYNS	Lehighton	B	1160	4.0	1.00		US Radio LP	62	0011			Country	450	0.85	2.0	0.6	1.1	0.9	1.6	1.8	0.8	1.7	0.9	
WEEX	Easton	C	1230	0.8	1.00	d	Nassau Bcstg Ptrs	56	0003 p		c2	Talk	150		0.2	0.0	0.4	0.4	0.0	0.0	0.5	0.0	0.0	
WTKZ	Allentown	B	1320	0.8	0.20		Mega Comm Inc	48	0002	1,250		Dance	75		0.4	0.8	0.8	0.6	0.5	0.4	0.0	0.0	0.7	
WEST	Easton	C	1400	1.0	1.00		Dean, Richard C.	36	9710		sw	Nostalgia	400	0.56	2.7	1.9	1.6	2.8	2.0	1.9	2.3	1.5	1.5	
WLSH	Lansford	B	1410	5.0	1.00	c	HGF Media Group	52	8812	300		Adlt Stndrd	100		0.2	0.5	0.0	0.0	0.0	0.0	0.5	0.0	0.0	
WKAP	Allentown	B	1470	5.0	5.00	a	Clear Channel	23	0008		g	Nostalgia	450	0.21	8.2	5.1	5.7	5.6	3.5	6.8	4.7	5.9	4.3	
WRNJ	Hackettstown	B	1510	0.9	0.23		WRNJ Radio	76				Oldies	700	1.88	1.4	0.0	0.8	1.0	0.6	1.0	0.7	1.2	0.8	
WHOL	Allentown	B	1600	0.5	0.06		Lehigh Valley Bcstg	48	8509	500		Cst/Tlk/\$pn				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					10	# Combos -					4	AM TOTALS				22.4	13.9	14.7	16.5	13.3	15.3	14.1	15.9	13.9
AM & FM Stations Profiled -					18	# Duopolies -					3	Total Local Commercial Share				64.7	67.0	69.9	67.4	66.8	66.8	66.9	64.8	

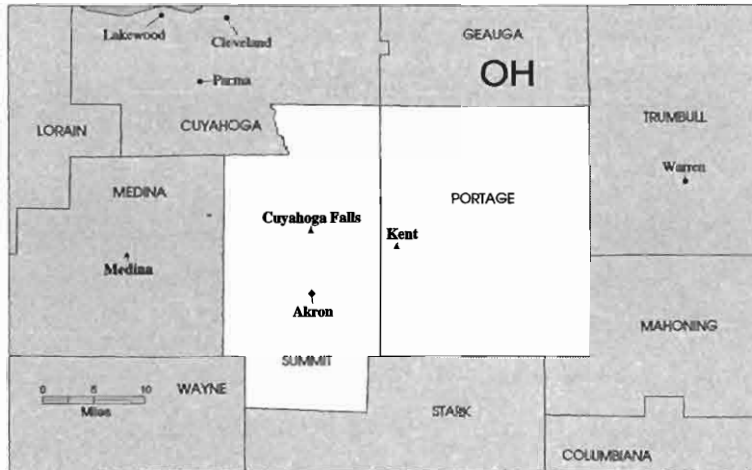
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 68

Revenue Rank: 102

Akron, OH Market Overview



Metro Counties / Population (000)

Portage, OH	152.8
Summit, OH	537.7
	<hr/>
	690.5

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$12,800	\$13,900	\$14,400	\$15,200	\$16,400	\$17,900
***	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	4.5%	\$18,700	\$19,600	\$20,200	\$21,000	\$21,600	3.7%
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
Revenue/Capita	\$2.26/1,000	\$2.29/1,000	\$2.08/1,000	Local	90%		
	\$18.95	\$25.92	\$30.78	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	675.3	690.5	0.4%	690.5	701.7	0.3%
Households	257.7	267.7	0.8%	267.7	277.5	0.7%
Retail Sales	5,670.5	7,824.0	6.7%	7,824.0	10,392.1	5.8%
EBI	10,585.0	11,948.1	2.5%	11,948.1	14,775.1	4.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	333.3	53.9	28.5	33.7	46.0	55.4	45.8	70.1
Women (000)	357.2	51.6	27.1	34.8	46.8	57.7	48.7	90.5
Total	690.5	105.5	55.7	68.4	92.7	113.1	94.5	160.6
Percentage	100.0%	15.3%	8.1%	9.9%	13.4%	16.4%	13.7%	23.3%
Per Capita	\$ 17,304	Median Household		\$ 37,045	Avg Household		\$ 44,632	
Ethnic Population:	White 87.3%	Black 11.2%	Asian 1.3%	Hispanic 0.8%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1	3		4	4	5	9
Tot 12+	6.1	18.8		24.9	24.9	5.0	29.9
Avg 12+	6.1	6.3		6.2	6.2	1.0	3.3
Tot LCS	20.4	62.9		83.3	83.3	16.7	100.0
Avg LCS	20.4	21.0		20.8	20.8	3.3	11.1

Competitive Overview

Some stations also rated in Cleveland and Canton.

FM Stations

Calls	City of License	FCC Class	Power		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)									
			Freq	(kW)												2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998		
WQMX	Medina	B	94.9	16.2	879	a	Rubber City Radio	60	8806	4,600		Country	4,200	0.90	24.9	6.3	7.4	7.0	7.7	7.6	6.4	5.8	6.7		
WKDD	Akron	B	96.5	50.0	440	c	Clear Channel	50	0008		sw	Hot AC	5,450	1.31	22.2	7.8	7.0	7.1	7.1	6.2	6.2	5.1	6.1		
WONE	Akron	B	97.5	12.0 cp	889	a	Rubber City Radio	47	9312	9,300	c2	Clsc Rock	3,800	1.43	14.2	5.1	4.4	4.9	4.1	4.7	4.2	2.8	3.5		
WNIR	Kent	A	100.1	41.2 cp	394	b	Media-Com Inc	62	7100			Talk	3,500	0.86	21.8	5.4	6.1	5.5	4.9	5.3	5.8	6.7	5.1		
# FM Stations -					4	# Combos -					4	FM TOTALS					83.1	24.6	24.9	24.5	23.8	23.8	22.6	20.4	21.4

AM Stations

Calls	City of License	FCC Class	Day Power		Night Power	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)									
			Freq	(kW)	(kW)											2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998		
WHLO	Akron	B	640	5.0	0.50		Salem Comm Corp	44	9701		g	Chrst/Talk			0.3	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	
WCUE	Cuyahoga Falls	B	1150	5.0	0.50		Family Stations Inc	50	8610		nc	Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WTOU	Akron	B	1350	5.0	5.00	c	Clear Channel	25	0008		sw	Sports	400	0.79	2.7	0.0	0.3	0.6	0.5	0.8	0.5	0.6	1.0		
WJMP	Kent	B	1520	1.0	0.00	b	Media-Com Inc	64	7106			Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WAKR	Akron	B	1590	5.0	5.00	a	Rubber City Radio	40	9312		c2	FuSvc/MOR	1,300	0.50	13.8	4.2	4.7	3.1	4.2	4.0	3.7	3.2	3.8		
# AM Stations -					5	# Combos -					3	AM TOTALS					16.8	4.7	5.0	3.7	4.7	4.8	4.2	3.8	5.1
AM & FM Stations Profiled -					9	# Duopolies -					1	Total Local Commercial Share					29.3	29.9	28.2	28.5	28.6	26.8	24.2	26.5	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 69
Revenue Rank: 65

Knoxville, TN Market Overview



Metro Counties / Population (000)

Anderson, TN	70.9
Blount, TN	102.4
Knox, TN	368.3
Loudon, TN	39.5
Sevier, TN	65.4
Union, TN	16.4
Total	662.9

Market Radio Financials

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

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$18,000	\$19,700	\$21,900	\$23,800	\$27,700	\$29,600	10.4%
***	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	10.8%	\$32,800	\$35,800	\$38,300	\$41,700	\$45,000	8.2%
	1993	1998	2003	Est. Breakout			
Revenue/Retail Sales	\$2.88/1,000	\$3.21/1,000	\$3.69/1,000	Local	88%		
Revenue/Capita	\$29.15	\$44.65	\$65.19	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	617.5	662.9	1.4%	662.9	690.3
Households	246.0	266.9	1.6%	266.9	282.9	1.2%
Retail Sales	6,251.0	9,212.0	8.1%	9,212.0	12,197.6	5.8%
EBI	9,642.9	11,348.6	3.3%	11,348.6	14,784.0	5.4%

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	\$ 32,221		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	12	17	21	38
Tot 12+	26.1		48.7	72.3	74.8	11.3	86.1
Avg 12+	2.4		8.1	6.0	4.4	0.5	2.3
Tot LCS	30.3		56.6	84.0	86.9	13.1	100.0
Avg LCS	2.8		9.4	7.0	5.1	0.6	2.6

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 Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
WWST	Karns	A	93.1	2.4	512	d	Journal Bcst Group	88	9707		sw	CHR/Dance	1,800	0.57	9.7	8.9	9.3	9.7	10.6	9.0	9.3	7.9	7.2
• WKZX	Lenoir City	A	93.5	6.0	164	e	BP Broadcasters	67	0008 p	1,000	c3	Country			0.4	0.4	0.0	0.0	0.3	0.5	0.4	0.4	0.0
WNFZ	Oak Ridge	A	94.3	2.6 cp	505		Pirkle, John W	67	9304	508	1	Alternative	650	0.45	4.4	3.9	3.1	3.7	4.0	4.5	4.4	4.0	2.4
WYFC	Clinton	A	95.3	0.5	669		Bible Bcstg Network	66	8908	400		Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WTXM	Maryville	A	95.7	6.0 cp	322	b	South Central Comm	90	9901	3,000	c4	1 Sports	450	0.81	1.7	2.2	3.0	2.1	1.9	1.5	2.4	1.4	0.4
WJBZ	Seymour	A	96.3	2.9	479		Seymour Comm	90		450		Gospel	450	0.36	3.8	2.2	3.3	2.6	2.5	3.7	2.0	3.8	3.7
WJXB	Knoxville	C	97.5	96.0	1296	b	South Central Comm	67			1	AC	5,600	1.34	12.7	10.4	10.8	11.1	8.0	10.5	10.1	10.0	13.0
WSMJ	Oliver Springs	C3	98.7	8.0	571	a	Citadel Comm Corp	89	0010	400	g4	NAC/Jazz	400	0.36	3.4	2.2	2.8	2.5	2.1	3.5	2.3	3.0	2.9
WNOX	Loudon	A	99.1	6.0	328	a	Citadel Comm Corp	89	0010	750	g4	News/Talk	750	0.95	2.4	1.7	1.8	2.3	2.5	1.4	2.5	2.3	2.0
WOKI	Oak Ridge	C	100.3	100.0	2001	a	Citadel Comm Corp	74	0010	2,000	g4	Clsc Hits	2,000	1.33	4.6	4.0	3.3	3.8	2.1	4.3	3.3	4.0	4.3
WMYU	Sevierville	C1	102.1	15.0	1978	d	Journal Bcst Group	61	9707		sw	Oldies	2,800	1.19	7.2	6.7	7.0	6.0	6.8	6.9	6.9	5.2	5.6
WIMZ	Knoxville	C	103.5	100.0	1723	b	South Central Comm	49	9304	3,500	c2	1 Clsc Rock	3,900	1.63	7.3	5.5	5.3	5.8	6.4	5.4	6.1	7.1	6.5
• WBON	Knoxville	A	104.5	2.3 cp	528	d	Journal Bcst Group	91	9804	4,375	c3	Clsc Rock	150	0.17	2.7	1.7	3.1	2.5	2.8	2.1	2.6	2.6	2.1
WKVL	Loudon	A	105.3	6.0	328	g	MetroWest Radio	91	9702	550	2	Talk/Sprts	300		0.6	0.2	0.4	0.1	0.8	0.6	0.4	0.6	0.4
WSEV	Gatlinburg	A	105.5	0.5	1056	c	Radio Center Dalton	83	0004	1,450	c1	AC			0.9	0.4	0.6	0.5	1.0	0.6	1.0	0.6	0.9
WXVO	Norris	A	106.7	1.5 cp	666		Newko LLC	99				Rock				0.9	1.5	1.0	0.0	0.0	0.0	0.0	0.0
WIVK	Knoxville	C	107.7	91.0	2054	a	Citadel Comm Corp	65	0010		g4	Country	10,950	1.28	26.1	19.3	19.5	21.2	23.6	21.9	21.6	22.2	23.8
# FM Stations -					17	# Combos -					13	FM TOTALS			87.9	70.6	74.8	74.9	75.4	76.4	75.3	75.1	75.2

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 69

Revenue Rank: 65

Knoxville, TN Market Overview



Metro Counties / Population (000)

Anderson, TN	70.9
Blount, TN	102.4
Knox, TN	368.3
Loudon, TN	39.5
Sevier, TN	65.4
Union, TN	16.4
Total	662.9

Market Radio Financials

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$18,000	\$19,700	\$21,900	\$23,800	\$27,700	\$29,600	10.4%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	10.8%	\$32,800	\$35,800	\$38,300	\$41,700	\$45,000	8.2%

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	\$2.88/1,000	\$3.21/1,000	\$3.69/1,000	Local 88%
Revenue/Capita	\$29.15	\$44.65	\$65.19	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	617.5	662.9	1.4%	662.9	690.3	0.8%
Households	246.0	266.9	1.6%	266.9	282.9	1.2%
Retail Sales	6,251.0	9,212.0	8.1%	9,212.0	12,197.6	5.8%
EBI	9,642.9	11,348.6	3.3%	11,348.6	14,784.0	5.4%

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	\$ 32,221			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	12	17	21	38
Tot 12+	26.1		48.7	72.3	74.8	11.3	86.1
Avg 12+	2.4		8.1	6.0	4.4	0.5	2.3
Tot LCS	30.3		56.6	84.0	86.9	13.1	100.0
Avg LCS	2.8		9.4	7.0	5.1	0.6	2.6

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)											Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998			
WRJZ	Knoxville	B	620	5.0	5.00		Tennessee Media	27	8611	300		Chrst/Talk			1.1	1.2	1.3	0.8	1.1	1.4	1.5	1.0	0.0			
WKFN	Farragut	B	670	2.5	0.00	h	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		
• WLIL	Lenoir City	B	730	1.0	0.21	e	BP Broadcasters	50	0008 p		c3	Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WMEN	Knoxville	B	760	2.4	0.00		Moffit, Thomas H, Jr	95	9412		18 cp	Motivatiol				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WKVL	Knoxville	B	850	50.0	0.00	h	Home Radio LLC	53	9911		g	Talk	150			0.2	0.3	0.5	0.1	0.0	0.0	0.0	0.0	0.1		
WKXV	Knoxville	B	900	1.0	0.26		Knoxville Ra-Tel	53	8403	280	e	Gospel			0.2	0.6	0.0	0.0	0.3	0.0	0.6	0.0	0.0	0.0		
WSEV	Sevierville	B	930	5.0	0.15	c	Radio Center Dalton	55	0004		c1	Gospel			0.3	0.5	0.4	0.0	0.4	0.5	0.4	0.0	0.0	0.0		
WNOX	Knoxville	B	990	10.0	10.00	a	Citadel Comm Corp	21	0010		g4	News/Talk	1,900	1.14	5.1	4.8	3.5	3.9	4.4	2.9	4.3	5.8	4.4			
WQBB	Powell	B	1040	10.0	3.00	d	Journal Bcst Group	84	9804		c3	Adlt Stndrd	200	0.24	2.5	1.2	2.3	2.6	1.6	2.5	1.5	2.3	2.2			
WKCE	Maryville	B	1120	1.0	0.00	f	Morgan Bcstg Co	89	9505			Nostalgia			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WLOD	Loudon	B	1140	1.0	0.00	g	MetroWest Radio	83	9811	1,250		Nostalgia			0.1	0.0	0.0	0.0	0.2	0.0	0.4	0.0	0.0	0.0		
WHJM	Knoxville	B	1180	10.0	0.00	f	Morgan Bcstg Co	88				Nostalgia			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WTXM	Knoxville	C	1240	1.0	1.00	b	South Central Comm	41	9302		c2	Sports			0.5	0.6	0.8	0.4	0.9	0.6	0.0	0.5	0.6			
WATO	Oak Ridge	B	1290	5.0	0.50	g	MetroWest Radio	48	9812	289		Adlt Stndrd				0.0	0.4	0.0	0.2	0.0	0.1	0.0	0.0	0.0		
WKGN	Knoxville	C	1340	1.0	1.00		Triple S Enterprises	46	9111	50		Urban AC	350	0.63	1.7	2.1	1.4	1.5	1.4	1.2	2.1	0.7	1.9			
WBLC	Lenoir City	B	1360	1.0	0.02	g	MetroWest Radio	65	9811	650		DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WYSH	Clinton	B	1380	1.0	0.08		Clinton Bcstrs Inc	60	9104		st	Country			0.3	1.1	0.5	0.0	0.0	0.0	0.5	0.0	0.4			
WGAP	Maryville	C	1400	1.0	1.00		Greenwood,	47	9908	225	2	Country			0.4	0.5	0.4	0.0	0.4	0.4	0.4	0.5	0.0	0.0		
WBCR	Alcoa	B	1470	1.0	0.08		Blount County Bcstg	57	9605	114	st	News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WITA	Knoxville	C	1490	1.0	1.00		F.W. Robbert Bcstg	60	8310	675		Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WAHI	Knoxville	B	1580	5.0	0.00		As He Is Ministries	61	9804	93		Christian				0.5	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0		
				# AM Stations -		21	# Combos -		12					AM TOTALS				12.2	13.3	11.3	10.9	11.0	9.5	11.8	10.8	9.6
				AM & FM Stations Profiled -		38	# Duopolies -		8					Total Local Commercial Share				83.9	86.1	85.8	86.4	85.9	87.1	85.9	84.8	

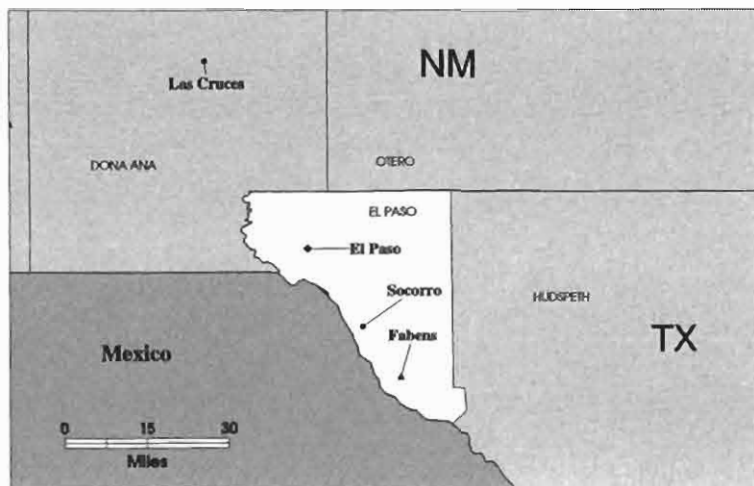
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 70

Revenue Rank: 86

El Paso, TX Market Overview



Metro Counties / Population (000)

El Paso, TX	709.5
	709.5

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$14,500	\$15,500	\$16,600	\$17,200	\$18,700	\$19,800
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	8.1%	\$21,400	\$23,300	\$24,400	\$26,600	\$28,800	7.7%
	1993	1998	2003	Est. Breakout			
Revenue/Retail Sales	\$3.39/1,000	\$3.60/1,000	\$4.31/1,000	Local	80%		
Revenue/Capita	\$22.24	\$27.91	\$37.17	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	652.0	709.5	1.7%	709.5	774.9
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	39.3	37.7	51.2	55.0	45.4	66.1
Total	709.5	142.6	79.5	76.9	101.1	105.5	85.1	118.8
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	3	13	10	17	12	29
Tot 12+	0.6	1.1	67.9	66.1	69.6	12.6	82.2
Avg 12+	0.6	0.4	5.2	6.6	4.1	1.1	2.8
Tot LCS	0.7	1.3	82.6	80.4	84.7	15.3	100.0
Avg LCS	0.7	0.4	6.4	8.0	5.0	1.3	3.4

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)									
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998		
KOFX	El Paso	C	92.3	100.0	1860	d	Entravision Comm	78	0004		na	Oldies	1,700	1.24	6.4	5.1	5.0	6.0	5.2	5.8	5.7	5.3	5.7		
KSII	El Paso	C	93.1	98.0	1422	c	Regent Comm	75	0002	4,500		Hot AC	1,900	1.18	7.5	4.7	5.7	6.4	7.5	6.2	6.8	6.8	6.6		
KINT	El Paso	C	93.9	96.0	1421	d	Entravision Comm	75	9706		g3	Spanish	1,500	1.37	5.1	6.7	5.5	5.8	5.0	4.7	5.1	4.3	3.8		
• KHRO	El Paso	C	94.7	97.0	1191	d	Entravision Comm	58	0004		na	Clsc Hits	1,200	1.48	3.8	2.2	3.4	2.4	2.5	3.3	4.1	3.4	2.5		
KLAQ	El Paso	C	95.5	88.0	1391	c	Regent Comm	78	0002	23,500	c2	AOR	3,400	1.20	13.2	11.0	9.1	12.0	11.3	12.1	10.3	12.6	11.6		
KHEY	El Paso	C	96.3	88.0	1391	e	Clear Channel	74	9607		g1	Country	1,100	1.09	4.7	4.0	3.2	3.6	2.4	4.2	3.6	4.1	4.9		
KBNA	El Paso	C	97.5	100.0	1089	f	Hispanic Bcstg Corp	69	9702		g2	Spanish	3,800	1.42	12.5	9.9	7.8	9.8	10.5	10.2	10.8	10.4	13.0		
KROL	Las Cruces	C	99.5	100.0	1024	g	McClatchey Bcstg	94	9512	120		ChrsContemp	100		0.6	0.7	0.7	0.0	0.3	0.4	0.6	0.8	0.4		
KTSM	El Paso	C	99.9	87.0	1821	e	Clear Channel	62	9807	10,500	c1	Soft AC	1,600	0.90	8.3	7.4	6.6	9.0	8.2	6.5	6.6	8.7	7.7		
XHH	Ciudad Juarez	C	100.7	100.0	325	a	Boone, Jose	75				Spanish AC			3.7	3.3	4.7	3.2	3.5	3.0	3.5	3.2	3.4		
KPRR	El Paso	C	102.1	100.0	1191	e	Clear Channel	69	9607		g1	CHR	2,600	0.71	17.0	13.4	15.1	15.9	15.0	16.3	15.9	14.5	13.5		
KPAS	Fabens	A	103.1	3.0	299		Felder, Algje A	79	8606	375		Inspr/Gospl				0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0		
XHEM	Ciudad Juarez	B1	103.5	9.8	-85	b	ABS Inc.	72				Mexican			0.4	0.0	0.3	0.3	1.3	0.3	0.5	0.3	0.4		
XHTO	Ciudad Juarez	B	104.3	10.1	-115	b	ABS Inc.	72				Spanish AC			0.6	0.5	0.4	0.4	0.0	0.3	0.8	0.3	0.7		
XHIM	Ciudad Juarez	B1	105.1	14.5	-66	b	ABS Inc.	72				Tejano			0.8	1.0	0.4	0.4	0.3	0.4	0.8	1.3	0.4		
XHGU	Ciudad Juarez	C	105.9	60.0	325	a	Boone, Jose	75				Spanish AC			0.9	0.4	0.5	0.5	0.8	0.7	0.9	0.8	0.8		
XHNZ	Ciudad Juarez	C	107.5	14.8	-95	b	ABS Inc.	72				New Rock			0.9	1.0	0.6	0.6	0.4	0.7	0.9	0.9	0.7		
# FM Stations -					17	# Combos -					16	FM TOTALS					86.4	71.3	69.6	76.3	74.2	75.1	76.9	77.7	76.1

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)									
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998		
KROD	El Paso	B	600	5.0	5.00	c	Regent Comm	40	0002		c2	News/Talk	350	0.91	1.8	1.4	1.9	1.3	2.1	1.7	1.9	1.3	1.5		
• KTSM	El Paso	B	690	10.0	10.00	e	Clear Channel	47	9607		c1	News/Talk	750	0.80	4.4	3.4	2.6	2.3	2.4	3.6	4.0	3.7	4.1		
KAMA	El Paso	B	750	10.0	1.00	f	Hispanic Bcstg Corp	72	9702		g2	Spanish	200	0.93	1.0	0.4	0.6	0.9	0.9	1.5	0.6	0.9	0.4		
KBNA	El Paso	B	920	1.0	0.36	f	Hispanic Bcstg Corp	47	9702		g2	Spanish	250	0.83	1.4	1.0	0.5	1.3	1.0	1.6	0.6	1.2	1.4		
XEJ	Ciudad Juarez	B	970	10.0	5.00	b	ABS Inc.	72				Spanish AC			0.5	0.9	0.0	0.8	0.3	0.4	0.0	0.3	0.9		
KXPL	El Paso	B	1060	10.0	0.00		K-FINA Results Inc	85	9102	100		Spanish			0.2	0.0	0.4	0.3	0.0	0.0	0.0	0.3	0.3		
KSVE	El Paso	B	1150	5.0	0.38	d	Entravision Comm	58	9706		g3	Talk	100	0.42	1.1	1.2	2.3	1.4	1.4	1.2	1.2	0.9	0.7		
XEPZ	Ciudad Juarez	A	1190	1.0	1.00	b	ABS Inc.	95				Spanish AC			0.3	0.0	0.8	0.0	0.4	0.3	0.4	0.4	0.0		
XEWG	Ciudad Juarez		1240	1.0	1.00		XEWG, Inc.	70				Varty/Span			0.3	0.0	0.5	0.6	0.0	0.0	0.0	0.3	0.9		
KVIV	El Paso	C	1340	1.0	1.00	cp	Spanish Chrstn	49	9505	550		Chrst/Span	200	0.93	1.0	0.5	1.2	1.2	1.0	0.4	1.0	1.7	0.3		
• KHEY	El Paso	B	1380	5.0	5.00	e	Clear Channel	29	9607		g1	Sprts/Talk	150	0.54	1.3	0.5	0.5	0.6	0.9	2.0	0.8	0.6	1.1		
KELP	El Paso	B	1590	5.0	0.80	g	McClatchey Bcstg	59	8401	590		Chrst/Talk	450		0.5	0.8	1.3	0.6	0.4	0.7	0.5	0.4	0.3		
# AM Stations -					12	# Combos -					9	AM TOTALS					13.8	10.1	12.6	11.3	10.8	13.4	11.0	12.0	11.9
AM & FM Stations Profiled -					29	# Duopolies -					10	Total Local Commercial Share					81.4	82.2	87.6	85.0	88.5	87.9	89.7	88.0	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 71

Revenue Rank: 72

Ft. Myers-Naples-Marco Island Market Overview



Metro Counties / Population (000)

Collier, FL	217.6
Lee, FL	414.2
Total	631.8

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$16,500	\$18,400	\$20,300	\$21,300	\$23,200	\$24,600	8.3%
Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03	
14.2%	\$28,100	\$30,900	\$32,700	\$35,300	\$37,800	7.7%	
	1993	1998	2003	Est. Breakout			
Revenue/Retail Sales	\$2.95/1,000	\$2.82/1,000	\$3.23/1,000	Local	85%		
Revenue/Capita	\$30.25	\$38.94	\$54.49	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	545.4	631.8	3.0%	631.8	693.7	1.9%
Households	223.6	259.5	3.0%	259.5	285.3	1.9%
Retail Sales	5,594.5	8,719.0	9.3%	8,719.0	11,695.0	6.0%
EBI	10,296.6	12,973.6	4.7%	12,973.6	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	\$ 41,225		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	17	21	12	33
Tot 12+	7.5		64.9	71.6	72.4	12.0	84.4
Avg 12+	1.5		4.1	4.2	3.4	1.0	2.6
Tot LCS	8.9		76.9	84.8	85.8	14.2	100.0
Avg LCS	1.8		4.8	5.0	4.1	1.2	3.0

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)							
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WGCQ	Immokalee	A	92.1	4.1	397	Praise Enterprises	84	9906	1,000		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.4
WIKX	Charlotte Harbor	C1	92.9	100.0 cp	807	e Clear Channel	70	9905			g2 Country			0.3	0.4	0.3	0.0	0.6	0.6	0.5	0.0	0.6
WTLT	Naples	A	93.5	6.0	328	c Meridian Bcstg	71	9612			c2 1 Soft AC	150	0.23	2.3	2.4	2.5	1.7	2.4	2.3	2.5	2.8	3.4
WARO	Naples	C	94.5	99.0	1011	c Meridian Bcstg	62	9612			c2 1 Clsc Rock	1,700	1.59	3.8	3.4	2.8	3.7	2.9	5.1	5.0	2.8	4.4
WOLZ	Ft. Myers	C1	95.3	78.5	476	d Clear Channel	70	9703	11,000	d1	Oldies	2,450	1.32	6.6	5.2	6.2	5.0	6.5	5.2	5.0	5.3	4.7
WRXK	Bonita Springs	C	96.1	99.0	1119	a Beasley Bcst Group	74	8608	3,500		AOR	3,250	1.78	6.5	5.2	5.0	5.9	5.5	5.7	6.2	5.9	5.2
WINK	Ft. Myers	C	96.9	98.0	1322	b Ft Myers Bcstg Co	64				1 AC	3,575	2.09	6.1	5.1	4.9	4.8	5.8	5.8	5.5	5.7	7.5
• WYPT	Punta Rassa	C3	97.7	14.5 cp	430	b Ft Myers Bcstg Co	99	0008 p	7,000		80s Hits			1.1	2.1	2.6	2.0	0.0	0.0	0.0	0.0	0.0
WDRR	San Carlos Park	C3	98.5	18.5	371	Ruth Comm Corp	95				Smooth Jazz	450	0.73	2.2	1.7	2.2	1.8	2.0	1.3	1.7	1.6	2.2
WGUF	Marco	A	98.9	4.1	328	f Renda Bcstg Corp	90	9705	2,000		Talk	300		0.9	0.4	0.0	0.9	0.7	0.7	0.8	1.8	1.3
WJBX	Ft. Myers Beach	C2	99.3	45.0 cp	472	a Beasley Bcst Group	83	9802	6,000	d3	Alternative	2,000	1.25	5.7	5.3	6.6	5.3	4.6	3.6	4.6	3.1	3.5
• WKFF	Port Charlotte	C1	100.1	100.0	476	d Clear Channel	76	9703		d1	CHR	450	0.59	2.7	1.1	3.8	2.3	2.4	2.2	2.3	1.6	1.9
WAVV	Marco	C1	101.1	100.0	981	Alpine Bcstg Corp	87				Easy	2,100	0.48	15.5	11.0	11.7	11.9	15.2	12.1	12.1	13.6	11.5
WWGR	Ft. Myers	C	101.9	100.0	991	f Renda Bcstg Corp	69	9407	4,000		Country	1,000	0.65	5.5	5.0	4.8	4.4	5.2	4.0	3.4	5.7	7.1
WJGO	Tice	C2	102.9	50.0 cp	466	Renda Bcstg Corp	99	0010	7,000		Oldies				2.3	2.8	0.0	0.0	0.0	0.0	0.0	0.0
WXKB	Cape Coral	C	103.9	100.0 cp	1119	a Beasley Bcst Group	75	9411	3,500		Adult CHR	4,000	1.51	9.4	9.1	8.7	8.5	8.0	8.7	10.7	7.4	9.6
WSGL	Naples	C2	104.7	20.0 cp	436	f Renda Bcstg Corp	80	9812	3,650		Hot AC	650	1.10	2.1	1.4	1.1	2.1	1.5	2.9	2.1	2.0	1.6
WCVU	Solana	A	104.9	6.0	318	e Clear Channel	93	9905			g2 Easy			0.3	0.0	0.5	0.0	0.6	0.4	0.4	0.0	0.7
WBTT	Naples Park	C2	105.5	23.5 cp	722	d Clear Channel	87	9607			g1 UrbAC/R&BOd	300	0.40	2.7	2.0	2.5	2.1	2.7	2.8	0.8	0.9	1.9
WJPT	Ft Myers Villas	A	106.3	6.0	328	a Beasley Bcst Group	92	9802		d3	Adlt Stndrd	450	0.30	5.3	4.7	2.8	5.4	3.8	5.2	4.0	5.7	3.1
WCKT	Lehigh Acres	C2	107.1	28.5	650	d Clear Channel	76	9607			g1 Country	2,600	1.52	6.1	4.6	4.1	5.5	5.1	7.3	5.8	5.8	5.4
# FM Stations -				21	# Combos -				17	FM TOTALS				85.1	72.4	75.9	73.3	75.5	75.9	73.4	72.3	76.0

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 71

Revenue Rank: 72

Ft. Myers-Naples-Marco Island Market Overview



Metro Counties / Population (000)

Collier, FL	217.6
Lee, FL	414.2
Total	631.8

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

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$16,500	\$18,400	\$20,300	\$21,300	\$23,200	\$24,600
***	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	14.2%	\$28,100	\$30,900	\$32,700	\$35,300	\$37,800	7.7%
	1993	1998	2003	Est. Breakout			
Revenue/Retail Sales	\$2.95/1,000	\$2.82/1,000	\$3.23/1,000	Local	85%		
Revenue/Capita	\$30.25	\$38.94	\$54.49	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	545.4	631.8	3.0%	631.8	693.7
Households	223.6	259.5	3.0%	259.5	285.3	1.9%
Retail Sales	5,594.5	8,719.0	9.3%	8,719.0	11,695.0	6.0%
EBI	10,296.6	12,973.6	4.7%	12,973.6	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	\$ 41,225		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	17	21	12	33
Tot 12+	7.5		64.9	71.6	72.4	12.0	84.4
Avg 12+	1.5		4.1	4.2	3.4	1.0	2.6
Tot LCS	8.9		76.9	84.8	85.8	14.2	100.0
Avg LCS	1.8		4.8	5.0	4.1	1.2	3.0

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	Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
WWCN	N. Ft. Myers	B	770	10.0	1.00	a	Beasley Bcst Group	83	8711	300		Talk	300		0.9	0.9	1.0	1.0	0.6	0.6	0.7	0.6	0.4		
WKII	Solana	B	1070	3.1	0.26	d	Clear Channel	86	9703		d1	Adlt Stndrd	400	1.02	1.4	1.0	1.2	1.1	1.4	0.7	1.7	2.0	1.5		
WINK	Pine Island Ctr	B	1200	10.0	1.00	b	Ft Myers Bcstg Co	86	9508	560	1	News/Talk			4.5	3.1	2.8	4.2	3.6	3.0	3.5	2.9	5.1		
WTLQ	Ft. Myers	C	1240	1.0	1.00	b	Ft Myers Bcstg Co		40		1	News/Talk	100	0.16	2.2	1.7	1.5	2.0	1.9	1.7	2.5	1.5	0.0		
WNOG	Naples	B	1270	5.0	1.90	c	Meridian Bcstg	54	9612		c2	1 News/Talk	1,500	1.48	3.6	2.0	2.5	3.7	2.6	2.8	2.9	2.5	1.5		
WCRM	Ft. Myers	B	1350	2.0	0.15		Manna Chrstn	64	8904	450		Chrst/Span	100			0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.4		
WMYR	Ft. Myers	B	1410	5.0	5.00		Hecksher, Robert		52			Children				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WWCL	Lehigh Acres	B	1440	5.0	1.00		Dwyer, Robert	70	7901			Spanish	225	0.73	1.1	1.9	1.8	0.9	1.1	0.8	0.0	1.0	1.0		
WODX	Marco Island	B	1480	1.0	1.00		Costa Comm Corp	75	9903			Adlt Stndrd				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WAFZ	Immokalee	C	1490	1.0	1.00		Glades Media	64	9603		na	Mexican			1.1	1.4	0.8	1.1	0.8	0.6	0.4	1.1	0.4		
WCCF	Punta Gorda	B	1580	1.3	0.11	e	Clear Channel	61	9905		g2	News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WMIB	Marco Island	B	1660	10.0	1.00		Costa Comm Corp		99			Adlt Stndrd				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					12	# Combos -					6	AM TOTALS					14.8	12.0	11.6	14.0	12.0	10.7	11.7	11.6	10.3
AM & FM Stations Profiled -					33	# Duopolies -					12	Total Local Commercial Share					84.4	87.5	87.3	87.5	86.6	85.1	83.9	86.3	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 72

Revenue Rank: 61

Albuquerque, NM Market Overview



Metro Counties / Population (000)

Bernalillo, NM	526.7
Sandoval, NM	89.1
Valencia, NM	65.3
Total	681.1

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$20,300	\$25,200	\$29,100	\$32,700	\$34,600	\$38,200
Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03	
	0.5%	\$38,400	\$40,700	\$42,300	\$44,400	\$46,200	4.7%
	1993	1998	2003	Est. Breakout			
Revenue/Retail Sales	\$3.58/1,000	\$4.59/1,000	\$4.12/1,000	Local	82%		
Revenue/Capita	\$31.35	\$56.09	\$66.04	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	647.6	681.1	1.0%	681.1	699.6	0.5%
Households	245.4	259.1	1.1%	259.1	269.7	0.8%
Retail Sales	5,675.3	8,323.8	8.0%	8,323.8	11,213.7	6.1%
EBI	9,741.6	11,036.3	2.5%	11,036.3	14,067.6	5.0%

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		\$ 33,505	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+	3.5		71.6	69.5	75.1	13.4	88.5
Avg 12+	1.8		3.4	4.1	3.3	0.9	2.3
Tot LCS	4.0		80.9	78.5	84.9	15.1	100.0
Avg LCS	2.0		3.9	4.6	3.7	1.0	2.6

Competitive Overview

Some stations also rated in Santa Fe.

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		Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
KRST	Albuquerque	C	92.3	22.0	4160	b	Citadel Comm Corp	65	9610		g	Country	5,500	1.48	9.7	7.3	8.6	9.2	9.6	9.4	8.3	9.5	7.4
KYBR	Espanola	C3	92.9	9.1	538		Garcia, Richard L	81	9506	See (235)		Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KKOB	Albuquerque	C	93.3	20.0	4150	b	Citadel Comm Corp	67	9403	9,000	c8	Hot AC	2,900	1.42	5.3	3.1	4.0	4.0	4.0	4.2	5.7	4.6	4.3
KZRR	Albuquerque	C	94.1	22.5	4131	a	Clear Channel	61	9911		g1	AOR	3,100	1.37	5.9	6.1	6.7	5.0	6.6	5.1	4.5	5.6	5.8
KSYU	Corrales	C1	95.1	100.0 cp	423	a	Clear Channel	98	9911		g1	AC	200		0.1	2.0	1.0	1.5	1.3	0.4	0.0	0.0	0.0
KMMG	Santa Fe	C1	95.5	19.0	1791	d	Amer General Media	65	9609	3,500	c1	Hot AC	550	0.41	3.5	2.4	2.2	2.9	2.5	3.2	2.7	3.0	3.7
KHFM	Albuquerque	C	96.3	20.0	4134	b	Citadel Comm Corp	54	9605	5,725	c2	Classical	1,500	0.75	5.2	4.1	4.2	6.0	4.2	4.5	4.9	5.0	4.1
KKSS	Santa Fe	C	97.3	94.0	1877	c	Simmons Media	69	9901	5,500		CHR/Rhymc	1,500	0.89	4.4	3.1	3.9	3.6	3.2	3.0	4.4	4.1	4.1
KLVO	Belen	C1	97.7	100.0	860	d	Amer General Media	83	9801	5,500	d3	Spanish AC	1,050	0.91	3.0	2.7	3.0	2.1	3.1	2.5	3.4	3.0	1.7
KABG	Los Alamos	C	98.5	100.0	1906	d	Amer General Media	56	9609		c1	Oldies	500	0.59	2.2	2.5	2.9	2.5	2.6	2.7	1.5	2.2	1.4
KMGA	Albuquerque	C	99.5	22.5	4127	b	Citadel Comm Corp	63	9403	1,500	c4	AC	2,500	1.16	5.6	5.3	4.8	5.8	5.3	5.7	5.1	4.2	4.9
KPEK	Albuquerque	C	100.3	22.5	4111	a	Clear Channel	74	9911		g1	Modern AC	3,300	1.30	6.6	5.1	5.2	4.0	4.2	6.0	5.0	6.2	6.3
● KRQS	Albuquerque	A	101.3	3.7 cp	420	c	Simmons Media	94	9610	849		AOR	100	0.12	2.2	1.3	1.4	1.0	1.3	1.7	1.6	1.7	2.7
● KQEO	Rio Rancho	A	101.7	5.8 cp	0	c	Simmons Media	85	9606		st	Oldies	950	0.92	2.7	1.5	2.1	1.8	2.0	2.8	1.6	2.2	3.1
KIOT	Los Lunas	C	102.5	17.0	4160	c	Simmons Media	93	9508	1,600		Clsc Rock	1,650	0.95	4.5	4.3	4.3	4.2	3.5	3.9	4.3	3.8	4.1
KTBL	Albuquerque	C	103.3	20.0	4187	b	Citadel Comm Corp	87	9604	5,000		Country	1,650	0.91	4.7	4.0	4.2	3.6	4.3	5.5	3.8	3.5	3.8
KLSK	Santa Fe	C	104.1	100.0	1877	a	Clear Channel	84	9911		g1	Clsc Rock	750	0.85	2.3	3.1	1.7	2.2	1.9	1.7	2.5	2.3	1.8
KTEG	Bosque Farms	C1	104.7	100.0	843	a	Clear Channel	79	0003		g3	Alternative	1,200	0.71	4.4	3.2	4.7	4.2	4.5	3.8	3.9	4.7	3.4
● KCHQ	Santa Fe	C	105.1	100.0	1936	c	Simmons Media	85	9606		st	80s Hits	250	0.28	2.3	2.5	2.5	1.8	2.5	2.6	1.7	1.7	2.1
KRZY	Santa Fe	C	105.9	100.0	1919	e	Entravision Comm	83	0004		g4	Spanish AC	550	0.95	1.5	0.8	1.2	1.0	0.9	1.2	2.0	1.3	0.9
KYLZ	Los Lunas	C1	106.3	100.0	859	d	Amer General Media	95	9712		d3	CHR/Dance	250	0.17	3.8	3.2	4.5	3.8	3.6	2.7	4.1	3.0	3.7
KNKT	Armijo	C3	107.1	20.0 cp	364		Calvary Chapel Inc	88	9410			Christian	400	0.87	1.2	1.3	1.4	0.9	1.1	1.6	0.8	1.0	1.0
KBQI	Albuquerque	C	107.9	22.5	4131	a	Clear Channel	87	9911		g1	Country			0.6	3.5	0.6	0.5	0.8	0.4	0.6	0.5	0.5
# FM Stations -					23	# Combos -					21	FM TOTALS			81.7	72.4	75.1	71.6	73.0	74.6	72.4	73.1	70.8

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 72
Revenue Rank: 61

Albuquerque, NM Market Overview



Metro Counties / Population (000)

Bernalillo, NM	526.7
Sandoval, NM	89.1
Valencia, NM	65.3
Total	681.1

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$20,300	\$25,200	\$29,100	\$32,700	\$34,600	\$38,200
***	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	0.5%	\$38,400	\$40,700	\$42,300	\$44,400	\$46,200	4.7%
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
	\$3.58/1,000	\$4.59/1,000	\$4.12/1,000	Local	82%		
Revenue/Capita	\$31.35	\$56.09	\$66.04	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	647.6	681.1	1.0%	681.1	699.6
Households	245.4	259.1	1.1%	259.1	269.7	0.8%
Retail Sales	5,675.3	8,323.8	8.0%	8,323.8	11,213.7	6.1%
EBI	9,741.6	11,036.3	2.5%	11,036.3	14,067.6	5.0%

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		\$ 33,505	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+	3.5		71.6	69.5	75.1	13.4	88.5
Avg 12+	1.8		3.4	4.1	3.3	0.9	2.3
Tot LCS	4.0		80.9	78.5	84.9	15.1	100.0
Avg LCS	2.0		3.9	4.6	3.7	1.0	2.6

Competitive Overview

Some stations also rated in Santa Fe.

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)											Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998	
KNML	Albuquerque	B	610	5.0 cp	5.00	b	Citadel Comm Corp	28	0004	5,400	sw	Sports	400	0.95	1.1	1.3	0.9	1.3	1.3	0.7	1.0	1.1	1.0	
KDAZ	Albuquerque	B	730	1.0	0.08		Pan American Bcstg	59	6506			ChrsContemp				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KKOB	Albuquerque	B	770	50.0	50.00	b	Citadel Comm Corp	22	9403		c8	News/Talk	5,100	1.33	10.0	7.7	8.1	8.2	8.2	8.1	8.1	9.3	10.4	
• KARS	Belen	B	860	1.3	0.19	d	HHH Broadcasting	61	0008 p	900		Spanish	400			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KSVA	Albuquerque	B	920	1.0	0.50		Lifetalk Bcstg Assoc	47	0004		sw	Chrst/Talk	150		0.5	0.0	0.0	0.0	0.0	0.0	0.7	0.5	0.6	
KKIM	Albuquerque	B	1000	10.0	0.04	d	Amer General Media	72	9712		d3	Chrst/Talk	325		0.2	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.5	
KHTL	Los Ranchos	B	1050	1.0	1.00	b	Citadel Comm Corp	87	9605		c2	Bus News	200		0.4	0.3	0.0	0.6	0.6	0.0	0.8	0.3	0.5	
KDEF	Albuquerque	B	1150	5.0	0.50		RAMH Corp	53	9609		st	Children	100		0.3	0.0	0.0	0.3	0.3	0.0	0.3	0.3	0.3	
KXKS	Albuquerque	B	1190	10.0 cp	0.02	a	Clear Channel	69	0003		g3	Mexican	250		0.8	0.8	0.9	0.6	0.5	0.6	0.7	1.1	0.5	
KALY	Los Ranchos	C	1240	1.0 cp	1.00		Septien &	82	9205	482		Mexican	250		0.2	0.0	0.0	0.0	0.3	0.0	0.0	0.6	0.0	
KBTK	Corrales	B	1310	5.0	0.50	c	Simmons Media	85	9606		st	Talk	250	0.22	3.0	0.5	0.8	0.7	0.8	1.1	3.5	2.5	3.8	
KABQ	Albuquerque	B	1350	5.0	0.50	a	Clear Channel	47	0003		g3	Mexican	100		0.5	0.9	0.4	0.5	0.6	0.0	0.9	0.5	0.3	
• KRZY	Albuquerque	C	1450	1.0	1.00	e	Entravision Comm	56	0004		g4	Spanish AC	400	1.04	1.0	0.5	0.3	1.0	0.8	1.6	0.5	0.8	0.5	
KKJY	Albuquerque	D	1550	5.0	12.00		Vanguard Media LLC	71	0001			Adit Stndrd				2.3	0.0	0.0	0.0	0.0	0.1	0.0	0.0	
KIVA	Albuquerque	B	1600	10.0 cp	0.13	c	Simmons Media	56	9606		st	News	25		0.5	0.0	2.0	2.2	1.9	1.6	0.3	0.0	0.0	
				# AM Stations -		15	# Combos -		10	AM TOTALS						18.5	14.6	13.4	15.4	15.3	13.7	16.9	17.3	18.4
				AM & FM Stations Profiled -		38	# Duopolies -		13	Total Local Commercial Share						87.0	88.5	87.0	88.3	88.3	89.3	90.4	89.2	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 73
Revenue Rank: 63

Omaha - Council Bluffs Market Overview



Metro Counties / Population (000)

Pottawattamie, IA	86.7
Douglas, NE	445.7
Sarpy, NE	121.7
Washington, NE	18.9
Total	673.0

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$23,400	\$26,400	\$28,200	\$30,200	\$31,600	\$36,100
Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03	
	3.9%	\$37,500	\$40,500	\$42,900	\$46,400	\$48,700	6.7%
	1993	1998	2003	Est. Breakout			
Revenue/Retail Sales	\$3.78/1,000	\$4.45/1,000	\$4.26/1,000	Local	85%		
Revenue/Capita	\$36.37	\$53.64	\$69.11	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	643.4	673.0	0.9%	673.0	704.7
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%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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	\$ 33,930		Avg Household	\$ 54,336
Ethnic Population:	White 88.7%	Black 9.0%	Asian 1.7%	Hispanic 5.1%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			14	11	14	10	24
Tot 12+			62.0	60.8	62.0	22.4	84.4
Avg 12+			4.4	5.5	4.4	2.2	3.5
Tot LCS			73.5	72.0	73.5	26.5	100.0
Avg LCS			5.2	6.5	5.2	2.7	4.2

Competitive Overview

Some stations also rated in Lincoln.

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)											
															Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998				
KEZO	Omaha	C	92.3	100.0	1198	a	Journal Bcst Group	61	9412	9,000	c3	Rock	4,900	1.19	11.0	6.7	6.5	8.0	7.3	7.2	8.3	10.5	11.3			
KRQC	Bennington	C3	93.3	9.6	427	d	Clear Channel	91	0008		g	Rock	800	0.93	2.3	4.1	3.6	2.7	3.7	2.6	1.8	1.4	1.8			
KSSO	Omaha	C	94.1	100.0	1184	b	Journal Bcst Group	59	9906		g2	Country	2,700	1.20	6.0	3.9	4.5	6.8	5.3	4.1	4.6	6.7	4.8			
KEFM	Omaha	C	96.1	100.0	1414		Webster Comm	76				AC	3,300	1.28	6.9	6.0	4.9	5.9	5.1	5.7	6.9	6.1	4.7			
KQCH	Nebraska City	C1	97.7	100.0	1122	a	Journal Bcst Group	77	9701	5,000		CHR	900	0.60	4.0	7.3	8.7	6.4	5.9	6.6	2.7	2.2	2.0			
KQKQ	Council Bluffs	C	98.5	100.0	1175	c	Mitchell Bcstg Co	69			1	CHR	2,950	0.84	9.4	5.8	5.8	5.0	6.9	7.0	9.3	7.9	7.6			
KGOR	Omaha	C	99.9	115.0	1230	d	Clear Channel	59	0008		g	Oldies	3,600	1.13	8.5	6.7	7.3	8.3	7.8	8.2	7.8	6.5	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			
● KISP	Blair	C3	101.5	25.0	302		Waitt Radio Inc	79	0008		1	Country			0.1	0.0	0.0	0.6	0.0	0.0	0.0	0.4	0.0			
KZFX	Lincoln	C	101.9	100.0	1132	c	Mitchell Bcstg Co	58	9504	1,700	1	Clsc Hits	700	0.53	3.5	2.9	1.7	2.1	2.7	3.1	2.4	3.6	2.9			
KXKT	Glenwood	C	103.7	100.0	1014	d	Clear Channel	66	0008		g	Country	5,000	1.28	10.4	8.6	8.6	8.6	10.6	7.7	10.2	9.0	8.3			
KSRZ	Omaha	C	104.5	100.0	1086	a	Journal Bcst Group	72	9801	5,475	c1	Hot AC	2,600	0.91	7.6	5.0	5.0	4.4	4.1	5.3	6.8	6.3	7.4			
KKCD	Omaha	C2	105.9	50.0 cp	463	a	Journal Bcst Group	90	9501	3,500		Clsc Rock	2,200	1.33	4.4	4.4	4.2	4.2	3.7	3.2	3.7	3.8	4.1			
KCTY	Plattsmouth	C3	106.9	25.0 cp	328	a	Waitt Radio Inc	93	9805		st 1	AAA	200	0.18	3.0	1.2	1.2	0.8	1.7	3.2	2.6	2.0	2.3			
# FM Stations -															14	# Combos -		10	FM TOTALS							
																77.1	62.6	62.0	63.8	64.8	63.9	67.1	66.4	63.5		

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)										
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998			
KOMJ	Omaha	B	590	5.0	5.00	b	Journal Bcst Group	23	9906		g2	Adlt Stndrd	1,000	0.99	2.7	5.2	5.3	5.4	3.6	2.1	1.7	2.2	3.3			
KCRO	Omaha	B	660	1.0	0.00		RadiOmaha Inc	22	7904			Christian			0.6	0.0	0.4	0.8	0.0	0.4	0.6	0.5	0.6			
● KOTD	Plattsmouth	D	1020	6.0 cp	0.00		Warga Bcstg LLC	70	9805		st	Adlt Stndrd	100	0.16	1.7	1.3	0.8	0.6	1.2	2.6	0.8	1.4	0.8			
KFAB	Omaha	A	1110	50.0	50.00	d	Clear Channel	24	0008		g	News/Talk	3,700	1.07	9.2	6.3	7.6	7.2	7.4	8.3	7.4	7.4	7.9			
KOIL	Bellevue	B	1180	25.0	1.00	c	Mitchell Bcstg Co	99			1	Children			0.4	0.0	0.0	0.4	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	0.79	6.1	4.6	4.9	4.0	5.2	3.8	4.9	5.2	6.7			
KBBX	Omaha	B	1420	1.0	0.33	a	Journal Bcst Group	57	9801		c1	Spanish	200		0.9	1.2	0.5	0.0	0.0	0.0	0.0	0.0	0.0			
KOSR	Omaha	C	1490	1.0	1.00	a	Journal Bcst Group	42	9412		c3	Sports	550	0.81	1.8	1.0	1.4	1.2	2.0	1.5	1.0	1.8	1.9			
KLNG	Council Bluffs	B	1560	1.0	0.00	a	Wilkins Comm	47	8906	250		Religion	100		0.0	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	1.0	0.8	0.6	1.7	0.5	0.8	0.5	0.9			
# AM Stations -															10	# Combos -		7	AM TOTALS							
																22.9	20.7	22.4	20.3	21.5	19.2	17.2	19.0	22.1		
AM & FM Stations Profiled -															24	# Duopolies -		9	Total Local Commercial Share							
																83.3	84.4	84.1	86.3	83.1	84.3	85.4	85.6			

Docket 80-90 Allocations: 97.3, C3, Blair

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 74
Revenue Rank: 120

Monterey-Salinas-Santa Cruz Market Overview



Metro Counties / Population (000)

Monterey, CA	403.5
Santa Cruz, CA	254.9
	658.4

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$11,800	\$12,600	\$13,100	\$13,800	\$14,300	\$15,900
Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03	
	0.6%	\$16,000	\$16,800	\$17,700	\$18,600	\$19,500	5.0%
	1993	1998	2003				Est. Breakout
Revenue/Retail Sales	\$2.65/1,000	\$2.86/1,000	\$2.97/1,000				Local 78%
Revenue/Capita	\$19.25	\$24.15	\$26.60				National 22%

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	613.0	658.4	1.4%	658.4	733.0	2.2%
Households	201.7	218.8	1.6%	218.8	243.0	2.1%
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

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	333.4	59.3	27.0	37.1	54.5	59.9	41.4	54.2
Women (000)	325.0	56.3	25.6	31.1	46.7	56.2	40.7	68.4
Total	658.4	115.7	52.6	68.2	101.2	116.0	82.1	122.6
Percentage	100.0%	17.6%	8.0%	10.4%	15.4%	17.6%	12.5%	18.6%
Per Capita	\$ 17,954							
				Median Household	\$ 38,956		Avg Household	\$ 54,026
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	13	34
Tot 12+	21.6	35.8		46.8	57.4	8.2	65.6
Avg 12+	2.0	3.6		3.9	2.7	0.6	1.9
Tot LCS	32.9	54.6		71.3	87.5	12.5	100.0
Avg LCS	3.0	5.5		5.9	4.2	1.0	2.9

Competitive Overview

Some stations also rated in San Jose.

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)								
															Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998	
KMJO	Marina	B1	92.7	6.9	620	a	Clear Channel	82	9710	23,200	d1	Modern Rock	850	1.40	3.8	1.8	1.5	1.6	0.8	2.5	2.7	2.7	2.3
KCDU	Hollister	A	93.5	0.1	2297	b	New Wave Bcstg LP	79	9710	5,300	d2	Hot AC	925	1.13	5.1	3.4	3.5	3.3	3.3	2.9	3.7	3.8	3.3
KHIP	Felton	A	93.7	0.0	1230	b	New Wave Bcstg LP	98	9708		35 cp	Alternative				0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
KZSL	King City	B1	93.9	5.4	702	e	Entravision Comm	81	0008		g4	Spanish	250	1.20	1.3	0.5	0.9	1.0	0.5	0.8	0.6	0.6	1.6
KBOQ	Carmel	A	95.5	1.7	630		J & M Bcstg Inc	93				Classical	550	0.59	5.8	3.9	3.9	3.9	4.7	4.2	3.9	3.9	3.5
KWAV	Monterey	B	96.9	18.0	2451	c	Buckley Bcstg Corp	61	8005	700		AC	2,200	2.18	6.3	5.9	4.8	5.0	6.4	3.7	5.6	3.7	3.9
KHMZ	Salinas	A	97.9	2.9	479	e	Entravision Comm	97	0008		g4	Spanish			1.0	0.9	0.6	0.7	0.8	0.5	0.7	1.0	0.5
KZOL	Santa Cruz	B	99.1	1.1	2612		Hispanic Bcstg Corp	61	9702			Mexican	n/a		5.2	4.2	4.6	4.9	3.7	4.2	3.0	3.1	3.5
KLOK	Greenfield	B	99.5	30.0	640	d	Entravision Comm	89	0004		g4	Mexican	900	0.91	6.2	2.0	3.2	3.0	3.5	4.1	4.8	2.7	5.0
KTOM	Salinas	B	100.7	1.4	2421	a	Clear Channel	64	9710		d1	Country	2,200	1.68	8.2	5.1	4.6	5.2	5.3	5.0	5.9	5.7	5.3
KBTU	Carmel	A	101.7	2.4	529	b	New Wave Bcstg LP	71	9710		d2	Rhymc/AC	650	0.92	4.4	2.5	3.1	2.9	2.8	3.6	4.5	2.0	1.8
KRKC	King City	B	102.1	2.6	1821	f	Radio Del Rey Inc	89				AC			0.2	0.5	0.5	0.0	0.0	0.0	0.0	0.4	0.0
KDON	Salinas	B	102.5	18.5	2270	a	Clear Channel	59	9801		d1	CHR	2,000	0.98	12.8	8.8	8.9	8.8	8.2	7.0	7.3	9.7	10.1
KRAY	Salinas	A	103.5	2.5	512	e	Entravision Comm	77	0008		g4	Spanish	1,000	1.25	5.0	2.8	2.3	2.6	2.1	2.8	3.2	3.6	3.8
KTEE	Seaside	A	103.9	1.4	604		Bi-Coastal Media	94	0001			NAC	200	1.04	1.2	1.5	1.2	1.1	1.1	0.8	0.6	0.9	0.8
KMBY	Gonzales	A	104.3	2.6	509	b	New Wave Bcstg LP	90	9711			New Rock	200	0.37	3.4	2.2	2.2	1.8	1.8	2.5	2.6	2.2	1.7
KOCN	Pacific Grove	B1	105.1	4.2 cp	791	a	Clear Channel	77	9710		d1	Oldies	1,300	1.40	5.8	3.4	4.4	3.8	2.6	3.5	3.5	4.1	4.3
● KHNZ	Soledad	A	106.3	4.7	371		Entravision Comm	91	0004 p			AC	150			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KSES	Seaside	A	107.1	1.9	587	d	Entravision Comm	72	0004		g4	Spanish	300	1.04	1.8	1.6	1.3	1.1	1.8	1.3	1.2	1.0	1.3
KPIG	Freedom	A	107.5	5.4 cp	338	b	New Wave Bcstg LP	87	9710		d2	Americana	1,000	0.95	6.6	3.7	3.5	3.4	4.6	5.0	3.2	5.0	4.4
KSEA	Greenfield	B1	107.9	0.9	1637		Radio Campesina	98	9701	600	cp	Spanish			3.0	2.8	2.4	3.1	1.6	3.0	3.0	1.0	1.1
# FM Stations -				21	# Combos -				16	FM TOTALS				87.1	57.5	57.4	57.3	55.6	57.4	60.0	57.1	58.2	

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 74
Revenue Rank: 120

Monterey-Salinas-Santa Cruz Market Overview



Metro Counties / Population (000)

Monterey, CA	403.5
Santa Cruz, CA	254.9
Total	658.4

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$11,800	\$12,600	\$13,100	\$13,800	\$14,300	\$15,900
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	0.6%	\$16,000	\$16,800	\$17,700	\$18,600	\$19,500	5.0%

	1993	1998	2003	Est. Breakout	
Revenue/Retail Sales	\$2.65/1,000	\$2.86/1,000	\$2.97/1,000	Local	78%
Revenue/Capita	\$19.25	\$24.15	\$26.60	National	22%

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	613.0	658.4	1.4%	658.4	733.0	2.2%
Households	201.7	218.8	1.6%	218.8	243.0	2.1%
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

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	333.4	59.3	27.0	37.1	54.5	59.9	41.4	54.2
Women (000)	325.0	56.3	25.6	31.1	46.7	56.2	40.7	68.4
Total	658.4	115.7	52.6	68.2	101.2	116.0	82.1	122.6
Percentage	100.0%	17.6%	8.0%	10.4%	15.4%	17.6%	12.5%	18.6%
Per Capita	\$ 17,954			Median Household	\$ 38,956		Avg Household	\$ 54,026
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	13	34
Tot 12+	21.6	35.8		46.8	57.4	8.2	65.6
Avg 12+	2.0	3.6		3.9	2.7	0.6	1.9
Tot LCS	32.9	54.6		71.3	87.5	12.5	100.0
Avg LCS	3.0	5.5		5.9	4.2	1.0	2.9

Competitive Overview

Some stations also rated in San Jose.

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)				Summer 1999	Spring 1999	Winter 1999	Fall 1998	
				Power (kW)	Power (kW)											2000	2000	2000	1999					
KIEZ	Carmel Valley	B	540	10.0	0.50	h	People's Radio Inc	89	0007 p	1,100	d2	Nws/Tlk/Spt				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KIDD	Monterey	B	630	1.0	1.00	c	Buckley Bcstg Corp	55	9501	200		Nostalgia	250	0.31	5.1	3.0	3.8	3.9	3.3	3.6	3.4	4.2	2.4	
KSES	Soledad	B	700	2.5	0.70	d	Entravision Comm	90	0004		g4	Spanish			0.2	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.4	
KKMC	Salinas	B	880	10.0	10.00	cp	Monterey Cnty		84			Religion			0.7	0.7	0.5	0.6	0.5	0.5	0.5	0.5	0.5	
KCTY	Salinas	B	980	10.0	10.00	e	Entravision Comm	63	0008		g3	Spanish	100		0.2	0.3	0.3	0.0	0.3	0.0	0.5	0.0	0.0	
KSCO	Santa Cruz	B	1080	10.0	5.00	g	Zwerling Bcstg Sys	47	9012	600		News/Talk	550	0.98	3.5	2.4	1.8	1.3	2.2	1.7	2.0	2.7	2.9	
KNRY	Monterey	C	1240	1.0	1.00	h	People's Radio Inc	35	0007 p		d2	Nws/Tlk/Spt	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KOMY	La Selva Beach	C	1340	1.0	1.00	g	Zwerling Bcstg Sys	37	9707		18	News/Talk			0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.4	
● KTOM	Salinas	B	1380	5.0	5.00	a	Clear Channel	47	9710		d1	Country			0.5	0.0	0.1	0.5	0.5	0.0	0.0	0.8	0.6	
KRML	Carmel	B	1410	2.5	2.00	cp	Wisdom Bcstg	57	8512	120		Jazz			0.3	0.0	0.5	0.0	0.4	0.4	0.4	0.0	0.0	
● KTXS	Salinas	B	1460	10.0	10.00	a	Clear Channel	47	9710		d1	Sports				0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KRKC	King City	C	1490	1.0	1.00	f	Radio Del Rey Inc	58	8207	270		Country				0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	
KTGE	Salinas	B	1570	5.0	0.50	e	Entravision Comm	63	0008		g4	Spanish	350	0.95	2.3	2.2	1.2	1.3	2.4	1.6	2.1	0.6	1.9	
				# AM Stations -		13		# Combos -		11		AM TOTALS				13.0	9.1	8.2	7.6	10.0	8.1	8.9	8.8	9.1
				AM & FM Stations Profiled -		34		# Duopolies -		12		Total Local Commercial Share				66.6	65.6	64.9	65.6	65.5	68.9	65.9	67.3	

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 75

Revenue Rank: 66

Syracuse, NY Market Overview



Metro Counties / Population (000)

Madison, NY	71.4
Onondaga, NY	456.2
Oswego, NY	123.4
Total	651.0

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$18,300	\$19,000	\$19,400	\$21,000	\$23,500	\$28,200	9.0%
Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03	
8.9%	\$30,700	\$32,500	\$34,100	\$35,800	\$37,600	5.2%	
	1993	1998	2003	Est. Breakout			
Revenue/Retail Sales	\$3.66/1,000	\$4.96/1,000	\$6.17/1,000	Local	73%		
Revenue/Capita	\$27.30	\$43.32	\$58.87	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	670.4	651.0	-0.6%	651.0	638.7
Households	248.8	242.6	-0.5%	242.6	240.8	-0.1%
Retail Sales	5,000.2	5,688.6	2.6%	5,688.6	6,090.1	1.4%
EBI	10,304.8	9,619.3	-1.4%	9,619.3	10,462.6	1.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	315.2	53.6	26.5	35.0	45.2	50.4	41.9	62.5
Women (000)	335.8	51.4	25.6	35.1	45.2	52.3	44.1	82.1
Total	651.0	105.1	52.1	70.0	90.5	102.7	86.0	144.6
Percentage	100.0%	16.1%	8.0%	10.8%	13.9%	15.8%	13.2%	22.2%
Per Capita	\$ 14,776							
				Median Household	\$ 32,368		Avg Household	\$ 39,651
Ethnic Population:	White 90.8%		Black 6.7%		Asian 1.8%		Hispanic 1.8%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	10	11		10	21	12	33
Tot 12+	20.1	43.9		57.7	64.0	17.6	81.6
Avg 12+	2.0	4.0		5.8	3.0	1.5	2.5
Tot LCS	24.6	53.8		70.7	78.4	21.6	100.0
Avg LCS	2.5	4.9		7.1	3.7	1.8	3.0

Competitive Overview

Some stations also rated in Ithaca and Utica.

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		Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998	
WSEN	Baldwinsville	B	92.1	25.0	299	b	Buckley Bcstg Corp	67	8008	700	c1	Oldies	2,150	0.99	7.1	5.3	6.0	6.3	5.8	6.2	5.9	5.5	5.9	
WNTQ	Syracuse	B	93.1	97.0 cp	659	e	Citadel Comm Corp	56	0004			g1	CHR	4,450	1.61	9.0	7.5	6.7	7.6	7.4	8.3	8.2	7.2	6.2
WYYY	Syracuse	B	94.5	100.0	650	c	Clear Channel	46	9901 p			sw	AC	4,300	1.77	7.9	6.0	6.9	6.2	5.5	6.1	6.1	7.1	7.0
WKLL	Frankfort	B	94.9	34.0	568	d	Galaxy Comm	90	9004	See (151)		Modern Rock	n/a		0.5	0.9	0.4	0.0	0.3	0.5	0.4	0.0	0.6	
WAQX	Manlius	B1	95.7	25.0	328	e	Citadel Comm Corp	78	0004			g1	AOR	2,500	0.97	8.4	5.2	6.1	5.8	5.3	6.7	6.8	7.5	7.0
WOLF	Oswego	A	96.7	3.0	328	g	Fox, Craig	90	9709	80		Children			0.1	0.4	0.0	0.0	0.0	0.0	0.0	0.2	0.0	
WTKW	Bridgeport	A	99.5	5.7	338	d	Galaxy Comm	92	9408	100		Clsc Rock	1,850	1.23	4.9	3.8	3.7	3.7	3.8	3.6	3.9	4.2	4.7	
WKRL	N. Syracuse	A	100.9	6.0	164	d	Galaxy Comm	72	9402	1,375	c3	Modern Rock	1,300	0.81	5.2	4.9	4.1	5.3	3.7	4.6	4.3	3.7	4.6	
WSCP	Pulaski	A	101.7	2.5	364	a	Tri-County Bcstg	87	9506	170	c4	Country	400	0.93	1.4	1.2	0.9	1.1	1.6	1.0	0.9	1.3	1.6	
• WRDS	Phoenix	A	102.1	6.0	220	d	Galaxy Comm	95	0007 p	3,750		AC	775	0.97	2.6	5.1	4.7	3.5	3.9	3.1	3.0	1.1	1.5	
WMHR	Syracuse	B	102.9	20.0	781	M	Mars Hill Bcstg	69				Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WVOQ	Mexico	A	103.9	3.0	292	g	Fox, Craig	96	9607		3 cp	Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WFRG	Utica	B	104.3	100.0	495		Regent Comm	48	0001			Country	n/a		2.3	1.2	1.8	2.1	1.3	2.0	1.8	1.8	1.9	
WBBS	Fulton	B	104.7	50.0 cp	479	c	Clear Channel	61	9902 p		sw	Country	4,900	1.35	11.8	10.3	8.8	11.4	11.3	8.1	10.7	10.1	10.4	
WVOA	DeRuyter	B	105.1	42.0	541		Clear Channel	48	0005 p	5,000		Christian			0.1	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	
WTKV	Oswego	A	105.5	4.0	397	d	Galaxy Comm	73	9512	466	c5	Clsc Rock	250	0.74	1.1	1.1	0.6	0.5	1.2	0.9	0.9	0.8	0.9	
WLT1	Syracuse	A	105.9	4.0	200	e	Citadel Comm Corp	96	0004		g1	Soft AC	850	0.48	5.8	4.5	4.6	3.1	5.4	4.8	4.8	4.2	5.6	
WMCR	Oneida	A	106.3	1.7 cp	719	f	Warren Bcstg Co Inc	72				AC			0.2	0.2	0.0	0.6	0.3	0.4	0.0	0.0	0.2	
WKRH	Minetto	A	106.5	5.0	328	d	Galaxy Comm	96				Modern Rock	200	0.41	1.6	1.7	1.5	1.6	1.1	2.0	0.9	1.0	1.3	
• WHCD	Auburn	B	106.9	13.8	942	c	Clear Channel	49	0002	3,000		Urban	450	1.22	1.2	0.6	1.1	1.2	0.6	1.2	0.7	1.1	0.9	
WWHT	Syracuse	B	107.9	50.0	499	c	Clear Channel	58	9902 p		sw	CHR	1,900	0.81	7.6	7.3	6.1	6.1	5.9	5.6	6.8	6.7	6.1	
# FM Stations -					21	# Combos -					18	FM TOTALS			78.8	67.2	64.0	66.1	64.4	65.1	66.5	63.5	66.4	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 75

Revenue Rank: 66

Syracuse, NY Market Overview



Metro Counties / Population (000)

Madison, NY	71.4
Onondaga, NY	456.2
Oswego, NY	123.4
Total	651.0

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$18,300	\$19,000	\$19,400	\$21,000	\$23,500	\$28,200	9.0%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	8.9%	\$30,700	\$32,500	\$34,100	\$35,800	\$37,600	5.2%
	1993	1998	2003	Est. Breakout			
Revenue/Retail Sales	\$3.66/1,000	\$4.96/1,000	\$6.17/1,000	Local	73%		
Revenue/Capita	\$27.30	\$43.32	\$58.87	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	670.4	651.0	-0.6%	651.0	638.7	-0.4%
Households	248.8	242.6	-0.5%	242.6	240.8	-0.1%
Retail Sales	5,000.2	5,688.6	2.6%	5,688.6	6,090.1	1.4%
EBI	10,304.8	9,619.3	-1.4%	9,619.3	10,462.6	1.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	315.2	53.6	26.5	35.0	45.2	50.4	41.9	62.5
Women (000)	335.8	51.4	25.6	35.1	45.2	52.3	44.1	82.1
Total	651.0	105.1	52.1	70.0	90.5	102.7	86.0	144.6
Percentage	100.0%	16.1%	8.0%	10.8%	13.9%	15.8%	13.2%	22.2%
Per Capita	\$ 14,776	Median Household		\$ 32,368	Avg Household		\$ 39,651	
Ethnic Population:	White 90.8%	Black 6.7%	Asian 1.8%	Hispanic 1.8%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	10	11		10	21	12	33
Tot 12+	20.1	43.9		57.7	64.0	17.6	81.6
Avg 12+	2.0	4.0		5.8	3.0	1.5	2.5
Tot LCS	24.6	53.8		70.7	78.4	21.6	100.0
Avg LCS	2.5	4.9		7.1	3.7	1.8	3.0

Competitive Overview

Some stations also rated in Ithaca and Utica.

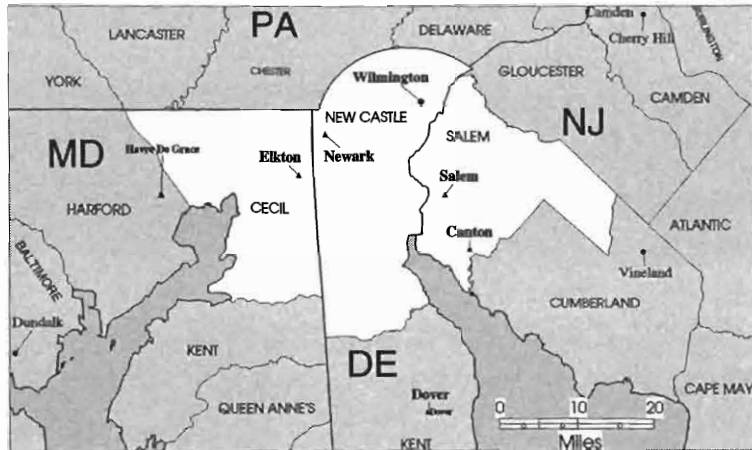
AM Stations

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)				ARB 12+ Metro Shares (see rights)				
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998	
WSYR	Syracuse	B	570	5.0	5.00	c	Clear Channel	22	9902 p		sw	Talk	3,100	0.96	10.5	7.4	6.9	8.9	10.3	8.1	7.9	8.9	9.9	
WHEN	Syracuse	B	620	5.0	1.00	c	Clear Channel	41	9902 p		sw	Sports	550	0.69	2.6	2.7	2.9	2.9	2.7	2.0	2.0	2.5	2.0	
WFBL	Baldwinsville	B	1050	2.5	0.02	b	Buckley Bcstg Corp	59	8008		c1	Adlt Stndrd	350	0.41	2.8	3.3	3.8	3.1	2.4	2.0	2.2	2.5	2.6	
WSCP	Sandy Creek	B	1070	2.5	0.00	a	Tri-County Bcstg	74	9506		c4	Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WTLA	N. Syracuse	B	1200	1.0	1.00	d	Galaxy Comm	59	9402		c3	Nostalgia	300	0.38	2.6	1.1	1.6	1.1	1.7	1.6	2.5	2.9	1.6	
WNSS	Syracuse	B	1260	5.0	5.00	e	Citadel Comm Corp	46	0004		g1	News	400	1.00	1.3	0.9	1.4	1.2	1.3	0.6	1.2	1.4	1.1	
WZZZ	Fulton	B	1300	1.0	0.04		Zinkhann, David	49	9412	150		AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WDCW	Syracuse	B	1390	5.0	5.00		Crawford Bcstg Co	22	9307	425		Christian			0.1	0.0	0.4	0.5	0.4	0.4	0.0	0.0	0.0	
WSGO	Oswego	B	1440	1.0	0.05	d	Galaxy Comm	60	9512		c5	AC	100		0.5	0.0	0.2	0.2	0.4	0.0	0.6	0.5	0.5	
WOLF	Syracuse	C	1490	1.0 cp	1.00	g	Fox, Craig	40	8210	428		Children	50		0.6	0.1	0.4	0.0	0.0	0.9	0.0	0.6	0.5	
WSIV	E. Syracuse	B	1540	1.0 cp	0.06	g	Fox, Craig	55	9609		c1	Christian			0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	
WMCR	Oneida	B	1600	1.0	0.02	f	Warren Bcstg Co Inc	56	6901			AC			0.2	0.1	0.0	0.2	0.1	0.1	0.0	0.0	0.6	
				# AM Stations -		12	# Combos -		10	AM TOTALS						21.4	15.6	17.6	18.1	19.3	15.7	16.4	19.8	18.8
				AM & FM Stations Profiled -		33	# Duopolies -		11	Total Local Commercial Share							82.8	81.6	84.2	83.7	80.8	82.9	83.3	85.2

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 76
Revenue Rank: 78

Wilmington, DE Market Overview



Metro Counties / Population (000)	
New Castle, DE	480.0
Cecil, MD	83.6
Salem, NJ	64.8
	628.4

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$14,900	\$16,800	\$18,400	\$19,200	\$20,900	\$23,500
Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03	
	11.1%	\$26,100	\$29,200	\$32,100	\$35,900	\$39,500	11.0%
	1993	1998	2003	Est. Breakout			
Revenue/Retail Sales	\$2.81/1,000	\$3.73/1,000	\$5.36/1,000	Local	70%		
Revenue/Capita	\$24.61	\$37.40	\$59.94	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	605.5	628.4	0.7%	628.4	659.0
Households	223.2	235.3	1.1%	235.3	252.0	1.4%
Retail Sales	5,305.4	6,301.1	3.5%	6,301.1	7,363.0	3.2%
EBI	10,896.4	12,420.7	2.7%	12,420.7	15,936.7	5.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	306.4	50.3	25.3	30.2	46.1	50.9	43.9	59.7
Women (000)	322.0	47.8	24.2	31.4	45.8	52.6	45.2	75.0
Total	628.4	98.1	49.5	61.6	91.9	103.5	89.1	134.7
Percentage	100.0%	15.6%	7.9%	9.8%	14.6%	16.5%	14.2%	21.4%
Per Capita	\$ 19,766			Median Household	\$ 46,256		Avg Household	\$ 52,786
Ethnic Population:	White	80.5%	Black	17.3%	Asian	2.0%	Hispanic	3.6%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2	4		5	6	7	13
Tot 12+	4.0	23.4		26.1	27.4	7.0	34.4
Avg 12+	2.0	5.9		5.2	4.6	1.0	2.6
Tot LCS	11.6	68.0		75.9	79.7	20.3	100.0
Avg LCS	5.8	17.0		15.2	13.3	2.9	7.7

Market: Wilmington, DE

Competitive Overview

Metro Rank: 76

Some stations also rated in Philadelphia & Salisbury-OceanCity.

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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WDSD	Smyrna	A	92.9	1.7	377	c	Clear Channel	93	0008		g	Country	3,100	2.20	5.4	1.3	1.5	2.0	1.9	1.2	1.9	5.1	4.5
WSTW	Wilmington	B	93.7	47.0 cp	502	a	Delmarva Bcstg Co	50	8909		st	CHR	7,000	1.06	25.2	8.1	8.6	9.8	8.5	9.2	9.5	7.3	10.7
WRDX	Dover	B	94.7	50.0	378	c	Clear Channel	56	0008		g	Cisc Rock	2,500	1.04	9.2	3.2	3.5	3.1	3.6	3.3	4.5	5.1	0.3
WJBR	Wilmington	B	99.5	50.0	499		NextMedia Group	57	0003	32,400		AC	6,100	0.99	23.6	10.3	9.5	7.8	9.4	11.2	8.3	10.7	9.8
WJKS	Canton	A	101.7	3.0	299	b	QC Communications	72	9704	1,800	c1	Rhythm/Blue	1,000	0.75	5.1	2.7	2.5	1.8	1.9	1.6	0.4	0.0	0.0
WXCY	Havre de Grace	B	103.7	50.0	341		Delmarva Bcstg Co	60	9611	3,500		Country	1,400	0.65	8.3	1.8	4.3	3.1	2.9	3.0	3.6	3.0	3.5
# FM Stations -					6	# Combos -					4	FM TOTALS			76.8	27.4	29.9	27.6	28.2	29.5	28.2	31.2	28.8

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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WDEL	Wilmington	B	1150	5.0	5.00	a	Delmarva Bcstg Co	22	8909		st	Nws/Tlk/Spt	2,000	1.14	6.7	1.8	2.5	2.2	2.7	2.4	3.1	3.3	2.9
WNRK	Newark	B	1260	1.0	0.04		ARC Bcstg	64	8406	500		Oldies	350	1.12	1.2	0.4	0.0	0.5	0.4	0.0	0.0	0.0	0.7
WJBR	Wilmington	B	1290	2.5	0.03	c	Clear Channel	47	0008			Nostalgia	750	0.39	7.3	2.6	1.9	2.6	2.7	2.3	3.6	1.9	2.6
WDOV	Dover	B	1410	5.0	5.00	c	Clear Channel	48	0008		g	News/Talk	450			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WILM	Wilmington	C	1450	1.0	1.00		Delaware Bcstg Co	23	4906			News/Talk	1,350	0.65	8.0	2.2	3.2	3.1	2.7	2.7	3.4	3.7	3.1
WNNN	Salem	B	1510	2.5	0.00	b	QC Communications	66	9704		c1	Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WSER	Elkton	B	1550	1.0	0.00		World Revivals	63	9908	275		Chrst/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -					7	# Combos -					4	AM TOTALS			23.2	7.0	7.6	8.4	8.5	7.4	10.1	8.9	9.3
AM & FM Stations Profiled -					13	# Duopolies -					3	Total Local Commercial Share			34.4	37.5	36.0	36.7	36.9	38.3	40.1	38.1	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 77

Revenue Rank: 69

Harrisburg-Lebanon-Carlisle, PA 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
	\$19,800	\$21,800	\$23,100	\$24,500	\$26,200	\$27,600	6.8%
Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03	
3.6%	\$28,600	\$29,700	\$30,600	\$32,100	\$33,100	3.7%	

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	\$3.28/1,000	\$3.88/1,000	\$3.76/1,000	Local 79%
Revenue/Capita	\$32.50	\$44.47	\$52.52	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	609.3	620.6	0.4%	620.6	630.2	0.3%
Households	234.8	240.8	0.5%	240.8	248.0	0.6%
Retail Sales	6,032.5	7,108.3	3.3%	7,108.3	8,812.9	4.4%
EBI	10,368.4	11,729.4	2.5%	11,729.4	14,726.1	4.7%

Metro Counties / Population (000)

Cumberland, PA	210.5
Dauphin, PA	247.4
Lebanon, PA	117.9
Perry, PA	44.8
Total	620.6

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	301.0	45.7	24.6	27.8	41.6	51.8	43.2	66.3
Women (000)	319.6	43.1	23.3	28.4	41.0	52.1	44.9	86.8
Total	620.6	88.9	47.9	56.2	82.5	103.9	88.1	153.1
Percentage	100.0%	14.3%	7.7%	9.1%	13.3%	16.7%	14.2%	24.7%
Per Capita	\$ 18,900							
				Median Household	\$ 43,977		Avg Household	\$ 48,710
Ethnic Population:	White	90.4%	Black	7.9%	Asian	1.6%	Hispanic	2.4%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	8	5		7	13	11	24
Tot 12+	15.0	35.8		47.4	50.8	17.7	68.5
Avg 12+	1.9	7.2		6.8	3.9	1.6	2.9
Tot LCS	21.9	52.3		69.2	74.2	25.8	100.0
Avg LCS	2.7	10.5		9.9	5.7	2.3	4.2

Competitive Overview

Some stations also rated in Lancaster and York.

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)							
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
WNCE	Palmyra	A	92.1	3.3	299	e	Cumulus Bcstg Inc	59	0003	p	g	Clsc Rock			2.8	0.6	0.2	0.5	0.3	1.9	1.9	2.4	1.7
WLGL	Riverside	A	92.3	0.4	833	a	Sunair Comm Inc	90	0001		na	1 Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WTPA	Mechanicsburg	A	93.5	1.3	719	e	Cumulus Bcstg Inc	78	0003	p	g	Clsc Rock	3,000	1.64	6.4	7.2	5.9	6.1	4.6	5.0	3.6	4.5	5.0
WRBT	Harrisburg	B	94.9	25.0	699	d	Clear Channel	62	9809		g2	Country	1,850	0.72	9.0	6.7	7.0	8.1	7.9	6.7	6.1	6.0	6.6
WRVW	Harrisburg	B	97.3	17.0	840	d	Clear Channel	46	9906		g2	Rock AC	3,800	1.17	11.4	8.2	7.3	6.5	6.8	8.2	10.2	7.6	6.1
WQLV	Millersburg	A	98.9	0.8	896	d	Hepco Comm Inc	92				Lite AC	300	1.05	1.0	0.0	0.7	0.4	0.8	0.4	0.7	0.9	0.9
• WHKF	Harrisburg	A	99.3	1.4	679	d	Clear Channel	65	9906		g2	Oldies	2,300	1.01	8.0	5.3	5.7	6.5	4.4	5.4	5.3	6.6	5.2
WQIC	Lebanon	A	100.1	3.0	269	c	Lebanon Bcstg Co	48				Soft Rock	200	0.70	1.0	0.9	0.8	1.3	1.1	0.6	0.6	0.8	0.7
WYGL	Elizabethville	A	100.5	1.2	515	a	Sunair Comm Inc	90	9003		100	cp 1 Country	200		0.5	0.6	0.5	0.0	0.0	0.0	0.4	0.6	0.4
WHYL	Carlisle	A	102.3	3.0	328	b	Citadel Comm Corp	59	9901	4,500	c1	Country	650	1.08	2.1	1.4	1.2	1.2	0.9	1.4	1.4	1.1	2.0
WNNK	Harrisburg	B	104.1	22.5	725	e	Cumulus Bcstg Inc	62	0003	p	g	CHR	8,400	1.86	15.8	11.8	11.0	11.2	9.9	11.0	10.0	11.9	11.5
WQXA	York	B	105.7	25.0	705	b	Citadel Comm Corp	48	9707		g1	Alternative	1,700	0.73	8.1	5.8	5.4	5.3	6.4	6.4	6.1	4.9	5.2
WRKZ	Hershey	B	106.7	14.0	929	b	Citadel Comm Corp	64	9707		g	Country	2,200	1.05	7.3	5.4	5.1	3.6	5.5	5.8	5.9	4.5	4.4
# FM Stations -					13	# Combos -					12	FM TOTALS		73.4	53.9	50.8	50.7	48.6	52.8	52.2	51.8	49.7	

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)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
WHP	Harrisburg	B	580	5.0	5.00	d	Clear Channel	24	9906		g2	News/Talk	2,000	0.56	12.5	9.4	7.0	9.1	7.9	8.3	9.0	8.8	9.1
WWII	Shiremanstown	B	720	2.0	0.00		Hensley Bcstg Inc	87				ChrsContemp	200		0.4	0.4	0.4	0.4	0.4	0.0	0.0	0.6	0.5
WADV	Lebanon	B	940	1.0	0.01		WADV Radio Inc	76	9804	p	5	Gsp/BGs/Cty			0.3	0.4	0.5	0.6	0.7	0.0	0.0	0.4	0.5
WHYL	Carlisle	B	960	5.0	0.00	b	Citadel Comm Corp	48	9901		c1	Adlt Stndrd	250	0.32	2.7	2.9	2.7	1.6	2.0	2.4	1.6	1.6	1.9
WIOO	Carlisle	B	1000	1.0	0.00		Swidler, Harold	65				Country	200		0.9	0.6	1.2	0.6	1.0	0.7	0.6	0.7	0.4
WKBO	Harrisburg	C	1230	0.5	0.48	d	Clear Channel	22	9809		g2	Nostalgia	200	0.33	2.1	0.5	0.0	1.9	1.9	1.4	1.5	1.6	1.5
WLBR	Lebanon	B	1270	5.0	1.00	c	Lebanon Bcstg Co	46				FullService	500	0.55	3.2	1.6	2.2	2.4	2.2	2.5	1.4	3.1	2.1
WTCY	Harrisburg	C	1400	1.0	1.00	e	Cumulus Bcstg Inc	45	0003	p	g	Urban	450	0.39	4.0	2.7	3.6	1.6	3.0	2.3	2.5	2.6	3.7
WWKL	Harrisburg	B	1460	5.0	5.00	d	Clear Channel	48	9906		g2	Oldies	150		0.1	0.3	0.1	0.0	0.0	0.1	0.1	0.1	0.1
WEEO	Shippensburg	B	1480	0.5	0.01		Allegheny Mtn Ntwk	61	9701			Altve/Rock				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WWSM	Annvile-Cleona	B	1510	5.0	0.00		Sickafus, Patrick H.	68	9310			Country			0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0
# AM Stations -					11	# Combos -					6	AM TOTALS		26.4	18.8	17.7	18.2	19.1	17.7	16.7	20.1	19.8	
AM & FM Stations Profiled -					24	# Duopolies -					7	Total Local Commercial Share		72.7	68.5	68.9	67.7	70.5	68.9	71.9	69.5		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 78
Revenue Rank: 228

Sarasota - Bradenton, FL Market Overview



Metro Counties / Population (000)

Manatee, FL	251.2
Sarasota, FL	319.8
	571.0

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$3,700	\$3,900	\$4,000	\$3,800	\$3,800	\$4,600	4.5%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	28.3%	\$5,900	\$6,300	\$6,700	\$7,100	\$7,400	6.0%

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	\$0.69/1,000	\$0.70/1,000	\$0.88/1,000	Local 80%
Revenue/Capita	\$7.12	\$8.06	\$12.22	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	519.6	571.0	1.9%	571.0	605.6	1.2%
Households	230.3	251.4	1.8%	251.4	267.4	1.2%
Retail Sales	5,357.0	6,602.0	4.3%	6,602.0	8,366.9	4.9%
EBI	9,246.8	11,157.7	3.8%	11,157.7	14,209.0	5.0%

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	\$ 31,577		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	16
Tot 12+	0.7		36.5	30.2	37.2	2.0	39.2
Avg 12+	0.7		5.2	6.0	4.7	0.3	2.5
Tot LCS	1.8		93.1	77.0	94.9	5.1	100.0
Avg LCS	1.8		13.3	15.4	11.9	0.6	6.3

Competitive Overview

Some stations also rated in Tampa-St. Petersburg-Clearwater.

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)									
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
WDDV	Venice	C3	92.1	22.0	328	a	Clear Channel	74	9905		g	Nstlg/Easy			11.9	9.6	12.3	9.9	6.2	7.8	4.1	4.2	4.2		
WFLZ	Tampa	C	93.3	99.0	1358		Clear Channel	48	9905			CHR	n/a		17.1	6.3	5.8	6.2	5.9	6.3	7.2	8.0	6.4		
WLLD	Holmes Beach	C2	98.7	50.0	489		Infinity Bcstg	91	0008 p			CHR	n/a		8.4	2.7	2.8	3.2	2.8	1.9	1.5	2.0	2.4		
WHPT	Sarasota	C	102.5	100.0	1650		Cox Radio Inc	60	9905			Clsc Rock	n/a		18.6	3.9	5.1	6.2	6.8	4.8	4.5	4.8	4.5		
WKZM	Sarasota	C2	104.3	6.0	266		Moody Bible Inst	74	9911	1,500		Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WYNF	Englewood	A	105.9	4.3 cp	394	a	Clear Channel	99				Rock	1,250	1.96	10.8	0.7	0.6	3.5	4.0	4.7	3.8	4.2	7.0		
WCTQ	Sarasota	C2	106.5	13.0	584	a	Clear Channel	65	9905		g1	Country	1,700	1.70	16.9	8.0	4.0	5.6	6.2	7.8	4.1	4.2	4.2		
WSRZ	Coral Cove	C2	107.9	47.0 cp	509	a	Clear Channel	95	9905		g1	Oldies	1,700	2.23	12.9	6.0	4.1	5.3	4.0	5.2	4.5	3.9	5.1		
# FM Stations -					8	# Combos -					4	FM TOTALS					96.6	37.2	34.7	39.9	35.9	38.5	29.7	31.3	33.8

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)									
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
WUGL	Sarasota	B	930	5.0	2.50		WGUL FM Inc	49	9909	900		News/Talk	300	2.68	1.9	1.2	0.5	0.9	0.5	1.4	0.9	1.8	1.9		
WQSA	Sarasota	B	1220	1.0 cp	0.04		Alliance Bcstg	61	9702	135		Information				0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0		
WTMY	Sarasota	B	1280	0.5	0.34	b	Metropolitan Radio	61	9609	125		Bus News	125			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WAMR	Venice	B	1320	5.0	1.00	a	Clear Channel	60	9905		g1	Sports	200		0.7	0.4	1.1	0.0	0.4	0.4	0.7	1.5	0.5		
WBRD	Palmetto	B	1420	2.5	1.00	b	Metropolitan Radio	57	9606	162		Gospel	100			0.0	0.0	0.0	0.0	0.4	0.0	0.7	0.4		
WSPB	Sarasota	C	1450	1.0	1.00	a	Clear Channel	39	9905		g1	News/Talk	250		0.4	0.4	0.5	0.3	0.0	0.5	0.0	0.0	0.0		
WWPR	Bradenton	C	1490	1.0	1.00		Greenrose Bctg	46	9701	275		Oldies	150		0.5	0.0	0.0	0.4	0.0	0.4	0.0	0.5	0.0		
WENG	Englewood	B	1530	1.0	0.00		Murray Bcstg Co	64	9308	165		Nws/Tlk/Spt	100			0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0		
# AM Stations -					8	# Combos -					4	AM TOTALS					3.5	2.0	2.1	1.6	0.9	3.1	2.4	4.5	2.8
AM & FM Stations Profiled -					16	# Duopolies -					4	Total Local Commercial Share					39.2	36.8	41.5	36.8	41.6	32.1	35.8	36.6	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 79

Revenue Rank: 68

Toledo, OH Market Overview



Metro Counties / Population (000)

Fulton, OH	42.1
Lucas, OH	447.7
Wood, OH	120.6
Total	610.4

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$17,700	\$20,000	\$20,200	\$21,800	\$25,500	\$28,100	9.7%
Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03	
7.1%	\$30,100	\$32,500	\$33,800	\$36,200	\$37,600	5.7%	
	1993	1998	2003				Est. Breakout
Revenue/Retail Sales	\$3.19/1,000	\$3.87/1,000	\$4.01/1,000				Local 83%
Revenue/Capita	\$28.37	\$46.04	\$61.86				National 17%

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	623.8	610.4	-0.4%	610.4	607.8	-0.1%
Households	235.0	232.1	-0.2%	232.1	235.0	0.2%
Retail Sales	5,547.9	7,256.1	5.5%	7,256.1	9,369.4	5.2%
EBI	9,213.6	10,194.1	2.0%	10,194.1	12,285.5	3.8%

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	\$ 39,500		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	12	6		10	18	9	27
Tot 12+	28.1	41.0		64.2	69.1	9.8	78.9
Avg 12+	2.3	6.8		6.4	3.8	1.1	2.9
Tot LCS	35.6	52.0		81.4	87.6	12.4	100.0
Avg LCS	3.0	8.7		8.1	4.9	1.4	3.7

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)									
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998		
WVKS	Toledo	B	92.5	50.0	479	d	Clear Channel	57	9905		g2	CHR	3,800	0.97	13.0	9.6	9.3	9.6	11.6	10.9	9.6	11.1	9.2		
WRQN	Bowling Green	A	93.5	4.1	397	a	Cumulus Bcstg Inc	64	9711		c3	Oldies	1,800	0.88	6.8	6.2	5.8	6.3	4.1	5.2	5.5	5.3	5.5		
WXKR	Port Clinton	B	94.5	30.0	630	a	Cumulus Bcstg Inc	61	9802	5,000		Clsc Rock	1,550	0.84	6.1	5.1	5.1	4.4	4.9	5.0	5.5	4.8	3.8		
WQTE	Adrian	A	95.3	3.0	299	b	Friends Comm	76	9010	1,500	c1	Country			0.1	0.7	0.4	0.0	0.5	0.0	0.4	0.0	0.0		
WIMX	Gibsonburg	A	95.7	3.5	433		Riverside Bcstg	89	9802	1,500	1	Urban AC	350	0.34	3.4	3.7	3.7	2.7	3.3	3.6	3.0	2.4	1.8		
WMTR	Archbold	A	96.1	3.8	400		Nobco Inc	68				AOR	150		0.8	0.0	0.8	1.2	0.4	0.5	0.5	1.1	0.5		
WBVI	Fostoria	A	96.7	3.0	289	c	Roppe Corp	46	9105		st	AC			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WJZE	Oak Harbor	A	97.3	1.6	407		RASP Bcstg	93	9311	200		Clsc Hits	300		0.6	0.7	0.3	0.3	0.3	0.0	0.4	0.7	0.8		
WTWR	Monroe	A	98.3	1.4	466		Cumulus Bcstg Inc	67	9808	2,800		CHR	600	0.95	2.1	2.0	2.1	2.1	1.4	1.7	1.5	1.7	1.6		
WKKO	Toledo	B	99.9	50.0 cp	499	a	Cumulus Bcstg Inc	56	9711		c3	Country	6,700	1.33	16.7	10.9	11.5	9.9	11.9	12.8	13.2	13.7	13.0		
WKXA	Findlay	B	100.5	20.0	440	e	Findlay Publishing	48				Hot AC			0.0	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0		
WRVF	Toledo	B	101.5	19.0	807	d	Clear Channel	46	9905		g2	AC	3,500	1.13	10.3	8.5	7.2	8.1	8.9	7.4	8.6	7.2	9.1		
WPOS	Holland	A	102.3	6.0	312		Maumee Vly Bcst	66				Religion			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WIOT	Toledo	B	104.7	50.0	541	d	Clear Channel	49	9905		g2	Rock	3,500	1.49	7.8	5.5	7.5	5.7	5.2	6.7	5.8	5.5	6.6		
WWWMM	Sylvania	A	105.5	4.3	390	a	Cumulus Bcstg Inc	68	9710	10,000	c4	Hot AC	3,200	1.35	7.9	6.4	6.4	5.8	5.8	6.3	7.1	5.2	6.2		
WRWK	Delta	A	106.5	3.0	328	a	Cumulus Bcstg Inc	94	9912	4,925		AOR	1,150	1.03	3.7	2.8	3.1	2.6	2.5	2.7	3.0	2.9	3.0		
WJUC	Swanton	A	107.3	3.0	328		Welch Comm Inc	97				Urban AC	350	0.21	5.6	4.0	4.6	4.2	4.2	4.0	5.0	4.5	4.3		
WIMJ	North Baltimore	A	107.7	3.0	328	d	Clear Channel	91	9905		g2	Oldies			0.5	0.0	0.9	0.4	0.0	0.0	0.4	0.4	0.7		
# FM Stations -					18	# Combos -					12	FM TOTALS					85.4	66.1	69.1	63.7	65.0	66.8	69.5	66.5	66.1

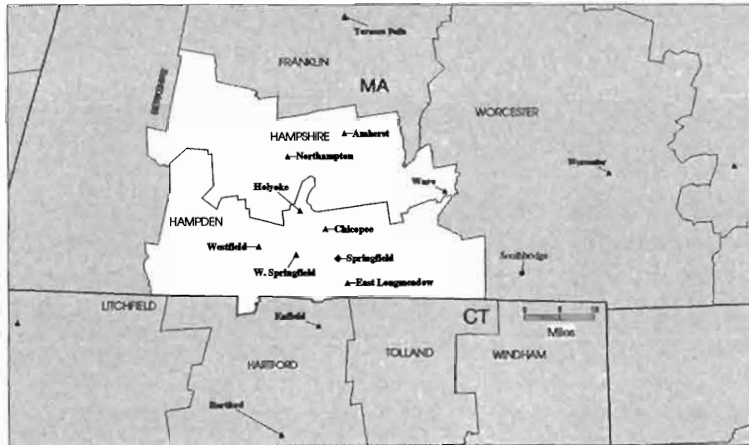
AM Stations

Calls	City of License	FCC Class	Freq	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)								
																	Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998	
WJYM	Bowling Green	B	730	1.0	0.36			Swaggart, Jimmy	64	7610			Religion			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WCWA	Toledo	C	1230	1.0	1.00	d		Clear Channel	38	9905		g2	Nostalgia	600	0.54	3.7	2.0	3.5	2.7	2.3	3.1	2.6	3.2	2.8	
WFIN	Findlay	B	1330	1.0	0.08	e		Findlay Publishing	41				News/Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WSPD	Toledo	B	1370	5.0	5.00	d		Clear Channel	21	9905		g2	News/Talk	2,000	0.82	8.1	7.4	5.1	5.5	7.5	5.0	7.4	6.8	6.3	
WFOB	Fostoria	B	1430	1.0	1.00	c		Roppe Corp	52	9105		st	AC/Nws/Spt			0.4	0.0	0.0	0.5	0.4	0.4	0.4	0.4	0.0	
WLQR	Toledo	B	1470	1.0 cp	1.00	a		Cumulus Bcstg Inc	54	9710		c4	Sports	350	1.06	1.1	1.1	0.7	1.3	0.8	0.9	0.6	0.9	0.9	
WABJ	Adrian	C	1490	1.0	1.00	b		Friends Comm	46	9010		c1	News/Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WDMN	Toledo	B	1520	1.0	1.00			Cornerstone Church	66	9806	200		Gsp/Inp/CCt	200		0.7	0.4	0.0	1.5	1.3	0.4	0.5	0.8	0.4	
WTOD	Toledo	B	1560	5.0 cp	0.00	a		Cumulus Bcstg Inc	46	9711		c3	Country			0.7	0.8	0.5	0.5	0.4	0.4	0.6	0.8	0.5	
# AM Stations -					9	# Combos -					7	AM TOTALS					14.7	11.7	9.8	12.0	12.7	10.2	12.1	12.9	10.9
AM & FM Stations Profiled -					27	# Duopolies -					7	Total Local Commercial Share					77.8	78.9	75.7	77.7	77.0	81.6	79.4	77.0	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 80
Revenue Rank: 105

Springfield, MA Market Overview



Metro Counties / Population (000)

Hampden, MA	439.0
Hampshire, MA	149.2
Total	588.2

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$13,000	\$15,100	\$16,200	\$16,600	\$17,100	\$17,500	
Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03	
4.6%	\$18,300	\$19,200	\$19,700	\$20,500	\$21,100	3.7%	
	1993	1998	2003				Est. Breakout
Revenue/Retail Sales	\$3.08/1,000	\$3.89/1,000	\$4.41/1,000				Local 75%
Revenue/Capita	\$21.40	\$29.75	\$35.94				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	607.5	588.2	-0.6%	588.2	587.1	0.0%
Households	223.1	218.0	-0.5%	218.0	221.3	0.3%
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

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	280.3	45.1	22.5	33.1	39.3	45.0	36.5	58.6
Women (000)	307.9	43.1	21.3	37.6	39.9	47.3	38.4	80.2
Total	588.2	88.2	43.8	70.7	79.3	92.3	75.0	138.9
Percentage	100.0%	15.0%	7.5%	12.0%	13.5%	15.7%	12.7%	23.6%
Per Capita	\$ 15,487							
				Median Household	\$ 33,927		Avg Household	\$ 41,786
Ethnic Population:	White 89.6%		Black 8.0%		Asian 2.1%		Hispanic 10.5%	

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+	15.0	39.3		38.6	54.3	14.7	69.0
Avg 12+	3.0	6.6		6.4	4.9	1.5	3.3
Tot LCS	21.7	57.0		55.9	78.7	21.3	100.0
Avg LCS	4.3	9.5		9.3	7.2	2.1	4.8

Competitive Overview

Some stations also rated in Hartford.

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)							
															Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
WHYN	Springfield	B	93.1	8.6	1001	b	Clear Channel	46	9607	g2	AC	2,000	1.12	9.8	7.4	8.8	8.2	8.1	6.6	7.2	6.4	5.6
WPVQ	Turners Falls	A	93.9	4.3 cp	390		Vox Media Corp	94	0007 p		Country	2,900		1.1	0.8	0.8	1.2	0.6	0.6	0.8	0.8	0.6
WMAS	Springfield	B	94.7	50.0	194	a	Lappin Comm	47			AC	4,000	1.54	14.2	9.6	8.3	8.2	9.6	9.6	8.4	8.9	10.2
WKSS	Hartford-Meridn	B	95.7	16.5	879		Clear Channel	47	0008		Top 40	n/a		8.6	7.8	7.1	5.6	6.9	6.2	6.1	5.1	5.2
WTIC	Hartford	B	96.5	20.0	810		Infinity Bcstg	40	0008 p		Modern AC	n/a		6.6	3.1	4.0	4.3	4.2	3.9	4.6	4.3	4.4
WPKX	Enfield	A	97.9	2.2	528	b	Clear Channel	90	0008	g	Country	2,700	1.26	11.7	9.0	8.7	9.1	8.1	7.5	7.6	7.6	7.9
• WLZX	Northampton	A	99.3	5.8	331	c	Saga Comm Inc	56	0007	c2	Rock	1,600	2.43	3.6	2.2	2.1	1.9	1.6	2.7	2.6	2.0	2.2
WRNX	Amherst	A	100.9	1.4	692	e	Hampshire Cnty	90			AAA	1,050	1.55	3.7	1.7	2.5	2.3	1.7	2.1	2.0	2.9	2.7
WAQY	Springfield	B	102.1	17.0	781	d	Saga Comm Inc	66	9011	g1	Clsc Rock	4,000	1.90	11.5	7.8	8.2	7.3	8.3	7.9	7.8	5.7	8.7
WEIB	Northampton	A	106.3	3.0 cp	289		Cutting Edge Bcstg	99			AC			0.2	0.9	0.9	0.8	0.8	0.5	0.0	0.0	0.0
WAAF	Worcester	B	107.3	9.6 cp	1099		Entercom	61	9811		Rock	n/a		4.3	3.8	2.9	2.7	3.2	3.2	3.3	2.3	2.6
# FM Stations -				11	# Combos -				6	FM TOTALS				75.3	54.1	54.3	51.6	53.1	50.8	50.4	46.0	50.1

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)							
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
WHYN	Springfield	B	560	5.0	1.00	b	Clear Channel	41	9607	g2	News/Talk	1,200	0.84	7.8	5.6	4.9	5.1	5.1	5.3	5.2	4.7	5.3	
WNNZ	Westfield	B	640	50.0 cp	14.00		Clear Channel	57	9811	1,275	Talk	550	0.59	5.1	3.3	2.4	3.8	2.5	3.0	4.7	3.6	2.2	
WACE	Chicopee	B	730	5.0	0.01		Catholic Radio	46	9910	g	Religion			0.5	0.5	0.0	0.4	0.5	0.4	0.4	0.5	0.0	
WARE	Ware	B	1250	5.0	2.50		Mega Comm Inc	48	9908	475	AC/Span	150	0.82	1.0	0.0	0.0	0.0	0.0	0.0	0.8	0.7	1.0	
WSPR	Springfield	B	1270	5.0	1.00		Dinis, Edmund	36	9302	70	Varty/Span	200	0.46	2.4	0.9	2.1	1.2	1.2	2.1	0.7	1.7	1.7	
WHMP	Northampton	C	1400	1.0	1.00	c	Saga Comm Inc	50	0007	c2	Nws/Tlk/Spt	500	1.61	1.7	1.0	1.1	0.9	0.9	1.2	1.4	1.3	0.6	
WPNI	Amherst	B	1430	5.0	0.00	e	Hampshire Cnty	63	9002	400	News/Talk				0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	
WMAS	Springfield	C	1450	1.0	1.00	a	Lappin Comm	32	7805		Nostalgia	300	0.29	5.6	2.9	3.7	3.4	3.4	2.6	3.7	4.5	4.0	
WACM	W. Springfield	C	1490	0.5	0.47		Gois, Antonio F.	49	9707	600	Varty/Span			0.6	0.0	0.0	0.8	0.6	0.0	0.0	1.2	0.4	
WHNP	East	B	1600	2.5	2.50	d	Saga Comm Inc	47	9011	g1	Information				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	
# AM Stations -				10	# Combos -				5	AM TOTALS				24.7	14.2	14.7	15.6	14.2	14.6	16.9	18.2	15.3	
AM & FM Stations Profiled -				21	# Duopolies -				4	Total Local Commercial Share				68.3	69.0	67.2	67.3	65.4	67.3	64.2	65.4		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 81

Revenue Rank: 82

Greenville-New Bern-Jacksonville Market Overview



Metro Counties / Population (000)

Beaufort, NC	44.6
Carteret, NC	60.2
Craven, NC	88.7
Greene, NC	18.0
Jones, NC	9.4
Lenoir, NC	59.2
Onslow, NC	147.0
Pamlico, NC	12.5
Pitt, NC	128.6
Total	568.2

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$10,500	\$12,000	\$13,600	\$15,400	\$17,900	\$20,100	13.9%
Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03	
10.0%	\$22,100	\$23,800	\$25,000	\$27,000	\$28,700	6.7%	
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
\$2.60/1,000	\$3.69/1,000	\$3.91/1,000	Local	85%			
Revenue/Capita	\$19.00	\$35.37	\$48.29	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	552.5	568.2	0.6%	568.2	594.3
Households	192.9	199.9	0.7%	199.9	212.7	1.2%
Retail Sales	4,034.1	5,441.6	6.2%	5,441.6	7,331.9	6.1%
EBI	7,050.7	8,121.0	2.9%	8,121.0	10,727.2	5.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	291.2	46.3	23.3	49.3	48.5	43.6	33.0	47.2
Women (000)	277.0	44.5	22.5	30.5	39.7	41.8	35.0	63.0
Total	568.2	90.8	45.8	79.8	88.2	85.5	68.0	110.2
Percentage	100.0%	16.0%	8.1%	14.0%	15.5%	15.0%	12.0%	19.4%
Per Capita	\$ 14,293		Median Household	\$ 24,271		Avg Household	\$ 40,625	
Ethnic Population:	White	71.0%	Black	27.0%	Asian	1.6%	Hispanic	4.1%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5		19	13	24	17	41
Tot 12+	6.1		70.9	66.6	77.0	1.8	78.8
Avg 12+	1.2		3.7	5.1	3.2	0.1	1.9
Tot LCS	7.7		90.0	84.5	97.7	2.3	100.0
Avg LCS	1.5		4.7	6.5	4.1	0.1	2.4

Competitive Overview

Some stations also rated in Raleigh and Wilmington, NC.

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)							
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
WRSV	Rocky Mount	A	92.1	2.4	532	i	North Star Inc	49				Urban AC	300	0.54	2.5	1.6	2.1	1.8	1.6	1.9	1.6	2.4	2.0
• WQSL	Jacksonville	C2	92.3	22.7	725	f	NextMedia Group	94	0009		sw	Top 40	450	0.93	2.2	2.0	2.7	2.1	1.7	1.6	2.1	1.4	1.9
WERO	Washington	C	93.3	100.0	1782	f	NextMedia Group	61	0008		g3	Hot AC	1,000	1.68	2.7	3.8	4.2	3.4	3.4	2.2	2.1	2.3	1.7
WNBR	Oriental	C3	94.1	11.0	486	h	Eastm Carolina Bcst	93	9904	1,200		Beach/R&BOd	175		0.8	0.4	0.7	0.6	0.7	0.9	0.3	0.3	0.9
WGPM	Farmville	A	94.3	2.0	407	a	Grantsboro Tower	74	9904	750		Soft AC			0.6	0.0	0.7	0.0	0.8	0.6	0.4	0.0	0.9
WRNS	Kinston	C	95.1	95.0	1499	f	NextMedia Group	68	0008		g3	Country	4,500	1.04	19.5	12.2	12.2	13.8	11.9	14.4	13.4	17.1	16.3
WRHT	Morehead City	C1	96.3	100.0	492	h	Eastm Carolina Bcst	72	9002	1,525		CHR	1,100	1.02	4.9	4.2	4.3	3.7	4.1	4.5	4.1	3.1	3.6
WZBR	Kinston	A	97.7	1.6	451	h	Eastm Carolina Bcst	76	9904			Beach/R&BOd	175		0.8	0.6	0.4	0.0	0.3	0.6	0.6	0.6	0.7
WCZI	Washington	A	98.3	1.4	489	b	New East Comm Inc	88	8910	640		Nws/Tlk/Spt			0.9	0.6	0.7	0.6	0.5	1.0	0.4	0.7	0.6
WKOJ	Jacksonville	C1	98.7	100.0	974		NextMedia Group	65	0008		g3	Oldies	1,200	2.01	2.7	1.3	2.1	2.1	1.6	1.6	2.3	2.0	2.4
WXNR	Grifton	C2	99.5	16.5	843	d	Beasley Bcst Group	89	9611	2,000		Alternative	1,000	0.64	7.1	4.4	4.0	3.1	5.6	4.6	6.8	5.4	5.3
WLGP	Harkers Island	C1	100.3	100.0	486		Barinowski Invest	96	9505		nc	Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WANJ	Belhaven	C2	101.1	31.0	607		NextMedia Group	80	0008		g3	Adlt Stndrd			0.6	1.0	0.7	1.3	0.5	0.4	0.4	0.6	0.6
WIKS	New Bern	C1	101.9	100.0	981	d	Beasley Bcst Group	77	9611	14,000	c8	Urban	3,000	0.85	15.9	14.6	11.0	10.8	10.8	13.6	10.7	12.0	13.4
WELS	Kinston	A	102.9	3.0	295	g	Willis Bcstg Corp	90	9607	150	c7	Gospel	350	0.47	3.4	2.3	2.2	4.2	3.8	2.5	2.4	2.5	3.3
WMGV	Newport	C1	103.3	100.0	981	d	Beasley Bcst Group	83	9611		c8	Soft Rock	850	0.80	4.8	3.8	4.8	3.3	4.9	4.9	3.7	3.5	3.0
WCBZ	Williamston	C1	103.7	100.0	981	h	Eastm Carolina Bcst	88	9506	725		CHR	850	2.02	1.9	1.3	1.3	2.8	2.4	1.5	1.7	1.6	1.1
WZXS	Topsail Beach	C3	103.9	21.5	328	j	Jacksonville-Topsail	93	9802	650		Adlt Stndrd	350	1.13	1.4	1.2	1.0	0.9	1.2	0.9	1.4	1.3	0.9
WANG	Havelock	C2	105.1	18.5	384	f	NextMedia Group	71	0008		g3	Adlt Stndrd	125	0.26	2.2	1.5	2.1	2.2	2.1	1.3	1.7	2.5	1.4
• WXQR	Jacksonville	C2	105.5	19.0	794	f	NextMedia Group	66	0009		sw	Clsc Rock	600	1.60	1.7	5.7	4.2	3.7	2.4	2.0	1.7	0.8	0.9
WRDU	Wilson	C	106.1	100.0	1348		Clear Channel	48	0008			AOR	n/a		1.8	1.5	1.5	0.9	1.6	2.2	1.3	1.1	1.0
WSFL	New Bern	C1	106.5	100.0	915	d	Beasley Bcst Group	68	9107			Clsc Rock	3,050	1.21	11.4	5.7	8.0	8.7	7.7	6.2	8.9	10.6	9.9
WTKF	Atlantic	C3	107.3	7.0	607		Atlantic Ridge Tlcst	92	9512		st	Nws/Tlk/Spt	250	0.63	1.8	1.7	1.3	1.2	1.4	1.3	1.6	1.3	1.3
WNCT	Greenville	C	107.9	100.0	1700	d	Beasley Bcst Group	63	9603	3,000	c6	Oldies	2,000	1.89	4.8	4.5	4.8	4.6	4.7	3.9	4.2	3.1	3.9
# FM Stations -					24	# Combos -					16	FM TOTALS			96.4	75.9	77.0	75.8	75.7	74.6	73.8	76.2	77.0

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 81
Revenue Rank: 82

Greenville-New Bern-Jacksonville Market Overview



Metro Counties / Population (000)

Beaufort, NC	44.6
Carteret, NC	60.2
Craven, NC	88.7
Greene, NC	18.0
Jones, NC	9.4
Lenoir, NC	59.2
Onslow, NC	147.0
Pamlico, NC	12.5
Pitt, NC	128.6
Total	568.2

Market Radio Financials

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$10,500	\$12,000	\$13,600	\$15,400	\$17,900	\$20,100	13.9%
Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03	
10.0%	\$22,100	\$23,800	\$25,000	\$27,000	\$28,700	6.7%	
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
Revenue/Capita	\$2.60/1,000	\$3.69/1,000	\$3.91/1,000	Local	85%		
	\$19.00	\$35.37	\$48.29	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	552.5	568.2	0.6%	568.2	594.3	0.9%
Households	192.9	199.9	0.7%	199.9	212.7	1.2%
Retail Sales	4,034.1	5,441.6	6.2%	5,441.6	7,331.9	6.1%
EBI	7,050.7	8,121.0	2.9%	8,121.0	10,727.2	5.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	291.2	46.3	23.3	49.3	48.5	43.6	33.0	47.2
Women (000)	277.0	44.5	22.5	30.5	39.7	41.8	35.0	63.0
Total	568.2	90.8	45.8	79.8	88.2	85.5	68.0	110.2
Percentage	100.0%	16.0%	8.1%	14.0%	15.5%	15.0%	12.0%	19.4%
Per Capita	\$ 14,293	Median Household		\$ 24,271	Avg Household		\$ 40,625	
Ethnic Population:	White 71.0%	Black 27.0%	Asian 1.6%	Hispanic 4.1%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5		19	13	24	17	41
Tot 12+	6.1		70.9	66.6	77.0	1.8	78.8
Avg 12+	1.2		3.7	5.1	3.2	0.1	1.9
Tot LCS	7.7		90.0	84.5	97.7	2.3	100.0
Avg LCS	1.5		4.7	6.5	4.1	0.1	2.4

Competitive Overview

Some stations also rated in Raleigh and Wilmington, NC.

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)								
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998	
WMBL	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	0.0	0.0	0.0	0.4
WSTK	Jacksonville	B	910	5.0	5.00		Conner Media Corp	54	9801	17		Nws/Tlk/Spt	50			0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WDLX	Washington	B	930	5.0 cp	1.00	f	NextMedia Group	42	0008		g3	News/Talk	200		0.7	0.0	0.0	0.0	0.0	0.0	0.7	0.6	0.4	0.4
WRNS	Kinston	B	960	5.0	1.00	f	NextMedia Group	37	0008		g3	Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
WELS	Kinston	B	1010	1.0	0.08	g	Willis Bcstg Corp	50	9607	150	c7	Gospel	250		0.5	0.0	0.0	0.0	0.5	0.4	0.0	0.7	0.4	
WNCN	Greenville	B	1070	10.0	10.00	d	Beasley Bcst Group	40	9603		c6	Mexican	50			0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WLNR	Kinston	C	1230	1.0	1.00		Pioneer Bcstg LLC	54	0010 p	151		Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WJNC	Jacksonville	C	1240	1.0	1.00	j	Jacksonville-Topsail	45	9803	300		Nws/Tlk/Spt	150		0.4	1.0	0.6	0.6	0.9	0.4	0.0	0.4	0.6	
WGHB	Farmville	B	1250	5.0	2.50		Rivercity Radio Inc	59	9103	325		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WJCV	Jacksonville	B	1290	1.0	0.00		Caleb	68	7908			Inspiration			0.5	0.6	0.0	0.0	0.0	0.0	0.0	0.7	0.8	0.0
WTOW	Washington	B	1320	0.5	0.05	e	Rouse, James	61	9302	75		Gospel			0.2	0.4	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0
WANG	Havelock	B	1330	1.0	0.00	f	NextMedia Group	62	0008		g3	Adlt Stndrd				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WOOW	Greenville	C	1340	1.0	1.00	e	Rouse, James	59	8708	125	d	Religion			0.8	1.0	0.6	0.9	0.6	0.7	0.4	0.6	0.7	
WBFB	Beaufort	C	1400	1.0	1.00	h	Eastm Carolina Bcst	54	9705	18		Beach/Oldes				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WNOS	New Bern	C	1450	1.0	1.00		CTC Media Group	42	0005 p	65		Adlt Stndrd			0.3	0.0	0.0	0.0	0.0	0.0	0.6	0.4	0.0	
WWNB	New Bern	C	1490	1.0	1.00	c	CTC Media Group	53	9010	100		Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WSMO	Camp Lejeune	B	1580	10.0	0.02	c	CTC Media Group	80	9508	38		Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
				# AM Stations -			17	# Combos -			11	AM TOTALS				3.5	3.4	1.8	1.5	2.0	2.2	3.0	3.3	2.6
				AM & FM Stations Profiled -			41	# Duopolies -			12	Total Local Commercial Share					79.3	78.8	77.3	77.7	76.8	76.8	79.5	79.6

Other Rulemaking: 97.9, C3, Bayboro

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 82

Revenue Rank: 70

Baton Rouge, LA Market Overview



Metro Counties / Population (000)

Ascension, LA	72.6
East Baton Rouge, LA	396.7
Livingston, LA	89.2
West Baton Rouge, LA	20.7
Total	579.2

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$16,800	\$18,500	\$20,300	\$21,100	\$22,600	\$25,500
Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03	
	11.4%	\$28,400	\$30,700	\$32,500	\$34,100	\$35,800	6.0%
	1993	1998	2003	Est. Breakout			
Revenue/Retail Sales	\$3.69/1,000	\$4.05/1,000	\$4.29/1,000	Local	90%		
Revenue/Capita	\$30.47	\$44.03	\$59.70	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	551.4	579.2	1.0%	579.2	599.7	0.7%
Households	197.2	210.8	1.3%	210.8	222.9	1.1%
Retail Sales	4,557.4	6,300.2	6.7%	6,300.2	8,346.4	5.8%
EBI	8,514.7	9,620.2	2.5%	9,620.2	12,655.9	5.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	281.2	54.2	27.6	31.2	40.9	46.7	37.1	43.4
Women (000)	298.0	51.2	27.1	32.6	42.2	49.5	39.5	55.9
Total	579.2	105.4	54.8	63.8	83.1	96.3	76.6	99.3
Percentage	100.0%	18.2%	9.5%	11.0%	14.3%	16.6%	13.2%	17.1%
Per Capita	\$ 16,609	Median Household		\$ 38,020	Avg Household		\$ 45,636	
Ethnic Population:	White 67.1%	Black 31.4%	Asian 1.4%	Hispanic 1.7%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		10	11	12	9	21
Tot 12+	4.5		56.6	60.5	61.1	15.6	76.7
Avg 12+	2.3		5.7	5.5	5.1	1.7	3.7
Tot LCS	5.9		73.8	78.9	79.7	20.3	100.0
Avg LCS	2.9		7.4	7.2	6.6	2.3	4.8

Competitive Overview

Some stations also rated in Lafayette, LA.

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)							
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
WQCK	Clinton	C2	92.7	32.0	604		Touch Comm Inc	81	9703	2,025	+	AC	650	0.74	3.1	2.1	2.5	2.7	2.5	2.5	2.2	2.0	2.4
KOOJ	New Iberia	C1	93.7	97.0	997	a	Citadel Comm Corp	92	9911	9,500		Oldies	350	0.27	4.5	3.5	3.3	3.1	3.0	4.0	3.6	2.9	2.7
WEMX	Kentwood	C1	94.1	100.0	981	a	Citadel Comm Corp	67	9903		g2	Urban	1,500	0.42	12.7	10.4	9.0	7.3	7.5	10.3	7.8	9.1	9.8
KRVE	Brusly	C2	96.1	43.0	449	b	Clear Channel	89	0008		g	AC	2,700	1.19	8.0	5.0	6.5	7.4	6.4	4.9	6.4	7.0	5.2
WDGL	Baton Rouge	C	98.1	95.0	1499	c	Guaranty Bcstg Corp	68				Clsc Rock	5,000	2.05	8.6	6.2	8.0	6.1	6.3	5.9	7.0	5.9	6.4
WXCT	Baton Rouge	C	100.7	97.0	1499	c	Guaranty Bcstg Corp	66	9608		na	Country	2,900	1.36	7.5	4.5	5.7	4.9	4.5	4.1	5.2	5.2	7.4
WYNK	Baton Rouge	C	101.5	96.0	1499	b	Clear Channel	68	0008		g	Country	4,000	1.35	10.4	6.7	7.7	9.6	8.1	7.5	8.1	7.4	7.4
WFMF	Baton Rouge	C	102.5	100.0	1260	b	Clear Channel	41	0008		g	Top 40	1,700	0.81	7.4	7.3	5.7	7.0	5.3	5.3	5.7	6.1	4.7
WCAC	Hammond	C	103.3	100.0	1004	a	Citadel Comm Corp	65	9903		g2	Country	1,100	1.08	3.6	2.1	2.5	1.6	2.1	2.4	3.2	2.9	2.2
KKAY	Donaldsonville	A	104.9	6.0	328		Guaranty Bcstg Corp	72	0002	1,500		Rhymc/Oldes			1.1	0.3	0.6	0.6	1.1	1.2	0.6	0.5	1.0
KQXL	New Roads	C2	106.5	50.0	486	a	Citadel Comm Corp	79	9903		g2	Urban	2,600	1.19	7.7	4.7	5.7	4.2	5.3	5.7	5.7	5.2	5.8
WTGE	Baker	A	107.3	4.6	374	c	Guaranty Bcstg Corp	94	9701	1,750		Rhymc/Oldes	500	0.45	3.9	2.9	3.9	3.0	5.3	4.3	3.6	2.3	1.3
# FM Stations -					12	# Combos -					10	FM TOTALS			78.5	55.7	61.1	57.5	57.4	58.1	59.1	56.5	56.3

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)							
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
WNDC	Baton Rouge	B	910	1.0	1.00		Church Point Ministr	46	8812	450		Gospel	500	0.98	1.8	0.5	0.7	1.0	1.7	0.7	1.3	2.1	1.2
WJBO	Baton Rouge	B	1150	5.0	5.00	b	Clear Channel	34	0008		g	Nws/Tlk/Spt	2,300	1.05	7.7	5.3	3.9	5.3	5.0	5.6	5.8	5.2	5.8
WSKR	Denham Springs	B	1210	10.0	1.00	b	Clear Channel	59	0008		g	Sports	100			0.0	0.4	0.6	0.5	0.0	0.0	0.0	0.0
KBRH	Baton Rouge	B	1260	5.0	0.13		E.Baton Rouge	77	9308		nc	Urban/Oldes			0.7	0.6	0.4	0.0	0.0	0.7	0.0	0.8	0.4
WIBR	Baton Rouge	B	1300	5.0	1.00	a	Citadel Comm Corp	48	9903		g2	Sports	400	0.94	1.5	1.5	1.7	1.8	1.8	1.2	1.2	1.2	0.9
WYNK	Baton Rouge	B	1380	5.0	0.00	b	Clear Channel	56	0008		g	Children	50		0.1	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.4
WXOK	Baton Rouge	B	1460	5.0	1.00	a	Citadel Comm Corp	53	9903		g2	Variety	1,500	0.71	7.4	7.0	6.3	6.4	4.5	5.4	5.8	5.5	4.9
WPFC	Port Allen	B	1550	5.0	0.50		Victory & Power Inc	63	9411	450		Urban/Gospl	550	0.92	2.1	1.2	1.5	2.8	2.6	1.0	2.3	1.2	1.8
KKAY	White Castle	B	1590	1.0	0.07		Guaranty Bcstg Corp	76	9910	25		Gospel			0.1	0.6	0.7	0.0	0.0	0.4	0.0	0.0	0.0
# AM Stations -					9	# Combos -					5	AM TOTALS			21.4	17.2	15.6	17.9	16.1	15.0	16.4	16.0	15.4
AM & FM Stations Profiled -					21	# Duopolies -					8	Total Local Commercial Share			72.9	76.7	75.4	73.5	73.1	75.5	72.5	71.7	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 83
Revenue Rank: 79

Little Rock, AR Market Overview



Metro Counties / Population (000)

Faulkner, AR	80.5
Lonoke, AR	50.6
Pulaski, AR	351.5
Saline, AR	78.1
	<hr/>
	560.7

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$17,000	\$19,100	\$19,400	\$19,800	\$21,000	\$22,600	5.8%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	8.8%	\$24,600	\$26,800	\$28,100	\$30,100	\$31,600	6.5%
	1993	1998	2003	Est. Breakout			
Revenue/Retail Sales	\$3.70/1,000	\$3.60/1,000	\$4.03/1,000	Local	80%		
Revenue/Capita	\$31.56	\$40.31	\$54.73	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	538.7	560.7	0.8%	560.7	577.4	0.6%
Households	205.7	214.8	0.9%	214.8	224.2	0.9%
Retail Sales	4,599.2	6,284.3	6.4%	6,284.3	7,839.4	4.5%
EBI	8,393.3	9,590.9	2.7%	9,590.9	12,556.2	5.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	270.9	46.9	25.7	25.3	39.9	45.1	38.2	49.8
Women (000)	289.8	44.6	24.4	26.8	40.4	47.6	40.2	65.7
Total	560.7	91.6	50.1	52.1	80.4	92.7	78.4	115.5
Percentage	100.0%	16.3%	8.9%	9.3%	14.3%	16.5%	14.0%	20.6%
Per Capita	\$ 17,105	Median Household		\$ 31,841	Avg Household		\$ 44,650	
Ethnic Population:	White 77.7%	Black 21.1%	Asian 0.9%	Hispanic 1.9%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7		15	16	22	13	35
Tot 12+	10.2		68.9	77.3	79.1	11.2	90.3
Avg 12+	1.5		4.6	4.8	3.6	0.9	2.6
Tot LCS	11.3		76.3	85.6	87.6	12.4	100.0
Avg LCS	1.6		5.1	5.4	4.0	1.0	2.9

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)							
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
KIPR	Pine Bluff	C1	92.3	100.0	938	d	Citadel Comm Corp	59	9709	25,000	d1	Urban AC	1,900	0.81	9.5	8.6	9.6	7.3	8.7	9.1	10.0	7.1	7.9
KCDI	Bryant	A	93.3	6.0 cp	100		Malvern	89	9506	330	c1	Country				0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0
KKPT	Little Rock	C	94.1	100.0	1601	c	Signal Media	60	8503	2,750	c3	Clsc Rock	1,500	1.05	5.8	5.9	7.2	5.2	6.8	6.0	4.4	5.0	5.3
KOLL	Maumelle	C	94.9	96.0	1844	b	Clear Channel	71	9710	20,000	d4	Oldies	1,000	0.86	4.7	3.5	4.0	4.5	4.7	3.6	5.3	3.9	4.1
KSSN	Little Rock	C	95.7	100.0	1663	b	Clear Channel	66	9710		d4	Country	4,500	1.46	12.5	10.4	9.3	9.7	9.8	9.2	12.6	12.9	10.1
KHTE	England	C3	96.5	10.5	495	f	Equity Bcstg Corp	88	9904	2,000	c5	1 CHR/Rhymc	700	0.75	3.8	2.9	2.3	2.2	2.8	3.6	3.5	3.3	3.2
KWLR	Maumelle	A	96.9	4.6	377		Flinn Bcstg Corp	98				Christian	150		0.8	0.5	0.9	0.4	0.6	0.8	0.0	0.0	2.1
KQUS	Hot Springs	C1	97.5	100.0	866	a	Powell Bcstg Co Inc	69	0002	2,000	c2	Country				0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0
KURB	Little Rock	C	98.5	100.0	1286	d	Citadel Comm Corp	72	9711	12,000	d2	Lite AC	2,100	1.45	5.9	5.1	5.6	4.3	4.4	4.7	4.6	6.5	5.4
KYFX	Little Rock	A	99.5	6.0 cp	312		Nameloc Bcstg	92				Urban AC	800	1.02	3.2	3.5	3.4	3.7	4.8	3.3	3.0	3.0	2.3
KQAR	Jacksonville	C1	100.3	85.0	1053	b	Clear Channel	92	9605		g3	Top 40	800	0.56	5.8	5.4	4.4	5.9	4.7	5.9	6.2	4.4	4.2
KAWW	Heber Springs	C2	100.7	50.0	328	e	Asset Mgmt Group	72	9807		st	Adlt Stndrd	75		0.1	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0
KDRE	N Little Rock	A	101.1	6.0	328		Flinn Bcstg Corp	94	9503		st	1 Adlt Stndrd	250	0.44	2.3	2.6	2.1	2.7	2.7	2.7	2.1	1.7	1.8
KKRN	Humnoke	A	101.7	6.0	328	d	Citadel Comm Corp	95	9709		d1	News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KOKY	Sherwood	A	102.1	4.1	387	d	Citadel Comm Corp	94	9709		d1	CHR	450	0.48	3.8	2.9	2.9	3.3	3.0	3.6	2.6	3.5	3.8
KARN	Cabot	A	102.5	3.0	328	d	Citadel Comm Corp	92	9709		d1	News/Talk	250	0.85	1.2	0.9	0.9	1.3	1.8	0.8	1.7	1.1	0.8
KVLO	Sheridan	C2	102.9	50.0	492	d	Citadel Comm Corp	69	9711		d2	Soft AC	900	0.89	4.1	2.4	2.7	3.9	3.0	2.7	3.6	3.2	5.1
KABZ	Little Rock	C	103.7	100.0	1516	c	Signal Media	73	9311	2,000		Talk	1,100	1.04	4.3	3.3	3.3	3.6	4.3	3.0	4.4	3.6	4.4
KMJX	Conway	C1	105.1	81.0	1053	b	Clear Channel	67	9605		g3	Clsc Rock	3,250	1.41	9.4	9.1	8.9	11.0	7.8	7.3	7.3	10.2	8.9
KLEC	Lonoke	C2	106.3	50.0	492	f	Equity Bcstg Corp	82	9808		st	1 Alternative	300	0.49	2.5	3.8	5.7	3.9	4.2	3.8	2.7	1.4	1.1
KDDK	Benton	C2	106.7	16.0	866	b	Clear Channel	79	9710		d4	Country	600	0.64	3.8	3.6	3.3	2.4	1.7	3.2	3.6	3.5	3.3
KLAL	Wrightsville	C2	107.7	50.0 cp	358	d	Citadel Comm Corp	92	9710	900		Top 40	400	0.44	3.7	4.1	2.6	2.4	2.6	4.1	2.7	3.5	2.9
# FM Stations -					22	# Combos -					17	FM TOTALS			87.2	78.5	79.1	78.7	78.4	77.7	80.3	77.8	76.7

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 83

Revenue Rank: 79

Little Rock, AR Market Overview



Metro Counties / Population (000)

Faulkner, AR	80.5
Lonoke, AR	50.6
Pulaski, AR	351.5
Saline, AR	78.1
Total	560.7

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$17,000	\$19,100	\$19,400	\$19,800	\$21,000	\$22,600	5.8%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	8.8%	\$24,600	\$26,800	\$28,100	\$30,100	\$31,600	6.5%
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
	\$3.70/1,000	\$3.60/1,000	\$4.03/1,000	Local	80%		
Revenue/Capita	\$31.56	\$40.31	\$54.73	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	538.7	560.7	0.8%	560.7	577.4	0.6%
Households	205.7	214.8	0.9%	214.8	224.2	0.9%
Retail Sales	4,599.2	6,284.3	6.4%	6,284.3	7,839.4	4.5%
EBI	8,393.3	9,590.9	2.7%	9,590.9	12,556.2	5.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	270.9	46.9	25.7	25.3	39.9	45.1	38.2	49.8
Women (000)	289.8	44.6	24.4	26.8	40.4	47.6	40.2	65.7
Total	560.7	91.6	50.1	52.1	80.4	92.7	78.4	115.5
Percentage	100.0%	16.3%	8.9%	9.3%	14.3%	16.5%	14.0%	20.6%
Per Capita	\$ 17,105	Median Household		\$ 31,841	Avg Household		\$ 44,650	
Ethnic Population:	White 77.7%	Black 21.1%	Asian 0.9%	Hispanic 1.9%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7		15	16	22	13	35
Tot 12+	10.2		68.9	77.3	79.1	11.2	90.3
Avg 12+	1.5		4.6	4.8	3.6	0.9	2.6
Tot LCS	11.3		76.3	85.6	87.6	12.4	100.0
Avg LCS	1.6		5.1	5.4	4.0	1.0	2.9

Competitive Overview

AM Stations

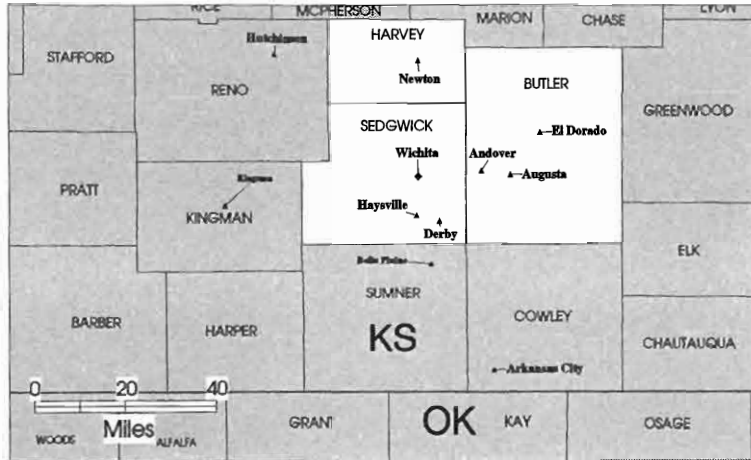
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1999 Est Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)									
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998		
KMTL	Sherwood	B	760	10.0	0.00		Domerese, George	83	8808	575		Gospel				0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0		
KGHT	Sheridan	B	880	50.0	0.22		Metropolitan Radio	82	9612	338		Gospel	200	0.58	1.4	1.1	0.7	1.2	0.7	1.7	0.8	1.1	1.5		
KARN	Little Rock	B	920	5.0	5.00	d	Citadel Comm Corp	28	9709		d1	News/Talk	1,650	1.02	6.6	5.6	5.0	5.6	5.6	5.9	5.2	5.5	7.0		
KJBN	Little Rock	B	1050	1.0	0.02		Joshua Ministries	46	9209	250		ChrsContemp	50		0.1	0.0	0.7	0.4	0.0	0.0	0.5	0.0	0.0		
KAAY	Little Rock	A	1090	50.0	50.00	d	Citadel Comm Corp	24	9811	5,000		Gospel	1,000		0.3	0.0	0.4	0.9	0.0	0.0	0.0	0.6	0.6		
KLRG	N Little Rock	B	1150	5.0	1.00		Willis Bcstg Corp	46	9003	250		Urban/Gosp	150	0.55	1.1	0.8	1.0	0.9	0.9	0.9	0.6	0.9	1.5		
KCON	Conway	C	1230	1.0	1.00		Univ of Central AR	50	9906		dn	AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KLIH	Little Rock	B	1250	2.0	1.20	d	Citadel Comm Corp	27	9711		d2	Gospel	150	0.47	1.3	1.2	0.7	0.7	0.9	0.9	1.1	1.4	1.1		
KBBL	Cabot	B	1350	2.5	0.07	f	Equity Bcstg Corp	80	9902	75	1	Sports				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KRNN	N Little Rock	B	1380	5.0	2.50		NINE	57	9906	500	na	Children				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KITA	Little Rock	B	1440	5.0	0.24		Rusk, Tom	56	8405	675		Inspiration	350	0.84	1.7	1.5	2.0	0.9	1.8	1.7	1.7	1.1	1.5		
KOKY	Jacksonville	B	1500	1.0	0.00		Ramsey, Richard,	63	8911	165		DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
● KHTE	England	B	1530	0.3	0.00	e	Asset Mgmt Group	79	0004 p	70	c1	1	Alternative		0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2		
					# AM Stations -		13	# Combos -	5							AM TOTALS	12.6	10.2	11.2	10.6	9.9	11.1	9.9	10.6	13.4
					AM & FM Stations Profiled -		35	# Duopolies -	10							Total Local Commercial Share	88.7	90.3	89.3	88.3	88.8	90.2	88.4	90.1	

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 84
Revenue Rank: 67

Wichita, KS Market Overview



Metro Counties / Population (000)

Butler, KS	62.8
Harvey, KS	34.6
Sedgwick, KS	452.6
	550.0

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$17,300	\$19,200	\$19,800	\$22,000	\$24,500	\$27,100
★★★	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	11.8%	\$30,300	\$33,600	\$36,700	\$40,300	\$43,600	9.5%
	1993	1998	2003	Est. Breakout			
Revenue/Retail Sales	\$3.64/1,000	\$4.95/1,000	\$6.71/1,000	Local	90%		
Revenue/Capita	\$34.06	\$49.27	\$73.36	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	507.9	550.0	1.6%	550.0	594.3
Households	195.8	211.6	1.6%	211.6	231.2	1.8%
Retail Sales	4,751.4	5,471.3	2.9%	5,471.3	6,498.2	3.5%
EBI	8,315.0	9,502.9	2.7%	9,502.9	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		\$ 37,336	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	13	17	8	25
Tot 12+		1.2	70.2	69.3	71.4	17.5	88.9
Avg 12+		1.2	4.4	5.3	4.2	2.2	3.6
Tot LCS		1.3	79.0	78.0	80.3	19.7	100.0
Avg LCS		1.3	4.9	6.0	4.7	2.5	4.0

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)								
															Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998	
• KMXW	Newton	C1	92.3	100.0	640	a	Journal Bcst Group	59	0005	4,500		Clsc Hits	800	0.59	4.5	2.4	2.5	1.3	3.1	3.5	3.9	4.4	4.0
KANR	Belle Plaine	B	92.7	12.2	469		Smith, Daniel D.	96				Dance/CHR	100		0.3	0.8	1.2	1.0	0.5	0.5	0.5	0.0	0.0
KDGS	Andover	C3	93.9	25.0	328	c	Entercom	93	0006	3,150		CHR/Rhymc	1,000	0.54	6.1	6.0	6.0	4.3	7.2	5.3	5.8	5.3	5.2
KCVW	Kingman	C2	94.3	50.0	150		Community	99				Reign/Talk			0.3	0.5	0.0	0.4	0.5	0.5	0.0	0.5	0.0
KICT	Wichita	C1	95.1	100.0	899	a	Journal Bcst Group	72	9906		g2	Rock	2,300	1.08	7.0	7.4	6.6	6.7	8.2	5.9	6.2	6.3	6.6
KRZZ	Derby	C2	96.3	50.0	492	b	Clear Channel	78	0008		g	Clsc Rock	2,625	1.33	6.5	4.4	4.2	4.5	4.6	6.4	5.6	6.0	4.9
KRBB	Wichita	C	97.9	100.0	994	b	Clear Channel	48	0008		g	AC	3,050	1.46	6.9	7.8	7.7	6.8	5.6	5.3	6.4	7.1	5.8
KWSJ	Clearwater	C2	98.7	50.0	492	c	Entercom	95	0006	2,000		Smooth Jazz	350	0.64	1.8	2.2	0.9	1.3	2.7	1.8	1.6	1.9	0.9
KTLI	El Dorado	C1	99.1	100.0	617		Stephens Family LP	72	9606	1,253		ChrsContemp	1,000	0.85	3.9	2.5	2.8	2.3	3.3	3.5	3.1	3.4	4.0
KTCM	Kingman	C2	100.3	48.0	505		Salazar, Maria	89	9608		na	Mexican				0.6	0.0	1.3	0.7	0.0	0.0	1.1	0.0
KFDI	Wichita	C	101.3	100.0	1139	a	Journal Bcst Group	63	9906		g2	Country	3,800	1.23	10.2	8.1	10.5	10.6	8.7	7.7	11.5	8.2	8.6
KZSN	Hutchinson	C	102.1	98.0	1034	b	Clear Channel	68	0008		g	Country	3,700	1.29	9.5	4.3	7.1	7.5	7.7	11.1	7.6	6.9	8.1
KEYN	Wichita	C1	103.7	100.0 cp	879	c	Entercom	68	0002	8,000	d1	Oldies	1,700	0.92	6.1	7.0	4.5	4.6	6.5	5.9	5.3	5.2	5.2
KFXJ	Augusta	C2	104.5	45.0	515	a	Journal Bcst Group	92	9906		g2	Clsc Rock	1,150	0.77	4.9	4.1	4.5	4.8	5.5	4.3	4.5	3.4	5.1
KWCY	Haysville	C	105.3	100.0	988	c	Entercom	85	0002		d1	Country	500	0.55	3.0	2.2	3.1	3.6	2.8	2.2	2.8	3.2	2.6
KYQQ	Arkansas City	C	106.5	100.0	1280	a	Journal Bcst Group	79	9906		g2	Country	750	1.08	2.3	2.5	1.5	2.2	2.0	1.6	2.0	2.1	2.6
KKRD	Wichita	C1	107.3	100.0 cp	879	b	Clear Channel	67	0008		g	CHR	3,625	1.25	9.6	9.3	8.3	10.4	7.5	7.9	9.2	9.4	7.7
# FM Stations -				17	# Combos -				13	FM TOTALS				82.9	72.1	71.4	73.6	77.1	73.4	76.0	74.4	71.3	

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)							
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
KSGI	Wichita	B	900	0.3	0.03	d	Agape	57	8908		st	Christian	50		0.5	0.0	0.0	0.0	0.7	0.8	0.6	0.0	0.5
KJRG	Newton	B	950	0.5	0.15		Anderson Stations	53	5907			Gospel	50		0.5	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.9
KFDI	Wichita	B	1070	10.0	1.00	a	Journal Bcst Group	23	9906		g2	Country	1,700	0.97	5.8	5.7	6.0	5.9	4.8	3.7	4.5	7.3	5.2
KNSS	Wichita	C	1240	0.6	0.64	c	Entercom	47	0002		d1	Nws/Tlk/Spt	1,000	0.92	3.6	2.7	3.7	3.3	3.6	2.6	2.5	3.5	4.3
KFH	Wichita	B	1330	5.0	5.00	c	Entercom	22	0002		d1	Talk	450	0.36	4.1	4.0	4.2	3.8	4.4	3.7	2.8	3.2	4.8
KSRX	El Dorado	B	1360	0.5	0.00		Reunion Bcstg LLC	53	9808	135		Chrst/Talk	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KMYR	Wichita	B	1410	5.0	1.00	d	Agape	77	9707	250		Adlt Stndrd	150		0.6	2.7	2.5	1.0	0.0	0.0	0.8	0.5	0.8
KQAM	Wichita	B	1480	5.0	1.00	c	Entercom	36	0002		d5	Sports	400	0.69	1.9	1.1	1.1	1.6	1.4	2.4	1.1	1.5	1.7
# AM Stations -				8	# Combos -				6	AM TOTALS				17.0	16.2	17.5	15.6	14.9	14.2	12.3	16.0	18.2	
AM & FM Stations Profiled -				25	# Duopolies -				9	Total Local Commercial Share				88.3	88.9	89.2	92.0	87.6	88.3	90.4	89.5		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 85
Revenue Rank: 184

Stockton, CA Market Overview



Metro Counties / Population (000)	
San Joaquin, CA	552.8
	552.8

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$7,500	\$7,600	\$7,700	\$7,700	\$7,800	\$7,400	-0.3%
Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03	
17.6%	\$8,700	\$9,500	\$10,300	\$11,300	\$12,100	8.7%	
	1993	1998	2003	Est. Breakout			
Revenue/Retail Sales	\$2.21/1,000	\$1.70/1,000	\$2.18/1,000	Local	85%		
Revenue/Capita	\$14.44	\$13.39	\$19.90	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	519.4	552.8	1.3%	552.8	607.9	1.9%
Households	166.7	177.5	1.3%	177.5	195.0	1.9%
Retail Sales	3,394.8	4,348.5	5.1%	4,348.5	5,558.9	5.0%
EBI	6,796.4	7,245.9	1.3%	7,245.9	8,840.2	4.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	280.3	55.3	25.8	27.0	41.3	45.5	35.8	49.5
Women (000)	272.5	52.2	24.2	23.1	36.4	43.0	34.4	59.1
Total	552.8	107.6	49.9	50.1	77.7	88.5	70.2	108.6
Percentage	100.0%	19.5%	9.0%	9.1%	14.1%	16.0%	12.7%	19.7%
Per Capita	\$ 13,108		Median Household	\$ 32,720		Avg Household	\$ 40,822	
Ethnic Population:	White 77.5%		Black 5.7%		Asian 15.7%		Hispanic 29.3%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5	5		7	10	5	15
Tot 12+	23.2	20.0		39.7	43.2	5.6	48.8
Avg 12+	4.6	4.0		5.7	4.3	1.1	3.3
Tot LCS	47.5	41.0		81.4	88.5	11.5	100.0
Avg LCS	9.5	8.2		11.6	8.9	2.3	6.7

Competitive Overview

Some stations also rated in Sacramento and Modesto.

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)								
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
KHOP	Oakdale	B	95.1	16.0	cp	876	Citadel Comm Corp	85	9703	See (122)	AOR	n/a		5.6	2.2	2.1	3.1	2.6	3.3	2.4	3.0	4.6	
KKME	Manteca	A	96.7	1.5		466	c Clear Channel	79	0008		Oldies	n/a	2.67	2.8	0.5	0.8	2.0	0.8	0.5	0.0	1.5	1.6	
KWIN	Lodi	A	97.7	3.0		299	a Silverado Bcstg Co	59	9404	3,300	CHR	2,600	1.46	20.5	11.5	10.3	9.6	11.4	10.4	7.2	8.6	8.3	
KJOY	Stockton	A	99.3	4.0	cp	322	a Silverado Bcstg Co	68	9808	3,600	AC	700	0.99	8.1	3.6	4.6	4.0	4.3	1.2	1.6	2.0	1.6	
KQOD	Stockton	A	100.1	6.0		328	Clear Channel	80	0008	5,140	Oldies	2,000	2.09	11.0	5.0	6.5	4.7	6.6	6.8	6.0	6.3	6.0	
KMIX	Tracy	A	100.9	6.0		328	f Entravision Comm	66	0008		Spanish	1,400	2.23	7.2	2.6	3.6	2.0	5.6	5.1	4.7	3.3	4.2	
KATM	Modesto	B	103.3	50.0		499	d Citadel Comm Corp	48	9212		Country	n/a		19.2	8.4	9.2	9.3	10.3	11.3	10.8	11.8	11.4	
KHKK	Modesto	B	104.1	50.0		499	d Citadel Comm Corp	49	9308		Clisc Hits	n/a		10.7	7.0	5.4	5.3	5.6	5.4	4.9	4.7	6.3	
KNCI	Sacramento	B	105.1	50.0		499	e Infinity Bcstg	60	0008 p		Country	n/a		0.6	0.8	1.0	0.0	0.6	0.6	0.8	0.5	0.7	
KSTN	Stockton	B	107.3	8.1		1611	b San Joaquin Bcstg	62			Spanish	300	1.04	3.3	1.6	2.0	2.2	1.1	0.0	1.6	0.6	0.9	
# FM Stations -				10				# Combos -				7				FM TOTALS							
														89.0	43.2	45.5	42.2	48.9	44.6	40.0	42.3	45.6	

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)								
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
KHTK	Sacramento	B	1140	50.0	50.00	e	Infinity Bcstg	26	0008 p		Sports	n/a		3.7	2.5	1.6	2.3	1.4	2.1	2.2	1.4	1.9	
KWG	Stockton	C	1230	0.9	1.00		Immaculate Heart	21	9911	441	Oldies	250	1.80	1.6	0.0	0.0	0.5	1.2	0.0	0.3	0.8	1.1	
KUYL	Stockton	B	1280	1.0	1.00		Clear Channel	47	0008		News/Talk	450	1.36	3.8	1.7	1.0	2.0	1.9	0.8	0.8	0.8	1.7	
KSTN	Stockton	B	1420	5.0	1.00	b	San Joaquin Bcstg	49			Oldies	100		0.5	0.0	0.0	0.5	0.0	0.6	0.8	1.1	0.4	
KCVR	Lodi	B	1570	5.0	0.50	f	Entravision Comm	46	0008		Spanish	200	1.77	1.3	1.4	0.8	0.5	0.9	1.7	1.6	1.1	1.3	
# AM Stations -				5				# Combos -				3				AM TOTALS							
														10.9	5.6	3.4	5.8	5.4	5.2	5.7	5.2	6.4	
AM & FM Stations Profiled -				15				# Duopolies -				3				Total Local Commercial Share							
														48.8	48.9	48.0	54.3	49.8	45.7	47.5	52.0		

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 86

Revenue Rank: 115

Bakersfield, CA Market Overview



Metro Counties / Population (000)	
Kern, CA	565.5
	565.5

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★ ★ ★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$12,400	\$13,000	\$14,000	\$14,700	\$15,000	\$15,000	3.9%
Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03	
8.0%	\$16,200	\$17,000	\$17,900	\$18,800	\$19,700	5.0%	

	1993	1998	2003	Est. Breakout	
Revenue/Retail Sales	\$3.76/1,000	\$3.37/1,000	\$3.91/1,000	Local	75%
Revenue/Capita	\$23.61	\$22.92	\$28.27	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	525.1	654.5	1.5%	654.5	696.8	1.3%
Households	171.3	213.9	4.5%	213.9	229.3	1.4%
Retail Sales	3,294.7	4,447.3	6.2%	4,447.3	5,038.2	2.5%
EBI	6,656.3	8,071.3	3.9%	8,071.3	9,477.8	3.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	332.9	69.3	31.6	29.9	53.1	53.4	40.9	54.7
Women (000)	321.6	66.4	29.9	26.9	45.7	49.1	39.7	63.9
Total	654.5	135.7	61.5	56.8	98.8	102.5	80.6	118.6
Percentage	100.0%	20.7%	9.4%	8.7%	15.1%	15.7%	12.3%	18.1%
Per Capita	\$ 12,332		Median Household	\$ 29,868		Avg Household	\$ 37,734	
Ethnic Population:	White	87.3%	Black	6.4%	Asian	4.5%	Hispanic	35.8%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	8	10		13	18	13	31
Tot 12+	14.0	50.4		59.4	64.4	15.4	79.8
Avg 12+	1.8	5.0		4.6	3.6	1.2	2.6
Tot LCS	17.5	63.2		74.4	80.7	19.3	100.0
Avg LCS	2.2	6.3		5.7	4.5	1.5	3.2

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 Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)								
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998	
KIWI	Bakersfield	A	92.1	2.0	568	h	Lotus Comm Corp	85	9909	6,300	c2	Spanish AC	900	0.97	5.7	3.8	4.6	3.8	3.7	4.0	4.3	5.2	5.0	
KMYX	Arvin	A	92.5	1.2	751		Farmworker Edu	87				Spanish			2.4	1.7	2.6	2.7	0.6	2.4	1.5	1.6	2.2	
KISV	Bakersfield	B	94.1	6.3	1332	e	Amer General Media	48	8205	1,675	1	CHR/Rhymc	1,100	1.03	6.6	7.7	9.0	7.2	7.2	6.4	5.7	4.2	5.2	
KLLY	Oildale	B1	95.3	12.5	463	c	Buckley Bcstg Corp	85	8611	1,300		Modern AC	1,200	1.28	5.8	3.6	3.0	4.0	5.0	5.3	5.0	4.2	4.3	
• KKXX	Bakersfield	B	96.5	50.0	499	g	Clear Channel	63	0008 p		g1	Top 40	600	0.62	6.0	5.3	5.6	4.3	4.9	4.3	5.3	4.6	5.4	
• KRME	Shafter	A	97.7	6.0	328	c	Buckley Bcstg Corp	78	0010 p	2,000		Mexican	450	1.74	1.6	0.9	2.4	1.5	0.7	0.9	1.3	1.3	1.8	
• KDFO	Delano	B1	98.5	8.0	581	g	Clear Channel	68	0008 p		g1	Clsc Rock	650	1.00	4.0	4.1	5.0	3.2	2.7	3.7	3.1	2.8	3.6	
• KKBB	Bakersfield	B1	99.3	1.2	1352	c	Buckley Bcstg Corp	90	9410	1,000		Clsc Rock	800	0.99	5.0	3.0	2.9	4.3	4.4	3.7	4.0	4.5	4.0	
• KGFM	Bakersfield	B	101.5	6.7	1299	d	Lagniappe Bcstg Inc	64	9212	1,750	c2	1	Soft Rock	1,300	1.22	6.6	4.7	5.2	5.5	4.8	6.4	4.3	5.5	5.2
• KCNQ	Kernville	A	102.5	0.1	1230	f	Bohn, Robert &	85	9708	200		Country	150	0.58	1.6	0.9	0.0	1.1	1.3	0.9	1.6	1.6	1.0	
• KSUV	McFarland	B1	102.9	20.3	364		Lotus Comm Corp	89	0010 p	2,500		Mexican	700	1.14	3.8	1.7	1.8	2.1	3.3	2.4	4.7	2.5	2.9	
• KBDS	Taft	A	103.9	6.0	328	b	Radio Campesina	99	9407	418	c1	Spanish				0.0	0.0	0.2	1.3	0.0	0.0	0.0	0.0	
• KCOO	Shafter	A	104.3	6.0	305	e	Amer General Media	94	9712	1,500	c4	1	R&B Oldies	500	0.72	4.3	2.0	2.7	1.5	3.1	3.7	4.1	2.8	3.3
• KVLI	Lake Isabella	A	104.5	0.2	1260	f	Bohn, Robert &	92	9706 p	300	c1	Clsc Rock	100	0.62	1.0	0.0	0.0	0.0	0.0	1.2	0.6	1.0	0.4	
• KKDJ	Delano	B	105.3	35.0	581	g	Clear Channel	87	0008 p		g1	Oldies	450	0.79	3.5	4.1	3.9	3.1	3.8	3.7	2.9	1.9	2.9	
• KRAB	Greenacres	B1	106.1	25.0	328	g	Clear Channel	89	0008 p		g1	AOR	950	0.78	7.5	7.7	5.8	6.9	5.7	7.2	6.0	5.7	5.6	
• KCWR	Bakersfield	A	107.1	6.0	164	a	Buck Owens Prdctn	89	9308	900		Country	400	0.99	2.5	2.4	1.7	2.6	1.9	2.3	2.3	1.8	1.8	
• KUZZ	Bakersfield	B	107.9	6.0	1358	a	Buck Owens Prdctn	68				Country	3,000	1.52	12.2	8.0	8.2	10.8	10.7	9.5	11.0	9.3	9.9	
# FM Stations -					18	# Combos -					16	FM TOTALS			80.1	61.6	64.4	64.8	65.1	68.0	67.7	60.5	64.5	

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 Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)								
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998	
KUZZ	Bakersfield	B	550	5.0	5.00	a	Buck Owens Prdctn	46				Country	175	0.98	1.1	1.2	1.4	0.8	1.1	0.8	0.9	0.9	1.0	
• KHIS	Bakersfield	B	800	1.0	0.44	g	Clear Channel	59	0008 p		g1	Christian			0.1	0.0	0.5	0.9	0.0	0.0	0.0	0.4	0.0	
• KAFY	Bakersfield	B	970	1.0	1.00	cp	Golden Pegasus Fin	58	0004 p	825		Spanish			1.7	0.5	0.6	0.0	1.3	1.7	1.0	1.6	1.2	
• KCHJ	Delano	B	1010	5.0	1.00	h	Lotus Comm Corp	51	9909		c3	Mexican	150		0.8	1.5	1.1	0.5	0.0	0.5	0.9	0.6	0.7	
• KMAP	Frazier Park	B	1050	10.0	3.00		KMAP Inc	93	0003 p			Children			0.3	0.5	0.0	0.0	0.4	0.0	0.6	0.0	0.4	
• KQAB	Lake Isabella	B	1140	1.0	0.00	cp	Bohn, Robert &	77	9708		c1	Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• KERI	Wasco	B	1180	50.0	10.00		KWSO Inc	50				Chrst/Talk			0.6	0.6	0.6	0.5	0.7	0.0	0.7	0.6	0.7	
• KGEO	Bakersfield	C	1230	1.0	1.00	d	Lagniappe Bcstg Inc	56	9212		c2	1	Talk/Sprts	300	1.23	1.5	2.7	1.2	2.3	1.0	0.9	1.2	1.8	1.1
• KMYX	Taft	B	1310	1.0	0.05	b	Radio Campesina	48	9407		c1	Spanish				0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	
• KBID	Bakersfield	B	1350	1.0	0.03	e	Amer General Media	58	9712		c4	1	Adlt Stndrd			1.5	1.1	0.6	1.1	1.2	0.9	0.7	1.6	1.8
• KERN	Bakersfield	B	1410	1.0	1.00	e	Amer General Media	32	7505		1	News/Talk	1,600	1.27	7.8	6.2	6.8	6.1	5.2	5.5	5.9	7.0	6.9	
• KWAC	Bakersfield	C	1490	1.0	1.00	h	Lotus Comm Corp	54	9909		c3	Spanish	400	1.12	2.2	0.8	1.4	0.9	1.1	1.2	0.7	3.1	2.3	
• KNZR	Bakersfield	A	1560	25.0	10.00	c	Buckley Bcstg Corp	33	9001	1,000		Nws/Tlk/Spt	325	0.84	2.4	1.4	1.2	1.5	1.4	1.8	1.9	1.9	2.3	
# AM Stations -					13	# Combos -					10	AM TOTALS			20.0	16.5	15.4	14.6	13.4	13.3	14.5	19.6	18.4	
AM & FM Stations Profiled -					31	# Duopolies -					9	Total Local Commercial Share			78.1	79.8	79.4	78.5	81.3	82.2	80.1	82.9		

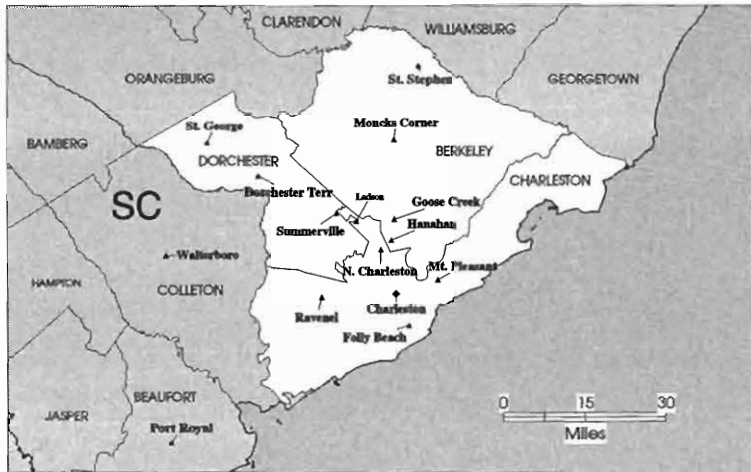
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 87

Revenue Rank: 86

Charleston, SC Market Overview



Metro Counties / Population (000)

Berkeley, SC	137.8
Charleston, SC	322.5
Dorchester, SC	89.5
Total	549.8

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$13,000	\$14,400	\$15,900	\$17,000	\$18,400	\$18,900
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
	\$3.18/1,000	\$3.57/1,000	\$4.73/1,000	Local	85%		
Revenue/Capita	1993	1998	2003	National	15%		
	\$24.02	\$34.38	\$53.43				

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	541.2	549.8	0.3%	549.8	563.4	0.5%
Households	190.2	198.7	0.9%	198.7	208.1	0.9%
Retail Sales	4,084.5	5,292.2	5.3%	5,292.2	6,367.1	3.8%
EBI	7,331.3	8,067.3	1.9%	8,067.3	10,160.2	4.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	271.7	51.7	23.6	29.5	47.2	44.7	34.5	40.4
Women (000)	278.1	49.9	22.8	28.4	43.4	45.4	36.0	52.3
Total	549.8	101.5	46.4	57.9	90.7	90.1	70.5	92.7
Percentage	100.0%	18.5%	8.4%	10.5%	16.5%	16.4%	12.8%	16.9%
Per Capita	\$ 14,673		Median Household	\$ 30,904		Avg Household	\$ 40,600	
Ethnic Population:	White 66.6%	Black 31.3%	Asian 1.7%	Hispanic 2.2%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		16	14	18	10	28
Tot 12+	3.0		71.5	70.9	74.5	12.2	86.7
Avg 12+	1.5		4.5	5.1	4.1	1.2	3.1
Tot LCS	3.5		82.5	81.8	85.9	14.1	100.0
Avg LCS	1.7		5.2	5.8	4.8	1.4	3.6

Competitive Overview

Some stations also rated in Savannah.

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)							
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
WWWZ	Summerville	C2	93.3	50.0	492	b	Citadel Comm Corp	74	9906		g2	Urban	3,000	1.04	13.5	11.3	11.8	11.8	11.6	13.0	11.9	11.9	11.0
WSSP	Goose Creek	C3	94.3	25.0 cp	328	d	Clear Channel	83	0008 p			Dance/CHR	500	0.48	4.9	4.1	4.5	3.8	5.6	4.4	6.2	3.5	3.1
WSSX	Charleston	C	95.1	100.0	1001	b	Citadel Comm Corp	45	9906		g2	CHR	1,900	1.37	6.5	5.3	6.7	6.7	4.7	6.6	4.8	5.0	6.4
WAVF	Hanahan	C1	96.1	100.0	538		Emerald City Radio	85	9911	3,000		AOR	1,700	1.42	5.6	6.0	6.8	5.4	4.2	5.3	3.6	5.3	5.4
WSUY	Charleston	C	96.9	100.0	1767	b	Citadel Comm Corp	48	9906		g2	Soft Rock	1,500	1.30	5.4	4.7	4.7	4.1	5.1	4.6	6.5	3.9	4.2
WYBB	Folly Beach	C2	98.1	50.0	479	e	L. M.	88	8806	2,000		Clsc Rock	950	1.35	3.3	4.3	3.3	2.7	2.8	2.1	2.8	2.9	3.9
WWBZ	McClellanville	C2	98.9	50.0	492		Baker Bcstg Inc	94	9508	848		Beach/RhyBl			1.5	1.0	1.6	1.8	1.6	1.1	1.2	1.8	1.2
WHBZ	Port Royal	C	99.7	100.0	1211		Barnacle Bcstg Ltd	89				DARK			0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3
WALC	Charleston	C3	100.5	17.5	394	d	Clear Channel	89	9905		g1	Hot AC	700	0.73	4.5	4.1	3.1	3.5	3.1	3.3	3.3	4.5	4.8
WPAL	Ridgeville	C3	100.9	25.0 cp	328		WPAL Radio Inc	68				Urban AC	250	0.78	1.5	1.3	0.7	0.6	1.5	1.8	1.2	1.0	1.4
WMGL	Ravenel	C3	101.7	6.5	423	b	Citadel Comm Corp	86	9906		g2	Urban	1,050	0.98	5.0	6.3	3.3	5.8	4.4	4.4	4.8	4.8	3.7
WXYL	N. Charleston	C	102.5	100.0	1001	d	Clear Channel	62	9905		g1	Oldies	1,900	1.10	8.1	7.4	5.8	6.9	6.8	8.7	7.6	5.2	7.1
WEZL	Charleston	C1	103.5	100.0	659	d	Clear Channel	70	9905		g1	Country	2,900	1.47	9.2	6.0	7.6	7.5	9.2	5.6	7.6	10.8	8.5
WRFQ	Mt. Pleasant	C2	104.5	28.0	656	d	Clear Channel	85	9905		g1	Clsc Hits	850	0.97	4.1	4.0	4.4	3.4	3.1	2.6	4.3	3.7	3.9
WCOO	Moncks Corner	C3	105.3	13.5	446	e	L. M.	69	9505		na	R&B Oldies	800	1.01	3.7	1.8	3.1	3.8	2.5	4.6	3.7	2.9	1.7
WTUA	St. Stephen	A	106.1	6.0	328		Ravenell, Jeremiah	89	9907			Gospel			0.8	0.4	1.3	0.8	1.6	1.0	0.0	1.0	0.8
WJNI	Ladson	A	106.3	3.0	328	a	Daniels, Thomas B	98				Gospel	150	0.27	2.6	3.1	1.7	3.1	3.3	2.0	3.1	1.9	2.0
WNKT	St. George	C	107.5	100.0	984	b	Citadel Comm Corp	71	9906		g2	Country	1,100	1.05	4.9	3.4	4.1	4.5	4.6	3.4	3.9	4.5	5.6
# FM Stations -					18	# Combos -					13	FM TOTALS			85.3	74.5	74.5	76.2	75.7	74.5	76.5	74.9	75.0

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)							
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
WSCC	Charleston	B	730	1.0	0.10	d	Clear Channel	47	9905		g1	Talk	200	0.58	1.6	2.2	1.5	2.0	1.7	2.8	0.8	0.0	2.0
• WQIZ	St. George	B	810	5.0	0.00		ELM LLC	62	9701 p	200		Gospel	200	0.85	1.1	0.0	1.0	0.0	0.0	0.7	0.9	1.6	0.8
WTMZ	Dorchester Terr	B	910	0.5	0.50	b	Citadel Comm Corp	60	9906		g2	News			1.0	2.4	1.9	2.3	2.0	2.6	0.5	0.0	0.3
• WMCJ	Moncks Corner	B	950	0.5	0.00	c	Kirkman Bcstg Inc	63	0010 p	300		Gospel			0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WAZS	Summerville	B	980	1.0	0.13	a	Daniels, Thomas B	63	0006 p	200		Cntry/Gospl			0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.5
WTMA	Charleston	B	1250	5.0	1.00	b	Citadel Comm Corp	39	9906		g2	News/Talk	1,000	1.09	4.3	3.5	1.9	2.1	2.1	3.8	3.9	3.7	3.9
WQSC	Charleston	C	1340	1.0	1.00	c	Kirkman Bcstg Inc	46	9411	100		Sports			0.5	0.0	0.4	0.6	0.8	0.8	0.0	0.3	0.5
WXTC	Charleston	B	1390	5.0	5.00	b	Citadel Comm Corp	30	9906		g2	Gospel	450	0.47	4.5	4.3	5.5	3.5	5.9	3.8	4.0	4.7	3.4
WQNT	Charleston	C	1450	0.8	0.85	c	Kirkman Bcstg Inc	48	9512	10		Sports			0.7	0.0	0.0	0.4	0.0	0.0	0.5	0.6	1.2
WZJY	Mt. Pleasant	B	1480	0.9	0.04		Fulmer	82	9912	189		Gospel	250		0.7	0.0	0.0	0.0	0.0	0.7	0.6	0.8	0.5
# AM Stations -					10	# Combos -					8	AM TOTALS			14.7	12.4	12.2	10.9	12.5	15.2	11.2	12.3	13.1
AM & FM Stations Profiled -					28	# Duopolies -					9	Total Local Commercial Share			86.9	86.7	87.1	88.2	89.7	87.7	87.2	88.1	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 88

Revenue Rank: 89

Mobile, AL Market Overview



Metro Counties / Population (000)

Baldwin, AL	134.6
Mobile, AL	400.8
Total	535.4

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

ESTIMATED GROSS REVENUES ★★★	<u>1993</u>	<u>1994</u>	<u>1995</u>	<u>1996</u>	<u>1997</u>	<u>1998</u>	<u>Δ 93 - 98</u>
	\$11,500	\$12,800	\$13,000	\$14,300	\$15,500	\$18,400	9.9%
	<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>
	15.8%	\$21,300	\$23,400	\$25,700	\$28,300	\$31,100	10.0%

	<u>1993</u>	<u>1998</u>	<u>2003</u>	Est. Breakout
Revenue/Retail Sales	\$3.05/1,000	\$3.52/1,000	\$4.57/1,000	Local 78%
Revenue/Capita	\$22.89	\$34.37	\$55.51	National 22%

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	502.5	535.4	1.3%	535.4	560.3	0.9%
Households	184.6	200.7	1.7%	200.7	215.3	1.4%
Retail Sales	3,773.4	5,233.9	6.8%	5,233.9	6,801.4	5.4%
EBI	6,606.2	8,176.0	4.4%	8,176.0	11,122.9	6.3%

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)	256.6	46.2	26.1	23.0	33.1	40.2	35.2	52.8
Women (000)	278.8	44.3	25.0	24.0	35.6	42.8	38.9	68.1
Total	535.4	90.6	51.2	47.0	68.6	83.0	74.2	120.9
Percentage	100.0%	16.9%	9.6%	8.8%	12.8%	15.5%	13.8%	22.6%
Per Capita	\$ 15,271		Median Household	\$ 34,351		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	12	28
Tot 12+	1.4		66.0	58.4	67.4	13.0	80.4
Avg 12+	0.7		4.7	5.8	4.2	1.1	2.9
Tot LCS	1.7		82.1	72.6	83.8	16.2	100.0
Avg LCS	0.9		5.9	7.3	5.2	1.3	3.6

Competitive Overview

Some stations also rated in Pensacola and Biloxi.

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)							
															Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
WZEW	Fairhope	C3	92.1	13.5	449	a Baldwin Bcstg Co	66	9811	1,425		AAA	575	1.23	2.2	1.9	2.3	2.1	1.5	1.3	1.4	2.3	2.0
WBLX	Mobile	C	92.9	98.0	1555	b Cumulus Bcstg Inc	73	9911	19,000	d1	Urban AC	2,200	1.09	9.5	12.7	11.4	11.4	11.0	7.0	8.3	7.0	7.7
• WMEZ	Pensacola	C	94.1	100.0	1329	Pamal Broadcasting	60	0009 p	See (121)		AC	n/a		3.5	1.9	2.1	2.1	2.2	2.6	3.0	2.0	3.3
WKSJ	Mobile	C	94.9	100.0	1555	e Clear Channel	71	9705	24,000	d2	Country	3,750	1.63	10.8	10.1	7.3	11.5	8.4	7.7	9.4	9.0	7.8
WRKH	Mobile	C	96.1	97.0	1342	e Clear Channel	64	9705		d2	Clisc Rock	1,400	1.43	4.6	4.9	4.4	3.0	3.5	3.9	3.3	2.7	4.5
WABB	Mobile	C	97.5	100.0	1552	d Dittman Group	73				Adult CHR	3,500	1.37	12.0	8.5	10.6	7.8	9.8	8.4	9.0	11.1	9.4
WDLT	Chickasaw	C2	98.3	40.0	548	b Cumulus Bcstg Inc	81	9911		d1	Urban AC	1,900	0.98	9.1	9.2	10.0	8.4	7.4	9.6	7.3	5.2	6.6
WMXC	Mobile	C	99.9	94.0	1755	e Clear Channel	47	9705		d2	AC	1,500	1.38	5.1	4.2	4.2	3.5	5.7	4.8	4.1	2.6	4.5
• WJLQ	Pensacola	C	100.7	100.0	1555	Cumulus Bcstg Inc	65	9911	See (121)		CHR	n/a		3.5	1.6	2.0	1.9	1.8	2.8	2.4	2.7	3.2
WQUA	Citronelle	C3	102.1	15.0	427	Syncom Radio Corp	89	9811		st	AC	100	0.47	1.0	0.7	0.6	0.9	0.8	0.6	1.3	0.5	0.6
• WXBM	Milton	C	102.7	100.0	1329	Pamal Broadcasting	64	0009 p			Country	n/a		3.6	1.3	2.6	2.1	2.5	2.9	1.9	4.0	2.6
WYOK	Atmore	C	104.1	100.0	1555	b Cumulus Bcstg Inc	66	9911	6,000	c1	Top 40	675	0.39	8.1	1.7	2.4	2.4	2.9	5.9	5.4	7.8	6.5
WDWG	Moss Point	C2	104.9	33.0	600	e Clear Channel	64	9901		sw	Country	1,300	1.22	5.0	3.0	2.9	2.7	2.9	3.5	4.0	4.0	4.4
WNSP	Bay Minette	A	105.5	5.3	348	.COM+Inc.	64	9808	1,050		Sports	700	2.35	1.4	1.6	1.4	3.2	1.9	0.9	0.7	1.4	1.4
WCSN	Orange Beach	A	105.7	5.0	246	Gulf Coast Bcstg	96	9711	760		AC	325		0.1	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0
WAVH	Daphne	C2	106.5	50.0	450	a Baldwin Bcstg Co	93				Oldies	1,000	1.07	4.4	2.4	3.2	2.8	2.1	3.5	2.8	4.1	3.5
# FM Stations -				16	# Combos -				10	FM TOTALS				83.9	65.7	67.4	65.8	64.4	65.8	64.3	66.4	68.0

AM Stations

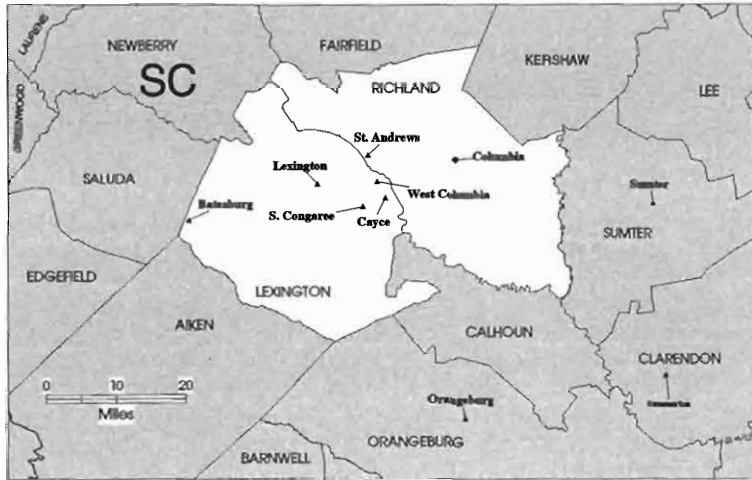
Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1999 Est Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
WDLT	Fairhope	B	660	10.0	0.00	b	Cumulus Bcstg Inc	65	9911		d1	News/Talk	150	0.41	1.7	0.0	0.0	1.0	1.5	1.9	1.3	1.5	0.8
WNTM	Mobile	B	710	1.0	0.50	e	Clear Channel	46	9705		d2	News/Talk	1,000	0.84	5.6	3.2	3.8	4.3	4.9	4.8	4.7	3.4	4.8
WBHY	Mobile	B	840	33.0	0.00	c	Goforth Media Inc	43	8604	250	+	Christian			0.9	0.6	1.7	0.4	0.5	0.4	0.6	0.0	1.8
WGOK	Mobile	B	900	1.0	0.38	b	Cumulus Bcstg Inc	58	9911		c1	Gospel	600	0.60	4.7	4.6	3.6	5.8	3.4	3.9	3.7	3.8	3.5
WLPR	Prichard	B	960	5.0	1.00	c	Goforth Media Inc	85	9404	180		Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WBCA	Bay Minette	B	1110	10.0	0.00		Southern Media	57	9807	65		Country				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	Adlt Stndrd	125		0.6	0.4	0.6	0.6	2.0	0.6	0.0	0.9	0.5
WKSJ	Prichard	B	1270	5.0	0.10	e	Clear Channel	66	9705		d2	Adlt Stndrd			0.1	0.6	1.1	1.0	0.7	0.4	0.0	0.0	
WHEP	Foley	B	1310	1.0	0.00		Stewart Bcstg Co	53	6105			News/Sprts	100		0.3	0.6	0.5	0.6	0.0	0.9	0.0	0.0	0.0
WMOB	Mobile	B	1360	5.0	0.21		B Tucker Assoc Inc	61	8409	350		Relgrn/Gospl			0.6	0.0	0.5	0.0	0.8	0.0	1.4	0.5	0.0
WLVV	Mobile	B	1410	3.9 cp	3.90		Martin Bcstg Inc	30	9906	264		Gospel			0.7	0.4	0.6	0.0	0.4	0.0	0.6	0.6	0.9
WABB	Mobile	B	1480	5.0	4.40	d	Dittman Group	48				News/Talk	350		0.8	0.7	0.6	0.6	0.8	0.9	0.6	0.5	0.6
# AM Stations -				12	# Combos -				7	AM TOTALS				16.0	11.1	13.0	14.3	15.0	13.8	12.9	11.2	12.9	
AM & FM Stations Profiled -				28	# Duopolies -				9	Total Local Commercial Share				76.8	80.4	80.1	79.4	79.6	77.2	77.6	80.9		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 89
Revenue Rank: 74

Columbia, SC Market Overview



Metro Counties / Population (000)

Lexington, SC	207.9
Richland, SC	308.3
Total	516.2

Market Radio Financials

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

ESTIMATED GROSS REVENUES
★★★

1993	1994	1995	1996	1997	1998	Δ 93 - 98
\$16,900	\$19,100	\$20,300	\$21,900	\$23,800	\$26,700	9.6%
Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
4.9%	\$28,000	\$31,100	\$32,900	\$35,900	\$38,000	8.0%

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	\$4.04/1,000	\$5.28/1,000	\$5.82/1,000	Local 80%
Revenue/Capita	\$35.65	\$51.72	\$68.44	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	474.0	516.2	1.7%	516.2	555.2	1.5%
Households	172.2	191.0	2.1%	191.0	210.8	2.0%
Retail Sales	4,184.3	5,061.3	3.9%	5,061.3	6,532.3	5.2%
EBI	7,081.8	8,272.1	3.2%	8,272.1	10,929.9	5.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	252.1	40.3	22.5	28.9	40.4	44.7	34.9	40.4
Women (000)	264.1	39.1	21.4	28.7	40.2	46.0	36.4	52.3
Total	516.2	79.4	43.9	57.6	80.6	90.7	71.3	92.6
Percentage	100.0%	15.4%	8.5%	11.2%	15.6%	17.6%	13.8%	17.9%
Per Capita	\$ 16,025							
			Median Household	\$ 36,641			Avg Household	\$ 43,310
Ethnic Population:	White 68.3%		Black 30.0%		Asian 1.5%		Hispanic 2.0%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	10		5	12	15	9	24
Tot 12+	35.1		39.2	73.5	74.3	10.9	85.2
Avg 12+	3.5		7.8	6.1	5.0	1.2	3.6
Tot LCS	41.2		46.0	86.3	87.2	12.8	100.0
Avg LCS	4.1		9.2	7.2	5.8	1.4	4.2

Competitive Overview

Some stations also rated in Florence.

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)								
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998	
WZMJ	Batesburg	A	93.1	2.1	561	a	Rainbow Radio LLC	65	9901	3,412		Urban AC			0.1	1.1	0.5	0.6	0.5	0.0	0.0	0.5	0.0	
WARQ	Columbia	A	93.5	2.8	443	d	Inner City Bcstg	71	0008		g1	Alternative	1,200	0.74	5.8	5.6	4.9	6.1	3.9	3.6	5.6	5.0	4.9	
WFMV	South Congaree	A	95.3	3.0	328	e	Glory		93			Gospel	900	0.46	7.0	5.9	5.3	5.0	5.8	5.5	5.0	5.8	6.6	
WLTY	Cayce	A	96.7	3.3	443	c	Clear Channel	74	0008		g	Soft AC	1,000	0.79	4.5	2.5	3.0	3.0	2.3	2.8	4.1	4.0	4.1	
WCOS	Columbia	C1	97.5	100.0	981	c	Clear Channel	51	0008		g	Country	4,100	1.24	11.8	9.4	10.8	8.4	10.8	10.4	9.5	8.4	10.5	
WLJI	Summerton	A	98.3	6.0	328	e	Glory	96	9702		108 cp	Gospel			0.5	0.3	0.3	0.2	0.3	0.2	0.5	0.2	0.6	
WLXC	Lexington	A	98.5	6.0	328	b	Citadel Comm Corp	94	0007		g4	Urban AC	500	0.42	4.3	3.4	4.3	3.4	4.3	3.2	7.6	2.0	1.4	
WSCQ	West Columbia	A	100.1	5.9	328	c	Clear Channel	75	0008		g	R&B Oldies	900	0.57	5.6	4.2	4.1	4.0	3.7	4.1	4.8	4.9	4.7	
WWDM	Sumter	C	101.3	100.0	1322	d	Inner City Bcstg	61	0008		g1	Urban	5,300	1.29	14.7	6.2	6.7	7.6	6.5	8.3	10.9	14.3	14.9	
WMFX	St. Andrews	A	102.3	6.0	328	d	Inner City Bcstg	85	0008		g1	Cisc Rock	2,500	1.14	7.8	6.7	7.0	6.8	5.4	6.2	6.8	6.7	5.8	
WOMG	Columbia	A	103.1	6.0	308	b	Citadel Comm Corp	84	0007		g4	Oldies	1,525	0.86	6.3	4.6	5.7	5.8	5.4	5.2	5.2	5.0	5.3	
WHXT	Orangeburg	C3	103.9	9.2	532	a	Rainbow Radio LLC	73	9901	3,413	c1	Urban	250			7.6	7.5	7.5	6.9	7.3	0.0	0.0	0.0	
WNOK	Columbia	C	104.7	96.0	1034	c	Clear Channel	59	0008		g	Adult CHR	3,700	1.22	10.8	8.4	8.9	7.5	9.4	9.7	9.8	8.7	7.2	
WGVC	Newberry	A	106.3	6.0	328		Sutton Radiocasting	89	9906		300 na	Rhymc/Oldes				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WTCB	Orangeburg	C1	106.7	100.0	787	b	Citadel Comm Corp	67	0007		g4	AC	3,350	1.79	6.7	4.3	5.3	5.4	5.3	4.9	5.3	6.5	5.3	
# FM Stations -					15	# Combos -					14	FM TOTALS				85.9	70.2	74.3	71.3	70.5	71.4	75.1	72.0	71.3

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)								
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998	
WVOC	Columbia	B	560	5.0	5.00	c	Clear Channel	30	0008		g	Nws/Tlk/Spt	2,000	1.04	6.9	7.0	5.6	5.1	5.7	5.2	5.0	5.5	6.9	
WTGH	Cayce	B	620	1.0 cp	0.13		Glory	58	9910	375		Gospel	200		0.7	0.5	0.5	1.2	1.5	0.5	0.6	0.6	0.6	
WCTG	Columbia	B	840	50.0	0.00		Alliance Bcstg	93	9912	850		Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WLGO	Lexington	B	1170	10.0	0.00		PowerNomics	88	9901	200		Gospel				0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	
WOIC	Columbia	C	1230	1.0	1.00	d	Inner City Bcstg	47	0008		g1	Oldies	200	0.32	2.2	1.4	1.0	1.4	0.9	1.5	1.5	2.0	2.3	
WISW	Columbia	B	1320	5.0	2.50	b	Citadel Comm Corp	54	0007		g4	News	350	0.52	2.4	2.8	2.7	4.4	3.5	4.2	0.8	1.2	1.6	
WCOS	Columbia	C	1400	1.0	1.00	c	Clear Channel	39	0008		g	Sports			1.8	1.2	1.1	1.2	1.5	1.1	1.4	2.1	1.4	
WBLR	Batesburg	B	1430	5.0	0.14		Barinowski Invest	56	9902		na	Spanish				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WQXL	Columbia	B	1470	5.0	0.14		Metro Comm	45	8906	135		Relig Music				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					9	# Combos -					4	AM TOTALS				14.0	12.9	10.9	13.8	13.1	12.5	9.3	11.4	12.8
AM & FM Stations Profiled -					24	# Duopolies -					8	Total Local Commercial Share				83.1	85.2	85.1	83.6	83.9	84.4	83.4	84.1	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 90

Revenue Rank: 125

Gainesville - Ocala, FL Market Overview



Metro Counties / Population (000)

Alachua, FL	213.9
Gilchrist, FL	13.6
Levy, FL	33.0
Marion, FL	246.2
Total	506.7

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$9,500	\$10,500	\$11,300	\$11,500	\$11,800	\$12,500
***	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	17.6%	\$14,700	\$16,500	\$18,100	\$19,900	\$21,900	10.5%
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
Revenue/Capita	\$2.45/1,000	\$2.38/1,000	\$3.09/1,000	Local	80%		
	\$21.23	\$24.67	\$39.98	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	447.5	506.7	2.5%	506.7	547.8	1.6%
Households	178.5	200.4	2.3%	200.4	218.6	1.8%
Retail Sales	3,873.8	5,262.8	6.3%	5,262.8	7,086.2	6.1%
EBI	5,829.1	6,949.3	3.6%	6,949.3	8,892.5	5.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	247.2	37.0	18.4	29.9	33.3	35.6	30.6	62.4
Women (000)	259.5	35.6	17.7	29.1	32.4	37.5	33.4	73.9
Total	506.7	72.5	36.1	59.0	65.7	73.1	63.9	136.3
Percentage	100.0%	14.3%	7.1%	11.6%	13.0%	14.4%	12.6%	26.9%
Per Capita	\$ 13,715	Median Household		\$ 26,057	Avg Household		\$ 34,677	
Ethnic Population:	White 79.1%	Black 18.5%	Asian 2.0%	Hispanic 4.6%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	11		8	10	19	10	29
Tot 12+	18.2		39.2	52.2	57.4	6.3	63.7
Avg 12+	1.7		4.9	5.2	3.0	0.6	2.2
Tot LCS	28.6		61.5	81.9	90.1	9.9	100.0
Avg LCS	2.6		7.7	8.2	4.7	1.0	3.4

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)								
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
WNDD	Alachua	A	92.5	3.2	443	f	Dix Communications	96	9711	675		ClRck/NwRck			1.5	1.4	2.0	1.0	0.9	1.7	1.8	1.3	1.2	
WMFQ	Ocala	C2	92.9	50.0	476	a	Asterisk Comm Inc	77	9503	2,100		Soft AC	1,000	0.86	7.9	3.2	3.9	4.7	5.6	4.3	4.7	5.0	4.4	
WOGK	Ocala	C	93.7	100.0	1348	f	Dix Communications	60	8605			Country	2,900	1.39	14.2	9.9	9.9	9.3	9.2	11.2	10.1	10.9	13.4	
WNDD	Silver Springs	A	95.5	6.0	328	f	Dix Communications	91	9709	4,060		AOR	1,500	1.26	8.1	2.7	2.3	5.5	5.1	4.3	3.4	3.1	3.2	
WXOF	Yankeetown	A	96.3	3.5	433		WGUL FM Inc		98			Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WNDN	Chiefland	A	97.3	6.0	328	d	Dix Communications	92	9912	470	c2	Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WSKY	Micanopy	C2	97.3	13.5 cp	948	g	Entercom	85	9804	2,850		News	550	0.98	3.8	4.6	4.2	3.4	1.5	1.3	1.4	2.0	2.3	
WKTK	Crystal River	C1	98.5	100.0	981	g	Entercom	76	8612	3,600		AC	2,500	1.62	10.5	6.5	7.1	6.8	6.9	7.6	7.0	8.1	9.0	
WBXY	LaCrosse	A	99.5	2.2	472	a	Asterisk Comm Inc		99			Hot AC				1.7	1.1	1.3	1.1	1.1	0.6	1.1	0.4	0.8
WRKG	Newberry	C3	100.5	11.0	492	a	Asterisk Comm Inc	94	9810	1,150		Clsc Rock	300	1.36	1.5	1.0	1.0	1.0	0.9	0.6	0.5	0.6	0.7	
WYGC	Gainesville	A	100.9	6.0	299	a	Asterisk Comm Inc	82	9310	1,400		Country	300	0.93	2.2	1.9	1.9	1.8	1.1	2.0	2.0	1.9	4.2	
WTMG	Williston	A	101.3	3.5	433		Connecticut Bcst	83	9603	870		Urban AC	800	0.59	9.2	5.0	6.6	6.0	6.0	5.2	5.6	6.7	4.2	
• WDJY	Trenton	A	101.7	2.4 cp	525		Pamal Broadcasting	88	0009 p	763		Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WTRS	Dunnellon	C2	102.3	50.0	489	a	Asterisk Comm Inc	69	8303	385		Country	1,300	1.12	7.9	6.9	6.1	5.4	4.9	3.9	6.7	4.8	5.2	
WRGO	Cedar Key	C3	102.7	12.5 cp	459		Pamal Broadcasting		96	850		Oldies				0.6	0.5	0.0	0.0	0.0	0.0	0.0	0.0	
WRUF	Gainesville	C1	103.7	100.0	768	c	Univ of Florida		48			Rock	1,100	0.81	9.2	6.5	5.3	6.0	6.0	5.9	6.7	6.3	5.9	
WIFL	Inglis	A	104.3	6.0	328		Seven Rivers Bcst	96	9804	1,200		Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	
WXJZ	High Springs	A	104.9	3.2	449	a	Asterisk Comm Inc	84	9905	825		Smooth Jazz				0.5	1.1	1.3	0.7	0.0	0.0	0.0	0.0	
WYKS	Gainesville	A	105.3	3.0	466	b	Gillen, Albert J	70	8708	1,900	c2	CHR	450	0.47	6.5	5.0	5.4	4.2	4.3	4.6	3.8	3.5	4.2	
# FM Stations -					19	# Combos -					14	FM TOTALS			84.7	57.4	58.8	56.9	53.5	53.2	54.8	54.6	59.0	

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)								
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
WRZN	Hernando	B	720	10.0	0.25		Pamal Broadcasting	89	0008 p	650		Adlt Stndrd	250	0.34	5.0	1.4	2.1	3.1	3.4	2.6	2.3	3.1	1.7	
WRUF	Gainesville	B	850	5.0	5.00	c	Univ of Florida		28			Talk	400	0.97	2.8	1.9	0.9	1.3	2.3	1.9	3.8	2.4	2.7	
WMOP	Ocala	B	900	3.3	0.02	e	Florida Sportstalk	53	9701	350		Sports	350		0.6	0.5	1.0	0.0	0.8	0.0	0.5	0.7	1.5	
WLQH	Chiefland	B	940	0.8	0.02	d	Dix Communications	68	9912		c2	Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WLUS	Gainesville	B	980	5.0	0.17		Pamal Broadcasting	54	0009 p	763		Nostalgia	350	0.95	2.5	0.0	0.0	1.6	1.7	2.8	1.1	2.0	1.2	
WGGG	Gainesville	C	1230	1.0	1.00	e	Florida Sportstalk	48	9701	300		Sports				1.2	0.6	0.4	0.7	0.9	0.0	0.7	0.4	0.0
WCFI	Ocala	B	1290	5.0	1.00		News & Travel Ntwk	39	9509	125		News				0.3	0.0	0.0	0.0	0.4	1.1	0.4	0.4	0.5
WOCA	Ocala	B	1370	5.0	0.03		WSOS-FM Inc	57	0001 p	743		News/Talk	450	1.28	2.4	1.4	2.5	0.8	2.3	2.0	2.7	2.8	2.0	
• WAJD	Gainesville	B	1390	5.0	0.05	b	Gillen, Albert J	61	8708		c2	Children				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WWLO	Gainesville	B	1430	2.5	0.00		Connecticut Bcst	91	9701	200		Talk	200			0.5	0.5	0.0	0.0	0.6	0.0	0.4	1.5	0.5
# AM Stations -					10	# Combos -					5	AM TOTALS			15.3	6.3	6.9	7.5	12.4	10.4	11.9	13.3	10.1	
AM & FM Stations Profiled -					29	# Duopolies -					9	Total Local Commercial Share			63.7	65.7	64.4	65.9	63.6	66.7	67.9	69.1		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 91
Revenue Rank: 94

Spokane, WA Market Overview



Metro Counties / Population (000)

Spokane, WA	417.3
Kootenai, ID	102.7
	520.0

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$13,400	\$14,400	\$14,900	\$15,300	\$16,600	\$18,200
Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03	
	9.3%	\$19,900	\$21,900	\$23,600	\$26,000	\$28,100	9.0%

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	\$3.01/1,000	\$3.11/1,000	\$3.77/1,000	Local 80%
Revenue/Capita	\$28.57	\$35.00	\$52.25	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	469.0	520.0	2.1%	520.0	537.8	0.7%
Households	184.2	204.3	2.1%	204.3	213.7	0.9%
Retail Sales	4,455.4	5,849.5	5.6%	5,849.5	7,444.9	4.9%
EBI	6,937.2	8,517.9	4.2%	8,517.9	11,133.7	5.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	254.6	44.0	23.3	22.9	33.6	43.1	35.4	52.4
Women (000)	265.4	41.6	21.9	22.8	33.2	44.3	35.9	65.5
Total	520.0	85.6	45.2	45.7	66.8	87.4	71.3	117.9
Percentage	100.0%	16.5%	8.7%	8.8%	12.9%	16.8%	13.7%	22.7%

Per Capita	\$ 16,381	Median Household	\$ 31,822	Avg Household	\$ 41,693
Ethnic Population:	White 95.0%	Black 1.4%	Asian 2.1%	Hispanic 2.8%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		15	13	16	11	27
Tot 12+	0.9		68.3	67.4	69.2	18.4	87.6
Avg 12+	0.9		4.6	5.2	4.3	1.7	3.2
Tot LCS	1.0		78.0	76.9	79.0	21.0	100.0
Avg LCS	1.0		5.2	5.9	4.9	1.9	3.7

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)									
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998		
KZZU	Spokane	C	92.9	81.0	2080	c	Morgan Murphy Stns	55	9508	1,750	c2	CHR	1,800	0.77	11.8	8.3	10.4	8.8	9.3	10.7	9.4	10.2	11.1		
KDRK	Spokane	C	93.7	56.0	2379	a	Citadel Comm Corp	65	9212		g2	Country	2,200	1.14	9.7	5.9	6.3	8.9	7.2	8.0	8.9	8.5	8.8		
KHTQ	Hayden	C	94.5	83.0	2182	d	KXLY Bcstg Group	92	9805	2,500	c4	Rock	700	0.70	5.0	8.8	7.4	4.9	3.8	4.5	4.7	4.2	4.3		
KNFR	Opportunity	C	96.1	56.0	2379	b	Clear Channel	61	0008		g	Country	1,250	1.46	4.3	6.7	5.0	5.0	6.4	3.1	2.7	4.3	4.9		
KEZE	Spokane	C2	96.9	8.2 cp	1198	c	Morgan Murphy Stns	93	9906		na	80s Hits	150	0.31	2.4	3.5	1.9	2.9	2.9	3.2	4.5	0.7	0.0		
KISC	Spokane	C	98.1	94.0	2031	b	Clear Channel	66	0008		g	Lite Rock	2,000	1.65	6.1	5.7	5.5	6.0	6.0	5.1	4.5	6.4	5.5		
KKZX	Spokane	C	98.9	10.0	1608	b	Clear Channel	75	0008		g	Clsc Rock	2,500	1.30	9.7	7.3	6.4	7.2	8.6	9.3	8.9	7.8	7.9		
KXLY	Spokane	C	99.9	37.0	2999	c	Morgan Murphy Stns	59				Soft AC	1,500	0.99	7.6	7.0	5.8	8.5	6.3	6.0	6.5	7.3	7.0		
KEYF	Cheney	C	101.1	100.0	1608	a	Citadel Comm Corp	86	9905		g1	Oldies	1,600	1.32	6.1	5.4	5.5	4.7	4.4	4.8	6.3	4.8	5.6		
KTSL	Medical Lake	C2	101.9	28.5	650		Pamplin Comm Corp	89	9808	1,300		ChrsContemp	350	1.03	1.7	1.9	3.3	2.6	2.1	2.2	1.2	1.2	1.5		
KCDA	Post Falls	C1	103.1	17.5 cp	1860		Clear Channel	79	0007 p	4,700		Hot AC	400	0.67	3.0	1.4	2.0	1.8	1.4	2.8	2.1	3.1	2.7		
KWHK	Spokane	C2	103.9	5.5	1417	a	Citadel Comm Corp	86	9906	4,150		Clsc Rock	450	0.71	3.2	3.3	2.2	2.0	2.3	2.6	2.0	3.4	3.2		
KAEP	Spokane	C	105.7	100.0	1910	a	Citadel Comm Corp	65	9303	2,900	e	Alternative	1,200	0.93	6.5	4.0	5.7	6.7	6.2	7.6	4.5	5.2	5.5		
KSP0	Dishman	A	106.5	2.3 cp	528		Read Bcstg Network	95	9512		100 cp	Religion			0.4	0.0	0.9	0.7	0.5	0.0	0.6	0.4	0.5		
KAZZ	Deer Park	C3	107.1	9.0	253		Kazmark, Barbara	83				Adlt Strndrd	50		0.9	1.0	0.9	0.8	0.8	0.9	0.9	0.9	0.6		
KMBI	Spokane	C	107.9	56.0	2379	e	Moody Bible Inst	68				Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# FM Stations -					16	# Combos -					12	FM TOTALS					78.4	70.2	69.2	71.5	68.2	70.8	67.7	68.4	69.1

AM Stations

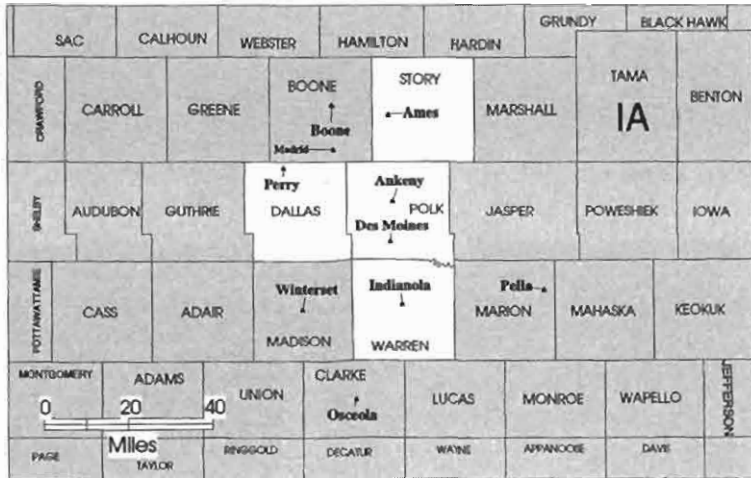
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1999 Est Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)									
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998		
KAQQ	Spokane	B	590	5.0	5.00	b	Clear Channel	72	0008		g	MOR	750	0.66	5.7	4.3	5.2	4.6	3.8	4.3	5.9	4.6	5.2		
KXLI	Opportunity	B	630	0.5	0.53	c	Morgan Murphy Stns	55	9612	330		Sports	50	0.23	1.1	0.6	0.5	0.5	0.5	1.1	0.8	1.2	0.9		
KJRB	Spokane	B	790	5.0	3.80	a	Citadel Comm Corp	47	9309	125		Sprts/Talk	250	0.97	1.3	1.6	1.6	1.8	2.9	1.5	1.4	1.3	0.5		
KXLY	Spokane	B	920	5.0	5.00	c	Morgan Murphy Stns	22	6203			Nws/Tlk/Spt	1,200	0.94	6.4	4.5	5.8	4.7	5.4	6.2	5.1	5.5	5.8		
KTRW	Spokane	B	970	5.0	1.00		Morgan Murphy Stns	47	9512		c3	Religion	200		0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.6	1.7		
KEYF	Dishman	B	1050	5.0 cp	0.03	a	Citadel Comm Corp	84	9905		g1	Oldies			0.2	0.2	0.2	0.3	0.1	0.2	0.2	0.1	0.2		
KVNI	Coeur d'Alene	B	1080	10.0	1.00	d	KXLY Bcstg Group	46	9805		c4	Talk/Sprts				0.6	0.5	0.5	0.0	0.0	0.0	0.0	0.0		
KSBN	Spokane	C	1230	1.0	1.00		Gottlieb, Alan M	21	9505	150		Bus News			0.3	0.6	0.5	0.0	0.8	0.0	0.5	0.4	0.0		
KUDY	Spokane	B	1280	5.0	0.00	b	Clear Channel	65	0008		g	Religion	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KMBI	Spokane	B	1330	5.0	0.00	e	Moody Bible Inst	59				Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KGA	Spokane	A	1510	50.0	50.00	a	Citadel Comm Corp	26	9212		g2	News/Talk	1,200	1.06	5.7	6.2	4.1	5.5	6.4	3.7	5.1	5.4	5.8		
# AM Stations -					11	# Combos -					9	AM TOTALS					21.3	18.6	18.4	17.9	19.9	17.0	19.0	19.1	20.1
AM & FM Stations Profiled -					27	# Duopolies -					9	Total Local Commercial Share						88.8	87.6	89.4	88.1	87.8	86.7	87.5	89.2

Other Rulemaking: 102.3, A, Coeur d'Alene

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 92
Revenue Rank: 75

Des Moines, IA Market Overview



Metro Counties / Population (000)

Dallas, IA	37.5
Polk, IA	362.5
Story, IA	73.7
Warren, IA	40.3
Total	514.0

Market Radio Financials

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

ESTIMATED GROSS REVENUES ***	<u>1993</u>	<u>1994</u>	<u>1995</u>	<u>1996</u>	<u>1997</u>	<u>1998</u>	<u>Δ 93 - 98</u>
	\$18,500	\$20,900	\$21,900	\$23,500	\$25,300	\$27,000	7.9%
	<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>
	0.7%	\$27,200	\$28,600	\$29,400	\$30,600	\$31,500	3.7%
	<u>1993</u>	<u>1998</u>	<u>2003</u>	<u>Est. Breakout</u>			
Revenue/Retail Sales	\$3.51/1,000	\$3.74/1,000	\$3.22/1,000	Local	82%		
Revenue/Capita	\$37.69	\$52.53	\$59.17	National	18%		

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	490.9	514.0	0.9%	514.0	532.4	0.7%
Households	188.6	199.8	1.2%	199.8	209.7	1.0%
Retail Sales	5,272.9	7,225.9	6.5%	7,225.9	9,793.8	6.3%
EBI	8,533.4	9,444.8	2.1%	9,444.8	11,752.9	4.5%

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)	249.5	42.1	20.6	28.3	37.9	41.5	33.8	45.3
Women (000)	264.5	39.7	19.8	27.7	38.1	42.9	35.5	60.9
Total	514.0	81.8	40.4	56.0	76.0	84.3	69.3	106.2
Percentage	100.0%	15.9%	7.9%	10.9%	14.8%	16.4%	13.5%	20.7%
Per Capita	\$ 18,375	Median Household		\$ 40,043	Avg Household		\$ 47,271	
Ethnic Population:	White 93.1%	Black 3.9%	Asian 2.8%	Hispanic 2.7%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		13	13	16	10	26
Tot 12+	2.2		69.4	69.4	71.6	17.0	88.6
Avg 12+	0.7		5.3	5.3	4.5	1.7	3.4
Tot LCS	2.5		78.3	78.3	80.8	19.2	100.0
Avg LCS	0.8		6.0	6.0	5.1	1.9	3.8

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)							
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
KJJY	Ankeny	C2	92.5	41.0	541	b	Barnstable Bcstg Inc	78	9610		sw	Country	2,300	1.02	8.3	5.7	7.2	7.0	6.8	6.3	7.7	6.4	8.9
KIOA	Des Moines	C1	93.3	82.0 cp	1066	c	Saga Comm Inc	64	9304	2,700	c1	Oldies	2,300	0.96	8.8	7.8	8.9	6.4	6.7	7.6	8.9	7.1	7.3
KGGO	Des Moines	C	94.9	100.0	1066	b	Barnstable Bcstg Inc	64	0008		g3	AOR	2,200	1.21	6.7	7.3	7.2	5.7	5.7	7.1	5.4	5.7	5.4
KLRX	Madrid	A	96.1	2.5	515	a	Lifestyle Comm Corp	97	0004	1,500		Cisc Hits			0.3	0.0	0.7	0.5	0.0	0.5	0.5	0.0	0.0
KHKI	Des Moines	C1	97.3	115.0	449	b	Barnstable Bcstg Inc	61	0008		g3	Country	1,650	0.93	6.5	5.1	5.9	6.2	4.9	5.6	6.1	4.8	6.2
KRKQ	Boone	C2	98.3	41.0	541	b	Barnstable Bcstg Inc	75	9610	2,350		Cisc Rock	1,500	1.02	5.4	5.4	3.7	3.8	3.8	4.3	3.5	4.3	7.0
KZZQ	Winterset	A	99.5	6.0	328		Positiv Impact Media	92	9607		al	ChrsContemp			1.1	0.8	1.0	1.2	0.9	0.9	0.8	1.0	1.3
KMXD	Des Moines	C	100.3	100.0	1700	d	Clear Channel	48	9905		g1	Hot AC	1,550	1.06	5.4	4.0	4.7	4.3	4.9	4.2	3.6	5.2	5.9
KSTZ	Des Moines	C	102.5	92.0	1260	c	Saga Comm Inc	70	8805	3,250	c2	Hot AC	2,800	1.11	9.3	5.9	6.7	6.5	5.7	8.3	9.2	8.1	7.0
KAZR	Pella	C1	103.3	100.0	745	c	Saga Comm Inc	76	9610	2,700		AOR	1,500	0.75	7.4	7.8	4.9	5.7	6.7	6.1	6.9	7.1	6.0
KLTI	Ames	C	104.1	100.0	1011	c	Saga Comm Inc	67	9704	3,200		Soft AC	800	0.53	5.6	4.6	5.2	4.3	4.5	5.2	5.1	5.3	4.0
KCCQ	Ames	C3	105.1	25.0	328	d	Clear Channel	68	9909	4,000	c3	Alternative	350	0.35	3.7	1.4	1.5	1.9	1.5	2.9	4.4	3.1	2.7
KDLS	Perry	A	105.5	6.0	305	e	Perry Bcstg	71				Country				0.6	0.5	0.0	0.0	0.0	0.0	0.0	0.0
KLYF	Ankeny	C3	106.3	18.0	328	d	Clear Channel	91	9905		g1	Soft AC	850	0.82	3.8	3.0	2.4	3.3	3.1	3.3	3.0	4.0	3.2
KJJC	Osceola	C2	107.1	27.0	650	a	Lifestyle Comm Corp	82	8706	500	1	Sports			1.8	1.9	1.5	2.2	2.7	2.4	1.0	1.7	1.1
KKDM	Des Moines	C1	107.5	100.0	722		Clear Channel	95	9907	7,350		HotAC/Top40	1,300	1.00	4.8	8.6	9.6	9.8	9.2	6.9	2.8	3.3	3.8
# FM Stations -					16	# Combos -					14	FM TOTALS			78.9	69.9	71.6	68.8	67.1	71.6	68.9	67.1	69.8

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)							
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
KXTK	Des Moines	B	940	10.0	5.00	c	Saga Comm Inc	47	9304		c1	Talk/Sprts	100		0.7	0.8	0.7	0.5	0.6	0.4	0.5	0.5	1.0
WHO	Des Moines	A	1040	50.0	50.00	d	Clear Channel	24	9905		g1	News/Talk	6,800	1.87	13.4	11.9	10.9	11.2	12.1	10.5	12.4	13.3	11.0
KWKY	Des Moines	B	1150	1.0	1.00		Putbrese Comm Ltd	48	9812		st	Christian	200		0.9	0.6	1.0	1.2	0.7	0.9	0.7	0.9	0.5
KDLS	Perry	B	1310	0.5	0.30	e	Perry Bcstg	61				Country			0.2	0.0	0.5	0.5	0.0	0.0	0.0	0.7	0.0
KRNT	Des Moines	B	1350	5.0	5.00	c	Saga Comm Inc	35	8805		c2	Nstlg/Sprts	350	0.25	5.1	3.3	3.9	3.4	5.1	3.6	4.1	5.2	4.9
KKSO	Des Moines	B	1390	1.0	1.00	b	Barnstable Bcstg Inc	97				News				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KASI	Ames	B	1430	1.0	0.03	d	Clear Channel	48	9909		c3	News/Talk			0.5	0.5	0.0	0.7	0.5	0.0	0.5	0.5	0.6
KDMI	Des Moines	B	1460	5.0	5.00	d	Clear Channel	21	0008		g	Gsp/Tlk/Spn	450		0.4	0.0	0.0	0.0	0.0	0.5	0.0	0.5	0.5
KXLQ	Indianola	C	1490	0.5	0.50		Warren Bcstg Inc	63	8511		1	Sports	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KBGG	Des Moines	B	1700	1.0	1.00	b	Barnstable Bcstg Inc	47	9610		sw	News				0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0
# AM Stations -					10	# Combos -					8	AM TOTALS			21.2	17.1	17.0	18.0	19.0	15.9	18.2	21.6	18.5
AM & FM Stations Profiled -					26	# Duopolies -					10	Total Local Commercial Share			87.0	88.6	86.8	86.1	87.5	87.1	88.7	88.3	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 93
Revenue Rank: 214

Daytona Beach, FL Market Overview



Metro Counties / Population (000)

Flagler, FL	45.1
Volusia, FL	425.5
	470.6

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$4,300	\$5,100	\$6,100	\$6,800	\$7,600	\$7,100	10.5%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	-4.2%	\$6,800	\$7,200	\$7,700	\$8,100	\$8,600	6.2%
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
Revenue/Capita	\$1.17/1,000	\$1.54/1,000	\$1.49/1,000	Local	90%		
	\$9.95	\$15.09	\$17.02	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	432.1	470.6	1.7%	470.6	505.3	1.4%
Households	179.4	193.8	1.6%	193.8	209.2	1.5%
Retail Sales	3,685.0	4,615.6	4.6%	4,615.6	5,759.1	4.5%
EBI	6,278.1	7,247.7	2.9%	7,247.7	9,165.2	4.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	228.2	29.4	15.3	20.0	28.5	32.2	28.2	74.6
Women (000)	242.4	28.1	14.8	17.1	26.5	32.6	30.9	92.4
Total	470.6	57.5	30.1	37.1	55.0	64.8	59.1	167.0
Percentage	100.0%	12.2%	6.4%	7.9%	11.7%	13.8%	12.6%	35.5%
Per Capita	\$ 15,401			Median Household	\$ 33,719		Avg Household	\$ 37,398
Ethnic Population:	White	87.3%	Black	11.1%	Asian	1.3%	Hispanic	5.7%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		13	4	14	8	22
Tot 12+	3.7		55.0	17.1	58.7	11.5	70.2
Avg 12+	3.7		4.2	4.3	4.2	1.4	3.2
Tot LCS	5.3		78.3	24.4	83.6	16.4	100.0
Avg LCS	5.3		6.0	6.1	6.0	2.0	4.5

Competitive Overview

Some stations also rated in markets 39, 51, and 95.

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)																
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996									
WWKA	Orlando	C	92.3	98.0	1339	c	Cox Radio Inc	52	9704			Country	n/a		5.7	4.0	3.6	4.6	3.7	3.8	4.1	6.5	4.1									
WKRO	Edgewater	C3	93.1	15.0	427	a	Black Crow Bcstg	93	9412	1,250		Country	500	2.30	3.2	0.6	1.9	2.3	2.3	1.8	3.1	1.6	2.9									
WCFB	Daytona Beach	C	94.5	100.0	1470	c	Cox Radio Inc	47	9704			Urban AC	n/a		5.8	3.0	4.9	3.9	4.5	4.1	3.8	2.6	4.8									
WHOG	Ormond-by-the-S	C3	95.7	25.0	328	a	Black Crow Bcstg	95	9610	850	c1	Cisc Rock	1,400	2.98	6.9	4.2	4.3	5.8	4.2	4.0	5.1	2.9	3.8									
WHTQ	Orlando	C	96.5	100.0	1598	c	Cox Radio Inc	52	9612			Cisc Rock	n/a		5.8	3.7	3.8	4.6	3.8	3.6	2.8	5.2	4.3									
WNUE	Titusville	C1	98.1	100.0	463		Mega Comm Inc	68	0008	15,000		Span/Dance	2,000	3.20	9.2	5.8	6.6	6.1	7.2	6.0	7.8	7.3	8.6									
• WGNE	Palatka	C	99.9	100.0	1201		Renda Bcstg Corp	73	9602		g	Country	700	2.39	4.3	3.4	3.1	4.2	2.1	2.6	3.5	4.2	2.3									
WSHE	Orlando	C	100.3	94.0	1188	d	Clear Channel	71	9712			Oldies	n/a		3.8	4.5	3.1	3.5	2.1	2.3	2.5	2.4	2.3									
WJRR	Cocoa Beach	C	101.1	100.0	1598	d	Clear Channel	62	9712			Rock	n/a		6.1	6.7	3.6	4.2	4.7	3.8	2.8	3.1	2.5									
WJHM	Daytona Beach	C	101.9	61.0	1614	b	Infinity Bcstg	67	0008			Urban	n/a		6.6	4.2	6.0	4.4	5.2	6.6	4.1	6.5	6.3									
WVYB	Holly Hill	A	103.3	3.0	315	a	Black Crow Bcstg	96	9706	1,100		CHR	600	1.63	5.4	3.7	3.6	4.0	3.8	2.0	2.0	1.8	0.9									
WOMX	Orlando	C	105.1	100.0	1598	b	Infinity Bcstg	67	0008			Mix AC	n/a		5.4	3.5	2.6	4.2	3.7	3.6	3.1	3.7	4.8									
• WOCL	DeLand	C	105.9	96.0	1581	b	Infinity Bcstg	67	0008			Alternative	n/a		7.1	2.9	3.9	4.0	6.3	5.8	7.6	8.2	7.8									
WMGF	Mount Dora	C	107.7	100.0	1585	d	Clear Channel	66	9712			Soft AC	n/a		10.6	8.5	7.5	8.6	6.8	9.1	7.9	7.9	7.7									
# FM Stations -																14	# Combos -		12	FM TOTALS				85.9	58.7	58.5	64.4	60.4	59.1	60.2	63.9	63.1

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)																
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996									
WNDB	Daytona Beach	B	1150	1.0	1.00	a	Black Crow Bcstg	48	9610		c1	Nws/Tik/Spt	650	1.91	5.0	2.6	4.2	3.3	4.0	3.5	2.1	2.7	3.2									
WSBB	New Smyrna Bch	C	1230	1.0	1.00		TK Radio Inc	50	9110	50		Adlt Stndrd	150	0.58	3.8	3.7	3.3	2.5	3.0	3.1	1.8	3.1	3.2									
WYND	DeLand	B	1310	5.0	0.10		B Tucker Assoc Inc	56	8902	255	al	Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0									
WROD	Daytona Beach	C	1340	1.0	1.00		Gore-Overgaard	47	9901	1,010		Big Band	575	1.73	4.9	4.6	4.9	2.6	4.5	4.6	3.0	6.5	7.8									
WELE	Ormond Beach	B	1380	5.0	2.50		J&V Comm Inc	57	9412	313		Nws/Tik/Spt	50		0.5	0.0	0.5	0.7	0.0	0.5	0.0	0.0	0.0									
WMFJ	Daytona Beach	C	1450	1.0	1.00		Cornerstone Bcg	35	9510	225		Religion				0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0									
WNDA	DeLand	C	1490	1.0	1.00		Black Crow Bcstg	48	0004	250		Nws/Tik/Spt	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0									
WPUL	South Daytona	B	1590	1.0	0.03		PSI Communications	57	8902	250		Urban AC	75			0.6	1.2	0.0	0.0	0.8	1.2	0.5	0.5									
# AM Stations -																8	# Combos -		1	AM TOTALS				14.2	11.5	14.1	9.1	11.5	13.0	8.1	12.8	14.7
AM & FM Stations Profiled -																22	# Duopolies -		7	Total Local Commercial Share				70.2	72.6	73.5	71.9	72.1	68.3	76.7	77.8	

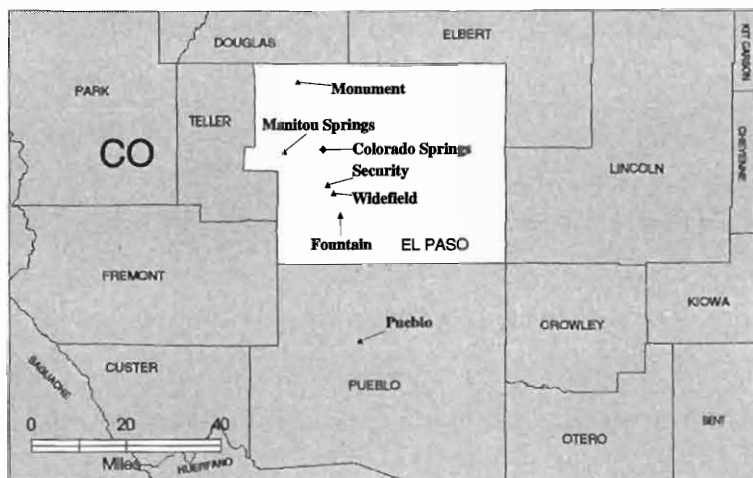
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 94

Revenue Rank: 81

Colorado Springs, CO Market Overview



Metro Counties / Population (000)

El Paso, CO	495.3
	495.3

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$11,500	\$12,600	\$12,800	\$14,400	\$15,700	\$17,500	8.8%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	28.0%	\$22,400	\$25,500	\$28,000	\$31,400	\$34,500	11.5%
	1993	1998	2003	Est. Breakout			
Revenue/Retail Sales	\$3.00/1,000	\$3.14/1,000	\$4.83/1,000	Local	80%		
Revenue/Capita	\$25.75	\$35.33	\$64.51	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	446.6	495.3	2.1%	495.3	534.8	1.5%
Households	166.7	187.9	2.4%	187.9	206.9	1.9%
Retail Sales	3,834.7	5,570.9	7.8%	5,570.9	7,141.1	5.1%
EBI	6,652.0	7,687.4	2.9%	7,687.4	9,613.9	4.6%

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	11	14	8	22
Tot 12+			68.6	63.6	68.6	9.8	78.4
Avg 12+			4.9	5.8	4.9	1.2	3.6
Tot LCS			87.5	81.1	87.5	12.5	100.0
Avg LCS			6.3	7.4	6.3	1.6	4.5

Competitive Overview

Some stations also rated in Pueblo.

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)							
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
KSPZ	Colorado Springs	C	92.9	79.0	2198	b	Citadel Comm Corp	60	9905		sw	Oldies	1,400	1.01	6.2	5.6	3.7	4.7	5.1	4.5	5.0	5.0	4.4
KILO	Colorado Springs	C	94.3	83.0	2110		Bahakel Comm	66	8408	3,600		AOR	1,400	0.69	9.1	8.2	7.7	8.0	7.8	6.6	7.3	7.8	6.2
KRDO	Colorado Springs	C	95.1	96.0	2011	e	Pikes Peak Bcstg	69			1	Soft Rock	850	1.12	3.4	2.2	2.7	2.1	1.9	1.8	2.8	2.9	2.8
• KMOM	Fountain	C2	96.1	1.7 cp	2198		Clear Channel	92	0007			Christian	250	1.12	1.0	1.4	0.7	0.8	1.1	1.0	0.7	0.7	0.7
• KCCY	Pueblo	C	96.9	58.0	2280		Clear Channel	75	0010 p		g	Country	1,800	1.03	7.8	4.6	4.6	4.3	5.4	5.3	5.2	5.7	7.8
KKFM	Colorado Springs	C	98.1	71.0	2290	b	Citadel Comm Corp	58	9212		g	Clsc Rock	3,200	1.52	9.4	5.8	6.0	5.6	5.8	6.8	7.8	6.9	7.4
KKMG	Pueblo	C	98.9	57.0 cp	2280	b	Citadel Comm Corp	67	9403	913		CHR	2,600	0.77	15.1	15.0	11.2	12.2	13.7	11.9	11.3	11.2	11.8
KVUU	Pueblo	C	99.9	79.0	2198	d	Clear Channel	76	0008		g	Modern AC	2,050	1.31	7.0	4.9	4.9	5.3	4.2	5.9	5.8	4.7	5.1
KGFT	Pueblo	C	100.7	78.0	2218	g	Salem Comm Corp	76	9603	3,000		Christian	300	0.89	1.5	1.2	1.4	1.0	1.1	1.0	1.2	1.2	1.1
KKCS	Colorado Springs	C	101.9	72.1	2280	c	Walton Stations	67	8209	1,020		Country	3,600	1.52	10.6	7.0	5.6	6.3	7.7	7.6	8.2	9.8	6.9
KBIQ	Manitou Springs	C	102.7	72.0	2280	g	Salem Comm Corp	74	9610	100		ChrsContemp	500	0.83	2.7	2.6	2.9	2.6	2.3	2.3	2.8	1.4	1.8
KYZX	Pueblo West	C2	103.9	1.8	2159	a	Bahakel Comm	92	9903	See (242)		Clsc Rock	n/a		0.5	4.4	4.9	5.5	4.0	5.0	1.7	0.0	0.0
KSKX	Security	C3	105.5	0.4	2228		Optima Comm	73	8902	1,460	1	Smooth Jazz	1,100	1.04	4.7	2.7	3.4	3.9	3.5	3.3	3.2	4.8	3.2
KKLI	Widefield	C2	106.3	1.6	2225	d	Clear Channel	87	0008		g	Soft AC	1,600	1.17	6.1	4.6	8.9	5.1	5.2	5.0	5.2	3.3	5.1
# FM Stations -					14	# Combos -					9	FM TOTALS			85.1	70.2	68.6	67.4	68.8	68.0	68.2	65.4	64.3

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)							
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
KVOR	Colorado Springs	B	740	3.3	1.50	b	Citadel Comm Corp	55	9905		g1	News/Talk	1,300	0.75	7.7	4.9	5.6	4.8	6.4	5.8	4.8	6.2	6.7
KCBB	Monument	B	1040	15.0 cp	0.00	f	Crawford Bcstg Co	85	9902	750	d1	ChrsContemp			0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.5	0.0
KRDO	Colorado Springs	C	1240	1.0	1.00	e	Pikes Peak Bcstg	47			1	Sprts/Talk	500	1.59	1.4	0.7	0.9	1.0	0.8	1.0	1.0	1.2	1.2
KTWK	Colorado Springs	B	1300	5.0	1.00	b	Citadel Comm Corp	22	9905		g1	Nostalgia	300	0.70	1.9	1.7	1.5	1.1	1.0	1.3	1.0	1.7	1.8
KKCS	Colorado Springs	B	1460	5.0	0.50	c	Walton Stations	56	8207	1,300		News/Talk			1.0	0.7	0.9	0.5	0.0	1.0	0.5	0.5	1.1
KXRE	Manitou Springs	C	1490	0.5	0.25		Council Tree Comm	56	0004	3,900	d4	Spanish				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KCMN	Colorado Springs	B	1530	15.0 cp	0.02	f	Crawford Bcstg Co	64	9902		d1	Adlt Stndrd	400	0.74	2.4	1.2	0.9	1.8	1.3	1.0	2.2	2.4	1.9
KWYD	Colorado Springs	B	1580	10.0	0.07		Pilgrim Comm LLC	57	9805	450		FSv/Cst/Tlk				0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -					8	# Combos -					6	AM TOTALS			14.7	9.7	9.8	9.2	9.5	10.1	9.8	12.5	12.7
AM & FM Stations Profiled -					22	# Duopolies -					7	Total Local Commercial Share			79.9	78.4	76.6	78.3	78.1	78.0	77.9	77.0	

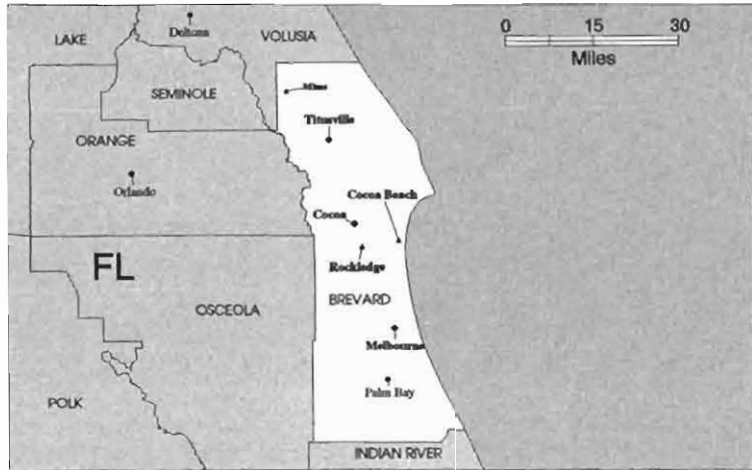
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 95

Revenue Rank: 184

Melbourne-Titusville-Cocoa, FL Market Overview



Metro Counties / Population (000)

Brevard, FL	471.7
	471.7

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$6,000	\$5,800	\$5,800	\$6,300	\$6,600	\$7,500	4.5%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	16.0%	\$8,700	\$9,900	\$10,900	\$12,400	\$13,600	12.0%

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	\$1.72/1,000	\$1.31/1,000	\$1.92/1,000	Local 90%
Revenue/Capita	\$13.76	\$15.90	\$27.27	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	436.2	471.7	1.6%	471.7	498.8	1.1%
Households	178.8	192.8	1.5%	192.8	206.8	1.4%
Retail Sales	3,489.9	5,717.9	10.4%	5,717.9	7,101.2	4.4%
EBI	7,386.5	7,659.5	0.7%	7,659.5	9,168.8	3.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55	
Men (000)	233.7	34.0	16.3	18.2	35.0	35.1	31.7	63.4	
Women (000)	238.0	32.4	15.8	16.1	31.9	34.4	34.4	73.1	
Total	471.7	66.4	32.1	34.3	66.9	69.4	66.0	136.5	
Percentage	100.0%	14.1%	6.8%	7.3%	14.2%	14.7%	14.0%	28.9%	
Per Capita	\$ 16,238								
					Median Household	\$ 32,598		Avg Household	\$ 39,728
Ethnic Population:	White	87.5%	Black	9.8%	Asian	2.2%	Hispanic	4.7%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		6	4	7	8	15
Tot 12+	3.0		27.2	20.2	30.2	10.6	40.8
Avg 12+	3.0		4.5	5.1	4.3	1.3	2.7
Tot LCS	7.4		66.7	49.5	74.0	26.0	100.0
Avg LCS	7.4		11.1	12.4	10.6	3.2	6.7

Competitive Overview

Some stations also rated in Daytona Beach.

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)							
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WBVD	Melbourne	A	95.1	6.0	cp	253 b	65	0008		g	ClRck/AC	1,250	2.39	6.0	3.0	1.9	2.2	2.5	3.7	5.2	3.1	2.8
WNUE	Titusville	C1	98.1	100.0		463 a	68	0008	See (93)		Span/Dance	n/a		3.2	1.6	1.2	0.8	1.7	1.5	1.6	1.5	2.0
WLRQ	Cocoa	C2	99.3	50.0		492 b	67	0008		g	AC	2,350	1.94	13.9	4.7	8.0	6.0	4.9	4.8	6.2	4.2	5.7
WHKR	Rockledge	C2	102.7	50.0	cp	433 c	89	0008		g	Country	1,125	1.64	7.9	3.1	3.2	3.0	3.2	4.5	3.2	5.0	4.7
WTKS	Cocoa Beach	C	104.1	100.0		1598 a	61	9712			Talk	n/a		21.0	8.4	7.5	8.1	8.4	8.0	6.8	6.0	5.4
WCIF	Melbourne	C3	106.3	13.5		446			80		Religion	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WAOA	Melbourne	C1	107.1	100.0		486 c	72	0007 p		c1	CHR	2,100	1.06	22.7	9.4	8.6	8.4	9.4	8.5	7.5	6.0	6.7
# FM Stations -						# Combos -		6		FM TOTALS				74.7	30.2	30.4	28.5	30.1	31.0	30.5	25.8	27.3

AM Stations

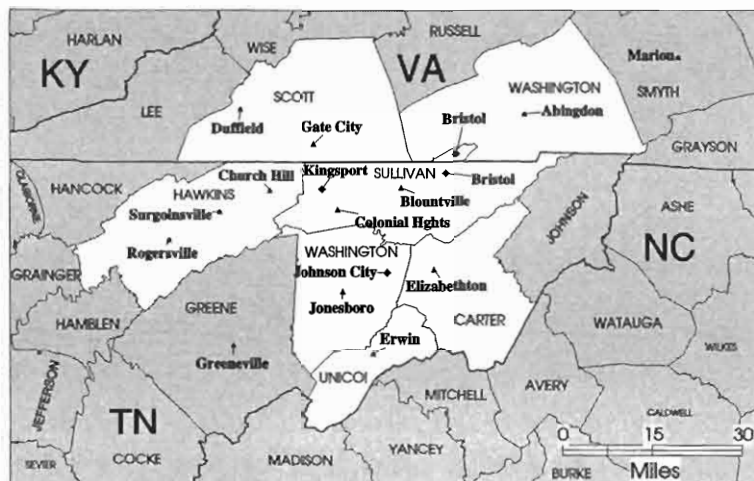
Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1999 Est Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WPGS	Mims	D	840	1.0	cp	0.00		86			News/Talk	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WMEL	Melbourne	B	920	5.0		1.00		56	9308	450	Nws/Tlk/Spt	475	1.14	4.8	3.1	2.6	1.9	1.9	2.7	2.3	1.0	0.3
WAMT	Titusville	B	1060	10.0		5.00		57	0002 p	650	News/Talk	50		0.4	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0
WMMB	Melbourne	C	1240	0.9	cp	0.94	b	47	0008	g	MOR	850	0.53	18.4	7.0	6.4	7.3	7.1	6.3	9.1	6.0	8.8
WXXU	Cocoa Beach	B	1300	5.0		1.00		59	9310	g	Gospel	50			0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WMMV	Cocoa	B	1350	1.0		1.00	b	57	0008	g	Adlt Stndrd			1.0	0.0	0.2	0.5	0.3	0.2	0.0	0.3	0.5
WWBC	Cocoa	B	1510	1.0	cp	0.49		65	7603		Religion	50			0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.3
WAOA	Melbourne	B	1560	5.0		0.00	c	68	0007 p	c1	Oldies	200		0.8	0.0	0.0	0.3	0.3	0.3	0.0	3.4	3.1
# AM Stations -						# Combos -		3		AM TOTALS				25.4	10.6	9.2	10.0	9.9	9.5	11.8	10.7	13.0
AM & FM Stations Profiled -						# Duopolies -		3		Total Local Commercial Share				40.8	39.6	38.5	40.0	40.5	42.3	36.5	40.3	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 96

Revenue Rank: 115

Johnson City-Kingsport-Bristol Market Overview



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
Total	464.9

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$10,700	\$11,600	\$12,200	\$13,000	\$13,800	\$14,700	6.5%
Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03	
10.2%	\$16,200	\$17,800	\$19,200	\$20,900	\$22,200	8.2%	
	1993	1998	2003	Est. Breakout			
Revenue/Retail Sales	\$3.27/1,000	\$3.39/1,000	\$4.18/1,000	Local	85%		
Revenue/Capita	\$23.88	\$31.62	\$46.62	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	448.1	464.9	0.7%	464.9	476.2
Households	176.6	185.7	1.0%	185.7	193.8	0.9%
Retail Sales	3,276.2	4,339.5	5.8%	4,339.5	5,309.9	4.1%
EBI	6,021.2	6,939.7	2.9%	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	\$ 24,339		Avg Household	\$ 37,370	
Ethnic Population:	White	97.0%	Black	2.4%	Asian	0.4%	Hispanic	0.7%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6		7	8	13	21	34
Tot 12+	9.4		55.7	63.0	65.1	15.8	80.9
Avg 12+	1.6		8.0	7.9	5.0	0.8	2.4
Tot LCS	11.6		68.9	77.9	80.5	19.5	100.0
Avg LCS	1.9		9.8	9.7	6.2	0.9	2.9

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)								
															Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998	
WABN	Abingdon	A	92.7	1.8	371	f	Nininger Stations	56	9904	p	c1	DARK			0.4	0.0	0.5	0.7	0.9	0.5	0.3	0.4	0.0
WMEV	Marion	C	93.9	100.0	1460	g	Glenwood Comm	61	9807		c3	Country	800	2.74	1.8	0.7	1.6	2.2	2.1	1.1	2.3	1.4	1.2
WAEZ	Greeneville	C	94.9	100.0	1089	f	Nininger Stations	56	0008			CHR/Dance	1,100	0.54	12.6	9.3	9.6	12.0	11.9	10.8	10.6	10.6	10.4
WXBQ	Bristol	C	96.9	75.0	2241	f	Nininger Stations	45				Country	5,500	1.27	26.7	20.5	18.9	20.6	19.5	20.4	21.2	23.7	24.7
WTFM	Kingsport	C	98.5	74.0	2242	e	Glenwood Comm	48			1	Soft Rock	2,700	1.45	11.5	8.6	8.2	9.1	8.9	9.8	10.4	9.7	8.9
● WPJO	Elizabethton	C3	99.3	3.6	810	f	Nininger Stations	68	9706			Rhymc/Oldes				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WQUT	Johnson City	C	101.5	100.0	1499	c	Citadel Comm Corp	48	0007		g4	Clsc Rock	2,700	1.18	14.1	10.2	12.8	11.1	9.9	13.5	11.5	9.3	13.4
WIKQ	Tusculum	A	103.1	6.0	220	a	Radio Greeneville	96	0008		c1	Country	1,800		1.0	1.1	1.1	0.7	0.7	0.9	0.9	0.7	0.9
WXIS	Erwin	A	103.9	2.5	328	d	WEMB Inc	68				CHR/Rhymc	150	0.58	1.6	3.8	3.9	3.6	1.0	1.1	1.6	1.4	1.4
WEYE	Surgoinsville	A	104.3	4.4	381		Trent Broadcasting	90	0001		na	Country			0.4	0.5	0.5	0.9	0.5	0.5	0.3	0.2	0.5
WKOS	Kingsport	A	104.9	2.8	492	c	Citadel Comm Corp	70	0007		g4	Oldies	550	0.62	5.5	5.1	3.4	4.6	4.1	5.7	4.2	5.0	3.7
WRZK	Colonial Heights	C3	105.9	1.5	1296		Murray Comm	97			1	AOR	350	0.46	4.7	4.8	4.6	2.9	4.5	5.0	4.2	3.6	3.1
WJDT	Rogersville	A	106.5	0.3	1378		C & S Bcstg	90				Country			0.1	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0
				# FM Stations -	13	# Combos -		9					FM TOTALS		80.4	64.6	65.1	68.4	64.0	69.7	67.5	66.0	68.2

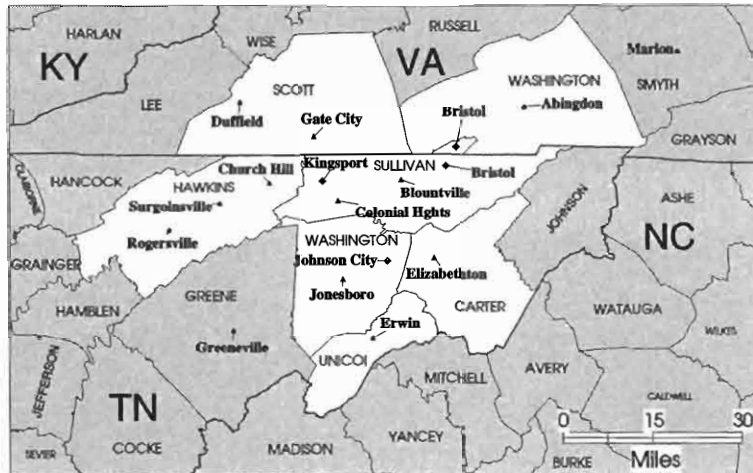
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 96

Revenue Rank: 115

Johnson City-Kingsport-Bristol Market Overview



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Bristol City, VA	17.4
Scott, VA	22.9
Washington, VA	49.9
Total	464.9

Market Radio Financials

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$10,700	\$11,600	\$12,200	\$13,000	\$13,800	\$14,700	6.5%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	10.2%	\$16,200	\$17,800	\$19,200	\$20,900	\$22,200	8.2%

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	\$3.27/1,000	\$3.39/1,000	\$4.18/1,000	Local 85%
Revenue/Capita	\$23.88	\$31.62	\$46.62	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
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Retail Sales	3,276.2	4,339.5	5.8%	4,339.5	5,309.9	4.1%
EBI	6,021.2	6,939.7	2.9%	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
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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	\$ 24,339		Avg Household	\$ 37,370
Ethnic Population:	White	97.0%	Black	2.4%	Asian	0.4%	Hispanic	0.7%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6		7	8	13	21	34
Tot 12+	9.4		55.7	63.0	65.1	15.8	80.9
Avg 12+	1.6		8.0	7.9	5.0	0.8	2.4
Tot LCS	11.6		68.9	77.9	80.5	19.5	100.0
Avg LCS	1.9		9.8	9.7	6.2	0.9	2.9

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)											Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998	
• WGOC	Blountville	B	640	10.0	0.81	c	Citadel Comm Corp	89	0007		g4	Country	200	0.25	4.9	3.7	4.1	4.0	2.8	3.5	4.5	4.1	4.5	
WZAP	Bristol	B	690	10.0	0.01		RAM Comm Inc	46	7701	375		Relgn/RlgMs	350	1.54	1.4	1.3	1.2	0.9	0.8	0.9	0.3	2.0	1.6	
WETB	Johnson City	B	790	5.0	0.07		Mountain Signals,Inc	47	9012		dn	Gospel	250	1.03	1.5	1.1	1.8	0.9	1.4	1.1	0.7	1.4	1.9	
WPWT	Colonial Heights	B	870	10.0	0.00	b	Appalachian Educ	84	9603		80	Talk			0.8	0.0	0.0	0.0	0.0	0.5	0.5	1.1	0.5	
WJCW	Johnson City	B	910	5.0	1.00	c	Citadel Comm Corp	38	0007		g4	Nws/Tlk/Inf	700	1.14	3.8	1.8	2.9	3.6	3.3	3.0	3.7	3.4	2.6	
WXBQ	Bristol	B	980	5.0	1.00	f	Nininger Stations	47	7206			News/Talk	200	0.95	1.3	1.5	2.0	1.3	1.1	0.9	1.4	1.1	0.9	
WMEV	Marion	B	1010	1.0	0.04	g	Glenwood Comm	48	9807		c3	Adlt Stndrd				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WGAT	Gate City	B	1050	1.0	0.27		Tri-Cities Bcst Corp	39	6503			Country			0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	
WHGG	Kingsport	B	1090	10.0	0.00	b	Appalachian Educ	67	9505	20		Information				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WDUF	Duffield	B	1120	1.0	0.00		Duffield Bcstg Co	86				Gsp/BGs/Old				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WABN	Abingdon	C	1230	1.0	1.00	f	Nininger Stations	56	9904 p		c1	DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WBEJ	Elizabethton	C	1240	1.0	1.00		CB Radio	46	8209	335		Country	100		0.7	0.7	0.0	0.5	1.1	0.9	0.7	0.4	0.5	
WMCH	Church Hill	B	1260	1.0	0.00		Trent Broadcasting	54	9910		st	Gospel			0.1	0.0	0.0	0.0	0.8	0.0	0.5	0.0	0.0	
WKIN	Kingsport	B	1320	5.0	0.50	c	Citadel Comm Corp	51	0007		g4	News	100		0.5	0.7	0.0	0.0	0.0	0.5	0.3	0.4	0.5	
WRGS	Rogersville	B	1370	1.0	0.00		Beal, C. Phillip	54				Cntry/Gospl	50	0.31	1.0	0.7	1.1	0.0	0.5	0.7	1.0	0.7	0.9	
WKPT	Kingsport	C	1400	1.0	1.00	e	Glenwood Comm	40	6606		1	Adlt Stndrd	350	0.98	2.2	2.0	1.4	1.3	1.8	1.8	1.6	2.2	1.9	
WEMB	Erwin	B	1420	5.0	0.02	d	WEMB Inc	56	6104			Cntry/Gospl			0.8	0.9	1.1	0.7	1.0	0.5	0.9	0.7	0.7	
WOPI	Bristol	C	1490	1.0	1.00	e	Glenwood Comm	29	9604	140	1	Adlt Stndrd			0.2	0.0	0.0	0.0	0.6	0.0	0.3	0.0	0.3	
WHHQ	Elizabethton	B	1520	1.0	0.00		St. Thomas More	64	9903 p		65 na	Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WBCV	Bristol	B	1550	5.0	0.00		Sunshine Bcstrs	62				Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WKTP	Jonesboro	B	1590	5.0 cp	5.00	e	Glenwood Comm	58	8912	90	1	Adlt Stndrd			0.2	0.4	0.2	0.0	0.1	0.2	0.2	0.0	0.2	
# AM Stations -					21	# Combos -					12	AM TOTALS				19.5	14.8	15.8	13.2	15.3	14.5	16.6	17.9	17.0
AM & FM Stations Profiled -					34	# Duopolies -					9	Total Local Commercial Share				79.4	80.9	81.6	79.3	84.2	84.1	83.9	85.2	

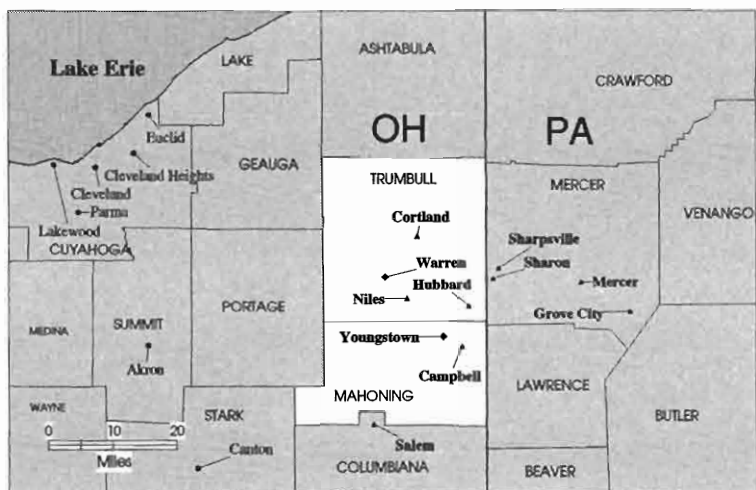
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 97

Revenue Rank: 84

Youngstown - Warren, OH Market Overview



Metro Counties / Population (000)

Mahoning, OH	254.1
Trumbull, OH	225.3
	479.4

Market Radio Financials

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

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$13,600	\$14,100	\$15,600	\$16,600	\$16,900	\$18,900
★★★	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	13.8%	\$21,500	\$23,700	\$25,500	\$27,700	\$29,900	8.6%
	1993	1998	2003	Est. Breakout			
Revenue/Retail Sales	\$3.14/1,000	\$3.67/1,000	\$4.80/1,000	Local	89%		
Revenue/Capita	\$27.49	\$39.42	\$64.47	National	11%		

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	494.8	479.4	-0.6%	479.4	463.8
Households	189.8	186.2	-0.4%	186.2	184.1	-0.2%
Retail Sales	4,335.2	5,143.1	3.5%	5,143.1	6,222.7	3.9%
EBI	6,796.1	7,111.5	0.9%	7,111.5	8,216.8	2.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55	
Men (000)	229.0	36.0	20.9	19.1	27.2	36.5	32.1	57.1	
Women (000)	250.4	34.8	19.9	18.9	28.9	38.6	35.0	74.3	
Total	479.4	70.8	40.8	38.0	56.1	75.1	67.1	131.4	
Percentage	100.0%	14.8%	8.5%	7.9%	11.7%	15.7%	14.0%	27.4%	
Per Capita	\$ 14,834		Median Household		\$ 29,394		Avg Household		\$ 38,193
Ethnic Population:	White	86.7%	Black	12.6%	Asian	0.6%	Hispanic	1.9%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4	7		7	11	12	23
Tot 12+	6.2	53.4		54.8	59.6	18.6	78.2
Avg 12+	1.6	7.6		7.8	5.4	1.6	3.4
Tot LCS	7.9	68.3		70.1	76.2	23.8	100.0
Avg LCS	2.0	9.8		10.0	6.9	2.0	4.3

Competitive Overview

Some stations also rated in Canton.

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)								
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
• WNCD	Youngstown	B	93.3	50.0	279	b	Clear Channel	59	9911 p		g4	2	Clsc Rock	1,950	1.18	7.7	6.2	6.3	6.4	5.6	8.1	6.5	5.7	5.4
WICT	Grove City	B	95.1	19.0	804	b	Clear Channel	62	9911 p		g4	3	Country	450	1.16	1.8	2.1	1.9	1.4	1.4	0.9	2.2	1.1	1.5
WTNX	Sharpville	A	95.9	3.0	328	b	Clear Channel	76	9911 p		g4	3	CHR	500	0.89	2.6	1.4	1.9	1.7	2.3	2.3	2.8	2.3	2.2
WLLF	Mercer	A	96.7	1.4	486	a	Cumulus Bcstg Inc	85	0010		g		Easy	175	0.68	1.2	1.3	1.3	1.0	0.9	0.4	0.7	0.7	0.7
WMXY	Youngstown	B	98.9	5.9	1371	b	Clear Channel	47	9905		g1	2	Mix AC	1,700	0.90	8.8	7.9	6.5	6.1	7.6	7.2	6.1	7.7	7.5
WHOT	Youngstown	B	101.1	24.5	705	a	Cumulus Bcstg Inc	59	0010		g		CHR	3,400	1.31	12.1	9.3	11.5	9.1	9.8	10.5	8.9	11.4	10.2
WBTJ	Hubbard	A	101.9	3.0	328		Stop 26-Riverbend	93				2	CHR	200	0.21	4.4	3.5	3.0	3.9	3.0	4.2	4.0	4.7	4.7
WYFM	Sharon	B	102.9	33.0 cp	604	a	Cumulus Bcstg Inc	47	0010		g		Clsc Hits	3,500	1.73	9.4	7.1	8.1	7.3	7.3	8.4	8.2	7.5	6.7
WWIZ	Mercer	A	103.9	3.0	299	a	Cumulus Bcstg Inc	72	0010		g		Country	325			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WQXK	Salem	B	105.1	88.0	430	a	Cumulus Bcstg Inc	58	0010		g		Country	3,400	1.05	15.0	13.4	9.8	11.2	12.2	13.9	11.8	14.4	14.5
• WBBG	Niles	B	106.1	3.0	328	b	Clear Channel	59	9905		g1	2	Oldies	1,800	0.86	9.7	7.4	5.8	8.0	7.2	6.9	7.6	6.8	7.0
# FM Stations -					11	# Combos -					10	FM TOTALS			72.7	59.6	56.1	56.1	57.3	62.8	58.8	62.3	60.4	

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)								
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
WKBN	Youngstown	B	570	5.0	5.00	b	Clear Channel	26	9905		g1	2	News/Talk	2,000	0.78	12.0	9.3	9.0	9.1	9.6	8.8	10.1	9.3	10.2
WSOM	Salem	B	600	1.0	0.00	a	Cumulus Bcstg Inc	65	0010		g		Oldies	150	0.21	3.3	2.1	1.9	2.9	2.2	2.5	1.9	2.6	1.5
WPIC	Sharon	B	790	1.0	0.05	a	Cumulus Bcstg Inc	38	0010		g		MOR	525		0.4	0.8	0.7	0.6	0.0	0.6	0.4	0.4	0.0
WKTX	Cortland	B	830	1.0	0.00		Kossanyi Family	85	9108	160			Oldies	100			0.3	0.3	0.0	0.0	0.0	1.0	0.7	0.9
WBBW	Youngstown	C	1240	1.0	1.00	a	Cumulus Bcstg Inc	49	0010		g		Sports	150	0.58	1.2	0.6	0.7	0.4	1.4	0.4	1.0	0.0	1.1
WASN	Campbell	B	1330	0.5	1.00		Otter Comm Ltd	55	9805	300			Talk			0.4	0.5	0.0	0.6	0.0	0.0	0.0	0.0	0.0
WNIO	Youngstown	B	1390	9.5 cp	4.20	b	Clear Channel	39	9911 p		g4	2	Nostalgia	150	0.39	1.8	2.7	2.4	2.2	0.6	1.3	1.5	1.1	1.1
WRBP	Warren	B	1440	5.0	5.00		Star	41	9604	425	1	Variety	450	1.00	2.1	1.7	1.9	1.7	1.6	0.6	0.4	0.4	0.4	0.4
WPAO	Farrell	B	1470	1.0	0.50		GOCOM Comm LLC	54	9804		d6	3	Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WGFT	Youngstown	B	1500	0.5	0.00		Esquire Comm Inc	76	9509	250	1	Chrst/Talk	125	0.36	1.6	0.6	1.9	1.5	1.0	1.2	1.2	0.0	0.0	1.1
WRTK	Niles	B	1540	0.5	0.00	b	Clear Channel	63	9905		g1	2	Clsc Rock	450	0.46	4.6	0.0	2.4	3.4	3.7	2.3	4.7	2.6	5.1
WANR	Warren	B	1570	0.5	0.12		Beacon	71	9811	178			Sprts/CCTmp				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -					12	# Combos -					6	AM TOTALS			27.4	18.6	21.2	22.4	20.1	17.7	22.2	17.1	21.4	
AM & FM Stations Profiled -					23	# Duopolies -					8	Total Local Commercial Share			78.2	77.3	78.5	77.4	80.5	81.0	79.4	81.8		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 98
Revenue Rank: 236

Lakeland-Winter Haven, FL Market Overview



Metro Counties / Population (000)	
Polk, FL	471.0
	471.0

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

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$4,300	\$4,400	\$4,500	\$4,600	\$4,700	\$5,100	3.3%
★	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	9.8%	\$5,600	\$6,100	\$6,500	\$7,100	\$7,600	8.2%

	1993	1998	2003	Est. Breakout	
Revenue/Retail Sales	\$1.20/1,000	\$1.12/1,000	\$1.31/1,000	Local	85%
Revenue/Capita	\$9.92	\$10.83	\$15.09	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	433.5	471.0	1.7%	471.0	503.5	1.3%
Households	168.0	182.0	1.6%	182.0	196.4	1.5%
Retail Sales	3,574.4	4,552.4	5.0%	4,552.4	5,780.5	4.9%
EBI	5,813.1	6,588.9	2.5%	6,588.9	8,187.2	4.4%

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	10	15
Tot 12+			36.7	24.9	36.7	8.6	45.3
Avg 12+			7.3	8.3	7.3	0.9	3.0
Tot LCS			81.0	55.0	81.0	19.0	100.0
Avg LCS			16.2	18.3	16.2	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)								
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
WFLZ	Tampa	C	93.3	99.0	1358	a	Clear Channel	48	9905		CHR	n/a		17.3	8.5	8.8	7.2	7.2	7.0	8.6	8.4	8.3	
WSJT	Lakeland	C	94.1	100.0	1493	b	Infinity Bcstg	67	0008 p		Jazz	n/a		5.8	3.3	4.3	2.4	2.4	3.9	3.0	2.4	2.7	
WPCV	Winter Haven	C	97.5	100.0	1017	c	Hall	62	8110	2,000	c1	Country	3,150	1.63	34.5	18.6	11.8	12.4	16.5	15.6	14.1	13.7	18.8
WWRZ	Fort Meade	C2	98.3	26.0	686	c	Hall	77	9508	1,750	c1	Lite AC			2.1	1.6	2.2	1.4	0.3	0.7	0.5	0.4	0.0
WDUV	New Port Richey	C1	105.5	46.0	1345		Cox Radio Inc	69	9905			Nstlg/Easy	n/a		13.9	4.7	3.5	4.5	7.2	5.9	8.3	7.1	7.5
# FM Stations -				5	# Combos -				2	FM TOTALS				73.6	36.7	30.6	27.9	33.6	33.1	34.5	32.0	37.3	

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)								
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
WLVF	Haines City	B	930	0.5	0.00	Landmark Baptist Ch	60				Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WWBF	Bartow	B	1130	2.5	0.50	Thornburg, Thomas	69	8401			Oldes/Sprts	300	2.98	1.8	0.3	0.7	1.0	0.5	0.9	0.7	0.7	0.5	
WONN	Lakeland	C	1230	1.0	1.00	c Hall	49	8110		c1	Nostalgia	300	0.99	5.4	3.1	2.6	2.3	2.2	4.1	2.5	2.7	3.2	
WIPC	Lake Wales	B	1280	1.0	0.50	Rama Comm Inc	51	9611	90		DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	
WWAB	Lakeland	B	1330	1.0	0.00	Radio Sta. WWAB	57	7301			Urban/Talk			5.5	0.0	0.8	1.7	2.9	0.9	0.5	0.0	0.0	
WHNR	Cypress Gardens	B	1360	5.0	2.50	GB Enterprises	58	9507	250		Urban AC	550	1.79	5.5	1.4	2.5	2.4	2.2	2.3	2.3	2.6	4.2	
WLKF	Lakeland	B	1430	5.0	1.00	c Hall	36	9609	550		News/Talk	950	3.69	4.6	1.4	1.4	1.9	1.9	2.2	1.3	2.7	0.8	
WBAR	Bartow	B	1460	1.0	0.16	Bartow Bcstg Co Inc	53	9509	140		Country	150	0.92	2.9	1.4	1.3	2.3	0.0	0.9	1.0	0.0	0.0	
WSIR	Winter Haven	C	1490	1.0	1.00	Histed, William Mark	47	9003	230		Gospel				1.0	2.4	0.0	0.0	0.0	0.0	0.0	0.3	
WTWB	Aubumdale	B	1570	5.0	0.01	Evangel Christn Sch	56	9711	275	e	Gospel	150		0.6	0.0	1.0	0.0	0.5	0.4	0.0	0.0	1.2	
# AM Stations -				10	# Combos -				2	AM TOTALS				26.3	8.6	12.7	11.6	10.2	11.7	8.3	8.7	10.9	
AM & FM Stations Profiled -				15	# Duopolies -				2	Total Local Commercial Share				45.3	43.3	39.5	43.8	44.8	42.8	40.7	48.2		

NOTE: Some stations also rated in Tampa

Metro Rank: 99

Revenue Rank: N/A

Morristown, NJ Market Overview



Metro Counties / Population (000)

Morris, NJ	462.6
	462.6

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

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	DATA NOT AVAILABLE						
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
Revenue/Capita							

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	431.0	462.6	1.4%	462.6	492.0	1.2%
Households	152.8	164.3	1.5%	164.3	176.3	1.4%
Retail Sales	4,777.1	5,556.6	3.1%	5,556.6	6,315.3	2.6%
EBI	12,494.3	12,317.6	-0.3%	12,317.6	14,261.5	3.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	226.8	32.4	18.1	18.9	32.1	40.1	40.8	44.5
Women (000)	235.8	31.1	17.2	18.4	31.0	42.5	42.1	53.5
Total	462.6	63.5	35.3	37.3	63.0	82.5	82.9	98.0
Percentage	100.0%	13.7%	7.6%	8.1%	13.6%	17.8%	17.9%	21.2%
Per Capita	\$ 26,627		Median Household	\$ 59,702		Avg Household	\$ 74,970	
Ethnic Population:	White 89.9%	Black 3.4%	Asian 6.6%	Hispanic 6.5%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1			1	1	3	4
Tot 12+	4.5			4.5	4.5	5.5	10.0
Avg 12+	4.5			4.5	4.5	1.8	2.5
Tot LCS	45.0			45.0	45.0	55.0	100.0
Avg LCS	45.0			45.0	45.0	18.3	25.0

Market: Morristown, NJ

Competitive Overview

Metro Rank: 99

Some stations also rated in New York.

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)									
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
WDHA	Dover	A	105.5	1.0	574	a	New Jersey Bcstg	61	9206	50	c1	AOR			57.3	4.5	6.5	5.2	4.6	4.0	4.0	5.4	0.0		
# FM Stations -					1	# Combos -					1	FM TOTALS					57.3	4.5	6.5	5.2	4.6	4.0	4.0	5.4	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)									
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
WKMB	Stirling	B	1070	0.3	0.00		K & M Bcstrs Inc		72			Country			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	a	New Jersey Bcstg	48	9206		c1	Nostalgia			42.7	5.5	4.0	3.7	3.6	4.0	2.9	4.8	0.0		
WXMC	Prsipy-Troy HI	B	1310	1.0	0.09		Chladek, James	73	9301	200		Spanish				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					3	# Combos -					1	AM TOTALS					42.7	5.5	4.0	3.7	3.6	4.0	2.9	4.8	0.0
AM & FM Stations Profiled -					4	# Duopolies -					0	Total Local Commercial Share					10.0	10.5	8.9	8.2	8.0	6.9	10.2	0.0	

NOTE: Market rated twice yearly with Fall 1997 period.

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 100

Revenue Rank: 128

Lafayette, LA Market Overview



Metro Counties / Population (000)

Acadia, LA	58.5
Iberia, LA	73.7
Lafayette, LA	186.1
St. Landry, LA	82.2
St. Martin, LA	46.9
Vermilion, LA	51.2
Total	498.6

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$8,100	\$9,400	\$10,200	\$10,700	\$11,700	\$13,000	9.9%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	10.8%	\$14,400	\$15,600	\$16,900	\$18,400	\$19,900	8.5%
	1993	1998	2003	Est. Breakout			
Revenue/Retail Sales	\$2.57/1,000	\$2.64/1,000	\$3.01/1,000	Local	80%		
Revenue/Capita	\$17.06	\$26.07	\$38.01	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	474.8	498.6	1.0%	498.6	523.6	1.0%
Households	168.1	180.0	1.4%	180.0	194.6	1.6%
Retail Sales	3,155.2	4,923.1	9.3%	4,923.1	6,616.7	6.1%
EBI	5,671.0	6,652.8	3.2%	6,652.8	8,920.9	6.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	241.3	49.9	25.2	22.5	34.0	36.9	30.0	42.8
Women (000)	257.3	47.8	24.6	23.8	35.4	38.3	32.6	54.8
Total	498.6	97.7	49.8	46.3	69.4	75.2	62.6	97.6
Percentage	100.0%	19.6%	10.0%	9.3%	13.9%	15.1%	12.6%	19.6%
Per Capita	\$ 13,343	Median Household		\$ 21,748	Avg Household		\$ 36,960	
Ethnic Population:	White 70.2%	Black 28.5%	Asian 1.1%	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
Tot 12+	7.5		71.6	67.6	79.1	7.9	87.0
Avg 12+	1.3		4.5	5.2	3.6	0.7	2.6
Tot LCS	8.6		82.3	77.7	90.9	9.1	100.0
Avg LCS	1.4		5.1	6.0	4.1	0.8	3.0

Competitive Overview

Some stations also rated in Baton Rouge.

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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
KOOJ	New Iberia	C1	93.7	97.0	997	b	Citadel Comm Corp	92	9911	See (82)		Oldies	n/a		2.3	2.1	2.3	1.6	2.4	4.9	2.8	3.6	1.9
KSMB	Lafayette	C	94.5	100.0	1079	b	Citadel Comm Corp	64	0004	8,500	d3	CHR	2,000	1.49	9.3	10.1	10.6	9.6	7.0	7.7	8.7	7.4	9.4
KRRQ	Lafayette	C2	95.5	50.0	443		Citadel Comm Corp	96	9903		g1	Urban AC	650	0.41	10.9	7.9	8.5	10.4	8.9	8.2	8.9	7.3	7.2
KFTE	Breaux Bridge	C2	96.5	42.0 cp	535	a	Comm Corp of	92	9612	4,475	d3	Alternative	625	0.85	5.1	6.2	4.8	5.4	3.7	3.8	4.1	5.4	4.2
KMDL	Kaplan	C2	97.3	38.0	561	a	Comm Corp of	81	9612		d3	Country	2,050	1.51	9.4	8.5	7.4	8.2	8.5	6.9	7.6	7.1	7.3
WDGL	Baton Rouge	C	98.1	95.0	1499		Guaranty Bcstg Corp	68				Cisc Rock	n/a		3.0	3.2	2.2	2.5	2.8	4.9	4.1	3.7	2.2
KXKC	New Iberia	C	99.1	100.0	984	d	Bonin Bcstg Corp	69				Country	2,100	1.52	9.6	7.5	8.1	6.5	10.5	9.3	10.3	11.3	7.9
KTDY	Lafayette	C	99.9	100.0 cp	984	a	Comm Corp of	66	8804	3,500	c2	AC	1,950	2.12	6.4	6.6	6.3	7.0	4.3	7.4	5.9	4.5	5.8
WXCT	Baton Rouge	C	100.7	97.0	1499		Guaranty Bcstg Corp	66	9608			Country	n/a		0.7	0.6	0.4	0.6	0.6	0.4	0.3	1.0	0.4
KBON	Mamou	C3	101.1	25.0	328		Marx, Rose Ann	97	9810	70		Variety	200	0.42	3.3	2.5	4.0	3.0	2.8	2.2	2.1	0.5	0.0
WYNK	Baton Rouge	C	101.5	96.0	1499		Clear Channel	68	0008			Country	n/a		2.2	1.5	1.8	2.0	1.9	1.9	3.5	4.4	3.7
KQIS	Basile	C1	102.1	100.0	981	c	Broadcast Ptrns Inc	90	9412	380		Soft Rock	200	0.82	1.7	2.1	1.6	1.4	1.6	2.4	1.3	0.8	3.9
KAJN	Crowley	C	102.9	95.0	1499		Rice Capital Bcstg	77				Religion	375	0.96	2.7	1.8	1.6	2.2	2.5	2.4	2.0	2.1	1.9
KNEK	Washington	C3	104.7	25.0	364	b	Citadel Comm Corp	89	9903		g1	Urban	500	0.59	5.9	6.2	7.3	6.8	3.7	3.1	3.5	4.1	3.8
KPEL	Abbeville	C3	105.1	25.0	292	a	Comm Corp of	74	9903	1,500	c5	News/Talk	500	1.34	2.6	2.5	3.9	3.0	1.6	1.9	2.8	3.2	2.2
KFMV	Franklin	A	105.5	3.0	299		Clary, Bob	75	9705	100	c1	Gospl/RhyBI			0.1	0.4	0.5	0.2	0.0	0.0	0.0	0.0	0.0
KJJB	Eunice	A	105.5	3.0	299	f	Tri-Parish Bcstg Inc	81	9311	216		70s Hits	100	0.58	1.2	0.3	1.4	0.9	1.2	1.2	0.4	0.5	0.3
KVOL	Opelousas	A	105.9	3.1 cp	459	b	Citadel Comm Corp	89	0004	8,500	d3	Sprts/Talk	150		0.7	0.9	1.2	0.3	0.9	1.0	0.8	0.8	4.2
KFXZ	Maurice	A	106.3	2.6	495		Citadel Comm Corp	85	9903		g1	Black Gospl	500	1.05	3.3	4.0	2.8	2.8	3.1	1.8	2.7	3.4	3.8
KLTW	Rayne	A	106.7	4.5	377	c	Broadcast Ptrns Inc	93	9304		60 cp	Oldies	300	1.04	2.0	1.9	1.7	2.2	1.3	1.6	2.3	2.2	1.5
KOGM	Opelousas	A	107.1	3.0	203	e	KSLO Bcstg Co Inc	65				Oldies			0.7	0.0	0.0	0.8	0.4	0.3	0.0	0.3	0.0
KRKA	Erath	C1	107.9	100.0	863	a	Comm Corp of	92	9704	2,000		Cisc Rock	700	1.39	3.5	2.3	2.5	2.3	3.9	3.7	2.8	2.5	2.8
# FM Stations -					22	# Combos -					14	FM TOTALS			86.6	79.1	80.9	79.7	73.6	77.0	76.9	76.1	74.4

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 100
Revenue Rank: 128

Lafayette, LA Market Overview



Metro Counties / Population (000)

Acadia, LA	58.5
Iberia, LA	73.7
Lafayette, LA	186.1
St. Landry, LA	82.2
St. Martin, LA	46.9
Vermilion, LA	51.2
Total	498.6

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$8,100	\$9,400	\$10,200	\$10,700	\$11,700	\$13,000	9.9%
Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03	
10.8%	\$14,400	\$15,600	\$16,900	\$18,400	\$19,900	8.5%	
Revenue/Retail Sales	1993 \$2.57/1,000	1998 \$2.64/1,000	2003 \$3.01/1,000	Est. Breakout			
Revenue/Capita	\$17.06	\$26.07	\$38.01	Local	80%	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	474.8	498.6	1.0%	498.6	523.6	1.0%
Households	168.1	180.0	1.4%	180.0	194.6	1.6%
Retail Sales	3,155.2	4,923.1	9.3%	4,923.1	6,616.7	6.1%
EBI	5,671.0	6,652.8	3.2%	6,652.8	8,920.9	6.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	241.3	49.9	25.2	22.5	34.0	36.9	30.0	42.8
Women (000)	257.3	47.8	24.6	23.8	35.4	38.3	32.6	54.8
Total	498.6	97.7	49.8	46.3	69.4	75.2	62.6	97.6
Percentage	100.0%	19.6%	10.0%	9.3%	13.9%	15.1%	12.6%	19.6%
Per Capita	\$ 13,343		Median Household	\$ 21,748		Avg Household	\$ 36,960	
Ethnic Population:	White 70.2%	Black 28.5%	Asian 1.1%	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
Tot 12+	7.5		71.6	67.6	79.1	7.9	87.0
Avg 12+	1.3		4.5	5.2	3.6	0.7	2.6
Tot LCS	8.6		82.3	77.7	90.9	9.1	100.0
Avg LCS	1.4		5.1	6.0	4.1	0.8	3.0

Market: Lafayette, LA

Competitive Overview

Metro Rank: 100

Some stations also rated in Baton Rouge.

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)								
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
KJCB	Lafayette	B	770	1.0	0.50		R&M Bcstg Inc	82	9211		st	Urban	800	0.79	7.0	4.7	4.3	6.2	6.2	4.0	5.1	4.5	5.4	
KROF	Abbeville	B	960	1.0	0.10	a	Comm Corp of	48	9903		c5	Adlt Stndrd	100	0.39	1.8	0.9	0.3	1.1	2.1	1.5	2.0	2.3	2.9	
KNEK	Washington	B	1190	0.3	0.00	b	Citadel Comm Corp	80	9903		g1	Ethnic				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	
KSLO	Opelousas	C	1230	1.0	1.00	e	KSLO Bcstg Co Inc		47			Country			1.2	0.0	0.8	0.6	1.5	0.7	0.6	0.8	0.7	
KANE	New Iberia	C	1240	1.0	1.00		New Iberia Bcstg Co		46			Oldies			0.7	0.4	1.1	0.6	0.6	1.0	0.8	0.4	0.9	
KVOL	Lafayette	B	1330	5.0	1.00	b	Citadel Comm Corp	35	0004		d4	Sprts/Talk	100		0.3	0.0	0.4	0.2	0.4	0.4	0.4	0.8	0.4	
KNIR	New Iberia	B	1360	1.0	0.21	d	Bonin Bcstg Corp		51			Nostalgia				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KPEL	Lafayette	B	1420	1.0	0.75	a	Comm Corp of	50	8804		c2	Sports	300	1.30	1.6	0.9	0.6	0.6	2.2	0.6	0.4	1.2	0.6	
KSIG	Crowley	C	1450	1.0	1.00	c	Broadcast Pttrs Inc	47	9212	350		Nostalgia	75		0.8	0.9	1.2	0.6	0.9	0.6	0.7	0.3	0.4	
KEUN	Eunice	C	1490	1.0	1.00	f	Tri-Parish Bcstg Inc		52			Country			0.2	0.1	0.3	0.0	0.3	0.4	0.3	0.0	0.0	
KDYS	Lafayette	B	1520	10.0	0.50	b	Citadel Comm Corp	60	0004		d3	Children	75			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
				# AM Stations -			11	# Combos -			9	AM TOTALS				13.6	7.9	9.0	9.9	14.2	9.2	10.3	10.3	12.0
				AM & FM Stations Profiled -			33	# Duopolies -			10	Total Local Commercial Share					87.0	89.9	89.6	87.8	86.2	87.2	86.4	86.4

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 101

Revenue Rank: 84

Ft. Wayne, IN Market Overview



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
Total	483.4

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$13,800	\$15,800	\$16,200	\$16,600	\$18,200	\$19,600
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
	\$3.58/1,000	\$4.20/1,000	\$4.93/1,000	Local	82%		
Revenue/Capita	1993	1998	2003	National	18%		
	\$29.10	\$40.55	\$55.31				

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
	Households	474.3	483.4	0.4%	483.4	495.4
Retail Sales	176.3	182.9	0.7%	182.9	191.7	0.9%
EBI	3,859.4	4,666.7	3.9%	4,666.7	5,560.6	3.6%
	7,268.7	8,355.1	2.8%	8,355.1	10,544.9	4.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	235.7	43.2	23.2	20.6	33.4	39.3	31.5	44.5
Women (000)	247.7	41.2	22.1	20.2	33.1	39.6	32.8	58.5
Total	483.4	84.5	45.2	40.9	66.5	79.0	64.3	103.1
Percentage	100.0%	17.5%	9.4%	8.5%	13.8%	16.3%	13.3%	21.3%
Per Capita	\$ 17,284							
			Median Household	\$ 33,761			Avg Household	\$ 45,681
Ethnic Population:	White	91.2%	Black	7.5%	Asian	1.0%	Hispanic	2.5%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	11	6		13	17	8	25
Tot 12+	31.6	41.6		73.2	73.2	9.9	83.1
Avg 12+	2.9	6.9		5.6	4.3	1.2	3.3
Tot LCS	38.0	50.1		88.1	88.1	11.9	100.0
Avg LCS	3.5	8.3		6.8	5.2	1.5	4.0

Competitive Overview

Some stations also rated in Lima.

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)								
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
WFWI	Ft. Wayne	A	92.3	2.7	482	e	Federated Media	93	9702	4,350	1	Clsc Rock	2,100	1.32	7.4	6.9	6.6	6.2	6.4	5.6	6.9	7.0	7.6	
WZBD	Berne	A	92.7	4.1	394		Weaver, Robert Alan	93				AC			0.2	0.0	0.3	0.0	0.3	1.0	0.0	0.0	0.3	
WBTU	Kendallville	B	93.3	50.0	492		Artistic Media Ptnrs	55	0008	5,000		Country	1,300	0.94	6.4	4.9	5.0	6.0	4.9	4.9	5.8	5.5	6.0	
WYSR	Roanoke	A	94.1	3.0	328	d	Kovas Comm	91	9305	100		Oldies	350	0.74	2.2	2.0	2.5	2.2	1.6	2.7	2.9	0.8	2.1	
WAJI	Ft. Wayne	B	95.1	39.0	679	b	Sarkes Tarzian Inc	59				AC/SfRk	2,900	1.43	9.4	7.6	7.9	7.0	9.0	7.9	9.2	9.0	9.4	
WEJE	Churubusco	B1	96.3	6.7	554	d	Kovas Comm	94	9311	259 cp		Alternative	500	0.47	4.9	3.4	3.1	3.3	5.0	3.9	4.6	3.8	4.5	
WMEE	Ft. Wayne	B	97.3	26.0	689	e	Federated Media	65			1	Hot AC	1,900	1.12	7.9	8.1	6.3	7.0	6.4	6.9	7.8	6.6	4.2	
WBYP	Van Wert	B	98.9	50.0	453	e	Federated Media	62	9610	5,800	1	Clsc Rock	2,300	1.23	8.7	7.8	5.9	8.2	6.6	6.4	6.3	5.1	5.8	
WNUY	Bluffton	A	100.1	5.2	351	a	Wells County Radio	63	9312		st	AC			0.3	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.3	
WLZQ	South Whitley	A	101.1	6.0	328		Larko Comm Inc	92				Hot AC			0.2	0.0	0.0	0.0	0.3	0.0	0.5	0.0	0.0	
WLDE	Ft. Wayne	A	101.7	3.0	328	b	Sarkes Tarzian Inc	70	9304	1,500		Oldies	1,850	1.06	8.1	5.6	6.8	7.0	6.8	7.8	5.4	5.3	5.5	
WCKZ	Auburn	A	102.3	6.0	315	d	Kovas Comm	67	9505	300	c1	CHR/Rhymc			1.9	2.9	2.4	3.0	0.2	0.2	0.5	0.8	0.0	
WEXI	Huntington	A	102.9	3.0	299	c	Taylor Bcst Group	65	9507	300		Dance			0.2	0.0	0.0	0.0	0.3	0.0	0.3	0.2	0.2	
WXKE	Ft. Wayne	A	103.9	3.0	328	c	Taylor Bcst Group	76	8212	1,000		Rock	900	1.50	2.8	2.0	2.1	3.2	1.6	2.4	2.7	3.6	4.4	
WQHK	Decatur	B1	105.1	13.5	449		JAM	66	9309		1	Country	3,200	1.09	13.6	9.8	9.5	9.7	13.4	10.5	10.8	12.3	11.7	
WSHI	Columbia City	A	106.3	2.0	407		SBS Inc	68	9705		na	Adlt Stndrd	300	0.19	7.4	6.6	9.1	6.2	6.3	5.1	3.4	1.3	1.1	
WJFX	New Haven	A	107.9	3.2 cp	453		Ft. Wayne Radio	90	9901	1,300		CHR/Rhymc	1,400	1.12	5.8	5.6	4.9	5.7	4.2	2.7	4.4	5.0	5.8	
# FM Stations -					17	# Combos -					11	FM TOTALS				87.4	73.2	72.4	74.7	73.8	68.0	71.5	66.3	68.9

AM Stations

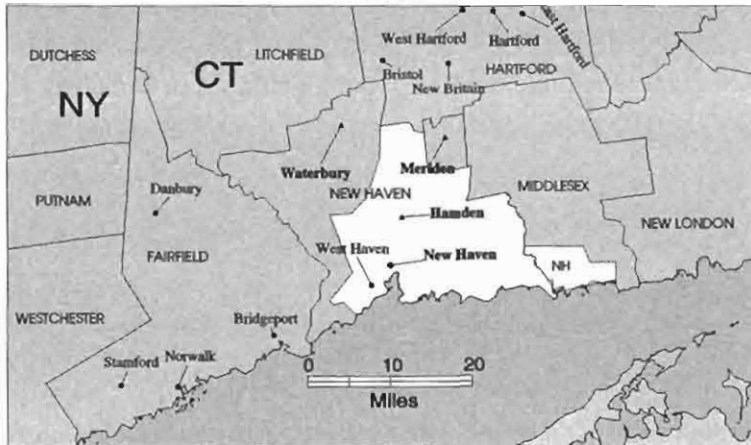
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1999 Est Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
WFCV	Ft. Wayne	B	1090	1.0	0.00		Bott Radio Network	68	8005	240		Relgn/Talk			0.6	0.8	1.0	0.5	0.5	0.5	1.0	1.2	1.5	
WOWO	Ft. Wayne	B	1190	50.0	9.80	e	Federated Media	25	9506		1	Nws/Tlk/Spt	1,600	0.80	9.3	7.6	6.8	7.5	8.3	7.6	6.6	5.6	5.5	
WGL	Ft. Wayne	B	1250	2.3	1.00	d	Kovas Comm	24	8109	425		Sports	550	1.16	2.2	0.8	1.5	1.5	2.3	2.4	1.5	3.6	3.2	
WBZQ	Huntington	B	1300	0.5	0.00		Larko Comm Inc	57	0007 p	17		Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WONO	Ft. Wayne	B	1380	5.0	5.00	e	Federated Media	47			1	Sports	350		0.4	0.7	0.6	0.3	0.3	3.0	4.1	4.8	3.7	
WLYV	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	
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	
WGLL	Auburn	B	1570	0.5	0.15	d	Kovas Comm	68	9505		c1	Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					8	# Combos -					5	AM TOTALS				12.7	9.9	9.9	9.8	11.7	13.5	13.2	15.2	13.9
AM & FM Stations Profiled -					25	# Duopolies -					7	Total Local Commercial Share				83.1	82.3	84.5	85.5	81.5	84.7	81.5	82.8	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 102

Revenue Rank: 111

New Haven, CT Market Overview



Metro Counties / Population (000)

Middlesex, CT	12.4
New Haven, CT	452.8
	465.2

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$13,900	\$15,200	\$15,300	\$15,900	\$15,900	\$16,100	3.0%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	7.5%	\$17,300	\$18,900	\$20,400	\$22,400	\$24,200	8.7%
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
Revenue/Capita	\$3.51/1,000	\$3.88/1,000	\$5.24/1,000	Local	70%		
	\$29.75	\$34.61	\$51.82	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	467.3	465.2	-0.1%	465.2	467.0	0.1%
Households	177.7	177.2	-0.1%	177.2	180.2	0.3%
Retail Sales	3,954.5	4,148.7	1.0%	4,148.7	4,614.7	2.2%
EBI	9,210.0	9,496.3	0.6%	9,496.3	11,137.0	3.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	224.1	34.5	16.9	21.3	34.4	37.0	31.1	48.8
Women (000)	241.1	32.9	16.0	20.8	34.0	38.6	33.0	65.9
Total	465.2	67.4	32.9	42.2	68.4	75.5	64.1	114.7
Percentage	100.0%	14.5%	7.1%	9.1%	14.7%	16.2%	13.8%	24.7%
Per Capita	\$ 20,413	Median Household		\$ 44,945	Avg Household		\$ 53,580	
Ethnic Population:	White	86.5%	Black	11.2%	Asian	2.1%	Hispanic	8.0%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1	3		3	4	4	8
Tot 12+	6.6	20.0		20.3	26.6	9.1	35.7
Avg 12+	6.6	6.7		6.8	6.7	2.3	4.5
Tot LCS	18.5	56.0		56.9	74.5	25.5	100.0
Avg LCS	18.5	18.7		19.0	18.6	6.4	12.5

Market: New Haven, CT

Competitive Overview

Metro Rank: 102

Some stations also rated in markets 44, 112, 180 and 189.

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)							
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WWYZ	Waterbury	B	92.5	17.0	879	b	Clear Channel	61	0008		Country	n/a		16.7	6.3	6.5	5.6	5.9	5.4	5.4	5.8	6.8
WYBC	New Haven	A	94.3	1.8	325	c	Yale Bcstg Co	59			Urban AC	1,800	0.55	18.9	6.6	6.6	6.1	6.9	6.3	5.3	5.4	6.1
WPLR	New Haven	B	99.1	15.0	906		Cox Radio Inc	44	0008	sw	AOR	8,300	2.22	21.6	6.8	5.0	7.1	7.8	8.0	5.4	7.8	7.3
WKCI	Hamden	B	101.3	15.0	876	a	Clear Channel	69	9205		CHR/AC	4,100	1.30	18.2	6.9	5.8	6.5	6.0	8.5	6.9	7.3	5.1
# FM Stations -					4	# Combos -		2	FM TOTALS					75.4	26.6	23.9	25.3	26.6	28.2	23.0	26.3	25.3

AM Stations

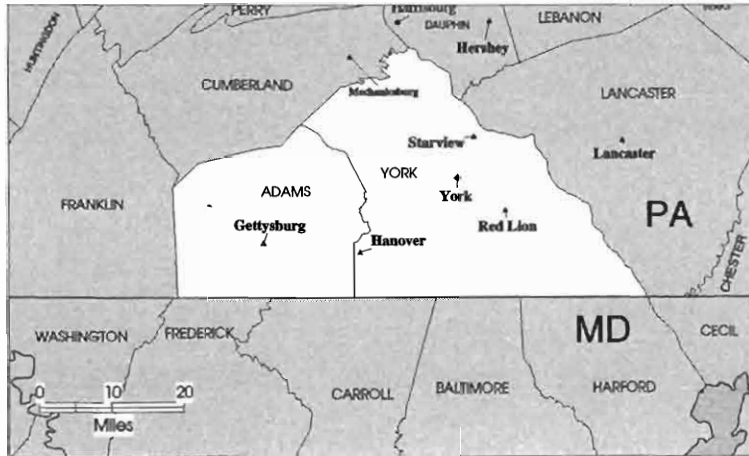
Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1999 Est Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WELI	New Haven	B	960	5.0	5.00	a	Clear Channel	35	8409		g	News/Talk	1,500	0.77	11.3	3.9	5.1	3.7	4.1	3.9	5.4	5.8	5.7
WQUN	Hamden	B	1220	1.0	0.00		Quinnipiac College	60	9608	500		Nostalgia	300	0.30	5.8	2.5	3.1	1.8	2.2	2.4	1.6	0.7	0.0
WAVZ	New Haven	B	1300	1.0	1.00	a	Clear Channel	47	9212	10		Nostalgia	1,100	0.91	7.0	2.4	1.4	1.8	3.1	2.4	2.2	3.3	4.4
WYBC	New Haven	C	1340	1.0	1.00	c	Yale Bcstg Co	44	9808	775		Urban AC	150		0.5	0.3	0.0	0.3	0.0	1.4	2.4	2.0	2.8
# AM Stations -					4	# Combos -		3	AM TOTALS					24.6	9.1	9.6	7.6	9.4	10.1	11.6	11.8	12.9	
AM & FM Stations Profiled -					8	# Duopolies -		2	Total Local Commercial Share						35.7	33.5	32.9	36.0	38.3	34.6	38.1	38.2	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 103

Revenue Rank: 104

York, PA Market Overview



Metro Counties / Population (000)

Adams, PA	87.3
York, PA	376.9
	464.2

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$12,800	\$13,500	\$14,500	\$14,900	\$15,200	\$16,200	4.8%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	13.6%	\$18,400	\$19,800	\$21,000	\$22,100	\$23,000	5.7%
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
Revenue/Capita	\$3.61/1,000	\$3.62/1,000	\$4.47/1,000	Local	85%		
	\$29.18	\$34.90	\$47.40	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	438.6	464.2	1.1%	464.2	485.2	0.9%
Households	164.6	175.7	1.3%	175.7	186.2	1.2%
Retail Sales	3,550.5	4,474.7	4.7%	4,474.7	5,147.1	2.8%
EBI	7,272.4	7,921.4	1.7%	7,921.4	9,718.9	4.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	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
Total	464.2	69.9	36.8	40.4	62.8	78.1	67.5	108.7
Percentage	100.0%	15.1%	7.9%	8.7%	13.5%	16.8%	14.5%	23.4%
Per Capita	\$ 17,065	Median Household		\$ 37,799	Avg Household		\$ 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	2	7		6	9	6	15
Tot 12+	8.4	47.4		40.3	55.8	4.2	60.0
Avg 12+	4.2	6.8		6.7	6.2	0.7	4.0
Tot LCS	14.0	79.0		67.2	93.0	7.0	100.0
Avg LCS	7.0	11.3		11.2	10.3	1.2	6.7

Competitive Overview

Some stations also rated in markets 20, 77 and 111.

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)							
															Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
WEGK	Starview	A	92.7	1.4	682	Hall	71	9512	3,200		Clsc Rock	875	1.03	4.6	3.1	3.2	2.8	1.9	2.7	3.4	2.4	2.9
WTPA	Mechanicsburg	A	93.5	1.3	719	Cumulus Bcstg Inc	78	0003 p			Clsc Rock	n/a		5.7	4.5	5.2	4.4	4.3	4.2	4.0	2.5	3.2
WSOX	Red Lion	B	96.1	13.5 cp	951	Pioneer Bcstg Corp	60	9305	3,000 c2		Oldies	3,000	1.24	13.2	6.8	7.1	7.3	6.1	8.5	8.4	7.9	7.7
WYCR	Hanover	B	98.5	10.5	929	b Radio Hanover Inc	62				CHR	1,700	0.71	13.0	5.8	8.6	7.0	8.3	7.2	7.9	8.5	8.4
WROZ	Lancaster	B	101.3	6.7	1309	Hall	44				Soft Rock	n/a		5.6	3.9	3.8	3.7	3.2	3.7	3.6	2.8	3.8
WARM	York	B	103.3	6.4	1306	c Susquehanna Radio	62				AC	5,600	2.10	14.5	8.1	9.0	7.3	7.9	7.8	8.6	9.0	10.4
WQXA	York	B	105.7	25.0	705	a Citadel Comm Corp	48	9707			Alternative	n/a		10.2	7.2	7.0	7.0	6.5	7.0	6.6	6.0	5.5
WRKZ	Hershey	B	106.7	14.0	929	a Citadel Comm Corp	64	9707			Country	n/a		8.8	6.0	6.5	5.7	5.4	4.0	5.8	5.8	6.2
WGTY	Gettysburg	B	107.7	16.0	850	d Times & News Publ	62				Country	2,800	1.22	12.5	7.1	5.4	7.6	9.9	7.2	8.1	6.9	8.5
# FM Stations -				9		# Combos -		5		FM TOTALS				88.1	52.5	55.8	52.8	53.5	52.3	56.4	51.8	56.6

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)							
															Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
WSBA	York	B	910	5.0	1.00	c Susquehanna Radio	42				News/Talk	2,700	2.41	6.1	2.6	2.1	3.1	3.2	3.3	2.8	4.6	4.3
WQXA	York	B	1250	1.0	0.03	Citadel Comm Corp	48	9707		g1	Country	300	0.91	1.8	0.6	0.6	1.3	0.4	0.7	0.8	1.4	1.5
WHVR	Hanover	B	1280	5.0	0.50	b Radio Hanover Inc	49				Adlt Stndrd	550	1.30	2.3	1.3	0.6	1.0	1.2	2.3	1.1	1.3	0.9
WGET	Gettysburg	B	1320	1.0	0.50	d Times & News Publ	50				AC/Nws/Spt	600		0.9	1.1	0.3	0.5	0.9	0.3	0.6	0.6	0.7
WOYK	York	B	1350	5.0	1.00	Starview Media Inc	32	8711	250		Sports	250		0.6	1.0	0.6	0.8	0.7	0.3	0.3	0.0	1.0
WTHM	Red Lion	B	1440	1.0	0.00	Pioneer Bcstg Corp	50	9305		c2	Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -				6		# Combos -		3		AM TOTALS				11.7	6.6	4.2	6.7	6.4	6.9	5.6	7.9	8.4
AM & FM Stations Profiled -				15		# Duopolles -		2		Total Local Commercial Share				59.1	60.0	59.5	59.9	59.2	62.0	59.7	65.0	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 104
Revenue Rank: 80

Chattanooga, TN Market Overview



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
Total	462.4

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$14,700	\$16,600	\$17,500	\$19,300	\$19,800	\$21,800
Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03	
	3.7%	\$22,600	\$24,600	\$26,600	\$28,700	\$30,400	7.7%
	1993	1998	2003	Est. Breakout			
Revenue/Retail Sales	\$3.83/1,000	\$4.17/1,000	\$4.47/1,000	Local	87%		
Revenue/Capita	\$32.86	\$47.15	\$64.15	National	13%		

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	447.3	462.4	0.7%	462.4	473.9	0.5%
Households	172.8	180.2	0.8%	180.2	187.7	0.8%
Retail Sales	3,842.8	5,224.4	6.3%	5,224.4	6,800.2	5.4%
EBI	6,336.5	7,329.0	3.0%	7,329.0	9,326.8	4.9%

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	\$ 27,771		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	30
Tot 12+	24.8		52.3	71.9	77.1	9.0	86.1
Avg 12+	3.1		7.5	7.2	5.1	0.6	2.9
Tot LCS	28.8		60.7	83.5	89.5	10.5	100.0
Avg LCS	3.6		8.7	8.4	6.0	0.7	3.3

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)								
															Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998	
WDEF	Chattanooga	C	92.3	97.0	1181	a	Bahakel Comm	64	9609	7,700	c3	Soft AC	2,850	1.34	9.4	9.5	8.5	7.5	8.9	7.7	8.6	8.2	7.7
WMPZ	Ringgold	A	93.7	4.9	302	d	Brewer Bcstg Corp	94	9612	960		Adult CHR	375	1.19	1.4	0.9	0.3	0.7	1.6	1.0	1.8	1.2	0.7
WJTT	Red Bank	A	94.3	4.7	371	d	Brewer Bcstg Corp	72	9401		al	Urban	2,000	1.15	7.7	8.1	7.8	6.6	6.6	6.5	6.4	5.9	7.7
WALV	Cleveland	A	95.3	3.5	436	d	Brewer Bcstg Corp	80	9805		c4	AC	550		0.5	0.9	1.1	0.5	0.7	0.3	0.3	0.5	
WDOD	Chattanooga	C	96.5	100.0	1079	a	Bahakel Comm	60				Adult Rock	1,525	0.94	7.2	5.3	6.4	4.6	5.5	7.5	5.3	5.3	6.6
WLOV	South Pittsburg	C2	97.3	16.0	856	c	Clear Channel	90	0004 p		sw	R&B Oldies	300	0.32	4.1	4.6	4.1	4.8	4.1	4.7	3.6	4.6	1.2
WKXJ	Signal Mountain	A	98.1	1.0	794	c	Clear Channel	94	0004 p		sw	CHR	475	0.37	5.7	3.8	4.1	4.1	4.5	5.8	5.6	3.8	4.5
WUSY	Cleveland	C	100.7	100.0	1191	c	Clear Channel	61	0004 p		sw	Country	6,775	1.24	24.1	19.6	21.2	19.0	19.4	21.6	18.2	24.0	18.8
• WSGC	Ringgold	A	101.9	1.3	702		Clear Channel	89	0008 p	2,500		Clsc Hits	200	0.59	1.5	1.2	1.0	0.8	0.9	1.2	0.7	2.3	1.0
WGOW	Soddy Daisy	A	102.3	6.0	285	b	Citadel Comm Corp	77	0007		g4	Talk	1,050	0.86	5.4	4.5	5.1	5.4	4.7	5.3	4.3	4.1	4.9
WBDX	Trenton	A	102.7	0.3	1375		Ptrs for Chrtn Radio	90	9807	1,189	1	ChrsContemp	850	2.09	1.8	1.7	2.0	2.0	2.1	1.3	1.8	1.6	1.6
WLLJ	Etowah	C2	103.1	50.0	492		Friendship Bcstg	77	9803	645	1	ChrsContemp			0.2	0.5	0.8	0.2	0.3	0.3	0.0	0.2	0.2
WRXR	Rossville	A	105.5	1.6	646	c	Clear Channel	66	0004 p		sw	Rock	500	0.65	3.4	4.0	3.4	4.2	2.9	2.5	2.6	2.8	3.7
WSKZ	Chattanooga	C	106.5	100.0	1079	b	Citadel Comm Corp	60	0007		g4	Clsc Rock	2,400	1.08	9.8	8.8	6.7	8.1	7.5	7.0	10.4	8.1	8.2
WOGT	East Ridge	C3	107.9	2.9	968	b	Citadel Comm Corp	90	0007		g4	Oldies	1,025	0.80	5.7	3.8	4.6	5.4	5.0	4.5	6.3	4.8	3.8
# FM Stations -				15	# Combos -				12	FM TOTALS				87.9	77.2	77.1	73.9	74.5	77.6	75.9	77.2	71.1	

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)								
															Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998	
WWAM	Jasper	B	820	5.0	cp	0.00	Shelton Bctg	87	9602		st	Gospel			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WEPG	South Pittsburg	B	910	5.0		0.00	Stone/Collins Comm	54	9705			Country			0.3	0.3	0.7	0.5	0.5	0.8	0.3	0.0	0.0
WUUS	Rossville	B	980	0.5	0.11	c	Clear Channel	58	0004 p		sw	AC			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WFLI	Lookout Mount'n	B	1070	50.0	2.50		WFLI Inc	61				Religion	250	0.85	1.3	0.7	1.0	0.8	0.9	0.5	1.3	1.2	1.4
WGOW	Chattanooga	B	1150	5.0	1.00	b	Citadel Comm Corp	36	0007		g4	News/Talk	350	0.53	2.9	2.1	1.8	2.9	2.5	2.8	2.6	1.3	3.3
WSDQ	Dunlap	B	1190	5.0	0.00		Tittsworth, Ruth	80	8406			Country			0.2	0.0	0.0	0.5	0.0	0.0	0.0	0.5	0.3
WSDT	Soddy-Daisy	C	1240	1.0	1.00		Willis Bcstg Corp	70	9905		na	Gospel	50		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WNOO	Chattanooga	B	1260	5.0	0.03		RA-AD of Trenton	51	9312			Gospel	300	0.51	2.6	1.9	1.3	2.5	2.9	1.5	1.8	2.6	3.1
WDOD	Chattanooga	B	1310	5.0	5.00	a	Bahakel Comm	25	6206			Nostalgia	200	0.26	3.4	2.4	3.4	2.9	3.0	2.7	2.6	2.6	3.7
WBAC	Cleveland	C	1340	1.0	1.00	d	Brewer Bcstg Corp	45	9805		c4	Nostalgia	200		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WDEF	Chattanooga	B	1370	5.0	5.00	a	Bahakel Comm	41	9609		c3	Nws/Tlk/Spt	150		0.4	0.9	0.5	0.5	0.6	0.0	0.5	0.3	0.7
WKWN	Trenton	B	1420	2.5	0.00		Dade County Bcstg	84	9712	63		Oldies			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WLMR	Chattanooga	C	1450	1.0	1.00		Wilkins Comm	61	9301	307		Chrst/Talk	200		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WJOC	Chattanooga	C	1490	1.0	1.00		Fryar, Sarah M.	48	9709	230		Christian			0.3	0.3	0.0	0.3	0.0	0.7	0.5	0.0	0.0
WQCH	Lafayette	B	1590	5.0	0.00		Gwyn, Charles	54	8804	300		Country			0.5	0.0	0.3	0.0	0.6	0.5	0.5	0.0	0.7
# AM Stations -				15	# Combos -				5	AM TOTALS				11.9	8.6	9.0	10.9	11.0	9.5	10.1	8.5	13.2	
AM & FM Stations Profiled -				30	# Duopolies -				7	Total Local Commercial Share				85.8	86.1	84.8	85.5	87.1	86.0	85.7	84.3		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 105

Revenue Rank: 92

Roanoke-Lynchburg, VA Market Overview



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
Total	453.8

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$13,800	\$14,800	\$15,000	\$15,300	\$16,500	\$18,300	5.8%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	9.3%	\$20,000	\$21,600	\$22,500	\$23,900	\$25,300	6.1%
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
Revenue/Capita	\$3.28/1,000	\$3.10/1,000	\$3.33/1,000	Local	80%		
	\$31.48	\$40.33	\$55.10	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	438.4	453.8	0.7%	453.8	459.2	0.2%
Households	171.6	179.3	0.9%	179.3	184.9	0.6%
Retail Sales	4,213.5	5,907.5	7.0%	5,907.5	7,588.7	5.1%
EBI	6,324.8	7,260.9	2.8%	7,260.9	8,771.9	3.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	216.8	31.9	17.5	19.4	28.6	36.5	33.0	49.7
Women (000)	237.0	30.4	17.1	21.8	29.1	38.0	34.7	66.0
Total	453.8	62.3	34.6	41.2	57.7	74.6	67.7	115.7
Percentage	100.0%	13.7%	7.6%	9.1%	12.7%	16.4%	14.9%	25.5%
Per Capita	\$ 16,000	Median Household		\$ 31,121	Avg Household		\$ 40,496	
Ethnic Population:	White 82.2%	Black 16.9%	Asian 0.8%	Hispanic 0.9%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7	1	9	13	17	18	35
Tot 12+	17.4	1.6	47.6	63.9	66.6	10.1	76.7
Avg 12+	2.5	1.6	5.3	4.9	3.9	0.6	2.2
Tot LCS	22.7	2.1	62.1	83.3	86.8	13.2	100.0
Avg LCS	3.2	2.1	6.9	6.4	5.1	0.7	2.9

Competitive Overview

NOTE: Some stations also rated in Blacksburg.

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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WXLK	Roanoke	C	92.3	93.0	2051	d	Wheeler, Mel	60	9702	7,500	d3	CHR	2,100	1.21	8.7	5.9	7.9	6.8	6.7	6.6	6.7	8.3	7.1
WJLM	Salem	A	93.5	5.8	98	f	Clear Channel	69	0008		g	Country	975	0.94	5.2	3.6	3.1	4.0	4.0	4.4	4.4	5.0	4.4
WSLC	Roanoke	C	94.9	98.0	1982	d	Wheeler, Mel	48	0005	6,500	d4	Country	800	1.03	3.9	4.5	3.4	2.6	3.4	5.2	4.8	4.9	5.3
WROV	Martinsville	C1	96.3	13.8	2077	f	Clear Channel	50	0008		g	AOR	3,000	1.38	10.9	7.6	9.8	7.0	9.8	8.2	8.7	5.4	8.5
• WZZU	Lynchburg	C3	97.9	0.6	1926		Travis Media Corp	70	9907	1,150	nc 1	Modern Rock	600	1.00	3.0	1.8	2.4	2.2	2.5	1.5	1.3	1.1	0.7
WSLQ	Roanoke	C	99.1	200.0	1992	d	Wheeler, Mel		47			AC	3,600	1.46	12.3	9.7	8.6	9.1	9.9	8.6	7.2	8.3	7.1
WLYK	Lynchburg	C3	100.1	20.0	328	d	Wheeler, Mel	48	9704		d3	CHR			0.1	0.0	0.0	0.0	0.2	0.3	0.3	0.2	0.5
WZZI	Vinton	A	101.5	0.5 cp	784		Travis Media Corp	95	0002	1,300	1	Modern Rock			1.2	3.2	2.5	1.3	0.5	1.0	0.8	0.7	0.8
WJJX	Lynchburg	C3	101.7	5.5 cp	692	f	Clear Channel	64	0008		g	CHR	500	0.89	2.8	1.4	1.7	2.3	2.0	3.7	4.4	4.2	5.3
WLDJ	Appomattox	B	102.7	22.0	745	f	Clear Channel	89	0008		g	Oldies	500	0.63	4.0	1.6	1.5	2.8	3.4	3.2	2.5	2.6	3.3
WRDJ	Roanoke	C3	104.9	3.1	925	f	Clear Channel	92	0008		g	Oldies	550	0.67	4.1	2.9	2.4	3.3	3.0	3.2	3.8	3.6	1.6
WKDE	Altavista	A	105.5	3.0	328	b	DJ Bcstg Inc	69	9201	375	c1	Country	100	0.45	1.1	0.4	0.4	0.7	1.0	0.8	0.5	0.5	0.0
WLNI	Lynchburg	A	105.9	6.0	266		Burns Media Stratgis	93	9805	700		Talk	350	0.97	1.8	1.4	1.9	1.7	1.0	1.0	1.3	2.0	1.6
WJJS	Vinton	A	106.1	0.7	909	f	Clear Channel	94	0008		g	CHR	700	0.67	5.2	5.4	5.2	4.1	3.9	3.9	3.9	4.2	6.1
• WLQE	Bedford	A	106.9	0.3	1276		Hammond Radio	92	0005 p	925		Adlt Stndrd	250	0.29	4.3	2.5	2.9	4.0	2.7	4.7	2.1	2.9	2.8
WTTX	Appomattox	A	107.1	1.8	427	c	CLL Inc	76	8812	350	c2	Religion			0.5	0.9	0.0	0.0	0.8	0.0	0.5	0.0	0.3
WYYD	Amherst	C1	107.9	20.5	1768	f	Clear Channel	81	0008		g	Country	4,350	1.58	13.8	13.8	9.8	10.3	11.0	11.0	12.2	12.4	11.8
# FM Stations -					17	# Combos -					13	FM TOTALS			82.9	66.6	63.5	62.2	65.8	67.3	65.4	66.3	67.2

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 105

Revenue Rank: 92

Roanoke-Lynchburg, VA Market Overview



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

453.8

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$13,800	\$14,800	\$15,000	\$15,300	\$16,500	\$18,300	5.8%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	9.3%	\$20,000	\$21,600	\$22,500	\$23,900	\$25,300	6.1%

Revenue/Retail Sales Revenue/Capita	1993	1998	2003	Est. Breakout Local 80% National 20%
	\$3.28/1,000 \$31.48	\$3.10/1,000 \$40.33	\$3.33/1,000 \$55.10	

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	438.4	453.8	0.7%	453.8	459.2	0.2%
Households	171.6	179.3	0.9%	179.3	184.9	0.6%
Retail Sales	4,213.5	5,907.5	7.0%	5,907.5	7,588.7	5.1%
EBI	6,324.8	7,260.9	2.8%	7,260.9	8,771.9	3.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	216.8	31.9	17.5	19.4	28.6	36.5	33.0	49.7
Women (000)	237.0	30.4	17.1	21.8	29.1	38.0	34.7	66.0
Total	453.8	62.3	34.6	41.2	57.7	74.6	67.7	115.7
Percentage	100.0%	13.7%	7.6%	9.1%	12.7%	16.4%	14.9%	25.5%
Per Capita	\$ 16,000		Median Household	\$ 31,121		Avg Household	\$ 40,496	
Ethnic Population:	White 82.2%		Black 16.9%		Asian 0.8%		Hispanic 0.9%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7	1	9	13	17	18	35
Tot 12+	17.4	1.6	47.6	63.9	66.6	10.1	76.7
Avg 12+	2.5	1.6	5.3	4.9	3.9	0.6	2.2
Tot LCS	22.7	2.1	62.1	83.3	86.8	13.2	100.0
Avg LCS	3.2	2.1	6.9	6.4	5.1	0.7	2.9

Competitive Overview

NOTE: Some stations also rated in Blacksburg.

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		Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
				Power (kW)	Power (kW)								Revenue (000)1/	Power Ratio		Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WLVA	Lynchburg	B	590	5.0	1.00		Madison Bcstg	30	9102	100	1	Soft AC	150	0.58	1.3	0.0	0.0	1.0	1.0	2.1	1.3	0.8	0.5
WSLC	Roanoke	B	610	5.0	1.00	d	Wheeler, Mel	40	7610			Country	150	0.24	3.1	2.0	2.9	2.6	2.2	2.4	2.5	5.2	3.4
WVLR	Moneta	B	880	0.9	0.00	a	Perception Media	91	9906		na	News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
WWWR	Roanoke	B	910	1.0	0.08	a	Perception Media	57	9104	150		Gospel	200	0.83	1.2	0.5	0.9	0.8	1.0	0.5	0.0	0.7	0.7
WLLL	Lynchburg	B	930	10.0	cp	0.05	Hubbards Ad Agency	63	9602	28		Gospel	200	0.18	5.5	3.2	3.4	5.5	2.9	2.6	5.6	2.6	3.1
WFIR	Roanoke	B	960	5.0	5.00		Wheeler, Mel	24	0005		d4	News/Talk	775	0.82	4.7	3.1	5.0	3.1	4.2	4.0	4.4	3.4	3.4
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
WBRG	Lynchburg	B	1050	1.0	0.10		Tri-County Bcstg Inc	56	6707			Nws/Tik/Spt				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	Moran, David H	88				Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WODI	Brookneal	C	1230	1.0	1.00		D & M Comm Inc	65	9608	47		Oldes/Talk	50			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	Clear Channel	46	0008		g	Sports			0.3	0.4	0.5	0.0	0.5	0.0	0.0	0.0	0.0
WWAR	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
WVGM	Lynchburg	B	1320	1.0	0.02	f	Clear Channel	62	0008		g	Sprts/Talk	50		0.7	0.2	0.2	0.8	0.3	0.6	0.7	1.0	0.3
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
WRIS	Roanoke	B	1410	5.0	0.07		WRIS LLC	53	6405	117		Inspiration			0.3	0.0	0.0	0.5	0.0	0.0	0.0	0.5	0.5
WAMV	Amherst	B	1420	2.2	cp	0.02	Community First	76	8801	50		BGs/Gsp/Cty				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				0.7	0.9	0.0	0.0	0.8	0.8	0.7	0.5
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
				# AM Stations -		18	# Combos -		9	AM TOTALS					17.1	10.1	13.8	14.3	12.1	13.0	16.0	14.9	12.6
				AM & FM Stations Profiled -		35	# Duopolies -		10	Total Local Commercial Share					76.7	77.3	76.5	77.9	80.3	81.4	81.2	79.8	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 106

Revenue Rank: 86

Lexington-Fayette, KY Market Overview



Metro Counties / Population (000)

Bourbon, KY	19.4
Clark, KY	32.1
Fayette, KY	243.9
Jessamine, KY	37.0
Madison, KY	67.4
Scott, KY	31.6
Woodford, KY	23.2
Total	454.6

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$14,600	\$16,500	\$17,200	\$18,200	\$19,600	\$20,900	7.4%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	2.4%	\$21,400	\$22,700	\$24,000	\$25,500	\$27,000	6.0%
	1993	1998	2003	Est. Breakout			
Revenue/Retail Sales	\$3.73/1,000	\$3.82/1,000	\$3.85/1,000	Local	90%		
Revenue/Capita	\$33.89	\$45.97	\$56.50	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	430.8	454.6	1.1%	454.6	477.9	1.0%
Households	164.0	175.5	1.4%	175.5	187.7	1.4%
Retail Sales	3,913.8	5,466.3	6.9%	5,466.3	7,005.3	5.1%
EBI	6,866.8	7,658.9	2.2%	7,658.9	9,846.2	5.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	218.9	34.2	18.5	26.8	34.4	37.2	30.1	37.7
Women (000)	235.7	32.5	17.9	29.2	34.9	39.3	32.1	49.8
Total	454.6	66.7	36.4	56.0	69.3	76.5	62.2	87.5
Percentage	100.0%	14.7%	8.0%	12.3%	15.2%	16.8%	13.7%	19.2%
Per Capita	\$ 16,848		Median Household	\$ 28,317		Avg Household	\$ 43,641	
Ethnic Population:	White 88.2%	Black 10.1%	Asian 1.5%	Hispanic 1.0%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	9		8	11	17	11	28
Tot 12+	17.5		51.3	65.9	68.8	12.5	81.3
Avg 12+	1.9		6.4	6.0	4.0	1.1	2.9
Tot LCS	21.5		63.1	81.1	84.6	15.4	100.0
Avg LCS	2.4		7.9	7.4	5.0	1.4	3.6

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)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
WSTL	Carlisle	C2	92.1	32.0	cp	610 d	Mortenson Bcstg Co	94	9707	450		ChrsContemp		0.9	0.4	0.5	1.1	0.4	0.0	0.0	0.0	0.0	
WVLK	Lexington	C1	92.9	100.0		850 f	Cumulus Bcstg Inc	79	9909	44,500	d4	Country	4,000	1.35	13.8	11.8	11.3	12.3	10.4	13.3	15.9	15.2	16.7
WMXL	Lexington	C1	94.5	100.0		640 c	Clear Channel	40	9905		g1	Hot AC	2,700	1.37	9.2	5.5	5.5	6.7	8.5	8.1	7.6	7.6	7.5
WVRB	Wilmore	A	95.3	6.0	cp	328	Baldwin	95	9507	45	cp	ChrsContemp		1.2	1.1	0.8	1.1	0.9	1.0	0.9	2.0	0.7	
WLXO	Stamping Ground	A	96.1	6.0	cp	328	a Blue Chip Bcstg Ltd	94	9901	1,265		Oldies			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WGKS	Paris	C2	96.9	50.0		492 b	L. M.	68	8407	700	1	Soft Rock	1,400	1.04	6.3	4.4	5.0	5.4	4.9	4.6	5.3	5.7	3.1
WBUL	Lexington	C1	98.1	100.0		561 c	Clear Channel	69	9905		g1	Country	1,800	0.92	9.1	6.9	8.2	6.7	8.3	8.1	4.3	4.6	6.3
WJMM	Harrodsburg	A	99.3	3.0		266 d	Mortenson Bcstg Co	69	9811	1,200	c1	Chrst/Talk		1.3	0.7	1.0	0.9	1.3	1.9	1.3	0.9	1.6	
WKQQ	Winchester	C2	100.1	20.0	cp	637 c	Clear Channel	74	9905		g1	Clsc Rock	2,300	1.29	8.3	7.3	6.7	6.7	7.0	8.1	9.6	7.8	6.9
WLRO	Richmond	C3	101.5	9.0		541 f	Cumulus Bcstg Inc	72	9909		d4	Rock & Roll	1,000	0.97	4.8	3.5	3.0	3.4	4.5	5.0	5.7	3.7	5.2
WKYL	Lawrenceburg	A	102.1	3.0		328	Davenport Bcstg Inc	93	9702	525		Soft Hits		0.6	0.7	0.8	0.6	0.4	0.4	0.0	0.0	0.0	
WLTO	Nicholasville	A	102.5	2.0		400 f	Cumulus Bcstg Inc	88	9909		d4	R&B Oldies	450	0.68	3.1	2.9	3.2	2.6	2.5	1.7	3.0	2.2	3.3
WXZZ	Georgetown	A	103.3	6.0	cp	328 f	Cumulus Bcstg Inc	73	9909		d4	Alternative	850	0.85	4.7	5.1	4.1	3.9	3.8	3.9	2.8	6.7	5.6
WLCT	Lexington	C2	104.5	50.0	cp	466 c	Clear Channel	95	9905		g1	CHR	1,200	0.53	10.5	11.5	7.9	7.3	10.0	11.2	11.0	11.5	9.9
WCDA	Versailles	A	106.3	3.7		420 b	L. M.	73	9902	3,350	1	Hot AC	425	0.66	3.0	2.6	3.2	4.9	0.0	1.9	1.3	0.9	1.6
WLFX	Berea	A	106.7	2.0		584 e	Wallingford Bcstg	91	9906	765	d5	AC			0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	
WBTF	Midway	A	107.9	6.0		328 a	Blue Chip Bcstg Ltd	98	0005			Urban AC		5.2	4.4	5.9	5.8	2.7	0.0	0.0	0.0	0.0	
# FM Stations -				17	# Combos -				15	FM TOTALS				82.0	68.8	67.1	69.4	65.6	69.2	68.7	69.2	68.4	

AM Stations

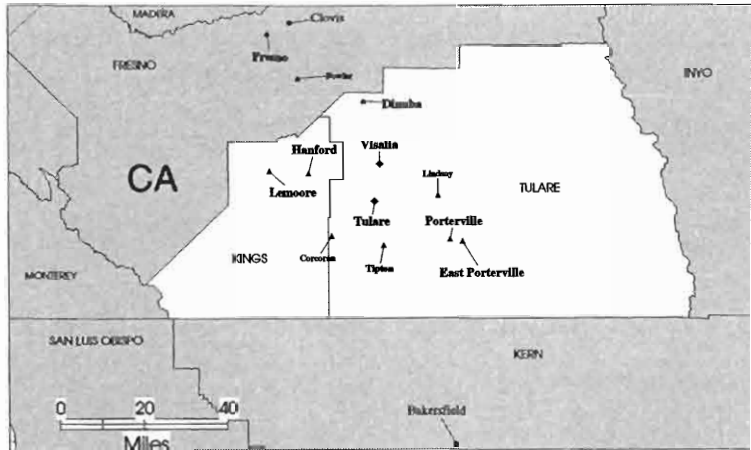
Calls	City of License	FCC Class	Power (kW)	Day (kW)	Night (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1999 Est Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WVLK	Lexington	B	590	5.0	cp	1.60 f	Cumulus Bcstg Inc	47	9909		d4	FullService	3,600	1.83	9.2	5.6	7.4	6.2	8.9	6.2	7.8	6.1	6.8
WLAP	Lexington	B	630	5.0		1.00 c	Clear Channel	22	9905		g1	News/Talk	475	0.57	3.9	2.7	3.0	3.0	3.4	3.3	2.3	1.5	1.0
WCGW	Nicholasville	B	770	1.0		0.00 d	Mortenson Bcstg Co	86				Gospel	350	1.17	1.4	0.9	0.6	0.6	1.7	0.4	0.6	1.5	1.7
WCBR	Richmond	B	1110	0.3		0.00	WCBR Radio Inc	69	9612			Gospel				0.0	0.6	0.0	0.0	0.0	0.4	0.6	0.3
WUGR	Nicholasville	B	1250	0.5		0.00 d	Mortenson Bcstg Co	62	9808	150		Urban/Gospl	200	0.72	1.3	0.7	1.4	1.3	0.8	0.0	1.3	0.7	1.2
WLXG	Lexington	B	1300	2.5		1.00 b	L. M.	46	8510	881	1	Sports	325	1.52	1.0	1.3	0.8	0.9	0.8	0.6	0.6	3.0	3.5
WEKY	Richmond	C	1340	1.0		1.00 e	Wallingford Bcstg	53	9906		d5	Oldies			0.2	0.0	0.0	0.4	0.0	0.4	0.4	0.4	0.3
WMJR	Winchester	B	1380	2.5		0.04	Thy Kingdom Come	54	9904	583		Religion	225			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WYGH	Paris	B	1440	1.0		0.00	Hammond Bcstg Inc	93	9412	50		Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WKXO	Berea	B	1500	0.3		0.00 e	Wallingford Bcstg	71	9906		d5	70s Hits				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WTKT	Georgetown	B	1580	10.0		0.05 c	Clear Channel	57	9905		g1	Nostalgia	75		0.9	1.3	0.8	0.4	1.1	3.9	3.2	3.7	2.4
# AM Stations -				11	# Combos -				8	AM TOTALS				17.9	12.5	14.6	12.8	16.7	14.8	16.6	17.5	17.2	
AM & FM Stations Profiled -				28	# Duopolies -				10	Total Local Commercial Share				81.3	81.7	82.2	82.3	84.0	85.3	86.7	85.6		

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 107

Revenue Rank: 256

Visalia-Tulare-Hanford Market Overview



Metro Counties / Population (000)

Kings, CA	129.0
Tulare, CA	364.8
	493.8

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$2,900	\$3,100	\$3,300	\$3,600	\$4,200	\$4,200	7.8%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	9.5%	\$4,600	\$5,000	\$5,200	\$5,600	\$5,900	6.2%

Revenue/Retail Sales Revenue/Capita	1993	1998	2003	Est. Breakout Local 85% National 15%
	\$1.25/1,000 \$6.36	\$1.34/1,000 \$8.51	\$1.58/1,000 \$11.29	

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	455.7	493.8	1.6%	493.8	522.7	1.1%
Households	137.4	149.3	1.7%	149.3	158.6	1.2%
Retail Sales	2,329.1	3,137.2	6.1%	3,137.2	3,739.2	3.6%
EBI	5,098.9	5,427.3	1.3%	5,427.3	6,476.3	3.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55	
Men (000)	251.3	53.3	25.9	25.4	38.4	37.8	29.8	40.6	
Women (000)	242.5	50.6	24.8	20.6	32.5	35.5	29.8	48.8	
Total	493.8	103.9	50.7	46.0	70.9	73.3	59.6	89.5	
Percentage	100.0%	21.0%	10.3%	9.3%	14.4%	14.8%	12.1%	18.1%	
Per Capita	\$ 10,991								
					Median Household	\$ 27,599		Avg Household	\$ 36,352
Ethnic Population:	White	89.3%	Black	3.4%	Asian	5.6%	Hispanic	45.7%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4	10		4	14	8	22
Tot 12+	3.7	48.2		18.4	51.9	8.7	60.6
Avg 12+	0.9	4.8		4.6	3.7	1.1	2.8
Tot LCS	6.1	79.5		30.4	85.6	14.4	100.0
Avg LCS	1.5	8.0		7.6	6.1	1.8	4.5

Competitive Overview

Some stations also rated in Fresno.

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)									
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
KFSO	Visalia	B	92.9	18.0	853		Clear Channel	51	0008			Oldies	n/a		8.8	6.0	3.9	5.7	4.3	5.6	6.0	6.1	5.5		
KSKS	Fresno	B	93.7	68.0	1903	a	Infinity Bcstg	46	0008 p			Country	n/a		6.8	3.9	3.7	3.4	4.3	3.7	5.0	4.3	5.3		
KGEN	Hanford	A	94.5	3.3	446	e	Collantes, Rolando	96	9906			Spanish	370		0.9	1.0	0.3	0.5	0.5	0.3	0.3	0.5	0.0		
KBOS	Tulare	B	94.9	16.5	850		Clear Channel	65	0008			CHR	n/a		9.1	6.0	5.6	5.3	5.0	7.8	9.8	10.6	13.1		
KSLK	Visalia	A	96.1	4.8	361		New Visalia Bcstg	94				Smooth Jazz	275	4.27	1.4	1.0	1.4	0.9	0.7	1.0	0.7	1.6	2.1		
KSEQ	Visalia	B	97.1	17.0	778	d	Buckley Bcstg Corp	84	8912	1,975		CHR	850	2.28	8.1	5.3	5.6	4.6	4.6	5.4	3.6	2.4	2.3		
KSOE	Dinuba	B	98.9	19.0	820	f	Clear Channel	75	0008			Soft AC	n/a		11.4	6.1	6.6	5.8	7.1	7.1	5.5	5.4	4.8		
KIOO	Porterville	B	99.7	24.0	689	d	Buckley Bcstg Corp	72	9404	360		Clsc Rock	550	1.90	6.3	4.5	2.5	3.4	3.7	3.6	3.3	3.5	2.1		
KMQA	E. Porterville	A	100.5	2.1 cp	1109		Moon Bcstg Corp	89	9901	849		Spanish	300	2.61	2.5	1.1	1.7	1.4	1.4	1.0	1.7	1.6	2.3		
KXQX	Corcoran	B1	102.3	19.5	381	b	RAK Comm Inc	99	9408	117 cp		Spanish				1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KZPO	Lindsay	B1	103.3	0.3	2625		Lindsay Bcstg	98				AC	100	0.37	5.8	3.1	3.0	3.4	3.2	1.9	0.0	0.0	0.0		
KFRR	Woodlake	B	104.1	17.0	853		Mondosphere Bcstg	92				Alternative	n/a		10.3	6.0	6.9	6.2	5.5	5.2	5.5	3.8	4.6		
KCRZ	Tipton	A	104.9	2.3	528		Westcoast Bcstg Inc	79	0005	850		Oldies	160	2.17	1.6	0.6	0.6	0.7	1.1	1.0	1.0	0.5	0.0		
KJUG	Tulare	B	106.7	1.2	2553	c	Westcoast Bcstg Inc	65	8105		c2	Country	1,550	3.15	10.7	5.5	6.0	6.3	5.9	5.6	5.7	7.3	7.6		
# FM Stations -					14	# Combos -					6	FM TOTALS					83.7	51.9	47.8	47.6	47.3	49.2	48.1	47.6	49.7

AM Stations

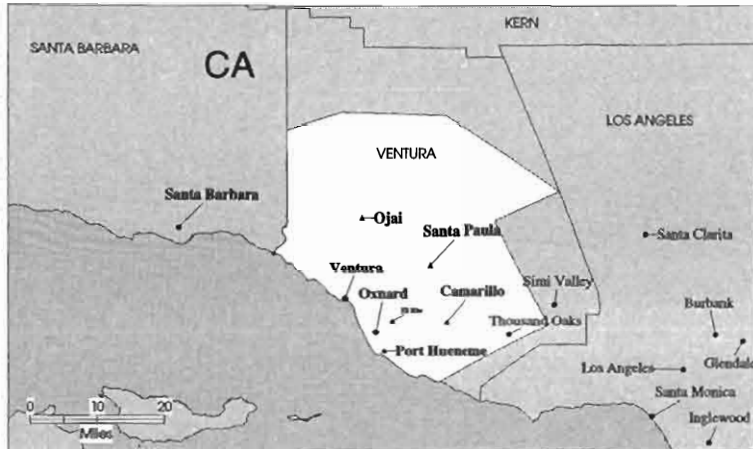
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1999 Est Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
KMJ	Fresno	B	580	50.0 cp	50.00	a	Infinity Bcstg	25	0008 p			Nws/Tlk/Spt	n/a		10.6	6.0	4.3	6.5	5.5	5.1	6.6	6.4	9.0		
KIGS	Hanford	B	620	1.0	1.00		P&C Broadcasting	48	8906	See (65)		Portuguese			0.4	0.5	0.0	0.0	0.5	0.0	1.2	0.0	0.0		
KQEQ	Fowler	B	1210	0.4	0.37	b	RAK Comm Inc	62	9404	62		Span/Oldes	300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• KJOP	Lemoore	C	1240	0.3	1.00		IHR Educational	63	0008 p	125		Religion.				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KJUG	Tulare	B	1270	5.0 cp	1.00	c	Westcoast Bcstg Inc	46	8105		c2	Country			3.1	1.1	1.3	1.4	2.1	1.5	2.2	1.4	0.7		
KGEN	Tulare	B	1370	1.0	0.14	e	Collantes, Rolando	57	8507			Spanish				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KVBL	Visalia	C	1400	1.0	1.00		Clear Channel	48	0008		g	Sports	50		0.4	0.5	0.4	0.0	0.5	0.5	0.0	0.3	0.5		
• KTIP	Porterville	C	1450	1.0	1.00		Stoneburner, L&M	47	0007 p	130		News/Talk	420	4.81	1.9	0.6	0.8	1.2	0.9	1.0	0.7	0.7	1.1		
# AM Stations -					8	# Combos -					4	AM TOTALS					16.4	8.7	6.8	9.1	9.5	8.1	10.7	8.8	11.3
AM & FM Stations Profiled -					22	# Duopolies -					3	Total Local Commercial Share						60.6	54.6	56.7	56.8	57.3	58.8	56.4	61.0

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 108
Revenue Rank: 156

Oxnard - Ventura, CA Market Overview



Metro Counties / Population (000)

Ventura, CA	463.6
	463.6

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$8,400	\$8,500	\$9,300	\$10,100	\$11,300	\$11,400
Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03	
	2.6%	\$11,700	\$12,300	\$12,700	\$13,300	\$13,700	4.0%

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	\$2.40/1,000	\$1.72/1,000	\$1.77/1,000	Local 85%
Revenue/Capita	\$19.13	\$15.39	\$17.10	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	439.0	740.6	1.1%	740.6	801.4	1.6%
Households	139.8	235.9	11.0%	235.9	254.3	1.5%
Retail Sales	3,498.5	6,638.8	13.7%	6,638.8	7,739.4	3.1%
EBI	7,908.0	12,978.5	10.4%	12,978.5	15,315.2	3.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	373.7	65.7	33.1	36.7	56.9	65.2	55.0	61.2
Women (000)	366.9	63.0	31.6	31.0	50.9	64.4	53.6	72.4
Total	740.6	128.7	64.7	67.6	107.8	129.6	108.6	133.6
Percentage	100.0%	17.4%	8.7%	9.1%	14.6%	17.5%	14.7%	18.0%
Per Capita	\$ 17,524							
				Median Household	\$ 47,200		Avg Household	\$ 55,017
Ethnic Population:	White 89.7%		Black 2.4%		Asian 6.9%		Hispanic 33.7%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5	5		9	10	5	15
Tot 12+	19.7	21.6		39.1	41.3	8.1	49.4
Avg 12+	3.9	4.3		4.3	4.1	1.6	3.3
Tot LCS	39.9	43.7		79.1	83.6	16.4	100.0
Avg LCS	8.0	8.7		8.8	8.4	3.3	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)													
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996						
KBBY	Ventura	B	95.1	12.3	876	a	Cumulus Bcstg Inc	62	9912	p		g3	AC	1,500	1.60	8.0	5.5	3.4	3.5	4.3	4.4	4.7	5.3	4.8				
KOCP	Camarillo	B1	95.9	1.2	1457	b	Gold Coast Bcstg	72	9502		1,200	c3	Clsc Rock	950	1.23	6.6	2.8	3.0	3.0	3.4	3.0	3.4	2.6	1.7				
KCZN	Santa Paula	A	96.7	0.3 cp	1499	c	Lazer Bcstg Corp	76	9804		1,000		Spanish	575	0.74	6.6	2.2	3.7	3.7	2.7	1.2	4.0	2.1	1.2				
KDAR	Oxnard	B1	98.3	1.5	1289		Salem Comm Corp	48					Religion			2.1	2.2	1.2	1.2	0.8	1.4	1.5	1.9	2.2				
KHAY	Ventura	B	100.7	39.0	1211	a	Cumulus Bcstg Inc	62	9912	p		g3	Country	1,800	1.45	10.6	5.6	6.6	3.2	7.1	6.1	6.2	6.2	7.2				
KXLM	Oxnard	A	102.9	5.5	112	c	Lazer Bcstg Corp	91					Spanish	1,500	0.78	16.5	8.1	6.0	9.7	6.3	3.4	6.2	7.0	5.5				
KMLA	El Rio	A	103.7	0.5	807	b	Gold Coast Radio	96					Mexican	1,200	1.22	8.4	4.6	3.1	4.2	4.0	3.2	3.2	2.2	2.4				
KCAQ	Oxnard	B	104.7	5.1	1476	b	Gold Coast Bcstg	58	9608		3,650	c2	CHR	1,550	0.98	13.5	5.5	8.4	7.0	6.1	6.4	5.7	4.8	5.0				
KKBE	Ojai	A	105.5	0.3	1440	b	Gold Coast Bcstg	72	9709		2,000	c1	Soft Hits	350	0.96	3.1	2.8	2.4	1.7	1.3	1.9	0.5	0.7	0.5				
KVYY	Ventura	A	107.1	0.4 cp	1296		Big City Radio	89	9606			g	Spanish	50	0.08	5.5	2.0	3.0	2.7	2.6	3.2	2.5	2.7	3.1				
# FM Stations -				10				# Combos -				8				FM TOTALS				80.9	41.3	40.8	39.9	38.6	34.2	37.9	35.5	33.6

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)												
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996					
KOXR	Oxnard	B	910	5.0	1.00	c	Lazer Bcstg Corp	55	9903	370		Spanish	375	1.23	2.6	2.2	1.3	1.5	1.0	0.7	1.8	1.9	2.2					
KKZZ	Santa Paula	C	1400	1.0	1.00	b	Gold Coast Bcstg	48	9502		c3	Adlt Stndrd	350	0.34	8.8	2.2	4.4	3.7	4.8	3.2	4.4	4.3	3.2					
KVEN	Ventura	C	1450	1.0	1.00	a	Cumulus Bcstg Inc	48	9912	p		g3	Nws/Tlk/Spt	900	1.51	5.1	1.3	1.6	1.8	3.1	3.2	2.4	3.8	2.6				
KVTA	Port Hueneme	B	1520	10.0	1.00	b	Gold Coast Bcstg	58	9608		c2	Talk	300	1.28	2.0	1.2	1.2	1.3	0.6	0.3	0.5	0.7	0.3					
KUNX	Ventura	B	1590	5.0 cp	5.00	b	Gold Coast Bcstg	47	9905		c1	Span/Talk	100		0.8	1.2	2.6	0.5	0.3	0.0	0.3	1.2	0.9					
# AM Stations -				5				# Combos -				5				AM TOTALS				19.3	8.1	11.1	8.8	9.8	7.4	9.4	11.9	9.2
AM & FM Stations Profiled -				15				# Duopolies -				5				Total Local Commercial Share				49.4	51.9	48.7	48.4	41.6	47.3	47.4	42.8	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 109

Revenue Rank: 113

Huntsville, AL Market Overview



Metro Counties / Population (000)

Limestone, AL	62.7
Madison, AL	281.4
Morgan, AL	110.0
Total	454.1

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$11,800	\$12,700	\$13,300	\$14,500	\$15,700	\$16,300	6.6%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	4.3%	\$17,000	\$18,400	\$19,500	\$21,000	\$22,300	7.0%

Revenue/Retail Sales Revenue/Capita	1993	1998	2003	Est. Breakout
	\$3.52/1,000	\$3.73/1,000	\$4.26/1,000	Local 75% National 25%
	\$27.63	\$35.90	\$47.30	

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	427.1	454.1	1.2%	454.1	471.5	0.8%
Households	163.3	177.2	1.6%	177.2	188.9	1.3%
Retail Sales	3,354.4	4,371.7	5.4%	4,371.7	5,232.4	3.7%
EBI	7,170.3	7,897.6	2.0%	7,897.6	9,998.2	4.8%

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	\$ 34,329		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	5		9	9	14	15	29
Tot 12+	6.5		64.6	66.3	71.1	7.8	78.9
Avg 12+	1.3		7.2	7.4	5.1	0.5	2.7
Tot LCS	8.2		81.9	84.0	90.1	9.9	100.0
Avg LCS	1.6		9.1	9.3	6.4	0.7	3.4

Competitive Overview

Some stations also rated in Florence-Muscle Shoals

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)								
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998	
WEUZ	Minor Hill	A	92.1	2.6 cp	479	d	Batts, H & Caples, V	83	9402	310		Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WWXQ	Trinity	A	92.5	3.1	423	c	Clear Channel	92	0008		g	Oldies	300	0.84	2.1	1.5	1.5	0.9	0.5	2.2	1.3	1.5	1.5	
WXMR	Tullahoma	C1	93.3	100.0	981	a	Athens Bcstg Co	62	9311	2,500		Clisc Hits	375	0.92	2.4	3.3	2.0	1.8	2.0	1.8	2.8	1.6	1.5	
WXQW	Meridianville	A	94.1	3.0	328	c	Clear Channel	95	0008		g	Oldies	250	0.31	4.8	1.8	2.4	2.1	2.8	3.2	3.4	4.5	4.0	
WRTT	Huntsville	C2	95.1	50.0	112	c	STG Acquisition	60	0004		na	Adult Rock	250	1.23	1.2	7.7	7.6	3.8	0.6	0.7	0.9	0.7	1.5	
WRSR	Decatur	C	96.9	100.0	1012		NCA Inc	65				Easy	850	0.63	8.0	6.4	6.9	7.3	5.2	5.2	8.0	5.8	6.5	
WAHR	Huntsville	C	99.1	100.0	981		STG Acquisition	59	9906	11,200	na	AC	2,200	1.35	9.6	8.7	11.3	9.1	9.5	7.6	7.6	8.0	7.2	
WRJL	Eva	A	99.9	6.0	328		French, Jo & Rolland	96				Gospel	100	0.53	1.1	0.7	0.7	1.1	1.5	0.7	1.1	0.9	0.8	
WDRM	Decatur	C1	102.1	100.0	981	c	Clear Channel	51	0008		g	Country	5,100	1.41	21.3	15.8	16.2	20.5	17.1	14.1	19.4	16.9	17.1	
WEUP	Moulton	C3	103.1	11.5 cp	492	d	Batts, H & Caples, V	91	9907	775	c1	Urban AC	550	0.67	4.8	4.6	2.2	2.9	3.0	4.1	3.0	4.5	3.6	
WZYP	Athens	C	104.3	100.0	1116	a	Athens Bcstg Co	58				Top 40	3,000	1.10	16.1	8.9	12.1	10.4	11.7	14.6	12.5	13.1	10.8	
WYAM	Addison	A	105.7	6.0	328		Newman Family	99				Urban AC			1.3	2.4	1.9	1.4	1.6	2.3	1.9	0.0	0.0	
WTAK	Hartselle	C3	106.1	5.4	725	c	Clear Channel	92	0008		g	Clisc Rock	1,600	0.78	12.0	5.8	5.6	7.9	8.4	9.5	7.8	11.6	9.1	
WQLT	Florence	C1	107.3	93.0 cp	1017	b	Big River Bcstg Corp	67	7302			AC	n/a	7.93	1.1	0.5	0.7	0.5	1.7	0.5	0.7	1.1	1.3	
# FM Stations -					14	# Combos -					8	FM TOTALS				85.8	68.1	71.1	69.7	65.6	66.5	70.4	70.2	64.9

AM Stations

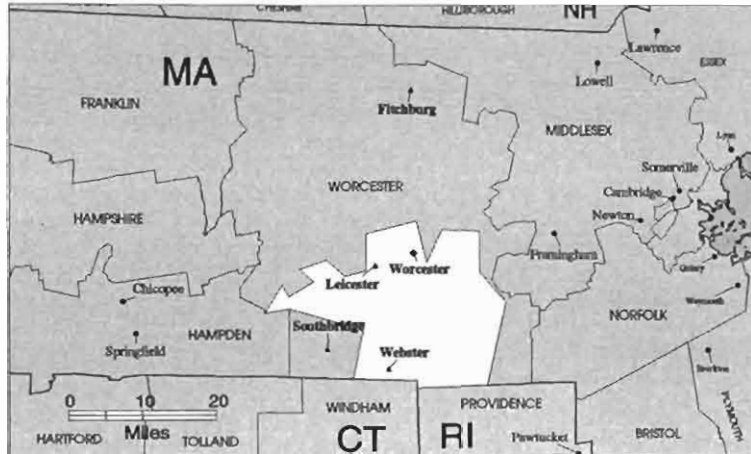
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1999 Est Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)								
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998	
WUMP	Madison	B	730	1.0	0.13	a	Athens Bcstg Co	83	9508	215		Sports	100	0.53	1.1	0.9	1.3	0.7	0.9	0.4	0.9	1.3	0.8	
WVNN	Athens	B	770	10.0	0.25	a	Athens Bcstg Co	48	7505			News/Talk	500	0.61	4.8	4.2	2.4	2.7	3.3	4.5	3.9	3.3	3.6	
WHOS	Decatur	B	800	1.0	0.22	c	Clear Channel	48	0008		g	News				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WYAM	Hartselle	B	890	2.5	0.00	e	Priority Comm	56	9910	75		Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WDJL	Huntsville	B	1000	5.0 cp	0.00		Sharp, James K	68	9701	110		Oldies	300	0.88	2.0	1.1	0.9	0.9	5.4	1.1	1.1	1.5	2.5	
WKAC	Athens	B	1080	5.0	0.00		Limestone Bcstg Co	64				Oldies				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	9710	150		Chrst/Talk	200			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	Clear Channel	37	0008		g	News	100		0.5	0.0	0.4	0.7	0.0	0.4	0.4	0.5	0.4	
WJRA	Priceville	B	1310	1.0	0.00		Abercrombia Bcstg	86				Black Gospel				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	8609			Talk	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WTKI	Huntsville	C	1450	1.0	1.00		McDaniel Media Inc	46	9503	250		Nws/Tlk/Spt	200		0.4	0.5	0.0	0.5	0.5	0.0	0.4	0.4	0.6	
WAJF	Decatur	C	1490	1.0	1.00	e	Newman Estate	53	9412	5		Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WLOR	Huntsville	B	1550	50.0	0.50		STG Acquisition	48	0003 p	425		Gospel	450	1.39	1.9	0.5	1.7	2.0	2.8	0.7	1.3	2.0	2.1	
WEUP	Huntsville	B	1600	5.0	0.50	d	Batts, H & Caples, V	58	8709	855		BkGsp/Urban	500	0.89	3.3	1.8	1.1	2.1	1.2	2.3	2.4	2.4	3.4	
WEUV	Huntsville	B	1700	10.0	1.00	d	Batts, H & Caples, V	00				BkGsp/Urban				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					15	# Combos -					8	AM TOTALS				14.0	9.0	7.8	9.6	14.1	9.4	10.4	11.4	13.4
AM & FM Stations Profiled -					29	# Duopolies -					8	Total Local Commercial Share				77.1	78.9	79.3	79.7	75.9	80.8	81.6	78.3	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 110

Revenue Rank: 128

Worcester, MA Market Overview



Metro Counties / Population (000)

Worcester, MA	453.4
	453.4

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$9,200	\$10,000	\$10,400	\$11,000	\$11,100	\$12,400
★★★	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	16.1%	\$14,400	\$15,800	\$17,000	\$18,700	\$20,300	9.0%

	1993	1998	2003	Est. Breakout	
Revenue/Retail Sales	\$2.97/1,000	\$1.73/1,000	\$2.45/1,000	Local	85%
Revenue/Capita	\$20.60	\$16.90	\$26.66	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	446.7	733.7	0.3%	733.7	761.4	0.7%
Households	164.1	273.5	10.8%	273.5	288.5	1.1%
Retail Sales	3,094.5	7,149.9	18.2%	7,149.9	8,289.2	3.0%
EBI	7,602.6	12,885.6	11.1%	12,885.6	15,033.7	3.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	357.6	59.1	28.9	34.6	54.1	60.6	47.7	72.5
Women (000)	376.1	56.1	27.5	34.1	52.6	59.6	48.5	97.7
Total	733.7	115.3	56.4	68.7	106.7	120.2	96.2	170.2
Percentage	100.0%	15.7%	7.7%	9.4%	14.5%	16.4%	13.1%	23.2%
Per Capita	\$ 17,563							
				Median Household	\$ 40,636		Avg Household	\$ 47,114
Ethnic Population:	White	94.3%	Black	2.9%	Asian	2.5%	Hispanic	6.1%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2	3		4	5	7	12
Tot 12+	4.7	30.6		34.3	35.3	9.4	44.7
Avg 12+	2.4	10.2		8.6	7.1	1.3	3.7
Tot LCS	10.5	68.5		76.7	79.0	21.0	100.0
Avg LCS	5.3	22.8		19.2	15.8	3.0	8.3

Competitive Overview

Some stations also rated in Boston.

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)								
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
WSRS	Worcester	B	96.1	16.5	863	b	Clear Channel	40	0008		g	Lite Rock	6,400	1.37	32.5	15.4	15.6	13.9	15.8	14.0	13.8	11.1	11.0
WORC	Fitchburg	A	98.9	1.9	410	a	Citadel Comm Corp	94	0002	24,500	d4	Oldies	700	2.03	2.4	1.0	1.5	1.4	0.8	0.5	0.5	0.8	0.8
WWFX	Southbridge	A	100.1	2.9	486		Citadel Comm Corp	68	0006	14,250		Clisc Hits	1,000	0.74	9.4	3.7	3.3	5.1	3.5	2.0	3.2	3.4	2.8
WXLO	Fitchburg	B	104.5	37.0	564	a	Citadel Comm Corp	60	0002		d4	Hot AC	3,400	1.27	18.6	7.4	8.4	8.5	8.5	9.0	7.9	8.0	9.6
WAAF	Worcester	B	107.3	9.6	1099	d	Entercom	61	9811			Rock	n/a		15.9	7.8	8.8	7.3	7.2	9.0	7.7	8.9	6.0
# FM Stations -				5		# Combos -		3		FM TOTALS				78.8	35.3	37.6	36.2	35.8	34.5	33.1	32.2	30.2	

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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WTAG	Worcester	B	580	5.0	5.00	b	Clear Channel	24	0008		g	Nws/Tlk/Spt	2,000	0.87	16.0	7.9	6.7	7.7	6.9	8.8	9.1	7.9	7.7
WVNE	Leicester	B	760	25.0	0.00		Blount Comm Group	91				Christian	100	0.37	1.9	0.5	0.3	0.7	1.0	0.7	0.7	0.3	0.8
WCRN	Worcester	B	830	50.0	5.00	cp	Carter Bcstg Corp	94				Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WGFP	Webster	B	940	1.0	0.00	c	Bengal Comm Co	80	9710		c1	Talk				0.0	0.1	0.0	0.0	0.7	0.0	0.0	0.0
WNEB	Worcester	C	1230	1.0	1.00		Grace Bcstg	46	9905	225		ChrsContemp				0.0	0.0	0.0	0.0	0.5	0.7	0.5	0.0
WORC	Worcester	B	1310	5.0	1.00	c	Bengal Comm Co	25	9805	790		Talk	300		0.7	0.5	0.9	0.3	0.3	0.7	0.3	1.2	0.9
• WVEI	Worcester	B	1440	5.0	5.00		Entercom	26	9811		g	Sports	450	1.16	2.7	0.5	0.8	0.9	1.6	0.8	0.8	0.7	0.8
# AM Stations -				7		# Combos -		3		AM TOTALS				21.3	9.4	8.8	9.6	9.8	12.2	11.6	10.6	10.2	
AM & FM Stations Profiled -				12		# Duopolies -		2		Total Local Commercial Share				44.7	46.4	45.8	45.6	46.7	44.7	42.8	40.4		

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.

Metro Rank: 111
Revenue Rank: 135

Lancaster, PA Market Overview



Metro Counties / Population (000)

Lancaster, PA	460.5
	460.5

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$9,000	\$10,300	\$10,600	\$10,800	\$11,100	\$12,800
***	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	7.8%	\$13,800	\$15,200	\$16,300	\$17,900	\$19,000	8.2%
Revenue/Retail Sales	1993 \$2.38/1,000	1998 \$2.71/1,000	2003 \$3.28/1,000	Est. Breakout			
Revenue/Capita	\$20.26	\$27.80	\$39.79	Local	80%	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	444.3	460.5	0.7%	460.5	477.5	0.7%
Households	159.2	166.7	0.9%	166.7	175.9	1.1%
Retail Sales	3,786.0	4,719.2	4.5%	4,719.2	5,784.7	4.2%
EBI	7,256.1	8,127.3	2.3%	8,127.3	10,159.1	4.6%

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	4	12
Tot 12+	2.1	49.8		31.5	51.9	3.3	55.2
Avg 12+	2.1	7.1		7.9	6.5	0.8	4.6
Tot LCS	3.8	90.2		57.1	94.0	6.0	100.0
Avg LCS	3.8	12.9		14.3	11.8	1.5	8.3

Competitive Overview

Some stations also rated in Harrisburg, York & Reading.

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)								
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
WEGK	Starview	A	92.7	1.4	682		Hall	71	9512	See (103)		Clsc Rock	n/a		6.4	2.1	1.8	3.3	3.3	3.9	4.4	3.9	4.7	
WDAC	Lancaster	B	94.5	19.0	810		WDAC Radio Co Inc	59	8103	900 e		Religion	2,500	1.54	11.8	7.0	9.3	6.4	5.8	5.7	9.6	7.4	6.6	
WLAN	Lancaster	B	96.9	50.0	499	b	Clear Channel	48	9707	7,000 c1		CHR	2,700	1.08	18.2	11.3	10.4	10.2	8.7	10.3	7.4	8.5	10.6	
WROZ	Lancaster	B	101.3	6.7	1309	a	Hall		44			Soft Rock	2,000	1.45	10.0	6.9	6.9	4.4	6.0	7.8	8.4	8.5	8.7	
WARM	York	B	103.3	6.4	1306		Susquehanna Radio		62			AC	n/a		11.4	4.4	6.0	5.1	6.8	5.5	6.5	6.5	7.6	
WIOV	Ephrata	B	105.1	11.0 cp	1017		Brill Media Co	62	8501	1,750 e		Country	5,300	2.54	15.1	6.3	7.6	6.7	9.0	8.2	7.0	8.6	9.0	
WQXA	York	B	105.7	25.0	705		Citadel Comm Corp	48	9707			Alternative	n/a		12.4	6.7	6.1	6.7	6.2	6.4	7.0	7.8	5.4	
WRKZ	Hershey	B	106.7	14.0	929		Citadel Comm Corp	64	9707			Country	n/a		9.5	7.2	4.0	5.6	4.2	4.6	4.5	5.3	4.2	
# FM Stations -					8	# Combos -					2	FM TOTALS				94.8	51.9	52.1	48.4	50.0	52.4	54.8	56.5	56.8

AM Stations

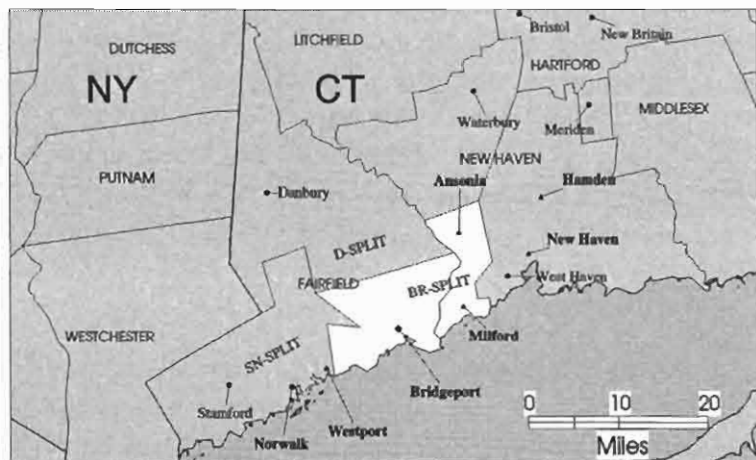
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1999 Est Revenue (000)!/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
WLAN	Lancaster	B	1390	5.0	1.00	b	Clear Channel	46	9707		c1	Adlt Stndrd	500	0.91	4.0	2.1	1.6	1.5	2.7	1.4	2.7	2.1	1.6	
WLPA	Lancaster	C	1490	0.6	0.60	a	Hall		22	7702		Sports	400	2.42	1.2	1.2	0.8	0.5	0.8	0.4	0.7	0.7	1.0	
WVZN	Columbia	B	1580	0.5	0.01		Susquehanna	84	9705	74	al	News/Talk	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WPDC	Elizabethtown	B	1600	0.5	0.08		JVJ Comm Inc		58			Sports	325			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					4	# Combos -					2	AM TOTALS				5.2	3.3	2.4	2.0	3.5	1.8	3.4	2.8	2.6
AM & FM Stations Profiled -					12	# Duopolies -					2	Total Local Commercial Share				55.2	54.5	50.4	53.5	54.2	58.2	59.3	59.4	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 112

Revenue Rank: 91

Bridgeport, CT Market Overview



Metro Counties / Population (000)

Fairfield, CT	333.5
New Haven, CT	113.0
	446.5

Market Radio Financials

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$12,800	\$14,300	\$15,800	\$16,200	\$17,800	\$19,600	8.9%
***	1999	2000	2001	2002	2003	Δ 99 - 03	
5.6%	\$20,700	\$22,800	\$24,100	\$26,300	\$28,400	8.2%	
	1993	1998	2003	Est. Breakout			
Revenue/Retail Sales	\$2.97/1,000	\$1.57/1,000	\$1.75/1,000	Local	75%		
Revenue/Capita	\$29.32	\$23.27	\$33.07	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	436.6	842.2	0.4%	842.2	858.9	0.4%
Households	162.1	311.4	13.9%	311.4	320.6	0.6%
Retail Sales	4,313.1	12,502.0	23.7%	12,502.0	16,271.1	5.4%
EBI	11,115.3	27,796.4	20.1%	27,796.4	36,183.9	5.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	406.8	60.6	31.1	34.0	58.1	67.6	65.5	89.9
Women (000)	435.4	57.5	30.0	33.4	57.7	71.3	70.5	115.0
Total	842.2	118.2	61.0	67.3	115.9	138.9	136.0	204.9
Percentage	100.0%	14.0%	7.2%	8.0%	13.8%	16.5%	16.1%	24.3%
Per Capita	\$ 33,005							
				Median Household	\$ 63,217		Avg Household	\$ 89,263
Ethnic Population:	White 85.6%		Black 10.9%		Asian 3.4%		Hispanic 10.9%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations		4		2	4	5	9
Tot 12+		33.3		23.6	33.3	12.9	46.2
Avg 12+		8.3		11.8	8.3	2.6	5.1
Tot LCS		72.1		51.1	72.1	27.9	100.0
Avg LCS		18.0		25.5	18.0	5.6	11.1

Market: Bridgeport, CT

Competitive Overview

Metro Rank: 112

Some stations also rated in markets New Haven and Stamford.

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)									
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
WPLR	New Haven	B	99.1	15.0	906		Cox Radio Inc	44	0008			AOR	n/a		9.4	4.3	3.9	3.9	4.7	2.6	4.6	4.8	5.9		
WEZN	Bridgeport	B	99.9	27.5	669		Cox Radio Inc	60	9704		g	AC	6,400	1.22	25.4	13.3	12.5	12.8	10.4	12.2	13.0	12.7	10.8		
WKCI	Hamden	B	101.3	15.0	876		Clear Channel	69	9205	See (102)		CHR/AC	n/a		9.2	5.4	5.6	4.4	4.0	4.5	3.8	4.9	4.1		
WEBE	Westport	B	107.9	50.0	384	a	Aurora Comm	82	9904		g1	AC	9,900	1.84	26.0	10.3	9.4	10.5	13.3	10.4	10.5	8.6	12.2		
# FM Stations -					4	# Combos -					1	FM TOTALS					70.0	33.3	31.4	31.6	32.4	29.7	31.9	31.0	33.0

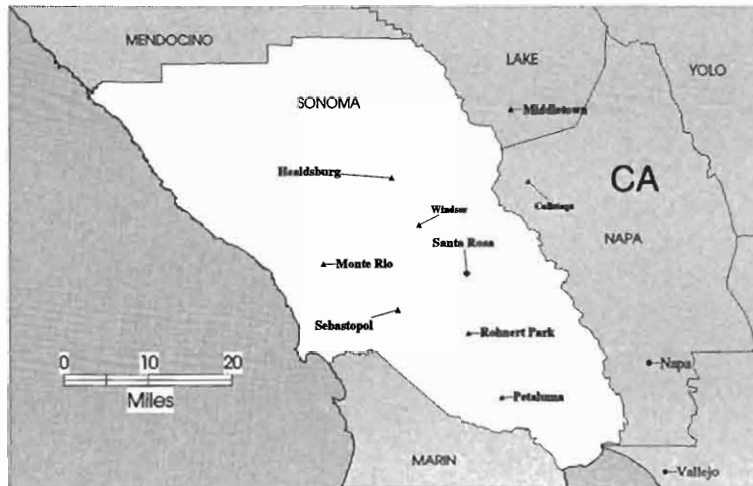
AM Stations

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)									
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
WICC	Bridgeport	B	600	1.0	0.50	a	Aurora Comm	26	9904		g1	FullService	3,400	0.63	26.0	11.1	10.0	12.8	11.0	11.6	16.4	12.9	12.5		
WADS	Ansonia	B	690	3.2	0.00		Radio Amor Inc	56	9401	450		Spanish				0.0	0.0	0.0	0.0	0.3	0.3	0.0	0.3		
WCUM	Bridgeport	C	1450	1.0	1.00		Radio Cumbre Bcstg	41	9007	550	st	Spanish	650	1.37	2.3	0.8	0.3	0.5	1.6	1.2	0.3	0.5	1.0		
WFIF	Milford	B	1500	5.0	0.00		Blount Comm Group	65	8204	538		Christian	350	0.99	1.7	1.0	0.5	0.8	0.8	0.6	0.7	0.3	1.1		
WDJZ	Bridgeport	B	1530	5.0	0.00		Carrelo, Candido D.	77	9204	200		Span/Portg				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					5	# Combos -					1	AM TOTALS					30.0	12.9	10.8	14.1	13.4	13.7	17.7	13.7	14.9
AM & FM Stations Profiled -					9	# Duopolies -					1	Total Local Commercial Share						46.2	42.2	45.7	45.8	43.4	49.6	44.7	47.9

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 113
Revenue Rank: 138

Santa Rosa, CA Market Overview



Metro Counties / Population (000)

Sonoma, CA	445.6
	445.6

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$8,700	\$8,800	\$8,500	\$9,700	\$10,300	\$11,500	5.6%
Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03	
16.5%	\$13,400	\$15,400	\$17,000	\$19,000	\$20,900	11.7%	
	1993	1998	2003	Est. Breakout			
Revenue/Retail Sales	\$2.53/1,000	\$2.36/1,000	\$3.35/1,000	Local	70%		
Revenue/Capita	\$20.79	\$25.81	\$43.03	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	418.5	445.6	1.3%	445.6	485.7
Households	159.5	169.3	1.2%	169.3	184.8	1.8%
Retail Sales	3,442.9	4,875.1	7.2%	4,875.1	6,233.6	5.0%
EBI	7,502.2	8,044.8	1.4%	8,044.8	9,847.3	4.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	219.2	36.6	17.3	17.7	29.7	42.9	32.2	42.9
Women (000)	226.4	34.5	16.2	16.2	29.2	43.4	32.2	54.7
Total	445.6	71.1	33.5	33.9	58.9	86.3	64.3	97.6
Percentage	100.0%	16.0%	7.5%	7.6%	13.2%	19.4%	14.4%	21.9%
Per Capita	\$ 18,054			Median Household	\$ 39,309		Avg Household	\$ 47,518
Ethnic Population:	White	93.4%	Black	1.5%	Asian	3.8%	Hispanic	14.5%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7	3		9	10	3	13
Tot 12+	26.8	10.0		36.1	36.8	6.0	42.8
Avg 12+	3.8	3.3		4.0	3.7	2.0	3.3
Tot LCS	62.6	23.4		84.3	86.0	14.0	100.0
Avg LCS	8.9	7.8		9.4	8.6	4.7	7.7

Competitive Overview

Some stations also rated in San Francisco.

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		Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
KFGY	Healdsburg	B	92.9	2.3	1949	a	Emerald City Radio	79	0010	25,000	d4	Country	1,300	1.18	8.2	3.6	3.6	4.2	3.1	4.1	4.3	3.8	3.3
KJZY	Sebastopol	A	93.7	6.0	217	b	Redwood Empire	95	9608	725		Smooth Jazz	1,300	1.14	8.5	2.9	4.2	3.2	4.3	2.7	3.7	3.7	2.9
KSXY	Healdsburg	A	95.9	0.3	394		Independent Bcstg	96	9903	2,200		CHR	250	0.46	4.1	4.3	2.9	3.0	0.7	1.2	1.4	1.4	1.0
KMGG	Monte Rio	B1	97.7	2.1	1122	a	Emerald City Radio	77	0010		d4	Oldies	1,100	0.91	9.0	3.1	2.6	3.8	4.2	3.1	2.1	3.7	4.8
KRSH	Middletown	A	98.7	0.2 cp	1877		Independent Bcstg	93	9505	345		AAA	400	0.77	3.9	2.4	2.6	1.8	1.7	1.9	2.0	2.3	2.1
KZST	Santa Rosa	A	100.1	6.0	246	b	Redwood Empire	71				AC	3,300	1.29	19.1	9.2	6.4	9.2	7.8	6.5	6.7	6.8	7.2
KGRP	Calistoga	A	100.9	0.1	2946		Moonbeam Inc	96				AC	200	0.88	1.7	0.7	0.5	0.5	1.0	1.4	2.0	2.6	0.9
KXFX	Santa Rosa	B1	101.7	2.2	1089	a	Emerald City Radio	74	0010		d4	AOR	1,550	1.02	11.3	3.3	4.6	5.8	4.3	6.9	4.8	4.2	7.9
KMHX	Windsor	A	104.1	0.3	1106	c	Results Radio	97	9811	1,332		Modern AC	250	0.26	7.2	2.6	3.5	2.8	3.6	3.1	3.6	0.0	0.0
KRPQ	Rohnert Park	A	104.9	2.3	548	c	Results Radio	86	9409	2,080		Country	1,200	0.88	10.2	4.7	5.1	4.2	4.8	3.1	4.1	4.4	5.0
# FM Stations -				10	# Combos -				7	FM TOTALS				83.2	36.8	36.0	38.5	35.5	34.0	34.7	32.9	35.1	

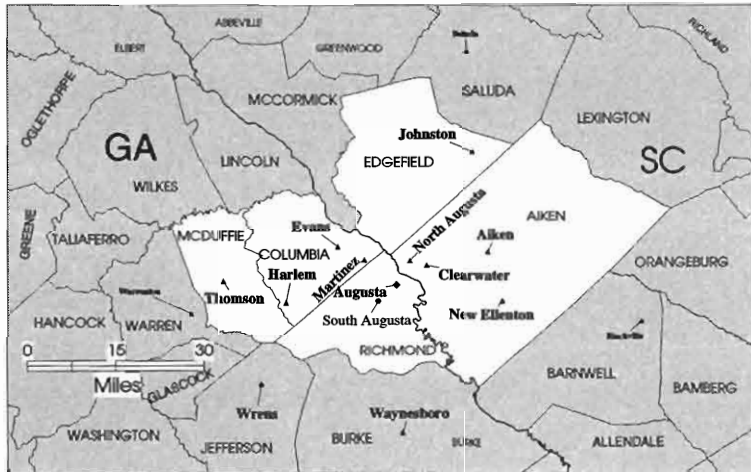
AM Stations

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		Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
KSRO	Santa Rosa	B	1350	5.0	5.00	a	Emerald City Radio	37	0010		d4	Nws/Tlk/Spt	1,800	1.54	8.7	3.1	4.4	3.7	4.0	2.2	2.5	2.4	3.6
KRRS	Santa Rosa	B	1460	1.0	0.03		Moon Bcstg Corp	62	9308	400		Spanish	450	0.88	3.8	1.7	1.3	2.0	1.4	0.7	1.1	1.6	1.4
KTOB	Petaluma	C	1490	1.0	1.00		Kim Bcstg Corp	50	9703	450		Spanish	300	0.55	4.1	1.2	0.6	1.5	2.1	1.0	0.0	0.3	0.0
# AM Stations -				3	# Combos -				1	AM TOTALS				16.6	6.0	6.3	7.2	7.5	3.9	3.6	4.3	5.0	
AM & FM Stations Profiled -				13	# Duopolies -				4	Total Local Commercial Share				42.8	42.3	45.7	43.0	37.9	38.3	37.2	40.1		

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 114
Revenue Rank: 115

Augusta, GA Market Overview



Metro Counties / Population (000)

Columbia, GA	92.3
McDuffie, GA	21.9
Richmond, GA	190.5
Aiken, SC	134.7
Edgefield, SC	20.3
Total	459.7

Market Radio Financials

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$10,500	\$11,900	\$12,200	\$13,000	\$15,000	\$15,100
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	7.3%	\$16,200	\$17,500	\$18,500	\$20,200	\$21,200	7.0%
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
Revenue/Capita	\$3.13/1,000	\$3.49/1,000	\$4.09/1,000	Local	85%		
	\$24.33	\$32.85	\$44.65	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	431.5	459.7	1.3%	459.7	474.8	0.6%
Households	156.3	167.3	1.4%	167.3	176.2	1.0%
Retail Sales	3,349.5	4,322.0	5.2%	4,322.0	5,184.7	3.7%
EBI	5,789.2	6,276.7	1.6%	6,276.7	7,449.6	3.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	225.2	40.9	21.6	23.2	32.5	37.9	30.9	38.1
Women (000)	234.5	39.3	20.8	20.6	33.1	39.6	31.7	49.4
Total	459.7	80.2	42.4	43.8	65.6	77.5	62.6	87.5
Percentage	100.0%	17.4%	9.2%	9.5%	14.3%	16.8%	13.6%	19.0%
Per Capita	\$ 13,654	Median Household		\$ 40,625	Avg Household		\$ 37,518	
Ethnic Population:	White 64.1%	Black 33.4%	Asian 2.3%	Hispanic 2.5%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	10		9	13	19	11	30
Tot 12+	20.1		49.4	67.5	69.5	11.9	81.4
Avg 12+	2.0		5.5	5.2	3.7	1.1	2.7
Tot LCS	24.7		60.7	82.9	85.4	14.6	100.0
Avg LCS	2.5		6.7	6.4	4.5	1.3	3.3

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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WJES	Saluda	A	92.1	3.0	328	g	Edgefield Saluda	87	9606	200		Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WAEG	Evans	A	92.3	3.0	328	d	Radio One Inc	91	0006		g3	R&B Oldies	150	0.77	1.2	0.6	0.5	1.1	0.9	0.3	0.7	1.1	1.3
WKSX	Johnston	A	92.7	1.8	577	g	Edgefield Saluda	85	9212		st	Oldies			0.3	0.6	0.5	0.0	0.5	0.7	0.0	0.0	0.0
WRFN	Warrenton	A	93.1	4.1	400	a	Beasley Bcst Group	97	0005	800	c4	Sports				0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
WGOR	Martinez	C3	93.9	13.0 cp	456	f	Beasley Bcst Group	84	9211	810		Oldies	850	1.12	4.7	3.8	3.2	4.0	3.6	3.8	4.5	4.4	3.4
WCHZ	Harlem	C3	95.1	5.7	538	f	Beasley Bcst Group	92	9701	1,200		Modern Rock	300	0.66	2.8	4.8	4.5	3.4	1.1	1.5	1.9	2.4	1.9
• WKSP	Aiken	C2	96.3	15.0	889	c	Clear Channel	66	0008 p	55,000	sw	Oldies	650	0.98	4.1	2.9	2.9	2.8	3.9	4.1	4.1	4.6	3.9
WAKB	Wrens	C3	96.9	0.8	1365	d	Radio One Inc	79	0006		g3	Urban	550	0.68	5.0	3.3	3.7	4.9	3.2	4.1	5.0	6.2	5.9
WIIZ	Blackville	C2	97.9	50.0	433		Radio WBAW Inc	96	9610	340		Urban	400	0.49	5.0	3.5	3.8	4.3	3.9	2.9	2.6	2.0	1.9
WSLT	Clearwater	A	98.3	2.8	486	b	GHB Bcstg	87	9302	750		Soft AC	300	0.34	5.4	4.4	3.0	3.6	5.2	4.4	4.8	3.3	3.1
WKXC	Aiken	C2	99.5	24.0	712	b	GHB Bcstg	66	9204	3,800		Country	1,800	1.23	9.0	9.4	8.1	7.9	6.8	8.8	9.3	10.1	10.0
WAEJ	Waynesboro	A	100.9	6.0	328	d	Radio One Inc	75	0006		g3	Urban AC	150	0.93	1.0	0.2	0.2	0.9	0.7	0.8	0.5	1.1	1.0
WTHO	Thomson	A	101.7	5.1	354	e	Camellia City Comm	71	9302	110	c1	Country	100	0.62	1.0	0.6	0.3	1.1	0.5	0.7	0.7	1.1	1.0
• WEKL	Augusta	A	102.3	1.5	666	c	Clear Channel	67	0008 p		sw	Clsc Rock	1,500	1.75	5.3	5.2	4.3	3.6	5.0	4.6	5.0	4.8	4.3
WAJY	New Ellenton	A	102.7	6.0 cp	328	f	Beasley Bcst Group	90	9502	700		Adlt Stndrd	300	0.81	2.3	2.7	2.5	2.1	1.6	2.0	1.9	2.2	1.9
WFXA	Augusta	A	103.1	6.0	302	d	Radio One Inc	68	0006		g3	Urban	2,200	0.89	15.3	5.8	7.8	10.8	14.1	11.3	12.2	12.1	11.6
• WBBQ	Augusta	C	104.3	100.0	1001	c	Clear Channel	55	0008 p		sw	AC	1,700	1.18	8.9	7.3	7.8	6.8	7.7	8.8	8.7	6.0	6.9
• WZNY	Augusta	C	105.7	100.0	1217	c	Clear Channel	52	0008 p		sw	CHR	1,600	1.05	9.4	7.3	8.1	8.7	6.6	7.2	6.9	7.3	6.9
• WPRW	Martinez	C2	107.7	24.5	577	c	Clear Channel	93	0008 p		sw	Urban/CHR	650	0.77	5.2	7.1	6.0	3.8	4.7	3.6	4.6	4.0	3.5
# FM Stations -				19	# Combos -				18	FM TOTALS				85.9	69.5	67.2	69.8	70.0	69.8	73.4	72.7	68.5	

AM Stations

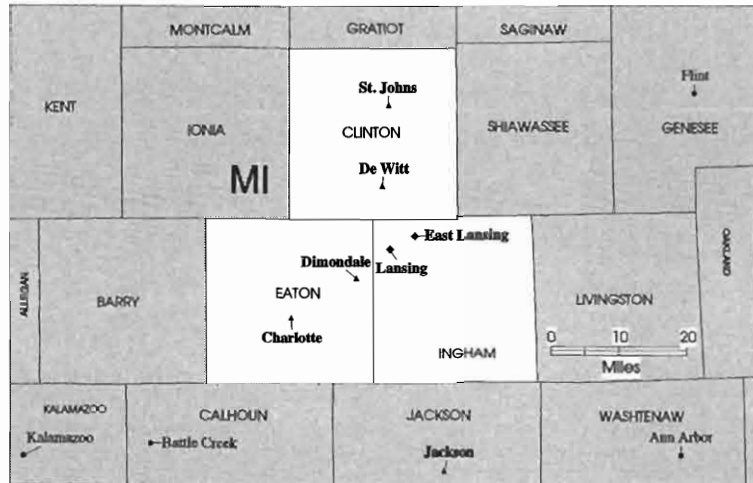
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1999 Est Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WGAC	Augusta	B	580	5.0 cp	0.84	f	Beasley Bcst Group	40	9205		na	News/Talk	1,400	1.20	7.2	6.1	6.5	6.4	5.4	5.1	4.3	4.8	5.0
WFAM	Augusta	B	1050	5.0	0.03		Wilkins Comm	52	9612	330		Chrst/Talk	300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
WJES	Johnston	B	1190	1.0	0.00	g	Edgefield Saluda	61				Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WKIM	Augusta	C	1230	1.0	1.00		Kimchris Bcstg	46	9402	200	e	Cntry/Gospl	200			0.0	0.5	0.0	0.0	0.8	1.0	1.1	1.4
WTWA	Thomson	C	1240	1.0	1.00	e	Camellia City Comm	48	9302		c1	AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WBBQ	Augusta	C	1340	1.0	1.00	c	Clear Channel	47	0008 p		sw	Sports	50		0.1	1.0	0.0	0.0	0.2	0.5	0.0	0.2	0.5
• WGUS	N. Augusta	B	1380	4.0	0.07	c	Clear Channel	58	0008 p		sw	News	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WRDW	Augusta	B	1480	5.0	5.00	a	Beasley Bcst Group	30	0005		c4	Sports	100	0.47	1.3	0.6	1.4	0.8	1.3	0.5	0.9	0.5	1.0
WTHB	Augusta	B	1550	5.0	0.00	d	Radio One Inc	60	0006		g3	Gospel	600	1.00	3.7	2.3	4.1	2.6	3.4	5.1	3.8	3.5	4.0
WKZK	N. Augusta	B	1600	0.5	0.00		Gospel Radio Inc	62	8309	190		Gospel	300	0.97	1.9	1.9	2.6	1.7	1.4	2.3	2.6	1.8	2.1
• WAWX	Augusta	B	1630	10.0	1.00	a	Beasley Bcst Group	00				Sports				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -				11	# Combos -				8	AM TOTALS				14.2	11.9	15.1	11.5	11.7	14.3	12.6	11.9	14.5	
AM & FM Stations Profiled -				30	# Duopolies -				11	Total Local Commercial Share				81.4	82.3	81.3	81.7	84.1	86.0	84.6	83.0		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 115
Revenue Rank: 95

Lansing-East Lansing, MI Market Overview



Metro Counties / Population (000)

Clinton, MI	63.7
Eaton, MI	101.7
Ingham, MI	285.0
Total	450.4

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$13,400	\$14,700	\$15,000	\$15,500	\$15,700	\$18,900	7.1%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	4.8%	\$19,800	\$21,200	\$22,500	\$23,600	\$24,800	5.7%

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	\$3.47/1,000	\$3.56/1,000	\$3.69/1,000	Local 79%
Revenue/Capita	\$30.36	\$41.96	\$54.61	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	441.3	450.4	0.4%	450.4	454.1	0.2%
Households	160.6	164.9	0.5%	164.9	168.4	0.4%
Retail Sales	3,863.9	5,305.0	6.5%	5,305.0	6,727.9	4.9%
EBI	7,114.4	7,314.7	0.6%	7,314.7	8,576.5	3.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	218.8	37.1	19.2	29.9	31.9	36.9	29.8	34.1
Women (000)	231.6	36.1	18.5	31.4	32.5	38.7	30.6	43.8
Total	450.4	73.2	37.7	61.3	64.4	75.5	60.3	78.0
Percentage	100.0%	16.2%	8.4%	13.6%	14.3%	16.8%	13.4%	17.3%
Per Capita	\$ 16,240							
				Median Household	\$ 42,667		Avg Household	\$ 44,358
Ethnic Population:	White	88.9%	Black	7.7%	Asian	2.7%	Hispanic	4.9%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4	6		8	10	7	17
Tot 12+	20.7	44.1		62.7	64.8	9.5	74.3
Avg 12+	5.2	7.4		7.8	6.5	1.4	4.4
Tot LCS	27.9	59.4		84.4	87.2	12.8	100.0
Avg LCS	7.0	9.9		10.5	8.7	1.8	5.9

Competitive Overview

Some stations also rated in Battle Creek.

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)								
															Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998	
WWDX	St. Johns	A	92.1	6.0	400	b	Rubber City Radio	72	0010		d1	Modern Rock	500	0.40	6.3	5.0	4.7	3.6	4.6	5.0	4.2	4.2	5.6
WVIC	Charlotte	A	92.7	1.5	456		BB Bcstg Inc	65	9603	300		Classical			0.5	0.4	0.0	0.7	1.0	0.5	0.4	0.6	0.0
WXIK	Jackson	B	94.1	40.0	551	b	Rubber City Radio	55	0010	10,500	d1	Country	850	1.19	3.6	2.4	2.1	2.2	1.6	2.5	2.2	3.1	2.9
WMMQ	East Lansing	B	94.9	50.0	492	d	Citadel Comm Corp	63	0002		g1	Clsc Rock	2,700	1.24	11.0	7.4	7.9	6.9	7.3	7.0	7.8	8.8	9.4
WQHH	De Witt	A	96.5	3.0	328	a	Mid-Michigan FM Inc	91				Urban	600	0.63	4.8	4.6	5.3	4.0	4.3	3.4	2.7	4.1	4.2
WJIM	Lansing	B	97.5	45.0 cp	512	d	Citadel Comm Corp	60	0002		g1	Oldies	2,300	1.07	10.9	8.4	7.3	8.9	9.5	8.6	7.8	7.4	8.9
WFMK	East Lansing	B	99.1	28.0	600	d	Citadel Comm Corp	59	0003		g2	Lite Rock	4,750	1.80	13.3	7.6	8.1	8.9	9.4	10.1	8.9	9.8	11.1
WITL	Lansing	B	100.7	26.5	643	d	Citadel Comm Corp	64	0002		g1	Country	3,600	1.17	15.6	12.2	11.6	10.9	10.8	11.8	14.4	9.4	11.3
WHZZ	Lansing	A	101.7	4.1	397	c	MacDonald Bcstg Co	67	8903	2,150	c1	CHR	1,500	0.76	10.0	8.8	10.7	10.9	11.0	8.8	8.2	6.8	6.2
WJXQ	Jackson	B	106.1	50.0	489	b	Rubber City Radio	76	0010		d1	AOR	1,300	0.71	9.2	6.4	7.1	6.0	5.2	7.4	6.9	6.8	6.5
# FM Stations -				10	# Combos -				9	FM TOTALS				85.2	63.2	64.8	63.0	64.7	65.1	63.5	61.0	66.1	

AM Stations

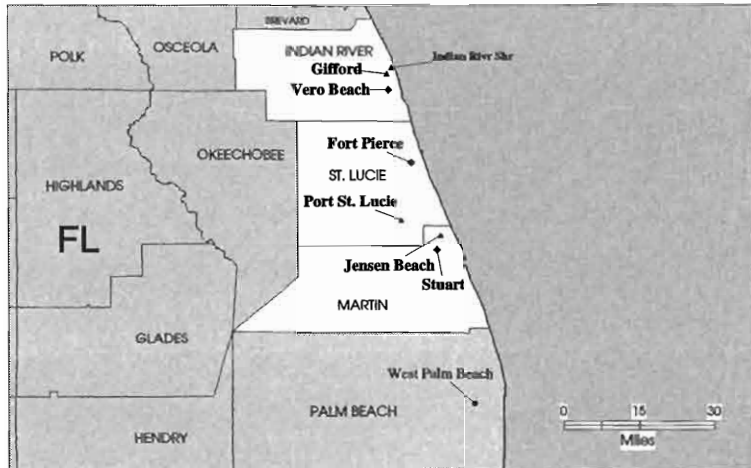
Calls	City of License	FCC Class	Power Freq (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1999 Est Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
WVFN	East Lansing	B	730	0.5	0.05	d	Citadel Comm Corp	65	0002		g1	Sprts/Talk	150	0.58	1.3	0.8	0.4	1.6	1.2	0.7	1.1	1.1	1.1
WJR	Detroit	A	760	50.0	50.00		ABC Radio Inc	22	9602			FullService	n/a		3.1	2.8	2.1	3.5	1.8	1.8	2.0	3.0	2.4
WXLA	Dimondale	B	1180	1.0	0.00	a	Mid-Michigan FM Inc	82	9602	225		Urban/Oldes	100		0.4	0.8	0.4	0.5	0.0	0.0	0.0	1.3	0.0
WJIM	Lansing	C	1240	0.9	0.89	d	Citadel Comm Corp	34	0002		g1	News/Talk	1,100	1.13	4.9	3.4	2.8	4.5	3.5	3.4	4.0	4.1	3.1
WLS	Lansing	B	1320	5.0	1.00	c	MacDonald Bcstg Co	47	8903		c1	Nostalgia	350	0.35	5.0	2.4	3.8	5.5	3.2	5.2	4.2	3.1	2.5
WLCM	Charlotte	B	1390	5.0	0.07		Midwest Bcstg Corp	56	9301	120		Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WWSJ	St. Johns	B	1580	1.0	0.00		Harp, Larry	59	9611	128		Gospel			0.1	0.0	0.0	0.7	0.0	0.0	0.4	0.0	0.0
# AM Stations -				7	# Combos -				4	AM TOTALS				14.8	10.2	9.5	16.3	9.7	11.1	11.7	12.6	9.1	
AM & FM Stations Profiled -				17	# Duopolies -				4	Total Local Commercial Share				73.4	74.3	79.3	74.4	76.2	75.2	73.6	75.2		

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 116

Revenue Rank: 174

Ft. Pierce-Stuart-Vero Beach, FL Market Overview



Metro Counties / Population (000)

Indian River, FL	108.3
Martin, FL	121.6
St. Lucie, FL	186.3
	<hr/>
	416.2

Market Radio Financials

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$8,800	\$8,800	\$9,000	\$9,200	\$10,000	\$8,800	-0.1%
Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03	
9.1%	\$9,600	\$10,500	\$11,400	\$12,400	\$13,600	9.0%	

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	\$2.73/1,000	\$2.01/1,000	\$2.43/1,000	Local 90%
Revenue/Capita	\$23.69	\$21.14	\$29.95	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	371.4	416.2	2.3%	416.2	454.1	1.8%
Households	151.3	168.8	2.2%	168.8	184.8	1.8%
Retail Sales	3,221.2	4,385.7	6.4%	4,385.7	5,588.4	5.0%
EBI	6,490.4	7,644.7	3.3%	7,644.7	9,722.5	4.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	204.1	28.0	13.6	13.1	24.3	28.2	24.7	72.2
Women (000)	212.1	26.7	13.2	12.2	23.0	27.7	26.5	82.9
Total	416.2	54.7	26.8	25.2	47.3	55.8	51.3	155.1
Percentage	100.0%	13.1%	6.4%	6.1%	11.4%	13.4%	12.3%	37.3%
Per Capita	\$ 18,368		Median Household	\$ 32,297		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+	3.2		51.7	47.1	54.9	5.1	60.0
Avg 12+	1.6		5.2	5.2	4.6	0.9	3.3
Tot LCS	5.3		86.2	78.5	91.5	8.5	100.0
Avg LCS	2.7		8.6	8.7	7.6	1.4	5.6

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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WZZR	Stuart	C2	92.7	50.0 cp	482	b	Clear Channel	64	0008			Talk	n/a	3.19	8.5	5.7	4.8	5.2	4.6	4.8	5.5	6.7	4.2
WGYL	Vero Beach	C2	93.7	50.0	479	a	Rubenstein/Silvers	70	0005 p	5,150	c1	AC	1,000	1.74	6.0	3.8	3.6	3.2	3.8	5.8	5.0	7.7	6.9
WAVW	Gifford	C3	94.7	22.5 cp	351	b	Clear Channel	94	0008		g1	Country	700	1.87	3.9	2.1	2.1	2.3	2.2	2.4	2.6	2.6	4.5
WLDI	Fort Pierce	C1	95.5	100.0	981	a	Clear Channel	69	9808			CHR	n/a		11.6	6.8	7.6	6.9	6.5	4.8	4.7	3.1	2.7
WOSN	Indian River	C3	97.1	23.0	348		Rubenstein/Silvers	96	0006 p	4,100		Adlt Stndrd	800	0.42	19.7	12.0	12.2	10.3	12.7	9.2	8.2	8.4	8.7
WKGR	Fort Pierce	C1	98.7	100.0	974		Clear Channel	61	9712			Cisc Rock	n/a		8.4	3.4	6.1	4.3	5.5	4.8	3.2	4.2	7.1
WPAW	Vero Beach	C2	99.7	26.0 cp	440		Rubenstein/Silvers	95	9807		st	Country	400	0.67	6.2	1.6	3.3	3.1	4.1	2.7	4.2	2.7	2.5
WHLG	Port St Lucie	A	101.3	6.0	299		Horton Bcstg Co	99				AC	250	2.00	1.3	2.7	3.4	1.4	0.0	0.0	0.0	0.0	0.0
WCZR	Vero Beach	A	101.7	4.2	394	b	Clear Channel	79	0008		g1	Talk/Dance	600	1.79	3.5	0.5	0.4	1.4	2.7	2.6	2.4	2.7	5.1
WMBX	Jensen Beach	C1	102.3	100.0 cp	974		Infinity Bcstg	80	0008 p			Modern AC	n/a		4.8	3.9	3.3	2.9	2.7	5.1	4.5	4.2	5.1
WQOL	Vero Beach	C2	103.7	50.0	476	b	Clear Channel	86	0008		g1	Oldies	800	1.17	7.1	2.7	3.8	3.2	5.1	4.3	3.9	6.4	4.5
WFLM	White City	C3	104.7	17.5 cp	390		Midway Bcstg Co	93				Urban AC	1,200	1.17	10.7	9.7	5.3	6.7	5.7	4.1	7.4	4.7	5.4
# FM Stations -					12	# Combos -					6	FM TOTALS			91.7	54.9	55.9	50.9	55.6	50.6	51.6	53.4	56.7

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)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WJNX	Fort Pierce	B	1330	5.0	1.00		Clear Channel	52	9808		d1	News/Talk	450	3.91	1.2	0.7	0.7	0.7	0.7	1.2	3.1	2.2	2.4
WAXE	Vero Beach	B	1370	1.0	0.07	b	Clear Channel	54	0008		g1	News/Talk	140	0.86	1.7	0.9	1.3	1.1	0.9	1.2	1.1	0.4	0.7
WIRA	Fort Pierce	C	1400	1.0	1.00		Genesis Comm Inc	46	0008	200		Information	100		0.7	0.0	0.0	0.0	0.9	0.7	0.6	0.0	0.5
WSTU	Stuart	C	1450	1.0	1.00		Resort Radio	54	9709	600		Oldies	410	3.88	1.1	0.5	0.3	0.9	0.3	0.9	1.0	0.4	0.9
WTTB	Vero Beach	C	1490	1.0	1.00	a	Rubenstein/Silvers	54	0005 p	5,150	c1	News/Talk				0.7	0.0	0.0	0.0	0.0	0.3	1.5	0.9
WPSL	Port St. Lucie	B	1590	5.0	0.06		Port St Lucie Bcstrs	85	9304	200		Nws/Tlk/Spt	600	1.74	3.6	2.3	1.8	1.8	2.4	2.1	1.8	2.4	1.5
# AM Stations -					6	# Combos -					2	AM TOTALS			8.3	5.1	4.1	4.5	5.2	6.1	7.9	6.9	6.9
AM & FM Stations Profiled -					18	# Duopolies -					5	Total Local Commercial Share			60.0	60.0	55.4	60.8	56.7	59.5	60.3	63.6	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 117
Revenue Rank: 115

Portsmouth-Dover-Rochester, NH Market Overview



Metro Counties / Population (000)

Rockingham, NH	265.9
Strafford, NH	111.1
York, ME	54.1
Total	431.1

Market Radio Financials

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$9,100	\$10,500	\$11,100	\$11,500	\$12,100	\$14,800	10.2%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	9.5%	\$16,200	\$17,800	\$19,300	\$20,400	\$21,200	7.0%

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	\$2.05/1,000	\$2.30/1,000	\$2.69/1,000	Local 75%
Revenue/Capita	\$22.28	\$26.72	\$36.02	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	408.4	553.9	1.1%	553.9	588.5	1.2%
Households	147.5	206.3	6.9%	206.3	222.8	1.6%
Retail Sales	4,444.4	6,425.1	7.6%	6,425.1	7,892.5	4.2%
EBI	7,525.0	10,433.8	6.8%	10,433.8	12,599.6	3.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	272.9	46.5	22.5	24.1	42.2	50.2	39.0	48.4
Women (000)	281.0	44.8	21.2	24.9	42.2	49.9	38.0	60.0
Total	553.9	91.3	43.7	49.0	84.5	100.1	77.0	108.3
Percentage	100.0%	16.5%	7.9%	8.8%	15.3%	18.1%	13.9%	19.6%
Per Capita	\$ 18,837			Median Household	\$ 36,374		Avg Household	\$ 50,576
Ethnic Population:	White 97.9%		Black 0.8%		Asian 1.2%		Hispanic 1.2%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	8	2		5	10	7	17
Tot 12+	18.4	16.7		31.3	35.1	3.0	38.1
Avg 12+	2.3	8.4		6.3	3.5	0.4	2.2
Tot LCS	48.3	43.8		82.2	92.1	7.9	100.0
Avg LCS	6.0	21.9		16.4	9.2	1.1	5.9

Competitive Overview

Some stations also rated in Manchester, NH.

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)									
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
WPHX	Sanford	A	92.1	1.8	512	a	Phoenix Media	75	9906	1,025	c1	Clisc Rock	250			0.6	0.0	0.0	0.0	0.4	0.0	0.0	0.7		
WUBB	York Center	A	95.3	1.4	682	c	Clear Channel	87	0008		g1	Country	400	1.54	1.6	1.3	0.6	0.5	0.7	0.5	1.2	1.3	1.6		
WQSO	Rochester	A	96.7	3.0	328	c	Clear Channel	79	0008		g1	Oldies	600	0.70	5.3	1.7	2.2	1.6	2.4	2.5	2.1	1.4	1.6		
WOKQ	Dover	B	97.5	50.0	492	b	Citadel Comm Corp	70	9909		g2	Country	5,000	1.06	29.2	9.7	7.1	10.3	11.5	8.2	8.9	11.8	10.9		
WBYY	Somersworth	A	98.7	6.0	328	d	Garrison City Bcstg	95				Soft AC	500	0.57	5.4	3.3	4.0	2.5	1.5	1.8	2.1	2.5	1.3		
WHEB	Portsmouth	B	100.3	50.0	459	c	Clear Channel	64	0008		g1	Rock	4,500	1.24	22.4	7.0	6.7	8.9	7.7	8.2	8.6	10.0	8.4		
WSAK	Hampton	A	102.1	3.0	328	b	Citadel Comm Corp	92	9909		g2	Clisc Rock			1.3	0.2	1.3	0.5	0.5	0.5	0.5	0.7	1.1		
WSHK	Kittery	A	105.3	2.2	371	b	Citadel Comm Corp	92	9909		g2	Clisc Rock	1,400	0.84	10.3	2.8	1.5	3.2	4.5	2.9	3.0	3.6	3.1		
WZEN	Farmington	A	106.5	1.5 cp	476		Jackson Group	99				Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WERZ	Exeter	A	107.1	5.2	351	c	Clear Channel	72	0008		g1	Alternative	2,500	0.81	19.0	8.5	6.7	6.5	7.7	9.3	6.1	4.3	3.6		
# FM Stations -					10	# Combos -					9	FM TOTALS					94.5	35.1	30.1	34.0	36.5	34.3	32.5	35.6	32.3

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)									
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
WGIN	Rochester	B	930	5.0	5.00	c	Clear Channel	47	0008		g1	Nws/Tlk/Spt	175		0.6	0.2	0.4	0.4	0.0	1.4	0.9	2.0	0.9		
WPHX	Sanford	B	1220	1.0	0.23	a	Phoenix Media	57	9906		c1	Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WTSN	Dover	B	1270	5.0	5.00	d	Garrison City Bcstg	56	8303	1,100		Talk/Sprts	450	0.68	4.1	1.7	2.5	1.2	1.9	2.7	3.8	4.1	4.0		
WDER	Derry	B	1320	10.0	1.00		Blount Comm Group	83	0008 p	See (185)		ChrsContemp	n/a			0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0		
WWNH	Madbury	C	1340	0.3	0.25		Harvest Bcstg Svcs	89			1	Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WMYF	Portsmouth	B	1380	1.0	1.00	c	Clear Channel	60	0008		g	Nostalgia	250		0.7	1.1	1.0	0.5	0.0	0.0	0.0	0.0	0.0		
WGIP	Exeter	B	1540	5.0	0.00	c	Clear Channel	66	0008		g1	Nws/Tlk/Spt	200			0.0	0.0	0.0	0.0	2.0	1.4	1.3	2.2		
# AM Stations -					7	# Combos -					5	AM TOTALS					5.4	3.0	3.9	2.1	1.9	6.5	6.1	7.4	7.1
AM & FM Stations Profiled -					17	# Duopolies -					5	Total Local Commercial Share					38.1	34.0	36.1	38.4	40.8	38.6	43.0	39.4	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 118

Revenue Rank: 90

Jackson, MS Market Overview



Metro Counties / Population (000)

Hinds, MS	247.7
Madison, MS	73.4
Rankin, MS	113.5
Total	434.6

Market Radio Financials

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$13,000	\$13,900	\$15,800	\$16,700	\$18,300	\$20,600
***	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	1.0%	\$20,800	\$22,500	\$23,600	\$25,200	\$26,200	6.0%
Revenue/Retail Sales	<u>1993</u> \$3.92/1,000	<u>1998</u> \$4.54/1,000	<u>2003</u> \$4.45/1,000			<u>Est. Breakout</u>	
Revenue/Capita	\$31.54	\$47.40	\$57.62			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	412.2	434.6	1.1%	434.6	454.7
Households	146.3	156.0	1.3%	156.0	167.0	1.4%
Retail Sales	3,313.1	4,532.6	6.5%	4,532.6	5,891.5	5.4%
EBI	6,008.1	7,035.4	3.2%	7,035.4	9,468.2	6.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	206.9	38.0	20.9	20.5	30.2	34.5	26.7	36.0
Women (000)	227.7	37.0	20.1	21.9	32.5	37.1	29.7	49.5
Total	434.6	75.0	41.0	42.4	62.7	71.6	56.5	85.5
Percentage	100.0%	17.3%	9.4%	9.8%	14.4%	16.5%	13.0%	19.7%
Per Capita	\$ 16,188							
				Median Household	\$ 32,274		Avg Household	\$ 45,099
Ethnic Population:	White	55.9%	Black	43.4%	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		16	11	19	14	33
Tot 12+	2.6		64.5	61.1	67.1	12.3	79.4
Avg 12+	0.9		4.0	5.6	3.5	0.9	2.4
Tot LCS	3.3		81.2	77.0	84.5	15.5	100.0
Avg LCS	1.1		5.1	7.0	4.4	1.1	3.0

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)								
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998	
WJNS	Yazoo 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	0.0	
WMGO	Yazoo City	A	93.1	4.1 cp	394	f	WMGO Bcstg Corp	98				Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WHJT	Clinton	A	93.5	6.0	328		Miss College	74			1	ChrsContemp	150		0.6	1.3	1.7	1.6	1.8	0.5	0.4	0.7	0.5	
WVIV	Pearl	C3	93.9	25.0 cp	328	e	Proteus Investments	94	9807	850		Adlt Stndrd	300	0.39	3.7	2.2	2.2	2.4	2.7	3.1	3.1	2.5	3.7	
WTYX	Jackson	C	94.7	97.0	1116	e	Proteus Investments	71	9507	1,900		Clsc Rock	1,200	1.80	3.2	4.6	3.9	2.4	3.5	2.0	2.0	4.0	2.5	
WDBT	Jackson	C	95.5	100.0 cp	1060	c	Clear Channel	73	0008		g	Lite AC	800	1.04	3.7	5.5	5.0	5.6	5.0	4.2	2.7	2.5	2.8	
WUSJ	Jackson	C	96.3	100.0 cp	1060	a	New South Comm	66	9907	5,500		Country	500	1.27	1.9	2.4	2.8	1.7	3.1	0.9	2.7	1.1	1.6	
WFMN	Flora	C3	97.3	20.5 cp	367		TeleSouth Comm	97	9709		99 st	News/Talk	150	0.36	2.0	1.7	1.9	1.6	1.8	1.8	1.6	1.3	1.8	
WRJH	Brandon	A	97.7	3.4	289		Extreme Comm	74	9912	1,600		Urban			0.9	3.7	0.9	0.5	0.5	1.3	0.4	0.7	0.5	
WJKK	Vicksburg	C1	98.7	100.0	945	a	New South Comm	66	9512	1,620		Soft AC	900	0.88	4.9	2.6	2.0	4.5	3.7	3.3	3.8	4.2	4.8	
WJMI	Jackson	C	99.7	98.0	1060	d	Inner City Bcstg	67	0003 p		g1	Urban	2,300	0.66	16.7	12.9	14.5	13.6	13.6	14.5	11.8	14.7	14.1	
• WJXN	Utica	C2	100.9	39.0 cp	551		Flinn Bcstg Corp	90	9801	800		Religion	100		0.9	0.0	0.0	0.3	0.3	0.7	0.4	1.1	0.9	
WYOY	Gluckstadt	C2	101.7	50.0	456	a	New South Comm	76	9411	750	c2	CHR	1,400	0.68	9.9	3.3	5.0	3.7	4.3	9.0	7.1	8.2	8.5	
WMSI	Jackson	C	102.9	100.0	1801	c	Clear Channel	48	0008		g	Country	4,800	2.04	11.3	10.3	9.7	9.4	7.8	9.4	9.5	9.3	9.3	
WQJQ	Kosciusko	C1	105.1	100.0	981	c	Clear Channel	65	0008		g3	Top 40	800	0.66	5.8	2.9	4.3	4.4	3.4	4.5	4.6	5.6	4.6	
WYJS	Pickens	C3	105.9	22.0	745		Inner City Bcstg	80	0003 p		g2	Oldies	200	0.74	1.3	2.4	1.5	2.6	2.2	1.1	1.1	0.9	1.1	
WGNG	Tchula	C3	106.3	8.0	456	g	Team Bcstg Co Inc	99				Urban AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WSTZ	Vicksburg	C	106.7	100.0	1060	c	Clear Channel	68	0008		g3	AOR	2,800	1.82	7.4	5.5	5.4	4.4	4.3	5.2	8.0	5.6	5.6	
WKXI	Magee	C1	107.5	98.0	951	d	Inner City Bcstg	70	0003 p		g1	Urban	2,000	1.19	8.1	6.4	6.3	6.4	8.1	7.1	6.9	6.4	6.3	
					# FM Stations -	19	# Combos -	13						FM TOTALS			82.3	67.7	67.1	65.1	66.1	66.1	68.8	68.6

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 118

Revenue Rank: 90

Jackson, MS Market Overview



Metro Counties / Population (000)

Hinds, MS	247.7
Madison, MS	73.4
Rankin, MS	113.5
Total	434.6

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$13,000	\$13,900	\$15,800	\$16,700	\$18,300	\$20,600	9.6%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	1.0%	\$20,800	\$22,500	\$23,600	\$25,200	\$26,200	6.0%
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
Revenue/Capita	\$3.92/1,000	\$4.54/1,000	\$4.45/1,000	Local	85%		
	\$31.54	\$47.40	\$57.62	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	412.2	434.6	1.1%	434.6	454.7	0.9%
Households	146.3	156.0	1.3%	156.0	167.0	1.4%
Retail Sales	3,313.1	4,532.6	6.5%	4,532.6	5,891.5	5.4%
EBI	6,008.1	7,035.4	3.2%	7,035.4	9,468.2	6.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	206.9	38.0	20.9	20.5	30.2	34.5	26.7	36.0
Women (000)	227.7	37.0	20.1	21.9	32.5	37.1	29.7	49.5
Total	434.6	75.0	41.0	42.4	62.7	71.6	56.5	85.5
Percentage	100.0%	17.3%	9.4%	9.8%	14.4%	16.5%	13.0%	19.7%
Per Capita	\$ 16,188		Median Household	\$ 32,274		Avg Household	\$ 45,099	
Ethnic Population:	White 55.9%		Black 43.4%		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		16	11	19	14	33
Tot 12+	2.6		64.5	61.1	67.1	12.3	79.4
Avg 12+	0.9		4.0	5.6	3.5	0.9	2.4
Tot LCS	3.3		81.2	77.0	84.5	15.5	100.0
Avg LCS	1.1		5.1	7.0	4.4	1.1	3.0

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)									
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998		
WJDX	Jackson	B	620	5.0	1.00	c	Clear Channel	29	0008		g3	Sports	300	1.03	1.4	0.9	1.5	1.7	1.2	0.9	1.1	1.3	1.4		
WWDF	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		
WIIN	Ridgeland	B	780	5.0	0.00	a	New South Comm	84	9411		c2	Gospel	100		0.6	0.0	0.0	0.0	0.0	0.0	0.5	0.4	1.1		
WSLI	Jackson	B	930	5.0	3.60	cp	Clear Channel	38	9808	325	1	Sports	100		0.2	0.4	0.6	1.0	0.5	0.0	0.4	0.4	0.0		
WRKN	Brandon	B	970	1.0	0.00		Harris, June	67				Gospel				0.6	0.0	0.0	0.1	0.0	0.0	0.0	0.0		
WTWZ	Clinton	B	1120	7.5	0.00	cp	Wood, Terry E.	82				Cst/BGs/Gsp				0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0		
WONG	Canton	B	1150	0.5	0.02		Williams, Marion R.	89	9908		.50 na	Gosp/RhyBl				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	0.84	4.0	1.8	1.5	2.6	4.2	3.3	3.5	2.7	3.7		
WPBQ	Flowood	C	1240	0.9	0.88		Fulgham, William	98	9111		4	News/Talk				0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0		
WOAD	Jackson	B	1300	5.0	1.00	d	Inner City Bcstg	29	0003 p		g1	Gospel	500	0.62	3.9	2.6	2.4	2.8	3.3	3.3	2.2	3.8	3.5		
WMGO	Canton	B	1370	1.0	0.03	f	WMGO Bcstg Corp	54	9305		90	AC/News	300	0.55	2.6	3.1	3.3	1.9	1.2	2.5	1.3	2.7	2.1		
WKXI	Jackson	C	1400	1.0	1.00	d	Inner City Bcstg	47	0003 p		g1	Urban/Oldes	50		0.5	0.0	0.0	0.5	0.0	0.7	0.4	0.0	0.4		
WJXN	Jackson	C	1450	1.0	1.00	b	Willis Bcstg Corp	45	9309		g2	Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WZRX	Jackson	B	1590	5.0	1.00	c	Clear Channel	65	0008		g3	Gospel	350	0.37	4.6	2.6	3.0	2.8	3.0	3.6	7.1	2.5	1.9		
				# AM Stations -		14	# Combos -	7								AM TOTALS	17.8	12.0	12.3	14.6	13.5	14.3	16.5	13.8	14.1
				AM & FM Stations Profiled -		33	# Duopolies -	9								Total Local Commercial Share	79.7	79.4	79.7	79.6	82.9	82.6	82.6	82.7	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 119
Revenue Rank: 121

Flint, MI Market Overview



Metro Counties / Population (000)

Genesee, MI	436.9
	436.9

Market Radio Financials

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

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$10,500	\$11,200	\$11,400	\$11,600	\$11,900	\$15,000
***	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	5.3%	\$15,800	\$16,900	\$17,700	\$19,000	\$19,900	6.0%
	1993	1998	2003				Est. Breakout
Revenue/Retail Sales	\$2.86/1,000	\$2.76/1,000	\$2.94/1,000				Local 73%
Revenue/Capita	\$24.41	\$34.33	\$45.75				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	430.1	436.9	0.3%	436.9	435.0	-0.1%
Households	162.3	166.5	0.5%	166.5	168.9	0.3%
Retail Sales	3,666.7	5,435.8	8.2%	5,435.8	6,760.5	4.5%
EBI	6,900.5	6,501.3	-1.2%	6,501.3	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	8	16
Tot 12+	20.7	25.3		43.2	46.0	6.9	52.9
Avg 12+	4.1	8.4		7.2	5.8	0.9	3.3
Tot LCS	39.1	47.8		81.7	87.0	13.0	100.0
Avg LCS	7.8	15.9		13.6	10.9	1.6	6.3

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)									
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
WDZZ	Flint	A	92.7	3.0	256	c	Cumulus Bcstg Inc	79	0010		g1	Urban	3,500	1.02	21.7	10.8	9.8	12.3	12.2	10.8	11.1	11.5	11.6		
WFBE	Flint	B	95.1	50.0 cp	492		Citadel Comm Corp	53	0003		g3	Country	1,000	0.48	13.1	7.0	7.2	7.7	7.1	8.3	4.1	0.0	0.0		
WOWE	Vassar	A	98.9	3.0	328		Shumpert, Michael	90				R&B Oldies	500	0.55	5.8	4.0	3.8	3.3	3.2	3.9	2.9	2.5	4.3		
WWBN	Tuscola	A	101.5	6.0	328	a	Regent Comm	87	9806		g2	AOR/CIRck	550	0.54	6.4	3.1	4.9	3.3	3.9	4.1	2.5	3.7	3.5		
WRXF	Lapeer	A	103.1	3.0	299	d	Covenant Comm	68				Rock	500	1.76	1.8	1.3	1.0	0.9	1.1	1.2	0.7	0.4	0.5		
• WRSR	Owosso	A	103.9	2.9 cp	482	b	Cumulus Bcstg Inc	65	0010		g1	Clsc Rock	500	0.90	3.5	1.5	2.1	1.8	2.1	1.8	2.2	1.4	2.1		
WWCK	Flint	B1	105.5	25.0	328	b	Cumulus Bcstg Inc	64	0010		g1	Top 40	3,200	1.04	19.5	8.8	10.7	11.0	11.0	11.2	10.4	9.5	8.0		
WCRZ	Flint	B	107.9	50.0	331	a	Regent Comm	61	9806		g2	AC	4,300	1.77	15.4	9.5	9.3	8.5	8.8	8.3	9.7	12.3	11.1		
# FM Stations -					8	# Combos -					6	FM TOTALS					87.2	46.0	48.8	48.8	49.4	49.6	43.6	41.3	41.1

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)									
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
WSNL	Flint	B	600	1.0	0.50		Midwest Bcstg Corp	46	9301	400		ChrsContemp	100		0.5	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.4	0.7	
WFDF	Flint	B	910	5.0	1.00	c	Cumulus Bcstg Inc	22	0010		g1	News/Talk	400	0.60	4.2	2.8	3.1	2.9	1.9	2.3	3.2	2.1	3.3		
WCXI	Fenton	B	1160	1.0	1.00		Birach Bcstg Corp	85	9910	708		Gospel				1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• WTRX	Flint	B	1330	5.0	1.00		Citadel Comm Corp	47	0009 p	180		Sprts/Talk	175	1.11	1.0	0.4	0.6	0.7	0.4	0.7	1.1	0.9	0.7		
WFLT	Flint	B	1420	0.5	0.14		Christian Evangelicl	55	9107	225		Gospel	400	0.53	4.8	1.5	2.1	3.3	2.1	2.5	2.7	2.6	2.1		
WFNT	Flint	B	1470	5.0	1.00	a	Regent Comm	53	9806		g2	Adlt Stndrd	250	0.69	2.3	1.1	2.0	1.3	1.3	2.0	1.6	1.8	1.9		
WLSP	Lapeer	B	1530	5.0	0.00	d	Covenant Comm	62				Sports	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WWCK	Flint	B	1570	1.0 cp	0.00	b	Cumulus Bcstg Inc	46	0010		g1	Top 40	300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2		
# AM Stations -					8	# Combos -					4	AM TOTALS					12.8	6.9	7.8	8.8	5.7	7.5	8.6	7.8	8.9
AM & FM Stations Profiled -					16	# Duopolies -					3	Total Local Commercial Share					52.9	56.6	57.6	55.1	57.1	52.2	49.1	50.0	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 120

Revenue Rank: 72

Madison, WI Market Overview



Metro Counties / Population (000)

Dane, WI	412.8
	412.8

Market Radio Financials

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$17,600	\$19,400	\$20,200	\$21,700	\$24,300	\$25,700
***	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	9.3%	\$28,100	\$30,900	\$33,400	\$36,800	\$39,700	9.0%
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
Revenue/Capita	\$4.66/1,000	\$4.63/1,000	\$5.49/1,000	Local	90%		
	\$45.76	\$62.26	\$93.37	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	384.6	412.8	1.4%	412.8	425.2	0.6%
Households	149.9	163.0	1.7%	163.0	170.0	0.8%
Retail Sales	3,778.0	5,551.5	8.0%	5,551.5	7,237.1	5.4%
EBI	7,119.5	8,192.6	2.8%	8,192.6	10,473.2	5.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	203.5	31.9	14.7	25.9	35.2	37.5	26.6	31.5
Women (000)	209.3	30.4	14.2	26.2	33.8	37.9	27.1	39.7
Total	412.8	62.4	28.9	52.1	69.0	75.4	53.7	71.2
Percentage	100.0%	15.1%	7.0%	12.6%	16.7%	18.3%	13.0%	17.3%
Per Capita	\$ 19,846	Median Household		\$ 41,720	Avg Household		\$ 50,261	
Ethnic Population:	White 92.6%	Black 3.7%	Asian 3.3%	Hispanic 2.3%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6	8		10	14	9	23
Tot 12+	20.3	46.0		62.7	66.3	13.9	80.2
Avg 12+	3.4	5.8		6.3	4.7	1.5	3.5
Tot LCS	25.3	57.4		78.2	82.7	17.3	100.0
Avg LCS	4.2	7.2		7.8	5.9	1.9	4.3

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)												
															Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998					
WMAD	Sun Prairie	A	92.1	3.9	cp	410 d					Clear Channel	72	0008		g1	Modern Rock	1,100	0.62	6.3	3.8	5.1	4.4	4.7	6.5	4.1	4.6	4.6
WEKZ	Monroe	B	93.7	36.0		581 c					Green County Bcstg	59				AC				0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0
WJJO	Watertown	B	94.1	50.0		492 b			1,600		Mid-West Family	61	9306			Rock	2,600	1.09	8.5	7.1	6.7	4.6	5.9	6.5	8.0	6.5	6.0
WOLX	Baraboo	B	94.9	37.0		1299 a			14,600	d2	Entercom	45	0009			Oldies	2,500	1.06	8.4	7.7	7.9	6.4	5.9	6.9	7.5	5.9	6.2
WMLI	Sauk City	B1	96.3	5.1		673 d					Clear Channel	64	0008		g1	Soft Hits	600	0.51	4.2	3.0	3.0	3.5	3.3	3.4	3.3	3.4	3.2
WMGN	Madison	B	98.1	38.0		581 b					Mid-West Family	48				AC	4,000	1.40	10.2	9.8	9.7	10.8	9.0	8.5	8.6	7.5	7.6
WTLX	Columbus	A	100.5	6.0	cp	328				d1	Good Karma Bcstg	90	9711			Sprts/Talk			0.6	0.4	0.4	1.0	1.0	0.4	0.4	0.4	0.6
WIBA	Madison	B	101.5	12.0		1013 d					Clear Channel	47	0008		g1	Clisc Rock	2,900	1.61	6.4	6.4	5.5	4.8	4.5	5.8	5.9	5.1	3.6
WZEE	Madison	B	104.1	12.0		1004 d					Clear Channel	48	0008		g1	CHR	4,100	1.09	13.4	9.8	11.6	10.6	10.0	10.7	11.8	8.9	11.0
WYZM	Waunakee	A	105.1	6.0		243 a				d2	Entercom	92	0009			Country	550	0.67	2.9	1.9	2.6	3.1	2.3	2.2	2.4	2.6	2.0
WMMM	Verona	A	105.5	2.0		574 a				d2	Entercom	91	0009			Progressive	1,400	0.96	5.2	4.5	4.5	4.8	4.5	3.8	3.5	4.6	4.6
WKPO	Evansville	A	105.9	1.7	cp	482					Good Karma Bcstg	89	0007 p			CHR/Rhymc	450	1.07	1.5	2.1	1.6	1.0	1.7	1.0	1.4	1.2	1.0
WWQM	Middleton	A	106.3	4.5		374 b			6,400	c2	Mid-West Family	70	9706			Country	2,300	1.04	7.9	5.3	6.1	5.2	6.1	5.0	6.3	7.5	6.2
WSJY	Ft. Atkinson	B	107.3	26.0		676 e				g	Marathon Media LLC	59	9812			Lite AC	800	1.36	2.1	1.9	1.2	1.9	1.3	2.0	1.6	1.8	1.4
# FM Stations -				14	# Combos -				11	FM TOTALS				77.6	64.1	66.3	62.1	60.2	62.7	64.8	60.0	58.0					

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)									
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998		
WDLS	Wisconsin Dells	B	900	1.0	0.23	f	Magnum Radio Inc	69	9903			c1	Adlt Stndrd				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WTSO	Madison	B	1070	10.0	5.00	d	Clear Channel	48	0008			g	Sports	400	0.35	4.1	1.7	1.8	1.7	1.0	1.8	3.3	4.0	4.0	
WNWC	Sun Prairie	B	1190	1.0	0.00		Northwestern	82	9701			na	Christian	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WIBU	Poynette	C	1240	1.0	1.00	g	Magnum Radio Inc	25	9809	325			Adlt Stndrd	425	0.89	1.7	1.9	2.4	2.7	2.0	1.2	1.0	1.6	1.6	
WEKZ	Monroe	B	1260	1.0	0.02	c	Green County Bcstg	51					Country				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	Clear Channel	25	0008			g1	News/Info	2,000	0.79	9.0	6.0	5.5	7.5	7.6	7.7	5.9	7.9	7.0	
WTDA	Madison	B	1480	5.0	5.00	b	Mid-West Family	48	5911				News/Talk	250		0.9	0.4	0.2	0.4	0.5	0.6	0.8	0.8	0.6	
WHIT	Madison	B	1550	5.0	0.00	b	Mid-West Family	64	9706			c2	Sports	500	0.81	2.2	1.7	2.0	1.9	1.8	1.6	0.8	3.0	1.6	
WTDY	Madison	B	1670	10.0	1.00	b	Mid-West Family	48	5911				News/Talk	1,200	0.95	4.5	3.2	2.0	3.1	3.1	3.6	2.7	4.4	3.6	
# AM Stations -				9	# Combos -				6	AM TOTALS				22.4	14.9	13.9	17.3	16.0	16.5	14.5	21.7	18.4			
AM & FM Stations Profiled -				23	# Duopolies -				9	Total Local Commercial Share				79.0	80.2	79.4	76.2	79.2	79.3	81.7	76.4				

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 121

Revenue Rank: 148

Pensacola, FL Market Overview



Metro Counties / Population (000)

Escambia, FL	299.9
Santa Rosa, FL	111.9
	411.8

Market Radio Financials

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$7,200	\$8,600	\$9,000	\$9,600	\$11,400	\$11,800	10.3%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	4.2%	\$12,300	\$13,200	\$13,900	\$14,600	\$15,300	5.6%
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
Revenue/Capita	\$2.36/1,000	\$2.79/1,000	\$2.65/1,000	Local	82%		
	\$19.64	\$28.65	\$33.53	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	366.6	411.8	2.4%	411.8	456.3	2.1%
Households	137.3	150.3	1.8%	150.3	166.7	2.1%
Retail Sales	3,046.4	4,230.9	6.8%	4,230.9	5,763.2	6.4%
EBI	5,025.7	5,812.8	3.0%	5,812.8	7,669.7	5.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	202.5	34.0	17.6	21.5	30.2	31.0	28.8	39.4
Women (000)	209.3	32.3	16.5	19.1	28.8	32.8	30.7	49.0
Total	411.8	66.3	34.1	40.6	59.0	63.9	59.5	88.4
Percentage	100.0%	16.1%	8.3%	9.9%	14.3%	15.5%	14.4%	21.5%
Per Capita	\$ 14,115		Median Household	\$ 28,698		Avg Household	\$ 38,674	
Ethnic Population:	White	77.2%	Black	18.8%	Asian	2.8%	Hispanic	2.7%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		12	5	13	9	22
Tot 12+	1.4		59.6	34.7	61.0	12.6	73.6
Avg 12+	1.4		5.0	6.9	4.7	1.4	3.3
Tot LCS	1.9		81.0	47.1	82.9	17.1	100.0
Avg LCS	1.9		6.7	9.4	6.4	1.9	4.5

Competitive Overview

Some stations also rated in Mobile & Ft. Walton Beach.

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)									
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
WBLX	Mobile	C	92.9	98.0	1555		Cumulus Bcstg Inc	73	9911	See (88)		Urban AC	n/a		11.6	11.4	12.2	8.0	9.7	12.8	10.1	9.8	11.3		
• WMEZ	Pensacola	C	94.1	100.0	1329	c	Pamal Broadcasting	60	0009 p	43,900 d1		AC	2,000	1.48	11.0	6.1	8.5	8.4	8.2	8.7	8.3	7.4	7.3		
WGXC	Navarre	C3	95.7	25.0	269	d	Satellite Radio Ntwk	99	9605	125 cp		Christian				0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WRKH	Mobile	C	96.1	97.0	1342		Clear Channel	64	9705			Clsc Rock	n/a		3.9	2.4	3.1	2.7	3.2	2.6	2.8	1.5	1.7		
WABB	Mobile	C	97.5	100.0	1552		Dittman Group	73				Adult CHR	n/a		10.9	7.1	6.9	7.8	8.7	6.1	6.6	7.9	7.1		
WMXC	Mobile	C	99.9	94.0	1755	a	Clear Channel	47	9705			AC	n/a		2.6	2.8	3.1	2.3	1.6	3.4	2.0	2.4	1.7		
• WJLQ	Pensacola	C	100.7	100.0	1555	b	Cumulus Bcstg Inc	65	9911	9,000 c1		CHR	850	1.21	5.7	2.8	3.2	3.7	5.0	5.3	7.0	3.7	6.1		
WTKX	Pensacola	C	101.5	100.0	1329		Clear Channel	71	9712		g2	Modern Rock	1,800	1.16	12.6	7.3	10.8	10.7	8.2	5.5	9.9	8.5	5.4		
• WXBM	Milton	C	102.7	100.0	1329	c	Pamal Broadcasting	64	0009 p		d1	Country	4,300	2.17	16.1	12.8	10.2	12.5	11.9	16.0	16.3	14.2	18.0		
WDWG	Moss Point	C2	104.9	33.0	600	a	Clear Channel	64	9901			Country	n/a		2.8	0.4	0.0	0.0	4.4	2.0	1.4	1.3	1.7		
WPFL	Century	C3	105.1	25.0	328		Dayton Comm Corp	89	9604	238		Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WRRX	Gulf Breeze	A	106.1	3.0	328	b	Cumulus Bcstg Inc	00	0001	1,400		Rock				1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WYCL	Pensacola	C	107.3	100.0	1408		Concord Media	76	0002	2,000		Oldies	625	0.77	6.6	5.7	5.5	5.7	4.2	6.3	5.8	9.0	5.0		
# FM Stations -					13	# Combos -					7	FM TOTALS					83.8	61.0	63.5	61.8	65.1	68.7	70.2	65.7	65.3

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)									
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
WVTJ	Pensacola	B	610	0.5	0.00	d	Satellite Radio Ntwk	59	9808	130		Gospl/Talk			0.3	0.0	0.4	0.0	0.4	0.4	0.0	0.0	0.0		
WSWL	Pensacola	B	790	1.0	0.00		Schroeder, Gerald D	56	8106	350		News	200		0.7	0.6	0.4	0.6	0.4	0.6	0.8	1.1	0.6		
WRNE	Gulf Breeze	B	980	2.5	1.00		Media One Comm	57	9010	284		Urban/Gospl	350	0.59	4.8	5.3	3.6	3.9	3.4	3.4	2.4	4.6	2.9		
WNVY	Cantonment	B	1090	10.0 cp	0.00	d	Satellite Radio Ntwk	55	9705	12 +		Black Gospl	225	0.96	1.9	1.4	1.5	0.8	2.2	0.4	0.0	0.0	0.0		
WZNO	Pensacola	C	1230	1.0	1.00	d	Satellite Radio Ntwk	47	9701	85		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4		
WEBY	Milton	B	1330	5.0	0.08		Number One Radio	78	8505		al	Country	125			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8		
WCOA	Pensacola	B	1370	5.0	5.00	b	Cumulus Bcstg Inc	26	9911		c1	Talk	1,475	1.54	7.8	4.9	6.2	4.9	7.0	6.3	6.2	7.6	7.3		
WBSR	Pensacola	C	1450	1.0	1.00		Brewer, Frederic TC	46	8503	330		Soft AC	350		0.8	0.4	0.0	0.4	0.8	0.0	0.4	0.0	1.0		
WECM	Milton	C	1490	1.0	1.00		Faith Bible College	57	9003	75		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					9	# Combos -					4	AM TOTALS					16.3	12.6	12.1	10.6	14.2	11.1	9.8	13.3	13.0
AM & FM Stations Profiled -					22	# Duopolies -					6	Total Local Commercial Share						73.6	75.6	72.4	79.3	79.8	80.0	79.0	78.3

Other Rulemaking: 98.7, C2, Pensacola.

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 122

Revenue Rank: 106

Modesto, CA Market Overview



Metro Counties / Population (000)

Stanislaus, CA	433.3
	433.3

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$11,800	\$13,400	\$14,000	\$15,600	\$16,500	\$17,000	7.5%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	7.1%	\$18,200	\$19,600	\$20,600	\$21,800	\$22,900	6.0%
	1993	1998	2003	Est. Breakout			
Revenue/Retail Sales	\$4.31/1,000	\$4.23/1,000	\$4.62/1,000	Local 80%			
Revenue/Capita	\$28.61	\$39.23	\$48.94	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	412.5	433.3	1.0%	433.3	467.9	1.5%
Households	135.5	142.1	1.0%	142.1	152.3	1.4%
Retail Sales	2,739.1	4,022.1	8.0%	4,022.1	4,956.9	4.3%
EBI	5,455.9	5,489.2	0.1%	5,489.2	6,421.9	3.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	213.8	44.4	20.9	18.5	31.3	34.2	27.4	37.0
Women (000)	219.5	42.7	19.8	18.2	30.5	34.4	27.9	46.1
Total	433.3	87.1	40.7	36.7	61.8	68.6	55.3	83.1
Percentage	100.0%	20.1%	9.4%	8.5%	14.3%	15.8%	12.8%	19.2%
Per Capita	\$ 12,668		Median Household	\$ 30,839		Avg Household	\$ 38,629	
Ethnic Population:	White 90.1%		Black 1.9%		Asian 6.8%		Hispanic 28.5%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	10	7		9	17	6	23
Tot 12+	28.0	35.9		53.5	63.9	4.8	68.7
Avg 12+	2.8	5.1		5.9	3.8	0.8	3.0
Tot LCS	40.8	52.3		77.9	93.0	7.0	100.0
Avg LCS	4.1	7.5		8.7	5.5	1.2	4.3

Competitive Overview

Some stations also rated in Stockton and Merced.

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)											
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996				
KOSO	Patterson	B	93.1	3.0	1791	a	Clear Channel	66 0008			g1	Modern AC	2,200	1.25	9.7	6.7	5.0	7.7	6.3	7.7	6.5	3.2	3.5			
KEJC	Modesto	A	93.9	4.0	394		Modesto Comm	99				Country			1.7	1.3	1.8	2.5	0.0	0.0	0.0	0.0	0.0			
KHOP	Oakdale	B	95.1	16.0 cp	876	c	Citadel Comm Corp	85 9703	5,000			AOR	3,200	1.76	10.0	5.0	4.6	7.3	7.1	6.2	5.8	6.3	4.8			
KNTD	Livingston	A	95.9	3.0	305		Gomez, Nelson F.	85 9302	198			Spanish	450	0.67	3.7	3.0	2.4	3.5	1.9	0.4	0.4	0.0	0.0			
KUBB	Mariposa	B	96.3	1.9	2113	d	Buckley Bcstg Corp	77 8507				Country	n/a		0.8	0.4	0.7	0.8	0.4	1.9	0.6	1.0	1.3			
KKME	Manteca	A	96.7	1.5	466	a	Clear Channel	79 0008			g	Oldies	650	1.28	2.8	3.4	5.0	3.1	0.9	1.7	0.4	0.6	2.0			
KZMS	Patterson	A	97.1	3.0	328		Entravision Comm	96 0008			g3	Spanish	600	1.06	3.1	1.5	1.3	2.5	2.0	2.1	4.2	4.4	2.6			
KABX	Merced	B	97.5	8.8	1161		Merced Radio	36 9905	See (189)			Oldies	n/a		2.2	2.5	2.9	1.3	1.9	3.7	3.4	4.0	2.6			
KWNN	Turlock	A	98.3	2.0	390	b	Silverado Bcstg Co	78 9502	1,500	c1		CHR	700	0.45	8.6	6.1	6.3	6.7	5.6	5.4	4.6	4.8	5.4			
• KTDZ	Columbia	A	98.9	6.0	328	e	Entravision Comm	95 0008			g3	R&B Oldies	500	0.92	3.0	1.1	0.8	0.8	3.4	1.0	1.8	1.8	0.4			
KMIX	Tracy	A	100.9	6.0	328	b	Entravision Comm	66 0008				Spanish	n/a		4.8	1.5	2.5	3.7	3.2	5.0	4.6	4.0	3.7			
KJSN	Modesto	A	102.3	6.0 cp	299	a	Clear Channel	77 0008			g1	Soft AC	1,700	1.13	8.3	7.8	7.0	6.5	5.4	7.0	7.3	5.8	7.6			
KATM	Modesto	B	103.3	50.0	499	c	Citadel Comm Corp	48 9212			g2	Country	5,400	1.79	16.6	13.3	12.7	11.0	12.7	14.7	14.5	17.3	15.5			
KDJK	Mariposa	A	103.9	0.1	2047	c	Citadel Comm Corp	92 9308			g	Cisc Hits			0.4	0.2	0.0	0.0	0.6	0.2	0.6	0.2	0.2			
KHKK	Modesto	B	104.1	50.0	499	c	Citadel Comm Corp	49 9308			g	Cisc Hits	1,700	1.13	8.3	6.1	5.6	4.4	7.4	6.8	3.8	4.0	5.7			
KHTN	Los Banos	B	104.7	50.0	469	d	Buckley Bcstg Corp	66 9508	See (189)			Rhymc/CHR	n/a		4.1	1.9	2.2	2.9	3.0	4.1	3.6	2.2	3.1			
KRVR	Copperopolis	A	105.5	1.0	781	b	Threshold Comm	94				Smooth Jazz	600	0.97	3.4	2.1	3.3	2.5	2.4	3.3	2.6	2.6	1.5			
# FM Stations -														17	# Combos -			13	FM TOTALS							
														91.5	63.9	64.1	67.2	64.2	71.2	64.7	62.2	59.9				

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)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)										
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996			
KCBC	Riverbank	B	770	50.0	1.00		Kiertron Inc	87				Christian	100		0.4	0.0	0.3	0.6	0.0	0.0	0.6	0.4	0.0			
KTRB	Modesto	B	860	50.0	10.00		Pappas Telecasting	33 0005		5,255		News/Talk	150		0.3	0.4	1.1	0.4	0.0	0.4	2.4	3.8	2.8			
KLOC	Ceres	B	920	0.5	2.50	e	Entravision Comm	63 0008			g4	Spanish	350			0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3			
KESP	Modesto	B	970	1.0	1.00	c	Citadel Comm Corp	51 9212			g2	Sports	350		0.5	0.6	0.4	0.0	0.7	0.0	0.8	1.4	1.7			
KFIV	Modesto	B	1360	4.0	0.95	a	Clear Channel	50 0008			g	News/Talk	300	0.47	3.5	1.3	3.9	3.1	2.0	2.9	4.0	2.4	3.7			
KVIN	Turlock	B	1390	5.0	5.00	b	Threshold Comm	49 9802		350		Nostalgia	300	0.45	3.7	2.5	0.9	1.7	3.5	2.5	0.4	0.0	0.7			
# AM Stations -														6	# Combos -			4	AM TOTALS							
														8.4	4.8	6.6	5.8	6.2	5.8	8.2	8.0	10.2				
AM & FM Stations Profiled -														23	# Duopolies -			6	Total Local Commercial Share							
														68.7	70.7	73.0	70.4	77.0	72.9	70.2	70.1					

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 123

Revenue Rank: 160

Canton, OH Market Overview



Metro Counties / Population (000)

Carroll, OH	29.2
Stark, OH	373.4
	402.6

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$7,800	\$8,100	\$8,400	\$8,700	\$9,600	\$9,900	4.9%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	14.1%	\$11,300	\$12,200	\$12,700	\$13,500	\$14,000	5.5%

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	\$2.30/1,000	\$1.96/1,000	\$2.11/1,000	Local 80%
Revenue/Capita	\$19.42	\$24.59	\$34.97	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	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	\$ 32,077		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+	1.2	36.7		31.7	37.9	14.8	52.7
Avg 12+	1.2	6.1		7.9	5.4	2.1	3.8
Tot LCS	2.3	69.6		60.2	71.9	28.1	100.0
Avg LCS	2.3	11.6		15.0	10.3	4.0	7.1

Competitive Overview

Some stations also rated in Akron and Youngstown-Warren.

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)								
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
WZKL	Alliance	B	92.5	50.0	499	b	D A Peterson Inc	47				Hot AC	1,800	1.49	10.7	3.8	6.0	5.0	5.9	6.6	6.2	6.0	4.2	
WHBC	Canton	B	94.1	45.0	515	c	NextMedia Group	48	0010	43,500	c1	AC	3,700	1.49	22.0	11.7	12.1	11.4	10.9	10.3	11.6	10.4	12.2	
WNPQ	NewPhiladelphia	A	95.9	2.0	397		Tuscarawas Bcstg	69				ChrsContemp	250	1.05	2.1	1.2	0.4	0.7	1.4	1.3	1.5	2.0	1.9	
WKDD	Akron	B	96.5	50.0	440		Clear Channel	50	0008			Hot AC	n/a		6.4	3.8	3.7	4.4	2.0	2.8	3.5	2.7	3.2	
• WHK	Canton	B	98.1	15.5	879		Clear Channel	61	0011 p		sw	Chrst/Talk			2.8	1.2	0.8	0.9	2.0	1.1	0.7	1.5	0.7	
WQXK	Salem	B	105.1	88.0	430	a	Cumulus Bcstg Inc	58	0010			Country	n/a		16.2	9.9	9.0	7.8	8.6	9.2	11.6	9.0	13.1	
WRQK	Canton	B	106.9	27.5	341		Cumulus Bcstg Inc	61	0010		g	Rock	1,600	1.21	11.7	6.3	6.5	5.3	6.6	5.1	5.4	5.3	5.1	
# FM Stations -					7	# Combos -					2	FM TOTALS				71.9	37.9	38.5	35.5	37.4	36.4	40.5	36.9	40.4

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)								
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
WCER	Canton	B	900	0.5 cp	0.08		Melodynamic Bcstg	47	9107	85		Rlg/Spt/Tlk	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
WTIG	Massillon	B	990	0.3	0.11		WTIG Inc	57	9109	110		Sports				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WRCW	Canton	B	1060	5.0	0.00		Otter Comm Ltd	46	9906 p	600		AC/Talk	100	0.80	1.1	0.8	0.0	0.5	0.6	0.4	0.0	0.7	0.0	
WDPN	Alliance	B	1310	1.0	0.48	b	D A Peterson Inc	53				Nostalgia	500	1.11	4.0	1.4	1.5	1.8	2.3	1.3	1.5	0.9	0.4	
• WHK	Cleveland	B	1420	5.0	5.00		Radio Seaway Inc	21	0011 p		sw	Classical				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WHBC	Canton	B	1480	15.0	5.00	c	NextMedia Group	25	0010		c1	FullService	3,200	1.24	22.9	12.6	9.6	12.1	11.1	10.3	13.2	13.6	16.3	
WINW	Canton	B	1520	1.0	0.00		Pinebrook Corp	66	9610	75		ChrsContemp	100			0.0	0.6	0.0	0.0	0.0	1.7	0.0	0.0	
# AM Stations -					7	# Combos -					2	AM TOTALS				28.0	14.8	11.7	14.4	14.0	12.0	16.4	15.2	17.4
AM & FM Stations Profiled -					14	# Duopolies -					2	Total Local Commercial Share				52.7	50.2	49.9	51.4	48.4	56.9	52.1	57.8	

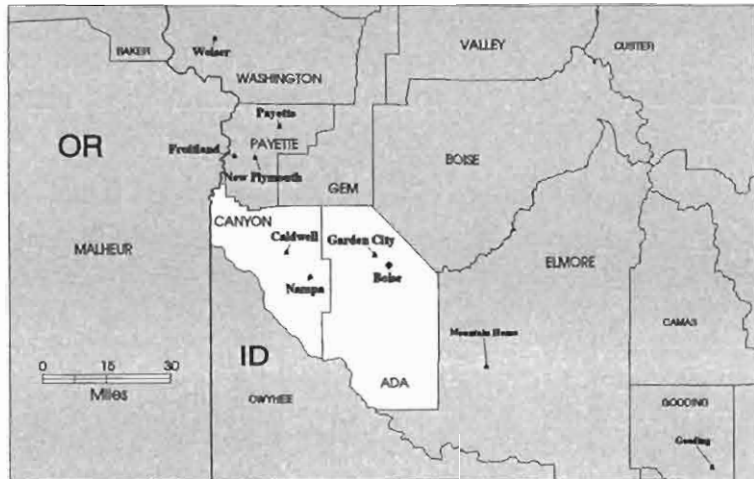
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 124

Revenue Rank: 101

Boise, ID Market Overview



Metro Counties / Population (000)

Ada, ID	280.0
Canyon, ID	122.0
	402.0

Market Radio Financials

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$10,000	\$12,100	\$13,300	\$14,900	\$16,400	\$17,500	11.8%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	7.4%	\$18,800	\$20,300	\$21,500	\$23,200	\$24,900	7.2%

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	\$3.56/1,000	\$3.72/1,000	\$3.77/1,000	Local 80%
Revenue/Capita	\$29.74	\$43.53	\$54.80	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	336.2	402.0	3.6%	402.0	454.4	2.5%
Households	123.8	149.4	3.8%	149.4	171.4	2.8%
Retail Sales	2,812.4	4,701.4	10.8%	4,701.4	6,607.6	7.0%
EBI	5,119.4	6,914.9	6.2%	6,914.9	9,805.6	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	\$ 40,406		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	13	16	10	26
Tot 12+			69.3	67.8	69.3	16.5	85.8
Avg 12+			4.3	5.2	4.3	1.7	3.3
Tot LCS			80.8	79.0	80.8	19.2	100.0
Avg LCS			5.0	6.1	5.0	1.9	3.8

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)							
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
KIZN	Boise	C	92.3	54.2	cp	2500 d	68	9801	29,000	d4	Country	1,450	1.29	6.0	7.4	5.8	4.3	5.8	6.0	8.3	9.2	9.4
KZMG	New Plymouth	C	93.1	50.0		2631 d	82	9801		d4	Country	1,800	1.02	9.4	4.6	5.7	7.9	8.0	8.4	8.9	9.2	10.5
KBXL	Caldwell	C	94.1	40.0		2569 e	61	8906	200		Chrst/Talk	150		0.9	0.4	1.4	0.7	0.9	0.9	0.0	0.6	0.9
KRVB	Nampa	C	94.9	49.0		2694 b	75	0004	3,750		Alternative	400	0.93	2.3	2.8	2.3	2.2	1.7	2.0	3.4	2.5	2.4
KKGL	Nampa	C	96.9	44.0		2520 d	77	9801		d4	Cisc Rock	750	0.81	4.9	4.3	3.3	4.3	3.9	2.7	5.8	2.5	2.0
KQFC	Boise	C	97.9	47.0		2500 d	60	9801		d4	Country	2,200	1.36	8.6	8.5	5.5	6.5	8.0	6.4	9.4	7.4	8.8
• KTPZ	Mountain Home	C	99.1	80.0		2192 f	82	0010 p		g3	CHR	600	1.03	3.1	2.0	3.8	2.5	2.8	3.1	1.6	0.0	0.0
KWEI	Fruitland	C1	99.5	8.0		2635	78	9807		g1	Treasure Valley Bctg	100	0.48	1.1	0.4	0.4	0.7	1.1	0.0	2.0	0.0	0.0
KQXR	Payette	C1	100.3	100.0		709 c	78	9807		g1	Journal Bcst Group	500	0.53	5.0	7.8	7.3	4.7	3.7	4.9	3.8	4.9	4.6
• KMXM	Gooding	C	100.7	80.0		2192 f	95	0010 p		g3	Country	300		0.6	0.7	0.4	0.4	0.6	0.7	0.0	0.0	0.0
• KSAS	Caldwell	C	103.3	54.0		2579 a	82	9905		g2	Top 40	800	0.99	4.3	5.0	3.1	3.4	3.9	4.9	4.9	6.1	3.9
KLTB	Boise	C	104.3	52.0		2579 a	79	9905		g2	Oldies	2,100	1.24	9.0	7.2	8.3	7.0	8.2	8.6	4.5	5.7	4.2
KJOT	Boise	C	105.1	53.0		2589 c	79	9807		g1	Rock	1,100	0.99	5.9	6.9	5.3	5.4	4.5	2.4	3.6	4.5	6.4
KCIX	Garden City	C	105.9	49.0		2700 a	85	9905		g2	AC	1,400	1.55	4.8	2.0	3.2	4.7	3.4	5.3	5.4	6.1	6.8
KCID	Caldwell	C	107.1	49.0		2654 c	83	9807		g1	AC	100	0.20	2.7	4.1	3.6	2.9	1.7	3.3	1.6	1.8	0.0
KXLT	Eagle	C	107.9	45.0		2684 a	94	9905		g2	Soft AC	1,600	1.05	8.1	5.2	6.8	5.8	8.0	6.9	6.9	4.9	4.6
# FM Stations -				16	# Combos -				14	FM TOTALS				76.7	69.3	66.2	63.4	66.2	66.5	70.1	65.4	64.5

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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
KFXD	Nampa	B	580	5.0	5.00	a	Clear Channel	20	9905		g2	Country	200	0.41	2.6	2.6	1.8	2.2	2.2	1.5	2.0	0.4	1.1
KIDO	Boise	B	630	5.0	5.00	a	Clear Channel	28	9905		g2	News/Talk	1,200	0.75	8.5	5.9	7.7	7.0	7.3	6.6	5.8	8.0	9.6
KBOI	Boise	B	670	0.0	50.00	cp	Citadel Comm Corp	47	9801		d4	News/Talk	1,250	1.45	4.6	3.0	4.8	3.4	4.3	5.3	6.0	5.9	5.3
KBSU	Boise	B	730	15.0	0.50		ID State Bd of Educ	55				Jazz				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				0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0
KKIC	Boise	B	950	3.5	0.04		Western Pacific Inc	61	9512	102		Christian				0.4	0.0	0.0	0.0	0.7	0.0	0.0	0.7
KBGN	Caldwell	B	1060	10.0	0.00		Wilson, N. & K.	60	8909	188		Christian				0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0
KGEM	Boise	B	1140	10.0	10.00	c	Journal Bcst Group	46	9807		g1	Adlt Stndrd	450	0.44	5.4	3.3	3.6	5.2	3.9	4.9	3.6	2.5	5.3
KTIK	Nampa	B	1350	5.0	0.60		Diamond	62	9512			Sprts/Talk	300	1.06	1.5	1.3	2.2	1.1	1.5	2.0	1.1	1.6	1.1
KCID	Caldwell	C	1490	1.0	1.00	c	Journal Bcst Group	47	9807		g1	AC	50		0.6	0.0	0.4	0.0	1.1	0.0	0.0	0.0	0.0
# AM Stations -				10	# Combos -				6	AM TOTALS				23.2	16.5	21.1	18.9	20.3	21.4	18.5	18.4	23.1	
AM & FM Stations Profiled -				26	# Duopolies -				9	Total Local Commercial Share				85.8	87.3	82.3	86.5	87.9	88.6	83.8	87.6		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 125
Revenue Rank: 102

Saginaw-Bay City-Midland Market Overview



Metro Counties / Population (000)

Bay, MI	110.1
Midland, MI	82.2
Saginaw, MI	210.1
Total	402.4

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$12,700	\$14,200	\$15,800	\$16,400	\$17,200	\$17,300	6.3%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	8.1%	\$18,700	\$20,200	\$21,200	\$22,700	\$23,600	6.0%

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	\$3.54/1,000	\$3.85/1,000	\$4.42/1,000	Local 76%
Revenue/Capita	\$31.58	\$42.99	\$59.09	National 24%

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	402.1	402.4	0.0%	402.4	399.4	-0.1%
Households	150.2	151.4	0.2%	151.4	152.8	0.2%
Retail Sales	3,587.9	4,492.6	4.6%	4,492.6	5,342.1	3.5%
EBI	5,795.1	6,349.6	1.8%	6,349.6	7,600.7	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	\$ 34,022		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	8	2	3	10	13	6	19
Tot 12+	25.7	22.5	20.9	68.0	69.1	12.3	81.4
Avg 12+	3.2	11.3	7.0	6.8	5.3	2.1	4.3
Tot LCS	31.6	27.6	25.7	83.5	84.9	15.1	100.0
Avg LCS	3.9	13.8	8.6	8.4	6.5	2.5	5.3

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)							
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
WKQZ	Midland	C2	93.3	39.0	554	d	Citadel Comm Corp	76	9902	35,000	d2	AOR	1,600	0.81	10.6	8.3	8.3	8.4	8.4	9.7	9.4	7.3	8.2
WCEN	Mt. Pleasant	C1	94.5	100.0	981	a	Wilks Bcstg LLC	63	0007 p	6,000	c2	Country	1,300	1.48	4.7	4.9	3.3	3.4	3.7	4.3	3.5	2.9	4.7
WHNN	Bay City	C	96.1	100.0	1020		Citadel Comm Corp	47	0002		g4	Oldies	2,800	1.36	11.0	10.8	9.3	10.0	11.2	8.2	9.8	8.6	9.3
WEEG	Essexville	A	97.3	3.0	328		MacDonald Bcstg Co	92	9811	512		Clsc Rock	300	0.41	3.9	2.6	3.7	3.0	3.2	3.1	2.7	3.4	3.6
WMRX	Beaverton	A	97.7	2.0	400	c	Maines Bcstg	80	9208		st	Adlt Stndrd	200		0.7	0.6	0.2	0.8	0.6	0.4	0.2	1.0	0.6
WKCQ	Saginaw	B	98.1	50.0	492	b	MacDonald Bcstg Co	47				Country	3,100	1.11	15.0	12.2	13.0	9.4	8.3	13.0	13.3	10.0	12.7
WTCF	Carrollton	A	100.5	3.0	328		Wilks Bcstg LLC	91	0008	16,200	d1	Hot AC	1,225	0.81	8.1	3.7	6.5	6.8	6.6	6.6	6.1	6.5	7.1
WYLZ	Pinconning	A	100.9	2.6	495	d	Citadel Comm Corp	84	9902		d2	Clsc Rock	250	1.22	1.1	0.8	0.9	1.0	0.9	0.8	1.0	1.1	0.7
WPRJ	Coleman	A	101.7	4.6	374		Come Together Mins	92				ChrsContemp				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WIOG	Bay City	B	102.5	86.0	801	d	Citadel Comm Corp	61	9902		d2	Hot AC	2,150	1.20	9.6	10.8	9.5	10.2	7.3	9.9	6.3	7.5	7.7
WILZ	Saginaw	A	104.5	2.9	413	d	Citadel Comm Corp	92	9902		d2	Clsc Rock	550	1.05	2.8	3.5	3.3	2.6	2.8	2.3	3.1	2.1	1.7
WGER	Saginaw	A	106.3	2.1	381	a	Wilks Bcstg LLC	69	0008		d1	Soft Rock	1,200	0.96	6.7	4.3	5.0	5.0	5.5	5.4	5.5	4.8	6.2
WTLZ	Saginaw	A	107.1	4.9 cp	361		Cumulus Bcstg Inc	68	0010		g	Urban AC	900	0.78	6.2	6.5	6.1	4.6	5.7	5.0	4.3	6.1	4.9
# FM Stations -					13	# Combos -					8	FM TOTALS			80.4	69.0	69.1	65.2	64.2	68.7	65.2	61.3	67.4

AM Stations

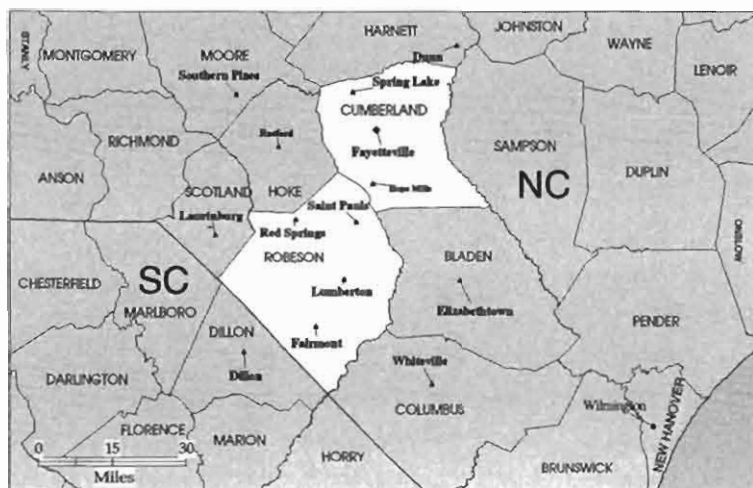
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1999 Est Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
WSGW	Saginaw	B	790	5.0	1.00	a	Wilks Bcstg LLC	50	0008		d1	News/Talk	1,800	0.85	11.3	8.5	7.1	9.8	9.2	7.8	10.2	10.0	8.8
WCEN	Mt. Pleasant	B	1150	1.0	0.50	a	Wilks Bcstg LLC	49	0007 p		c2	News/Talk				0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WKNX	Bay City	B	1250	1.0	0.00		Frankenmuth Bcstg	47	9707	210		Oldies	375	1.82	1.1	0.4	0.6	1.0	0.8	1.2	0.4	1.0	1.1
WSAM	Saginaw	C	1400	1.0	1.00	b	MacDonald Bcstg Co	40	6211			AC	350	0.37	5.1	3.5	3.3	4.6	4.4	3.7	3.7	4.8	4.3
WMAX	Bay City	B	1440	5.0	2.50		Saginaw Bay Bcstg	25	9204		na	Sprts/Talk	225	1.20	1.0	0.8	0.7	1.0	0.9	0.6	1.0	1.0	0.7
WMPX	Midland	C	1490	1.0	1.00	c	Maines Bcstg	48	9212		st	Adlt Stndrd	350		0.9	0.6	0.6	1.0	0.5	0.4	0.4	1.3	0.7
# AM Stations -					6	# Combos -					4	AM TOTALS			19.4	14.2	12.3	17.4	15.8	13.7	15.7	18.1	15.6
AM & FM Stations Profiled -					19	# Duopolies -					6	Total Local Commercial Share			83.2	81.4	82.6	80.0	82.4	80.9	79.4	83.0	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 126

Revenue Rank: 97

Fayetteville, NC Market Overview



Metro Counties / Population (000)

Cumberland, NC	287.8
Robeson, NC	117.3
Total	405.1

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$10,200	\$11,400	\$12,400	\$13,800	\$15,600	\$18,300	12.4%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	7.7%	\$19,700	\$21,700	\$23,400	\$25,700	\$27,800	9.0%
	1993	1998	2003	Est. Breakout			
Revenue/Retail Sales	\$3.57/1,000	\$3.93/1,000	\$4.24/1,000	Local	85%		
Revenue/Capita	\$25.80	\$45.17	\$67.69	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	395.3	405.1	0.5%	405.1	410.7	0.3%
Households	133.5	136.5	0.4%	136.5	140.5	0.6%
Retail Sales	2,855.1	4,660.0	10.3%	4,660.0	6,553.3	7.1%
EBI	4,618.9	5,841.6	4.8%	5,841.6	7,898.0	6.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	204.4	37.8	19.1	32.2	34.7	30.3	23.1	27.2
Women (000)	200.7	36.7	18.5	21.5	30.7	31.1	25.7	36.4
Total	405.1	74.6	37.6	53.7	65.5	61.4	48.8	63.6
Percentage	100.0%	18.4%	9.3%	13.2%	16.2%	15.1%	12.1%	15.7%
Per Capita	\$ 14,420			Median Household	\$ 35,539		Avg Household	\$ 42,796
Ethnic Population:	White	54.7%	Black	29.5%	Asian	2.6%	Hispanic	6.9%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		9	7	12	13	25
Tot 12+	2.3		62.1	58.3	64.4	9.0	73.4
Avg 12+	0.8		6.9	8.3	5.4	0.7	2.9
Tot LCS	3.1		84.6	79.4	87.7	12.3	100.0
Avg LCS	1.0		9.4	11.3	7.3	0.9	4.0

Competitive Overview

Some stations also rated in markets 173, 175 and 198.

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)													
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996						
WEGX	Dillon	C	92.9	100.0	cp	1801		Root Comm Group	54	9710	See (197)		Country	n/a	1.8	1.5	1.5	1.0	1.7	2.5	2.2	1.2	1.2					
WKML	Lumberton	C	95.7	100.0		1044	c	Beasley Bcst Group	60			4,300	Country	1.08	20.2	15.4	12.3	14.9	16.1	11.9	11.3	14.0	13.9					
WFLB	Laurinburg	C	96.5	100.0		1043	c	Beasley Bcst Group	51	9607	6,900	c4	Oldies	1.17	9.3	8.1	5.2	7.0	7.2	7.6	6.7	7.1	7.0					
WQSM	Fayetteville	C1	98.1	100.0		830	b	Cumulus Bcstg Inc	47	9909 p		g4	Hot AC	1.36	10.8	8.5	12.0	10.0	6.6	7.4	9.1	7.9	8.5					
WZFX	Whiteville	C1	99.1	100.0		981	c	Beasley Bcst Group	62	9705	11,500	+	Urban	0.98	21.3	15.4	14.9	16.5	16.1	15.8	16.6	16.2	14.1					
WSTS	Fairmont	C2	100.9	50.0	cp	492	d	Pro Media Inc	75	8612	600	c1	Gospel	0.76	3.0	2.3	1.5	1.8	2.8	2.3	2.6	2.1	3.1					
WFNC	Lumberton	A	102.3	3.0		269	b	Cumulus Bcstg Inc	64	9909 p		g4	News/Talk		0.5	0.6	0.5	0.4	0.4	0.6	0.4	0.6	0.6					
WRCQ	Dunn	C2	103.5	47.5		502	b	Cumulus Bcstg Inc	71	9909 p		g4	Rock	0.88	6.9	4.2	5.8	5.5	5.1	5.1	7.1	4.8	5.8					
WCCG	Hope Mills	A	104.5	6.0		27		Carson, James E.	97				Variety Hit	0.66	2.7	1.7	1.8	2.7	1.5	2.1	1.6	0.0	0.0					
WGQR	Elizabethtown	A	105.7	4.3		387	a	Sound Bus Elizabeth	89	9806	525	c2	Oldies		0.5	0.0	0.0	0.4	0.4	0.8	0.0	0.0	0.4					
WKQB	Southern Pines	C2	106.9	50.0	cp	492		Cumulus Bcstg Inc	73	0007 p	6,150		Cisc Rock	1.67	4.1	1.9	3.8	2.7	3.6	5.3	5.7	3.1	3.1					
WUKS	St. Pauls	C3	107.7	5.2		656	c	Beasley Bcst Group	94	9707	1,200	c5	Urban	0.49	4.9	4.8	5.0	3.5	4.0	4.3	4.0	9.0	7.0					
# FM Stations -				12				# Combos -				9				FM TOTALS				86.0	64.4	64.3	66.4	65.5	65.7	67.3	66.0	64.7

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)												
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996					
WTSB	Lumberton	B	580	0.5	0.07		Willis Bcstg Corp	54	9707	75		Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0				
WFNC	Fayetteville	B	640	10.0	1.00	b	Cumulus Bcstg Inc	40	9909 p		g4	News/Talk	1,100	1.16	4.8	3.1	3.6	3.3	4.0	4.3	5.3	3.8	5.0					
WFMO	Fairmont	B	860	1.0	0.01	d	Pro Media Inc	53	8612		c1	1	Gospel	0.85	1.2	0.6	1.7	1.0	0.9	2.3	0.8	1.9	2.3					
WKKE	St. Pauls	B	1080	50.0	cp	0.00	Locklear, Ferris Y	66	9207	74		Gospel			2.2	0.6	0.8	1.6	1.7	2.5	0.6	0.0	1.5					
WYRU	Red Springs	B	1160	5.0	0.25		Beasley Bcst Group	70	9707		c5	Gospel	100		0.8	0.8	0.0	0.6	0.6	0.4	0.0	0.4	0.0					
WFAY	Fayetteville	C	1230	1.0	1.00		Colonial Radio	47	9512	175		Nws/Tlk/Spt	250		0.5	0.0	0.0	0.4	0.4	0.0	0.4	0.6	0.4					
WAGR	Lumberton	C	1340	1.0	1.00		WAGR Bcstg Inc	46	9808	50		Black Gospl				0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
WMFA	Raeford	C	1400	1.0	1.00		W&V Bcstg	63	9307	12		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0					
WBLA	Elizabethtown	B	1440	5.0	0.20	a	Sound Bus Elizabeth	56	9806		c2	Oldies	25			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
WKES	Spring Lake	C	1450	1.0	1.00		Colonial Radio	63	9912			Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
WEWO	Laurinburg	B	1460	5.0	5.00		Service Media	47	9807	150		Black Gospl				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
WAZZ	Fayetteville	C	1490	1.0	1.00	c	Beasley Bcst Group	47	9612	229		Adlt Stndrd	100	0.46	1.1	0.4	0.7	0.6	1.1	0.4	0.0	1.0	0.0					
WIDU	Fayetteville	B	1600	5.0	0.15		WIDU Inc	58	8807		1	Gospl/Talk	350	0.52	3.4	2.9	3.1	3.3	1.9	2.3	4.2	3.7	2.3					
# AM Stations -				13				# Combos -				4				AM TOTALS				14.0	9.0	9.9	10.8	10.6	12.2	11.3	11.8	11.5
AM & FM Stations Profiled -				25				# Duopolies -				6				Total Local Commercial Share				73.4	74.2	77.2	76.1	77.9	78.6	77.8	76.2	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 127
Revenue Rank: 143

Beaumont-Port Arthur, TX Market Overview



Metro Counties / Population (000)

Hardin, TX	48.4
Jefferson, TX	249.8
Orange, TX	84.7
Total	382.9

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$7,800	\$8,900	\$9,300	\$10,300	\$11,300	\$12,400
Δ 98 - 99	4.0%	1999	2000	2001	2002	2003	Δ 99 - 03
		\$12,900	\$13,600	\$14,300	\$15,200	\$15,800	5.2%
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
	\$2.59/1,000	\$3.50/1,000	\$3.81/1,000	Local	90%		
Revenue/Capita	\$21.02	\$32.38	\$41.30	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	371.1	382.9	0.6%	382.9	382.6	0.0%
Households	138.0	142.3	0.6%	142.3	144.8	0.3%
Retail Sales	3,015.1	3,544.9	3.3%	3,544.9	4,143.5	3.2%
EBI	5,174.5	5,653.8	1.8%	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	40.4
Women (000)	197.1	31.3	17.2	15.6	24.4	29.2	26.6	52.8
Total	382.9	64.5	35.2	31.2	48.5	58.4	51.8	93.2
Percentage	100.0%	16.8%	9.2%	8.2%	12.7%	15.2%	13.5%	24.4%
Per Capita	\$ 14,766	Median Household		\$ 33,461	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	10	21
Tot 12+			61.1	55.9	61.1	12.7	73.8
Avg 12+			5.6	8.0	5.6	1.3	3.5
Tot LCS			82.8	75.7	82.8	17.2	100.0
Avg LCS			7.5	10.8	7.5	1.7	4.8

Competitive Overview

Some stations also rated in Houston.

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)							
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
KTFA	Groves	C2	92.5	50.0	440	c	City Gate Media Inc	83			ChrsContemp	325	0.55	4.6	4.8	2.3	3.6	3.2	2.3	2.2	3.9	3.7
KOVE	Port Arthur	C	93.3	100.0	1952		Hispanic Bcstg Corp	92 9702			Intl/Span	n/a		0.3	0.0	0.8	0.4	0.0	0.0	0.9	0.9	1.3
KQXY	Beaumont	C	94.1	100.0	1099	d	Cumulus Bcstg Inc	66 9804	10,500	d1	CHR	1,625	1.31	9.6	8.6	9.0	8.1	6.1	11.4	7.5	8.8	8.0
KYKR	Beaumont	C1	95.1	100.0	430	a	Clear Channel	69 0008		g	Country	1,725	1.05	12.7	8.1	7.0	9.4	9.5	14.4	11.5	9.8	11.9
• KAYD	Beaumont	C	97.5	100.0	1955	d	Cumulus Bcstg Inc	48 9804		d1	Country	2,650	1.23	16.7	10.4	9.8	13.5	11.2	10.4	13.5	11.3	9.5
• KTJM	Port Arthur	C	98.5	100.0	1952	b	El Dorado Comm	63 0003 p	See (10)		Oldies	n/a		4.6	3.4	6.2	4.0	2.7	3.0	1.8	2.0	3.2
KLOI	Silsbee	C3	101.7	11.0	472	e	Proctor-Williams Inc	80 9811	400	c1	Country				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	3,600		Urban	1,075	0.53	15.8	14.5	13.0	9.6	13.9	6.7	6.9	7.0	6.3
KKMY	Orange	C1	104.5	100.0	400	a	Clear Channel	72 0008		g	AC	1,450	1.29	8.7	4.3	8.1	6.7	6.1	6.7	9.1	8.6	6.7
KIOC	Orange	C	106.1	100.0	1060	a	Clear Channel	77 0008		g	AOR	1,250	1.02	9.5	5.2	7.1	6.5	7.6	9.0	4.2	4.1	5.2
KXTJ	Beaumont	C	107.9	100.0	1952		El Dorado Comm	67 9305	See (10)		Mexican	n/a			1.8	0.8	0.0	0.0	0.0	0.0	0.0	0.0
# FM Stations -					11	# Combos -		8	FM TOTALS				82.5	61.1	64.1	61.8	60.3	63.9	57.6	56.4	55.8	

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)†/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
KLVI	Beaumont	B	560	5.0	5.00	a	Clear Channel	24 0008		g	News/Talk	2,000	1.58	9.8	7.2	6.4	5.8	8.8	6.5	8.0	7.0	9.3
KZZB	Beaumont	B	990	1.0	1.00		Martin Bcstg Inc	47 9208	70		Gospel	50	0.28	1.4	2.3	0.0	1.1	1.0	0.0	0.7	0.7	0.6
KUHD	Port Neches	B	1150	0.5	0.06		Vision Latina Bcstg	59 9612		nc	Nws/Cst/Spn				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KDEI	Port Arthur	B	1250	5.0	1.00		Radio Maria Inc	34 9910		c3	Gospl/RhyBl	175	0.32	4.3	0.0	1.4	1.8	4.6	2.8	5.1	4.8	5.0
KSET	Silsbee	.0	1300	0.5	0.06	e	Proctor-Williams Inc	59 9811		c1	Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KOLE	Port Arthur	C	1340	1.0	1.00	c	City Gate Media Inc	47 9510	80		Chrst/Talk	150		0.7	0.7	0.0	0.4	0.7	0.0	0.0	0.0	0.9
KRCM	Beaumont	B	1380	1.0	0.13		Melton, Lee	47 9411		na	Religion				0.5	0.0	0.0	0.0	0.0	0.0	0.7	1.1
KIKR	Beaumont	C	1450	1.0	1.00	d	Cumulus Bcstg Inc	38 9804		d1	Country	25		0.1	0.0	0.0	0.0	0.2	0.0	0.2	0.5	0.2
KQHN	Nederland	B	1510	5.0	0.00	d	Cumulus Bcstg Inc	69 9804		d1	Black Gospl	50			2.0	2.2	0.0	0.0	0.0	1.3	0.0	0.0
KOGT	Orange	B	1600	1.0	1.00		G-CAP	48 9208	250		Country	300	1.79	1.3	0.0	0.7	0.7	1.2	0.9	1.1	0.7	0.6
# AM Stations -					10	# Combos -		5	AM TOTALS				17.6	12.7	10.7	9.8	16.5	10.2	16.4	14.4	17.7	
AM & FM Stations Profiled -					21	# Duopolies -		5	Total Local Commercial Share				73.8	74.8	71.6	76.8	74.1	74.0	70.8	73.5		

• Indicates a change since last edition

†/ See introduction section for interpretation of revenue estimates.

Metro Rank: 128

Revenue Rank: 92

Reno, NV Market Overview



Metro Counties / Population (000)

Carson City, NV	52.6
Washoe, NV	312.7
Total	365.3

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$11,800	\$13,100	\$13,700	\$14,600	\$15,500	\$17,100	7.7%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	17.0%	\$20,000	\$22,000	\$24,200	\$26,600	\$29,200	10.0%

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	\$3.10/1,000	\$3.37/1,000	\$4.17/1,000	Local 85%
Revenue/Capita	\$36.99	\$46.81	\$72.96	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	319.0	365.3	2.7%	365.3	400.2	1.8%
Households	127.5	145.7	2.7%	145.7	160.6	2.0%
Retail Sales	3,804.4	5,074.7	5.9%	5,074.7	6,995.6	6.6%
EBI	5,679.7	7,496.1	5.7%	7,496.1	10,739.0	7.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	186.1	28.5	12.9	16.1	28.9	34.7	29.1	36.0
Women (000)	179.2	26.7	12.2	14.9	26.1	32.3	27.3	39.8
Total	365.3	55.2	25.1	31.0	55.0	66.9	56.3	75.8
Percentage	100.0%	15.1%	6.9%	8.5%	15.0%	18.3%	15.4%	20.8%
Per Capita	\$ 20,520							
				Median Household	\$ 40,841		Avg Household	\$ 51,449
Ethnic Population:	White 90.0%		Black 2.5%		Asian 5.1%		Hispanic 13.7%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		14	14	17	10	27
Tot 12+	9.2		64.9	70.1	74.1	17.6	91.7
Avg 12+	3.1		4.6	5.0	4.4	1.8	3.4
Tot LCS	10.0		70.8	76.4	80.8	19.2	100.0
Avg LCS	3.3		5.1	5.5	4.8	1.9	3.7

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		Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
KJZS	Sparks	A	92.1	4.1	390	a	NextMedia Group	93	0005	1,300		Smooth Jazz	250	1.04	1.2	3.1	2.1	0.6	1.6	0.8	0.8	0.9	0.4
KNHK	Reno	C	92.9	45.0	2654	e	Citadel Comm Corp	90	9707	1,300	1	Clsc Rock	750	0.89	4.2	2.7	4.7	4.6	3.0	4.8	3.0	6.8	0.0
KGVN	Sun Valley	A	93.7	3.6	423		Finn Bcstg Corp	98			1	Oldies			0.4	1.3	1.4	0.8	0.0	0.0	0.0	0.0	0.0
KHXR	Sun Valley	C3	94.5	12.0	459	d	Lotus Comm Corp	99				Country	100			2.3	1.6	0.0	0.0	0.0	0.0	0.0	0.0
KNEV	Reno	C	95.5	60.0	2280	e	Citadel Comm Corp	53	9304	500	1	AC	1,800	1.64	5.5	4.6	3.6	5.6	4.4	5.8	6.2	4.7	5.8
KLCA	Tahoe City	C1	96.5	6.1	2963	f	Americom	85	9603	1,225		Modern Rock	1,250	0.89	7.0	4.6	4.7	7.0	5.6	4.6	4.8	4.7	5.6
KWNZ	Carson City	C	97.3	87.1	2114	f	Americom	72	9806		sw	Rhythm/Blue	750	0.46	8.1	6.3	5.7	6.0	8.6	6.7	4.2	5.3	9.4
KBUL	Carson City	C	98.1	72.0	2293	e	Citadel Comm Corp	85	9212	1,300	1	Country	3,200	1.58	10.1	7.3	11.3	7.9	10.4	11.2	9.6	11.3	8.2
KTHX	Incline Village	C2	100.1	0.8	2956	b	NextMedia Group	83	0003		na	AAA	875	1.18	3.7	3.8	4.5	2.9	3.8	3.1	3.6	3.8	1.1
KRZQ	Sparks	A	100.9	6.1	2963	b	NextMedia Group	83	0003		na	Alternative	900	0.71	6.3	4.8	5.6	7.2	4.2	6.0	5.2	4.3	2.6
KRNV	Reno	C3	101.7	11.0	492		Entravision Comm	86	0004		g4	Spanish	700	1.09	3.2	2.3	3.3	2.9	2.8	1.9	2.6	3.0	2.4
KZZF	S. Lake Tahoe	C	102.9	39.0	2927	c	Silverado Bcstg Co	66	0007 p	3,600	c3	Oldies			0.2	0.4	0.4	0.0	0.4	0.0	0.8	0.4	0.6
KODS	Carnelian	C1	103.7	5.9	2986	f	Americom	70	8508	495		Oldies	950	0.97	4.9	4.8	4.4	4.8	4.0	6.5	4.0	6.4	5.4
KDOT	Reno	C	104.5	25.0	2930	d	Lotus Comm Corp	66	9305	600	c1	AOR	1,625	0.92	8.8	7.1	7.3	7.5	8.4	5.8	5.8	3.0	4.3
KOZZ	Reno	C	105.7	75.0	2179	d	Lotus Comm Corp	69	7801			Clsc Rock	2,350	1.55	7.6	6.1	3.7	6.2	7.6	5.8	4.8	6.2	5.2
KRNO	Reno	C	106.9	37.0	2989	f	Americom	74	9806		sw	Soft AC	1,300	0.87	7.5	7.8	6.2	7.5	6.0	6.7	5.6	4.5	7.9
KSRN	Kings Beach	C3	107.7	0.2	2868	a	NextMedia Group	94	0005	1,175		Adlt Strndrd	400	0.56	3.6	4.8	3.3	4.1	2.4	2.9	3.4	4.1	4.7
# FM Stations -					17	# Combos -					15	FM TOTALS			82.3	74.1	73.8	75.6	73.2	72.6	64.4	69.4	63.6

AM Stations

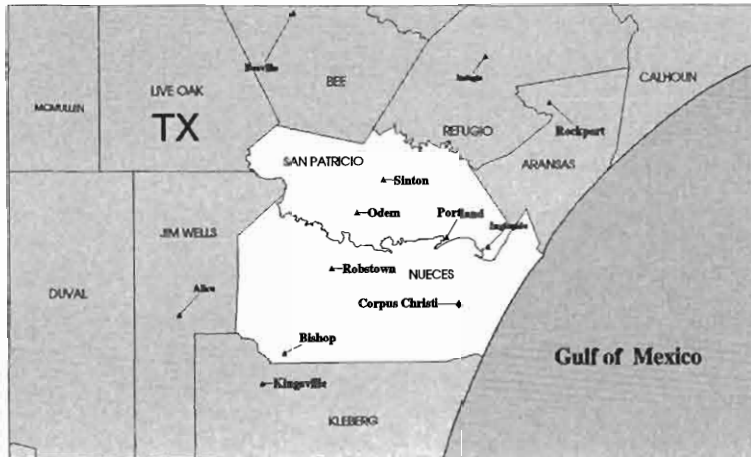
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1999 Est		Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
KPTT	Reno	B	630	5.0	1.00	d	Lotus Comm Corp	28	9512	350		Nws/Tlk/Spt	125		0.8	1.0	1.2	0.8	0.6	1.0	0.8	0.9	0.6
KKOH	Reno	B	780	50.0	50.00	e	Citadel Comm Corp	70	9212		g	News/Talk	2,100	1.08	9.7	9.9	9.1	8.3	9.2	7.9	12.0	11.1	10.3
KIHM	Reno	B	920	4.6	0.85		Thomas Aquinas	46	9606	170		Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KCBN	Reno	C	1230	0.8	0.82	f	Americom	63	9806		sw	Nostalgia	25	0.05	2.6	3.8	1.2	1.7	3.0	3.3	4.8	4.1	3.0
KPLY	Sparks	B	1270	12.5	5.00	f	Americom	60	9604		c2	Sprts/Talk	200	0.40	2.5	1.9	3.4	2.7	1.8	3.5	2.8	1.9	3.4
KPTL	Carson City	B	1300	5.0	0.50	c	Silverado Bcstg Co	55	0007 p		c3	Oldies				0.4	0.5	0.0	0.0	0.6	0.6	0.0	0.0
KXEQ	Reno	C	1340	1.0	0.98		Collantes, Rolando	46	9110	30		Mexican			0.8	0.0	1.2	0.6	0.8	1.2	1.8	2.6	0.9
KHIT	Reno	C	1450	1.0	1.00	d	Lotus Comm Corp	55	6709			Sports	125		0.2	0.0	0.6	0.4	0.0	0.8	0.0	0.0	0.2
KXTO	Reno	B	1550	2.5	0.09		First Bcstg of NV	89				Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KQLO	Sun Valley	B	1590	5.0	0.07		Thomas Aquinas	84	9912	165	2	Varty/Span	200	1.00	1.0	0.6	0.0	0.0	1.8	0.8	1.8	1.1	1.3
# AM Stations -					10	# Combos -					6	AM TOTALS			17.6	17.6	17.2	14.5	17.2	19.1	24.6	21.7	19.7
AM & FM Stations Profiled -					27	# Duopolies -					10	Total Local Commercial Share			91.7	91.0	90.1	90.4	91.7	89.0	91.1	83.3	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 129

Revenue Rank: 150

Corpus Christi, TX Market Overview



Metro Counties / Population (000)

Nueces, TX	315.0
San Patricio, TX	68.3
Total	383.3

Market Radio Financials

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$9,200	\$10,300	\$10,400	\$10,600	\$11,200	\$12,000	5.5%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	1.7%	\$12,200	\$12,600	\$12,800	\$13,200	\$13,500	2.5%

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	\$3.40/1,000	\$3.59/1,000	\$3.28/1,000	Local 80%
Revenue/Capita	\$25.12	\$31.31	\$33.31	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	366.2	383.3	0.9%	383.3	405.3	1.1%
Households	124.0	130.0	0.9%	130.0	139.0	1.3%
Retail Sales	2,707.0	3,343.5	4.3%	3,343.5	4,114.1	4.2%
EBI	4,861.5	5,399.1	2.1%	5,399.1	7,051.9	5.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	188.5	37.5	20.2	17.1	26.3	30.3	24.0	33.0
Women (000)	194.8	35.6	19.5	16.8	26.0	30.4	25.4	41.2
Total	383.3	73.1	39.7	33.9	52.3	60.8	49.4	74.2
Percentage	100.0%	19.1%	10.4%	8.8%	13.7%	15.8%	12.9%	19.3%
Per Capita	\$ 14,086							
				Median Household	\$ 31,688		Avg Household	\$ 41,531
Ethnic Population:	White	94.3%	Black	4.1%	Asian	1.2%	Hispanic	59.1%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		18	14	20	9	29
Tot 12+	3.5		71.5	70.5	75.0	10.0	85.0
Avg 12+	1.8		4.0	5.0	3.8	1.1	2.9
Tot LCS	4.1		84.1	82.9	88.2	11.8	100.0
Avg LCS	2.1		4.7	5.9	4.4	1.3	3.4

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)!	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
KKBA	Kingsville	C2	92.7	12.6	cp	869	Malkan Bcst Assoc	81			Soft Rock	700	1.04	5.5	5.3	3.8	3.6	5.6	4.8	3.4	5.0	4.9
• KMXR	Corpus Christi	C1	93.9	100.0	cp	932	c Clear Channel	70	0008	g	Oldies	800	1.31	5.0	3.3	3.0	4.2	4.1	5.2	4.8	5.8	4.9
KBSO	Corpus Christi	C3	94.7	25.0		285	d Davila, Manuel	92			Rock	700	1.51	3.8	0.8	2.0	3.4	3.0	0.8	1.2	1.2	2.2
KZFM	Corpus Christi	C	95.5	100.0		994	b Malkan Bcst Assoc	64	7910		CHR	1,000	0.88	9.3	6.2	6.9	8.0	7.5	8.8	11.8	11.3	13.0
KLTG	Corpus Christi	C1	96.5	97.0		955	a Equicom, Inc	67	9805	7,000	d2 Hot AC	500	1.58	2.6	2.9	4.3	2.3	2.1	3.2	3.6	5.0	6.1
KFTX	Kingsville	C1	97.5	97.0		955	Dobson, Tom &	70	8902	800	Country	250	1.14	1.8	3.9	3.6	1.1	1.9	3.6	2.2	2.6	3.3
KYTX	Beeville	C2	97.9	34.0		584	Shaffer Comm	88	9510	380	Adlt Stndrd				0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KLHB	Odem	C2	98.3	50.0	cp	433	Rodriguez Comm	85	0005	na	1 Tejano	425	0.54	6.5	2.9	3.5	5.0	5.8	8.6	4.8	2.2	2.8
KRYS	Corpus Christi	C1	99.1	97.0		932	c Clear Channel	83	0008	g	Country	1,900	1.62	9.6	8.6	8.5	8.2	7.9	8.4	9.0	9.9	8.1
KSAB	Robstown	C1	99.9	97.0		955	c Clear Channel	66	0008	g	Tejano	1,200	0.96	10.2	8.6	7.9	10.3	6.7	5.6	7.2	8.5	10.8
KNCN	Sinton	C1	101.3	100.0		361	c Clear Channel	72	0008	g	AOR	1,175	1.22	7.9	7.0	6.3	7.5	5.6	6.0	4.6	6.5	4.3
KBTE	Rockport	C2	102.3	50.0	cp	446	e Pacific Broadcasting	86	9805	1,775	d1 CHR	475	0.81	4.8	6.8	5.6	4.0	4.1	4.4	2.4	2.8	2.4
KNDA	Alice	C2	102.9	50.0		492	Guerra Enterprises	74	9507	650	Tejano			1.7	2.1	0.9	1.0	1.9	1.0	2.0	1.2	1.2
KOUL	Sinton	C1	103.7	100.0		942	a Equicom, Inc	68	9805		d2 Country	700	1.55	3.7	3.9	3.5	3.3	2.8	5.4	5.6	6.0	5.7
KKPN	Gregory	C3	104.5	14.0		446	Pacific Broadcasting	98			Modern AC	650	0.75	7.1	4.3	5.0	5.6	6.2	0.0	0.0	0.0	0.0
KMIQ	Robstown	A	105.1	3.0		299	f Cotton Bcstg	89			Spanish	100		0.7	0.4	0.0	0.8	0.4	0.4	0.8	1.4	1.0
KRAD	Portland	A	105.5	1.9		361	a Equicom, Inc	79	9805		d2 Modern Rock	350	0.68	4.2	3.1	2.9	2.7	4.3	3.8	3.8	4.4	3.5
KTKY	Refugio	C3	106.1	25.0		328	e Pacific Broadcasting	79	9805		d1 Oldies			0.4	0.8	0.7	0.0	0.6	0.4	1.2	0.8	0.0
• KFLZ	Bishop	C3	106.9	25.0		299	d Davila, Manuel	80	9607	550	1 Mexican				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KCCG	Ingleside	C3	107.3	14.0	cp	446	Pacific Broadcasting	96	9801	450	Rhymc/Oldes	350	0.65	4.4	3.7	3.3	2.7	4.7	4.0	2.6	0.8	0.0
# FM Stations -				20				# Combos - 13				FM TOTALS		89.2	75.0	71.7	73.7	75.2	74.4	71.0	75.4	74.2

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)!	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
KCTA	Corpus Christi	B	1030	50.0	cp	0.00	Bcstg Corp	59				Religion	100		0.2	0.4	0.7	0.0	0.4	0.4	0.4	0.6	1.0
• KOCT	Corpus Christi	B	1150	1.0		0.50	d Davila, Manuel	54	7408			Christian			0.7	0.4	1.0	0.8	0.4	0.6	1.6	0.8	0.8
KSIX	Corpus Christi	C	1230	1.0		1.00	Corpus Christi Bcstg	47				News	75		0.6	0.8	0.9	0.4	0.6	0.8	1.2	0.6	0.8
KINE	Kingsville	B	1330	1.0		0.28	f Cotton Bcstg	48				Span/Chrst				0.0	0.0	0.0	0.0	0.8	1.8	0.0	0.0
KRYS	Corpus Christi	B	1360	1.0		1.00	c Clear Channel	27	0008		g	Children	50		0.7	0.0	0.0	0.8	0.4	0.8	0.2	0.4	0.6
KUNO	Corpus Christi	C	1400	1.0		1.00	c Clear Channel	50	0008		g	Spanish	200	0.53	3.1	3.9	4.4	2.7	2.4	5.2	5.0	4.6	3.5
KEYS	Corpus Christi	B	1440	1.0		1.00	b Malkan Bcst Assoc	41	6612			Nws/Tlk/Spt	500	0.75	5.5	4.5	5.8	3.3	6.0	3.2	3.4	3.8	4.5
KGLF	Robstown	B	1510	0.5		0.00	The Worship Center	63	9801	230		Religion				0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0
KDAE	Sinton	B	1590	1.0		0.50	The Worship Center	54	9902	500		Religion				0.0	0.0	0.0	0.0	1.0	0.8	0.8	1.0
# AM Stations -				9				# Combos - 5				AM TOTALS		10.8	10.0	12.8	8.0	10.2	12.8	15.6	11.6	12.2	
AM & FM Stations Profiled -				29				# Duopolies - 9				Total Local Commercial Share		85.0	84.5	81.7	85.4	87.2	86.6	87.0	86.4		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 130
Revenue Rank: 128

Shreveport, LA Market Overview



Metro Counties / Population (000)

Bossier, LA	94.7
Caddo, LA	239.9
Webster, LA	42.7
Total	377.3

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$9,200	\$10,500	\$12,200	\$12,400	\$13,000	\$14,000	
Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03	
2.9%	\$14,400	\$15,100	\$15,700	\$16,500	\$17,000	4.2%	
	1993	1998	2003				Est. Breakout
Revenue/Retail Sales	\$3.08/1,000	\$3.42/1,000	\$3.17/1,000				Local 80%
Revenue/Capita	\$24.38	\$37.11	\$44.85				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	377.3	377.3	0.0%	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	\$ 36,962			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		12	11	15	9	24
Tot 12+	6.7		67.2	72.1	73.9	12.7	86.6
Avg 12+	2.2		5.6	6.6	4.9	1.4	3.6
Tot LCS	7.7		77.6	83.3	85.3	14.7	100.0
Avg LCS	2.6		6.5	7.6	5.7	1.6	4.2

Competitive Overview

Some stations also rated in Texarkana.

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)							
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
KLKL	Benton	A	92.1	6.0	322	b	Access.1 Comm	82	0006	1,999		Oldies	850	1.79	3.3	2.8	3.9	3.3	3.1	2.9	2.8	2.3	3.8
KTKC	Springhill	C2	92.9	40.0 cp	548	d	Metropolitan Radio	75	9705	195	c1	Oldies				1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KITT	Shreveport	C	93.7	95.0	1011	c	Clear Channel	68	9905	24,000	d2	Country	650	1.05	4.3	3.5	3.9	4.4	4.4	4.0	4.1	3.9	3.4
KRUF	Shreveport	C	94.5	99.0	1096	c	Clear Channel	48	9905		d2	CHR	1,500	1.04	10.0	7.8	6.1	7.7	6.5	10.4	9.2	8.9	7.4
KSYR	Minden	C2	95.7	50.0	469	b	Access.1 Comm	78	0009	7,900	c1	CHR	400	0.77	3.6	6.0	5.0	1.6	2.8	2.9	2.0	2.7	5.3
KVKI	Shreveport	C1	96.5	95.0	797	c	Clear Channel	59	9812		d2	Soft Rock	1,700	1.53	7.7	6.0	7.9	6.3	6.6	6.9	5.7	6.8	8.2
KTAL	Texarkana	C	98.1	100.0	1362		WEHCO Media	45				Clsc Rock	600	1.23	3.4	5.5	4.8	3.7	4.0	2.4	3.1	3.4	3.4
KTUX	Carthage	C1	98.9	100.0	720	c	Clear Channel	85	9911	5,500		Rock	600	0.83	5.0	4.1	3.9	4.2	3.2	5.8	3.3	4.1	4.7
KMJJ	Shreveport	C2	99.7	50.0	463	a	Cumulus Bcstg Inc	76	0008		g	Urban	1,700	0.75	15.7	19.1	14.8	16.6	12.8	15.3	16.1	13.6	11.6
KRMD	Shreveport	C	101.1	98.0	1119	a	Cumulus Bcstg Inc	48	0008		g	Country	3,600	2.45	10.2	9.2	8.1	8.2	10.3	8.0	8.1	13.0	7.6
● KDKS	Blanchard	C3	102.1	20.0	367	b	Access.1 Comm	93	0009		c1	Urban AC	850	0.48	12.4	8.3	10.9	10.3	11.6	11.1	12.0	10.9	10.6
● KBED	Shreveport	C2	102.9	44.0 cp	525	a	Cumulus Bcstg Inc	00	0003 p		g	DARK				0.0	0.7	0.9	0.0	0.0	0.0	0.0	0.0
● KBTT	Haughton	A	103.7	6.0 cp	328	b	Access.1 Comm	98	0006	7,690	c2	Urban			3.7	0.0	2.8	4.7	5.4	2.7	5.2	3.9	1.5
KNCB	Vivian	A	105.3	1.4	459	e	North Caddo Bcstg	96				Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KYLA	Homer	C2	106.7	50.0	459		NWLA Bcstg Co	98				Country			1.9	0.9	1.1	1.4	1.9	1.1	2.4	1.8	1.5
# FM Stations -					15	# Combos -					12	FM TOTALS			81.2	74.4	73.9	73.3	72.6	73.5	74.0	75.3	69.0

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)							
																Summer 2000	Spring 2000	Winter 2000	Fall 1999	Summer 1999	Spring 1999	Winter 1999	Fall 1998
KEEL	Shreveport	B	710	50.0	5.00	c	Clear Channel	22	9905		d2	News/Talk	650	0.69	6.5	4.1	3.3	5.8	5.6	5.3	6.3	4.5	7.2
KOKA	Shreveport	B	980	5.0	0.00	b	Access.1 Comm	50	0006		c2	Gospel	700	0.69	7.0	4.1	5.7	6.5	6.4	6.0	6.8	5.5	7.0
KBCL	Bossier City	B	1070	0.3	0.00		Results Unlimited	57	8306	220		CCtmp/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KWKH	Shreveport	A	1130	50.0	50.00	c	Clear Channel	25	9905		d2	Country	200	0.53	2.6	3.0	2.2	3.5	2.4	3.3	1.7	2.3	2.1
KASO	Minden	C	1240	1.0	1.00		Greenwd Bptst	52	0008	375		Adit Stndrd	250		0.6	0.7	0.0	0.7	0.7	0.0	0.4	1.4	0.4
KFLO	Shreveport	B	1300	5.0	0.03		AMISTAD Comm Inc	75	0009 p	900		Gospel			0.2	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.6
KNCB	Vivian	B	1320	5.0	0.06	e	North Caddo Bcstg	66				Cntry/Gospl				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	0008		g	Sports	150		0.9	1.4	1.1	1.2	1.9	1.1	0.0	1.4	0.6
KIOU	Shreveport	B	1480	1.0	0.13		Metropolitan Radio	89	9707	71		Gospel			1.0	0.7	0.0	0.0	0.0	1.6	0.0	0.0	2.1
# AM Stations -					9	# Combos -					5	AM TOTALS			18.8	14.0	12.7	17.7	17.0	17.3	15.2	15.1	20.0
AM & FM Stations Profiled -					24	# Duopolies -					6	Total Local Commercial Share			88.4	86.6	91.0	89.6	90.8	89.2	90.4	89.0	

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 131
Revenue Rank: 161

Reading, PA Market Overview



Metro Counties / Population (000)

Berks, PA	357.7
	357.7

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$6,400	\$7,300	\$7,600	\$8,600	\$9,700	\$10,300	9.9%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	7.8%	\$11,100	\$12,400	\$13,400	\$14,800	\$15,800	9.2%

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	\$2.01/1,000	\$2.67/1,000	\$3.30/1,000	Local 75%
Revenue/Capita	\$18.32	\$28.80	\$43.10	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	349.3	357.7	0.5%	357.7	366.6	0.5%
Households	132.6	136.9	0.6%	136.9	142.4	0.8%
Retail Sales	3,177.4	3,861.7	4.0%	3,861.7	4,787.5	4.4%
EBI	5,737.7	6,305.5	1.9%	6,305.5	7,652.2	3.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55	
Men (000)	173.5	26.6	13.7	15.3	23.5	28.0	24.2	42.1	
Women (000)	184.2	25.4	13.0	15.8	22.7	28.2	25.2	53.9	
Total	357.7	52.0	26.7	31.2	46.3	56.2	49.3	96.0	
Percentage	100.0%	14.5%	7.5%	8.7%	12.9%	15.7%	13.8%	26.8%	
Per Capita	\$ 17,628								
				Median Household	\$ 38,811			Avg Household	\$ 46,059
Ethnic Population:	White	94.8%	Black	3.7%	Asian	1.4%	Hispanic	7.0%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations		4		1	4	3	7
Tot 12+		22.3		13.2	22.3	13.8	36.1
Avg 12+		5.6		13.2	5.6	4.6	5.2
Tot LCS		61.8		36.6	61.8	38.2	100.0
Avg LCS		15.4		36.6	15.4	12.7	14.3

Competitive Overview

Some stations also rated in Allentown and Lancaster.

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)							
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WLEV	Allentown	B	100.7	11.0	1073	Citadel Comm Corp	47	9710	See (67)		AC	n/a		9.3	1.3	2.5	3.5	3.6	4.6	4.4	5.8	4.2
WRFY	Reading	B	102.5	19.0	807	a Clear Channel	62	9607		g1	Top 40	8,200	2.04	36.3	13.2	14.7	15.0	12.7	12.9	12.2	18.6	20.4
WIOV	Ephrata	B	105.1	11.0 cp	1017	b Brill Media Co	62	8501	See (111)		Country	n/a		17.9	6.5	6.6	8.2	5.5	5.2	9.8	8.3	6.5
WBYN	Boyertown	B	107.5	30.0	610	WDAC Radio Co Inc	60	9111	4,300		Christian	750	1.65	4.1	1.3	1.9	1.6	1.5	1.0	1.8	1.9	1.0
# FM Stations -				4		# Combos -		1		FM TOTALS				67.6	22.3	25.7	28.3	23.3	23.7	28.2	34.6	32.1

AM Stations

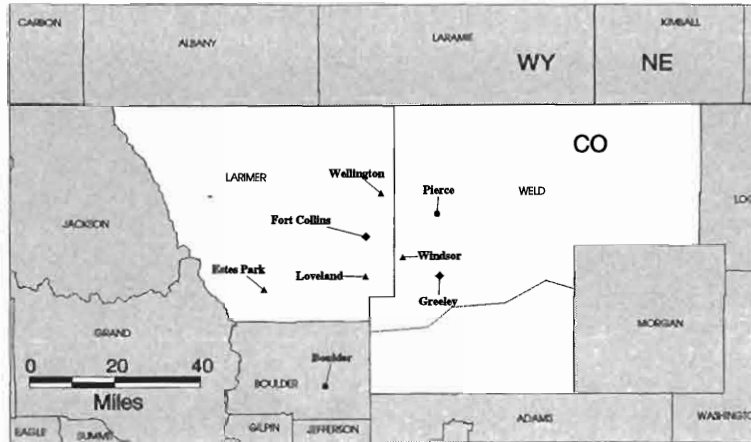
Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1999 Est Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WEEU	Reading	B	830	5.0 cp	6.00	WEEU Bcstg Co	31	4612			FullService	1,350	0.58	20.9	5.5	11.5	7.0	8.9	9.2	8.6	7.9	10.7
WIOV	Reading	C	1240	1.0	1.00	Brill Media Co	46	8108	1,900		Sports	300		0.8	1.0	0.0	0.0	0.6	0.6	0.4	0.6	0.8
WRAW	Reading	C	1340	1.0	1.00	a Clear Channel	22	9607		g1	Nostalgia	500	0.42	10.8	7.3	3.5	3.7	4.5	4.4	6.4	2.7	6.3
# AM Stations -				3		# Combos -		1		AM TOTALS				32.5	13.8	15.0	10.7	14.0	14.2	15.4	11.2	17.8
AM & FM Stations Profiled -				7		# Duopolies -		0		Total Local Commercial Share				36.1	40.7	39.0	37.3	37.9	43.6	45.8	49.9	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 132

Revenue Rank: 161

Ft Collins-Greeley, CO Market Overview



Metro Counties / Population (000)

Larimer, CO	233.1
Weld, CO	126.5
Total	359.6

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	N/A	N/A	N/A	N/A	\$8,300	\$9,300	
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	19.4%	\$11,100	\$12,700	\$14,200	\$15,700	\$17,200	11.7%

Revenue/Retail Sales	1993	1998	2003	Est. Breakout
Revenue/Capita	N/A	\$2.17/1,000	\$2.82/1,000	Local 80%
	N/A	\$23.48	\$39.12	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	322.5	396.0	2.2%	396.0	439.7	2.1%
Households	120.7	148.8	4.3%	148.8	168.1	2.5%
Retail Sales	2,668.8	4,284.1	9.9%	4,284.1	6,095.6	7.3%
EBI	4,621.0	6,126.6	5.8%	6,126.6	8,202.7	6.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	196.6	34.6	17.2	23.4	28.2	35.3	26.2	31.8
Women (000)	199.4	32.7	16.2	23.6	27.4	34.8	25.9	38.7
Total	396.0	67.3	33.5	47.0	55.6	70.1	52.1	70.5
Percentage	100.0%	17.0%	8.4%	11.9%	14.0%	17.7%	13.2%	17.8%
Per Capita	\$ 15,471							
Median Household					\$ 35,664			
Avg Household								\$ 41,173
Ethnic Population:	White	97.1%	Black	0.6%	Asian	1.6%	Hispanic	14.9%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			5	4	5	8	13
Tot 12+			17.6	17.6	17.6	5.4	23.0
Avg 12+			3.5	4.4	3.5	0.7	1.8
Tot LCS			76.5	76.5	76.5	23.5	100.0
Avg LCS			15.3	19.1	15.3	2.9	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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
• KGLL	Greeley	C1	96.1	100.0	735	a	Clear Channel	75	9905		g1	CHR	870	0.82	9.6	2.1	2.3	1.9	2.8	3.1	3.3	0.0	0.0
KUAD	Windsor	C1	99.1	100.0	696	c	Brill Media Co	75				Country	2,500	0.79	28.6	7.1	7.2	7.3	6.0	5.1	8.0	0.0	0.0
• KXUU	Estes Park	C3	102.1	25.0	171		Marathon Media LLC	97	0005	12,000		CHR	350			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KTRR	Loveland	C2	102.5	50.0	410	c	Brill Media Co	66	9902	1,800		AC	1,800	0.67	24.2	5.6	5.9	5.2	6.4	5.6	3.0	0.0	0.0
KPAW	Fort Collins	C1	107.9	100.0 cp	640	a	Clear Channel	75	9905		g1	Clsc Hits	1,400	1.02	12.4	2.8	5.2	2.6	3.4	3.1	4.3	0.0	0.0
# FM Stations -					5	# Combos -					4	FM TOTALS			74.8	17.6	20.6	17.0	18.6	16.9	18.6	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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
KCOL	Wellington	B	600	5.0 cp	0.50	a	Clear Channel	59	9905		g1	News/Talk	1,300	1.58	7.4	2.8	0.8	1.7	1.8	0.9	1.8	0.0	0.0
KJJD	Windsor	B	1170	1.0	0.00		Rodriguez-Gallegos	69	0003 p	300		Spanish	130	0.47	2.5	0.5	0.0	0.0	1.4	0.4	1.0	0.0	0.0
KFKA	Greeley	B	1310	5.0	1.00		MK Inc	21	0007	950		Nws/Tlk/Spt	800	2.18	3.3	0.5	0.8	0.7	0.9	1.6	0.8	0.0	0.0
KHNC	Johnstown	B	1360	4.0 cp	0.45	b	Wiedeman,	93				News/Talk	400			0.0	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		g1	Sports	300	0.50	5.4	0.0	0.0	0.9	1.8	2.5	2.3	0.0	0.0
KGRE	Greeley	C	1450	1.0	1.00		Greeley Bcstg Corp	48	9805	145		Spanish	350	0.72	4.4	1.6	2.1	0.0	2.5	1.8	1.8	0.0	0.0
KEZZ	Estes Park	B	1470	1.0	0.05	d	MK Inc	67	0004	185		AC	350	2.63	1.2	0.0	0.0	0.0	0.7	0.9	0.0	0.0	0.0
KHPN	Loveland	B	1570	1.0	0.02	d	MK Inc	55	9709	275		Country	500		0.9	0.0	0.5	0.0	0.5	0.0	0.0	0.0	0.0
# AM Stations -					8	# Combos -					3	AM TOTALS			25.1	5.4	4.2	3.3	9.6	8.1	7.7	0.0	0.0
AM & FM Stations Profiled -					13	# Duopolies -					4	Total Local Commercial Share				23.0	24.8	20.3	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: 123

Quad Cities, IA-IL Market Overview



Metro Counties / Population (000)

Scott, IA	158.9
Henry, IL	51.3
Rock Island, IL	149.0
Total	359.2

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$10,500	\$11,800	\$12,100	\$12,300	\$13,100	\$14,700	7.0%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	2.7%	\$15,100	\$16,000	\$16,400	\$17,300	\$17,900	4.5%
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
Revenue/Capita	\$3.10/1,000	\$4.04/1,000	\$4.14/1,000	Local	88%		
	\$29.72	\$40.92	\$49.72	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	353.3	359.2	0.3%	359.2	360.0	0.0%
Households	138.6	141.3	0.4%	141.3	143.9	0.4%
Retail Sales	3,386.7	3,642.0	1.5%	3,642.0	4,323.1	3.5%
EBI	5,327.5	5,673.8	1.3%	5,673.8	6,519.7	2.8%

Demographic Breakdown

	Total	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
Women (000)	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
Percentage	100.0%	16.3%	9.0%	8.3%	12.5%	16.0%	14.1%	23.7%
Per Capita	\$ 15,796	Median Household		\$ 30,982	Avg Household		\$ 40,154	
Ethnic Population:	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+	7.2	16.4	43.6	66.7	67.2	14.9	82.1
Avg 12+	1.8	8.2	7.3	7.4	5.6	1.9	4.1
Tot LCS	8.8	20.0	53.1	81.2	81.9	18.1	100.0
Avg LCS	2.2	10.0	8.9	9.0	6.8	2.3	5.0

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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
KORB	Bettendorf	A	93.5	6.0	318	c	Cumulus Bcstg Inc	84	0010		g	Rock	400	0.62	4.3	6.7	4.0	3.3	3.7	3.3	4.2	5.4	4.5
WJRE	Kewanee	A	93.9	3.1	453	b	Miller Media Group	66	9412	400	c3	Lite Rock			0.4	0.5	0.0	0.0	0.7	0.0	0.4	0.0	0.5
• KMXG	Clinton	C1	96.1	100.0	981	a	Clear Channel	74	0008 p	85,000	d1	Hot AC	1,450	1.19	8.1	5.7	6.4	6.5	6.6	5.9	6.2	5.6	7.0
WXLP	Moline	B	96.9	50.0	499	c	Cumulus Bcstg Inc	70	0010		g	Cisc Rock	1,200	0.99	8.0	5.9	8.9	7.0	5.9	7.4	5.8	5.8	8.4
WHTS	Rock Island	B	98.9	12.5	981	d	Hit Radio Inc	47	9505	1,500	c4	CHR	1,750	0.78	14.8	10.5	12.4	12.6	11.3	10.9	10.0	8.3	7.4
KBEA	Muscatine	C1	99.7	100.0	896	c	Cumulus Bcstg Inc	49	0010	1,700	g	CHR	275	0.42	4.3	5.0	2.9	3.0	3.9	3.5	0.0	0.2	0.2
• KUUL	East Moline	C2	101.3	12.5 cp	981	a	Clear Channel	76	0008 p		d1	Oldies	1,100	0.89	8.2	6.7	6.7	7.7	5.6	5.5	7.6	8.7	7.7
WRMJ	Aledo	A	102.3	3.0	299	e	Hoscheidt Bcstg, Inc	79				Country	250		0.3	0.0	0.4	0.5	0.0	0.0	0.0	0.4	0.0
WHHK	Galva	A	102.5	3.0	328	e	Hoscheidt Bcstg, Inc	95	9912	550	c1	AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WLLR	Davenport	C	103.7	91.0	1191	a	Clear Channel	48	0008 p		d1	Country	3,200	1.40	15.1	12.6	12.3	12.1	12.3	14.7	13.3	11.9	12.4
KBOB	DeWitt	C3	104.9	12.5	469	c	Cumulus Bcstg Inc	77	0010		g	Country	850	1.08	5.2	2.9	3.6	3.5	4.9	5.9	5.3	5.6	6.5
• KCQQ	Davenport	C1	106.5	100.0	896	a	Clear Channel	66	0008 p		d1	Cisc Hits	2,750	1.47	12.4	10.7	10.1	9.8	10.3	11.6	10.0	11.6	10.6
# FM Stations -					12	# Combos -					12	FM TOTALS			81.1	67.2	67.7	66.0	65.2	68.7	62.8	63.5	65.2

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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WDLM	East Moline	B	960	1.0	0.10		Moody Bible Inst	60				Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KJOC	Davenport	B	1170	1.0 cp	1.00	c	Cumulus Bcstg Inc	46	0010		g	Sports	100	0.44	1.5	1.4	1.5	1.4	1.0	1.3	1.8	2.2	1.8
• WLLR	Moline	C	1230	1.0	1.00	a	Clear Channel	46	0008 p		d1	News/Cntry	100		0.7	0.5	1.0	0.5	0.7	0.7	1.3	0.7	0.7
WKBF	Rock Island	B	1270	5.0	5.00	d	Hit Radio Inc	25	9505		c4	Big Band	375	0.44	5.7	4.5	6.1	4.4	4.9	4.6	5.8	6.0	7.2
• WOC	Davenport	B	1420	5.0	5.00	a	Clear Channel	22	0008 p		d1	News/Talk	1,150	0.76	10.0	7.8	5.8	8.4	7.8	7.0	7.3	6.7	8.1
WKEI	Kewanee	C	1450	0.5	1.00	b	Miller Media Group	52	9412		c3	Nws/Tlk/Spt	100	0.60	1.1	0.7	0.9	0.5	1.2	0.7	0.9	0.9	0.9
WGEN	Geneseo	B	1500	0.3	0.00	e	Hoscheidt Bcstg, Inc	63	9912		c1	AC				0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
KFQC	Davenport	B	1580	0.5	0.01		Quad City Minority	52	9601	45		DARK				0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.7
# AM Stations -					8	# Combos -					6	AM TOTALS			19.0	14.9	15.3	15.2	15.6	14.3	17.1	18.5	19.4
AM & FM Stations Profiled -					20	# Duopolies -					6	Total Local Commercial Share			82.1	83.0	81.2	80.8	83.0	79.9	82.0	84.6	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 134

Revenue Rank: 126

Appleton - Oshkosh, WI Market Overview



Metro Counties / Population (000)

Calumet, WI	39.0
Outagamie, WI	157.9
Winnebago, WI	155.7
Total	352.6

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$10,100	\$10,700	\$12,100	\$13,100	\$14,300	\$13,700	6.3%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	6.6%	\$14,600	\$15,800	\$16,600	\$18,000	\$18,900	6.7%

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	\$3.36/1,000	\$3.22/1,000	\$3.35/1,000	Local 90%
Revenue/Capita	\$30.63	\$38.85	\$51.72	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	329.7	352.6	1.4%	352.6	365.4	0.7%
Households	121.8	131.1	1.5%	131.1	138.1	1.0%
Retail Sales	3,003.8	4,255.3	7.2%	4,255.3	5,645.3	5.8%
EBI	5,194.6	6,114.9	3.3%	6,114.9	7,796.8	5.0%

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	\$ 40,597		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	4		9	9	13	9	22
Tot 12+	7.4		50.2	54.6	57.6	16.1	73.7
Avg 12+	1.9		5.6	6.1	4.4	1.8	3.4
Tot LCS	10.0		68.1	74.1	78.2	21.8	100.0
Avg LCS	2.5		7.6	8.2	6.0	2.4	4.5

Competitive Overview

Some stations also rated in Green Bay.

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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WOZZ	New London	C2	93.5	50.0	492	b	Midwest Comm Inc	67	9307		g	Clsc Rock	1,250	1.38	6.2	5.0	5.9	4.5	4.9	4.5	5.7	8.6	6.3
WROE	Neenah-Menash	C3	94.3	25.0	338	b	Midwest Comm Inc	71	9702		sw	Lite Rock	1,600	1.40	7.8	5.2	5.4	6.6	5.3	6.6	5.3	5.9	5.3
WWWX	Oshkosh	A	96.9	6.0	328	a	Cumulus Bcstg Inc	67	9709	5,200	d1	Rock	1,100	1.35	5.6	5.9	5.4	6.0	2.4	3.8	5.0	4.2	6.1
WQLH	Green Bay	C1	98.5	100.0	499		Green Bay Bcstg	67			2	CHR	n/a		1.2	1.5	0.8	1.4	0.4	0.9	0.4	0.6	1.1
WPKR	Omro	C2	99.5	50.0	420	d	Midwest Dimensions	74				Country	1,500	1.71	6.0	4.3	4.6	4.7	4.4	1.9	4.2	2.9	4.2
WNCY	Neenah-Menash	C2	100.3	45.0	489	b	Midwest Comm Inc	77	9702		sw	Country	1,600	1.14	9.6	10.4	8.5	7.0	7.6	8.5	7.0	8.4	7.2
WIXX	Green Bay	C	101.1	96.0	1079	b	Midwest Comm Inc	60				CHR	n/a		13.7	10.0	13.1	10.9	10.0	13.7	14.0	12.0	13.1
WOGB	Kaukauna	C3	103.1	3.6	879	a	Cumulus Bcstg Inc	96	9709			2	Oldies	n/a	3.0	2.2	2.3	2.5	2.0	2.4	0.9	1.3	1.1
WVBO	Oshkosh	C3	103.9	25.0	325	a	Cumulus Bcstg Inc	66	9709		d1	Oldies	1,700	1.60	7.3	5.7	6.5	6.8	4.2	4.1	5.3	6.3	6.8
WECB	Seymour	A	104.3	2.8	341		Brooker Bcstg	98				70s Oldies	25	0.16	1.1	0.7	0.6	1.0	0.7	0.4	0.0	0.0	0.0
WPCK	Denmark	A	104.9	3.1	463	d	Midwest Dimensions	69	9704	750		Country			0.3	0.4	0.1	0.2	0.2	0.4	0.7	0.4	0.8
WAPL	Appleton	C	105.7	100.0	1175	e	Woodward Comm	65	7506			AOR	3,300	1.38	16.4	5.9	7.2	7.8	17.3	10.0	11.8	9.9	7.4
KFIZ	Fond du Lac	A	107.1	3.0	299	c	RBH Enterprise Inc	67	9702		c2	Hot AC			0.7	0.4	1.0	0.6	0.4	1.7	0.4	0.0	0.6
# FM Stations -					13	# Combos -					11	FM TOTALS			78.9	57.6	61.4	60.0	59.8	58.9	60.7	60.5	60.0

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)								
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
WVCY	Oshkosh	B	690	0.3	0.08		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		Evans, Lyle R	65	9904	398	1	Sports				1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WHBY	Kimberly	B	1150	5.0	5.00	e	Woodward Comm	70	9111	965		Talk	1,450	1.15	8.6	4.3	7.9	6.4	6.7	7.1	9.4	7.6	6.6	
WNAM	Neenah-Menash	B	1280	20.0	5.00	a	Cumulus Bcstg Inc	47	9709		d1	Adlt Stndrd	350	0.38	6.3	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	b	Midwest Comm Inc	25	7506			News/Info	n/a		1.2	0.9	0.7	0.8	1.1	0.6	0.7	0.6	0.6	
KFIZ	Fond du Lac	C	1450	1.0	1.00	c	RBH Enterprise Inc	22	9702		c2	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	a	Cumulus Bcstg Inc	41	9709		d1	Nws/Tlk/Spt	375	0.99	2.6	1.7	3.1	2.3	1.6	2.4	2.0	2.7	3.0	
WMBE	Chilton	B	1530	0.3	0.00		Maszja-Pacer Radio	84	9012		4 st	1	Country	150	0.51	2.0	0.9	0.9	0.8	2.2	0.9	0.9	1.3	1.5
• WRJQ	Appleton	B	1570	1.0	0.33		Winnebago Bcstg	52	9104	110		BgBnd/Nstlg	200		0.7	0.7	0.0	0.6	0.4	0.6	0.7	1.1	1.7	
# AM Stations -					9	# Combos -					5	AM TOTALS			21.4	16.1	17.3	14.8	17.8	18.0	20.7	18.6	18.9	
AM & FM Stations Profiled -					22	# Duopolies -					5	Total Local Commercial Share			73.7	78.7	74.8	77.6	76.9	81.4	79.1	78.9		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 135

Revenue Rank: 137

Peoria, IL Market Overview



Metro Counties / Population (000)	
Peoria, IL	183.1
Tazewell, IL	131.2
Woodford, IL	35.1
	349.4

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$10,000	\$10,900	\$11,200	\$11,900	\$12,100	\$13,800	6.7%
Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03	
-2.2%	\$13,500	\$14,800	\$15,800	\$17,300	\$18,600	8.5%	

Revenue/Retail Sales Revenue/Capita	1993	1998	2003	Est. Breakout
	\$3.35/1,000 \$29.13	\$3.64/1,000 \$39.50	\$4.08/1,000 \$53.37	Local 77% National 23%

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	343.3	349.4	0.4%	349.4	348.5
Households	131.7	134.5	0.4%	134.5	135.9	0.2%
Retail Sales	2,982.0	3,787.7	4.9%	3,787.7	4,560.1	3.8%
EBI	5,416.3	6,100.3	2.4%	6,100.3	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	\$ 35,644		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+	27.1	38.7		58.6	65.8	12.9	78.7
Avg 12+	3.4	7.7		6.5	5.1	2.6	4.4
Tot LCS	34.4	49.2		74.5	83.6	16.4	100.0
Avg LCS	4.3	9.8		8.3	6.4	3.3	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)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
• WZPW	Peoria	A	92.3	6.0	148	a	AAA Entertainment	92	0010	2,300	CHR	300	0.63	3.5	1.9	2.7	2.0	3.5	3.9	3.6	1.8	4.9	
WBPB	Peoria	B	93.3	40.0	551	c	JMP Media LLC	47	9903 p	10,750	c4	Oldies	2,300	1.21	14.1	11.4	11.2	11.3	10.4	10.1	10.5	10.8	5.1
• WCNL	Chillicothe	A	94.3	6.0	299	a	AAA Entertainment	77	0010	2,750	d1	80s Hits	100	0.62	1.2	1.2	1.2	1.0	0.8	1.8	1.2	3.5	3.1
WGLO	Pekin	B1	95.5	7.0	620	d	Cromwell Group	71	8507	675	c1	AOR	1,400	1.04	10.0	7.8	7.8	7.1	8.3	5.7	6.7	4.5	5.4
• WJPL	Farmington	A	96.5	4.3	377	a	AAA Entertainment	97	0006	2,625	AC	950	2.61	2.7	2.2	1.1	2.0	2.1	2.3	0.5	0.0	0.0	
WFYR	Elmwood	B1	97.3	23.5	338	d	Cromwell Group	93	9412	852	Country	850	0.93	6.8	4.4	4.8	5.7	4.8	3.9	6.0	5.0	2.7	
• WRVP	Eureka	A	98.5	6.0	328	d	Cromwell Group	89	9908	1,150	Top 40	300	0.62	3.6	5.6	5.0	3.4	2.1	2.8	1.7	2.3	3.8	
WIXO	Bartonville	A	99.9	1.5	584	d	Cromwell Group	97	9708	853	Alternative	550	0.49	8.3	4.9	4.3	6.9	5.9	6.7	5.7	6.3	0.0	
• WPPY	Glasford	A	101.1	3.3 cp	449	d	Cromwell Group	99	9907	1,200	Top 40	150			1.9	1.4	0.0	0.0	0.0	0.0	0.0	0.0	
• WDQX	Morton	A	102.3	6.0	299	a	AAA Entertainment	76	0010		d1	Clisc Hits	150	0.20	5.5	1.9	1.3	5.2	3.2	5.2	3.6	2.8	5.6
WXCL	Pekin	A	104.9	3.0	328	b	Kelly	73	8611	1,800	c2	Country	1,425	0.81	13.1	7.5	7.8	7.9	12.5	8.2	11.0	12.3	16.3
WWCT	Peoria	B	105.7	33.0	591	a	AAA Entertainment	71	0006	7,750	Rock & Roll	475	0.53	6.6	5.1	6.9	5.9	4.3	5.9	6.2	10.3	11.4	
WSWT	Peoria	B	106.9	50.0	479	c	JMP Media LLC	64	9912	11,860	c3	Lite Rock	1,800	1.19	11.2	10.0	9.4	7.4	9.9	9.0	10.0	6.8	9.6
# FM Stations -				13	# Combos -				13	FM TOTALS				86.6	65.8	64.9	65.8	67.8	65.5	66.7	66.4	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)								
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
WPEO	Peoria	B	1020	1.0	0.00	Crawford, Richard T.	46	7001			Christian	250	1.03	1.8	1.2	0.9	1.7	1.1	0.8	1.0	0.8	1.8	
WVEL	Pekin	B	1140	5.0	0.00	d	Cromwell Group	48	8507		c1	Religion	200		0.3	0.0	0.5	0.0	0.5	0.0	0.5	0.0	0.0
WIRL	Peoria	B	1290	5.0	5.00	c	JMP Media LLC	47	9912		c3	Big Band	350	0.86	3.0	2.9	4.2	3.0	1.6	2.6	1.4	1.8	2.0
WTAZ	Peoria	B	1350	1.0	1.00	b	Kelly	60	8611		c2	Nws/Tlk/Spt	150		0.8	1.0	1.1	0.7	0.5	4.4	6.4	6.3	6.3
WMBD	Peoria	B	1470	5.0	5.00	c	JMP Media LLC	22	9906		c4	News/Talk	1,750	1.68	7.7	7.8	6.0	4.7	7.2	5.7	3.6	7.6	6.0
# AM Stations -				5	# Combos -				4	AM TOTALS				13.6	12.9	12.7	10.1	10.9	13.5	12.9	16.5	16.1	
AM & FM Stations Profiled -				18	# Duopolies -				7	Total Local Commercial Share				78.7	77.6	75.9	78.7	79.0	79.6	82.9	84.0		

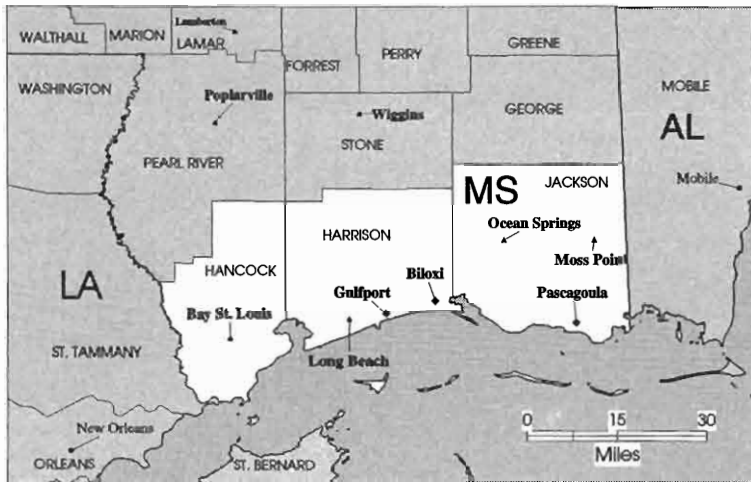
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 136

Revenue Rank: 170

Biloxi-Gulfport-Pascagoula, MS Market Overview



Metro Counties / Population (000)

Hancock, MS	40.5
Harrison, MS	180.6
Jackson, MS	130.8
Total	351.9

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$5,500	\$6,500	\$7,500	\$8,100	\$8,700	\$10,100	13.0%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	1.0%	\$10,200	\$10,700	\$11,000	\$11,600	\$11,900	4.0%

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	\$2.77/1,000	\$3.72/1,000	\$3.53/1,000	Local 85%
Revenue/Capita	\$16.80	\$28.70	\$33.15	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	327.4	351.9	1.5%	351.9	359.0	0.4%
Households	117.9	129.1	1.8%	129.1	134.6	0.8%
Retail Sales	1,983.4	2,712.5	6.5%	2,712.5	3,369.4	4.4%
EBI	4,051.2	5,056.8	4.5%	5,056.8	6,584.8	5.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	174.7	31.2	17.3	17.8	24.5	26.7	23.9	33.4
Women (000)	177.2	29.9	16.4	15.5	23.9	27.2	25.0	39.2
Total	351.9	61.1	33.7	33.3	48.4	53.9	48.9	72.7
Percentage	100.0%	17.4%	9.6%	9.5%	13.8%	15.3%	13.9%	20.6%
Per Capita	\$ 14,370			Median Household	\$ 24,093		Avg Household	\$ 39,170
Ethnic Population:	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	11	13	7	20
Tot 12+	19.8		45.8	62.9	65.6	3.4	69.0
Avg 12+	5.0		5.1	5.7	5.0	0.5	3.5
Tot LCS	28.7		66.4	91.2	95.1	4.9	100.0
Avg LCS	7.2		7.4	8.3	7.3	0.7	5.0

Competitive Overview

Some stations also rated in Mobile.

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)							
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WQYZ	Ocean Springs	A	92.5	6.0	197	Golden Gulf Cst	92				70s & 80s			1.1	2.7	1.2	0.7	0.9	1.0	1.7	0.0	0.0
WMJY	Biloxi	C	93.7	96.0	984	b Chase Radio	66	0008		g1	AC	1,550	2.23	6.8	5.4	5.0	5.0	4.4	4.1	5.9	6.0	0.0
WJZD	Long Beach	A	94.5	6.0	322	WJZD Inc	94				Urban AC	350	0.28	12.3	8.3	5.1	7.0	10.2	3.9	8.6	7.5	0.0
WLNK	Lumberton	C1	95.3	50.0	1181	c Dowdy & Dowdy	83	0004	5,000		CHR	400	0.96	4.1	2.4	2.6	2.3	3.5	3.9	2.2	0.0	0.0
• WUJM	Gulfport	A	96.7	4.4	384	a Triad Bcstg Co	77	9907	7,800	d1	80s Hits	150	0.87	1.7	2.0	3.9	1.4	0.9	2.4	1.5	1.3	0.0
WCPR	Wiggins	C2	97.9	50.0	466	a Triad Bcstg Co	93	9907		d1	Modern Rock	850	0.77	10.8	7.8	8.0	8.0	6.9	5.1	5.1	4.5	0.0
WKNN	Pascagoula	C	99.1	95.0	984	b Chase Radio	64	0008		g1	Country	3,625	1.68	21.1	8.5	8.8	11.1	18.5	15.3	13.2	14.9	0.0
WGCM	Gulfport	C3	102.3	16.0	358	c Dowdy & Dowdy	69	9411		c3	Oldies	450	0.54	8.2	5.1	6.4	7.7	3.5	6.6	6.9	3.4	0.0
WOSM	Ocean Springs	C2	103.1	50.0	459	Cooper, Charles H.	71				Religion	150	0.46	3.2	2.2	0.9	3.0	1.4	2.9	4.4	2.6	0.0
WYOK	Atmore	C	104.1	100.0	1555	Cumulus Bcstg Inc	66	9911	See (88)		Top 40	n/a		4.7	0.5	0.7	1.6	5.1	5.1	4.4	6.9	0.0
WXRG	Pascagoula	C3	105.9	25.0	312	a Triad Bcstg Co	76	9907		d1	Cisc Rock	1,100	1.59	6.8	8.0	6.9	5.5	3.9	4.6	4.4	7.5	0.0
WXYK	Gulfport	A	107.1	2.8	400	a Triad Bcstg Co	64	9907		d1	Dance	300	0.65	4.5	6.8	3.2	3.4	2.8	2.4	3.7	2.6	0.0
WZKX	Poplarville	C	107.9	92.0	1460	c Dowdy & Dowdy	66				Country	1,000	1.01	9.7	5.9	5.1	5.9	7.6	9.5	4.4	11.2	0.0
# FM Stations -					13	# Combos -			9	FM TOTALS				95.0	65.6	57.8	62.6	69.6	66.8	66.4	68.4	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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WVMI	Biloxi	B	570	5.0	1.00	a	Triad Bcstg Co	50	0002 p		na	News/Talk	150	0.61	2.4	1.7	2.7	0.9	2.5	1.5	3.4	2.2	0.0
WQFX	Gulfport	B	1130	0.5	0.00		Walk By Faith Minist	75	9604	34		Gospel				0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WBSL	Bay St. Louis	B	1190	5.0	0.00		Hancock Bcstg	74	8810	237		Talk/Sprts				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WGCM	Gulfport	C	1240	1.0	1.00	c	Dowdy & Dowdy	28	9411	1,100	c3	Cntry/Oldes				0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0
WROA	Gulfport	B	1390	5.0	5.00	c	Dowdy & Dowdy	55	8612			Easy	50	0.29	1.7	0.7	1.3	1.6	0.7	2.2	1.2	1.3	0.0
WXBD	Biloxi	C	1490	1.0	1.00	a	Triad Bcstg Co	48	9907		d1	Big Band	50		0.8	0.5	0.0	1.1	0.0	2.2	0.7	0.0	0.0
WZZJ	Pascagoula	B	1580	5.0	0.05		Judah Bcstg Ntwk	51	9401		dn	Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -					7	# Combos -			4	AM TOTALS				4.9	3.4	5.2	3.6	3.2	5.9	5.3	3.5	0.0	
AM & FM Stations Profiled -					20	# Duopolies -			6	Total Local Commercial Share				69.0	63.0	66.2	72.8	72.7	71.7	71.9	0.0		

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: 137
Revenue Rank: 122

Atlantic City - Cape May, NJ Market Overview



Metro Counties / Population (000)

Atlantic, NJ	239.0
Cape May, NJ	98.4
Total	337.4

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$12,500	\$13,000	\$12,900	\$13,700	\$14,500	\$14,500	2.9%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	7.6%	\$15,600	\$16,700	\$17,700	\$19,100	\$20,200	6.7%
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
Revenue/Capita	\$3.91/1,000	\$3.74/1,000	\$4.70/1,000	Local	85%		
	\$37.61	\$42.98	\$58.18	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	332.4	337.4	0.3%	337.4	347.2	0.6%
Households	127.6	129.1	0.2%	129.1	133.4	0.7%
Retail Sales	3,196.3	3,874.8	3.9%	3,874.8	4,297.1	2.1%
EBI	5,521.7	5,519.8	0.0%	5,519.8	5,960.6	1.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	162.6	24.9	12.3	14.4	24.4	26.0	21.4	39.2
Women (000)	174.8	24.0	11.9	13.8	24.0	26.0	23.0	52.0
Total	337.4	48.9	24.3	28.2	48.5	52.0	44.4	91.2
Percentage	100.0%	14.5%	7.2%	8.4%	14.4%	15.4%	13.2%	27.0%
Per Capita	\$ 16,360	Median Household		\$ 34,517	Avg Household		\$ 42,756	
Ethnic Population:	White 80.5%	Black 16.2%	Asian 2.9%	Hispanic 7.9%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	11	7		12	18	7	25
Tot 12+	27.1	34.8		54.6	61.9	10.7	72.6
Avg 12+	2.5	5.0		4.6	3.4	1.5	2.9
Tot LCS	37.3	47.9		75.2	85.3	14.7	100.0
Avg LCS	3.4	6.8		6.3	4.7	2.1	4.0

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		Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WBNJ	Wildwood Crest	A	93.1	4.2	cp	217	a	Margate Comm Ltd	93	9805	580	Urban AC	100		0.6	1.1	0.2	0.4	0.5	1.1	1.1	0.6	1.4
WCZT	Avalon	A	94.3	3.3		299		Coastal Bcstg	76	9804	470	2 AC	500	1.14	2.8	1.7	2.1	2.2	1.8	1.3	1.5	1.3	2.5
WAYV	Atlantic City	B	95.1	50.0		331	d	Equity Comm LP	61	9606	3,100	1 Hot AC	2,700	2.28	7.6	8.8	7.8	5.5	5.2	7.4	7.3	5.9	7.7
WTTH	Margate City	A	96.1	2.8		371	a	Margate Comm Ltd	92			Urban AC	1,500	1.11	8.7	7.3	6.6	6.1	6.1	8.1	9.2	8.8	8.6
WFPG	Atlantic City	B	96.9	50.0		299	c	Citadel Comm Corp	62	0004		g1 Lite Rock	2,300	1.30	11.3	7.9	6.4	8.5	7.4	7.9	5.4	7.3	8.1
WBSS	Millville	B	97.3	50.0		466		Press Comm LLC	62	9802		g 1 Oldes/Talk	250	0.49	3.3	2.6	2.3	1.7	2.9	1.3	2.4	1.5	1.1
WTKU	Ocean City	A	98.3	6.0		328	b	Green Group	83	9509	850	Oldies	1,100	1.10	6.4	4.3	4.5	5.0	4.1	4.2	4.1	3.6	3.2
WWZK	Villas	A	98.7	6.0		328		Marc Scott Comm	90	9007	175	cp 2 Clsc Rock	460	1.64	1.8	1.5	1.3	1.1	1.4	1.3	1.9	1.9	2.5
WZBZ	Pleasantville	A	99.3	3.0		328	a	Margate Comm Ltd	74	9904		c1 CHR	400	1.97	1.3	2.6	1.9	1.7	0.2	0.7	0.9	0.2	0.9
WZXL	Wildwood	B	100.7	38.0		331	d	Equity Comm LP	59	9801		c2 1 Adult Rock	2,250	1.90	7.6	3.9	6.0	4.8	5.9	4.8	6.9	5.0	6.6
WSAX	Cape May	A	102.3	3.2		292	a	Margate Comm Ltd	67	9904	1,000	Smooth Jazz			4.4	0.6	2.6	3.5	2.7	3.7	2.6	1.7	2.7
WJSE	Petersburg	A	102.7	3.3		295		Parinello Entrprises	91	9411	356	Alternative	250	0.84	1.9	2.6	1.8	1.1	1.6	1.8	1.9	2.1	1.6
WMGM	Atlantic City	B	103.7	50.0		348	b	Green Group	61			Clsc Rock	1,100	1.18	6.0	4.5	4.0	4.4	4.1	3.7	3.6	3.6	3.4
WEMG	Egg Harbor City	B1	104.9	10.0		509		Mega Comm Inc	71	9905	See (5)	Spanish	n/a	1.07	4.0	1.7	2.9	2.0	3.6	3.9	6.0	6.3	5.7
WGBZ	Cape May Ct Hse	A	105.5	3.3		295	a	Margate Comm Ltd	86	9412	490	CHR	125		0.3	2.4	1.0	0.4	0.0	2.0	0.2	0.2	0.2
WKOE	Ocean City	A	106.3	3.0		308	c	Citadel Comm Corp	72	0004		g1 Modern AC	550	0.58	6.1	3.0	2.9	3.9	4.7	5.0	3.6	5.2	3.6
WJNN	N. Cape May	A	106.7	3.0		233		Marc Scott Comm	93	9410	34	Religion			0.6	0.0	0.0	0.4	0.5	0.0	0.0	0.0	0.0
WPUK	Atlantic City	B1	107.3	13.5		450	c	Citadel Comm Corp	98	0004		g1 Country	800	0.68	7.5	5.4	7.0	5.9	4.7	2.0	0.0	0.0	0.0
# FM Stations -					18	# Combos -					12	FM TOTALS			82.2	61.9	61.3	58.6	57.4	60.2	58.6	55.2	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		Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WIBG	Ocean City	B	1020	0.5	0.00		Brancadora, Enrico	64	9212	140		ChrsContemp				0.0	0.8	0.0	0.0	0.0	0.0	0.4	0.5
WCMC	Wildwood	C	1230	1.0	1.00	d	Equity Comm LP	51	9801		c2 1	Nostalgia	225	0.52	2.8	2.8	1.3	1.7	2.3	3.1	3.0	2.3	2.0
WMID	Atlantic City	C	1340	0.9	0.89	a	Margate Comm Ltd	47	9904	2,920	c1	Adlt Stndrd	300	0.32	6.0	3.2	5.3	3.9	4.5	3.1	3.0	3.6	2.5
WOND	Pleasantville	C	1400	1.0	1.00	b	Green Group	50	5507			News/Talk	410	0.44	6.0	3.4	3.4	4.1	4.3	4.8	4.7	4.8	3.8
WFPG	Atlantic City	C	1450	1.0	1.00	c	Citadel Comm Corp	40	0004		g1	Talk	250	0.59	2.7	1.3	2.3	2.4	1.4	2.2	3.0	2.9	2.7
WGYM	Pleasantville	C	1490	1.0	1.00	b	Green Group	55	9704	180		Sports			0.3	0.0	0.6	0.4	0.0	0.4	0.4	0.0	0.0
WONZ	Hammonton	B	1580	1.0	0.01	b	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	# Combos -					6	AM TOTALS			17.8	10.7	13.7	12.5	12.5	13.6	14.1	14.0	11.5
AM & FM Stations Profiled -					25	# Duopolies -					8	Total Local Commercial Share			72.6	75.0	71.1	69.9	73.8	72.7	69.2	71.3	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 138

Revenue Rank: 95

Trenton, NJ Market Overview



Metro Counties / Population (000)

Mercer, NJ	335.2
	335.2

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$9,500	\$10,800	\$11,500	\$12,600	\$14,200	\$16,400
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	20.7%	\$19,800	\$22,800	\$25,000	\$28,600	\$31,400	12.2%

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	\$3.31/1,000	\$5.11/1,000	\$9.14/1,000	Local 72%
Revenue/Capita	\$28.55	\$48.93	\$93.06	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	332.7	335.2	0.1%	335.2	337.4	0.1%
Households	119.3	120.0	0.1%	120.0	122.0	0.3%
Retail Sales	2,871.5	3,209.8	2.3%	3,209.8	3,436.8	1.4%
EBI	7,724.8	7,440.8	-0.7%	7,440.8	8,621.1	3.0%

Demographic Breakdown

	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		Avg Household	\$ 62,006
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	5	10
Tot 12+		25.6		25.1	25.6	6.7	32.3
Avg 12+		6.4		8.4	5.1	1.3	3.2
Tot LCS		79.3		77.7	79.3	20.7	100.0
Avg LCS		19.8		25.9	15.9	4.1	10.0

Competitive Overview

Some stations also rated in Philadelphia and Monmouth-Ocean.

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)								
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
WNJO	Trenton	B	94.5	50.0	492	b	Nassau Bcstg Ptrs	65	9809 p	20,000	c2	Oldies	3,600	0.90	20.3	6.2	6.3	6.1	5.9	7.0	0.5	1.7	0.7	
WPST	Trenton	B	97.5	50.0	430	b	Nassau Bcstg Ptrs	49	9508		st	CHR	6,300	1.11	28.7	10.0	9.5	10.6	6.6	6.6	8.1	10.3	8.1	
WKXW	Trenton	B	101.5	19.0	804	a	Press Comm LLC	62	9802		g1	Oldes/Talk	7,000	1.45	24.4	8.9	5.1	8.7	5.9	6.0	8.1	5.8	8.5	
WPRB	Princeton	B	103.3	14.0	732		Princeton Bcstg Svc	55				Rck/Cls/Jaz	150			0.5	0.4	0.0	0.0	0.4	0.0	0.0	0.7	
WWPH	Princeton	D	107.9	0.0	36		W Windsor	75				Variety				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# FM Stations -					5	# Combos -					3	FM TOTALS				73.4	25.6	21.3	25.4	18.4	20.0	16.7	17.8	18.0

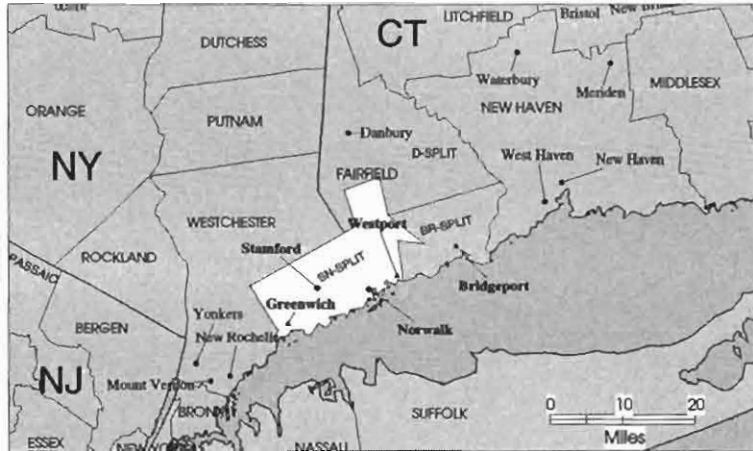
AM Stations

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)								
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
WCHR	Trenton	B	920	1.4	1.00	b	Nassau Bcstg Ptrs	42	9809 p		c2	Religion	725	2.29	1.6	0.7	0.0	0.0	0.9	0.4	0.5	0.0	0.0	
WBUD	Trenton	B	1260	5.0	2.50	a	Press Comm LLC	47	9802		g1	FullService	725	0.30	12.3	3.9	4.0	3.2	4.0	4.9	3.3	7.1	5.2	
WIMG	Ewing	B	1300	3.2	1.30		Morris Bcstg Co	23	9307	450		Gospel	800	0.35	11.4	2.1	4.3	2.6	4.0	2.8	2.1	1.3	2.5	
WHWH	Princeton	B	1350	5.0	5.00	b	Nassau Bcstg Ptrs	63	9508		st	Bus News	350	1.36	1.3	0.0	0.0	0.8	0.0	1.1	1.4	2.2	1.1	
WTTM	Princeton	B	1680	10.0 cp	1.00	b	Nassau Bcstg Ptrs	99				Sports	150			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					5	# Combos -					4	AM TOTALS				26.6	6.7	8.3	6.6	8.9	9.2	7.3	10.6	8.8
AM & FM Stations Profiled -					10	# Duopolies -					2	Total Local Commercial Share				32.3	29.6	32.0	27.3	29.2	24.0	28.4	26.8	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 139
Revenue Rank: 215

Stamford-Norwalk, CT Market Overview



Metro Counties / Population (000)

Fairfield, CT	332.7
	332.7

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$6,400	\$6,600	\$6,800	\$6,900	\$7,000	\$6,900
Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03	
	-2.9%	\$6,700	\$7,400	\$8,000	\$8,700	\$9,400	8.7%
	1993	1998	2003	Est. Breakout			
Revenue/Retail Sales	\$1.91/1,000	\$1.40/1,000	\$1.46/1,000	Local	70%		
Revenue/Capita	\$19.86	\$20.74	\$27.70	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	322.2	332.7	0.6%	332.7	339.3	0.4%
Households	118.5	123.0	0.7%	123.0	126.6	0.6%
Retail Sales	3,342.6	4,938.3	8.1%	4,938.3	6,427.1	5.4%
EBI	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)	160.7	23.9	12.3	13.4	23.0	26.7	25.9	35.5
Women (000)	172.0	22.7	11.8	13.2	22.8	28.2	27.9	45.4
Total	332.7	46.7	24.1	26.6	45.8	54.9	53.7	80.9
Percentage	100.0%	14.0%	7.2%	8.0%	13.8%	16.5%	16.1%	24.3%
Per Capita	\$ 33,005			Median Household	\$ 63,217		Avg Household	\$ 89,263
Ethnic Population:	White	85.6%	Black	10.9%	Asian	3.4%	Hispanic	10.9%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2	2		2	4	4	8
Tot 12+	7.6	13.8		7.6	21.4	2.6	24.0
Avg 12+	3.8	6.9		3.8	5.4	0.7	3.0
Tot LCS	31.7	57.5		31.7	89.2	10.8	100.0
Avg LCS	15.8	28.8		15.8	22.3	2.7	12.5

Competitive Overview

Some stations also rated in Bridgeport.

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)							
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WEFX	Norwalk	A	95.9	3.0	299	a	Cox Radio Inc	66	0008	sw	Clsc Rock	2,400	4.42	8.1	3.4	1.5	1.4	1.7	1.9	2.5	2.7	3.0
WKHL	Stamford	A	96.7	3.0	328	a	Cox Radio Inc	47	0008	g5	Oldies	2,400	2.27	15.8	4.2	2.5	2.8	3.3	3.7	4.1	4.8	4.5
WEZN	Bridgeport	B	99.9	27.5	669		Cox Radio Inc	60	9704		AC	n/a		22.8	4.7	5.3	4.0	4.8	4.9	4.8	3.8	4.8
WEBE	Westport	B	107.9	50.0	384		Aurora Comm	82	9904		AC	n/a		31.4	9.1	4.8	6.5	5.7	7.5	5.7	6.5	6.1
# FM Stations -					4	# Combos -		2	FM TOTALS				78.1	21.4	14.1	14.7	15.5	18.0	17.1	17.8	18.4	

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 Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
• WSHU	Westport	B	1260	1.0	0.00		Sacred Heart Univ	59	9801	115	e	Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WNLK	Norwalk	B	1350	1.0	0.50	a	Cox Radio Inc	48	0008		g	Nws/Tlk/Spt	450	1.56	4.3	0.5	1.2	1.2	0.5	0.7	0.7	0.6	0.9
WSTC	Stamford	C	1400	0.8	0.78	a	Cox Radio Inc	41	0003		g5	News/Talk	450	0.58	11.5	1.6	3.1	2.6	1.9	2.3	1.4	2.7	2.4
WGCH	Greenwich	C	1490	1.0	1.00		Greenwich Bcstg	64				Lt AC/News	1,000	2.49	6.0	0.5	0.0	1.9	0.5	0.7	1.4	1.5	1.3
# AM Stations -					4	# Combos -		2	AM TOTALS				21.8	2.6	4.3	5.7	2.9	3.7	3.5	4.8	4.6		
AM & FM Stations Profiled -					8	# Duopolies -		2	Total Local Commercial Share				24.0	18.4	20.4	18.4	21.7	20.6	22.6	23.0			

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 140
Revenue Rank: 124

Tyler - Longview, TX Market Overview



Metro Counties / Population (000)

Cherokee, TX	45.9
Gregg, TX	113.9
Smith, TX	168.3
Total	328.1

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$9,700	\$10,900	\$11,900	\$13,000	\$13,100	\$12,900	5.8%
Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03	
16.3%	\$15,000	\$16,400	\$17,500	\$18,900	\$20,100	7.5%	
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
Revenue/Capita	\$3.20/1,000	\$3.46/1,000	\$4.14/1,000	Local	85%		
	\$31.27	\$39.32	\$57.58	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	310.2	328.1	1.1%	328.1	349.1	1.2%
Households	117.2	124.5	1.2%	124.5	134.8	1.6%
Retail Sales	3,034.5	3,728.9	4.2%	3,728.9	4,859.7	5.4%
EBI	4,435.9	5,197.7	3.2%	5,197.7	6,959.7	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		\$ 26,125	Avg Household		\$ 41,749	
Ethnic Population:	White 77.5%	Black 21.4%	Asian 0.7%	Hispanic 6.8%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		15	10	16	10	26
Tot 12+	1.3		61.2	58.5	62.5	7.3	69.8
Avg 12+	1.3		4.1	5.9	3.9	0.7	2.7
Tot LCS	1.9		87.7	83.8	89.5	10.5	100.0
Avg LCS	1.9		5.8	8.4	5.6	1.0	3.8

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)									
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
KDOK	Tyler	C3	92.1	9.6	443	d	Citadel Comm Corp	75	0004		g1	Oldies	600	0.68	5.9	5.5	6.2	4.1	4.1	4.3	5.2	5.7	3.6		
KTYL	Tyler	C1	93.1	82.0	938	b	Clear Channel	66	0008		g	Oldies	950	0.75	8.5	6.3	6.1	8.1	3.5	5.9	5.2	3.6	4.9		
KFRO	Gilmer	C3	95.3	5.9	666	e	Waller Bcstg Inc	80	0006 p		d1	1 Oldies	200	0.33	4.1	1.6	2.1	3.0	2.7	2.7	2.2	2.6	1.9		
KKTX	Kilgore	C2	96.1	32.0	620	b	Clear Channel	76	0008		g	Clsc Rock	750	0.71	7.0	3.7	3.7	5.3	4.3	4.8	4.9	5.2	3.3		
KWRW	Rusk	C3	97.7	14.5	407		Whitehead, E.H.	81				Oldies			0.4	0.0	0.0	0.5	0.0	0.0	0.8	0.5	0.8		
KYYK	Palestine	C2	98.3	50.0	492		Witko Bcstg LLC	76	9811		g	Country			0.4	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0		
• KPXI	Overton	C3	100.7	8.1	571		Salem Comm Corp	61	0009 p		1	ChrsContemp	25		0.4	0.0	1.0	0.5	0.0	0.0	0.5	0.0	0.0		
KNUE	Tyler	C	101.5	98.0	1073	b	Clear Channel	64	0008		g	Country	2,700	1.01	17.8	6.1	8.1	12.9	11.6	11.8	9.6	13.2	12.3		
KLJT	Jacksonville	C2	102.3	50.0 cp	492		Waller Bcstg Inc	95				ChrsContemp	600			1.1	0.9	0.0	0.0	0.0	0.0	0.0	0.0		
KBLZ	Winona	C3	102.7	9.3	532	a	Reynolds, Kenneth	99				Urban/Rhymc				10.3	3.0	0.0	0.0	0.0	0.0	0.0	0.0		
KZEY	Marshall	A	103.9	1.9	423	g	Wiley College	77	9308		nc	Urban AC			1.7	1.3	0.8	0.8	1.6	1.3	1.4	2.3	2.5		
KKUS	Tyler	C2	104.1	50.0	492		Waller Bcstg Inc	90	0006 p		na	Country	800	1.67	3.2	3.4	3.2	2.5	1.9	1.9	2.5	2.6	1.9		
KYKX	Longview	C	105.7	100.0	1155	e	Waller Bcstg Inc	63	0006 p		na	1 Country	1,600	1.33	8.0	7.9	6.1	5.1	5.9	6.4	8.5	7.2	6.3		
KOOI	Jacksonville	C	106.5	100.0	1467	c	Waller Bcstg Inc	67				Soft AC	2,800	1.71	10.9	5.3	7.4	5.6	9.5	10.5	8.0	7.8	6.8		
KAZE	Ore City	C3	106.9	8.2 cp	502	a	Reynolds, Kenneth	91	9612	28		Urban/RhyBl				1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KISX	Whitehouse	C2	107.3	50.0	486	b	Clear Channel	82	0008		g	CHR	2,000	0.91	14.6	8.4	9.5	7.6	12.7	11.0	14.0	11.6	13.2		
# FM Stations -					16	# Combos -					10	FM TOTALS					82.9	62.5	58.1	56.5	57.8	60.6	62.8	62.3	57.5

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 Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
KTBB	Tyler	B	600	5.0	2.50	d	Citadel Comm Corp	47	0004		g1	Nws/Tlk/Spt	950	0.83	7.6	3.9	5.8	4.3	6.2	5.1	3.8	3.1	3.6		
KZEY	Tyler	B	690	1.0	0.09		Community Bcst	58	9307	150		Urban	500	0.46	7.2	2.6	3.6	5.1	4.9	4.6	4.9	6.5	3.6		
KOFY	Gilmer	B	1060	10.0	0.00		Hawkins Electronics	73	9709	60		Spanish			0.7	0.0	1.8	0.5	0.5	0.0	0.0	0.0	0.0		
KBGE	Kilgore	C	1240	1.0	1.00	b	Clear Channel	36	0008		g	Clsc Rock				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KGLD	Tyler	B	1330	1.0	0.08	d	Citadel Comm Corp	61	0004		g1	Oldies	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KFRO	Longview	B	1370	1.0	1.00	e	Waller Bcstg Inc	35	0006 p		na	1 Sports	50		0.6	0.0	0.0	0.0	0.8	0.8	1.4	1.6	1.9		
KEBE	Jacksonville	C	1400	1.0	1.00	c	Waller Bcstg Inc	47	5811			Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5		
KEES	Gladewater	B	1430	5.0	1.00	f	Citadel Comm Corp	47	0004		g1	News/Talk	250	1.52	1.1	0.8	0.8	1.0	0.5	0.8	1.1	1.6	2.2		
KYZS	Tyler	C	1490	1.0	1.00	f	Citadel Comm Corp	30	0004		g1	Sprts/Talk	150			0.0	0.0	0.0	0.0	0.0	0.8	0.5	0.8		
KTLU	Rusk	B	1580	0.8	0.17		Whitehead, E.H.	55				Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					10	# Combos -					7	AM TOTALS					17.2	7.3	12.0	10.9	12.9	11.8	12.0	13.3	12.6
AM & FM Stations Profiled -					26	# Duopolies -					8	Total Local Commercial Share					69.8	70.1	67.4	70.7	72.4	74.8	75.6	70.1	

Docket 80-90 Allocations: 97.3, C2, Longview

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 141

Revenue Rank: 253

Newburgh-Middletown, NY Market Overview



Metro Counties / Population (000)

Orange, NY	331.4
	331.4

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	\$4,700	\$4,900	\$5,100	\$5,500	\$4,100
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
	\$1.67/1,000	\$1.17/1,000	\$1.36/1,000	Local	80%		
Revenue/Capita	\$12.59	\$12.37	\$16.63	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	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	15.2	17.0	23.7	29.1	23.9	27.9
Women (000)	164.6	28.7	13.8	13.3	22.4	28.2	23.0	35.3
Total	331.4	58.8	28.9	30.3	46.1	57.2	46.8	63.2
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	9	5	14
Tot 12+	15.5	27.2		7.8	42.7	0.0	42.7
Avg 12+	2.6	9.1		3.9	4.7	0.0	3.1
Tot LCS	36.3	63.7		18.3	**	0.0	100.0
Avg LCS	6.0	21.2		9.1	11.1	0.0	7.1

Competitive Overview

Some stations also rated in Poughkeepsie.

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)									
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
• WRRV	Middletown	A	92.7	6.0 cp	269	a	Aurora Comm	66	0010 p		g2	Alternative	1,500	2.74	11.4	4.1	5.8	5.4	5.3	4.9	5.7	9.3	0.0		
WTSX	Port Jervis	A	96.7	0.9 cp	610	c	Port Jervis Bcstg Co	70			2	Oldies	600	5.95	2.1	0.9	0.0	1.0	1.0	2.6	1.7	1.2	0.0		
• WZAD	Wurtsboro	A	97.3	0.6	719	a	Aurora Comm	91	0010 p		1	Oldies	n/a	2.70	3.0	3.2	3.7	1.5	1.3	1.9	2.1	4.0	0.0		
• WCZX	Hyde Park	A	97.7	0.3	1030	a	Aurora Comm	70	0010 p		1	Oldies	n/a		9.1	1.8	3.7	5.4	3.3	3.0	3.3	2.6	0.0		
WTHN	Ellenville	A	99.3	0.1	1631	d	Clear Channel	70	0008	18,400	g1	Country	1,400	8.33	3.5	1.8	0.7	2.0	1.3	2.3	1.2	3.1	0.0		
WHUD	Peekskill	B	100.7	50.0	499		Pamal Broadcasting	58	9701	See (1)		AC	n/a		18.2	9.2	10.0	7.6	9.3	10.7	12.6	9.0	0.0		
• WPDH	Poughkeepsie	B	101.5	4.4	1539		Aurora Comm	62	0010 p		1	Clsc Rock	n/a		16.5	6.2	5.0	8.6	7.0	7.4	8.6	10.0	0.0		
WGNV	Newburgh	A	103.1	6.0	279	b	Sunrise Bcstg Corp	66	9007		st	Hot AC	800	2.14	7.8	3.7	4.4	4.4	3.0	2.8	2.6	2.4	0.0		
WSPK	Poughkeepsie	B	104.7	7.4	1250		Pamal Broadcasting	47	9711	See (157)		CHR	n/a		26.5	11.8	15.4	12.3	12.5	11.6	12.1	10.2	0.0		
# FM Stations -					9	# Combos -					6	FM TOTALS					98.1	42.7	48.7	48.2	44.0	47.2	49.9	51.8	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)									
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
WTBQ	Warwick	B	1110	0.3	0.00		FST Bcstg Corp	69	9406	145		Oldies/AC	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WGNV	Newburgh	B	1220	5.0 cp	0.18	b	Sunrise Bcstg Corp	33	9007		st	News			1.2	0.0	0.0	1.2	0.0	1.6	0.0	0.0	0.0		
• WALL	Middletown	C	1340	1.0 cp	1.00	a	Aurora Comm	42	0010 p		g2	News/Talk	100		0.7	0.0	1.1	0.7	0.0	1.4	1.2	2.4	0.0		
WELV	Ellenville	B	1370	5.0	0.00	d	Clear Channel	64	0008		g1	Talk	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WDLC	Port Jervis	C	1490	1.0	1.00	c	Port Jervis Bcstg Co	53	5603		2	Adlt Strndrd	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					5	# Combos -					4	AM TOTALS					1.9	0.0	1.1	1.9	0.0	3.0	1.2	2.4	0.0
AM & FM Stations Profiled -					14	# Duopolies -					3	Total Local Commercial Share					42.7	49.8	50.1	44.0	50.2	51.1	54.2	0.0	

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: 142

Revenue Rank: 109

Montgomery, AL Market Overview



Metro Counties / Population (000)

Autauga, AL	42.5
Elmore, AL	62.9
Montgomery, AL	217.5
Total	322.9

Market Radio Financials

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$10,900	\$12,200	\$13,100	\$13,500	\$14,800	\$14,800	6.2%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	17.6%	\$17,400	\$19,300	\$20,900	\$22,700	\$24,300	8.7%

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	\$4.48/1,000	\$4.36/1,000	\$5.61/1,000	Local 88%
Revenue/Capita	\$35.18	\$45.83	\$72.28	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	309.8	322.9	0.8%	322.9	336.2	0.8%
Households	112.0	119.0	1.2%	119.0	126.7	1.3%
Retail Sales	2,431.6	3,395.7	6.9%	3,395.7	4,331.7	5.0%
EBI	4,460.4	4,897.8	1.9%	4,897.8	6,256.3	5.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	155.9	27.9	15.1	15.4	22.3	25.7	21.2	28.3
Women (000)	167.0	26.3	14.6	15.4	22.2	26.6	22.7	39.3
Total	322.9	54.1	29.7	30.8	44.5	52.3	43.9	67.6
Percentage	100.0%	16.8%	9.2%	9.5%	13.8%	16.2%	13.6%	20.9%
Per Capita	\$ 15,168		Median Household	\$ 33,075		Avg Household	\$ 41,158	
Ethnic Population:	White 62.3%		Black 36.8%		Asian 0.7%		Hispanic 1.2%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		7	10	10	8	18
Tot 12+	14.5		52.7	67.2	67.2	11.3	78.5
Avg 12+	4.8		7.5	6.7	6.7	1.4	4.4
Tot LCS	18.5		67.1	85.6	85.6	14.4	100.0
Avg LCS	6.2		9.6	8.6	8.6	1.8	5.6

Competitive Overview

Some stations also rated in Dothan.

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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WLWI	Montgomery	C	92.3	100.0	1096	b	Cumulus Bcstg Inc	69	9807		g2	Country	4,100	1.51	15.6	11.1	14.4	13.1	13.1	11.7	13.8	13.8	14.9
WAFX	Prattville	C2	95.1	50.0	476	b	Cumulus Bcstg Inc	77	0009 p	10,000	d2	Clsc Rock	1,100	1.26	5.0	7.1	4.6	3.9	4.4	4.1	5.4	6.3	6.1
• WQKS	Montgomery	A	96.1	0.9	820	c	Montgomery Bcst	90			1	Clsc Hits	400	0.96	2.4	2.1	2.8	1.9	2.2	3.0	4.8	3.4	3.4
WMCZ	Millbrook	A	97.1	1.0 cp	791	a	Clear Channel	92	0008		g	R&BOd/UrbAC	1,100	0.88	7.2	5.8	5.2	5.8	6.3	6.6	6.1	7.0	6.6
WJWZ	Wetumpka	A	97.9	3.0	328	c	Montgomery Bcst	98			1	Urban	300	0.17	10.3	6.6	8.2	8.2	9.0	9.2	0.0	0.0	0.0
WBAM	Montgomery	C1	98.9	100.0 cp	453	b	Deep South Bcstg	61	7809		1	CHR/AC/T40	1,300	0.98	7.6	3.7	3.4	5.3	7.5	6.9	7.5	7.5	3.9
WHHY	Montgomery	C	101.9	100.0	1096	b	Cumulus Bcstg Inc	62	0009 p		d2	CHR	750	0.81	5.3	5.8	5.9	5.8	3.1	2.3	4.1	4.1	3.9
WMXS	Montgomery	C	103.3	100.0	1096	b	Cumulus Bcstg Inc	61	9807		g2	AC	1,400	1.28	6.3	5.3	3.9	5.3	5.3	4.3	4.1	5.7	10.0
WQLD	Luverne	C1	104.3	13.5	1831		Clear Channel	97	0008		g	Oldies	1,300	1.33	5.6	5.5	3.1	4.6	4.8	6.9	4.3	0.0	0.0
WZHT	Troy	C	105.7	100.0	1831	a	Clear Channel	73	0008		g	Urban	4,000	1.38	16.6	14.2	10.8	14.0	13.8	16.0	17.2	21.3	18.3
# FM Stations -					10	# Combos -					8	FM TOTALS			81.9	67.2	62.3	67.9	69.5	71.0	67.3	69.1	67.1

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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WMSP	Montgomery	B	740	10.0	0.00	b	Cumulus Bcstg Inc	53	9807		g2	Sports	400	0.79	2.9	2.1	1.9	3.1	1.7	1.4	1.4	2.0	2.0
WMGY	Montgomery	B	800	1.0	0.00		GHB Bcstg	46	7507			Christian	100		0.9	0.5	0.7	1.0	0.5	0.7	1.4	0.9	1.2
WNZZ	Montgomery	B	950	1.0	0.44	b	Cumulus Bcstg Inc	53	9807		g2	Adlt Stndrd	50	0.11	2.6	1.8	2.1	2.7	1.7	2.5	2.3	2.0	0.7
WACV	Montgomery	B	1170	10.0	1.00	c	Montgomery Bcst	39	9306	125	1	Nws/Tlk/Spt	700	0.79	5.1	1.8	5.9	3.9	4.6	3.0	5.4	2.9	5.4
WAPZ	Wetumpka	B	1250	5.0	0.08		Darity Bcstg Corp	54	8006	295		Gosp/RhyBI	150	0.51	1.7	1.1	1.4	1.7	1.2	2.3	2.3	1.6	3.9
WIQR	Prattville	B	1410	5.0	1.00		Star Power Comm	69	0003 p		na	Talk			0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WLWI	Montgomery	B	1440	5.0	1.00	b	Cumulus Bcstg Inc	30	0009 p		d2	News			0.4	1.6	0.9	0.0	0.7	0.0	0.0	0.5	0.7
WXVI	Montgomery	B	1600	5.0	1.00		Tuskegee Comm Co	47	9411	225		Gospel	250	0.33	4.4	2.4	4.7	2.9	4.4	3.0	2.7	4.5	4.6
# AM Stations -					8	# Combos -					4	AM TOTALS			18.0	11.3	17.6	15.3	14.8	12.9	15.5	14.4	18.5
AM & FM Stations Profiled -					18	# Duopolies -					6	Total Local Commercial Share			78.5	79.9	83.2	84.3	83.9	82.8	83.5	85.6	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 143

Revenue Rank: 153

Eugene - Springfield, OR Market Overview



Metro Counties / Population (000)

Lane, OR	314.4
	314.4

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$9,400	\$10,000	\$10,100	\$10,300	\$9,900	\$10,300
Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03	
	15.5%	\$11,900	\$12,900	\$13,600	\$14,400	\$15,300	6.5%
	1993	1998	2003				Est. Breakout
Revenue/Retail Sales	\$3.46/1,000	\$2.82/1,000	\$3.24/1,000				Local 75%
Revenue/Capita	\$31.41	\$32.76	\$46.24				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	299.3	314.4	1.0%	314.4	330.9	1.0%
Households	117.8	123.9	1.0%	123.9	131.7	1.2%
Retail Sales	2,713.0	3,646.8	6.1%	3,646.8	4,725.3	5.3%
EBI	4,179.0	4,655.8	2.2%	4,655.8	5,907.8	4.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	153.8	24.2	13.1	15.3	19.9	27.9	22.1	31.2
Women (000)	160.6	23.5	12.4	15.7	19.6	28.7	22.2	38.5
Total	314.4	47.7	25.5	31.0	39.5	56.6	44.4	69.7
Percentage	100.0%	15.2%	8.1%	9.9%	12.6%	18.0%	14.1%	22.2%
Per Capita	\$ 14,809							
				Median Household	\$ 29,872		Avg Household	\$ 37,577
Ethnic Population:	White 95.4%		Black 0.9%		Asian 2.5%		Hispanic 4.0%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		8	8	11	11	22
Tot 12+	0.8		57.3	57.3	58.1	18.3	76.4
Avg 12+	0.3		7.2	7.2	5.3	1.7	3.5
Tot LCS	1.0		75.0	75.0	76.0	24.0	100.0
Avg LCS	0.3		9.4	9.4	6.9	2.2	4.5

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 Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
KAVE	Oakridge	A	92.1	3.1	-830	a	Lane County School	90	9702			AC/MOR				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KKNU	Springfield	C	93.1	100.0	1299	b	McKenzie River	58	9212			Country	1,800	0.98	15.4	10.7	9.9	12.3	11.6	12.5	13.1	7.2	7.5
KMGE	Eugene	C1	94.5	49.0 cp	1299	b	McKenzie River	65	8609	950		AC	1,500	1.34	9.4	8.5	8.2	7.4	7.2	5.8	7.1	8.9	9.8
KNRQ	Creswell	C3	95.3	0.6	1207	c	Cumulus Bcstg Inc	83	9912 p		g3	Alternative	1,000	0.93	9.0	5.8	5.7	7.1	6.9	5.3	5.7	6.3	6.0
KZEL	Eugene	C	96.1	100.0	1093	c	Cumulus Bcstg Inc	62	9912 p		g3	Clsc Rock	1,400	1.38	8.5	7.4	6.3	7.1	6.1	8.0	7.1	6.3	6.5
KKTT	Eugene	C	97.9	100.0	1011	c	Cumulus Bcstg Inc	58	0003 p	7,780	d3	Country	500	0.74	5.7	3.0	5.0	5.2	3.6	5.0	6.3	9.5	11.3
• KODZ	Eugene	C	99.1	100.0	1631	d	Clear Channel	68	0010 p		g1	Oldies	500	0.61	6.9	7.7	4.5	4.9	5.8	6.6	5.2	7.2	7.3
KEHK	Brownsville	C1	102.3	100.0	919	c	Cumulus Bcstg Inc	91	0003 p		d3	Rock & Roll	750	1.02	6.2	3.8	4.4	4.6	5.0	5.3	5.5	5.2	3.8
• KDUK	Florence	C	104.7	63.0	2307	d	Clear Channel	83	0010 p		g1	CHR	1,350	0.83	13.6	10.4	11.8	11.4	9.7	8.8	7.9	8.1	6.3
KEUG	Cottage Grove	A	105.5	5.2	345		Signal Comm Inc	98			cp	Soft AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KCST	Florence	A	106.9	2.3	509	e	Coast Bcstg Co Inc	92				AC/Cty/Old	250	1.75	1.2	0.8	0.8	0.8	1.1	0.0	0.8	1.2	0.8
# FM Stations -					11	# Combos -					10	FM TOTALS			75.9	58.1	56.6	60.8	57.0	57.3	58.7	59.9	59.3

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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
KUGN	Eugene	B	590	5.0	5.00	c	Cumulus Bcstg Inc	46	9911 p		d3	News/Talk	1,200	1.19	8.5	5.8	7.7	5.7	7.5	6.1	7.7	4.0	6.0
KZTU	Eugene	B	660	10.0	0.08		Pamplin Comm Corp	98	9806	100	cp	ChrsContemp				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KKNX	Eugene	B	840	1.0	0.17		Willamette Media	92	9608	150		Oldies	100			0.0	0.0	0.0	0.0	1.1	0.5	0.9	1.0
KORE	Springfield	B	1050	5.0	0.15		Support Chrstn	27	8708			Chrst/Talk			0.8	0.5	0.7	0.5	0.8	1.6	0.0	0.6	0.0
• KPNW	Eugene	B	1120	50.0	50.00	d	Clear Channel	62	0010 p		g1	Nws/Tlk/Spt	1,250	1.08	9.7	6.8	4.6	7.4	7.7	6.6	6.0	6.1	7.3
KCST	Florence	B	1250	1.0	0.07	e	Coast Bcstg Co Inc	85	8904	200		AdStd/BgBnd				1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.5
KRVM	Eugene	B	1280	5.0	1.50	a	Lane County School	49	9612		dn	News/Talk	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KNRQ	Eugene	B	1320	1.0	0.05	c	Cumulus Bcstg Inc	62	9912 p		g3	Alternative			0.2	0.0	0.0	0.3	0.0	0.3	0.0	0.6	0.0
KNND	Cottage Grove	C	1400	1.0 cp	1.00		O'Renck,	53	8812	63		Country	150		0.4	0.0	0.0	0.0	0.6	0.0	0.0	0.6	0.0
KKXO	Eugene	C	1450	1.0	1.00	b	McKenzie River	54	8703	185		Nostalgia	100	0.18	4.6	3.8	5.0	3.0	4.1	3.4	4.1	4.0	5.8
KEED	Eugene	B	1600	5.0	1.00		Albany Radio Corp	47	9407	35		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -					11	# Combos -					6	AM TOTALS			24.2	18.3	18.0	16.9	20.7	19.1	18.3	16.8	20.6
AM & FM Stations Profiled -					22	# Duopolies -					5	Total Local Commercial Share			76.4	74.6	77.7	77.7	76.4	77.0	76.7	79.9	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 144
Revenue Rank: 150

Huntington, WV - Ashland, KY Market Overview



Metro Counties / Population (000)

Boyd, KY	48.5
Carter, KY	27.0
Greenup, KY	36.8
Lawrence, OH	64.5
Cabell, WV	94.7
Wayne, WV	42.2
Total	313.7

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$8,600	\$9,700	\$10,100	\$10,300	\$11,100	\$11,100
Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03	
	9.9%	\$12,200	\$13,000	\$13,800	\$14,700	\$15,500	6.2%
	1993	1998	2003	Est. Breakout			
Revenue/Retail Sales	\$4.02/1,000	\$3.73/1,000	\$4.25/1,000	Local	90%		
Revenue/Capita	\$27.21	\$35.38	\$50.03	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	316.1	313.7	-0.2%	313.7	309.8
Households	121.8	123.2	0.2%	123.2	124.4	0.2%
Retail Sales	2,137.2	2,974.7	6.8%	2,974.7	3,643.7	4.1%
EBI	3,982.3	4,181.6	1.0%	4,181.6	5,003.5	3.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	150.4	22.4	14.6	14.4	17.8	23.5	22.9	34.8
Women (000)	163.3	21.4	13.8	14.8	18.6	24.9	24.2	45.7
Total	313.7	43.8	28.4	29.2	36.4	48.4	47.1	80.5
Percentage	100.0%	14.0%	9.1%	9.3%	11.6%	15.4%	15.0%	25.7%
Per Capita	\$ 13,330		Median Household	\$ 27,550		Avg Household	\$ 33,942	
Ethnic Population:	White 97.2%	Black 2.3%	Asian 0.4%	Hispanic 0.5%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4	6	3	9	13	11	24
Tot 12+	12.5	48.9	11.2	65.7	72.6	8.2	80.8
Avg 12+	3.1	8.2	3.7	7.3	5.6	0.7	3.4
Tot LCS	15.5	60.5	13.9	81.3	89.9	10.1	100.0
Avg LCS	3.9	10.1	4.6	9.0	6.9	0.9	4.2

Competitive Overview

Some stations also rated in Charleston, 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		Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
WRVC	Catlettsburg	A	92.7	2.4	532	b	KenMar Inc	72	9503	750	c2	Variety	550	1.50	3.0	2.1	2.4	2.3	2.6	2.9	4.2	5.8	5.4
WDGG	Ashland	C1	93.7	100.0	742	b	KenMar Inc	48	8712	1,900	c1	Country	1,550	1.59	8.0	6.7	5.9	4.5	8.4	7.2	7.2	6.9	8.9
WBVB	Coal Grove	A	97.1	3.0	472	c	Clear Channel	90	0008		g	Oldies	200	0.40	4.1	5.5	4.8	3.7	2.9	1.9	3.0	1.1	2.4
WKEE	Huntington	B	100.5	53.0	561	c	Clear Channel	57	0008		g	CHR	3,500	1.13	25.4	17.7	18.2	22.0	19.2	18.8	15.3	18.1	14.8
WRYV	Gallipolis	B	101.5	50.0	492		Legend Comm LLC	61	9810		g	Clsc Hits			2.3	1.8	2.6	1.4	2.3	1.6	0.6	0.8	0.5
WUGO	Grayson	A	102.3	4.8	364	d	Carter County Bcst	67				AC	150	0.49	2.5	3.7	1.8	2.0	2.0	1.6	1.5	1.4	0.8
WTCR	Huntington	B	103.3	50.0	492	c	Clear Channel	66	0008		g	Country	3,400	1.27	21.9	15.6	14.1	17.5	18.0	16.9	18.6	17.3	17.7
WPAY	Portsmouth	C	104.1	100.0	1001	a	Braden, Ruth &	48				Country	150	0.77	1.6	2.1	2.6	1.4	1.2	2.4	2.7	1.6	1.6
WKLC	St. Albans	B	105.1	3.6	1663		L. M.	66	8002	See (162)		AOR	n/a		3.7	1.8	2.2	2.8	3.2	4.3	3.9	4.7	5.1
WLGC	Greenup	C3	105.7	12.8	466	e	Hometown Bcstg Inc	82				Country	500	1.37	3.0	2.4	2.5	2.3	2.6	3.2	1.8	3.0	3.8
WAMX	Milton	B1	106.3	1.7	1109	c	Clear Channel	80	0008		g	Rock	800	0.69	9.5	8.0	8.3	8.7	6.7	6.7	5.4	4.1	3.2
WFXN	Ironton	A	107.1	3.0	285	c	Clear Channel	73	0008		g	Clsc Rock	125	0.57	1.8	1.2	2.9	1.4	1.5	2.9	2.1	1.9	2.4
WEMM	Huntington	B	107.9	50.0	499		Mortenson Bcstg Co	71				Gospel	650	1.52	3.5	4.0	4.7	3.1	2.6	3.2	3.3	5.5	4.0
# FM Stations -				13	# Combos -				10	FM TOTALS				90.3	72.6	73.0	73.1	73.2	73.6	69.6	72.2	70.6	

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		Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WKEE	Huntington	B	800	5.0	0.19	c	Clear Channel	47	0008		g	Oldies	150	0.29	4.3	3.7	2.8	3.4	3.5	4.3	4.5	4.7	5.4
WRVC	Huntington	B	930	5.0	1.00	b	KenMar Inc	23	8712		c1	Talk	150	0.65	1.9	2.1	1.4	1.4	1.7	2.1	3.0	1.6	2.4
WOKT	Cannonsburg	B	1040	2.5	0.00		WOKT Inc	87				Christian				0.6	0.9	0.0	0.0	0.0	0.0	0.0	0.0
WIRO	Ironton	C	1230	1.0	1.00	c	Clear Channel	51	0008		g	ChrsContemp	75		0.5	0.9	0.6	0.8	0.0	0.5	0.6	0.0	0.5
WCMJ	Ashland	C	1340	1.0	1.00	b	KenMar Inc	35	9503	750	c2	Gospel	25		0.4	0.0	0.0	0.0	0.6	0.5	0.9	0.5	1.1
WGOH	Grayson	B	1370	5.0	0.02	d	Carter County Bcst	59				Country	150	1.02	1.2	0.0	1.5	1.1	0.9	0.8	1.5	2.2	1.1
WPAY	Portsmouth	C	1400	1.0	1.00	a	Braden, Ruth &	35	5702			Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WTCR	Kenova	B	1420	5.0	0.50	c	Clear Channel	54	0008		g	Sports	25	0.15	1.4	0.9	0.8	0.8	1.5	1.6	0.6	1.4	1.9
WHRD	Huntington	B	1470	5.0	0.07	c	Clear Channel	46	0008		g	ChrsContemp				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WLGC	Greenup	B	1520	5.0	0.00	e	Hometown Bcstg Inc	84				Gsp/Cty/Spt				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WZZW	Milton	B	1600	5.0	0.03	c	Clear Channel	73	0008		g	ChrsContemp				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -				11	# Combos -				10	AM TOTALS				9.7	8.2	8.0	7.5	8.2	9.8	11.1	10.4	12.4	
AM & FM Stations Profiled -				24	# Duopolies -				7	Total Local Commercial Share				80.8	81.0	80.6	81.4	83.4	80.7	82.6	83.0		

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 145

Revenue Rank: 250

Ann Arbor, MI Market Overview



Metro Counties / Population (000)

Washtenaw, MI	307.0
	307.0

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

ESTIMATED GROSS REVENUES ★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$4,000	\$4,500	\$4,400	\$4,400	\$4,600	\$4,800
Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03	
	2.1%	\$4,900	\$5,400	\$5,800	\$6,400	\$6,900	9.0%

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	\$1.43/1,000	\$1.00/1,000	\$1.02/1,000	Local 85%
Revenue/Capita	\$13.64	\$15.64	\$21.19	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	293.2	307.0	0.9%	307.0	325.6	1.2%
Households	108.9	115.4	1.2%	115.4	125.0	1.6%
Retail Sales	2,806.1	4,803.8	11.4%	4,803.8	6,787.8	7.2%
EBI	5,438.2	6,422.0	3.4%	6,422.0	8,342.9	5.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	152.2	22.5	10.6	25.0	26.8	26.8	20.2	20.2
Women (000)	154.8	21.4	10.0	25.1	25.1	27.4	20.2	25.6
Total	307.0	43.9	20.6	50.1	52.0	54.2	40.3	45.9
Percentage	100.0%	14.3%	6.7%	16.3%	16.9%	17.6%	13.1%	14.9%
Per Capita	\$ 20,919		Median Household	\$ 44,661		Avg Household	\$ 55,650	
Ethnic Population:	White 81.5%		Black 12.1%		Asian 6.0%		Hispanic 2.5%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1	1		2	2	5	7
Tot 12+	4.9	2.4		7.3	7.3	3.3	10.6
Avg 12+	4.9	2.4		3.7	3.7	0.7	1.5
Tot LCS	46.2	22.6		68.9	68.9	31.1	100.0
Avg LCS	46.2	22.6		34.4	34.4	6.2	14.3

Competitive Overview

Some stations also rated in Detroit.

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)									
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
WWWW	Ann Arbor	B	102.9	49.0	499	a	Clear Channel	62	0008		sw	Modern Rock	1,000	1.27	16.1	2.4	2.3	2.0	1.2	3.3	3.4	3.2	2.2		
WQKL	Ann Arbor	A	107.1	3.0	289	a	Clear Channel	67	0008		sw	AC	2,000	1.00	40.8	4.9	5.6	2.9	5.3	3.6	4.4	3.2	3.3		
# FM Stations -					2	# Combos -					2	FM TOTALS					56.9	7.3	7.9	4.9	6.5	6.9	7.8	6.4	5.5

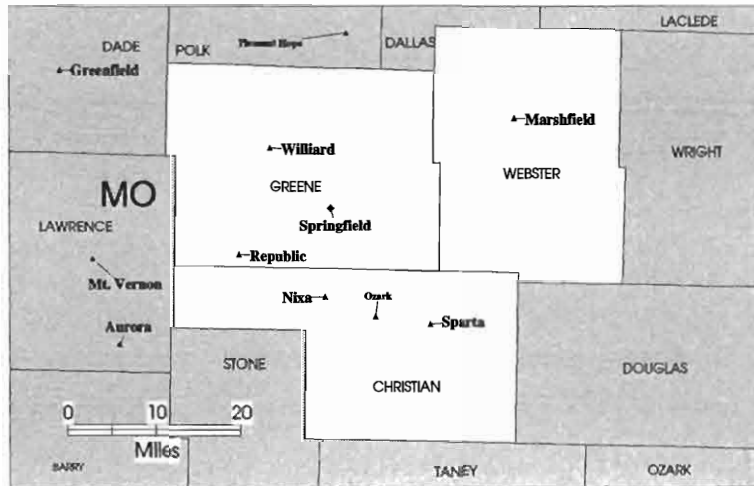
AM Stations

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 Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
WDEO	Ypsilanti	B	990	9.2	0.25		Ave Marie Found	62	9909	2,500		News/Talk	500			0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.6		
WTKA	Ann Arbor	B	1050	10.0	0.50	a	Clear Channel	45	0008		sw	Sprts/Talk	850	1.50	11.6	1.2	1.7	1.4	0.9	0.9	0.9	0.9	1.4		
WYBN	Saline	B	1290	0.5	0.00	a	Clear Channel	58	0005 p		sw	BusNw/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WSDS	Salem Township	B	1480	0.8	3.80		Koch Bcstg	62	6806			Country	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WAAM	Ann Arbor	B	1600	5.0	5.00		Whitehall Conval	47	8309	500		FullService	500	0.32	31.6	2.1	2.4	3.5	2.8	4.2	3.1	3.2	1.4		
# AM Stations -					5	# Combos -					2	AM TOTALS					43.2	3.3	4.1	4.9	3.7	5.7	4.0	4.1	3.4
AM & FM Stations Profiled -					7	# Duopolies -					2	Total Local Commercial Share						10.6	12.0	9.8	10.2	12.6	11.8	10.5	8.9

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 146
Revenue Rank: 99

Springfield, MO Market Overview



Metro Counties / Population (000)

Christian, MO	50.0
Greene, MO	229.3
Webster, MO	29.4
Total	308.7

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$12,500	\$14,300	\$14,700	\$15,600	\$15,900	\$17,700
Δ 98 - 99	1999	2000	2001	2002	2003	2003	Δ 99 - 03
	7.3%	\$19,000	\$20,700	\$21,800	\$23,700	\$25,200	7.2%
	1993	1998	2003			Est. Breakout	
Revenue/Retail Sales	\$4.51/1,000	\$3.70/1,000	\$3.87/1,000			Local	85%
Revenue/Capita	\$44.40	\$57.34	\$78.09			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	281.5	308.7	1.9%	308.7	322.7
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

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	149.6	23.8	13.1	17.2	20.7	24.1	20.8	30.0
Women (000)	159.1	22.4	12.3	17.8	20.4	24.6	21.6	40.0
Total	308.7	46.2	25.4	35.0	41.1	48.7	42.3	70.0
Percentage	100.0%	15.0%	8.2%	11.3%	13.3%	15.8%	13.7%	22.7%
Per Capita	\$ 15,430	Median Household		\$ 32,734	Avg Household		\$ 39,994	
Ethnic Population:	White 96.9%	Black 1.7%	Asian 0.9%	Hispanic 1.1%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		13	12	14	6	20
Tot 12+	2.2		72.2	70.8	74.4	8.7	83.1
Avg 12+	2.2		5.6	5.9	5.3	1.5	4.2
Tot LCS	2.6		86.9	85.2	89.5	10.5	100.0
Avg LCS	2.6		6.7	7.1	6.4	1.7	5.0

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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
KOMG	Ozark	C2	92.9	50.0	492	d	Mid-West Family	95	9912	3,000		AC	200		0.3	1.4	0.0	0.5	0.0	1.5	0.0	0.0	0.8
KTTS	Springfield	C	94.7	98.0	1102	b	Journal Bcst Group	48	9906		g1	Country	4,400	1.46	15.9	10.3	10.3	12.4	14.4	14.9	12.3	12.8	14.1
KTOZ	Pleasant Hope	C2	95.5	44.0	522	c	Clear Channel	94	0007 p		g2	Modern AC	1,025	0.67	8.1	6.4	7.2	7.8	5.8	4.4	5.6	5.1	3.7
KMXH	Sparta	C2	96.5	50.0	492	b	Journal Bcst Group	89	9906		g1	Country	500	0.75	3.5	5.0	3.9	1.8	4.0	3.9	5.6	4.5	1.0
KXUS	Springfield	C1	97.3	100.0	581	c	Clear Channel	69	0007 p		g2	Clsc Rock	1,050	1.23	4.5	5.6	5.4	3.9	3.7	6.7	6.1	6.4	5.2
KWTO	Springfield	C1	98.7	96.0	551	a	Meyer Comm Inc	67	9501	1,880	c1	Clsc Rock	450	0.91	2.6	1.7	2.9	1.6	2.8	4.1	2.7	2.4	3.7
KADI	Republic	A	99.5	6.0	328		Vision Comm	90	0008	550		ChrsContemp	500	1.01	2.6	2.2	2.4	2.6	1.8	1.3	2.4	2.1	3.4
KGMY	Aurora	C2	100.5	33.0	600	c	Clear Channel	68	0007 p		g2	Country	1,850	1.25	7.8	7.5	7.5	8.0	5.2	7.5	6.4	9.0	12.0
KTXR	Springfield	C	101.3	97.0	1181	a	Meyer Comm Inc	62				Easy	1,000	0.86	6.1	3.6	4.8	4.4	5.8	4.4	5.6	4.3	5.8
KZRQ	Ash Grove	C3	104.1	10.5 cp	505		GMR MO Inc	94	9610		na	Rock	400	0.45	4.7	6.4	4.7	3.9	4.0	3.1	1.3	2.1	1.0
KKLH	Marshfield	C2	104.7	35.0	581	d	Mid-West Family	79	9607	1,800		Clsc Rock	575	0.58	5.2	3.1	4.4	4.7	4.0	3.9	2.9	4.8	4.5
KOSP	Willard	C2	105.1	50.0	492	d	Mid-West Family	92				Oldies	1,100	1.05	5.5	4.7	3.0	4.1	5.2	4.6	5.9	5.9	3.1
KGBX	Nixa	C2	105.9	38.0	558	c	Clear Channel	42	0007 p		g2	AC	3,125	1.47	11.2	7.8	10.5	9.1	9.8	12.1	10.1	8.0	11.5
KHTO	Mount Vernon	C3	106.7	17.5 cp	394		Radio 2000 Inc	93	9606		c2 1	CHR	1,200	0.65	9.7	8.7	7.4	9.1	7.3	5.7	7.2	6.1	5.2
# FM Stations -					14	# Combos -					11	FM TOTALS			87.7	74.4	74.4	73.9	73.8	78.1	74.1	73.5	75.0

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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
KWTO	Springfield	B	560	5.0	4.00	a	Meyer Comm Inc	33	9501		c1	Talk	1,100	0.95	6.1	3.1	4.2	4.7	5.5	4.9	3.5	4.0	4.7
KTOZ	Springfield	B	1060	0.5	0.00		Entertainment Ntwk	72	9406	35	2	MOR	50		0.6	0.6	0.5	1.0	0.0	0.0	0.0	0.0	1.0
KTTS	Springfield	B	1260	5.0	5.00	b	Journal Bcst Group	42	9906		g1	Country	450	0.59	4.0	5.0	4.9	3.9	2.8	3.6	4.8	6.1	5.0
• KIDS	Springfield	C	1340	1.0 cp	1.00		Thirteen Forty Prod	49	0006	140		Sports	50		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KGMY	Springfield	C	1400	1.0	1.00	c	Clear Channel	26	0007 p		g2	Sports			0.8	0.0	1.2	0.8	0.6	0.5	0.5	0.8	2.1
KLFJ	Springfield	B	1550	5.0	0.03		127 Inc.	74	9904	432	2	Talk/Info			0.7	0.0	0.0	0.0	1.2	0.5	0.0	0.0	0.0
# AM Stations -					6	# Combos -					3	AM TOTALS			12.2	8.7	10.8	10.4	10.1	9.5	8.8	10.9	12.8
AM & FM Stations Profiled -					20	# Duopolies -					5	Total Local Commercial Share			83.1	85.2	84.3	83.9	87.6	82.9	84.4	87.8	

Docket 80-90 Allocations: 102.1, A, Brookline

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 147
Revenue Rank: 143

Macon, GA Market Overview



Metro Counties / Population (000)	
Bibb, GA	156.7
Houston, GA	107.0
Jones, GA	23.2
Peach, GA	24.9
	311.8

Market Radio Financials

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$8,800	\$9,200	\$10,400	\$10,800	\$11,000	\$11,100	4.7%
Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03	
16.2%	\$12,900	\$13,900	\$14,800	\$16,000	\$17,000	7.1%	

	1993	1998	2003	Est. Breakout	
Revenue/Retail Sales	\$3.62/1,000	\$2.91/1,000	\$3.44/1,000	Local	73%
Revenue/Capita	\$29.87	\$35.60	\$51.22	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	294.6	311.8	1.1%	311.8	331.9	1.3%
Households	108.8	116.4	1.4%	116.4	126.6	1.7%
Retail Sales	2,429.7	3,809.5	9.4%	3,809.5	4,947.2	5.4%
EBI	4,102.0	4,240.5	0.7%	4,240.5	5,116.1	3.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	149.0	26.6	14.4	14.2	22.0	24.2	20.7	26.8
Women (000)	162.8	26.1	13.8	15.3	22.4	25.7	22.9	36.6
Total	311.8	52.7	28.2	29.5	44.4	49.9	43.7	63.5
Percentage	100.0%	16.9%	9.0%	9.5%	14.2%	16.0%	14.0%	20.4%
Per Capita	\$ 13,600							
			Median Household	\$ 27,770			Avg Household	\$ 36,431
Ethnic Population:	White	59.6%	Black	39.0%	Asian	1.2%	Hispanic	1.9%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7		7	9	14	11	25
Tot 12+	21.4		54.1	69.3	75.5	9.2	84.7
Avg 12+	3.1		7.7	7.7	5.4	0.8	3.4
Tot LCS	25.3		63.9	81.8	89.1	10.9	100.0
Avg LCS	3.6		9.1	9.1	6.4	1.0	4.0

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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WMKS	Macon	A	92.3	3.0	328		Magic Bcstg Inc	92	9804	1,225		Clsc Rock	450	0.71	4.9	2.0	2.2	2.9	5.4	1.8	2.5	2.5	2.3
WMGB	Jeffersonville	C2	93.7	29.5	646	d	Magic Bcstg Inc	93	9607	7,250	c7	CHR	750	0.89	6.5	9.6	6.7	5.6	5.4	5.5	6.1	6.0	6.1
• WRNC	Gray	C3	96.5	8.0 cp	571	c	Clear Channel	94	0009 p	17,250	g1	Country	50		0.3	2.0	1.1	0.5	0.0	0.8	0.3	0.0	0.5
• WIBB	Ft. Valley	C3	97.9	10.5	499	c	Clear Channel	90	0009 p		g1	Urban	1,750	1.17	11.6	10.8	12.9	9.8	9.9	13.4	15.9	16.1	17.2
WAYS	Macon	C1	99.1	92.0	663	d	Magic Bcstg Inc	47	9707		c6	Oldies	750	0.82	7.1	4.7	6.1	6.4	5.7	6.6	4.6	6.3	5.8
WAFI	Unadilla	A	99.9	6.0	328	e	Toccoa Falls	95	9512	168		Christian			0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WQMJ	Forsyth	A	100.1	2.0 cp	574	a	Roberts Comm	73	9707	550	c4	R&B Oldies	200	0.67	2.3	0.0	1.8	1.6	2.3	1.6	1.5	3.0	1.5
WPGA	Perry	A	100.9	3.3	446	b	Radio Perry Inc	66	9002		nc	Hot AC	325	1.40	1.8	1.7	1.7	1.1	2.0	2.4	3.3	3.8	3.8
• WRBV	Warner Robins	A	101.7	4.9	351	c	Clear Channel	69	0009 p		g1	Urban/Oldes	250	0.37	5.3	5.9	6.5	4.2	4.8	3.2	2.0	2.5	3.3
• WLCG	Warner Robbins	A	102.5	4.0	328	c	Clear Channel	94	0009 p		g1	Black Gospl	125	0.30	3.2	4.2	5.8	2.4	3.1	3.9	1.0	1.0	0.5
WDEN	Macon	C3	105.5	6.1 cp	659	d	Magic Bcstg Inc	68	8710	6,000	c2	Country	3,100	1.55	15.5	12.3	12.4	13.8	12.5	11.8	15.2	16.6	16.7
• WQBZ	Ft. Valley	C2	106.3	48.0	492	c	Clear Channel	81	0009 p		g1	AOR	1,375	1.44	7.4	5.4	6.8	5.8	6.8	8.7	10.1	9.3	6.6
WFXM	Gordon	A	107.1	2.3	541	a	Roberts Comm	76	9707	575	c1	Urban	450	0.41	8.5	7.1	5.9	7.7	6.8	6.3	1.0	2.3	1.0
WPEZ	Macon	C1	107.9	100.0	689	d	Magic Bcstg Inc	73	9607		c7	AC	2,500	1.48	13.1	9.3	8.1	12.5	9.9	9.5	12.2	8.3	10.1
# FM Stations -					14	# Combos -					13	FM TOTALS			87.5	75.5	78.0	74.3	74.6	75.5	75.7	77.7	75.4

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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WBML	Macon	B	900	2.0	0.15		Rodgers Bcstg Corp	40	7909			Religion	100		0.5	0.0	0.6	0.0	0.8	0.0	0.0	0.0	0.0
WMAC	Macon	B	940	50.0	10.00	d	Magic Bcstg Inc	22	9707		c6	Nws/Tlk/Spt	450	0.71	4.9	3.4	5.3	4.2	4.2	3.9	3.8	3.5	4.3
WPGA	Perry	B	980	5.0	0.27	b	Radio Perry Inc	55	9002		nc	Children	100			0.0	0.0	0.0	0.0	0.8	0.5	0.5	1.0
WXJO	Gordon	B	1120	10.0	0.00	a	Roberts Comm	69	9707		c1	Urban/Gospl				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		c4	Urban/Gospl			1.9	0.7	0.4	2.1	1.1	0.0	1.0	1.5	1.8
WDDO	Macon	C	1240	1.0	1.00	d	Magic Bcstg Inc	57	9607		c7	Black Gospl	175	0.31	4.4	5.1	4.6	5.0	2.5	3.2	5.6	4.0	4.1
• WLCG	Macon	B	1280	5.0	0.10	c	Clear Channel	48	0009 p		g1	Black Gospl			0.3	0.0	0.0	0.5	0.0	0.0	0.0	0.3	0.0
WCOP	Warner Robins	B	1350	5.0	0.50	e	Toccoa Falls	54	8507	140		Christian			0.5	0.0	0.0	0.8	0.0	0.5	0.0	0.0	0.5
WNEX	Macon	C	1400	1.0	1.00	b	Radio Perry Inc	45	0003 p		na	Children				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WDEN	Macon	B	1500	1.0 cp	0.00	d	Magic Bcstg Inc	67	8710		c2	Country				0.0	0.0	0.0	0.0	0.3	0.0	0.3	0.3
• WRNC	Warner Robins	B	1670	10.0	1.00	c	Clear Channel	66	0009 p		g1	Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -					11	# Combos -					10	AM TOTALS			12.5	9.2	10.9	12.6	8.6	8.7	10.9	10.1	12.0
AM & FM Stations Profiled -					25	# Duopolies -					10	Total Local Commercial Share			84.7	88.9	86.9	83.2	84.2	86.6	87.8	87.4	

• 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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WYHY	Winnebago	A	95.3	1.3	512		RadioWorks Inc	71	9905		g	Oldies	1,475	1.00	10.6	15.1	5.8	6.5	6.6	6.0	8.4	9.7	6.2
• WKMQ	Loves Park	A	96.7	5.0	161	a	Cumulus Bcstg Inc	64	0010			Oldies	100			0.0	0.0	0.0	0.0	0.0	0.9	0.5	1.2
WZOK	Rockford	B	97.5	50.0	430	a	Cumulus Bcstg Inc	49	0010		g	Rock AC	3,000	0.99	21.9	11.0	16.2	14.2	12.9	11.3	13.0	14.5	13.6
WXXQ	Freeport	B1	98.5	11.0	492	a	Cumulus Bcstg Inc	47	0010		g	Country	2,150	1.04	14.9	10.4	10.3	9.6	8.9	7.1	11.8	8.1	10.3
WQFL	Rockford	A	100.9	23.7 cp	489		First Assembly God	74	8006	590		ChrsContemp	300	0.42	5.1	2.1	1.5	3.1	3.2	2.1	1.7	3.3	1.7
WGFB	Rockton	A	103.1	1.2	525	b	RadioWorks Inc	63	9910		g5	AC	2,025	1.03	14.1	5.2	8.1	8.0	9.5	10.5	9.2	9.2	12.7
WXRX	Belvidere	A	104.9	4.0	400	b	RadioWorks Inc	71	9908		g1	Clsc Rock	2,800	1.15	17.5	7.8	11.0	10.4	11.3	13.9	11.8	14.5	13.2
# FM Stations -					7	# Combos -					5	FM TOTALS			84.1	51.6	52.9	51.8	52.4	50.9	56.8	59.8	58.9

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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
• WNTA	Rockford	B	1330	1.0	0.09	b	RadioWorks Inc	53	9908		c1	Nws/Tlk/Old	600	0.53	8.1	4.4	3.6	4.3	5.8	5.8	3.5	4.6	4.1
WTJK	S. Beloit	B	1380	5.0	5.00		Good Karma Bcstg	48	0008 p	236		Sports	300		0.6	0.0	0.0	0.0	0.8	0.0	0.0	0.5	1.0
WROK	Rockford	B	1440	5.0	0.27	a	Cumulus Bcstg Inc	23	0010		g	News/Talk	1,100	1.08	7.3	3.1	5.3	4.1	5.0	5.2	5.2	5.1	5.5
WLUV	Loves Park	B	1520	0.5	0.01		Loves Park Bcstg Co	62				Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -					4	# Combos -					2	AM TOTALS			16.0	7.5	8.9	8.4	11.6	11.0	8.7	10.2	10.6
AM & FM Stations Profiled -					11	# Duopolies -					3	Total Local Commercial Share			59.1	61.8	60.2	64.0	61.9	65.5	70.0	69.5	

Docket 80-90 Allocations: 106.1, A, Oregon

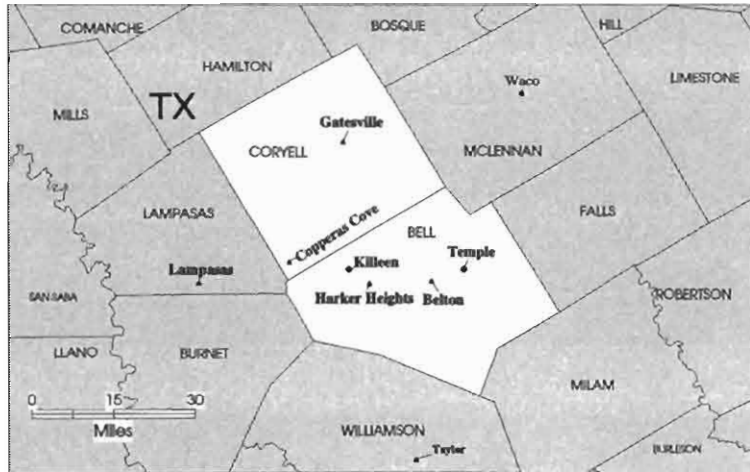
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 149

Revenue Rank: 211

Killeen-Temple, TX Market Overview



Metro Counties / Population (000)

Bell, TX	231.7
Coryell, TX	77.8
Total	309.5

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$3,600	\$4,500	\$4,600	\$5,000	\$5,400	\$5,800	10.0%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	19.0%	\$6,900	\$7,700	\$8,300	\$9,100	\$9,800	9.2%

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	\$2.20/1,000	\$2.35/1,000	\$3.00/1,000	Local 80%
Revenue/Capita	\$13.88	\$18.74	\$29.76	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	259.3	309.5	3.6%	309.5	329.3	1.2%
Households	85.0	103.0	3.9%	103.0	111.4	1.6%
Retail Sales	1,633.0	2,472.2	8.6%	2,472.2	3,267.1	5.7%
EBI	3,282.2	3,953.5	3.8%	3,953.5	5,000.6	4.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	160.5	31.1	13.4	25.9	29.9	22.9	16.3	21.1
Women (000)	149.0	29.3	12.7	16.5	24.7	22.4	17.1	26.3
Total	309.5	60.4	26.0	42.3	54.7	45.3	33.4	47.4
Percentage	100.0%	19.5%	8.4%	13.7%	17.7%	14.6%	10.8%	15.3%
Per Capita	\$ 12,774		Median Household	\$ 28,885		Avg Household	\$ 38,383	
Ethnic Population:	White 74.5%		Black 20.4%		Asian 4.5%		Hispanic 16.4%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		7	7	10	4	14
Tot 12+	16.1		27.8	36.6	43.9	5.1	49.0
Avg 12+	5.4		4.0	5.2	4.4	1.3	3.5
Tot LCS	32.9		56.7	74.7	89.6	10.4	100.0
Avg LCS	11.0		8.1	10.7	9.0	2.6	7.1

Competitive Overview

Some stations also rated in Austin.

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)									
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
KIIZ	Killeen	A	92.3	3.0	259		Clear Channel	91	0008		g	1 Urban	1,900	1.02	26.9	9.4	12.6	13.3	15.6	13.9	12.9	16.5	15.4		
KLNC	Killeen	C	93.3	100.0	1949		LBJ-S Bcstg LP	61	9711	See (49)		Country	n/a		3.4	4.4	2.2	2.2	1.5	1.8	4.7	2.1	3.0		
KASZ	Gatesville	A	98.3	1.0 cp	262		LDR Bcstg Ltd	76	9106	125		Clsc Rock	250	3.62	1.0	0.0	0.0	1.1	0.0	0.0	0.0	0.8	0.0		
• KHHL	Lampasas	C1	98.9	18.5	1814		Shamrock Comm Inc	76	8709	See (49)		Rock AC	n/a		4.5	2.9	2.5	3.0	1.8	3.0	4.4	2.9	3.5		
KLTD	Temple	C3	101.7	16.6	410	a	Cumulus Bcstg Inc	95	9909 p	1,250		Oldies	450	2.25	2.9	3.2	4.0	2.2	0.9	1.8	1.7	2.9	1.3		
KSSM	Copperas Coye	C3	103.1	8.6	558	a	Cumulus Bcstg Inc	77	0004	2,750		Urban AC	700	1.33	7.6	4.1	4.7	4.4	3.8	6.5	7.7	6.4	8.8		
KQBT	Taylor	C2	104.3	48.0	492		Infinity Bcstg	75	0008 p			CHR/Rhymc	n/a		9.6	3.5	4.0	4.4	5.9	3.0	5.5	5.3	5.6		
KUSJ	Harker Heights	C2	105.5	33.0	600	a	Cumulus Bcstg Inc	94	0003	2,250		Country	750	0.82	13.3	5.3	6.8	6.4	7.9	8.3	7.7	10.1	3.3		
KOOC	Belton	C3	106.3	11.5	489	a	Cumulus Bcstg Inc	70	0004	2,750		Hot AC	950	1.50	9.2	4.4	5.7	5.5	4.4	3.6	8.0	4.5	6.6		
KLFX	Nolanville	A	107.3	2.0	525		Sheldon Comm Inc	87	9411	183 cp	1	Rock	1,100	1.18	13.5	6.7	6.2	8.0	6.5	6.5	5.2	6.7	4.8		
# FM Stations -					10	# Combos -					4	FM TOTALS					91.9	43.9	48.7	50.5	48.3	48.4	57.8	58.2	52.3

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)									
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
KREH	Pecan Grove	B	900	2.5 cp	0.01		Entravision Comm	52	0008		g4	Ethnic				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KTON	Belton	B	940	1.0	0.01		Sheldon Comm Inc	61	9105		c1	Christian	200		0.6	1.8	0.5	0.6	0.0	0.0	0.6	0.0	1.8		
KRMV	Killeen	B	1050	0.3	0.00		Martin Bcstg Inc	55	9308	118		Tejno/Varty	200	1.71	1.7	1.2	0.0	0.0	1.8	0.0	0.0	0.0	0.0		
KTEM	Temple	C	1400	1.0	1.00		Cumulus Bcstg Inc	36	0004 p	425		Nws/Tik/Spt	350	0.87	5.8	2.1	3.7	3.3	2.9	4.4	1.7	2.9	2.5		
# AM Stations -					4	# Combos -					0	AM TOTALS					8.1	5.1	4.2	3.9	4.7	4.4	2.3	2.9	4.3
AM & FM Stations Profiled -					14	# Duopolies -					2	Total Local Commercial Share					49.0	52.9	54.4	53.0	52.8	60.1	61.1	56.6	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 150

Revenue Rank: 131

Salisbury-Ocean City, MD Market Overview



Metro Counties / Population (000)

Somerset, MD	24.4
Wicomico, MD	79.8
Worcester, MD	43.1
Sussex, DE	139.5
Total	286.8

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$13,000	\$13,700	\$14,200	\$14,600	\$13,400	\$13,400	0.5%
Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03	
5.2%	\$14,100	\$15,300	\$16,300	\$17,600	\$18,600	7.2%	
Revenue/Retail Sales	1993 \$5.03/1,000	1998 \$3.34/1,000	2003 \$3.51/1,000	Est. Breakout			
Revenue/Capita	\$49.45	\$46.72	\$60.25	Local	83%		
				National	17%		

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	262.9	286.8	1.8%	286.8	308.7	1.5%
Households	100.0	109.6	1.9%	109.6	119.7	1.8%
Retail Sales	2,585.9	4,010.7	9.2%	4,010.7	5,295.3	5.7%
EBI	3,635.9	4,079.3	2.3%	4,079.3	5,078.7	4.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	139.9	21.5	10.9	12.4	19.5	22.2	19.3	34.1
Women (000)	146.9	20.7	10.6	12.4	18.1	21.8	20.0	43.3
Total	286.8	42.2	21.6	24.8	37.6	43.9	39.3	77.4
Percentage	100.0%	14.7%	7.5%	8.6%	13.1%	15.3%	13.7%	27.0%
Per Capita	\$ 14,224			Median Household	\$ 29,210		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	Viable FMs	All FMs	All AMs	Total
# Stations	20	6		14	27	8	35
Tot 12+	45.4	31.4		67.1	77.1	6.1	83.2
Avg 12+	2.3	5.2		4.8	2.9	0.8	2.4
Tot LCS	54.6	37.7		80.6	92.7	7.3	100.0
Avg LCS	2.7	6.3		5.8	3.4	0.9	2.9

Competitive Overview

Some stations also rated in Wilmington, DE.

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		Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WLBW	Fenwick Island	A	92.1	6.0	308	d	Clear Channel	94	0008		sw	Oldies	375	0.89	3.0	2.4	2.4	1.9	2.8	3.1	3.4	2.6	3.0
WGMD	Rehoboth Bch	A	92.7	3.0	299		Resort Bcstg Co	75	8007			Nws/Tlk/Inf	1,150	1.85	4.4	3.2	2.7	2.9	3.9	2.5	4.5	2.9	3.2
WZBH	Georgetown	B1	93.5	11.0	486	a	Great Scott Bcstg	69				AOR	850	0.68	8.9	10.3	6.4	6.4	7.3	6.5	5.9	5.5	6.8
WFBR	Cambridge		94.3	4.6	367		CWA Broadcasting	96				ChrsContemp				0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WRDX	Dover	B	94.7	50.0	378	c	Clear Channel	56	0008			Clsc Rock	n/a		1.7	0.8	0.9	1.6	1.1	1.4	1.1	3.1	3.0
WQJX	Laurel	A	95.3	6.0	328	a	Great Scott Bcstg	91	9803	1,500		Rhythm/Blue	275	0.93	2.1	2.7	2.2	1.1	2.2	2.5	1.4	1.0	1.1
WOSC	Bethany Bch	B1	95.9	18.8	377	d	Clear Channel	58	0008		sw	Rock	500	0.93	3.8	2.4	3.1	2.7	3.1	3.1	3.6	4.4	3.5
WBEY	Crisfield	A	96.9	2.8	403		Bay Bcstg Inc	95			1	Country			0.5	0.5	0.0	0.8	0.0	0.0	0.6	0.0	0.0
WQJZ	Ocean Pines	A	97.1	4.6	374	b	Delmarva Bcstg Co	94	9708		d2	Jazz	370	0.94	2.8	1.9	2.5	2.4	2.0	2.5	2.2	3.6	2.7
WICO	Salisbury	A	97.5	4.5 cp	331	b	Delmarva Bcstg Co	69	9708		d2	Country	750	1.16	4.6	2.9	3.7	3.2	3.9	4.2	3.9	3.6	4.3
WAFI	Milford	A	97.7	6.0 cp	328	b	Delmarva Bcstg Co	73	9708		d2	AC	1,800	5.55	2.3	1.3	1.6	1.9	1.7	1.1	2.5	2.3	3.2
WSBL	Selbyville	A	97.9	3.0 cp	328		Anchor Bcstg LP	93				Country			0.5	0.0	0.0	0.8	0.0	0.8	0.0	0.0	0.0
WGBG	Seaford	A	98.5	6.0	322	a	Great Scott Bcstg	72	9805	1,200	c1	Clsc Hits			3.2	2.9	3.0	2.7	2.2	1.4	0.8	1.3	0.5
WSBY	Salisbury	A	98.9	6.0	325	d	Clear Channel	89	0008		sw	Urban AC			0.7	8.8	0.4	0.3	0.8	0.6	2.2	1.3	0.8
WWFG	Ocean City	B	99.9	50.0	315	d	Clear Channel	78	0008		sw	Country	1,650	0.97	12.1	8.0	8.8	9.4	9.3	8.8	9.5	10.9	7.8
WAAI	Hurlock	A	100.9	1.3	502	e	MTS Broadcasting	89	9701		g	Country				1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WXPZ	Milford	A	101.3	3.0	328		Samson Comm Inc	90				ChrsContemp	575	2.15	1.9	0.5	0.9	1.6	1.4	1.1	1.7	1.6	1.6
WRBG	Ocean View	A	101.7	3.0	299	a	Great Scott Bcstg	86	9806	1,500		Clsc Hits	300	1.33	1.6	0.5	1.9	1.1	1.4	1.4	4.5	5.2	3.8
WOLC	Princess Anne	B	102.5	50.0	499		Maranatha Inc	76				Christian	300	0.71	3.0	2.7	2.9	2.4	2.2	4.0	4.5	2.9	3.5
• WJNE	Bethany Beach	A	103.5	1.5 cp	479	a	Great Scott Bcstg	95				Modern AC	200	1.01	1.4	0.8	0.9	1.3	0.8	1.4	1.4	1.3	0.8
WOCQ	Berlin	A	103.9	6.0	328	a	Great Scott Bcstg	81	9712	2,800		Urban	600	0.27	15.5	9.0	14.4	11.3	12.6	12.2	8.4	6.8	8.4
WQHQ	Salisbury	B	104.7	33.0	610	d	Clear Channel	65	0008		sw	AC	1,750	1.39	8.9	7.2	8.3	7.2	6.5	9.1	8.1	9.4	8.6
WLWV	Salisbury	A	105.5	2.1	384	d	Clear Channel	82	0008		sw	Oldies	500	1.04	3.4	2.4	2.3	2.4	2.8	1.7	2.8	2.9	3.5
WXJN	Lewes	A	105.9	6.0	328	b	Delmarva Bcstg Co	92	9708		d2	Country	450	0.78	4.1	2.7	3.5	3.5	2.8	3.4	2.5	1.6	1.9
WKHW	Pocomoke City	A	106.5	1.8	341		Great Scott Bcstg	92	9909		g	Oldies	200	1.29	1.1	0.0	0.7	1.1	0.6	0.8	0.6	0.5	1.1
WRXS	Ocean City	A	106.9	6.0	302		Atlantic Radio Bcstg	94	9805	360		CHR	450		0.8	0.8	1.1	0.5	0.8	0.6	0.3	0.0	1.6
WTDK	Federalburg	A	107.1	3.9	407	e	MTS Broadcasting	78	9701		g	Oldies	250	1.27	1.4	0.5	0.6	0.8	1.4	0.6	0.6	1.3	0.5
# FM Stations -					27	# Combos -					18	FM TOTALS			93.7	77.1	75.2	71.3	73.6	74.8	77.0	76.0	75.2

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

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	Δ 93 - 98
		\$13,000	\$13,700	\$14,200	\$14,600	\$13,400	\$13,400
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	5.2%	\$14,100	\$15,300	\$16,300	\$17,600	\$18,600	7.2%

	1993	1998	2003	Est. Breakout	
Revenue/Retail Sales	\$5.03/1,000	\$3.34/1,000	\$3.51/1,000	Local	83%
Revenue/Capita	\$49.45	\$46.72	\$60.25	National	17%

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	262.9	286.8	1.8%	286.8	308.7	1.5%
Households	100.0	109.6	1.9%	109.6	119.7	1.8%
Retail Sales	2,585.9	4,010.7	9.2%	4,010.7	5,295.3	5.7%
EBI	3,635.9	4,079.3	2.3%	4,079.3	5,078.7	4.5%

Metro Counties / Population (000)

Somerset, MD	24.4
Wicomico, MD	79.8
Worcester, MD	43.1
Sussex, DE	139.5

286.8

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	139.9	21.5	10.9	12.4	19.5	22.2	19.3	34.1
Women (000)	146.9	20.7	10.6	12.4	18.1	21.8	20.0	43.3
Total	286.8	42.2	21.6	24.8	37.6	43.9	39.3	77.4
Percentage	100.0%	14.7%	7.5%	8.6%	13.1%	15.3%	13.7%	27.0%
Per Capita	\$ 14,224							
				Median Household	\$ 29,210		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	Viable FMs	All FMs	All AMs	Total
# Stations	20	6		14	27	8	35
Tot 12+	45.4	31.4		67.1	77.1	6.1	83.2
Avg 12+	2.3	5.2		4.8	2.9	0.8	2.4
Tot LCS	54.6	37.7		80.6	92.7	7.3	100.0
Avg LCS	2.7	6.3		5.8	3.4	0.9	2.9

Competitive Overview

Some stations also rated in Wilmington, DE.

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)									
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
WDMV	Pocomoke City	B	540	0.5	0.24		Birach Bcstg Corp	55				1	Gospel			0.3	0.8	1.3	0.5	0.0	0.0	0.0	0.0	0.0	0.0
WJWL	Georgetown	B	900	10.5	1.08	a	Great Scott Bcstg	51	6104				Nostalgia	325	0.82	2.8	3.4	2.0	2.9	1.4	2.0	0.8	2.1	1.9	
WYUS	Milford	B	930	0.5	0.00	b	Delmarva Bcstg Co	53	9708		d2		Spanish	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WTGM	Salisbury	B	960	5.0	5.00	d	Clear Channel	40	0008		sw		Sports	75	0.53	1.0	0.0	0.7	0.8	0.8	0.6	0.8	1.3	0.5	
WJWK	Seaford	B	1280	0.8	0.21	a	Great Scott Bcstg	55	9805		c1		Nostalgia				0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	
WICO	Salisbury	B	1320	0.7	0.04	b	Delmarva Bcstg Co	57	9708		d2		Talk	250	1.04	1.7	1.9	1.2	1.9	0.8	1.1	1.4	1.6	1.4	
WJDY	Salisbury	B	1470	5.0	0.00	d	Clear Channel	58	0008		sw		Children	30		0.4	0.0	0.0	0.0	0.6	0.3	0.8	1.0	0.8	
WETT	Ocean City	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	6.1	5.6	6.1	3.6	4.0	3.8	6.0	4.6
				AM & FM Stations Profiled -		35	# Duopolies -		13							Total Local Commercial Share	83.2	80.8	77.4	77.2	78.8	80.8	82.0	79.8	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 151

Revenue Rank: 173

Utica - Rome, NY Market Overview



Metro Counties / Population (000)

Herkimer, NY	63.6
Oneida, NY	229.9
Total	293.5

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$7,100	\$7,600	\$7,500	\$7,700	\$8,000	\$9,100	5.1%
Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03	
6.6%	\$9,700	\$10,300	\$10,900	\$11,500	\$12,200	6.0%	
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
Revenue/Capita	\$3.32/1,000	\$3.37/1,000	\$4.05/1,000	Local	87%		
	\$22.44	\$31.01	\$43.31	National	13%		

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	316.4	293.5	-1.5%	293.5	281.7	-0.8%
Households	117.4	109.7	-1.3%	109.7	106.7	-0.6%
Retail Sales	2,138.2	2,696.5	4.7%	2,696.5	3,012.8	2.2%
EBI	4,300.7	3,822.4	-2.3%	3,822.4	4,111.4	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		\$ 25,448	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	Viable FMs	All FMs	All AMs	Total
# Stations	7	7		8	14	11	25
Tot 12+	8.0	59.3		61.6	67.3	11.5	78.8
Avg 12+	1.1	8.5		7.7	4.8	1.0	3.2
Tot LCS	10.2	75.3		78.2	85.4	14.6	100.0
Avg LCS	1.5	10.8		9.8	6.1	1.3	4.0

Competitive Overview

NOTE: 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)								
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
WXUR	Herkimer	A	92.7	3.0	300	b	Arjuna Bcstg Corp	79	9403	118	c1	Oldies		2.1	1.3	1.3	1.7	1.6	1.0	1.2	1.2	1.5	
WRFM	Remsen	A	93.5	1.2 cp	748	c	Clear Channel	83	9906		g1	Lite AC	380	1.00	3.9	2.3	3.4	2.5	3.7	1.7	3.2	1.9	2.2
WKLL	Frankfort	B	94.9	34.0	568	e	Galaxy Comm	90	9004	165	cp	Modern Rock	570	0.86	6.8	5.7	5.9	5.0	5.8	6.1	6.0	6.2	6.2
WODZ	Rome	B1	96.1	7.4	604	a	Regent Comm	68	0001		g5	Oldies	375	0.59	6.6	6.5	4.3	4.7	5.8	3.9	3.2	3.8	3.2
WOUR	Utica	B	96.9	19.3	791	c	Clear Channel	67	9906		g1	AdStd/NwRck	920	1.13	8.4	9.1	6.0	6.3	7.1	6.9	8.2	5.7	8.1
WOWZ	Whitesboro	A	97.9	1.5	669	f	Roser		94			CHR	160	0.75	2.2	1.3	1.3	2.2	1.3	1.5	1.0	1.0	1.0
WLZW	Utica	B	98.7	25.0	659	a	Regent Comm	74	0001		g5	AC	2,165	1.73	12.9	11.7	10.2	9.9	10.6	11.8	12.9	13.3	13.6
WVVC	Utica	A	100.7	1.6	627		Bethany Bcstg Corp		94			ChrsContemp			1.2	0.5	0.8	1.1	0.8	1.7	0.7	1.0	1.5
WBUG	Fort Plain	A	101.1	1.3	719	f	Roser	91	9411	400	c1	Country			1.1	0.5	0.7	0.6	1.1	1.5	0.5	0.7	0.5
WBRV	Boonville	A	101.3	5.5	341	d	Flack Bctg Group	89	9809		g2	Country			0.2	0.8	0.0	0.3	0.0	0.0	0.0	0.0	0.0
WSKS	Rome	B	102.5	27.0	650	c	Clear Channel	82	9906		g1	Adult CHR	690	0.91	7.8	8.1	6.1	6.1	6.3	5.6	6.7	6.4	7.2
WFRG	Utica	B	104.3	100.0	495	a	Regent Comm	48	0001		g5	Country	2,300	1.13	20.9	13.3	17.2	16.0	17.4	16.2	14.4	15.9	11.6
WOWB	Little Falls	A	105.5	2.3	528	f	Roser	92	8910	41	cp	T40/CHR/Rym	210	1.80	1.2	1.3	1.5	1.1	0.8	2.0	1.2	1.2	1.5
WRCK	Utica	B	107.3	50.0	499	e	Galaxy Comm	62	9409	1,000	c5	Clsc Rock	760	1.14	6.9	4.9	6.2	7.7	3.4	4.4	5.5	4.0	2.7
# FM Stations -				14	# Combos -				13	FM TOTALS				82.2	67.3	64.9	65.2	65.7	64.3	64.7	62.3	60.8	

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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WBRV	Boonville	B	900	1.0	0.05	d	Flack Bctg Group	55	9809		g2	Country			0.4	0.3	0.0	0.6	0.0	0.0	0.0	0.0	1.2
WIBX	Utica	B	950	5.0	5.00	a	Regent Comm	25	0001		g5	News/Talk	625	0.64	10.0	6.5	7.2	9.1	6.9	6.6	5.0	8.1	7.7
WRUN	Utica	B	1150	5.0	1.00	a	Regent Comm	48	0001		g5	Country				0.3	0.5	0.0	0.0	0.2	0.5	0.5	0.7
WLFH	Little Falls	C	1230	1.0	1.00	f	Roser	52	9007	100		Country	180	1.33	1.4	0.8	0.7	1.1	1.1	0.7	1.0	1.2	1.0
WTLB	Utica	B	1310	5.0	0.50	e	Galaxy Comm	46	9409		c5	Nostalgia	130	0.25	5.3	3.6	3.5	3.9	4.5	3.7	3.2	2.6	3.7
WRNY	Rome	B	1350	0.5	0.06	c	Clear Channel	59	9906		g1	Sports	150		0.6	0.0	0.0	0.6	0.3	0.0	1.0	0.0	0.0
WNRS	Herkimer	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
WYFY	Rome	C	1450	1.0	1.00		Bible Bcstg Network	46	9904	50		Religion				0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2
WADR	Remsen	B	1480	5.0	0.00	c	Clear Channel	66	9906		g1	Sports				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WUTQ	Utica	B	1550	1.0	0.00	c	Clear Channel	62	9906		g1	Sports	80		0.4	0.0	0.4	0.3	0.3	0.5	1.0	1.0	2.0
WBUG	Amsterdam	B	1570	1.0	0.20	f	Roser	61	9411		c1	Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -				11	# Combos -				10	AM TOTALS				18.1	11.5	12.3	15.6	13.1	11.7	11.9	13.4	16.5	
AM & FM Stations Profiled -				25	# Duopolies -				9	Total Local Commercial Share				78.8	77.2	80.8	78.8	76.0	76.6	75.7	77.3		

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 152

Revenue Rank: 112

Evansville, IN Market Overview



Metro Counties / Population (000)

Posey, IN	26.5
Vanderburgh, IN	167.7
Warrick, IN	52.0
Henderson, KY	44.5
Total	290.7

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$11,600	\$11,300	\$11,400	\$11,700	\$12,100	\$15,600	6.1%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	10.3%	\$17,200	\$19,300	\$21,200	\$23,400	\$25,700	10.5%
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
Revenue/Capita	\$4.81/1,000	\$5.32/1,000	\$7.40/1,000	Local	80%		
	\$40.62	\$53.66	\$87.44	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	285.6	290.7	0.4%	290.7	293.9	0.2%
Households	111.9	115.4	0.6%	115.4	119.1	0.6%
Retail Sales	2,411.8	2,934.5	4.0%	2,934.5	3,473.6	3.4%
EBI	4,317.6	4,862.5	2.4%	4,862.5	6,081.7	4.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	139.6	23.3	12.5	12.1	19.1	23.2	19.9	29.5
Women (000)	151.1	22.3	11.9	12.5	19.6	23.6	20.7	40.5
Total	290.7	45.6	24.4	24.6	38.6	46.8	40.6	70.0
Percentage	100.0%	15.7%	8.4%	8.5%	13.3%	16.1%	14.0%	24.1%
Per Capita	\$ 16,727		Median Household	\$ 42,229		Avg Household	\$ 42,136	
Ethnic Population:	White	92.9%	Black	6.3%	Asian	0.6%	Hispanic	0.7%

Market Summary

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+	23.4	28.2	23.2	72.6	74.8	10.8	85.6
Avg 12+	3.9	9.4	7.7	8.1	6.2	1.4	4.3
Tot LCS	27.3	32.9	27.1	84.8	87.4	12.6	100.0
Avg LCS	4.6	11.0	9.0	9.4	7.3	1.6	5.0

Competitive Overview

Some stations also rated in Owensboro, KY.

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)									
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
WBKR	Owensboro	C1	92.5	96.0 cp	1001		Brill Media Co	48	9307	See (267)		Country	n/a		3.2	2.2	2.6	2.4	3.0	3.0	2.4	3.4	3.5		
WJPS	Chandler	A	93.5	3.2 cp	446	b	South Central Comm	94				Oldies	1,300	1.01	7.5	7.8	3.9	6.2	6.6	7.9	5.6	5.3	6.1		
WTRI	Mt Carmel	B	94.9	50.0	420	a	Clear Channel	60	0007 p		g1 1	Clsc Rock	500	1.00	2.9	2.8	2.0	1.9	3.0	2.5	3.7	4.5	3.2		
WSTO	Owensboro	C	96.1	100.0	1001	e	Brill Media Co	48	9703	5,000	c1	CHR	2,400	1.44	9.7	9.5	11.5	7.6	9.0	8.8	10.9	14.5	13.1		
WKDQ	Henderson	C	99.5	98.0	984		Brill Media Co	47	9705	8,000		Country	2,400	1.11	12.6	11.5	11.0	8.9	12.6	12.3	11.7	10.3	14.4		
WGBF	Henderson	A	103.1	3.2	453	a	Clear Channel	71	0007 p		g1 1	AOR	2,500	1.61	9.0	7.5	7.5	7.6	7.7	6.6	7.5	7.5	9.9		
WIKY	Evansville	B	104.1	39.0	571	b	South Central Comm	48				FuSvc/AC	4,100	1.13	21.1	19.3	21.8	18.4	17.5	20.3	17.1	18.4	20.9		
WYNG	Evansville	B	105.3	50.0	492	a	Clear Channel	64	0007 p		g1 1	Country	1,400	0.94	8.7	6.1	5.7	8.4	6.3	4.9	6.4	8.1	9.1		
WDKS	Newburgh	A	106.1	6.0	328	c	Newburgh Bcstg Co	91			1	Top 40	525	0.64	4.8	2.5	2.7	3.8	4.4	4.1	2.1	0.6	1.3		
WYFX	Mt. Vernon	A	106.7	3.0	295	d	Original Company	92	9904	360	c1	AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WBNL	Boonville	A	107.1	3.0	184	f	South Central Comm	67	9910 p	400	c4	Easy			0.3	0.0	0.0	0.0	0.5	0.0	1.3	0.0	0.0		
WABX	Evansville	A	107.5	2.0	561	b	South Central Comm	96				Rock	975	0.74	7.7	5.6	6.3	7.6	5.5	6.0	7.7	8.1	0.0		
# FM Stations -					12	# Combos -					9	FM TOTALS					87.5	74.8	75.0	72.8	76.1	76.4	76.4	80.7	81.5

AM Stations

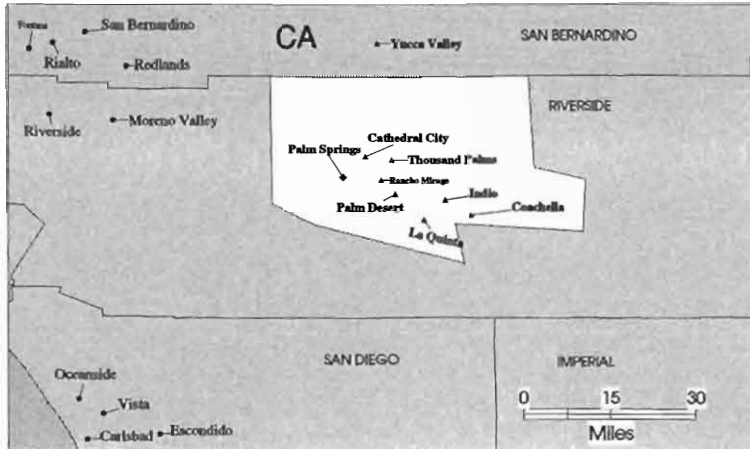
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1999 Est Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
WSWI	Evansville	B	820	0.3	0.00		Univ of Southern IN	47				Modern Rock				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WSON	Henderson	B	860	0.5	0.50		Lackey, Henry G	41	7907			Adlt Stndrd	320	0.58	3.2	1.7	1.9	1.6	3.8	3.6	4.3	1.7	2.4		
WGAB	Newburgh	B	1180	0.7	0.00	c	Newburgh Bcstg Co	84				Adlt Stndrd	130	0.69	1.1	3.1	2.2	1.4	0.5	0.5	0.8	0.8	1.9		
WGBF	Evansville	B	1280	5.0	1.00	a	Clear Channel	23	0007 p		g1 1	News/Talk	225	0.31	4.2	3.4	3.1	3.5	3.6	3.6	2.4	0.8	1.3		
WVHI	Evansville	B	1330	5.0	1.00		Word Broadcasting	48	9906	440		Religion				0.6	0.0	0.0	0.0	0.5	0.5	1.1	0.5		
WEOA	Evansville	C	1400	1.0	1.00	b	South Central Comm	36	8111	1,000		Urban	460	0.67	4.0	2.0	3.0	4.1	2.7	2.7	2.9	0.6	0.8		
WBNL	Boonville	B	1540	0.3	0.00	f	South Central Comm	50	9910 p			Easy				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WRCY	Mt. Vernon	B	1590	0.5	0.04	d	Original Company	55	9904		c1	Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					8	# Combos -					5	AM TOTALS					12.5	10.8	10.2	10.6	10.6	10.9	10.9	5.0	6.9
AM & FM Stations Profiled -					20	# Duopolies -					6	Total Local Commercial Share					85.6	85.2	83.4	86.7	87.3	87.3	85.7	88.4	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 153

Revenue Rank: 141

Palm Springs, CA Market Overview



Metro Counties / Population (000)

Riverside, CA	313.2
	313.2

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$7,800	\$8,600	\$9,700	\$10,300	\$10,700	\$12,300	9.6%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	6.5%	\$13,100	\$14,400	\$15,300	\$16,600	\$18,000	8.2%
	1993	1998	2003	Est. Breakout			
Revenue/Retail Sales	\$4.51/1,000	\$4.50/1,000	\$5.10/1,000	Local	80%		
Revenue/Capita	\$27.66	\$39.27	\$51.36	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	282.0	313.2	2.1%	313.2	350.5	2.3%
Households	95.2	104.0	1.8%	104.0	115.4	2.1%
Retail Sales	1,728.7	2,735.4	9.6%	2,735.4	3,528.2	5.2%
EBI	4,173.5	4,293.6	0.6%	4,293.6	5,077.5	3.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	157.0	30.6	13.6	13.8	24.0	24.8	18.7	31.5
Women (000)	156.2	29.3	13.0	12.5	22.1	23.3	18.4	37.5
Total	313.2	59.9	26.6	26.2	46.2	48.1	37.1	69.1
Percentage	100.0%	19.1%	8.5%	8.4%	14.7%	15.4%	11.9%	22.0%
Per Capita	\$ 13,708		Median Household	\$ 33,089		Avg Household	\$ 41,277	
Ethnic Population:	White 88.5%		Black 5.7%		Asian 4.7%		Hispanic 33.7%	

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+	36.8	39.8		74.6	76.6	8.7	85.3
Avg 12+	6.1	6.6		6.8	6.4	1.1	4.3
Tot LCS	43.1	46.7		87.5	89.8	10.2	100.0
Avg LCS	7.2	7.8		8.0	7.5	1.3	5.0

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)									
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
KKUU	Indio	A	92.7	6.0	328	c	Morris Comm Corp	84	9805	7,250	d4	Top 40	800	0.83	7.4	8.9	5.5	8.5	4.4	6.8	3.6	3.6	4.6		
KCLB	Coachella	B	93.7	26.5	646	c	Morris Comm Corp	60	9805	7,000	d3	AOR	800	0.77	7.9	8.1	6.8	7.3	6.3	12.9	6.6	4.5	5.3		
KLOB	Thousand Palms	A	94.7	1.7	640		Entravision Comm	94	9704		nc	Spanish	700	0.74	7.2	6.1	6.8	5.8	6.6	7.2	6.4	9.3	7.7		
KUNA	La Quinta	A	96.7	0.7	581	d	News-Press &	87	9703 p	1,825	c2	Spanish	1,100	0.84	10.0	8.9	10.9	8.0	9.3	6.3	7.6	6.7	6.0		
KWXY	Cathedral City	B	98.5	50.0	499	a	Glen Barnett Inc	69				Btfl Music	1,200	0.86	10.6	7.4	6.6	6.8	11.5	9.6	9.9	9.8	13.0		
KMRJ	Rancho Mirage	A	99.5	3.0	328		Mitchell, Daniel P	98				Modern Rock	400	0.40	7.6	5.1	4.3	6.8	6.3	0.0	0.0	0.0	0.0		
KPSI	Palm Springs	B1	100.5	25.0	121	b	KPSI Radio Corp	81				CHR	1,400	0.96	11.1	8.4	8.5	9.3	9.8	11.0	11.5	13.8	14.6		
KJJZ	Indio	A	102.3	2.6	331	e	RM Bcstg LLC	93	9701	1,400		NAC	1,000	1.56	4.9	2.0	4.2	5.3	3.2	3.7	4.1	3.6	1.4		
KEZN	Palm Desert	A	103.1	1.9	591		Infinity Bcstg	77	0008 p		g	Soft AC	1,700	1.51	8.6	5.8	5.2	8.0	6.8	5.4	7.4	4.8	9.7		
KDES	Palm Springs	B	104.7	2.0	541	b	KPSI Radio Corp	63	9608	2,000	c1	Oldies	1,000	1.00	7.6	9.6	7.8	7.5	5.6	6.3	6.6	6.0	7.2		
KPLM	Palm Springs	B	106.1	50.0	397	e	RM Bcstg LLC	83	9512	1,550		Country	850	1.20	5.4	4.3	6.8	4.8	4.6	8.4	6.9	7.2	6.7		
KYOR	Yucca Valley	B	106.9	4.0	1371	c	Morris Comm Corp	88	9801		d4	CHR	450	2.02	1.7	2.0	2.1	2.0	1.0	0.7	1.8	0.7	0.9		
# FM Stations -					12	# Combos -					9	FM TOTALS					90.0	76.6	75.5	80.1	75.4	78.3	72.4	70.0	77.1

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)									
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
KPSI	Palm Springs	B	920	5.0	1.00	b	KPSI Radio Corp	56	9608		c1	News/Talk			2.8	1.8	3.7	2.0	2.9	2.6	2.8	0.0	0.0		
KCLB	Coachella	B	970	5.0	1.00	c	Morris Comm Corp	54	9805		d3	Nostalgia	200		0.9	0.5	0.7	0.5	1.0	0.9	2.5	3.1	1.9		
KNWZ	Thousand Palms	B	1010	3.6	0.40	c	Morris Comm Corp	92	9801		d4	Nws/Tlk/Spt	750	2.29	2.5	2.3	1.4	2.3	2.0	1.9	1.3	1.0	0.7		
KCMJ	Palm Springs	B	1140	10.0	2.50	c	Morris Comm Corp	46	9801		d4	Nostalgia	200	0.90	1.7	1.5	1.1	1.5	1.5	0.9	1.5	1.7	0.9		
KXPS	Thousand Palms	B	1270	5.0	0.75	c	Morris Comm Corp	63	9801		d4	Sports	250		0.7	0.8	0.4	0.0	1.2	0.0	2.3	2.6	2.3		
KWXY	Cathedral City	C	1340	1.0	1.00	a	Glen Barnett Inc	64				Btfl Music			0.6	1.0	1.1	0.0	1.0	0.9	1.3	1.2	0.7		
KESQ	Indio	C	1400	1.0	1.00	d	News-Press &	46	9703 p		c2	News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	2.6	0.5		
KGAM	Palm Springs	C	1450	1.0	1.00	b	KPSI Radio Corp	54				News/Talk	300		0.7	0.8	0.7	1.3	0.0	0.9	0.0	3.1	2.6		
# AM Stations -					8	# Combos -					8	AM TOTALS					9.9	8.7	9.1	7.6	9.6	8.1	11.7	15.3	9.6
AM & FM Stations Profiled -					20	# Duopolies -					6	Total Local Commercial Share						85.3	84.6	87.7	85.0	86.4	84.1	85.3	86.7

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 154

Revenue Rank: 100

Savannah, GA Market Overview



Metro Counties / Population (000)

Bryan, GA	23.6
Chatham, GA	227.6
Effingham, GA	37.2
Total	288.4

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$10,500	\$11,700	\$12,700	\$13,200	\$14,300	\$17,100	10.2%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	10.5%	\$18,900	\$20,700	\$22,800	\$25,100	\$27,600	10.0%
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
Revenue/Capita	\$4.52/1,000	\$5.82/1,000	\$7.75/1,000	Local	75%		
	\$38.42	\$59.29	\$92.43	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	273.3	288.4	1.1%	288.4	298.6	0.7%
Households	100.8	106.3	1.1%	106.3	111.5	1.0%
Retail Sales	2,325.1	2,937.8	4.8%	2,937.8	3,560.8	3.9%
EBI	3,599.9	3,968.8	2.0%	3,968.8	4,729.5	3.6%

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	\$ 26,842		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	14	17	5	22
Tot 12+			72.5	70.3	72.5	14.3	86.8
Avg 12+			4.3	5.0	4.3	2.9	3.9
Tot LCS			83.5	81.0	83.5	16.5	100.0
Avg LCS			4.9	5.8	4.9	3.3	4.5

Competitive Overview

Some stations also rated in Charleston.

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		Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WSKX	Hinesville	C2	92.3	50.0	495		TCB Broadcasting	82				Country			0.3	1.4	0.0	0.0	0.5	1.4	0.9	1.1	1.2
WEAS	Savannah	C1	93.1	97.0	981	c	Cumulus Bcstg Inc	67	9810	5,250	c4	Urban	2,300	0.74	16.4	14.3	17.2	15.7	12.9	12.1	12.6	11.5	9.0
WSCA	Savannah	C	94.1	100.0	1319	a	Clear Channel	46	0008		g	Country	1,100	1.02	5.7	3.9	6.2	4.3	5.7	4.7	5.0	5.1	7.3
WIXV	Savannah	C1	95.5	100.0	856	c	Cumulus Bcstg Inc	72	9808		d2	Rock	1,500	1.94	4.1	3.4	4.5	3.2	4.0	3.8	2.6	2.4	3.8
WJCL	Savannah	C	96.5	100.0	1161	c	Cumulus Bcstg Inc	72	9804	7,250		Country	2,500	1.63	8.1	5.1	4.6	8.4	5.7	8.5	9.1	9.6	8.4
WAEV	Savannah	C	97.3	98.0	991	a	Clear Channel	69	0008		g	AC	2,600	1.94	7.1	5.3	6.6	6.4	5.9	7.1	9.6	9.3	9.0
WGCO	Midway	C1	98.3	100.0	981	b	Triad Bcstg Co	74	0009		g3 1	Oldies	900	1.25	3.8	2.0	4.3	3.5	3.2	4.9	3.8	4.8	3.8
WYKZ	Beaufort	C1	98.7	97.0	709	a	Clear Channel	62	0008		g	AC/LtRock	1,500	1.37	5.8	4.8	5.5	5.2	4.9	6.3	5.3	4.0	2.3
WHBZ	Port Royal	C	99.7	100.0	1211		Barnacle Bcstg Ltd	89				DARK				0.0	0.0	0.0	0.0	0.5	1.2	0.5	0.6
WLVH	Hardeeville	C2	101.1	50.0	477	a	Clear Channel	92	0008		g	AC	2,100	1.11	10.0	9.3	8.4	8.1	9.4	8.5	7.3	8.5	10.8
WZAT	Savannah	C	102.1	100.0	1306	c	Cumulus Bcstg Inc	71	9810	3,500		CHR	1,200	1.06	6.0	5.3	4.9	5.5	4.9	3.8	3.2	4.0	6.1
WGZO	Parris Island	C3	103.1	17.5	328		Simmons Bcstg Co	85	9608	468	1	CHR				0.8	0.0	0.0	0.0	0.5	0.0	0.3	0.0
WSIS	Springfield	C3	103.9	14.0	328	c	Cumulus Bcstg Inc	77	9808		d2	R&B Oldies	100	0.41	1.3	4.2	0.7	0.6	1.6	3.3	3.5	3.2	2.9
WRHQ	Richmond Hill	C3	105.3	11.0	486		Thoroughbred	91				Rock AC	700	1.32	2.8	2.8	2.1	2.6	2.2	2.2	2.3	3.2	2.9
WFXH	Hilton Head	C2	106.1	25.0	594	b	Triad Bcstg Co	73	0009		g3 1	Clsc Rock	450	0.74	3.2	2.0	2.1	2.6	3.0	2.7	2.0	1.3	1.7
WWVV	Hilton Head	C1	106.9	100.0	801	b	Triad Bcstg Co	89	0009		g3 1	Alternative			1.6	3.7	3.1	2.0	0.8	1.1	1.2	0.8	0.6
WLOW	Bluffton	C2	107.9	24.0	725	b	Triad Bcstg Co	88	0009		g3 1	Adlt Stndrd	450	0.50	4.8	4.2	3.5	4.6	3.8	3.3	4.1	3.7	3.5
# FM Stations -					17	# Combos -					13	FM TOTALS			81.0	72.5	73.7	72.7	68.5	74.7	73.7	73.3	73.9

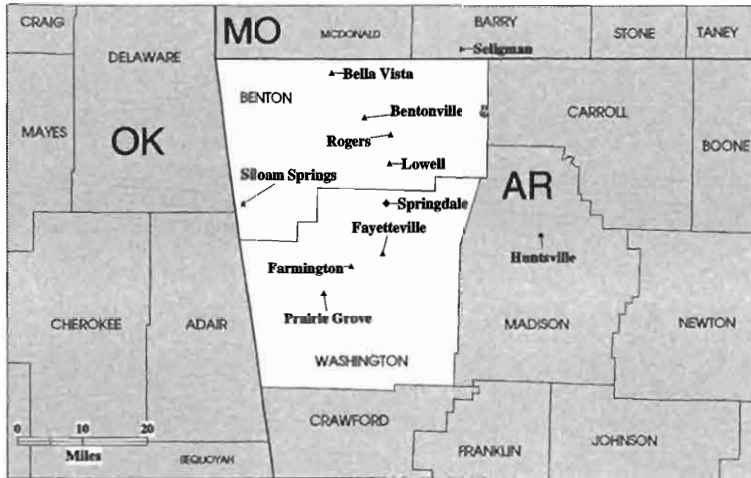
AM Stations

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		Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WBMQ	Savannah	B	630	5.0	5.00	c	Cumulus Bcstg Inc	39	9808		d2	News/Talk	800	0.66	6.4	2.8	4.4	4.9	6.2	2.5	3.8	2.4	3.2
WJLG	Savannah	B	900	4.4	0.15	c	Cumulus Bcstg Inc	50	9810		c4	Gospel	75	0.25	1.6	2.2	1.8	2.0	0.8	1.9	1.2	2.1	0.6
WSOK	Savannah	C	1230	1.0	1.00	a	Clear Channel	46	0008		g	Gospel	500	0.24	11.0	7.9	6.5	7.8	11.3	10.4	10.2	10.1	7.6
WSCA	Savannah	B	1290	5.0	5.00	a	Clear Channel	29	0008		g	Children	75			0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WHGM	Savannah	C	1400	0.7	0.65		Gilliam Comm	56	9909	500		Black Gospl				0.8	1.4	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -					5	# Combos -					4	AM TOTALS			19.0	14.3	14.1	14.7	18.3	14.8	15.2	14.6	11.4
AM & FM Stations Profiled -					22	# Duopolies -					8	Total Local Commercial Share			86.8	87.8	87.4	86.8	89.5	88.9	87.9	85.3	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 155
Revenue Rank: 148

Fayetteville, AR Market Overview



Metro Counties / Population (000)

Benton, AR	136.4
Washington, AR	138.9
Total	275.3

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

ESTIMATED GROSS REVENUES ★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$7,200	\$7,900	\$8,200	\$8,800	\$9,600	\$10,800	8.4%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	13.9%	\$12,300	\$13,500	\$14,600	\$15,900	\$17,000	8.5%
	1993	1998	2003	Est. Breakout			
Revenue/Retail Sales	\$3.83/1,000	\$3.58/1,000	\$4.12/1,000	Local	90%		
Revenue/Capita	\$30.84	\$39.23	\$55.63	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	233.5	275.3	3.3%	275.3	305.6	2.1%
Households	90.4	107.5	3.5%	107.5	121.3	2.4%
Retail Sales	1,880.1	3,018.9	9.9%	3,018.9	4,130.5	6.5%
EBI	3,392.6	4,340.6	5.1%	4,340.6	6,016.0	6.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	135.6	21.8	11.8	14.0	18.8	20.4	18.1	30.8
Women (000)	139.7	21.0	10.9	13.4	17.4	20.7	19.1	37.2
Total	275.3	42.8	22.7	27.3	36.2	41.1	37.2	68.0
Percentage	100.0%	15.5%	8.2%	9.9%	13.1%	14.9%	13.5%	24.7%
Per Capita	\$ 15,767		Median Household	\$ 33,799		Avg Household	\$ 40,377	
Ethnic Population:	White 96.8%		Black 1.0%		Asian 1.0%		Hispanic 3.4%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		11	10	12	7	19
Tot 12+	3.4		73.3	75.5	76.7	5.5	82.2
Avg 12+	3.4		6.7	7.6	6.4	0.8	4.3
Tot LCS	4.1		89.2	91.8	93.3	6.7	100.0
Avg LCS	4.1		8.1	9.2	7.8	1.0	5.3

Competitive Overview

Some stations also rated in Ft. Smith.

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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
KKEG	Fayetteville	C3	92.1	7.6	548	c	Cumulus Bcstg Inc	64	9902	5,800	d2	AOR	1,300	2.40	4.4	1.5	3.8	3.7	3.5	3.3	7.9	8.7	7.0
KJEM	Seligman	C1	93.3	100.0	492	a	Clear Channel	86	0008		g	Clsc Rock	550	0.55	8.2	8.3	8.0	6.7	6.7	9.2	5.3	1.5	2.0
KAMO	Rogers	C2	94.3	25.1	692	c	Cumulus Bcstg Inc	71	9901	6,525	d1	Oldies	400	0.60	5.4	5.8	3.0	4.6	4.2	5.6	4.1	1.5	5.0
KDAB	Prairie Grove	C2	94.9	21.0	761	c	Cumulus Bcstg Inc	93	0004 p	2,000		AC	600	1.11	4.4	0.6	0.0	3.4	3.8	1.6	3.8	4.6	2.7
KFAY	Bentonville	C1	98.3	100.0	617	c	Cumulus Bcstg Inc	83	9902		d2	Country	575	0.74	6.3	6.1	5.3	3.7	6.7	4.2	3.8	3.1	1.3
KREB	Huntsville	C3	99.5	13.5	443	b	Butler Bcstg Co LLC	55	0002	1,500	d1	Sports	250		0.2	0.6	0.9	0.0	0.3	0.7	0.3	1.5	1.0
KMXF	Lowell	C2	101.9	23.0	709	a	Clear Channel	92	0008		g	Hot AC	500	0.58	7.0	7.7	4.7	6.7	4.8	8.8	4.4	3.4	4.3
KKIX	Fayetteville	C1	103.9	100.0	482	a	Clear Channel	66	0008		g	Country	2,700	1.08	20.3	14.1	11.6	12.2	21.2	15.4	17.3	16.7	19.7
KBRS	Springdale	A	104.9	2.8	486	b	Butler Bcstg Co LLC	68	0002		d1	Alternative	450	0.80	4.6	3.4	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	CHR	1,500	1.02	12.0	13.8	10.9	13.1	6.7	9.2	7.6	12.7	8.7
KBVA	Bella Vista	C2	106.5	37.0	568		Hendren Radio	91				Variety	550	0.51	8.7	7.4	6.0	8.5	5.8	5.9	5.3	4.3	9.0
KEZA	Fayetteville	C	107.9	99.0	1260	a	Clear Channel	83	0008		g	Soft AC	2,300	1.36	13.7	7.4	8.2	12.2	10.3	10.5	8.5	11.8	13.0
# FM Stations -					12	# Combos -					11	FM TOTALS			95.2	76.7	65.5	78.2	78.2	77.0	71.8	73.5	76.4

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)								
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
KURM	Rogers	B	790	5.0	0.50		Kerm Inc	79				Nws/Tlk/Spt	150	0.81	1.5	2.1	2.8	1.8	0.6	2.3	1.5	0.9	2.0	
KFAY	Farmington	B	1030	10.0	1.00	c	Cumulus Bcstg Inc	46	9902		d2	Talk	350	0.84	3.4	2.8	2.8	2.1	3.5	3.6	5.6	5.0	3.3	
KREB	Bentonville	B	1190	5.0	0.00	b	Butler Bcstg Co LLC	79	0001	100		Sports				0.6	0.0	0.0	0.0	0.0	1.5	0.0	0.0	
KOFC	Fayetteville	B	1250	0.9	0.05		Disney, Wm &	57	8711	135		Gosp/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.7	
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	1.3	
KZAR	Rogers	B	1390	1.0	0.05	b	Butler Bcstg Co LLC	54	0002		d1	Span/Easy				0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	
KZRA	Springdale	B	1590	2.5	0.06	c	Cumulus Bcstg Inc	66	9901		d1	Spanish	100			0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	1.0
# AM Stations -					7	# Combos -					4	AM TOTALS			4.9	5.5	7.7	3.9	4.1	5.9	8.9	6.5	8.3	
AM & FM Stations Profiled -					19	# Duopolies -					7	Total Local Commercial Share			82.2	73.2	82.1	82.3	82.9	80.7	80.0	84.7		

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 156

Revenue Rank: 158

Erie, PA Market Overview



Metro Counties / Population (000)

Erie, PA	280.2
	280.2

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$6,800	\$7,400	\$7,800	\$8,600	\$10,200	\$10,700	9.5%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	8.4%	\$11,600	\$12,600	\$13,500	\$14,600	\$15,500	7.5%

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	\$3.11/1,000	\$3.56/1,000	\$4.10/1,000	Local 80%
Revenue/Capita	\$24.23	\$38.19	\$55.90	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	280.7	280.2	0.0%	280.2	277.3	-0.2%
Households	103.7	104.6	0.2%	104.6	105.5	0.2%
Retail Sales	2,186.7	3,005.7	6.6%	3,005.7	3,779.9	4.7%
EBI	4,053.0	4,410.1	1.7%	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+	18.0	53.7		66.6	71.7	12.7	84.4
Avg 12+	4.5	10.7		11.1	8.0	1.8	5.3
Tot LCS	21.3	63.6		78.9	85.0	15.0	100.0
Avg LCS	5.3	12.7		13.2	9.4	2.1	6.3

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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WMDE	Saegertown	A	94.3	3.0	299	a	Forever Bcstg Inc	79	0006 p	4,950	d3	Clsc Rock	300	2.35	1.1	0.6	0.6	0.9	0.9	0.8	0.0	0.0	0.0
WFGO	Erie	A	94.7	1.7	614	c	NextMedia Group	93	0008	10,000	d3	Oldies	1,600	1.16	11.9	10.9	7.0	9.1	10.9	10.1	11.2	8.8	10.2
WXTA	Edinboro	B1	97.9	10.0	505	b	Regent Comm	88	9909		c1	Country	1,350	0.84	13.9	9.1	9.9	12.9	10.3	12.7	12.4	13.1	14.2
WXKC	Erie	B	99.9	50.0	492	b	Regent Comm	49	9909	13,500	c1	AC	1,700	1.29	11.4	11.2	10.7	7.9	11.2	10.7	9.8	7.6	11.5
WZPR	Meadville	B	100.3	20.0	587	a	Forever Bcstg Inc	48	0006 p		d3	Country	1,500	6.81	1.9	2.1	1.6	1.3	1.8	2.0	1.7	1.5	2.5
WRKT	North East	B1	100.9	4.2	797	c	NextMedia Group	70	0004	15,000	d1	AOR	1,475	0.84	15.2	14.5	11.8	12.6	12.8	11.8	15.0	11.2	9.3
WJET	Erie	A	102.3	1.7	614	c	NextMedia Group	71	0008		d3	Alternative	900	0.96	8.1	4.1	7.3	6.0	7.6	10.1	7.5	10.0	10.5
WRTS	Erie	B	103.7	50.0	499	c	NextMedia Group	69	0004		d1	Hot AC	1,550	0.71	18.9	16.8	19.3	17.0	14.6	11.8	12.4	14.0	8.0
WCTL	Union City	A	106.3	3.4	430		Inspiration Time	67	7203			ChrsContemp			2.2	2.4	1.3	2.2	1.5	2.3	1.4	2.1	4.0
# FM Stations -					9	# Combos -					8	FM TOTALS			84.6	71.7	69.5	69.9	71.6	72.3	71.4	68.3	70.2

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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WRIE	Erie	B	1260	5.0	5.00	b	Regent Comm	41	9909		c1	Nostalgia	150	0.19	6.7	6.2	5.7	6.6	4.6	4.8	5.8	4.9	4.3
WFNN	Erie	B	1330	5.0	5.00	c	NextMedia Group	47	0004		d1	Nws/Tlk/Spt	400	1.33	2.6	2.1	3.5	1.9	2.4	2.5	3.5	4.6	4.3
WWCB	Corry	B	1370	1.0	0.50	d	Corry Comm Corp	55	8912	190		Oldes/AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WLKK	Erie	C	1400	1.0	1.00	c	NextMedia Group	51	0004		d1	News/Talk	450	0.72	5.4	3.2	3.4	4.4	4.6	4.8	6.1	4.9	5.3
WPSE	Erie	C	1450	1.0	1.00		Penn State Univ	35	8905	25		BusNw/Sprts			0.9	1.2	0.6	0.9	0.6	0.0	0.6	0.6	0.6
WMGW	Meadville	C	1490	1.0	1.00	a	Forever Bcstg Inc	47	0006 p		d3	Nws/Tlk/Spt				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WEYZ	North East	B	1530	1.0	0.00	d	Corry Comm Corp	66	9512		na	Country	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -					7	# Combos -					6	AM TOTALS			15.6	12.7	13.2	13.8	12.2	12.1	16.0	15.0	14.5
AM & FM Stations Profiled -					16	# Duopolies -					6	Total Local Commercial Share			84.4	82.7	83.7	83.8	84.4	87.4	83.3	84.7	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 157
Revenue Rank: 108

Poughkeepsie, NY Market Overview



Metro Counties / Population (000)

Dutchess, NY	267.2
	267.2

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$9,600	\$10,800	\$11,000	\$11,400	\$12,500	\$16,000
★★★	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	10.0%	\$17,600	\$18,600	\$19,500	\$20,700	\$21,500	5.2%
	1993	1998	2003			Est. Breakout	
Revenue/Retail Sales	\$4.02/1,000	\$7.04/1,000	\$8.87/1,000			Local	85%
Revenue/Capita	\$35.93	\$59.88	\$77.37			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	267.2	267.2	0.0%	267.2	277.9	0.8%
Households	92.4	93.4	0.2%	93.4	98.8	1.1%
Retail Sales	2,389.5	2,271.5	-1.0%	2,271.5	2,424.2	1.3%
EBI	4,953.3	4,777.8	-0.7%	4,777.8	5,473.2	2.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	134.5	20.6	10.6	13.3	20.8	23.5	20.3	25.5
Women (000)	132.7	19.4	9.9	12.3	17.7	22.1	19.9	31.4
Total	267.2	39.9	20.5	25.6	38.5	45.6	40.1	56.9
Percentage	100.0%	14.9%	7.7%	9.6%	14.4%	17.1%	15.0%	21.3%
Per Capita	\$ 17,881	Median Household		\$ 44,521	Avg Household		\$ 51,155	
Ethnic Population:	White	87.1%	Black	9.2%	Asian	3.5%	Hispanic	4.8%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	14	3		8	17	6	23
Tot 12+	27.3	31.8		55.3	59.1	4.5	63.6
Avg 12+	2.0	10.6		6.9	3.5	0.8	2.8
Tot LCS	42.9	50.0		86.9	92.9	7.1	100.0
Avg LCS	3.1	16.7		10.9	5.5	1.2	4.3

Competitive Overview

Some stations also rated in Newburgh-Middletown.

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		Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
• WRNQ	Poughkeepsie	B1	92.1	0.5	1030	f	Clear Channel	89	0008		g1	Soft Rock	1,800	1.20	8.5	7.5	4.7	5.3	4.7	4.2	5.0	4.3	0.0		
WRKW	Saugerties	A	92.9	6.0	289	f	Clear Channel	99	0008		g1	Clsc Rock				0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WBWZ	New Paltz	A	93.3	3.0	948	f	Clear Channel	92	0006 p		g3	Hot AC	2,100	0.99	12.1	5.0	4.9	6.5	7.6	3.9	5.3	3.8	0.0		
• WBPM	Kingston	A	94.3	1.1	554		Concord Media	65	0008 p	4,626		R&B Oldies	300	0.40	4.3	3.0	2.0	2.4	2.6	4.7	3.8	3.8	0.0		
WCTJ	Poughkeepsie	A	96.1	4.4	184	f	Clear Channel	97	0008		g1	Hot AC	600	1.89	1.8	0.8	1.2	0.6	1.5	0.8	0.0	1.4	0.0		
• WRRB	Arlington	A	96.9	0.3	1007	a	Aurora Comm	89	0010 p		g2	Alternative	700	0.81	4.9	2.5	4.2	4.1	1.8	1.7	2.5	1.1	0.0		
• WZAD	Wurtsboro	A	97.3	0.6	719	b	Aurora Comm	91	0010 p		g2 1	Oldies	1,200		0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0		
• WCZX	Hyde Park	A	97.7	0.3	1030	b	Aurora Comm	70	0010 p		g2 1	Oldies	2,000	1.17	9.7	5.8	4.8	6.8	4.7	4.5	7.5	5.7	0.0		
WKZE	Salisbury	A	98.1	1.8	604	e	Johnson	92	9703	2,000	c1	AAA			0.5	0.0	0.0	0.6	0.0	0.0	0.0	0.5	0.0		
WDST	Woodstock	A	100.1	3.0	315		CHET-5 Bcstg LP	80	9301	1,650		Alt/MRK/Ecl	2,000	2.10	5.4	1.4	1.1	5.3	1.2	1.1	1.9	3.0	0.0		
• WPDH	Poughkeepsie	B	101.5	4.4	1539	b	Aurora Comm	62	0010 p		g2 1	Clsc Rock	2,900	1.22	13.5	8.3	9.9	9.5	6.5	8.4	8.4	10.6	0.0		
• WDNB	Jeffersonville	A	102.1	6.0	253		De Wit Media Group	00				News				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WGNV	Newburgh	A	103.1	6.0	279		Sunrise Bcstg Corp	66	9007			Hot AC	n/a		1.6	0.0	0.5	0.6	1.2	0.0	0.0	0.0	0.0		
WSPK	Poughkeepsie	B	104.7	7.4	1250	c	Pamal Broadcasting	47	9711	14,000	c2	CHR	2,000	0.67	17.0	16.0	13.6	10.9	9.1	9.5	8.4	7.9	0.0		
WAXB	Patterson	A	105.5	0.9	610	d	Aurora Comm	64	9906			Oldies	n/a		1.1	0.8	1.3	0.0	1.2	1.4	0.0	2.2	0.0		
• WPDA	Jeffersonville	A	106.1	1.6	627		Aurora Comm	93	0010 p		g2 1	Clsc Rock				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WRWD	Highland	A	107.3	0.3	968	f	Clear Channel	89	0006 p		g3	Country	1,300	0.84	8.8	7.2	5.4	5.0	5.3	8.7	7.2	9.5	0.0		
# FM Stations -					17	# Combos -					9	FM TOTALS					89.5	59.1	53.6	57.6	47.7	48.9	50.0	53.8	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		Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
WGHQ	Kingston	B	920	5.0	0.00		Clear Channel	56	0006 p		g3	MOR/Talk			0.8	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	
WHVW	Hyde Park	B	950	0.5	0.06		Ferraro,	63	9203	350		MOR			1.1	0.0	0.0	0.0	1.2	0.0	0.0	0.8	0.0		
WWLE	Cornwall	B	1170	0.8	0.00		Stewart, Charles	69	9910 p	100		News				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WBNR	Beacon	B	1260	1.0	0.40	c	Pamal Broadcasting	59	9711		c2	Adlt Stndrd	250			1.7	2.9	0.0	0.0	0.0	0.0	0.8	0.0		
• WEOK	Poughkeepsie	B	1390	5.0	0.10	b	Aurora Comm	49	0010 p		g2 1	News/Talk	200	0.22	5.1	1.7	0.9	2.1	3.8	3.9	4.7	4.6	0.0		
WKIP	Poughkeepsie	C	1450	1.0	1.00	f	Clear Channel	40	0008		g1	News/Talk	200	0.34	3.3	1.1	1.6	2.4	1.5	3.1	0.6	0.8	0.0		
# AM Stations -					6	# Combos -					3	AM TOTALS					10.3	4.5	5.4	4.5	7.4	7.0	5.3	7.0	0.0
AM & FM Stations Profiled -					23	# Duopolies -					6	Total Local Commercial Share					63.6	59.0	62.1	55.1	55.9	55.3	60.8	0.0	

NOTE: Market rated twice yearly with Fall 1997 period.

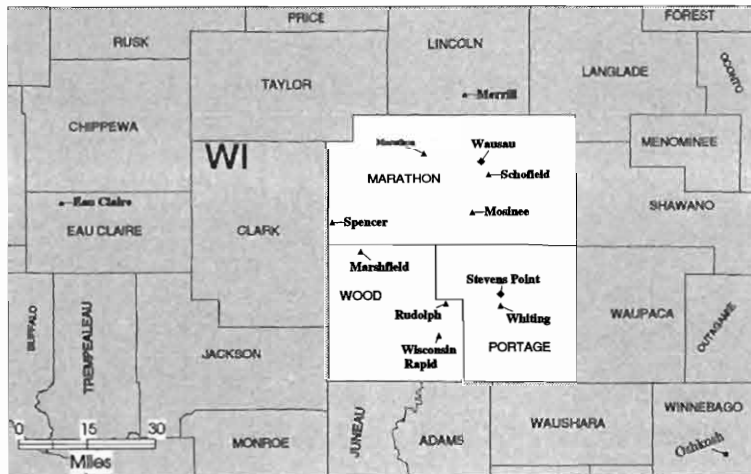
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 158

Revenue Rank: 146

Wausau-Stevens Point, WI Market Overview



Metro Counties / Population (000)

Marathon, WI	126.8
Portage, WI	67.6
Wood, WI	78.0
Total	272.4

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$8,300	\$8,900	\$9,500	\$9,900	\$10,600	\$11,300
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	11.5%	\$12,600	\$13,900	\$15,000	\$16,500	\$17,600	8.7%

	1993	1998	2003	Est. Breakout	
Revenue/Retail Sales	\$3.58/1,000	\$3.75/1,000	\$4.72/1,000	Local	94%
Revenue/Capita	\$31.97	\$41.48	\$63.91	National	6%

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	259.6	272.4	1.0%	272.4	275.4	0.2%
Households	94.4	100.1	1.2%	100.1	103.1	0.6%
Retail Sales	2,316.8	3,013.1	5.4%	3,013.1	3,730.6	4.4%
EBI	3,802.4	4,264.9	2.3%	4,264.9	5,225.9	4.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55	
Men (000)	135.1	23.6	12.9	13.1	18.5	21.8	18.3	27.0	
Women (000)	137.3	22.7	12.1	12.7	17.8	21.2	18.0	32.7	
Total	272.4	46.3	25.0	25.7	36.3	43.0	36.2	59.7	
Percentage	100.0%	17.0%	9.2%	9.5%	13.3%	15.8%	13.3%	21.9%	
Per Capita	\$ 15,657								
					Median Household	\$ 37,353		Avg Household	\$ 42,606
Ethnic Population:	White	96.9%	Black	0.2%	Asian	2.3%	Hispanic	0.9%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		12	11	13	6	19
Tot 12+	0.0		72.2	70.5	72.2	10.7	82.9
Avg 12+	0.0		6.0	6.4	5.6	1.8	4.4
Tot LCS	0.0		87.1	85.0	87.1	12.9	100.0
Avg LCS	0.0		7.3	7.7	6.7	2.2	5.3

Competitive Overview

Some stations also rated in Eau Claire.

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)									
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
WOSQ	Spencer	A	92.3	6.0	299	a	Marathon Media LLC	84	9812		g1	Country	50		0.6	0.0	0.0	1.0	0.0	0.6	0.0	0.5	0.0	
WOFM	Mosinee	C2	94.7	50.0	492	c	Midwest Comm Inc	92	9710	1,400		Oldies	800	1.63	3.9	4.3	3.0	3.7	2.9	4.3	4.3	4.9	4.6	
WIFC	Wausau	C	95.5	94.0	1076	c	Midwest Comm Inc	47	9608	3,500	c3	CHR	1,900	0.79	19.2	16.1	16.0	15.4	17.2	18.4	16.1	15.9	12.5	
WYTE	Whiting	C2	96.7	50.0	492		Marathon Media LLC	85	9907	3,000		Country	1,000	1.12	7.1	3.7	5.0	6.3	5.7	6.3	9.8	7.4	11.9	
WSPT	Stevens Point	C1	97.9	100.0	cp	338	e	Muzzy Broadcasting	68	9603	1,200	c2	AC	400	0.84	3.8	2.9	2.1	3.1	3.4	2.0	3.5	2.2	4.3
WIZD	Rudolph	C3	99.9	13.1	453	c	Midwest Comm Inc	90	9901	1,400		Oldies	850	1.16	5.8	5.2	6.1	5.5	4.3	4.3	3.2	3.0	4.3	
WDEZ	Wausau	C	101.9	93.0	1076	c	Midwest Comm Inc	64				Country	2,300	1.03	17.8	14.7	16.8	14.4	15.8	15.6	12.4	16.2	13.0	
WGLX	Wisconsin Rapid	C1	103.3	100.0	325	b	Bliss	46	8201	1,145	c1	Clsc Rock	850	1.61	4.2	4.9	4.1	2.9	4.3	5.2	5.5	6.6	5.2	
WMZK	Merrill	C2	104.1	24.0	617		Roberts Bcstg Inc	68	7511			AOR	750	0.84	7.1	8.9	9.1	6.3	5.7	4.0	3.2	3.3	2.3	
WAXX	Eau Claire	C	104.5	100.0	1801		Nelson, David, et al	65	8408			Country	n/a		4.8	3.2	1.2	4.2	4.0	2.9	5.8	6.3	4.6	
WKQH	Marathon	C3	104.9	21.0	358	e	Muzzy Broadcasting	88	9402	150		Clsc Rock	450	1.02	3.5	2.6	4.9	3.1	2.9	2.3	2.6	3.3	2.3	
WLJY	Marshfield	C1	106.5	100.0	801	a	Marathon Media LLC	65	9812		g1	Easy	850	1.11	6.1	4.0	3.5	5.5	4.9	4.6	4.3	3.8	5.2	
WYCO	Wausau	C	107.9	100.0	1030	d	Seehafer Bcstg Corp	85				Hot AC	600	2.27	2.1	1.7	1.5	1.8	1.7	2.9	1.4	2.2	2.9	
# FM Stations -					13	# Combos -				10	FM TOTALS				86.0	72.2	73.3	73.2	72.8	73.4	72.1	75.6	73.1	

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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WSAU	Wausau	B	550	5.0	5.00	c	Midwest Comm Inc	37	9608		c3	News/Talk	500	1.02	3.9	4.3	3.5	2.9	3.7	2.6	3.2	3.0	3.2
WSPT	Stevens Point	B	1010	1.0	0.01	e	Muzzy Broadcasting	49	9603		c2	Nws/Tlk/Spt	200	1.44	1.1	1.2	0.9	1.0	0.9	0.9	1.4	1.4	2.3
WXCO	Wausau	C	1230	1.0	1.00	d	Seehafer Bcstg Corp	53	7309			Talk	300	1.13	2.1	0.6	1.4	1.6	2.0	0.6	1.4	1.1	1.2
WFHR	Wisconsin Rapid	B	1320	5.0	0.50	b	Bliss	40	8201		c1	News/Talk	350	1.11	2.5	1.7	2.2	1.3	2.9	2.3	3.2	3.0	1.4
WRIG	Schofield	B	1390	5.0	5.00	c	Midwest Comm Inc	58				Nostalgia			1.9	0.9	1.1	1.6	1.7	1.4	0.9	1.1	1.2
WDLB	Marshfield	C	1450	0.8	0.75	a	Marathon Media LLC	47	9812		g1	Nws/Tlk/Spt	450	1.37	2.6	2.0	2.3	3.1	1.4	2.0	2.9	2.2	1.4
# AM Stations -					6	# Combos -				6	AM TOTALS				14.1	10.7	11.4	11.5	12.6	9.8	13.0	11.8	10.7
AM & FM Stations Profiled -					19	# Duopolies -				5	Total Local Commercial Share				82.9	84.7	84.7	85.4	83.2	85.1	87.4	83.8	

Docket 80-90 Allocations: 93.7, A, Nekoosa

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 159

Revenue Rank: 133

Tallahassee, FL Market Overview



Metro Counties / Population (000)

Leon, FL	237.4
Wakulla, FL	20.7
Total	258.1

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$7,600	\$8,400	\$9,000	\$10,000	\$11,900	\$12,200	10.0%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	14.8%	\$14,000	\$15,300	\$16,100	\$17,600	\$18,400	7.2%
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
Revenue/Capita	\$3.59/1,000	\$4.61/1,000	\$5.63/1,000	Local	85%		
	\$33.97	\$47.27	\$69.20	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	223.7	258.1	2.9%	258.1	265.9	0.6%
Households	86.6	99.2	2.8%	99.2	103.2	0.8%
Retail Sales	2,118.7	2,644.9	4.5%	2,644.9	3,267.7	4.3%
EBI	3,429.7	4,441.4	5.3%	4,441.4	5,752.8	5.3%

Demographic Breakdown

	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		\$ 34,090	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
Tot 12+	7.3		58.9	62.7	66.2	10.2	76.4
Avg 12+	3.7		5.4	5.7	5.1	2.0	4.2
Tot LCS	9.6		77.1	82.1	86.6	13.4	100.0
Avg LCS	4.8		7.0	7.5	6.7	2.7	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 Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
WAKU	Crawfordville	A	94.1	3.0	459		Altrua Investments	95	9808	550		ChrsContemp	150		0.9	0.6	1.3	0.6	0.7	0.6	0.7	0.0	1.8	
WTNT	Tallahassee	C1	94.9	100.0	841	a	Clear Channel	67	9712		g2	Country	1,900	1.46	9.3	3.8	7.5	6.8	7.3	7.8	6.3	5.4	8.7	
WHBX	Tallahassee	C2	96.1	37.0	479	b	Cumulus Bcstg Inc	82	9711	15,400	d1	Urban AC	2,800	0.94	21.2	11.8	10.5	15.2	17.0	13.8	13.7	14.6	15.5	
WBZE	Tallahassee	C1	98.9	100.0	604	b	Cumulus Bcstg Inc	62	9711		d1	AC	1,600	1.11	10.3	6.7	6.2	9.1	6.6	6.0	9.7	9.8	7.6	
WWFO	Lafayette	C2	99.9	50.0	492	c	Triad Bcstg Co	89	0007	15,000	d2	Clsc Rock	825	1.07	5.5	4.5	5.0	4.9	3.5	4.7	6.3	4.8	5.4	
WOKL	Midway	C3	100.7	11.5	489	a	Clear Channel	95	9712		g2	Oldies	1,000	1.10	6.5	4.2	5.5	3.6	6.3	6.6	4.3	3.8	5.4	
WXSR	Quincy	C2	101.5	50.0	476	a	Clear Channel	66	9712		g2	Alternative	1,025	0.95	7.7	4.5	3.2	5.8	5.9	6.3	5.7	5.7	6.5	
WAIB	Tallahassee	C2	103.1	42.0	541	c	Triad Bcstg Co	76	0007		d2	Country	900	1.17	5.5	5.8	3.9	4.9	3.5	6.0	7.0	6.3	6.1	
WGLF	Tallahassee	C	104.1	90.0	1394	b	Cumulus Bcstg Inc	67	0003	4,000		Clsc/Rock	950	0.78	8.7	4.8	6.3	8.4	4.9	5.6	4.7	5.7	5.8	
WHTF	Havana	C2	104.9	47.0	505		Triad Bcstg Co	84	0007		d2	Top 40	530	0.76	5.0	6.4	6.4	4.5	3.1	3.4	2.3	3.2	4.0	
WVHT	Monticello	C3	105.7	16.0	410		Rebus Inc	89	9702	135	c1	Urban				2.9	2.2	0.0	0.0	0.0	1.3	1.3	0.0	
WWLD	Tallahassee	A	106.1	6.0 cp	328	b	Cumulus Bcstg Inc	92	9905	1,200		R&B Oldies	600	0.81	5.3	6.7	3.5	4.2	3.8	4.4	4.7	8.6	4.3	
WTLY	Thomasville	C1	107.1	100.0 cp	824	a	Clear Channel	95	9712		g2	Hot AC	825	0.74	8.0	3.5	4.5	4.9	7.3	7.8	6.3	6.7	2.9	
# FM Stations -					13	# Combos -					10	FM TOTALS				93.9	66.2	66.0	72.9	69.9	73.0	73.0	75.9	74.0

AM Stations

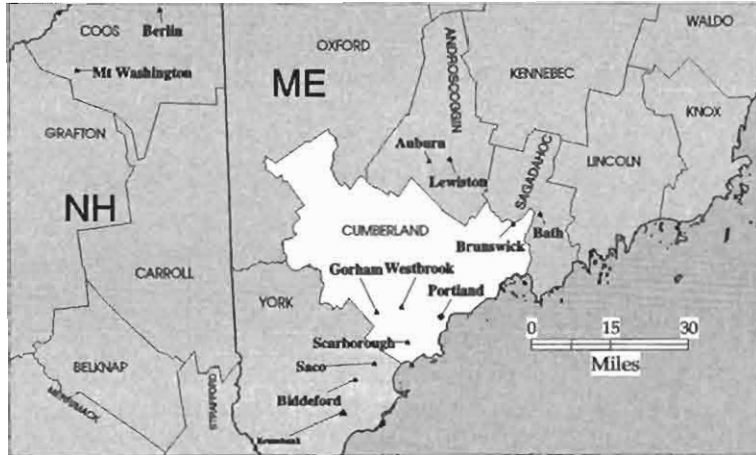
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1999 Est Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
WFRF	Tallahassee	B	1070	10.0	0.00		Faith Radio Ntwk Inc	74	9710	150		Christian	130		0.9	2.6	1.3	0.6	0.7	1.6	0.0	1.0	0.7	
WNLS	Tallahassee	B	1270	5.0	5.00	a	Clear Channel	46	9712		g2	Sports	250	0.69	2.6	2.2	2.5	1.6	2.4	1.3	1.3	1.0	1.4	
WCVC	Tallahassee	B	1330	5.0	0.00		Borriack, Wendell	53	8509	500		ChrsContemp	115			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	
WHBT	Tallahassee	B	1410	5.0	0.02	b	Cumulus Bcstg Inc	59	9711		d1	Urban/Oldes			0.8	3.2	3.9	1.3	0.0	0.0	0.0	0.0	0.0	
WTAL	Tallahassee	C	1450	1.0	1.00		Rebus Inc	35	9404	150	e	Talk	350	1.39	1.8	2.2	4.1	0.6	2.1	1.3	1.0	2.2	2.9	
# AM Stations -					5	# Combos -					2	AM TOTALS				6.1	10.2	11.8	4.1	5.2	4.2	2.3	4.2	5.7
AM & FM Stations Profiled -					18	# Duopolies -					5	Total Local Commercial Share				76.4	77.8	77.0	75.1	77.2	75.3	80.1	79.7	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 160

Revenue Rank: 98

Portland, ME Market Overview



Metro Counties / Population (000)

Cumberland, ME	256.9
	256.9

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$13,500	\$15,400	\$16,600	\$17,100	\$17,300	\$18,100
Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03	
	7.2%	\$19,400	\$21,000	\$22,000	\$23,400	\$24,100	5.5%
	1993	1998	2003				Est. Breakout
Revenue/Retail Sales	\$3.51/1,000	\$5.52/1,000	\$6.79/1,000				Local 80%
Revenue/Capita	\$54.97	\$70.46	\$91.25				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	245.6	256.9	0.9%	256.9	264.1	0.6%
Households	95.7	102.1	1.3%	102.1	107.2	1.0%
Retail Sales	3,847.9	3,277.9	-3.2%	3,277.9	3,549.4	1.6%
EBI	4,277.6	4,759.1	2.2%	4,759.1	5,655.8	3.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	123.9	19.6	9.8	11.9	18.8	22.2	17.2	24.5
Women (000)	133.0	18.5	9.3	11.9	19.1	22.8	17.6	33.8
Total	256.9	38.1	19.0	23.8	37.9	45.0	34.8	58.3
Percentage	100.0%	14.8%	7.4%	9.3%	14.7%	17.5%	13.5%	22.7%
Per Capita	\$ 18,525							
				Median Household	\$ 37,941		Avg Household	\$ 46,612
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	5	9	3	12	17	8	25
Tot 12+	10.3	40.4	17.6	64.4	68.3	12.9	81.2
Avg 12+	2.1	4.5	5.9	5.4	4.0	1.6	3.2
Tot LCS	12.7	49.8	21.7	79.3	84.1	15.9	100.0
Avg LCS	2.5	5.5	7.2	6.6	4.9	2.0	4.0

Competitive Overview

Some stations also rated in Lewiston-Auburn, 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		Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WMGX	Portland	B	93.1	50.0	443	a	Saga Comm Inc	77	9011		g1	Hot AC	3,300	1.93	8.8	7.3	5.5	6.3	8.0	8.3	8.7	7.3	9.9
WCYI	Lewiston	B	93.9	27.5	640	c	Citadel Comm Corp	48	9909		g2	Modern Rock			0.6	0.6	0.2	0.6	0.3	0.3	0.6	0.6	0.6
WCYY	Biddeford	B1	94.3	11.5	482	c	Citadel Comm Corp	72	9909		g2	Modern Rock	650	0.42	8.0	5.3	5.7	6.6	6.4	5.1	7.1	6.3	4.2
WHOM	Mt Washngtn	C	94.9	50.0	3744	c	Citadel Comm Corp	58	9909		g2	Soft AC	2,500	1.87	6.9	5.0	4.6	4.8	6.4	4.4	4.5	6.3	2.7
• WCLZ	Topsham	A	95.5	3.0	456	b	Atlantic Coast Radio	93	9910	1,300		Sports				1.5	0.0	0.6	0.6	0.0	1.0	1.0	0.9
WRED	Saco	A	95.9	3.2 cp	450		Atlantic Coast Radio	82	9908	1,150		CHR	450	0.93	2.5	2.6	3.1	1.5	2.6	1.3	1.9	1.9	2.7
WJBQ	Portland	B	97.9	16.0	889	c	Citadel Comm Corp	60	9909		g2	CHR	900	0.44	10.5	7.3	9.5	9.7	7.3	9.2	8.4	6.7	3.3
WTPN	Brunswick	B	98.9	48.0	400	c	Citadel Comm Corp	65	9909		g2	Hot AC	700	1.16	3.1	1.8	3.0	2.4	2.6	3.2	2.6	3.5	4.8
WBQQ	Kennebunk	A	99.3	3.0	328	e	Mariner Bcstg Ltd	91	9707	1,600	c1	Classical				0.0	0.6	0.0	0.6	1.0	1.0	0.6	1.2
WMWX	Auburn	B	99.9	28.5	643	d	Radio Partners	77	0004		g3	Hot AC	1,500	3.68	2.1	3.2	3.5	1.2	2.2	2.2	2.3	3.2	2.7
WYNZ	Westbrook	B1	100.9	25.0	328	a	Saga Comm Inc	76	9306	850	c3	Oldies	925	0.71	6.7	6.7	4.7	4.8	6.1	6.0	5.2	5.1	5.7
WPOR	Portland	B	101.9	33.0 cp	604	a	Saga Comm Inc	67	9606	10,000	c4	Country	3,100	1.37	11.7	8.2	9.4	10.0	8.9	8.9	9.1	9.5	12.0
WBLM	Portland	C	102.9	100.0 cp	1427	c	Citadel Comm Corp	67	9909			AOR	3,300	1.41	12.1	9.1	8.7	13.0	6.7	9.8	10.7	9.8	9.6
WBCI	Bath	B	105.9	50.0	499		Blount Comm Group	71	9504	375		Chrst/Talk			0.6	0.0	0.7	0.9	0.0	0.6	0.0	0.6	0.9
WBQW	Scarborough	A	106.3	3.0	299	e	Mariner Bcstg Ltd	60	9805	1,030		Classical	450	0.83	2.8	1.8	1.9	3.0	1.6	1.6	1.6	1.0	2.7
WLAM	North Windham	A	106.7	0.8	623	d	Radio Partners	94	0004		g3	Nostalgia	350	0.50	3.6	4.4	4.3	3.3	2.6	3.5	1.9	1.6	0.9
WTHT	Lewiston	C1	107.5	91.0	929	d	Radio Partners	73	0004		g3	Country	700	1.29	2.8	3.5	3.6	2.4	2.2	3.5	3.2	4.8	3.6
# FM Stations -					17	# Combos -					15	FM TOTALS			82.8	68.3	69.0	71.1	65.1	68.9	69.8	69.8	68.4

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		Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WGAN	Portland	B	560	4.8 cp	4.80	a	Saga Comm Inc	38	9011		g1	News/Talk	1,400	0.70	10.3	6.7	6.3	7.3	9.3	7.9	6.5	8.3	6.0
WLAM	Gorham	B	870	10.0	1.00	d	Radio Partners	80	0004		g3	Nostalgia	150	0.34	2.3	2.0	1.6	1.5	2.2	3.2	3.2	2.2	2.7
WJJB	Brunswick	B	900	1.0	0.07	b	Atlantic Coast Radio	55	9908		c3	Sprts/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WZAN	Portland	B	970	5.0	5.00	a	Saga Comm Inc	25	9306		c3	Sprts/Talk	400	0.86	2.4	1.8	3.5	1.2	2.6	2.5	2.3	3.2	3.6
WLOB	Portland	B	1310	5.0	5.00		Atlantic Coast Radio	67	0004 p		g3	Religion				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 Radio	59	9908		c3	Sports	50	0.17	1.5	1.2	0.9	1.2	1.3	1.0	1.3	1.0	0.6
WZOU	Lewiston	B	1470	5.0	5.00	d	Radio Partners	47	0004			Nostalgia	n/a			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WBAE	Portland	C	1490	1.0	1.00	a	Saga Comm Inc	46	9606		c4	Easy	100		0.6	1.2	0.0	0.0	1.0	0.6	0.0	0.3	0.3
# AM Stations -					8	# Combos -					7	AM TOTALS			17.1	12.9	12.3	11.2	16.4	15.2	13.3	15.0	13.2
AM & FM Stations Profiled -					25	# Duopolies -					12	Total Local Commercial Share			81.2	81.3	82.3	81.5	84.1	83.1	84.8	81.6	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 161
Revenue Rank: 163

Hagerstown-Chambersburg-Waynesboro Market



Metro Counties / Population (000)

Washington, MD	126.5
Franklin, PA	128.7
Total	255.2

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★ ★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$6,300	\$6,600	\$6,700	\$7,000	\$7,700	\$9,400	8.2%
Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03	
17.0%	\$11,000	\$12,100	\$13,300	\$14,600	\$16,100	10.0%	
Revenue/Retail Sales	\$3.56/1,000	\$3.78/1,000	\$5.15/1,000	Est. Breakout			
Revenue/Capita	\$25.14	\$36.83	\$61.10	Local	80%		
				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	250.6	255.2	0.4%	255.2	263.5	0.6%
Households	93.8	96.4	0.5%	96.4	101.2	1.0%
Retail Sales	1,771.7	2,487.7	7.0%	2,487.7	3,123.6	4.7%
EBI	3,523.7	3,869.0	1.9%	3,869.0	4,693.0	3.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	126.5	18.8	10.1	11.8	18.5	20.8	18.6	28.0
Women (000)	128.7	18.1	9.7	10.4	16.1	19.9	18.6	36.0
Total	255.2	36.9	19.7	22.1	34.6	40.6	37.2	64.0
Percentage	100.0%	14.5%	7.7%	8.7%	13.6%	15.9%	14.6%	25.1%
Per Capita	\$ 15,161	Median Household		\$ 31,198	Avg Household		\$ 40,135	
Ethnic Population:	White 93.7%	Black 5.2%	Asian 0.8%	Hispanic 1.2%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5	5		9	10	6	16
Tot 12+	20.3	32.8		50.3	53.1	7.3	60.4
Avg 12+	4.1	6.6		5.6	5.3	1.2	3.8
Tot LCS	33.6	54.3		83.3	87.9	12.1	100.0
Avg LCS	6.7	10.9		9.3	8.8	2.0	6.3

Competitive Overview

Some stations also rated in Frederick.

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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WSRT	Mercersburg	A	92.1	4.0	295	d	VerStandig Bcstg	76	9308	1,600	c1	Clsc Hits	900	0.63	12.9	5.4	4.6	8.1	7.5	8.1	6.3	6.8	4.8
WCHA	Greencastle	A	94.3	3.5	430	a	Dame Broadcasting	67	0004	8,300	d3	Country	100	0.25	3.7	3.2	3.5	2.0	2.5	4.3	2.8	1.9	2.7
WIKZ	Chambersburg	B	95.1	50.0	449	a	Dame Broadcasting	48	0004		d3	AC	2,700	1.80	13.6	9.1	8.2	8.9	7.5	7.2	7.2	9.7	9.9
• WYII	Williamsport	A	95.9	3.3	299	e	Prettyman Bcstg Co	72	9804	1,050		Country	450	0.71	5.8	3.8	4.7	3.2	3.8	4.0	7.2	4.5	2.7
WQCM	Halfway	A	96.7	4.8	164	b	Gemini Bcst Group	65	8506	890		AOR	1,000	1.26	7.2	3.8	2.7	4.6	4.1	4.0	2.8	4.5	3.6
WKMZ	Martinsburg	B	97.5	12.5	1007	e	Prettyman Bcstg Co	49	8610			Clsc Rock	1,075	3.05	3.2	2.8	2.0	2.0	1.9	0.9	0.9	1.3	0.9
• WWMD	Waynesboro	B	101.5	50.0	230	d	VerStandig Bcstg	46	0007	2,500		CHR	575	0.51	10.2	5.7	6.1	4.9	7.5	6.6	6.0	6.5	6.6
WEEO	McConnellsburg	A	103.7	0.1	1555		Allegheny Mtn Ntwk	97			1	Modern Rock	150	0.39	3.5	4.1	4.7	3.5	0.6	1.2	2.2	0.0	0.0
• WAYZ	Hagerstown	B	104.7	8.3 cp	1378	d	VerStandig Bcstg	46	8110			Country	2,200	1.16	17.2	9.5	9.6	8.1	12.9	9.8	13.5	13.3	13.8
WARX	Hagerstown	B	106.9	15.5 cp	853	c	Manning Bcstg Inc	57	8210	730		Oldies	1,300	1.39	8.5	5.7	6.0	4.3	6.0	4.6	2.8	4.2	5.4
# FM Stations -					10	# Combos -					9	FM TOTALS			85.8	53.1	52.1	49.6	54.3	50.7	51.7	52.7	50.4

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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WCHA	Chambersburg	B	800	1.0	0.20	a	Dame Broadcasting	46	0004		d3	Country	175	0.59	2.7	2.2	1.8	2.0	1.3	2.3	1.9	2.9	2.7
WJEJ	Hagerstown	C	1240	1.0	1.00		Hagerstown Bcstg	32	7212			AC	50	0.11	4.3	2.2	2.2	3.2	1.9	2.9	4.4	3.2	2.4
WHGT	Waynesboro	B	1380	1.0	0.00	d	VerStandig Bcstg	53	8110			Clsc Rock				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WHAG	Halfway	B	1410	1.0	0.10	b	Gemini Bcst Group	62	8506			Nws/Tlk/Spt	175	0.32	5.0	1.6	1.9	2.3	3.8	2.3	0.6	1.6	1.5
WARK	Hagerstown	C	1490	0.9 cp	0.93	c	Manning Bcstg Inc	47	8210			Talk/Oldes	125	0.52	2.2	1.3	0.7	1.4	1.3	0.9	0.6	1.3	1.5
WCBG	Chambersburg	B	1590	5.0	1.00	d	VerStandig Bcstg	56	9308		c1	News/Talk				0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.6
# AM Stations -					6	# Combos -					5	AM TOTALS			14.2	7.3	7.3	8.9	8.3	8.4	7.5	9.0	8.7
AM & FM Stations Profiled -					16	# Duopolies -					4	Total Local Commercial Share			60.4	59.4	58.5	62.6	59.1	59.2	61.7	59.1	

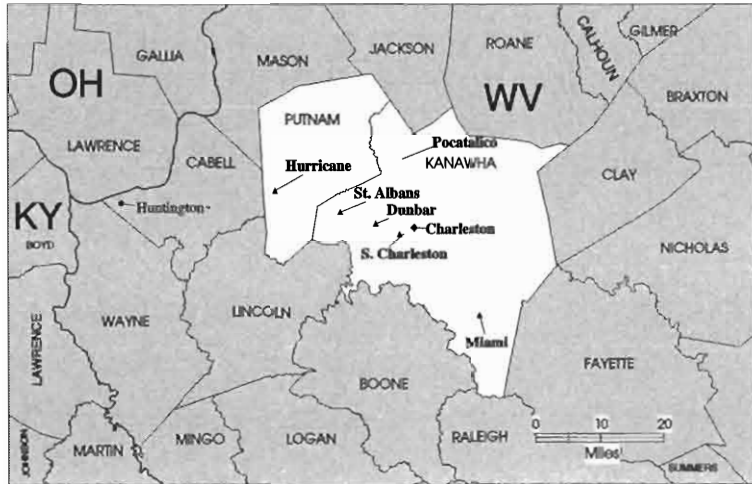
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 162

Revenue Rank: 136

Charleston, WV Market Overview



Metro Counties / Population (000)

Kanawha, WV	202.8
Putnam, WV	51.7
Total	254.5

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$9,500	\$10,900	\$11,800	\$12,400	\$13,000	\$12,300	5.3%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	10.6%	\$13,600	\$14,700	\$15,500	\$16,500	\$17,500	6.5%
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
	\$4.70/1,000	\$4.07/1,000	\$4.63/1,000	Local	85%		
Revenue/Capita	\$37.27	\$48.33	\$69.61	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	254.9	254.5	0.0%	254.5	251.4	-0.2%
Households	103.2	104.9	0.3%	104.9	106.0	0.2%
Retail Sales	2,021.0	3,025.2	8.4%	3,025.2	3,782.4	4.6%
EBI	3,782.5	4,294.8	2.6%	4,294.8	5,491.3	5.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	121.7	18.1	11.4	9.5	15.0	21.0	18.3	28.3
Women (000)	132.8	17.1	10.6	9.6	16.1	22.1	19.1	38.1
Total	254.5	35.2	22.1	19.2	31.1	43.1	37.4	66.4
Percentage	100.0%	13.8%	8.7%	7.5%	12.2%	16.9%	14.7%	26.1%
Per Capita	\$ 16,875		Median Household	\$ 30,450		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		9	9	8	17
Tot 12+	11.3	61.3		72.6	72.6	8.1	80.7
Avg 12+	5.7	8.8		8.1	8.1	1.0	4.7
Tot LCS	14.0	76.0		90.0	90.0	10.0	100.0
Avg LCS	7.0	10.9		10.0	10.0	1.3	5.9

Competitive Overview

Some stations also rated in Huntington, WV-Ashland, KY.

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)								
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
WBES	Dunbar	B1	94.5	9.6	525	a	Nininger Stations	89	9604	c1	Soft AC	600	1.23	3.6	3.9	5.2	3.7	2.5	1.9	1.7	1.6	1.3	
WKWS	Charleston	B	96.1	45.0	515	c	West Virginia Radio	69	9206	1,744	c3	Country	1,700	1.44	8.7	6.0	4.8	8.6	6.3	7.4	8.6	10.0	11.1
WQBE	Charleston	B	97.5	50.0	499	a	Nininger Stations	59				Country	3,250	0.96	24.8	18.7	15.2	20.3	22.2	17.4	22.6	16.6	21.0
WRVZ	Pocatalico	A	98.7	0.6 cp	630		West Virginia Radio	94	0007 p	800		Urban	700	1.29	4.0	8.1	2.3	3.3	3.5	2.9	2.3	5.6	4.1
WVAF	Charleston	B	99.9	50.0	430	c	West Virginia Radio	65	9307	1,600	c4	Hot AC	1,000	1.23	6.0	6.3	4.1	4.3	6.0	4.8	5.3	8.8	7.3
WJYP	S Charleston	A	100.9	3.0	299	b	Mortenson Bcstg Co	85	0005	1,200		Inspr/Lt AC	250	1.15	1.6	3.2	1.9	1.7	1.1	1.3	1.7	1.9	1.6
WVSR	Charleston	B	102.7	50.0	404	a	Nininger Stations	64	9906	2,800	c1	CHR	1,500	0.54	20.5	11.3	19.2	17.9	17.3	16.1	14.6	14.4	12.7
WKLC	St. Albans	B	105.1	3.6	1663	d	L. M.	66	8002	287	c2	AOR	1,100	1.06	7.6	7.0	10.4	6.3	6.7	10.9	8.6	10.0	9.5
WKAZ	Miami	B	107.3	23.5	676	c	West Virginia Radio	85	9707	2,140	c5	Oldies	1,200	1.09	8.1	8.1	8.6	7.6	6.3	7.4	6.3	5.0	4.1
# FM Stations -				9	# Combos -				8	FM TOTALS				84.9	72.6	71.7	73.7	71.9	70.1	71.7	73.9	72.7	

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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WCHS	Charleston	B	580	5.0	5.00	c	West Virginia Radio	27	9206		c3	Nws/Tlk/Spt	1,500	1.15	9.6	6.0	10.4	7.3	9.2	6.4	9.0	5.6	8.3
WCAW	Charleston	B	680	10.0	0.22	c	West Virginia Radio	46	9307		c4	Nostalgia	250	0.84	2.2	1.4	1.6	2.0	1.8	3.5	1.7	2.5	1.9
WQBE	Charleston	B	950	5.0	1.00	a	Nininger Stations	57	6405			Country	200	0.82	1.8	0.7	1.4	1.7	1.4	2.6	1.7	2.5	2.9
WOKU	Hurricane	B	1080	1.0	0.00		Baker Family Stns	71	9607	20		ChrsContemp				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WBES	Dunbar	C	1240	1.0	1.00	a	Nininger Stations	46	9604		c1	Sports				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		c2	AOR				0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
WSCW	S Charleston	B	1410	5.0	0.00	b	Mortenson Bcstg Co	63	0005		c3	Gospel	75		0.6	0.0	0.0	1.0	0.0	1.0	0.7	0.9	1.0
WSWW	Charleston	C	1490	1.0	1.00	c	West Virginia Radio	39	9707		c5	Sports	250		0.8	0.0	0.0	0.7	0.7	0.0	1.0	0.9	1.0
# AM Stations -				8	# Combos -				7	AM TOTALS				15.0	8.1	13.5	12.7	13.1	13.5	14.1	12.4	15.1	
AM & FM Stations Profiled -				17	# Duopolies -				6	Total Local Commercial Share				80.7	85.2	86.4	85.0	83.6	85.8	86.3	87.8		

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 163
Revenue Rank: 109

South Bend, IN Market Overview



Metro Counties / Population (000)	
St. Joseph, IN	258.5
	258.5

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$11,300	\$12,700	\$14,100	\$14,800	\$15,000	\$17,100
Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03	
	1.8%	\$17,400	\$18,800	\$19,900	\$21,500	\$22,600	6.7%
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
Revenue/Capita	\$5.08/1,000	\$5.94/1,000	\$6.30/1,000	Local	89%		
	\$44.38	\$66.15	\$86.62	National	11%		

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	254.6	258.5	0.3%	258.5	260.9
Households	95.8	98.5	0.6%	98.5	101.4	0.6%
Retail Sales	2,225.1	2,878.4	5.3%	2,878.4	3,587.6	4.5%
EBI	3,898.0	4,221.8	1.6%	4,221.8	5,189.0	4.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	125.0	21.1	10.8	14.4	16.6	20.1	15.5	26.4
Women (000)	133.5	19.8	10.4	14.0	16.6	20.5	16.4	35.8
Total	258.5	40.9	21.3	28.4	33.3	40.6	31.9	62.2
Percentage	100.0%	15.8%	8.2%	11.0%	12.9%	15.7%	12.3%	24.1%
Per Capita	\$ 16,332	Median Household		\$ 34,204	Avg Household		\$ 42,860	
Ethnic Population:	White	87.2%	Black	11.0%	Asian	1.4%	Hispanic	3.0%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	8	6		9	14	7	21
Tot 12+	25.9	42.4		64.2	68.3	12.0	80.3
Avg 12+	3.2	7.1		7.1	4.9	1.7	3.8
Tot LCS	32.3	52.8		80.0	85.1	14.9	100.0
Avg LCS	4.0	8.8		8.9	6.1	2.1	4.8

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)									
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
WNDV	South Bend	B	92.9	12.0	cp	879	c	Artistic Media Ptnrs	62	9811	6,123	c1	Top 40	2,700	1.17	13.3	14.9	13.6	12.5	9.6	11.1	5.4	9.2	9.3	
WZOC	Plymouth	B1	94.3	11.5		492		Plymouth Bcstg Inc	66	9610	575	2	Oldies	1,400	1.17	6.9	4.7	4.8	6.2	5.3	6.8	4.8	5.9	5.7	
WAOR	Niles	A	95.3	3.3		299	b	Federated Media	68	9908	2,000	c2	1 AOR/CIRck	1,100	0.78	8.1	6.0	5.5	7.5	5.9	5.3	8.0	5.0	5.4	
WHPZ	Bremen	A	96.9	2.0		463		LeSea Bcstg Corp	93	0002	280		ChrsContemp	300		0.4	0.0	0.2	0.6	0.0	0.0	0.3	0.3	0.6	
WZOW	Goshen	A	97.7	2.9		482	f	VanHawke-Johnson	77	9811		g	Clsc Rock	450	1.18	2.2	2.2	2.4	2.2	1.5	1.9	2.9	3.0	3.0	
WSMK	Buchanan	A	99.1	3.0		328		Williams, Marion R.	91				Urban			4.3	4.1	3.1	3.4	3.7	3.4	1.0	0.9	0.6	
WHFB	Benton Harbor	B	99.9	50.0		407	e	WinCom Comm	47				Country			0.9	1.3	1.7	0.9	0.6	0.9	0.0	0.6	0.0	
WBYT	Elkhart	B	100.7	15.0		909	b	Federated Media	47			1	Country	2,900	1.11	15.0	9.2	13.7	11.8	13.0	11.5	14.4	14.8	11.4	
WNSN	South Bend	B	101.5	13.0		971	a	Schurz Comm Inc	62			2	AC	2,700	1.37	11.3	10.4	10.5	10.0	8.7	10.5	10.9	9.5	12.0	
WGTC	New Carlisle	A	102.3	2.0		397		Leep, Michael	84				Country	300		0.5	0.6	1.0	0.9	0.0	0.9	1.0	0.6	4.2	
WHME	South Bend	A	103.1	3.0		299		LeSea Bcstg Corp	68				ChrsContemp	200		0.4	0.0	0.0	0.6	0.0	0.9	0.0	0.6	0.9	
WRBR	South Bend	A	103.9	3.0		328		Hicks, David, etal	65	9403	660	1	Rock	1,700	1.24	7.9	7.6	7.2	6.2	6.8	9.3	10.9	8.9	9.3	
WFRN	Elkhart	B	104.7	50.0		459	d	Progressive Bcst	63				ChrsContemp	950	2.48	2.2	1.9	3.0	1.2	2.5	2.8	3.8	2.4	2.1	
WUBU	South Bend	A	106.3	3.0		292	b	Federated Media	93	0001		na	Urban	800	0.60	7.7	5.4	4.3	5.0	7.7	6.5	4.8	5.9	4.5	
# FM Stations -					14	# Combos -					6	FM TOTALS					81.1	68.3	71.0	69.0	65.3	71.8	68.2	67.6	69.0

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)									
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
WSBT	South Bend	B	960	5.0	5.00	a	Schurz Comm Inc	22	7609		2	News/Talk	1,150	0.65	10.2	7.3	8.0	7.2	9.6	9.0	8.0	8.0	8.0	6.0	
WFRN	Elkhart	B	1270	5.0	1.00	d	Progressive Bcst	56				ChrsContemp				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WNIL	Niles	B	1290	0.5	0.00	b	Federated Media	56	9908		c2	1 Oldies	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WTRC	Elkhart	C	1340	1.0	1.00	b	Federated Media	31			1	FullService				0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	
WNDV	South Bend	C	1490	1.0	1.00	c	Artistic Media Ptnrs	44	9811		c1	70s Oldies	100		0.4	0.0	0.1	0.0	0.6	0.6	1.0	0.6	0.6		
WJVA	South Bend	B	1580	1.0	0.50	c	Artistic Media Ptnrs	47	9912	750	c2	Country			1.5	0.9	1.6	1.6	0.9	0.0	0.0	0.0	0.0	0.0	
WHLY	South Bend	B	1620	10.0	1.00	c	Artistic Media Ptnrs	98	9912		c2	Adlt Stndrd	550	0.46	6.8	3.8	4.0	5.6	5.6	5.3	7.1	6.5	7.5	7.5	
# AM Stations -					7	# Combos -					7	AM TOTALS					18.9	12.0	13.7	14.4	16.7	15.5	16.1	15.1	14.1
AM & FM Stations Profiled -					21	# Duopolies -					5	Total Local Commercial Share					80.3	84.7	83.4	82.0	87.3	84.3	82.7	83.1	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 164

Revenue Rank: 241

New Bedford-Fall River, MA Market Overview



Metro Counties / Population (000)

Bristol, MA	253.9
	253.9

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	\$4,000	\$4,500	4.9%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	17.8%	\$5,300	\$5,800	\$6,300	\$6,800	\$7,300	8.5%
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
Revenue/Capita	\$1.73/1,000	\$0.76/1,000	\$0.99/1,000	Local	90%		
	\$13.92	\$8.69	\$13.88	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	251.5	518.1	0.2%	518.1	525.9	0.3%
Households	93.1	194.4	15.9%	194.4	200.3	0.6%
Retail Sales	2,018.5	5,946.7	24.1%	5,946.7	7,394.7	4.5%
EBI	3,865.3	8,323.9	16.6%	8,323.9	9,592.0	2.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	248.5	40.2	21.4	23.5	35.4	40.0	34.9	53.1
Women (000)	269.6	38.2	20.6	24.3	35.6	41.7	36.0	73.2
Total	518.1	78.4	42.0	47.8	70.9	81.7	70.9	126.3
Percentage	100.0%	15.1%	8.1%	9.2%	13.7%	15.8%	13.7%	24.4%
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	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1	5		4	6	6	12
Tot 12+	10.0	28.8		31.4	38.8	7.7	46.5
Avg 12+	10.0	5.8		7.9	6.5	1.3	3.9
Tot LCS	21.5	61.9		67.5	83.4	16.6	100.0
Avg LCS	21.5	12.4		16.9	13.9	2.8	8.3

Competitive Overview

Some stations also rated in Providence-Warwick-Pawtucket.

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)									
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
WSNE	Taunton	B	93.3	30.0	620		Clear Channel	66	0008			AC	n/a		7.7	5.1	4.7	3.1	4.5	3.7	3.6	6.4	5.2		
WHJY	Providence	B	94.1	50.0 cp	456		Clear Channel	66	0008			AOR	n/a		14.2	7.7	5.4	7.4	6.7	8.4	6.7	6.5	7.4		
WJFD	New Bedford	B	97.3	50.0	499		Dinis, Edmund	49				Portuguese	750	2.95	4.8	2.3	2.4	2.0	2.8	1.6	0.0	1.1	1.4		
WCTK	New Bedford	B	98.1	47.0	509	a	Hall	46	6610			Country	n/a		15.7	6.3	5.8	8.9	6.7	8.9	5.9	3.2	3.6		
WWLI	Providence	B	105.1	50.0	499		Citadel Comm Corp	48	9707			AC	n/a		15.1	7.4	7.9	8.9	6.1	6.5	7.8	6.8	5.0		
WFHN	Fairhaven	A	107.1	6.0 cp	325	b	Citadel Comm Corp	89	0004		g1	CHR	2,550	2.22	21.7	10.0	12.2	10.6	10.9	10.4	8.0	5.3	2.9		
# FM Stations -					6	# Combos -					1	FM TOTALS					79.2	38.8	38.4	40.9	37.7	39.5	32.0	29.3	25.5

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 Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
WJYT	Attleboro	B	1320	5.0	5.00		Add Radio Group	50	9807	560		Spt/Inf/Spn	75			0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0		
WNBH	New Bedford	C	1340	1.0	1.00		Hall	21	6610			Country	50	0.50	1.9	0.0	1.9	1.1	0.8	1.0	0.5	0.9	1.1		
WHTB	Fall River	C	1400	1.0	1.00	c	Karam, Bob &	48	8905	650		Portuguese	200			0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0		
WBSM	New Bedford	B	1420	5.0	1.00	b	Citadel Comm Corp	49	0004		g1	News/Talk	825	1.12	13.9	4.3	7.7	5.7	8.1	4.4	3.2	3.1	4.3		
WSAR	Fall River	B	1480	5.0	5.00	c	Karam, Bob &	21	9211	550		Nws/Tlk/Spt	800	3.14	4.8	3.4	4.4	2.0	2.8	2.9	0.9	2.7	1.4		
WPEP	Taunton	B	1570	1.0	0.23		Willow Farm Inc	49	9711	300		News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7		
# AM Stations -					6	# Combos -					3	AM TOTALS					20.6	7.7	14.0	8.8	11.7	8.3	4.6	7.9	7.5
AM & FM Stations Profiled -					12	# Duopolies -					3	Total Local Commercial Share						46.5	52.4	49.7	49.4	47.8	36.6	37.2	33.0

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 165

Revenue Rank: 189

San Luis Obispo, CA Market Overview



Metro Counties / Population (000)

San Luis Obispo	245.2
	245.2

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$4,700	\$5,300	\$5,900	\$6,200	\$6,700	\$7,100
Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03	
	15.5%	\$8,200	\$8,700	\$9,200	\$9,800	\$10,400	6.0%
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
Revenue/Capita	\$3.01/1,000	\$3.82/1,000	\$4.92/1,000	Local	85%		
	\$20.56	\$28.96	\$39.22	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	228.6	245.2	1.4%	245.2	265.2	1.6%
Households	84.4	91.0	1.5%	91.0	99.7	1.8%
Retail Sales	1,562.7	1,857.4	3.5%	1,857.4	2,111.9	2.6%
EBI	3,642.6	3,946.6	1.6%	3,946.6	4,802.6	4.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	126.2	18.1	8.7	16.2	19.1	22.7	15.4	26.0
Women (000)	119.0	17.2	8.0	13.0	15.0	19.7	14.8	31.3
Total	245.2	35.3	16.7	29.3	34.2	42.3	30.1	57.3
Percentage	100.0%	14.4%	6.8%	11.9%	13.9%	17.3%	12.3%	23.4%
Per Capita	\$ 16,095	Median Household		\$ 33,096	Avg Household		\$ 43,369	
Ethnic Population:	White 92.1%	Black 2.9%	Asian 3.8%	Hispanic 17.7%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4	13		9	17	9	26
Tot 12+	4.3	52.7		52.4	57.0	15.5	72.5
Avg 12+	1.1	4.1		5.8	3.4	1.7	2.8
Tot LCS	5.9	72.7		72.3	78.6	21.4	100.0
Avg LCS	1.5	5.6		8.0	4.6	2.4	3.8

Competitive Overview

Some stations also rated in Santa Maria-Lompoc.

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		Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
KWSR	Paso Robles	B	92.5	4.8	1486		Lagniappe Bcstg Inc	72	9605	675	1	Hot AC	600	1.56	4.7	3.3	3.3	4.6	2.3	1.0	2.7	4.9	4.8
KZOZ	San Luis Obispo	B	93.3	23.0	1549	a	Amer General Media	62	8906	2,000	1	Clsc Rock	850	1.00	10.4	6.2	8.6	7.6	7.7	9.5	9.2	8.5	8.2
KLMM	Morro Bay	A	94.1	0.6	1004	d	Lazer Bcstg Corp	97	0006 p	1,150	c1	Mexican			0.2	0.0	1.5	0.0	0.3	0.7	0.0	0.0	0.0
KOTR	Cambria	B1	94.9	25.0	328		Howard, Bruce	84	8804	350		AAA	325	0.99	4.0	2.3	1.7	3.6	2.3	2.4	5.1	2.3	4.4
KXTZ	Pismo Beach	A	95.3	4.2	390		Winsome Media LLC	74	9703	350		Clsc Rock	250	0.95	3.2	3.6	2.5	1.7	3.0	2.4	1.7	1.0	1.7
• KSLY	San Luis Obispo	B	96.1	3.4		b	Clear Channel	59	0008 p		g1 2	Top 40	1,200	1.18	12.4	6.6	8.4	8.9	9.4	7.4	7.1	7.8	7.8
KWQH	San Luis Obispo	B1	97.1	1.2	1457	cp	Radio Reps Inc	95	9605	See (194)		Christian				0.3	0.6	0.0	0.0	0.0	0.0	1.0	0.0
KKJG	San Luis Obispo	B	98.1	4.5	1519	a	Amer General Media	84	9707	1,500	1	Country	1,000	1.31	9.3	9.8	7.0	8.9	4.7	4.1	6.1	8.1	6.1
KKAL	Morro Bay	A	99.7	0.3	1490	f	Salisbury Bcstg Corp	93	9406	185		Talk/Sprts	200	0.98	2.5	0.7	1.3	1.0	2.7	2.4	2.7	1.6	2.7
KRQK	Lompoc	B1	100.3	3.7	863	c	Amer General Media	79	9912	See (194)		Mexican	n/a		0.7	0.0	0.0	0.0	1.0	0.7	2.4	0.0	1.0
KSTT	Los Osos	B	101.3	3.4	1686	b	Clear Channel	87	0008 p		g1 2	AC	1,300	2.01	7.9	7.2	8.5	5.3	6.4	6.1	7.1	6.5	7.8
• KSNi	Santa Maria	B	102.5	13.5	860	e	Clear Channel	60	0008 p			Country	n/a		1.6	1.3	1.2	0.7	1.7	3.0	1.0	1.6	1.7
KLUN	Paso Robles	A	103.1	1.1	761	d	Lazer Bcstg Corp	95	0006 p		c1	Mexican	100	0.94	1.3	0.0	0.0	0.0	2.0	1.4	2.4	2.6	2.0
KIQO	Atascadero	B	104.5	4.7	1444	a	Amer General Media	79	9903	1,500	1	Oldies	500	0.92	6.6	4.9	6.6	5.9	3.7	4.1	5.4	4.9	5.4
KWWV	Santa Margarita	B1	106.1	1.1	1447	f	Salisbury Bcstg Corp	86	9901	1,000		CHR	350	0.47	9.1	4.9	4.8	7.3	6.0	5.7	2.0	2.9	1.4
KSMY	Lompoc	B1	106.7	1.1	1070		Mondosphere Bcstg	98	0002 p			2 Top 40				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KURQ	Grover Beach	B	107.3	3.5	1650	b	Clear Channel	84	0008 p		g1 2	Rock	450	0.98	5.6	5.9	4.7	3.3	5.0	3.7	1.7	2.0	1.7
# FM Stations -					17	# Combos -					11	FM TOTALS			79.5	57.0	60.7	58.8	58.2	54.6	56.6	55.7	56.7

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		Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
• KVEC	San Luis Obispo	B	920	1.0	0.50		Clear Channel	37	0011 p	950		Nws/Tlk/Spt	275	0.93	3.6	4.6	2.5	2.3	3.0	3.4	3.1	3.9	2.0
KJDJ	San Luis Obispo	B	1030	2.5	0.70		Pacific Spanish Ntwk	88	9211	155		Mexican			0.8	0.0	0.0	0.0	1.3	1.4	0.0	0.0	1.0
KBAI	Morro Bay	B	1150	5.0	5.00		Clear Channel	74	9905		g	DARK				0.0	0.0	0.0	0.0	0.0	2.0	2.3	2.0
KPRL	Paso Robles	C	1230	1.0	1.00		Dellar Survivor Trst	46	9008			Nws/Tlk/Spt	325	0.84	4.7	3.3	1.8	3.0	4.0	3.7	3.4	2.3	2.4
• KSMA	Santa Maria	C	1240	1.0	1.00	e	Clear Channel	46	0008 p			Nws/Tlk/Spt	n/a			0.7	1.4	0.0	0.0	0.7	0.7	0.0	0.7
KKOM	Arroyo Grande	B	1280	10.0	2.50	cp	Pamplin Comm Corp	62	9905	550	na	Talk			0.8	0.0	0.0	0.0	1.3	0.0	1.7	1.0	0.0
KGLW	San Luis Obispo	C	1340	0.8	0.79	cp	RocGlo Comm	49	9112	25		Talk	200	0.64	3.8	1.3	2.3	2.0	3.7	3.0	3.1	3.3	3.4
KKJL	San Luis Obispo	C	1400	1.0	1.00		San Luis Obispo Bcg	60	9612			Adlt Stndrd	300	0.81	4.5	4.3	4.6	3.6	3.0	4.4	3.4	3.3	2.4
KUHL	Santa Maria	B	1440	5.0	1.00		Blackhawk Comm	46				Talk	n/a		2.2	1.3	3.4	1.3	2.0	1.4	2.0	1.0	1.7
# AM Stations -					9	# Combos -					1	AM TOTALS			20.4	15.5	16.0	12.2	18.3	18.0	19.4	17.1	15.6
AM & FM Stations Profiled -					26	# Duopolies -					7	Total Local Commercial Share			72.5	76.7	71.0	76.5	72.6	76.0	72.8	72.3	

Other Rulemaking: 103.5, A, Cambria

• Indicates a change since last edition

1/ See Introduction section for interpretation of revenue estimates.

Metro Rank: 166

Revenue Rank: 170

Binghamton, NY Market Overview



Metro Counties / Population (000)

Broome, NY	196.9
Tioga, NY	52.5
Total	249.4

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

ESTIMATED GROSS REVENUES ★ ★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$6,800	\$7,600	\$7,700	\$8,400	\$8,800	\$9,500	6.9%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	7.4%	\$10,200	\$11,200	\$12,000	\$13,100	\$14,000	8.2%
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
	\$3.45/1,000	\$4.99/1,000	\$7.51/1,000	Local	88%		
Revenue/Capita	\$25.74	\$38.09	\$58.02	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	264.2	249.4	-1.1%	249.4	241.3	-0.7%
Households	100.6	94.8	-1.2%	94.8	92.6	-0.5%
Retail Sales	1,968.8	1,903.3	-0.7%	1,903.3	1,864.2	-0.4%
EBI	3,998.6	3,496.7	-2.6%	3,496.7	3,689.2	1.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	121.2	19.6	9.8	12.3	17.1	18.9	16.9	26.7
Women (000)	128.2	18.1	9.1	12.9	16.6	18.9	17.5	35.0
Total	249.4	37.7	18.9	25.2	33.7	37.7	34.4	61.7
Percentage	100.0%	15.1%	7.6%	10.1%	13.5%	15.1%	13.8%	24.8%
Per Capita	\$ 14,021		Median Household	\$ 30,371		Avg Household	\$ 36,885	
Ethnic Population:	White 95.4%		Black 2.1%		Asian 2.3%		Hispanic 1.5%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	8	3		8	11	6	17
Tot 12+	26.0	38.3		62.5	64.3	14.9	79.2
Avg 12+	3.3	12.8		7.8	5.8	2.5	4.7
Tot LCS	32.8	48.4		78.9	81.2	18.8	100.0
Avg LCS	4.1	16.1		9.9	7.4	3.1	5.9

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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WKGB	Susquehanna	A	92.5	3.0 cp	709	c	Clear Channel	89	0005	20,000	d3	AOR	650	1.08	5.9	5.0	4.3	5.4	4.2	3.8	2.9	5.5	3.3
• WIYN	Deposit	A	94.7	0.8	643		BanJo Comm Group	91	0009 p		g	Soft AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WHWK	Binghamton	B	98.1	10.0	951	a	Citadel Comm Corp	56	9906		g1	Country	2,600	1.23	20.7	13.0	12.3	16.4	17.3	13.3	22.0	20.0	20.0
WAAL	Binghamton	B	99.1	7.1	1089	a	Citadel Comm Corp	54	9906		g1	Clsc Rock	2,600	1.62	15.7	7.7	10.8	14.7	10.9	9.8	7.4	11.7	9.0
WCDW	Conklin	A	100.5	1.4	692		Equinox Bcstg Corp	94	9410		70 cp	AAA	150	0.51	2.9	1.5	2.2	2.7	2.1	1.3	1.3	1.2	0.0
• WLTB	Johnson City	A	101.7	1.7 cp	610		WEBO Radio Inc	72	9309		st	Hot AC	450	1.19	3.7	5.3	3.3	3.3	2.7	5.4	2.9	2.8	3.0
WAVR	Waverly	A	102.1	4.1	400	b	WATS Bcstg Inc	74	8610	470	c1	AC	300		0.4	0.3	0.0	0.7	0.0	0.0	0.0	0.0	0.0
WMXW	Vestal	A	103.3	0.6	1014	c	Clear Channel	89	0005		d3	AC/Oldies	825	1.42	5.7	7.1	6.3	4.0	5.2	8.6	6.5	7.7	7.2
WYOS	Chenango Bridge	A	104.1	0.9	833	a	Citadel Comm Corp	96	9906		g1	Oldies	700	1.07	6.4	4.3	6.4	4.0	6.4	5.1	5.2	5.2	10.4
WMRV	Endicott	B	105.7	35.0	571	c	Clear Channel	69	0005		d3	Adult CHR	1,100	0.63	17.2	17.6	14.0	14.4	13.6	18.4	14.6	10.8	10.1
WBBI	Endwell	A	107.5	1.1	545	c	Clear Channel	98	0005			Country			5.2	2.5	3.3	4.3	4.2	2.2	0.0	0.0	0.0
# FM Stations -					11	# Combos -					8	FM TOTALS			83.8	64.3	62.9	69.9	66.6	67.9	62.8	64.9	63.0

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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WINR	Binghamton	B	680	1.0 cp	0.50		Clear Channel	46	0008 p	1,000		News/AdStd	225	0.88	2.5	2.5	3.5	1.7	2.4	2.9	2.3	3.1	3.9
WATS	Sayre	B	960	5.0	0.05	b	WATS Bcstg Inc	50	8610		c1	AC				0.3	0.0	0.0	0.0	0.0	0.0	0.6	0.0
WNBF	Binghamton	B	1290	9.3 cp	5.40	a	Citadel Comm Corp	28	9906		g1	News/Talk	550	0.67	8.0	8.0	8.6	6.0	7.0	8.6	8.4	7.1	9.9
WEBO	Owego	B	1330	5.0	0.05		Tioga Media	57	0008		dn	News/Jazz				0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
WKOP	Binghamton	B	1360	5.0	0.50	a	Citadel Comm Corp	47	9912		sw	Nostalgia	50	0.16	3.1	2.2	2.1	2.7	2.4	2.2	2.3	2.5	2.7
WENE	Endicott	B	1430	5.0	5.00	c	Clear Channel	47	0005		d3	Sports			2.5	1.9	2.9	2.3	1.8	2.2	2.3	1.8	2.4
# AM Stations -					6	# Combos -					4	AM TOTALS			16.1	14.9	17.1	12.7	13.6	15.9	15.6	15.1	18.9
AM & FM Stations Profiled -					17	# Duopolies -					5	Total Local Commercial Share			79.2	80.0	82.6	80.2	83.8	78.4	80.0	81.9	

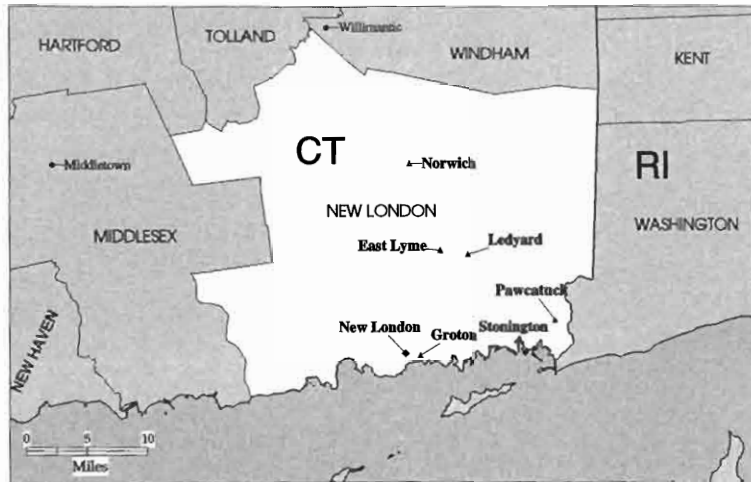
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 167

Revenue Rank: 186

New London, CT Market Overview



Metro Counties / Population (000)

New London, CT	246.9
	246.9

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	N/A	N/A	N/A	\$6,700	\$7,100	\$7,900	
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	8.9%	\$8,600	\$9,500	\$10,200	\$11,100	\$11,900	8.5%

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	N/A	\$2.89/1,000	\$3.37/1,000	Local 85%
Revenue/Capita	N/A	\$32.00	\$47.58	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	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	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	123.9	19.4	9.1	13.1	21.1	20.5	16.8	23.9
Women (000)	123.0	18.7	8.8	10.5	18.1	19.6	16.8	30.6
Total	246.9	38.1	17.8	23.6	39.2	40.1	33.6	54.5
Percentage	100.0%	15.4%	7.2%	9.6%	15.9%	16.2%	13.6%	22.1%
Per Capita	\$ 20,718							
			Median Household	\$ 46,619			Avg Household	\$ 56,151
Ethnic Population:	White 91.7%		Black 5.4%		Asian 2.3%		Hispanic 4.5%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7			7	7	3	10
Tot 12+	50.9			50.9	50.9	3.3	54.2
Avg 12+	7.3			7.3	7.3	1.1	5.4
Tot LCS	93.9			93.9	93.9	6.1	100.0
Avg LCS	13.4			13.4	13.4	2.0	10.0

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Date Std 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)								
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
WCTY	Norwich	A	97.7	1.9 cp	410	a	Rowbathan, Bonnie	68 9906			Country	1,700	1.07	18.4	12.5	12.0	9.4	10.3	11.3	10.5	16.9	15.0	
WNLC	East Lyme	A	98.7	5.5	269	c	Hall	94 9707	2,000		Alternative	350	0.25	16.2	6.6	7.5	10.0	7.2	7.7	6.3	2.8	5.4	
WKNL	New London	A	100.9	3.0	299	c	Hall	70 9503	3,500	c1	Soft AC	1,900	2.01	11.0	5.6	4.6	6.7	5.0	6.5	4.5	5.5	6.3	
WAXK	Stonington	A	102.3	3.0	328	b	Citadel Comm Corp	81 0004		g1	Rock	900	1.45	7.2	4.0	4.4	3.3	4.4	3.9	3.9	3.4	8.4	
WQGN	Groton	A	105.5	3.0	276	b	Citadel Comm Corp	71 0004		g1	CHR	2,100	1.05	23.3	9.9	8.8	10.0	15.0	7.4	11.1	12.4	8.7	
WBMW	Ledyard	A	106.5	3.1	459		Fuller, John	92 9312		st	AC	700	0.98	8.3	7.3	4.9	3.3	5.6	5.2	4.8	2.8	4.8	
WKCD	Pawcatuck	A	107.7	1.9	400		AAA Entertainment	95 9907	2,005		Modern AC	475	0.67	8.2	5.0	7.8	6.4	2.2	1.3	3.6	3.1	3.0	
# FM Stations -					7	# Combos -					5	FM TOTALS			92.6	50.9	50.0	49.1	49.7	43.3	44.7	46.9	51.6

AM Stations

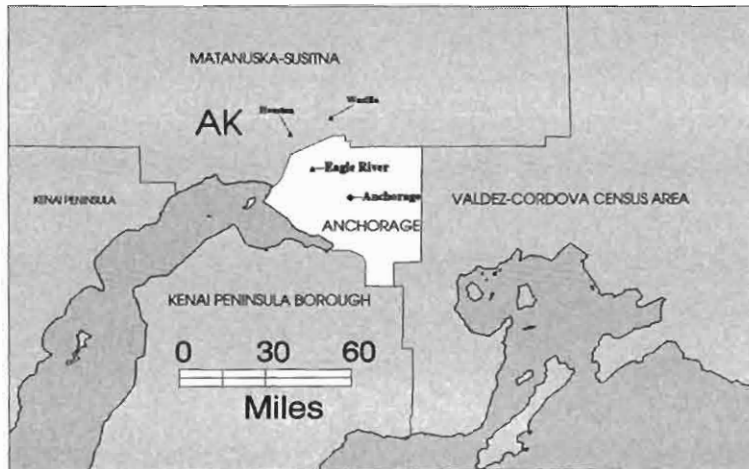
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Date Std Acq'd	Sales Price (000)	L M A	Format	1999 Est Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
WSUB	Groton	B	980	1.0	0.07	b	Citadel Comm Corp	58 0004		g1	News/Talk	125	0.97	1.5	1.0	0.0	1.0	0.6	0.6	1.2	1.4	1.2	
WICH	Norwich	B	1310	5.0	5.00	a	Rowbathan, Bonnie	46 9906			AC	250	0.49	5.9	2.3	1.9	2.0	4.4	3.5	2.7	2.1	3.9	
WWJY	New London	B	1510	10.0 cp	5.00	c	Hall	36 9503		c1	Nostalgia	100			0.0	0.0	0.0	0.0	0.0	1.8	3.4	3.0	
# AM Stations -					3	# Combos -					3	AM TOTALS			7.4	3.3	1.9	3.0	5.0	4.1	5.7	6.9	8.1
AM & FM Stations Profiled -					10	# Duopolies -					2	Total Local Commercial Share			54.2	51.9	52.1	54.7	47.4	50.4	53.8	59.7	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 168

Revenue Rank: 115

Anchorage, AK Market Overview



Metro Counties / Population (000)

Anchorage, AK	260.9
	260.9

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$12,600	\$13,100	\$13,700	\$13,900	\$14,800	\$15,300	3.9%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	5.9%	\$16,200	\$16,700	\$17,200	\$17,700	\$18,200	3.0%

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	\$4.47/1,000	\$4.58/1,000	\$5.14/1,000	Local 90%
Revenue/Capita	\$50.22	\$58.64	\$68.97	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	250.9	260.9	0.8%	260.9	263.9	0.2%
Households	92.0	96.1	0.9%	96.1	98.1	0.4%
Retail Sales	2,816.0	3,344.0	3.5%	3,344.0	3,539.2	1.1%
EBI	5,440.5	5,241.0	-0.7%	5,241.0	5,771.3	1.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	134.6	26.7	11.5	12.2	23.3	28.3	19.7	12.9
Women (000)	126.3	25.3	10.8	10.8	22.0	26.3	17.9	13.3
Total	260.9	52.1	22.3	23.0	45.2	54.6	37.6	26.1
Percentage	100.0%	20.0%	8.5%	8.8%	17.3%	20.9%	14.4%	10.0%
Per Capita	\$ 20,088							
			Median Household	\$ 45,692			Avg Household	\$ 54,537
Ethnic Population:	White 80.5%		Black 6.3%		Asian 6.4%		Hispanic	5.2%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			17	14	17	8	25
Tot 12+			77.6	76.6	77.6	12.4	90.0
Avg 12+			4.6	5.5	4.6	1.6	3.6
Tot LCS			86.2	85.1	86.2	13.8	100.0
Avg LCS			5.1	6.1	5.1	1.7	4.0

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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
KQEZ	Houston	C2	92.1	10.0	810	d	New NW Bcstrs	97	9909	1,300		Soft Rock	550	0.87	3.9	3.9	4.0	4.0	2.9	3.4	2.6	0.0	0.0
• KFAT	Anchorage	C2	92.9	10.0	817	d	New NW Bcstrs	99	9908	1,250	na	Rhymc/Rap			2.8	10.9	10.4	5.0	0.0	0.0	0.0	0.0	0.0
KAFC	Anchorage	C2	93.7	27.0 cp	663		Christian Bcstg, Inc	99				Religion				1.0	3.2	0.0	0.0	0.0	0.0	0.0	0.0
• KADX	Houston	C2	94.7	50.0	371	c	Amer Radio Brokers	94				Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• KRPM	Houston	C2	96.3	10.0	820	d	New NW Bcstrs	99				Inspiration				3.9	1.0	0.0	0.0	0.0	0.0	0.0	0.0
KEAG	Anchorage	C1	97.3	100.0	594	b	Morris Comm Corp	86	9812		g3	Oldies	1,200	1.12	6.6	6.6	5.1	5.0	6.8	5.7	5.2	5.8	6.6
KLEF	Anchorage	C1	98.1	25.0	30		Chinook Concert	88				Classical	625	0.94	4.1	3.0	3.9	3.7	3.6	4.0	3.6	2.7	5.4
KYMG	Anchorage	C1	98.9	100.0	499	a	Clear Channel	89	0008		g	AC	900	1.05	5.3	8.2	4.5	5.0	4.5	6.7	5.2	5.4	6.3
KMBQ	Wasilla	C1	99.7	51.0	-157		Boyer, Clyde	85	9906			AC			0.2	0.0	0.0	0.0	0.3	0.0	0.7	0.0	
KBFX	Anchorage	C3	100.5	25.0	174	a	Clear Channel	78	0008		g	Clsc Rock	1,150	0.99	7.2	5.3	5.8	6.0	6.8	7.1	9.5	5.4	4.4
KGOT	Anchorage	C2	101.3	26.0	-66	a	Clear Channel	75	0008		g	CHR	2,300	1.04	13.6	5.6	6.3	11.0	13.3	10.8	12.8	13.9	10.8
KKRO	Anchorage	C3	102.1	23.2 cp	82	d	New NW Bcstrs	73	9909	1,500		Clsc Rock	500	0.62	5.0	3.9	3.1	4.0	4.9	4.4	4.3	5.4	3.5
KMXS	Anchorage	C1	103.1	51.0 cp	7	b	Morris Comm Corp	87	9812		g3	Hot AC	1,500	1.29	7.2	3.9	7.2	6.0	6.8	6.1	7.2	9.5	4.7
KBRJ	Anchorage	C1	104.1	55.0	62	b	Morris Comm Corp	66	9812		g3	Country	1,700	1.23	8.5	7.9	6.5	7.0	8.1	8.1	6.2	6.8	7.0
KNIK	Anchorage	C1	105.3	50.5	256		Ubik Corporation	60	9912	950		Smooth Jazz	600	0.71	5.2	3.3	4.1	5.0	4.2	3.4	3.3	4.7	3.8
KWHL	Anchorage	C1	106.5	100.0 cp	79	b	Morris Comm Corp	82	9812		g3	Rock	1,800	1.10	10.1	4.3	7.9	10.0	8.1	9.1	7.9	7.5	10.1
KASH	Anchorage	C1	107.5	100.0	-289	a	Clear Channel	85	0008		g	Country	1,150	1.16	6.1	5.9	4.8	5.6	5.2	7.7	7.9	6.4	8.9
# FM Stations -					17	# Combos -					13	FM TOTALS			85.8	77.6	77.8	77.3	75.5	76.5	76.4	73.5	71.5

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 Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
KTZN	Anchorage	B	550	5.0	5.00	a	Clear Channel	48	0008		g	Sports	300		0.7	0.7	0.8	0.3	1.0	0.3	6.2	7.1	8.2
KHAR	Anchorage	B	590	5.0	5.00	b	Morris Comm Corp	61	9812		g3	Nostalgia	300	0.62	3.0	3.0	2.6	3.0	2.3	3.7	2.6	2.0	3.8
KENI	Anchorage	A	650	50.0	50.00	a	Clear Channel	67	0008		g	Talk	300	0.26	7.0	4.3	5.3	6.3	6.1	5.4	0.3	0.0	0.6
KBYR	Anchorage	A	700	10.0	10.00		News Media Group	48	0006	2,133		Nws/Tlk/Spt	125	0.77	1.0	0.7	1.0	0.7	1.0	1.7	1.6	2.0	2.2
KFQD	Anchorage	A	750	50.0	50.00	b	Morris Comm Corp	24	9812		g3	News/Talk	450	1.39	2.0	3.0	3.4	2.0	1.6	2.7	2.3	2.0	1.9
KABN	Long Island	A	840	8.0 cp	8.00	c	Amer Radio Brokers	93				Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KAXX	Eagle River	B	1020	10.0	10.00	c	Amer Radio Brokers	86	9702	150		Sports	400		0.5	0.7	0.0	0.3	0.6	0.3	0.7	0.0	0.0
KASH	Anchorage	A	1080	10.0	10.00		Chinook Concert	75	9811	135		News/Talk	150		0.2	0.0	0.5	0.3	0.0	0.7	1.0	0.3	0.6
# AM Stations -					8	# Combos -					6	AM TOTALS			14.4	12.4	13.6	12.9	12.6	14.8	14.7	13.4	17.3
AM & FM Stations Profiled -					25	# Duopolies -					9	Total Local Commercial Share			90.0	91.4	90.2	88.1	91.3	91.1	86.9	88.8	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 169

Revenue Rank: 169

Columbus, GA Market Overview



Metro Counties / Population (000)

Chattahoochee, GA	15.9
Muscogee, GA	182.5
Russell, AL	50.2
Total	248.6

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$8,000	\$8,700	\$9,300	\$9,600	\$9,700	\$10,600	5.8%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	-2.8%	\$10,300	\$11,200	\$11,700	\$12,700	\$13,200	6.4%
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
	\$4.08/1,000	\$3.85/1,000	\$3.77/1,000	Local	89%		
Revenue/Capita	\$31.14	\$42.64	\$53.59	National	11%		

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	256.9	248.6	-0.7%	248.6	246.3	-0.2%
Households	90.7	89.6	-0.2%	89.6	89.9	0.1%
Retail Sales	1,959.9	2,756.6	7.1%	2,756.6	3,504.2	4.9%
EBI	3,117.2	3,311.9	1.2%	3,311.9	3,943.9	3.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	122.9	21.9	11.0	17.1	19.9	18.3	14.3	20.5
Women (000)	125.7	21.1	10.6	11.2	17.8	19.1	16.2	29.7
Total	248.6	43.0	21.6	28.2	37.7	37.4	30.5	50.2
Percentage	100.0%	17.3%	8.7%	11.4%	15.1%	15.0%	12.3%	20.2%
Per Capita	\$ 13,322		Median Household	\$ 24,119		Avg Household	\$ 36,963	
Ethnic Population:	White 55.9%		Black 41.7%		Asian 2.1%		Hispanic 5.2%	

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+	36.4		28.3	63.2	64.7	20.2	84.9
Avg 12+	9.1		4.7	7.0	6.5	3.4	5.3
Tot LCS	42.9		33.3	74.4	76.2	23.8	100.0
Avg LCS	10.7		5.6	8.3	7.6	4.0	6.3

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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WVFJ	Manchester	C1	93.3	27.0 cp	1611		Provident Bcstg Co	67	8108			ChrsContemp	n/a		1.3	1.5	0.0	1.0	1.3	1.6	2.3	1.3	2.8
WKZJ	Greenville	C3	95.7	3.4	876	a	Davis Bcstg	95	9712	450		Urban AC	150	0.56	2.6	2.9	3.4	2.3	2.3	2.9	1.0	1.0	1.5
WAGH	Ft Mitchell	A	98.3	6.0	328	c	Clear Channel	89	0007 p		g1	Urban AC	1,100	0.98	10.9	5.9	7.0	9.7	9.2	7.7	11.7	9.9	6.8
WKNL	Lumpkin	C2	99.3	50.0	492		Radio Lumpkin Inc	92				Country	1,000	1.06	9.2	6.6	5.1	7.1	8.9	9.0	10.1	9.6	8.0
WGSY	Phenix City	A	100.1	6.0 cp	328	c	Clear Channel	71	0007 p		g1	AC	1,000	1.43	6.8	5.1	7.2	4.2	7.6	8.4	7.5	10.3	11.1
WBFA	Smiths	A	101.3	6.0 cp	328	c	Clear Channel	98	0007 p		g1	CHR	500	1.10	4.4	7.4	8.1	5.8	1.7	0.0	0.0	0.0	0.0
WVRK	Columbus	C	102.9	100.0	1519	c	Clear Channel	46	0007 p		g1	Rock	1,700	1.99	8.3	6.3	6.7	6.8	7.6	10.3	11.4	8.3	9.6
WFXE	Columbus	A	104.9	6.0	289	a	Davis Bcstg	69	8605		g1	Urban	1,300	0.61	20.7	18.0	18.9	18.5	17.5	16.5	17.2	19.2	17.0
WSTH	Alexander City	C1	106.1	85.8	981	c	Clear Channel	49	0007 p		g1	Country	975	2.96	3.2	4.4	3.4	3.6	2.0	2.3	3.6	5.3	6.8
WCGQ	Columbus	C	107.3	100.0	1011	b	McClure Bcstg	66				AC	1,450	1.58	8.9	6.6	4.4	7.8	7.6	9.0	7.1	9.3	6.2
# FM Stations -					10	# Combos -					8	FM TOTALS			76.3	64.7	64.2	66.8	65.7	67.7	71.9	74.2	69.8

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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WDAK	Columbus	B	540	5.0 cp	0.50	c	Clear Channel	40	0007 p		g1	Sports	150	1.21	1.2	1.1	0.8	1.0	1.0	1.3	1.3	0.7	0.9
WMLF	Columbus	B	1270	5.0	0.19	c	Clear Channel	47	0007 p		g1	Big Band	75	0.18	4.1	2.2	2.7	2.9	4.3	4.5	0.0	0.0	0.0
WOKS	Columbus	C	1340	1.0	1.00	a	Davis Bcstg	59	8605		g1	Urban/Oldes	225	0.49	4.5	5.9	3.9	3.2	4.6	2.9	4.5	4.3	5.6
WRCG	Columbus	B	1420	5.0	5.00	b	McClure Bcstg	28	7701			Nws/Tlk/Spt	325	0.46	6.8	5.5	5.6	5.5	6.3	6.5	3.6	7.0	5.2
WPNX	Phenix City	B	1460	4.0	0.14	c	Clear Channel	51	0007 p		g1	Gospel	100	0.75	1.3	0.7	2.0	1.6	0.7	1.0	1.9	0.7	0.9
WEAM	Columbus	B	1580	2.3	1.00		GHB Bcstg	54				Gospel	250	0.42	5.8	4.8	5.0	4.2	5.9	3.5	3.6	2.6	4.6
# AM Stations -					6	# Combos -					5	AM TOTALS			23.7	20.2	20.0	18.4	22.8	19.7	14.9	15.3	17.2
AM & FM Stations Profiled -					16	# Duopolies -					5	Total Local Commercial Share			84.9	84.2	85.2	88.5	87.4	86.8	89.5	87.0	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 170
Revenue Rank: 206

Johnstown, PA Market Overview



Metro Counties / Population (000)

Cambria, PA	156.3
Somerset, PA	80.7
Total	237.0

Market Radio Financials

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$5,200	\$5,600	\$5,700	\$6,000	\$6,200	\$6,300
***	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	12.7%	\$7,100	\$7,600	\$8,100	\$8,600	\$9,100	6.5%
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
Revenue/Capita	\$3.20/1,000	\$2.94/1,000	\$3.39/1,000	Local	80%		
	\$21.80	\$26.58	\$39.51	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	238.5	237.0	-0.1%	237.0	230.3
Households	91.4	90.8	-0.1%	90.8	90.0	-0.2%
Retail Sales	1,622.8	2,140.2	5.7%	2,140.2	2,687.7	4.7%
EBI	2,857.1	3,187.7	2.2%	3,187.7	3,794.1	3.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	114.3	16.5	10.3	9.9	13.5	18.5	15.3	30.3
Women (000)	122.7	15.7	9.8	9.6	13.0	17.6	15.6	41.4
Total	237.0	32.2	20.2	19.5	26.4	36.1	30.9	71.7
Percentage	100.0%	13.6%	8.5%	8.2%	11.1%	15.2%	13.0%	30.2%
Per Capita	\$ 13,450		Median Household	\$ 27,439		Avg Household	\$ 35,106	
Ethnic Population:	White	97.3%	Black	2.3%	Asian	0.3%	Hispanic	0.8%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	8	4		8	12	10	22
Tot 12+	26.1	35.9		58.4	62.0	11.0	73.0
Avg 12+	3.3	9.0		7.3	5.2	1.1	3.3
Tot LCS	35.8	49.2		80.0	84.9	15.1	100.0
Avg LCS	4.5	12.3		10.0	7.1	1.5	4.5

Competitive Overview

Some stations also rated in Altoona.

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		Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WQKK	Johnstown	A	92.1	0.6	1043	e	Dame Broadcasting	62	0004		g2	AOR/CIRck	900	1.03	12.3	6.8	7.3	7.8	8.9	6.0	5.1	6.4	6.9
WQZS	Meyersdale	A	93.3	0.6	965		Wahl, Roger &	91				Oldies	400	3.31	1.7	2.8	2.1	1.3	1.0	1.2	0.0	0.9	2.4
WHPA	Barnesboro	A	93.5	1.3	499		Vernal Enterprises	99				Clsc Hits				1.5	2.0	0.0	0.0	0.0	0.0	0.0	0.0
WBXQ	Cresson	A	94.3	0.4	958		Sounds Good Inc	81				Clsc Rock	n/a		3.6	0.9	1.8	2.0	2.9	0.9	1.4	0.6	1.2
WKYE	Johnstown	B	95.5	57.0	1060	b	Forever Bcstg Inc	49	9709		st	AC	1,800	1.19	21.3	13.2	11.2	15.7	13.3	14.7	12.2	13.5	13.9
WMTZ	Johnstown	B	96.5	50.0	489	a	Clear Channel	73	9906		g1	Country	1,650	0.96	24.2	12.9	15.2	16.3	16.5	16.5	19.3	18.1	19.0
WPCL	Spangler	A	97.3	1.8	610		He's Alive Inc	91	9704	105		Gsp/CCV/Esy				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WSGY	Somerset	A	97.7	3.5	430	b	Forever Bcstg Inc	66	9709		st	Country	350	1.30	3.8	5.5	3.1	3.3	1.9	4.2	2.7	1.2	1.8
WGLU	Ebensburg	B	99.1	50.0	499	e	Dame Broadcasting	74	0004		g2	CHR	750	0.81	13.0	8.6	9.1	10.1	7.6	7.5	9.5	8.3	8.5
WSRA	Central City	A	101.7	0.7	643	d	NorLin Bcstrs	72	8802	275		Soft AC	550	1.19	6.5	4.3	3.8	5.6	3.2	3.6	4.7	5.2	6.3
WFRB	Frostburg	B	105.3	13.5	958	c	WTBO-WKGO LLC	65	9705	3,325	c4	Country	150	1.24	1.7	1.2	1.9	1.0	1.3	1.8	2.0	3.1	1.8
WUZI	Portage	A	105.7	3.0	322		Forever Bcstg Inc	90	9801	325	c2	Clsc Hits				4.3	0.0	0.0	0.0	0.0	0.7	4.0	2.1
# FM Stations -					12	# Combos -					7	FM TOTALS			88.1	62.0	57.5	63.1	56.6	56.4	57.6	61.3	63.9

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		Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)								
													Revenue (000)†/	Power Ratio		Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
WFRB	Frostburg	B	560	5.0	0.00	c	WTBO-WKGO LLC	58	9705		c4	Country				0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WODZ	Johnstown	B	850	10.0	10.00	b	Forever Bcstg Inc	25	9708		st	FullService	100	0.34	4.1	3.7	1.8	2.3	3.2	3.0	3.4	4.6	3.6	
WNCC	Barnesboro	B	950	0.5	0.00		Vernal Enterprises	50	9701		g	Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WVSC	Somerset	B	990	10.0	0.10	b	Forever Bcstg Inc	51	9708		st	Oldies	75	1.06	1.0	0.9	0.0	0.7	0.6	1.2	3.1	0.9	2.1	
WCRO	Johnstown	C	1230	1.0	1.00		Johnstown School	47	9902	85		Christian			1.0	3.1	1.8	0.0	1.3	0.0	0.0	0.0	0.0	
WYSN	Somerset	B	1330	5.0	0.04	d	NorLin Bcstrs	81				Adit Stndrd	200	0.80	3.5	1.5	1.8	2.3	2.5	2.4	1.7	1.2	0.0	
• WEBG	Loretto	C	1400	1.0	1.00		Penn Radioworks	63	0001 p	160		Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WFJY	Portage	B	1470	0.5	0.09		Langer Bcstg Corp	60	9806	25		DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WNTJ	Johnstown	C	1490	1.0	1.00	a	Clear Channel	46	9906		g1	Nws/Tlk/Spt	150	0.88	2.4	1.8	1.4	0.7	2.5	2.1	1.0	1.5	2.1	
WRDD	Ebensburg	B	1580	1.0	0.00		Vernal Enterprises	61	9701		g	Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					10	# Combos -					5	AM TOTALS			12.0	11.0	7.5	6.0	10.1	8.7	9.2	8.2	7.8	
AM & FM Stations Profiled -					22	# Duopolies -					4	Total Local Commercial Share			73.0	65.0	69.1	66.7	65.1	66.8	69.5	71.7		

• Indicates a change since last edition

†/ See introduction section for interpretation of revenue estimates.

Metro Rank: 171

Revenue Rank: 197

Ft. Smith, AR Market Overview



Metro Counties / Population (000)

Crawford, AR	50.7
Sebastian, AR	106.0
Le Flore, OK	46.8
Sequoyah, OK	37.8

241.3

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$5,000	\$5,500	\$5,500	\$5,900	\$6,300	\$7,000	7.0%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	8.6%	\$7,600	\$8,300	\$8,800	\$9,500	\$10,000	7.2%

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	\$3.15/1,000	\$3.20/1,000	\$3.55/1,000	Local 90%
Revenue/Capita	\$21.60	\$29.01	\$39.87	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	231.5	241.3	0.8%	241.3	250.8	0.8%
Households	87.7	91.9	0.9%	91.9	96.9	1.1%
Retail Sales	1,589.2	2,184.2	6.6%	2,184.2	2,813.5	5.2%
EBI	2,846.5	3,283.1	2.9%	3,283.1	4,239.5	5.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55	
Men (000)	117.9	20.5	11.8	9.8	15.2	17.9	17.6	25.1	
Women (000)	123.4	19.0	11.1	9.6	15.2	18.6	17.9	32.1	
Total	241.3	39.4	22.9	19.4	30.4	36.5	35.5	57.1	
Percentage	100.0%	16.3%	9.5%	8.0%	12.6%	15.1%	14.7%	23.7%	
Per Capita	\$ 13,606								
					Median Household	\$ 27,087		Avg Household	\$ 35,725
Ethnic Population:	White	87.5%	Black	4.0%	Asian	2.4%	Hispanic	2.5%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		13	8	15	9	24
Tot 12+	2.8		75.2	66.5	78.0	6.7	84.7
Avg 12+	1.4		5.8	8.3	5.2	0.7	3.5
Tot LCS	3.3		88.8	78.5	92.1	7.9	100.0
Avg LCS	1.7		6.8	9.8	6.1	0.9	4.2

Competitive Overview

Some stations also rated in Fayetteville-Springdale.

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)									
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
KREU	Roland	A	92.3	0.7	932		Sequoia Comm	95				70s Oldies			3.8	1.6	1.2	3.5	3.0	2.3	3.9	3.9	0.0		
KPRV	Heavener	A	92.5	1.6	640	e	Billy, Leroy	89				Country			0.8	1.2	0.7	0.0	1.5	1.5	1.1	1.1	0.0		
KISR	Fort Smith	C	93.7	100.0	1250	a	Baker, Fred, et al	72				CHR	1,250	1.48	11.1	13.4	10.7	9.3	10.0	12.7	11.3	10.7	0.0		
KOLX	Barling	C2	94.5	31.0	502		Toccoa Falls	88	9705	450		Christian	150	0.99	2.0	1.6	1.9	2.7	0.7	1.2	1.1	0.7	0.0		
KERX	Fort Smith	C2	95.3	34.0	569		Pearson, Max H.	81	9310		g	Clsc Rock			0.7	0.0	1.2	1.2	0.0	0.0	0.0	0.0	0.0		
KKBD	Sallisaw	C2	95.9	30.0	623	c	Clear Channel	72	0008		g	Hot AC			1.3	3.9	3.7	0.4	1.9	1.5	2.1	3.2	0.0		
KZBB	Poteau	C	97.9	100.0	2001	c	Clear Channel	67	0008		g	CHR	1,350	1.42	12.5	9.8	13.2	11.2	10.4	10.0	4.6	4.6	0.0		
KMAG	Fort Smith	C	99.1	94.0	1969	c	Clear Channel	64	0008		g	Country	2,200	2.00	14.5	13.0	10.3	11.2	14.1	13.8	17.7	13.9	0.0		
KTCS	Fort Smith	C	99.9	100.0	1919	d	Big Chief Bcstg Co	64	6106		c3	Country	125	0.12	13.6	8.7	15.5	12.4	11.1	14.2	15.5	17.9	0.0		
KBBQ	Fort Smith	C2	100.7	50.0	459	b	Cumulus Bcstg Inc	78	9908	1,000	nc	Oldies	900	2.28	5.2	5.5	5.2	3.5	5.6	3.8	2.5	5.0	0.0		
KLSZ	Van Buren	C2	102.7	27.5 cp	476	b	Cumulus Bcstg Inc	83	9906	2,100	c1	Clsc Rock	100	0.28	4.7	5.1	3.1	5.4	2.6	3.5	2.8	1.1	0.0		
KEZU	Booneville	C2	104.7	50.0	492	f	Pharis Bcstg Inc	81	9712	800		AC	200	0.80	3.3	0.8	1.4	3.1	2.6	1.9	3.5	2.9	0.0		
KZKZ	Greenwood	C3	106.3	15.0 cp	397		Family Comm Inc	81	9305		5 d 1	ChrsContemp	250	0.72	4.6	2.4	1.3	4.3	3.7	2.7	2.8	2.5	0.0		
KOMS	Poteau	C	107.3	100.0	1811	b	Cumulus Bcstg Inc	69	9906	520	c1	Country	500	0.91	7.2	7.1	7.1	5.8	6.7	6.5	6.7	8.9	0.0		
KEZA	Fayetteville	C	107.9	99.0	1260		Clear Channel	83	0008			Soft AC	n/a		5.0	3.9	3.0	4.3	4.4	5.0	4.2	5.4	0.0		
# FM Stations -					15	# Combos -					10	FM TOTALS					90.3	78.0	79.5	78.3	78.3	80.6	79.8	81.8	0.0

AM Stations

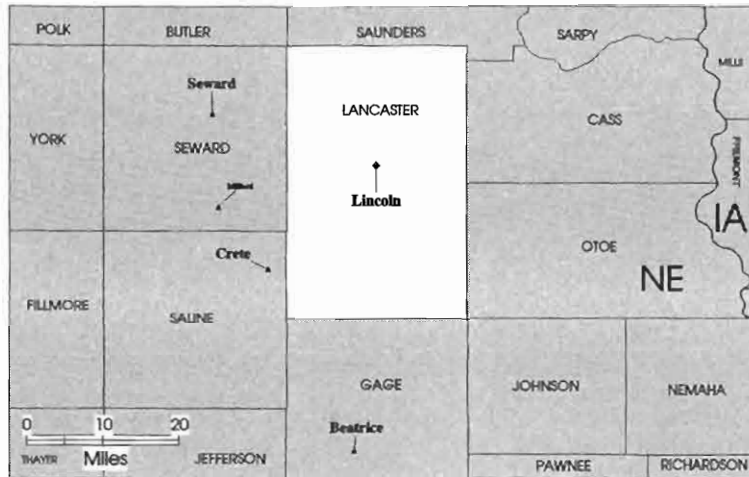
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1999 Est Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
KFSA	Fort Smith	B	950	1.0	0.50	a	Baker, Fred, et al	47	8111	297	1	Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KAYR	Van Buren	B	1060	0.5	0.00		Cumulus Bcstg Inc	79	0003	160		Gospel			1.1	0.0	0.0	0.0	1.9	0.0	0.0	0.0	0.0		
KFPW	Fort Smith	C	1230	1.0	1.00		Hemreich Radio	30	9803		nc	Big Band	150	0.66	3.0	2.0	1.9	2.3	3.0	3.1	1.8	2.9	0.0		
KPRV	Poteau	B	1280	1.0	0.11	e	Billy, Leroy	53	8805	45		Country				0.0	0.0	0.0	0.0	0.4	0.4	0.0	0.0		
KWHN	Fort Smith	B	1320	5.0	5.00	c	Clear Channel	47	0008		g	Nws/Tlk/Spt	300	1.01	3.9	4.3	3.6	3.1	3.7	4.6	3.9	2.9	0.0		
KTCS	Fort Smith	B	1410	1.0	0.00	d	Big Chief Bcstg Co	56	6106		c3	Country			0.4	0.4	0.0	0.0	0.7	0.4	1.1	0.0	0.0		
KPBI	Greenwood	B	1510	1.0	0.00	f	Pharis Bcstg Inc	79	9103	32		Sprts/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KKUZ	Sallisaw	B	1560	0.3	0.00		MIX 96 LLC	68	9805		c1	News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KDFD	Van Buren	B	1580	1.0	0.05	f	Pharis Bcstg Inc	58	9309	110		Sprts/Talk	100		0.2	0.0	0.6	0.0	0.4	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					9	# Combos -					6	AM TOTALS					8.6	6.7	6.1	5.4	9.7	8.5	7.2	5.8	0.0
AM & FM Stations Profiled -					24	# Duopolies -					4	Total Local Commercial Share					84.7	85.6	83.7	88.0	89.1	87.0	87.6	0.0	

NOTE: Market rated twice yearly with Fall 1997 period.

Metro Rank: 172

Revenue Rank: 138

Lincoln, NE Market Overview



Metro Counties / Population (000)

Lancaster, NE	236.9
	236.9

Market Radio Financials

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

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$9,200	\$9,800	\$10,400	\$10,700	\$10,900	\$12,000	5.5%
★	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	11.7%	\$13,400	\$14,700	\$16,200	\$17,800	\$19,500	10.0%
	1993	1998	2003	Est. Breakout			
Revenue/Retail Sales	\$4.77/1,000	\$4.55/1,000	\$5.53/1,000	Local	93%		
Revenue/Capita	\$41.18	\$50.65	\$79.62	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	223.4	236.9	1.2%	236.9	244.9	0.7%
Households	86.8	92.4	1.3%	92.4	96.9	1.0%
Retail Sales	1,929.0	2,638.3	6.5%	2,638.3	3,524.4	6.0%
EBI	3,726.6	4,750.8	5.0%	4,750.8	6,353.2	6.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	116.2	18.7	9.1	15.5	18.6	20.1	14.4	19.9
Women (000)	120.7	18.2	8.7	15.5	17.5	19.7	14.6	26.6
Total	236.9	37.0	17.8	31.0	36.0	39.8	29.0	46.4
Percentage	100.0%	15.6%	7.5%	13.1%	15.2%	16.8%	12.2%	19.6%
Per Capita	\$ 20,054			Median Household	\$ 41,816		Avg Household	\$ 51,416
Ethnic Population:	White 94.3%		Black 2.5%		Asian 2.5%		Hispanic 3.5%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		8	9	10	3	13
Tot 12+	11.6		39.8	49.2	51.4	16.7	68.1
Avg 12+	5.8		5.0	5.5	5.1	5.6	5.2
Tot LCS	17.0		58.4	72.2	75.5	24.5	100.0
Avg LCS	8.5		7.3	8.0	7.5	8.2	7.7

Competitive Overview

NOTE: Some stations also rated in Omaha.

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)													
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996						
KTGL	Beatrice	C1	92.9	100.0	810	c	Clear Channel	62	0008		g	Clsc Rock	1,300	1.33	7.3	5.8	3.6	3.5	6.9	7.4	7.9	8.6	6.2					
KRKR	Lincoln	C2	95.1	50.0	285	d	Three Eagles Comm	75	9608		g1	Clsc Rock	550	0.82	5.0	3.3	4.6	3.9	3.1	3.7	1.4	1.7	2.3					
KZKX	Seward	C1	96.9	100.0	581	c	Clear Channel	76	0008		g	Country	2,500	1.90	9.8	6.2	7.9	7.0	6.9	5.7	9.3	12.0	9.4					
KFGE	Milford	C1	98.1	100.0	981	a	Triad Bcstg Co	96	0005		g2	Country	800	0.84	7.1	3.3	4.9	4.9	5.2	3.7	4.8	3.4	3.9					
KZFX	Lincoln	C	101.9	100.0	1132		Mitchell Bcstg Co	58	9504	See (73)	1	Clsc Hits	n/a		4.7	2.2	3.2	3.5	3.1	3.7	4.8	4.8	5.5					
KFRX	Lincoln	C1	102.7	100.0	430	d	Three Eagles Comm	65	9612	5,300	c1	CHR	1,800	0.86	15.7	9.5	9.5	11.2	11.0	11.5	8.3	8.6	9.8					
KKNB	Crete	C2	104.1	31.0	614	b	Clear Channel	76	0008		g	Alternative	400	0.75	4.0	5.1	3.6	3.2	2.4	2.7	2.8	1.7	2.9					
KKUL	Lincoln	A	105.3	3.0	328	a	Triad Bcstg Co	92	0005		g2	Oldies	800	0.93	6.4	4.7	5.1	4.6	4.5	4.7	5.2	4.1	4.6					
KIBZ	Lincoln	A	106.3	3.0	213	b	Clear Channel	73	0008		g	Rock	1,100	0.76	10.8	6.9	8.9	7.4	7.9	7.1	5.2	7.2	4.2					
• KBBK	Lincoln	C1	107.3	100.0	551	a	Triad Bcstg Co	68	0005		g2	Soft AC	1,100	1.23	6.7	4.4	4.3	5.6	3.8	5.4	3.1	3.8	4.9					
# FM Stations -				10				# Combos -				9				FM TOTALS				77.5	51.4	55.6	54.8	54.8	55.6	52.8	55.9	53.7

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)													
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996						
KFOR	Lincoln	C	1240	1.0	1.00	d	Three Eagles Comm	24	9612		c1	AC/Nws/Spt	1,500	0.87	12.8	10.5	8.0	9.1	9.0	11.1	10.7	9.6	9.8					
KLIN	Lincoln	C	1400	0.7	0.67	a	Triad Bcstg Co	47	0005		g2	Nws/Tlk/Spt	1,200	1.26	7.1	4.7	6.0	4.6	5.5	5.7	5.9	3.8	6.2					
KLMS	Lincoln	B	1480	1.0	0.75	d	Three Eagles Comm	49	9608		g1	Sports	300	0.90	2.5	1.5	2.2	1.8	1.7	1.7	2.1	3.1	3.9					
# AM Stations -				3				# Combos -				3				AM TOTALS				22.4	16.7	16.2	15.5	16.2	18.5	18.7	16.5	19.9
AM & FM Stations Profiled -				13				# Duopolies -				5				Total Local Commercial Share				68.1	71.8	70.3	71.0	74.1	71.5	72.4	73.6	

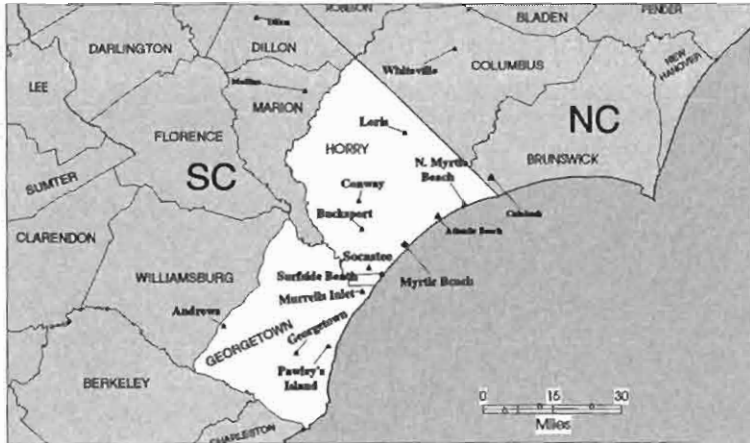
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 173

Revenue Rank: 167

Myrtle Beach, SC Market Overview



Metro Counties / Population (000)

Georgetown, SC	54.4
Horry, SC	175.7
	230.1

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$7,500	\$7,900	\$8,100	\$8,900	\$9,100	\$9,200	4.1%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	15.2%	\$10,600	\$11,500	\$12,400	\$13,400	\$14,500	8.2%

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	\$3.07/1,000	\$2.61/1,000	\$2.82/1,000	Local 90%
Revenue/Capita	\$35.58	\$39.98	\$55.15	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	210.8	230.1	1.8%	230.1	262.9	2.7%
Households	81.0	90.7	2.3%	90.7	106.4	3.2%
Retail Sales	2,446.4	3,526.6	7.6%	3,526.6	5,136.3	7.8%
EBI	2,721.6	3,285.2	3.8%	3,285.2	4,571.0	6.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55	
Men (000)	111.1	18.2	10.1	9.5	15.5	17.7	15.1	24.9	
Women (000)	119.0	17.3	10.4	10.0	15.7	18.5	16.5	30.5	
Total	230.1	35.5	20.5	19.6	31.2	36.2	31.6	55.4	
Percentage	100.0%	15.4%	8.9%	8.5%	13.6%	15.7%	13.7%	24.1%	
Per Capita	\$ 14,277		Median Household		\$ 27,723		Avg Household		\$ 36,221
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	20	7	27
Tot 12+	21.2		54.7	68.0	75.9	2.5	78.4
Avg 12+	3.0		4.2	5.2	3.8	0.4	2.9
Tot LCS	27.0		69.8	86.7	96.8	3.2	100.0
Avg LCS	3.9		5.4	6.7	4.8	0.5	3.7

Competitive Overview

Some stations also rated in 126, 175 and 198.

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)									
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
● WMYB	Myrtle Beach	C2	92.1	50.0	351	b	NextMedia Group	65	0008	na	AC	1,000	3.04	3.1	4.9	3.2	2.0	2.8	2.1	3.1	2.4	1.9			
WEGX	Dillon	C	92.9	100.0 cp	1801	d	Root Comm Group	54	9710	See (197)	Country	n/a		2.1	1.8	1.0	1.7	1.5	1.7	2.0	3.8	2.2			
WXJY	Georgetown	A	93.7	6.0	328	c	Cumulus Bcstg Inc	90	9802		d2	Top 40		0.2	0.4	0.3	0.3	0.0	0.3	0.0	0.0	0.0			
WJXY	Conway	A	93.9	3.7	420	c	Cumulus Bcstg Inc	90	9802	2,300	d2	Urban CHR	300	0.86	3.3	2.5	1.7	2.3	2.8	1.4	1.0	1.4	2.2		
● WYEZ	Murrells Inlet	A	94.5	1.3	715	a	Fidelity Bcstg	91	0009 p	1,000		Easy	150	0.13	10.5	8.1	9.0	6.7	9.3	8.7	7.1	9.3	7.8		
WVCO	Loris	A	94.9	2.7	495		GEO Bcst Group Inc	93	9502		523 cp	Oldes/Beach	175	0.87	1.9	1.4	0.9	1.0	1.9	1.0	0.7	0.7	1.1		
WWXM	Garden City	C1	97.7	100.0 cp	719	d	Root Comm Group	71	9709	7,000		Mix AC	1,625	1.42	10.8	7.4	8.7	7.4	9.0	8.4	8.5	10.0	9.3		
WDAI	Pawley's Island	A	98.5	6.0	328	c	Cumulus Bcstg Inc	93	9803	8,000	d7	Urban	900	0.85	10.0	7.0	5.8	8.1	7.1	7.0	10.2	9.3	6.7		
WZFX	Whiteville	C1	99.1	100.0	981		Beasley Bcst Group	62	9705	See (126)		Urban	n/a		2.1	1.1	1.1	2.0	1.2	2.4	2.4	1.0	1.5		
● WRNN	Socastee	C3	99.5	13.5	446		Myrtle Beach Trust	95	0007		g3	News/Talk	325	0.43	7.2	6.7	8.3	5.0	5.9	5.2	4.4	4.5	5.2		
WSEA	Atlantic Beach	A	100.3	2.8 cp	476	c	Cumulus Bcstg Inc	98	9804	1,300	cp	Clsc Rock	150	0.59	2.4	1.8	1.5	3.0	0.6	0.0	0.0	0.0	0.0		
WGTN	Andrews	A	100.9	3.0	328		BH Media	85	0007 p	800		Country			0.6	0.0	0.0	0.3	0.6	1.4	0.0	0.0	0.4		
WKZQ	Myrtle Beach	C2	101.7	37.0	528	b	NextMedia Group	69	0008		na	AOR	475	0.88	5.1	4.6	5.7	3.7	4.0	2.8	3.1	3.8	3.7		
● WYAK	Surfside Beach	C3	103.1	8.0	528	c	Cumulus Bcstg Inc	77	0009 p		sw	Country	175	0.35	4.7	3.2	4.0	4.0	3.1	3.1	6.1	4.5	4.4		
WYAV	Myrtle Beach	C1	104.1	100.0	981	b	NextMedia Group	64	0008		g3	Clsc Rock	750	1.20	5.9	4.6	5.6	3.4	5.6	7.0	7.1	4.5	8.5		
WYNA	Calabash	C3	104.9	23.5	338		Coastline Comm	64	9902	1,100		Rhymc/Oldes	700	2.64	2.5	4.6	3.3	3.7	0.0	0.0	0.0	0.0	0.0		
● WEZV	N. Myrtle Beach	C3	105.9	17.0	351	a	Fidelity Bcstg	72	0003	2,600	c3	Easy	350	1.74	1.9	0.7	1.8	1.7	1.2	1.4	3.1	5.2	4.4		
WSYN	Georgetown	C2	106.5	50.0	492	c	Cumulus Bcstg Inc	73	9803		d7	Oldies	1,100	1.30	8.0	6.3	6.7	6.0	6.2	6.6	8.1	6.6	7.0		
WWSK	Mullins	C2	107.1	50.0	492	d	Root Comm Group	75	9707		g1	Clsc Rock	850	1.34	6.0	2.1	3.1	3.0	6.2	6.3	3.7	3.8	5.2		
WGTR	Bucksport	C2	107.9	20.0 cp	784	d	Root Comm Group	93	9707		g1	Country	1,350	1.48	8.6	6.7	8.0	7.4	5.6	7.0	6.1	6.9	5.2		
# FM Stations -					20	# Combos -					15	FM TOTALS					96.9	75.9	79.7	72.7	74.6	73.8	76.7	77.7	76.7

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)									
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
● WNMB	N. Myrtle Beach	B	900	0.5	0.50	a	Fidelity Bcstg	83	0003		c3	Easy				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WJXY	Conway	B	1050	5.0	0.47	c	Cumulus Bcstg Inc	77	9802		d2	Adlt Strndrd			1.3	0.7	0.0	1.0	0.9	1.0	1.0	1.0	1.1		
WLSC	Loris	C	1240	1.0 cp	1.00		JARC Bcstg Inc	58	8808	76		FullService				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WPJS	Conway	B	1330	5.0	0.50		WPJS Bcstg Inc	45	9606		nc	Gospel			0.4	1.4	1.2	0.0	0.6	0.0	1.0	0.0	0.0		
● WGTN	Georgetown	C	1400	1.0	1.00		Stalvey, RJ	49	0009 p	100		AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WJYR	Myrtle Beach	B	1450	1.0	1.00	b	NextMedia Group	65	0008		na	Sports				0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WLMC	Georgetown	B	1470	1.0	0.00		Melbar Bcstg Co	62	9311	38		Gosp/Inspr	150	1.01	1.4	0.0	0.6	0.0	2.2	1.4	2.0	3.1	2.6		
# AM Stations -					7	# Combos -					3	AM TOTALS					3.1	2.5	1.8	1.0	3.7	2.4	4.0	4.1	3.7
AM & FM Stations Profiled -					27	# Duopolies -					7	Total Local Commercial Share					78.4	81.5	73.7	78.3	76.2	80.7	81.8	80.4	

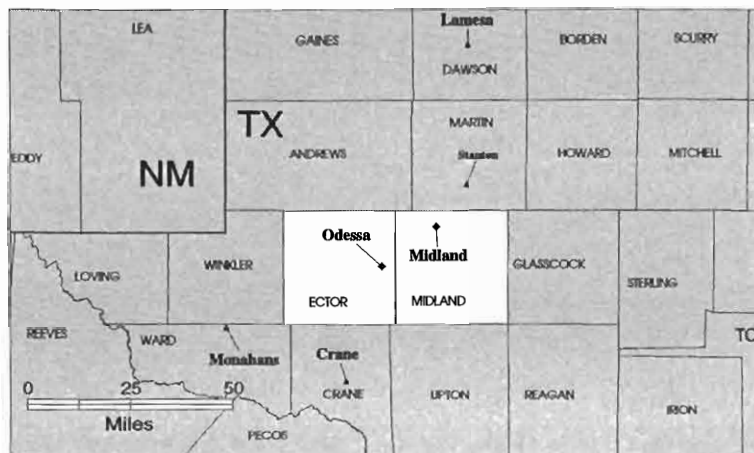
● Indicates a change since last edition

†/ See introduction section for interpretation of revenue estimates.

Metro Rank: 174

Revenue Rank: 181

Odessa - Midland, TX Market Overview



Metro Counties / Population (000)

Ector, TX	124.9
Midland, TX	121.3
Total	246.2

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$6,000	\$6,500	\$7,300	\$7,700	\$8,100	\$9,100	8.6%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	-3.3%	\$8,800	\$9,500	\$10,000	\$11,000	\$11,500	7.0%

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	\$3.30/1,000	\$3.77/1,000	\$3.96/1,000	Local 90%
Revenue/Capita	\$25.61	\$36.96	\$43.58	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	234.3	246.2	1.0%	246.2	263.9	1.4%
Households	84.9	89.7	1.1%	89.7	97.9	1.8%
Retail Sales	1,820.5	2,416.5	5.8%	2,416.5	2,907.7	3.8%
EBI	3,525.9	3,779.3	1.4%	3,779.3	4,786.6	4.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	120.5	26.1	12.0	9.5	17.3	20.1	14.8	20.7
Women (000)	125.7	24.9	11.8	10.0	17.8	20.0	15.7	25.4
Total	246.2	51.0	23.8	19.5	35.1	40.1	30.5	46.2
Percentage	100.0%	20.7%	9.7%	7.9%	14.3%	16.3%	12.4%	18.7%
Per Capita	\$ 15,351		Median Household	\$ 25,884		Avg Household	\$ 42,133	
Ethnic Population:	White 91.7%		Black 6.7%		Asian 1.1%		Hispanic 32.4%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			15	12	15	6	21
Tot 12+			79.9	76.8	79.9	8.5	88.4
Avg 12+			5.3	6.4	5.3	1.4	4.2
Tot LCS			90.4	86.9	90.4	9.6	100.0
Avg LCS			6.0	7.2	6.0	1.6	4.8

Competitive Overview

Some stations also rated in Lubbock.

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)																
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996									
KNFM	Midland	C	92.3	100.0	984	b	Cumulus Bcstg Inc	59	9807	13,500	d1	Country	1,225	1.44	9.7	7.4	5.2	6.8	10.2	9.3	8.6	10.9	9.7								
KBAT	Midland	C1	93.3	100.0	440	b	Cumulus Bcstg Inc	74	9807		d1	CHR	675	0.69	11.1	12.9	13.9	12.1	7.6	3.5	4.1	6.3	5.0								
KQRX	Midland	C3	95.1	10.4	505		Cardwell Bcstg Corp		96			Alternative	200	0.61	3.7	3.7	3.7	3.6	3.0	3.5	2.2	4.9	4.0								
● KMRK	Odessa	C1	96.1	100.0	cp	492	a	Clear Channel	91	0008		g	CHR/Dance	625	1.18	6.0	4.0	4.4	4.6	5.9	4.5	3.8	5.9	8.7							
KMCM	Odessa	C1	96.9	100.0		420		ICA Media LLC	61	9705	475		Oldies	300	0.43	7.9	4.9	4.7	8.1	5.9	7.1	3.8	5.6	5.7							
KODM	Odessa	C1	97.9	100.0	cp	1000	b	Cumulus Bcstg Inc	65	9807		d1	AC	975	1.76	6.3	7.1	4.7	6.5	4.6	7.1	10.5	6.3	8.1							
KLWV	Odessa	C1	99.1	100.0	cp	430		Educational Media	77	9801	800		AC/Chrst	125			0.0	0.0	0.0	0.0	0.0	1.6	3.6	1.3							
KGEE	Monahans	C1	99.9	98.0		574	b	Cumulus Bcstg Inc	83	9807		d1	Country	1,375	1.56	10.0	7.7	7.8	9.8	7.9	10.6	11.7	7.9	12.8							
KKKK	Crane	C1	101.3	100.0		486		Cook, Don L.	95				Relig Music	300	1.62	2.1	0.3	0.9	1.0	2.6	1.3	1.3	2.6	3.0							
KFZX	Monahans	C	102.1	100.0		984	a	Clear Channel	84	0008		g	Clsc Rock	450	0.84	6.1	7.4	7.3	7.2	3.6	4.5	3.2	5.3	3.0							
● KCRS	Midland	C1	103.3	100.0		919	a	Clear Channel	76	0004 p	2,700	c2	CHR	300	1.22	2.8	5.2	5.2	2.9	2.0	3.8	3.8	2.0	3.7							
KTXC	Lamesa	C1	104.7	100.0		794		Graham Brothers	77	9903	250		Country	200	1.08	2.1	4.0	2.1	1.3	2.3	1.9	1.6	2.6	1.0							
KKJW	Stanton	C2	105.9	32.0		440		NIA Broadcasting	97	9907 p			Country	175	0.29	6.9	2.8	4.4	5.9	6.3	5.8	7.3	0.0	0.0							
KCHX	Midland	C1	106.7	100.0		679	a	Clear Channel	89	0008		g	Rhythmic	700	1.02	7.8	5.8	9.0	6.5	7.2	15.4	12.1	12.8	10.4							
KQLM	Odessa	C1	107.9	100.0		846		Velasquez, Ruben	96	8606		al 1	Mexican	300	0.40	8.6	6.7	5.8	6.5	8.6	4.2	5.4	5.9	3.4							
# FM Stations -															15	# Combos -			8	FM TOTALS			91.1	79.9	79.1	82.8	77.7	82.5	81.0	82.6	79.8

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)															
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996								
● KCRS	Midland	B	550	5.0	1.00	a	Clear Channel	35	0004 p		c2	Rhymc/Oldes	200	1.75	1.3	1.2	1.8	1.0	1.3	1.9	1.0	0.7	1.7								
KWEL	Midland	B	1070	2.5	0.00		Quiroz, Faustino	57	9303	140		Mexican	100	1.03	1.1	1.8	0.0	1.0	1.0	0.0	0.0	0.0	0.0	2.3							
KJBC	Midland	B	1150	1.0	0.00		First Coast Catholic	50	0006	175		Cntry/Talk	100			0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.3								
KOZA	Odessa	C	1230	1.0	1.00		Mesa Entertainment	47	8903	85	1	Mexican	225	1.07	2.4	1.8	0.0	2.9	1.3	1.0	3.2	2.0	2.0								
KRIL	Odessa	B	1410	1.0	1.00	b	Cumulus Bcstg Inc	46	9909	110	na	Nws/Tlk/Spt	25			0.3	0.0	0.0	0.0	0.3	0.3	0.0	0.3								
KMND	Midland	B	1510	2.4	0.00	b	Cumulus Bcstg Inc	63	9807		d1	News/Talk	225	0.62	4.1	3.4	5.8	2.6	4.6	4.5	4.8	5.6	5.4								
# AM Stations -															6	# Combos -			3	AM TOTALS			8.9	8.5	7.6	7.5	8.2	7.7	9.3	9.6	12.0
AM & FM Stations Profiled -															21	# Duopolies -			5	Total Local Commercial Share			88.4	86.7	90.3	85.9	90.2	90.3	92.2	91.8	

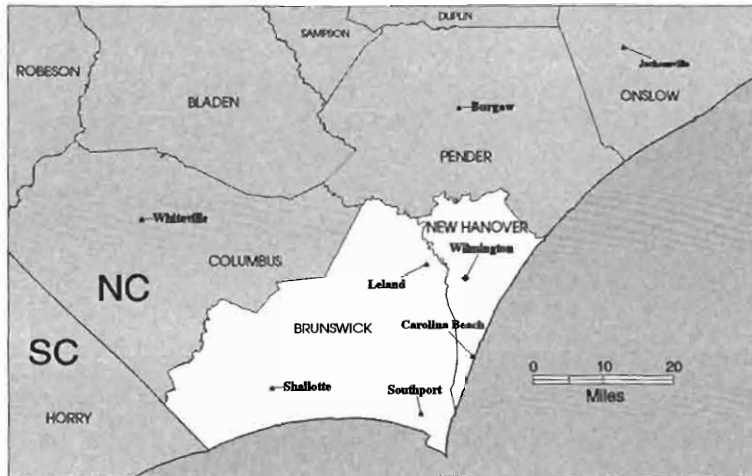
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 175

Revenue Rank: 153

Wilmington, NC Market Overview



Metro Counties / Population (000)

Brunswick, NC	69.6
New Hanover, NC	151.4
Total	221.0

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$5,400	\$5,700	\$6,500	\$8,600	\$9,300	\$9,600	12.3%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	24.0%	\$11,900	\$13,300	\$14,500	\$15,900	\$17,200	9.7%

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	\$2.96/1,000	\$2.91/1,000	\$3.46/1,000	Local 85%
Revenue/Capita	\$28.88	\$43.44	\$68.64	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	187.0	221.0	3.4%	221.0	250.6	2.5%
Households	75.2	89.6	3.6%	89.6	103.7	3.0%
Retail Sales	1,826.7	3,297.8	12.5%	3,297.8	4,977.1	8.6%
EBI	2,849.9	3,445.0	3.9%	3,445.0	4,701.2	6.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	106.3	15.4	9.0	10.5	14.0	17.5	15.8	24.0
Women (000)	114.7	15.0	8.7	10.9	14.5	18.6	17.1	29.9
Total	221.0	30.4	17.8	21.4	28.5	36.1	32.9	53.9
Percentage	100.0%	13.8%	8.0%	9.7%	12.9%	16.3%	14.9%	24.4%
Per Capita	\$ 15,588		Median Household	\$ 27,009		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		11	8	16	6	22
Tot 12+	15.3		54.2	50.1	69.5	2.8	72.3
Avg 12+	3.1		4.9	6.3	4.3	0.5	3.3
Tot LCS	21.2		75.0	69.3	96.1	3.9	100.0
Avg LCS	4.2		6.8	8.7	6.0	0.6	4.5

Competitive Overview

Some stations also rated in markets 81, 126 and 173.

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)									
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
WDZD	Ocean Isle	A	93.5	6.0	328		Root Comm Group	99				Soft AC	50			0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0		
WKXS	Leland	A	94.1	5.0	148	c	Cumulus Bcstg Inc	94	9708	1,600	c2	Urban	550	0.94	4.9	2.5	2.6	3.4	4.5	4.3	3.2	1.6	0.4		
WMNX	Wilmington	C1	97.3	100.0	883	c	Cumulus Bcstg Inc	70	9909 p		g4	Urban AC	1,200	0.73	13.8	13.1	8.5	10.3	11.7	7.8	8.3	13.0	10.9		
WAZO	Long Beach	C3	98.3	18.5	381	d	Ocean Bcstg LLC	00				CHR				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WKOQ	Jacksonville	C1	98.7	100.0	974		NextMedia Group	65	0008			Oldies	n/a		6.2	6.0	5.1	6.1	3.8	6.2	6.7	4.0	5.4		
WZFX	Whiteville	C1	99.1	100.0	981		Beasley Bcst Group	62	9705	See (126)		Urban	n/a		3.1	5.0	3.4	1.9	3.0	4.3	3.2	2.8	2.9		
WKXB	Burgaw	C1	99.9	100.0	774	b	Sea-Comm Inc	64	9302	600		Rhymc/Oldes	1,500	1.24	10.2	5.0	8.9	11.4	4.9	4.7	4.4	6.7	4.3		
WWQQ	Wilmington	C2	101.3	40.0	545	c	Cumulus Bcstg Inc	69	9708		g	Country	1,850	1.54	10.1	4.3	7.1	8.7	7.5	10.1	6.3	6.3	8.7		
WGNI	Wilmington	C1	102.7	100.0	981	c	Cumulus Bcstg Inc	70	9909 p		g4	AC	2,250	1.48	12.8	7.8	8.2	8.4	12.0	11.3	7.5	11.1	14.5		
WLTT	Shallotte	C3	103.7	25.0	328	f	Rodwell Family Asso	77	9808	100		AC	125		0.7	1.4	1.4	0.8	0.4	0.8	4.0	2.0	2.2		
WZXS	Topsail Beach	C3	103.9	21.5	328	e	Jacksonville-Topsail	93	9802	See (81)		Adit Stndrd	n/a		2.9	2.1	1.3	2.3	2.3	1.2	2.4	1.6	1.1		
WRQR	Wilmington	A	104.5	3.1	449	d	Ocean Bcstg LLC	94	9610	750	c1	AOR	1,700	1.68	8.5	8.2	7.4	6.1	7.5	5.4	8.7	6.7	5.4		
• WXQR	Jacksonville	C2	105.5	19.0	794		NextMedia Group	66	0009 p			Cisc Rock	n/a		3.8	2.8	2.4	2.7	3.4	1.6	3.2	4.7	3.6		
WCCA	Shallotte	A	106.3	6.0	305	f	Rodwell Family Asso	86	9608	400		Country	150	0.66	1.9	2.5	2.4	1.9	1.1	2.3	2.8	1.2	1.8		
WLGX	Carolina Beach	A	106.7	5.6	341	d	Ocean Bcstg LLC	96	9909	480		Smooth Jazz	100	0.40	2.1	2.1	0.8	2.3	1.1	0.4	2.0	2.0	0.0		
WSFM	Southport	C2	107.5	32.0	594	b	Sea-Comm Inc	78	8710	1,300		Modern Rock	1,400	1.04	11.3	6.7	9.0	9.1	9.0	7.8	6.7	6.3	6.2		
# FM Stations -					16	# Combos -					11	FM TOTALS					92.3	69.5	69.0	75.4	72.2	68.2	69.4	70.0	67.4

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)									
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
WMFD	Wilmington	B	630	1.0	1.00	d	Ocean Bcstg LLC	35	9610		c1	DARK	250	0.88	2.4	0.0	0.0	1.9	1.9	2.7	2.0	0.8	2.9		
WAAV	Leland	B	980	5.0	5.00	c	Cumulus Bcstg Inc	57	9708		c2	Nws/Tlk/Spt	500	0.89	4.7	2.8	4.0	3.0	4.5	4.3	4.8	4.3	4.0		
WMYT	Carolina Beach	B	1180	10.0	0.00		Praise Bcstg Inc	89	9705		nc	Religion	150			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WLSG	Wilmington	C	1340	1.0	1.00	a	Family Radio	46	0007		na	Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WVCB	Shallotte	B	1410	0.5	0.17		Worrell, John G	64	8401	30		Religion	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WWIL	Wilmington	C	1490	1.0	1.00	a	Family Radio	63	9211	35		Gospel	25		0.7	0.0	0.0	0.0	1.1	0.8	0.8	0.8	0.4		
# AM Stations -					6	# Combos -					4	AM TOTALS					7.8	2.8	4.0	4.9	7.5	7.8	7.6	5.9	7.3
AM & FM Stations Profiled -					22	# Duopolies -					7	Total Local Commercial Share					72.3	73.0	80.3	79.7	76.0	77.0	75.9	74.7	

Docket 80-90 Allocations: 93.7, A, Wrightsville Beach

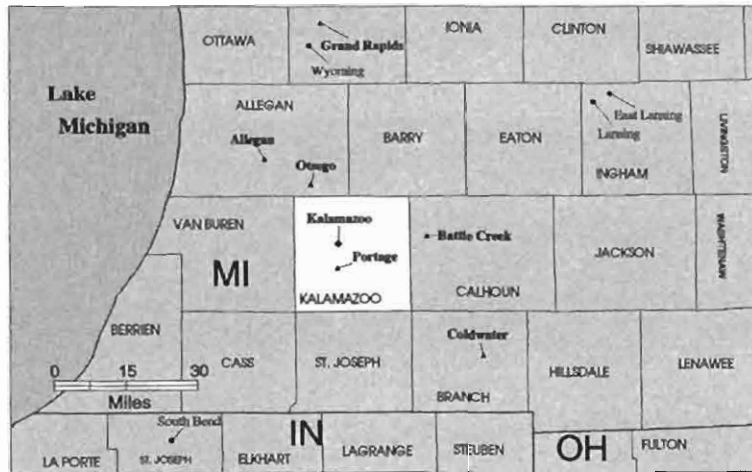
• Indicates a change since last edition

†/ See introduction section for interpretation of revenue estimates.

Metro Rank: 176

Revenue Rank: 141

Kalamazoo, MI Market Overview



Metro Counties / Population (000)

Kalamazoo, MI	231.5
	231.5

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

ESTIMATED GROSS REVENUES ★★★	<u>1993</u>	<u>1994</u>	<u>1995</u>	<u>1996</u>	<u>1997</u>	<u>1998</u>	<u>Δ 93 - 98</u>
	\$8,300	\$8,400	\$8,500	\$9,300	\$10,100	\$11,600	6.9%
	<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>
	12.9%	\$13,100	\$14,700	\$16,000	\$17,600	\$19,400	10.2%

	<u>1993</u>	<u>1998</u>	<u>2003</u>	<u>Est. Breakout</u>
Revenue/Retail Sales	\$3.84/1,000	\$4.17/1,000	\$5.59/1,000	Local 81%
Revenue/Capita	\$36.52	\$50.11	\$83.51	National 19%

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	227.3	231.5	0.4%	231.5	232.3	0.1%
Households	85.3	87.2	0.4%	87.2	88.7	0.3%
Retail Sales	2,162.1	2,784.1	5.2%	2,784.1	3,471.1	4.5%
EBI	3,695.5	3,960.2	1.4%	3,960.2	4,700.7	3.5%

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)	111.8	18.5	9.1	15.2	16.1	18.5	15.0	19.4
Women (000)	119.7	17.7	8.7	16.0	16.2	19.4	15.9	25.8
Total	231.5	36.1	17.8	31.2	32.3	37.9	30.9	45.3
Percentage	100.0%	15.6%	7.7%	13.5%	13.9%	16.4%	13.4%	19.6%
Per Capita	\$ 17,107		Median Household	\$ 36,882		Avg Household	\$ 45,416	
Ethnic Population:	White 87.8%		Black 9.7%		Asian 2.1%		Hispanic 2.2%	

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	3	5		6	8	8	16
Tot 12+	12.4	44.2		45.7	56.6	12.6	69.2
Avg 12+	4.1	8.8		7.6	7.1	1.6	4.3
Tot LCS	17.9	63.9		66.0	81.8	18.2	100.0
Avg LCS	6.0	12.8		11.0	10.2	2.3	6.3

Competitive Overview

Some stations also rated in Grand Rapids and Battle Creek.

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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WZUU	Allegan	A	92.3	0.9	600	b	Forum	91	9707	425		Clsc Rock	300	1.04	2.2	1.9	1.3	1.5	1.5	0.7	1.5	0.4	1.1
WBCT	Grand Rapids	B	93.7	320.0	781		Clear Channel	51	9604	See (66)		Country	n/a		12.4	9.0	6.5	8.4	8.5	8.9	9.7	11.3	9.1
WFAT	Portage	A	96.5	3.6	259	d	Midwest Comm Inc	91	9505		g1	Hot AC	1,850	1.17	12.1	7.1	5.2	8.8	7.7	5.8	8.2	9.1	6.2
WNWN	Coldwater	B	98.5	50.0	469	d	Midwest Comm Inc	50	9505		g1	Country	850	1.00	6.5	4.1	4.0	3.4	5.4	3.8	3.0	5.5	3.3
WQXC	Otsego	A	100.9	3.0 cp	299	b	Forum	81	8303	445		Oldies	550	1.05	4.0	3.4	4.5	3.1	2.3	3.4	2.6	2.9	3.6
WKFR	Battle Creek	B	103.3	50.0	482	c	Cumulus Bcstg Inc	63	9809	14,000	d1	CHR	2,550	1.22	16.0	13.5	11.7	12.6	9.2	10.6	10.1	12.4	12.0
WQLR	Kalamazoo	B	106.5	33.0	600	a	Fairfield Bcstg Co	64	7206	150		AC	2,150	1.71	9.6	7.1	7.0	5.7	7.3	6.5	7.9	7.3	6.5
WRKR	Portage	B	107.7	50.0	486	c	Cumulus Bcstg Inc	88	9809		d1	AOR/CIRck	2,650	1.31	15.5	10.5	10.8	9.9	11.2	10.2	9.4	11.3	9.8
# FM Stations -					8	# Combos -					7	FM TOTALS			78.3	56.6	51.0	53.4	53.1	49.9	52.4	60.2	51.6

AM Stations

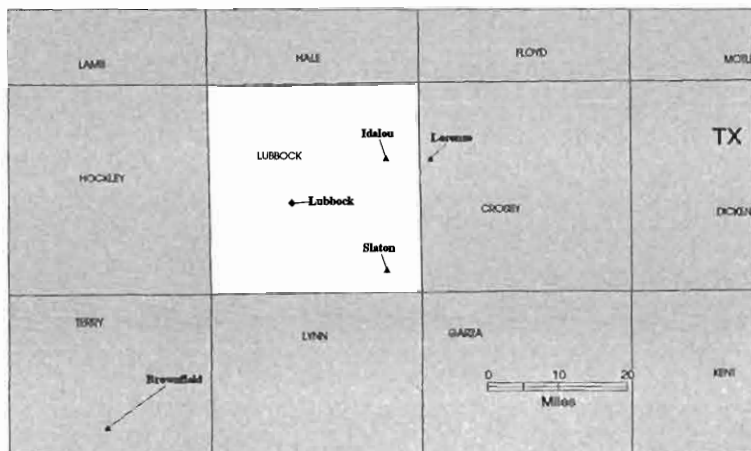
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1999 Est Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WKZO	Kalamazoo	B	590	5.0	5.00	a	Fairfield Bcstg Co	31	9512	900		News/Talk	1,000	1.50	5.1	3.7	6.3	3.1	3.8	6.1	6.4	3.6	5.5
WBCK	Battle Creek	B	930	5.0	1.00		Clear Channel	48	0008			News/Talk	n/a		0.9	0.0	0.9	0.4	0.8	0.7	0.7	0.4	0.0
WAKV	Otsego	B	980	1.0	0.00		Vintage Radio	58	9808	18		Nostalgia	150	0.57	2.0	1.9	1.6	1.5	1.2	1.7	1.9	2.2	1.8
WKMI	Kalamazoo	B	1360	5.0 cp	1.00	c	Cumulus Bcstg Inc	47	9809		d1	News/Talk	475	0.56	6.5	4.1	3.1	4.6	4.2	3.1	2.6	1.8	5.1
WKPR	Kalamazoo	B	1420	1.0	0.00		Kuiper Stations	60				Religion	125		0.3	0.0	0.0	0.4	0.0	0.0	0.7	0.0	1.5
WKLZ	Kalamazoo	B	1470	0.8	1.00	a	Fairfield Bcstg Co	56	8506	130		Talk	50		0.6	0.0	0.0	0.4	0.4	1.0	1.1	0.7	0.4
WNWN	Portage	B	1560	4.1	0.00	d	Midwest Comm Inc	66	9505		g1	Urban AC	250	0.36	5.3	2.2	1.6	3.4	3.8	2.4	3.4	5.1	4.4
WQSN	Kalamazoo	B	1660	10.0 cp	1.00	a	Fairfield Bcstg Co	98				Sports	150	0.95	1.2	0.7	0.6	0.8	0.8	0.0	0.0	0.0	0.0
# AM Stations -					8	# Combos -					5	AM TOTALS			21.9	12.6	14.1	14.6	15.0	15.0	16.8	13.8	18.7
AM & FM Stations Profiled -					16	# Duopolies -					4	Total Local Commercial Share			69.2	65.1	68.0	68.1	64.9	69.2	74.0	70.3	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 177

Revenue Rank: 152

Lubbock, TX Market Overview



Metro Counties / Population (000)

Lubbock, TX	233.2
	233.2

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★ ★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$7,300	\$8,100	\$8,700	\$9,700	\$10,400	\$11,300
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	6.2%	\$12,000	\$13,200	\$14,500	\$16,000	\$17,600	10.0%
	1993	1998	2003	Est. Breakout			
Revenue/Retail Sales	\$3.29/1,000	\$4.31/1,000	\$5.69/1,000	Local	90%		
Revenue/Capita	\$31.92	\$48.46	\$76.03	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	228.7	233.2	0.4%	233.2	231.5	-0.1%
Households	83.4	84.9	0.4%	84.9	85.3	0.1%
Retail Sales	2,216.4	2,619.3	3.4%	2,619.3	3,092.4	3.4%
EBI	3,139.8	3,379.6	1.5%	3,379.6	4,019.6	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	12	7	19
Tot 12+	4.6		72.7	76.3	77.3	10.2	87.5
Avg 12+	4.6		6.6	6.9	6.4	1.5	4.6
Tot LCS	5.3		83.1	87.2	88.3	11.7	100.0
Avg LCS	5.3		7.6	7.9	7.4	1.7	5.3

Market: Lubbock, TX

Competitive Overview

Metro Rank: 177

Some stations also rated in Odessa-Midland.

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)								
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
KJAK	Slaton	C1	92.7	100.0	584	Williams Bcstg	78	8106	575		Religion	350	2.65	1.1	1.0	1.0	0.6	1.3	1.3	2.2	1.3	1.6	
KXTQ	Lubbock	C1	93.7	100.0	742	c Ramar	63	9308	363	c2	Tejano	750	1.33	4.7	4.3	3.5	3.7	4.6	5.1	4.5	6.3	7.2	
KFMX	Lubbock	C1	94.5	100.0	817	a Clear Channel	66	0008		g	AOR	900	0.95	7.9	8.5	9.3	7.7	6.3	10.2	8.9	5.9	10.6	
KLLL	Lubbock	C1	96.3	100.0	817	b NextMedia Group	58	0008		g3	Country	2,900	1.17	20.7	14.4	14.6	18.2	18.5	17.1	15.3	16.6	17.8	
KKCL	Lorenzo	C2	98.1	36.0 cp	574	a Clear Channel	87	0008		g	Oldies	1,200	1.14	8.8	6.9	7.7	6.8	8.9	8.3	10.2	9.4	8.1	
KQBR	Lubbock	C1	99.5	100.0	817	a Clear Channel	64	0008		g	Country	700	1.12	5.2	5.2	4.1	4.3	5.0	5.4	3.8	5.6	3.4	
KMMX	Tahoka	C1	100.3	100.0	883	b NextMedia Group	87	0008		g3	AC/Varty	650	1.11	4.9	5.9	5.0	4.3	4.3	6.7	5.4	4.4	4.4	
KONE	Lubbock	C1	101.1	100.0	883	b NextMedia Group	75	0008		g3	Clsc Rock	300	0.56	4.5	5.2	4.1	3.4	4.6	2.5	2.9	1.9	4.1	
KZII	Lubbock	C1	102.5	100.0	817	a Clear Channel	82	0008		g	CHR	1,500	0.98	12.7	10.5	11.3	9.6	12.9	17.5	17.2	17.8	15.9	
KLZK	Brownfield	C2	104.3	50.0	476	c Ramar	94	9904	1,025		CHR	750	0.64	9.7	8.2	7.1	8.3	8.9	2.5	2.9	5.0	0.0	
KRBL	Idalou	A	105.7	5.5	328	Ramsey, Kenneth	95	9506		cp	Country	350	0.86	3.4	4.6	2.3	3.7	2.3	5.1	3.8	2.2	1.9	
KEJS	Lubbock	C2	106.5	34.0	587	Barton Bcstg Co	92				Tejano	250	0.61	3.4	2.6	2.4	2.5	3.6	2.9	2.2	1.6	1.3	
# FM Stations -					12	# Combos -					9	FM TOTALS			87.0	77.3	72.4	73.1	81.2	84.6	79.3	78.0	76.3

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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
KRFE	Lubbock	B	580	0.5	0.29		KRFE Radio Inc	53	9402	75		Nostalgia	300	0.69	3.6	2.0	2.7	3.1	3.3	1.9	1.3	3.1	3.8
KFYO	Lubbock	B	790	5.0	1.00	a	Clear Channel	27	0008		g	Nws/Tik/Spt	500	1.54	2.7	3.6	2.7	3.1	1.7	1.6	2.5	2.2	2.5
KJTV	Lubbock	B	950	5.0	0.50	c	Ramar	46	9308		c2	News			0.5	1.0	0.5	0.6	0.3	0.0	0.6	0.0	0.0
KKAM	Lubbock	C	1340	1.0	1.00	a	Clear Channel	55	0008		g	Sports	350	1.08	2.7	1.3	2.3	1.2	3.6	1.6	2.9	1.9	1.3
KLFB	Lubbock	B	1420	0.5	0.50		Ballard Broadcasting	66	9103		st	Chrst/Span			0.9	0.0	1.7	1.5	0.0	0.0	0.0	0.0	0.0
KBZO	Lubbock	B	1460	1.0	0.24		Entravision Comm	53	9910	2,300		Varty/Span	250	1.60	1.3	0.7	2.1	1.9	0.3	0.0	1.6	1.9	0.9
KDAV	Lubbock	B	1590	1.0 cp	1.00		Renaissance Bcstg	47	9808	150		Country			1.2	1.6	1.5	0.9	1.3	1.0	0.6	0.0	0.3
# AM Stations -					7	# Combos -					3	AM TOTALS			12.9	10.2	13.5	12.3	10.5	6.1	9.5	9.1	8.8
AM & FM Stations Profiled -					19	# Duopolies -					5	Total Local Commercial Share			87.5	85.9	85.4	91.7	90.7	88.8	87.1	85.1	

Docket 80-90 Allocations: 95.3, A, Tahoka

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 178

Revenue Rank: 223

Tupelo, MS Market Overview



Metro Counties / Population (000)

Chickasaw	17.9
Itawamba	21.1
Lee	75.1
Monroe	38.3
Pontotoc	25.7
Prentiss	24.3
Union	24.0
Total	226.4

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

ESTIMATED GROSS REVENUES ★★	<u>1993</u>	<u>1994</u>	<u>1995</u>	<u>1996</u>	<u>1997</u>	<u>1998</u>	Δ 93 - 98
	\$4,200	\$4,400	\$4,600	\$5,000	\$5,600	\$5,400	5.2%
	Δ 98 - 99	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	Δ 99 - 03
	14.8%	\$6,200	\$6,800	\$7,500	\$8,300	\$9,100	10.0%
	<u>1993</u>	<u>1998</u>	<u>2003</u>	Est. Breakout			
Revenue/Retail Sales	\$3.27/1,000	\$2.71/1,000	\$3.47/1,000	Local 80%			
Revenue/Capita	\$19.52	\$23.85	\$38.51	National 20%			

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

	<u>1993</u>	<u>1998</u>	Growth Rate	<u>1998</u>	<u>2003</u>	Growth Rate
MSA Population	215.2	226.4	1.0%	226.4	236.3	0.9%
Households	80.6	86.4	1.4%	86.4	92.3	1.3%
Retail Sales	1,283.4	1,990.8	9.2%	1,990.8	2,623.1	5.7%
EBI	2,625.5	3,144.7	3.7%	3,144.7	4,299.1	6.5%

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)	108.8	19.3	10.9	10.3	14.2	16.5	15.0	22.7
Women (000)	117.6	18.1	10.4	10.4	14.4	16.9	16.3	31.1
Total	226.4	37.3	21.3	20.7	28.6	33.4	31.3	53.8
Percentage	100.0%	16.5%	9.4%	9.1%	12.6%	14.7%	13.8%	23.8%
Per Capita	\$ 13,890		Median Household	\$ 23,900		Avg Household	\$ 36,397	
Ethnic Population:	White 77.5%		Black 22.2%		Asian 0.2%		Hispanic 0.7%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5		11	9	16	10	26
Tot 12+	20.0		53.4	64.4	73.4	1.5	74.9
Avg 12+	4.0		4.9	7.2	4.6	0.2	2.9
Tot LCS	26.7		71.3	86.0	98.0	2.0	100.0
Avg LCS	5.3		6.5	9.6	6.1	0.2	3.8

Competitive Overview

Some stations also rated in Columbus-Starkville-West Point

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)									
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
• WESE	Baldwyn	A	92.5	5.4	328	f	Clear Channel	80	0008 p		sw	Urban	450	0.58	12.5	11.1	10.3	9.2	9.6	10.5	9.8	9.9	8.4		
WSYE	Houston	C	93.3	100.0	1805		Dowdy & Dowdy	68	9910	3,100		AC	1,100	1.81	9.8	4.8	7.0	6.2	8.5	5.8	5.4	6.6	6.1		
WCMR	Bruce	A	94.5	5.1	358		Humphrey, R &	94				Country				0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0		
WKOR	Columbus	C2	94.9	50.0	492	g	Cumulus Bcstg Inc	92	9809 p			Country	n/a			0.7	0.5	0.0	0.0	1.2	0.0	0.7	1.1		
WAFM	Amory	A	95.3	6.0	272	a	Stanford Comm Inc	74	9208	85	c2	Oldies	100	1.24	1.3	1.9	1.5	0.8	1.2	0.4	0.7	0.0	1.1		
WCNA	Potts Camp	C3	95.9	14.1	436	c	Air South Radio Inc	95				Country	250		0.8	0.4	0.8	1.2	0.0	0.0	1.4	0.0	0.4		
WSEL	Pontotoc	A	96.7	3.0	299	d	Tupelo Comm	66	8905	323	c4	Gospel	250	1.06	3.8	2.6	1.7	0.8	5.0	2.3	2.2	2.6	6.9		
WWMS	Oxford	C1	97.5	100.0	981	e	San-Dow Bcstg Inc	69	8505			Country	750	1.15	10.5	6.3	8.2	6.9	8.8	7.0	6.2	6.3	8.8		
WZLQ	Tupelo	C1	98.5	100.0	981	e	San-Dow Bcstg Inc	68	9312	890	c5	Hot AC	400	1.13	5.7	5.2	5.6	5.4	3.1	2.3	4.0	3.0	3.4		
WBIP	Booneville	A	99.3	6.0	299	b	Community Bctg of	76	9509	400	c6	Gospel	350	1.07	5.3	4.4	2.4	3.8	4.2	2.7	4.7	3.6	4.2		
WSMS	Artesia	C2	99.9	50.0 cp	312	g	Cumulus Bcstg Inc	85	9809 p			Rock	n/a	1.66	9.6	9.3	8.2	8.5	5.8	2.7	2.2	4.6	4.2		
WFTA	Fulton	C2	101.9	50.0	479	c	Air South Radio Inc	76				AC	350	1.38	4.1	4.4	2.8	3.1	3.1	3.9	4.3	4.6	3.1		
WACR	Columbus	C2	103.9	50.0	492		T & W Comm Inc	78				Urban AC	n/a		1.8	1.9	2.3	1.2	1.5	2.3	4.3	2.0	1.1		
• WWKZ	Aberdeen	C2	105.3	27.5	673	f	Clear Channel	75	0008 p		sw	CHR	1,050	1.34	12.6	6.3	6.9	9.6	9.2	14.0	17.0	16.9	11.1		
WMXU	Starkville	C2	106.1	40.0	502	g	Cumulus Bcstg Inc	68	9809 p			Urban	n/a	2.79	2.5	1.5	2.3	1.5	2.3	1.6	1.4	1.7	0.8		
• WWZD	New Albany	C2	106.7	28.0	656	f	Clear Channel	86	0008 p		sw	Country	1,000	1.08	14.9	12.6	12.4	11.5	10.8	15.9	14.5	20.2	13.4		
# FM Stations -					16	# Combos -					13	FM TOTALS					95.2	73.4	73.2	69.7	73.1	72.6	78.1	82.7	74.1

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)									
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
WELO	Tupelo	B	580	0.8 cp	0.10	e	San-Dow Bcstg Inc	44	9312		c5	Nostalgia				0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WCPC	Houston	B	940	50.0	0.25		WCPC Bcstg	55				Cntry/Gospl			1.3	0.4	1.7	1.2	0.8	1.6	0.0	1.0	1.9		
• WKMQ	Tupelo	B	1060	1.0	0.00	f	Clear Channel	44	0008 p		sw	Gospel	50	0.32	2.5	0.0	0.3	1.5	2.3	0.8	0.0	0.0	0.0		
• WWZQ	Aberdeen	C	1240	0.8	0.77		Stanford Comm Inc	52	0010 p			News/Sprts				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WFTO	Fulton	B	1330	5.0	0.00	c	Air South Radio Inc	67				DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4		
WBIP	Booneville	C	1400	1.0	1.00	b	Community Bctg of	50	9509		c6	Sprts/Talk				0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0		
WSEL	Pontotoc	B	1440	1.0	0.07	d	Tupelo Comm	62	8905		c4	Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WNAU	New Albany	B	1470	0.5	0.50		MPM Investment	55	9306	60		Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• WTUP	Tupelo	C	1490	1.0	1.00	f	Clear Channel	53	0008 p		sw	Sprts/Talk	100		0.8	0.7	1.3	1.2	0.0	0.8	0.0	0.0	0.0		
WAMY	Amory	B	1580	1.0	0.02	a	Stanford Comm Inc	55	9208		c2	Nws/TK/Spt				0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0		
# AM Stations -					10	# Combos -					7	AM TOTALS					4.6	1.5	3.3	3.9	3.1	4.0	0.0	1.0	2.3
AM & FM Stations Profiled -					26	# Duopolies -					7	Total Local Commercial Share					74.9	76.5	73.6	76.2	76.6	78.1	83.7	76.4	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 179

Revenue Rank: 172

Asheville, NC Market Overview



Metro Counties / Population (000)

Buncombe, NC	195.4
Madison, NC	18.9
Total	214.3

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$4,700	\$5,400	\$6,200	\$7,000	\$7,900	\$9,700	15.6%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	1.0%	\$9,800	\$10,900	\$11,700	\$12,600	\$13,400	8.0%

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	\$3.04/1,000	\$3.43/1,000	\$3.39/1,000	Local 80%
Revenue/Capita	\$23.48	\$45.26	\$60.01	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	200.2	214.3	1.4%	214.3	223.3	0.8%
Households	81.6	88.0	1.5%	88.0	93.5	1.2%
Retail Sales	1,543.7	2,830.8	12.9%	2,830.8	3,949.1	6.9%
EBI	2,896.3	3,375.5	3.1%	3,375.5	4,316.3	5.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	102.4	14.6	8.4	9.0	13.0	17.1	15.5	24.9
Women (000)	111.9	13.8	7.9	9.0	13.2	18.0	16.7	33.4
Total	214.3	28.4	16.3	17.9	26.1	35.1	32.1	58.3
Percentage	100.0%	13.2%	7.6%	8.4%	12.2%	16.4%	15.0%	27.2%
Per Capita	\$ 15,751		Median Household	\$ 31,075		Avg Household	\$ 38,358	
Ethnic Population:	White 91.3%	Black 7.7%	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	3	8	9	17
Tot 12+	10.5		28.5	27.7	39.0	17.9	56.9
Avg 12+	3.5		5.7	9.2	4.9	2.0	3.3
Tot LCS	18.5		50.1	48.7	68.5	31.5	100.0
Avg LCS	6.2		10.0	16.2	8.6	3.5	5.9

Competitive Overview

Some stations also rated in Greenville-Spartanburg, SC.

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)									
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
WESC	Greenville	C	92.5	100.0	2001	a	Clear Channel	48	9803	p		Country	n/a		2.6	2.1	2.1	0.8	2.6	2.0	2.8	2.0	0.0		
WZLS	Biltmore Forest	A	96.5	0.5	1116		Orion Comm Ltd	94				Rock	800	1.15	7.1	5.9	4.9	3.2	5.9	5.6	9.5	6.1	0.0		
WSPA	Spartanburg	C	98.9	100.0	1910		Entercom	46	9912			Lite AC	n/a		3.7	2.5	3.6	2.8	1.9	1.6	2.4	1.2	0.0		
WKSF	Asheville	C	99.9	48.0	2622	c	Clear Channel	47	0008		g	Country	5,200	2.16	24.6	17.6	14.4	15.7	15.6	10.5	15.8	21.3	0.0		
WMI	Hendersonvle	C1	102.5	19.0	1811		Clear Channel	58	0008			AC	n/a		12.6	6.3	9.1	9.3	6.7	9.7	5.5	7.8	0.0		
WQNQ	Old Fort	A	104.3	0.6	1043	e	Blue Dolphin Comm	91	9608	525	1	Hot AC			2.4	0.4	0.5	1.2	1.9	0.0	0.0	0.0	0.0		
WQNS	Waynesville	A	104.9	0.2	1581	e	Blue Dolphin Comm	79	9711	1,000	c1	Clisc Rock			1.8	4.2	2.1	1.2	1.1	1.6	0.0	0.0	0.0		
WMIT	Black Mountain	C	106.9	36.0	3094	b	Billy Graham Evangl	41	9603		nc	Religion	500	0.66	7.7	0.0	6.1	3.6	6.3	5.6	5.5	3.3	0.0		
# FM Stations -					8	# Combos -					4	FM TOTALS					62.5	39.0	42.8	37.8	42.0	36.6	41.5	41.7	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)									
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
WWNC	Asheville	B	570	5.0	5.00	c	Clear Channel	27	0008		g	Country	1,600	0.81	20.1	10.0	11.3	13.7	11.9	13.7	13.8	14.3	0.0		
• WTZY	Fairview	D	880	5.0	0.00	cp	WTZY Inc.	97	9906		cp	1 News/Talk	500	0.74	6.9	2.9	3.6	4.0	4.8	1.2	0.8	0.0	0.0		
WFGW	Black Mountain	B	1010	50.0	0.50	b	Billy Graham Evangl	62	9603		nc	Religion			3.1	0.0	1.6	2.0	1.9	1.6	1.2	1.6	0.0		
WSKY	Asheville	C	1230	1.0	1.00		Wilkins Comm	47	9606	150		Chrst/Talk	250		0.3	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0		
WISE	Asheville	B	1310	5.0	1.00	d	Mark Media Group	39	8708	425		MOR	625	1.12	5.7	5.0	5.8	3.2	4.1	3.6	4.0	5.3	0.0		
WTZK	Black Mountain	B	1350	1.0	0.00		Black Mtn	66	9906		na	Country				0.0	0.0	0.0	0.0	0.0	0.0	2.5	0.0		
WKJV	Asheville	B	1380	5.0	1.00		Intl Baptist Outrch	47	9907	300		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WHBK	Marshall	B	1460	5.0	0.14		Southern Bcstg Inc	56	9110		na	Gospel	100	0.78	1.3	0.0	1.3	1.6	0.0	1.2	1.6	0.0	0.0		
WTZQ	Hendersonville	B	1600	1.0	0.01	d	Mark Media Group	64	9201	65		MOR	250			0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0		
# AM Stations -					9	# Combos -					4	AM TOTALS					37.4	17.9	23.6	24.9	22.7	21.3	22.2	23.7	0.0
AM & FM Stations Profiled -					17	# Duopolies -					3	Total Local Commercial Share					56.9	66.4	62.7	64.7	57.9	63.7	65.4	0.0	

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: 180

Revenue Rank: 177

Topeka, KS Market Overview



Metro Counties / Population (000)

Jackson, KS	12.2
Jefferson, KS	18.4
Osage, KS	17.2
Shawnee, KS	165.4
Wabaunsee, KS	6.6
Total	219.8

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	1999	2000	2001	2002	2003	Δ 99 - 03
	8.3%	\$9,100	\$10,000	\$10,800	\$11,800	\$12,700	8.7%

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	\$3.49/1,000	\$3.99/1,000	\$4.88/1,000	Local 75%
Revenue/Capita	\$30.15	\$38.22	\$55.19	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	215.6	219.8	0.4%	219.8	230.1	0.9%
Households	84.7	86.2	0.4%	86.2	91.5	1.2%
Retail Sales	1,862.5	2,107.3	2.5%	2,107.3	2,599.9	4.3%
EBI	3,362.2	3,425.8	0.4%	3,425.8	4,095.2	3.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	107.1	18.7	9.8	8.1	14.2	17.6	15.1	23.6
Women (000)	112.7	17.3	9.2	8.0	14.6	18.0	15.5	30.1
Total	219.8	36.0	18.9	16.1	28.8	35.7	30.6	53.7
Percentage	100.0%	16.4%	8.6%	7.3%	13.1%	16.2%	13.9%	24.4%

Per Capita	\$ 15,586	Median Household	\$ 30,229	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	Viable FMs	All FMs	All AMs	Total
# Stations	1		9	7	10	3	13
Tot 12+	5.3		48.7	52.4	54.0	10.3	64.3
Avg 12+	5.3		5.4	7.5	5.4	3.4	4.9
Tot LCS	8.2		75.7	81.5	84.0	16.0	100.0
Avg LCS	8.2		8.4	11.6	8.4	5.3	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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
KCVT	Silver Lake	C3	92.5	6.7	387		Bott Radio Network	96				Relgn/Talk			1.1	0.4	0.7	0.7	0.8	0.8	0.3	0.0	0.0
KANS	Osage City	C2	92.9	36.0	564		C & C Consulting Inc	82	9503	175		Oldies	150		0.8	0.4	0.0	0.3	0.8	0.0	0.0	0.0	0.0
WIBW	Topeka	C	97.3	97.0	1221	b	Morris Comm Corp	61	9612		g1	Country	2,300	0.91	27.8	15.2	18.4	16.5	22.1	18.8	18.9	14.9	21.1
KWIC	Topeka	A	99.3	6.0	292	c	Cumulus Bcstg Inc	93	9907 p	3,000	c3	Hot AC	400	0.60	7.3	5.3	3.8	5.8	4.4	3.1	3.1	4.7	3.3
KDVV	Topeka	C	100.3	100.0	984	a	Cumulus Bcstg Inc	60	9810	10,440	d1	Rock	900	1.28	7.7	5.3	6.6	5.5	5.2	8.6	4.5	8.4	5.7
KMKF	Manhattan	C2	101.5	36.0	577		Seaton Stations	72				Rock			1.4	0.8	1.2	0.7	1.2	0.8	1.4	0.7	1.0
KQTP	St. Marys	C2	102.9	50.0	318	c	Cumulus Bcstg Inc	94	9907 p		c3	Oldies	500	0.80	6.9	3.8	3.9	5.2	4.4	4.3	4.1	4.7	4.0
KLZR	Lawrence	C1	105.9	100.0	774		Zimmer Radio	63	9808	3,000	c1	Top 40	1,000	1.29	8.5	4.2	3.4	5.8	6.0	5.1	6.5	5.1	2.7
KTPK	Topeka	C	106.9	100.0	1211		Kansas Capital	74	9706	2,900		Country	1,000	1.51	7.3	6.8	6.0	5.8	4.4	4.7	7.6	8.1	8.7
KMAJ	Topeka	C	107.7	100.0 cp	988	a	Cumulus Bcstg Inc	71	9810		d1	AC	2,100	1.40	16.5	11.8	9.1	13.7	9.2	11.7	12.4	11.1	13.0
# FM Stations -					10	# Combos -					5	FM TOTALS			85.3	54.0	53.1	60.0	58.5	57.9	58.8	57.7	59.5

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 Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WIBW	Topeka	B	580	5.0	5.00	b	Morris Comm Corp	27	9612		g1	Nws/Tlk/Spt	1,400	2.14	7.2	4.6	4.8	4.8	5.2	4.3	5.8	7.1	4.7
KMAJ	Topeka	B	1440	5.0	1.00	a	Cumulus Bcstg Inc	47	9810		d1	Nws/Tlk/Spt	275	0.82	3.7	3.0	2.1	3.1	2.0	2.0	3.1	2.7	2.7
• KTOP	Topeka	C	1490	1.0	1.00	a	Cumulus Bcstg Inc	47	9810		d1	Country	50	0.14	3.8	2.7	3.4	2.1	3.2	3.5	4.1	2.7	2.7
# AM Stations -					3	# Combos -					3	AM TOTALS			14.7	10.3	10.3	10.0	10.4	9.8	13.0	12.5	10.1
AM & FM Stations Profiled -					13	# Duopolies -					3	Total Local Commercial Share			64.3	63.4	70.0	68.9	67.7	71.8	70.2	69.6	

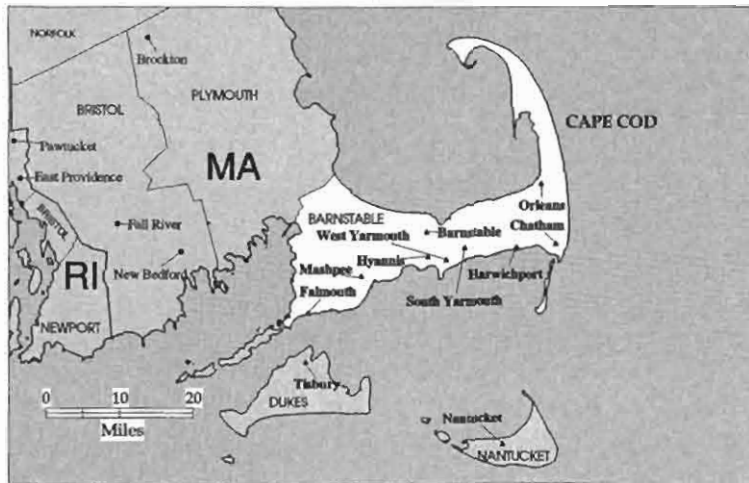
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 181

Revenue Rank: 147

Cape Cod, MA Market Overview



Metro Counties / Population (000)

Barnstable, MA	209.8
	209.8

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$8,500	\$9,100	\$9,800	\$10,000	\$10,500	\$12,000	7.1%
Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03	
3.3%	\$12,400	\$13,000	\$13,400	\$13,900	\$14,400	3.7%	

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	\$3.88/1,000	\$4.09/1,000	\$4.27/1,000	Local 85%
Revenue/Capita	\$43.75	\$57.20	\$64.17	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	194.3	209.8	1.5%	209.8	224.4	1.4%
Households	81.3	89.1	1.8%	89.1	97.3	1.8%
Retail Sales	2,191.1	2,930.7	6.0%	2,930.7	3,372.5	2.8%
EBI	3,529.0	3,949.4	2.3%	3,949.4	4,782.9	3.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	99.6	14.6	6.8	6.8	12.0	16.1	12.9	30.3
Women (000)	110.2	13.8	6.7	6.3	12.4	17.0	13.9	40.1
Total	209.8	28.4	13.5	13.1	24.3	33.1	26.8	70.5
Percentage	100.0%	13.5%	6.4%	6.3%	11.6%	15.8%	12.8%	33.6%
Per Capita	\$ 18,825							
				Median Household	\$ 36,369		Avg Household	\$ 44,326
Ethnic Population:	White 96.5%		Black 2.0%		Asian 0.8%		Hispanic 1.7%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5	7		11	12	2	14
Tot 12+	24.4	44.6		66.5	69.0	0.0	69.0
Avg 12+	4.9	6.4		6.0	5.8	0.0	4.9
Tot LCS	35.4	64.6		96.4	**	0.0	100.0
Avg LCS	7.1	9.2		8.8	8.3	0.0	7.1

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Date Std 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)								
														Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
WMVY	Tisbury	A	92.7	3.0	cp	315	Aritaur Comm Inc	81 9807	1,000	AAA	750	1.51	4.0	3.5	1.4	2.9	2.4	2.3	4.9	3.6	2.7	
WYST	Harwichport	A	93.5	3.0		328	a Boch Bcstg LP	89 9607	3,100	d1 Oldies	100		0.8	2.5	0.9	0.3	0.7	1.0	1.3	0.7	1.5	
WXTK	West Yarmouth	B	95.1	50.0		262	a Boch Bcstg LP	48 9209	800	c1 News/Talk	900	0.73	9.9	6.0	7.3	6.4	6.5	7.5	8.6	8.6	6.9	
WRZE	Nantucket	B	96.3	50.0		394	b Makkay Bcstg Group	81 9212	500	CHR	1,100	1.01	8.8	6.3	7.1	5.4	6.1	6.2	5.3	7.3	3.9	
WQRC	Barnstable	B	99.9	50.0		381	Sandab Comm LP	70 9112		g AC/News	2,500	1.34	15.0	9.5	9.9	11.5	8.2	11.8	10.9	10.9	14.2	
WWKJ	Mashpee	A	101.1	6.0	cp	272	a Boch Bcstg LP	87 9607		d1 Clsc Rock	500	1.34	3.0	3.2	1.2	1.9	2.0	2.6	2.0	2.0	0.9	
WCIB	Falmouth	B	101.9	50.0		479	b Makkay Bcstg Group	70 9504	2,500	AC/Sprts	1,600	1.43	9.0	6.3	6.0	6.7	5.1	9.8	7.6	7.6	5.7	
WPXC	Hyannis	A	102.9	3.1		463	b Makkay Bcstg Group	87		Rock	1,500	1.66	7.3	6.3	6.8	4.8	4.8	3.9	3.9	4.6	3.6	
WOCN	South Yarmouth	A	103.9	3.0	cp	315	Sandab Comm LP	92 9805	1,200	Nostalgia	700	0.41	13.7	8.9	9.1	7.4	10.5	8.2	8.9	5.6	11.7	
WKPE	Orleans	B	104.7	50.0		459	Charles River Bcstg	74 9908	2,800	Clsc Rock	650	0.83	6.3	3.5	4.2	4.5	3.7	4.9	5.9	3.0	8.4	
WCOD	Hyannis	B	106.1	45.0		430	a Boch Bcstg LP	67 9607		d1 AC	1,300	1.09	9.6	5.4	4.1	5.8	6.8	4.6	5.3	5.3	3.0	
WFCC	Chatham	B	107.5	50.0		341	Charles River Bcstg	87 9607	1,190	Classical	800	0.51	12.6	7.6	8.1	9.0	7.5	6.6	7.6	10.9	5.7	
# FM Stations -				12	# Combos -				7	FM TOTALS				100.0	69.0	66.1	66.6	64.3	69.4	72.2	70.1	68.2

AM Stations

Calls	City of License	FCC Class	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	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
														Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WFPB	Orleans	B	1170	1.0		0.00	University of MA	70 9811		dn Folk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WBUR	West Yarmouth	C	1240	1.0		1.00	Boston University	40 9612		dn News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -				2	# Combos -				0	AM TOTALS				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
AM & FM Stations Profiled -				14	# Duopolies -				5	Total Local Commercial Share				69.0	66.1	66.6	64.3	69.4	72.2	70.1	68.2

Other Rulemaking: 102.3, A, Truro

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 182

Revenue Rank: 140

Green Bay, WI Market Overview



Metro Counties / Population (000)

Brown, WI	221.2
	221.2

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$8,600	\$9,000	\$9,900	\$10,000	\$10,500	\$11,700	6.3%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	12.8%	\$13,200	\$14,800	\$16,300	\$17,900	\$19,700	10.5%

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	\$4.01/1,000	\$4.34/1,000	\$5.69/1,000	Local 95%
Revenue/Capita	\$42.09	\$52.89	\$85.43	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	204.3	221.2	1.6%	221.2	230.6	0.8%
Households	76.6	83.9	1.8%	83.9	89.2	1.2%
Retail Sales	2,144.7	2,692.9	4.7%	2,692.9	3,460.0	5.1%
EBI	3,321.0	3,892.0	3.2%	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	2		9	9	11	3	14
Tot 12+	4.5		61.6	55.3	66.1	10.7	76.8
Avg 12+	2.3		6.8	6.1	6.0	3.6	5.5
Tot LCS	5.9		80.2	72.0	86.1	13.9	100.0
Avg LCS	2.9		8.9	8.0	7.8	4.6	7.1

Competitive Overview

Some stations also rated in Appleton-Oshkosh.

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		Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
• WAUN	Kewaunee	A	92.7	3.0	328		Magnum Radio Inc	73	9901	105		Country				0.4	0.0	0.0	0.0	1.7	2.3	1.1	3.0
WZOR	Mishicot	A	94.7	6.0	331	d	Woodward Comm	94	0003	2,100		Rock	350	0.83	3.2	4.1	1.5	1.8	3.0	1.7	0.3	2.2	1.7
WKSZ	DePere	C3	95.9	4.5	774	d	Woodward Comm	84	9510	2,265		Top 40	850	0.96	6.7	7.4	6.6	4.6	5.6	5.8	5.0	4.7	3.7
WQLH	Green Bay	C1	98.5	100.0	499	a	Green Bay Bcstg	67				1 CHR	1,500	1.75	6.5	6.7	5.1	3.2	6.7	4.1	5.3	3.9	8.3
WLTM	Sturgeon Bay	C2	99.7	46.0	512	b	Midwest Comm Inc	82	9306		g	Soft Hits	1,200	1.28	7.1	3.7	3.3	5.7	5.2	3.4	3.7	5.0	3.3
WNCY	Neenah-Menash	C2	100.3	45.0	489	b	Midwest Comm Inc	77	9702			Country	n/a		9.8	10.4	10.1	7.5	7.5	9.5	5.7	7.2	7.0
WIXX	Green Bay	C	101.1	96.0	1079	b	Midwest Comm Inc	60				CHR	5,200	2.33	16.9	12.6	14.5	14.6	11.2	13.3	16.7	14.0	17.3
WOGB	Kaukauna	C3	103.1	3.6	879	c	Cumulus Bcstg Inc	96	9709		d1	1 Oldies	750	0.73	7.8	7.8	5.4	7.9	4.1	8.5	5.3	4.3	3.0
WAPL	Appleton	C	105.7	100.0	1175		Woodward Comm	65	7506			AOR	n/a		11.7	5.9	6.9	8.9	9.0	8.5	10.7	13.3	9.6
WJLW	Allouez	C3	106.7	25.0	328	c	Cumulus Bcstg Inc	96	9810	2,500		1 Clsc Rock	400	0.41	7.4	4.1	6.5	5.7	5.6	4.8	3.0	1.8	0.0
WXWX	Brillion	C3	107.5	3.6	879	c	Cumulus Bcstg Inc	92	9809	2,065		1 Rock	400	0.76	4.0	3.0	5.0	4.3	1.9	2.7	0.7	0.7	1.0
# FM Stations -					11	# Combos -					9	FM TOTALS			81.1	66.1	64.9	64.2	59.8	64.0	58.7	58.2	57.9

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		Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WGEE	Green Bay	B	1360	5.0	5.00	b	Midwest Comm Inc	25	7506			News/Info	950	0.97	7.4	5.9	3.4	6.4	4.9	4.8	4.0	6.1	5.3
WDUZ	Green Bay	C	1400	1.0	1.00	a	Green Bay Bcstg	47				1 Sports	700	1.10	4.8	2.6	2.6	3.2	4.1	3.1	5.0	5.0	4.3
WNFL	Green Bay	B	1440	5.0	0.50	b	Midwest Comm Inc	47	9702		sw	Nws/Tik/Spt	900	1.03	6.6	2.2	5.8	3.6	6.4	3.7	6.3	3.9	8.3
# AM Stations -					3	# Combos -					3	AM TOTALS			18.8	10.7	11.8	13.2	15.4	11.6	15.3	15.0	17.9
AM & FM Stations Profiled -					14	# Duopolies -					5	Total Local Commercial Share			76.8	76.7	77.4	75.2	75.6	74.0	73.2	75.8	

Docket 80-90 Allocations: 104.3, A, Seymour

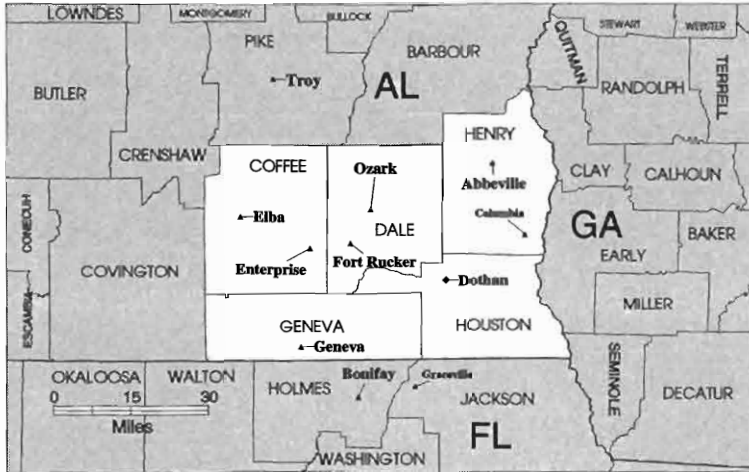
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 183

Revenue Rank: 188

Dothan, AL Market Overview



Metro Counties / Population (000)

Coffee, AL	42.5
Dale, AL	49.6
Geneva, AL	25.0
Henry, AL	15.9
Houston, AL	86.2
Total	219.2

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$5,000	\$5,400	\$6,800	\$7,300	\$7,800	\$7,900	9.6%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	6.3%	\$8,400	\$8,900	\$9,100	\$9,600	\$9,900	4.2%

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	\$3.01/1,000	\$3.80/1,000	\$3.79/1,000	Local 90%
Revenue/Capita	\$22.91	\$36.04	\$44.84	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	218.2	219.2	0.1%	219.2	220.8	0.1%
Households	82.3	84.1	0.4%	84.1	86.7	0.6%
Retail Sales	1,661.3	2,077.7	4.6%	2,077.7	2,608.8	4.7%
EBI	2,843.8	3,007.7	1.1%	3,007.7	3,685.9	4.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	106.6	18.2	10.4	10.4	15.0	16.4	14.7	21.6
Women (000)	112.6	17.3	9.9	9.4	14.5	16.9	16.2	28.4
Total	219.2	35.5	20.4	19.7	29.5	33.2	30.9	50.0
Percentage	100.0%	16.2%	9.3%	9.0%	13.4%	15.2%	14.1%	22.8%
Per Capita	\$ 13,721							
			Median Household	\$ 30,276			Avg Household	\$ 35,763
Ethnic Population:	White 76.9%		Black 21.8%		Asian 0.9%		Hispanic 1.9%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6		11	8	17	8	25
Tot 12+	10.5		61.3	53.1	71.8	5.1	76.9
Avg 12+	1.8		5.6	6.6	4.2	0.6	3.1
Tot LCS	13.7		79.7	69.1	93.4	6.6	100.0
Avg LCS	2.3		7.2	8.6	5.5	0.8	4.0

Competitive Overview

Some stations also rated in Montgomery and Panama City.

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)									
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
WJJN	Columbia	A	92.1	2.6	499	a	Wilson Bcstg Inc	95				Urban	600	0.81	8.8	4.5	5.9	7.1	7.4	7.2	5.5	5.2	7.3		
WRJM	Geneva	C1	93.7	100.0	853		Stage Door	69	8710	242	c1	Soft AC	250	0.90	3.3	3.4	2.1	1.9	3.5	4.9	4.4	3.2	5.5		
WIZB	Abbeville	C3	94.3	3.0 cp	285	e	Celebration Comm	68	9808	540	c3	ChrsContemp	300	1.43	2.5	1.9	1.8	2.2	1.9	2.7	1.8	1.6	1.5		
• WTVY	Dothan	C	95.5	100.0	1060	b	Jarrell, Jimmy	68	0009 p	1,300		Country	900	1.08	9.9	5.6	9.8	5.9	10.5	9.9	9.9	15.5	13.5		
WDJR	Enterprise	C	96.9	100.0	1516	f	Gulf South Comm	68	9207	700		Country	1,600	1.13	16.8	10.1	12.2	13.4	14.4	14.1	16.9	12.6	13.1		
WYYX	Bonifay	C1	97.7	100.0	830		NextMedia Group	83	0002	See (226)		Rock AC	n/a		3.2	2.6	2.1	2.6	2.7	3.0	2.6	2.3	2.5		
WOOF	Dothan	C1	99.7	100.0	981	d	WOOF Inc	64				AC	1,300	1.56	9.9	10.1	7.5	8.9	7.4	5.3	9.9	10.7	9.8		
WXUS	Ft. Rucker	A	100.5	2.8	476		Sky Way Bcstg Ltd	91				Oldies	350	1.39	3.0	2.6	1.6	2.6	2.3	1.9	2.2	1.9	2.5		
WZTZ	Elba	A	101.1	0.6	682		Elba Radio Co	86				Country	250		0.9	1.1	0.9	0.7	0.8	0.8	1.5	1.0	0.7		
WAGF	Dothan	A	101.3	1.2	535	a	Wilson Bcstg Inc	91				Urban AC	250	1.06	2.8	1.9	2.2	1.5	3.1	1.9	0.7	1.9	0.4		
WYDA	Graceville	A	101.7	6.0	328		BRO Management	96	9612	175	cp	CHR			0.2	0.4	0.3	0.4	0.0	0.4	0.0	0.0	0.0		
WESP	Dothan	C3	102.5	16.5 cp	404	f	Gulf South Comm	90	9903	1,400	1	Clsc Rock	550	0.98	6.7	5.6	5.3	6.7	4.3	5.7	6.3	4.5	5.1		
• WQLS	Ozark	C3	103.9	25.0	292	b	Jarrell, Jimmy	68	0007			AC	100		0.7	1.1	0.9	0.7	0.4	0.4	2.2	1.3	1.5		
WOAB	Ozark	A	104.9	6.0	269	c	Ozark Bcstg Corp	67				Country			0.5	0.0	0.0	0.0	0.8	0.8	0.0	0.0	0.0		
WBCD	Headland	C3	105.3	11.5	486	f	Gulf South Comm	92	9702	745		CHR	300	0.79	4.5	3.7	4.2	4.8	2.7	2.3	1.1	0.0	0.0		
WZHT	Troy	C	105.7	100.0	1831		Clear Channel	73	0008			Urban	n/a		9.9	7.1	5.5	9.3	7.0	7.2	5.5	8.1	5.8		
WKMX	Enterprise	C	106.7	100.0	1070		WKMX Inc	74	7908		1	HotAC/Top40	1,450	1.36	12.7	10.1	15.3	10.8	10.1	10.3	8.1	9.4	8.4		
# FM Stations -					17	# Combos -					10	FM TOTALS					96.3	71.8	77.6	79.5	79.3	78.8	78.6	79.2	77.6

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)									
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
WOOF	Dothan	B	560	5.0	0.00	d	WOOF Inc	47				Sprts/Talk			1.6	0.7	1.7	0.7	1.9	0.8	0.7	1.0	2.2		
WGZS	Dothan	B	700	1.6	0.00	e	Celebration Comm	95	9808		c3	ChrsContemp	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WOZK	Ozark	B	900	1.0	0.08	c	Ozark Bcstg Corp	53				Easy	50		0.7	0.0	0.0	1.1	0.0	1.5	1.1	0.0	0.0		
WGEA	Geneva	B	1150	1.0	0.04		Shelley Bcstg Co	53	8710		c1	Cntry/Gospl				1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WQLS	Ozark	B	1210	10.0 cp	0.00	b	Jarrell, Jimmy	68	0007	12		Nostalgia				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WAGF	Dothan	B	1320	1.0	1.00	a	Wilson Bcstg Inc	32	9208	60		Gospel				1.1	1.2	0.0	0.0	0.8	0.7	0.0	0.0		
WELB	Elba	B	1350	1.0	0.04		Elba Radio Co	58				Cntry/Gospl				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• WWNT	Dothan	C	1450	1.0	1.00		WWNT LLC	47	0008	15		News/Talk			1.6	2.2	1.8	1.5	1.2	0.8	1.1	0.0	0.0		
# AM Stations -					8	# Combos -					5	AM TOTALS					3.9	5.1	4.7	3.3	3.1	3.9	3.6	1.0	2.2
AM & FM Stations Profiled -					25	# Duopolies -					3	Total Local Commercial Share					76.9	82.3	82.8	82.4	82.7	82.2	80.2	79.8	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 184

Revenue Rank: 175

Santa Barbara, CA Market Overview



Metro Counties / Population (000)

Santa Barbara, CA	214.8
	214.8

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$7,800	\$7,900	\$8,300	\$9,000	\$9,500	\$9,000	2.8%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	5.6%	\$9,500	\$10,900	\$11,800	\$12,900	\$13,800	9.7%

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	\$5.02/1,000	\$2.44/1,000	\$3.22/1,000	Local 75%
Revenue/Capita	\$38.92	\$21.75	\$31.22	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	200.4	413.8	1.4%	413.8	442.0	1.3%
Households	69.2	142.5	15.5%	142.5	151.9	1.3%
Retail Sales	1,553.2	3,689.8	18.9%	3,689.8	4,291.2	3.1%
EBI	3,494.4	6,908.7	14.6%	6,908.7	7,993.5	3.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	207.8	33.1	14.9	26.3	33.4	34.2	26.2	39.7
Women (000)	206.0	31.3	14.2	24.0	28.9	31.5	26.5	49.7
Total	413.8	64.4	29.0	50.3	62.3	65.8	52.7	89.4
Percentage	100.0%	15.6%	7.0%	12.1%	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		8	9	5	14
Tot 12+	17.4	30.3		45.3	47.7	14.6	62.3
Avg 12+	5.8	5.1		5.7	5.3	2.9	4.5
Tot LCS	27.9	48.6		72.7	76.6	23.4	100.0
Avg LCS	9.3	8.1		9.1	8.5	4.7	7.1

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Date Std 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)								
														Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
KJEE	Montecito	A	92.9	0.8	886	Montecito FM Inc	94			Modern Rock	650	0.74	9.3	7.1	5.4	6.9	5.2	3.6	3.9	3.7	3.4	
KDB	Santa Barbara	B	93.7	12.5	869	Pacific Bcstg Co	60 7104			Classical	500	0.69	7.6	5.1	8.5	5.4	4.4	4.0	4.3	7.0	6.0	
KSPE	Ellwood	B	94.5	0.8	2950	b Clear Channel	89 9905			g1 Variety Hit	550	0.64	9.1	2.4	5.7	6.2	5.6	4.0	4.3	4.1	3.0	
• KMGQ	Santa Barbara	B	97.5	16.0	2920	a Cumulus Bcstg Inc	57 0006 p	6,524	1	Smooth Jazz	500	0.79	6.7	5.5	3.8	5.4	3.3	5.5	7.0	2.5	4.5	
KTYD	Santa Barbara	B	99.9	34.0	1280	b Clear Channel	62 9905			g1 Rock	1,400	1.49	9.9	6.3	8.5	6.9	5.9	6.2	5.9	5.0	6.0	
KSBL	Carpinteria	A	101.7	0.3	810	b Clear Channel	81 9905			g1 AC	1,500	1.64	9.6	7.9	8.0	5.8	6.7	10.2	9.0	9.5	6.8	
KRUZ	Santa Barbara	B	103.3	105.0	2969	Cumulus Bcstg Inc	61 0004	10,000		Hot AC	2,000	2.31	9.1	5.5	7.8	6.2	5.6	7.3	7.5	7.4	6.4	
• KKSBB	Goleta	A	106.3	0.2	827	a Cumulus Bcstg Inc	82 0006 p	6,524	d1 1	CHR	350	0.94	3.9	2.4	2.2	3.5	1.5	0.0	0.0	0.0	0.0	
KIST	Santa Barbara	B1	107.7	0.9	1627	b Clear Channel	97 9905			g1 Top 40	350	0.62	5.9	5.5	4.0	4.6	3.0	4.4	0.0	0.0	0.0	
# FM Stations -				9	# Combos -				6	FM TOTALS				71.1	47.7	53.9	50.9	41.2	45.2	41.9	39.2	36.1

AM Stations

Calls	City of License	FCC Class	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	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)								
														Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
KTMS	Santa Barbara	B	990	5.0	0.50	b Clear Channel	62 9905			g1 Talk	500	0.43	12.1	5.1	6.1	4.6	11.1	8.4	4.3	2.5	2.3	
KEYT	Santa Barbara	B	1250	2.5	1.00	Smith Bcstg Group	37 9904	1,600		News	300	1.09	2.9	2.4	2.3	1.9	1.9	3.3	3.5	5.4	8.3	
KZBN	Santa Barbara	B	1290	0.5	0.12	Rotijefco Inc	61 9411	299		Adlt Stndrd	300	0.56	5.6	3.1	2.0	3.5	3.7	5.1	6.7	6.6	4.9	
• KIST	Santa Barbara	C	1340	0.7	0.65	b Clear Channel	46 9905			g1 Oldies	100	0.88	1.2	1.6	0.8	0.4	1.1	1.1	2.0	2.9	2.3	
KBKO	Santa Barbara	C	1490	1.0	1.00	b Clear Channel	26 9905			g1 Mexican	500	0.73	7.2	2.4	3.2	3.5	5.9	4.0	2.7	2.9	4.9	
# AM Stations -				5	# Combos -				3	AM TOTALS				29.0	14.6	14.4	13.9	23.7	21.9	19.2	20.3	22.7
AM & FM Stations Profiled -				14	# Duopolies -				5	Total Local Commercial Share				62.3	68.3	64.8	64.9	67.1	61.1	59.5	58.8	

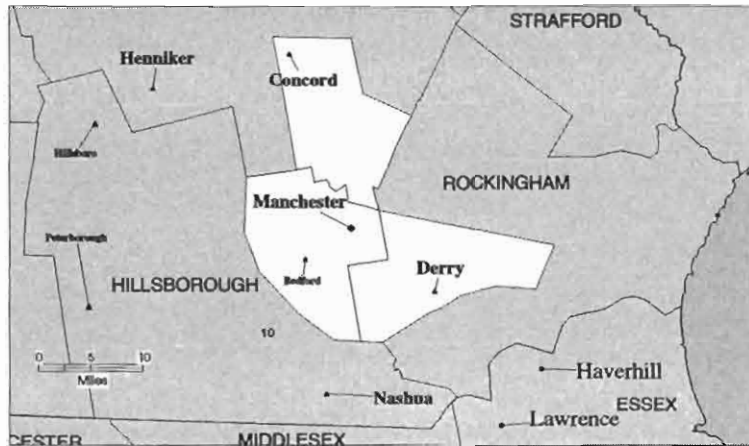
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 185

Revenue Rank: 113

Manchester, NH Market Overview



Metro Counties / Population (000)

Hillsborough, NH	135.9
Merrimack, NH	25.4
Rockingham, NH	52.4
Total	213.7

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$8,800	\$9,600	\$11,100	\$12,300	\$15,000	\$15,900	12.6%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	6.9%	\$17,000	\$18,300	\$19,200	\$20,600	\$21,600	6.2%

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	\$3.92/1,000	\$2.59/1,000	\$2.95/1,000	Local 85%
Revenue/Capita	\$43.59	\$32.08	\$41.27	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	201.9	495.7	1.1%	495.7	523.4	1.1%
Households	74.4	187.3	20.3%	187.3	201.6	1.5%
Retail Sales	2,246.0	6,141.6	22.3%	6,141.6	7,330.2	3.6%
EBI	4,016.6	9,874.1	19.7%	9,874.1	11,614.0	3.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	243.7	41.9	19.9	20.8	39.4	44.8	34.7	42.3
Women (000)	252.0	40.0	19.1	21.0	38.5	44.2	34.1	55.2
Total	495.7	81.9	39.0	41.8	77.8	88.9	68.8	97.5
Percentage	100.0%	16.5%	7.9%	8.4%	15.7%	17.9%	13.9%	19.7%
Per Capita	\$ 19,920		Median Household	\$ 45,919		Avg Household	\$ 52,718	
Ethnic Population:	White 97.5%	Black 0.9%	Asian 1.4%	Hispanic 2.1%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	8	2		4	10	8	18
Tot 12+	10.0	26.3		32.8	36.3	10.8	47.1
Avg 12+	1.3	13.2		8.2	3.6	1.4	2.6
Tot LCS	21.2	55.8		69.6	77.1	22.9	100.0
Avg LCS	2.7	27.9		17.4	7.7	2.9	5.6

Competitive Overview

Some stations also rated in Portsmouth-Dover-Rochester.

FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Date Std 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)										
														Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996			
WFEX	Peterborough	A	92.1	0.2	cp	1388	c	Phoenix Media	71	9911			Alternative	0.4	0.4	0.2	0.4	0.0	0.4	0.0	0.0	0.0		
WNHI	Belmont	A	93.3	0.3		1020	c	Vox Media Corp	96	0001	3,600	d3	Clsc Rock	150	0.9	0.0	0.4	0.4	0.4	0.7	0.4	0.0	0.0	
WZID	Manchester	B	95.7	14.5		925	b	Saga Comm Inc	48	9011		g1	AC	6,300	0.87	42.7	16.8	19.7	21.5	18.0	22.3	17.9	21.8	20.5
WQLL	Bedford	A	96.5	0.7		935	b	Saga Comm Inc	96	9711	3,300		Oldies	1,000	0.78	7.5	4.6	3.4	3.2	3.7	3.5	3.4	2.2	1.8
WNNH	Henniker	A	99.1	2.8		479		Tele-Media Bcstg Co	89	0007	2,500		Oldies	750	2.94	1.5	0.8	0.5	0.7	0.7	1.1	0.8	0.7	0.7
WGIR	Manchester	B	101.1	11.5		1027	a	Clear Channel	63	0008		g	Rock	5,200	1.51	20.3	9.5	9.7	10.6	8.2	9.6	9.2	9.8	10.1
WOTX	Concord	A	102.3	3.0		285	e	Vox Media Corp	72	9906	1,500	c3	Country	800		0.8	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
WJYY	Concord	A	105.5	1.6		456	c	Vox Media Corp	83	0001		d3	Hot AC	800	1.18	4.0	1.9	3.6	1.8	1.9	2.5	1.5	1.5	0.7
WHOB	Nashua	A	106.3	1.0		541		Tele-Media Bcstg Co	87	0007		See (8)	Hot AC	n/a	3.24	2.4	1.5	1.5	1.1	1.1	0.4	0.8	1.1	1.1
WKXL	Hillsboro	A	107.7	0.6		738	c	Vox Media Corp	89	9909 p		d3	Clsc Rock			0.9	0.0	0.2	0.4	0.4	0.4	0.4	0.4	0.0
# FM Stations -				10	# Combos -				8	FM TOTALS				80.6	36.3	39.2	40.1	34.4	40.9	34.4	37.9	34.9		

AM Stations

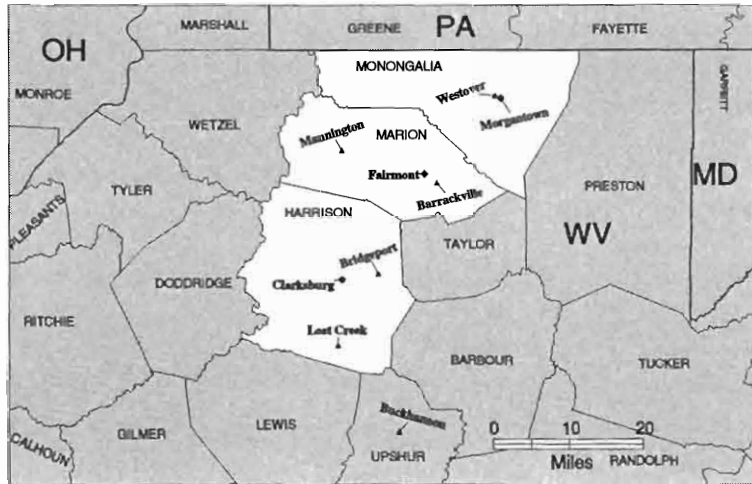
Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Date Std Acq'd	Sales Price (000)	L M A	Format	1999 Est Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)									
														Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
WGIR	Manchester	B	610	5.0	1.00	a	Clear Channel	41	0008	g	News/Talk	1,000	0.59	10.0	5.0	5.2	3.5	5.6	3.9	4.6	3.3	6.5	
WMVU	Nashua	B	900	0.9	0.00		Willow Farm Inc	91	9711		News/Talk	175			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WFTN	Franklin	C	1240	1.0	1.00	d	Northeast Comm	66			Nostalgia	450			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WKBR	Manchester	B	1250	5.0	5.00		Northeast Bcstg Co	46	9708		Country	170		0.4	0.8	1.0	0.0	0.4	0.0	0.4	0.7	0.4	0.4
WDER	Derry	B	1320	10.0	1.00		Blount Comm Group	83	0008 p	793	ChrsContemp	150		0.4	0.4	0.3	0.0	0.4	0.4	0.4	0.7	0.0	0.0
WFEA	Manchester	B	1370	5.0	5.00	b	Saga Comm Inc	32	9011		Adlt Stndrd	350	0.24	8.6	4.6	3.7	4.2	3.7	5.0	5.0	5.8	5.0	5.0
WKXL	Concord	C	1450	1.0	1.00	e	Vox Media Corp	46	9906		Nws/Tlk/Spt				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WSMN	Nashua	B	1590	5.0	5.00		1590 Bcstg Corp	58			Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -				8	# Combos -				3	AM TOTALS				19.4	10.8	10.2	7.7	10.1	9.3	10.4	10.5	11.9	
AM & FM Stations Profiled -				18	# Duopolies -				4	Total Local Commercial Share				47.1	49.4	47.8	44.5	50.2	44.8	48.4	46.8		

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 186

Revenue Rank: 168

Morgantown-Clarksburg-Fairmont Market Overview



Metro Counties / Population (000)

Harrison, WV	71.0
Marion, WV	56.8
Monongalia, WV	77.9
Total	205.7

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

ESTIMATED GROSS REVENUES ★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$7,000	\$7,500	\$8,300	\$9,100	\$9,600	\$9,900	7.1%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	5.1%	\$10,400	\$11,000	\$11,500	\$12,000	\$12,600	5.0%

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	\$4.20/1,000	\$5.06/1,000	\$5.46/1,000	Local 85%
Revenue/Capita	\$33.82	\$48.13	\$62.44	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	207.0	205.7	-0.1%	205.7	201.8	-0.4%
Households	81.2	82.6	0.3%	82.6	82.9	0.1%
Retail Sales	1,666.3	1,958.1	3.3%	1,958.1	2,307.4	3.3%
EBI	2,560.9	2,912.7	2.6%	2,912.7	3,622.9	4.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	99.1	13.7	8.4	13.7	12.4	15.7	13.4	22.0
Women (000)	106.6	13.1	8.1	12.7	12.2	15.7	13.9	30.8
Total	205.7	26.8	16.5	26.3	24.6	31.4	27.3	52.8
Percentage	100.0%	13.0%	8.0%	12.8%	11.9%	15.3%	13.3%	25.7%
Per Capita	\$ 14,160							
				Median Household	\$ 25,763		Avg Household	\$ 35,263
Ethnic Population:	White 96.4%		Black 2.4%		Asian 1.0%		Hispanic 1.0%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	10	5		9	15	7	22
Tot 12+	25.4	48.5		69.6	73.9	10.5	84.4
Avg 12+	2.5	9.7		7.7	4.9	1.5	3.8
Tot LCS	30.1	57.5		82.5	87.6	12.4	100.0
Avg LCS	3.0	11.5		9.2	5.8	1.8	4.5

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)†/	Power Ratio		Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
• WVHF	Clarksburg	A	92.7	0.6	669	e	Burbach WV LLC	75	0009 p		c2	AC	300	1.80	1.6	1.3	1.2	1.2	1.3	0.9	2.2	2.5	0.0
WVUC	Barrackville	A	93.1	2.6	495	f	McGraw, R. & K.	94	9611		g1	Country			0.8	0.0	0.9	0.8	0.4	0.0	0.4	1.3	0.0
WRLF	Fairmont	A	94.3	3.6	249	a	Fantasia Bcstg Inc	48				AOR	150	0.80	1.8	1.3	0.8	2.0	0.9	2.2	1.7	1.3	0.0
WOTR	Lost Creek	A	96.3	3.0	302		Allman, James W	91				Gospel	25			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WKKW	Fairmont	B	97.9	29.0	640		Descendants Trust	75	0008 p	1,500	1	Country	2,400	1.17	19.7	16.5	17.4	18.0	13.2	18.2	21.3	22.8	0.0
WCLG	Morgantown	A	100.1	6.0	299	b	Bowers Bcstg Corp	74				Clsc Rock	1,000	1.01	9.5	9.7	8.2	6.5	8.4	6.5	6.1	7.2	0.0
WZST	Westover	A	100.9	3.0	266	c	Tschudy Comm	83	8805 p			Country	300	1.20	2.4	1.3	1.3	1.6	2.2	3.0	3.0	2.5	0.0
WBRB	Buckhannon	B	101.3	50.0	492	f	McGraw, R. & K.	90	9611		g1	Country	500	0.98	4.9	2.5	2.0	3.7	4.0	2.6	3.9	2.5	0.0
WVAQ	Morgantown	B	101.9	50.0	499	d	West Virginia Radio	48			1	CHR/AC	2,000	1.06	18.1	17.7	12.8	13.5	15.0	15.2	14.8	11.0	0.0
WTUS	Mannington	A	102.7	3.2	453	e	Burbach WV LLC	92	9902	575		Country	200	0.60	3.2	3.0	3.7	3.3	1.8	3.0	3.9	5.1	0.0
WAJR	Salem	A	103.3	0.9	833	d	West Virginia Radio	99			1	Nws/Tlk/Spt			0.5	0.4	1.1	0.8	0.0	0.0	0.0	0.0	0.0
WDCI	Bridgeport	A	104.1	2.5	518		Coshocton Bcstg Co	91	9809	405		Soft AC	150	0.34	4.2	4.2	4.2	4.1	2.6	4.3	3.5	3.4	0.0
WPDX	Clarksburg	B1	104.9	13.0 cp	456	c	Tschudy Comm	74	9111	405	c1	Country	200	0.51	3.8	4.2	5.2	2.4	3.5	2.2	0.9	0.4	0.0
WOBG	Salem	A	105.7	1.2	581	e	Burbach WV LLC	90	9810	625	c3	Oldies	300	0.64	4.5	4.2	1.7	4.9	2.2	3.5	3.0	2.5	0.0
WFBY	Clarksburg	B	106.5	50.0	499	d	West Virginia Radio	73	9303	1,200	1	Clsc Rock	1,100	1.23	8.6	7.6	6.0	6.9	6.6	5.2	6.5	5.1	0.0
# FM Stations -					15	# Combos -					12	FM TOTALS			83.6	73.9	66.5	69.7	62.1	66.8	71.2	67.6	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)†/	Power Ratio		Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WPDX	Clarksburg	B	750	1.0	0.00	c	Tschudy Comm	47	9111		c1	Nostalgia			0.5	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0
WMMN	Fairmont	B	920	5.0	0.20	a	Fantasia Bcstg Inc	28	9211	80		News/Info	75		0.8	0.8	0.9	0.4	0.9	0.9	0.9	0.8	0.0
WCLG	Morgantown	B	1300	2.5	0.04	b	Bowers Bcstg Corp	54	5912			Oldies	250	1.00	2.4	1.7	3.3	2.0	1.8	3.9	1.3	1.3	0.0
• WHAR	Clarksburg	C	1340	1.0	1.00	e	Burbach WV LLC	46	0009 p		c2	Nws/Tlk/Spt	150	0.76	1.9	0.8	0.5	1.2	1.8	0.0	0.9	0.8	0.0
WOBG	Clarksburg	C	1400	1.0	1.00	e	Burbach WV LLC	36	9810		c3	Oldies			0.6	1.3	0.0	0.0	0.9	0.0	0.0	0.8	0.0
WAJR	Morgantown	B	1440	5.0	0.50	d	West Virginia Radio	40			1	FullService	1,100	1.09	9.7	5.9	5.0	7.3	7.9	6.9	7.0	7.6	0.0
WTCS	Fairmont	C	1490	1.0	1.00	a	Fantasia Bcstg Inc	48	5605			Oldies	200		0.6	0.0	0.0	0.0	0.9	0.0	0.9	0.0	0.0
# AM Stations -					7	# Combos -					7	AM TOTALS			16.5	10.5	9.7	11.7	14.2	11.7	11.0	11.3	0.0
AM & FM Stations Profiled -					22	# Duopolies -					7	Total Local Commercial Share			84.4	76.2	81.4	76.3	78.5	82.2	78.9	0.0	

NOTE: Market rated twice yearly with Fall 1997 period.

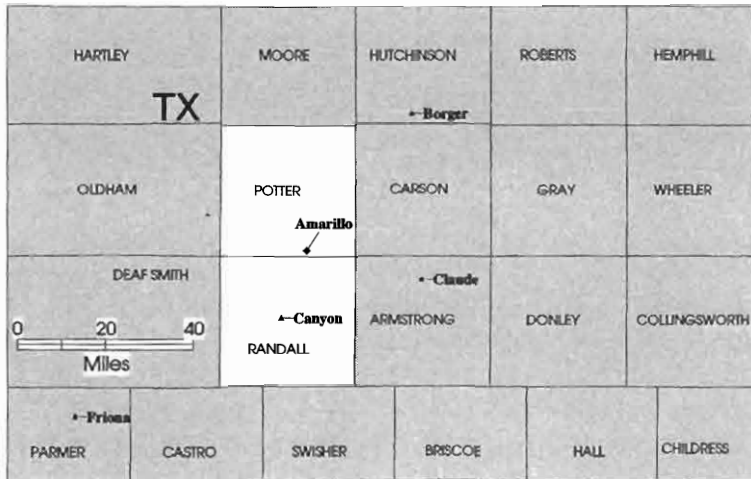
• Indicates a change since last edition

†/ See introduction section for interpretation of revenue estimates.

Metro Rank: 187

Revenue Rank: 196

Amarillo, TX Market Overview



Metro Counties / Population (000)

Potter, TX	111.1
Randall, TX	102.6
	213.7

Market Radio Financials

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

ESTIMATED GROSS REVENUES ***	<u>1993</u>	<u>1994</u>	<u>1995</u>	<u>1996</u>	<u>1997</u>	<u>1998</u>	Δ 93 - 98
	\$6,000	\$6,500	\$6,600	\$6,700	\$6,900	\$7,000	3.1%
	Δ 98 - 99	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	Δ 99 - 03
	10.0%	\$7,700	\$8,600	\$9,300	\$10,200	\$11,200	9.7%

	<u>1993</u>	<u>1998</u>	<u>2003</u>	Est. Breakout
Revenue/Retail Sales	\$2.84/1,000	\$3.17/1,000	\$4.31/1,000	Local 90%
Revenue/Capita	\$30.61	\$32.76	\$49.84	National 10%

Demographic and Economic Overview

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

	<u>1993</u>	<u>1998</u>	Growth Rate	<u>1998</u>	<u>2003</u>	Growth Rate
MSA Population	196.0	213.7	1.7%	213.7	224.7	1.0%
Households	74.7	81.3	1.7%	81.3	87.2	1.4%
Retail Sales	2,111.9	2,211.0	0.9%	2,211.0	2,599.3	3.3%
EBI	2,854.5	3,345.7	3.2%	3,345.7	4,313.8	5.2%

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)	103.0	19.1	9.4	9.3	14.9	16.7	13.1	20.4
Women (000)	110.7	18.6	9.4	9.6	14.6	16.8	14.2	27.5
Total	213.7	37.7	18.8	18.9	29.5	33.6	27.3	47.9
Percentage	100.0%	17.7%	8.8%	8.9%	13.8%	15.7%	12.8%	22.4%
Per Capita	\$ 15,656							
				Median Household	\$ 26,494		Avg Household	\$ 41,153
Ethnic Population:	White 90.4%		Black 6.0%		Asian 2.7%		Hispanic 17.1%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		13	10	15	7	22
Tot 12+	10.0		60.1	64.8	70.1	13.9	84.0
Avg 12+	5.0		4.6	6.5	4.7	2.0	3.8
Tot LCS	11.9		71.5	77.1	83.5	16.5	100.0
Avg LCS	6.0		5.5	7.7	5.6	2.4	4.5

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		Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
• KQIZ	Amarillo	C1	93.1	100.0	699	b	Cumulus Bcstg Inc	76	9804	3,140		CHR/Rhymc	500	0.71	9.1	3.2	5.0	7.6	8.1	11.6	11.6	10.1	0.0
KMXJ	Amarillo	C	94.1	100.0	1083	a	Clear Channel	46	0008		g	AC	300	0.76	5.1	6.0	3.7	4.8	4.1	8.1	7.5	8.6	0.0
KGRW	Friona	C2	94.7	50.0	331	d	Rodriguez Comm	94	0007		d4	Tejano				0.0	0.3	0.0	0.0	0.4	0.0	0.0	0.0
KARX	Claude	C1	95.7	100.0	390	b	Cumulus Bcstg Inc	92	9803	675		Clsc Rock	600	1.04	7.5	5.0	3.1	6.9	6.1	6.0	8.2	6.0	0.0
KMML	Amarillo	C1	96.9	100.0	614	a	Clear Channel	85	0008		g	Country	800	1.00	10.4	6.4	5.8	8.6	9.3	5.6	6.3	6.0	0.0
KGNC	Amarillo	C	97.9	98.0	1283	c	Morris Comm Corp	58	9612		g1	Country	1,450	1.61	11.7	8.5	9.5	7.9	12.2	13.3	11.9	11.9	0.0
KPRF	Amarillo	C1	98.7	100.0	469	a	Clear Channel	79	0008		g	Hot AC	575	0.71	10.5	10.7	10.3	11.0	7.3	2.5	2.6	4.5	0.0
KBZD	Amarillo	C3	99.7	21.5	351	e	Metropolitan Radio	93	9802	400		Rhythm/Blue			1.8	2.1	1.2	2.8	0.4	0.7	1.1	0.7	0.0
KPQZ	Amarillo	C1	100.9	100.0	591		Mandujano Y Asos	97	9805	790		Mexican			2.8	1.1	1.7	2.1	2.8	1.4	0.0	0.0	0.0
KATP	Amarillo	C1	101.9	100.0	935		Cropper Bctg	76	9605	610		Country	300	0.95	4.1	3.6	6.8	3.4	3.7	3.5	2.2	1.5	0.0
KRGN	Amarillo	A	103.1	3.0	299		Family Life Bcstg	87	9804 p		g	Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KQFX	Borger	C1	104.3	100.0	574	d	Rodriguez Comm	75	0007	1,000	d4	Spanish	250	1.55	2.1	2.1	1.0	2.8	0.8	1.8	1.5	2.2	0.0
KAEZ	Amarillo	C2	105.7	43.0 cp	525		KXOJ Inc	91	9911	750		ChrsContemp	100	0.21	6.2	3.6	4.9	6.2	4.5	5.6	6.0	4.5	0.0
KPUR	Canyon	A	107.1	6.0	315	b	Cumulus Bcstg Inc	81	9804	820	c1	Oldies	475	1.08	5.7	10.0	6.9	4.1	5.7	4.2	4.5	7.1	0.0
KZRK	Canyon	C1	107.9	100.0	476	b	Cumulus Bcstg Inc	81	9804	1,000	c3	Rock	400	0.87	6.0	7.8	7.9	5.9	4.5	8.1	5.2	9.3	0.0
# FM Stations -					15	# Combos -					11	FM TOTALS			83.0	70.1	68.1	74.1	69.5	72.8	68.6	72.4	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		Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
KGNC	Amarillo	B	710	10.0	10.00	c	Morris Comm Corp	22	9612		g1	Nws/Tlk/Spt	1,800	2.31	10.1	7.1	7.3	8.6	8.9	9.1	7.1	10.1	0.0
KIXZ	Amarillo	B	940	5.0	1.00	a	Clear Channel	47	0008		g	Adlt Strndr	75	0.26	3.8	5.7	4.6	2.8	3.7	2.8	7.5	2.6	0.0
KTNZ	Amarillo	B	1010	5.0	0.50	e	Metropolitan Radio	46	9704	90		Nws/Tlk/Spt			0.2	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0
KZIP	Amarillo	B	1310	1.0	0.00	d	Rodriguez Comm	55	9907 p	500	e	Tejano			0.9	0.0	0.0	0.7	0.8	0.7	2.2	0.0	0.0
KDJW	Amarillo	B	1360	0.5	0.14		New Life Comm	55	8610	200		Country			1.0	0.0	1.8	1.4	0.4	2.1	1.5	0.7	0.0
KPUR	Amarillo	B	1440	5.0	1.00	b	Cumulus Bcstg Inc	39	9804		c1	Sports	100		0.6	1.1	1.3	0.3	0.8	1.1	1.1	1.5	0.0
KZRK	Canyon	B	1550	1.0	0.22	b	Cumulus Bcstg Inc	62	9804		c3	News/Talk			0.4	0.0	0.7	0.3	0.4	0.0	0.0	0.0	0.0
# AM Stations -					7	# Combos -					6	AM TOTALS			17.0	13.9	15.7	14.4	15.0	15.8	19.4	14.9	0.0
AM & FM Stations Profiled -					22	# Duopolies -					5	Total Local Commercial Share			84.0	83.8	88.5	84.5	88.6	88.0	87.3	0.0	

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: 188

Revenue Rank: 190

Danbury, CT Market Overview



Metro Counties / Population (000)

Fairfield, CT	176.0
Litchfield, CT	28.7
	204.7

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

ESTIMATED GROSS REVENUES ★★★	<u>1993</u>	<u>1994</u>	<u>1995</u>	<u>1996</u>	<u>1997</u>	<u>1998</u>	<u>Δ 93 - 98</u>
	\$5,800	\$6,800	\$7,000	\$7,000	\$7,300	\$7,500	5.3%
	<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>
	8.0%	\$8,100	\$8,700	\$9,000	\$9,600	\$10,000	5.5%

	<u>1993</u>	<u>1998</u>	<u>2003</u>	Est. Breakout
Revenue/Retail Sales	\$2.94/1,000	\$2.63/1,000	\$2.72/1,000	Local 85%
Revenue/Capita	\$29.22	\$36.64	\$47.78	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	198.5	204.7	0.6%	204.7	209.3	0.4%
Households	73.5	76.1	0.7%	76.1	78.6	0.6%
Retail Sales	1,971.5	2,856.7	7.7%	2,856.7	3,670.2	5.1%
EBI	5,262.4	6,443.7	4.1%	6,443.7	8,313.1	5.2%

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)	99.1	14.8	7.6	8.2	14.1	16.7	15.9	21.9
Women (000)	105.6	14.1	7.3	8.0	13.9	17.5	17.0	27.8
Total	204.7	28.9	14.9	16.2	28.0	34.2	32.9	49.7
Percentage	100.0%	14.1%	7.3%	7.9%	13.7%	16.7%	16.1%	24.3%
Per Capita	\$ 31,477							
				Median Household	\$ 60,973		Avg Household	\$ 84,645
Ethnic Population:	White	87.2%	Black	9.5%	Asian	3.1%	Hispanic	9.6%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2	3		3	5	4	9
Tot 12+	17.4	17.3		25.1	34.7	5.1	39.8
Avg 12+	8.7	5.8		8.4	6.9	1.3	4.4
Tot LCS	43.7	43.5		63.1	87.2	12.8	100.0
Avg LCS	21.9	14.5		21.0	17.4	3.2	11.1

Competitive Overview

Some stations also rated in Bridgeport.

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)									
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
WRKI	Brookfield	B	95.1	29.5 cp	637	b	Aurora Comm	57	9906		g1	AOR	3,100	1.92	19.9	7.7	5.9	8.8	7.6	7.7	7.3	5.3	6.4		
WDAQ	Danbury	A	98.3	1.3	459	a	Berkshire Bcstg		53			Hot AC	3,050	1.18	31.8	14.4	11.8	12.5	13.7	9.2	13.9	13.4	14.0		
WEZN	Bridgeport	B	99.9	27.5	669		Cox Radio Inc	60	9704			AC	n/a		18.7	7.0	7.1	6.6	8.8	7.7	7.7	7.7	5.9		
WAXB	Patterson	A	105.5	0.9	610	b	Aurora Comm	64	9906		g1	Oldies	625	1.13	6.8	3.0	2.7	3.7	1.9	2.3	2.9	2.0	3.4		
WEBE	Westport	B	107.9	50.0	384		Aurora Comm	82	9904			AC	n/a		5.5	2.6	2.2	1.8	2.7	3.4	3.3	2.4	3.0		
# FM Stations -					5	# Combos -					3	FM TOTALS					82.7	34.7	29.7	33.4	34.7	30.3	35.1	30.8	32.7

AM Stations

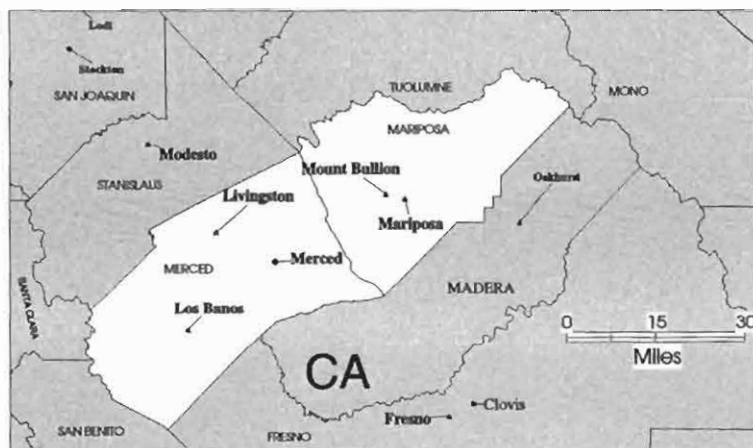
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1999 Est Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
WLAD	Danbury	B	800	1.0	0.29	a	Berkshire Bcstg	47				FullService	1,000	0.88	14.1	3.7	7.9	5.9	5.7	6.5	8.1	6.9	7.2		
WREF	Ridgefield	B	850	2.5 cp	0.50	a	Berkshire Bcstg	82	9701	550		Oldies	200	0.91	2.7	0.7	0.0	1.1	1.1	0.8	1.1	0.4	0.8		
WINE	Brookfield	B	940	0.7	0.00	b	Aurora Comm	66	9906		g1	Adlt Stndrd	75		0.5	0.7	0.7	0.4	0.0	0.0	0.0	0.4	0.0		
WPUT	Brewster	B	1510	1.0	0.00	b	Aurora Comm	58	9803		g	Adlt Stndrd				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					4	# Combos -					4	AM TOTALS					17.3	5.1	8.6	7.4	6.8	7.3	9.2	7.7	8.0
AM & FM Stations Profiled -					9	# Duopolies -					3	Total Local Commercial Share					39.8	38.3	40.8	41.5	37.6	44.3	38.5	40.7	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 189

Revenue Rank: 250

Merced, CA Market Overview



Metro Counties / Population (000)

Mariposa, CA	16.4
Merced, CA	208.7
Total	225.1

Market Radio Financials

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	N/A	\$3,000	\$3,300	\$3,700	\$4,100	\$4,500	
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	8.9%	\$4,900	\$5,200	\$5,400	\$5,700	\$6,000	5.5%

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	N/A	\$3.29/1,000	\$3.74/1,000	Local 80%
Revenue/Capita	N/A	\$19.99	\$25.54	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	211.1	225.1	1.3%	225.1	234.9	0.9%
Households	65.8	70.1	1.3%	70.1	73.4	0.9%
Retail Sales	1,044.4	1,369.8	5.6%	1,369.8	1,604.7	3.2%
EBI	2,408.4	2,364.6	-0.4%	2,364.6	2,631.3	2.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	113.5	25.6	11.8	10.8	16.5	16.6	13.1	19.2
Women (000)	111.6	24.2	11.1	9.3	15.3	15.9	13.3	22.3
Total	225.1	49.9	22.9	20.1	31.8	32.6	26.4	41.5
Percentage	100.0%	22.2%	10.2%	8.9%	14.1%	14.5%	11.7%	18.4%
Per Capita	\$ 10,505		Median Household	\$ 24,390		Avg Household	\$ 33,732	
Ethnic Population:	White 84.4%		Black 4.4%		Asian 9.9%		Hispanic 37.8%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7	8		8	15	3	18
Tot 12+	17.7	41.5		41.1	59.2	5.3	64.5
Avg 12+	2.5	5.2		5.1	3.9	1.8	3.6
Tot LCS	27.4	64.3		63.7	91.8	8.2	100.0
Avg LCS	3.9	8.0		8.0	6.1	2.7	5.6

Competitive Overview

Some stations also rated in Fresno and Modesto.

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)									
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
KJMQ	Atwater	A	92.5	6.0	328		Clarke Bcstg Corp	95				R&B Oldies	300	1.42	4.3	3.8	1.9	2.8	2.0	2.6	3.8	3.1	2.0		
KSKS	Fresno	B	93.7	68.0	1903		Infinity Bcstg	46	0008 p			Country	n/a		6.8	3.0	2.7	3.2	4.4	3.7	2.3	5.4	3.6		
KHOP	Oakdale	B	95.1	16.0 cp	876	c	Citadel Comm Corp	85	9703	See (122)		AOR	n/a		7.6	6.8	4.3	5.3	3.2	5.6	5.4	5.4	6.7		
KNTO	Livingston	A	95.9	3.0	305	a	Gomez, Nelson F.	85	9302	See (122)		Spanish	n/a	2.14	4.3	1.1	1.9	2.0	2.8	1.1	2.7	1.2	1.6		
KUBB	Mariposa	B	96.3	1.9	2113	e	Buckley Bcstg Corp	77	8507			Country	550	1.35	8.3	5.3	4.6	5.3	4.0	6.7	7.3	7.0	7.5		
KABX	Merced	B	97.5	8.8	1161	b	Merced Radio	36	9905	1,775 c1		Oldies	875	1.55	11.5	6.8	8.0	6.9	6.0	4.9	6.9	7.0	4.0		
KLOQ	Winton	A	98.7	6.0	299	d	Clarke Bcstg Corp	94	9608	500 c2		Spanish	500	1.11	9.2	3.0	2.5	2.0	8.4	6.0	2.7	1.9	1.6		
KCIV	Mount Bullion	B	99.9	1.9	2100		Bott Radio Network	89				Relgn/Talk	250	2.04	2.5	0.8	1.5	2.0	0.8	1.5	1.2	1.6	0.0		
KAMB	Merced	B	101.5	17.0	846		Central Valley Bcstg	67	9609	st		ChrsContemp				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KATM	Modesto	B	103.3	50.0	499	c	Citadel Comm Corp	48	9212			Country	n/a		6.1	4.9	3.9	4.0	2.8	2.6	3.1	4.3	7.1		
KDJK	Mariposa	A	103.9	0.1	2047	c	Citadel Comm Corp	92	9308			Clsc Hits			0.7	1.5	0.4	0.4	0.4	0.4	0.4	0.4	0.0		
KHTN	Los Banos	B	104.7	50.0	469	e	Buckley Bcstg Corp	66	9508	510		Rhymc/CHR	650	0.67	19.7	13.9	9.5	10.1	12.0	12.7	10.0	12.1	12.7		
• KIBG	Merced	A	106.3	3.0	476	b	Merced Radio	89	9602	450		AC	300	0.94	6.5	2.6	4.2	4.5	2.8	2.6	3.8	1.6	3.2		
KQLB	Los Banos	A	106.9	6.0	328		VLB Bcstg Inc	92	9112	na		Country	200	1.28	3.2	3.4	1.0	1.6	2.0	2.2	1.2	2.3	2.0		
KAJZ	Merced	A	107.7	4.0 cp	407	b	Merced Radio	94	9809	600		Jazz	150	0.78	3.9	2.3	3.1	2.4	2.0	1.1	0.8	0.8	1.6		
# FM Stations -					15	# Combos -					9	FM TOTALS					94.6	59.2	49.5	52.5	53.6	53.7	51.6	54.1	53.6

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)									
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
KLBS	Los Banos	B	1330	0.4	5.00		Ethnic Radio Inc	61	8205			Portuguese	300			1.9	0.0	0.0	0.0	0.0	1.2	2.3	0.0		
KYOS	Merced	B	1480	5.0	5.00	b	Merced Radio	83	8901	c1		News/Talk	225	1.00	4.6	3.4	4.6	2.8	2.4	2.6	4.6	5.1	1.2		
KRAN	Merced	B	1580	1.0	0.30	d	Clarke Bcstg Corp	56	9608	c2		Spanish	100		0.7	0.0	0.7	0.0	0.8	0.0	0.8	0.0	2.0		
# AM Stations -					3	# Combos -					2	AM TOTALS					5.3	5.3	5.3	2.8	3.2	2.6	6.6	7.4	3.2
AM & FM Stations Profiled -					18	# Duopolies -					5	Total Local Commercial Share					64.5	54.8	55.3	56.8	56.3	58.2	61.5	56.8	

• Indicates a change since last edition

†/ See introduction section for interpretation of revenue estimates.

Metro Rank: 190

Revenue Rank: 256

Chico, CA Market Overview



Metro Counties / Population (000)

Butte, CA 205.7

205.7

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$3,400	\$3,600	\$3,800	\$4,000	\$4,200	\$4,400	5.2%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	4.5%	\$4,600	\$4,900	\$5,000	\$5,200	\$5,400	4.2%

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	\$2.76/1,000	\$2.60/1,000	\$2.78/1,000	Local 75%
Revenue/Capita	\$17.17	\$21.39	\$25.48	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	198.0	205.7	0.8%	205.7	211.9	0.6%
Households	77.9	80.5	0.7%	80.5	83.5	0.7%
Retail Sales	1,231.1	1,694.8	6.6%	1,694.8	1,943.9	2.8%
EBI	2,545.6	2,574.3	0.2%	2,574.3	2,914.4	2.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	101.2	16.4	7.7	11.8	12.9	15.2	12.1	25.0
Women (000)	104.5	15.4	7.3	11.2	11.9	15.5	12.5	30.6
Total	205.7	31.9	15.0	23.1	24.8	30.7	24.6	55.6
Percentage	100.0%	15.5%	7.3%	11.2%	12.1%	14.9%	12.0%	27.0%
Per Capita	\$ 12,515							
			Median Household	\$ 24,024			Avg Household	\$ 31,978
Ethnic Population:	White 92.8%		Black 1.4%		Asian 3.8%		Hispanic 10.3%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5	10		11	15	3	18
Tot 12+	13.4	41.6		50.6	55.0	10.2	65.2
Avg 12+	2.7	4.2		4.6	3.7	3.4	3.6
Tot LCS	20.6	63.8		77.6	84.4	15.6	100.0
Avg LCS	4.1	6.4		7.1	5.6	5.2	5.6

Competitive Overview

Some stations also rated in Sacramento and Redding.

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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
KLRS	Chico	A	92.7	1.5	643	e	Results Radio LLC	93	9909		g2	AC	325	0.57	12.3	6.5	10.8	9.4	7.6	7.9	5.0	3.7	4.7
KFMF	Chico	B1	93.9	2.0	1129	d	Regent Comm	68	9806		g2	AOR	475	1.52	6.8	4.1	3.4	3.1	6.3	2.9	4.2	5.7	5.8
• KMXI	Chico	B	95.1	8.7	1171	b	Clear Channel	72	0010 p		g1	AC	550	1.78	6.7	4.1	2.8	5.9	3.4	4.6	4.6	4.9	7.8
KALF	Red Bluff	B	95.7	7.0	1266	d	Regent Comm	78	9806		g2	Country	800	1.69	10.3	8.5	6.1	6.7	7.6	8.8	8.0	9.4	8.9
KZAP	Paradise	B1	96.7	1.5	1289	d	Regent Comm	77	9912 p	2,600		Adlt Stndrd	175	0.98	3.9	2.0	1.4	2.0	3.4	2.5	2.1	3.7	4.3
KHHZ	Oroville	B1	97.7	1.5	1276	a	Entravision Comm	79	0008		g4	Spanish	150		0.6	4.5	0.0	0.8	0.0	0.0	0.0	1.6	0.4
KRCX	Marysville	B	99.9	1.8	2182	e	Entravision Comm	47	0004			Spanish	n/a		1.4	0.8	0.0	1.2	0.8	0.0	0.0	1.2	0.4
KTHU	Corning	B	100.7	50.0	272	e	Results Radio LLC	98	9909		g2	Cisc Rock			5.6	3.7	4.8	4.3	3.4	0.0	0.0	0.0	0.0
KMJE	Gridley	A	101.5	0.1	1975	e	Results Radio LLC	96	9909		g2	AC			1.8	0.8	1.0	0.8	1.7	2.1	1.3	0.8	0.4
KCEZ	Los Molinas	A	102.1	25.0	266	e	Results Radio LLC	88	9909		g2	70s Oldies	300	1.16	5.6	3.7	5.6	3.5	4.2	2.5	2.5	4.1	1.9
KKCY	Colusa	A	103.1	0.1	1965	e	Results Radio LLC	92	9909		g2	Country	100	0.91	2.4	1.6	3.3	2.0	1.3	2.5	2.9	3.3	1.6
• KHSL	Paradise	B	103.5	1.6	1250	b	Clear Channel	83	0010 p		g1	Country	350	0.93	8.2	6.5	4.0	5.1	6.3	3.3	6.3	7.4	6.2
KYIX	South Oroville	A	104.9	0.3	1548	c	Butte Bcstg Co	95		40 cp		ChrsContemp	50	0.40	2.7	0.8	0.0	1.6	2.1	2.1	1.7	2.5	1.2
KRQR	Orland	B	106.7	50.0	308	e	Results Radio LLC	94	9909		g2	Rock	250	0.81	6.7	3.3	4.4	4.3	5.0	6.7	6.3	5.7	6.6
KQPT	Colusa	B	107.5	28.0	633	d	Regent Comm	86	9806		g2	Modern AC	550	2.06	5.8	4.1	3.3	4.7	3.4	6.7	7.6	4.5	6.6
# FM Stations -					15	# Combos -					14	FM TOTALS			80.8	55.0	50.9	55.4	56.5	52.6	52.5	58.5	56.8

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)†/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
KKXX	Mulberry	B	930	1.0 cp	0.06	c	Butte Bcstg Co	60	6612			Chrst/Talk			0.3	0.0	0.0	0.4	0.0	0.0	0.8	0.0	0.0
• KPAY	Chico	B	1290	5.0	5.00	b	Clear Channel	59	0010 p		g1	Nws/Tlk/Spt	500	0.78	14.0	6.9	5.8	11.0	8.4	7.1	8.4	8.2	8.5
KEWE	Oroville	C	1340	1.0	1.00	a	Entravision Comm	62	0008		g4	Big Band			5.0	3.3	2.7	3.1	3.8	3.3	2.9	0.0	0.0
# AM Stations -					3	# Combos -					3	AM TOTALS			19.3	10.2	8.5	14.5	12.2	10.4	12.1	8.2	8.5
AM & FM Stations Profiled -					18	# Duopolies -					7	Total Local Commercial Share			65.2	59.4	69.9	68.7	63.0	64.6	66.7	65.3	

• Indicates a change since last edition

†/ See introduction section for interpretation of revenue estimates.

Metro Rank: 191

Revenue Rank: 211

Terre Haute, IN Market Overview



Metro Counties / Population (000)

Clay, IN	26.7
Sullivan, IN	21.0
Vermillion, IN	16.9
Vigo, IN	104.2
Clark, IL	16.4
Edgar, IL	19.7
Total	204.9

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	\$4,900	\$5,200	\$5,300	\$5,900	\$6,100	8.2%
	Δ 96 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	13.1%	\$6,900	\$7,500	\$7,900	\$8,500	\$8,800	6.5%

Revenue/Retail Sales Revenue/Capita	1993	1998	2003	Est. Breakout Local 75% National 25%
	\$1.73/1,000 \$20.17	\$1.88/1,000 \$29.77	\$2.17/1,000 \$43.80	

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	203.3	204.9	0.2%	204.9	200.9	-0.4%
Households	78.0	79.5	0.4%	79.5	79.4	0.0%
Retail Sales	2,372.9	3,247.6	6.5%	3,247.6	4,057.8	4.6%
EBI	2,736.6	3,017.4	2.0%	3,017.4	3,659.7	3.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	99.0	15.1	8.7	10.9	12.5	15.4	13.4	23.0
Women (000)	105.9	14.4	8.2	9.6	11.8	14.8	13.7	33.2
Total	204.9	29.5	17.0	20.5	24.3	30.3	27.2	56.2
Percentage	100.0%	14.4%	8.3%	10.0%	11.9%	14.8%	13.3%	27.4%
Per Capita	\$ 14,726							
				Median Household	\$ 31,104		Avg Household	\$ 37,955
Ethnic Population:	White	95.5%	Black	3.4%	Asian	0.8%	Hispanic	0.9%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7	7		9	14	9	23
Tot 12+	22.3	52.8		71.1	75.1	2.0	77.1
Avg 12+	3.2	7.5		7.9	5.4	0.2	3.4
Tot LCS	28.9	68.5		92.2	97.4	2.6	100.0
Avg LCS	4.1	9.8		10.2	7.0	0.3	4.3

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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WQTY	Linton	B1	93.3	12.0	476	g	Original Company	70	9906	p	c5	Nostalgia			0.8	1.6	2.0	0.4	0.8	0.0	1.1	1.2	0.0
WPFR	Clinton	A	93.9	2.4 cp	528	h	Word Power Inc		00			Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WNDI	Sullivan	A	95.3	3.0	151	f	JTM Bcstg Corp	82	9407		c4	Country			0.8	0.4	0.7	0.0	1.3	0.8	0.4	0.4	0.0
WWSY	Seeleyville	A	95.9	4.1	397	a	Bright Towers	95	9909			AC	150	1.14	1.9	2.4	2.7	2.1	0.8	2.0	2.6	1.6	1.9
WSDM	Brazil	A	97.7	6.0	292	b	Crossroads Comm	73	9007		c1	Oldies	550	1.31	6.1	5.7	3.1	5.0	4.6	6.4	7.5	5.2	5.3
WACF	Paris	B	98.5	50.0	499	e	Key Bcstg Inc	52	9402		c3	Country	500	1.45	5.0	3.3	3.3	4.1	3.8	3.2	2.2	2.8	7.2
WTHI	Terre Haute	B	99.9	50.0	489	d	Emmis	48	9810		g1	Country	1,850	1.06	25.2	21.1	17.3	20.3	19.2	21.1	21.6	23.8	27.5
WMGI	Terre Haute	B	100.7	50.0	499	a	Bright Towers	60	8505			CHR	850	0.67	18.4	14.2	13.0	15.4	13.4	12.4	11.6	12.9	11.7
WLEZ	Terre Haute	B	102.7	28.0	659		Bomar Bcstg Corp	62	9109			Soft AC	475	1.30	5.3	3.7	5.8	3.7	4.6	4.4	6.7	5.2	5.7
WCBH	Casey	B1	104.3	11.0	495		Discovery Group	89	9806		g	Lite AC	300		0.8	1.2	0.8	0.4	0.8	3.6	4.1	3.6	4.9
WAXI	Rockville	A	104.9	1.2	440	b	Crossroads Comm	77	9805			Adlt Stndrd	250	0.68	5.3	4.1	5.1	5.0	3.3	2.0	1.5	2.8	3.0
WWVR	W Terre Haute	A	105.5	3.3	295	d	Emmis	67	9810		g1	Clsc Rock	800	0.95	12.2	8.9	7.8	7.1	12.1	4.4	3.0	1.2	0.4
WMMC	Marshall	A	105.9	3.3	295		JDL Broadcasting	89	9810			AC	75	0.99	1.1	0.8	1.3	0.4	1.3	1.2	0.4	0.4	0.8
WZZQ	Terre Haute	B	107.5	27.5	669	c	Contemp Media	67	8203		c2	Modern Rock	650	0.81	11.7	7.7	10.2	8.7	9.6	12.7	11.6	14.9	10.9
# FM Stations -					14	# Combos -					11	FM TOTALS			94.6	75.1	73.1	72.6	75.6	74.2	74.3	76.0	79.3

AM Stations

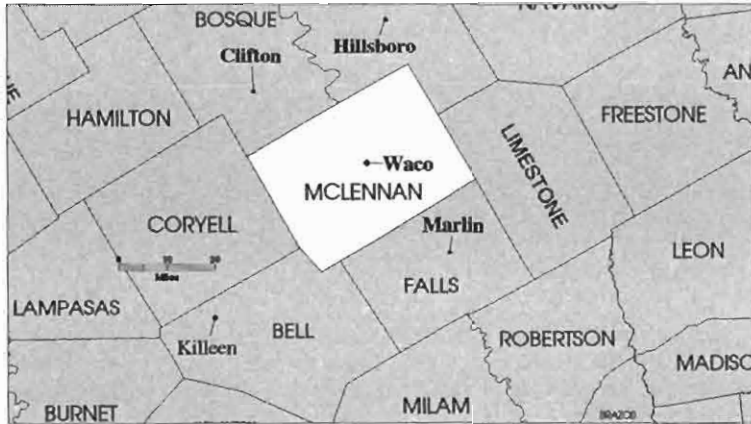
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1999 Est Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WBOW	Terre Haute	B	640	0.3	0.25	c	Contemp Media	27	8203		c2	Nws/Tlk/Spt	100	0.91	1.6	1.2	1.6	0.8	1.7	1.2	1.9	2.0	1.9
WKZI	Casey	B	800	0.3	0.25	h	Word Power Inc	63	9303	152		Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WSDX	Brazil	B	1130	0.5	0.00	b	Crossroads Comm	59	9007		c1	Sports			0.2	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0
WBUZ	Terre Haute	C	1230	1.0	1.00	c	Contemp Media		93			AOR				0.4	0.1	0.0	0.0	0.0	0.0	0.4	0.0
WSJX	Terre Haute	B	1300	0.5	0.08	b	Crossroads Comm	58	9709	56		Sports	75		0.5	0.4	0.0	0.4	0.4	0.4	0.0	0.0	0.0
WPRS	Paris	B	1440	1.0	0.25	e	Key Bcstg Inc	51	9402		c3	Oldes/Talk	100	1.45	1.0	0.0	0.5	1.2	0.4	0.8	1.1	1.2	0.8
WPFR	Terre Haute	B	1480	5.0	1.00	h	Word Power Inc	48	9911	p	na	Christian	150	0.99	2.2	0.0	1.6	1.7	1.7	2.4	2.6	2.8	3.4
WNDI	Sullivan	B	1550	0.3	0.00	f	JTM Bcstg Corp	63	9407		c4	Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WBTO	Linton	B	1600	0.5	0.00	g	Original Company	53	9906	p	c5	Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -					9	# Combos -					9	AM TOTALS			5.5	2.0	3.8	4.1	4.6	4.8	5.6	6.4	6.1
AM & FM Stations Profiled -					23	# Duopolies -					6	Total Local Commercial Share			77.1	76.9	76.7	80.2	79.0	79.9	82.4	85.4	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 192

Revenue Rank: 193

Waco, TX Market Overview



Metro Counties / Population (000)

McLennan, TX	206.3
	206.3

Market Radio Financials

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$4,800	\$5,100	\$5,400	\$6,000	\$6,800	\$7,300	8.6%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	8.2%	\$7,900	\$8,700	\$9,500	\$10,400	\$11,300	9.2%

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	\$2.90/1,000	\$3.85/1,000	\$4.90/1,000	Local 85%
Revenue/Capita	\$24.58	\$35.39	\$52.19	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	195.3	206.3	1.1%	206.3	216.5	1.0%
Households	72.8	77.1	1.2%	77.1	82.3	1.3%
Retail Sales	1,656.3	1,898.1	2.8%	1,898.1	2,308.2	4.0%
EBI	2,642.4	2,981.8	2.4%	2,981.8	3,897.6	5.5%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	100.2	17.3	9.0	13.1	13.6	14.4	12.3	20.6
Women (000)	106.1	16.7	8.5	12.9	12.7	14.7	13.1	27.4
Total	206.3	34.0	17.5	26.0	26.2	29.1	25.4	48.0
Percentage	100.0%	16.5%	8.5%	12.6%	12.7%	14.1%	12.3%	23.3%
Per Capita	\$ 14,454		Median Household	\$ 28,803		Avg Household	\$ 38,674	
Ethnic Population:	White 81.9%		Black 16.6%		Asian 1.1%		Hispanic 16.1%	

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+	2.9		65.8	58.5	68.7	4.0	72.7
Avg 12+	2.9		9.4	8.4	8.6	0.8	5.6
Tot LCS	4.0		90.5	80.5	94.5	5.5	100.0
Avg LCS	4.0		12.9	11.5	11.8	1.1	7.7

Market: Waco, TX

Competitive Overview

Metro Rank: 192

Some stations also rated in Dallas.

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)								
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
KLRK	Marlin	C2	92.9	50.0	cp	492	c	KRZI Inc	77	8812		AC	150	1.46	1.3	3.4	0.4	0.4	1.3	0.9	0.4	1.3	0.9	
KBCT	Waco	A	94.5	3.2		453		Kenelwood Bcstg	96			Smooth Jazz	300	0.83	4.6	2.9	3.5	4.1	2.1	2.1	3.1	3.4	2.2	
KCKR	Waco	C2	95.7	24.0		505	b	Clear Channel	59	0008		g	Oldies	1,300	1.44	11.4	7.3	4.3	7.3	7.9	6.8	5.3	10.8	10.5
KWTX	Waco	C	97.5	100.0	cp	1411	b	Clear Channel	70	0008		g	CHR	1,600	1.12	18.1	12.2	14.3	11.0	13.0	15.8	12.3	12.5	12.2
WACO	Waco	C	99.9	90.0		1660		Progressive Unit	60	0001 p		na	Country	2,100	1.26	21.1	16.1	17.4	13.4	14.6	21.4	13.6	18.5	16.6
KBRQ	Hillsboro	C1	102.5	100.0		449		Chase Radio	59	0008		g	Clsc Rock	1,200	1.05	14.4	11.2	7.3	11.8	7.5	6.4	7.9	9.1	7.9
KWOW	Clifton	C3	103.3	12.5		459	a	M&M Bcstg Co	89	9607	330		Country	450	0.72	7.9	5.4	5.4	4.1	6.3	5.6	4.8	2.2	2.6
KKDA	Dallas	C	104.5	100.0		1591		Service Bcstg Corp	47				Urban	n/a		13.5	10.2	11.3	11.0	7.1	9.0	10.1	7.8	9.2
# FM Stations -						8	# Combos -					4	FM TOTALS			92.3	68.7	63.9	63.1	59.8	68.0	57.5	65.6	62.1

AM Stations

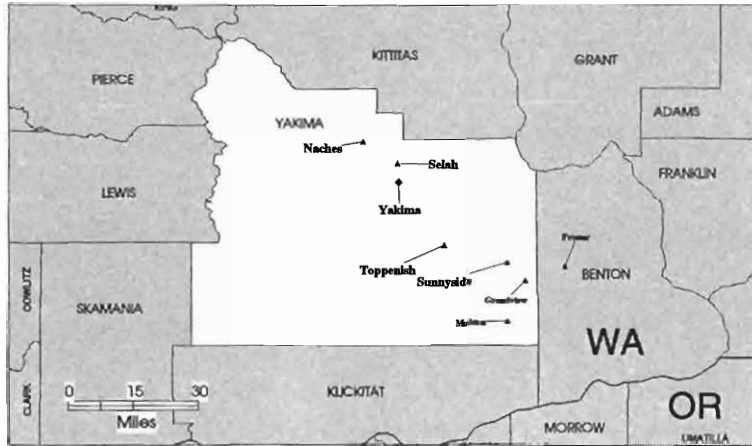
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1999 Est Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
KBBW	Waco	B	1010	10.0	2.50		Amer Bcstg of TX	53	8604	600		Chrst/Talk	275	2.32	1.5	1.0	0.7	1.2	0.8	0.9	1.3	0.9	0.4	
KWTX	Waco	C	1230	0.9	cp	0.92	b	Clear Channel	46	0008		g	Children	50		0.6	1.0	0.5	0.4	0.4	1.3	2.6	2.2	2.2
KKTK	Waco	B	1460	1.0	1.00	a	M&M Bcstg Co	22	9905	450			Spanish	225	1.50	1.9	0.0	1.0	0.4	2.1	1.3	1.8	1.3	2.2
KRZI	Waco	B	1580	1.0	0.50	c	KRZI Inc	62	8609	340			Nws/Tlk/Spt	250	0.86	3.7	2.0	3.2	2.8	2.1	1.7	2.6	2.2	1.3
KRZX	Waco	B	1660	10.0	cp	1.00	c	KRZI Inc	99				Nws/Tlk/Spt				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -						5	# Combos -					4	AM TOTALS			7.7	4.0	5.4	4.8	5.4	5.2	8.3	6.6	6.1
AM & FM Stations Profiled -						13	# Duopolies -					2	Total Local Commercial Share			72.7	69.3	67.9	65.2	73.2	65.8	72.2	68.2	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 193

Revenue Rank: 181

Yakima, WA Market Overview



Metro Counties / Population (000)

Yakima, WA	213.3
	213.3

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

ESTIMATED GROSS REVENUES ★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$6,000	\$6,400	\$6,700	\$6,900	\$7,000	\$7,600	4.8%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	15.8%	\$8,800	\$9,800	\$10,600	\$11,600	\$12,600	9.5%

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	\$4.05/1,000	\$4.20/1,000	\$5.67/1,000	Local 80%
Revenue/Capita	\$29.63	\$35.63	\$56.58	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	202.5	213.3	1.0%	213.3	222.7	0.9%
Households	70.4	74.0	1.0%	74.0	77.6	1.0%
Retail Sales	1,480.4	1,809.1	4.1%	1,809.1	2,220.5	4.2%
EBI	2,502.3	3,011.4	3.8%	3,011.4	4,081.6	6.3%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	106.3	20.8	10.9	9.6	13.6	16.0	13.9	21.4
Women (000)	107.0	19.8	10.2	8.5	12.7	16.1	13.9	25.8
Total	213.3	40.7	21.0	18.2	26.3	32.2	27.8	47.2
Percentage	100.0%	19.1%	9.9%	8.5%	12.3%	15.1%	13.0%	22.1%
Per Capita	\$ 14,118		Median Household	\$ 31,164		Avg Household	\$ 40,695	
Ethnic Population:	White 91.0%		Black 1.6%		Asian 1.9%		Hispanic 32.0%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		9	8	12	8	20
Tot 12+	6.0		56.2	57.8	62.2	18.3	80.5
Avg 12+	2.0		6.2	7.2	5.2	2.3	4.0
Tot LCS	7.5		69.8	71.8	77.3	22.7	100.0
Avg LCS	2.5		7.8	9.0	6.4	2.8	5.0

Competitive Overview

NOTE: Some stations also rated in Richland-Kennewick-Pasco.

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)									
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
KQSN	Toppenish	C2	92.9	17.0	843	a	Clear Channel	77	9911		g5	AC	600	1.45	4.7	3.6	3.1	3.6	3.8	2.8	2.7	4.7	5.3		
KATS	Yakima	C1	94.5	100.0	909	a	Clear Channel	68	9911	19,710	g5	AOR/CIRck	1,100	1.10	11.4	9.9	7.5	9.9	8.0	10.5	6.4	9.0	11.0		
KZTB	Sunnyside	A	96.7	6.0 cp	0	b	Butterfield Bcstg	74	9710	425	c1	Spanish			1.8	2.8	2.1	2.4	0.4	1.1	2.3	2.9	1.8		
KZTA	Naches	A	96.9	0.5 cp	1063	b	Butterfield Bcstg	88	9410	247		Spanish	150	0.90	1.9	3.2	2.0	1.2	1.7	2.5	5.3	2.9	4.6		
KLES	Mabton	C3	98.7	5.8 cp	679		Web Media Ltd	98	9802		cp	Top 40	50			0.4	0.3	0.0	0.0	0.4	0.0	0.0	0.0		
KREW	Naches	A	99.3	0.8	899	b	Butterfield Bcstg	00				Variety				0.0	0.0	0.0	0.0	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	0.85	4.7	3.2	2.8	3.6	3.8	4.6	4.9	5.0	1.4		
KARY	Grandview	C2	100.9	6.9	1270	c	New NW Bcstrs	89	9509			Oldies	250	0.48	5.9	5.1	5.9	5.5	3.8	1.8	1.9	0.0	0.0		
KMNA	Prosser	C3	101.7	3.5	869		Moon Bcstg Corp	62	0001 p	1,250	c2	Spanish			0.3	1.2	0.9	0.0	0.4	0.7	1.9	0.7	0.4		
KXDD	Yakima	C	104.1	100.0 cp	1129	c	New NW Bcstrs	71	9905		d4	Country	1,900	1.08	20.0	15.4	13.9	16.2	15.1	13.7	17.4	14.4	14.9		
KRSE	Yakima	C1	105.7	100.0 cp	545	c	New NW Bcstrs	77	9808		d1	AC	500	1.18	4.8	3.2	4.3	3.2	4.2	5.6	7.2	4.7	5.7		
KFFM	Yakima	C	107.3	100.0 cp	1375	a	Clear Channel	70	9911		g5	CHR	1,100	0.67	18.7	14.2	16.8	11.9	17.2	16.8	13.6	10.8	14.2		
# FM Stations -					12	# Combos -					10	FM TOTALS					74.2	62.2	59.6	57.5	58.4	60.5	63.6	55.1	59.3

AM Stations

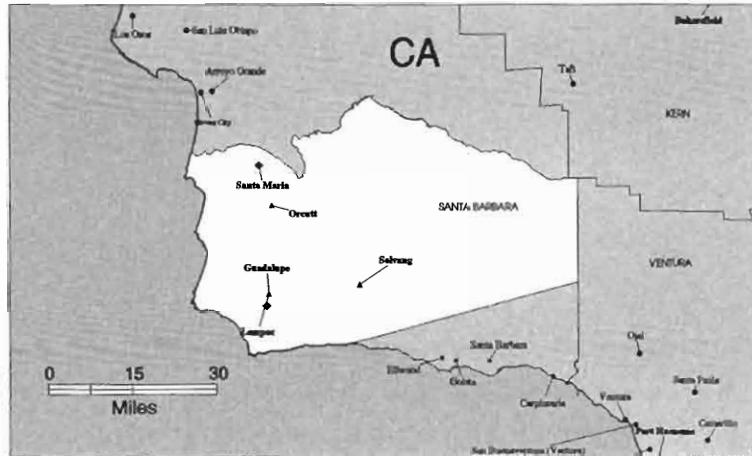
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1999 Est Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
KYAK	Yakima	B	930	1.0	0.13		Read Bcstg Network	62	9803	150		Religion	100			0.0	1.1	0.0	0.0	0.0	0.0	1.1	0.0		
KJOX	Selah	B	980	5.0 cp	0.50	c	New NW Bcstrs	55	9905		d4	Sprts/Talk	100			0.0	0.9	0.0	0.0	0.0	0.0	2.2	2.5		
KYXE	Selah	B	1020	5.0	0.50	b	Butterfield Bcstg	83	9811		c3	Mexican	500	2.37	2.4	0.0	1.6	2.0	1.7	2.1	1.1	2.5	1.1		
KZTS	Sunnyside	B	1210	10.0	1.00	b	Butterfield Bcstg	50	9710		c1	Spanish	150	0.50	3.4	0.8	0.0	3.6	1.7	2.1	2.3	0.7	0.7		
KIT	Yakima	B	1280	5.0	1.00	a	Clear Channel	29	9911		g5	News/Talk	1,150	0.91	14.4	11.9	11.7	13.4	9.2	11.6	11.0	11.5	10.7		
KBBO	Yakima	B	1390	5.0	0.39	c	New NW Bcstrs	47	9812		d1	Religion	250	1.18	2.4	0.4	0.5	1.6	2.1	1.4	1.1	1.4	1.8		
• KUTI	Yakima	B	1460	5.0	3.70	a	Clear Channel	44	9911		g5	Country	400	1.42	3.2	2.0	1.5	2.0	2.9	2.8	2.3	5.0	5.3		
KENE	Toppenish	C	1490	1.0	1.00		Good News & Music	53				Spanish	100			3.2	1.0	0.0	0.0	0.0	0.4	0.0	1.1		
# AM Stations -					8	# Combos -					6	AM TOTALS					25.8	18.3	18.3	22.6	17.6	20.0	18.2	24.4	23.2
AM & FM Stations Profiled -					20	# Duopolies -					8	Total Local Commercial Share					80.5	77.9	80.1	76.0	80.5	81.8	79.5	82.5	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 194
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 ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	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%

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	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+	1.6	27.7		26.6	29.3	9.8	39.1
Avg 12+	0.5	4.6		4.4	3.3	1.6	2.6
Tot LCS	4.1	70.8		68.0	74.9	25.1	100.0
Avg LCS	1.4	11.8		11.3	8.3	4.2	6.7

Competitive Overview

Some stations also rated in San Luis Obispo.

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		Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
KPAT	Orcutt	B1	95.7	3.3	735	d	Amer General Media	87	0001	900		Oldies			0.6	2.0	3.9	0.4	0.4	1.2	0.0	0.0	
KSYV	Solvang	A	96.7	5.8	-52		Pacific Coast Bcstg	82	8209			AC	75		0.4	0.0	1.9	0.0	0.4	0.0	0.0	0.0	
• KXFM	Santa Maria	B	99.1	2.3	1906	b	Clear Channel	59	0008 p		g1	Oldies	600	1.25	11.7	4.7	5.0	4.5	5.0	6.2	8.3	6.5	0.0
KRQK	Lompoc	B1	100.3	3.7	863	d	Amer General Media	79	9912	1,300		Mexican	400	0.89	11.0	2.7	6.1	3.7	5.4	3.8	6.2	5.3	0.0
• KSNI	Santa Maria	B	102.5	13.5	860	b	Clear Channel	60	0008 p		g1	Country	850	1.10	18.8	12.5	5.3	5.4	10.4	6.5	7.5	4.9	0.0
KBOX	Lompoc	B1	104.1	5.7	682		Amer General Media	68	0004		na	AC	700	1.64	10.4	3.1	2.8	4.5	3.8	5.4	6.2	6.9	0.0
KWSZ	Lompoc	A	105.1	0.6	1070		New Century AZ LLC	99	0002	176		Lite Rock				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KIDI	Guadalupe	A	105.5	0.4	1342	c	Emerald Wave	92	9704	475	c1	Spanish	400	0.63	15.6	1.6	4.4	5.8	6.9	1.2	5.8	4.1	0.0
KSMY	Lompoc	B1	106.7	1.1	1070	a	Mondosphere Bcstg	98	0002 p		1	Top 40				2.7	0.7	0.0	0.0	0.0	0.0	0.0	0.0
# FM Stations -					9	# Combos -				5	FM TOTALS			68.5	29.3	30.1	24.3	31.9	23.5	35.2	27.7	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		Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
KGDP	Orcutt	B	660	3.3	1.00	f	Radio Reps Inc	87				Chrst/Talk			2.1	0.0	0.6	1.2	0.4	0.8	2.9	3.3	0.0
• KSMA	Santa Maria	C	1240	1.0 cp	1.00	b	Clear Channel	46	0008 p		g1	Nws/Tlk/Spt	250	0.91	6.7	2.0	2.0	2.1	3.5	3.8	5.8	4.1	0.0
KTME	Lompoc	B	1410	0.5	0.08	e	Blackhawk Comm	63	9801	80		Talk			0.6	1.2	0.0	0.4	0.0	0.0	1.2	0.0	0.0
KUHL	Santa Maria	B	1440	5.0	1.00	e	Blackhawk Comm	46				Talk	650	1.02	15.6	6.6	4.6	5.8	6.9	8.1	4.6	7.3	0.0
KSBQ	Santa Maria	B	1480	1.0	0.06		Lazer Bcstg Corp	61	0002	225		CHR			1.3	0.0	0.0	0.0	1.2	0.0	0.0	0.8	0.0
KTAP	Santa Maria	B	1600	0.5	0.00	c	Emerald Wave	62	9704		c1	Mexican	125	0.58	5.3	0.0	0.0	1.7	2.7	0.8	1.2	2.4	0.0
# AM Stations -					6	# Combos -				5	AM TOTALS			31.6	9.8	7.2	11.2	14.7	13.5	15.7	17.9	0.0	
AM & FM Stations Profiled -					15	# Duopolies -				3	Total Local Commercial Share				39.1	37.3	35.5	46.6	37.0	50.9	45.6	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: 195
Revenue Rank: 164

Traverse City-Petoskey, MI 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
	200.1

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$7,700	\$8,500	\$8,600	\$8,700	\$8,800	\$9,600	4.6%
Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03	
13.5%	\$10,900	\$11,900	\$12,500	\$13,500	\$14,100	6.7%	

Revenue/Retail Sales Revenue/Capita	1993	1998	2003	Est. Breakout		
	\$4.10/1,000 \$42.17	\$3.68/1,000 \$47.98	\$4.18/1,000 \$65.73	Local	82%	National

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	182.6	200.1	1.8%	200.1	214.5
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

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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	\$ 25,578		Avg Household	\$ 41,243	
Ethnic Population:	White	97.8%	Black	0.3%	Asian	0.5%	Hispanic	0.9%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		18	11	19	9	28
Tot 12+	0.0		66.4	59.6	66.4	12.8	79.2
Avg 12+	0.0		3.7	5.4	3.5	1.4	2.8
Tot LCS	0.0		83.8	75.3	83.8	16.2	100.0
Avg LCS	0.0		4.7	6.8	4.4	1.8	3.6

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 Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WBYC	Atlanta	C1	92.5	100.0	869	d	Northern Bcstg	75	9401	965		Country	700	2.07	3.1	0.4	0.2	0.7	4.4	1.6	1.9	1.5	4.0
WBCM	Boyne City	C2	93.5	14.0	929	c	Midwestern Bcstg	78	9009	250		Country	150	0.98	1.4	0.4	1.0	1.5	0.8	1.2	0.0	0.8	0.8
WBYB	Leland	C2	94.3	20.5	764	d	Northern Bcstg	91	9401	200		Country			3.0	2.8	2.5	1.8	3.2	2.7	0.4	0.4	0.0
WLJZ	Mackinaw City	C3	94.5	18.5	381	e	Northern Star	89	9809		g1	Modern Rock				0.4	0.4	1.5	0.0	0.4	0.0	0.0	0.0
WJZJ	Glen Arbor	C2	95.5	21.0	738	e	Northern Star	97	9809		g1	Modern Rock	275	0.68	3.7	2.8	4.2	3.3	2.8	3.5	1.5	3.5	0.0
WLXT	Petoskey	C1	96.3	100.0	981	b	MacDonald Garber	67	9812		g2	Soft AC	900	1.12	7.4	5.6	3.8	4.4	7.9	4.3	2.3	4.6	4.9
WLXV	Cadillac	C3	96.7	7.2	443	b	MacDonald Garber	74	9812		g2	Soft AC			0.5	0.4	1.2	0.4	0.4	0.0	0.0	0.0	0.0
WKLT	Kalkaska	C2	97.5	32.0	617	d	Northern Bcstg	79				AOR/CIRck	1,650	1.63	9.3	8.0	6.8	8.4	7.1	9.7	10.2	9.3	11.3
WGFN	Glen Arbor	C2	98.1	21.0	738	e	Northern Star	91	9809		g1	Clsc Rock	375	0.60	5.7	5.6	3.6	4.7	4.8	3.9	1.9	1.2	1.6
WKLZ	Petoskey	C1	98.9	52.0	802	d	Northern Bcstg	65	9107	800		AOR/CIRck	250	1.15	2.0	1.2	2.1	2.6	0.8	1.2	0.8	1.2	1.2
WBNZ	Frankfort	C2	99.3	50.0	410		Crystal Clear Comm	78	9107	84	al	Hot AC	150	1.25	1.1	1.2	0.0	1.1	0.8	0.4	0.8	0.8	1.2
WLDR	Traverse City	C1	101.9	100.0	630		Grt Northern Bcstg	66				AC	600	1.28	4.3	5.2	5.0	3.6	3.6	4.7	3.8	5.4	5.7
WMKC	St. Ignace	C	102.9	100.0	1102	e	Northern Star	82	9809		g1	Country	400	1.11	3.3	2.0	3.7	1.8	3.6	3.5	7.2	5.8	6.5
WTCM	Traverse City	C	103.5	100.0	991	c	Midwestern Bcstg	65				Country	1,700	0.95	16.5	13.2	16.0	12.8	14.7	14.7	17.8	19.7	15.0
WGFM	Cheboygan	C1	105.1	100.0	610	e	Northern Star	68	9809		g1	Clsc Rock	600	1.49	3.7	3.6	1.4	2.9	3.2	2.7	2.7	2.3	3.6
WKHQ	Charlevoix	C	105.9	100.0	892	b	MacDonald Garber	80	9812		g2	CHR/AC	1,000	1.29	7.1	5.2	4.6	5.8	6.0	5.8	6.1	7.3	7.7
WKPK	Gaylord	C1	106.7	100.0	581	d	Northern Bcstg	72	9610		g	CHR	400	0.56	6.5	4.4	7.2	6.9	4.0	7.0	7.2	7.7	4.5
WCKC	Cadillac	A	107.1	2.8	482	e	Northern Star	85	9809		g1	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	c	Midwestern Bcstg	67	9610	2,200	c4	Oldies	800	0.93	7.9	4.0	5.6	8.4	4.8	5.8	4.5	4.2	5.3
# FM Stations -					19	# Combos -					17	FM TOTALS		86.5	66.4	69.3	72.6	72.9	73.1	69.1	75.7	73.3	

AM Stations

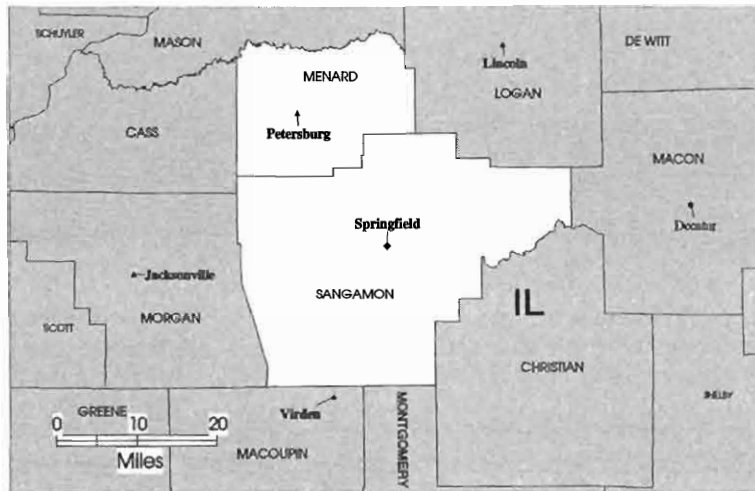
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1999 Est Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WTCM	Traverse City	B	580	15.0	0.80	c	Midwestern Bcstg	41				News/Talk	375	0.36	9.5	8.8	6.0	8.8	7.1	8.9	8.3	6.6	4.0
WWKK	Petoskey	B	750	1.0	0.33	f	Stone Comm Inc	99				Oldes/Sprts				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	e	Northern Star	66	9809		g1	Sports				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WJML	Petoskey	B	1110	10.0	0.00	f	Stone Comm Inc	66	9112	24		News/Talk	250			0.0	1.4	0.0	0.0	0.4	0.4	0.0	0.0
WJZZ	Kingsley	B	1210	50.0	0.00	a	Radio One Inc	56	9806			DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WCBY	Cheboygan	C	1240	1.0	1.00	e	Northern Star	54	9809		g1	Nostalgia				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WMKT	Charlevoix	B	1270	5.0	5.00	b	MacDonald Garber	74	9812		g2	News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WCCW	Traverse City	B	1310	5.0	0.00	c	Midwestern Bcstg	60	9610		c4	Nostalgia	200	0.68	2.7	2.8	3.3	2.9	1.6	1.9	1.5	1.9	2.0
WMBN	Petoskey	C	1340	1.0	1.00	b	MacDonald Garber	46	9812		g2	Oldies	75	0.49	1.4	1.2	2.0	1.5	0.8	1.6	1.5	1.2	0.0
# AM Stations -					9	# Combos -					8	AM TOTALS		13.6	12.8	12.7	13.2	9.5	12.8	11.7	9.7	6.0	
AM & FM Stations Profiled -					28	# Duopolies -					12	Total Local Commercial Share		79.2	82.0	85.8	82.4	85.9	80.8	85.4	79.3		

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 196

Revenue Rank: 165

Springfield, IL Market Overview



Metro Counties / Population (000)

Menard, IL	12.7
Sangamon, IL	186.7
Total	199.4

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$8,100	\$8,900	\$9,700	\$9,800	\$9,900	\$11,100	6.5%
Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03	
-2.7%	\$10,800	\$11,200	\$11,600	\$12,100	\$12,800	4.2%	
Revenue/Retail Sales	1993 \$4.98/1,000	1998 \$6.41/1,000	2003 \$6.63/1,000	Est. Breakout		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)

	1993	1998	Growth Rate	1998	2003	Growth Rate
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

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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		\$ 39,475	Avg Household		\$ 44,716	
Ethnic Population:	White 90.3%	Black 8.5%	Asian 1.0%	Hispanic 1.0%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2	7		8	9	4	13
Tot 12+	4.3	62.8		67.1	67.1	14.7	81.8
Avg 12+	2.2	9.0		8.4	7.5	3.7	6.3
Tot LCS	5.3	76.8		82.0	82.0	18.0	100.0
Avg LCS	2.6	11.0		10.3	9.1	4.5	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)								
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
WQLZ	Taylorville	B1	92.7	11.5	482	b	Mid-West Family	67	9211	1,000		AOR	1,200	0.86	12.9	8.1	9.8	11.9	9.4	10.4	9.7	10.4	14.3
WYXY	Lincoln	B1	93.9	15.0	430	c	Saga Comm Inc	93	9705	6,000	c2	Country	650	0.78	7.7	2.7	5.0	5.1	7.6	5.8	5.9	6.7	5.2
WCVS	Virden	A	96.7	6.0	328	a	Clear Channel	82	0008		g	Clsc Hits	725	1.86	3.6	4.3	3.7	3.4	2.5	5.0	1.5	1.9	0.8
WLUI	Petersburg	A	97.7	6.0	328		LUJ Inc	86				Inspr/Info			1.5	0.0	1.9	1.3	1.1	0.8	2.2	1.1	1.2
WNNS	Springfield	B	98.7	50.0	469	b	Mid-West Family	80	8502			AC	1,700	1.38	11.4	10.9	7.3	9.4	9.4	10.4	9.7	10.1	10.0
WYMG	Jacksonville	B	100.5	50.0	492	c	Saga Comm Inc	48	8608		g	Clsc Rock	900	1.07	7.8	7.4	9.1	6.0	6.8	6.2	7.4	5.6	6.4
WQQL	Springfield	B	101.9	50.0	272	c	Saga Comm Inc	65	9309	1,500	e	Oldies	1,075	1.08	9.2	7.0	5.1	5.5	9.7	6.2	7.8	8.6	6.8
WDBR	Springfield	B	103.7	20.0	768	c	Saga Comm Inc	48	9705		c2	CHR	1,750	1.03	15.7	14.7	12.2	13.6	12.2	13.5	10.4	13.4	12.4
WFMB	Springfield	B	104.5	43.0	430	a	Clear Channel	65	0008		g	Country	1,100	1.10	9.3	12.0	12.0	7.7	7.6	8.5	11.5	9.0	11.6
# FM Stations -				9	# Combos -				8	FM TOTALS				79.1	67.1	66.1	63.9	66.3	66.8	66.1	66.8	68.7	

AM Stations

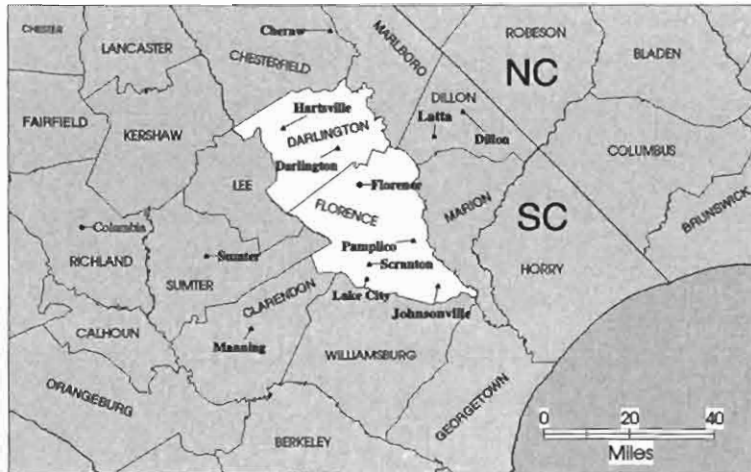
Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1999 Est Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WMAY	Springfield	B	970	1.0	0.50	b	Mid-West Family	50	7612			News/Talk	525	0.54	9.0	6.2	6.7	8.1	6.8	6.5	6.3	5.6	4.4
WTAX	Springfield	C	1240	1.0	1.00	c	Saga Comm Inc	30	9705		c2	News/Talk	875	0.84	9.7	5.8	6.9	7.7	8.3	8.5	7.1	8.6	7.6
WLLM	Lincoln	B	1370	1.0	0.04		Thompson Bcstg Inc	51	0007 p	310		Big Band	100			0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WFMB	Springfield	C	1450	1.0	1.00	a	Clear Channel	22	0008		g	Sports	200	0.77	2.4	2.3	2.7	1.7	2.2	2.7	3.7	1.9	2.0
# AM Stations -				4	# Combos -				3	AM TOTALS				21.1	14.7	16.3	17.5	17.3	17.7	17.1	16.1	14.0	
AM & FM Stations Profiled -				13	# Duopolies -				4	Total Local Commercial Share				81.8	82.4	81.4	83.6	84.5	83.2	82.9	82.7		

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 197

Revenue Rank: 187

Florence, SC Market Overview



Metro Counties / Population (000)

Darlington, SC	66.7
Florence, SC	125.5
	192.2

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$4,600	\$5,000	\$5,500	\$6,200	\$6,800	\$7,000
	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	\$ 26,717		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+	22.8		38.9	50.6	61.7	11.2	72.9
Avg 12+	3.8		4.9	6.3	4.4	1.2	3.2
Tot LCS	31.3		53.4	69.4	84.6	15.4	100.0
Avg LCS	5.2		6.7	8.7	6.0	1.7	4.3

Competitive Overview

Some stations also rated in 89, 126 and 173.

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)								
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
WHLZ	Manning	C	92.5	100.0	1171	a	Cumulus Bcstg Inc	73	9904	3,250	c4	Country	850	1.33	7.5	5.8	6.0	6.4	4.6	6.9	4.0	4.8	8.3	
WEGX	Dillon	C	92.9	100.0	cp	1801	b	Root Comm Group	54	9710	3,500	c6	Country	1,150	2.82	4.8	4.9	5.1	4.1	2.9	4.6	5.7	5.7	5.7
WGSS	Kingstree	A	94.1	6.0	328	b	Root Comm Group	98				Gospel	50			0.0	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		R&B Oldies	375	1.38	3.2	1.8	2.6	1.4	3.3	0.9	2.0	5.2	3.5	
WBZF	Hartsville	A	98.5	3.0	328	a	Cumulus Bcstg Inc	92	9806	700	c1	Gospel	200	0.71	3.3	6.7	4.0	2.8	2.1	2.8	2.8	2.2	3.1	
WWFN	Lake City	A	100.1	3.3	433	a	Cumulus Bcstg Inc	77	0004	850		Oldies	125	0.61	2.4	2.2	2.8	1.8	1.7	2.3	1.6	3.5	1.3	
WFSF	Marion	C3	100.5	21.5	354	a	Cumulus Bcstg Inc	91	9904	3,800	d3	Hot AC	225	1.10	2.4	1.3	1.9	1.4	2.1	1.4	2.8	3.5	2.2	
WWDM	Sumter	C	101.3	100.0	1322		Inner City Bcstg	61	0008			Urban	n/a		7.1	5.8	6.7	5.0	5.4	3.7	5.3	7.0	7.0	
WMXT	Pamplico	C2	102.1	50.0	479	a	Cumulus Bcstg Inc	90	9904		d3	Clisc Rock	650	1.39	5.5	4.5	5.1	5.5	2.5	2.8	3.2	3.0	2.6	
WSQN	Scranton	A	102.9	2.9	466	b	Root Comm Group	91	9707		g1	Oldies	500	1.09	5.4	2.7	4.4	3.7	4.2	5.1	5.7	3.5	4.8	
WJMX	Cheraw	C2	103.3	50.0	492	b	Root Comm Group	79	9707		g1	CHR	1,525	1.59	11.3	9.4	7.8	8.3	8.3	11.1	11.7	7.4	8.3	
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	5.4	3.7	4.1	4.2	5.1	5.3	4.8	3.9	
WYNN	Florence	A	106.3	6.0	325	a	Cumulus Bcstg Inc	64	9803	4,100	c2	Urban	1,400	0.82	20.2	11.2	10.6	13.3	16.3	12.5	12.6	10.4	14.9	
# FM Stations -					14	# Combos -					12	FM TOTALS			78.8	61.7	62.2	57.8	57.6	59.2	62.7	61.0	65.6	

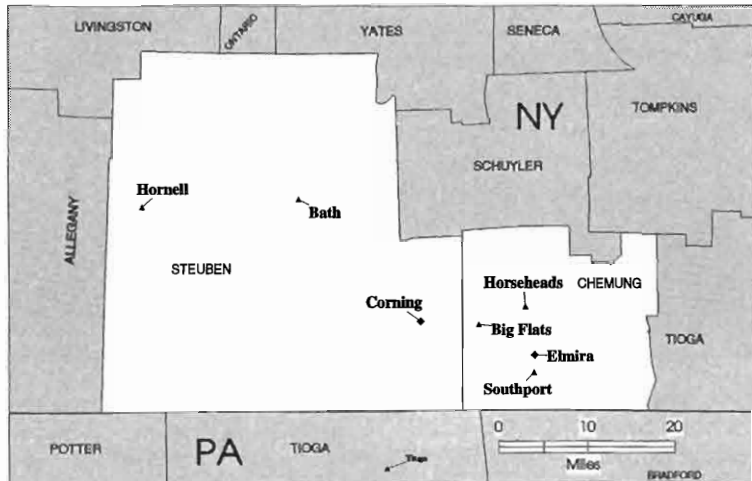
AM Stations

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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WYNN	Florence	B	540	0.3	0.17	a	Cumulus Bcstg Inc	58	9803		c2	Gospel	450	0.37	14.3	8.1	6.2	10.6	10.4	13.0	11.3	9.6	14.0
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	2.2	3.1	2.8	3.8	3.7	2.4	2.6	3.5
WOLS	Florence	C	1230	1.0	1.00	c	GHB Bcstg	37	8712	20		Nostalgia	270	1.32	2.4	0.9	0.0	1.8	1.7	1.4	1.2	0.4	0.9
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	Oldies				0.0	0.0	0.0	0.0	0.0	1.2	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	11.2	9.3	15.2	15.9	18.1	16.1	12.6	18.4
AM & FM Stations Profiled -					23	# Duopolies -					10	Total Local Commercial Share			72.9	71.5	73.0	73.5	77.3	78.8	73.6	84.0	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 198
Revenue Rank: 225

Elmira-Corning, NY Market Overview



Metro Counties / Population (000)	
Chemung, NY	92.3
Steuben, NY	98.1
	190.4

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	N/A	\$4,200	\$4,400	\$4,600	\$4,900	\$5,200	
Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03	
15.4%	\$6,000	\$6,600	\$7,100	\$7,700	\$8,200	8.2%	

	1993	1998	2003	Est. Breakout	
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)

	1993	1998	Growth Rate	1998	2003	Growth Rate
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

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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	\$ 29,912		Avg Household	\$ 36,725
Ethnic Population:	White 94.9%		Black 3.9%		Asian 1.0%		Hispanic 1.3%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	10	3		10	13	11	24
Tot 12+	48.4	15.7		61.0	64.1	6.1	70.2
Avg 12+	4.8	5.2		6.1	4.9	0.6	2.9
Tot LCS	68.9	22.4		86.9	91.3	8.7	100.0
Avg LCS	6.9	7.5		8.7	7.0	0.8	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 Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WCKR	Hornell	A	92.1	1.3	512	a	Doran, Kevin	49	9010	538	c3	Country	125	0.45	4.6	5.4	1.8	4.6	1.7	10.7	2.1	3.2	4.4
WENY	Elmira	A	92.7	1.2	715	b	White Broadcasting	65	0006	1,500	c2	Lite AC	750	1.62	7.7	4.0	3.1	3.7	7.0	3.3	5.6	6.8	4.0
WLVY	Elmira	A	94.3	1.8	499	c	Pembrook Pines Inc	66	7710		c5	CHR	550	0.68	13.5	11.7	8.6	9.6	9.1	8.9	11.5	8.1	9.8
WPHD	Tioga	B1	94.7	12.0	482		Europa Comm Inc	91				AAA/RckAC	200	0.81	4.1	4.5	6.1	2.8	2.9	1.9	1.3	2.7	2.7
WGMM	Big Flats	A	97.7	0.6	722	d	Eolin Bcstg Inc	89	9604	425		Rock/Oldes	525	1.22	7.2	6.7	5.6	5.5	4.5	2.8	3.8	3.6	3.6
WVIN	Bath	A	98.3	4.5	367	c	Pembrook Pines Inc	71	9004	225	c1	AC	250	0.83	5.0	3.6	4.2	3.2	3.7	7.0	4.3	4.1	3.6
WCBA	Corning	A	98.7	1.2	722	d	Eolin Bcstg Inc	48	9006	790	c2	AC	300	1.79	2.8	0.9	2.6	1.4	2.5	3.3	2.6	1.4	2.2
WOKN	Southport	A	99.5	2.7	489	c	Pembrook Pines Inc	93	9512	77		Country	300	0.47	10.7	8.5	5.2	7.8	7.0	6.5	5.1	5.9	8.0
WPGI	Horseheads	A	100.9	3.8	246	f	Sabre Comm Inc	70	9505	750	c7	Country	325	0.58	9.4	4.0	1.6	6.4	6.6	4.2	6.8	5.9	5.8
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	0.0
WNGZ	Montour Falls	A	104.9	1.0	479	f	Sabre Comm Inc	73	9709	250	c1	Clsc Rock	175	0.61	4.8	3.6	2.7	3.7	2.9	1.9	2.1	0.9	0.0
WKPQ	Hornell	B	105.3	43.0	532	e	Sabre Comm Inc	46	0006 p	1,800	c4	Adult Rock	750	1.98	6.3	2.2	1.4	4.6	4.1	2.8	5.1	6.8	4.9
WNKI	Corning	B	106.1	40.0	532	f	Sabre Comm Inc	47	9505			CHR	1,450	1.83	13.2	9.0	10.3	9.2	9.1	13.1	13.2	10.4	12.0
# FM Stations -					13	# Combos -					11	FM TOTALS			89.3	64.1	53.2	62.5	61.1	66.4	63.5	59.8	61.0

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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WWLZ	Horseheads	B	820	4.1	0.85	f	Sabre Comm Inc	66	9505		c7	Nws/Tlk/Spt	100	0.88	1.9	0.9	1.3	1.4	1.2	1.9	1.7	0.9	2.7
WLNL	Horseheads	B	1000	5.0	0.00		Lighthouse Media	67	9110	256		Relgr/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	0003		c2	Oldies	125	0.99	2.1	1.3	1.5	0.9	2.1	2.3	1.7	1.8	3.1
WHHO	Hornell	B	1320	5.0	0.02	e	Sabre Comm Inc	49	0004 p		c4	Talk				0.0	0.7	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	0.9	1.3	0.0	2.1	2.3	1.7	0.9	2.2
WABH	Bath	B	1380	2.5	0.12	c	Pembrook Pines Inc	62	9004		c1	Oldies			0.8	0.4	1.9	0.0	1.2	0.0	0.9	0.0	0.0
WELM	Elmira	B	1410	5.0	1.00	c	Pembrook Pines Inc	47	7710		c5	Sports			1.2	1.3	0.5	0.5	1.2	0.9	0.9	1.4	1.8
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	1.3	2.5	2.8	1.7	0.0	2.1	0.0	0.0
WGMF	Watkins Glen	C	1490	0.4	0.40	f	Sabre Comm Inc	68	9709		c1	Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WEHH	Elmira Heights	B	1590	0.5	0.41	c	Pembrook Pines Inc	56	8210	150		Adlt Stndrd				0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0
# AM Stations -					11	# Combos -					10	AM TOTALS			10.8	6.1	9.7	5.6	9.5	8.3	9.0	5.0	9.8
AM & FM Stations Profiled -					24	# Duopolies -					8	Total Local Commercial Share			70.2	62.9	68.1	70.6	74.7	72.5	64.8	70.8	

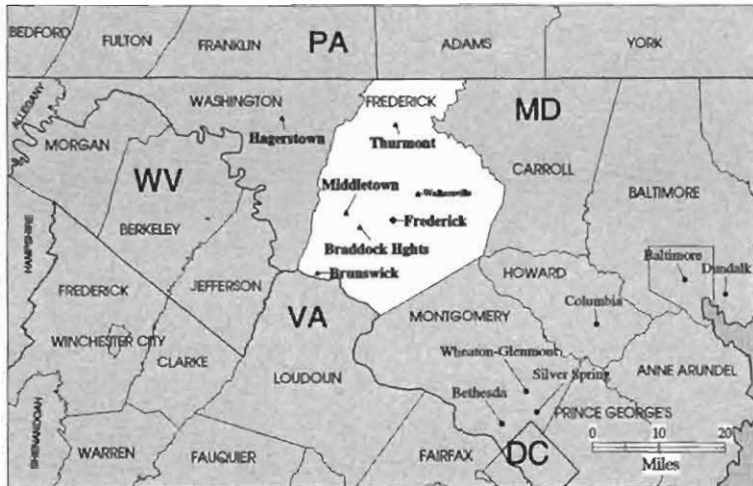
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 199

Revenue Rank: 215

Frederick, MD Market Overview



Metro Counties / Population (000)

Frederick, MD	187.5
	187.5

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$3,800	\$4,200	\$4,500	\$4,600	\$5,100	\$5,800	8.7%
Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03	
15.5%	\$6,700	\$7,500	\$8,300	\$9,200	\$10,100	10.7%	
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
	\$2.93/1,000	\$3.03/1,000	\$4.20/1,000	Local	80%		
Revenue/Capita	\$23.26	\$30.93	\$48.84	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	163.4	187.5	2.8%	187.5	206.8
Households	57.5	66.5	3.0%	66.5	74.3	2.2%
Retail Sales	1,297.5	1,914.5	8.1%	1,914.5	2,407.5	4.7%
EBI	2,710.4	3,383.5	4.5%	3,383.5	4,335.3	5.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	93.0	16.1	8.0	8.0	13.9	17.5	14.5	15.0
Women (000)	94.5	15.9	7.4	8.1	13.8	17.4	13.4	18.5
Total	187.5	32.0	15.4	16.2	27.6	34.9	28.0	33.5
Percentage	100.0%	17.1%	8.2%	8.6%	14.7%	18.6%	14.9%	17.8%
Per Capita	\$ 18,045		Median Household	\$ 45,791		Avg Household	\$ 50,880	
Ethnic Population: White	91.1%	Black	7.2%	Asian	1.5%	Hispanic	1.8%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2	3		3	5	5	10
Tot 12+	9.8	24.9		26.1	34.7	6.1	40.8
Avg 12+	4.9	8.3		8.7	6.9	1.2	4.1
Tot LCS	24.0	61.0		64.0	85.0	15.0	100.0
Avg LCS	12.0	20.3		21.3	17.0	3.0	10.0

Market: Frederick, MD

Competitive Overview

Metro Rank: 199

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

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)								
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
WFRE	Frederick	B	99.9	7.9	1166	a	Clear Channel	61	0008		g	Country	3,600	1.23	43.7	16.3	16.2	17.2	16.7	14.2	12.1	18.1	0.0
WAFY	Middletown	A	103.1	1.0	571		Frederick Bcstg LLC	90				AC	1,300	1.13	17.2	6.4	7.9	5.9	7.5	8.5	7.1	4.9	0.0
WWVZ	Braddock Hghts	A	103.9	0.4	912	b	Bonneville Intl	72	9607		g1	CHR	700	0.94	11.1	3.4	2.2	4.2	4.4	6.9	4.6	3.3	0.0
WWZZ	Waldorf	B	104.1	20.0	801	b	Bonneville Intl	65	9607			CHR	n/a		2.7	4.3	2.5	1.3	0.8	1.6	2.1	2.1	0.0
WARX	Hagerstown	B	106.9	15.5 cp	853		Manning Bcstg Inc	57	8210	See (161)		Oldies	n/a		10.0	4.3	3.2	3.8	4.0	2.8	2.5	6.2	0.0
# FM Stations -					5	# Combos -		3	FM TOTALS				84.7	34.7	32.0	32.4	33.4	34.0	28.4	34.6	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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 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	1.49	1.0	0.9	0.0	0.0	0.8	1.6	0.0	0.4	0.0
WFMD	Frederick	B	930	5.0	2.50	a	Clear Channel	36	0008		g	News/Talk	950	0.99	14.3	5.2	5.9	5.5	5.6	3.3	4.6	6.2	0.0
WTHU	Thurmont	C	1450	0.5	0.40		Walmer, Charles	67	9204	125		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	900		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	6.1	5.9	5.5	6.4	4.9	4.6	6.6	0.0		
AM & FM Stations Profiled -					10	# Duopolies -		1	Total Local Commercial Share				40.8	37.9	37.9	39.8	38.9	33.0	41.2	0.0			

NOTE: Market rated twice yearly with Fall 1997 period.

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 200
Revenue Rank: 127

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)

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98						
		\$8,500	\$9,900	\$10,900	\$12,000	\$12,700	\$13,500	9.7%					
Δ 98 - 99	7.4%	1999	\$14,500	2000	\$15,800	2001	\$16,800	2002	\$18,100	2003	\$19,200	Δ 99 - 03	7.2%

	1993	1998	2003	Est. Breakout
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)

	1993	1998	Growth Rate	1998	2003	Growth Rate
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

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			7	6	7	5	12
Tot 12+			59.8	56.9	59.8	18.4	78.2
Avg 12+			8.5	9.5	8.5	3.7	6.5
Tot LCS			76.5	72.8	76.5	23.5	100.0
Avg LCS			10.9	12.1	10.9	4.7	8.3

Competitive Overview

Some stations also rated in Waterloo-Cedar Falls.

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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
KRNA	Iowa City	C1	94.1	100.0	981	b	Cumulus Bcstg Inc	74	0008		g	AOR	1,150	1.24	6.4	6.3	5.9	5.7	4.9	4.1	6.8	6.5	7.1
WMT	Cedar Rapids	C1	96.5	100.0	518	a	Clear Channel	63	9905		g1	AC	1,800	1.07	11.6	8.4	7.2	9.0	10.3	11.2	12.6	8.2	8.4
KHAK	Cedar Rapids	C1	98.1	100.0	459	b	Cumulus Bcstg Inc	61	0008		g	Country	2,900	1.12	17.8	14.2	12.4	14.3	15.2	13.3	13.1	15.2	16.9
KKRQ	Iowa City	C1	100.7	100.0	532	a	Clear Channel	66	9905		g1	Clsc Hits	1,600	1.00	11.0	7.9	8.9	11.0	7.2	7.5	8.1	9.1	5.8
KZIA	Cedar Rapids	C1	102.9	100.0	853		KZIA Inc	75	9405	2,000		CHR	2,000	0.90	15.4	10.9	11.8	13.9	11.7	4.6	4.5	8.7	6.7
KDAT	Cedar Rapids	C1	104.5	100.0	551	b	Cumulus Bcstg Inc	71	0008		g	Soft Rock	1,575	1.04	10.4	9.2	10.2	8.2	9.0	11.2	11.3	10.8	10.2
KOKZ	Waterloo	C	105.7	100.0	1322		Bahakel Comm	62				Oldies	n/a		4.6	2.9	2.9	4.5	3.1	4.1	3.6	3.5	3.1
# FM Stations -					7	# Combos -					5	FM TOTALS			77.2	59.8	59.3	66.6	61.4	56.0	60.0	62.0	58.2

AM Stations

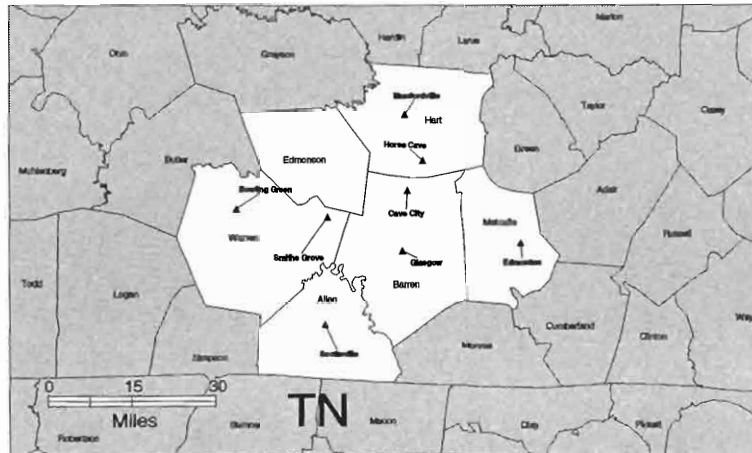
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1999 Est Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WMT	Cedar Rapids	B	600	5.0	5.00	a	Clear Channel	22	9905		g1	FullService	2,600	1.30	13.8	10.0	11.7	9.4	13.5	13.3	14.0	10.0	14.7
KXIC	Iowa City	B	800	1.0	0.20	a	Clear Channel	48	9905		g1	News/Talk	100		0.5	0.4	0.3	0.4	0.4	0.4	0.5	0.4	0.0
KTOF	Cedar Rapids	B	1360	1.0	0.12		Clear Channel	61	0008		g	ChrsContemp			0.0	0.0	0.0	0.0	0.0	0.5	0.4	0.4	
KMRY	Cedar Rapids	C	1450	1.0	1.00		Sellers Bcstg Inc	49	9804	475		Adlt Stndrd	425	0.54	5.4	6.3	5.3	4.5	4.5	4.6	3.2	4.3	4.4
KCRG	Cedar Rapids	B	1600	5.0	5.00		Cedar Rapids TV Co	47				Nws/Tlk/Spt	350	0.78	3.1	1.7	3.0	2.4	2.7	3.7	3.6	3.0	3.1
# AM Stations -					5	# Combos -					2	AM TOTALS			22.8	18.4	20.3	16.7	21.1	22.0	21.8	18.1	22.6
AM & FM Stations Profiled -					12	# Duopolies -					4	Total Local Commercial Share			78.2	79.6	83.3	82.5	78.0	81.8	80.1	80.8	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 201

Revenue Rank: N/A

Bowling Green, KY Market Overview



Metro Counties / Population (000)

Allen, KY	16.7
Barren, KY	37.1
Edmonson, KY	11.4
Hart, KY	16.8
Metcalfe, KY	9.6
Warren, KY	87.9
Total	179.5

Market Radio Financials

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

ESTIMATED GROSS REVENUES	<u>1993</u>	<u>1994</u>	<u>1995</u>	<u>1996</u>	<u>1997</u>	<u>1998</u>	<u>Δ 93 - 98</u>
	DATA NOT AVAILABLE						
	<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>

	<u>1993</u>	<u>1998</u>	<u>2003</u>	<u>Est. Breakout</u>
Revenue/Retail Sales				
Revenue/Capita				

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	164.6	179.5	1.7%	179.5	191.8	1.3%
Households	62.3	69.4	2.2%	69.4	76.0	1.8%
Retail Sales	1,388.8	1,802.8	5.4%	1,802.8	2,377.0	5.7%
EBI	2,019.6	2,514.8	4.5%	2,514.8	3,460.0	6.6%

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)	86.4	13.5	8.0	9.4	11.2	13.1	12.7	18.5
Women (000)	93.1	12.9	7.7	10.4	11.3	13.8	13.2	23.7
Total	179.5	26.4	15.7	19.8	22.6	27.0	25.9	42.2
Percentage	100.0%	14.7%	8.7%	11.0%	12.6%	15.0%	14.5%	23.5%
Per Capita	\$ 14,010							
			Median Household	\$ 23,018			Avg Household	\$ 36,237
Ethnic Population:	White	93.0%	Black	6.2%	Asian	0.7%	Hispanic	0.6%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6		6	10	12	6	18
Tot 12+	24.6		36.6	59.7	61.2	5.5	66.7
Avg 12+	4.1		6.1	6.0	5.1	0.9	3.7
Tot LCS	36.9		54.9	89.5	91.8	8.2	100.0
Avg LCS	6.1		9.1	9.0	7.6	1.4	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 Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)								
																	Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
WDNS	Bowling Green	C3	93.3	12.0	472	b	Daily News Bcstg Co	73					Clsc Rock					7.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WGBV	Glasgow	A	94.1	4.5	299		Royse Radio Inc	97					Country					3.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WGGC	Glasgow	C	95.1	100.0 cp	988		Skytower Comm Inc	61	9711			st	Country					11.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WBVR	Bowling Green	A	96.7	3.6	427	a	Forever Bcstg Inc	65	9510			nc	Country	1,350				12.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WKNK	Edmonton	A	99.1	6.0	328		Metcalfe Comm Inc	90	9505			na	Country					4.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WVLE	Scottsville	A	99.3	6.0	328	e	Sherandan Bcstg Co	67					Country					3.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WKLX	Brownsville	C3	100.7	8.0 cp	584		Anderson, Charles	99					Hot AC					5.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WCLU	Munfordville	A	102.3	2.8	410		Royse Radio Inc	64	9804	226			Lite Rock					1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WPTQ	Cave City	C3	103.7	13.5	450	c	Commonwealth	88	9801			c1	Clsc Rock					3.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WOVO	Glasgow	C3	105.3	25.0	318	d	Commonwealth	72	9801			c1	Variety Hit					3.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WHHT	Horse Cave	A	106.7	2.9	476	c	Commonwealth	94	9801			c1	Country					0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WBLG	Smiths Grove	C2	107.1	50.0	492	a	Forever Bcstg Inc	86	0010 p			g1	Hot AC	1,300				5.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# FM Stations -					12	# Combos -					7	FM TOTALS					0.0	61.2	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)								
																	Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
WKCT	Bowling Green	B	930	5.0	0.50	b	Daily News Bcstg Co	47					Nws/Tlk/Cty					2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WLOC	Munfordville	B	1150	1.0	0.06		Hart County Comm	93	9806	35			Cty/Gsp/Old	125				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WLCK	Scottsville	B	1250	0.9	0.08	e	Sherandan Bcstg Co	58					Gospel					0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WBGH	Bowling Green	C	1340	1.0	1.00	a	Forever Bcstg Inc	59	0010 p			g1	Nws/Tlk/Spt					1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WCDS	Glasgow	B	1440	0.4	0.03	d	Commonwealth	62	9801			c1	Nostalgia					0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WCLU	Glasgow	C	1490	1.0 cp	1.00		Royse Radio Inc	46					Oldies					2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -					6	# Combos -					4	AM TOTALS					0.0	5.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
AM & FM Stations Profiled -					18	# Duopolies -					3	Total Local Commercial Share					66.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

NOTE: Market first rated Spring 2000

• 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 ★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		N/A	N/A	N/A	N/A	\$3,100	\$3,300
Δ 98 - 99	15.2%	\$3,800	\$4,100	\$4,500	\$4,900	\$5,200	8.7%
Revenue/Retail Sales	N/A	\$1.66/1,000	\$2.02/1,000				Est. Breakout
Revenue/Capita	N/A	\$16.81	\$23.06				Local 80%
							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
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+	26.6		39.3	65.9	65.9	3.3	69.2
Avg 12+	13.3		13.1	13.2	13.2	1.1	8.7
Tot LCS	38.4		56.8	95.2	95.2	4.8	100.0
Avg LCS	19.2		18.9	19.0	19.0	1.6	12.5

Competitive Overview

FM 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	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)										
														Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996			
KJBZ	Laredo	A	92.7	3.0	289	a	Guerra Enterprises	82	8912	750		Tejano	1,400	1.27	29.0	16.6	13.8	20.9	16.7	16.3	13.0	21.3	0.0	
KQUR	Laredo	C1	94.9	100.0	810		Border Bcstrs Inc	52			1	70s & 80s	400	1.16	9.1	12.0	12.2	5.7	6.2	7.9	9.6	9.6	0.0	
KRRG	Laredo	C1	98.1	96.0	699	a	Guerra Enterprises	82	9211	1,200		CHR	650	0.74	23.2	23.2	15.8	12.3	18.1	16.7	15.2	15.7	0.0	
KBDR	Mirando City	C2	100.5	42.0	535		Sendero Multimedia	93	9908	1,675		Span/Intl	550	1.10	13.1	4.1	5.5	7.4	9.7	10.9	7.4	10.9	0.0	
KNEX	Laredo	A	106.1	6.0	174	b	Rodriguez Comm	93	0005	3,000	c3	1	Span/Intl	500	0.72	18.3	10.0	10.9	11.9	11.9	20.1	21.3	4.3	0.0
# FM Stations -					5	# Combos -		3	FM TOTALS				92.7	65.9	58.2	58.2	62.6	71.9	66.5	61.8	0.0			

AM 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	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)									
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 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	0.0	0.9	0.0	0.0	2.2	0.0	
KLAR	Laredo	B	1300	1.0 cp	0.08		Faith & Power	56	9603	450		Chrst/Span	100	0.73	3.6	1.2	1.1	2.5	2.2	0.0	0.0	1.7	0.0	
KLNT	Laredo	C	1490	1.0	1.00	b	Rodriguez Comm	90	0005		c3	1	Talk	150	1.36	2.9	2.1	2.2	2.0	1.8	4.6	4.3	4.3	0.0
# AM Stations -					3	# Combos -		1	AM TOTALS				7.2	3.3	3.3	4.5	4.9	4.6	4.3	8.2	0.0			
AM & FM Stations Profiled -					8	# Duopolies -		1	Total Local Commercial Share				69.2	61.5	62.7	67.5	76.5	70.8	70.0	0.0				

NOTE: Market rated twice yearly with Fall 1997 period.

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
Total	187.3

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$4,600	\$4,700	\$4,800	\$4,800	\$4,900	\$5,000	1.7%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	10.0%	\$5,500	\$6,100	\$6,400	\$6,900	\$7,200	7.0%

	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	\$ 21,810		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	11	12	5	17
Tot 12+	23.0		55.7	77.8	78.7	1.4	80.1
Avg 12+	4.6		8.0	7.1	6.6	0.3	4.7
Tot LCS	28.7		69.5	97.1	98.3	1.7	100.0
Avg LCS	5.7		9.9	8.8	8.2	0.3	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)							
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
KLIL	Moreauville	A	92.1	6.0	299	Cajun Bcstg Corp	80	8609			Oldies	350	1.77	3.6	5.2	3.3	2.8	3.1	3.1	1.3	5.6	0.0
KQID	Alexandria	C	93.1	97.0	1522	a Cenla Bcstg Co Inc	78	8008	600		CHR	700	1.35	9.4	5.6	9.0	6.3	8.9	9.4	11.1	7.7	0.0
KFAD	Alexandria	A	93.9	6.0	328	FM Bcstg Corp	93	9306			Urban/Oldes	150	1.30	2.1	3.3	3.5	1.2	2.2	1.3	1.3	3.1	0.0
KZMZ	Alexandria	C	96.9	95.0	1450	b Clear Channel	47	0008		g	Clsc Rock	525	1.15	8.3	7.0	5.2	9.5	4.0	7.2	7.5	6.7	0.0
KAPB	Marksville	A	97.7	6.0 cp	328	Radio Group	71	8811	350	c1	Country	275	1.28	3.9	4.7	4.1	3.2	3.1	4.5	2.7	3.1	0.0
KKST	Oakdale	C1	98.7	35.0	1053	b Clear Channel	72	0008		g	AC	450	1.30	6.3	2.8	4.9	4.4	5.8	6.3	6.2	6.7	0.0
KRRV	Alexandria	C	100.3	97.0	1053	b Clear Channel	69	0008		g	Country	1,050	1.41	13.5	15.0	13.0	9.5	12.4	13.5	13.3	14.4	0.0
KBCE	Boyce	C3	102.3	21.0	289	Trinity Bcstg Corp	82				Urban	650	0.50	23.5	10.3	20.8	19.8	18.2	17.5	16.8	14.9	0.0
KLAA	Tioga	C2	103.5	50.0	476	c Cajun Comm TX Inc	84	9212	7	e	Country	450	0.81	10.1	7.0	8.1	8.3	8.0	5.8	8.0	5.1	0.0
KEZP	Bunkie	C3	104.3	18.0	384	Owensville Comm	91				Oldies	350	1.35	4.7	8.0	4.1	3.6	4.0	5.4	5.8	5.1	0.0
KHFX	Ball	A	105.5	1.5	328	c Cajun Comm TX Inc	98	9810		cp	Clsc Rock			3.6	0.9	1.6	2.8	3.1	0.0	0.0	0.0	0.0
KEDG	Alexandria	A	106.9	6.0	328	Flinn Bcstg Corp	00				Urban				8.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# FM Stations -				12	# Combos -				6	FM TOTALS				89.0	78.7	77.6	71.4	72.8	74.0	74.0	72.4	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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
• KJMJ	Alexandria	B	580	5.0 cp	1.00	Radio Maria Inc	35	9910	900	c4	Gospel	350	0.85	7.5	0.0	2.8	6.3	5.8	4.5	4.4	4.6	0.0	
KWDF	Ball	B	840	8.0	0.00	Moore, A. T.	87				Gospel			0.7	0.0	0.0	0.8	0.4	1.3	1.3	1.5	0.0	
KSYL	Alexandria	B	970	1.0	1.00	a Cenla Bcstg Co Inc	47	8008			Nws/Tlk/Spt	175	1.52	2.1	1.4	1.3	1.6	1.8	0.9	2.2	1.5	0.0	
KTTP	Pineville	B	1110	2.0	0.00	Peoples Bcstg Ntwk	74	0008	180		Nws/Inf/Gsp				0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	
KDBS	Alexandria	B	1410	1.0 cp	0.00	b Clear Channel	53	0008		g	Nws/Tlk/Spt	25		0.5	0.0	0.0	0.8	0.0	0.4	0.0	0.0	0.0	
# AM Stations -				5	# Combos -				2	AM TOTALS				10.8	1.4	4.1	9.5	8.0	8.0	7.9	7.6	0.0	
AM & FM Stations Profiled -				17	# Duopolies -				2	Total Local Commercial Share				80.1	81.7	80.9	80.8	82.0	81.9	80.0	0.0		

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: 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 ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$3,800	\$4,300	\$4,500	\$4,900	\$5,400	\$5,200	6.5%
	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	5	17
Tot 12+	6.5		53.0	52.0	59.5	3.0	62.5
Avg 12+	3.3		5.3	6.5	5.0	0.6	3.7
Tot LCS	10.4		84.8	83.2	95.2	4.8	100.0
Avg LCS	5.2		8.5	10.4	7.9	1.0	5.9

Competitive Overview

Some stations also rated in Pensacola.

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)										
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996			
WMMK	Destin	C3	92.1	25.0	cp	200		81	9709		Gulf Breeze Media	1,200		Oldies	650	1.81	6.3	4.0	2.9	4.8	4.0	3.4	2.3	4.2	0.0
• WMEZ	Pensacola	C	94.1	100.0		1329		60	0009	p	Pamal Broadcasting	See (121)		AC	n/a		0.9	1.5	1.4	0.0	1.3	0.0	0.9	0.5	0.0
WZNS	Ft Walton Beach	C1	96.5	100.0	cp	440	b				Holladay Bcstg	97		Top 40	450	0.44	18.0	10.9	14.3	12.9	12.1	9.2	8.5	0.0	0.0
WTKE	Andalusia	C1	98.1	89.0		1024		50	0008		Clear Channel		g	Sports	250	2.58	1.7	1.5	1.9	1.4	0.9	1.4	1.9	2.1	0.0
WKSM	Ft Walton Beach	C2	99.5	50.0	cp	440	b		9309		Holladay Bcstg	1,000	c1	Rock	900	0.98	16.1	15.8	7.3	14.3	8.0	14.0	8.0	12.7	0.0
WNCV	Niceville	A	100.3	3.5		440	b		9611		Holladay Bcstg	1,260		Soft AC	500	0.96	9.1	5.0	9.2	5.2	7.6	6.8	11.3	7.9	0.0
WTKX	Pensacola	C	101.5	100.0		1329		71	9712		Clear Channel			Modern Rock	n/a		2.7	2.5	3.4	1.9	1.8	3.9	3.8	1.1	0.0
WWAV	Santa Rosa Bch	C3	102.1	18.0		384	c		9712		Root Comm Group	950		Cisc Rock	425	1.62	4.6	2.0	4.7	2.4	4.0	5.8	3.3	2.6	0.0
WMXZ	De Funiak	C2	103.1	50.0		482	c		9712		Root Comm Group		na	Hot AC	1,125	1.63	12.1	5.4	3.8	7.1	9.8	10.1	5.2	14.3	0.0
WAAZ	Crestview	C2	104.7	50.0	cp	492	a		7008		Crestview Bcstg Co	65		Country			3.1	2.0	1.5	3.3	0.9	0.5	1.9	3.2	0.0
WYZB	Mary Esther	C3	105.5	25.0		305	b		86		Holladay Bcstg	86		Country	950	1.13	14.8	7.4	7.9	8.6	12.1	7.7	10.3	8.5	0.0
WSBZ	Miramar Beach	A	106.3	3.0		328			94		Carter Broadcasting	94		Smooth Jazz	100	0.88	2.0	1.5	4.6	1.9	0.9	2.4	3.8	1.6	0.0
# FM Stations -						12	# Combos -		7		FM TOTALS				91.4	59.5	62.9	63.8	63.4	65.2	61.2	58.7	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)									
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
WJSB	Crestview	B	1050	3.1	cp	0.00	a		7008		Crestview Bcstg Co	54		Country			0.6	0.5	1.7	0.0	0.9	1.0	0.9	0.5	0.0
WBZR	Destin	B	1120	1.0		0.00			88		Martin, Willie J.	88		1 Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WFTW	Ft Walton Beach	B	1260	2.5		0.13	b		9309		Holladay Bcstg	53	c1	News/Talk	275	0.78	6.2	1.5	2.9	2.4	6.3	3.9	3.8	3.2	0.0
WFSH	Valparaiso	C	1340	1.0		1.00			8312		Bayou	58	1	Talk				0.5	0.0	0.0	0.0	1.4	0.5	0.5	0.0
WFAV	Ft Walton Beach	C	1400	1.0		1.00			0008	p	Yesterday's Radio	56		Adlt Stndrd	75	0.69	1.9	0.5	1.0	1.4	1.3	3.9	0.9	2.6	0.0
# AM Stations -						5	# Combos -		2		AM TOTALS				8.7	3.0	5.6	3.8	8.5	10.2	6.1	6.8	0.0		
AM & FM Stations Profiled -						17	# Duopolies -		4		Total Local Commercial Share				62.5	68.5	67.6	71.9	75.4	67.3	65.5	0.0			

NOTE: Market rated twice yearly Fall 1997 period.

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

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 ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$4,700	\$5,300	\$5,500	\$5,800	\$5,900	\$6,400	6.2%
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%	
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
	\$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
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		6	6	7	4	11
Tot 12+	0.0		66.5	66.5	66.5	11.5	78.0
Avg 12+	0.0		11.1	11.1	9.5	2.9	7.1
Tot LCS	0.0		85.3	85.3	85.3	14.7	100.0
Avg LCS	0.0		14.2	14.2	12.2	3.7	9.1

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)									
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
KYKZ	Lake Charles	C	96.1	97.0	1204	a	Cumulus Bcstg Inc	76	9806	14,848	d1	Country	2,200	0.95	31.2	21.7	19.3	20.3	25.7	25.8	26.8	23.4	0.0	
• KHLA	Lake Charles	C	99.5	100.0	955	b	Apex Bcstg Inc	65	0007	p		AC	1,100	1.18	12.6	12.1	8.8	9.4	9.1	9.4	7.8	8.6	0.0	
KKGB	Sulphur	C3	101.3	50.0	cp	407	a	Cumulus Bcstg Inc	77	9806		d1	Clsc Rock	1,000	1.09	12.4	10.1	9.5	12.0	6.1	8.6	8.3	8.1	0.0
KAOK	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	1.23	12.1	7.7	6.8	9.9	7.8	9.9	7.3	11.7	0.0
KZWA	Lake Charles	C2	105.3	50.0		492		B & C Bcstg Inc	94				Urban AC	950	0.96	13.4	10.1	12.6	8.9	10.9	10.7	11.2	12.7	0.0
• KVEE	Lake Arthur	C2	107.5	50.0		463		Radio South Inc	98	9707	74	cp	Urban AC			3.6	4.8	2.5	3.1	2.2	0.0	0.0	0.0	0.0
# FM Stations -				7	# Combos -				4	FM TOTALS				85.3	66.5	59.5	63.6	61.8	64.4	61.4	64.5	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)							
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
KEZM	Sulphur	B	1310	0.5	0.05	Merchant Bcstg Inc	55	9803	75		Oldies	75	0.51	2.0	1.9	1.3	1.6	1.3	1.3	1.0	1.5	0.0
KAOK	Lake Charles	C	1400	1.0	1.00	Pittman Bcst Service	47	9803	150		News/Talk	500	3.07	2.2	4.3	3.4	1.6	1.7	2.1	1.5	2.5	0.0
• KLCL	Lake Charles	B	1470	5.0	0.50	b Apex Bcstg Inc	35	0007	p		Gospel	125	1.06	1.6	1.9	1.1	1.0	1.3	0.4	1.5	0.5	0.0
KXZZ	Lake Charles	B	1580	1.0	1.00	a Cumulus Bcstg Inc	47	9806		d1	Urban AC	300	0.46	8.9	3.4	3.6	3.6	9.6	7.7	7.3	4.1	0.0
# AM Stations -				4	# Combos -				2	AM TOTALS				14.7	11.5	9.4	7.8	13.9	11.5	11.3	8.6	0.0
AM & FM Stations Profiled -				11	# Duopolies -				1	Total Local Commercial Share				78.0	68.9	71.4	75.7	75.9	72.7	73.1	0.0	

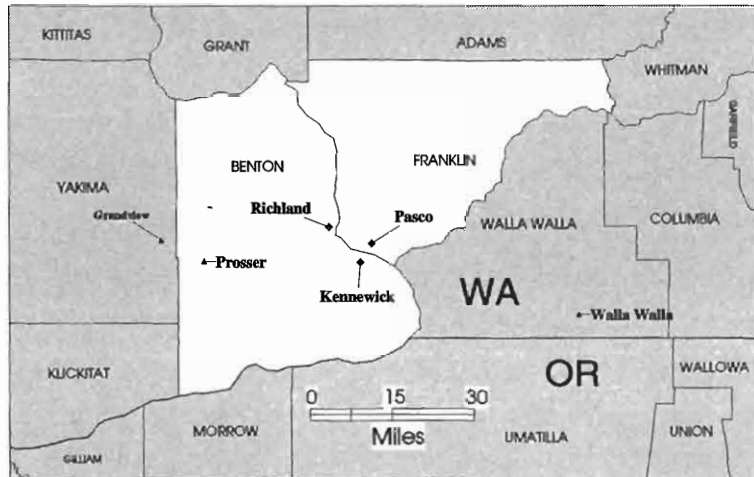
Note: Market rated twice yearly with Fall 1997 period.

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 206
Revenue Rank: 197

Richland-Kennewick-Pasco, WA Market Overview



Metro Counties / Population (000)	
Benton, WA	140.7
Franklin, WA	45.3
Total	186.0

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$4,000	\$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	\$ 44,144		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+	0.4		65.3	61.4	65.7	14.3	80.0
Avg 12+	0.4		5.0	6.8	4.7	2.9	4.2
Tot LCS	0.5		81.6	76.8	82.1	17.9	100.0
Avg LCS	0.5		6.3	8.5	5.9	3.6	5.3

Competitive Overview

NOTE: Some stations also rated in Yakima.

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)									
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
KZHR	Dayton	C1	92.5	54.0	1243	d	Bridge Bcstg, Inc.	92	9111	138		Spanish	350	1.02	4.5	1.3	3.4	4.3	3.2	5.7	6.2	5.1	5.7		
KTWY	Walla Walla	C1	93.3	42.0	1378	d	Bridge Bcstg, Inc.	77	9606	335		ChrsContemp	250	0.89	3.7	1.3	1.5	2.4	3.7	2.6	3.8	2.3	1.3		
KGSG	Pasco	A	93.7	6.0	958		Gospel Music Bcstg	97				Gospel	75		0.5	0.4	0.7	0.0	0.9	0.0	0.0	0.0	0.0		
KIOK	Richland	C	94.9	100.0	1250	b	New NW Bcstrs	78	0001		g1	Country	600	1.21	6.5	5.8	3.8	6.2	4.6	7.9	5.7	6.5	8.8		
KNLT	Walla Walla	C	95.7	94.0	1401		New NW Bcstrs	80	9907 p			Oldies	550	0.95	7.6	4.0	5.0	6.2	6.5	5.3	2.8	4.1	4.8		
KXRX	Walla Walla	C	97.1	50.0	1339	a	Marathon Media LLC	77	9911		g2	Rock	750	1.17	8.4	6.7	6.5	5.7	8.3	7.0	8.5	6.9	7.0		
KTHK	Milton-Freewater	C1	97.9	20.0	1322	a	Marathon Media LLC	92	9911		g2	Clsc Hits	225	1.74	1.7	3.1	2.3	1.4	1.4	1.8	2.8	3.2	0.0		
KEYW	Pasco	C2	98.3	12.5 cp	997	a	Marathon Media LLC	87	9911		g2	Hot AC	725	1.05	9.1	8.1	8.1	7.7	7.4	8.8	6.2	8.3	10.1		
KUJ	Walla Walla	C2	99.1	31.0 cp	623		Hodgins, Tom	97				CHR	250	0.35	9.3	9.4	8.4	8.6	6.9	5.3	3.3	1.4	0.0		
KGDN	Pasco	C3	101.3	2.8 cp	1001		Read Bcstg Network	92				Christian				0.4	0.8	0.0	0.0	0.9	0.0	0.0	0.9		
KMNA	Prosser	C3	101.7	3.5	869		Moon Bcstg Corp	62	0001 p	See (193)		Spanish			0.6	0.9	0.0	0.5	0.5	0.4	0.9	0.9	1.3		
KORD	Richland	C	102.7	100.0	1099	a	Marathon Media LLC	65	9911		g2	Country	1,000	1.45	9.1	11.7	9.2	7.2	7.9	5.3	7.6	8.8	8.8		
KONA	Kennewick	C	105.3	100.0	1139	c	Dean-Mitchell Inc	69	7801			Easy	700	1.12	8.2	8.1	7.6	6.7	6.9	7.9	7.6	6.5	8.8		
KEGX	Richland	C	106.5	100.0	1050	b	New NW Bcstrs	77	0003		g1	Clsc Rock	1,100	1.51	9.6	4.5	7.5	7.2	8.8	4.8	5.2	8.8	7.0		
# FM Stations -					14	# Combos -					9	FM TOTALS					78.8	65.7	64.8	64.1	67.0	63.7	60.6	62.8	64.5

AM Stations

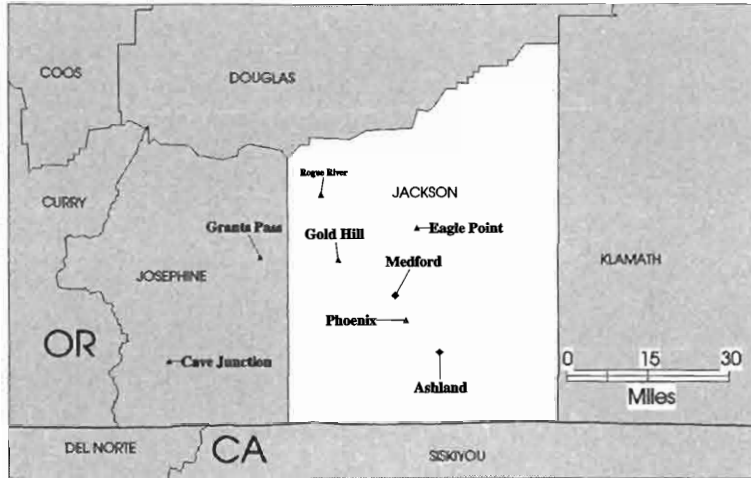
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1999 Est Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
KONA	Kennewick	B	610	5.0	5.00	c	Dean-Mitchell Inc	48	7801			Nws/Tik/Spt	450	0.62	9.6	5.8	7.3	9.1	6.9	7.0	8.5	4.6	6.2		
KFLD	Pasco	B	870	10.0	0.25	a	Marathon Media LLC	56	9911		g2	Sports	200	0.91	2.9	2.7	1.3	2.9	1.9	4.0	2.8	3.2	2.2		
KALE	Richland	B	960	5.0	1.00	b	New NW Bcstrs	50	0001		g1	Nostalgia	150	0.39	5.0	3.6	2.6	3.8	4.6	3.5	2.8	6.0	3.1		
KZXR	Prosser	B	1310	5.0	0.07		Moon Bcstg Corp	56	0002		c2	Nws/Spt/Tik	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	Talk	100	0.36	3.7	2.2	3.3	3.3	2.8	3.1	4.7	4.1	4.4		
# AM Stations -					5	# Combos -					4	AM TOTALS					21.2	14.3	14.5	19.1	16.2	17.6	18.8	17.9	15.9
AM & FM Stations Profiled -					19	# Duopolies -					5	Total Local Commercial Share					80.0	79.3	83.2	83.2	81.3	79.4	80.7	80.4	

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)

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$4,900	\$5,300	\$5,400	\$5,500	\$6,200	\$6,800
Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03	
	4.4%	\$7,100	\$7,400	\$7,600	\$8,000	\$8,300	3.9%
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
Revenue/Capita	\$2.73/1,000	\$3.08/1,000	\$2.95/1,000	Local	80%		
	\$30.72	\$38.99	\$44.77	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	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

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		10	10	11	6	17
Tot 12+	1.5		59.0	59.0	60.5	16.5	77.0
Avg 12+	1.5		5.9	5.9	5.5	2.8	4.5
Tot LCS	1.9		76.6	76.6	78.6	21.4	100.0
Avg LCS	1.9		7.7	7.7	7.1	3.6	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)								
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
KTMT	Medford	C	93.7	31.0	3265	b	Marathon Media LLC	70	9911		g1	Top 40	850	0.99	12.1	8.0	8.5	8.4	10.1	8.1	9.3	8.7	0.0
KRRM	Rogue River	A	94.7	0.1	2044		Bell, Shirley M.	94				Country			3.0	1.5	1.6	3.1	1.5	0.9	0.5	1.0	0.0
KBOY	Medford	C1	95.7	60.0	981	b	Marathon Media LLC	58	9911		g1	Clsc Rock	600	1.02	8.3	5.5	7.9	6.2	6.5	5.2	5.6	6.7	0.0
KROG	Grants Pass	C	96.9	25.0	2228	a	Opus Bcstg Systems	81	9609	550	c3	Hot AC	250	0.77	4.6	3.5	4.7	3.5	3.5	1.9	4.6	3.1	0.0
KRWQ	Gold Hill	C1	100.3	30.0	991	c	Clear Channel	80	9905		g2	Country	2,000	1.87	15.1	11.5	8.8	14.1	9.0	10.0	13.0	13.8	0.0
KCMX	Ashland	C	101.9	42.0	1437	b	Marathon Media LLC	78	9911		g1	AC	650	1.02	9.0	6.5	7.0	5.3	8.5	6.6	8.3	5.1	0.0
KCNA	Cave Junction	C	102.7	50.7	1983	a	Opus Bcstg Systems	85	9609	750		Oldies	400	1.01	5.6	3.0	3.1	3.5	5.0	4.3	4.6	4.6	0.0
KLDZ	Medford	C1	103.5	100.0	440	c	Clear Channel	91	9905		g2	Oldies	250	1.30	2.7	4.5	3.7	2.6	1.5	3.3	4.2	2.1	0.0
KAKT	Phoenix	C1	105.1	51.7	545	b	Marathon Media LLC	91	9911		g1	Country	350	0.88	5.6	3.0	3.9	3.5	5.0	6.6	6.0	4.6	0.0
KZZE	Eagle Point	C3	106.3	0.9	1591	c	Clear Channel	94	9905		g2	Rock	750	1.34	7.9	7.0	7.3	7.0	5.0	11.4	8.8	7.2	0.0
KIFS	Ashland	C2	107.5	5.3	1421	c	Clear Channel	96	9905		g2	CHR	300	0.98	4.3	6.5	3.5	3.5	3.0	4.7	2.3	4.6	0.0
# FM Stations -					11	# Combos -				10	FM TOTALS				78.2	60.5	60.0	60.7	58.6	63.0	67.2	61.5	0.0

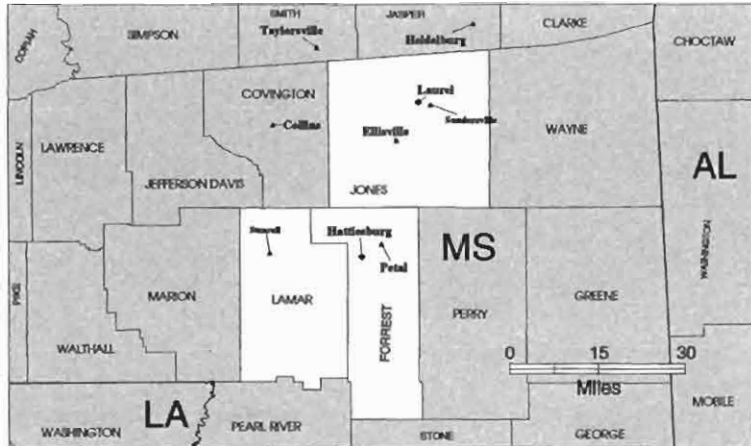
AM Stations

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)								
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
KTMT	Ashland	B	580	1.0	1.00	b	Marathon Media LLC	46	9911		g1	Sports	300	1.36	3.1	2.5	2.6	1.8	3.0	0.9	1.4	0.5	0.0
KRTA	Medford	B	610	5.0	5.00	a	Opus Bcstg Systems	47	9609		c3	Spanish			0.6	0.0	0.0	0.9	0.0	0.0	0.0	1.0	0.0
KLVB	Medford	B	730	1.0	0.07		Educational Media	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	Marathon Media LLC	62	9911		g1	News/Talk	300	0.39	10.8	7.5	6.1	7.0	9.5	5.2	5.1	3.6	0.0
KAPL	Phoenix	B	1300	20.0	5.00		Applegate Media Inc	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	Clear Channel	22	9905		g2	Nostalgia	100	0.19	7.3	6.5	8.2	5.7	5.5	8.1	6.5	8.7	0.0
# AM Stations -					6	# Combos -				4	AM TOTALS				21.8	16.5	16.9	15.4	18.0	14.2	13.0	13.8	0.0
AM & FM Stations Profiled -					17	# Duopolies -				6	Total Local Commercial Share				77.0	76.9	76.1	76.6	77.2	80.2	75.3	0.0	

NOTE: Market rated twice yearly with Fall 1997 period.

Metro Rank: 208
Revenue Rank: 241

Laurel-Hattiesburg, MS Market Overview



Metro Counties / Population (000)

Forrest, MS	75.3
Jones, MS	63.6
Lamar, MS	37.4
Total	176.3

Market Radio Financials

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$3,900	\$4,200	\$4,300	\$4,500	\$4,800	\$5,100	5.5%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	3.9%	\$5,300	\$5,600	\$5,800	\$6,100	\$6,400	4.7%

	1993	1998	2003	Est. Breakout
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)

	1993	1998	Growth Rate	1998	2003	Growth Rate
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

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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							
				Median Household	\$ 23,584		Avg Household	\$ 36,634
Ethnic Population:	White	72.8%	Black	26.4%	Asian	0.6%	Hispanic	0.8%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4		9	10	13	5	18
Tot 12+	16.0		64.2	72.7	80.2	4.0	84.2
Avg 12+	4.0		7.1	7.3	6.2	0.8	4.7
Tot LCS	19.0		76.2	86.3	95.2	4.8	100.0
Avg LCS	4.8		8.5	8.6	7.3	1.0	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)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WJMG	Hattiesburg	A	92.1	6.0	cp	299 a	Floyd, Vernon C	82	8610		Urban	575	1.13	9.6	9.0	7.5	8.3	7.0	7.1	9.5	7.5	0.0
• WKZW	Sandersville	C2	94.3	50.0	cp	492 c	Blakeney Comm Inc	75	9803	553	Hot AC	100	0.86	2.2	2.0	3.7	1.9	1.6	1.0	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	10.4	13.7	13.1	15.5	12.4	20.0	16.1	0.0
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	6.0	4.3	1.0	0.5	1.4	2.1	0.0	0.0
• WHER	Heidelberg	C2	99.3	50.0		492 b	Clear Channel	80	0008 p		sw	550	1.31	7.9	4.5	1.6	6.3	6.4	8.1	6.3	7.5	0.0
• WNSL	Laurel	C	100.3	100.0		1066 b	Clear Channel	59	0008 p		sw	700	0.75	17.6	12.9	9.4	13.1	15.0	15.7	13.2	11.6	0.0
• WJKX	Ellisville	C2	102.5	50.0		492	Clear Channel	73	0008 p		sw	450	0.78	10.9	11.9	11.0	8.3	9.1	9.0	8.9	16.1	0.0
• WUSW	Hattiesburg	C	103.7	100.0	cp	1056 b	Clear Channel	66	0008 p		sw	450	1.18	7.2	3.0	5.0	6.8	4.8	3.3	4.2	3.0	0.0
WXRR	Hattiesburg	C1	104.5	100.0		981 c	Blakeney Comm Inc	67	9410	450	Clsc Rock	800	1.49	10.1	8.5	10.2	9.7	6.4	8.6	7.9	10.6	0.0
• WMFM	Petal	C2	106.3	50.0	cp	492	Clear Channel	86	0008 p		sw	150	0.88	3.2	4.5	2.3	2.4	2.7	4.3	2.6	4.0	0.0
• WKNZ	Collins	A	107.1	2.3	cp	541	Rainey Radio Inc	78	0008 p		g	150	2.18	1.3	1.0	1.5	1.0	1.1	0.5	0.5	1.5	0.0
WZKX	Poplarville	C	107.9	92.0		1460	Dowdy & Dowdy	66			Country	n/a		6.1	6.5	4.9	3.9	5.9	3.8	4.2	5.5	0.0
# FM Stations -				13	# Combos -				7	FM TOTALS				94.9	80.2	75.1	75.8	76.0	75.2	79.4	83.4	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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
• WEEZ	Laurel	B	890	10.0	0.00	b	Clear Channel	57	0008 p		sw	Urban/Gospl	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		Williams, Gerald	32	9112		st	Gospel			0.7	1.0	0.8	0.0	1.1	1.4	0.0	0.0	0.0
• WFOR	Hattiesburg	C	1400	1.0	1.00	b	Clear Channel	24	0008 p		sw	DARK				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	3.0	3.3	4.9	2.1	1.9	2.1	2.0	0.0
# AM Stations -				5	# Combos -				3	AM TOTALS				5.1	4.0	4.1	4.9	3.2	3.3	2.1	2.0	0.0	
AM & FM Stations Profiled -				18	# Duopolies -				6	Total Local Commercial Share				84.2	79.2	80.7	79.2	78.5	81.5	85.4	0.0		

NOTE: Market rated twice yearly with Fall 1997 period.

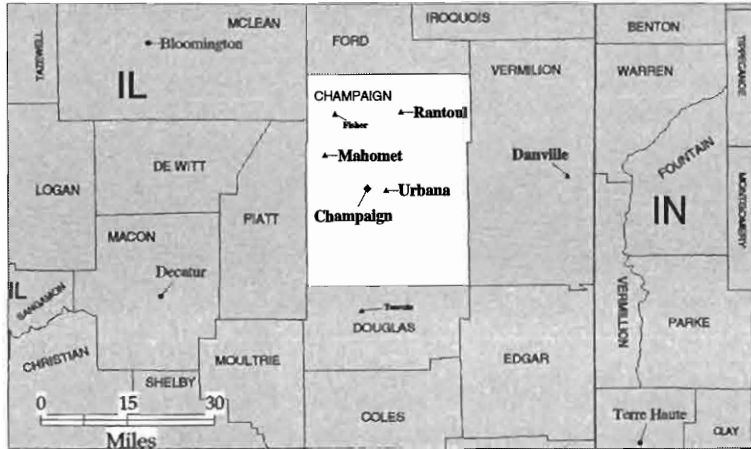
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 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 ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$7,200	\$7,900	\$8,500	\$8,600	\$8,700	\$10,700	8.1%
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		9	11	3	14
Tot 12+	27.8	32.4		59.7	60.2	8.9	69.1
Avg 12+	4.6	6.5		6.6	5.5	3.0	4.9
Tot LCS	40.2	46.9		86.4	87.1	12.9	100.0
Avg LCS	6.7	9.4		9.6	7.9	4.3	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)								
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
WKIO	Urbana	B1	92.5	11.5	486	a	Saga Comm Inc	67	0006	7,000		Oldies	1,300	1.03	10.6	6.8	6.9	8.7	6.6	6.1	7.2	5.0	0.0
WEBX	Tuscola	A	93.5	6.0	308	c	AAA Entertainment	70	0006	500		AOR	300		0.7	3.7	2.6	0.5	0.5	0.5	0.5	1.7	0.0
WLRW	Champaign	B	94.5	50.0 cp	390	a	Saga Comm Inc	63	8610		g	AC	1,750	1.01	14.6	8.9	6.2	12.3	8.7	8.0	9.2	10.0	0.0
WBNS	Rantoul	A	95.3	1.9	413	c	AAA Entertainment	72	0006	5,300	d1	Country	650	1.16	4.7	2.6	3.1	3.6	3.1	4.2	3.1	2.8	0.0
WQQB	Rantoul	A	96.1	3.8	404	c	AAA Entertainment	93	0006		d1	Top 40	550	0.54	8.6	8.9	5.9	7.2	5.1	5.6	5.6	5.0	0.0
WHMS	Champaign	B	97.5	50.0	358	b	DWS Inc		49			Lite Rock	900	0.68	11.2	5.2	6.6	5.6	10.7	6.6	7.2	6.7	0.0
WIAI	Danville	B	99.1	50.0	499		Key Bcstg Inc	70	9304	1,300		Country	900	4.45	1.7	0.5	1.5	1.0	1.5	1.4	0.5	1.1	0.0
WIXY	Champaign	B1	100.3	13.0	453	a	Saga Comm Inc	92	9211	250		Country	1,900	0.90	17.7	11.0	13.0	10.8	14.8	17.4	18.5	15.6	0.0
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	0006		d1	Clsc Rock	650	0.70	7.8	8.9	6.6	5.6	5.6	4.7	3.6	5.6	0.0
WPGU	Urbana	A	107.1	3.0	236		Illini Media Co		67			Alternative	1,000	1.06	7.9	3.7	5.1	6.2	5.1	4.7	7.2	5.0	0.0
# FM Stations -					11	# Combos -				8	FM TOTALS				85.5	60.2	57.5	61.5	61.7	59.2	62.6	58.5	0.0

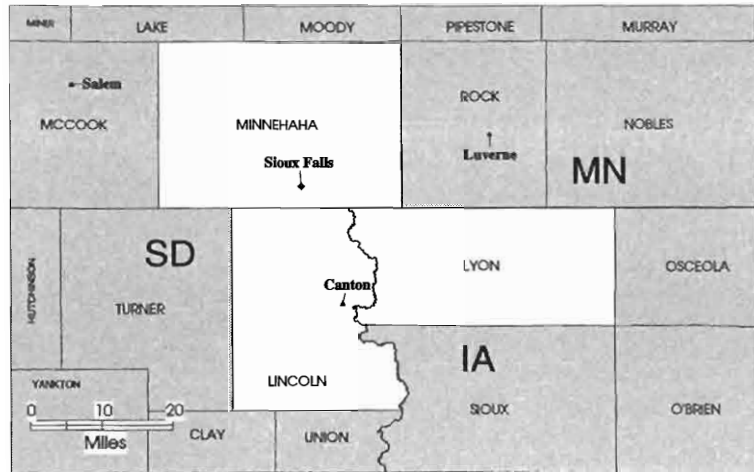
AM Stations

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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WDWS	Champaign	C	1400	1.0	1.00	b	DWS Inc		37			News/Talk	1,100	0.75	12.4	7.3	9.9	8.2	9.7	9.4	9.7	10.0	0.0
WJCI	Rantoul	B	1460	0.5	0.07		Vanguard Bcstg Inc	63	9912	175		Adlt Stndrd	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	1.6	2.4	1.0	2.0	4.2	2.6	3.3	0.0
# AM Stations -					3	# Combos -				1	AM TOTALS				14.5	8.9	12.3	9.2	11.7	13.6	12.3	13.3	0.0
AM & FM Stations Profiled -					14	# Duopolies -				3	Total Local Commercial Share				69.1	69.8	70.7	73.4	72.8	74.9	71.8	0.0	

NOTE: Market rated twice yearly with Fall 1997 period.

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
Total	174.1

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★ ★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$6,900	\$7,700	\$8,400	\$9,000	\$9,300	\$10,900	9.6%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	7.3%	\$11,700	\$13,200	\$14,500	\$16,100	\$17,800	11.0%

	1993	1998	2003	Est. Breakout
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)

	1993	1998	Growth Rate	1998	2003	Growth Rate
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

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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	\$ 30,461		Avg Household	\$ 50,934
Ethnic Population:	White 96.7%		Black 0.9%		Asian 0.8%		Hispanic 0.8%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			10	8	10	7	17
Tot 12+			61.9	60.2	61.9	18.2	80.1
Avg 12+			6.2	7.5	6.2	2.6	4.7
Tot LCS			77.3	75.2	77.3	22.7	100.0
Avg LCS			7.7	9.4	7.7	3.2	5.9

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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
KELO	Sioux Falls	C	92.5	100.0	1850	a	Midcontinent Media	65				Lite AC	1,200	0.82	12.5	7.6	9.3	9.6	10.9	10.7	10.8	10.4	8.0
KSOB	Dell Rapids	C3	95.7	25.0	328		L A Radio	98	9910			Clsc Rock	450	1.28	3.0	2.5	3.0	2.3	2.6	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 Bcstg	73	9608		sw	AC	1,200	1.14	9.0	6.8	4.3	7.3	7.4	6.7	15.1	12.6	10.2
KIKN	Salem	C1	100.5	100.0	942	b	Southern Minn Bcstg	93	9302		150 cp	Country	900	0.92	8.4	7.2	6.5	7.3	6.5	5.3	5.6	6.3	4.9
KLQL	Luverne	C1	101.1	100.0	532	d	Three Eagles Comm	71	9608		g1	Country	1,000	2.44	3.5	1.7	1.6	3.1	2.6	2.2	2.6	3.2	1.8
KTWB	Sioux Falls	C2	101.9	34.0	581	a	Midcontinent Media	90	9711	2,750		Country	1,100	0.90	10.4	6.4	5.4	8.4	8.7	7.1	6.5	10.8	11.6
KYBB	Canton	C2	102.7	50.0 cp	486	b	Southern Minn Bcstg	95	9707	402	1	Clsc Hits	900	1.24	6.2	6.4	6.6	5.0	5.2	7.6	6.5	6.8	4.4
KRRO	Sioux Falls	C2	103.7	38.0	394	a	Midcontinent Media	69	9611	3,000	c1	AOR	1,000	0.99	8.6	14.0	8.2	8.0	6.1	8.9	9.9	10.4	10.7
KKLS	Sioux Falls	C1	104.7	100.0 cp	974	b	Southern Minn Bcstg	75	7910			CHR	1,400	0.93	12.9	9.3	9.0	10.7	10.4	12.0	3.4	3.2	5.8
# FM Stations -					10	# Combos -					9	FM TOTALS			74.5	61.9	53.9	61.7	60.4	60.5	60.4	63.7	57.4

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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
KQAD	Luverne	B	800	0.5	0.08	d	Three Eagles Comm	71	9608		g1	Lite AC	200			0.0	0.0	0.0	0.0	1.3	0.9	1.4	1.3
KXRB	Sioux Falls	B	1000	10.0 cp	0.00	b	Southern Minn Bcstg	69	7804			Country	500	0.71	6.0	7.2	7.4	4.6	5.2	4.9	6.0	6.3	3.1
KSOO	Sioux Falls	B	1140	10.0 cp	5.00	b	Southern Minn Bcstg	26	9608		sw	News/Talk	600	0.90	5.7	4.2	4.4	4.6	4.8	4.4	3.4	4.1	5.3
KWSN	Sioux Falls	C	1230	0.4 cp	0.44	a	Midcontinent Media	48	9611		c1	Sports	350	0.54	5.5	2.1	3.3	4.2	4.8	4.4	4.3	1.8	2.2
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	4.7	8.4	7.3	5.7	8.0	7.3	5.9	8.9
● KSFS	Sioux Falls	B	1520	0.5	0.00		L A Skywave Inc	70	0009 p	155		Sprts/Talk			0.2	0.0	0.2	0.0	0.4	0.0	0.0	0.0	0.0
# AM Stations -					7	# Combos -					6	AM TOTALS			25.3	18.2	23.7	20.7	20.9	23.0	21.9	19.5	20.8
AM & FM Stations Profiled -					17	# Duopolies -					5	Total Local Commercial Share			80.1	77.6	82.4	81.3	83.5	82.3	83.2	78.2	

● Indicates a change since last edition

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
Total	170.2

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%
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
Revenue/Capita	\$4.22/1,000	\$5.42/1,000	\$6.26/1,000	Local	82%		
	\$46.16	\$70.51	\$106.43	National	18%		

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	160.3	170.2	1.2%	170.2	175.7
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		\$ 32,110	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+	0.9		60.3	60.3	61.2	27.7	88.9
Avg 12+	0.9		6.7	7.5	6.1	6.9	6.4
Tot LCS	1.0		67.8	67.8	68.8	31.2	100.0
Avg LCS	1.0		7.5	8.5	6.9	7.8	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)							
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
KULW	Kindred	C3	92.7	25.0	328	b	93	0007	p	g2	Oldies	100	0.22	3.5	5.3	3.6	3.0	3.1	3.8	2.5	1.6	0.8
WDAY	Fargo	C	93.7	100.0	1030	b	65	0007	p	g2	CHR	850	0.60	10.9	11.0	9.8	8.9	10.0	8.0	9.5	9.1	8.4
KRVI	Detroit Lakes	C1	95.1	100.0	971	b	76	0007	p	g2	Soft AC	550	0.78	5.5	5.3	4.1	5.1	4.4	3.4	2.5	3.7	5.5
KVMI	Arthur	A	96.7	5.0	361		94				Talk	100		0.8	0.9	2.6	0.4	0.9	0.8	0.4	0.8	0.4
KFNW	Fargo	C	97.9	100.0	1001		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	66	9909		g1	Modern Rock	850	0.83	7.9	9.7	6.0	7.6	6.1	6.8	7.4	6.2	7.6
KVOX	Moorhead	C	99.9	100.0	1034	a	66	9909		g1	Country	1,400	0.98	11.1	10.1	10.4	9.3	10.0	9.7	11.1	11.5	11.8
KFGO	Fargo	C1	101.9	93.0	1001	b	84	0007	p	g2	Country	1,150	1.02	8.7	6.2	6.3	7.6	7.4	9.3	8.2	7.0	8.0
KLTA	Breckenridge	C1	105.1	100.0	650	a	70	9909		g1	AC	1,600	1.39	8.9	5.7	9.3	9.3	6.1	9.7	10.7	9.1	8.9
KPFX	Fargo	C	107.9	100.0	656	a	93	9909		g1	Adult Rock	850	0.70	9.4	7.0	7.5	9.7	6.6	9.7	8.2	5.3	7.2
# FM Stations -				10	# Combos -				8	FM TOTALS				66.7	61.2	59.6	60.9	54.6	61.2	60.5	54.3	58.6

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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
KFGO	Fargo	B	790	5.0	5.00	b	Clear Channel	48	0007	p	g2	News/Talk	3,800	1.58	18.7	16.7	15.8	14.8	17.5	15.6	15.2	23.0	15.2
WDAY	Fargo	B	970	5.0	5.00		Forum Publishing	22				News/Talk	1,100	0.98	8.7	6.2	6.1	6.8	8.3	6.8	6.2	7.0	8.0
KVOX	Moorhead	B	1280	5.0	1.00	b	Clear Channel	37	0007	p	g2	Sports	400	0.97	3.2	2.6	1.9	2.5	3.1	1.7	1.6	1.2	2.1
● KQWB	West Fargo	B	1660	10.0	1.00	a	Triad Bcstg Co	00	9909		g1	Adlt Stndrd	125	0.36	2.7	2.2	2.5	2.1	2.6	2.5	3.3	3.7	3.0
# AM Stations -				4	# Combos -				3	AM TOTALS				33.3	27.7	26.3	26.2	31.5	26.6	26.3	34.9	28.3	
AM & FM Stations Profiled -				14	# Duopolies -				5	Total Local Commercial Share				88.9	85.9	87.1	86.1	87.8	86.8	89.2	86.9		

● 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
Total	173.3

Market Radio Financials

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

ESTIMATED GROSS REVENUES

	1993	1994	1995	1996	1997	1998	Δ 93 - 98
ESTIMATED GROSS REVENUES	\$7,300	\$8,100	\$8,400	\$8,900	\$9,100	\$8,700	3.5%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
ESTIMATED GROSS REVENUES	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	\$3.20/1,000	\$4.01/1,000	Local 74%
Revenue/Capita	\$45.29	\$38.67	\$53.87	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	225.0	1.5%	225.0	241.3	1.4%
Households	55.2	76.3	6.7%	76.3	83.1	1.7%
Retail Sales	2,759.3	2,721.7	-0.3%	2,721.7	3,242.1	3.6%
EBI	2,094.8	3,175.7	8.7%	3,175.7	4,066.9	5.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	113.4	21.7	11.0	14.8	16.6	17.5	13.3	18.3
Women (000)	111.7	20.5	10.4	14.2	15.6	16.6	13.0	21.2
Total	225.0	42.2	21.3	29.1	32.3	34.1	26.4	39.6
Percentage	100.0%	18.8%	9.5%	12.9%	14.3%	15.2%	11.7%	17.6%
Per Capita	\$ 14,114			Median Household	\$ 31,807		Avg Household	\$ 41,621
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	6	12	6	18
Tot 12+	5.5		48.4	46.6	53.9	11.5	65.4
Avg 12+	1.8		5.4	7.8	4.5	1.9	3.6
Tot LCS	8.4		74.0	71.3	82.4	17.6	100.0
Avg LCS	2.8		8.2	11.9	6.9	2.9	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 Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)								
																	Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
KKJM	St Joseph	C3	92.9	25.0	328		St. Cloud Diocese	96	0001 p		dn		Christian	125	0.52	2.7	1.8	2.8	1.8	1.8	1.7	0.9	2.1	2.8	
• KMSR	Sauk Centre	A	94.3	3.0	299		Omni Bcstg Co	76	0010 p	700			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	492	d	Regent Comm	68	9905	12,700	c1		Hot AC	575	1.47	4.4	2.3	1.3	2.2	3.6	3.4	4.1	3.0	2.0	
KKSR	Sartell	C2	96.7	50.0	453	d	Regent Comm	88	0008		d1		Dance/CHR	400	1.50	3.0	0.9	1.3	1.8	2.2	5.1	4.1	2.6	2.8	
WWJO	St. Cloud	C	98.1	100.0	1001	d	Regent Comm	75	9905				Country	1,900	1.44	14.8	10.0	10.9	10.1	9.3	11.0	13.2	12.8	12.0	
KZPK	Paynesville	C2	98.9	47.3	499	b	Leighton Enterprises	95	9705	1,000			Country	1,500	1.35	12.5	8.7	8.9	6.6	9.8	8.0	7.7	9.8	10.4	
KCML	St. Joseph	A	99.9	2.9	476	b	Leighton Enterprises	98					Soft Hits			5.0	4.1	2.9	2.6	4.0	0.0	0.0	0.0	0.0	
WHMH	Sauk Rapids	C2	101.7	50.0 cp	476	c	Hoppe, Herbert M	75					AC	350	0.49	8.1	6.4	7.1	6.2	4.4	8.0	7.3	6.0	3.2	
KLZZ	Waite Park	C3	103.7	9.0 cp	413	d	Regent Comm	90	0008	5,000	d1		Clsc Rock	550	0.74	8.4	4.6	8.3	4.8	6.2	5.1	3.6	4.7	4.8	
KCLD	St. Cloud	C	104.7	100.0	984	b	Leighton Enterprises	48	7509				CHR	1,600	1.30	13.8	12.8	9.2	9.7	8.4	10.5	8.6	8.5	8.0	
KDDG	Albany	A	105.5	6.0	328	a	Starcom	93	9612	1,250	c2		Alternative			1.0	1.4	1.0	0.0	1.3	0.8	1.4	1.3	0.4	
• KLCL	Princeton	C3	106.1	9.1	538		Starcom	74	9811				Country	n/a		1.0	0.9	0.6	0.9	0.4	0.4	0.5	0.4	0.4	
# FM Stations -					12	# Combos -					9	FM TOTALS					74.7	53.9	54.3	46.7	51.4	54.0	51.4	51.2	46.8

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)								
																	Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
WBHR	Sauk Rapids	B	660	10.0	0.25	c	Hoppe, Herbert M	63					Children				0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	
WVAL	Sauk Rapids	B	800	2.6	0.85	c	Hoppe, Herbert M	99					Country			1.4	1.4	2.5	1.8	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	2.3	6.2	7.5	6.2	5.9	4.5	6.4	7.2	
WJON	St. Cloud	C	1240	1.0	1.00	d	Regent Comm	50	9905		c1		News	1,000	1.15	9.8	5.5	6.6	6.2	6.7	5.1	6.8	6.8	6.8	
KXSS	Waite Park	B	1390	2.5	1.00	d	Regent Comm	81	0008		d1		Nostalgia	50	0.33	1.7	0.9	0.8	1.3	0.9	0.8	2.3	1.7	3.2	
KNSI	St. Cloud	C	1450	1.0	1.00	b	Leighton Enterprises	38	7509				Talk	175	0.94	2.1	1.4	1.1	1.8	0.9	0.8	1.4	1.3	0.8	
# AM Stations -					6	# Combos -					6	AM TOTALS					25.4	11.5	17.2	18.6	14.7	12.6	15.5	16.2	18.0
AM & FM Stations Profiled -					18	# Duopolies -					6	Total Local Commercial Share					65.4	71.5	65.3	66.1	66.6	66.9	67.4	64.8	

• Indicates a change since last edition

1/ 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
Total	162.0

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$4,500	\$5,000	\$5,200	\$5,300	\$6,000	\$6,800	8.4%
	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	\$ 20,217		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	5	6		9	11	6	17
Tot 12+	14.4	49.4		60.2	63.8	9.2	73.0
Avg 12+	2.9	8.2		6.7	5.8	1.5	4.3
Tot LCS	19.7	67.7		82.5	87.4	12.6	100.0
Avg LCS	3.9	11.3		9.2	7.9	2.1	5.9

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)							
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
• WVZA	Herrin	B1	92.7	25.0	328	a	94	0008 p		sw	Hot AC	360	0.86	5.6	4.1	2.6	3.7	4.9	3.8	2.2	4.9	4.7
• WXLT	Cartersville	A	95.1	6.0	279	b	92	9706	1,250	c3	Clsc Rock	400	0.83	6.4	3.6	3.7	5.3	4.4	6.0	3.8	4.4	1.6
• WQUL	West Frankfort	A	97.7	3.5	0	a	72	0008 p		sw	Clsc Rock	340	0.76	6.0	4.1	3.7	4.8	4.4	2.2	2.2	2.5	2.1
• WOOZ	Harrisburg	B	99.9	32.0	620	b	47	8907	713		Country	1,000	0.88	15.2	7.2	8.1	11.2	12.1	9.8	14.5	15.7	13.7
• WCIL	Carbondale	B	101.5	50.0	387	b	68	9608	1,765	c1	Hot AC	1,000	0.80	16.7	10.8	13.0	12.3	13.2	12.6	8.6	8.8	8.4
• WUEZ	Christopher	A	103.5	6.0	328	b	91	9805	675		Soft Hits	250	0.60	5.6	3.1	5.1	4.8	3.8	2.2	3.2	3.9	5.3
• WXAN	Ava	A	103.9	0.0	463		82				Religion	340	2.16	2.1	2.1	3.9	1.6	1.6	1.1	1.1	1.0	1.6
• WBNV	Carrier Mills	A	104.5	3.0	328		90				Hot AC			2.8	1.5	1.6	2.1	2.2	1.6	2.2	0.5	3.2
• WTAO	Murphysboro	B1	105.1	25.0	308	a	72	0008 p		sw	Adult Rock	880	1.38	8.5	11.9	10.2	7.5	5.5	8.7	8.1	10.3	6.8
• WQRL	Benton	B1	106.3	12.5	459		73	9204	250		Oldies	330	1.13	3.9	4.1	3.4	3.2	2.7	1.6	3.8	2.5	3.7
• WDDD	Marion	B	107.3	50.0	492	a	70	0008 p		sw	Country	1,300	1.22	14.2	11.3	12.4	9.6	12.1	14.8	17.7	18.1	16.3
# FM Stations -				11	# Combos -				8	FM TOTALS				87.0	63.8	67.7	66.1	66.9	64.4	67.4	72.6	67.4

AM Stations

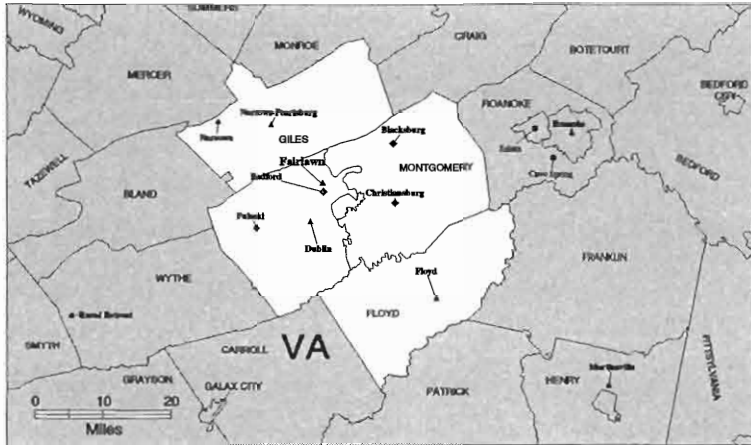
Calls	City of License	FCC Class	Power Freq (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1999 Est Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
• WDDD	Johnston City	B	810	0.3	0.25	a	Clear Channel	79	0008 p		sw	Country			0.7	1.0	0.5	0.5	0.5	0.5	0.0	0.0	1.6
• WCIL	Carbondale	B	1020	1.0	1.00	b	Zimmer Radio	46	9608		c1	News			0.7	1.0	0.5	0.5	0.5	0.5	0.0	0.0	1.1
• WGGH	Marion	B	1150	5.0	0.00		Vine Bcstg Inc	49	9204	396		Gospel	300	2.86	1.4	1.0	1.7	0.0	2.2	1.1	0.0	0.0	1.1
• WFRX	West Frankfort	B	1300	1.0	0.06	a	Clear Channel	51	0008 p		sw	Adlt Stndrd	180	0.69	3.5	2.6	3.4	2.7	2.7	2.7	2.2	1.5	1.1
• WJPF	Herrin	C	1340	0.8	0.77	b	Zimmer Radio	40	9706		c3	Nws/Tlk/Spt	350	1.20	3.9	3.1	2.6	2.7	3.3	2.7	2.2	2.0	2.1
• WINI	Murphysboro	B	1420	0.4	0.50		Radio Station WINI	54	6807			Nws/Tlk/Spt	440	2.10	2.8	0.5	1.4	2.1	2.2	1.1	1.1	2.5	1.6
# AM Stations -				6	# Combos -				4	AM TOTALS				13.0	9.2	10.1	8.5	11.4	8.6	5.5	6.0	8.6	
AM & FM Stations Profiled -				17	# Duopolies -				6	Total Local Commercial Share				73.0	77.8	74.6	78.3	73.0	72.9	78.6	76.0		

• Indicates a change since last edition

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
	157.7

Market Radio Financials

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

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	N/A	N/A	\$2,000	\$2,100	\$2,300	\$2,500	
★	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
		\$2,500	\$2,800	\$3,100	\$3,400	\$3,800	11.5%
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
	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)

	1993	1998	Growth Rate	1998	2003	Growth Rate
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

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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	\$ 24,330		Avg Household	\$ 32,136	
Ethnic Population:	White	92.0%	Black	4.9%	Asian	2.9%	Hispanic	1.2%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4		6	2	10	10	20
Tot 12+	1.7		61.1	17.6	62.8	6.8	69.6
Avg 12+	0.4		10.2	8.8	6.3	0.7	3.5
Tot LCS	2.4		87.8	25.3	90.2	9.8	100.0
Avg LCS	0.6		14.6	12.6	9.0	1.0	5.0

Competitive Overview

NOTE: Some Roanoke stations are also rated in this market.

FM Stations

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	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)									Revenue (000)1/	Power Ratio		Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WXLK	Roanoke	C	92.3	93.0	2051		Wheeler, Mel	60	9702	See (105)		CHR	n/a		20.9	15.3	13.0	15.0	15.8	15.5	12.6	14.1	0.0
WSLC	Roanoke	C	94.9	98.0	1982		Wheeler, Mel	48	0005	See (105)		Country	n/a		6.6	5.6	3.1	4.4	5.3	4.6	5.5	8.6	0.0
WXBX	Rural Retreat	A	95.3	6.0	190		Three Rivers Media	91	9808	200		Oldies	75			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WROV	Martinsville	C1	96.3	13.8	2077		Clear Channel	50	0008			AOR	n/a		13.1	8.5	5.1	8.9	10.5	10.8	7.7	8.6	0.0
WSLQ	Roanoke	C	99.1	200.0	1992		Wheeler, Mel	47				AC	n/a		12.7	14.1	12.4	10.6	8.2	12.9	12.6	10.6	0.0
WFNR	Christiansburg	A	100.7	0.8 cp	896	a	New River Valley	90	9906	6,455	d1	Talk/Sprts	300	2.61	4.6	0.0	2.5	3.3	3.5	3.1	2.7	1.5	0.0
WZFM	Narrows	A	101.3	5.0	-532		Old Dominion Media	91	9501	34		DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WBXW	Radford	A	101.7	5.8	66	a	New River Valley	65	9906		d1	70s Oldies	150	2.61	2.3	1.7	1.2	2.8	0.6	2.6	5.5	7.1	0.0
WBRW	Blacksburg	C3	105.3	12.0	479	a	New River Valley	64	9906		d1	Clsc Rock	375	2.42	6.2	4.0	3.3	3.3	5.8	5.2	7.7	1.0	0.0
WPSK	Pulaski	C3	107.1	1.8	1207	a	New River Valley	67	9906		d1	Country	850	1.50	22.7	13.6	17.1	17.2	16.4	16.0	12.6	14.6	0.0
# FM Stations -					10	# Combos -					4	FM TOTALS			89.1	62.8	57.7	65.5	66.1	70.7	66.9	66.1	0.0

AM Stations

Calls	City of License	FCC Class	Day Power		Night Power		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)							
			Freq	(kW)	(kW)									Revenue (000)1/	Power Ratio		Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WFNR	Blacksburg	B	710	10.0	0.00		a	New River Valley	73	9906		d1	Nws/Tlk/Spt	150	1.30	4.6	1.1	3.3	3.9	2.9	1.5	1.1	1.5	0.0
WPIN	Dublin	B	810	4.2	0.00		b	Baker Family Stns	95				Christian	25			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WKNV	Fairlawn	B	890	10.0	0.00		b	Baker Family Stns	98				Gospel			0.4	1.7	1.0	0.6	0.0	0.0	0.0	0.0	0.0
WNRV	Narrows-Pearisb	B	990	5.0	0.00			Perception Media	53	9907		na	Gospel	75			0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0
WGFC	Floyd	B	1030	1.0	0.00			Gallimore Elec Inc	85				Cty/BGs/Gsp	125			0.0	0.0	0.0	0.0	0.0	2.2	0.5	0.0
WWVT	Christiansburg	B	1260	2.8	0.00			VA Tech Foundation	54	9806		dn	Classical	25			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	1.7	4.6	2.8	1.8	1.5	3.3	1.5	0.0
WKEX	Blacksburg	B	1430	1.0	0.06		b	Baker Family Stns	69	9808	60		Blue Grass	75	1.88	1.6	2.3	1.3	1.7	0.6	0.0	0.0	1.0	0.0
WRAD	Radford	B	1460	5.0	0.50		a	New River Valley	50	9906		d1	Adlt Stndrd	75	2.50	1.2	0.0	0.0	0.0	1.8	1.0	1.6	2.0	0.0
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
# AM Stations -					10	# Combos -					5	AM TOTALS			10.9	6.8	10.2	9.0	7.1	4.0	8.7	6.5	0.0	
AM & FM Stations Profiled -					20	# Duopolies -					6	Total Local Commercial Share			69.6	67.9	74.5	73.2	74.7	75.6	72.6	0.0		

NOTE: Market rated twice yearly with Fall 1997 period.

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	6.1%
Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03	
1.8%	\$5,600	\$6,100	\$6,400	\$7,000	\$7,400	7.2%	

	1993	1998	2003	Est. Breakout	
Revenue/Retail Sales	\$3.38/1,000	\$3.43/1,000	\$3.95/1,000	Local	85%
Revenue/Capita	\$24.91	\$32.86	\$42.14	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	10	7	11	5	16
Tot 12+		1.0	56.8	52.0	57.8	14.6	72.4
Avg 12+		1.0	5.7	7.4	5.3	2.9	4.5
Tot LCS		1.4	78.5	71.8	79.8	20.2	100.0
Avg LCS		1.4	7.8	10.3	7.3	4.0	6.3

Competitive Overview

Some stations also rated in Chico.

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		Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
KEWB	Anderson	C2	94.7	4.2	1565	b	Results Radio LLC	83	0007		d4	Country	375	1.01	6.6	10.7	8.7	4.4	5.9	8.3	7.8	6.5	7.0
KALF	Red Bluff	B	95.7	7.0	1266	c	Regent Comm	78	9806			Country	n/a		1.2	1.0	0.8	0.9	1.0	1.5	1.0	0.0	0.0
KNCQ	Redding	C2	97.3	28.0	3570	b	Results Radio LLC	85	0007		d4	Country	800	1.28	11.2	7.8	13.9	7.1	10.4	10.7	11.3	11.2	14.5
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	c	Regent Comm	89	9806	3,500	d2	Top 40	750	0.79	16.9	6.8	7.0	14.2	12.4	11.2	10.3	6.5	2.8
● KLVB	Red Bluff	C2	102.7	5.5	1414		Educational Media	85	0005 p	750		Clsc Rock	550	1.58	6.2	2.9	1.6	5.8	4.0	3.9	4.4	3.7	6.1
KAWX	Weaverville	C2	103.1	0.6	3593	b	Results Radio LLC	99				Country				3.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KSHA	Redding	C	104.3	100.0	1558	c	Regent Comm	81	9806		g1	Soft Rock	750	1.30	10.3	7.8	9.1	9.8	6.4	5.4	5.4	7.4	6.1
KRDG	Shingletown	C1	105.3	28.0 cp	1243	c	Regent Comm	94	9806		d2	Oldies	650	1.33	8.7	5.8	6.2	6.7	6.9	5.4	5.9	8.8	10.3
KRRX	Burney	C	106.1	100.0	1969	c	Regent Comm	85	9806		d2	Rock & Roll	400	1.05	6.8	9.7	5.5	6.7	4.0	5.9	10.3	16.3	7.9
KISK	Shasta Lake	C3	107.1	1.4	1362	b	Results Radio LLC	98	0007		d4	Modern AC			6.8	1.9	1.9	6.2	4.5	0.0	0.0	0.0	0.0
# FM Stations -					11	# Combos -					10	FM TOTALS			74.7	57.8	54.7	61.8	55.5	52.3	56.4	60.4	54.7

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		Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 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	c	Regent Comm	36	9806		d2	Sports	150	1.34	2.0	0.0	0.0	2.2	1.0	2.0	2.5	5.1	2.3
KLXR	Redding	C	1230	1.0	1.00		Quinn, Michael	56	9912	125	na	Adlt Stndrd	100	0.24	7.5	4.4	5.8	4.9	6.9	10.2	4.9	0.0	0.0
KQMS	Redding	C	1400	1.0	1.00	c	Regent Comm	54	9806		g1	News/Talk	1,050	1.18	15.9	10.2	12.5	11.1	13.9	12.2	9.3	10.7	17.3
KMCA	Shasta	C	1450	1.0 cp	1.00		Allen, Mark	67	9610	35		Sprts/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -					5	# Combos -					3	AM TOTALS			25.4	14.6	18.3	18.2	21.8	24.4	16.7	15.8	19.6
AM & FM Stations Profiled -					16	# Duopolies -					5	Total Local Commercial Share			72.4	73.0	80.0	77.3	76.7	73.1	76.2	74.3	

● 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)

ESTIMATED GROSS REVENUES ★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$3,900	\$4,500	\$4,700	\$5,200	\$5,800	\$6,600	11.1%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	9.1%	\$7,200	\$7,700	\$8,100	\$8,700	\$9,100	6.0%
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
Revenue/Capita	\$3.33/1,000	\$3.99/1,000	\$4.11/1,000	Local	90%		
	\$24.70	\$40.77	\$53.88	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	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

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		8	6	10	5	15
Tot 12+	3.8		56.8	44.4	60.6	12.4	73.0
Avg 12+	1.9		7.1	7.4	6.1	2.5	4.9
Tot LCS	5.2		77.8	60.8	83.0	17.0	100.0
Avg LCS	2.6		9.7	10.1	8.3	3.4	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)											
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996				
WTUG	Tuscaloosa	C1	92.9	100.0	981	c	Radio South Inc	79			Urban AC	1,150	1.33	12.0	10.8	10.9	10.3	6.5	8.5	6.3	7.1	0.0				
WZBQ	Carrollton	C	94.1	100.0	1007	b	Clear Channel	70	0008	g	CHR	1,200	1.36	12.3	9.2	5.7	9.2	8.0	11.3	6.3	6.1	0.0				
WBHJ	Tuscaloosa	C1	95.7	100.0	981	a	Cox Radio Inc	52	9811	See (55)	CHR/Rhymc	n/a		17.7	10.3	14.5	12.8	11.9	9.9	9.3	11.6	0.0				
WTVT	Fayette	C1	98.1	100.0	906	b	Clear Channel	77	0008	g	Country	2,200	1.84	16.6	11.9	8.3	9.7	13.4	12.3	13.7	10.6	0.0				
WLXY	Northport	C3	100.7	11.5	486	c	Radio South Inc	91			Clsc Rock	750	1.83	5.7	4.9	1.7	5.6	2.5	5.2	5.9	6.1	0.0				
WTID	Reform	C2	101.7	21.0	728	c	Radio South Inc	91	9607	800	Hot AC	450	1.01	6.2	3.8	5.2	4.6	4.0	2.8	2.4	3.0	0.0				
WDXB	Jasper	C	102.5	83.0	2098		Clear Channel	62	0008		Country	n/a		2.2	5.9	7.1	1.5	1.5	3.3	3.9	3.0	0.0				
WNPT	Linden	C2	102.9	40.0	551	e	Willis Bcstg Corp	90	9704 p	na	DARK				0.0	0.0	0.0	0.0	0.5	1.0	1.5	0.0				
WQZZ	Eutaw	A	104.3	2.3	371	d	Lawson Comm	90	9211	160	R&B Oldies				0.0	0.5	0.0	0.0	0.0	1.0	1.5	0.0				
WRTR	Tuscaloosa	A	105.5	6.0	299	b	Clear Channel	66	0008	g	Rock	500	1.36	5.1	3.8	3.6	1.5	5.5	8.0	4.9	7.6	0.0				
# FM Stations -															10	# Combos -		8	FM TOTALS							
															77.8	60.6	57.5	55.2	53.3	61.8	54.7	58.1	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)										
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996			
WTSK	Tuscaloosa	B	790	5.0	0.04	c	Radio South Inc	58	7707			Gospel	300	0.41	10.2	5.9	4.7	6.7	7.5	7.1	4.9	5.6	0.0			
WSPZ	Tuscaloosa	B	1150	5.0	1.00	e	Willis Bcstg Corp	36	9711	130		DARK	100			0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0			
WTBC	Tuscaloosa	C	1230	1.0	1.00		Auburn Network Inc	46	9712	50		News/Talk	175	0.61	4.0	2.2	1.8	2.6	3.0	3.3	1.5	0.0	0.0			
WWPG	Tuscaloosa	B	1280	5.0	0.50	d	Lawson Comm	51	9303	160		Gospl/Talk	100	0.48	2.9	1.1	1.4	2.1	2.0	1.9	3.4	7.1	0.0			
WACT	Tuscaloosa	B	1420	5.0	0.11	b	Clear Channel	58	0008	g	Gospel	300	0.83	5.0	3.2	4.6	5.1	2.0	1.4	2.0	2.0	0.0				
# AM Stations -															5	# Combos -		4	AM TOTALS							
															22.1	12.4	12.5	16.5	14.5	13.7	11.8	15.2	0.0			
AM & FM Stations Profiled -															15	# Duopolies -		3	Total Local Commercial Share							
															73.0	70.0	71.7	67.8	75.5	66.5	73.3	0.0				

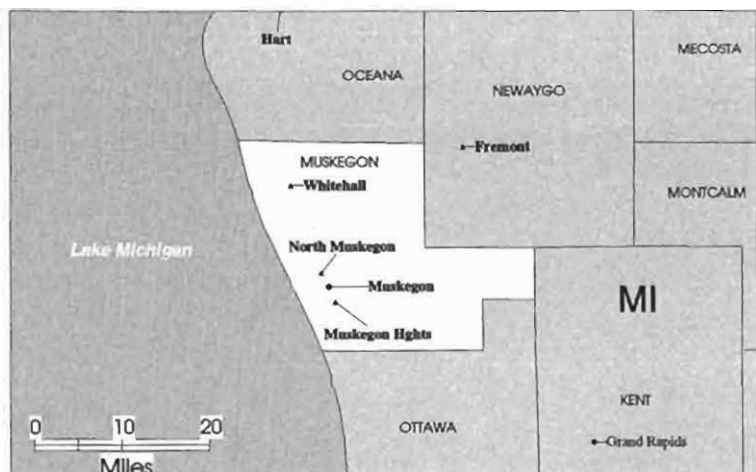
NOTE: Market rated twice yearly with Fall 1997 period.

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 ★ ★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$5,000	\$5,200	\$5,300	\$5,400	\$5,500	\$3,200
Revenue/Retail Sales Revenue/Capita	1993	1998	2003	Est. Breakout			
	\$4.53/1,000	\$2.10/1,000	\$2.25/1,000	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	163.5	167.6	0.5%	167.6	172.4
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+	10.6	29.2	2.8	38.7	42.6	6.2	48.8
Avg 12+	2.7	9.7	2.8	7.7	5.3	1.2	3.8
Tot LCS	21.7	59.8	5.7	79.3	87.3	12.7	100.0
Avg LCS	5.4	19.9	5.7	15.9	10.9	2.5	7.7

Market: Muskegon, MI

Competitive Overview

Metro Rank: 217

Some stations also rated in Grand 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)							
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WGVS	Whitehall	A	95.3 2.0	361	b	WLC Bcstg Inc	75	9707	900	c1	Jazz	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	3.9	3.4	1.9	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	5.6	4.8	4.8	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	1.1	0.0	0.5	0.0	0.0	0.0	0.0	0.0
• WMRR	Muskegon	B1	101.7 12.0	305	e	Clear Channel	74	0009 p		g1	Clsc Rock	400	0.65	18.0	9.6	7.8	9.2	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	2.8	2.1	3.4	0.0	0.0	0.0	0.0	0.0
• WMUS	Muskegon	B	106.9 15.5	367	a	Clear Channel	62	0009 p		g1	Country	1,400	1.18	35.0	15.7	16.9	17.9	0.0	0.0	0.0	0.0	0.0
• WSHZ	Muskegon	B1	107.9 15.0	420	e	Clear Channel	95	0009 p		g1	Bright AC	450	1.08	12.3	3.9	4.2	6.3	0.0	0.0	0.0	0.0	0.0
# FM Stations -				8	# Combos -				6	FM TOTALS				86.0	42.6	39.2	44.0	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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WGVS	Muskegon	B	850 1.0	1.00	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	0.00	a	Clear Channel	47	0009 p		g1	Country			2.0	0.0	1.4	1.0	0.0	0.0	0.0	0.0	0.0
WUBR	Whitehall	C	1490 1.0	1.00	1.00	c	Pyramid Bcstg Inc	59				70s Oldies	25			0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0
WKBZ	Muskegon	B	1520 10.0	1.00	1.00		Harbor Pointe Bcstg	63	9908 p	434		News/Talk	125	0.99	3.7	3.4	3.4	1.9	0.0	0.0	0.0	0.0	0.0
• WMHG	Muskegon	B	1600 5.0	5.00	5.00	e	Clear Channel	49	0009 p		g1	MOR	125	0.44	8.4	2.8	2.5	4.3	0.0	0.0	0.0	0.0	0.0
# AM Stations -				5	# Combos -				4	AM TOTALS				14.1	6.2	9.1	7.2	0.0	0.0	0.0	0.0	0.0	
AM & FM Stations Profiled -				13	# Duopolies -				3	Total Local Commercial Share				48.8	48.3	51.2	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)							
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WINC	Winchester	B	92.5	22.0	1424	c	Mid Atlantic Network	46			AC	2,525	1.57	20.6	17.0	11.4	13.2	9.5	16.0	12.9	8.7	0.0
WAZR	Woodstock	B1	93.7	25.0	43		Bocephus Bcstg	85	1,250		Nostalgia	650	1.37	6.1	3.9	4.4	2.6	4.0	3.4	5.5	5.8	0.0
WFTR	Front Royal	A	95.3	4.0	299	a	Royal	81	950	c2	Oldies	475	1.30	4.7	2.9	2.5	1.6	3.5	4.6	3.7	3.9	0.0
WSIG	Mount Jackson	B1	96.9	25.0	243	d	Shenandoah Crnty	88			Country	450	0.69	8.4	3.4	2.5	5.8	3.5	4.0	3.7	1.9	0.0
WFQX	Front Royal	A	99.3	3.0	295	b	Clear Channel	73			Clsc Rock	350	0.50	8.9	4.4	6.8	4.2	5.5	3.4	3.7	3.4	0.0
WUSQ	Winchester	B	102.5	32.0	630	b	Clear Channel	65			Country	2,750	0.89	39.7	14.1	19.7	22.1	21.4	17.7	20.3	23.2	0.0
WBPP	Strasburg	A	104.9	4.1	220	c	Mid Atlantic Network	87	850	d1	Country			1.9	1.5	1.0	1.6	0.5	0.6	0.5	0.5	0.0
WAPP	Berryville	A	105.5	3.0	299	c	Mid Atlantic Network	80			Country	325	1.30	3.2	1.0	1.7	2.6	1.0	1.7	0.5	1.9	0.0
# FM Stations -					8	# Combos -		7	FM TOTALS				93.5	48.2	50.0	53.7	48.9	51.4	50.8	49.3	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)							
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WNTW	Winchester	B	610	0.5	0.50	b	Clear Channel	61			ChrsContemp	100	0.92	1.4	0.0	0.6	0.5	1.0	0.0	0.9	1.0	0.0
WSVG	Mount Jackson	B	790	1.0	0.04	d	Shenandoah Crnty	54			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		Grass Roots Bcstg	81	185		Soft AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WINC	Winchester	C	1400	1.0	1.00	c	Mid Atlantic Network	41			News/Talk	150	0.38	5.1	1.0	1.1	2.1	3.5	1.7	1.8	1.4	0.0
WFTR	Front Royal	C	1450	1.0	1.00	a	Royal	48			Nws/Tlk/Spt				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -					5	# Combos -		4	AM TOTALS				6.5	1.0	1.7	2.6	4.5	1.7	2.7	2.4	0.0	
AM & FM Stations Profiled -					13	# Duopolies -		2	Total Local Commercial Share				49.2	51.7	56.3	53.4	53.1	53.5	51.7	0.0		

NOTE: Market rated twice yearly with Fall 1997 period.

Metro Rank: 219
Revenue Rank: 191

Duluth, MN - Superior, WI Market Overview



Metro Counties / Population (000)

St. Louis, MN	116.6
Douglas, WI	42.4
Total	159.0

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$5,200	\$5,700	\$6,100	\$6,300	\$6,600	\$7,500	7.6%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	6.7%	\$8,000	\$8,700	\$9,100	\$9,800	\$10,300	6.5%

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	\$3.80/1,000	\$3.08/1,000	\$3.54/1,000	Local 80%
Revenue/Capita	\$32.48	\$31.69	\$43.46	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	160.1	236.7	-0.1%	236.7	237.0	0.0%
Households	64.3	95.5	8.2%	95.5	97.2	0.4%
Retail Sales	1,369.3	2,438.6	12.2%	2,438.6	2,910.6	3.6%
EBI	2,150.9	3,343.8	9.2%	3,343.8	3,991.3	3.6%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	115.6	17.9	10.3	10.9	13.4	19.7	15.6	27.9
Women (000)	121.1	17.0	9.7	10.4	13.5	18.7	15.5	36.3
Total	236.7	34.8	20.1	21.3	26.8	38.4	31.1	64.2
Percentage	100.0%	14.7%	8.5%	9.0%	11.3%	16.2%	13.1%	27.1%
Per Capita	\$ 14,127							
			Median Household	\$ 28,882			Avg Household	\$ 35,014
Ethnic Population:	White	96.4%	Black	0.7%	Asian	0.8%	Hispanic	0.7%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			14	9	14	7	21
Tot 12+			60.5	59.5	60.5	19.7	80.2
Avg 12+			4.3	6.6	4.3	2.8	3.8
Tot LCS			75.4	74.2	75.4	24.6	100.0
Avg LCS			5.4	8.2	5.4	3.5	4.8

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)							
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WWAX	Hermantown	C3	92.1	3.4	cp	892 e	96	9910	2,100	c1	AC	250	0.34	9.3	9.1	9.0	9.2	6.1	6.9	5.1	4.4	1.9
KQDS	Duluth	C1	94.9	100.0	cp	846 e	76	9811		g1	AOR	800	1.49	6.7	9.1	8.1	5.3	5.7	7.4	9.3	8.4	8.1
KDAL	Duluth	C1	95.7	100.0		804 c		8801	2,000	c4	AC	900	1.13	10.0	6.3	6.8	7.2	9.2	7.8	8.8	7.6	9.0
KDNW	Duluth	C2	97.3	40.0		548					Northwestern	93			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KTCO	Duluth	C1	98.9	100.0		600 c		9608	3,800	c1	Country	600	0.84	8.9	3.8	5.3	6.3	8.3	6.9	4.2	8.9	8.1
WUSZ	Virginia	C1	99.9	100.0		568 b					Virginia Bcstg Co	71			0.0	1.5	0.5	0.0	0.0	0.0	0.4	1.0
KLDJ	Duluth	C2	101.7	18.5		824 a		9509	700		Brill Media Co	94	1.24	10.6	6.7	6.6	7.7	9.6	8.3	8.3	6.7	7.6
KRBR	Superior	C1	102.5	100.0		600 c		9608		c1	Shockley Comm	79	0.76	8.2	6.7	6.4	6.8	6.6	5.5	5.1	6.2	8.6
KZIO	Two Harbors	C2	104.3	50.0		397 e		9910		c1	Curtis Squire Inc	95	0.33	5.6	2.9	3.2	4.8	4.4	3.7	2.3	2.7	0.5
KKCB	Duluth	C1	105.1	100.0		791 a		8403	2,000	c2	Country	1,750	1.70	12.9	11.5	10.0	11.1	10.0	12.4	11.6	11.1	12.9
KBAJ	Deer River	C1	105.5	100.0		509 e					Curtis Squire Inc	99			0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KAOD	Babbitt	C2	106.7	33.0		430 e					Curtis Squire Inc	99			0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
WNXR	Iron River	C3	107.3	21.0		361		9909	300		Bay Broadcasting	94			0.5	0.4	0.5	0.4	0.5	0.5	0.9	0.5
KUSZ	Proctor	C2	107.7	7.7		912 a		9912	1,000		Brill Media Co	94	0.74	3.4	3.4	2.4	2.9	2.6	4.1	2.8	1.8	0.5
# FM Stations -				14	# Combos -				11	FM TOTALS				76.4	60.5	59.8	62.3	62.9	63.5	58.0	59.1	58.7

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)								
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
WEBC	Duluth	B	560	5.0	5.00	a	Brill Media Co	24	8403		c2	Talk	400	0.77	6.5	4.8	4.2	5.8	4.8	5.5	7.9	5.3	5.2	
KDAL	Duluth	B	610	5.0	cp	5.00	c	Shockley Comm	36	8801		c4	FullService	675	0.69	12.3	7.7	9.3	10.6	9.6	12.0	10.2	11.1	9.5
WNMT	Nashwauk	B	650	10.0	1.00	d	Midwest Radio Ntwk	75	9702		sw	Talk				0.0	0.0	0.0	0.0	0.0	0.5	0.4	0.5	
WDSM	Superior	B	710	10.0	5.00	c	Shockley Comm	39	9608		c1	Sports	150	0.67	2.8	2.9	2.6	2.4	2.2	2.3	2.3	1.8	1.9	
WWJC	Duluth	B	850	10.0	0.00		WWJC Inc	63	8309	515		Chrst/Talk	50	0.57	1.1	1.9	2.1	0.5	1.3	0.9	1.4	0.4	0.5	
KXTP	Superior	B	970	1.0	0.03	c	Shockley Comm	59	9608		c1	Children	50		0.9	0.5	0.5	0.5	0.9	0.5	1.4	2.2	3.3	
KQDS	Duluth	C	1490	1.0	1.00	e	Curtis Squire Inc	63	9811		g1	AOR				1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -				7	# Combos -				5	AM TOTALS				23.6	19.7	18.7	19.8	18.8	21.2	23.7	21.2	20.9		
AM & FM Stations Profiled -				21	# Duopolies -				7	Total Local Commercial Share				80.2	78.5	82.1	81.7	84.7	81.7	80.3	79.6			

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 220

Revenue Rank: 228

Dubuque, IA Market Overview



Metro Counties / Population (000)

Dubuque, IA	87.6
Grant, WI	49.9
Jo Daviess, IL	21.9
Total	159.4

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$4,000	\$4,300	\$4,700	\$5,200	\$5,800	\$5,600	7.1%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	5.4%	\$5,900	\$6,200	\$6,500	\$6,800	\$7,100	4.7%

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	\$3.04/1,000	\$3.45/1,000	\$3.55/1,000	Local 90%
Revenue/Capita	\$25.24	\$35.13	\$44.79	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	158.5	159.4	0.1%	159.4	158.5	-0.1%
Households	57.2	58.1	0.3%	58.1	58.8	0.2%
Retail Sales	1,316.0	1,621.2	4.3%	1,621.2	2,002.4	4.3%
EBI	2,242.0	2,324.3	0.7%	2,324.3	2,721.6	3.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	78.5	13.1	7.6	9.0	9.7	11.7	10.4	17.1
Women (000)	80.9	12.6	7.1	7.4	9.2	11.7	10.5	22.4
Total	159.4	25.7	14.8	16.3	18.9	23.4	20.9	39.4
Percentage	100.0%	16.1%	9.3%	10.2%	11.9%	14.7%	13.1%	24.7%
Per Capita	\$ 14,582		Median Household	\$ 35,320		Avg Household	\$ 40,006	
Ethnic Population:	White 98.9%		Black 0.4%		Asian 0.6%		Hispanic 0.7%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5		5	8	10	4	14
Tot 12+	17.3		45.0	60.8	62.3	11.0	73.3
Avg 12+	3.5		9.0	7.6	6.2	2.8	5.2
Tot LCS	23.6		61.4	82.9	85.0	15.0	100.0
Avg LCS	4.7		12.3	10.4	8.5	3.8	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 Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
KATF	Dubuque	C	92.9	100.0	cp	1001	c Radio Dubuque Inc	67	0006	3,680	c3	Soft AC	1,250	1.48	14.3	9.1	8.6	10.5	9.8	11.1	11.5	11.9	11.1
KGRR	Epworth	C3	97.3	19.0		381	Radio Dubuque Inc	94	0006	1,500		Clsc Rock	550	1.04	9.0	7.2	6.5	6.1	6.7	7.4	4.8	4.9	6.4
WGLR	Lancaster	C3	97.7	11.5	cp	482	a Television	82	9806	1,660	c1	Country	750	1.40	9.1	6.7	4.8	6.6	6.3	6.2	3.1	6.6	4.3
KDST	Dyersville	A	99.3	3.0		299	Design Homes Inc	85	8811	22		Country	325	2.20	2.5	2.4	3.4	1.3	2.2	2.9	1.8	2.5	1.7
• KXGE	Dubuque	A	102.3	2.0	cp	308	b Cumulus Bcstg Inc	80	9810	6,000	d3	AOR	400	0.75	9.1	7.2	4.6	7.5	5.4	4.9	4.8	5.3	6.0
WJOD	Asbury	C3	103.3	6.6		643	b Cumulus Bcstg Inc	94	9803	1,350		Country	600	0.74	13.8	11.5	16.4	10.1	9.4	8.6	10.6	8.2	15.0
KLYV	Dubuque	C2	105.3	50.0		331	b Cumulus Bcstg Inc	65	9810		d3	CHR	700	0.74	16.0	10.5	10.1	11.4	11.2	12.8	10.6	10.7	11.5
• KIYX	Sageville	A	106.1	4.2		394	a Television		99			Lite AC				0.5	1.5	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	1.0	1.4	1.3	1.3	2.1	2.6	1.2	0.9
WDBQ	Galena	A	107.5	6.0		328	b Cumulus Bcstg Inc	89	9810		d3	Oldies	450	1.12	6.8	6.2	5.5	3.9	5.8	5.8	4.8	8.2	4.7
# FM Stations -						10	# Combos -	8	FM TOTALS					82.4	62.3	62.8	58.7	58.1	61.8	54.6	59.5	61.6	

AM Stations

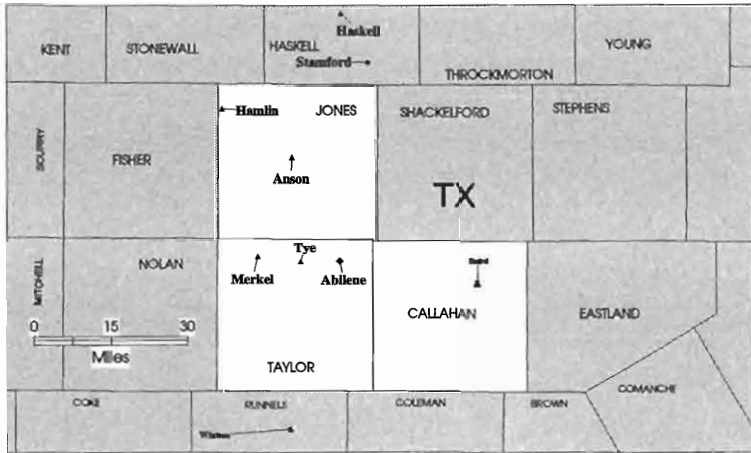
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1999 Est Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WGLR	Lancaster	B	1280	0.5	0.02	a	Television	77	9804		c1	AC			0.3	0.5	0.2	0.0	0.4	1.2	0.9	0.8	0.4
KDTH	Dubuque	B	1370	5.0	5.00	c	Radio Dubuque Inc	41	0006		c3	Adlt Stndrd	700	1.00	11.9	7.2	7.3	8.3	8.5	8.2	9.7	8.2	9.0
• WDBQ	Dubuque	C	1490	1.0	1.00	b	Cumulus Bcstg Inc	33	9810		d3	Nws/Tik/Spt	150	0.91	2.8	1.9	1.8	1.8	2.2	2.9	4.0	2.9	2.6
WPVL	Platteville	B	1590	1.0	0.50	a	Television	55	9804		c2	Easy			2.5	1.4	0.9	1.8	1.8	2.1	0.4	2.1	2.6
# AM Stations -						4	# Combos -	4	AM TOTALS					17.5	11.0	10.2	11.9	12.9	14.4	15.0	14.0	14.6	
AM & FM Stations Profiled -						14	# Duopolies -	5	Total Local Commercial Share					73.3	73.0	70.6	71.0	76.2	69.6	73.5	76.2		

• 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
Total	160.2

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$4,400	\$4,600	\$4,700	\$4,800	\$4,900	\$5,500
Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03	
	7.3%	\$5,900	\$6,300	\$6,600	\$7,100	\$7,500	6.2%

	1993	1998	2003	Est. Breakout
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)

	1993	1998	Growth Rate	1998	2003	Growth Rate
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

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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	\$ 24,771		Avg Household	\$ 36,739
Ethnic Population:	White 91.3%		Black 6.5%		Asian 1.7%		Hispanic 18.1%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			13	10	13	6	19
Tot 12+			74.7	71.3	74.7	3.9	78.6
Avg 12+			5.7	7.1	5.7	0.7	4.1
Tot LCS			95.0	90.7	95.0	5.0	100.0
Avg LCS			7.3	9.1	7.3	0.8	5.3

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)									
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
KULL	Abilene	C2	92.5	44.0	525	a	Clear Channel	97	0007	p	g1	Oldies	350	0.53	11.2	6.1	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 LLC	81			1	Cntry/Gospl				3.3	2.9	0.0	0.0	0.0	0.0	0.0	0.0	
KORQ	Winters	C2	96.1	50.0	492		Dove Media Inc	99				AC	50			1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KVRP	Haskell	C1	97.1	100.0	532	b	Rolling Plains Bcstg	81				Country	400		0.7	0.0	0.9	0.0	1.1	0.5	0.5	1.5	0.0	
KFQX	Anson	C1	98.1	100.0	295	c	Cumulus Bcstg Inc	88	9911		200	sw	Mix AC	100	1.13	1.5	2.2	4.4	1.4	1.1	2.9	9.4	3.0	0.0
KBCY	Tye	C1	99.7	100.0	745	c	Cumulus Bcstg Inc	83	9803		1,812	d1	Country	250	0.99	4.3	8.3	7.2	3.7	3.3	5.3	5.8	5.6	0.0
KHYS	Abilene	C	100.7	100.0	1280	a	Clear Channel	74	0007	p	g1	Hot AC	250	0.61	7.0	9.4	8.1	5.6	6.0	4.8	4.7	6.1	0.0	
KHXS	Merkel	C1	102.7	66.0	1148	c	Cumulus Bcstg Inc	76	9806		1,600		Cisc Rock	525	1.44	6.2	2.2	5.7	3.7	6.5	3.4	3.1	1.5	0.0
KCDD	Hamilin	C	103.7	98.0	984	c	Cumulus Bcstg Inc	87	9803			d1	CHR	800	0.79	17.2	12.2	11.2	15.7	12.5	14.5	11.5	15.2	0.0
KEAN	Abilene	C1	105.1	100.0	886	a	Clear Channel	69	0007	p	g1	Country	1,725	1.03	28.3	17.1	16.6	22.7	23.9	28.0	20.4	24.9	0.0	
KKHR	Abilene	C2	106.3	50.0	492		Powell Meredith	89	9911	p	sw	Tejano	200	0.87	3.9	3.9	3.4	3.7	2.7	3.9	4.2	2.0	0.0	
KOES	Stamford	C2	106.9	40.0	548		KOES Bcstg Inc	99	9910		500		Country			0.9	1.7	1.5	1.4	0.0	0.0	0.0	0.0	
KEYJ	Abilene	C1	107.9	100.0	666	a	Clear Channel	61	0007	p	g1	Rock	400	0.70	9.7	6.6	6.9	8.8	7.1	8.2	8.9	14.7	0.0	
# FM Stations -					13	# Combos -				9	FM TOTALS			90.9	74.7	75.6	76.4	72.9	79.7	68.5	74.5	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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
KBBA	Abilene	B	1280	0.5	0.23	a	Clear Channel	57	0007	p	g1	AC/Span	75		0.6	0.0	0.0	0.9	0.0	1.0	2.1	0.0	0.0
KWKC	Abilene	C	1340	1.0	1.00	d	Dynamic Bcstg Co	48	9901		100	News/Talk	400	1.69	4.0	3.9	2.3	2.3	4.3	1.0	1.6	1.0	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	Clear Channel	36	0007	p	g1	Country	75	0.98	1.3	0.0	0.4	0.0	2.2	0.0	0.5	3.0	0.0
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
KZQQ	Abilene	B	1560	0.5	0.00	d	Dynamic Bcstg Co	62	8204			Sprts/Talk	200	1.00	3.4	0.0	3.6	1.4	4.3	1.4	2.6	0.0	0.0
# AM Stations -					6	# Combos -				5	AM TOTALS			9.3	3.9	6.3	4.6	10.8	3.4	6.8	4.0	0.0	
AM & FM Stations Profiled -					19	# Duopolies -				6	Total Local Commercial Share			78.6	81.9	81.0	83.7	83.1	75.3	78.5	0.0		

NOTE: Market rated twice yearly with Fall 1997 period.

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
Total	152.0

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$4,600	\$4,800	\$4,900	\$5,100	\$5,400	\$6,000	5.4%
	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	\$ 43,587		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	4	12
Tot 12+	30.8	23.6		54.4	54.4	13.3	67.7
Avg 12+	5.1	11.8		7.8	6.8	3.3	5.6
Tot LCS	45.5	34.9		80.4	80.4	19.6	100.0
Avg LCS	7.6	17.4		11.5	10.0	4.9	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)								
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
WUVA	Charlottesville	A	92.7	0.8	899	WUVA Inc	79			1	Urban AC	350	0.36	15.2	11.5	10.1	10.6	8.2	7.1	8.5	4.4	0.0	
WQMZ	Charlottesville	A	95.1	6.0 cp	324	a Charlottesville	54	9710 p		st	1	Hot AC	650	1.37	7.4	7.9	5.7	4.7	4.4	5.1	6.7	6.3	0.0
WWWV	Charlottesville	B	97.5	8.9	1132	a Charlottesville	59	9712 p		st		Classic MOR	1,150	1.23	14.6	11.5	7.7	11.8	6.3	8.3	7.9	8.1	0.0
WCYK	Staunton	B	99.7	3.3	1693	b Clear Channel	84	9909	6,350	c3		Country	1,350	1.08	19.5	12.1	11.6	10.0	13.9	12.8	12.7	16.3	0.0
WVSY	Ruckersville	A	101.9	6.0	223	b Clear Channel	90	9909		c3		Rhymc/Oldes	100	0.46	3.4	3.6	3.1	2.9	1.3	3.2	3.6	3.1	0.0
WVAO	Crozet	A	102.3	4.9	354	b Clear Channel	80	9909		c3		Oldies	350	0.99	5.5	3.0	3.6	2.9	3.8	3.2	3.6	3.1	0.0
WLSA	Louisa	A	105.5	3.3	299	Mid-Virginia Bcstg	80					Country			0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	
WUMX	Charlottesville	A	107.5	0.2 cp	1109	b Clear Channel	95	0005 p	5,900			AC	1,450	2.27	10.0	4.8	4.0	5.3	7.0	7.1	3.0	5.6	0.0
# FM Stations -					8	# Combos -				6	FM TOTALS			75.6	54.4	45.8	48.2	44.9	46.8	46.0	47.5	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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WKTR	Earlsville	B	840	8.2	0.00		WKTR Inc	91				Religion			0.5	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0
WINA	Charlottesville	B	1070	5.0	5.00	a	Charlottesville	49	0007		st	Nws/Tlk/Spt	850	0.80	16.5	7.9	12.4	8.8	11.4	9.6	10.9	8.1	0.0
WCHV	Charlottesville	B	1260	5.0	2.50	b	Clear Channel	30	0007	900	d2	Sports	100	0.78	2.0	1.2	0.0	1.2	1.3	1.3	3.6	2.5	0.0
WKAV	Charlottesville	C	1400	1.0	1.00	b	Clear Channel	57	0007	450		AC	50	0.15	5.3	4.2	3.7	4.1	2.5	5.1	4.2	3.8	0.0
# AM Stations -					4	# Combos -				3	AM TOTALS			24.3	13.3	16.1	14.7	15.2	16.0	18.7	14.4	0.0	
AM & FM Stations Profiled -					12	# Duopolies -				4	Total Local Commercial Share			67.7	61.9	62.9	60.1	62.8	64.7	61.9	0.0		

NOTE: Market rated twice yearly with Fall 1997 period.

Metro Rank: 223

Revenue Rank: 233

Wheeling, WV Market Overview



Metro Counties / Population (000)

Marshall, WV	35.4
Ohio, WV	48.4
Belmont, OH	69.2
Total	153.0

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

ESTIMATED GROSS REVENUES ★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$4,200	\$4,600	\$4,900	\$5,000	\$5,100	\$5,400	5.0%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	5.6%	\$5,700	\$6,200	\$6,500	\$7,100	\$7,400	7.0%

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	\$3.55/1,000	\$3.65/1,000	\$4.25/1,000	Local 85%
Revenue/Capita	\$26.73	\$35.29	\$50.27	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	157.1	153.0	-0.5%	153.0	147.2	-0.8%
Households	62.6	61.9	-0.2%	61.9	60.6	-0.4%
Retail Sales	1,183.1	1,477.7	4.5%	1,477.7	1,740.0	3.3%
EBI	2,004.4	2,089.0	0.8%	2,089.0	2,410.6	2.9%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	72.7	10.5	6.5	6.3	8.2	12.0	10.3	18.9
Women (000)	80.3	10.1	6.1	6.2	8.4	12.2	10.7	26.5
Total	153.0	20.6	12.6	12.5	16.6	24.2	21.0	45.4
Percentage	100.0%	13.5%	8.2%	8.2%	10.8%	15.8%	13.7%	29.7%
Per Capita	\$ 13,653			Median Household	\$ 24,930		Avg Household	\$ 33,747
Ethnic Population:	White	97.3%	Black	2.2%	Asian	0.4%	Hispanic	0.4%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3	6		7	9	5	14
Tot 12+	6.4	64.5		68.7	70.9	15.9	86.8
Avg 12+	2.1	10.8		9.8	7.9	3.2	6.2
Tot LCS	7.4	74.3		79.1	81.7	18.3	100.0
Avg LCS	2.5	12.4		11.3	9.1	3.7	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)								
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
WBNV	Barnesville	A	93.5	3.0	489	c	Hafley, W. Grant	92			Soft Hits			1.0	1.1	1.9	1.1	0.6	0.5	1.7	0.0	0.0	
WEEL	Shadyside	A	95.7	1.7	627		Ohio Valley Comm	91	9302	sw	1	Oldies	350	1.10	5.6	4.2	4.9	5.1	4.0	5.3	5.1	7.3	0.0
WRKP	Moundsville	A	96.5	1.5 cp	594		RKP International	90				ChrsContemp			0.7	1.1	1.6	0.6	0.6	0.5	1.1	0.5	0.0
WKWK	Wheeling	B	97.3	50.0	420	a	Clear Channel	48	0008	g	1	Lite Rock	850	1.45	10.3	9.5	9.8	8.0	8.6	11.6	9.0	9.9	0.0
WOVK	Wheeling	B	98.7	50.0	390	a	Clear Channel	47	0008	g	1	Country	1,500	1.25	21.1	19.6	18.2	17.6	16.7	20.6	18.6	15.7	0.0
WOMP	Bellaire	B	100.5	48.0	499	b	Keymarket Comm	47	0003	g4		Hot AC	450	0.50	15.7	13.2	15.3	15.3	10.3	11.1	13.0	12.6	0.0
WOGH	Steubenville	B	103.5	16.0	879	b	Keymarket Comm	47	0003	g4		Country			5.6	5.3	6.1	5.1	4.0	4.8	5.1	4.2	0.0
WZNV	Bethlehem	B1	105.5	13.5	312	a	Clear Channel	85	0008	g	1	AOR	350	0.72	8.5	5.8	5.5	5.7	8.0	4.2	4.5	4.2	0.0
WEGW	Wheeling	B	107.5	10.5	883	a	Clear Channel	66	0008	g	1	AOR	650	1.20	9.5	11.1	10.1	6.8	8.6	11.1	8.5	9.9	0.0
# FM Stations -				9	# Combos -				6	FM TOTALS				78.0	70.9	73.4	65.3	61.4	69.7	66.6	64.3	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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WWVA	Wheeling	A	1170	50.0	50.00	a	Clear Channel	26	0008	g	1	News/Talk	1,100	2.47	7.8	7.4	6.9	5.7	6.9	6.9	6.2	6.8	0.0
WOMP	Bellaire	B	1290	1.0	0.03	b	Keymarket Comm	47	0003	g4		Nws/Tlk/Spt	300	0.67	7.8	5.3	4.4	6.3	6.3	5.8	4.5	7.9	0.0
WMJT	Moundsville	B	1370	5.0	0.00		Praise Family	50	9104	nc		Talk				0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0
WBBD	Wheeling	C	1400	1.0	1.00	a	Clear Channel	41	0008	g	1	Nostalgia	75	0.21	6.3	3.2	5.1	6.3	4.0	4.8	6.2	5.8	0.0
WOHZ	Wheeling	B	1600	5.0	0.03		Burbach Bcstg Co	63	9701			Bus News	25			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	15.9	16.4	18.3	17.2	17.5	18.0	20.5	0.0	
AM & FM Stations Profiled -				14	# Duopolies -				4	Total Local Commercial Share				86.8	89.8	83.6	78.6	87.2	84.6	84.8	0.0		

NOTE: Market rated twice yearly with Fall 1997 period.

Metro Rank: 224

Revenue Rank: 228

Parkersburg-Marietta, WV-OH Market Overview



Metro Counties / Population (000)

Washington, OH	63.4
Wood, WV	87.1
Total	150.5

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

ESTIMATED GROSS REVENUES ★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$4,300	\$4,700	\$4,800	\$5,200	\$5,000	\$5,300
Δ 98 - 99	11.3%						
★ ★	1999	2000	2001	2002	2003	Δ 99 - 03	
	\$5,900	\$6,400	\$6,900	\$7,400	\$7,800	7.5%	
Revenue/Retail Sales	<u>1993</u> \$3.39/1,000	<u>1998</u> \$3.22/1,000	<u>2003</u> \$3.80/1,000	<u>Est. Breakout</u>		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		\$ 30,345	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	6	4		7	10	6	16
Tot 12+	45.1	34.7		77.4	79.8	7.2	87.0
Avg 12+	7.5	8.7		11.1	8.0	1.2	5.4
Tot LCS	51.8	39.9		89.0	91.7	8.3	100.0
Avg LCS	8.6	10.0		12.7	9.2	1.4	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)							
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WRRR	St. Marys	B1	93.9 17.0	390	d	Seven Ranges Radio	83				AC	300	3.63	1.4	1.2	0.0	1.3	1.2	1.8	0.6	0.0	0.0
WXIL	Parkersburg	B	95.1 50.0	499	c	Burbach WV LLC	75 8009	880			Hot AC	850	1.13	12.8	11.0	11.8	11.7	10.4	12.4	10.3	15.8	0.0
• WVVV	Williamstown	A	96.9 3.5	423		Bishop, Ronald K	00				Variety Hit				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WXKX	Parkersburg	B1	99.1 11.5	486	c	Burbach WV LLC	65 9805	1,775	c4		Country	300	0.66	7.7	8.5	8.5	5.2	8.0	4.7	6.9	4.3	0.0
WDMX	Vienna	A	100.1 1.7	440	a	Clear Channel	89 9908 p			g3	Oldies	800	1.20	11.3	10.4	7.3	10.4	9.2	10.1	9.8	10.3	0.0
WJAW	McConnelsville	A	100.9 0.9	577	b	JAWCO Inc	92 9707	659	c5		Soft AC	25		0.4	1.2	0.0	0.0	0.6	0.6	0.0	0.0	0.0
WRVB	Marietta	B1	102.1 11.0	492	a	Clear Channel	64 9908 p			g3	AC	750	0.99	12.8	14.0	11.9	13.6	8.6	7.7	5.7	4.9	0.0
WHBR	Parkersburg	A	103.1 2.2	551	c	Burbach WV LLC	67 9612	1,700	c1		AC	500	0.54	15.7	9.1	11.0	14.9	12.3	9.5	9.8	10.9	0.0
WRZZ	Elizabeth	A	106.1 3.0 cp	469	a	Clear Channel	89 9908 p			g3	Clsc Rock	600	1.21	8.4	6.7	5.4	7.1	7.4	10.1	12.1	12.0	0.0
WNUS	Belpre	A	107.1 4.7	351	a	Clear Channel	81 9908 p			g3	Country	800	0.84	16.1	17.7	19.8	13.0	14.7	17.8	15.5	16.3	0.0
# FM Stations -				10	# Combos -				9	FM TOTALS				86.6	79.8	75.7	77.2	72.4	74.7	70.7	74.5	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)							
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WVVW	St. Marys	B	630 1.0	0.04	d	Seven Ranges Radio	84				Gospel				0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0
WYLI	Marietta	B	910 5.0	0.06		WRCM Limited	64 9810	310			Sports	150	1.41	1.8	0.0	1.1	1.9	1.2	0.0	1.1	2.2	0.0
WADC	Parkersburg	B	1050 5.0	0.00	c	Burbach WV LLC	54 9805			c4	Nostalgia	150	0.44	5.8	2.4	5.3	4.5	5.5	5.3	3.4	6.5	0.0
WKYG	Parkersburg	C	1230 1.0	1.00	c	Burbach WV LLC	47 9612			c1	Children	50	0.61	1.4	0.6	0.5	1.3	1.2	0.6	3.4	2.7	0.0
WLTP	Parkersburg	C	1450 1.0	1.00	a	Clear Channel	35 9908 p			g3	Nws/Tlk/Spt	200	1.36	2.5	1.8	0.9	2.6	1.8	1.8	2.3	2.7	0.0
WMOA	Marietta	C	1490 1.0	1.00	b	JAWCO Inc	46 9707			c5	Soft AC	400	3.77	1.8	2.4	2.0	0.6	2.5	1.2	1.1	1.6	0.0
# AM Stations -				6	# Combos -				5	AM TOTALS				13.3	7.2	9.8	10.9	12.2	8.9	11.9	15.7	0.0
AM & FM Stations Profiled -				16	# Duopolies -				4	Total Local Commercial Share				87.0	85.5	88.1	84.6	83.6	82.6	90.2	0.0	

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: 225

Revenue Rank: 131

Burlington, VT Market Overview



Metro Counties / Population (000)

Chittenden, VT	143.3
Grand Isle, VT	6.3
Total	149.6

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$7,400	\$8,500	\$9,300	\$10,000	\$11,000	\$12,100	10.2%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	16.5%	\$14,100	\$15,800	\$17,400	\$19,300	\$21,100	10.5%

	1993	1998	2003	Est. Breakout
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)

	1993	1998	Growth Rate	1998	2003	Growth Rate
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

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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	\$ 42,927		Avg Household	\$ 49,546
Ethnic Population:	White 97.1%		Black 1.1%		Asian 1.6%		Hispanic 1.3%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4		10	8	14	5	19
Tot 12+	10.0		63.2	67.4	73.2	8.4	81.6
Avg 12+	2.5		6.3	8.4	5.2	1.7	4.3
Tot LCS	12.3		77.5	82.6	89.7	10.3	100.0
Avg LCS	3.1		7.7	10.3	6.4	2.1	5.3

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)								
																	Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
WLCQ	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	f	Clear Channel	69	0008		g	2	AC	2,600	1.79	10.3		9.5	7.1	8.7	8.2	7.8	8.4	12.2	11.5
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		15.3	13.5	14.9	12.1	9.3	7.4	8.8	10.4
WDEV	Warren	C3	96.1	0.1 cp	2297	d	Radio Vermont Inc	89	9210	643			Adlt Stndrd					0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0
WXPS	Willsboro	A	96.7	1.0	797	f	Clear Channel	95	0008		g	2	Smooth Jazz	375	1.66	1.6		0.0	1.7	1.0	1.6	1.5	0.5	1.7	2.2
WOKO	Burlington	C1	98.9	100.0	309	a	Hall	62	8312	1,950			Country	2,200	0.80	19.4		15.3	14.1	12.8	18.7	16.2	15.8	17.7	6.6
WBTZ	Plattsburgh	C	99.9	100.0	984	e	Burlington Bcstrs	60					Altve/80Hts	500	0.44	8.1		4.7	4.5	6.7	6.6	4.4	6.9	5.0	2.7
WCPV	Essex	A	101.3	1.0	797	f	Clear Channel	94	0008		g	2	Clsc Flock	1,800	1.14	11.2		6.8	10.9	11.3	7.1	14.7	8.4	6.6	8.2
WCVT	Stowe	A	101.7	0.1	2067	d	Radio Vermont Inc	77	9708	450			Classical			2.8		2.1	1.1	3.6	1.1	1.5	0.0	0.0	0.0
WLFE	St. Albans	A	102.3	0.4	801	c	Silerberg, Steven	70	0003 p	575	c1		Country					1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.5
WLKC	Waterbury	C3	103.3	3.0	912		Radio Bcstg Svcs	85	9910	700			Soft AC	200				2.6	1.5	0.0	0.0	1.0	0.0	0.6	0.0
WNCS	Montpelier	C2	104.7	1.9	2080		Northeast Bcstg Co	77	8702	750	1		AAA	900	1.52	4.2		4.2	5.2	3.1	3.8	3.4	3.4	5.5	2.2
WKOL	Plattsburgh	C3	105.1	23.5 cp	338	a	Hall	94	9504	1,100			Oldies	1,150	0.93	8.8		6.3	7.5	7.2	7.1	3.9	5.9	3.3	6.0
• WIZN	Vergennes	C2	106.7	50.0	374	e	Burlington Bcstrs	83	8806	2,350			AOR	900	1.05	6.1		5.3	6.7	5.1	4.9	6.9	11.3	14.4	16.9
# FM Stations -					14	# Combos -					11	FM TOTALS					89.0	73.2	73.8	74.4	71.2	70.6	68.0	76.4	67.2

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)											
																	Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996				
WVMT	Burlington	B	620	5.0	5.00	b	Sison Bcstg Inc	22	9704		c2		Nws/Spt/Tlk	250	0.93	1.9		1.1	1.4	2.1	1.1	2.9	3.9	1.7	4.9			
WEAV	Plattsburgh	B	960	5.0	5.00		Burlington Bcstrs	35				2	Talk	150		0.3		0.0	1.4	0.5	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		4.7	5.8	5.6	4.9	4.4	4.4	2.2	2.7			
WKDR	Burlington	B	1390	5.0	5.00	d	Radio Vermont Inc	54	9905	428	na		Nws/Tlk/Spt	250	0.77	2.3		2.6	2.3	1.5	2.2	3.9	3.4	3.9	3.8			
WWSR	St. Albans	B	1420	1.0	0.11	c	Silerberg, Steven	30	0003 p		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	8.4	10.9	9.7	8.2	11.2	11.7	7.8	11.4			
AM & FM Stations Profiled -					19	# Duopolies -					4	Total Local Commercial Share																
																81.6	84.7	84.1	79.4	81.8	79.7	84.2	78.6					

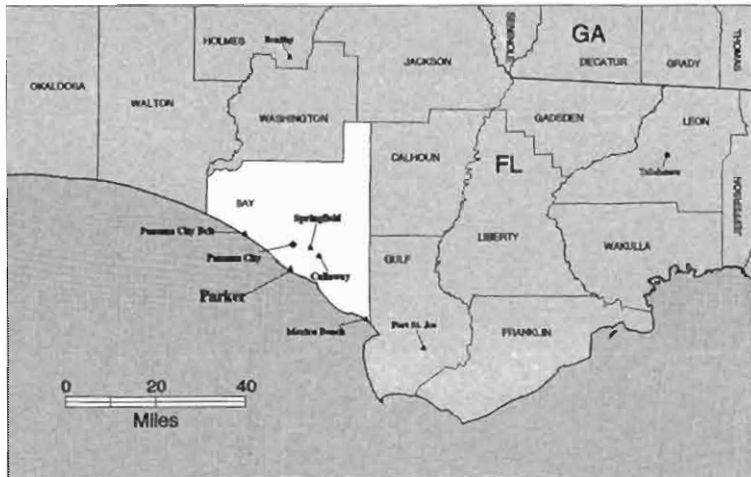
• Indicates a change since last edition

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 ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$5,100	\$5,300	\$5,400	\$5,500	\$5,700	\$6,000	3.3%
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+			84.0	82.9	84.0	5.4	89.4
Avg 12+			6.5	6.9	6.5	1.8	5.6
Tot LCS			94.0	92.7	94.0	6.0	100.0
Avg LCS			7.2	7.7	7.2	2.0	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)								
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
WPAP	Panama City	C1	92.5	100.0	922	a	Clear Channel	67	9712		g1	Country	1,375	1.33	16.2	17.7	12.0	16.4	12.2	12.9	15.9	21.9	0.0
WEBZ	Port St. Joe	C2	93.5	14.5	669		Clear Channel	90	9909	1,000		Urban	50	0.60	1.3	8.6	6.5	0.0	2.2	0.0	3.5	5.3	0.0
WPPT	Parker	C	94.5	100.0	991	a	Clear Channel	77	9712		g1	AOR	125	0.98	2.0	4.3	3.5	1.8	1.7	3.5	1.2	0.0	0.0
WRBA	Springfield	C2	95.9	50.0	282	c	Waitt Radio Inc	87	9910	6,500	d1	Clsc Rock	500	1.10	7.1	4.3	5.0	6.4	6.1	8.2	6.5	7.5	0.0
WYYX	Bonifay	C1	97.7	100.0	830	b	NextMedia Group	83	0002	4,700	d2	Rock AC	400	0.92	6.8	6.5	5.2	5.8	6.1	5.3	3.5	3.2	0.0
WFSY	Panama City	C	98.5	100.0	1089	a	Clear Channel	71	9712		g1	AC	900	1.04	13.5	9.7	10.7	9.4	14.4	12.4	12.9	10.2	0.0
WPBH	Mexico Beach	C2	99.3	50.0	492	a	Clear Channel	90	9712		g1	Oldies	250	0.61	6.4	3.2	4.3	5.8	5.5	5.9	4.7	4.3	0.0
WQJM	Panama City	C3	100.1	8.0	410	b	NextMedia Group	89	0001	3,600	d4	Rhymc/Oldes	300	1.12	4.2	6.5	2.4	4.1	3.3	1.8	1.8	3.2	0.0
WYOO	Springfield	C3	101.1	25.0	236	b	NextMedia Group	92	0001		d4	News/Talk	450	0.88	8.0	3.2	6.5	6.4	7.7	5.3	4.1	5.3	0.0
WMXP	Callaway	C1	103.5	100.0	423	c	Waitt Radio Inc	90	9910		d1	Easy	100	0.47	3.3	1.1	1.8	4.1	1.7	4.1	2.4	3.7	0.0
WAKT	Panama City	C2	105.1	50.0	335	c	Waitt Radio Inc	93	9910		d1	Country	450	0.91	7.7	7.0	6.1	7.0	6.6	2.9	5.9	8.6	0.0
WILN	Panama City	C2	105.9	50.0	384	b	NextMedia Group	85	0002		d2	CHR	1,000	1.21	12.9	8.1	8.9	12.3	10.5	15.3	12.4	9.1	0.0
● WLHR	Panama City	C1	107.9	98.4	955	c	Waitt Radio Inc	63	9910		d1	CHR	100	0.54	2.9	3.8	4.0	1.8	3.3	1.2	2.9	4.8	0.0
# FM Stations -				13	# Combos -				12	FM TOTALS				92.3	84.0	76.9	81.3	81.3	78.8	77.7	87.1	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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WDIZ	Panama City	B	590	1.7	2.50	a	Clear Channel	40	9712		g1	Nostalgia	150	0.48	4.9	3.2	5.6	5.3	3.3	5.3	1.2	2.1	0.0
WPCF	Panama City	B	1290	0.3	1.05	b	NextMedia Group	58	0001		d4	Christian				1.1	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 Bcstg	49	9010	212	a1	News/Talk	200	1.08	2.9	1.1	2.1	2.3	2.8	3.5	1.2	0.5	0.0
# AM Stations -				3	# Combos -				2	AM TOTALS				7.8	5.4	7.7	7.6	6.1	8.8	2.4	2.6	0.0	
AM & FM Stations Profiled -				16	# Duopolies -				6	Total Local Commercial Share				89.4	84.6	88.9	87.4	87.6	80.1	89.7	0.0		

NOTE: Market rated twice yearly with Fall 1997 period.

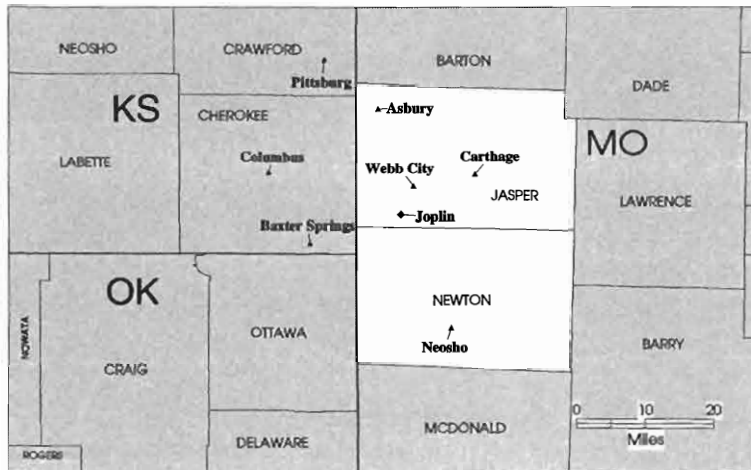
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 227

Revenue Rank: 211

Joplin, MO Market Overview



Metro Counties / Population (000)

Jasper, MO	100.5
Newton, MO	49.1
Total	149.6

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

ESTIMATED GROSS REVENUES ★ ★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$4,800	\$4,900	\$5,200	\$5,400	\$5,500	\$6,500
Δ 98 - 99		1999	2000	2001	2002	2003	Δ 99 - 03
		6.2%	\$6,900	\$7,500	\$8,100	\$8,900	8.5%
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
Revenue/Capita	\$3.57/1,000	\$3.61/1,000	\$3.92/1,000	Local	90%		
	\$34.61	\$43.45	\$60.59	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	138.7	149.6	1.5%	149.6	156.8
Households	54.7	59.3	1.6%	59.3	62.9	1.2%
Retail Sales	1,343.3	1,803.0	6.1%	1,803.0	2,421.5	6.1%
EBI	1,744.5	2,121.8	4.0%	2,121.8	2,705.0	5.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	72.0	12.0	6.6	6.6	9.3	10.9	10.1	16.5
Women (000)	77.6	11.5	6.4	6.4	9.3	11.4	10.7	22.0
Total	149.6	23.5	13.0	13.0	18.6	22.3	20.8	38.5
Percentage	100.0%	15.7%	8.7%	8.7%	12.4%	14.9%	13.9%	25.7%
Per Capita	\$ 14,183		Median Household	\$ 27,437		Avg Household	\$ 35,781	
Ethnic Population:	White	96.3%	Black	1.2%	Asian	0.8%	Hispanic	1.2%

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4		7	9	11	8	19
Tot 12+	18.6		55.4	70.2	74.0	5.9	79.9
Avg 12+	4.7		7.9	7.8	6.7	0.7	4.2
Tot LCS	23.3		69.3	87.9	92.6	7.4	100.0
Avg LCS	5.8		9.9	9.8	8.4	0.9	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)								
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 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	15.4	15.9	14.9	15.1	15.6	16.6	14.7	15.0
KJMK	Webb City	C2	93.9	48.0	505	a	Zimmer Radio	85	9707		d1	AC	400	1.16	5.0	6.0	4.3	3.4	4.1	6.9	5.3	4.2	8.7
KMXL	Carthage	C2	95.1	50.0	472	b	Petersen, Ronald L.	72	7512			Lite AC	500	0.99	7.3	4.4	6.5	5.7	5.2	4.4	5.3	5.2	5.2
KKOW	Pittsburg	C1	96.9	100.0	912	c	American Media	75	8605	747		Country	800	2.15	5.4	6.0	4.4	4.6	3.5	7.5	5.9	4.2	3.5
KXDG	Webb City	A	97.9	1.6 cp	443	a	Zimmer Radio	88	9707		d1	Clsc Rock	700	1.01	10.0	11.5	9.6	8.0	7.0	8.1	10.7	10.5	12.7
KBTN	Neosho	A	99.7	4.2	394	d	Petracom Media LLC	95	0004 p	1,300	c4	Country	150	1.45	1.5	3.3	4.0	1.7	0.6	0.0	2.7	1.6	2.3
KIXQ	Joplin	C	102.5	100.0 cp	994	a	Zimmer Radio	74	9707		d1	Country	1,000	0.45	32.4	14.3	17.5	21.3	27.3	10.0	12.8	15.7	8.7
KWXD	Asbury	C3	103.5	16.0	404		Innovative Bcstg	93				Oldies	400	3.05	1.9	4.9	1.4	1.1	1.7	1.9	0.5	1.0	1.2
KBGZ	Galena	A	104.3	6.0	328	d	Petracom Media LLC	99	0004 p		d3	Hot AC				1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KJML	Columbus	C3	105.3	12.5	289	d	Petracom Media LLC	82	0004 p		d3	Modern Rock	350	1.18	4.3	4.4	3.4	2.9	3.5	0.6	1.1	2.1	1.7
KMOQ	Baxter Springs	A	107.1	6.0	299	d	Petracom Media LLC	79	0004 p	3,200	d3	Oldies	300	1.61	2.7	2.7	1.5	1.7	2.3	2.5	3.7	5.2	5.2
# FM Stations -					11	# Combos -				10	FM TOTALS			90.5	74.0	68.5	65.3	70.3	57.5	64.6	64.4	64.2	

AM Stations

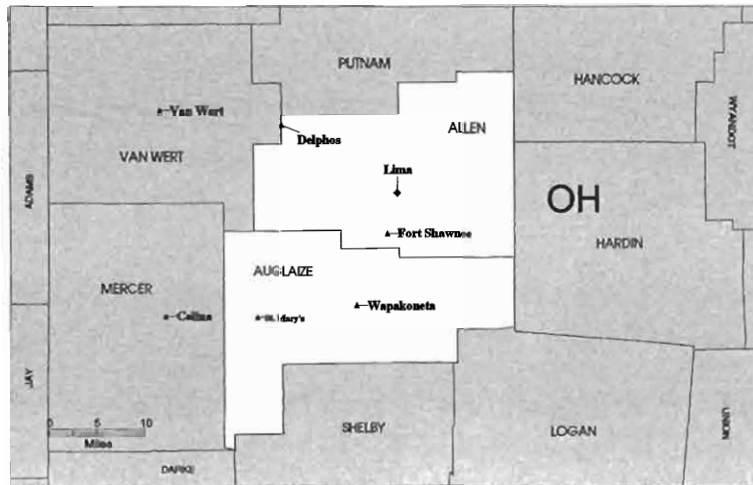
Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1999 Est Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
KKOW	Pittsburg	B	860	10.0	5.00	c	American Media	37	8105			Country	450	4.35	1.5	1.6	2.4	1.7	0.6	2.5	2.7	2.1	4.0
KKLL	Webb City	B	1100	5.0	0.00	e	New Life Evangel Ctr	84	9809	730	d2	Christian				0.0	0.6	0.0	0.0	1.9	0.0	0.0	0.0
KWAS	Joplin	C	1230	1.0	1.00	e	New Life Evangel Ctr	46	9809		d2	Christian	200			0.0	0.0	0.0	0.0	1.9	2.7	4.7	6.9
KOCR	Joplin	B	1310	5.0	1.00		Ozark Chrstn	48	9702	150		Inspiration				0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0
KBTN	Neosho	B	1420	1.0	0.50	d	Petracom Media LLC	54	0004 p		c4	Country			0.7	0.0	0.9	1.1	0.0	0.0	0.0	1.6	1.2
WMBH	Joplin	C	1450	1.0	1.00	d	Petracom Media LLC	27	0004 p		d3	Sports	100	1.32	1.1	0.5	1.1	1.7	0.0	0.6	2.1	0.0	1.7
KDMO	Carthage	C	1490	1.0	1.00	b	Petersen, Ronald L.	47	7512			Country	100	0.97	1.5	1.6	1.1	1.7	0.6	1.3	2.7	1.6	3.5
KQYX	Joplin	B	1560	0.3 cp	0.01	d	Petracom Media LLC	62	0004 p		d3	News/Talk	400	1.26	4.6	2.2	2.2	3.4	3.5	4.4	3.2	3.1	0.0
# AM Stations -					8	# Combos -				7	AM TOTALS			9.4	5.9	8.3	9.6	4.7	13.9	13.4	13.1	17.3	
AM & FM Stations Profiled -					19	# Duopolies -				6	Total Local Commercial Share			79.9	76.8	74.9	75.0	71.4	78.0	77.5	81.5		

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 228

Revenue Rank: 239

Lima, OH Market Overview



Metro Counties / Population (000)

Allen, OH	107.1
Auglaize, OH	47.2
Total	154.3

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$4,300	\$4,600	\$5,000	\$5,100	\$5,600	\$5,500
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
	\$2.80/1,000	\$2.89/1,000	\$3.08/1,000	Local	85%		
Revenue/Capita	\$27.37	\$35.64	\$48.94	National	15%		

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
	Households	157.1	154.3	-0.4%	154.3	151.2
Retail Sales	56.5	56.2	-0.1%	56.2	56.2	0.0%
EBI	1,535.7	1,899.9	4.3%	1,899.9	2,406.3	4.8%
	2,069.2	2,224.6	1.5%	2,224.6	2,589.5	3.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	76.5	13.5	7.4	7.0	10.5	12.5	10.0	15.6
Women (000)	77.8	12.8	6.9	6.2	9.4	11.7	10.0	20.8
Total	154.3	26.3	14.3	13.2	19.9	24.3	20.0	36.4
Percentage	100.0%	17.0%	9.3%	8.5%	12.9%	15.7%	13.0%	23.6%
Per Capita	\$ 14,418	Median Household		\$ 32,410	Avg Household		\$ 39,584	
Ethnic Population:	White 90.1%	Black 9.0%	Asian 0.7%	Hispanic 1.2%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	8	2		6	10	2	12
Tot 12+	33.8	20.1		42.6	53.9	11.9	65.8
Avg 12+	4.2	10.1		7.1	5.4	6.0	5.5
Tot LCS	51.4	30.5		64.7	81.9	18.1	100.0
Avg LCS	6.4	15.3		10.8	8.2	9.0	8.3

Competitive Overview

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)							
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WZOQ	Wapakoneta	A	92.1 3.0	328	b	Forever Bcstg Inc	64	9404		st	CHR	550	0.83	12.1	10.0	9.1	7.4	10.2	7.0	12.1	12.2	0.0
WFGF	Lima	A	93.1 3.0	318	b	Forever Bcstg Inc	92	9404		st	Country	325	0.50	11.8	5.0	8.5	8.6	8.5	7.0	2.7	3.6	0.0
WKKI	Celina	A	94.3 1.6	449		Rice, Wm, Receiver	60	9203			AC	300		0.8	0.6	0.8	0.0	1.1	0.0	1.1	0.5	0.0
WCSM	Celina	A	96.7 3.0	328		Hayco Bcstg Inc	68				AC	300	4.55	1.2	0.0	0.9	1.1	0.6	0.5	0.5	1.0	0.0
WBYS	Van Wert	B	98.9 50.0	453		Federated Media	62	9610	See (101)	1	Clsc Rock	n/a		11.0	8.8	11.1	9.1	6.8	8.6	9.3	8.2	0.0
WIMT	Lima	B	102.1 11.0	1060	a	Clear Channel	48	9905		g1	Country	1,375	1.20	20.8	11.3	14.5	12.0	18.1	19.8	17.0	18.9	0.0
WMLX	St. Marys	A	103.3 1.0	824	a	Clear Channel	98	9905		g1	Hot AC	200	0.46	7.9	6.9	6.0	7.4	4.0	3.7	0.0	0.0	0.0
WUZZ	Lima	A	104.9 3.0	220	b	Forever Bcstg Inc	70	9708	1,050	c1	Clsc Hits	225	0.65	6.3	3.8	3.7	5.1	4.0	2.7	4.9	5.1	0.0
WDOH	Delphos	A	107.1 3.3	299		Vogel Roach Corp	72				Country	550	3.13	3.2	1.9	1.1	2.9	1.7	1.6	2.7	2.6	0.0
WBUK	Ft. Shawnee	A	107.5 3.0	328	a	Clear Channel	92	9905		g1	Oldies	400	0.89	8.2	5.6	4.9	6.3	5.6	7.0	9.3	7.1	0.0
# FM Stations -				10	# Combos -				6	FM TOTALS				83.3	53.9	60.6	59.9	60.6	57.9	59.6	59.2	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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WLJM	Lima	B	940 0.3	0.01	b	Forever Bcstg Inc	63	9708		c1	Urban	200	0.62	5.9	3.8	3.3	5.1	3.4	4.8	4.9	2.0	0.0	
WIMA	Lima	B	1150 1.0	1.00	a	Clear Channel	48	9905		g1	Nws/Tik/Spt	1,050	1.74	11.0	8.1	8.0	7.4	8.5	9.6	8.2	10.7	0.0	
# AM Stations -				2	# Combos -				2	AM TOTALS				16.9	11.9	11.3	12.5	11.9	14.4	13.1	12.7	0.0	
AM & FM Stations Profiled -				12	# Duopolies -				3	Total Local Commercial Share				65.8	71.9	72.4	72.5	72.3	72.7	71.9	0.0		

NOTE: Market rated twice yearly with Fall 1997 period.

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
Total	154.6

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$5,800	\$6,400	\$6,700	\$7,600	\$8,100	\$8,400
***	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	4.8%	\$8,800	\$9,300	\$9,600	\$10,100	\$10,500	4.7%
Revenue/Retail Sales	1993 \$4.32/1,000	1998 \$4.92/1,000	2003 \$5.18/1,000	Est. Breakout			
Revenue/Capita	\$38.87	\$54.33	\$65.14	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	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

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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		\$ 33,176	Avg Household		\$ 46,407	
Ethnic Population:	White 95.1%	Black 0.8%	Asian 3.8%	Hispanic 1.3%				

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+	0.0		62.4	62.4	62.4	7.7	70.1
Avg 12+	0.0		8.9	8.9	7.8	1.5	5.4
Tot LCS	0.0		89.0	89.0	89.0	11.0	100.0
Avg LCS	0.0		12.7	12.7	11.1	2.2	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)								
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 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			8.8	8.4	0.0	0.0	0.0	0.0	14.3	0.0	
KNXR	Rochester	C	97.5	100.0	1040		United Audio Corp	65				Adlt Stndrd	1,000			11.8	10.2	0.0	0.0	0.0	0.0	7.1	0.0	
KRCH	Rochester	C2	101.7	39.0	554	b	Clear Channel	68	0007 p		g1	Clsc Rock	1,400			11.2	8.8	0.0	0.0	0.0	0.0	14.3	0.0	
KMFX	Lake City	C3	102.5	9.4	528	b	Clear Channel	93	0007 p		g1	Country	950			8.8	7.1	0.0	0.0	0.0	0.0	7.1	0.0	
KVGO	Spring Valley	C3	104.3	10.0 cp	518		KFIL Inc	94	9701	150		Oldies				3.5	3.3	0.0	0.0	0.0	0.0	0.0	0.0	
KYBA	Stewartville	C2	105.3	50.0	492	c	Southern Minn Bcstg	92	9307	.125		Soft AC	1,050			5.9	5.5	0.0	0.0	0.0	0.0	7.9	0.0	
KROC	Rochester	C	106.9	100.0	1109	c	Southern Minn Bcstg	65				Top 40	1,300			12.4	12.9	0.0	0.0	0.0	0.0	10.7	0.0	
# FM Stations -					8	# Combos -					5	FM TOTALS				0.0	62.4	56.2	0.0	0.0	0.0	0.0	61.4	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)								
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
• KNFX	Austin	B	970	5.0	0.50	b	Clear Channel	60	0007 p		g1	News/Talk				0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KMFX	Wabasha	B	1190	1.0	0.00	b	Clear Channel	76	0007 p		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	Clear Channel	57	0007 p		g1	Sports	275			1.2	0.9	0.0	0.0	0.0	0.0	0.7	0.0	
KROC	Rochester	C	1340	1.0	1.00	c	Southern Minn Bcstg	35				News/Talk	1,025			5.3	7.5	0.0	0.0	0.0	0.0	10.0	0.0	
KOLM	Rochester	B	1520	0.0 cp	0.80	a	Olmsted County	63				Oldies	200			0.6	0.8	0.0	0.0	0.0	0.0	2.1	0.0	
# AM Stations -					5	# Combos -					5	AM TOTALS				0.0	7.7	9.2	0.0	0.0	0.0	0.0	12.8	0.0
AM & FM Stations Profiled -					13	# Duopolies -					3	Total Local Commercial Share				70.1	65.4	0.0	0.0	0.0	0.0	0.0	74.2	0.0

NOTE: Market re-instated with Fall 1999 period.

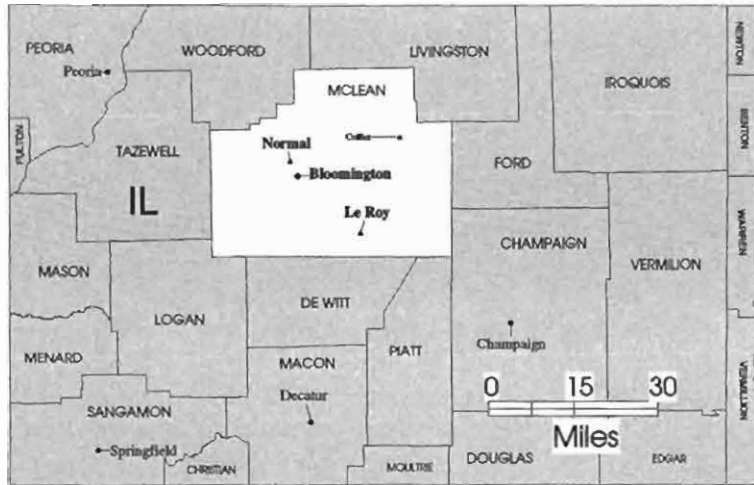
• Indicates a change since last edition

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 ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$5,400	\$5,700	\$6,000	\$6,400	\$6,700	\$7,500	6.9%
	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		4	4	1	5
Tot 12+	7.5	30.9		38.4	38.4	17.6	56.0
Avg 12+	3.8	15.5		9.6	9.6	17.6	11.2
Tot LCS	13.4	55.2		68.6	68.6	31.4	100.0
Avg LCS	6.7	27.6		17.1	17.1	31.4	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)									
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
• WSNL	Coffax	A	92.9	6.0	328	a	AAA Entertainment	98	0008	p	3,125	d1	Lite Rock	300	1.36	2.8	2.5	2.7	1.8	1.2	1.8	0.0	0.0	0.0
• WIHN	Normal	A	96.7	3.9	410	a	AAA Entertainment	73	0008	p		d1	Modern Rock	450	0.54	10.6	5.0	6.2	6.7	4.9	6.5	5.7	8.1	0.0
	WBNQ	Bloomington	B	101.5	50.0	466	b	Citadel Comm Corp	47	0007		g4	CHR	2,250	1.05	27.2	14.5	16.0	14.1	15.4	15.3	15.8	13.3	0.0
	WBWN	Le Roy	B1	104.1	25.0	328	b	Citadel Comm Corp	79	0007		g4	Country	2,325	0.98	30.0	16.4	14.5	16.6	16.0	17.1	17.0	19.1	0.0
# FM Stations -				4		# Combos -		4		FM TOTALS				70.6	38.4	39.4	39.2	37.5	40.7	38.5	40.5	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)								
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
	WJBC	Bloomington	C	1230	1.0	1.00	b	Citadel Comm Corp	25	0007		g4	FullService	2,600	1.12	29.4	17.6	16.0	16.0	16.0	15.9	20.1	17.9	0.0
# AM Stations -				1		# Combos -		1		AM TOTALS				29.4	17.6	16.0	16.0	16.0	15.9	20.1	17.9	0.0		
AM & FM Stations Profiled -				5		# Duopolies -		2		Total Local Commercial Share				56.0	55.4	55.2	53.5	56.6	58.6	58.4	0.0			

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: 231

Revenue Rank: 175

Eau Claire, WI Market Overview



Metro Counties / Population (000)

Chippewa, WI	55.1
Eau Claire, WI	91.3
Total	146.4

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	<u>1993</u>	<u>1994</u>	<u>1995</u>	<u>1996</u>	<u>1997</u>	<u>1998</u>	<u>Δ 93 - 98</u>
	\$7,300	\$7,700	\$8,100	\$8,800	\$9,500	\$10,100	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>
	-5.9%	\$9,500	\$10,300	\$10,900	\$11,700	\$12,200	6.5%

	<u>1993</u>	<u>1998</u>	<u>2003</u>	<u>Est. Breakout</u>
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)

	<u>1993</u>	<u>1998</u>	<u>Growth Rate</u>	<u>1998</u>	<u>2003</u>	<u>Growth Rate</u>
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

	<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)	71.3	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	\$ 30,264		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	10	11	6	17
Tot 12+	8.4		66.9	74.2	75.3	11.6	86.9
Avg 12+	8.4		6.7	7.4	6.8	1.9	5.1
Tot LCS	9.7		77.0	85.4	86.7	13.3	100.0
Avg LCS	9.7		7.7	8.5	7.9	2.2	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)													
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996						
WMEQ	Menomonie	C2	92.1	17.5	cp	719 b		Clear Channel	67	0005	p	sw	Clsc Rock	750	1.10	7.2	5.8	7.9	5.6	6.7	6.7	4.3	7.5	3.0				
WECL	Eik Mound	A	92.9	3.3		446 a		Nelson, David, et al	91	9606		2,550	c2	Oldies	600	0.82	7.7	8.4	6.3	8.1	5.0	5.2	6.9	7.0	6.9			
WIAL	Eau Claire	C1	94.1	84.0		351 a		Nelson, David, et al	48	9606			c2	AC	1,000	0.77	13.6	12.6	8.4	10.6	12.8	12.9	11.7	11.6	8.4			
WQRB	Bloomer	C3	95.1	8.9		545 b		Clear Channel	92	0005	p	sw	Country	1,575	1.17	14.2	10.5	11.4	11.6	12.8	13.4	10.1	11.6	17.8				
WISM	Altoona	C3	98.1	25.0	cp	328 d		Alpenglow Comm	92	9108		395	c1	Clsc Rock	450	1.53	3.1	4.7	2.4	2.0	3.3	4.6	4.8	5.0	4.5			
WBIZ	Eau Claire	C1	100.7	100.0		482 b		Clear Channel	67	0008			sw	CHR	625	0.69	9.5	7.4	12.1	9.1	7.2	6.7	6.4	6.0	7.9			
WWIB	Hallie	C1	103.7	100.0		679 c		Stewards of Sound	72					ChrsContemp	350	1.67	2.2	3.7	1.8	1.5	2.2	1.5	3.2	2.0	1.0			
WAXX	Eau Claire	C	104.5	100.0		1801 a		Nelson, David, et al	65	8408				Country	2,100	1.08	20.4	15.3	17.7	18.2	16.7	14.4	20.2	21.6	20.8			
WCFW	Chippewa Falls	C3	105.7	25.0		305		Bushland Radio	68					Lite AC	300	0.57	5.5	4.2	2.5	4.5	5.0	4.1	3.2	2.0	3.5			
WATQ	Chetek	C2	106.7	35.0		584 b		Clear Channel	97	0005	p	sw	Country	400	0.86	4.9	1.6	8.2	4.0	4.4	5.7	5.9	1.0	0.0				
WCCN	Neillsville	C1	107.5	100.0		577		Central WI Bcstg Inc	64					Clsc Rock	50		0.3	1.1	0.0	0.0	0.6	1.0	2.7	0.0	0.5			
# FM Stations -				11				# Combos -				9				FM TOTALS				88.6	75.3	78.7	75.2	76.7	76.2	79.4	75.3	74.3

AM Stations

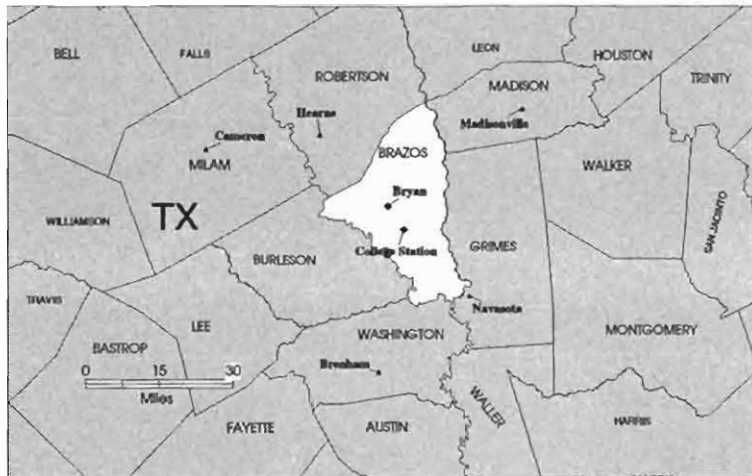
Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1999 Est Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)													
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996						
WOGO	Hallie	B	680	2.5	0.50	c		Stewards of Sound	85					ChrsContemp			0.0	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	a		Nelson, David, et al	37	9606			c2	Nws/Tlk/Spt	350	1.19	3.1	4.2	1.9	2.5	2.8	3.1	2.1	2.5	5.0			
WMEQ	Menomonie	B	880	10.0	0.21	b		Clear Channel	51	0005	p	sw	News/Talk	250	1.75	1.5	1.6	1.1	1.5	1.1	1.0	2.1	0.5	0.0				
WEIO	Eau Claire	B	1050	1.0	0.50	d		Alpenglow Comm	48	9108			c1	Nostalgia	115		0.6	0.5	0.6	0.5	0.6	0.5	0.0	0.0	0.0			
WEAQ	Chippewa Falls	B	1150	5.0	0.00	a		Nelson, David, et al	58	8408				Easy	400	0.92	4.6	3.2	2.4	4.5	3.3	3.6	3.2	4.0	5.0			
WBIZ	Eau Claire	C	1400	1.0	1.00	b		Clear Channel	47	0008			sw	Sports	150	0.99	1.6	2.1	1.1	1.0	1.7	2.1	1.6	2.0	2.5			
# AM Stations -				6				# Combos -				6				AM TOTALS				11.4	11.6	7.1	10.0	9.5	10.3	9.0	9.0	12.5
AM & FM Stations Profiled -				17				# Duopolies -				5				Total Local Commercial Share				86.9	85.8	85.2	86.2	86.5	88.4	84.3	86.8	

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 ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$4,800	\$5,100	\$5,300	\$5,300	\$5,800	\$6,500	6.3%
	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	5	15
Tot 12+	28.9		49.9	77.6	78.8	5.4	84.2
Avg 12+	7.2		8.3	8.6	7.9	1.1	5.6
Tot LCS	34.3		59.3	92.2	93.6	6.4	100.0
Avg LCS	8.6		9.9	10.2	9.4	1.3	6.7

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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
KTSR	College Station	C2	92.1	50.0	cp	492	b Bryan Bcstg Lic	64	9708	500	c3	Clsc Rock	725	1.03	9.5	9.6	8.9	6.7	8.1	5.9	6.3	5.2	8.7
KMBV	Navasota	A	92.5	2.5	cp	459	Sunburst Media LP	89	0002	675		Soft AC	125		0.5	1.2	1.0	0.0	0.7	1.3	0.7	1.9	2.0
KAGG	Madisonville	C2	96.1	40.0		538	c Clear Channel	89	0007 p		g1	Country	1,300	1.95	9.0	11.4	10.8	6.0	8.1	4.6	8.4	9.1	5.3
KORA	Bryan	A	98.3	2.3	cp	528	a Equicom, Inc	66	9711		c1	Country	950	1.09	11.8	13.9	7.2	9.7	8.7	11.1	15.4	11.7	12.7
KBMA	Bryan	A	99.5	3.0		328	Torres, Felix	92	0004		st	Spanish	300	0.69	5.9	7.2	6.1	4.5	4.7	4.6	4.9	5.8	6.7
KZTR	Franklin	C3	101.9	25.0		328	a Equicom, Inc	94	9902	1,000		Hot AC	400	1.18	4.6	4.2	4.0	5.2	2.0	3.3	4.2	5.2	2.7
KVJM	Hearne	A	103.1	5.0		361	Marshall Media	85	9411	187	e	Urban	375	0.40	12.8	6.6	7.5	12.7	7.4	8.5	7.0	5.2	9.3
KHLR	Cameron	C2	103.9	25.0		696	a Equicom, Inc	85	9711			Altve/MdRck	325	0.81	5.4	4.8	5.1	4.5	4.0	3.9	5.6	5.2	4.7
KKYS	Bryan	C2	104.7	50.0		285	c Clear Channel	84	0007 p		g1	Hot AC	1,450	0.84	23.4	16.3	13.1	15.7	20.8	18.3	13.3	11.7	10.7
KTTX	Brenham	C2	106.1	50.0		492	Tom S. Whitehead	64				Country	500	1.16	5.8	3.6	3.3	3.7	5.4	4.6	4.2	3.9	4.7
# FM Stations -						10	# Combos -		6	FM TOTALS					88.7	78.8	67.0	68.7	69.9	66.1	70.0	64.9	67.5

AM Stations

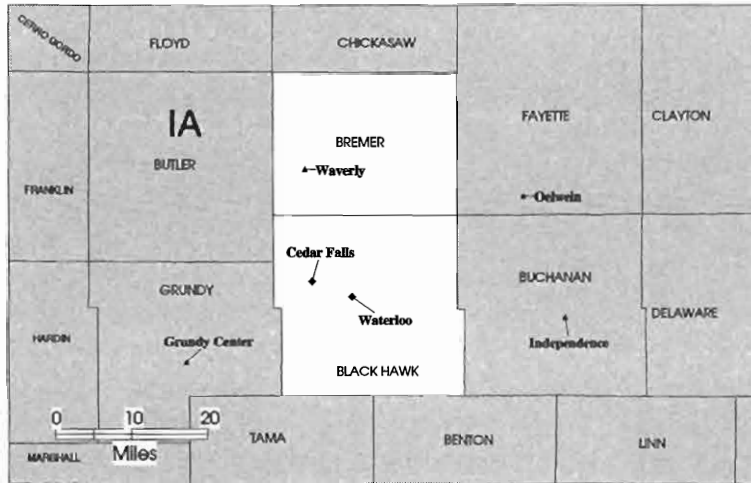
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1999 Est Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
KZNE	College Station	B	1150	1.0	0.50	b	Bryan Bcstg Lic		00			Sports				0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KTAM	Bryan	C	1240	0.4	0.38	a	Equicom, Inc	47	9711		c1	Nostalgia	150	0.56	3.6	1.8	2.6	3.7	2.0	5.9	2.8	5.8	4.0
KAGC	Bryan	B	1510	0.5	0.00		Divcon Associates	77	8703	300		ChrsContemp			0.9	0.0	0.0	0.7	0.7	0.7	2.1	0.6	1.3
KWBC	Navasota	B	1550	0.3	0.00		Chilson Enterprises	89	0005 p	150		Country	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WTAW	College Station	B	1620	10.0	1.00	b	Bryan Bcstg Lic	22	9708		c3	News/Talk	650	1.29	6.8	3.0	6.1	6.0	4.7	8.5	5.6	6.5	5.3
# AM Stations -						5	# Combos -		3	AM TOTALS					11.3	5.4	8.7	10.4	7.4	15.1	10.5	12.9	10.6
AM & FM Stations Profiled -						15	# Duopolies -		3	Total Local Commercial Share						84.2	75.7	79.1	77.3	81.2	80.5	77.8	78.1

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
Total	144.9

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$4,500	\$4,900	\$5,300	\$5,500	\$5,700	\$6,100	6.3%
	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	\$ 31,806		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+	9.5		46.9	55.2	56.4	11.3	67.7
Avg 12+	3.2		9.4	9.2	7.1	1.4	4.2
Tot LCS	14.0		69.3	81.5	83.3	16.7	100.0
Avg LCS	4.7		13.9	13.6	10.4	2.1	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)								
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
KOEL	Oelwein	C	92.3	95.0	991	c	Cumulus Bcstg Inc	71	0010		g	Country	900	0.95	14.5	10.7	7.7	11.6	8.7	8.2	12.2	8.4	9.6
KQMG	Independence	A	95.3	2.9	410	d	Keene of Iowa Inc	75	9710	477		Soft AC			0.4	0.0	0.4	0.0	0.6	0.5	0.0	1.7	1.8
KCVM	Hudson	A	96.1	6.0	328	e	Fife Comm Co LC	97	9507			AC	700	1.02	10.6	8.3	8.9	7.3	7.5	9.8	6.4	0.0	0.0
KCRR	Grundy Center	C3	97.7	16.0	407	c	Cumulus Bcstg Inc	83	0010		g	Clsc Rock	400	0.64	9.6	7.7	7.5	7.3	6.2	8.2	5.8	7.3	7.2
KKCV	Cedar Falls	C3	98.5	15.1	423	c	Cumulus Bcstg Inc	93	0010		g	Country	1,300	1.06	18.9	9.5	16.5	12.2	14.3	15.8	16.3	16.3	14.5
KWAY	Waverly	A	99.3	3.0	180	b	Suhr, Aelvin Edwin	71	8410	844	c1	Lite AC	250	1.83	2.1	1.2	2.3	1.8	1.2	1.1	1.2	2.8	2.4
KOKZ	Waterloo	C	105.7	100.0	1322	a	Bahakel Comm	62				Oldies	900	1.06	13.1	8.9	7.0	8.5	9.9	9.8	11.6	12.9	10.8
KFMW	Waterloo	C	107.9	100.0	1805	a	Bahakel Comm	68	9608	3,500	c2	Adult Rock	1,200	1.08	17.1	10.1	8.8	11.6	12.4	9.8	9.3	12.4	9.0
# FM Stations -				8	# Combos -				8	FM TOTALS				86.3	56.4	59.1	60.3	60.8	63.2	62.8	61.8	55.3	

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)								
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
KWOF	Waterloo	B	850	0.5	0.00	Friendship Commun	72	9503		nc	Christian	75			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4
KOEL	Oelwein	B	950	5.0	0.50	c	Cumulus Bcstg Inc	50	0010		g	Information			1.3	0.6	2.6	0.6	1.2	1.1	1.2	1.1	1.2
KQMG	Independence	B	1220	0.3	0.17	d	Keene of Iowa Inc	59	9710		c1	Soft AC			0.0	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	0.6	0.7	0.6	0.6	0.5	0.6	0.6	0.6
KWLO	Waterloo	B	1330	5.0	5.00	a	Bahakel Comm	47	9608		c2	Nostalgia	400	0.78	7.9	7.1	4.9	5.5	5.6	6.0	4.7	5.1	7.8
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	0.0
KXEL	Waterloo	A	1540	50.0	50.00	a	Bahakel Comm	42	5801			News/Talk	250	1.24	3.1	2.4	2.2	1.8	2.5	2.7	2.9	1.7	3.6
KDNZ	Cedar Falls	B	1650	10.0	1.00	e	Fife Comm Co LC	98				Nws/Tlk/Spt			0.4	0.6	0.2	0.6	0.0	0.0	0.0	0.0	0.0
# AM Stations -				8	# Combos -				7	AM TOTALS				13.6	11.3	10.6	9.1	9.9	10.3	9.4	8.5	15.6	
AM & FM Stations Profiled -				16	# Duopolies -				4	Total Local Commercial Share				67.7	69.7	69.4	70.7	73.5	72.2	70.3	70.9		

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 234

Revenue Rank: 159

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 ★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$6,600	\$7,300	\$8,100	\$9,000	\$10,200	\$10,200	9.0%
	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	Viable FMs	All FMs	All AMs	Total
# Stations	3		10	10	13	5	18
Tot 12+	15.5		66.4	76.2	81.9	5.2	87.1
Avg 12+	5.2		6.6	7.6	6.3	1.0	4.8
Tot LCS	17.8		76.2	87.5	94.0	6.0	100.0
Avg LCS	5.9		7.6	8.7	7.2	1.2	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 Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
KTJC	Rayville	C3	92.3	11.5	486	d	Citadel Comm Corp	84	0004		g1	Oldies	200	0.76	2.3	2.9	4.4	4.0	0.0	0.0	0.0	0.0	0.0
KWJM	Farmerville	A	92.7	6.0	328		Union Bcstg Co Inc	79				AC	250	0.72	3.0	1.7	2.6	2.9	2.3	2.3	3.7	1.0	3.5
KJMG	Bastrop	A	97.3	5.9	328		Holladay Bcstg	96	9811	700		Gosp/AC	350	0.32	9.4	12.1	9.9	9.8	6.4	6.9	6.7	4.2	4.6
KPCH	Dubach	C1	97.7	60.0 cp	509		Dubach Bcstg	84	8612	355		Oldies			1.7	1.7	0.0	1.7	1.2	0.0	0.0	0.0	0.0
KZRZ	West Monroe	C2	98.3	50.0	492	d	Citadel Comm Corp	67	0004		g1	AC	1,500	1.05	12.4	4.0	3.3	10.9	10.5	11.0	12.3	0.0	11.0
KRVV	Bastrop	C2	100.1	50.0	492		Holladay Bcstg	77	9110	1,036	1	Urban	950	0.46	18.1	20.2	15.5	15.5	15.7	13.9	14.7	15.7	12.1
KHLL	Richwood	A	100.9	6.0	328		Gilliland, Dan	94				ChrsContemp	450	0.89	4.4	1.7	4.0	2.9	4.7	1.7	1.8	3.7	3.5
KNOE	Monroe	C	101.9	100.0	1516	b	Noe, James A	67				Adult CHR	2,200	1.68	11.4	8.1	6.3	10.9	8.7	5.8	7.4	8.4	6.9
KYEA	Columbia	C3	103.1	25.0 cp	328	d	Citadel Comm Corp	80	0004		g1	Urban	100		0.7	4.6	3.5	0.6	0.6	3.5	1.8	2.1	1.2
KJLO	Monroe	C	104.1	100.0	1017	a	New South Comm	46	8601	1,700	1	Country	1,700	1.05	14.1	14.5	13.8	10.9	13.4	16.2	11.7	14.1	11.6
KLIP	Monroe	C2	105.3	50.0	433	a	New South Comm	93	9710	400	1	Clsc Hits	750	0.85	7.7	5.8	6.0	5.7	7.6	9.2	6.1	8.4	4.6
KMYX	Monroe	C	106.1	100.0	1017	d	Citadel Comm Corp	65	0004		g1	Country	1,200	1.56	6.7	2.3	4.0	4.6	7.0	7.5	5.5	3.7	4.6
KXKZ	Ruston	C	107.5	100.0	1066	c	Ruston Bcstg Co	66	6904			Country	800	3.02	2.3	2.3	2.5	2.3	1.7	2.9	3.1	3.7	5.2
# FM Stations -					13	# Combos -			8	FM TOTALS					94.2	81.9	75.8	82.7	79.8	80.9	74.8	65.0	68.8

AM Stations

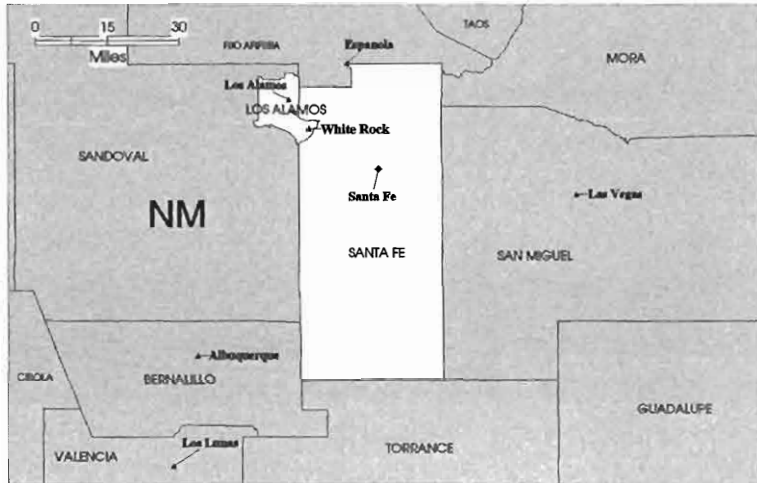
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1999 Est Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
KNOE	Monroe	B	540	5.0	1.00	b	Noe, James A	44				Country	675	4.52	1.3	1.2	3.5	0.0	2.3	0.6	1.2	2.6	4.6
KLIC	Monroe	C	1230	1.0	1.00		Media Ministries	50	9211	165		News/Talk			0.4	0.0	0.0	0.6	0.0	0.0	1.8	1.0	1.2
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	4.0	3.3	2.3	4.7	2.9	3.7	4.2	2.3
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	5.2	6.8	2.9	7.0	3.5	6.7	7.8	8.1
AM & FM Stations Profiled -					18	# Duopolies -			4	Total Local Commercial Share					87.1	82.6	85.6	86.8	84.4	81.5	72.8	76.9	

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
Total	142.2

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$2,900	\$3,000	\$3,100	\$3,100	\$3,400	\$3,400	2.9%
Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03	
8.8%	\$3,700	\$4,000	\$4,300	\$4,800	\$5,100	8.7%	

	1993	1998	2003	Est. Breakout	
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)

	1993	1998	Growth Rate	1998	2003	Growth Rate
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

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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	\$ 58,245		Avg Household	\$ 51,440	
Ethnic Population:	White 95.2%		Black 1.0%		Asian 1.2%		Hispanic 46.4%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			17	2	17	5	22
Tot 12+			49.9	9.2	49.9	10.3	60.2
Avg 12+			2.9	4.6	2.9	2.1	2.7
Tot LCS			82.9	15.3	82.9	17.1	100.0
Avg LCS			4.9	7.6	4.9	3.4	4.5

Competitive Overview

Some stations also rated in Albuquerque.

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)									
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
KRST	Albuquerque	C	92.3	22.0	4160	e	Citadel Comm Corp	65	9610			Country	n/a		7.3	4.0	2.6	4.5	3.8	6.1	7.2	4.3	0.0		
KYBR	Espanola	C3	92.9	9.1	538	c	Garcia, Richard L	81	9506	50		Country			0.5	0.0	0.0	0.6	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	1.7	4.0	4.0	1.6	4.1	2.1	4.3	0.0		
KZRR	Albuquerque	C	94.1	22.5	4131	d	Clear Channel	61	9911			AOR	n/a		10.7	4.6	2.7	7.3	4.9	4.1	3.1	3.2	0.0		
KZXA	Santa Fe	C1	94.7	100.0	787	b	Amer General Media	00	0006 p		d1	AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KMMG	Santa Fe	C1	95.5	19.0	1791	a	Amer General Media	65	9609	See (72)		Hot AC	n/a		3.0	1.1	2.2	2.3	1.1	1.5	1.5	1.1	0.0		
KHFM	Albuquerque	C	96.3	20.0	4134		Citadel Comm Corp	54	9605	See (72)		Classical	n/a		9.1	4.6	4.7	4.5	5.9	5.1	5.6	7.0	0.0		
KKSS	Santa Fe	C	97.3	94.0	1877		Simmons Media	69	9901	See (72)		CHR/Rhymc	n/a		9.6	4.6	4.3	5.6	5.4	3.6	6.7	7.6	0.0		
KBAC	Las Vegas	C	98.1	100.0	1037	f	Clear Channel	89	0006 p		g3	AAA	1,000	4.66	5.8	5.2	3.5	2.8	3.8	4.1	3.1	3.2	0.0		
KABG	Los Alamos	C	98.5	100.0	1906	a	Amer General Media	56	9609			Oldies	n/a		7.7	2.9	2.5	3.4	5.4	3.6	1.5	2.7	0.0		
KSFQ	White Rock	C3	101.1	0.6	1864	f	Clear Channel	90	0006 p		g3	AC	400	3.73	2.9	1.1	0.6	1.7	1.6	1.5	2.6	3.2	0.0		
KIOT	Los Lunas	C	102.5	17.0	4160		Simmons Media	93	9508	See (72)		Clsc Rock	n/a		4.4	3.4	3.4	2.8	2.2	2.6	2.6	4.9	0.0		
KLSK	Santa Fe	C	104.1	100.0	1877	d	Clear Channel	84	9911			Clsc Rock	n/a		4.4	2.9	5.0	2.3	2.7	6.1	4.1	6.5	0.0		
• KCHQ	Santa Fe	C	105.1	100.0	1936		Simmons Media	85	9606			80s Hits	n/a		4.8	7.5	5.3	2.3	3.2	2.6	3.6	2.7	0.0		
KRZY	Santa Fe	C	105.9	100.0	1919	e	Entravision Comm	83	0004			Spanish AC	n/a		4.8	2.3	4.8	2.3	3.2	1.0	4.6	1.1	0.0		
KBOM	Los Alamos	C1	106.7	15.5	1949	b	Amer General Media	86	0006 p	7,000	d1	Oldies	550	3.81	3.9	4.0	2.3	2.8	1.6	2.6	3.1	5.4	0.0		
• KEFE	Los Alamos	C1	107.5	100.0	787		GT Media LLC	00	0008 p			Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# FM Stations -					17	# Combos -					11	FM TOTALS					83.8	49.9	47.9	49.2	46.4	48.6	51.4	57.2	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)									
																Spring 2000	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 Inc	66	9010	113		Spanish	925	3.09	8.1	1.7	3.6	3.4	5.9	2.0	4.6	2.2	0.0		
KDCE	Espanola	B	950	4.2 cp	0.08	c	Garcia, Richard L	63	8211	625		Spanish	250	2.33	2.9	0.0	1.4	1.1	2.2	1.5	1.5	1.1	0.0		
KVSF	Santa Fe	B	1260	5.0	1.00	b	Amer General Media	35	0006 p		d1	Talk	175	3.15	1.5	1.7	1.1	0.6	1.1	1.0	0.5	1.1	0.0		
KTRC	Santa Fe	C	1400	1.0	1.00	b	Amer General Media	47	0006 p		d1	Nostalgia	100	0.79	3.4	4.0	2.4	1.7	2.2	5.1	2.1	1.6	0.0		
KRSN	Los Alamos	C	1490	1.0	1.00		Real Radio, L.L.C	49			na	Nws/Tlk/Inf	250		0.5	2.9	1.1	0.6	0.0	0.5	0.5	0.0	0.0		
# AM Stations -					5	# Combos -					3	AM TOTALS					16.4	10.3	9.6	7.4	11.4	10.1	9.2	6.0	0.0
AM & FM Stations Profiled -					22	# Duopolies -					8	Total Local Commercial Share					60.2	57.5	56.6	57.8	58.7	60.6	63.2	0.0	

NOTE: Market rated twice yearly with Fall 1997 period.

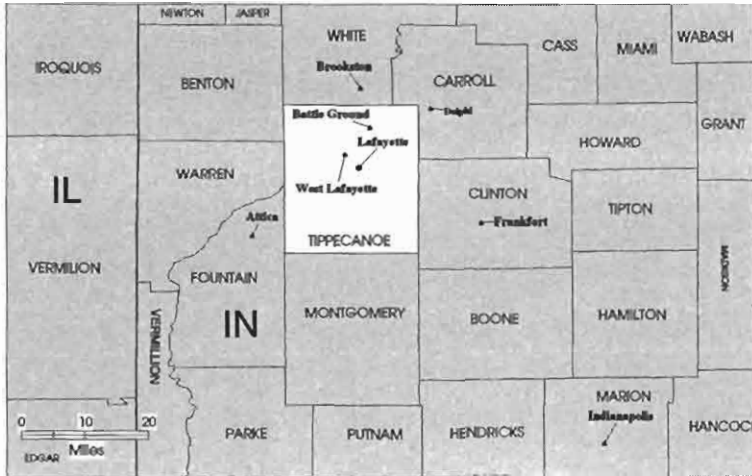
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 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 ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$5,600	\$6,000	\$6,500	\$7,200	\$7,500	\$8,400	8.4%
	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+	42.7	30.4		68.8	73.1	3.6	76.7
Avg 12+	7.1	7.6		8.6	7.3	1.2	5.9
Tot LCS	55.7	39.6		89.7	95.3	4.7	100.0
Avg LCS	9.3	9.9		11.2	9.5	1.6	7.7

Competitive Overview

Some stations also rated in Indianapolis

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		Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
WKHY	Lafayette	A	93.5	3.0	246	d	RadioWorks Inc	70	9908		c1	AOR/CIRck	1,400	1.14	13.5	10.1	12.0	9.7	10.9	11.7	10.7	14.5	10.7
WFBQ	Indianapolis	B	94.7	58.0	804		Clear Channel	59	0008			AOR	n/a		3.7	2.9	3.5	2.8	2.9	3.9	2.7	4.1	4.3
WLFF	Brookston	A	95.3	2.3	505	c	Artistic Media Ptnrs	67	9810	1,800		Country	425	0.77	6.1	3.6	3.2	4.2	5.1	3.2	4.7	4.1	5.0
WGBD	Attica	A	95.7	3.1	433	c	Artistic Media Ptnrs	90	9412	410		Modern Rock	725	0.64	12.5	10.9	10.2	9.7	9.4	11.0	9.4	11.0	5.7
WAZY	Lafayette	B	96.5	50.0	499	c	Artistic Media Ptnrs	65	8808	3,360		AC	1,600	1.22	14.4	11.6	12.3	11.1	10.9	7.8	10.1	9.0	12.9
WASK	Battle Ground	A	98.7	3.0 cp	328	a	Schurz Comm Inc	93	9503	860		Oldies	950	0.95	11.0	8.7	8.9	9.7	7.2	6.5	8.1	4.1	6.4
WSHW	Frankfort	B	99.7	50.0	459	b	Kaspar Bcstg Co	62				AC	350	1.67	2.3	1.4	1.7	2.1	1.4	1.3	1.3	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	2.2	2.0	2.1	2.2	2.6	3.4	4.1	2.9
WKOA	Lafayette	B	105.3	50.0	308	a	Schurz Comm Inc	63	9101	8,500	c1	Country	2,200	1.24	19.5	14.5	14.3	14.6	15.2	18.2	18.1	16.6	17.1
WGLM	West Lafayette	A	106.7	6.0	328		KVB Bcstg	92	9112		st	AC	1,100	1.39	8.7	7.2	7.2	7.6	5.8	9.7	8.1	9.0	9.3
# FM Stations -					10	# Combos -				8	FM TOTALS				94.5	73.1	75.3	73.6	71.0	75.9	76.6	77.9	75.7

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		Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
WAZY	Lafayette	B	1410	1.0	0.07	c	Artistic Media Ptnrs	59	9808	400		Nostalgia	175	0.69	2.8	0.0	0.5	2.1	2.2	1.9	0.7	1.4	1.4
WASK	Lafayette	C	1450	1.0	1.00	a	Schurz Comm Inc	42	9101		c1	Oldies			2.8	3.6	2.1	2.1	2.2	2.6	2.0	3.4	2.1
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	3.6	2.6	4.2	4.4	4.5	2.7	4.8	3.5
AM & FM Stations Profiled -					13	# Duopolies -				3	Total Local Commercial Share				76.7	77.9	77.8	75.4	80.4	79.3	82.7	79.2	

1/ 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 ★★★	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+	51.0	18.2		57.6	69.2	6.5	75.7
Avg 12+	7.3	9.1		8.2	7.7	1.6	5.8
Tot LCS	67.4	24.0		76.1	91.4	8.6	100.0
Avg LCS	9.6	12.0		10.9	10.2	2.1	7.7

Competitive Overview

Some stations also rated in Altoona.

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)									
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
WBUS	Boalsburg	A	93.7	0.3	1362		Boalsburg Bcstg Co	98				Clsc Rock	550	0.88	10.8	9.5	3.9	5.9	10.3	8.8	0.0	0.0	0.0		
WFGI	State College	A	94.5	0.9	581		Forever Bcstg Inc	91	9312		na	Country	600	2.20	4.7	4.4	3.2	2.6	4.5	1.2	1.3	1.8	0.0		
WZWW	Bellefonte	A	95.3	0.8	637		First Media	86	0007 p	6,000		AC	1,500	1.49	17.3	15.3	14.3	13.8	12.2	14.1	19.9	25.9	0.0		
WQWK	University Park	A	97.1	2.0	404	b	Dame Broadcasting	65	0004		g1	Modern Rock	700	1.03	11.7	5.8	12.4	9.2	8.3	9.4	9.6	10.8	0.0		
WFGY	Altoona	B	98.1	30.0	942	a	Forever Bcstg Inc	60	9012	See (245)		Country	n/a		14.3	10.9	11.1	9.9	11.5	12.4	14.1	15.7	0.0		
WGMR	Tyrone	B	101.1	8.5	1171		Allegheny Mtn Ntwk	61				Modern Rock	n/a	0.32	9.5	7.3	4.5	6.6	7.7	8.2	5.8	4.2	0.0		
WBHV	State College	A	103.1	0.4	1306	d	Forever Bcstg Inc	65	9805	2,900 c1		CHR	1,000	1.07	16.1	10.2	11.8	14.5	9.6	10.0	10.9	9.6	0.0		
WUBZ	Phillipsburg	A	105.9	0.7	951	c	Moshannon Valley	96	9610	350 c2		Modern Rock	200		0.5	0.7	0.0	0.7	0.0	0.0	1.3	0.6	0.0		
WNCL	Port Matilda	A	107.9	0.5	1175	b	Dame Broadcasting	94	0004		g1	Hot AC	400	1.44	4.8	5.1	6.1	6.6	0.6	1.2	1.3	1.2	0.0		
# FM Stations -					9		# Combos -					4		FM TOTALS			89.7	69.2	67.3	69.8	64.7	65.3	64.2	69.8	0.0

AM Stations

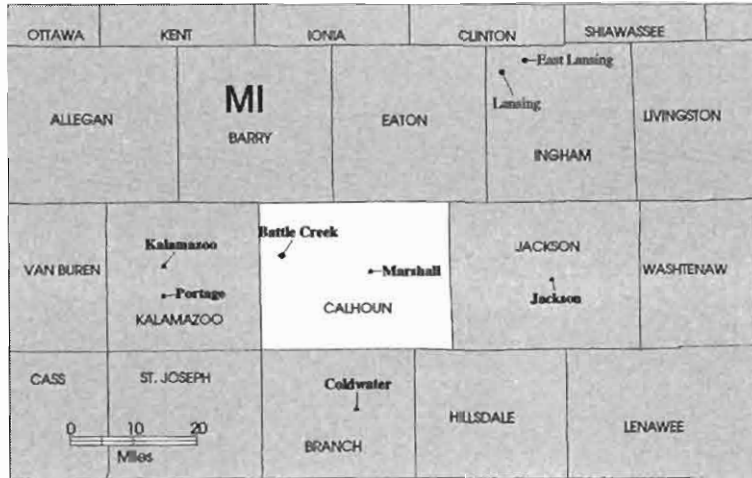
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1999 Est Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
WBLF	Bellefonte	B	970	1.0	0.07	b	Dame Broadcasting	58	0004		g1	Nws/Spt/Tik			0.9	0.0	0.3	0.7	0.6	0.0	0.6	0.6	0.0		
WPHB	Phillipsburg	B	1260	5.0	0.03	c	Moshannon Valley	56	9610		c2	Country	100			0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0		
WRSC	State College	B	1390	2.0	1.00	b	Dame Broadcasting	61	0004		g1	Nws/Tik/Spt	350	1.08	5.6	3.6	6.2	2.6	5.8	4.7	7.7	5.4	0.0		
WMAJ	State College	C	1450	1.0	1.00	d	Forever Bcstg Inc	45	9805		c1	Nws/Tik/Spt	200	0.88	3.9	2.9	2.0	2.0	3.8	4.7	3.2	1.8	0.0		
# AM Stations -					4		# Combos -					4		AM TOTALS			10.4	6.5	8.5	5.3	10.2	10.6	11.5	7.8	0.0
AM & FM Stations Profiled -					13		# Duopolies -					3		Total Local Commercial Share			75.7	75.8	75.1	74.9	75.9	75.7	77.6	0.0	

NOTE: Market rated twice yearly with Fall 1997 period.

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 ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$1,200	\$1,400	\$1,600	\$1,800	\$2,000	\$2,300	13.9%
	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+	10.3	43.4		10.3	53.7	15.4	69.1
Avg 12+	5.2	6.2		5.2	6.0	5.1	5.8
Tot LCS	14.9	62.8		14.9	77.7	22.3	100.0
Avg LCS	7.5	9.0		7.5	8.6	7.4	8.3

Market: Battle Creek, MI

Competitive Overview

Metro Rank: 238

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		Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
												Revenue (000)1/	Power Ratio		Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WXIK	Jackson	B	94.1	40.0	551	a	Rubber City Radio	55	0010	See (115)	Country	n/a		2.8	1.1	1.2	1.2	2.9	1.1	1.8	3.1	0.0
WMMQ	East Lansing	B	94.9	50.0	492		Citadel Comm Corp	63	0002		Clisc Rock	n/a			0.0	0.6	0.0	0.0	0.5	3.1	2.1	0.0
WBXX	Battle Creek	A	95.3	3.0 cp	269	c	Clear Channel	75	0008		g AC	650	5.10	5.1	2.9	9.7	3.5	4.0	7.4	3.1	5.8	0.0
WNWN	Coldwater	B	98.5	50.0	469		Midwest Comm Inc	50	9505		Country	n/a		21.8	15.4	12.5	17.9	14.3	14.8	14.7	14.1	0.0
WKFR	Battle Creek	B	103.3	50.0	482	b	Cumulus Bcstg Inc	63	9809	See (176)	CHR	n/a		20.6	12.6	12.4	17.3	13.1	13.8	15.3	17.8	0.0
WWKN	Marshall	A	104.9	6.0	328	c	Clear Channel	68	0008		g Oldies	550	3.33	6.6	7.4	6.5	4.6	5.1	4.8	8.0	7.9	0.0
WJXQ	Jackson	B	106.1	50.0	489	a	Rubber City Radio	76	0010		AOR	n/a		8.2	5.7	8.3	6.4	5.7	4.8	4.3	3.1	0.0
WQLR	Kalamazoo	B	106.5	33.0	600		Fairfield Bcstg Co	64	7206	See (176)	AC	n/a		3.9	4.0	3.0	2.3	3.4	2.6	2.5	1.6	0.0
WRKR	Portage	B	107.7	50.0	486	b	Cumulus Bcstg Inc	88	9809		AOR/ClRck	n/a		12.5	4.6	4.3	9.8	8.6	6.9	5.5	6.3	0.0
# FM Stations -					9	# Combos -				6	FM TOTALS			81.5	53.7	58.5	63.0	57.1	56.7	58.3	61.8	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		Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WBCK	Battle Creek	B	930	5.0	1.00	c	Clear Channel	48	0008		g	News/Talk	1,200	3.97	12.1	10.3	10.9	8.7	9.1	8.5	11.0	10.5	0.0
WRCC	Battle Creek	C	1400	1.0	1.00	c	Clear Channel	25	0008		g	Big Band	100	0.63	6.3	5.1	3.7	4.6	4.6	4.8	3.1	2.6	0.0
WOLY	Battle Creek	B	1500	1.0	0.00		Christian Family Net	63	8812	100		Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -					3	# Combos -				2	AM TOTALS			18.4	15.4	14.6	13.3	13.7	13.3	14.1	13.1	0.0	
AM & FM Stations Profiled -					12	# Duopolies -				4	Total Local Commercial Share			69.1	73.1	76.3	70.8	70.0	72.4	74.9	0.0		

NOTE: Market rated twice yearly with Fall 1997 period.

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 239

Revenue Rank: 258

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)

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	N/A	N/A	\$2,400	\$2,600	\$2,800	\$4,200	
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	7.1%	\$4,500	\$5,000	\$5,300	\$5,900	\$6,300	9.0%

	1993	1998	2003	Est. Breakout	
Revenue/Retail Sales	N/A	\$3.61/1,000	\$4.64/1,000	Local	85%
Revenue/Capita	N/A	\$29.23	\$42.06	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	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

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2	1		3	3	1	4
Tot 12+	16.4	7.9		24.3	24.3	4.8	29.1
Avg 12+	8.2	7.9		8.1	8.1	4.8	7.3
Tot LCS	56.4	27.1		83.5	83.5	16.5	100.0
Avg LCS	28.2	27.1		27.8	27.8	16.5	25.0

Market: Sussex, NJ

Competitive Overview

Metro Rank: 239

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)								
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
• WSUS	Franklin	A	102.3	0.6	745	a	Clear Channel	65	0010	p	g1	AC	1,500	0.87	38.2	11.6	12.7	11.9	13.2	10.6	0.0	14.5	0.0
• WNNJ	Newton	B1	103.7	2.3	892	a	Clear Channel	61	0010	p	g1	Clsc Hits	1,950	1.41	30.8	7.9	12.2	9.6	10.6	10.6	0.0	13.0	0.0
• WHCY	Blairstown	A	106.3	0.4	860	a	Clear Channel	73	0010	p	g1	CHR	900	0.80	25.0	4.8	3.6	8.5	7.9	5.6	0.0	4.5	0.0
# FM Stations -				3	# Combos -				3	FM TOTALS				94.0	24.3	28.5	30.0	31.7	26.8	0.0	32.0	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)									
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
• WNNJ	Newton	B	1360	2.0	cp	0.02	a	Clear Channel	53	0010	p	g1	Nostalgia	150	0.56	6.0	4.8	3.1	2.3	1.6	0.0	0.0	2.0	0.0
# AM Stations -				1	# Combos -				1	AM TOTALS				6.0	4.8	3.1	2.3	1.6	0.0	0.0	2.0	0.0		
AM & FM Stations Profiled -				4	# Duopolies -				1	Total Local Commercial Share				29.1	31.6	32.3	33.3	26.8	0.0	34.0	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: 240

Revenue Rank: 223

Florence-Muscle Shoals, AL Market Overview



Metro Counties / Population (000)

Colbert, AL	52.9
Lauderdale, AL	84.7
Total	137.6

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	N/A	N/A	N/A	N/A	N/A	\$4,800	
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	29.2%	\$6,200	\$6,800	\$7,300	\$8,000	\$8,500	8.5%

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	N/A	\$3.32/1,000	\$4.63/1,000	Local 80%
Revenue/Capita	N/A	\$34.88	\$60.63	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	134.7	137.6	0.4%	137.6	140.2	0.4%
Households	52.8	54.7	0.7%	54.7	56.8	0.8%
Retail Sales	1,055.3	1,444.0	6.5%	1,444.0	1,834.3	4.9%
EBI	1,754.2	2,102.4	3.7%	2,102.4	2,732.4	5.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55	
Men (000)	66.1	10.3	5.8	6.3	8.2	10.2	9.9	15.4	
Women (000)	71.5	9.6	5.5	6.3	8.6	10.6	10.7	20.1	
Total	137.6	19.9	11.3	12.6	16.8	20.8	20.6	35.6	
Percentage	100.0%	14.5%	8.2%	9.2%	12.2%	15.1%	15.0%	25.9%	
Per Capita	\$ 15,279		Median Household		\$ 30,151		Avg Household		\$ 38,435
Ethnic Population:	White	86.2%	Black	13.3%	Asian	0.3%	Hispanic	0.7%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		5	7	8	7	15
Tot 12+	13.8		34.2	45.6	48.0	14.4	62.4
Avg 12+	4.6		6.8	6.5	6.0	2.1	4.2
Tot LCS	22.1		54.8	73.1	76.9	23.1	100.0
Avg LCS	7.4		11.0	10.4	9.6	3.3	6.7

Competitive Overview

Some stations also rated in Huntsville

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)									
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
WYTK	Rogersville	A	93.9	2.3	532		Pulaski Bcstg Inc	93	9603	350	c1	ChrsContemp	400			2.4	2.4	0.0	0.0	0.0	0.0	0.0	0.0		
WMSR	Collinwood	C3	94.9	7.7 cp	594		Broadcast Assoc	94	9708	1,500		Soft Hits	550			7.2	4.8	0.0	0.0	0.0	0.0	0.0	0.0		
WXFL	Florence	C2	96.1	20.5 cp	781	a	Big River Bcstg Corp	92	9508	566		Country				5.4	8.1	0.0	0.0	0.0	0.0	0.0	0.0		
• WKGL	Russellville	A	97.7	3.5	430	b	Clear Channel	86	0008 p		sw	Oldies	800			4.8	4.9	0.0	0.0	0.0	0.0	0.0	0.0		
• WLAY	Tuscumbia	C1	100.3	100.0	246	b	Clear Channel	62	0008 p		sw	Country	1,200			5.4	5.5	0.0	0.0	0.0	0.0	0.0	0.0		
• WVNA	Muscle Shoals	A	105.5	1.1	741	b	Clear Channel	64	0008 p		sw	Clsc Rock	700			6.6	7.5	0.0	0.0	0.0	0.0	0.0	0.0		
WBTG	Sheffield	C3	106.3	6.0	682	c	Slatton & Assoc		69			Gospel	300			3.0	5.6	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 Corp	67	7302			AC	2,000			13.2	11.4	0.0	0.0	0.0	0.0	0.0	0.0		
# FM Stations -					8	# Combos -					6	FM TOTALS					0.0	48.0	50.2	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)									
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
WZNN	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		
WBCF	Florence	C	1240	1.0	1.00		BCB Inc		46			Nws/Tlk/Spt				1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WBTG	Sheffield	B	1290	1.0	0.08	c	Slatton & Assoc		63			Chrst/Talk				1.2	1.5	0.0	0.0	0.0	0.0	0.0	0.0		
WSBM	Florence	C	1340	1.0	1.00	a	Big River Bcstg Corp	46	7302			Urban AC				6.0	3.4	0.0	0.0	0.0	0.0	0.0	0.0		
WZZA	Tuscumbia	B	1410	0.5	0.05		Muscle Shoals Bcstg		72			Gosp/RhyBl	200			2.4	4.7	0.0	0.0	0.0	0.0	0.0	0.0		
• WLAY	Muscle Shoals	C	1450	1.0	1.00	b	Clear Channel	33	0008 p		sw	Country				1.2	2.5	0.0	0.0	0.0	0.0	0.0	0.0		
• WVNA	Tuscumbia	B	1590	5.0	1.00	b	Clear Channel	55	0008 p		sw	Nws/Tlk/Spt				2.4	2.9	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					7	# Combos -					4	AM TOTALS					0.0	14.4	15.0	0.0	0.0	0.0	0.0	0.0	0.0
AM & FM Stations Profiled -					15	# Duopolies -					3	Total Local Commercial Share					62.4	65.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0

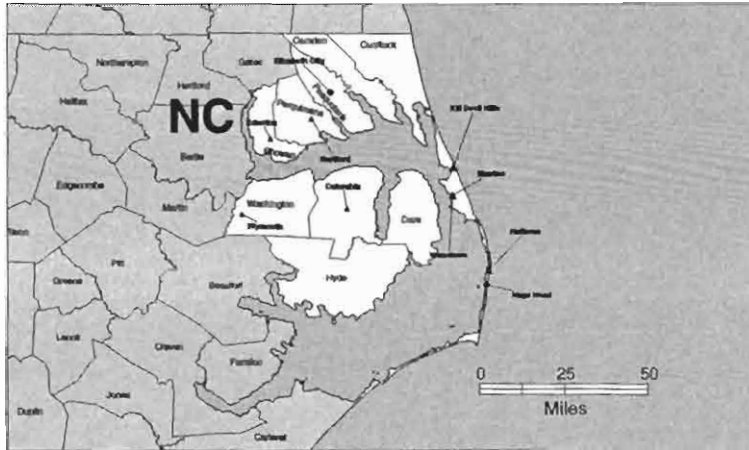
NOTE: Market first rated Fall 1999

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 241
Revenue Rank: N/A

Elizabeth City-Nags Head, NC Market Overview



Metro Counties / Population (000)

Camden, NC	7.0
Chowan, NC	14.2
Currituck, NC	18.2
Dare, NC	29.4
Hyde, NC	5.3
Pasquotank, NC	34.5
Perquimans, NC	11.4
Tyrell, NC	3.7
Washington, NC	13.6
Total	137.3

Market Radio Financials

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

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	DATA NOT AVAILABLE						
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	1993	1998	2003				Est. Breakout
Revenue/Retail Sales							
Revenue/Capita							

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	128.0	137.3	1.4%	137.3	145.7	1.2%
Households	48.9	52.3	1.4%	52.3	56.3	1.5%
Retail Sales	1,011.4	1,450.4	7.5%	1,450.4	1,937.5	6.0%
EBI	1,666.5	1,891.1	2.6%	1,891.1	2,437.1	5.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	66.7	11.0	5.8	5.5	8.9	10.7	9.3	15.5
Women (000)	70.6	10.6	5.7	5.5	8.9	10.8	9.8	19.3
Total	137.3	21.7	11.5	11.0	17.8	21.5	19.1	34.8
Percentage	100.0%	15.8%	8.4%	8.0%	12.9%	15.7%	13.9%	25.3%
Per Capita	\$ 13,774							
Ethnic Population:								
White	72.6%							
Black	26.5%							
Asian	0.6%							
Hispanic	1.4%							

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		10	5	12	5	17
Tot 12+	1.2		34.9	25.1	36.1	6.7	42.8
Avg 12+	0.6		3.5	5.0	3.0	1.3	2.5
Tot LCS	2.8		81.5	58.6	84.3	15.7	100.0
Avg LCS	1.4		8.2	11.7	7.0	3.1	5.9

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)								
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
• WYND	Nags Head	C3	92.3 18.0	384	d	OBX Broadcasting	90	0005		d1	Soft AC				2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WVOC	Hatteras	C1	94.5 91.0	981	a	Ray-D-O-Biz Inc	99				Country				1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WOBR	Wanchese	C3	95.3 25.0	295	b	East Carolina Radio	73	9606	600	c1	Rock				4.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WPNC	Plymouth	A	95.9 2.6	331		Durlyn Bcstg	79	9603		na	Lite AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WKJX	Elizabeth City	A	96.7 3.0	282	f	East Carolina Radio	84	9806	475		Rhymc/Oldes				1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WNHW	Hatteras	C1	97.1 48.0	558	d	OBX Broadcasting	95	0005	1,300	d2	Country				1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WVOD	Manteo	C2	99.1 50.0	492		Orbit Comm Inc	86				AAA				3.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WBXB	Edenton	C2	100.1 50.0 cp	492	e	Willis Family Bcstg	76	9202	550		Gospel				2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WERX	Columbia	C1	102.5 64.0	689	c	East Carolina Radio	83	9005	400	c1	Oldies				6.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WCXL	Kill Devil Hills	C1	104.1 100.0	981	a	Ray-D-O-Biz Inc	93	9303	1,003		AC				4.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WFMZ	Hertford	C2	104.9 50.0	492		Maranatha Bcstg Co	97				ChrsContemp				1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WRSF	Columbia	C1	105.7 100.0	614	c	East Carolina Radio	83	9512	950		Country				5.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# FM Stations -				12	# Combos -				8	FM TOTALS				0.0	36.1	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 Day (kW)	Power Night (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)								
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
WGAI	Elizabeth City	B	560 1.0	0.50		Ray-D-O-Biz Inc	47	9805	400	al	Nws/Tlk/Spt				0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WCNC	Elizabeth City	C	1240 1.0	1.00	f	East Carolina Radio	39	9808	230		Nostalgia				3.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WZBO	Edenton	B	1260 1.0	0.00	f	East Carolina Radio	55	9005		c1	Nws/Tlk/Spt				1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WJPI	Plymouth	B	1470 5.0	0.00		Free Temple	59	9901		na	Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WOBX	Wanchese	B	1530 1.0	0.00	b	East Carolina Radio	70	9606		c1	Gospel				1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -				5	# Combos -				3	AM TOTALS				0.0	6.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
AM & FM Stations Profiled -				17	# Duopolies -				5	Total Local Commercial Share				42.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

NOTE: Market first rated Spring 2000

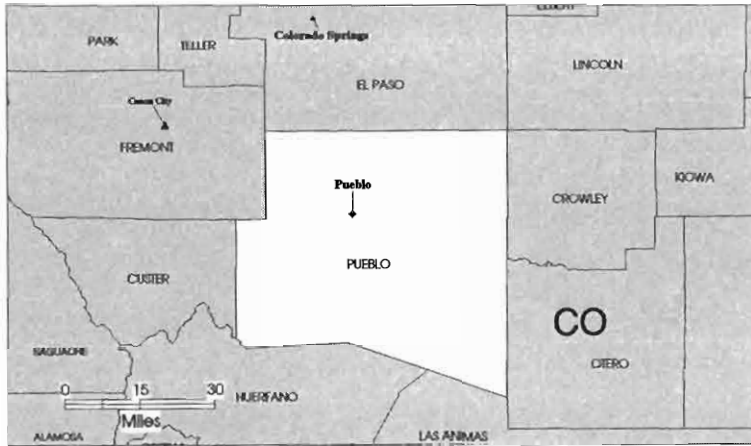
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 242

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%
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
	\$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
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+	0.6		49.1	25.9	49.7	10.1	59.8
Avg 12+	0.6		5.5	8.6	5.0	1.7	3.7
Tot LCS	1.0		82.1	43.3	83.1	16.9	100.0
Avg LCS	1.0		9.1	14.4	8.3	2.8	6.3

Competitive Overview

Some stations also rated in Colorado Springs.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Date Std 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)									
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
KILO	Colorado Springs	C	94.3	83.0	2110		Bahakel Comm	66 8408	See (94)		AOR	n/a		8.9	7.7	4.5	7.5	3.5	6.2	4.4	3.3	0.0		
KRDO	Colorado Springs	C	95.1	96.0	2011		Pikes Peak Bcstg	69		1	Soft Rock	n/a		3.3	1.1	1.8	1.1	2.9	1.7	1.9	2.8	0.0		
• KCCY	Pueblo	C	96.9	58.0	2280	a	Clear Channel	75 0010 p			Country	n/a	1.64	26.8	10.5	11.9	17.8	15.0	14.7	13.3	18.8	0.0		
KKMG	Pueblo	C	98.9	57.0 cp	2280		Citadel Comm Corp	67 9403	See (94)		CHR	n/a		18.0	8.3	8.8	9.2	12.7	15.8	13.3	12.7	0.0		
KVUU	Pueblo	C	99.9	79.0	2198		Clear Channel	76 0008			Modern AC	n/a		5.2	2.8	2.8	2.9	3.5	2.8	3.2	3.3	0.0		
KGFT	Pueblo	C	100.7	78.0	2218		Salem Comm Corp	76 9603	See (94)		Christian	n/a		1.0	1.1	1.2	0.6	0.6	1.7	0.6	1.1	0.0		
KYZX	Pueblo West	C2	103.9	1.8	2159		Bahakel Comm	92 9903	4,500 d2		Clsc Rock	1,000	***	1.0	2.2	3.6	0.6	0.6	0.0	1.9	2.8	0.0		
KSTY	Canon City	A	104.5	6.0	46		Royal Gorge Bcstg	75 0001 p			Country				0.6	0.7	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	1.86	4.6	6.6	3.1	3.4	2.3	3.4	3.2	4.4	0.0		
• KDZA	Pueblo	C1	107.9	100.0	240	b	Clear Channel	88 0010 p		g1	Oldies	750	1.49	12.3	8.8	8.0	7.5	7.5	8.5	10.1	7.2	0.0		
# FM Stations -					10	# Combos -					2	FM TOTALS				81.1	49.7	46.4	50.6	48.6	54.8	51.9	56.4	0.0

AM Stations

Calls	City of License	FCC Class	Freq	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	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)									
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
• KCSJ	Pueblo	B	590	1.0	1.00	b	Clear Channel	47 0010 p		g1	Nws/Tlk/Spt	450	1.46	7.5	4.4	5.2	4.6	4.6	4.5	5.7	5.0	0.0		
KRMX	Pueblo	B	690	0.3	0.02	c	Metropolitan Radio	58 9711	172		Spanish	200	2.57	1.9	0.6	0.9	1.7	0.6	1.7	2.5	1.7	0.0		
KFEL	Pueblo	B	970	3.2	0.19		Wellspring Harvest	56 9812	390		Christian				0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• KKPC	Pueblo	C	1230	1.0	1.00		MK Inc	47 0007	270		Nws/Tlk/Spt	100	2.44	1.0	0.6	0.0	0.6	0.6	0.6	0.6	0.0	0.0		
• KGHF	Pueblo	B	1350	5.0	0.28	b	Clear Channel	28 0010 p		g1	MOR	425	1.22	8.5	3.9	5.7	5.2	5.2	5.6	5.7	5.5	0.0		
KAVA	Pueblo	B	1480	1.0	0.11		Council Tree Comm	63 0004		d4	Spanish				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					6	# Combos -					3	AM TOTALS				18.9	10.1	11.8	12.1	11.0	12.4	14.5	12.2	0.0
AM & FM Stations Profiled -					16	# Duopolies -					3	Total Local Commercial Share				59.8	58.2	62.7	59.6	67.2	66.4	68.6	0.0	

NOTE: Market rated twice yearly with Fall 1997 period.

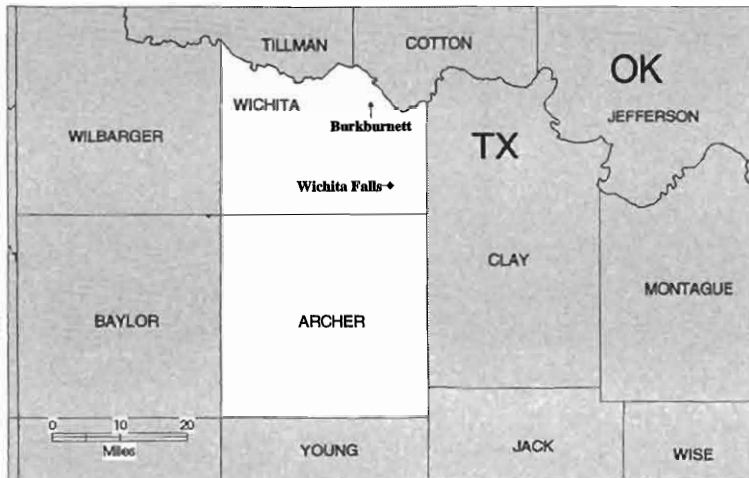
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 243

Revenue Rank: 254

Wichita Falls, TX Market Overview



Metro Counties / Population (000)

Archer, TX	8.8
Wichita, TX	128.8
Total	137.6

Market Radio Financials

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$3,900	\$4,000	\$4,100	\$4,200	\$4,300	\$4,200	1.3%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	11.9%	\$4,700	\$5,100	\$5,300	\$5,700	\$6,000	6.2%

	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	\$ 30,567			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	7	7	2	9
Tot 12+	3.9		67.7	71.6	71.6	0.0	71.6
Avg 12+	3.9		11.3	10.2	10.2	0.0	8.0
Tot LCS	5.4		94.6	**	**	0.0	100.0
Avg LCS	5.4		15.8	14.3	14.3	0.0	11.1

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)								
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
KNIN	Wichita Falls	C1	92.9	100.0	919	a	Clear Channel	75	0007 p	6,500	d2	CHR	700	0.87	17.1	12.6	12.3	14.4	10.7	15.9	16.4	15.3	0.0	
KOLI	Electra	C2	94.9	50.0	492	b	Cumulus Bcstg Inc	98	9806	238	cp	Oldies	100		0.8	2.4	2.7	1.2	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	0.95	33.5	18.9	24.9	24.6	24.9	20.5	16.4	15.9	0.0	
KWFS	Wichita Falls	C1	103.3	100.0	449	a	Clear Channel	61	0007 p		d2	Country	700	1.03	14.4	15.7	10.0	9.0	12.4	13.9	16.4	18.5	0.0	
• KQXC	Wichita Falls	A	103.9	4.5	312	b	Cumulus Bcstg Inc	93	9711		c1	Dance/CHR	350	1.46	5.1	3.9	4.3	3.6	4.0	2.6	7.9	7.6	0.0	
KYYI	Burkburnett	C1	104.7	92.0	1017	b	Cumulus Bcstg Inc	90	9711		c1	Clsc Rock	625	1.04	12.8	11.0	10.5	7.2	11.9	12.6	4.3	4.5	0.0	
KTLT	Wichita Falls	C2	106.3	15.5 cp	899	a	Clear Channel	84	0007 p		d2	AC	550	0.83	14.1	7.1	7.2	9.6	11.3	8.6	9.3	9.6	0.0	
# FM Stations -					7	# Combos -					7	FM TOTALS				97.8	71.6	71.9	69.6	75.2	74.1	70.7	71.4	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)								
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
KXXL	Farmersville	B	990	2.7 cp	0.36		The Watch Inc	47	9706	See (6)		Sports	n/a		0.8	0.0	0.0	1.2	0.0	0.0	0.0	1.9	0.0	
KWFS	Wichita Falls	B	1290	5.0	0.07	a	Clear Channel	48	0007 p		d2	Country	100	1.77	1.2	0.0	1.7	1.2	0.6	1.3	0.7	0.0	0.0	
# AM Stations -					2	# Combos -					1	AM TOTALS				2.0	0.0	1.7	2.4	0.6	1.3	0.7	1.9	0.0
AM & FM Stations Profiled -					9	# Duopolies -					3	Total Local Commercial Share				71.6	73.6	72.0	75.8	75.4	71.4	73.3	0.0	

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: 244

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)

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$4,800	\$5,300	\$5,700	\$6,500	\$7,400	\$9,000	13.3%
Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03	
18.9%	\$10,700	\$12,300	\$13,300	\$14,800	\$15,800	10.2%	
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
Revenue/Capita	\$4.08/1,000	\$4.73/1,000	\$5.67/1,000	Local	90%		
	\$40.37	\$68.39	\$110.34	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	118.9	131.6	2.1%	131.6	143.2
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

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		11	8	12	4	16
Tot 12+	0.6		72.1	68.3	72.7	10.7	83.4
Avg 12+	0.6		6.6	8.5	6.1	2.7	5.2
Tot LCS	0.7		86.5	81.9	87.2	12.8	100.0
Avg LCS	0.7		7.9	10.2	7.3	3.2	6.3

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)									
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
KMFC	Centralia	A	92.1	1.9	400		Clair Group Ltd	88				ChrsContemp	100		0.8	0.6	0.7	0.6	0.6	0.6	1.5	1.3	1.9		
KSSZ	Fayette	C3	93.9	0.0	328	a	Zimmer Radio	94	9610	550		AC	200	1.56	1.2	1.9	1.1	1.3	0.6	0.6	3.0	8.1	6.3		
KATI	California	C2	94.3	50.0	492	c	Zimmer Radio	84	0002	1,050		Country	600		0.8	1.9	0.6	0.0	1.3	0.0	0.7	2.0	0.6		
KWWR	Mexico	C	95.7	100.0	cp		KXEO Radio Inc	66	8605	385	e	Country	500	1.06	4.4	4.4	2.9	1.9	5.0	4.3	3.0	2.7	2.5		
KCMQ	Columbia	C1	96.7	100.0	cp		Zimmer Radio	72	9308	625	c1	Clsc Rock	750	0.79	8.9	6.3	5.7	8.9	5.0	5.0	6.7	7.4	8.1		
KFMZ	Columbia	C2	98.3	23.5			Contemp Media	71				Alternative	900	0.91	9.2	8.8	6.7	7.0	7.5	5.6	5.2	4.0	4.4		
KCLR	Boonville	C2	99.3	33.0		a	Zimmer Radio	74	9006	1,500		Country	2,000	1.08	17.3	11.9	14.8	10.8	16.4	9.9	12.7	10.1	13.8		
KPLA	Columbia	C1	101.5	41.0			Premier Marketing	83				AC	1,300	1.04	11.7	8.1	9.0	10.1	8.2	8.7	10.4	6.7	5.0		
KBXR	Columbia	C3	102.3	3.5			Premier Marketing	94	9709	650		AAA	500	0.97	4.8	8.8	4.0	3.8	3.8	6.2	6.0	4.0	5.0		
KZZT	Moberly	C2	105.5	50.0	cp		Best Broadcast	87	9708		st	Oldies			0.4	0.0	0.4	0.0	0.6	0.0	0.0	0.0	0.0		
KOQL	Ashland	C1	106.1	69.0			Premier Marketing	93	9408	400		Oldies	700	1.17	5.6	5.6	4.0	3.8	5.0	6.8	3.7	4.0	3.1		
KTXV	Jefferson City	C	106.9	100.0		a	Zimmer Radio	69	0002		g	AC	1,700	0.91	17.4	14.4	13.6	16.5	10.7	9.9	11.2	12.8	8.1		
# FM Stations -					12	# Combos -					5	FM TOTALS					82.5	72.7	63.5	64.7	64.7	57.6	64.1	63.1	58.8

AM Stations

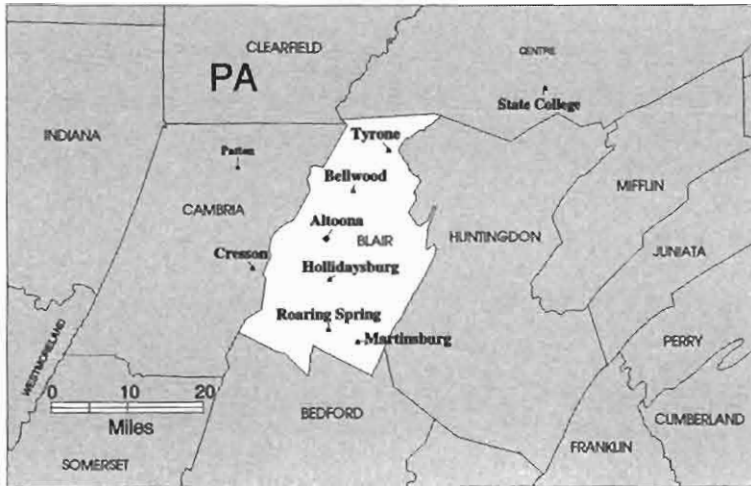
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1999 Est Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
KFAL	Fulton	B	900	1.0	0.00		Zimmer Radio	50	9912		c1	Country	100		0.4	0.0	0.4	0.0	0.6	0.0	0.0	0.0	0.0	1.3	
KXEO	Mexico	C	1340	1.0	1.00	b	KXEO Radio Inc	48				Variety				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KFRU	Columbia	C	1400	1.0	cp		Premier Marketing	25	9207	449		Nws/Tlk/Spt	1,200	0.70	16.0	9.4	14.0	12.0	13.2	17.4	11.9	10.7	14.4		
KTGR	Columbia	B	1580	0.3	0.02	a	Zimmer Radio	55	9402		c1	Sports	150	1.17	1.2	1.3	1.2	0.6	1.3	0.6	1.5	1.3	3.8		
# AM Stations -					4	# Combos -					2	AM TOTALS					17.6	10.7	15.6	12.6	15.1	18.0	13.4	12.0	19.5
AM & FM Stations Profiled -					16	# Duopolies -					5	Total Local Commercial Share					83.4	79.1	77.3	79.8	75.6	77.5	75.1	78.3	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 245

Revenue Rank: 241

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 ★★★	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	5	3		6	8	6	14
Tot 12+	30.0	29.5		57.7	59.5	17.4	76.9
Avg 12+	6.0	9.8		9.6	7.4	2.9	5.5
Tot LCS	39.0	38.4		75.0	77.4	22.6	100.0
Avg LCS	7.8	12.8		12.5	9.7	3.8	7.1

Market: Altoona, PA

Competitive Overview

Metro Rank: 245

Some stations also rated in Johnstown and State College.

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)								
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
WJSM	Martinsburg	A	92.7	0.6	965	d	Martinsburg Bcstg	65			Christian				1.2	1.1	0.0	0.0	0.0	0.0	1.7	0.0	
WBXQ	Cresson	A	94.3	0.4	958		Sounds Good Inc	81			Clsc Rock	500	1.08	8.7	6.6	8.3	7.4	6.7	5.3	9.8	5.8	0.0	
WBRX	Patton	A	94.7	1.1	551		B&F Enterprises	91	9412	235	Clsc Rock	50	0.86	1.1	0.6	2.3	1.2	0.6	1.2	0.5	1.7	0.0	
WFGY	Altoona	B	98.1	30.0	942	b	Forever Bcstg Inc	60	9012	2,100	c2	Country		27.8	15.7	16.9	22.7	22.4	24.0	19.7	22.1	0.0	
WPRR	Altoona	B1	100.1	3.0	955	c	Vital Licenses LLC	76	0005 p	2,000	c3	Top 40		13.9	10.2	12.1	11.0	11.5	11.7	13.1	13.4	0.0	
WGMR	Tyrone	B	101.1	8.5	1171	a	Allegheny Mtn Ntwk	61			Modern Rock	175	1.74	1.9	3.6	3.4	1.2	1.8	2.3	1.1	2.3	0.0	
WALY	Bellwood	A	103.9	0.4	919	b	Forever Bcstg Inc	70	9708		st	Oldies		12.8	12.0	9.2	12.3	8.5	8.2	8.2	9.9	0.0	
WMAJ	Holidaysburg	A	104.9	0.7	906	b	Forever Bcstg Inc	78	9909	1,975	e	Rock AC		7.9	9.6	6.6	6.1	6.7	9.9	10.4	9.9	0.0	
# FM Stations -					8	# Combos -				6	FM TOTALS				74.1	59.5	59.9	61.9	58.2	62.6	62.8	66.8	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)								
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
WJSM	Martinsburg	B	1110	1.0	0.00	d	Martinsburg Bcstg	68	7510		Chrst/Cntry				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 Audio	46	8411	909	News/Talk	550	1.15	9.0	6.0	7.7	6.7	7.9	7.0	9.8	7.0	0.0	
WFBG	Altoona	B	1290	5.0	1.00	b	Forever Bcstg Inc	24	9012		c2	Soft AC		12.0	5.4	6.4	9.2	10.3	9.4	6.0	7.0	0.0	
WTRN	Tyrone	C	1340	1.0	1.00	a	Allegheny Mtn Ntwk	55			Oldies			1.1	1.2	0.4	0.6	1.2	0.6	0.5	1.2	0.0	
WKMC	Roaring Spring	B	1370	5.0	0.04	a	Allegheny Mtn Ntwk	55	9801		sw	Nostalgia		1.1	2.4	1.8	1.2	0.6	0.6	1.1	2.3	0.0	
WVAM	Altoona	B	1430	5.0	1.00	c	Vital Licenses LLC	48	0005 p		c3	Sports		2.6	2.4	1.8	2.5	1.8	1.8	2.7	1.2	0.0	
# AM Stations -					6	# Combos -				5	AM TOTALS				25.8	17.4	18.1	20.2	21.8	19.4	20.1	18.7	0.0
AM & FM Stations Profiled -					14	# Duopolies -				2	Total Local Commercial Share				76.9	78.0	82.1	80.0	82.0	82.9	85.5	0.0	

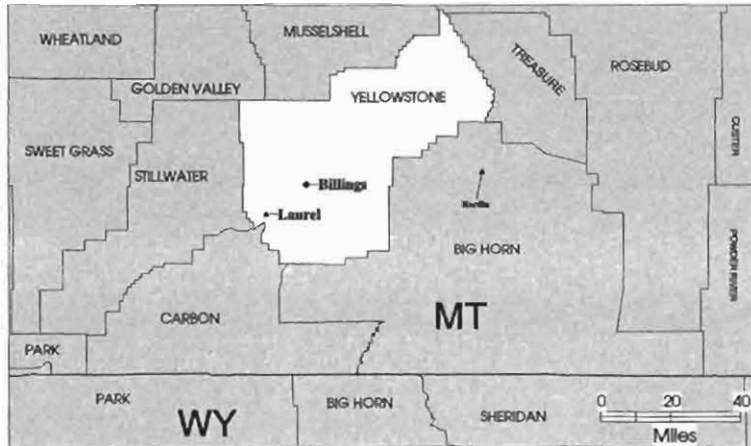
Docket 80-90 Allocations: 93.5, A, Barnesboro
 NOTE: Market rated twice yearly with Fall 1997 period.

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 246

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 ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98						
		\$4,900	\$5,400	\$5,400	\$5,700	\$6,300	\$6,500	5.7%					
Δ 98 - 99	3.1%	1999	\$6,700	2000	\$7,200	2001	\$7,500	2002	\$7,800	2003	\$8,100	Δ 99 - 03	4.7%
Revenue/Retail Sales	1993	1998	2003	Est. Breakout									
Revenue/Capita	\$3.32/1,000	\$4.01/1,000	\$4.46/1,000	Local	92%	National	8%						
	\$41.25	\$51.46	\$63.58										

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	Viable FMs	All FMs	All AMs	Total
# Stations	1		9	9	10	6	16
Tot 12+	5.1		71.3	75.1	76.4	10.8	87.2
Avg 12+	5.1		7.9	8.3	7.6	1.8	5.5
Tot LCS	5.8		81.8	86.1	87.6	12.4	100.0
Avg LCS	5.8		9.1	9.6	8.8	2.1	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)								
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
KYYA	Billings	C1	93.3	99.0	699	a	Fisher Radio Region	69	9305	415		Hot AC	600	1.16	7.7	7.0	4.4	6.7	7.1	5.0	8.8	10.8	10.6
KRKX	Billings	C1	94.1	100.0	591	a	Fisher Radio Region	89	8909			AOR	850	0.85	15.0	10.2	12.3	12.7	14.1	16.9	11.1	11.4	11.9
KMHK	Hardin	C	95.5	100.0	984	b	Marathon Media LLC	75	9911		g1	Clsc Rock	300	0.76	5.9	3.2	4.5	6.7	3.8	4.4	5.3	5.1	2.5
KRZN	Billings	C1	96.3	100.0	696	a	Fisher Radio Region		98			Rock	250	3.39	1.1	1.3	1.3	2.0	0.0	0.0	0.0	0.0	0.0
KKBR	Billings	C2	97.1	28.1 cp	400	b	Marathon Media LLC	63	9911		g1	Oldies	800	1.31	9.1	7.6	12.4	8.0	8.3	7.5	9.4	10.8	11.3
KGHL	Billings	C1	98.5	85.0	371	c	New NW Bcstrs	78	9911	3,900	c1	Country	450	1.22	5.5	5.1	5.9	4.7	5.1	7.5	5.8	3.8	5.6
KRSQ	Laurel	C1	101.7	100.0	404	c	New NW Bcstrs	94	9911		c1	CHR	350	0.46	11.4	8.9	13.5	10.0	10.3	13.8	5.8	3.8	2.5
KCTR	Billings	C1	102.9	100.0	499	b	Marathon Media LLC	79	9911		g1	Country	1,700	1.20	21.2	22.9	14.2	14.0	23.7	18.1	22.8	24.1	23.1
KBBB	Billings	C1	103.7	100.0	479	b	Marathon Media LLC	87	9911		g1	Hot AC	350	0.84	6.2	5.1	7.6	7.3	3.8	3.8	5.3	6.3	6.3
KBEX	Billings	A	105.1	6.0	328		New NW Bcstrs	99	9912		na	Clsc Hits				5.1	1.8	0.0	0.0	0.0	0.0	0.0	0.0
# FM Stations -				10	# Combos -				9	FM TOTALS				83.1	76.4	77.9	72.1	76.2	77.0	74.3	76.1	73.8	

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)								
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
KURL	Billings	B	730	5.0	0.24		Elenbaas Media Inc	59	9411	300		Religion	400	2.71	2.2	1.3	1.4	2.7	1.3	2.5	1.8	3.2	3.8
KGHL	Billings	B	790	5.0	5.00	c	New NW Bcstrs	28	9909		c1	Country	350	0.95	5.5	3.2	3.0	6.0	3.8	1.9	4.7	3.8	5.6
KBLG	Billings	B	910	1.0	0.06	a	Fisher Radio Region	55	8810	351	e	Nws/Tik/Spt	200	0.48	6.2	5.7	5.0	6.0	5.1	3.8	7.6	5.1	5.0
KBUL	Billings	B	970	5.0	5.00	b	Marathon Media LLC	51	9911		g1	Country			2.2	0.0	1.9	2.7	1.3	1.9	2.3	1.3	2.5
KMZK	Billings	C	1240	1.0 cp	1.00		Elenbaas Media Inc	46	9802	115		ChrsContemp	100		0.7	0.6	0.5	0.7	0.6	1.3	0.0	0.6	0.0
• KBSR	Laurel	C	1490	1.0	1.00		Sun Mountain Inc	79	0010 p		nc	Nws/Tik/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	10.8	11.8	18.1	12.1	11.4	16.4	14.0	16.9	
AM & FM Stations Profiled -				16	# Duopolies -				6	Total Local Commercial Share				87.2	89.7	90.2	88.3	88.4	90.7	90.1	90.7		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 247

Revenue Rank: 236

Texarkana, TX-AR Market Overview



Metro Counties / Population (000)

Miller, AR	40.0
Bowie, TX	83.1
	123.1

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$3,000	\$3,400	\$4,300	\$4,500	\$4,900	\$5,100	11.0%
	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%

	1993	1998	2003	Est. Breakout
Revenue/Retail Sales	\$2.89/1,000	\$3.40/1,000	\$3.66/1,000	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	0.1%
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	\$ 22,878		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+	17.1		64.3	74.7	81.4	3.0	84.4
Avg 12+	5.7		6.4	7.5	6.3	0.5	4.4
Tot LCS	20.3		76.2	88.5	96.4	3.6	100.0
Avg LCS	6.8		7.6	8.9	7.4	0.6	5.3

Competitive Overview

Some stations also rated in Shreveport.

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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
KMJI	Ashdown	C3	93.3	7.4 cp	597		Bunyard Bcstg	85	9002	380		AC	350			6.0	3.9	0.0	0.0	0.0	0.0	0.0	0.0
KEWL	New Boston	C2	95.1	22.0 cp	472	b	Petracom Media LLC	94	0007 p		g1	Oldies	800	1.39	10.3	6.0	14.5	8.3	8.4	7.5	7.5	7.9	0.0
KPWW	Hooks	C3	95.9	11.5	486	a	Clear Channel	85	0008		g	AC	675	1.01	11.9	7.5	9.6	8.3	11.0	11.9	4.1	4.3	0.0
KTAL	Texarkana	C	98.1	100.0	1362	c	WEHCO Media	45				Clsc Rock	n/a		3.0	4.5	1.3	3.0	1.9	1.9	2.7	3.6	0.0
KNRB	Atlanta	C2	100.1	50.0	492		Dominion Media	78	9910	1,000	c1	Gospel			6.0	3.7	3.9	5.3	4.5	3.8	3.4	4.3	0.0
KRMD	Shreveport	C	101.1	98.0	1119		Cumulus Bcstg Inc	48	0008			Country	n/a		1.3	0.7	0.9	1.5	0.6	0.0	0.7	0.0	0.0
KXAR	Hope	C2	101.7	50.0	492		Ark-La-Tex Bcstg Co	84	9909	843	c3 2	Urban AC	250	0.97	4.6	3.0	1.7	3.0	4.5	2.5	3.4	2.9	0.0
KKYR	Texarkana	C1	102.5	100.0	459	a	Clear Channel	65	0008		g	Country	1,825	1.22	26.8	23.9	13.7	22.6	20.8	13.8	20.5	17.3	0.0
KZRB	New Boston	C2	103.5	5.0	492		B&H Bcstg System	91	9303	90		Urban	100	0.30	5.9	4.5	5.5	3.8	5.8	8.8	5.5	7.9	0.0
• KOWS	Ashdown	A	103.9	5.1 cp	354	b	Petracom Media LLC	72	0007 p		g1	Country	200	0.63	5.7	1.5	3.4	6.0	3.2	3.8	4.1	5.0	0.0
KTOY	Texarkana	A	104.7	3.0	390		Jo-Al Bcstg Inc	92				Urban	400	0.56	12.7	13.4	12.3	13.5	7.1	11.9	6.8	12.9	0.0
KYGL	Texarkana	C2	106.3	50.0	492	a	Clear Channel	95	0008		g	Clsc Rock	625	2.07	5.4	4.5	5.5	3.0	5.8	5.0	7.5	5.0	0.0
• KFYK	Texarkana	A	107.1	2.9 cp	479	d	KATQ Radio Inc	68			1	DARK	150	1.22	2.2	2.2	2.0	2.3	1.3	3.1	6.8	5.8	0.0
# FM Stations -					13	# Combos -					6	FM TOTALS			95.8	81.4	78.2	80.6	74.9	74.0	73.0	76.9	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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
KCMC	Texarkana	B	740	1.0	1.00		WEHCO Media	32				Sprts/Talk	50		0.8	1.5	1.7	0.0	1.3	1.9	0.7	0.7	0.0
KKYR	Texarkana	B	790	1.0	0.50	a	Clear Channel	51	0008		g	Country			1.7	0.0	0.1	0.8	1.9	0.0	0.7	0.0	0.0
KTFS	Texarkana	B	940	2.5	0.01	d	KATQ Radio Inc	61				News/Talk	75	0.84	1.6	1.5	1.8	0.0	2.6	1.9	0.0	1.4	0.0
KEWL	Texarkana	C	1400	1.0	1.00	b	Petracom Media LLC	46	0007 p		g1	Oldies	50			0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0
KXAR	Hope	C	1490	0.7	0.70		Sudbury Bcst Group	47	9909		c1 2	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 -					3	AM TOTALS			4.1	3.0	3.6	0.8	5.8	3.8	1.4	3.5	0.0
AM & FM Stations Profiled -					19	# Duopolies -					2	Total Local Commercial Share			84.4	81.8	81.4	80.7	77.8	74.4	80.4	0.0	

NOTE: Market rated twice yearly with Fall 1997 period.

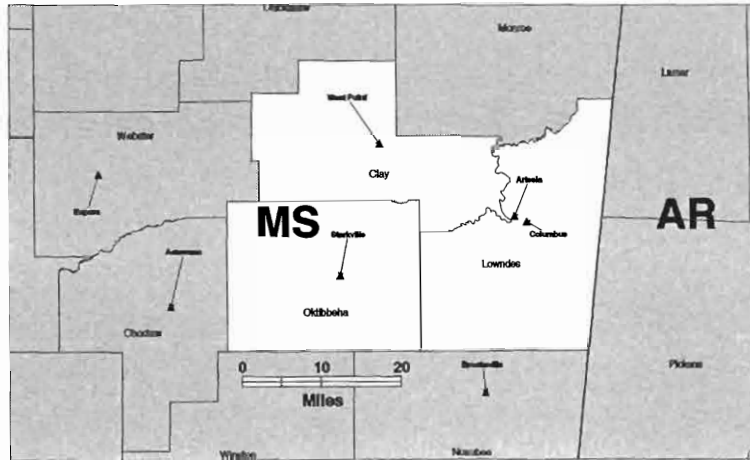
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 248

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
Total	122.6

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	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	0.3%
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	\$ 21,754		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	7	10	5	15
Tot 12+	16.8		42.8	55.8	59.6	8.5	68.1
Avg 12+	8.4		5.4	8.0	6.0	1.7	4.5
Tot LCS	24.7		62.8	81.9	87.5	12.5	100.0
Avg LCS	12.3		7.9	11.7	8.8	2.5	6.7

Competitive Overview

Some stations also rated in Tupelo

FM 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	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
														Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WMSU	Starkville	A	92.1	1.1	499	Charisma Comm	79 9901		g1	Urban	200			15.3	11.2	0.0	0.0	0.0	0.0	0.0	0.0
WKOR	Columbus	C2	94.9	50.0	492	d Cumulus Bcstg Inc	92 9809 p		g1	Country	700			3.8	6.8	0.0	0.0	0.0	0.0	0.0	0.0
WLZA	Eupora	C2	96.1	40.0	548	Air South Radio Inc	78			AC	250			0.8	2.1	0.0	0.0	0.0	0.0	0.0	0.0
WAJV	Brooksville	C3	98.9	5.8	676	Radio Columbus Inc	95 9809		g1	Gospel	150			1.5	2.2	0.0	0.0	0.0	0.0	0.0	0.0
WSMS	Artesia	C2	99.9	50.0 cp	312	d Cumulus Bcstg Inc	85 9809 p		g1	Rock	500			10.7	5.7	0.0	0.0	0.0	0.0	0.0	0.0
WKBB	West Point	A	100.9	6.0	174	a Bob McRaney Entrp	74			Jazz	175			1.5	1.2	0.0	0.0	0.0	0.0	0.0	0.0
WMBC	Columbus	C2	103.1	22.0	755	c Cumulus Bcstg Inc	69 9809 p		g1	CHR	500			3.1	2.4	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			7.6	10.5	0.0	0.0	0.0	0.0	0.0	0.0
WMXU	Starkville	C2	106.1	40.0	502	d Cumulus Bcstg Inc	68 9809 p		g1	Urban	300			10.7	8.4	0.0	0.0	0.0	0.0	0.0	0.0
WFCA	Ackerman	C	107.9	100.0	1007	French Camp Radio	86			Gospel	50			4.6	2.9	0.0	0.0	0.0	0.0	0.0	0.0
# FM Stations -					10	# Combos -	5			FM TOTALS			0.0	59.6	53.4	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 Date Std 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)							
														Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WKOR	Starkville	B	980	1.0	0.00	b Cumulus Bcstg Inc	68 9809 p		g1	Gospel	50			3.1	3.7	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			3.8	4.0	0.0	0.0	0.0	0.0	0.0	0.0
WSSO	Starkville	C	1230	1.0	1.00	b Cumulus Bcstg Inc	48 9809 p		g1	Sports	25			0.8	0.9	0.0	0.0	0.0	0.0	0.0	0.0
WJWF	Columbus	C	1400	1.0	1.00	c Cumulus Bcstg Inc	69 9809 p		g1	ChrsContemp	25			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WROB	West Point	C	1450	1.0	1.00	a Bob McRaney Entrp	47			Black Gospel	50			0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -					5	# Combos -	4			AM TOTALS			0.0	8.5	8.6	0.0	0.0	0.0	0.0	0.0	0.0
AM & FM Stations Profiled -					15	# Duopolies -	3			Total Local Commercial Share				68.1	62.0	0.0	0.0	0.0	0.0	0.0	0.0

NOTE: Market first rated Fall 1999

Metro Rank: 249
Revenue Rank: 233

Williamsport, PA Market Overview



Metro Counties / Population (000)	
Lycoming, PA	118.3
	118.3

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$4,600	\$4,700	\$4,500	\$5,200	\$5,400	\$5,500
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	3.6%	\$5,700	\$5,900	\$6,100	\$6,200	\$6,400	3.2%

	1993	1998	2003	Est. Breakout	
Revenue/Retail Sales	\$4.51/1,000	\$4.04/1,000	\$3.74/1,000	Local	80%
Revenue/Capita	\$37.74	\$46.49	\$55.70	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	121.9	118.3	-0.6%	118.3	114.9	-0.6%
Households	46.4	45.3	-0.5%	45.3	44.8	-0.2%
Retail Sales	1,020.0	1,361.9	6.0%	1,361.9	1,712.4	4.7%
EBI	1,670.0	1,724.8	0.6%	1,724.8	2,005.5	3.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55	
Men (000)	57.3	9.2	4.9	5.4	7.3	9.3	7.9	13.3	
Women (000)	61.0	8.9	4.7	5.1	7.4	9.4	8.1	17.5	
Total	118.3	18.1	9.6	10.5	14.7	18.7	15.9	30.8	
Percentage	100.0%	15.3%	8.1%	8.9%	12.4%	15.8%	13.5%	26.0%	
Per Capita	\$ 14,580		Median Household		\$ 31,232		Avg Household		\$ 38,075
Ethnic Population:	White	96.5%	Black	2.7%	Asian	0.6%	Hispanic	0.8%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7	4		7	11	5	16
Tot 12+	26.7	52.5		75.4	79.2	6.2	85.4
Avg 12+	3.8	13.1		10.8	7.2	1.2	5.3
Tot LCS	31.3	61.5		88.3	92.7	7.3	100.0
Avg LCS	4.5	15.4		12.6	8.4	1.5	6.3

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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WBZD	Muncy	B1	93.3	1.7	1221	a	Sabre Comm Inc	83	9503	1,000		Oldies	500	1.31	6.7	8.0	9.5	5.1	6.1	9.3	5.0	9.7	0.0
• WBYL	Salladasburg	A	95.5	3.9	240	b	Clear Channel	89	9906		g1	Country	250	0.44	10.0	5.6	9.1	6.4	10.4	5.3	10.1	8.4	0.0
WJSA	Jersey Shore	B1	96.3	4.4	778	c	Covenant Bcstg Co	84	8508			Religion	200	1.53	2.3	1.9	0.0	3.8	0.0	0.7	0.6	1.3	0.0
WVRT	Jersey Shore	A	97.7	6.0	295		Maximum Impact	79	9804			CHR	250	0.78	5.6	9.9	10.1	4.5	4.9	4.0	4.4	3.9	0.0
• WLTS	Mill Hall	A	98.7	1.0	580		Forever Bcstg Inc	96	9902	485	1	Oldies			0.7	0.0	0.0	0.0	1.2	0.7	1.3	1.9	0.0
WZXR	S Williamsport	A	99.3	0.4	1237	a	Sabre Comm Inc	57	9503	1,000	c3	Clsc Rock	625	1.05	10.4	7.4	6.1	8.3	9.2	10.7	9.4	8.4	0.0
WQBR	Avis	A	99.9	0.5	824		Maximum Impact	89	9309	270	1	Country	150	1.46	1.8	1.9	2.5	1.3	1.8	1.3	0.6	1.9	0.0
WKSB	Williamsport	B	102.7	53.0	1270	b	Clear Channel	48	9906		g1	AC/Oldies	1,800	1.56	20.3	20.4	18.7	21.0	12.9	18.7	20.8	19.5	0.0
WCXR	Lewisburg	A	103.7	1.0	801	a	Sabre Comm Inc	90	9711	157		Clsc Rock			0.4	0.0	0.2	0.0	0.6	0.0	0.6	0.0	0.0
WILQ	Williamsport	B	105.1	9.2	1135	a	Sabre Comm Inc	49	9704	1,925	c5	Country	1,475	0.87	29.9	22.2	21.9	23.6	26.4	20.7	25.8	17.5	0.0
WSFT	Williamsport	A	107.9	0.4	1289	a	Sabre Comm Inc	90	0008	1,300		Soft AC	150	0.57	4.6	1.9	2.5	5.1	2.5	5.3	3.1	5.8	0.0
# FM Stations -					11	# Combos -			8	FM TOTALS					92.7	79.2	80.6	79.1	76.0	76.7	81.7	78.3	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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WLYC	Williamsport	B	1050	1.0	0.04		Brown Bear Trust	51	0006	58	nc	Country	100		0.7	0.0	0.0	0.0	1.2	0.0	1.3	1.3	0.0
WRKK	Hughesville	B	1200	10.0	0.25	b	Clear Channel	85	9906		g1	Nws/Tik/Spt			1.1	0.0	0.4	0.6	1.2	0.7	0.0	0.0	0.0
WWPA	Williamsport	C	1340	1.0	1.00	a	Sabre Comm Inc	49	9906	65		News				0.0	0.0	0.0	0.0	0.0	1.3	1.3	0.0
WRAC	Williamsport	C	1400	1.0	1.00	b	Clear Channel	30	9906		g1	Nws/Tik/Spt	150	0.48	5.5	6.2	4.9	3.2	6.1	5.3	5.7	6.5	0.0
WJSA	Jersey Shore	B	1600	1.0	0.02	c	Covenant Bcstg Co	79	8508			Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -					5	# Combos -			4	AM TOTALS					7.3	6.2	5.3	3.8	8.5	6.0	8.3	9.1	0.0
AM & FM Stations Profiled -					16	# Duopolies -			5	Total Local Commercial Share					85.4	85.9	82.9	84.5	82.7	90.0	87.4	0.0	

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: 250

Revenue Rank: 210

Sioux City, IA Market Overview



Metro Counties / Population (000)

Woodbury, IA	101.5
Dakota, NE	18.9
Total	120.4

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$3,800	\$4,200	\$4,600	\$5,000	\$5,800	\$6,500	11.2%
	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	\$ 34,792		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+	4.0		65.1	69.1	69.1	12.1	81.2
Avg 12+	4.0		9.3	9.9	8.6	2.4	6.2
Tot LCS	4.9		80.2	85.1	85.1	14.9	100.0
Avg LCS	4.9		11.5	12.2	10.6	3.0	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)										
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996			
• KGLI	Sioux City	C1	95.5	100.0	cp	899	a	Clear Channel	74	0009	p	12,275	g1	Top 40	1,200	0.84	20.5	17.4	18.1	17.1	17.9	17.0	16.9	15.9	0.0
• KSEZ	Sioux City	C1	97.9	100.0		643	a	Clear Channel	60	0009	p		g1	AOR	1,100	1.11	14.1	11.4	13.5	13.7	10.3	14.0	17.5	11.9	0.0
• KKMA	Le Mars	C1	99.5	100.0		791	b	Powell Bcstg Co Inc	67	9910		3,000	c2	Oldes/Talk	475	1.00	6.8	3.4	4.3	4.1	7.6	4.1	7.1	4.6	0.0
• KZSR	Onawa	C1	102.3	100.0		643		Waitt Radio Inc	96	9904		1,850		AC	475	1.13	6.0	5.4	4.4	2.7	7.6	4.1	4.5	7.3	0.0
• KTFC	Sioux City	C1	103.3	100.0		669	d	Swanson, Donald A	65					Gospl/Talk			0.8	0.0	0.0	0.0	1.4	1.2	0.6	0.0	0.0
• WNAX	Yankton	C1	104.1	100.0	cp	981	c	Saga Comm Inc	73	9606		7,000	c4	Clsc Hits	500	1.12	6.4	5.4	5.7	4.8	6.2	8.2	8.4	7.9	0.0
• KSUX	Winnebago	C2	105.7	50.0		463	b	Powell Bcstg Co Inc	91	9603		3,800	c2	Country	1,300	0.96	19.3	22.1	18.6	20.5	12.4	17.0	15.6	17.9	0.0
• KSFT	South Sioux City	A	107.1	1.6		328	a	Clear Channel	97	0009	p		g1	Soft Rock	475	1.00	6.8	4.0	4.3	3.4	8.3	6.4	4.5	5.3	0.0
# FM Stations -				8	# Combos -				6	FM TOTALS				80.7	69.1	68.9	66.3	71.7	72.0	75.1	70.8	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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
• KMNS	Sioux City	B	620	1.0	1.00	a	Clear Channel	49	0009	p	g1	Talk	250	1.43	2.5	2.0	2.7	2.1	2.1	1.2	2.6	2.6	0.0
• KTFJ	Dakota City	B	1250	0.5	0.70	d	Swanson, Donald A	91								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	b	Powell Bcstg Co Inc	27	9603		c2	Nws/Tlk/Spt	675	0.85	11.3	7.4	10.2	11.0	8.3	8.2	7.8	9.9	0.0
• KLEM	Le Mars	B	1410	1.0	0.05	b	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	a	Clear Channel	38	0009	p	g1	Oldes/AC	150	0.54	4.0	2.7	3.1	3.4	3.4	5.8	5.8	3.3	0.0
# AM Stations -				5	# Combos -				5	AM TOTALS				17.8	12.1	16.0	16.5	13.8	15.2	16.2	15.8	0.0	
AM & FM Stations Profiled -				13	# Duopolies -				4	Total Local Commercial Share				81.2	84.9	82.8	85.5	87.2	91.3	86.6	0.0		

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: 251
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 ★★★	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	
23.8%	\$5,200	\$5,600	\$6,000	\$6,500	\$6,800	7.2%	

Revenue/Retail Sales Revenue/Capita	1993	1998	2003	Est. Breakout	
	\$3.07/1,000 \$30.53	\$3.57/1,000 \$36.33	\$5.60/1,000 \$60.34	Local	85%

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
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	28.8	18.4	44.8	47.2	0.0	47.2
Avg 12+	0.0	7.2	3.7	9.0	4.3	0.0	3.0
Tot LCS	0.0	61.0	39.0	94.9	**	0.0	100.0
Avg LCS	0.0	15.3	7.8	19.0	9.1	0.0	6.3

Competitive Overview

Some stations also rated in Bangor and Lewiston, 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)								
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
WMME	Augusta	B	92.3	50.0	499	a	Citadel Comm Corp	81	0004		g1	CHR	1,100	1.01	21.0	9.6	9.4	10.6	11.7	10.7	11.3	13.6	0.0	
• WCTB	Fairfield	C3	93.5	10.5	499	b	Clear Channel	93	0008 p		sw	Variety	300	3.39	1.7	0.0	0.2	0.0	2.1	3.6	2.5	1.4	0.0	
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	Clear Channel	84	0008 p		sw	Oldies				0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	
• WIGY	Madison	A	97.5	6.0	328	b	Clear Channel	95	0008 p		sw	AC				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	0004		g1	Country	1,200	0.97	23.8	8.8	11.4	12.1	13.1	12.1	10.6	10.0	0.0	
• WKCG	Augusta	B	101.3	50.0	322	b	Clear Channel	61	0008 p		sw	AC	400	0.87	8.8	5.6	5.1	2.3	7.6	5.0	5.6	8.6	0.0	
• WABK	Gardiner	B	104.3	50.0	371	b	Clear Channel	74	0008 p		sw	Oldies	1,150	0.90	24.5	13.6	9.3	10.6	15.9	8.6	10.0	11.4	0.0	
• WTOS	Skowhegan	C	105.1	50.0	2431	b	Clear Channel	69	0008 p		sw	AOR	800	1.17	13.2	7.2	6.6	7.6	6.2	7.9	5.6	5.0	0.0	
WQCB	Brewer	C	106.5	98.0	1079		Cumulus Bcstg Inc	86	9807	See (270)		Country	n/a		5.8	1.6	4.0	3.8	2.1	3.6	4.4	2.9	0.0	
• WHQO	Skowhegan	C3	107.9	6.0	676		Maine Public Bcstg	89	9910 p		c1	Variety			1.2	0.8	1.5	0.0	1.4	0.7	1.3	0.7	0.0	
# FM Stations -					11	# Combos -					9	FM TOTALS				100.0	47.2	47.8	47.0	60.1	52.2	51.3	53.6	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)								
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
• WSKW	Skowhegan	B	1160	10.0	0.73	b	Clear Channel	56	0008 p		sw	Sports	125			0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	
• WFAU	Gardiner	B	1280	5.0	5.00	b	Clear Channel	68	0008 p		sw	Nostalgia	50			0.0	1.2	0.0	0.0	4.3	4.4	2.1	0.0	
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	0004		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	0004		g1	Country				0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					5	# Combos -					5	AM TOTALS				0.0	0.0	3.3	0.0	0.0	4.3	5.0	2.1	0.0
AM & FM Stations Profiled -					16	# Duopolies -					6	Total Local Commercial Share				47.2	51.1	47.0	60.1	56.5	56.3	55.7	0.0	

NOTE: Market rated twice yearly with Fall 1997 period.

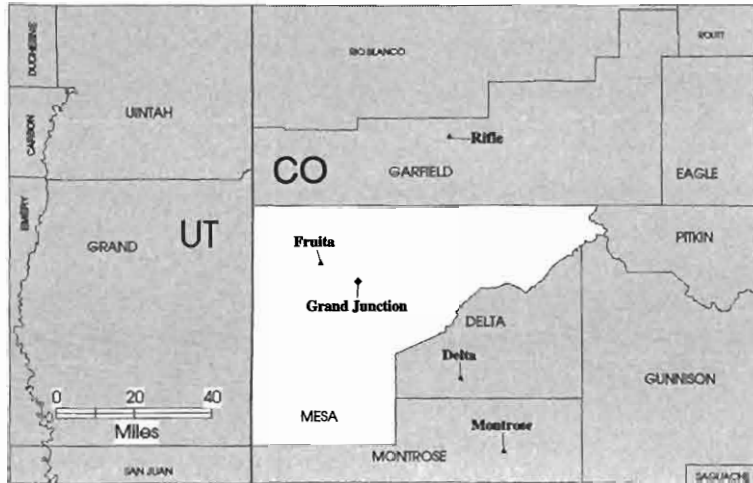
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 252

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 ★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$3,900	\$4,200	\$4,500	\$4,700	\$5,000	\$5,400	6.5%
	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+			71.9	69.3	71.9	6.6	78.5
Avg 12+			8.0	8.7	8.0	1.3	5.6
Tot LCS			91.6	88.3	91.6	8.4	100.0
Avg LCS			10.2	11.0	10.2	1.7	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)								
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
KJYE	Grand Junction	C	92.3	100.0	1378	b	Dean, Richard C.	60	8909	520	c2	Soft AC	600	1.18	8.5	6.5	6.1	6.1	7.8	7.0	8.7	9.9	0.0	
KMGJ	Grand Junction	C1	93.1	100.0	-59	b	Dean, Richard C.	73	0004	1,200	c4	Hot AC	325	0.86	6.3	3.9	6.0	5.3	5.0	5.6	8.0	7.6	0.0	
KKNN	Delta	C	95.1	100.0	1424	a	Cumulus Bcstg Inc	80	0001	2,000	d1	Rock	670	1.43	7.8	9.2	9.8	7.6	5.0	5.6	3.6	6.9	0.0	
KSTR	Montrose	C	96.1	91.0	1099		Leggett Bcstg	80	9406	1,100	c4	Hot AC	800	1.19	11.2	5.2	5.2	8.3	9.9	12.0	12.3	9.2	0.0	
KEKB	Fruita	C	99.9	79.0	1542	a	Cumulus Bcstg Inc	84	9804	5,000	d5	Country	1,300	1.13	19.2	15.7	13.4	13.6	17.7	14.1	18.1	18.3	0.0	
KSNJ	Grand Junction	C1	100.7	42.0	1378	b	Dean, Richard C.	99				Adlt Stndrd			3.8	11.8	3.7	6.1	0.0	0.0	0.0	0.0	0.0	
KMXY	Grand Junction	C	104.3	100.0	1460	a	Cumulus Bcstg Inc	96	9804		d5	Hot AC	780	0.71	18.4	9.8	12.8	14.4	15.6	14.8	13.8	13.0	0.0	
KZKS	Rifle	C	105.3	60.0	2444	c	Four Corners Bcstg	94	9406	30	c1	Country	400	3.51	1.9	2.6	2.2	2.3	0.7	1.4	2.2	0.8	0.0	
KBKL	Grand Junction	C	107.9	5.0	1460	a	Cumulus Bcstg Inc	90	9804		d5	Oldies	500	0.89	9.4	7.2	8.7	6.1	9.2	7.7	6.5	6.9	0.0	
# FM Stations -					9	# Combos -					8	FM TOTALS				86.5	71.9	67.9	69.8	70.9	68.2	73.2	72.6	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)								
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
KSTR	Grand Junction	B	620	5.0	0.80	b	Dean, Richard C.	57	0006	240		Hot AC	100		0.4	0.0	0.5	0.0	0.7	4.9	1.4	0.8	0.0	
KRGS	Rifle	B	690	1.0	0.01	c	Four Corners Bcstg	67	9406		c1	Sports			0.0	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	b	Dean, Richard C.	26	9906		c2	News/Talk	350	0.57	10.3	4.6	10.9	7.6	9.2	9.2	8.7	9.2	0.0	
KE XO	Grand Junction	C	1230	1.0	1.00	a	Cumulus Bcstg Inc	48	0001		d1	Spanish	25		0.4	0.0	0.0	0.0	0.7	0.0	0.7	0.0	0.0	
KTMM	Grand Junction	C	1340	1.0	1.00	b	Dean, Richard C.	61	0004		c4	Sports	150	1.09	2.3	2.0	1.1	2.3	1.4	1.4	1.4	0.8	0.0	
# AM Stations -					5	# Combos -					5	AM TOTALS				13.4	6.6	12.5	9.9	12.0	15.5	12.2	10.8	0.0
AM & FM Stations Profiled -					14	# Duopolies -					5	Total Local Commercial Share				78.5	80.4	79.7	82.9	83.7	85.4	83.4	0.0	

NOTE: Market rated twice yearly with Fall 1997 period.

Metro Rank: 253
Revenue Rank: 203

Albany, GA Market Overview



Metro Counties / Population (000)	
Dougherty, GA	95.5
Lee, GA	23.3
Total	118.8

Market Radio Financials

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

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	***	\$4,900	\$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	\$ 26,619		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	6		6	9	12	4	16
Tot 12+	30.9		43.0	73.1	73.9	15.1	89.0
Avg 12+	5.2		7.2	8.1	6.2	3.8	5.6
Tot LCS	34.7		48.3	82.1	83.0	17.0	100.0
Avg LCS	5.8		8.1	9.1	6.9	4.2	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)								
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
WJIZ	Albany	C1	96.3	100.0	466	a	Clear Channel	65	0005	na	Urban AC	1,400	0.90	21.5	16.5	17.6	19.8	17.8	23.2	28.6	30.3	0.0	
WMGR	Bainbridge	C	97.3	100.0	1001	a	Clear Channel	67	0008	na	CHR	300	1.13	3.7	3.8	3.7	3.1	3.4	8.2	4.8	5.3	0.0	
WOBW	Tifton	C	100.3	100.0	1007	a	Clear Channel	75	0008	na	Country	1,100	2.46	6.2	3.8	3.0	6.1	4.8	8.2	7.1	4.5	0.0	
WNUQ	Albany	A	101.7	3.0	299	b	Cumulus Bcstg Inc	72	9901	3,300	d2	CHR	500	1.45	4.8	7.5	4.1	2.3	6.2	6.8	11.1	7.6	0.0
• WWSG	Sylvester	A	102.1	6.0	328	b	Cumulus Bcstg Inc	00	0009 p	700	cp	Gospel			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WJAD	Leesburg	C3	103.5	12.5	463	b	Cumulus Bcstg Inc	89	9808		d2	Clsc Rock	1,200	1.50	11.1	6.8	6.4	9.2	10.3	8.2	5.6	9.1	0.0
WKAK	Albany	C1	104.5	98.0	981	b	Cumulus Bcstg Inc	63	9901	2,250	c3	Country	650	1.20	7.5	5.3	8.2	7.6	5.5	4.1	7.1	4.5	0.0
WQVE	Camilla	A	105.5	6.0	276	b	Cumulus Bcstg Inc	77	9910	675		Urban AC	500	0.75	9.3	6.8	10.1	6.1	10.3	8.9	10.3	11.4	0.0
WFFM	Ashburn	A	105.7	6.0	328	c	On Top Comm Inc	89	9804		g	Urban			0.4	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0
WRXZ	Sylvester	A	106.1	6.0	328	c	On Top Comm Inc	93	9804		g	Urban AC	600	0.58	14.3	15.8	11.2	10.7	14.4	11.0	0.0	1.5	0.0
WZIQ	Smithville	A	106.5	2.5	515		Barinowski Invest	95	9802	275		Christian			2.4	0.8	0.6	0.8	3.4	0.0	0.0	2.3	0.0
WEGC	Sasser	C3	107.7	25.0	328	b	Cumulus Bcstg Inc	95	9808		d2	AC	350	1.06	4.6	6.8	7.4	5.3	2.7	3.4	4.0	3.0	0.0
# FM Stations -				12	# Combos -				11	FM TOTALS				85.8	73.9	72.3	71.0	79.5	82.0	78.6	79.5	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)								
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
WJYZ	Albany	B	960	5.0	0.39	a	Clear Channel	52	0008	na	Gospel	400	0.56	9.9	7.5	7.2	8.4	8.9	7.5	7.1	8.3	0.0	
WANL	Albany	B	1250	1.0	0.05		Lifeline Radio Corp	62	8512	300		ChrsContemp			0.8	0.0	0.0	0.0	0.0	1.6	0.0	0.0	
WGPC	Albany	C	1450	1.0	1.00	b	Cumulus Bcstg Inc	33	9901		c3	FullService	50	0.53	1.3	5.3	4.3	2.3	0.0	0.0	0.8	0.8	0.0
WALG	Albany	B	1590	5.0	1.00	b	Cumulus Bcstg Inc	40	9901		d2	Nws/Tlk/Spt	175	0.81	3.0	1.5	0.9	3.8	1.4	2.1	3.2	1.5	0.0
# AM Stations -				4	# Combos -				3	AM TOTALS				14.2	15.1	12.4	14.5	10.3	9.6	12.7	10.6	0.0	
AM & FM Stations Profiled -				16	# Duopolies -				6	Total Local Commercial Share				89.0	84.7	85.5	89.8	91.6	91.3	90.1	0.0		

NOTE: Market rated twice yearly with Fall 1997 period.

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Competitive Overview

Some stations also rated in Beckley, WV

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)									
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
WSTG	Princeton	A	95.9	0.5	1142	d	Princeton Bcstg Inc	73	9512	1,000	c1	Hot AC	1,000	1.80	10.5	10.3	6.1	5.6	7.4	7.0	0.0	0.0	0.0		
WKQY	Tazewell	A	100.1	4.2	390	e	Triad Bcstg Co	68	0009		g3	Oldies	150	1.49	1.9	2.4	2.6	0.8	1.6	3.1	0.0	0.0	0.0		
WRIC	Richlands	A	100.7	1.3	705		Peggy Sue Bcstg	89	9901	190		Hot AC	250	1.47	3.2	1.6	1.3	2.4	1.6	2.3	0.0	0.0	0.0		
WKOY	Princeton	A	100.9	0.5	1063	b	Triad Bcstg Co	83	0009		g3	Oldies	500	0.91	10.4	9.5	5.8	3.2	9.8	7.8	0.0	0.0	0.0		
WHAJ	Bluefield	C	104.5	100.0	1549	a	Triad Bcstg Co	63	0009		g3	AC	1,150	0.87	24.9	15.1	13.3	16.0	14.8	16.3	0.0	0.0	0.0		
WGTH	Richlands	A	105.5	0.5	801	c	High Knob Bcstrs Inc	77				Gospel	250	0.66	7.2	2.4	3.1	4.8	4.1	2.3	0.0	0.0	0.0		
WHKX	Bluefield	A	106.3	0.5	1122	a	Triad Bcstg Co	70	0009		g3	Country	850	0.91	17.7	11.9	7.4	12.8	9.0	10.9	0.0	0.0	0.0		
WHQX	Cedar Bluff	C3	107.7	9.1	541	a	Triad Bcstg Co	89	0009		g3	Country			4.6	1.6	2.3	3.2	2.5	3.1	0.0	0.0	0.0		
# FM Stations -					8	# Combos -					7	FM TOTALS					80.4	54.8	41.9	48.8	50.8	52.8	0.0	0.0	0.0

AM Stations

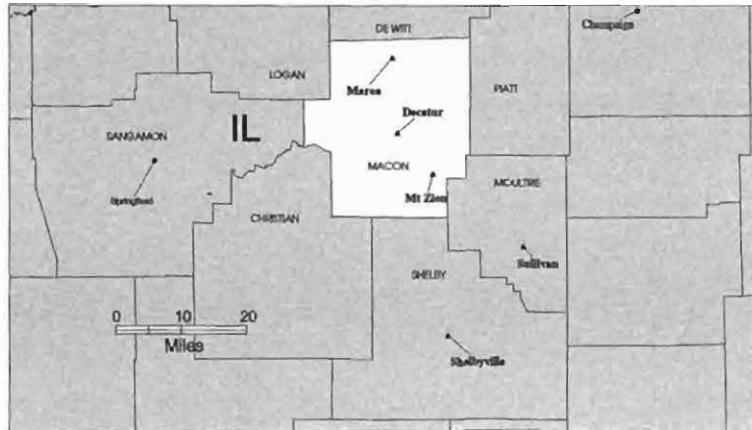
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1999 Est Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)									
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
WGTH	Richlands	B	540	1.0	0.10	c	High Knob Bcstrs Inc	51	9503	540		Gospel			5.2	1.6	4.4	3.2	3.3	2.3	0.0	0.0	0.0		
WYRV	Cedar Bluff	B	770	5.0	0.00		Ratliff, Bradley	85	0001 p		st	ChrsContemp	250	3.63	1.3	0.0	0.0	0.8	0.8	1.6	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	Triad Bcstg Co	80	0009		g3	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	Triad Bcstg Co	48	0009		g3	Easy	100	0.41	4.6	0.8	3.3	4.0	1.6	0.8	0.0	0.0	0.0		
WHIS	Bluefield	B	1440	5.0	0.50		Triad Bcstg Co	29	0009		g3	News/Talk	250	1.18	4.0	1.6	1.4	2.4	2.5	2.3	0.0	0.0	0.0		
WTZE	Tazewell	B	1470	5.0	0.00	e	Triad Bcstg Co	66	0009		g3	News/Talk			0.6	0.0	0.4	0.0	0.8	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	1.94	3.9	1.6	4.4	1.6	3.3	3.1	0.0	0.0	0.0		
# AM Stations -					8	# Combos -					5	AM TOTALS					19.6	5.6	13.9	12.0	12.3	10.1	0.0	0.0	0.0
AM & FM Stations Profiled -					16	# Duopolies -					4	Total Local Commercial Share					60.4	55.8	60.8	63.1	62.9	0.0	0.0	0.0	

NOTE: Market first rated Spring 1998.

Metro Rank: 255

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 ★★★	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 85.8%		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+	21.0	32.4		53.4	53.4	14.1	67.5
Avg 12+	7.0	8.1		7.6	7.6	7.1	7.5
Tot LCS	31.1	48.0		79.1	79.1	20.9	100.0
Avg LCS	10.4	12.0		11.3	11.3	10.4	11.1

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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WYDS	Decatur	A	93.1	6.0	328	a	Cromwell Group	93				Top 40	500	0.49	20.8	11.4	10.0	13.1	0.0	0.0	0.0	0.0	0.0
WDZQ	Decatur	B	95.1	50.0	499	c	NextMedia Group	76	0008		g3	Country	975	1.63	12.2	10.5	11.7	7.7	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	1.02	6.0	6.1	5.9	3.8	0.0	0.0	0.0	0.0	0.0
WSOY	Decatur	B	102.9	54.0	443	b	NextMedia Group	46	0008		g3	Adult Hits	750	1.13	13.5	7.9	4.9	8.5	0.0	0.0	0.0	0.0	0.0
WEJT	Shelbyville	B1	105.1	13.0	459	a	Cromwell Group	69				AC	700	0.90	15.9	7.0	8.3	10.0	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	1.36	6.0	7.0	6.5	3.8	0.0	0.0	0.0	0.0	0.0
WDKR	Maroa	A	107.3	3.0	456		Burns, Tom	96	9605		1	Clsc Rock	350	0.98	7.3	3.5	3.2	4.6	0.0	0.0	0.0	0.0	0.0
# FM Stations -					7	# Combos -					5	FM TOTALS			81.7	53.4	50.5	51.5	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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WDZ	Decatur	B	1050	1.0	0.00	c	NextMedia Group	21	0008		g3	AC	175	0.97	3.7	1.8	0.0	2.3	0.0	0.0	0.0	0.0	0.0
WSOY	Decatur	C	1340	1.0	1.00	b	NextMedia Group	25	0008		g3	Nws/Tlk/Spt	750	1.05	14.6	12.3	11.5	9.2	0.0	0.0	0.0	0.0	0.0
# AM Stations -					2	# Combos -					2	AM TOTALS			18.3	14.1	11.5	11.5	0.0	0.0	0.0	0.0	0.0
AM & FM Stations Profiled -					9	# Duopolies -					3	Total Local Commercial Share			67.5	62.0	63.0	0.0	0.0	0.0	0.0	0.0	0.0

NOTE: Market first rated with Spring 1999 period.

Metro Rank: 256
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
Total	111.7

Market Radio Financials

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

ESTIMATED GROSS REVENUES
★★★

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	\$ 33,439			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+	1.3		53.2	51.9	54.5	13.5	68.0
Avg 12+	1.3		7.6	10.4	6.8	3.4	5.7
Tot LCS	1.9		78.2	76.3	80.1	19.9	100.0
Avg LCS	1.9		11.2	15.3	10.0	5.0	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)							
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
KXLP	New Ulm	C1	93.1	100.0	489	a	Clear Channel	66	0007	p	g1	Clsc Rock	1,100		11.5	12.7	0.0	0.0	0.0	0.0	0.0	0.0
KNSG	Springfield	C2	94.7	50.0	472		Clear Channel	95	0007	p	g1	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	d	Linder Bcstg Group	85				Modern AC	550		10.9	6.9	0.0	0.0	0.0	0.0	0.0	0.0
KEEZ	Mankato	C1	99.1	100.0	860		Three Eagles Comm	68	0003	p	10,000	g3	AC	1,250		12.8	12.2	0.0	0.0	0.0	0.0	0.0
KXAC	St. James	C2	100.5	34.0	591	e	Linder Bcstg Group	93	9608			c1	AC			3.2	5.3	0.0	0.0	0.0	0.0	0.0
KYSM	Mankato	C1	103.5	100.0	541	a	Clear Channel	48	0007	p		g1	Country	1,650		13.5	15.4	0.0	0.0	0.0	0.0	0.0
• KRBI	St. Peter	C3	105.5	25.0	200	c	Johnson Bcstg Corp	66	5701		50		80s Hits	150		1.3	0.6	0.0	0.0	0.0	0.0	0.0
KNUJ	Sleepy Eye	A	107.3	1.9	400	b	Clear Channel	94	0007	p		g1	Country	200		1.3	0.8	0.0	0.0	0.0	0.0	0.0
# FM Stations -				8	# Combos -				5	FM TOTALS				0.0	54.5	53.9	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)							
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
KNUJ	New Ulm	B	860	1.0	0.01	b	Clear Channel	49	0007	p	g1	Country	1,150		5.8	6.7	0.0	0.0	0.0	0.0	0.0	0.0
KYSM	Mankato	C	1230	1.0	1.00	a	Clear Channel	38	0007	p	g1	Nostalgia	150		2.6	3.2	0.0	0.0	0.0	0.0	0.0	0.0
• KRBI	St. Peter	B	1310	0.9	0.26	c	Johnson Bcstg Corp	57	9905		50		AC/Talk			0.6	0.3	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	4.5	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -				4	# Combos -				4	AM TOTALS				0.0	13.5	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				68.0	68.6	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: 257

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 ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$2,800	\$3,100	\$3,400	\$3,800	\$4,200	\$4,300	8.8%
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%	
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
Revenue/Capita	\$3.22/1,000	\$4.02/1,000	\$4.36/1,000	Local	85%		
	\$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+	29.4		43.4	72.8	72.8	6.3	79.1
Avg 12+	5.9		21.7	12.1	10.4	2.1	7.9
Tot LCS	37.2		54.9	92.0	92.0	8.0	100.0
Avg LCS	7.4		27.4	15.3	13.1	2.7	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)																
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996									
WCIZ	Watertown	A	93.3	6.0	328	b	Regent Comm	86	0001		g1	Clsc Hits	850	0.83	23.2	12.4	15.4	16.7	19.2	15.8	8.8	11.6	0.0									
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	1.10	35.2	33.3	24.9	25.7	28.8	26.3	31.3	25.9	0.0									
WOTT	Henderson	A	100.7	6.0	328	a	Mance & Clancy		90			ClRck/NwRck	325	0.97	7.6	8.5	13.0	6.9	4.8	6.8	3.8	5.4	0.0									
WBDR	Cape Vincent	A	102.7	6.0 cp	328	a	Mance & Clancy	92	9811	50		CHR	300	3.79	1.8	2.3	3.3	2.1	0.7	1.5	3.1	3.4	0.0									
WTOJ	Carthage	A	103.1	1.8 cp	594	a	Mance & Clancy	84	8805	1,675	c2	AC	700	1.96	8.1	6.2	7.1	7.6	4.8	6.0	7.5	14.3	0.0									
WBDI	Copenhagen	C3	106.7	1.8	1191	a	Mance & Clancy	94	9609	50		CHR	125	0.22	13.0	10.1	13.0	10.4	9.6	12.0	8.1	2.7	0.0									
# FM Stations -																7	# Combos -		6	FM TOTALS				88.9	72.8	76.7	69.4	67.9	68.4	62.6	63.3	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)																
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996									
WTNY	Watertown	B	790	1.0	1.00	b	Regent Comm	41	0001		g1	Talk	225	0.68	7.5	4.7	2.9	4.2	7.5	4.5	4.4	6.8	0.0									
WATN	Watertown	C	1240	1.0	1.00	a	Mance & Clancy	41	8805		c2	Talk	100	0.65	3.5	1.6	2.9	2.1	3.4	1.5	3.8	1.4	0.0									
WUZZ	Watertown	B	1410	3.5 cp	0.06	b	Regent Comm	59	0001		g1	R&B Oldies	50			0.0	0.0	0.0	0.0	0.0	3.1	3.4	0.0									
# AM Stations -																3	# Combos -		3	AM TOTALS				11.0	6.3	5.8	6.3	10.9	6.0	11.3	11.6	0.0
AM & FM Stations Profiled -																10	# Duopolies -		4	Total Local Commercial Share				79.1	82.5	75.7	78.8	74.4	73.9	74.9	0.0	

NOTE: Market rated twice yearly with Fall 1997 period.

Metro Rank: 258

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)

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$2,200	\$2,400	\$2,600	\$2,800	\$3,100	\$3,200	7.9%
Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03	
6.3%	\$3,400	\$3,600	\$3,700	\$3,900	\$4,100	4.5%	
	1993	1998	2003				Est. Breakout
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)

	1993	1998	Growth Rate	1998	2003	Growth Rate
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

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			7	6	7	2	9
Tot 12+			76.1	76.1	76.1	0.0	76.1
Avg 12+			10.9	12.7	10.9	0.0	8.5
Tot LCS			**	**	**	0.0	100.0
Avg LCS			14.3	16.7	14.3	0.0	11.1

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)							
																	Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
KZCD	Lawton	C2	94.1	18.0	525	b	Clear Channel	87	0008		g		Rock	450	1.31	10.1	9.7	9.4	8.8	5.6	10.9	9.7	10.9	0.0
KMGZ	Lawton	C3	95.3	14.0	312		Broadco of Texas	82	9203		sw	1	CHR	725	0.94	22.6	15.0	10.6	16.9	15.1	13.3	10.6	11.7	0.0
KJMZ	Lawton	C1	98.1	100.0	200	a	Perry Bcstg Co Inc	70	9703	489	c1		Urban AC	200	0.30	19.7	19.5	13.5	12.5	15.1	18.8	16.8	25.8	0.0
KBZQ	Lawton	C3	99.5	15.9	338		Fritsch, Wm, Jr.	92	9203	336	sw		Soft AC	275	1.00	8.1	4.4	6.3	5.1	6.3	6.3	5.3	3.1	0.0
KLAW	Lawton	C1	101.3	100.0	584	b	Clear Channel	65	0008		g		Country	1,125	1.27	26.1	20.4	21.0	21.3	15.9	18.8	20.4	15.6	0.0
KRPT	Anadarko	C1	103.7	75.0	279	c	Friends Comm	81	0002	2,000	g		Country	325		0.6	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0
KVRW	Lawton	C2	107.3	50.0	492		Pat-Tower Inc	91	9712	200	1		Oldies	200	0.65	9.1	7.1	8.0	6.6	6.3	8.6	8.0	5.5	0.0
# FM Stations -					7	# Combos -			4	FM TOTALS						96.3	76.1	68.8	71.2	65.1	76.7	70.8	72.6	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)							
																	Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
KKRX	Lawton	B	1050	0.3	0.01	a	Perry Bcstg Co Inc	56	9703		c1		Gospel	50	0.59	2.5	0.0	2.4	3.7	0.0	1.6	4.4	2.3	0.0
KXCA	Lawton	B	1380	1.0	1.00	c	Friends Comm	41	0002		g		Talk	75	1.84	1.2	0.0	0.0	0.0	1.6	0.0	1.8	3.9	0.0
# AM Stations -					2	# Combos -			2	AM TOTALS						3.7	0.0	2.4	3.7	1.6	1.6	6.2	6.2	0.0
AM & FM Stations Profiled -					9	# Duopolies -			1	Total Local Commercial Share						76.1	71.2	74.9	66.7	78.3	77.0	78.8	0.0	

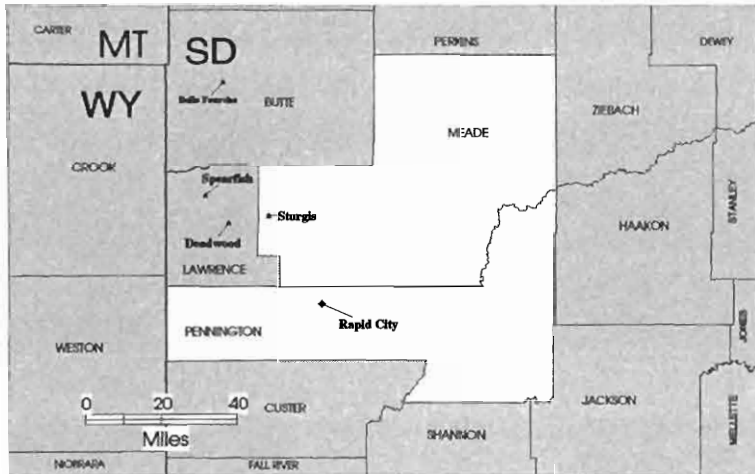
NOTE: Market rated twice yearly with Fall 1997 period.

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 259

Revenue Rank: 179

Rapid City, SD Market Overview



Metro Counties / Population (000)

Meade, SD	22.9
Pennington, SD	88.0
Total	110.9

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

ESTIMATED GROSS REVENUES ★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$5,400	\$6,100	\$7,000	\$7,800	\$7,800	\$8,500	9.4%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	5.9%	\$9,000	\$9,600	\$10,200	\$10,900	\$11,500	6.2%
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
Revenue/Capita	\$4.36/1,000	\$5.53/1,000	\$5.59/1,000	Local	85%		
	\$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		\$ 39,000	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	8	10	5	15
Tot 12+			70.1	66.9	70.1	23.5	93.6
Avg 12+			7.0	8.4	7.0	4.7	6.2
Tot LCS			74.9	71.5	74.9	25.1	100.0
Avg LCS			7.5	8.9	7.5	5.0	6.7

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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
KRCS	Sturgis	C	93.1	100.0	1060	b	Triad Bcstg Co	72	9910		g1	CHR	400	0.42	10.7	10.2	14.9	10.1	8.9	12.0	8.0	9.0	0.0
KKMK	Rapid City	C1	93.9	100.0 cp	686	b	Triad Bcstg Co	59	9910		g1	AC	1,200	1.40	9.5	7.9	11.4	8.0	8.9	10.5	10.4	9.0	0.0
KSQY	Deadwood	C	95.1	100.0	1709	d	Haugo Bcstg Inc		82			AOR	750	1.19	7.0	7.1	6.8	8.0	4.4	5.3	7.2	6.7	0.0
KZZI	Belle Fourche	C	95.9	100.0	1817		Western SD Bcstng	95	9904	79		Country	250	0.99	2.8	3.1	0.7	0.7	4.4	0.8	0.0	0.7	0.0
KLMP	Rapid City	C1	97.9	100.0	390	a	Bethesda Chrstn	68	9605	350		Christian			1.2	0.8	0.9	1.4	0.7	0.8	0.0	0.0	0.0
KOUT	Rapid City	C1	98.7	100.0 cp	463	b	Triad Bcstg Co	94	9910		g1	Country	1,100	1.03	11.9	9.4	11.0	10.9	10.4	10.5	12.8	15.7	0.0
KFXS	Rapid City	C1	100.3	100.0	463	b	Triad Bcstg Co	77	9910			Clsc Rock	1,050	0.86	13.6	8.7	11.4	15.2	8.9	10.5	9.6	10.4	0.0
KDDX	Spearfish	C	101.1	100.0 cp	1818	c	Duhamel Bcstg	85	9203	525		AOR	475	1.29	4.1	14.2	4.1	3.6	3.7	6.8	7.2	3.7	0.0
KIQK	Rapid City	C1	104.1	100.0	515	d	Haugo Bcstg Inc	92	9812	1,970	c2	Country	900	1.28	7.8	6.3	5.5	6.5	7.4	10.5	7.2	9.0	0.0
KSLT	Spearfish	C	107.3	100.0 cp	1900	a	Bethesda Chrstn		84			ChrsContemp	350	3.24	1.2	2.4	0.9	0.0	2.2	2.3	3.2	1.5	0.0
# FM Stations -					10	# Combos -					9	FM TOTALS			69.8	70.1	67.6	64.4	59.9	70.0	65.6	65.7	0.0

AM Stations

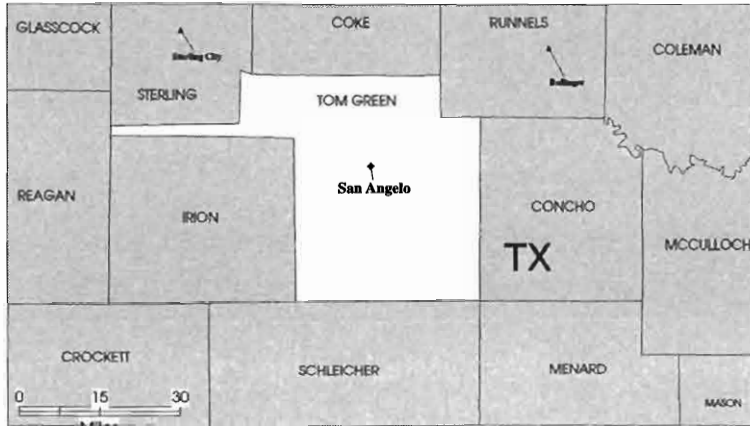
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1999 Est Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
KBHB	Sturgis	B	810	21.0 cp	0.00	b	Triad Bcstg Co	62	9909		g1	Cntry/Oldes	550	1.65	3.7	3.9	3.3	1.4	5.2	1.5	3.2	5.2	0.0
KKLS	Rapid City	B	920	5.0	0.11	b	Triad Bcstg Co	59	9910		g1	Oldies	600	0.81	8.2	3.1	3.8	7.2	7.4	3.0	4.8	6.7	0.0
KIMM	Rapid City	B	1150	5.0	0.50		KIMM Radio Inc	62	9802	150		Country	200	0.60	3.7	3.9	4.6	2.2	4.4	2.3	1.6	3.0	0.0
KTOQ	Rapid City	C	1340	1.0	1.00	d	Haugo Bcstg Inc	53	9812		c2	Nostalgia	325	1.09	3.3	2.4	1.8	2.9	3.0	3.8	3.2	3.0	0.0
KOTA	Rapid City	B	1380	5.0	5.00	c	Duhamel Bcstg	36	5405			News/Talk	850	0.82	11.5	10.2	6.5	9.4	11.1	11.3	6.4	8.2	0.0
# AM Stations -					5	# Combos -					4	AM TOTALS			30.4	23.5	20.0	23.1	31.1	21.9	19.2	26.1	0.0
AM & FM Stations Profiled -					15	# Duopolies -					5	Total Local Commercial Share			93.6	87.6	87.5	91.0	91.9	84.8	91.8	0.0	

NOTE: Market rated twice yearly with Fall 1997 period.

Metro Rank: 260

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)

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$2,900	\$3,100	\$3,300	\$3,500	\$3,700	\$3,800
Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03	
	7.9%	\$4,100	\$4,300	\$4,400	\$4,600	\$4,800	4.5%
	1993	1998	2003				Est. Breakout
Revenue/Retail Sales	\$3.55/1,000	\$4.05/1,000	\$4.26/1,000				Local 90%
Revenue/Capita	\$28.49	\$35.65	\$43.36				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	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

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			11	9	11	3	14
Tot 12+			78.5	77.8	78.5	10.0	88.5
Avg 12+			7.1	8.6	7.1	3.3	6.3
Tot LCS			88.7	87.9	88.7	11.3	100.0
Avg LCS			8.1	9.8	8.1	3.8	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)									
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
KDCD	San Angelo	C1	92.9	100.0	600	e	Regency Bcstg Inc	80	9208		186	Country	350	1.15	7.4	5.0	4.3	4.8	8.0	9.7	10.1	8.7	0.0	
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	
KIXY	San Angelo	C1	94.7	100.0	358	a	Foster Comm	66	8404		1,275	c2	CHR	900	1.04	21.1	15.7	18.7	20.0	16.0	15.3	18.5	17.4	0.0
KCSE	Sterling City	C2	96.5	40.0	545		Graham Brothers	98	9803		14	cp	AC			1.4	0.7	1.8	2.4	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	12.9	15.5	13.6	17.6	19.4	15.1	19.6	0.0
KELI	San Angelo	C	98.7	93.0	1289		KGKL/KELI Inc.	86					Oldies	300	0.98	7.5	9.3	9.1	6.4	6.4	9.7	13.4	12.3	0.0
KYZZ	San Angelo	C2	100.1	35.0	338		Gutierrez, Arnie	95					Tejano	150	0.52	7.1	5.7	8.7	8.0	4.0	6.5	6.7	8.0	0.0
KWFR	San Angelo	C1	101.9	100.0	341	a	Foster Comm	91	9412			g	Clsc Rock	400	0.87	11.2	12.1	6.2	8.0	11.2	10.5	10.1	10.9	0.0
KKCN	Ballinger	C1	103.1	100.0	456	d	Graham Brothers	77	9804		395	c1	Country	50	1.22	1.0	6.4	4.2	1.6	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	6.4	4.6	5.6	0.0	0.0	0.0	0.0	0.0
KSJT	San Angelo	C1	107.5	100.0	604		La Unica Bcstg Co	85					Variety	400	0.84	11.6	4.3	2.5	6.4	13.6	4.0	6.7	4.3	0.0
# FM Stations -					11	# Combos -				6	FM TOTALS			89.9	78.5	75.6	76.8	76.8	75.1	80.6	81.2	0.0		

AM Stations

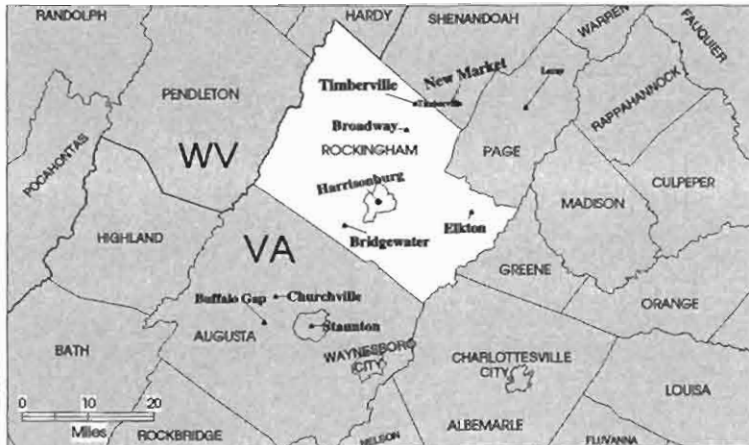
Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1999 Est Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
KGKL	San Angelo	B	960	5.0	1.00	b	Gloger Properties	28	7104		Country	150	0.72	5.1	5.7	3.0	3.2	5.6	7.3	4.2	5.1	0.0	
KKSA	San Angelo	B	1260	0.5	0.00	a	Foster Comm	54	8404		c2	Nws/Tlk/Spt	200	0.96	5.1	4.3	5.7	3.2	5.6	5.6	5.0	3.6	0.0
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	
# AM Stations -					3	# Combos -				3	AM TOTALS			10.2	10.0	8.7	6.4	11.2	12.9	9.2	8.7	0.0	
AM & FM Stations Profiled -					14	# Duopolies -				3	Total Local Commercial Share			88.5	84.3	83.2	88.0	88.0	89.8	89.9	0.0		

NOTE: Market rated twice yearly with Fall 1997 period.

Metro Rank: 261

Revenue Rank: 206

Harrisonburg, VA Market Overview



Metro Counties / Population (000)

Harrisonburg city	34.2
Rockingham, VA	65.9
	100.1

Market Radio Financials

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

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$3,900	\$4,400	\$5,200	\$5,500	\$5,800	\$5,800
***	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	22.4%	\$7,100	\$7,800	\$8,500	\$9,200	\$9,900	8.7%
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
Revenue/Capita	\$5.02/1,000	\$4.61/1,000	\$5.72/1,000	Local	70%		
	\$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	0.8%
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		\$ 34,634	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	4	6		7	10	5	15
Tot 12+	10.1	46.7		55.2	56.8	20.4	77.2
Avg 12+	2.5	7.8		7.9	5.7	4.1	5.1
Tot LCS	13.1	60.5		71.5	73.6	26.4	100.0
Avg LCS	3.3	10.1		10.2	7.4	5.3	6.7

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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WTON	Staunton	B1	94.3	0.3	2339	c	High Impact Comm	90	9602	1,000	c1	Lite Rock			1.1	0.0	0.0	0.8	0.8	0.9	0.8	0.9	0.0
WZXI	Buffalo Gap	A	95.5	6.0	308		Easy Radio Inc	88	0004	600		Hot AC				0.8	0.0	0.8	0.8	0.0	0.8	0.0	0.0
WLTK	Broadway	B1	96.1	2.6	1011		VerStandig Bcstg	89	0001 p	1,720	sw	ChrsContemp	300	0.86	4.9	5.1	4.5	2.5	4.9	6.2	3.4	3.6	0.0
WACL	Elkton	B1	98.5	0.9	1608	b	Mid Atlantic Network	89	9710	1,750	1	Oldies	1,000	1.38	10.2	8.5	9.8	7.4	8.1	11.5	12.6	7.3	0.0
WQPO	Harrisonburg	B	100.7	50.0	492	a	VerStandig Bcstg	46	8704	2,650	c1	CHR	1,000	0.87	16.2	11.9	11.3	11.6	13.0	12.4	11.8	10.0	0.0
WBHB	New Market	A	103.3	2.1	545		Massanutten Bcstg	95	0001 p		sw	Clsc Rock	250	0.54	6.5	3.4	3.9	4.1	5.7	8.0	3.4	1.8	0.0
WKCY	Harrisonburg	B	104.3	50.0	410	b	Mid Atlantic Network	80	8903	2,000	c2	Country	1,600	1.30	17.3	11.9	11.9	11.6	14.6	14.2	14.3	12.7	0.0
WAMM	Bridgewater	A	105.1	6.0	328	a	VerStandig Bcstg	89	9608	875	c1	Country	300	0.52	8.1	5.1	3.6	5.8	6.5	3.5	5.0	6.4	0.0
WMXH	Luray	A	105.7	0.1	2054		Easy Radio Inc		79			Hot AC			1.1	0.8	0.0	1.7	0.0	0.0	0.0	0.0	0.0
WBOP	Churchville	B1	106.3	6.4	574		Lechman, Peter		91			Rock	900	1.36	9.3	9.3	7.7	9.1	4.9	6.2	5.9	10.0	0.0
# FM Stations -					10	# Combos -					5	FM TOTALS			74.7	56.8	52.7	55.4	59.3	62.9	58.0	52.7	0.0

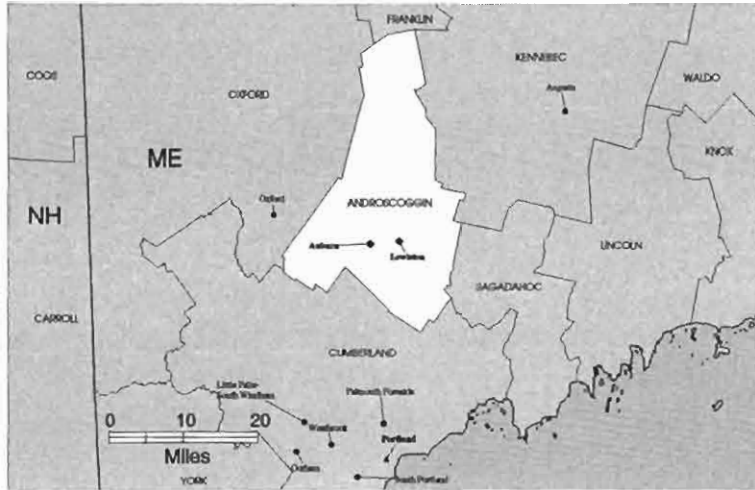
AM Stations

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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WSVA	Harrisonburg	B	550	5.0	1.00	a	VerStandig Bcstg	35	8704		c1	Nws/Tik/Spt	1,300	0.94	19.5	15.3	19.9	14.9	14.6	14.2	16.0	20.0	0.0
WTON	Staunton	C	1240	1.0	1.00	c	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 Network	67	8903		c2	AC/Nws/Tik	100	0.83	1.7	1.7	3.1	1.7	0.8	2.7	1.7	1.8	0.0
WHBG	Harrisonburg	B	1360	4.7	0.03	a	VerStandig Bcstg	56	9608		c1	Nws/Tik/Spt	125	1.60	1.1	1.7	1.8	0.8	0.8	0.9	0.8	0.9	0.0
WBTX	Broadway-Tmbrvl	B	1470	5.0	0.00		Massanutten Bcstg		72			Gospel	225	0.99	3.2	1.7	2.6	3.3	1.6	2.7	2.5	2.7	0.0
# AM Stations -					5	# Combos -					4	AM TOTALS			25.5	20.4	27.4	20.7	17.8	20.5	21.0	25.4	0.0
AM & FM Stations Profiled -					15	# Duopolies -					4	Total Local Commercial Share			77.2	80.1	76.1	77.1	83.4	79.0	78.1	0.0	

NOTE: Market rated twice yearly with Fall 1997 period.

Metro Rank: 262
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 ★★★	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%
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
Revenue/Capita	N/A	\$1.12/1,000	\$1.43/1,000	Local	90%		
	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	2	6	2	8
Tot 12+		17.6	30.6	13.0	48.2	1.5	49.7
Avg 12+		5.9	10.2	6.5	8.0	0.8	6.2
Tot LCS		35.4	61.6	26.2	97.0	3.0	100.0
Avg LCS		11.8	20.5	13.1	16.2	1.5	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)								
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
WJBQ	Portland	B	97.9	16.0	889		Citadel Comm Corp	60	9909			CHR	n/a		17.4	8.4	7.3	9.6	7.8	8.3	6.3	0.0	0.0	
WMWX	Auburn	B	99.9	28.5	643	a	Radio Partners	77	0004			Hot AC	n/a	8.02	11.0	4.6	4.0	5.5	5.5	6.1	9.2	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	4.6	5.9	5.5	7.8	8.3	7.7	0.0	0.0	
WBLM	Portland	C	102.9	100.0 cp	1427		Citadel Comm Corp	67	9909			AOR	n/a		24.7	14.5	13.0	13.0	11.7	11.4	12.7	0.0	0.0	
• WTOS	Skowhegan	C	105.1	50.0	2431		Clear Channel	69	0008 p			AOR	n/a		10.3	4.6	5.7	4.8	5.5	4.5	6.3	0.0	0.0	
WTHT	Lewiston	C1	107.5	91.0	929	a	Radio Partners	73	0004			Country	n/a		20.2	11.5	13.1	11.6	8.6	10.6	11.3	0.0	0.0	
# FM Stations -					6	# Combos -					2	FM TOTALS				97.0	48.2	49.0	50.0	46.9	49.2	53.5	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)								
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 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	0004		g3	Nostalgia	100	1.96	3.0	1.5	1.3	1.4	1.6	0.8	1.4	0.0	0.0	
# AM Stations -					2	# Combos -					0	AM TOTALS				3.0	1.5	1.3	1.4	1.6	0.8	1.4	0.0	0.0
AM & FM Stations Profiled -					8	# Duopolies -					2	Total Local Commercial Share				49.7	50.3	51.4	48.5	50.0	54.9	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: 263

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)

ESTIMATED GROSS REVENUES ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$2,600	\$2,800	\$2,800	\$3,100	\$3,300	\$3,500	5.8%
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03
	11.4%	\$3,900	\$4,200	\$4,400	\$4,700	\$4,800	5.2%

	1993	1998	2003	Est. Breakout
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)

	1993	1998	Growth Rate	1998	2003	Growth Rate
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

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1	4		4	5	4	9
Tot 12+	5.4	36.7		39.9	42.1	8.7	50.8
Avg 12+	5.4	9.2		10.0	8.4	2.2	5.6
Tot LCS	10.6	72.2		78.5	82.9	17.1	100.0
Avg LCS	10.6	18.1		19.6	16.6	4.3	11.1

Market: Ithaca, NY

Competitive Overview

Metro Rank: 263

Some stations also rated in Syracuse.

FM 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	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
														Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WVBR	Ithaca	A	93.5 3.0	249		Cornell Radio Guild	58			AOR	300	0.90	8.5	5.4	6.5	4.3	5.0	5.1	4.9	3.7	0.0
WYXL	Ithaca	B	97.3 26.0	879	a	Saga Comm Inc	47 0007 p	13,400	d4	AC	1,300	0.95	35.1	18.3	15.9	19.8	18.8	22.2	19.5	20.4	0.0
WIII	Cortland	B	99.9 23.5	732	b	Citadel Comm Corp	47 0004			Clsc Rock	700	1.17	15.3	5.4	8.1	11.2	5.9	8.5	5.7	6.5	0.0
WQNY	Ithaca	B	103.7 15.5 cp	879	a	Saga Comm Inc	48 0007 p			Country	550	0.67	21.1	10.8	11.8	11.2	11.9	11.1	14.6	9.3	0.0
• WHCD	Auburn	B	106.9 13.8	942		Clear Channel	49 0002	See (75)		Urban	n/a	2.96	3.9	2.2	1.3	3.4	1.0	3.4	2.4	1.9	0.0
# FM Stations -				5	# Combos -		3	FM TOTALS					83.9	42.1	43.6	49.9	42.6	50.3	47.1	41.8	0.0

AM 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	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WHCU	Ithaca	B	870 5.0	1.00	a	Saga Comm Inc	23 0007 p			d4	Nws/Tlk/Spt	300	0.82	9.4	6.5	9.0	4.3	5.9	6.0	6.5	7.4	0.0
WKRT	Cortland	B	920 1.0	0.50	b	Citadel Comm Corp	47 0004			g1	Oldies	125	1.34	2.4	0.0	0.0	1.7	1.0	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	a	Saga Comm Inc	56 0007 p			d4	Oldies	100	0.60	4.3	2.2	3.4	1.7	3.0	0.9	0.8	0.9	0.0
# AM Stations -				4	# Combos -		3	AM TOTALS					16.1	8.7	12.4	7.7	9.9	6.9	7.3	8.3	0.0	
AM & FM Stations Profiled -				9	# Duopolies -		2	Total Local Commercial Share					50.8	56.0	57.6	52.5	57.2	54.4	50.1	0.0		

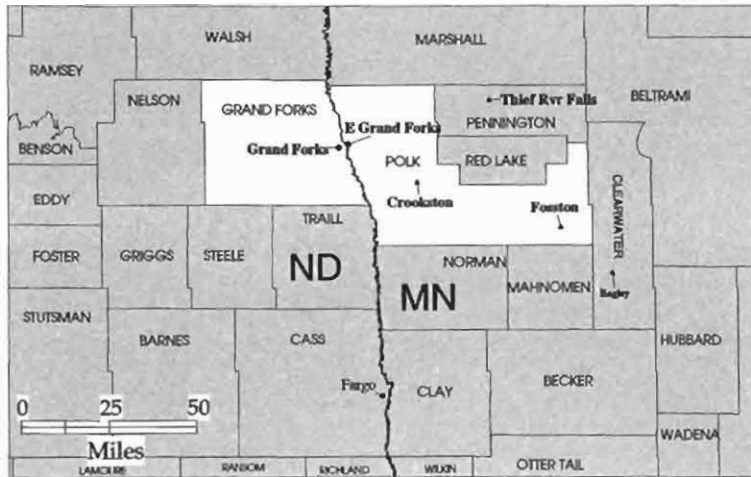
NOTE: Market rated twice yearly with Fall 1997 period.

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 264
Revenue Rank: 206

Grand Forks, ND-MN Market Overview



Metro Counties / Population (000)

Grand Forks, ND	65.4
Polk, MN	32.0
	97.4

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		\$4,000	\$4,600	\$5,000	\$5,100	\$4,700	\$6,300
Δ 98 - 99	12.7%						
Revenue/Retail Sales	\$3.84/1,000	\$5.19/1,000	\$6.09/1,000				Est. Breakout
Revenue/Capita	\$38.02	\$64.68	\$99.02				Local 92%
							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	\$ 26,309		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+			64.0	62.3	64.0	16.2	80.2
Avg 12+			7.1	8.9	7.1	2.7	5.3
Tot LCS			79.8	77.7	79.8	20.2	100.0
Avg LCS			8.9	11.1	8.9	3.4	6.7

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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
KKXL	Grand Forks	C1	92.9	100.0	358	a	Clear Channel	75	9911		g5	CHR	800	0.62	18.2	11.1	12.1	13.8	14.5	17.0	9.4	0.0	0.0
KNOX	Grand Forks	C1	94.7	100.0	249	d	Leighton Enterprises	67	9611	1,100	c1	Country	600	1.14	7.4	6.0	5.6	6.9	4.6	8.5	5.5	0.0	0.0
KQHT	Crookston	C1	96.1	100.0	413	a	Clear Channel	85	9911		g5	Soft Rock	350	1.26	3.9	3.4	2.5	3.8	2.3	3.5	3.1	0.0	0.0
KKCQ	Bagley	C3	96.7	25.0	328	c	Pine To Prairie Bcst	97	9707		6cp	Country			0.5	1.7	1.0	0.0	0.8	0.7	0.0	0.0	
KYCK	Crookston	C1	97.1	100.0	361	d	Leighton Enterprises	80				Country	1,500	1.30	16.3	13.7	11.9	12.3	13.0	8.5	11.7	0.0	0.0
KSNR	Thief River Falls	C1	100.3	100.0	564	a	Clear Channel	76	9911		g5	Oldies	500	1.02	6.9	6.8	7.0	6.2	4.6	5.7	3.9	0.0	0.0
KZLT	E Grand Forks	C1	104.3	100.0	443	b	KRAD Inc	75				Hot AC	450	0.86	7.4	5.1	6.0	6.2	5.3	8.5	8.6	0.0	0.0
KKEQ	Fosston	C2	107.1	50.0	482	c	Pine To Prairie Bcst	69	9201	170		ChrsContemp	25		0.5	0.0	0.0	0.8	0.0	0.7	0.8	0.0	0.0
KJKJ	Grand Forks	C1	107.5	100.0	456	a	Clear Channel	85	9911		g5	AOR	1,000	0.75	18.7	16.2	16.5	14.6	14.5	10.6	13.3	0.0	0.0
# FM Stations -					9	# Combos -					9	FM TOTALS			79.8	64.0	62.6	64.6	59.6	63.7	56.3	0.0	0.0

AM Stations

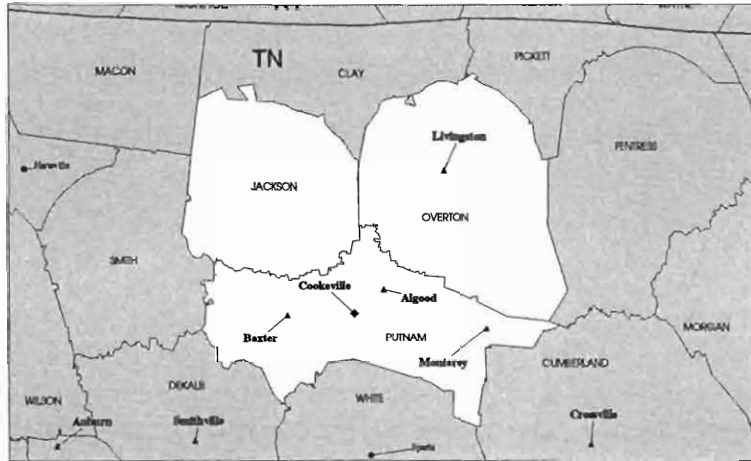
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1999 Est Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
KTRF	Thief River Falls	C	1230	1.0	1.00		Ingstad, Tom	47	9712		c3	AC/News				0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0
KROX	Crookston	B	1260	1.0	0.50		Gopher Comm Co	48	8705	198	a1	AC/Nws/Tlk	425	1.22	4.9	5.1	3.0	4.6	3.1	2.1	2.3	0.0	0.0
KNOX	Grand Forks	B	1310	5.0	5.00	d	Leighton Enterprises	47	9611		c1	Nws/Tlk/Inf	300	0.94	4.5	3.4	4.1	2.3	4.6	2.1	6.3	0.0	0.0
KKXL	Grand Forks	B	1440	0.6	0.30	a	Clear Channel	41	9911		g5	Adlt Stndrd	100	0.40	3.5	3.4	1.7	3.1	2.3	2.8	0.0	0.0	0.0
KKCQ	Fosston	B	1480	5.0	0.09	c	Pine To Prairie Bcst	66	9201	150		Country	250		0.5	0.0	0.7	0.0	0.8	1.4	0.0	0.0	0.0
KCNN	E Grand Forks	B	1590	5.0	1.00	b	KRAD Inc	59				Nws/Tlk/Spt	800	1.63	6.9	4.3	5.1	4.6	6.1	3.5	7.8	0.0	0.0
# AM Stations -					6	# Combos -					4	AM TOTALS			20.3	16.2	14.6	14.6	16.9	11.9	18.0	0.0	0.0
AM & FM Stations Profiled -					15	# Duopolies -					4	Total Local Commercial Share			80.2	77.2	79.2	76.5	75.6	74.3	0.0	0.0	

Note: Spring 1997 book was cancelled due to flooding in the market

Metro Rank: 265

Revenue Rank: 249

Cookeville, TN Market Overview



Metro Counties / Population (000)

Jackson, TN	9.7
Overton, TN	19.8
Putnam, TN	60.1
	89.6

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	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	\$ 25,807		
							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+	0.9		55.1	51.7	56.0	12.9	68.9
Avg 12+	0.9		9.2	10.3	8.0	3.2	6.3
Tot LCS	1.3		80.0	75.0	81.3	18.7	100.0
Avg LCS	1.3		13.3	15.0	11.6	4.7	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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WBXE	Baxter	C3	93.7	6.1	659	b	Tri Star Comm	95	9811	50		Clsc Rock	500	2.50	4.0	7.8	8.5	4.1	0.9	1.8	1.8	0.0	0.0
WGSQ	Cookeville	C	94.7	100.0	1319	a	Clear Channel	63	9712		g1	Country	1,900	1.01	37.5	19.0	24.0	21.5	26.1	23.0	26.6	0.0	0.0
WUSV	Livingston	C2	95.9	20.0	784	b	Tri Star Comm	66	9901	1,000		Country	400	1.70	4.7	3.4	3.1	3.3	2.7	2.7	4.6	0.0	0.0
WGIC	Cookeville	C2	98.5	50.0	492	a	Clear Channel	64	9712		g1	AC	900	1.02	17.6	12.9	11.1	12.4	9.9	8.0	9.2	0.0	0.0
WWTN	Manchester	C	99.7	100.0	1296		Gaylord Bcstg Co	62	9508	See (43)		Nws/Tlk/Spt	n/a		2.1	3.4	2.7	1.7	0.9	1.8	2.8	0.0	0.0
WLIV	Monterey	A	104.7	1.3	712		WKXN Inc	97	9611	32 cp	1	Country	50	0.77	1.3	0.9	1.1	0.8	0.9	0.9	0.9	0.0	0.0
WKXD	Monterey	C2	106.9	23.0	735	b	Tri Star Comm	86	9111	475 +		Hot AC	700	0.85	16.4	8.6	11.2	8.3	12.6	15.9	13.8	0.0	0.0
# FM Stations -					7	# Combos -					5	FM TOTALS			83.6	56.0	61.7	52.1	54.0	54.1	59.7	0.0	0.0

AM Stations

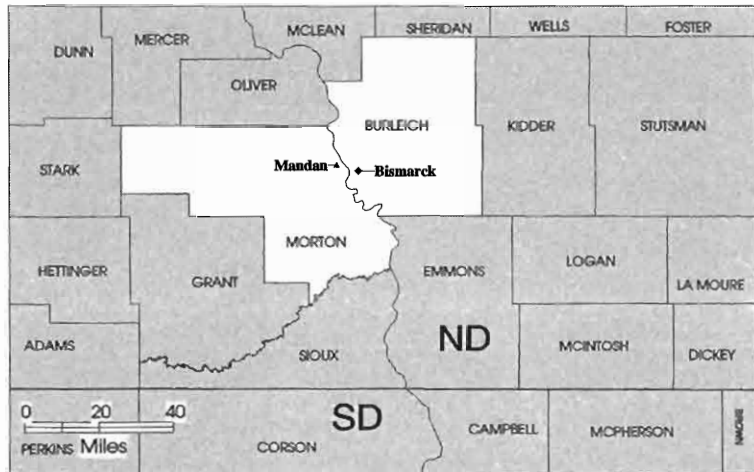
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1999 Est Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WPTN	Cookeville	B	780	1.0	0.00	a	Clear Channel	62	9712		g1	News/Talk	150	0.64	4.7	4.3	3.0	4.1	1.8	0.9	3.7	0.0	0.0
WLIV	Livingston	B	920	1.0	0.00		Sunny Bcstg LLC	56	9603		c1	1 Country	150	0.86	3.5	3.4	2.2	1.7	2.7	1.8	1.8	0.0	0.0
WHUB	Cookeville	C	1400	1.0	1.00	a	Clear Channel	40	9712		g1	Country	250	0.61	8.2	5.2	4.9	4.1	6.3	8.8	6.4	0.0	0.0
WATX	Algood	B	1590	1.0	0.00	b	Tri Star Comm		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	12.9	10.1	9.9	10.8	11.5	11.9	0.0	0.0
AM & FM Stations Profiled -					11	# Duopolies -					3	Total Local Commercial Share			68.9	71.8	62.0	64.8	65.6	71.6	0.0	0.0	

NOTE: Market first rated Fall 1997.

Metro Rank: 266

Revenue Rank: 203

Bismarck, ND Market Overview



Metro Counties / Population (000)	
Burleigh, ND	67.6
Morton, ND	24.6
	92.2

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$4,700	\$4,800	\$4,900	\$5,100	\$5,700	\$6,700	7.2%
Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03	
7.5%	\$7,200	\$7,900	\$8,600	\$9,400	\$10,100	8.7%	
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
	\$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)

	1993	1998	Growth Rate	1998	2003	Growth Rate
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

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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	\$ 36,994		Avg Household	\$ 42,939	
Ethnic Population:	White 96.5%		Black 0.1%		Asian 0.5%		Hispanic 0.8%	

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			7	5	7	4	11
Tot 12+			64.9	61.5	64.9	27.4	92.3
Avg 12+			9.3	12.3	9.3	6.9	8.4
Tot LCS			70.3	66.6	70.3	29.7	100.0
Avg LCS			10.0	13.3	10.0	7.4	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)								
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
KYYY	Bismarck	C	92.9	96.0	1181	b	Clear Channel	66	9905		g1	Hot AC	525	0.54	13.5	12.8	9.2	11.5	12.7	15.3	11.0	12.3	0.0	
• KQDY	Bismarck	C	94.5	100.0	1119		K-Love Broadcasting	68	0006 p			ChrsContemp	450	0.96	6.5	1.7	3.5	4.1	7.6	8.1	7.9	10.7	0.0	
KBYZ	Bismarck	C	96.5	100.0	1001	a	Cumulus Bcstg Inc	86	9808	7,000	d1	Clsc Rock	1,300	1.30	13.9	18.8	12.4	13.9	11.0	7.3	12.6	14.8	0.0	
KKCT	Bismarck	C1	97.5	100.0	830	a	Cumulus Bcstg Inc	93	9808		d1	Country	900	1.07	11.7	15.4	15.9	10.7	10.2	10.5	11.0	9.0	0.0	
KACL	Bismarck	C1	98.7	100.0	830	a	Cumulus Bcstg Inc	97	9808		d1	Oldies	750	0.89	11.7	9.4	6.2	10.7	10.2	7.3	10.2	7.4	0.0	
KSSS	Bismarck	C	101.5	100.0	988	a	Cumulus Bcstg Inc	94	9901 p	4,500	c2	AC	300	0.74	5.6	5.1	5.8	6.6	3.4	4.0	4.7	3.3	0.0	
KNDR	Mandan	C1	104.7	100.0	853		Central Dakota Entpr	77				Religion	150	1.16	1.8	1.7	1.5	1.6	1.7	4.0	3.1	3.3	0.0	
# FM Stations -					7	# Combos -					5	FM TOTALS				64.7	64.9	54.5	59.1	56.8	56.5	60.5	60.8	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)								
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
KFYR	Bismarck	B	550	5.0	5.00	b	Clear Channel	25	9905		g1	AC	1,900	1.46	18.1	12.0	16.7	16.4	16.1	16.1	17.3	16.4	0.0	
KXMR	Bismarck	B	710	50.0 cp	4.00	a	Cumulus Bcstg Inc	99	9901 p			News/Talk				1.7	4.5	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	0.86	12.5	10.3	12.3	11.5	11.0	14.5	9.4	10.7	0.0	
KLXX	Bismarck	B	1270	1.0	0.25	a	Cumulus Bcstg Inc	25	9808		d1	Nostalgia	150	0.44	4.7	3.4	2.5	3.3	5.1	4.0	3.9	4.1	0.0	
# AM Stations -					4	# Combos -					4	AM TOTALS				35.3	27.4	36.0	31.2	32.2	34.6	30.6	31.2	0.0
AM & FM Stations Profiled -					11	# Duopolies -					3	Total Local Commercial Share				92.3	90.5	90.3	89.0	91.1	91.1	92.0	0.0	

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: 267

Revenue Rank: 248

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 ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	N/A	\$4,900	\$5,300	\$5,800	\$6,300	\$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	3	1	6	6	10	3	13
Tot 12+	16.3	3.8	52.9	64.4	73.0	7.6	80.6
Avg 12+	5.4	3.8	8.8	10.7	7.3	2.5	6.2
Tot LCS	20.2	4.7	65.6	79.9	90.6	9.4	100.0
Avg LCS	6.7	4.7	10.9	13.3	9.1	3.1	7.7

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)									
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
WBKR	Owensboro	C1	92.5	96.0	cp	1001	a Brill Media Co	48	9307	2,700	c2	Country	2,900	2.08	27.4	22.1	25.2	20.0	25.0	26.5	28.4	23.4	0.0		
WKTG	Madisonville	C2	93.9	35.0		584	Sound Bcstrs Inc	49	7304			Clsc Rock	600	1.16	10.1	4.8	4.7	6.3	10.4	3.4	2.9	4.5	0.0		
WBIO	Philpot	A	94.7	3.0		328	b Cromwell Group	93				Country	500	1.09	9.0	9.6	6.0	8.4	6.3	6.8	5.9	9.0	0.0		
WSTO	Owensboro	C	96.1	100.0		1001	a Brill Media Co	48	9703	See (152)		CHR	n/a	2.35	20.0	15.4	14.8	17.9	14.6	10.3	17.6	21.6	0.0		
WXCM	Whitesville	A	97.1	4.0		404	b Cromwell Group	93				Clsc Rock	300	1.01	5.8	6.7	1.7	6.3	3.1	3.4	2.0	0.9	0.0		
WKDQ	Henderson	C	99.5	98.0		984	Brill Media Co	47	9705	See (152)		Country	n/a		4.5	3.8	4.1	3.2	4.2	5.1	5.9	5.4	0.0		
WQXQ	Central City	C1	101.9	100.0		669	Starlight Bcstg Co	56				AC	300	1.01	5.8	5.8	7.8	3.2	6.3	10.3	3.9	4.5	0.0		
WLME	Cannelton	C3	102.9	12.5		466	b Cromwell Group	90				Oldies	150	1.55	1.9	1.0	0.8	1.1	2.1	0.0	2.0	0.0	0.0		
WIKY	Evansville	B	104.1	39.0		571	South Central Comm	48				FuSvc/AC	n/a		6.4	3.8	3.9	5.3	5.2	5.1	6.9	5.4	0.0		
WTCJ	Tell City	A	105.7	4.8		364	b Cromwell Group	00				Top 40				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# FM Stations -					10	# Combos -					6	FM TOTALS					90.9	73.0	69.0	71.7	77.2	70.9	75.5	74.7	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)									
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 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	0.48	5.1	3.8	4.6	3.2	5.2	1.7	2.0	6.3	0.0		
WOMI	Owensboro	C	1490	0.8	0.83	a	Brill Media Co	38	9307		c2	FullService	150	0.75	3.9	3.8	7.6	4.2	2.1	4.3	2.9	2.7	0.0		
# AM Stations -					3	# Combos -					3	AM TOTALS					9.0	7.6	12.2	7.4	7.3	6.0	4.9	9.0	0.0
AM & FM Stations Profiled -					13	# Duopolies -					4	Total Local Commercial Share					80.6	81.2	79.1	84.5	76.9	80.4	83.7	0.0	

NOTE: Market rated twice yearly with Fall 1997 period.

Metro Rank: 268

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 ★★★	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%	

	1993	1998	2003	Est. Breakout	
Revenue/Retail Sales	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	10	11	3	14
Tot 12+	39.9		29.6	67.4	69.5	9.5	79.0
Avg 12+	8.0		4.9	6.7	6.3	3.2	5.6
Tot LCS	50.5		37.5	85.3	88.0	12.0	100.0
Avg LCS	10.1		6.2	8.5	8.0	4.0	7.1

Competitive Overview

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Date Std 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)								
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
WYNU	Milan	C	92.3	100.0	991	b	Clear Channel	64 0008		g	Rock	1,525	1.73	11.6	5.3	7.0	9.4	9.3	9.0	9.7	9.9	0.0	
WWGM	Alamo	C3	93.1	14.0	443		Grace Bcstg	89 9709	800		Gospel	400	1.39	3.8	4.2	2.3	3.1	3.1	3.4	5.4	6.3	0.0	
WOJG	Bolivar	A	94.7	6.0	328		Shaw, Johnny &	92			Gospel	350	0.48	9.6	6.3	9.2	7.3	8.2	6.7	7.5	9.0	0.0	
WFKX	Henderson	A	95.7	6.0	315	c	Black Crow Bcstg	84 0003 p	3,340	d3	Urban AC	600	0.35	22.4	16.8	18.7	19.8	16.5	12.4	18.3	18.0	0.0	
• WNWS	Jackson	A	101.5	2.2	381		Wireless Group Inc	93 0009 p	925		Nws/Tlk/Spt	475	0.88	7.1	4.2	6.2	6.3	5.2	4.5	4.3	5.4	0.0	
WZDQ	Humboldt	A	102.3	6.0	299	c	Black Crow Bcstg	64 0004		d3	CHR	200	0.69	3.8	6.3	6.1	3.1	3.1	6.7	5.4	6.3	0.0	
WMXX	Jackson	C2	103.1	42.0 cp	538	a	Hunt, Gerald W.	79			Oldies	450	0.66	9.0	7.4	5.8	6.3	8.2	6.7	6.5	5.4	0.0	
WTNV	Jackson	C1	104.1	100.0	679	b	Clear Channel	47 0008		g	Country	1,600	1.32	16.0	7.4	14.5	12.5	13.4	12.4	12.9	12.6	0.0	
WLSZ	Humboldt	A	105.3	3.0	328	d	Boyd Enterprises Inc	88			Modern Rock	350	0.72	6.4	6.3	5.2	6.3	4.1	4.5	2.2	0.9	0.0	
WWYN	McKenzie	C1	106.9	100.0	892		Black Crow Bcstg	54 0004	1,873		Country	1,100	4.52	3.2	3.2	1.6	2.1	3.1	3.4	3.2	3.6	0.0	
WHHM	Henderson	C3	107.7	25.0 cp	308		Black Crow Bcstg	90 0003 p	1,350		AC	200	1.01	2.6	2.1	1.7	2.1	2.1	3.4	1.1	0.0	0.0	
# FM Stations -					11	# Combos -					5	FM TOTALS			95.5	69.5	78.3	78.3	76.3	73.1	76.5	77.4	0.0

AM Stations

Calls	City of License	FCC Class	Freq	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	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)								
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
WDXI	Jackson	B	1310	5.0	1.00	a	Hunt, Gerald W.	48 9301	480		Bus News			0.6	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	
WTJS	Jackson	B	1390	5.0	1.00	b	Clear Channel	31 0008		g	Talk	150	0.52	3.8	4.2	3.9	3.1	3.1	4.5	2.2	3.6	0.0	
WJAK	Jackson	B	1460	1.0	0.13		Wolfe Comm Inc	54 9902		c1	Religion	200			5.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					3	# Combos -					2	AM TOTALS			4.4	9.5	3.9	3.1	4.1	4.5	2.2	3.6	0.0
AM & FM Stations Profiled -					14	# Duopolies -					3	Total Local Commercial Share			79.0	82.2	81.4	80.4	77.6	78.7	81.0	0.0	

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: 269

Revenue Rank: N/A

Sebring, FL Market Overview



Metro Counties / Population (000)

Highlands, FL	81.2
	81.2

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

ESTIMATED GROSS REVENUES	1993	1994	1995	1996	1997	1998	Δ 93 - 98	
	DATA NOT AVAILABLE							
	Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03	
Revenue/Retail Sales	1993	1998	2003					Est. Breakout
Revenue/Capita								

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	74.0	81.2	1.9%	81.2	85.8	1.1%
Households	32.1	35.0	1.7%	35.0	37.0	1.1%
Retail Sales	597.8	871.9	7.8%	871.9	1,017.0	3.1%
EBI	940.2	1,036.1	2.0%	1,036.1	1,207.1	3.1%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	38.8	4.8	2.5	2.1	3.3	4.1	3.9	18.0
Women (000)	42.4	4.7	2.5	2.0	3.5	4.2	4.8	20.7
Total	81.2	9.4	5.0	4.2	6.8	8.3	8.7	38.8
Percentage	100.0%	11.6%	6.2%	5.1%	8.4%	10.2%	10.7%	47.7%
Per Capita	\$ 12,759	Median Household		\$ 22,203	Avg Household		\$ 29,602	
Ethnic Population:	White 86.3%	Black 12.3%	Asian 0.9%	Hispanic 7.5%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			2	2	2	4	6
Tot 12+			20.0	20.0	20.0	19.1	39.1
Avg 12+			10.0	10.0	10.0	4.8	6.5
Tot LCS			51.2	51.2	51.2	48.8	100.0
Avg LCS			25.6	25.6	25.6	12.2	16.7

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)								
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
WWOJ	Avon Park	C3	99.1	10.0	515	a	Cohan Radio Group	82	9809	910	c1	Country				15.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WWLL	Sebring	C3	105.7	19.0	351	b	Cohan Radio Group	67	9812	585	c1	Clsc Hits				4.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# FM Stations -					2	# Combos -					2	FM TOTALS					0.0	20.0	0.0	0.0	0.0	0.0	0.0	0.0

AM Stations

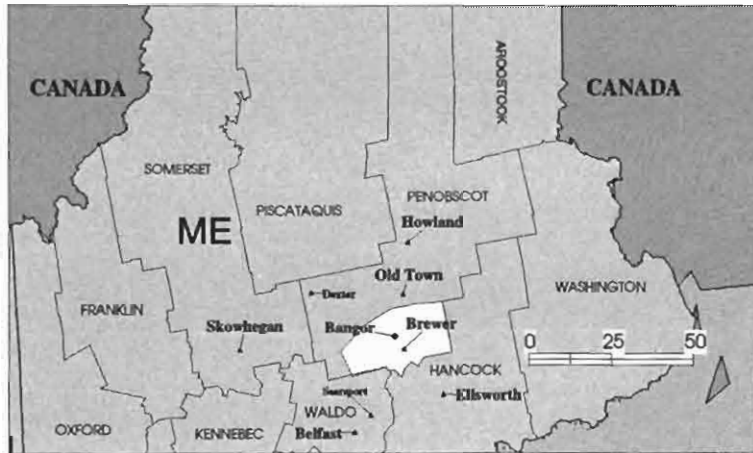
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1999 Est Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)								
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
WWTK	Lake Placid	B	730	0.5	0.00	a	Cohan Radio Group	89	9810		c1	News/Talk				4.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WJCM	Sebring	B	1050	1.0	0.01		Cohan Radio Group	50	9812	150		Clsc Rock				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WITS	Sebring	C	1340	1.0	1.00	b	Cohan Radio Group	59	9810		c1	Nostalgia				14.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WAVP	Avon Park	B	1390	1.0	0.00		Histed, William Mark		70			DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					4	# Combos -					2	AM TOTALS					0.0	19.1	0.0	0.0	0.0	0.0	0.0	0.0
AM & FM Stations Profiled -					6	# Duopolies -					2	Total Local Commercial Share					39.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0

NOTE: Market first rated Spring 2000

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 270
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	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				
Revenue/Retail Sales	\$5.85/1,000	\$3.60/1,000	\$4.35/1,000				
Revenue/Capita	\$55.14	\$50.28	\$76.70				
							Est. Breakout
							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	79.8	143.2	-0.5%	143.2	139.5	-0.5%
Households	29.6	54.4	12.9%	54.4	54.1	-0.1%
Retail Sales	751.9	1,998.2	21.6%	1,998.2	2,457.6	4.2%
EBI	1,100.8	2,014.3	12.8%	2,014.3	2,200.7	1.8%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	70.2	10.9	6.0	8.3	9.6	11.8	9.7	13.8
Women (000)	73.0	10.3	5.8	7.9	9.7	11.8	9.8	17.7
Total	143.2	21.2	11.8	16.2	19.3	23.6	19.5	31.5
Percentage	100.0%	14.8%	8.3%	11.3%	13.5%	16.5%	13.6%	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	7	9	14	4	18
Tot 12+		46.7	30.5	70.6	77.2	8.7	85.9
Avg 12+		6.7	4.4	7.8	5.5	2.2	4.8
Tot LCS		54.4	35.5	82.2	89.9	10.1	100.0
Avg LCS		7.8	5.1	9.1	6.4	2.5	5.6

Competitive Overview

Some stations also rated in Auguste, 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)									
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
WEZQ	Bangor	B	92.9	20.0	787	b	Cumulus Bcstg Inc	76	9903	4,000	d3	Soft AC	600	0.97	7.7	8.7	6.8	6.7	6.5	5.2	6.1	6.3	7.0		
WKSQ	Ellsworth	B	94.5	11.5	1027		Clear Channel	82	0007 p		g1	AC	1,500	2.44	7.7	5.4	3.4	6.7	6.5	6.3	7.1	7.3	7.0		
WSYY	Millinocket	C2	94.9	23.5	692	d	Katahdin Comm Inc	78				Country	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WWMJ	Ellsworth	B	95.7	11.5	1030	b	Cumulus Bcstg Inc	65	9903		d3	Oldies	550	1.04	6.6	8.7	4.3	4.8	6.5	5.2	7.1	7.3	5.0		
WVBX	Bangor	B	97.1	5.0	1230	a	Gopher Hill Comm	61	9709	700	c2	CHR	550	1.07	6.4	7.6	8.5	7.7	3.2	1.0	2.0	3.1	5.0		
WKIT	Brewer	B	100.3	16.0	883	c	Zone Corp	79	9510	450		AOR	750	1.05	8.9	9.8	7.4	7.7	7.5	9.4	9.1	11.5	10.0		
WBYA	Searsport	B1	101.7	2.7 cp	1004		Clear Channel	94	0007 p		g1	Alternative	150			1.1	0.0	0.0	0.0	1.0	1.0	0.0	1.0		
WGUY	Dexter	C2	102.1	26.5	673		Clear Channel	93	0007 p		g1	Oldies	225	1.48	1.9	2.2	1.3	1.0	2.2	2.1	2.0	2.1	1.0		
WVOM	Howland	C	103.9	54.0	1509		Clear Channel	93	0007 p		g1	News/Talk	700	1.12	7.8	4.3	8.3	5.8	7.5	6.3	4.0	4.2	3.0		
WBFB	Belfast	B	104.7	10.0	1099		Clear Channel	86	0007 p		g1	Country	425	0.69	7.7	5.4	8.1	6.7	6.5	3.1	4.0	5.2	4.0		
• WTOS	Skowhegan	C	105.1	50.0	2431	b	Clear Channel	69	0008 p			AOR	n/a		5.8	3.3	4.8	7.7	2.2	5.2	4.0	5.2	6.0		
WHMX	Lincoln	C2	105.7	50.0	413		Bangor Baptist	75	9702	80	c1	CHR				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WQCB	Brewer	C	106.5	98.0	1079	b	Cumulus Bcstg Inc	86	9807	500	d1	Country	1,400	1.12	15.6	10.9	13.9	11.5	15.1	16.7	18.2	17.7	21.0		
WBZN	Old Town	C2	107.3	50.0	436	b	Cumulus Bcstg Inc	95	9807		d1	CHR	350	0.43	10.2	9.8	7.1	7.7	9.7	11.5	12.2	3.1	4.0		
# FM Stations -					14	# Combos -					8	FM TOTALS					86.3	77.2	73.9	74.0	73.4	73.0	76.8	73.0	74.0

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)									
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
WZON	Bangor	B	620	5.0	5.00	c	Zone Corp	26	9309	236		Sports	300	0.69	5.4	3.3	4.1	3.8	5.4	2.1	2.0	2.1	3.0		
WABI	Bangor	B	910	5.0	5.00	a	Gopher Hill Comm	24	9709		c2	Nostalgia	250	0.38	8.3	5.4	6.0	7.7	6.5	6.3	6.1	7.3	7.0		
WSYY	Millinocket	C	1240	1.0	1.00	d	Katahdin Comm Inc	63				Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WDEA	Ellsworth	B	1370	5.0	5.00	b	Cumulus Bcstg Inc	58	9903		d3	Adlt Strndr				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					4	# Combos -					4	AM TOTALS					13.7	8.7	10.1	11.5	11.9	8.4	8.1	9.4	10.0
AM & FM Stations Profiled -					18	# Duopolies -					5	Total Local Commercial Share					85.9	84.0	85.5	85.3	81.4	84.9	82.4	84.0	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 271
Revenue Rank: 241

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 ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$2,800	\$3,200	\$3,900	\$4,400	\$4,700	\$5,100	12.9%
Δ 98 - 99	1999	2000	2001	2002	2003	Δ 99 - 03	
3.9%	\$5,300	\$5,700	\$6,000	\$6,300	\$6,600	5.6%	
	1993	1998	2003	Est. Breakout			
Revenue/Retail Sales	\$4.51/1,000	\$5.42/1,000	\$5.15/1,000	Local	85%		
Revenue/Capita	\$36.79	\$64.23	\$80.49	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+	8.1	64.0	1.2	72.1	73.3	11.7	85.0
Avg 12+	8.1	16.0	1.2	14.4	12.2	2.9	8.5
Tot LCS	9.5	75.3	1.4	84.8	86.2	13.8	100.0
Avg LCS	9.5	18.8	1.4	17.0	14.4	3.4	10.0

Market: Beckley, WV

Competitive Overview

Metro Rank: 271

Some stations also rated in Bluefield, WV

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)								
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
WAXS	Oak Hill	B	94.1	26.5	650		Southern Comm	48	0003	p	875	AC	200	1.11	3.4	3.5	3.9	2.3	3.5	2.4	3.3	4.3	0.0	
WJLS	Beckley	B	99.5	34.0	1050	a	Personality Stations	46	9604		1,500	st	Country	1,600	1.30	23.2	25.6	20.6	20.5	18.6	27.4	26.4	22.3	0.0
WMTD	Hinton	A	102.3	0.4	cp	1273	Southern Comm	85	0003	p	1,070	c4	1 Clsc Rock	750	1.10	12.9	8.1	7.5	10.2	11.6	10.7	9.9	5.3	0.0
WCIR	Beckley	B	103.7	5.0		1483	b	Southern Comm	71	9906		1	AC	1,200	1.04	21.8	18.6	15.1	18.2	18.6	15.5	11.0	13.8	0.0
WHAJ	Bluefield	C	104.5	100.0	cp	1549	Triad Bcstg Co	63	0009				AC	n/a		3.4	1.2	1.6	3.4	2.3	3.6	3.3	3.2	0.0
WTNJ	Mount Hope	B	105.9	50.0		499	Southern Comm	80	0003	p	2,375		Country	900	1.04	16.3	16.3	15.2	12.5	15.1	14.3	16.5	17.0	0.0
# FM Stations -					6		# Combos -	2	FM TOTALS					81.0	73.3	63.9	67.1	69.7	73.9	70.4	65.9	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)								
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
WJLS	Beckley	--	560	4.5	0.47	a	Personality Stations	39	9604		st	Gospel	400	0.66	11.5	7.0	13.5	6.8	12.8	8.3	8.8	7.4	0.0	
WWNR	Beckley	D	620	1.0	cp	0.50	Dynastar Comm Inc	46	9501		157	1	Nws/Tlk/Spt	125	0.49	4.8	4.7	4.9	4.5	3.5	3.6	3.3	2.1	0.0
WOAY	Oak Hill	B	860	10.0		0.01	Ellison, Eugene C.	47	9007		100		Religion	100			0.0	0.0	0.0	0.0	1.2	1.1	2.1	0.0
WIWS	Beckley	B	1070	10.0	cp	0.00	b	Southern Comm	66	7606		1	Oldies	50	0.35	2.7	0.0	2.4	2.3	2.3	0.0	3.3	2.1	0.0
# AM Stations -					4		# Combos -	2	AM TOTALS					19.0	11.7	20.8	13.6	18.6	13.1	16.5	13.7	0.0		
AM & FM Stations Profiled -					10		# Duopolies -	2	Total Local Commercial Share					85.0	84.7	80.7	88.3	87.0	86.9	79.6	0.0			

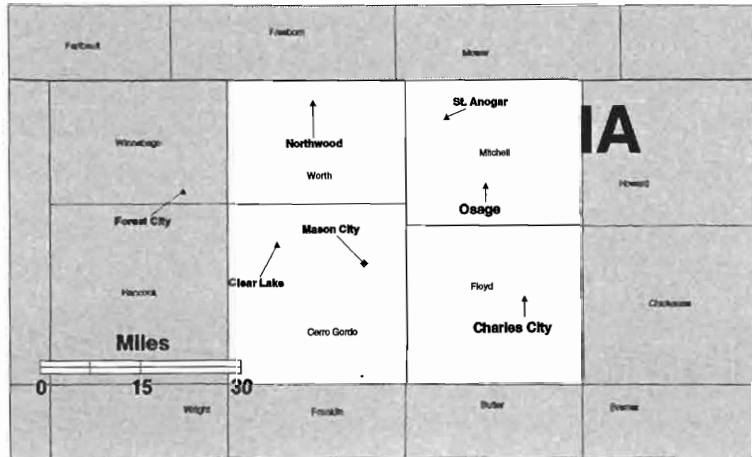
NOTE: Market rated twice yearly with Fall 1997 period.

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 272

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
Total	81.2

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	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	\$ 31,345			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	4		5	4	9	4	13
Tot 12+	1.9		38.7	38.7	40.6	16.0	56.6
Avg 12+	0.5		7.7	9.7	4.5	4.0	4.4
Tot LCS	3.4		68.4	68.4	71.7	28.3	100.0
Avg LCS	0.8		13.7	17.1	8.0	7.1	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)									
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
KIAI	Mason City	C1	93.9	100.0	791	b	Clear Channel	85	0007 p		g1	Country	1,150			14.2	15.3	0.0	0.0	0.0	0.0	0.0	0.0		
KHAM	St Ansgar	A	95.5	0.3 cp	20		Evans, Lyle R	00				Oldies/ClRck				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KCHA	Charles City	A	95.9	3.0	299	a	Clear Channel	71	0007 p		g1	AC	400			1.9	1.7	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				Easy	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KWMM	Osage	A	98.7	6.0	154		Clear Channel	80	0007 p		g1	AC	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		Three Eagles Comm	90	9912 p		na	Oldies	650			4.7	4.5	0.0	0.0	0.0	0.0	0.0	0.0		
KLKK	Clear Lake	C3	103.7	25.0 cp	187	b	Clear Channel	78	0007 p		g1	Clsc Rock	450			4.7	7.7	0.0	0.0	0.0	0.0	0.0	0.0		
KLSS	Mason City	C1	106.1	100.0	315	c	Three Eagles Comm	67	9706	3,500	c1	AC	800			15.1	10.4	0.0	0.0	0.0	0.0	0.0	0.0		
KIOW	Forest City	C3	107.3	25.0	328		Pilot Knob Bcst Inc	78	7811			AC/Cntry				0.0	3.4	0.0	0.0	0.0	0.0	0.0	0.0		
# FM Stations -					9	# Combos -					4	FM TOTALS					0.0	40.6	43.0	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)									
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996		
KRNI	Mason City	B	1010	1.0	0.02		Univ of Northern IA	48	9008		dn	Diverse				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	b	Clear Channel	37	0007 p		g1	FullService	1,050			11.3	7.5	0.0	0.0	0.0	0.0	0.0	0.0		
KRIB	Mason City	C	1490	1.0	1.00	c	Three Eagles Comm	48	9704		c1	Adlt Stndrd	25			4.7	4.6	0.0	0.0	0.0	0.0	0.0	0.0		
KCHA	Charles City	B	1580	0.5	0.01	a	Clear Channel	49	0007 p		g1	Nws/Tlk/Spt	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	16.0	12.1	0.0	0.0	0.0	0.0	0.0	0.0
AM & FM Stations Profiled -					13	# Duopolies -					4	Total Local Commercial Share					56.6	55.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0

NOTE: Market first rated Fall 1999

Metro Rank: 273
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 ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		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
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+	10.3		56.2	64.2	66.5	5.7	72.2
Avg 12+	3.4		11.2	10.7	8.3	2.9	7.2
Tot LCS	14.3		77.8	88.9	92.1	7.9	100.0
Avg LCS	4.8		15.6	14.8	11.5	3.9	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)							
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
KJBR	Marked Tree	A	93.7	6.0	cp	279	c	Pollack Bcstg Co	93	0006	d3	Country	200		2.3	2.2	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	0006	d3	Oldies	350		4.6	7.6	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		AOR	600		11.5	11.2	0.0	0.0	0.0	0.0	0.0	0.0
• KIYS	Jonesboro	C	101.9	100.0		1060	a	Clear Channel	47	0008 p	sw	CHR	1,150		12.6	13.4	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		Country	600		14.9	15.2	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	0006	d3	AC	100		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		AC	300		3.4	3.7	0.0	0.0	0.0	0.0	0.0	0.0
• KFIN	Jonesboro	C1	107.9	98.0		600	a	Clear Channel	74	0008 p	sw	Country	2,350		17.2	16.2	0.0	0.0	0.0	0.0	0.0	0.0
# FM Stations -				8		# Combos -				8		FM TOTALS		0.0	66.5	69.5	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)							
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
KNEA	Jonesboro	B	970	1.0	cp	0.04	c	Pollack Bcstg Co	50	0006	d3	Gospel			3.4	2.0	0.0	0.0	0.0	0.0	0.0	0.0
• KBTM	Jonesboro	C	1230	1.0		1.00	a	Clear Channel	30	0008 p	sw	Nws/Tik/Spt	300		2.3	2.1	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -				2		# Combos -				2		AM TOTALS		0.0	5.7	4.1	0.0	0.0	0.0	0.0	0.0	0.0
AM & FM Stations Profiled -				10		# Duopolies -				4		Total Local Commercial Share		72.2	73.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0

NOTE: Market first rated Fall 1999

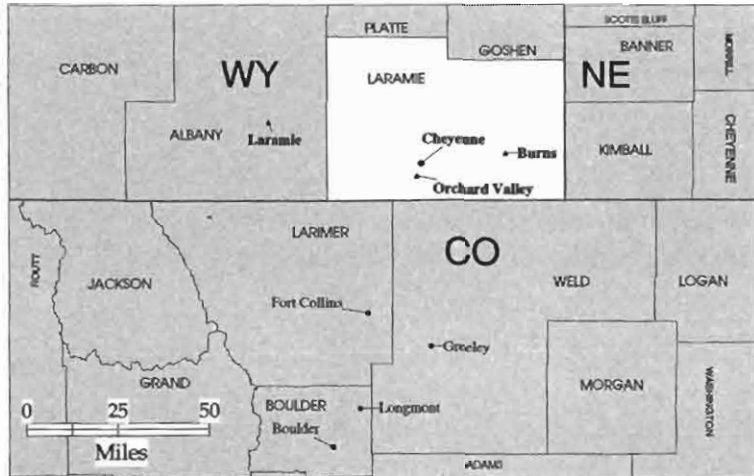
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 274

Revenue Rank: 246

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 ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$2,700	\$3,200	\$3,400	\$3,600	\$3,700	\$4,200	9.0%
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+	14.8		47.6	62.4	62.4	13.0	75.4
Avg 12+	7.4		6.8	7.8	6.9	1.9	4.7
Tot LCS	19.6		63.1	82.8	82.8	17.2	100.0
Avg LCS	9.8		9.0	10.3	9.2	2.5	6.3

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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
• KCGY	Laramie	C	95.1	100.0	1070	a	Clear Channel	83	0009 p		c2	Country	50	0.69	1.4	0.0	2.7	1.1	1.0	0.0	2.0	0.8	0.0
KIGN	Cheyenne	C1	97.9	100.0 cp	810	b	Clear Channel	68	9905		g2	Rock	750	0.86	16.7	11.9	13.0	11.7	13.9	15.2	13.7	20.0	0.0
KRRR	Cheyenne	C2	99.9	50.0 cp	-20		Mountain States Rad	96	0003 p	1,000		Oldies	175	0.84	4.0	6.9	6.0	3.2	3.0	1.0	3.9	1.7	0.0
KOLZ	Cheyenne	C1	100.7	97.0	489	b	Clear Channel	61	9905		g2	Country	800	1.01	15.3	12.9	8.1	9.6	13.9	15.2	19.6	16.7	0.0
KMUS	Burns	C2	101.9	50.0	492	b	Clear Channel	90	9905		g2	Country	750	0.86	16.8	10.9	6.7	12.8	12.9	11.4	9.8	12.5	0.0
• KRQU	Laramie	C	102.9	100.0	1221	c	Laramie Mntn Bcstg	74	0009 p	875	c1	Adult Rock	150	0.85	3.4	2.0	2.0	3.2	2.0	3.8	2.0	2.5	0.0
KZCY	Cheyenne	A	104.9	6.0	0	d	KRAE Inc	97				Alternative	200	0.57	6.7	6.9	3.9	5.3	5.0	3.8	4.9	0.0	0.0
KIMX	Laramie	C3	105.5	2.0	1027		Montgomery Bcstg	89	9701	240		Hot AC	450	1.40	6.2	3.0	2.3	6.4	3.0	3.8	2.0	0.8	0.0
KLEN	Cheyenne	A	106.3	3.0	-3	b	Clear Channel	83	9905		g2	Soft AC	450	0.86	10.1	7.9	5.6	8.5	6.9	9.5	4.9	4.2	0.0
# FM Stations -					9	# Combos -					7	FM TOTALS			80.6	62.4	50.3	61.8	61.6	63.7	62.8	59.2	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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
KGAB	Orchard Valley	B	650	8.5	0.50	b	Clear Channel	52	9905		g2	News/Talk	50	0.16	6.1	5.0	6.4	5.3	4.0	2.9	0.0	0.0	0.0
• KLDI	Laramie	B	1210	10.0	1.00	c	Laramie Mntn Bcstg	62	0009 p		c1	Country	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	2.72	4.6	3.0	2.9	2.1	5.0	4.8	8.8	7.5	0.0
• KOWB	Laramie	B	1290	5.0	1.00	a	Clear Channel	48	0009 p		c2	Nws/Tlk/Spt	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KJJL	Cheyenne	B	1370	1.0	0.09	e	Christus Bcstg Inc	70	9612	120		Adlt Stndrd	250	0.91	5.3	3.0	6.2	3.2	5.0	5.7	2.9	3.3	0.0
KRAE	Cheyenne	B	1480	1.0	0.07	d	KRAE Inc	61	7206			Oldes/Sprts	250	1.41	3.4	2.0	2.0	3.2	2.0	3.8	3.9	2.5	0.0
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	13.0	17.5	13.8	16.0	17.2	15.6	13.3	0.0
AM & FM Stations Profiled -					16	# Duopolies -					4	Total Local Commercial Share			75.4	67.8	75.6	77.6	80.9	78.4	72.5	0.0	

NOTE: Market rated twice yearly with Fall 1997 period.

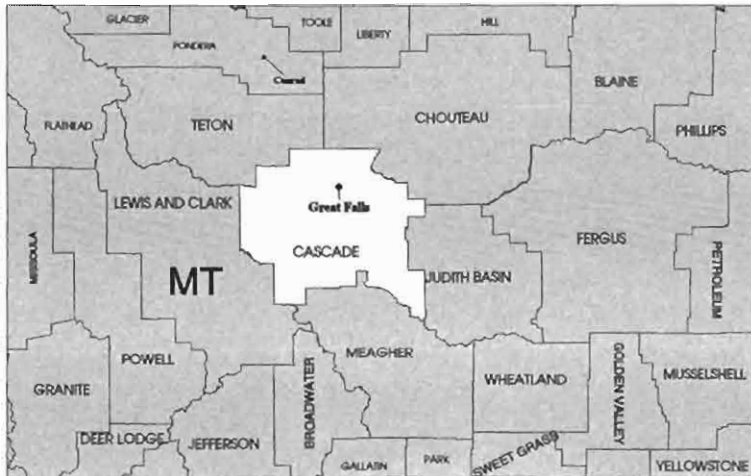
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 275

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 ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$2,900	\$3,000	\$3,100	\$3,300	\$3,400	\$3,500	3.5%
Δ 98 - 99	1999	2000	2001	2002	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	5	5	4	9
Tot 12+			70.6	70.6	70.6	20.0	90.6
Avg 12+			14.1	14.1	14.1	5.0	10.1
Tot LCS			77.9	77.9	77.9	22.1	100.0
Avg LCS			15.6	15.6	15.6	5.5	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)								
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
KLFM	Great Falls	C1	92.9	100.0	696	a	Commonwealth	82	0007	p	g1	Oldies	350	0.73	13.4	12.6	14.6	11.1	12.2	9.5	11.8	10.5	0.0
KTZZ	Conrad	C1	93.7	100.0	558		Mason, Jeannine M.	97				Clsc Rock	100	0.87	3.2	9.5	1.1	2.2	3.3	2.1	2.7	0.0	0.0
KMON	Great Falls	C1	94.5	100.0	784	a	Commonwealth	72	0007	p	g1	Country	750	1.20	17.4	23.2	16.1	7.8	22.2	13.7	18.2	26.3	0.0
KAAK	Great Falls	C1	98.9	100.0	482	b	Fisher Radio Region	72	8805		c3	AC	700	0.81	24.1	17.9	15.6	28.9	13.3	14.7	10.0	17.9	0.0
KQDI	Great Falls	C1	106.1	100.0	371	b	Fisher Radio Region	63	9604		c1	Clsc Rock	600	1.19	14.0	7.4	13.7	12.2	12.2	15.8	13.6	10.5	0.0
# FM Stations -					5	# Combos -					4	FM TOTALS			72.1	70.6	61.1	62.2	63.2	55.8	56.3	65.2	0.0

AM Stations

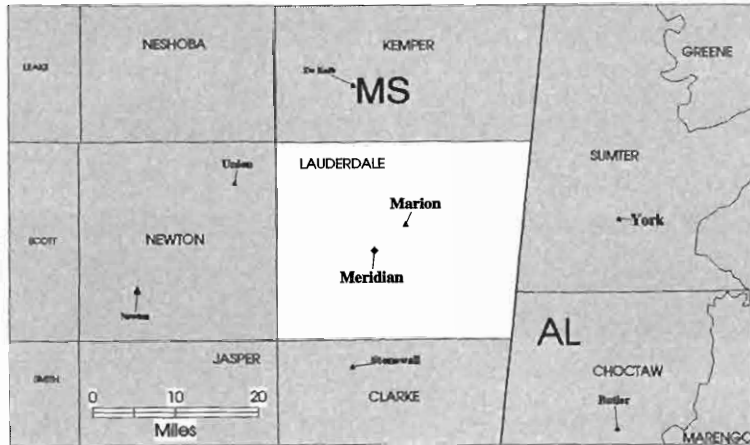
Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1999 Est Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
KMON	Great Falls	B	560	5.0	5.00	a	Commonwealth	47	0007	p	g1	Country	600	1.38	12.1	7.4	10.8	13.3	7.8	9.5	13.6	14.7	0.0
KEIN	Great Falls	B	1310	5.0	1.00		Munson Radio Inc	22	9707		80	Country	150	1.34	3.1	2.1	0.0	3.3	2.2	2.1	2.7	1.1	0.0
KXGF	Great Falls	C	1400	1.0	1.00	b	Fisher Radio Region	47	8805		c3	Nostalgia	150	0.50	8.3	6.3	5.5	6.7	7.8	12.6	8.2	4.2	0.0
KQDI	Great Falls	C	1450	1.0	1.00	b	Fisher Radio Region	55	9906		c1	Talk	150	0.95	4.4	4.2	3.2	3.3	4.4	5.3	1.8	3.2	0.0
# AM Stations -					4	# Combos -					3	AM TOTALS			27.9	20.0	19.5	26.6	22.2	29.5	26.3	23.2	0.0
AM & FM Stations Profiled -					9	# Duopolies -					3	Total Local Commercial Share			90.6	80.6	88.8	85.4	85.3	82.6	88.4	0.0	

Other Rulemaking: 100.3, C, Great Falls. NOTE: Rated twice yearly with Fall '97

Metro Rank: 276

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 ***	1993	1994	1995	1996	1997	1998	Δ 93 - 98
	\$4,000	\$4,100	\$4,200	\$4,400	\$4,600	\$4,900	4.1%
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	10	10	5	15
Tot 12+	7.4		62.1	69.5	69.5	13.7	83.2
Avg 12+	3.7		7.8	7.0	7.0	2.7	5.5
Tot LCS	8.9		74.6	83.5	83.5	16.5	100.0
Avg LCS	4.4		9.3	8.4	8.4	3.3	6.7

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)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WKZB	Butler	C2	93.5	32.0	610		Butler Bcst Corp	78				Clsc Rock	150	0.88	2.7	4.2	5.4	2.5	2.3	3.2	0.0	0.0	0.0
WYYW	Marion	C2	95.1	26.0	597	a	Bcstrs & Publishers	87	9412	732	c1	Country	300	1.01	4.7	2.1	4.6	3.8	4.5	4.3	3.5	2.2	0.0
WOKK	Meridian	C1	97.1	100.0	600	b	New South Comm	67				Country	1,400	1.22	18.2	14.7	13.9	13.8	18.2	15.1	22.1	23.6	0.0
WMSO	Newton	C3	97.9	8.7	551	a	Bcstrs & Publishers	75	9907	885		Oldies	400	1.92	3.3	3.2	2.8	1.3	4.5	0.0	1.2	2.2	0.0
WJDQ	Meridian	C1	101.3	99.0	577	a	Bcstrs & Publishers	68	8904	3,356		AC	1,000	0.98	16.2	11.6	11.3	12.5	15.9	14.0	11.6	11.2	0.0
WMMZ	Meridian	A	102.1	0.9	509	c	Holladay Bcstg	93	9301	244	cp	Hot AC	550	1.78	4.9	3.2	5.6	6.3	2.3	4.3	3.5	4.5	0.0
WZKS	Union	C2	104.1	19.0	535	a	Bcstrs & Publishers	96	9705	2		Urban AC	600	0.77	12.3	11.6	9.9	12.5	9.1	10.8	11.6	11.2	0.0
WSLY	York	C2	104.9	50.0	492		Grantell Bcstg Co	76				Rhythm/Blue	500	1.06	7.5	10.5	6.6	6.3	6.8	9.7	8.1	6.7	0.0
WJXM	Dekalb	C2	105.7	50.0	384	c	Holladay Bcstg	99				Urban AC	75	0.28	4.3	4.2	3.2	7.5	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	0.91	3.5	4.2	2.8	3.8	2.3	0.0	0.0	0.0	0.0
# FM Stations -					10	# Combos -					8	FM TOTALS			77.6	69.5	66.1	70.3	65.9	61.4	61.6	61.6	0.0

AM Stations

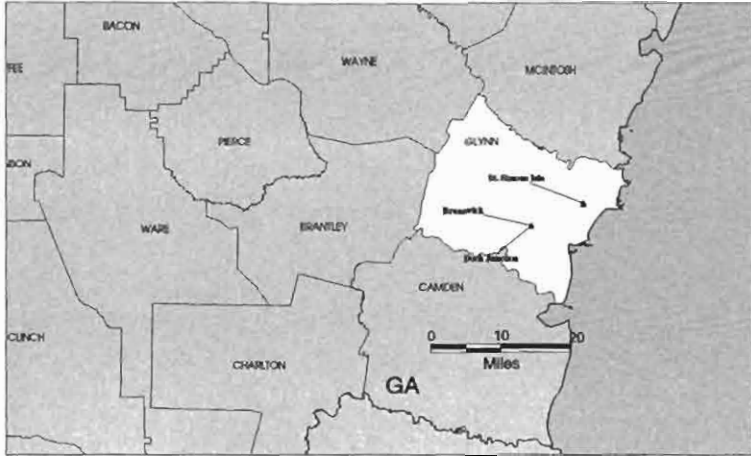
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	1999 Est Revenue (000)1/	Power Ratio	Avg '99 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996
WALT	Meridian	B	910	5.0	1.00	b	New South Comm	46	5704			Urban	275	0.59	7.4	5.3	5.5	5.0	8.0	6.5	10.5	9.0	0.0
WMOX	Meridian	B	1010	10.0	1.00		Magnolia State	45	9301	65		Talk	500	0.83	9.6	6.3	7.4	8.8	8.0	6.5	8.1	9.0	0.0
WNBN	Meridian	B	1290	2.5	0.09		Rackley, Frank, Jr.	88				Gosp/RhyBl	50	0.20	4.0	2.1	2.7	1.3	5.7	5.4	2.3	7.9	0.0
WMER	Meridian	B	1390	5.0	0.10		Glass, Michael H.	73	9802	55		Nws/Tlk/Spt	75	0.85	1.4	0.0	0.0	2.5	0.0	0.0	0.0	0.0	0.0
WFFX	Meridian	C	1450	1.0	1.00	a	Bcstrs & Publishers	57	9412		c1	News/Talk	150			0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0
# AM Stations -					5	# Combos -					2	AM TOTALS			22.4	13.7	15.6	17.6	21.7	18.4	20.9	27.0	0.0
AM & FM Stations Profiled -					15	# Duopolies -					3	Total Local Commercial Share			83.2	81.7	87.9	87.6	79.8	82.5	88.6	0.0	

NOTE: Market rated twice yearly with Fall 1997 period.

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 277
 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 ★★★	1993	1994	1995	1996	1997	1998	Δ 93 - 98
		N/A	N/A	N/A	N/A	\$2,600	\$3,000
Revenue/Retail Sales	1993	1998	2003	Est. Breakout			
	N/A	\$3.37/1,000	\$4.18/1,000	Local	85%		
Revenue/Capita	1993	1998	2003	National	15%		
	N/A	\$44.31	\$67.42				

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
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+	16.5		38.0	43.1	54.5	20.2	74.7
Avg 12+	8.3		7.6	7.2	7.8	6.7	7.5
Tot LCS	22.1		50.9	57.7	73.0	27.0	100.0
Avg LCS	11.0		10.2	9.6	10.4	9.0	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)								
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
WHFX	St. Simons Island	A	92.7	6.0	328	a	Root Comm Group	90	9703		g1	Clisc Rock	175	0.62	7.9	5.1	6.7	5.1	6.7	5.0	0.0	0.0	0.0	
WSOL	Brunswick	C	101.5	100.0	1463		Clear Channel	66	9905			Clisc Hits	n/a		18.5	11.4	8.5	11.5	16.0	8.8	0.0	0.0	0.0	
WBGA	Waycross	C1	102.5	97.0	994	a	Root Comm Group	71	9703		g1	Country	1,025	6.62	4.3	2.5	5.9	5.1	1.3	3.8	0.0	0.0	0.0	
WWSN	Waycross	C	103.3	100.0	994	a	Root Comm Group	72	9703		g1	AC	625	2.00	8.7	7.6	7.4	7.7	5.3	6.3	0.0	0.0	0.0	
WSEG	Brunswick	A	104.1	4.2	390		Admiral Bcstg Inc	94	9410	111	cp	Urban AC	350	0.79	12.3	11.4	8.4	10.3	8.0	10.0	0.0	0.0	0.0	
WXMK	Dock Junction	C3	105.9	15.0	420		Southland Radio Inc		91			Adult CHR	400	0.84	13.2	8.9	8.1	10.3	9.3	8.8	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	1.08	14.1	7.6	12.6	9.0	12.0	11.3	0.0	0.0	0.0	
# FM Stations -					7	# Combos -					4	FM TOTALS				79.0	54.5	57.6	59.0	58.6	54.0	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)								
																Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
WSFN	Brunswick	B	790	0.5	0.12		MarMac Comm LLC	66	9805	350		Sports	175	2.86	1.7	2.5	2.9	1.3	1.3	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	0.43	9.7	7.6	4.9	7.7	6.7	10.0	0.0	0.0	0.0	
WMOG	Brunswick	C	1490	0.6	0.60	a	Root Comm Group	40	9703		g1	Nostalgia	100	0.29	9.7	10.1	7.0	5.1	8.0	6.3	0.0	0.0	0.0	
# AM Stations -					3	# Combos -					2	AM TOTALS				21.1	20.2	14.8	14.1	16.0	16.3	0.0	0.0	0.0
AM & FM Stations Profiled -					10	# Duopolies -					3	Total Local Commercial Share					74.7	72.4	73.1	74.6	70.3	0.0	0.0	0.0

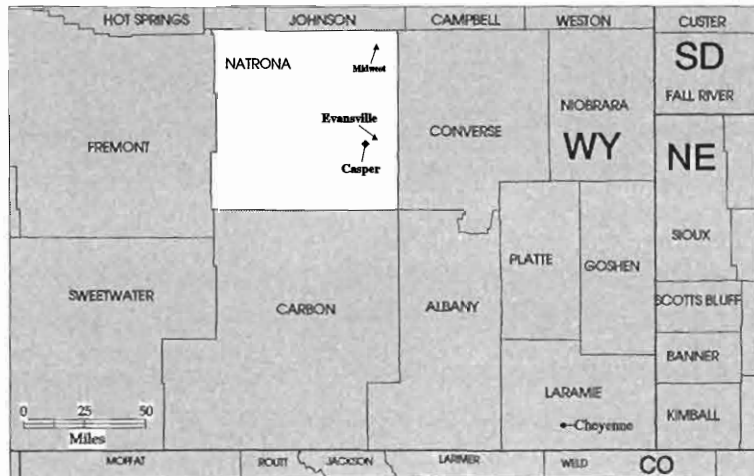
NOTE: Market first rated Spring 1998.

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 278

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 ★★★	<u>1993</u>	<u>1994</u>	<u>1995</u>	<u>1996</u>	<u>1997</u>	<u>1998</u>	<u>Δ 93 - 98</u>
	\$2,500	\$2,600	\$2,700	\$2,800	\$3,100	\$3,100	4.2%
	<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>
	12.9%	\$3,500	\$3,800	\$4,000	\$4,300	\$4,500	6.2%

	<u>1993</u>	<u>1998</u>	<u>2003</u>	<u>Est. Breakout</u>
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)

	<u>1993</u>	<u>1998</u>	<u>Growth Rate</u>	<u>1998</u>	<u>2003</u>	<u>Growth Rate</u>
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

	<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)	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+			73.4	73.4	73.4	17.7	91.1
Avg 12+			9.2	9.2	9.2	4.4	7.6
Tot LCS			80.6	80.6	80.6	19.4	100.0
Avg LCS			10.1	10.1	10.1	4.9	8.3

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)										
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996			
KMGW	Casper	C	94.5	65.0	1911	Mountain States Rad	67	9907	p	sw	Mix AC	275	1.08	7.3	6.3	4.1	6.0	7.4	12.5	8.3	11.3	0.0			
KWYY	Casper	C	95.5	100.0	cp	1870	b	Clear Channel	81	9907	p	2,100	d4	Country	550	1.32	11.9	10.1	7.7	11.9	9.9	16.3	14.3	13.8	0.0
KMLD	Casper	C1	97.3	18.0	1772	b	Clear Channel	97	9907	p	d4	Oldies	150	0.54	7.9	6.3	6.6	8.3	6.2	10.0	3.6	0.0	0.0		
KHOC	Casper	C	102.5	100.0	cp	1860	a	Mt Rushmore Bcstg	98	9810	300	cp	Hot AC	100	2.20	1.3	2.5	3.3	1.2	1.2	0.0	0.0	0.0	0.0	
KQLT	Casper	C	103.7	97.0	cp	1860	a	Mt Rushmore Bcstg	83	9408	230	Country	400	0.87	13.2	10.1	7.3	11.9	12.3	18.8	17.9	18.8	0.0		
KTRS	Casper	C1	104.7	18.0	1811	b	Clear Channel	97	9907	p	d4	CHR	550	1.13	13.9	12.7	15.8	13.1	12.3	6.3	9.5	5.0	0.0		
KASS	Casper	C	106.9	100.0	1765	a	Mt Rushmore Bcstg	85	9506	na	Clsc Rock	250	0.71	10.0	8.9	9.3	8.3	9.9	12.5	15.5	10.0	0.0			
KRVK	Midwest	C	107.7	100.0	cp	1949	b	Clear Channel	98	9907	p	200	Clsc Rock	400	0.87	13.2	16.5	11.4	13.1	11.1	0.0	0.0	0.0		
# FM Stations -				8	# Combos -				7	FM TOTALS				78.7	73.4	65.5	73.8	70.3	76.4	69.1	58.9	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)								
															Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998	Fall 1997	Spring 1997	Fall 1996	
KUYO	Evansville	B	830	25.0	cp	0.00	Wyoming Christian	86	9906	75	na	Christian		2.7	0.0	0.0	1.2	3.7	1.3	1.2	0.0	0.0	
KTWO	Casper	B	1030	50.0	50.00	b	Clear Channel	30	9905		g1	FuSvc/Cntry	700	1.68	11.9	11.4	16.0	9.5	12.3	11.3	11.9	17.5	0.0
KVOC	Casper	C	1230	1.0	1.00	a	Mt Rushmore Bcstg	46	9707	105		Oldies	100	0.43	6.6	6.3	6.3	7.1	4.9	3.8	7.1	8.8	0.0
KKTL	Casper	C	1400	1.0	1.00	b	Clear Channel	98	9905		g1	Talk	50			0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -				4	# Combos -				3	AM TOTALS				21.2	17.7	24.0	17.8	20.9	16.4	20.2	26.3	0.0	
AM & FM Stations Profiled -				12	# Duopolies -				4	Total Local Commercial Share				91.1	89.5	91.6	91.2	92.8	89.3	85.2	0.0		

NOTE: Market rated twice yearly with Fall 1997 period.



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	Growth Rate Projections By Market	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	Number of Radio Stations in Market	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	1999 Estimated Gross Revenues by Market Rank	Indexed on Market Rank order, this table profiles the estimated 1999 gross revenues for radio in each Arbitron-rated market.
Table 4	1999 Estimated Gross Revenues by Revenue Amount	Listed by BIA's Market Revenue Rank, this table highlights the estimated 1999 gross revenues for each Arbitron-rated market.
Table 5	Station Calls to Market Rank	A cross reference for locating the Arbitron-rated market in which a station is rated.
Table 6	City of License to Market Rank	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				Rank	Market	% Growth Rate 1998-2003			
		Pop	HH	RS	EBI			Pop	HH	RS	EBI
71	Ft. Myers-Naples-Marco Island	1.9%	1.9%	6.0%	6.0%	106	Lexington-Fayette, KY	1.0%	1.4%	5.1%	5.2%
72	Albuquerque, NM	0.5	0.8	6.1	5.0	107	Visalia-Tulare-Hanford	1.1	1.2	3.6	3.6
73	Omaha - Council Bluffs	0.9	1.1	7.1	6.5	108	Oxnard - Ventura, CA	1.6	1.5	3.1	3.4
74	Monterey-Salinas-Santa Cruz	2.2	2.1	3.4	5.7	109	Huntsville, AL	0.8	1.3	3.7	4.8
75	Syracuse, NY	-0.4	-0.1	1.4	1.7	110	Worcester, MA	0.7	1.1	3.0	3.1
76	Wilmington, DE	1.0	1.4	3.2	5.1	111	Lancaster, PA	0.7	1.1	4.2	4.6
77	Harrisburg-Lebanon-Carlisle, PA	0.3	0.6	4.4	4.7	112	Bridgeport, CT	0.3	0.5	4.9	5.0
78	Sarasota - Bradenton, FL	1.2	1.2	4.9	5.0	113	Santa Rosa, CA	1.7	1.8	5.0	4.1
79	Toledo, OH	-0.1	0.2	5.2	3.8	114	Augusta, GA	0.6	1.0	3.7	3.5
80	Springfield, MA	0.0	0.3	1.3	1.9	115	Lansing-East Lansing, MI	0.2	0.4	4.9	3.2
81	Greenville-New Bern-Jacksonville	0.9	1.2	6.1	5.7	116	Ft. Pierce-Stuart-Vero Beach, FL	1.8	1.8	5.0	4.9
82	Baton Rouge, LA	0.7	1.1	5.8	5.6	117	Portsmouth-Dover-Rochester, NH	1.3	1.6	4.6	4.0
83	Little Rock, AR	0.6	0.9	4.5	5.5	118	Jackson, MS	0.9	1.4	5.4	6.1
84	Wichita, KS	1.6	1.8	3.5	5.0	119	Flint, MI	-0.1	0.3	4.5	2.3
85	Stockton, CA	1.9	1.9	5.0	4.1	120	Madison, WI	0.6	0.8	5.4	5.0
86	Bakersfield, CA	1.3	1.4	2.5	3.3	121	Pensacola, FL	2.1	2.1	6.4	5.7
87	Charleston, SC	0.5	0.9	3.8	4.7	122	Modesto, CA	1.5	1.4	4.3	3.2
88	Mobile, AL	0.9	1.4	5.4	6.3	123	Canton, OH	-0.1	0.3	5.6	3.6
89	Columbia, SC	1.5	2.0	5.2	5.7	124	Boise, ID	2.5	2.8	7.0	7.2
90	Gainesville - Ocala, FL	1.6	1.8	6.1	5.1	125	Saginaw-Bay City-Midland	-0.1	0.2	3.5	3.7
91	Spokane, WA	0.7	0.9	4.9	5.5	126	Fayetteville, NC	0.3	0.6	7.1	6.2
92	Des Moines, IA	0.7	1.0	6.3	4.5	127	Beaumont-Port Arthur, TX	0.0	0.3	3.2	4.0
93	Daytona Beach, FL	1.4	1.5	4.5	4.8	128	Reno, NV	1.8	2.0	6.6	7.5
94	Colorado Springs, CO	1.5	1.9	5.1	4.6	129	Corpus Christi, TX	1.1	1.3	4.2	5.5
95	Melbourne-Titusville-Cocoa, FL	1.1	1.4	4.4	3.7	130	Shreveport, LA	0.1	0.6	5.5	4.6
96	Johnson City-Kingsport-Bristol	0.5	0.9	4.1	5.2	131	Reading, PA	0.5	0.8	4.4	3.9
97	Youngstown - Warren, OH	-0.7	-0.2	3.9	2.9	132	Ft Collins-Greeley, CO	2.1	2.4	7.4	6.0
98	Lakeland-Winter Haven, FL	1.3	1.5	4.9	4.4	133	Quad Cities, IA-IL	0.0	0.4	3.5	2.8
99	Morristown, NJ	1.2	1.4	2.6	3.0	134	Appleton - Oshkosh, WI	0.7	1.0	5.8	5.0
100	Lafayette, LA	1.0	1.6	6.1	6.0	135	Peoria, IL	-0.1	0.2	3.8	3.5
101	Ft. Wayne, IN	0.5	0.9	3.6	4.8	136	Biloxi-Gulfport-Pascagoula, MS	0.4	0.8	4.4	5.4
102	New Haven, CT	0.1	0.3	2.2	3.2	137	Atlantic City - Cape May, NJ	0.6	0.7	2.1	1.5
103	York, PA	0.9	1.2	2.8	4.2	138	Trenton, NJ	0.1	0.3	1.4	3.0
104	Chattanooga, TN	0.5	0.8	5.4	4.9	139	Stamford-Norwalk, CT	0.4	0.6	5.4	5.4
105	Roanoke-Lynchburg, VA	0.2	0.6	5.1	3.9	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				Rank	Market	% Growth Rate 1998 - 2003			
		Pop	HH	RS	EBI			Pop	HH	RS	EBI
141	Newburgh-Middletown, NY	1.0%	1.2%	4.1%	3.3%	176	Kalamazoo, MI	0.1%	0.3%	4.5%	3.5%
142	Montgomery, AL	0.8	1.3	5.0	5.0	177	Lubbock, TX	-0.1	0.1	3.4	3.5
143	Eugene - Springfield, OR	1.0	1.2	5.3	4.9	178	Tupelo, MS	0.9	1.3	5.7	6.5
144	Huntington, WV - Ashland, KY	-0.2	0.2	4.1	3.7	179	Asheville, NC	0.8	1.2	6.9	5.0
145	Ann Arbor, MI	1.2	1.6	7.2	5.4	180	Topeka, KS	0.9	1.2	4.3	3.6
146	Springfield, MO	0.9	1.1	6.4	4.8	181	Cape Cod, MA	1.4	1.8	2.8	3.9
147	Macon, GA	1.3	1.7	5.4	3.8	182	Green Bay, WI	0.8	1.2	5.1	5.1
148	Rockford, IL	0.8	1.0	3.5	3.4	183	Dothan, AL	0.1	0.6	4.7	4.2
149	Killeen-Temple, TX	1.2	1.6	5.7	4.8	184	Santa Barbara, CA	1.3	1.3	3.1	3.0
150	Salisbury-Ocean City, MD	1.5	1.8	5.7	4.5	185	Manchester, NH	1.2	1.6	4.0	3.5
151	Utica - Rome, NY	-0.8	-0.6	2.2	1.5	186	Morgantown-Clarksburg-Fairmont	-0.4	0.1	3.3	4.5
152	Evansville, IN	0.2	0.6	3.4	4.6	187	Amarillo, TX	1.0	1.4	3.3	5.2
153	Palm Springs, CA	2.3	2.1	5.2	3.4	188	Danbury, CT	0.4	0.6	5.1	5.2
154	Savannah, GA	0.7	1.0	3.9	3.6	189	Merced, CA	0.9	0.9	3.2	2.2
155	Fayetteville, AR	2.1	2.4	6.5	6.7	190	Chico, CA	0.6	0.7	2.8	2.5
156	Erie, PA	-0.2	0.2	4.7	4.0	191	Terre Haute, IN	-0.4	0.0	4.6	3.9
157	Poughkeepsie, NY	0.8	1.1	1.3	2.8	192	Waco, TX	1.0	1.3	4.0	5.5
158	Wausau-Stevens Point, WI	0.2	0.6	4.4	4.1	193	Yakima, WA	0.9	1.0	4.2	6.3
159	Tallahassee, FL	0.6	0.8	4.3	5.3	194	Santa Maria-Lompoc, CA	1.3	1.3	3.1	3.0
160	Portland, ME	0.6	1.0	1.6	3.5	195	Traverse City-Petoskey, MI	1.4	1.7	5.3	5.9
161	Hagerstown-Chambersburg-Waynesboro	0.6	1.0	4.7	3.9	196	Springfield, IL	0.2	0.4	2.2	3.3
162	Charleston, WV	-0.2	0.2	4.6	5.0	197	Florence, SC	0.9	1.4	5.4	5.4
163	South Bend, IN	0.2	0.6	4.5	4.2	198	Elmira-Corning, NY	-0.2	0.0	4.1	2.7
164	New Bedford-Fall River, MA	0.3	0.6	4.5	2.9	199	Frederick, MD	2.0	2.2	4.7	5.1
165	San Luis Obispo, CA	1.6	1.8	2.6	4.0	200	Cedar Rapids, IA	0.8	1.2	6.2	4.0
166	Binghamton, NY	-0.7	-0.5	-0.4	1.1	201	Bowling Green, KY	1.3	1.8	5.7	6.6
167	New London, CT	0.3	0.5	5.3	4.2	202	Laredo, TX	2.8	3.1	5.3	8.8
168	Anchorage, AK	0.2	0.4	1.1	1.9	203	Alexandria, LA	0.3	0.8	5.5	5.1
169	Columbus, GA	-0.2	0.1	4.9	3.6	204	Ft. Walton Beach, FL	1.1	1.3	4.7	5.3
170	Johnstown, PA	-0.6	-0.2	4.7	3.5	205	Lake Charles, LA	0.8	1.3	3.7	5.8
171	Ft. Smith, AR	0.8	1.1	5.2	5.2	206	Richland-Kennewick-Pasco, WA	0.9	1.0	4.0	6.5
172	Lincoln, NE	0.7	1.0	6.0	6.0	207	Medford-Ashland, OR	1.2	1.5	5.0	4.6
173	Myrtle Beach, SC	2.7	3.2	7.8	6.8	208	Laurel-Hattiesburg, MS	1.2	1.8	4.5	6.9
174	Odessa - Midland, TX	1.4	1.8	3.8	4.8	209	Champaign, IL	0.6	0.8	3.4	4.3
175	Wilmington, NC	2.5	3.0	8.6	6.4	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	Elizabeth City-Nags Head, NC	1.2	1.5	6.0	5.2
242	Pueblo, CO	1.3	1.7	7.1	4.7
243	Wichita Falls, TX	0.5	0.8	4.0	4.8
244	Columbia, MO	1.7	2.2	7.9	5.8

Rank	Market	% Growth Rate 1998 - 2003			
		Pop	HH	RS	EBI
245	Altoona, PA	-0.4%	-0.1%	5.9%	4.4%
246	Billings, MT	0.2	0.5	2.3	3.6
247	Texarkana, TX-AR	0.1	0.4	5.2	3.4
248	Columbus-Starkville-West Point, MS	0.3	0.7	2.9	4.4
249	Williamsport, PA	-0.6	-0.2	4.7	3.1
250	Sioux City, IA	0.1	0.4	5.5	5.2
251	Augusta-Waterville, ME	-0.5	-0.1	0.6	1.6
252	Grand Junction, CO	2.0	2.4	6.9	6.1
253	Albany, GA	0.4	0.7	4.0	4.1
254	Bluefield, WV	-0.4	0.1	3.6	3.2
255	Decatur, IL	-0.9	-0.7	2.3	2.3
256	Mankato-New Ulm-St Peter, MN	0.1	0.2	4.0	4.8
257	Watertown, NY	-0.5	-0.3	2.6	1.6
258	Lawton, OK	-0.5	-0.5	3.3	2.8
259	Rapid City, SD	-0.4	-0.2	6.0	4.3
260	San Angelo, TX	0.8	1.0	3.7	4.2
261	Harrisonburg, VA	0.8	1.4	6.6	4.2
262	Lewiston-Auburn, ME	-0.8	-0.4	3.7	2.1
263	Ithaca, NY	0.6	0.9	3.1	3.1
264	Grand Forks, ND-MN	-1.2	-1.0	4.2	2.6
265	Cookeville, TN	1.5	2.0	7.1	6.2
266	Bismarck, ND	0.7	1.2	6.1	5.3
267	Owensboro, KY	0.3	0.8	5.3	4.1
268	Jackson, TN	0.6	1.0	4.3	6.6
269	Sebring, FL	1.1	1.1	3.1	3.1
270	Bangor, ME	-0.5	-0.1	4.2	1.8
271	Beckley, WV	0.6	1.2	6.4	5.6
272	Mason City, IA	-0.2	0.1	4.4	3.3
273	Jonesboro, AR	1.1	1.4	6.0	6.5
274	Cheyenne, WY	0.1	0.6	5.3	4.9
275	Great Falls, MT	-1.1	-1.1	1.5	1.7
276	Meridian, MS	-0.1	0.3	3.6	4.8
277	Brunswick, GA	1.0	1.2	5.2	5.0
278	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	40	75	36	Norfolk-Virginia Beach-Newport News	17	18	35
2	Los Angeles	31	39	70	37	Charlotte-Gastonia-Rock Hill	26	15	41
3	Chicago, IL	43	46	89	38	Indianapolis, IN	10	20	30
4	San Francisco	28	39	67	39	Orlando	18	14	32
5	Philadelphia	26	19	45	40	Las Vegas, NV	12	17	29
6	Dallas - Ft. Worth	26	32	58	41	New Orleans	17	18	35
7	Detroit	18	23	41	42	Greensboro-Winston Salem-High Point	24	15	39
8	Boston	32	25	57	43	Nashville	28	23	51
9	Washington, DC	28	24	52	44	Hartford-New Britain-Middletown	15	13	28
10	Houston-Galveston	26	29	55	45	Buffalo-Niagara Falls, NY	14	12	26
11	Atlanta, GA	37	22	59	46	Memphis	21	22	43
12	Miami-Ft. Lauderdale-Hollywood	27	20	47	47	Monmouth-Ocean, NJ	4	9	13
13	Puerto Rico	46	41	87	48	Raleigh - Durham, NC	23	17	40
14	Seattle-Tacoma	31	20	51	49	Austin, TX	11	18	29
15	San Diego	16	25	41	50	W. Palm Beach-Boca Raton	15	14	29
16	Phoenix, AZ	21	26	47	51	Jacksonville, FL	19	19	38
17	Minneapolis - St. Paul	23	20	43	52	Rochester, NY	12	24	36
18	Nassau-Suffolk	10	20	30	53	Louisville, KY	14	21	35
19	St. Louis	24	22	46	54	Oklahoma City	13	15	28
20	Baltimore, MD	18	15	33	55	Birmingham, AL	19	19	38
21	Tampa-St. Petersburg-Clearwater	24	19	43	56	Dayton, Ohio	11	17	28
22	Pittsburgh, PA	27	23	50	57	Richmond, VA	14	17	31
23	Denver - Boulder	25	18	43	58	Greenville-Spartanburg, SC	22	18	40
24	Cleveland	16	16	32	59	Albany-Schenectady-Troy	16	27	43
25	Portland, OR	28	14	42	60	Honolulu	17	17	34
26	Cincinnati	13	21	34	61	Tucson, AZ	15	13	28
27	San Jose	9	13	22	62	Tulsa, OK	12	20	32
28	Riverside-San Bernardino	13	15	28	63	McAllen-Brownsville-Harlingen, TX	10	15	25
29	Sacramento, CA	18	22	40	64	Wilkes Barre - Scranton	18	22	40
30	Kansas City	18	18	36	65	Fresno	15	24	39
31	Milwaukee - Racine	16	19	35	66	Grand Rapids, MI	15	17	32
32	San Antonio, TX	20	19	39	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	21	17	38
35	Salt Lake City - Ogden	23	22	45	70	El Paso, TX	12	17	29



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	12	21	33	106	Lexington-Fayette, KY	11	17	28
72	Albuquerque, NM	15	23	38	107	Visalia-Tulare-Hanford	8	14	22
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	15	14	29
75	Syracuse, NY	12	21	33	110	Worcester, MA	7	5	12
76	Wilmington, DE	7	6	13	111	Lancaster, PA	4	8	12
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	18	27	114	Augusta, GA	11	19	30
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	22	35	118	Jackson, MS	14	19	33
84	Wichita, KS	8	17	25	119	Flint, MI	8	8	16
85	Stockton, CA	5	10	15	120	Madison, WI	9	14	23
86	Bakersfield, CA	13	18	31	121	Pensacola, FL	9	13	22
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	6	13	19
91	Spokane, WA	11	16	27	126	Fayetteville, NC	13	12	25
92	Des Moines, IA	10	16	26	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	20	29
95	Melbourne-Titusville-Cocoa, FL	8	7	15	130	Shreveport, LA	9	15	24
96	Johnson City-Kingsport-Bristol	21	13	34	131	Reading, PA	3	4	7
97	Youngstown - Warren, OH	12	11	23	132	Ft Collins-Greeley, CO	8	5	13
98	Lakeland-Winter Haven, FL	10	5	15	133	Quad Cities, IA-IL	8	12	20
99	Morristown, NJ	3	1	4	134	Appleton - Oshkosh, WI	9	13	22
100	Lafayette, LA	11	22	33	135	Peoria, IL	5	13	18
101	Ft. Wayne, IN	8	17	25	136	Biloxi-Gulfport-Pascagoula, MS	7	13	20
102	New Haven, CT	4	4	8	137	Atlantic City - Cape May, NJ	7	18	25
103	York, PA	6	9	15	138	Trenton, NJ	5	5	10
104	Chattanooga, TN	15	15	30	139	Stamford-Norwalk, CT	4	4	8
105	Roanoke-Lynchburg, VA	18	17	35	140	Tyler - Longview, TX	10	16	26



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
141	Newburgh-Middletown, NY	5	9	14	176	Kalamazoo, MI	8	8	16
142	Montgomery, AL	8	10	18	177	Lubbock, TX	7	12	19
143	Eugene - Springfield, OR	11	11	22	178	Tupelo, MS	10	16	26
144	Huntington, WV - Ashland, KY	11	13	24	179	Asheville, NC	9	8	17
145	Ann Arbor, MI	5	2	7	180	Topeka, KS	3	10	13
146	Springfield, MO	6	14	20	181	Cape Cod, MA	2	12	14
147	Macon, GA	11	14	25	182	Green Bay, WI	3	11	14
148	Rockford, IL	4	7	11	183	Dothan, AL	8	17	25
149	Killeen-Temple, TX	4	10	14	184	Santa Barbara, CA	5	9	14
150	Salisbury-Ocean City, MD	8	27	35	185	Manchester, NH	8	10	18
151	Utica - Rome, NY	11	14	25	186	Morgantown-Clarksburg-Fairmont	7	15	22
152	Evansville, IN	8	12	20	187	Amarillo, TX	7	15	22
153	Palm Springs, CA	8	12	20	188	Danbury, CT	4	5	9
154	Savannah, GA	5	17	22	189	Merced, CA	3	15	18
155	Fayetteville, AR	7	12	19	190	Chico, CA	3	15	18
156	Erie, PA	7	9	16	191	Terre Haute, IN	9	14	23
157	Poughkeepsie, NY	6	17	23	192	Waco, TX	5	8	13
158	Wausau-Stevens Point, WI	6	13	19	193	Yakima, WA	8	12	20
159	Tallahassee, FL	5	13	18	194	Santa Maria-Lompoc, CA	6	9	15
160	Portland, ME	8	17	25	195	Traverse City-Petoskey, MI	9	19	28
161	Hagerstown-Chambersburg-Waynesboro	6	10	16	196	Springfield, IL	4	9	13
162	Charleston, WV	8	9	17	197	Florence, SC	9	14	23
163	South Bend, IN	7	14	21	198	Elmira-Corning, NY	11	13	24
164	New Bedford-Fall River, MA	6	6	12	199	Frederick, MD	5	5	10
165	San Luis Obispo, CA	9	17	26	200	Cedar Rapids, IA	5	7	12
166	Binghamton, NY	6	11	17	201	Bowling Green, KY	6	12	18
167	New London, CT	3	7	10	202	Laredo, TX	3	5	8
168	Anchorage, AK	8	17	25	203	Alexandria, LA	5	12	17
169	Columbus, GA	6	10	16	204	Ft. Walton Beach, FL	5	12	17
170	Johnstown, PA	10	12	22	205	Lake Charles, LA	4	7	11
171	Ft. Smith, AR	9	15	24	206	Richland-Kennewick-Pasco, WA	5	14	19
172	Lincoln, NE	3	10	13	207	Medford-Ashland, OR	6	11	17
173	Myrtle Beach, SC	7	20	27	208	Laurel-Hattiesburg, MS	5	13	18
174	Odessa - Midland, TX	6	15	21	209	Champaign, IL	3	11	14
175	Wilmington, NC	6	16	22	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	11	17
214	Blacksburg-Christiansburg-Radford-Pulaski	10	10	20
215	Redding, CA	5	11	16
216	Tuscaloosa, AL	5	10	15
217	Muskegon, MI	5	8	13
218	Winchester, VA	5	8	13
219	Duluth, MN - Superior, WI	7	14	21
220	Dubuque, IA	4	10	14
221	Abilene, TX	6	13	19
222	Charlottesville, VA	4	8	12
223	Wheeling, WV	5	9	14
224	Parkersburg-Marietta, WV-OH	6	10	16
225	Burlington, VT	5	14	19
226	Panama City, FL	3	13	16
227	Joplin, MO	8	11	19
228	Lima, OH	2	10	12
229	Rochester, MN	5	8	13
230	Bloomington, IL	1	4	5
231	Eau Claire, WI	6	11	17
232	Bryan-College Station, TX	5	10	15
233	Waterloo-Cedar Falls, IA	8	8	16
234	Monroe, LA	5	13	18
235	Santa Fe, NM	5	17	22
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	Elizabeth City-Nags Head, NC	5	12	17
242	Pueblo, CO	6	10	16
243	Wichita Falls, TX	2	7	9
244	Columbia, MO	4	12	16

Rank	Market	# AM Stations	# FM Stations	Total Stations
245	Altoona, PA	6	8	14
246	Billings, MT	6	10	16
247	Texarkana, TX-AR	6	13	19
248	Columbus-Starkville-West Point, MS	5	10	15
249	Williamsport, PA	5	11	16
250	Sioux City, IA	5	8	13
251	Augusta-Waterville, ME	5	11	16
252	Grand Junction, CO	5	9	14
253	Albany, GA	4	12	16
254	Bluefield, WV	8	8	16
255	Decatur, IL	2	7	9
256	Mankato-New Ulm-St Peter, MN	4	8	12
257	Watertown, NY	3	7	10
258	Lawton, OK	2	7	9
259	Rapid City, SD	5	10	15
260	San Angelo, TX	3	11	14
261	Harrisonburg, VA	5	10	15
262	Lewiston-Auburn, ME	2	6	8
263	Ithaca, NY	4	5	9
264	Grand Forks, ND-MN	6	9	15
265	Cookeville, TN	4	7	11
266	Bismarck, ND	4	7	11
267	Owensboro, KY	3	10	13
268	Jackson, TN	3	11	14
269	Sebring, FL	4	2	6
270	Bangor, ME	4	14	18
271	Beckley, WV	4	6	10
272	Mason City, IA	4	9	13
273	Jonesboro, AR	2	8	10
274	Cheyenne, WY	7	9	16
275	Great Falls, MT	4	5	9
276	Meridian, MS	5	10	15
277	Brunswick, GA	3	7	10
278	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	420,900	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	46,900
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	317,000	46	Memphis	58,300
12	Miami-Ft. Lauderdale-Hollywood	247,900	47	Monmouth-Ocean, NJ	21,700
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	26,600
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	11,700
74	Monterey-Salinas-Santa Cruz	16,000	109	Huntsville, AL	17,000
75	Syracuse, NY	30,700	110	Worcester, MA	14,400
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	22,400	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	0	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	19,800
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	\$4,800	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	Topeka, KS	9,100
146	Springfield, MO	19,000	181	Cape Cod, MA	12,400
147	Macon, GA	12,900	182	Green Bay, WI	13,200
148	Rockford, IL	13,900	183	Dothan, AL	8,400
149	Killeen-Temple, TX	6,900	184	Santa Barbara, CA	9,500
150	Salisbury-Ocean City, MD	14,100	185	Manchester, NH	17,000
151	Utica - Rome, NY	9,700	186	Morgantown-Clarksburg-Fairmont	10,400
152	Evansville, IN	17,200	187	Amarillo, TX	7,700
153	Palm Springs, CA	13,100	188	Danbury, CT	8,100
154	Savannah, GA	18,900	189	Merced, CA	4,900
155	Fayetteville, AR	12,300	190	Chico, CA	4,600
156	Erie, PA	11,600	191	Terre Haute, IN	6,900
157	Poughkeepsie, NY	17,600	192	Waco, TX	7,900
158	Wausau-Stevens Point, WI	12,600	193	Yakima, WA	8,800
159	Tallahassee, FL	14,000	194	Santa Maria-Lompoc, CA	4,100
160	Portland, ME	19,400	195	Traverse City-Petoskey, MI	10,900
161	Hagerstown-Chambersburg-Waynesboro	11,000	196	Springfield, IL	10,800
162	Charleston, WV	13,600	197	Florence, SC	8,500
163	South Bend, IN	17,400	198	Elmira-Corning, NY	6,000
164	New Bedford-Fall River, MA	5,300	199	Frederick, MD	6,700
165	San Luis Obispo, CA	8,200	200	Cedar Rapids, IA	14,500
166	Binghamton, NY	10,200	201	Bowling Green, KY	0
167	New London, CT	8,600	202	Laredo, TX	3,800
168	Anchorage, AK	16,200	203	Alexandria, LA	5,500
169	Columbus, GA	10,300	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	245	Altoona, PA	\$5,300
212	St. Cloud, MN	8,900	246	Billings, MT	6,700
213	Marion-Carbondale, IL	7,500	247	Texarkana, TX-AR	5,600
214	Blacksburg-Christiansburg-Radford-Pulaski	2,500	248	Columbus-Starkville-West Point, MS	3,400
215	Redding, CA	5,600	249	Williamsport, PA	5,700
216	Tuscaloosa, AL	7,200	250	Sioux City, IA	7,000
217	Muskegon, MI	3,400	251	Augusta-Waterville, ME	5,200
218	Winchester, VA	7,800	252	Grand Junction, CO	6,000
219	Duluth, MN - Superior, WI	8,000	253	Albany, GA	7,200
220	Dubuque, IA	5,900	254	Bluefield, WV	5,300
221	Abilene, TX	5,900	255	Decatur, IL	4,900
222	Charlottesville, VA	6,400	256	Mankato-New Ulm-St Peter, MN	6,700
223	Wheeling, WV	5,700	257	Watertown, NY	4,400
224	Parkersburg-Marietta, WV-OH	5,900	258	Lawton, OK	3,400
225	Burlington, VT	14,100	259	Rapid City, SD	9,000
226	Panama City, FL	6,400	260	San Angelo, TX	4,100
227	Joplin, MO	6,900	261	Harrisonburg, VA	7,100
228	Lima, OH	5,500	262	Lewiston-Auburn, ME	1,700
229	Rochester, MN	8,800	263	Ithaca, NY	3,900
230	Bloomington, IL	7,900	264	Grand Forks, ND-MN	7,100
231	Eau Claire, WI	9,500	265	Cookeville, TN	5,000
232	Bryan-College Station, TX	7,400	266	Bismarck, ND	7,200
233	Waterloo-Cedar Falls, IA	6,500	267	Owensboro, KY	5,100
234	Monroe, LA	11,500	268	Jackson, TN	7,600
235	Santa Fe, NM	3,700	269	Sebring, FL	0
236	Lafayette, IN	9,100	270	Bangor, ME	8,000
237	State College, PA	5,800	271	Beckley, WV	5,300
238	Battle Creek, MI	2,500	272	Mason City, IA	4,700
239	Sussex, NJ	4,500	273	Jonesboro, AR	6,000
240	Florence-Muscle Shoals, AL	6,200	274	Cheyenne, WY	5,200
241	Elizabeth City-Nags Head, NC	0	275	Great Falls, MT	3,600
242	Pueblo, CO	4,100	276	Meridian, MS	6,300
243	Wichita Falls, TX	4,700	277	Brunswick, GA	3,600
244	Columbia, MO	10,700	278	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	420,900	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	11	Atlanta, GA	317,000	42	45	Buffalo-Niagara Falls, NY	56,000
8	8	Boston	312,400	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	46,900
17	15	San Diego	159,900	52	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



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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	26,600	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	185	Manchester, NH	17,000
80	104	Chattanooga, TN	22,600	115	86	Bakersfield, CA	16,200
81	94	Colorado Springs, CO	22,400	115	114	Augusta, GA	16,200
82	81	Greenville-New Bern-Jacksonville	22,100	115	168	Anchorage, AK	16,200
83	47	Monmouth-Ocean, NJ	21,700	115	96	Johnson City-Kingsport-Bristol	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	106	Lexington-Fayette, KY	21,400	121	119	Flint, MI	15,800
86	87	Charleston, SC	21,400	122	137	Atlantic City - Cape May, NJ	15,600
86	70	El Paso, TX	21,400	123	133	Quad Cities, IA-IL	15,100
89	88	Mobile, AL	21,300	124	140	Tyler - Longview, TX	15,000
90	118	Jackson, MS	20,800	125	90	Gainesville - Ocala, FL	14,700
91	112	Bridgeport, CT	20,700	126	134	Appleton - Oshkosh, WI	14,600
92	128	Reno, NV	20,000	127	200	Cedar Rapids, IA	14,500
92	105	Roanoke-Lynchburg, VA	20,000	128	110	Worcester, MA	14,400
94	91	Spokane, WA	19,900	128	100	Lafayette, LA	14,400
95	138	Trenton, NJ	19,800	128	130	Shreveport, LA	14,400
95	115	Lansing-East Lansing, MI	19,800	131	150	Salisbury-Ocean City, MD	14,100
97	126	Fayetteville, NC	19,700	131	225	Burlington, VT	14,100
98	160	Portland, ME	19,400	133	159	Tallahassee, FL	14,000
99	146	Springfield, MO	19,000	134	148	Rockford, IL	13,900
100	154	Savannah, GA	18,900	135	111	Lancaster, PA	13,800
101	124	Boise, ID	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	182	Green Bay, WI	13,200

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141	153	Palm Springs, CA	\$13,100	175	231	Eau Claire, WI	\$9,500
141	176	Kalamazoo, MI	13,100	177	180	Topeka, KS	9,100
143	211	Fargo, ND - Moorhead, MN	12,900	177	236	Lafayette, IN	9,100
143	127	Beaumont-Port Arthur, TX	12,900	179	259	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	193	Yakima, WA	8,800
147	181	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	197	Florence, SC	8,500
153	143	Eugene - Springfield, OR	11,900	188	183	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	188	Danbury, CT	8,100
156	108	Oxnard - Ventura, CA	11,700	191	270	Bangor, ME	8,000
156	210	Sioux Falls, SD	11,700	191	219	Duluth, MN - Superior, WI	8,000
158	156	Erie, PA	11,600	193	192	Waco, TX	7,900
159	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	187	Amarillo, TX	7,700
161	131	Reading, PA	11,100	197	171	Ft. Smith, AR	7,600
163	161	Hagerstown-Chambersburg-Waynesboro	11,000	197	206	Richland-Kennewick-Pasco, WA	7,600
164	195	Traverse City-Petoskey, MI	10,900	197	268	Jackson, TN	7,600
165	196	Springfield, IL	10,800	200	213	Marion-Carbondale, IL	7,500
166	244	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	186	Morgantown-Clarksburg-Fairmont	10,400	203	266	Bismarck, ND	7,200
169	169	Columbus, GA	10,300	203	216	Tuscaloosa, AL	7,200
170	166	Binghamton, NY	10,200	203	253	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	264	Grand Forks, ND-MN	7,100
173	151	Utica - Rome, NY	9,700	206	261	Harrisonburg, VA	7,100
174	116	Ft. Pierce-Stuart-Vero Beach, FL	9,600	206	170	Johnstown, PA	7,100
175	184	Santa Barbara, CA	9,500	210	250	Sioux City, IA	7,000



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1999 Estimated Gross Market Revenues
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Revenue Rank	Market Rank	Market	1999 Est. Gross Revenues (\$000)	Revenue Rank	Market Rank	Market	1999 Est. Gross Revenues (\$000)
211	227	Joplin, MO	\$6,900	241	208	Laurel-Hattiesburg, MS	\$5,300
211	149	Killeen-Temple, TX	6,900	241	271	Beckley, WV	5,300
211	191	Terre Haute, IN	6,900	241	245	Altoona, PA	5,300
214	93	Daytona Beach, FL	6,800	246	274	Cheyenne, WY	5,200
215	246	Billings, MT	6,700	246	251	Augusta-Waterville, ME	5,200
215	256	Mankato-New Ulm-St Peter, MN	6,700	248	267	Owensboro, KY	5,100
215	199	Frederick, MD	6,700	249	265	Cookeville, TN	5,000
215	139	Stamford-Norwalk, CT	6,700	250	189	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	255	Decatur, IL	4,900
220	222	Charlottesville, VA	6,400	253	141	Newburgh-Middletown, NY	4,800
222	276	Meridian, MS	6,300	254	272	Mason City, IA	4,700
223	178	Tupelo, MS	6,200	254	243	Wichita Falls, TX	4,700
223	240	Florence-Muscle Shoals, AL	6,200	256	190	Chico, CA	4,600
225	273	Jonesboro, AR	6,000	256	107	Visalia-Tulare-Hanford	4,600
225	252	Grand Junction, CO	6,000	258	239	Sussex, NJ	4,500
225	198	Elmira-Corning, NY	6,000	259	257	Watertown, NY	4,400
228	224	Parkersburg-Marietta, WV-OH	5,900	260	242	Pueblo, CO	4,100
228	221	Abilene, TX	5,900	260	260	San Angelo, TX	4,100
228	220	Dubuque, IA	5,900	260	194	Santa Maria-Lompoc, CA	4,100
228	78	Sarasota - Bradenton, FL	5,900	263	263	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	275	Great Falls, MT	3,600
233	249	Williamsport, PA	5,700	266	277	Brunswick, GA	3,600
236	215	Redding, CA	5,600	268	278	Casper, WY	3,500
236	247	Texarkana, TX-AR	5,600	269	258	Lawton, OK	3,400
236	98	Lakeland-Winter Haven, FL	5,600	269	217	Muskegon, MI	3,400
239	203	Alexandria, LA	5,500	269	248	Columbus-Starkville-West Point, MS	3,400
239	228	Lima, OH	5,500	272	238	Battle Creek, MI	2,500
241	254	Bluefield, WV	5,300	272	214	Blacksburg-Christiansburg-Radford-Pulaski	2,500
241	164	New Bedford-Fall River, MA	5,300	274	262	Lewiston-Auburn, ME	1,700

Table 5
Station Calls to Market Rank

CIDR-FM 7	KALF-FM 190	KATY-FM 28	KBEE-FM 35	KBOR-FM 63	KBZT-FM 15	KCIS-AM 14	KCRR-FM 233	KDEF-AM 72	KDXT-FM 6
CIMX-FM 7	KALI-AM 2	KATZ-AM 19	KBEE-AM 35	KBOS-FM 65	KBZY-AM 25	KCIV-FM 189	KCRS-AM 174	KDEI-AM 127	KDXX-AM 6
CKLW-AM 7	KALI-FM 2	KATZ-FM 19	KBEQ-FM 30	KBOX-FM 194	KCAL-AM 28	KCIX-FM 124	KCRS-FM 174	KDES-FM 153	KDXX-FM 6
CKWW-AM 7	KALL-AM 35	KAVA-AM 242	KBER-FM 35	KBOY-FM 207	KCAL-FM 28	KCIY-FM 30	KCRZ-FM 107	KDEZ-FM 273	KDXY-FM 273
KAAM-FM 275	KALY-AM 72	KAVE-FM 143	KBEX-FM 246	KBPI-FM 23	KCAQ-FM 108	KCJZ-FM 32	KCSE-FM 260	KDFC-FM 4	KDYA-AM 4
KAAM-AM 6	KALZ-FM 65	KAWW-FM 83	KBEZ-FM 62	KBPS-AM 25	KCBC-AM 122	KCKC-AM 28	KCSJ-AM 242	KDFO-FM 86	KDYL-AM 35
KAAY-AM 83	KAMA-AM 70	KAWX-FM 215	KBFB-FM 6	KBQI-FM 72	KCBL-AM 65	KCKI-FM 62	KCST-AM 143	KDFT-AM 6	KDYS-AM 100
KABC-AM 2	KAMB-FM 189	KAXX-AM 168	KBFM-FM 63	KBRD-AM 14	KCBN-AM 128	KCKK-AM 23	KCST-FM 143	KDGE-FM 6	KDZA-FM 242
KABG-FM 72	KAMJ-FM 46	KAYD-FM 127	KBFX-FM 168	KBRG-FM 27	KCBQ-AM 15	KCKR-FM 192	KCTA-AM 129	KDGS-FM 84	KEAG-FM 168
KABL-AM 4	KAMO-FM 155	KAYR-AM 171	KBGE-AM 140	KBRH-AM 82	KCBR-AM 94	KCKX-AM 25	KCTC-AM 29	KDIA-AM 4	KEAN-FM 221
KABN-AM 168	KAMX-FM 49	KAYX-FM 30	KBGG-AM 92	KBRJ-FM 168	KCBS-AM 4	KCLB-FM 153	KCTE-AM 30	KDIF-AM 28	KEAN-AM 221
KABQ-AM 72	KANE-AM 100	KAZA-AM 27	KBGN-AM 124	KBRO-AM 14	KCBS-FM 2	KCLB-AM 153	KCTK-AM 16	KDIS-AM 2	KEAR-FM 4
KABX-FM 189	KANN-AM 35	KAZE-FM 140	KBGZ-FM 227	KBRQ-FM 192	KCCG-FM 129	KCLD-FM 212	KCTR-FM 246	KDIZ-AM 17	KEBC-AM 54
KABZ-FM 83	KANR-FM 84	KAZL-FM 16	KBHB-AM 259	KBRF-FM 155	KCCN-AM 29	KCLE-AM 6	KCTY-AM 74	KDJK-FM 122	KEBE-AM 140
KACD-AM 2	KANS-FM 180	KAZN-AM 2	KBHR-FM 28	KBRT-AM 2	KCCN-AM 60	KCLR-FM 244	KCTY-FM 73	KDJM-FM 23	KECR-AM 15
KACD-FM 2	KAOD-FM 219	KAZP-AM 73	KBIC-FM 63	KBSG-AM 14	KCCN-FM 60	KCMC-AM 247	KCUB-AM 61	KDJW-AM 187	KEDA-AM 32
KACL-FM 266	KAOI-FM 60	KAZR-FM 92	KBID-AM 86	KBSG-FM 14	KCCQ-FM 92	KCMG-FM 2	KCUV-AM 23	KDKA-AM 22	KEDG-FM 203
KADD-FM 40	KAOK-AM 205	KAZZ-FM 91	KBIF-AM 65	KBSO-FM 129	KCCS-AM 25	KCMJ-AM 153	KCVM-FM 233	KDKB-FM 16	KEDJ-FM 16
KADI-FM 146	KAOK-FM 205	KBAC-FM 235	KBIG-FM 2	KBSR-AM 246	KCCS-AM 129	KCML-FM 212	KCVR-AM 85	KDKO-AM 23	KEED-AM 143
KADX-FM 168	KAPB-FM 203	KBAD-AM 40	KBIG-FM 94	KBSU-AM 124	KCCV-AM 30	KCMN-AM 94	KCVT-FM 180	KDKS-FM 130	KEEL-AM 130
KADZ-AM 23	KAPL-AM 207	KBAI-AM 165	KBIU-FM 205	KBSZ-AM 16	KCCV-FM 30	KCMO-FM 30	KCVW-FM 84	KDLS-AM 92	KEEP-FM 32
KAEH-FM 28	KAQQ-AM 91	KBAJ-FM 219	KBJD-AM 23	KBTE-FM 129	KCCY-FM 94	KCMO-AM 30	KCWJ-AM 30	KDLS-FM 92	KEES-AM 140
KAEP-FM 91	KARA-FM 27	KBAT-FM 174	KBKL-FM 252	KBTK-AM 72	KCDA-FM 91	KCMQ-FM 244	KCWM-AM 32	KDMI-AM 92	KEEY-FM 17
KAEZ-FM 187	KARN-AM 83	KBAY-FM 27	KBKO-AM 184	KBTM-AM 273	KCDD-FM 221	KCMR-FM 272	KCWR-FM 86	KDMM-AM 6	KEEZ-FM 256
KAFC-FM 168	KARN-FM 83	KBBA-AM 221	KBKS-FM 14	KBTN-AM 227	KCDI-FM 83	KCMS-FM 14	KCXL-AM 30	KDMO-AM 227	KEFE-FM 235
KAFY-AM 86	KARR-AM 14	KBBB-FM 246	KBLA-AM 2	KBTN-AM 227	KCDU-FM 74	KCMX-FM 207	KCXX-FM 28	KDMX-FM 6	KEFM-FM 73
KAGC-AM 232	KARS-AM 72	KBBK-FM 172	KBLE-AM 14	KBTT-FM 130	KCEE-AM 61	KCMX-AM 207	KCYY-FM 32	KDND-FM 29	KEGL-FM 6
KAGG-FM 232	KARY-FM 187	KBBL-AM 83	KBLG-AM 246	KBTU-FM 74	KCEO-AM 15	KCNA-FM 207	KCZN-FM 108	KDNN-FM 60	KEGX-FM 206
KAGM-FM 23	KARY-FM 193	KBBO-AM 193	KBLX-FM 4	KBUA-FM 2	KCEF-FM 190	KCNL-FM 4	KDAB-FM 155	KDNW-FM 219	KEHK-FM 143
KAGT-FM 221	KASA-AM 16	KBBQ-FM 171	KBLZ-FM 140	KBUC-FM 32	KCFM-FM 62	KCNN-AM 264	KDAE-AM 129	KDNZ-AM 233	KEIN-AM 275
KAHA-FM 60	KASE-FM 49	KBBT-FM 32	KBMA-FM 232	KBUE-FM 2	KCFO-AM 62	KCNQ-FM 86	KDAL-AM 219	KDOG-FM 256	KEJC-FM 122
KAHI-AM 29	KASH-FM 168	KBBV-AM 28	KBMB-FM 29	KBUL-FM 128	KCFX-FM 30	KCNW-AM 30	KDAL-FM 219	KDOK-FM 140	KEJS-FM 177
KAHK-FM 49	KASH-AM 168	KBBW-AM 192	KBME-AM 10	KBUL-AM 246	KCGY-FM 274	KCNZ-AM 233	KDAR-FM 108	KDON-FM 74	KEKB-FM 252
KAHM-FM 16	KASI-AM 92	KBBX-AM 73	KBMR-AM 266	KBVA-FM 155	KCHA-AM 272	KCOH-AM 10	KDAT-FM 200	KDOT-FM 128	KELG-AM 49
KAHZ-AM 6	KASM-AM 212	KBBY-FM 108	KBMS-AM 25	KBXL-FM 124	KCHA-FM 272	KCOL-AM 132	KDAV-AM 177	KDOX-AM 40	KELI-FM 260
KAIM-AM 60	KASO-AM 130	KBCD-FM 2	KBNA-FM 70	KBXR-FM 244	KCHJ-AM 86	KCON-AM 83	KDAZ-AM 72	KDRE-FM 83	KELO-AM 210
KAIM-FM 60	KASS-FM 278	KBCE-FM 203	KBNA-AM 70	KBXX-FM 10	KCHK-AM 17	KCOO-FM 86	KDB-FM 184	KDRK-FM 91	KELO-FM 210
KAJA-FM 32	KASZ-FM 149	KBCL-AM 130	KBNP-AM 25	KBYR-AM 168	KCHK-FM 17	KCOR-AM 32	KDBS-AM 203	KDRY-AM 32	KELP-AM 70
KAJM-FM 16	KATD-AM 4	KBCO-FM 23	KBNZ-AM 60	KBYZ-FM 266	KCHL-AM 32	KCOR-FM 32	KDCD-FM 260	KDST-FM 220	KELT-FM 28
KAJN-FM 100	KATF-FM 220	KBCT-FM 192	KBOB-FM 133	KBZD-FM 187	KCHN-AM 10	KCPX-FM 35	KDCE-AM 235	KDTH-AM 220	KEMX-FM 62
KAJZ-FM 189	KATI-FM 244	KBCY-FM 221	KBOI-AM 124	KBZN-FM 35	KCHQ-FM 72	KCQG-FM 133	KDDG-FM 212	KDUK-FM 143	KENE-AM 193
KAKC-AM 62	KATM-FM 122	KBDR-FM 202	KBOM-FM 235	KBZO-AM 177	KCHX-FM 174	KCRG-AM 200	KDDJ-FM 16	KDUS-AM 16	KENI-AM 168
KAKT-FM 207	KATP-FM 187	KBDS-FM 86	KBON-FM 100	KBZQ-FM 258	KCHZ-FM 30	KCRN-AM 260	KDDK-FM 83	KDVV-FM 180	KENO-AM 40
KALC-FM 23	KATS-FM 193	KBEA-FM 133	KBOQ-FM 74	KBZR-FM 16	KCID-AM 124	KCRN-FM 260	KDDX-FM 259	KDWB-FM 17	KENS-AM 32
KALE-AM 206	KATT-FM 54	KBED-FM 130	KBOR-AM 63	KBZS-AM 4	KCID-FM 124	KCRO-AM 73	KDDZ-AM 23	KDWN-AM 40	KENU-AM 14

Table 5
Station Calls to Market Rank

KENZ-FM 35	KFAD-FM 203	KFMV-FM 100	KFXS-FM 259	KGME-AM 16	KHIH-FM 23	KIBG-FM 189	KIOQ-AM 29	KIYX-FM 220	KJOX-AM 193
KERI-AM 86	KFAL-AM 244	KFMW-FM 233	KFXX-AM 25	KGMG-FM 61	KHIP-FM 74	KIBZ-FM 172	KIOT-FM 72	KIZN-FM 124	KJOY-FM 85
KERN-AM 86	KFAN-AM 17	KFMX-FM 177	KFXZ-FM 100	KGMS-FM 61	KHIS-AM 86	KICT-FM 84	KIOU-AM 130	KIZS-FM 62	KJPN-AM 60
KERX-FM 171	KFAT-FM 168	KFMZ-FM 244	KFYI-AM 16	KGMX-FM 2	KHIT-AM 128	KIDD-AM 74	KIOW-FM 272	KJAK-FM 177	KJQI-FM 4
KESO-FM 63	KFAV-FM 19	KFNI-AM 32	KFYO-AM 177	KGMY-FM 146	KHJ-AM 2	KIDI-FM 194	KIOZ-FM 15	KJAV-FM 63	KJQY-FM 15
KESP-AM 122	KFAX-AM 4	KFNK-FM 14	KFYR-AM 266	KGMY-AM 146	KHJM-FM 62	KIDO-AM 124	KIPR-FM 83	KJAY-AM 29	KJR-AM 14
KESQ-AM 153	KFAY-FM 155	KFNN-AM 16	KFZX-FM 174	KGMZ-FM 60	KHKI-FM 92	KIDR-AM 16	KIQI-AM 4	KJAZ-AM 2	KJRB-AM 91
KESS-AM 6	KFAY-AM 155	KFNS-AM 19	KGA-AM 91	KGAB-AM 274	KHKK-FM 122	KIDS-AM 146	KIQK-FM 259	KJBC-AM 174	KJRG-AM 84
KEST-AM 4	KFBC-AM 274	KFNS-FM 19	KGAB-AM 274	KGNC-AM 187	KHKS-FM 6	KIEV-AM 2	KIQN-AM 35	KJBN-AM 83	KJSL-AM 19
KESZ-FM 16	KFBK-AM 29	KFNW-FM 211	KGAM-AM 153	KGNC-FM 187	KHLA-FM 205	KIEZ-AM 74	KIQO-FM 165	KJBR-FM 273	KJSN-FM 122
KEUG-FM 143	KDFD-AM 171	KFNX-AM 16	KGB-FM 15	KGNW-AM 4	KHLL-FM 234	KIFM-FM 15	KIRC-FM 54	KJBX-FM 273	KJSR-FM 62
KEUN-AM 100	KFDI-AM 84	KFNZ-AM 35	KGBC-AM 10	KGO-AM 4	KHLR-FM 232	KIFS-FM 207	KIRL-AM 19	KJCB-AM 100	KJTV-AM 177
KEVT-AM 61	KFDI-FM 84	KFOG-FM 4	KGBI-FM 73	KGOL-AM 10	KHLS-FM 46	KIGN-FM 274	KIRN-AM 2	KJCD-AM 23	KJUG-FM 107
KEWB-FM 215	KFEL-AM 242	KFON-AM 49	KGBT-AM 63	KGON-FM 25	KHMX-FM 10	KIGS-AM 65	KIRO-AM 14	KJCE-AM 49	KJUL-FM 40
KEWE-AM 190	KFEZ-AM 30	KFOR-AM 172	KGBT-FM 63	KGOR-FM 73	KHMZ-FM 74	KIHM-AM 128	KIRT-AM 63	KJDJ-AM 165	KJWL-FM 65
KEWL-AM 247	KFFG-FM 4	KFOX-AM 2	KGBX-FM 146	KGOT-FM 168	KHNC-AM 132	KIHT-FM 19	KIRV-AM 65	KJEE-FM 184	KJYE-FM 252
KEWL-FM 247	KFFM-FM 193	KFPW-AM 171	KGBY-FM 29	KGRE-AM 132	KHNR-AM 60	KIIM-FM 61	KISC-FM 91	KJEM-FM 155	KJYO-FM 54
KEWS-AM 25	KFFN-AM 61	KFQC-AM 133	KGDN-FM 206	KGRP-FM 113	KHNZ-FM 74	KIIS-FM 2	KISF-FM 40	KJFX-FM 65	KJZS-FM 128
KEX-AM 25	KFGE-AM 172	KFQD-AM 168	KGDP-AM 194	KGRR-FM 220	KHOC-FM 278	KIIX-AM 132	KISK-FM 215	KJJB-FM 100	KJZY-FM 113
KEXO-AM 252	KFGO-AM 211	KFQX-FM 221	KGEE-FM 174	KGRW-FM 187	KHOP-FM 122	KIIZ-FM 149	KISN-FM 35	KJJC-FM 100	KKAL-FM 165
KEXS-AM 30	KFGO-FM 211	KFRC-AM 4	KGEM-AM 124	KGSG-FM 206	KHOT-AM 65	KIKA-AM 28	KISP-FM 73	KJJD-AM 132	KKAM-AM 177
KEYF-FM 91	KFGY-FM 113	KFRC-FM 4	KGEN-AM 107	KGSR-FM 49	KHOT-FM 16	KIKI-AM 60	KISQ-FM 4	KJLL-AM 274	KKAR-AM 73
KEYF-AM 91	KFH-AM 84	KFRG-FM 28	KGEN-FM 107	KGST-AM 65	KHOW-AM 23	KIKI-FM 60	KISR-FM 171	KJJY-FM 92	KKAT-FM 35
KEYH-AM 10	KFI-AM 2	KFRO-AM 140	KGEO-AM 86	KGTO-AM 62	KHPN-AM 132	KIKK-AM 10	KISS-FM 32	KJJZ-FM 153	KKAY-AM 82
KEYI-FM 49	KFIA-AM 29	KFRO-FM 140	KGFF-AM 54	KGU-AM 60	KHPT-FM 10	KIKK-FM 10	KIST-AM 184	KJKJ-FM 264	KKAY-FM 82
KEYJ-FM 221	KFIG-AM 65	KFRQ-FM 63	KGFM-FM 86	KGUY-AM 25	KHPY-AM 28	KIKN-FM 210	KIST-FM 184	KJLH-FM 2	KKBA-FM 129
KEYN-FM 84	KFIN-FM 273	KFRR-FM 65	KGFT-FM 94	KGVN-FM 128	KHRO-FM 70	KIKR-AM 127	KISV-FM 86	KJLL-AM 61	KKBB-FM 86
KEYQ-AM 65	KFIT-AM 49	KFRU-AM 244	KGGI-FM 28	KGVY-AM 61	KHSL-FM 190	KILE-AM 10	KISW-FM 14	KJLO-FM 234	KKBD-FM 171
KEYS-AM 129	KFIV-AM 122	KFRX-FM 172	KGGN-AM 30	KGY-AM 14	KHTE-FM 83	KILM-FM 63	KISX-FM 140	KJME-AM 23	KKBE-FM 108
KEYT-AM 184	KFIZ-AM 134	KFSA-AM 171	KGGO-FM 92	KHAK-FM 200	KHTK-AM 29	KILO-FM 94	KIT-AM 193	KJMG-FM 234	KKBQ-FM 10
KEYW-FM 206	KFIZ-FM 134	KFSD-FM 15	KGGR-AM 6	KHAM-FM 272	KHTL-AM 72	KILT-AM 10	KITA-AM 83	KJMJ-AM 203	KKBR-FM 246
KEZA-FM 155	KFJO-FM 4	KFSG-FM 2	KGHF-AM 242	KHAR-AM 168	KHTN-FM 189	KILT-FM 10	KITO-AM 62	KJMK-FM 227	KKBT-FM 2
KEZE-FM 91	KFJZ-AM 6	KFSH-FM 2	KGHL-AM 246	KHAY-FM 108	KHTO-FM 146	KIMM-AM 259	KITO-AM 62	KJML-FM 227	KKCB-FM 219
KEZK-FM 19	KFKA-AM 132	KFSI-FM 229	KGHL-FM 246	KHCB-FM 10	KHTQ-FM 91	KIMN-FM 23	KITS-FM 4	KJMM-FM 62	KKCD-FM 73
KEZL-FM 65	KKFK-FM 30	KFSO-FM 65	KGHO-AM 14	KHCB-AM 10	KHTS-FM 15	KIMX-FM 274	KITT-FM 130	KJMN-FM 23	KKCL-FM 177
KEZM-AM 205	KFLD-AM 206	KFTE-FM 100	KGHT-AM 83	KHCK-FM 6	KHTT-FM 62	KINE-AM 129	KITZ-AM 14	KJMQ-FM 189	KKCN-FM 260
KEZN-FM 153	KFLO-AM 130	KFTK-FM 19	KGKL-AM 260	KHEY-AM 70	KHVH-AM 60	KINE-FM 60	KIVA-AM 72	KJMS-FM 46	KKCQ-AM 264
KEZO-FM 73	KFLT-AM 61	KFTX-FM 129	KGKL-FM 260	KHEY-FM 70	KHVN-AM 6	KING-FM 14	KIWI-FM 86	KJMZ-FM 258	KKCQ-FM 264
KEZP-FM 203	KFLZ-FM 129	KFUO-AM 19	KGLA-AM 41	KHFI-FM 49	KHXR-FM 128	KINK-FM 25	KIWW-FM 63	KJOC-AM 133	KKCS-FM 94
KEZR-FM 27	KFMA-FM 61	KFUO-FM 19	KGLD-AM 140	KHFM-FM 72	KHXS-FM 221	KINT-FM 70	KIXI-AM 14	KJOI-AM 6	KKCS-AM 94
KEZU-FM 171	KFMB-AM 15	KFVR-FM 35	KGLF-AM 129	KHFX-FM 203	KHYI-FM 6	KIOA-FM 92	KIXL-AM 49	KJOJ-AM 10	KKCT-FM 266
KEZW-AM 23	KFMB-FM 15	KFWB-AM 2	KGLI-FM 250	KHHK-FM 193	KHYL-FM 29	KIOC-FM 127	KIXY-FM 227	KJOP-AM 107	KKCV-FM 233
KEZY-AM 28	KFMF-FM 190	KFXD-AM 124	KGLL-FM 132	KHLL-FM 49	KHYS-FM 221	KIOI-FM 4	KIXY-FM 260	KJOP-AM 107	KKCW-FM 25
KEZZ-AM 132	KFMK-FM 49	KFXJ-FM 84	KGLO-AM 272	KHHO-AM 14	KHYT-FM 61	KIOK-FM 206	KIXZ-AM 187	KJOT-FM 124	KKCY-FM 190
KFAB-AM 73	KFMS-FM 40	KFXN-AM 17	KGLW-AM 165	KHHZ-FM 190	KIAI-FM 272	KIOO-FM 107	KIYS-FM 273		

Table 5
Station Calls to Market Rank

KKDA-AM 6	KKME-FM 122	KKST-FM 203	KLDE-FM 10	KLNV-FM 15	KLVB-AM 207	KMGA-FM 72	KMOX-AM 19	KMYF-FM 234	KNOF-FM 17
KKDA-FM 6	KKMG-FM 94	KKTK-AM 192	KLDI-AM 274	KLNZ-FM 16	KLVE-FM 2	KMGE-FM 143	KMPC-AM 2	KMYZ-AM 62	KNOX-AM 264
KKDD-AM 28	KKMJ-FM 49	KKTL-FM 10	KLDJ-FM 219	KLO-AM 35	KLVI-AM 127	KMGG-FM 113	KMPH-FM 65	KMYZ-FM 62	KNOX-FM 264
KKDJ-FM 86	KKMK-FM 259	KKTL-AM 278	KLDY-AM 14	KLOB-FM 153	KLVJ-FM 15	KMGJ-FM 252	KMPS-FM 14	KMZK-AM 246	KNRB-FM 247
KKDM-FM 92	KKMO-AM 14	KKTT-FM 143	KLDZ-FM 207	KLOC-AM 122	KLVL-AM 10	KMGL-FM 54	KMQA-FM 107	KMZQ-FM 40	KNRK-FM 25
KKDS-AM 35	KKMR-FM 6	KKTX-FM 140	KLEC-FM 83	KLOI-FM 127	KLVO-FM 72	KMGQ-FM 184	KMRB-AM 2	KMZT-FM 2	KNRO-AM 215
KKDZ-AM 14	KKMS-AM 17	KKUL-FM 172	KLEC-AM 83	KLOK-AM 27	KLVS-FM 29	KMGV-FM 65	KMRI-AM 35	KMZT-AM 4	KNRQ-AM 143
KKEG-FM 155	KKMY-FM 127	KKUS-FM 140	KLEF-FM 168	KLOK-FM 74	KLWV-FM 174	KMGW-FM 278	KMRJ-FM 153	KMZU-FM 30	KNRQ-FM 143
KKEQ-FM 264	KKNB-FM 172	KKUU-FM 153	KLEM-AM 250	KLOL-FM 10	KLXZ-AM 23	KMGZ-FM 258	KMRK-FM 174	KNBO-AM 247	KNRS-AM 35
KKEY-FM 273	KKND-FM 41	KKUZ-AM 171	KLEN-FM 274	KLOQ-FM 189	KLXR-AM 215	KMHK-FM 246	KMRR-FM 6	KNBR-AM 4	KNRS-FM 30
KKFM-FM 94	KKNG-FM 54	KKVV-AM 40	KLES-FM 193	KLOS-FM 2	KLXX-AM 266	KMHX-FM 113	KMRX-FM 62	KNBT-FM 32	KNRY-AM 74
KKFN-AM 23	KKNN-FM 252	KKWD-FM 54	KLEX-AM 30	KLOU-FM 19	KLYC-AM 25	KMIC-AM 10	KMRV-AM 200	KNCB-AM 130	KNSG-FM 256
KKFR-FM 16	KKNO-AM 41	KKWY-AM 274	KLEY-FM 32	KLPW-AM 19	KLYF-FM 92	KMIH-FM 14	KMSR-FM 212	KNCB-FM 130	KNSI-AM 212
KKGB-FM 205	KKNU-FM 143	KKXL-AM 264	KLFB-AM 177	KLPW-FM 19	KLYV-FM 220	KMIK-AM 16	KMSX-FM 15	KNCI-FM 29	KNSS-AM 84
KKGL-FM 124	KKNX-AM 143	KKXL-FM 264	KLFE-AM 14	KLPX-FM 61	KLYY-FM 2	KMIQ-FM 129	KMTL-AM 83	KNCN-FM 129	KNST-AM 61
KKGT-AM 25	KKOB-AM 72	KKXO-AM 143	KLFJ-AM 146	KLQL-FM 210	KLZ-AM 23	KMIX-FM 85	KMTT-FM 14	KNCO-AM 29	KNSX-FM 19
KKHK-FM 23	KKOB-FM 72	KKXX-FM 86	KLFM-FM 275	KLQV-FM 15	KLZK-FM 177	KMJ-AM 65	KMUS-FM 274	KNCO-FM 29	KNTO-FM 122
KKHN-FM 60	KKOH-AM 128	KKXX-AM 190	KLFX-FM 149	KLRG-AM 83	KLZR-FM 180	KMJ-AM 190	KMUZ-AM 25	KNCQ-FM 215	KNUE-FM 140
KKHR-FM 221	KKOL-AM 14	KKYD-AM 23	KLHB-FM 129	KLRK-FM 192	KLZZ-FM 212	KMJI-FM 247	KMVP-AM 16	KNDA-FM 129	KNUJ-AM 256
KKHT-AM 10	KKOM-AM 165	KKYR-AM 247	KLHT-AM 60	KLRS-FM 190	KMAJ-FM 171	KMJJ-FM 130	KMWX-AM 193	KNDD-FM 14	KNUJ-AM 256
KKIC-AM 124	KKOW-AM 227	KKYR-FM 247	KLIB-AM 29	KLRX-FM 92	KMAJ-FM 180	KMJK-FM 16	KMXA-AM 23	KNDI-AM 60	KNUS-AM 23
KKIM-AM 72	KKOW-FM 227	KKYS-FM 232	KLIC-AM 234	KLRZ-FM 41	KMAJ-AM 180	KMJM-FM 19	KMXB-FM 40	KNDR-FM 266	KNUU-AM 40
KKIQ-FM 4	KKPC-AM 242	KKYX-AM 32	KLIF-AM 6	KLSK-FM 72	KMAK-FM 65	KMJO-FM 74	KMXC-FM 210	KNEA-AM 273	KNWC-AM 210
KKIX-FM 155	KKPN-FM 129	KKZX-FM 91	KLIH-AM 83	KLSQ-AM 40	KMAP-AM 86	KMJQ-FM 10	KMXD-FM 92	KNEK-AM 100	KNWC-FM 210
KKJG-FM 165	KKPS-FM 63	KKZZ-AM 108	KLIL-FM 203	KLSS-FM 272	KMBI-AM 91	KMJR-FM 2	KMXF-FM 155	KNEK-FM 100	KNWX-AM 14
KKJL-AM 165	KKPT-FM 83	KLAA-FM 203	KLIN-AM 172	KLSX-FM 2	KMBI-FM 91	KMJX-FM 83	KMXG-FM 133	KNEV-FM 128	KNWZ-AM 153
KKJM-FM 212	KKPW-FM 65	KLAC-AM 2	KLIP-FM 234	KLSY-FM 14	KMBQ-FM 168	KMKF-FM 180	KMXH-FM 146	KNEW-AM 4	KNX-AM 2
KKJW-FM 174	KKPZ-AM 25	KLAL-FM 83	KLIT-FM 2	KLSZ-FM 171	KMBS-AM 234	KMKI-AM 6	KMXI-FM 190	KNEX-FM 202	KNXR-FM 229
KKJY-AM 72	KKRD-FM 84	KLAQ-FM 70	KLIV-AM 27	KLTA-FM 211	KMBV-FM 232	KMKY-AM 4	KMXJ-FM 187	KNFM-FM 174	KNZR-AM 86
KKJZ-FM 25	KKRN-FM 83	KLAR-AM 202	KLJT-FM 140	KLTB-FM 124	KMBX-FM 14	KMLA-FM 108	KMXK-FM 212	KNFR-FM 91	KNZZ-AM 252
KKKK-FM 174	KKRO-FM 168	KLAT-AM 10	KLKK-FM 272	KLTD-FM 149	KMBY-FM 74	KMLB-AM 234	KMXL-FM 227	KNFX-AM 229	KOA-AM 23
KKLA-FM 2	KKRQ-FM 200	KLAV-AM 40	KLLK-FM 130	KLTG-FM 129	KMBZ-AM 30	KMLD-FM 278	KMXM-FM 124	KNHK-FM 128	KOAI-FM 6
KKLB-FM 49	KKRW-FM 10	KLAW-FM 258	KLLB-AM 35	KLTI-FM 92	KMCA-AM 215	KMLE-FM 16	KMXN-FM 2	KNIN-FM 243	KOAZ-FM 61
KKLF-FM 6	KKRX-AM 258	KLAX-FM 2	KLLC-FM 4	KLTN-FM 10	KMCK-FM 155	KMMG-FM 72	KMXO-AM 221	KNIN-FM 243	KOCN-FM 74
KKLH-FM 146	KKRZ-FM 25	KLBB-AM 17	KLLL-FM 177	KLTO-FM 10	KMCM-FM 174	KMML-FM 187	KMXP-FM 16	KNIR-AM 100	KOCP-FM 108
KKLI-FM 94	KKSA-AM 260	KLBJ-AM 49	KLLY-FM 86	KLTT-AM 23	KMDL-FM 100	KMMM-FM 65	KMXR-FM 129	KNIX-FM 16	KOCR-AM 227
KKLL-AM 227	KKSB-FM 184	KLBJ-FM 49	KLMM-FM 165	KLTW-FM 100	KMDX-FM 260	KMMX-FM 177	KMXS-FM 168	KNJR-FM 2	KOCY-FM 273
KKLO-AM 30	KKSF-FM 4	KLBN-FM 65	KLMO-AM 23	KLTX-AM 2	KMED-AM 207	KMNA-FM 193	KMXV-FM 30	KNKN-FM 242	KODA-FM 10
KKLS-FM 210	KKSL-AM 25	KLBP-AM 17	KLMP-FM 259	KLTZ-AM 6	KMEL-FM 4	KMND-AM 174	KMXY-FM 252	KNKT-FM 72	KODJ-FM 35
KKLS-AM 259	KKSM-AM 15	KLBS-AM 189	KLMS-AM 172	KLUC-FM 40	KMEO-FM 6	KMNS-AM 250	KMXZ-FM 61	KNLT-FM 206	KODM-FM 174
KKLT-FM 16	KKSN-AM 25	KLCA-FM 128	KLNA-FM 29	KLUN-FM 165	KMET-AM 28	KMOD-FM 62	KMYC-AM 29	KNML-AM 72	KODS-FM 128
KKLV-FM 46	KKSN-AM 25	KLCI-FM 17	KLNC-FM 49	KLUP-AM 32	KMEZ-FM 41	KMOM-FM 94	KMYL-AM 16	KNND-AM 143	KODZ-FM 143
KKLZ-FM 40	KKSO-AM 92	KLCL-AM 205	KLNG-AM 73	KLUR-FM 243	KMFC-FM 244	KMON-AM 275	KMYR-AM 84	KNNN-FM 215	KOEL-AM 233
KKMA-FM 250	KKSR-FM 212	KLCN-AM 46	KLNO-FM 6	KLUV-FM 6	KMFX-AM 229	KMON-FM 275	KMYX-AM 86	KNOE-AM 234	KOEL-FM 233
KKMC-AM 74	KKSS-FM 72	KLDC-AM 23	KLNT-AM 202	KLVB-FM 215	KMFX-FM 229	KMOQ-FM 227	KMYX-FM 86	KNOE-FM 234	KOES-FM 221



Table 5
Station Calls to Market Rank

KOEZ-FM 84	KORD-FM 206	KPIG-FM 74	KQCV-FM 54	KQTP-FM 180	KREK-FM 62	KROG-FM 207	KRVA-AM 6	KSEV-AM 10	KSMY-FM 165
KOFC-AM 155	KORE-AM 143	KPLA-FM 244	KQDI-AM 275	KQUE-AM 10	KREU-FM 171	KROL-FM 70	KRVB-FM 124	KSEZ-FM 250	KSNE-FM 40
KOFX-FM 70	KORL-FM 60	KPLM-FM 153	KQDI-FM 275	KQUR-FM 202	KREW-FM 193	KROM-FM 32	KRVE-FM 82	KSFI-FM 35	KSNI-FM 194
KOFY-AM 140	KORQ-FM 221	KPLN-FM 15	KQDS-AM 219	KQUS-FM 83	KRFE-AM 177	KROQ-FM 2	KRVF-FM 6	KSFM-FM 29	KSNJ-FM 252
KOGM-FM 100	KOSE-AM 46	KPLS-AM 2	KQDS-FM 219	KQV-AM 22	KRFX-FM 23	KROX-FM 49	KRVI-FM 211	KSFN-AM 40	KSNR-FM 264
KOGO-AM 15	KOSE-FM 46	KPLX-FM 6	KQDY-FM 266	KQWB-AM 211	KRGE-AM 63	KROX-AM 264	KRVK-FM 278	KSFO-AM 4	KSOB-FM 210
KOGT-AM 127	KOSI-FM 23	KPLY-AM 128	KQEO-FM 72	KQWB-FM 211	KRGN-FM 187	KRPM-FM 168	KRVM-AM 143	KSFQ-FM 235	KSOF-FM 65
KOHT-FM 61	KOSO-FM 122	KPLZ-FM 14	KQEQ-AM 107	KQXC-FM 243	KRGS-AM 252	KRPQ-FM 113	KRVR-FM 122	KSFS-AM 210	KSOL-FM 4
KOIL-AM 73	KOSP-FM 146	KPNT-FM 19	KQEZ-FM 168	KQXL-FM 82	KRHT-AM 4	KRPT-FM 258	KRVT-AM 62	KSFT-FM 250	KSON-AM 15
KOIT-AM 4	KOSR-AM 73	KPNW-AM 143	KQFC-FM 124	KQXR-FM 124	KRIB-AM 272	KRQC-FM 73	KRVV-FM 234	KSGL-AM 84	KSON-FM 15
KOIT-FM 4	KOST-FM 2	KPOF-AM 23	KQFX-FM 187	KQXT-FM 32	KRIL-AM 174	KRQK-FM 194	KRWM-FM 14	KSGO-AM 35	KSOO-AM 210
KOKA-AM 130	KOSY-FM 35	KPOI-FM 60	KQHN-AM 127	KQXX-AM 63	KRIO-AM 63	KRQQ-FM 61	KRWQ-FM 207	KSGS-AM 17	KSOP-AM 35
KOKC-AM 54	KOTA-AM 259	KPOP-AM 15	KQHT-FM 264	KQXY-FM 127	KRIZ-AM 14	KRQR-FM 190	KRXO-FM 54	KSHA-FM 215	KSOP-FM 35
KOKY-AM 83	KOTD-AM 73	KPQZ-FM 187	KQID-FM 203	KQYX-AM 227	KRKA-FM 100	KRQS-FM 72	KRXQ-FM 29	KSHE-FM 19	KSOS-AM 35
KOKY-FM 83	KOTK-AM 25	KPRC-AM 10	KQIS-FM 100	KRAB-FM 86	KRKC-AM 74	KRQU-FM 274	KRYS-AM 129	KSHN-FM 10	KSOX-AM 63
KOKZ-FM 233	KOTR-FM 165	KPRF-FM 187	KQIX-FM 247	KRAD-FM 129	KRKC-FM 74	KRRE-FM 29	KRYS-FM 129	KSHP-AM 40	KSPA-AM 15
KOLA-FM 28	KOUL-FM 129	KPRL-AM 165	KQIZ-FM 187	KRAE-AM 274	KRKO-AM 14	KRRG-FM 202	KRZI-AM 192	KSIG-AM 100	KSPD-AM 124
KOLE-AM 127	KOUT-FM 259	KPRO-AM 28	KQJD-AM 211	KRAK-AM 29	KRKQ-FM 92	KRRM-FM 207	KRZN-FM 246	KSII-FM 70	KSPE-FM 184
KOLI-FM 243	KOVA-FM 10	KPRR-FM 70	KQKQ-FM 73	KRAN-AM 189	KRKR-FM 172	KRRN-FM 40	KRZQ-FM 128	KSIV-AM 19	KSPO-FM 91
KOLL-FM 83	KOVE-AM 10	KPRS-FM 30	KQKS-FM 23	KRAR-FM 35	KRKS-FM 23	KRRO-FM 210	KRZR-FM 65	KSIX-AM 129	KSPZ-FM 94
KOLM-AM 229	KOVO-AM 35	KPRT-AM 30	KQLB-FM 189	KRAV-FM 62	KRKS-AM 23	KRRQ-FM 100	KRZY-AM 192	KSJL-AM 32	KSQQ-FM 27
KOLX-FM 171	KOWB-AM 274	KPRV-AM 171	KQLL-FM 62	KRAY-FM 74	KRKX-FM 246	KRRR-FM 274	KRZY-FM 72	KSJN-FM 32	KSQR-AM 29
KOLZ-FM 274	KOWL-AM 29	KPRV-FM 171	KQLL-AM 62	KRBB-FM 84	KRLA-AM 2	KRRS-AM 113	KRZY-AM 72	KSJN-FM 17	KSQY-FM 259
KOMA-FM 54	KOWS-FM 247	KPRZ-AM 15	KQLM-FM 174	KRBE-FM 10	KRLD-AM 6	KRRV-FM 203	KRZZ-FM 84	KSJO-FM 27	KSRB-AM 14
KOMA-AM 54	KOXR-AM 108	KPSI-AM 153	KQLO-AM 128	KRBI-AM 256	KRLT-FM 29	KRRX-FM 215	KSAB-FM 129	KSJT-FM 260	KSRC-FM 30
KOMG-FM 146	KOY-AM 16	KPSI-FM 153	KQLT-FM 278	KRBI-FM 256	KRLV-AM 40	KRSE-FM 193	KSAH-AM 32	KSJX-AM 27	KSRN-FM 128
KOMJ-AM 73	KOZA-AM 174	KPTL-AM 128	KQMB-FM 35	KRBL-FM 177	KRMD-AM 130	KRSH-FM 113	KSAN-FM 4	KSJS-AM 27	KSRN-FM 128
KOMO-AM 14	KOZZ-FM 128	KPTT-AM 128	KQMG-AM 233	KRBR-FM 219	KRMD-FM 130	KRSK-FM 25	KSAS-FM 124	KSJS-AM 27	KSRN-FM 128
KOMP-FM 40	KPAM-AM 25	KPTY-FM 16	KQMG-FM 233	KRBV-FM 6	KRME-FM 86	KRSN-AM 235	KSAZ-AM 61	KSJS-AM 27	KSRN-FM 128
KOMS-FM 171	KPAT-FM 70	KPUR-AM 187	KQMQ-AM 60	KRBD-FM 30	KRMG-AM 62	KRSP-FM 35	KSBL-FM 184	KSJS-AM 27	KSRN-FM 128
KOMY-AM 74	KPAT-FM 194	KPUR-FM 187	KQMQ-AM 60	KRCD-FM 2	KRML-AM 74	KRSQ-FM 246	KSBN-AM 91	KSJS-AM 27	KSRN-FM 128
KONA-AM 206	KPAW-FM 132	KPWR-FM 2	KQMS-FM 215	KRCH-FM 229	KRMX-AM 242	KRST-FM 72	KSBN-AM 91	KSJS-AM 27	KSRN-FM 128
KONA-FM 206	KPAY-AM 190	KPWW-FM 247	KQOD-FM 85	KRCM-AM 127	KRMY-AM 149	KRTA-AM 207	KSCA-FM 2	KSJS-AM 27	KSRN-FM 128
KONE-FM 177	KPBC-AM 25	KPXI-FM 140	KQOL-FM 40	KRCS-FM 259	KRNA-FM 200	KRTH-FM 2	KSCJ-AM 250	KSJS-AM 27	KSRN-FM 128
KONO-FM 32	KPBI-AM 171	KPXQ-AM 16	KQPT-FM 190	KRCV-FM 2	KRNB-FM 6	KRTQ-FM 62	KSCO-AM 74	KSJS-AM 27	KSRN-FM 128
KONO-AM 32	KPCH-FM 234	KPYK-AM 6	KQQA-AM 49	KRCX-FM 29	KRNC-FM 65	KRTR-FM 60	KSCS-FM 6	KSJS-AM 27	KSRN-FM 128
KOOC-FM 149	KPDQ-AM 25	KQAB-AM 86	KQKQ-FM 10	KRDG-FM 215	KRNI-AM 272	KRTR-AM 60	KSD-FM 19	KSJS-AM 27	KSRN-FM 128
KOOI-FM 140	KPDQ-FM 25	KQAD-AM 210	KQQL-FM 17	KRDO-AM 94	KRNN-AM 83	KRTS-FM 10	KSDO-AM 15	KSJS-AM 27	KSRN-FM 128
KOOJ-FM 82	KPEK-FM 72	KQAM-AM 84	KQQQ-FM 49	KRDO-FM 94	KRNO-FM 128	KRTX-AM 10	KSDT-AM 28	KSJS-AM 27	KSRN-FM 128
KOOL-FM 16	KPEL-FM 100	KQAR-FM 83	KQRC-FM 30	KRDU-AM 65	KRNT-AM 92	KRTX-FM 10	KSEA-FM 74	KSJS-AM 27	KSRN-FM 128
KOOR-AM 65	KPEL-AM 100	KQBR-FM 177	KQRS-FM 17	KREA-AM 60	KRNV-FM 128	KRTY-FM 27	KSEG-FM 29	KSJS-AM 27	KSRN-FM 128
KOQL-FM 244	KPEZ-FM 49	KQBT-FM 49	KQRX-FM 174	KREB-AM 155	KROC-AM 229	KRUF-FM 130	KSEQ-FM 107	KSJS-AM 27	KSRN-FM 128
KOQO-FM 65	KPFX-FM 211	KQBZ-FM 14	KQSN-FM 193	KREB-FM 155	KROC-FM 229	KRUS-AM 234	KSES-FM 74	KSJS-AM 27	KSRN-FM 128
KORA-FM 232	KPHN-AM 30	KQCH-FM 73	KQSR-FM 54	KREF-AM 54	KROD-AM 70	KRUZ-FM 184	KSES-AM 74	KSJS-AM 27	KSRN-FM 128
KORB-FM 133	KPHX-AM 16	KQCV-AM 54	KQTL-AM 61	KREH-AM 149	KROF-AM 100	KRVA-FM 6	KSET-AM 127	KSJS-AM 27	KSRN-FM 128



Table 5
Station Calls to Market Rank

KSTN-FM 85	KTCX-FM 127	KTMS-AM 184	KTWV-FM 2	KURB-FM 83	KVOL-AM 100	KWG-AM 85	KWTX-FM 192	KXLM-FM 108	KXXR-FM 17
KSTP-AM 17	KTCY-FM 6	KTMT-AM 207	KTWY-FM 206	KURL-AM 246	KVOL-FM 100	KWHK-FM 91	KWUN-AM 35	KXLP-FM 106	KXXS-FM 49
KSTP-FM 17	KTCZ-FM 17	KTMT-FM 207	KTXC-FM 174	KURM-AM 155	KVOO-FM 62	KWHL-FM 168	KWVE-FM 2	KXLQ-AM 92	KXXY-FM 54
KSTR-AM 252	KTDY-FM 100	KTNO-AM 6	KTXQ-FM 6	KURQ-FM 165	KVOO-AM 62	KWHN-AM 171	KWWJ-AM 10	KXLT-FM 124	KXYZ-AM 10
KSTR-FM 252	KTDZ-FM 122	KTNQ-AM 2	KTXR-FM 146	KURR-FM 35	KVOR-AM 94	KWIC-FM 180	KWWK-FM 229	KXLY-AM 91	KXZZ-AM 205
KSTT-FM 165	KTEE-FM 74	KTNZ-AM 187	KTXS-AM 74	KURS-AM 15	KVOX-AM 211	KWIN-FM 85	KWWR-FM 244	KXLY-FM 91	KYAK-AM 193
KSTY-FM 242	KTEG-FM 72	KTOB-AM 113	KTXY-FM 244	KURV-AM 63	KVOX-FM 211	KWIP-AM 25	KWWV-FM 165	KXME-FM 60	KYBA-FM 229
KSTZ-FM 92	KTEK-AM 10	KTOE-AM 256	KTXZ-AM 49	KUSJ-FM 149	KVOZ-AM 202	KWIZ-FM 2	KWXD-FM 227	KXMR-AM 266	KYBB-FM 210
KSUD-AM 46	KTEM-AM 149	KTOF-AM 200	KTYD-FM 184	KUST-FM 10	KVPA-FM 63	KWJJ-FM 25	KWXY-AM 153	KXMX-AM 2	KYBR-FM 235
KSUH-AM 14	KTEX-FM 63	KTOK-AM 54	KTYL-FM 140	KUSZ-FM 219	KVRP-AM 221	KWJL-AM 2	KWXY-FM 153	KXNT-AM 40	KYCK-FM 264
KSUN-AM 16	KTFA-FM 127	KTOM-AM 74	KTYM-AM 2	KUTY-AM 2	KVRP-FM 221	KWJM-FM 234	KWYD-AM 94	KXOA-FM 29	KYCR-AM 17
KSUV-FM 86	KTFC-FM 250	KTOM-FM 74	KTZN-AM 168	KUUL-FM 133	KVRW-FM 258	KWJZ-FM 14	KWYY-FM 278	KXOJ-AM 62	KYCW-AM 14
KSUX-FM 250	KTFJ-AM 250	KTON-AM 149	KTZR-AM 61	KUUU-FM 35	KVSP-AM 235	KWKC-AM 221	KWYZ-AM 14	KXOJ-FM 62	KYCY-AM 4
KSAV-AM 72	KTFM-FM 32	KTOP-AM 180	KTZZ-FM 275	KUYL-AM 85	KVSP-AM 54	KWKH-AM 130	KXAC-FM 256	KXOL-AM 35	KYCY-FM 4
KSVE-AM 70	KTFS-AM 247	KTOQ-AM 259	KUAD-FM 132	KUYO-AM 278	KVSR-FM 65	KWKU-AM 2	KXAM-AM 16	KXPA-AM 14	KYEA-FM 234
KSVN-AM 35	KTFX-AM 62	KTOY-FM 247	KUBB-FM 189	KUZZ-FM 86	KVST-FM 10	KWKW-AM 2	KXAR-AM 247	KXPK-FM 23	KYFO-AM 35
KSWG-FM 16	KTGE-AM 74	KTOZ-AM 146	KUBE-FM 14	KUZZ-AM 86	KVTA-AM 108	KWKY-AM 92	KXAR-FM 247	KXPL-AM 70	KYFO-FM 35
KSWV-AM 235	KTGL-FM 172	KTOZ-FM 146	KUBL-FM 35	KVAN-AM 25	KVTO-AM 4	KWLO-AM 233	KXCA-AM 258	KXPS-AM 153	KYFX-FM 83
KSXX-AM 29	KTGR-AM 244	KTPK-FM 180	KUBR-AM 63	KVBL-AM 107	KVUE-AM 2	KWLR-FM 83	KXDD-FM 193	KXPT-FM 40	KYGL-FM 247
KSXY-FM 113	KTHK-FM 206	KTPZ-FM 124	KUCD-FM 60	KVCU-AM 23	KVUU-FM 94	KWLW-AM 35	KXDG-FM 227	KXQX-FM 107	KYGO-FM 23
KSYL-AM 203	KTHO-AM 29	KTRB-AM 122	KUDL-FM 30	KVEC-AM 165	KVVA-FM 16	KWMM-FM 272	KXEB-AM 6	KXRB-AM 210	KYIS-FM 54
KSYN-FM 227	KTHU-FM 190	KTRC-AM 235	KUDY-AM 91	KVEE-FM 205	KVNN-AM 27	KWMO-AM 19	KXEG-AM 16	KXRE-AM 94	KYIX-FM 190
KSYR-FM 130	KTHX-FM 128	KTRF-AM 264	KUFO-FM 25	KVEN-AM 108	KVVS-FM 2	KWNN-FM 122	KXEL-AM 233	KXRF-FM 35	KYKN-AM 25
KSYU-FM 72	KTIK-AM 124	KTRH-AM 10	KUFX-FM 27	KVET-FM 49	KVYY-FM 108	KWNR-FM 40	KXEN-AM 19	KXRS-FM 28	KYKR-FM 127
KSYV-FM 194	KTIP-AM 107	KTRR-AM 132	KUGN-AM 143	KVET-AM 49	KWAB-AM 23	KWNZ-FM 128	KXEO-AM 244	KXRX-FM 206	KYKX-FM 140
KSYF-FM 15	KTIS-AM 17	KTRS-AM 19	KUHD-AM 127	KVGO-FM 229	KWAC-AM 86	KWOD-FM 29	KXEQ-AM 128	KXSB-FM 28	KYKY-FM 19
KSZZ-AM 28	KTIS-FM 17	KTRS-FM 278	KUHL-AM 194	KVGS-FM 40	KWAI-AM 60	KWOF-AM 233	KXEW-AM 61	KXSS-AM 212	KYKZ-FM 205
KTAE-AM 49	KTJC-FM 234	KTRW-AM 91	KUIC-FM 4	KVI-AM 14	KWAM-AM 46	KWOL-FM 65	KXEX-AM 65	KXST-FM 15	KYLA-FM 130
KTAL-FM 130	KTJM-FM 10	KTSA-AM 32	KUIK-AM 25	KVIL-FM 6	KWAS-AM 227	KWOM-AM 17	KXEZ-FM 6	KXTA-AM 2	KYLD-FM 4
KTAM-AM 232	KTJN-FM 63	KTSL-FM 91	KUJ-FM 206	KVIN-AM 122	KWAV-FM 74	KWOW-FM 192	KXFG-FM 28	KXTD-AM 62	KYLZ-FM 72
KTAP-AM 194	KTKC-FM 130	KTSM-AM 70	KULL-FM 221	KVIP-AM 215	KWAY-AM 233	KWQH-FM 194	KXFM-FM 194	KXTE-FM 40	KYMG-FM 168
KTAR-AM 16	KTKK-AM 35	KTSM-FM 70	KULW-FM 211	KVIP-FM 215	KWAY-FM 233	KWRD-FM 6	KXFX-FM 113	KXTJ-FM 10	KYMX-FM 29
KTBB-AM 140	KTKP-AM 16	KTSR-FM 232	KUMU-AM 60	KVIV-AM 70	KWBC-AM 232	KWRD-AM 19	KXGE-FM 220	KXTK-AM 92	KYND-AM 10
KTBK-AM 6	KTKR-AM 32	KTST-FM 54	KUMU-FM 60	KVJM-FM 232	KWBY-AM 25	KWRM-AM 28	KXGF-AM 275	KXTN-FM 32	KYNG-FM 6
KTBL-FM 72	KTKT-AM 61	KTTA-FM 29	KUMX-FM 41	KVJY-AM 63	KWCY-FM 84	KWRP-FM 28	KXHT-FM 46	KXTN-AM 32	KYNO-AM 65
KTBZ-FM 10	KTKY-FM 129	KTTP-AM 203	KUNA-FM 153	KVKI-FM 130	KWDF-AM 203	KWRU-AM 65	KXIC-AM 200	KXTO-AM 128	KYOK-AM 10
KTCE-FM 35	KTKZ-AM 29	KTTS-AM 146	KUNO-AM 129	KVLI-FM 86	KWEB-AM 229	KWRW-FM 140	KXJM-FM 25	KXTP-AM 219	KYOR-FM 153
KTCK-AM 6	KTLI-FM 84	KTTS-FM 146	KUNX-AM 108	KVLO-FM 83	KWED-AM 32	KWSJ-FM 84	KXJO-FM 4	KXTQ-FM 177	KYOS-AM 189
KTCL-FM 23	KTLK-AM 23	KTTX-FM 232	KUOA-AM 155	KVLY-FM 63	KWEI-FM 124	KWSL-AM 250	KXKC-FM 100	KXTR-AM 30	KYOT-FM 16
KTCL-FM 23	KTLK-AM 23	KTTX-FM 232	KUOA-AM 155	KVLY-FM 63	KWEI-FM 124	KWSL-AM 250	KXKL-FM 23	KXTZ-FM 165	KYPA-AM 2
KTCL-FM 23	KTLK-AM 23	KTTX-FM 232	KUOA-AM 155	KVLY-FM 63	KWEI-FM 124	KWSL-AM 250	KXKL-FM 23	KXTZ-FM 165	KYPA-AM 2
KTCL-FM 23	KTLK-AM 23	KTTX-FM 232	KUOA-AM 155	KVLY-FM 63	KWEI-FM 124	KWSL-AM 250	KXKL-FM 23	KXTZ-FM 165	KYPA-AM 2
KTCL-FM 23	KTLK-AM 23	KTTX-FM 232	KUOA-AM 155	KVLY-FM 63	KWEI-FM 124	KWSL-AM 250	KXKL-FM 23	KXTZ-FM 165	KYPA-AM 2
KTCL-FM 23	KTLK-AM 23	KTTX-FM 232	KUOA-AM 155	KVLY-FM 63	KWEI-FM 124	KWSL-AM 250	KXKL-FM 23	KXTZ-FM 165	KYPA-AM 2
KTCL-FM 23	KTLK-AM 23	KTTX-FM 232	KUOA-AM 155	KVLY-FM 63	KWEI-FM 124	KWSL-AM 250	KXKL-FM 23	KXTZ-FM 165	KYPA-AM 2
KTCL-FM 23	KTLK-AM 23	KTTX-FM 232	KUOA-AM 155	KVLY-FM 63	KWEI-FM 124	KWSL-AM 250	KXKL-FM 23	KXTZ-FM 165	KYPA-AM 2
KTCL-FM 23	KTLK-AM 23	KTTX-FM 232	KUOA-AM 155	KVLY-FM 63	KWEI-FM 124	KWSL-AM 250	KXKL-FM 23	KXTZ-FM 165	KYPA-AM 2
KTCL-FM 23	KTLK-AM 23	KTTX-FM 232	KUOA-AM 155	KVLY-FM 63	KWEI-FM 124	KWSL-AM 250	KXKL-FM 23	KXTZ-FM 165	KYPA-AM 2
KTCL-FM 23	KTLK-AM 23	KTTX-FM 232	KUOA-AM 155	KVLY-FM 63	KWEI-FM 124	KWSL-AM 250	KXKL-FM 23	KXTZ-FM 165	KYPA-AM 2
KTCL-FM 23	KTLK-AM 23	KTTX-FM 232	KUOA-AM 155	KVLY-FM 63	KWEI-FM 124	KWSL-AM 250	KXKL-FM 23	KXTZ-FM 165	KYPA-AM 2
KTCL-FM 23	KTLK-AM 23	KTTX-FM 232	KUOA-AM 155	KVLY-FM 63	KWEI-FM 124	KWSL-AM 250	KXKL-FM 23	KXTZ-FM 165	KYPA-AM 2
KTCL-FM 23	KTLK-AM 23	KTTX-FM 232	KUOA-AM 155	KVLY-FM 63	KWEI-FM 124	KWSL-AM 250	KXKL-FM 23	KXTZ-FM 165	KYPA-AM 2
KTCL-FM 23	KTLK-AM 23	KTTX-FM 232	KUOA-AM 155	KVLY-FM 63	KWEI-FM 124	KWSL-AM 250	KXKL-FM 23	KXTZ-FM 165	KYPA-AM 2
KTCL-FM 23	KTLK-AM 23	KTTX-FM 232	KUOA-AM 155	KVLY-FM 63	KWEI-FM 124	KWSL-AM 250	KXKL-FM 23	KXTZ-FM 165	KYPA-AM 2
KTCL-FM 23	KTLK-AM 23	KTTX-FM 232	KUOA-AM 155	KVLY-FM 63	KWEI-FM 124	KWSL-AM 250	KXKL-FM 23	KXTZ-FM 165	KYPA-AM 2
KTCL-FM 23	KTLK-AM 23	KTTX-FM 232	KUOA-AM 155	KVLY-FM 63	KWEI-FM 124	KWSL-AM 250	KXKL-FM 23	KXTZ-FM 165	KYPA-AM 2
KTCL-FM 23	KTLK-AM 23	KTTX-FM 232	KUOA-AM 155	KVLY-FM 63	KWEI-FM 124	KWSL-AM 250	KXKL-FM 23	KXTZ-FM 165	KYPA-AM 2
KTCL-FM 23	KTLK-AM 23	KTTX-FM 232	KUOA-AM 155	KVLY-FM 63	KWEI-FM 124	KWSL-AM 250	KXKL-FM 23	KXTZ-FM 165	KYPA-AM 2
KTCL-FM 23	KTLK-AM 23	KTTX-FM 232	KUOA-AM 155	KVLY-FM 63	KWEI-FM 124	KWSL-AM 250	KXKL-FM 23	KXTZ-FM 165	KYPA-AM 2
KTCL-FM 23	KTLK-AM 23	KTTX-FM 232	KUOA-AM 155	KVLY-FM 63	KWEI-FM 124	KWSL-AM 250	KXKL-FM 23	KXTZ-FM 165	KYPA-AM 2
KTCL-FM 23	KTLK-AM 23	KTTX-FM 232	KUOA-AM 155	KVLY-FM 63	KWEI-FM 124	KWSL-AM 250	KXKL-FM 23	KXTZ-FM 165	KYPA-AM 2
KTCL-FM 23	KTLK-AM 23	KTTX-FM 232	KUOA-AM 155	KVLY-FM 63	KWEI-FM 124	KWSL-AM 250	KXKL-FM 23	KXTZ-FM 165	KYPA-AM 2
KTCL-FM 23	KTLK-AM 23	KTTX-FM 232	KUOA-AM 155	KVLY-FM 63	KWEI-FM 124	KWSL-AM 250	KXKL-FM 23	KXTZ-FM 165	KYPA-AM 2
KTCL-FM 23	KTLK-AM 23	KTTX-FM 232	KUOA-AM 155	KVLY-FM 63	KWEI-FM 124	KWSL-AM 250	KXKL-FM 23	KXTZ-FM 165	KYPA-AM 2
KTCL-FM 23	KTLK-AM 23	KTTX-FM 232	KUOA-AM 155	KVLY-FM 63	KWEI-FM 124	KWSL-AM 250	KXKL-FM 23	KXTZ-FM 165	KYPA-AM 2
KTCL-FM 23	KTLK-AM 23	KTTX-FM 232	KUOA-AM 155	KVLY-FM 63	KWEI-FM 124	KWSL-AM 250	KXKL-FM 23	KXTZ-FM 165	KYPA-AM 2
KTCL-FM 23	KTLK-AM 23	KTTX-FM 232	KUOA-AM 155	KVLY-FM 63	KWEI-FM 124	KWSL-AM 250	KXKL-FM 23	KXTZ-FM 165	KYPA-AM 2
KTCL-FM 23	KTLK-AM 23	KTTX-FM 232	KUOA-AM 155	KVLY-FM 63	KWEI-FM 124	KWSL-AM 250	KXKL-FM 23	KXTZ-FM 165	KYPA-AM 2
KTCL-FM 23	KTLK-AM 23	KTTX-FM 232	KUOA-AM 155	KVLY-FM 63	KWEI-FM 124	KWSL-AM 250	KXKL-FM 23	KXTZ-FM 165	KYPA-AM 2
KTCL-FM 23	KTLK-AM 23	KTTX-FM 232	KUOA-AM 155	KVLY-FM 63	KWEI-FM 124	KWSL-AM 250	KXKL-FM 23	KXTZ-FM 165	KYPA-AM 2
KTCL-FM 23	KTLK-AM 23	KTTX-FM 232	KUOA-AM 155	KVLY-FM 63	KWEI-FM 124	KWSL-AM 250	KXKL-FM 23	KXTZ-FM 165	KYPA-AM 2
KTCL-FM 23	KTLK-AM 23	KTTX-FM 232	KUOA-AM 155	KVLY-FM 63	KWEI-FM 124	KWSL-AM 250	KXKL-FM 23	KXTZ-FM 165	KYPA-AM 2
KTCL-FM 23	KTLK-AM 23	KTTX-FM 232	KUOA-AM 155	KVLY-FM 63	KWEI-FM 124	KWSL-AM 250	KXKL-FM 23	KXTZ-FM 165	KYPA-AM 2
KTCL-FM 23	KTLK-AM 23	KTTX-FM 232	KUOA-AM 155	KVLY-FM 63	KWEI-FM 124	KWSL-AM 250	KXKL-FM 23	KXTZ-FM 165	KYPA-AM 2
KTCL-FM 23	KTLK-AM 23	KTTX-FM 232	KUOA-AM 155	KVLY-FM 63	KWEI-FM 124	KWSL-AM 250	KXKL-FM 23	KXTZ-FM 165	KYPA-AM 2
KTCL-FM 23	KTLK-AM 23	KTTX-FM 232	KUOA-AM 155	KVLY-FM 63	KWEI-FM 124	KWSL-AM 250	KXKL-FM 23	KXTZ-FM 165	KYPA-AM 2
KTCL-FM 23	KTLK-AM 23	KTTX-FM 232	KUOA-AM 155	KVLY-FM 63	KWEI-FM 124	KWSL-AM 250	KXKL-FM 23	KXTZ-FM 165	KYPA-AM 2
KTCL-FM 23	KTLK-AM 23	KTTX-FM 232	KUOA-AM 155	KVLY-FM 63	KWEI-FM 124	KWSL-AM 250	KXKL-FM 23	KXTZ-FM 165	KYPA-AM 2
KTCL-FM 23	KTLK-AM 23	KTTX-FM 232	KUOA-AM 155	KVLY-FM 63	KWEI-FM 124	KWSL-AM 250	KXKL-FM 23	KXTZ-FM 165	KYPA-AM 2
KTCL-FM 23	KTLK-AM 23	KTTX-FM 232	KUOA-AM 155	KVLY-FM 63	KWEI-FM 124	KWSL-AM 250	KXKL-FM 23	KXTZ-FM 165	KYPA-AM 2
KTCL-FM 23	KTLK-AM 23	KTTX-FM 232	KUOA-AM 155	KVLY-FM 63	KWEI-FM 124	KWSL-AM 250	KXKL-FM 23	KXTZ-FM 165	KYPA-AM 2
KTCL-FM 23	KTLK-AM 23	KTTX-FM 232	KUOA-AM 155	KVLY-FM 63	KWEI-FM 124	KWSL-AM 250	KXKL-FM 23	KXTZ-FM 165	KYPA-AM 2
KTCL-FM 23	KTLK-AM 23	KTTX-FM 232	KUOA-AM 155	KVLY-FM 63	KWEI-FM 124	KWSL-AM 250	KXKL-FM 23	KXTZ-FM 165	KYPA-AM 2
KTCL-FM 23	KTLK-AM 23	KTTX-FM 232	KUOA-AM 155	KVLY-FM 63	KWEI-FM 124	KWSL-AM 250	KXKL-FM 23	KXTZ-FM 165	KYPA-AM 2
KTCL-FM 23	KTLK-AM 23	KTTX-FM 232	KUOA-AM 155	KVLY-FM 63	KWEI-FM 124	KWSL-AM 250	KXKL-FM 23	KXTZ-FM 165	KYPA-AM 2
KTCL-FM 23	KTLK-AM 23	KTTX-FM 232	KUOA-AM 155	KVLY-FM 63	KWEI-FM 124	KWSL-AM 250	KXKL-FM 23	KXTZ-FM 165	KYPA-AM 2
KTCL-FM 23	KTLK-AM 23	KTTX-FM 232	KUOA-AM 155	KVLY-FM 63	KWEI-FM 124	KWSL-AM 250	KXKL-FM 23	KXTZ-FM 165	KYPA-AM 2
KTCL-FM 23	KTLK-AM 23	KTTX-FM 232	KUOA-AM 155	KVLY-FM 63	KWEI-FM 124	KWSL-AM 250	KXKL-FM 23	KXTZ-FM 165	KYPA-AM 2
KTCL-FM 23	KTLK-AM 23	KTTX-FM 232	KUOA-AM 155						



Table 5
Station Calls to Market Rank

KYST-AM 10	KZMS-FM 122	KZZI-FM 259	WADK-FM 33	WAJZ-FM 59	WANL-AM 253	WATO-AM 69	WAZX-FM 11	WBCV-AM 96	WBKC-AM 24
KYTC-FM 272	KZMZ-FM 203	KZZO-FM 29	WADM-AM 101	WAKB-FM 114	WANR-AM 97	WATQ-FM 231	WAZY-FM 236	WBDF-AM 257	WBKH-AM 208
KYTX-FM 129	KZNE-AM 232	KZZP-FM 16	WADO-AM 1	WAKE-AM 3	WANS-AM 58	WATS-AM 166	WAZY-AM 236	WBDR-FM 257	WBKI-FM 56
KYW-AM 5	KZNR-FM 17	KZZQ-FM 92	WADR-AM 151	WAKM-AM 43	WANT-FM 43	WATV-AM 55	WAZZ-AM 126	WBDX-FM 104	WBKK-FM 59
KYXE-AM 193	KZNT-FM 17	KZZT-FM 244	WADS-AM 112	WAKR-AM 68	WAOA-AM 95	WATX-AM 265	WBAB-FM 18	WBDY-AM 254	WBKR-FM 267
KYXY-FM 15	KZNF-FM 17	KZZU-FM 91	WADV-AM 77	WAKS-FM 24	WAOA-FM 95	WAUG-AM 48	WBAC-AM 104	WBEA-FM 18	WBKS-FM 38
KYYA-FM 246	KZOK-FM 14	WAAA-AM 42	WAEB-AM 67	WAKT-FM 226	WAOC-AM 51	WAUK-AM 31	WBAE-AM 160	WBEB-FM 5	WBKV-AM 31
KYYI-FM 243	KZOL-FM 4	WAAF-FM 8	WAEB-FM 67	WAKU-FM 159	WAOK-AM 11	WAUN-FM 182	WBAG-AM 42	WBEE-AM 3	WBLA-AM 126
KYYK-FM 140	KZON-FM 16	WAAI-FM 150	WAEK-AM 11	WAKV-AM 176	WAOL-FM 26	WAUX-AM 31	WBAL-AM 20	WBEE-AM 52	WBLB-AM 214
KYYS-FM 30	KZOO-AM 60	WAAK-AM 37	WAEF-FM 114	WAKW-FM 26	WAOR-FM 163	WAVA-FM 9	WBAM-FM 142	WBEJ-AM 96	WBLC-AM 69
KYYY-FM 266	KZOZ-FM 165	WAAL-FM 166	WAEJ-FM 114	WAKX-FM 33	WAOS-AM 11	WAVD-AM 109	WBAP-AM 6	WBEN-AM 45	WBLF-AM 237
KYZS-AM 140	KZPK-FM 212	WAAM-AM 145	WAEK-FM 13	WALC-FM 87	WAPA-AM 13	WAVF-FM 87	WBAR-AM 98	WBES-AM 162	WBLG-FM 201
KYZX-FM 242	KZPM-AM 86	WAAT-AM 64	WAEK-FM 13	WALE-AM 33	WAPF-FM 51	WAVG-AM 53	WBAV-FM 37	WBET-AM 8	WBLI-FM 18
KYZZ-FM 260	KZPO-FM 107	WAAV-AM 175	WAEV-FM 154	WALG-AM 253	WAPI-AM 55	WAVH-FM 88	WBAX-AM 64	WBET-AM 8	WBLK-FM 45
KZAP-FM 190	KZPS-FM 6	WAAZ-FM 204	WAEY-AM 254	WALK-AM 18	WAPL-FM 134	WAVN-AM 46	WBAZ-FM 18	WBEY-FM 150	WBLM-FM 160
KZAR-AM 155	KZPT-FM 61	WABA-AM 13	WAEZ-FM 96	WALK-FM 18	WAPP-FM 218	WAVO-AM 37	WBBB-FM 48	WBFA-FM 169	WBLO-FM 53
KZBB-FM 171	KZQQ-AM 221	WABB-AM 88	WAFK-AM 50	WALL-AM 141	WAPZ-AM 142	WAVP-AM 269	WBBC-FM 57	WBFB-FM 270	WBLR-AM 89
KZBN-AM 184	KZQZ-FM 4	WABB-FM 88	WAFI-FM 147	WALO-AM 13	WAQI-AM 12	WAVR-FM 166	WBBD-AM 223	WBFJ-AM 42	WBLS-FM 1
KZOD-FM 258	KZRA-AM 155	WABC-AM 1	WAFI-FM 150	WALR-FM 11	WAQX-FM 75	WAVS-AM 12	WBBF-FM 52	WBFX-FM 66	WBLT-AM 105
KZCY-FM 274	KZRB-FM 247	WABF-AM 88	WAFM-FM 178	WALR-AM 11	WAQY-FM 80	WAVV-FM 71	WBBG-FM 97	WBGH-FM 277	WBLX-FM 88
KZDC-AM 32	KZRK-AM 187	WABH-AM 198	WAFN-AM 12	WALT-AM 276	WAQZ-FM 26	WAVW-FM 116	WBBI-FM 166	WBGH-FM 51	WBLY-AM 56
KZEE-AM 6	KZRK-AM 187	WABI-AM 270	WAFS-AM 11	WALV-FM 104	WARE-AM 80	WAVZ-AM 102	WBBL-AM 66	WBGF-FM 50	WBMD-AM 20
KZEL-FM 143	KZRQ-FM 146	WABJ-AM 79	WAFX-FM 36	WALY-FM 245	WARF-AM 55	WAWX-AM 114	WBBM-AM 3	WBGH-FM 12	WBMJ-AM 13
KZEP-FM 32	KZRR-FM 72	WABK-FM 251	WAFY-FM 199	WAMA-AM 21	WARK-AM 161	WAWZ-FM 1	WBBM-AM 3	WBGH-FM 22	WBML-AM 147
KZEY-FM 140	KZRZ-FM 234	WABN-FM 96	WAFZ-AM 71	WAMB-AM 43	WARM-AM 64	WAXB-FM 188	WBBN-FM 208	WBGH-FM 201	WBMQ-AM 154
KZEY-AM 140	KZSA-FM 29	WABN-AM 96	WAGE-AM 9	WAMB-AM 43	WARM-AM 103	WAXE-AM 116	WBBO-FM 47	WBGH-FM 20	WBMW-FM 167
KZFM-FM 129	KZSF-AM 27	WABQ-AM 24	WAGF-AM 183	WAMD-AM 20	WARO-FM 71	WAXI-FM 191	WBBP-AM 46	WBGZ-AM 19	WBMX-FM 8
KZFO-FM 65	KZSJ-AM 27	WABS-AM 9	WAGF-FM 183	WAMG-AM 8	WARQ-FM 89	WAXK-FM 167	WBBQ-AM 114	WBHF-FM 261	WBNB-FM 209
KZFX-FM 73	KZSL-FM 74	WABT-FM 59	WAGG-AM 55	WAMJ-FM 11	WARV-AM 33	WAXQ-FM 1	WBBQ-FM 114	WBHJ-FM 55	WBNJ-FM 137
KZHR-FM 206	KZSN-FM 84	WABX-FM 152	WAGH-FM 169	WAML-AM 208	WARV-AM 57	WAXS-FM 271	WBBR-FM 1	WBHK-FM 55	WBNL-AM 152
KZHT-FM 35	KZSP-FM 63	WABY-AM 59	WAGI-FM 58	WAMM-AM 218	WARW-FM 9	WAXX-FM 231	WBBR-FM 75	WBHP-AM 109	WBNL-FM 152
KZIA-FM 200	KZSR-FM 250	WACA-AM 9	WAGR-AM 126	WAMN-AM 261	WARX-FM 161	WAXY-AM 12	WBBT-FM 57	WBHR-AM 212	WBNQ-FM 230
KZII-FM 177	KZST-FM 113	WACC-AM 12	WAHI-AM 69	WAMO-AM 254	WASA-AM 20	WAXZ-FM 26	WBBW-AM 97	WBHT-FM 64	WBNR-AM 157
KZIO-FM 219	KZTA-FM 193	WACE-AM 80	WAHR-FM 109	WAMO-AM 22	WASB-AM 52	WAYE-AM 55	WBBY-FM 21	WBHV-FM 237	WBNS-AM 34
KZIP-AM 187	KZTB-FM 193	WACF-FM 191	WAHT-AM 58	WAMO-AM 22	WASC-AM 58	WAYS-FM 147	WBCA-AM 88	WBHX-FM 47	WBNS-FM 34
KZIZ-AM 14	KZTR-FM 232	WACL-FM 261	WAIB-FM 159	WAMR-AM 78	WASE-FM 53	WAYV-FM 137	WBCB-AM 5	WBHY-AM 88	WBNV-FM 223
KZKS-FM 252	KZTS-AM 193	WACM-AM 80	WAIM-AM 58	WAMR-FM 12	WASH-FM 9	WAYY-AM 231	WBCD-FM 183	WBIG-FM 9	WBNW-AM 8
KZKX-FM 172	KZTU-AM 143	WACO-FM 192	WAIT-AM 3	WAMT-AM 95	WASK-AM 236	WAYZ-FM 161	WBCF-FM 240	WBIG-FM 3	WBNZ-FM 195
KZKZ-FM 171	KZUE-AM 54	WACR-AM 248	WAJD-AM 90	WAMV-AM 105	WASK-FM 236	WAZI-AM 31	WBCI-FM 160	WBIO-FM 267	WBOB-AM 26
KZLA-FM 2	KZWA-FM 205	WACR-FM 248	WAJF-AM 109	WAMX-FM 144	WASN-AM 97	WAZL-AM 64	WBCK-AM 238	WBIP-AM 178	WBOK-AM 41
KZLT-FM 264	KZXA-FM 235	WACT-AM 216	WAJI-FM 101	WAMY-AM 178	WASO-AM 41	WAZO-FM 175	WBCM-FM 195	WBIP-AM 178	WBON-FM 69
KZLF-FM 61	KZXR-AM 206	WACV-AM 142	WAJR-AM 186	WAMZ-FM 53	WASP-AM 22	WAZR-FM 218	WBCN-FM 8	WBIS-AM 20	WBOP-FM 261
KZMG-FM 124	KZZB-AM 127	WADB-AM 47	WAJR-FM 186	WANG-AM 81	WATD-FM 8	WAZS-AM 87	WBCP-AM 209	WBIZ-FM 231	WBOQ-FM 8
KZMP-FM 6	KZZE-FM 207	WADC-AM 224	WAJV-FM 248	WANG-FM 81	WATJ-AM 24	WAZU-FM 34	WBCR-AM 69	WBIZ-AM 231	WBOS-FM 8
KZMP-AM 6	KZZF-FM 128	WADK-AM 33	WAJY-FM 114	WANJ-FM 81	WATN-AM 257	WAZX-AM 11	WBCT-FM 66	WBIX-AM 31	WBOT-FM 8

Table 5
Station Calls to Market Rank

WBOW-AM 191	WBUR-AM 181	WBZZ-FM 22	WCFW-FM 231	WCLU-FM 201	WCRL-AM 55	WCZI-FM 81	WDEL-AM 76	WDNY-AM 52	WEAQ-AM 231
WBOZ-FM 43	WBUS-FM 237	WCAA-FM 1	WCGB-AM 13	WCLV-FM 24	WCRM-AM 71	WCZR-FM 116	WDEN-FM 147	WDNY-FM 52	WEAS-FM 154
WBPM-FM 157	WBUT-AM 22	WCAC-FM 82	WCGC-AM 37	WCLY-AM 48	WCRN-AM 110	WCZT-FM 137	WDEN-AM 147	WDOD-AM 104	WEAT-FM 50
WBPP-FM 218	WBUZ-AM 191	WCAD-FM 13	WCGI-AM 51	WCLZ-FM 160	WCRO-AM 170	WCZX-FM 157	WDEO-AM 145	WDOD-FM 104	WEAV-AM 225
WBPS-AM 8	WBVB-FM 144	WCAO-AM 20	WCGO-AM 3	WCMA-FM 13	WCRV-AM 46	WDAB-AM 58	WDER-AM 185	WDOH-FM 228	WEBB-FM 251
WBQQ-FM 160	WBVD-FM 95	WCAP-AM 8	WCGQ-FM 169	WCMC-AM 137	WCRY-AM 48	WDAC-FM 111	WDEV-FM 225	WDOK-FM 24	WEBC-AM 219
WBQW-FM 160	WBVI-FM 79	WCAR-AM 7	WCGR-AM 52	WCME-FM 251	WCRZ-FM 119	WDAE-AM 21	WDEX-AM 37	WDOV-AM 76	WEBE-FM 112
WBRB-FM 186	WBVN-FM 213	WCAW-AM 162	WCGW-AM 106	WCMF-FM 52	WCSJ-AM 3	WDAF-AM 30	WDEZ-FM 158	WDPC-AM 11	WEBG-AM 170
WBRD-AM 78	WBVP-AM 22	WCBA-AM 198	WCHA-AM 161	WCMG-FM 197	WCSL-AM 37	WDAI-FM 173	WDFN-AM 7	WDPN-AM 123	WEBN-FM 26
WBRG-AM 105	WBVR-FM 201	WCBA-FM 198	WCHA-AM 161	WCMI-AM 144	WCSM-FM 228	WDAK-AM 169	WDGG-FM 144	WDQX-AM 135	WEBO-AM 166
WBRI-AM 38	WBVS-FM 3	WCBG-AM 161	WCHB-AM 7	WCMN-AM 13	WCSN-FM 88	WDAO-AM 56	WDGL-FM 82	WDRC-AM 44	WEBX-FM 209
WBRQ-FM 13	WBWI-FM 31	WCBH-FM 191	WCHE-AM 5	WCMN-FM 13	WCSS-AM 59	WDAQ-FM 188	WDGY-AM 17	WDRC-FM 44	WEBY-AM 121
WBRF-AM 8	WBWL-AM 51	WCBK-FM 38	WCHK-AM 11	WCMQ-FM 12	WCSX-FM 7	WDAR-FM 197	WDHA-FM 99	WDRE-FM 18	WEBZ-FM 226
WBRU-FM 33	WBWN-FM 230	WCBM-AM 20	WCHL-AM 48	WCMR-FM 178	WCSZ-AM 58	WDAS-AM 5	WDIA-AM 46	WDRM-FM 109	WECB-FM 134
WBRV-FM 151	WBWZ-FM 157	WCBR-AM 106	WCHR-AM 138	WCMS-AM 36	WCTA-FM 13	WDAS-FM 5	WDIN-FM 13	WDRQ-FM 7	WECK-AM 45
WBRV-AM 151	WBXB-FM 241	WCBS-FM 1	WCHS-AM 162	WCMS-FM 36	WCTB-FM 251	WDAY-AM 211	WDIS-AM 8	WDRR-FM 71	WECL-FM 231
WBRW-FM 214	WBXE-FM 265	WCBS-AM 1	WCHV-AM 222	WCNA-FM 178	WCTC-AM 1	WDAY-FM 211	WDIZ-AM 226	WDSC-AM 197	WECM-AM 121
WBRX-FM 245	WBXQ-FM 245	WCBW-AM 19	WCHZ-FM 114	WCNC-AM 241	WCTD-FM 64	WDBE-AM 50	WDJA-AM 50	WDSD-FM 76	WEDG-FM 45
WBSL-AM 136	WBXR-AM 109	WCBY-AM 195	WCIB-FM 181	WCND-AM 53	WCTG-AM 89	WDBF-AM 50	WDJC-FM 55	WDSL-AM 42	WEDJ-FM 38
WBSM-AM 164	WBXW-FM 214	WCBZ-FM 81	WCIF-FM 95	WCNL-FM 135	WCTJ-FM 157	WDBL-AM 43	WDJL-AM 109	WDSM-AM 219	WEDO-AM 22
WBSQ-FM 18	WBXX-FM 238	WCCA-FM 175	WCIK-FM 198	WCNN-AM 11	WCTK-FM 33	WDBL-FM 43	WDJR-FM 183	WDST-FM 157	WEDR-FM 12
WBSR-AM 121	WBXY-FM 90	WCCC-AM 44	WCIL-AM 213	WCNR-AM 64	WCTL-FM 156	WDBO-AM 39	WDJX-FM 53	WDSY-FM 22	WEEF-AM 3
WBSS-FM 137	WBYA-FM 270	WCCC-FM 44	WCIL-FM 213	WCNW-AM 26	WCTM-AM 56	WDBQ-AM 220	WDJY-FM 90	WDTF-AM 48	WEEG-FM 125
WBT-AM 37	WBYP-FM 195	WCCD-AM 24	WCIN-AM 26	WCOA-AM 121	WCTN-AM 9	WDBQ-FM 220	WDJZ-AM 112	WDTJ-FM 7	WEEI-AM 8
WBT-AM 37	WBYP-FM 195	WCCF-AM 71	WCIR-FM 271	WCOA-AM 121	WCTO-FM 67	WDBR-FM 196	WDKF-FM 56	WDUF-AM 96	WEEL-FM 223
WBTA-AM 52	WBYP-FM 249	WCCG-FM 126	WCIZ-FM 257	WCOG-AM 42	WCTP-FM 64	WDBT-FM 118	WDKN-AM 43	WDUR-AM 48	WEEO-AM 77
WBTA-AM 52	WBYP-FM 249	WCCJ-FM 37	WCKC-FM 195	WCOH-AM 11	WCTQ-FM 78	WDBZ-AM 26	WDKR-FM 255	WDUV-FM 21	WEEO-AM 161
WBTA-AM 52	WBYP-FM 249	WCCJ-FM 37	WCKC-FM 195	WCOJ-AM 5	WCTS-AM 17	WDCD-FM 59	WDKS-FM 152	WDUZ-AM 182	WEEU-AM 131
WBTA-AM 52	WBYP-FM 249	WCCO-AM 17	WCKI-AM 58	WCOL-FM 34	WCTY-FM 167	WDCF-AM 21	WDKX-FM 52	WDVE-FM 22	WEEZ-AM 67
WBTA-AM 52	WBYP-FM 249	WCCP-FM 58	WCKM-FM 59	WCOM-FM 13	WCUE-AM 68	WDCG-FM 48	WDLB-AM 158	WDWD-AM 11	WEEZ-AM 208
WBTA-AM 52	WBYP-FM 249	WCCQ-FM 3	WCKO-AM 36	WCOO-FM 87	WCUC-AM 112	WDCI-FM 186	WDLA-AM 141	WDWG-FM 88	WEEZ-AM 217
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WBTA-AM 52	WBYP-FM 249	WCCQ-FM 3	WCKO-AM 36	WCOO-FM 87	WCUC-AM 112	WDCI-FM 186	WDLA-AM 141	WDWG-FM 8	



Table 5
Station Calls to Market Rank

WEJE-FM 101	WERC-AM 55	WFAM-AM 114	WFIS-AM 58	WFOY-AM 51	WGAI-AM 241	WGGY-FM 64	WGNR-FM 38	WGTZ-FM 56	WHEP-AM 88
WEJL-AM 64	WERE-AM 24	WFAN-AM 1	WFIV-AM 39	WFPB-AM 181	WGAN-AM 160	WGH-AM 36	WGNS-AM 43	WGUF-FM 71	WHER-FM 208
WEJM-FM 5	WERO-FM 81	WFAS-AM 1	WFJO-FM 21	WFPG-FM 137	WGAP-AM 69	WGH-FM 36	WGNU-AM 19	WGUL-AM 21	WHEW-AM 43
WEJT-FM 255	WERQ-FM 20	WFAS-FM 1	WFJX-FM 34	WFPG-AM 137	WGAR-FM 24	WGHB-AM 81	WGNV-FM 141	WGUL-FM 21	WHFB-FM 163
WEJZ-FM 51	WERR-FM 13	WFAT-FM 176	WFJY-AM 170	WFQX-FM 218	WGAS-AM 37	WGHN-AM 66	WGNV-AM 141	WGUN-AM 11	WHFM-FM 18
WEKL-FM 114	WERX-FM 241	WFAU-AM 251	WFKS-FM 51	WFRB-AM 170	WGAT-AM 96	WGHN-FM 66	WGNZ-AM 56	WGUS-AM 114	WHFS-FM 9
WEKO-AM 13	WERZ-FM 117	WFAV-AM 204	WFKX-FM 268	WFRB-FM 170	WGAY-AM 9	WGHQ-AM 157	WGOC-AM 96	WGUY-FM 270	WHFX-FM 277
WEKY-AM 106	WESC-FM 58	WFAX-AM 9	WFLA-AM 21	WFRE-FM 199	WGBB-AM 18	WGHT-AM 1	WGOH-AM 144	WGVA-AM 52	WHGG-AM 96
WEKZ-AM 120	WESE-FM 178	WFAY-AM 126	WFLB-AM 126	WFRF-AM 159	WGBD-FM 236	WGIC-FM 265	WGOK-AM 88	WGVC-FM 89	WHGM-AM 154
WEKZ-FM 120	WESL-AM 19	WFBC-FM 58	WFLC-FM 12	WFRG-FM 151	WGBF-AM 152	WGIG-AM 277	WGOR-FM 114	WGLV-AM 58	WHGT-AM 161
WELB-AM 183	WESP-FM 183	WFBE-FM 119	WFLI-AM 104	WFRN-AM 163	WGBF-FM 152	WGIN-AM 117	WGOS-AM 42	WGVV-AM 217	WHHH-FM 38
WELE-AM 93	WEST-AM 67	WFBG-AM 245	WFLK-FM 52	WFRN-FM 163	WGBG-FM 150	WGIP-AM 117	WGOW-AM 104	WGVV-FM 217	WHHK-FM 133
WELI-AM 102	WESX-AM 8	WFBL-AM 75	WFLM-FM 116	WFRX-AM 213	WGBI-AM 64	WGIR-AM 185	WGOW-FM 104	WGVU-AM 66	WHHM-FM 268
WELM-AM 198	WETB-AM 96	WFBQ-FM 38	WFLS-FM 9	WFRY-AM 257	WGBN-AM 22	WGIR-FM 185	WGPA-AM 67	WGY-AM 59	WHHO-AM 198
WELO-AM 178	WETC-AM 48	WFBR-FM 150	WFLT-AM 119	WFSF-FM 197	WGBR-AM 48	WGIV-AM 37	WGPC-AM 253	WGYL-FM 116	WHHQ-AM 96
WELP-AM 58	WETT-AM 150	WFBS-AM 64	WFLY-FM 59	WFSH-AM 204	WGBV-FM 201	WGKA-AM 11	WGPL-AM 36	WGYM-AM 137	WHHT-FM 201
WELS-AM 81	WEUP-AM 109	WFBY-FM 186	WFLZ-FM 21	WFSH-FM 11	WGBZ-FM 137	WGKC-FM 209	WGPM-FM 81	WGZB-FM 53	WHHY-FM 142
WELS-FM 81	WEUP-FM 109	WFCA-FM 248	WFMB-AM 196	WFSI-FM 20	WGCH-AM 139	WGKS-FM 106	WGPR-FM 7	WGZO-FM 154	WHIM-AM 39
WELV-AM 141	WEUV-AM 109	WFCC-FM 181	WFMB-FM 196	WFSY-FM 226	WGCI-AM 3	WGKX-FM 46	WGQR-FM 126	WGZS-AM 183	WHIN-AM 43
WELW-AM 24	WEUZ-FM 109	WFCC-FM 181	WFMD-AM 199	WFTA-FM 178	WGCI-FM 3	WGL-AM 101	WGR-AM 45	WHAG-AM 161	WHIO-AM 56
WELX-AM 51	WEVD-AM 1	WFCC-FM 181	WFME-FM 1	WFTD-AM 11	WGCM-FM 136	WGLB-AM 31	WGRD-FM 66	WHAJ-FM 254	WHIS-AM 254
WEMB-AM 96	WEVR-AM 17	WFCC-FM 181	WFMF-FM 82	WFTH-AM 57	WGCM-AM 136	WGLB-FM 31	WGRF-FM 45	WHAM-AM 52	WHIT-AM 120
WEMG-AM 5	WEVR-FM 17	WFDF-AM 119	WFMK-FM 115	WFTK-AM 48	WGCO-FM 154	WGLD-FM 38	WGRL-FM 38	WHAN-AM 57	WHJJ-AM 33
WEMG-FM 5	WEW-AM 19	WFDT-FM 13	WFMM-FM 208	WFTL-AM 12	WGCV-FM 57	WGLF-FM 159	WGRR-FM 26	WHAP-AM 57	WHJM-AM 69
WEMM-FM 144	WEWO-AM 126	WFEA-AM 185	WFMM-FM 118	WFTN-AM 185	WGCV-AM 57	WGLL-AM 101	WGRT-FM 7	WHAR-AM 186	WHJT-FM 118
WEMP-AM 31	WEXI-FM 101	WFEX-FM 8	WFMO-AM 126	WFTO-AM 178	WGCV-AM 57	WGLM-FM 236	WGRV-FM 7	WHAS-AM 53	WHJY-FM 33
WEMR-AM 64	WEXL-AM 7	WFFM-FM 253	WFMR-FM 31	WFTR-AM 218	WGEX-AM 183	WGLO-FM 135	WGRV-FM 7	WHAS-AM 53	WHJY-FM 33
WEMR-FM 64	WEXS-AM 13	WFFN-FM 55	WFMS-FM 38	WFTR-AM 218	WGEE-AM 182	WGLR-FM 220	WGSM-AM 18	WHAZ-AM 59	WHK-AM 123
WEMX-FM 82	WEXT-FM 31	WFFX-AM 276	WFMT-FM 3	WFTW-AM 204	WGEN-AM 133	WGLR-AM 220	WGSO-AM 41	WHB-AM 30	WHK-FM 123
WENA-AM 13	WEXY-AM 12	WFGF-FM 228	WFMV-FM 89	WFUN-FM 19	WGER-FM 125	WGLU-FM 170	WGSP-AM 37	WHB-AM 30	WHKF-FM 77
WEND-FM 37	WEYE-FM 96	WFGI-FM 237	WFMZ-AM 241	WFUR-AM 66	WGET-AM 103	WGLX-FM 158	WGSQ-FM 265	WHBC-AM 123	WHKO-FM 56
WENE-AM 166	WEYZ-AM 156	WFGO-FM 156	WFNC-AM 126	WFUR-FM 66	WGET-AM 103	WGLX-FM 158	WGSQ-FM 265	WHBC-FM 123	WHKR-FM 95
WENG-AM 78	WEZB-FM 41	WFGR-FM 66	WFNC-FM 126	WFUI-FM 101	WGFB-FM 148	WGMD-FM 150	WGSR-AM 51	WHBG-AM 261	WHKT-AM 36
WENN-AM 55	WEZE-AM 8	WFGW-AM 179	WFNC-FM 126	WFUI-FM 101	WGFC-AM 214	WGMF-AM 198	WSSS-FM 197	WHBK-AM 179	WHKX-FM 254
WENO-AM 43	WEZF-FM 225	WFGY-FM 245	WFNO-AM 41	WFXA-FM 114	WGF-AM 195	WGMM-FM 198	WGST-FM 11	WHBQ-AM 46	WHLD-AM 45
WENS-FM 38	WEZL-FM 87	WFHK-AM 55	WFNR-AM 214	WFXC-FM 48	WGF-AM 195	WGMM-FM 198	WGST-FM 11	WHBR-FM 224	WHLG-FM 116
WENU-AM 59	WEZN-FM 112	WFHN-AM 164	WFNR-AM 214	WFYE-FM 169	WGFP-AM 110	WGMR-FM 245	WGSY-FM 169	WHBT-AM 159	WHLI-AM 18
WENY-AM 198	WEZO-AM 52	WFHR-AM 158	WFNT-AM 119	WFYH-FM 154	WGFS-AM 11	WGMS-FM 9	WGTC-FM 163	WHBX-FM 159	WHLM-FM 64
WENY-FM 198	WEZQ-FM 270	WFIA-AM 53	WFNX-FM 8	WFXM-FM 147	WGFT-AM 97	WGN-AM 3	WGTH-FM 254	WHBY-AM 134	WHLO-AM 68
WENZ-FM 24	WEZU-AM 17	WFID-FM 13	WFNZ-AM 37	WFXN-FM 144	WGFX-FM 43	WGNA-FM 59	WGTH-AM 254	WHBZ-FM 87	WHLQ-FM 48
WEOA-AM 152	WEZV-FM 173	WFIF-AM 112	WFOB-AM 79	WFXW-AM 3	WGFY-AM 37	WGNA-FM 59	WGTK-AM 53	WHCD-FM 75	WHLS-AM 7
WEOK-AM 157	WEZW-AM 251	WFII-AM 34	WFOG-AM 18	WFXW-AM 3	WGGC-FM 201	WGNC-AM 37	WGTM-AM 173	WHCN-FM 44	WHLY-AM 163
WEOL-AM 24	WEZX-FM 64	WFIL-AM 5	WFOM-AM 11	WFYV-FM 51	WGGG-AM 90	WGNE-FM 93	WGTM-AM 173	WHCU-AM 263	WHLZ-FM 197
WEPG-AM 104	WEZY-FM 31	WFIN-AM 79	WFOR-AM 208	WGAB-AM 152	WGGH-AM 213	WGNG-FM 118	WGTR-FM 173	WHCY-FM 239	WHME-FM 163
WEQX-FM 59	WFAF-FM 1	WFIR-AM 105	WFOX-FM 11	WGAC-AM 114	WGGI-FM 64	WGNI-FM 175	WGTT-AM 55	WHEB-FM 117	WHMH-FM 212
								WHEN-AM 75	WHMI-FM 7



Table 5
Station Calls to Market Rank

WHMP-AM 80	WHTT-FM 45	WIGY-FM 251	WIOB-FM 13	WIYY-FM 20	WJGR-AM 51	WJMZ-FM 58	WJTW-FM 3	WKBA-AM 105	WKGE-AM 11
WHMS-FM 209	WHTZ-FM 1	WIHN-FM 230	WIOC-FM 13	WIZB-FM 183	WJHM-FM 39	WJNA-AM 50	WJUC-FM 79	WKBB-FM 248	WKGL-FM 240
WHMX-FM 270	WHUB-AM 265	WIII-FM 263	WIOD-AM 12	WIZD-FM 158	WJIB-AM 8	WJNC-AM 81	WJVA-AM 163	WKBE-FM 59	WKGAM-AM 36
WHNN-FM 125	WHUD-FM 1	WIIL-FM 3	WIOG-FM 125	WIZE-AM 56	WJIE-AM 53	WJNE-FM 150	WJWF-AM 248	WKBF-AM 133	WKN-AM 69
WHNP-AM 80	WHUR-FM 9	WIIN-AM 118	WIOJ-AM 51	WIZF-FM 26	WJIM-AM 115	WJNI-FM 87	WJWK-AM 150	WKBL-AM 46	WKGR-FM 50
WHNR-AM 98	WHVN-AM 37	WIIZ-FM 114	WIOK-FM 26	WIZN-FM 225	WJIM-FM 115	WJNN-FM 137	WJWL-AM 150	WKBN-AM 97	WKGS-FM 52
WHNZ-AM 21	WHVR-AM 103	WIKQ-FM 96	WIOO-AM 77	WIZR-AM 59	WJIV-FM 59	WJNO-AM 50	WJWR-AM 1	WKBO-AM 77	WKHB-AM 22
WHO-AM 92	WHVW-AM 157	WIKS-FM 81	WIOQ-FM 5	WJAD-FM 253	WJIZ-FM 253	WJNS-FM 118	WJWZ-FM 142	WKBQ-FM 46	WKHK-FM 57
WHOB-FM 8	WHWH-AM 138	WIKX-FM 71	WIOT-FM 79	WJAE-AM 160	WJJB-AM 160	WJNT-AM 118	WJXA-FM 43	WKBR-AM 185	WKHL-FM 139
WHOG-FM 93	WHWK-FM 166	WIKY-FM 152	WIOV-AM 131	WJAK-AM 268	WJJF-AM 33	WJNX-AM 116	WJXB-FM 69	WKBZ-AM 217	WKHQ-FM 195
WHOK-FM 34	WHXT-FM 89	WIKZ-FM 161	WIOV-FM 111	WJAS-AM 22	WJJG-AM 3	WJNZ-AM 66	WJXM-FM 276	WKCD-FM 167	WKHW-FM 150
WHOL-AM 67	WHYI-FM 12	WIL-FM 19	WIP-AM 5	WJAW-FM 224	WJJJ-FM 22	WJOB-AM 3	WJXN-AM 118	WKCE-AM 69	WKHX-FM 11
WHOM-FM 160	WHYL-AM 77	WILC-AM 9	WIPC-AM 98	WJAX-AM 51	WJL-AM 45	WJOC-AM 104	WJXN-FM 118	WKCG-FM 251	WKHY-FM 236
WHOO-AM 39	WHYL-FM 77	WILD-AM 8	WIQR-AM 142	WJBC-AM 230	WJN-FM 183	WJOD-FM 220	WJXQ-FM 115	WKCI-FM 102	WKIE-FM 3
WHOS-AM 109	WHYM-AM 197	WILK-AM 64	WIRA-AM 116	WJBM-AM 19	WJJO-FM 120	WJOI-AM 36	WJXR-FM 51	WKCM-AM 267	WKIF-FM 3
WHOT-FM 97	WHYN-FM 80	WILM-AM 76	WIRK-FM 50	WJBO-AM 82	WJJS-FM 105	WJOK-AM 134	WJXY-AM 173	WKCN-FM 169	WKII-AM 71
WHOY-AM 13	WHYN-AM 80	WILN-FM 226	WIRL-AM 135	WJBQ-FM 160	WJX-FM 105	WJOL-AM 3	WJXY-FM 173	WKCC-FM 125	WKIK-AM 9
WHP-AM 77	WHZZ-FM 115	WILO-AM 236	WIRO-AM 144	WJBR-AM 76	WJZ-FM 5	WJON-AM 212	WJYD-FM 34	WKCT-AM 201	WKIM-AM 114
WHPA-FM 170	WIAC-FM 13	WILP-AM 64	WISA-AM 13	WJBR-AM 76	WJJK-FM 118	WJOX-AM 55	WJYE-FM 45	WKCY-FM 261	WKIN-AM 96
WHPB-AM 58	WIAC-AM 203	WILQ-FM 249	WISE-AM 179	WJBT-FM 51	WJKL-FM 3	WJOY-AM 225	WJYI-AM 31	WKCY-AM 261	WKIO-FM 209
WHPE-FM 42	WIAI-FM 109	WILS-AM 115	WISM-FM 231	WJBF-FM 50	WJKS-FM 76	WJPA-AM 22	WJYM-AM 79	WKDA-AM 43	WKIP-AM 157
WHPT-FM 21	WIAL-FM 231	WILT-AM 64	WISN-AM 31	WJBX-FM 71	WJKX-FM 208	WJPA-FM 22	WJYP-FM 162	WKDD-FM 68	WKIS-FM 12
WHPY-AM 48	WIBA-AM 120	WILZ-FM 125	WISO-AM 13	WJBZ-FM 69	WJLB-FM 7	WJPF-AM 213	WJYR-AM 173	WKDE-AM 105	WKIT-FM 270
WHPZ-FM 163	WIBA-FM 120	WIMA-AM 228	WISP-AM 5	WJCD-FM 36	WJLD-AM 55	WJPI-AM 241	WJYT-AM 164	WKDE-FM 105	WKIX-FM 48
WHQO-FM 251	WIBB-FM 147	WIMG-AM 138	WISR-AM 22	WJCE-AM 46	WJLG-AM 154	WJPL-FM 135	WJYY-FM 185	WKDF-FM 43	WKJB-AM 13
WHQT-FM 12	WIBC-AM 38	WIMJ-FM 79	WIST-FM 42	WJCI-AM 209	WJLK-FM 47	WJPS-FM 152	WJYZ-AM 253	WKDL-AM 9	WKJK-AM 53
WHQX-FM 254	WIBG-AM 137	WIMT-FM 228	WISW-AM 89	WJCL-FM 154	WJLM-FM 105	WJPT-FM 71	WJZA-FM 34	WKDM-AM 9	WKJN-AM 64
WHRB-FM 8	WIBR-AM 82	WIMX-FM 79	WISY-FM 52	WJCM-AM 269	WJLQ-FM 121	WJQK-FM 66	WJZD-FM 136	WKDQ-FM 152	WKJS-FM 57
WHRC-AM 33	WIBU-AM 120	WIMZ-FM 69	WITA-AM 69	WJCV-AM 81	WJLS-FM 271	WJR-AM 7	WJZE-FM 79	WKDR-AM 225	WKJV-AM 179
WHRD-AM 144	WIBW-AM 180	WINA-AM 222	WIT-AM 20	WJDA-AM 96	WJLS-AM 271	WJRA-AM 109	WJZI-FM 31	WKDV-AM 9	WKJX-FM 241
WHRK-FM 46	WIBW-FM 180	WINC-AM 218	WITK-AM 64	WJDA-AM 8	WJLT-AM 8	WJRE-FM 133	WJZJ-FM 195	WKDY-AM 58	WKJY-FM 18
WHRL-FM 59	WIBX-AM 151	WINC-FM 218	WITL-FM 115	WJDM-AM 1	WJLW-FM 182	WJRO-AM 20	WJZK-FM 34	WKDY-AM 58	WKJY-FM 18
WHSC-AM 197	WICC-AM 112	WIND-AM 3	WITS-AM 269	WJDQ-FM 276	WJMG-FM 208	WJRR-FM 39	WJZC-FM 34	WKEE-AM 144	WKKD-AM 3
WHSL-FM 42	WICE-AM 33	WINE-AM 188	WIVA-FM 13	WJDT-FM 96	WJMH-FM 42	WJRV-FM 57	WJZD-FM 52	WKEE-FM 144	WKKD-FM 3
WHSR-AM 12	WICH-AM 167	WING-FM 56	WIVK-FM 69	WJDX-AM 118	WJMI-FM 118	WJRZ-FM 47	WJZV-FM 57	WKEI-AM 133	WKEE-AM 126
WHTA-FM 11	WICK-AM 64	WING-AM 56	WIWS-AM 271	WJDY-AM 150	WJMK-FM 3	WJRZ-AM 47	WJZW-FM 9	WKES-AM 126	WKEF-AM 126
WHTB-AM 164	WICO-AM 150	WINI-AM 213	WIXE-AM 37	WJEJ-AM 161	WJML-AM 195	WJSA-AM 249	WJZZ-AM 195	WKES-AM 126	WKEU-AM 11
WHTC-AM 66	WICO-FM 150	WINK-AM 71	WIXK-AM 17	WJES-AM 114	WJMM-FM 106	WJSA-AM 249	WKAB-FM 64	WKEX-AM 214	WKEW-AM 42
WHTF-FM 159	WICT-FM 97	WINK-FM 71	WIXK-FM 17	WJES-FM 114	WJMN-FM 8	WJSB-AM 204	WKAC-AM 109	WKEZ-AM 254	WKEX-AM 214
WHTG-AM 47	WIDA-AM 13	WINR-AM 166	WIXL-AM 39	WJET-FM 156	WJMO-FM 9	WJSE-FM 137	WKAK-FM 253	WKFE-AM 13	WKEX-AM 214
WHTQ-FM 47	WIDG-AM 195	WINS-AM 1	WIXO-FM 135	WJFD-FM 164	WJMO-AM 24	WJSH-FM 41	WKAP-AM 67	WKFE-AM 13	WKEX-AM 214
WHTH-AM 34	WIDU-AM 126	WINU-AM 19	WIXV-FM 154	WJFK-FM 9	WJMP-AM 68	WJSM-AM 245	WKAQ-FM 13	WKFF-FM 71	WKFE-AM 13
WHTK-AM 52	WIFC-FM 158	WINW-AM 123	WIXX-FM 182	WJFK-AM 20	WJMR-FM 31	WJSM-FM 245	WKAQ-AM 13	WKFF-FM 71	WKFF-FM 71
WHTQ-FM 39	WIFI-AM 5	WINZ-AM 12	WIXY-FM 209	WJFX-FM 101	WJMX-AM 197	WJTB-AM 24	WKAT-AM 12	WKFR-FM 176	WKFR-FM 176
WHTS-FM 133	WIFL-FM 90	WIOA-FM 13	WIYN-FM 166	WJGO-FM 71	WJMX-FM 197	WJTT-FM 104	WKAV-AM 222	WKFS-FM 26	WKFS-FM 26
							WKAZ-FM 162	WKGB-FM 166	WKGB-FM 166



Table 5
Station Calls to Market Rank

WMMZ-FM 276	WMVI-AM 59	WNBP-AM 8	WNIS-AM 36	WNPT-FM 216	WNWS-FM 268	WOGG-FM 22	WOND-AM 137	WOWW-AM 46	WPFB-AM 56
WMNE-AM 50	WMVO-AM 34	WNBR-FM 81	WNIV-AM 11	WNPV-AM 5	WNWV-FM 24	WOGH-FM 223	WONE-FM 68	WOWZ-FM 151	WPFB-FM 56
WMNI-AM 34	WMVP-AM 3	WNCA-AM 48	WNIZ-FM 3	WNQM-AM 43	WNWZ-AM 66	WOGI-FM 22	WONE-AM 56	WOXY-FM 26	WPFC-AM 82
WMNN-AM 17	WMVU-AM 185	WNCC-AM 170	WNJC-AM 5	WNRB-AM 8	WNXR-FM 219	WOGK-FM 90	WONG-AM 118	WOYE-FM 13	WPFL-FM 121
WMNX-FM 175	WMVX-FM 24	WNCD-FM 97	WNJO-FM 138	WNRI-AM 33	WNYG-AM 18	WOGL-FM 5	WONN-AM 98	WOYK-AM 103	WPFM-AM 197
WMNY-AM 45	WMVY-FM 181	WNCE-FM 77	WNJY-FM 236	WNRK-AM 76	WNYQ-FM 59	WOGO-AM 231	WONO-AM 101	WOZK-AM 183	WPFM-AM 191
WMOA-AM 224	WMWX-FM 160	WNCF-FM 34	WNKI-FM 198	WNRQ-FM 43	WNYR-FM 52	WOGR-AM 37	WONQ-AM 39	WOZZ-FM 134	WPFM-AM 191
WMOB-AM 88	WMXB-FM 57	WNCL-FM 237	WNKO-FM 34	WNRS-AM 151	WNZK-AM 7	WOGT-FM 104	WONX-AM 3	WPAB-AM 13	WPGA-AM 147
WMOG-AM 277	WMXC-FM 88	WNCS-FM 225	WNKR-FM 26	WNRT-FM 13	WNZS-AM 51	WOGY-FM 46	WONZ-AM 137	WPAL-FM 87	WPGA-AM 147
WMOH-AM 26	WMXD-FM 7	WNCT-AM 81	WNKS-FM 37	WNRV-AM 214	WNZZ-AM 142	WOHZ-AM 223	WOOD-AM 66	WPAO-AM 97	WPGC-AM 9
WMOJ-FM 26	WMXH-FM 261	WNCT-FM 81	WNKT-FM 87	WNSA-FM 45	WOAB-FM 183	WOIC-AM 89	WOOD-FM 66	WPAP-FM 226	WPGC-FM 9
WMOP-AM 90	WMXI-FM 208	WNCV-FM 204	WNLC-FM 167	WNSG-AM 43	WOAD-AM 118	WOIR-AM 12	WOOF-AM 183	WPAT-AM 1	WPGI-FM 198
WMOX-AM 276	WMXJ-FM 12	WNCX-FM 24	WNLK-AM 139	WNSH-AM 8	WOAI-AM 32	WOJG-FM 268	WOOF-FM 183	WPAT-FM 1	WPGI-FM 198
WMPI-FM 53	WMXL-FM 106	WNCY-FM 134	WNLS-AM 159	WNSL-FM 208	WOAY-AM 271	WOJO-FM 3	WOOM-AM 46	WPAW-FM 116	WPGS-AM 95
WMPM-AM 48	WMXP-FM 226	Wnda-AM 93	WNLT-FM 26	WNSN-FM 163	WOBB-FM 253	WOKB-AM 39	WOON-AM 33	WPAY-AM 144	WPGU-FM 209
WMPX-FM 46	WMXQ-FM 51	WNDB-AM 93	WNMA-AM 12	WNSP-FM 88	WOBG-AM 186	WOKI-FM 69	WOOW-AM 81	WPAY-FM 144	WPHB-AM 237
WMPY-FM 125	WMXS-FM 142	WNDC-AM 82	WNMB-AM 173	WNSR-AM 43	WOBG-FM 186	WOKK-FM 276	WOZF-FM 213	WPAZ-AM 5	WPHB-FM 198
WMPZ-FM 104	WMXT-FM 197	WNDD-FM 90	WNMT-AM 219	WNSS-AM 75	WOBM-AM 24	WOKL-FM 159	WOPI-AM 96	WPBC-AM 11	WPHI-AM 5
WMQX-FM 42	WMXU-FM 248	WNDE-AM 38	WNMX-FM 37	WNST-AM 20	WOBM-AM 47	WOKN-FM 198	WOR-AM 1	WPBG-FM 135	WPHI-AM 5
WMRD-AM 44	WMXW-FM 166	WNDI-AM 191	WNND-FM 3	WNSW-AM 1	WOBM-FM 47	WOKO-FM 225	WORA-AM 13	WPBH-FM 226	WPHT-AM 5
WMRO-AM 43	WMXX-FM 268	WNDI-FM 191	WNNH-FM 185	WNSY-FM 11	WOBR-FM 241	WOKQ-FM 117	WORC-AM 110	WPBQ-AM 118	WPHX-FM 117
WMRQ-FM 44	WMXY-FM 97	WNDN-FM 90	WNNJ-FM 239	WNTA-AM 148	WOBS-AM 51	WOKS-AM 169	WORC-FM 110	WPBR-AM 50	WPHX-AM 117
WMRR-FM 217	WMXZ-FM 204	WNDT-FM 90	WNNJ-AM 239	WNTD-AM 3	WOBX-AM 241	WOKT-AM 144	WORD-AM 58	WPBS-AM 11	WPIC-AM 97
WMRV-FM 166	WMYB-FM 173	WNDV-AM 163	WNNK-FM 77	WNTF-AM 39	WOC-AM 133	WOKU-AM 162	WORD-FM 22	WPBZ-FM 50	WPIC-AM 97
WMRX-FM 125	WMYF-AM 117	WNDV-FM 163	WNNL-FM 48	WNTJ-AM 170	WOCA-AM 90	WOKV-AM 51	WORL-AM 39	WPCE-AM 36	WPIN-AM 214
WMSI-FM 118	WMYI-FM 58	WNDZ-AM 3	WNNN-AM 76	WNTM-AM 88	WOC-AM 90	WOKX-AM 42	WORO-FM 13	WPCF-AM 226	WPIT-AM 22
WMSO-FM 276	WMYM-AM 12	WNEA-AM 11	WNNR-FM 52	WNTN-AM 8	WOC-AM 90	WOKY-AM 31	WORV-AM 208	WPCH-FM 11	WPJC-AM 13
WMSR-FM 142	WMYR-AM 71	WNEB-AM 110	WNNX-FM 196	WNTQ-FM 75	WOCN-AM 12	WOLA-AM 9	WOSH-AM 150	WPCH-FM 11	WPJC-AM 13
WMSR-FM 240	WMYS-AM 38	WNED-AM 45	WNNX-FM 11	WNTS-AM 38	WOCN-FM 181	WOLB-AM 20	WOSH-AM 134	WPCK-FM 134	WPJM-AM 58
WMSU-FM 248	WMYT-AM 175	WNED-FM 45	WNNY-AM 1	WNTW-AM 218	WOCQ-FM 150	WOLC-FM 150	WOSM-FM 136	WPCL-FM 170	WPJO-FM 96
WMSW-AM 13	WMYU-FM 69	WNEL-AM 13	WNNZ-AM 80	WNTY-AM 44	WOCT-FM 20	WOLF-AM 75	WOSN-FM 116	WPCM-AM 42	WPJS-AM 173
WMSX-AM 8	WMYX-FM 31	WNEW-FM 1	WNOE-FM 41	WNUA-FM 3	WODE-FM 67	WOLF-FM 75	WOSO-AM 13	WPCV-FM 98	WPKR-FM 134
WMT-AM 200	WMYY-FM 59	WNEZ-AM 147	WNOG-AM 71	WNUF-FM 93	WODI-AM 105	WOLI-FM 58	WOSQ-FM 158	WPDA-FM 157	WPKX-FM 80
WMT-FM 200	WMZK-FM 158	WNEZ-AM 44	WNOK-FM 89	WNUQ-FM 253	WODJ-FM 66	WOLL-FM 50	WOTO-FM 46	WPDC-AM 111	WPLA-FM 51
WMTD-FM 271	WMZQ-FM 9	WNFL-AM 182	WNOO-AM 104	WNUS-FM 224	WODL-FM 55	WOLS-AM 197	WOTR-FM 186	WPDH-FM 157	WPLC-AM 9
WMTI-AM 13	WNAH-AM 43	WNFZ-FM 69	WNOP-AM 26	WNUY-FM 101	WODS-FM 8	WOLT-FM 58	WOTS-AM 39	WPDT-FM 197	WPLC-FM 9
WMTR-FM 79	WNAK-AM 64	WNGZ-FM 198	WNOR-FM 36	WNVE-FM 52	WODT-AM 41	WOLX-FM 120	WOTT-FM 257	WPDZ-AM 186	WPLJ-FM 1
WMTR-AM 99	WNAK-AM 134	WNHI-FM 185	WNOS-AM 81	WNVY-AM 3	WODX-AM 71	WOLY-AM 238	WOTX-FM 185	WPDZ-AM 186	WPLM-AM 8
WMTX-FM 21	WNAP-AM 5	WNHW-FM 241	WNOS-AM 81	WNVY-AM 121	WODZ-AM 170	WOLZ-FM 71	WOUR-FM 151	WPEG-FM 37	WPLM-AM 8
WMTX-FM 170	WNAU-AM 178	WNIB-FM 3	WNOV-AM 31	WNVZ-FM 36	WODZ-FM 151	WOMC-FM 7	WOVK-FM 223	WPEK-FM 58	WPLM-AM 8
WMUS-AM 217	WNAV-AM 20	WNIC-FM 7	WNOW-AM 37	WNWC-AM 120	WOFM-FM 158	WOMG-FM 89	WOVO-FM 201	WPEN-AM 5	WPLR-FM 102
WMUS-FM 217	WNAX-FM 250	WNIK-FM 13	WNOX-AM 69	WNWI-AM 3	WOFX-AM 59	WOMI-AM 267	WOWB-FM 151	WPEO-AM 135	WPLT-FM 7
WMUU-AM 58	WNBH-AM 166	WNIL-AM 163	WNOX-FM 69	WNWN-AM 176	WOFX-FM 26	WOMP-AM 223	WOWE-FM 119	WPEP-AM 164	WPLX-AM 46
WMUU-FM 58	WNBH-AM 164	WNIO-AM 97	WNPL-FM 43	WNWN-FM 176	WOGB-FM 182	WOMP-FM 223	WOWI-FM 36	WPET-AM 42	WPLY-FM 5
WMUZ-FM 7	WNBH-AM 164	WNIR-FM 68	WNPQ-FM 123	WNWR-AM 5	WOGF-FM 22	WOMX-FM 39	WOWO-AM 101	WPEZ-FM 147	WPLZ-FM 57



Table 5
Station Calls to Market Rank

WPMH-AM 36	WPUT-AM 188	WQHH-FM 115	WQRB-FM 231	WRBA-FM 226	WRIC-FM 254	WRMQ-AM 39	WRRS-FM 55	WRXZ-FM 253	WSDX-AM 191
WPMZ-AM 33	WPUV-AM 214	WQHK-FM 101	WQRC-FM 181	WRBG-FM 150	WRIE-AM 156	WRMR-AM 24	WRRV-FM 141	WRYM-AM 44	WSDZ-AM 19
WPNA-AM 3	WPVJ-AM 220	WQHJ-FM 150	WQRL-FM 213	WRBO-FM 46	WRIF-FM 7	WRMX-FM 43	WRRX-FM 121	WRYT-AM 19	WSEA-FM 173
WPNC-FM 241	WPVL-FM 220	WQHT-FM 1	WQRV-FM 52	WRBP-AM 97	WRIG-AM 158	WRNA-AM 37	WRSB-AM 109	WRYV-FM 144	WSEG-FM 277
WPNI-AM 80	WPVL-AM 220	WQIC-FM 77	WQSA-AM 78	WRBQ-FM 21	WRIO-FM 13	WRNB-FM 56	WRSB-AM 52	WRZA-FM 3	WSEL-AM 178
WPNT-AM 22	WPVQ-FM 80	WQII-AM 13	WQSC-AM 87	WRBR-FM 163	WRIS-AM 105	WRNC-AM 147	WRSC-AM 237	WRZE-FM 181	WSEL-FM 178
WPNX-AM 169	WPWA-AM 5	WQIK-FM 51	WQSE-AM 43	WRBS-FM 20	WRIT-FM 31	WRNC-AM 147	WRSF-FM 241	WRZK-FM 96	WSEN-FM 75
WPOC-FM 20	WPWC-AM 9	WQIO-FM 34	WQSL-FM 81	WRBT-FM 77	WRIV-AM 18	WRNE-AM 121	WRSJ-AM 13	WRZN-AM 90	WSER-AM 76
WPOL-AM 42	WPWT-AM 96	WQIZ-AM 87	WQSM-FM 126	WRBV-FM 147	WRIX-FM 58	WRNI-AM 33	WRSN-FM 48	WRZX-FM 38	WSEV-AM 69
WPON-AM 7	WPXC-FM 181	WQJH-FM 150	WQSN-AM 176	WRBZ-AM 48	WRIX-AM 58	WRNJ-AM 67	WRSR-FM 119	WRZZ-FM 224	WSEV-FM 69
WPOP-AM 44	WPXY-FM 52	WQJM-FM 226	WQSO-FM 117	WRCA-AM 8	WRJH-FM 118	WRNL-AM 57	WRSV-FM 81	WSAI-AM 26	WSFL-FM 81
WPOR-FM 160	WPYB-AM 48	WQJQ-FM 118	WQSR-FM 20	WRCC-AM 238	WRJL-FM 109	WRNO-FM 173	WRTA-AM 245	WSAK-FM 117	WSFM-FM 175
WPOS-FM 79	WPYK-AM 55	WQJZ-FM 150	WQSV-AM 43	WRCC-AM 169	WRJM-FM 183	WRNF-AM 41	WRTG-AM 48	WSAM-AM 125	WSFN-AM 277
WPOW-FM 12	WPYO-FM 39	WQKK-FM 170	WQSX-FM 8	WRCH-FM 44	WRJN-AM 31	WRNQ-FM 157	WRTH-AM 19	WSAN-FM 13	WSFR-FM 53
WPPC-AM 13	WPYX-FM 59	WQKL-FM 145	WQTE-FM 79	WRCK-FM 151	WRJQ-AM 134	WRNR-FM 20	WRTK-AM 97	WSAQ-FM 7	WSFT-FM 249
WPPT-FM 226	WPZX-FM 64	WQKS-FM 142	WQTM-AM 39	WRCL-FM 57	WRJS-AM 55	WRNS-AM 81	WRTN-FM 1	WSAR-AM 164	WSGC-FM 104
WPPY-FM 135	WPZZ-FM 38	WQLD-FM 142	WQTY-FM 191	WRCN-FM 18	WRJZ-AM 69	WRNS-FM 81	WRTO-FM 12	WSAT-AM 37	WSGH-AM 42
WPQR-FM 22	WQAL-FM 24	WQLH-FM 182	WQUA-FM 88	WRCQ-FM 126	WRKA-FM 53	WRNX-FM 80	WRTP-AM 48	WSAU-AM 158	WSGI-AM 43
WPRA-AM 13	WQAM-AM 12	WQLL-FM 185	WQUE-FM 41	WRCR-AM 1	WRKB-AM 37	WRNY-AM 151	WRTR-FM 216	WSAX-FM 137	WSGL-FM 71
WPRB-FM 138	WQAR-FM 59	WQLR-FM 176	WQUL-FM 213	WRCW-AM 123	WRKG-FM 90	WROA-AM 136	WRTS-FM 156	WSB-AM 11	WSGO-AM 75
WPRD-AM 39	WQBA-AM 12	WQLS-AM 183	WQUN-AM 102	WRCY-AM 152	WRKH-FM 88	WROB-AM 248	WRTT-FM 109	WSB-AM 11	WSGW-AM 125
WPRJ-FM 125	WQBB-AM 69	WQLS-FM 183	WQUT-FM 96	WRDD-AM 170	WRKI-FM 188	WROD-AM 93	WRUF-AM 90	WSBA-AM 103	WSGY-FM 170
WPRM-FM 13	WQBE-AM 162	WQLT-FM 240	WQVE-FM 253	WRDJ-FM 105	WRKK-AM 249	WROE-FM 134	WRUF-FM 90	WSBB-AM 93	WSHE-FM 39
WPRO-AM 33	WQBE-FM 162	WQLV-FM 77	WQWK-FM 237	WRDS-FM 75	WRKL-AM 1	WROK-AM 148	WRUN-AM 151	WSBC-AM 3	WSHG-FM 64
WPRO-AM 33	WQBH-AM 7	WQLZ-FM 196	WQXA-AM 103	WRDU-FM 48	WRKN-AM 118	WROL-AM 8	WRVA-AM 57	WSBG-FM 64	WSHH-FM 22
WPRP-AM 13	WQBJ-FM 59	WQMF-FM 53	WQXA-FM 77	WRDW-AM 114	WRKO-AM 8	WROO-FM 51	WRVB-FM 224	WSBL-FM 150	WSHI-FM 101
WPRR-AM 245	WQBK-FM 59	WQMG-FM 42	WQXC-FM 176	WRDX-FM 76	WRKP-FM 223	WROQ-FM 58	WRVC-FM 144	WSBM-AM 240	WSHK-FM 117
WPRS-AM 191	WQBN-AM 21	WQMJ-FM 147	WQXI-AM 11	WRDZ-AM 3	WRKR-FM 176	WROR-FM 8	WRVC-AM 144	WSBR-AM 50	WSHN-FM 217
WPRW-FM 114	WQBR-FM 249	WQMX-FM 68	WQXK-FM 97	WREC-AM 46	WRKS-FM 1	WROS-AM 51	WRVE-FM 59	WSBT-AM 163	WSHO-AM 41
WPRX-AM 44	WQBS-AM 13	WQMZ-FM 222	WQXL-AM 89	WRED-FM 160	WRKT-FM 156	WROU-FM 56	WRVF-FM 79	WSBY-FM 150	WSHU-AM 139
WPSE-AM 156	WQBF-FM 147	WQNQ-FM 179	WQXQ-FM 267	WREF-AM 188	WRKW-FM 157	WROV-FM 105	WRVI-FM 53	WSBZ-FM 204	WSHW-FM 236
WPSK-FM 214	WQCB-FM 270	WQNS-FM 179	WQXR-FM 1	WREJ-AM 57	WRKZ-FM 77	WROW-AM 59	WRVP-FM 135	WSCA-FM 154	WSHZ-FM 217
WPSL-AM 116	WQCD-FM 1	WQNT-AM 87	WQYK-AM 21	WRFD-AM 34	WRLA-FM 12	WROX-FM 36	WRVQ-FM 57	WSCA-AM 154	WSIG-FM 218
WPSO-AM 21	WQCH-AM 104	WQNY-FM 263	WQYK-FM 21	WRFM-FM 151	WRLF-FM 186	WROZ-FM 111	WRVR-FM 46	WSCC-AM 87	WSIR-AM 98
WPSP-AM 50	WQCK-FM 82	WQOK-FM 48	WQYZ-FM 136	WRFN-FM 114	WRLG-FM 43	WRQK-FM 123	WRVV-FM 77	WSCH-FM 26	WSIS-FM 154
WPST-FM 138	WQCM-FM 161	WQOL-FM 116	WQZQ-FM 43	WRFQ-FM 87	WRLR-FM 55	WRQN-FM 79	WRVW-FM 43	WSCP-AM 75	WSIV-AM 75
WPTE-FM 36	WQDR-FM 48	WQOP-AM 51	WQZS-FM 170	WRFX-FM 37	WRLT-FM 43	WRQQ-FM 43	WRVZ-FM 162	WSCP-FM 75	WSIX-FM 43
WPTF-AM 48	WQEM-FM 55	WQOP-FM 55	WQZZ-FM 216	WRFY-FM 131	WRLX-FM 50	WRQR-FM 175	WRWD-FM 157	WSCQ-FM 89	WSJS-AM 42
WPTN-AM 265	WQEN-FM 55	WQPM-AM 17	WRAD-AM 214	WRGO-FM 90	WRLZ-AM 39	WRQX-FM 9	WRWK-FM 79	WSCR-AM 3	WSJT-FM 21
WPTQ-FM 201	WQEW-AM 1	WQPO-FM 261	WRAK-AM 249	WRGS-AM 96	WRMA-FM 12	WRR-FM 6	WRXB-AM 21	WSCW-AM 162	WSJX-AM 191
WPTR-AM 59	WQFL-FM 148	WQQB-FM 209	WRAL-FM 48	WRHC-AM 12	WRMD-AM 21	WRRB-FM 157	WRXF-FM 119	WSDM-FM 191	WSJY-FM 120
WPTS-FM 22	WQFM-FM 64	WQQK-FM 43	WRAT-FM 47	WRHI-AM 37	WRMF-FM 50	WRRH-FM 13	WRXK-FM 71	WSDO-AM 39	WSJZ-FM 41
WPTT-AM 22	WQFN-FM 64	WQQL-FM 196	WRAU-FM 12	WRHQ-FM 154	WRMJ-FM 133	WRRK-FM 22	WRXL-FM 57	WSDQ-AM 104	WSKN-AM 13
WPTW-AM 56	WQFX-AM 136	WQQQ-FM 44	WRAW-AM 131	WRHT-FM 81	WRMM-FM 52	WRRM-FM 26	WRXR-FM 104	WSDS-AM 145	WSKO-AM 33
WPUL-AM 93	WQGN-FM 167	WQQZ-FM 13	WRAX-FM 55	WRIB-AM 33	WRMN-AM 3	WRRR-FM 224	WRXS-FM 150	WSDT-AM 104	WSKQ-FM 1



Table 5
Station Calls to Market Rank

WSKR-AM 82	WSPK-FM 157	WSVA-AM 261	WTFM-FM 96	WTLA-AM 75	WTPT-FM 58	WTZY-AM 179	WVAM-AM 245	WVNA-FM 240	WWBG-AM 42
WSKS-FM 151	WSPQ-AM 45	WSVE-AM 51	WTFX-FM 53	WTLB-AM 151	WTQR-FM 42	WUAM-AM 59	WVAO-FM 222	WVNE-AM 110	WWBN-FM 119
WSKW-AM 251	WSPR-AM 80	WSVG-AM 218	WTGE-FM 82	WTLG-AM 38	WTRC-AM 163	WUBB-FM 117	WVAQ-FM 186	WVNJ-AM 1	WWBX-FM 270
WSKX-FM 154	WSPT-FM 158	WSVV-FM 36	WTGH-AM 89	WTLG-FM 38	WTRG-FM 48	WUBE-FM 26	WVAZ-FM 3	WVNN-AM 109	WWBZ-FM 87
WSKY-AM 179	WSPT-AM 158	WSVY-FM 36	WTGM-AM 150	WTLN-AM 39	WTRI-AM 199	WUBR-AM 217	WVBB-AM 57	WVNZ-AM 57	WWCA-AM 3
WSKY-FM 90	WSPY-FM 3	WSWI-AM 152	WTHB-AM 114	WTLQ-AM 71	WTRI-FM 152	WUBT-FM 3	WVBF-AM 8	WVOA-FM 75	WWCB-AM 156
WSKZ-FM 104	WSPZ-AM 216	WSWL-AM 121	WTHE-AM 18	WTLT-FM 71	WTRN-AM 245	WUBU-FM 163	WVBO-FM 134	WVOC-AM 89	WWCD-FM 34
WSLA-AM 41	WSQN-FM 197	WSWN-AM 50	WTHI-FM 191	WTLX-FM 120	WTRS-FM 90	WUBZ-FM 237	WVBR-FM 263	WVOD-FM 241	WWCK-AM 119
WSLC-FM 105	WSRA-FM 170	WSWT-FM 135	WTHM-AM 103	WTLY-FM 159	WTRU-AM 42	WUEZ-FM 213	WVCB-AM 175	WVOG-AM 41	WWCK-FM 119
WSLC-AM 105	WSRC-AM 48	WSWW-AM 162	WTHN-FM 141	WTLZ-FM 125	WTRV-FM 66	WUFL-AM 7	WVCG-AM 12	WVOJ-AM 51	WWCL-AM 71
WSLI-AM 118	WSRF-AM 12	WSYE-FM 178	WTHO-FM 114	WTMA-AM 87	WTRX-AM 119	WUFO-AM 45	WVCH-AM 5	WVOL-AM 43	WWCN-AM 71
WSLQ-FM 105	WSRO-AM 8	WSYN-FM 173	WTHQ-FM 53	WTMG-AM 262	WTRY-FM 59	WUGL-AM 78	WVCO-FM 173	WVOM-FM 270	WWCS-AM 22
WSLT-FM 114	WSRR-AM 46	WSYR-AM 75	WTHT-FM 160	WTMG-FM 90	WTSB-AM 126	WUGO-FM 144	WVCY-AM 134	WVON-AM 3	WWCT-FM 135
WSLY-FM 276	WSRS-FM 110	WSYW-AM 38	WTHU-AM 199	WTMI-FM 12	WTSJ-AM 26	WUGR-AM 106	WVCY-FM 31	WVOQ-FM 75	WWDB-FM 5
WSM-AM 43	WSRT-FM 161	WSYY-AM 270	WTIC-AM 44	WTMJ-AM 31	WTSK-AM 216	WUJM-FM 136	WVEE-FM 11	WVOR-FM 52	WWDC-FM 9
WSM-FM 43	WSRZ-FM 78	WSYY-FM 270	WTIC-FM 44	WTMM-AM 59	WTSN-AM 117	WUKQ-FM 13	WVEI-AM 110	WVOX-AM 1	WWDE-FM 36
WSMB-AM 41	WSSA-AM 11	WTAG-AM 110	WTID-FM 216	WTMP-AM 21	WTSO-AM 120	WUKQ-AM 13	WVEL-AM 135	WVOZ-AM 13	WWDF-AM 118
WSMJ-FM 69	WSSJ-AM 5	WTAK-FM 109	WTIG-AM 123	WTMR-AM 5	WTSS-FM 45	WUKS-FM 126	WVEZ-FM 53	WVOZ-FM 13	WWDJ-AM 1
WSMK-FM 163	WSSL-FM 58	WTAL-AM 159	WTIK-AM 48	WTMT-AM 53	WTSX-FM 141	WULV-FM 53	WVFJ-FM 11	WVPO-AM 64	WWDL-FM 64
WSML-AM 42	WSSM-FM 19	WTAM-AM 24	WTIL-AM 13	WTMX-FM 3	WTTB-AM 116	WUMP-AM 109	WVFN-AM 115	WVRB-FM 106	WWDM-FM 89
WSMN-AM 185	WSSO-AM 248	WTAN-AM 21	WTIS-AM 21	WTMY-AM 78	WTTM-AM 138	WUMX-FM 222	WVGM-AM 105	WVRK-FM 169	WWDX-FM 115
WSMO-AM 81	WSSP-FM 87	WTAO-FM 213	WTIX-FM 41	WTMZ-AM 87	WTTM-AM 138	WUNA-AM 39	WVHF-FM 186	WVRT-FM 249	WWFE-AM 12
WSMQ-FM 55	WSSR-FM 21	WTAR-AM 36	WTIX-AM 41	WTNC-AM 42	WTRR-AM 20	WUNO-AM 13	WVHI-AM 152	WVRV-FM 19	WWFG-FM 150
WSMS-FM 248	WSSS-FM 37	WTAW-AM 232	WTJH-AM 11	WTNI-AM 197	WTTT-FM 38	WUNR-AM 8	WVHT-FM 159	WVRY-FM 43	WWFH-FM 64
WSMX-AM 42	WSSX-FM 87	WTAX-AM 196	WTJK-AM 148	WTNJ-FM 271	WTTX-FM 105	WUPR-AM 13	WVIC-FM 115	WVSC-AM 170	WWFN-FM 197
WSMZ-FM 34	WSSZ-FM 22	WTAZ-AM 135	WTJM-FM 1	WTNT-FM 159	WTTX-FM 105	WURL-AM 55	WVIM-FM 46	WVSR-FM 162	WWFO-FM 159
WSNE-FM 33	WSTC-AM 139	WTBC-AM 216	WTJS-AM 268	WTNV-FM 268	WTUE-FM 56	WURP-AM 22	WVIN-FM 198	WVSY-FM 222	WWFX-FM 110
WSNG-AM 44	WSTG-FM 254	WTBI-AM 58	WTJZ-AM 36	WTNX-FM 97	WTUG-FM 216	WUSJ-FM 118	WVIV-FM 118	WVTI-FM 66	WWGB-AM 9
WSNI-FM 230	WSTH-FM 169	WTBN-AM 21	WTKA-AM 145	WTNY-AM 257	WTUP-AM 178	WUSL-FM 5	WVJM-FM 3	WVTJ-AM 121	WWGL-FM 42
WSNL-AM 119	WSTK-AM 81	WTBQ-AM 141	WTKB-AM 204	WTOB-AM 42	WTUS-FM 186	WUSN-FM 3	WVJP-FM 13	WVUC-FM 186	WWGM-FM 268
WSNX-AM 66	WSTL-FM 106	WTBT-FM 21	WTKF-FM 81	WTOA-AM 79	WTVL-AM 251	WUSQ-FM 218	WVJP-AM 13	WVVC-FM 151	WWGQ-AM 46
WSNY-FM 34	WSTN-AM 46	WTCB-FM 89	WTKG-AM 66	WTOJ-FM 257	WTVN-AM 34	WUST-AM 9	WVJS-AM 267	WVVV-FM 224	WWGR-FM 71
WSOC-FM 37	WSTO-FM 152	WTCF-FM 125	WTKI-AM 109	WTON-AM 261	WTVR-FM 57	WUSV-FM 265	WVKL-FM 36	WVVW-AM 224	WWHN-AM 3
WSOK-AM 154	WSTP-AM 37	WTCJ-FM 267	WTKK-FM 8	WTON-FM 261	WTVY-FM 183	WUSW-FM 208	WVKO-AM 34	WVYB-FM 93	WWHT-FM 75
WSOL-FM 51	WSTR-FM 11	WTCM-AM 195	WTKL-FM 41	WTOP-FM 9	WTVY-FM 183	WUSY-FM 104	WVKS-FM 79	WVZA-FM 213	WWIB-FM 231
WSOM-AM 97	WSTS-FM 126	WTCM-FM 195	WTKM-AM 31	WTOP-AM 9	WTWA-AM 114	WUSZ-FM 219	WVKZ-AM 59	WVZN-AM 111	WWII-AM 77
WSON-AM 152	WSTU-AM 116	WTCR-AM 144	WTKM-FM 31	WTOR-AM 45	WTWB-AM 98	WUTQ-AM 151	WVLE-FM 201	WWAB-AM 98	WWIL-AM 175
WSOS-FM 51	WSTW-FM 76	WTCR-FM 144	WTKO-AM 263	WTOS-FM 251	WTWR-FM 79	WUUS-AM 104	WVLK-AM 106	WWAM-AM 104	WWIN-AM 20
WSOX-FM 103	WSTZ-FM 118	WTCS-AM 186	WTKS-FM 39	WTOU-AM 68	WTWZ-AM 118	WUVA-FM 222	WVLK-FM 106	WWAR-AM 105	WWIN-FM 20
WSOY-AM 255	WSUA-AM 12	WTCY-AM 77	WTKT-AM 106	WTOY-AM 105	WTXM-AM 69	WUZI-FM 170	WVLR-AM 105	WWAV-FM 204	WWIZ-FM 97
WSOY-FM 255	WSUB-AM 167	WTDA-AM 120	WTKU-FM 137	WTOY-AM 105	WTXM-FM 69	WUZZ-FM 228	WVMI-AM 136	WWAX-FM 219	WWJ-AM 7
WSPA-AM 58	WSUN-AM 21	WTDK-FM 150	WTKV-FM 75	WTPA-FM 77	WTYX-FM 118	WUZZ-AM 257	WVMT-AM 225	WWBA-AM 21	WWJB-AM 21
WSPA-FM 58	WSUN-FM 21	WTDY-AM 120	WTKW-FM 75	WTPA-FM 77	WTYX-FM 118	WUZZ-AM 257	WVMV-FM 7	WWBB-FM 33	WWJC-AM 219
WSPB-AM 78	WSUS-FM 239	WTEL-AM 5	WTKX-FM 121	WTPM-FM 13	WTZE-AM 254	WVAB-AM 36	WVMX-FM 26	WWBC-AM 95	WWJO-FM 212
WSPD-AM 79	WSUY-FM 87	WTEM-AM 9	WTKZ-AM 67	WTPN-FM 160	WTZK-AM 179	WVAF-FM 162	WVMX-FM 26	WWBC-AM 95	WWJO-FM 212
						WVAL-AM 212	WVNA-AM 240	WWBF-AM 98	WWJQ-AM 66



Table 5
Station Calls to Market Rank

WWJY-AM 167	WWQM-FM 120	WWXY-FM 18	WXJZ-FM 90	WXSR-FM 159	WYCO-FM 158	WYNK-FM 82	WYYZ-AM 11	WZMR-FM 59	WZUU-FM 176
WWJZ-AM 5	WWQQ-FM 175	WWYN-FM 268	WXKB-FM 71	WXSS-FM 31	WYCR-FM 103	WYNN-FM 197	WYBZ-FM 204	WZMT-FM 13	WZVN-FM 3
WWKA-FM 39	WWRC-AM 9	WWYY-FM 67	WXKC-FM 156	WXST-FM 34	WYDA-FM 183	WYNN-AM 197	WYZE-AM 11	WZMX-FM 44	WZWW-FM 237
WWKB-AM 45	WWRF-AM 50	WWYZ-FM 44	WXKE-FM 101	WXTA-FM 156	WYDE-AM 55	WYNR-FM 277	WYZM-FM 120	WZNA-AM 13	WZXI-FM 261
WWKJ-FM 181	WWRL-AM 1	WWZD-FM 178	WXKO-AM 147	WXTB-FM 21	WYDS-FM 255	WYNS-AM 67	WZAD-FM 157	WZNE-FM 52	WZXL-FM 137
WWKK-AM 195	WWRM-FM 21	WWZK-FM 137	WXKR-FM 79	WXTC-AM 87	WYEF-FM 173	WYNU-FM 268	WZAK-FM 24	WZNG-AM 43	WZXR-FM 249
WWKL-AM 77	WWRR-FM 51	WWZQ-AM 178	WXKS-AM 8	WXTK-FM 181	WYFC-FM 69	WYNY-FM 1	WZAN-AM 160	WZNN-AM 240	WZXS-FM 81
WWKN-FM 238	WWRU-AM 1	WWZY-FM 47	WXKS-FM 8	WXTR-AM 199	WYFI-FM 36	WYNZ-FM 160	WZAP-AM 96	WZNO-AM 121	WZXV-FM 52
WWKX-FM 33	WWRV-AM 1	WWZZ-FM 9	WXKX-FM 224	WXTU-FM 5	WYFJ-FM 57	WYOK-FM 88	WZAR-FM 13	WZNS-FM 204	WZYP-FM 109
WWKY-AM 53	WWRX-FM 33	WXAN-FM 213	WXLA-AM 115	WXUR-FM 151	WYFM-FM 97	WYOO-FM 226	WZAT-FM 154	WZNT-FM 13	WZZA-AM 240
WWKZ-FM 178	WWRZ-FM 98	WXAR-FM 64	WXLC-FM 3	WXUS-FM 183	WYFN-AM 43	WYOS-FM 166	WZAZ-AM 51	WZNW-FM 223	WZZD-AM 5
WWL-AM 41	WWSG-FM 253	WXBD-AM 136	WXLK-FM 105	WXVI-AM 142	WYFQ-AM 37	WYOY-FM 118	WZBA-FM 20	WZNX-FM 255	WZZE-FM 5
WWLD-FM 159	WWSJ-AM 115	WXBE-FM 64	WXLN-AM 53	WXVO-FM 69	WYFX-FM 152	WYPA-AM 3	WZBD-FM 101	WZNY-FM 114	WZZI-FM 105
WWLE-AM 157	WWSK-FM 173	WXBH-AM 59	WXLO-FM 110	WXWX-FM 182	WYFY-AM 151	WYPT-FM 71	WZBH-FM 150	WZNZ-AM 51	WZZJ-AM 136
WWLG-AM 20	WWSM-AM 77	WXBM-FM 121	WXLP-FM 133	WXXL-FM 39	WYGC-FM 90	WYQE-FM 13	WZBO-AM 241	WZOC-FM 163	WZZK-FM 55
WWLI-FM 33	WWSN-FM 277	WXBQ-AM 96	WXLT-FM 213	WXXP-FM 18	WYGH-AM 106	WYRD-AM 58	WZBQ-FM 216	WZOK-FM 148	WZZM-FM 59
WWLL-FM 269	WWSO-FM 36	WXBQ-FM 96	WXLW-AM 38	WXXQ-FM 148	WYGL-FM 77	WYRE-AM 20	WZBR-FM 81	WZOL-FM 13	WZZO-FM 67
WWLO-AM 90	WWSR-AM 225	WXBX-FM 214	WXLV-AM 87	WXXU-AM 95	WYGR-AM 66	WYRK-FM 45	WZBZ-FM 137	WZON-AM 270	WZZQ-FM 191
WWLS-FM 54	WWST-FM 69	WXCD-FM 3	WXMC-AM 99	WXXV-AM 225	WYGV-FM 51	WYRN-AM 48	WZCH-FM 3	WZOO-AM 42	WZZR-FM 50
WWLS-AM 54	WWSW-FM 22	WXCL-FM 135	WXMG-FM 34	WXXY-FM 3	WYGY-FM 26	WYRU-AM 126	WZDQ-FM 268	WZOQ-FM 228	WZZU-FM 105
WWLV-FM 50	WWSY-FM 191	WXCM-FM 267	WXMK-FM 277	WXYB-AM 21	WYHY-FM 148	WYRV-AM 254	WZEC-FM 59	WZOR-FM 182	WZZW-AM 144
WWLZ-AM 198	WWTC-AM 17	WXCO-AM 158	WXMP-FM 109	WXYK-FM 136	WYIL-FM 161	WYSF-FM 55	WZEE-FM 120	WZOU-AM 262	WZZZ-AM 75
WWMD-FM 161	WWTK-AM 269	WXCT-FM 82	WXNI-AM 33	WXYT-AM 7	WYJB-FM 59	WYSH-AM 69	WZEN-FM 117	WZOW-FM 163	XEJ-AM 70
WWMG-FM 37	WWTL-AM 199	WXCY-FM 76	WXNR-FM 81	WXYV-FM 20	WYJS-FM 118	WYSK-AM 9	WZER-AM 31	WZPC-FM 43	XEMO-AM 15
WWMI-AM 21	WWTN-FM 43	WXDJ-FM 12	WXOF-FM 90	WXYX-FM 13	WYJZ-FM 38	WYSL-AM 52	WZEW-FM 88	WZPL-FM 38	XEPZ-AM 70
WWMJ-FM 270	WWTR-AM 1	WXDX-FM 22	WXOK-AM 82	WXZX-FM 13	WYKO-AM 13	WYSN-AM 170	WZFM-FM 214	WZPQ-AM 55	XEWG-AM 70
WWMK-AM 24	WWUZ-FM 57	WXEG-FM 56	WXPS-FM 225	WXZZ-FM 106	WYKS-FM 90	WYSP-FM 5	WZFX-FM 126	WZPR-FM 156	XHCR-FM 15
WWMS-FM 178	WWVA-AM 223	WXEM-AM 11	WXPT-FM 17	WYAI-FM 11	WYKT-FM 3	WYSR-FM 101	WZGC-FM 11	WZPT-FM 22	XHEM-FM 70
WWMX-FM 20	WWVR-FM 191	WXEW-AM 13	WXPZ-FM 150	WYAK-FM 173	WYKY-FM 53	WYST-FM 181	WZHF-AM 9	WZPW-FM 135	XHFG-FM 15
WWNB-AM 81	WWVT-AM 214	WXEZ-FM 36	WXQL-FM 51	WYAM-AM 109	WYKZ-FM 154	WYTE-FM 158	WZHR-AM 21	WZRA-FM 33	XHGU-FM 70
WWNC-AM 179	WWVV-FM 154	WXFL-FM 240	WXQR-FM 81	WYAM-FM 109	WYLA-FM 41	WYTK-FM 240	WZHT-FM 142	WZRC-AM 1	XHH-FM 70
WWND-FM 48	WWVZ-FM 199	WXFM-FM 255	WXQW-FM 109	WYAV-FM 173	WYLD-AM 41	WYUR-AM 7	WZID-FM 185	WZRI-FM 33	XHIM-FM 70
WWNH-AM 117	WWWA-FM 251	WXFX-FM 142	WXRA-FM 42	WYAY-FM 11	WYLD-FM 41	WYUS-AM 150	WZIQ-FM 253	WZRR-FM 55	XHNZ-FM 70
WWNL-AM 22	WWWE-AM 11	WXGI-AM 57	WXRC-FM 37	WYBA-FM 3	WYLI-AM 224	WYUU-FM 21	WZJM-FM 24	WZRX-AM 118	XHRM-FM 15
WWNN-AM 12	WWWG-AM 52	WXGM-AM 36	WXRD-FM 3	WYBB-FM 87	WYLL-FM 3	WYXE-AM 43	WZJY-AM 87	WZRR-FM 249	XHTO-FM 70
WWNR-AM 271	WWWM-FM 79	WXGM-FM 36	WXRF-AM 13	WYBC-FM 102	WYLZ-FM 125	WYXL-FM 263	WZKL-FM 123	WZSR-FM 3	XHTZ-FM 15
WWNT-AM 183	WWWR-AM 105	WXGV-FM 51	WXRG-FM 136	WYBC-AM 102	WYMB-AM 197	WYXX-FM 3	WZKS-FM 276	WZST-FM 186	XJAZ-AM 15
WWNZ-AM 39	WWWV-AM 222	WXIK-FM 115	WXRK-FM 1	WYBL-FM 53	WYMG-FM 196	WYXY-FM 196	WZKX-FM 136	WZTA-FM 12	XLTN-FM 15
WWOC-FM 241	WWWX-FM 145	WXIL-FM 224	WXRL-AM 45	WYBN-AM 145	WYNA-FM 173	WYYB-FM 43	WZLQ-FM 178	WZTO-FM 43	XMOR-FM 15
WWOJ-FM 269	WWWY-FM 134	WXIR-FM 38	WXRR-FM 208	WYCA-FM 3	WYND-AM 93	WYYD-FM 105	WZLR-FM 56	WZTR-FM 53	XPRS-AM 15
WWPA-AM 249	WWWZ-FM 87	WXIS-FM 96	WXRT-AM 3	WYCB-AM 9	WYND-FM 241	WYYW-FM 276	WZLS-FM 179	WZTZ-FM 183	XTIM-FM 15
WWPG-AM 216	WWWX-FM 134	WXJN-FM 150	WXRT-AM 3	WYCD-FM 7	WYNF-FM 78	WYYX-FM 226	WZLX-FM 8	WZUM-AM 22	XTRA-FM 15
WWPH-FM 138	WWWX-FM 173	WXJO-AM 147	WXRV-FM 8	WYCK-AM 64	WYNG-FM 152	WYYY-FM 75	WZMJ-FM 89	WZUR-AM 13	XTRA-AM 15
WWPR-AM 78	WWWX-FM 109	WXJY-FM 173	WXRX-FM 148	WYCL-FM 121	WYNN-AM 197				

Table 6
City of License to Market Rank

Abbeville, LA	100	Amarillo, TX	187	Asbury, MO	227	Austin, MN	229	Baton Rouge, LA	82	Belpre, OH	224
Aberdeen, MD	20	Ambridge, PA	22	Asbury Park, NJ	47	Austin, TX	49	Battle Creek, MI	238	Belton, SC	58
Aberdeen, MS	178	Ames, IA	92	Ash Grove, MO	146	Ava, IL	213	Battle Ground, IN	236	Belton, TX	149
Abilene, TX	221	Amherst, MA	80	Ashburn, GA	253	Avalon, CA	2	Baxter, TN	265	Belvidere, IL	148
Abingdon, VA	96	Amherst, NY	45	Ashdown, AR	247	Avalon, NJ	137	Baxter Springs, KS	227	Belvidere, NJ	67
Ackerman, MS	248	Amherst, VA	105	Asheboro, NC	42	Avis, PA	249	Bay City, MI	125	Bennington, NE	73
Ada, MI	66	Amory, MS	178	Asheville, NC	179	Avon, NY	52	Bay Minette, AL	88	Benson, NC	48
Addison, AL	109	Amsterdam, NY	59	Ashland, KY	144	Avon Park, FL	269	Bay Shore, NY	18	Benton, AR	83
Adjuntas, PR	13	Anadarko, OK	258	Ashland, MA	8	Azle, TX	6	Bay St. Louis, MS	136	Benton, IL	213
Adrian, MI	79	Anaheim, CA	2	Ashland, MO	244	Babbitt, MN	219	Bayamon, PR	13	Benton, LA	130
Aguada, PR	13	Anchorage, AK	168	Ashland, OR	207	Babylon, NY	18	Baytown, TX	10	Benton, PA	64
Aguadilla, PR	13	Andalusia, AL	204	Ashland, VA	57	Bagley, MN	264	Beacon, NY	157	Benton Harbor, MI	163
Aiea, HI	60	Anderson, CA	215	Ashland City, TN	43	Bainbridge, GA	253	Beatrice, NE	172	Bentonville, AR	155
Aiken, SC	114	Anderson, IN	38	Ashville, OH	34	Baird, TX	221	Beaufort, NC	81	Berea, KY	106
Akron, OH	68	Anderson, SC	58	Atascadero, CA	165	Baker, LA	82	Beaufort, SC	154	Berkeley, CA	4
Alabaster, AL	55	Andover, KS	84	Athens, AL	109	Bakersfield, CA	86	Beaumont, CA	28	Berlin, MD	150
Alachua, FL	90	Andrews, SC	173	Athens, GA	11	Balch Springs, TX	6	Beaumont, TX	127	Berne, IN	101
Alameda, CA	4	Ankeny, IA	92	Atlanta, GA	11	Baldwin, FL	51	Beaver Falls, PA	22	Berry Hill, TN	43
Alamo, TN	268	Ann Arbor, MI	145	Atlanta, MI	195	Baldwinsville, NY	75	Beavercreek, OH	56	Berryville, VA	218
Alamo, TX	63	Annapolis, MD	20	Atlanta, TX	247	Baldwyn, MS	178	Beaverton, MI	125	Berwick, PA	64
Alamo Heights, TX	32	Annville-Cleona, PA	77	Atlantic, NC	81	Ball, LA	203	Beaverton, OR	25	Bessemer, AL	55
Albany, GA	253	Anoka, MN	17	Atlantic Beach, FL	51	Ballinger, TX	260	Beckley, WV	271	Bethalto, IL	19
Albany, MN	212	Anson, TX	221	Atlantic Beach, SC	173	Ballston Spa, NY	59	Bedford, NH	185	Bethany, OK	54
Albany, NY	59	Ansonia, CT	112	Atlantic City, NJ	137	Baltimore, MD	20	Bedford, VA	105	Bethany Bch, DE	150
Albuquerque, NM	72	Apache Junction, AZ	16	Atmore, AL	88	Bandera, TX	32	Beech Grove, IN	38	Bethany Beach, DE	150
Alcoa, TN	69	Apopka, FL	39	Attica, IN	236	Bangor, ME	270	Beeville, TX	129	Bethesda, MD	9
Aledo, IL	133	Appleton, WI	134	Attica, NY	52	Banks, OR	25	Belen, NM	72	Bethlehem, PA	67
Alexander City, AL	169	Appomattox, VA	105	Attleboro, MA	164	Banning, CA	28	Belfast, ME	270	Bethlehem, WV	223
Alexandria, LA	203	Arcadia, CA	2	Atwater, CA	189	Baraboo, WI	120	Belhaven, NC	81	Bettendorf, IA	133
Alexandria, VA	9	Archbold, OH	79	Auberry, CA	65	Barling, AR	171	Bella Vista, AR	155	Beverly, MA	8
Algood, TN	265	Arecibo, PR	13	Auburn, CA	29	Barnesboro, PA	170	Bellaire, OH	223	Beverly Hills, CA	2
Alice, TX	129	Arizona City, AZ	16	Auburn, IN	101	Barnesville, OH	223	Bellaire, TX	10	Beverly Hills, FL	21
Allegan, MI	176	Arkansas City, KS	84	Auburn, ME	160	Barnstable, MA	181	Belle Chasse, LA	41	Biddeford, ME	160
Allentown, PA	67	Arlington, NY	157	Auburn, NY	75	Barrackville, WV	186	Belle Fourche, SD	259	Big Bear City, CA	28
Alliance, OH	123	Arlington, TX	6	Auburn, WA	14	Bartlett, TN	46	Belle Glade, FL	50	Big Bear Lake, CA	28
Allouez, WI	182	Arlington, VA	9	Auburndale, FL	98	Bartonville, IL	135	Belle Meade, TN	43	Big Flats, NY	198
Alpharetta, GA	11	Arlington Hghts, IL	3	Augusta, GA	114	Bartow, FL	98	Belle Plaine, KS	84	Billings, MT	246
Altamonte Springs, FL	39	Armijo, NM	72	Augusta, KS	84	Basile, LA	100	Bellefonte, PA	237	Biloxi, MS	136
Altamont, NY	59	Arroyo Grande, CA	165	Augusta, ME	251	Bastrop, LA	234	Belleville, IL	19	Biltmore Forest, NC	179
Altavista, VA	105	Artesia, MS	248	Aurora, CO	23	Bastrop, TX	49	Bellevue, NE	73	Binghamton, NY	166
Alton, IL	19	Arthur, ND	211	Aurora, IL	3	Batavia, NY	52	Bellevue, WA	14	Birmingham, AL	55
Altoona, PA	245	Arvada, CO	23	Aurora, IN	26	Batesburg, SC	89	Bellwood, PA	245	Birmingham, MI	7
Altoona, WI	231	Arvin, CA	86	Aurora, MO	146	Bath, ME	160	Belmont, NC	37	Bishop, TX	129
Alvin, TX	10	Asbury, IA	220	Austell, GA	11	Bath, NY	198	Belmont, NH	185	Bismarck, ND	266

Table 6

City of License to Market Rank

Bithlo, FL 39	Bowling Green, OH 79	Brookneal, VA 105	California, MO 244	Carolina, PR 13	Charles City, IA 272
Bixby, OK 62	Bowling Green, VA 57	Brookshire, TX 10	Calistoga, CA 113	Carolina Beach, NC 175	Charleston, SC 87
Black Mountain, NC 179	Boyce, LA 203	Brookston, IN 236	Callahan, FL 51	Carpinteria, CA 184	Charleston, WV 162
Blacksburg, VA 214	Boyertown, PA 131	Brooksville, FL 21	Callaway, FL 226	Carrier Mills, IL 213	Charlestown, IN 53
Blackstone, VA 57	Boyne City, MI 195	Brooksville, MS 248	Calverton, NY 18	Carrollton, AL 216	Charlevoix, MI 195
Blackville, SC 114	Boynton Beach, FL 50	Brownfield, TX 177	Camarillo, CA 108	Carrollton, GA 11	Charlotte, MI 115
Blair, NE 73	Braddock, PA 22	Brownsburg, IN 38	Camas, WA 25	Carrollton, MI 125	Charlotte, NC 37
Blairstown, NJ 239	Braddock Hghts, MD 199	Brownsburg, IN 38	Cambria, CA 165	Carrollton, MO 30	Charlotte Harbor, FL 71
Blanchard, LA 130	Bradenton, FL 21	Brownsville, KY 201	Cambridge, MA 8	Carson City, NV 128	Charlottesville, VA 222
Block Island, RI 33	Brandon, FL 21	Brownsville, OR 143	Cambridge, MD 150	Carterville, IL 213	Chatham, MA 181
Bloomer, WI 231	Brandon, MS 118	Brownsville, PA 22	Cambridge, MN 17	Carthage, MO 227	Chattanooga, TN 104
Bloomfield, CT 44	Brazil, IN 191	Brownsville, TX 63	Camden, NJ 5	Carthage, NY 257	Cheboygan, MI 195
Bloomington, IL 230	Breaux Bridge, LA 100	Bruce, MS 178	Cameron, TX 232	Carthage, TX 130	Cheekowaga, NY 45
Bloomington, IN 38	Breckenridge, MN 211	Brunswick, GA 51	Camilla, GA 253	Casey, IL 191	Chenango Bridge, NY 166
Bloomsburg, PA 64	Bremen, IN 163	Brunswick, MD 199	Camp Lejeune, NC 81	Casper, WY 278	Cheney, WA 91
Blountville, TN 96	Bremerton, WA 14	Brunswick, ME 160	Camp Perry, OH 97	Castle Rock, CO 23	Cheraw, SC 197
Blue Springs, MO 30	Brenham, TX 232	Bryant, AR 83	Camuy, PR 13	Cathedral City, CA 153	Cherry Valley, NY 59
Bluefield, VA 254	Brentwood, TN 43	Bryant, AR 83	Canandaigua, NY 52	Catlettsburg, KY 144	Cherryville, NC 37
Bluefield, WV 254	Brewer, ME 270	Buchanan, MI 163	Cannelton, IN 267	Catonsville, MD 20	Chesapeake, VA 36
Bluffton, IN 101	Brewster, NY 188	Buckeye, AZ 16	Cannonsburg, KY 144	Cave City, KY 201	Chester, PA 5
Bluffton, SC 154	Briarcliff Manor, NY 1	Buckhannon, WV 186	Canon City, CO 242	Cave Creek, AZ 16	Chester, SC 37
Blytheville, AR 46	Bridgehampton, NY 18	Bucksport, SC 173	Canonsburg, PA 22	Cave Junction, OR 207	Chester, VA 57
Boalsburg, PA 237	Bridgeport, CT 112	Buda, TX 49	Canton, GA 11	Cayce, SC 89	Chetek, WI 231
Boca Raton, FL 12	Bridgeport, NY 75	Buffalo, NY 45	Canton, MS 118	Cayey, PR 13	Cheyenne, WY 274
Boise, ID 124	Bridgeport, WV 186	Buffalo Gap, VA 261	Canton, NJ 76	Cedar Bluff, VA 254	Chicago, IL 3
Bolivar, TN 268	Bridgewater, NJ 1	Buford, GA 11	Canton, OH 123	Cedar Falls, IA 233	Chicago Heights, IL 3
Bonifay, FL 226	Bridgewater, VA 261	Bunkie, LA 203	Canton, SD 210	Cedar Key, FL 90	Chickasaw, AL 88
Bonita Springs, FL 71	Brigham City, UT 35	Burgaw, NC 175	Cantonment, FL 121	Cedar Rapids, IA 200	Chickasha, OK 54
Boone, IA 92	Brighton, CO 23	Burien-Seattle, WA 14	Canyon, TX 187	Celina, OH 228	Chico, CA 190
Booneville, AR 171	Brighton, NY 52	Burkburnett, TX 243	Cape Charles, VA 36	Center Moriches, NY 18	Chicopee, MA 80
Booneville, MS 178	Brillion, WI 182	Burlington, NC 42	Cape Coral, FL 71	Centerville, UT 35	Chieffland, FL 90
Boonville, IN 152	Bristol, CT 44	Burlington, VT 225	Cape May, NJ 137	Central City, KY 267	Chillicothe, IL 135
Boonville, MO 244	Bristol, TN 96	Burlington-Graham, NC 42	Cape May Ct Hse, NJ 137	Central City, PA 170	Chilton, WI 134
Boonville, NY 151	Bristol, VA 96	Burney, CA 215	Cape Vincent, NY 257	Central Valley, CA 215	China Grove, NC 37
Boothbay Harbor, ME 251	Bristow, OK 62	Burns, WY 274	Carbondale, IL 213	Centralia, MO 244	Chippewa Falls, WI 231
Borger, TX 187	Broadway, VA 261	Butler, AL 276	Carbondale, PA 64	Century, FL 121	Christiansburg, VA 214
Bosque Farms, NM 72	Broadway-Tmbrvl, VA 261	Butler, PA 22	Carlisle, KY 106	Ceres, CA 122	Christopher, IL 213
Bossier City, LA 130	Brockport, NY 52	Byhalia, MS 46	Carlisle, PA 77	Chambersburg, PA 161	Church Hill, TN 96
Boston, MA 8	Brockton, MA 8	Cabo Rojo, PR 13	Carlsbad, CA 15	Champaign, IL 209	Churchville, VA 261
Boulder, CO 23	Broken Arrow, OK 62	Cabot, AR 83	Carmel, CA 74	Chandler, AZ 16	Churubusco, IN 101
Boulder City, NV 40	Brookfield, CT 188	Cadillac, MI 195	Carmel Valley, CA 74	Chandler, IN 152	Cicero, IL 3
Bountiful, UT 35	Brookfield, WI 31	Caguas, PR 13	Carmichael, CA 29	Chapel Hill, NC 48	Cidra, PR 13
Bowdon, GA 11	Brookline, MA 8	Calabash, NC 173	Carnegie, PA 22	Chardon, OH 24	Cincinnati, OH 26
Bowling Green, KY 201	Brooklyn Park, MN 17	Caldwell, ID 124	Carnelian, CA 128	Charleroi, PA 22	Circleville, OH 34

Table 6
City of License to Market Rank

Citronelle, AL	88	Collierville, TN	46	Corcoran, CA	107	Cuyahoga Falls, OH.....	68	Dell Rapids, SD.....	210	Duffield, VA	96
Ciudad Juarez, MX	70	Collins, MS	208	Cordova, AL	55	Cypress, TX	10	Delphi, IN	236	Duluth, MN	219
Claremore, OK	62	Collinsville, OK	62	Corinth, NY	59	Cypress Gardens, FL	98	Delphos, OH	228	Dumfries, VA	9
Clarksburg, WV	186	Collinwood, TN.....	240	Corning, CA	190	Dade City, FL	21	Delray Beach, FL	50	Dunbar, WV	162
Clarksville, IN	53	Colonial Heights, TN	96	Corning, NY	198	Dakota City, NE	250	Delta, CO	252	Dundee, IL	3
Claude, TX	187	Colonial Hghts, VA	57	Cornwall, NY	157	Dallas, GA	11	Delta, OH	79	Dunedin, FL	21
Clayton, MO	19	Colorado Springs, CO	94	Corona, CA	28	Dallas, NC	37	Denham Springs, LA	82	Dunlap, TN	104
Clayton, NC	48	Columbia, AL	183	Corozal, PR	13	Dallas, OR	25	Denison, TX	6	Dunn, NC	126
Clear Lake, IA	272	Columbia, CA	122	Corpus Christi, TX.....	129	Dallas, PA	25	Denmark, WI	134	Dunnellon, FL.....	90
Clearwater, FL.....	21	Columbia, IL	19	Corrales, NM	72	Dallas, TX	64	Denton, TX	6	Dunnigan, CA.....	29
Clearwater, KS	84	Columbia, LA	234	Corry, PA	156	Danbury, CT	188	Denver, CO	23	Durham, NC	48
Clearwater, SC	114	Columbia, MO	244	Corsicana, TX	6	Dansville, NY	52	DePere, WI	182	Dyersville, IA	220
Cleburne, TX	6	Columbia, NC	241	Cortaro, AZ	61	Danville, IL	209	Depew, NY	45	E Grand Forks, MN	264
Clemson, SC	58	Columbia, PA	111	Cortland, NY	263	Danville, IN	38	Deposit, NY	166	E St. Louis, IL	19
Cleveland, GA	11	Columbia, SC	89	Cortland, OH	97	Daphne, AL	88	Derby, KS	84	E. Liverpool, OH.....	22
Cleveland, OH	24	Columbia City, IN	101	Corydon, IN	53	Darien, GA	277	Derry, NH	185	E. Porterville, CA.....	107
Cleveland, TN	104	Columbiana, AL	55	Cottage Grove, OR	143	Darlington, SC.....	197	DeRuyter, NY	75	E. Providence, RI	33
Cleveland, TX	10	Columbus, GA	169	Council Bluffs, IA	73	Davenport, IA	133	Des Moines, IA	92	E. Syracuse, NY	75
Cleveland Hts, OH	24	Columbus, KS	227	Covington, GA	11	Davie, FL	12	Des Plaines, IL	3	Eagle, ID	124
Clewiston, FL	50	Columbus, MS	248	Covington, KY	26	Davis, CA	29	Destin, FL	204	Eagle Point, OR	207
Clifton, TX	192	Columbus, OH	34	Covington, LA	41	Dayton, OH	56	Detroit, MI	7	Eagle River, AK	168
Clifton Park, NY	59	Columbus, WI	46	Covington, TN	46	Dayton, WA	206	Detroit Lakes, MN	211	Earlsville, VA	222
Clinton, IA	133	Colusa, CA	190	Crane, TX	174	Daytona Beach, FL	39	Devine, TX	32	Easley, SC	58
Clinton, IN	191	Comfort, TX.....	32	Crawfordville, FL	159	De Funiak Springs, FL	204	DeWitt, IA	133	East Hampton, NY	18
Clinton, LA	82	Commerce City, CO	23	Creedmoor, TX	49	De Kalb, IL	3	Dexter, ME	270	East Lansing, MI	115
Clinton, MS	118	Como, MS	46	Cresson, PA	245	De Ridder, LA	205	Dickson, TN	43	East Longmeadow, MA	80
Clinton, TN	69	Compton, CA	2	Crest Hill, IL	3	De Witt, MI	115	Dillon, SC	197	East Los Angeles, CA	2
Clovis, CA	65	Concord, CA	4	Crestview, FL	204	Deadwood, SD	259	Dimondale, MI	115	East Lyme, CT	167
Clyde, NY	52	Concord, MA	8	Crestwood, MO	19	Dearborn, MI	7	Dinuba, CA	65	East Moline, IL	133
Coachella, CA	153	Concord, NC	37	Creswell, OR	143	Dearborn Hghts, MI	7	Dishman, WA	91	East Point, GA	11
Coal City, IL	3	Concord, NH	185	Crete, IL	3	Decatur, AL	109	Dock Junction, GA	277	East Ridge, TN.....	104
Coal Grove, OH	144	Conklin, NY	166	Crete, NE	172	Decatur, GA	11	Donaldsonville, LA	82	Easton, PA	67
Coatesville, PA	5	Connellsville, PA	22	Crewe, VA	57	Decatur, IL	255	Donelson, TN	43	Eaton, OH	56
Cobleskill, NY	59	Conrad, MT	275	Crisfield, MD	150	Decatur, IN	101	Dora, AL	55	Eatontown, NJ	47
Cockrell Hill, TX	6	Conroe, TX.....	10	Crookston, MN	264	Decatur, TX	6	Dorchester Terr, SC.....	87	Eatonville, FL	39
Cocoa, FL	95	Conway, AR	83	Crowley, LA	100	Dedham, MA	8	Dothan, AL	183	Eatonville, WA	14
Cocoa Beach, FL	95	Conway, SC	173	Crown Point, IN	3	Deer Park, WA	91	Douglasville, GA	11	Eau Claire, WI	231
Coeur d'Alene, ID	91	Conyers, GA	11	Crozet, VA	222	Deer River, MN	219	Dover, DE	76	Ebensburg, PA	170
Cold Spring, MN	212	Cookeville, TN.....	265	Crystal Beach, TX	10	Dekalb, MS	276	Dover, NH	117	Eden, NC	42
Coldwater, MI	176	Copenhagen, NY	257	Crystal Lake, IL	3	Del Mar Hills, TX	202	Dover, NJ	99	Eden Prairie, MN.....	17
Coldwater, MS	46	Copperas Cove, TX	149	Crystal River, FL	90	Del Valle, TX	49	Doylestown, PA	5	Edenton, NC	241
Coleman, MI	125	Copperopolis, CA	122	Culebra, PR	13	DeLand, FL	39	Dubach, LA	234	Edgewater, FL	93
Colfax, IL	230	Coral Cove, FL	78	Cullman, AL	55	Delano, CA	86	Dublin, VA	214	Edinboro, PA	156
College Station, TX	232	Coral Gables, FL	12	Cumming, GA	11	Delaware, OH	34	Dubuque, IA	220	Edinburg, TX	63

Table 6
City of License to Market Rank

Edmond, OK	54	Englewood, FL	78	Fairlawn, VA	214	Flower Mound, TX	6	Fremont, MI	217	Garyville, LA	41
Edmonds, WA	14	Englewood, OH	56	Fairmont, NC	126	Flowood, MS	118	Fresno, CA	65	Gastonia, NC	37
Edmonton, KY	201	Enterprise, AL	183	Fairmont, WV	186	Floyd, VA	214	Friona, TX	187	Gate City, VA	96
Edwardsville, IL	19	Enumclaw, WA	14	Fairview, NC	179	Foley, AL	88	Front Royal, VA	218	Gatesville, TX	149
Egg Harbor City, NJ	5	Ephrata, PA	111	Fairway, KS	30	Folly Beach, SC	87	Frostburg, MD	170	Gatlinburg, TN	69
Egypt Lake, FL	21	Epworth, IA	220	Fajardo, PR	13	Folsom, CA	29	Fruita, CO	252	Gaylord, MI	195
El Cajon, CA	15	Erath, LA	100	Fall River, MA	164	Folsom, LA	41	Fruitland, ID	124	Geneseo, IL	133
El Dorado, KS	84	Erie, PA	156	Fallbrook, CA	15	Fond du Lac, WI	134	Ft Mitchell, AL	169	Geneva, AL	183
El Paso, TX	70	Erlanger, KY	26	Falls Church, VA	9	Forest City, IA	272	Ft Myers Villas, FL	71	Geneva, IL	3
El Reno, OK	54	Erwin, TN	96	Falmouth, KY	26	Forest City, NC	58	Ft Walton Beach, FL	204	Geneva, NY	52
El Rio, CA	108	Escondido, CA	15	Falmouth, MA	181	Forest City, PA	64	Ft. Atkinson, WI	120	Georgetown, DE	150
Elba, AL	183	Espanola, NM	235	Fargo, ND	211	Forsyth, GA	147	Ft. Lauderdale, FL	12	Georgetown, KY	106
Electra, TX	243	Esparto, CA	29	Farmersville, TX	6	Fort Collins, CO	132	Ft. Myers, FL	71	Georgetown, OH	26
Elgin, IL	3	Essex, NY	225	Farmerville, LA	234	Fort Lee, VA	57	Ft. Myers Beach, FL	71	Georgetown, SC	173
Elgin, TX	49	Essexville, MI	125	Farmington, AR	155	Fort Meade, FL	98	Ft. Rucker, AL	183	Georgetown, TX	49
Elizabeth, NJ	1	Estes Park, CO	132	Farmington, IL	135	Fort Pierce, FL	116	Ft. Shawnee, OH	228	Germantown, TN	46
Elizabeth, WV	224	Etowah, TN	104	Farmington, NH	117	Fort Plain, NY	151	Ft. Valley, GA	147	Gettysburg, PA	103
Elizabeth City, NC	241	Etrick, VA	57	Farmville, NC	81	Fort Smith, AR	171	Ft. Wayne, IN	101	Gibsonburg, OH	79
Elizabethton, TN	96	Eugene, OR	143	Farragut, TN	69	Fort Worth, TX	6	Ft. Worth, TX	6	Gifford, FL	116
Elizabethtown, NC	126	Eunice, LA	100	Farrell, PA	97	Fosston, MN	264	Fulton, MO	244	Gilbert, AZ	16
Elizabethtown, PA	111	Eupora, MS	248	Fayette, AL	216	Fostoria, OH	79	Fulton, MS	178	Gilmer, TX	140
Elizabethville, PA	77	Eureka, IL	135	Fayette, MO	244	Fountain, CO	94	Fulton, NY	75	Gilroy, CA	27
Elk Mound, WI	231	Eutaw, AL	216	Fayetteville, AR	155	Fountain Inn, SC	58	Fuquay Varina, NC	48	Gladewater, TX	140
Elkhart, IN	163	Eva, AL	109	Fayetteville, GA	11	Fowler, CA	107	Gadsden, AL	55	Gladstone, MO	30
Elkton, MD	76	Evans, GA	114	Fayetteville, NC	126	Fox Farm, WY	274	Gaffney, SC	58	Glasford, IL	135
Elkton, VA	261	Evanston, IL	3	Federalburg, MD	150	Framingham, MA	8	Gainesville, FL	90	Glasgow, KY	201
Ellenville, NY	141	Evansville, IN	152	Felton, CA	74	Frankfort, IN	236	Gainesville, GA	11	Glen Arbor, MI	195
Ellisville, MS	208	Evansville, WI	120	Fenton, MI	119	Frankfort, MI	195	Gainesville, TX	6	Glen Burnie, MD	20
Ellsworth, ME	270	Evansville, WY	278	Fenwick Island, DE	150	Frankfort, NY	151	Gaithersburg, MD	9	Glen Mills, PA	5
Ellwood, CA	184	Everett, MA	8	Fernandina Beach, FL	51	Franklin, IN	38	Galena, IL	220	Glendale, AZ	16
Elm Grove, WI	31	Everett, WA	14	Ferris, TX	6	Franklin, LA	100	Galena, KS	227	Glendale, CA	2
Elmhurst, IL	3	Evergreen, CO	23	Festus-St.Louis, MO	19	Franklin, NH	185	Gallatin, TN	43	Glenwood, IA	73
Elmira, NY	198	Ewing, NJ	138	Findlay, OH	79	Franklin, NJ	239	Galliano, LA	41	Globe, AZ	16
Elmira Heights, NY	198	Excelsior Sprng, MO	30	Fisher, IL	209	Franklin, TN	43	Gallipolis, OH	144	Gloucester, MA	8
Elmwood, IL	135	Exeter, NH	117	Fitchburg, MA	110	Franklin, TX	232	Galva, IL	133	Gloucester, VA	36
Elmwood Park, IL	3	Fabens, TX	70	Flint, MI	119	Frazier Park, CA	86	Galveston, TX	10	Gluckstadt, MS	118
Elyria, OH	24	Fair Oaks, CA	29	Flora, MS	118	Frederick, MD	199	Garden City, ID	124	Gold Hill, OR	207
Eminence, KY	53	Fairborn, OH	56	Florence, AL	240	Fredericksburg, VA	9	Garden City, NY	18	Golden Valley, MN	17
Encinitas, CA	15	Fairfax, VA	9	Florence, KY	26	Freedom, CA	74	Garden City, SC	173	Goldsboro, NC	48
Endicott, NY	166	Fairfield, AL	55	Florence, NJ	5	Freeland, PA	64	Garden Grove, CA	2	Goleta, CA	184
Endwell, NY	166	Fairfield, ME	251	Florence, OR	143	Freeport, IL	148	Gardiner, ME	251	Gonzales, CA	74
Enfield, CT	80	Fairfield, OH	26	Florence, SC	197	Freeport, NY	18	Garland, TX	6	Gooding, ID	124
England, AR	83	Fairhaven, MA	164	Floresville, TX	32	Freeport, TX	10	Garner, NC	48	Goodlettsville, TN	43
Englewood, CO	23	Fairhope, AL	88	Florissant, MO	19	Fremont, CA	4	Gary, IN	3	Goose Creek, SC	87

Table 6
City of License to Market Rank

Gordon, GA	147	Greenwood, IN	38	Harlingen, TX	63	Henderson, NY	257	Homewood, AL	55	Hyde Park, NY	157
Gorham, ME	160	Greer, SC	58	Harrisburg, AR	273	Henderson, TN	268	Honiqueros, PR	13	Idalou, TX	177
Goshen, IN	163	Gregory, TX	129	Harrisburg, IL	213	Hendersonville, NC	179	Hondo, TX	32	Idyllwild, CA	28
Gosnell, AR	46	Gresham, OR	25	Harrisburg, NC	37	Hendersonville, TN	43	Honea Path, SC	58	Immokalee, FL	71
Goulds, FL	12	Gretna, LA	41	Harrisburg, PA	77	Hendersonville, NC	58	Honeye Falls, NY	52	Incline Village, NV	128
Graceville, FL	183	Gridley, CA	190	Harrison, OH	26	Henniker, NH	185	Honolulu, HI	60	Independence, IA	233
Graham, NC	42	Griffin, GA	11	Harrisonburg, VA	261	Henryetta, OK	62	Hooks, TX	247	Independence, MO	30
Granbury, TX	6	Grifton, NC	81	Harrisonville, MO	30	Herkimer, NY	151	Hoosick Falls, NY	59	Indian Head, MD	9
Grand Forks, ND	264	Groton, CT	167	Harrodsburg, KY	106	Hermantown, MN	219	Hope, AR	247	Indian Rcks Bch, FL	21
Grand Haven, MI	66	Grove City, OH	34	Hart, MI	217	Hernando, FL	90	Hope Mills, NC	126	Indian River Shores, FL	116
Grand Junction, CO	252	Grove City, PA	97	Hartford, CT	44	Herrin, IL	213	Hope Valley, RI	33	Indianapolis, IN	38
Grand Prairie, TX	6	Grover Beach, CA	165	Hartford, WI	31	Hershey, PA	77	Hopewell, VA	57	Indianola, IA	92
Grand Rapids, MI	66	Groves, TX	127	Hartford-Meridn, CT	44	Hertford, NC	241	Hormigueros, PR	13	Indiantown, FL	50
Grandview, WA	193	Grundy Center, IA	233	Hartselle, AL	109	Hialeah, FL	12	Homell, NY	198	Indio, CA	153
Granite City, IL	19	Guadalupe, CA	194	Hartsville, SC	197	Hickory, NC	37	Horse Cave, KY	201	Ingleside, TX	129
Grants Pass, OR	207	Guayama, PR	13	Harvard, IL	3	High Point, NC	42	Horseheads, NY	198	Inglewood, CA	2
Grasonville, MD	20	Gulf Breeze, FL	121	Harvey, IL	3	High Springs, FL	90	Hot Springs, AR	83	Inglis, FL	90
Grass Valley, CA	29	Gulfport, MS	136	Harwichport, MA	181	Highland, IL	19	Houma, LA	41	Inkster, MI	7
Gray, GA	147	Guthrie, OK	54	Haskell, TX	221	Highland, NY	157	Houston, AK	168	Iowa City, IA	200
Gray Court, SC	58	Hackensack, NJ	1	Hatillo, PR	13	Highland Beach, MD	20	Houston, MS	178	Iron River, WI	219
Grayson, GA	11	Hackettstown, NJ	67	Hatteras, NC	241	Highland Park, IL	3	Houston, TX	10	Irondale, AL	55
Grayson, KY	144	Hagerstown, MD	161	Hattiesburg, MS	208	Highland Park, TX	6	Howe, TX	6	Irondequoit, NY	52
Great Falls, MT	275	Haines City, FL	98	Haughton, LA	130	Highland Park-Dallas, TX	6	Howell, MI	7	Ironton, OH	144
Greeley, CO	132	Halfway, MD	161	Havana, FL	159	Highland Springs, VA	57	Howland, ME	270	Irwin, PA	22
Green Bay, WI	182	Hallie, WI	231	Havelock, NC	81	Highland Village, TX	6	Hoxie, AR	273	Isabela, PR	13
Green Cove Spgs, FL	51	Haltom City, TX	6	Haverhill, MA	8	Hilliard, OH	34	Hubbard, OH	97	Islip, NY	18
Green Valley, AZ	61	Hamden, CT	102	Havre de Grace, MD	20	Hillsboro, OH	185	Hudson, IA	233	Ithaca, NY	263
Greenacres, CA	86	Hamilton, OH	26	Hawesville, KY	267	Hillsboro, OR	25	Hudson, WI	17	Jackson, MI	115
Greencastle, PA	161	Hamilin, TX	221	Hayden, ID	91	Hillsboro, TX	192	Hughesville, PA	249	Jackson, MS	118
Greeneville, TN	96	Hammond, IN	3	Haysville, KS	84	Hilton Head, SC	154	Humacao, PR	13	Jackson, TN	268
Greenfield, CA	74	Hammond, LA	82	Hazel Green, AL	109	Hinesville, GA	154	Humble, TX	10	Jackson, WI	31
Greenfield, IN	38	Hammonton, NJ	137	Hazleton, PA	64	Hinton, WV	271	Humboldt, TN	268	Jacksonville, AR	83
Greenfield, WI	31	Hampton, NH	117	Headland, AL	183	Holiday, FL	21	Humnoke, AR	83	Jacksonville, FL	51
Greensboro, NC	42	Hampton, VA	36	Healdsburg, CA	113	Holland, MI	66	Huntington, IN	101	Jacksonville, IL	196
Greensburg, PA	22	Hampton Bays, NY	18	Heame, TX	232	Holland, OH	79	Huntington, NY	18	Jacksonville, NC	81
Greenup, KY	144	Hanahan, SC	87	Heath, OH	34	Holidaysburg, PA	245	Huntington, WV	144	Jacksonville, TX	140
Greenville, GA	169	Hanford, CA	65	Heavener, OK	171	Hollister, CA	74	Huntsville, AL	109	Jasper, AL	55
Greenville, MI	66	Hanover, PA	103	Heber Springs, AR	83	Holly Hill, FL	93	Huntsville, AR	155	Jasper, GA	11
Greenville, NC	81	Hapeville, GA	11	Heidelberg, MS	208	Holly Sprngs, MS	46	Huntsville, TX	10	Jasper, TN	104
Greenville, OH	56	Hardeeville, SC	154	Helotes, TX	32	Hollywood, FL	12	Hurlock, MD	150	Jeannette, PA	22
Greenville, RI	33	Hardin, MT	246	Hemet, CA	28	Holmes Beach, FL	21	Hurricane, WV	162	Jefferson City, MO	244
Greenville, SC	58	Harker Heights, TX	149	Hempstead, NY	18	Homeland Park, SC	58	Hutchinson, KS	84	Jeffersontown, KY	53
Greenwich, CT	139	Harkers Island, NC	81	Henderson, KY	152	Homer, LA	130	Hutto, TX	49	Jeffersonville, GA	147
Greenwood, AR	171	Harlem, GA	114	Henderson, NV	40	Homestead, FL	12	Hyannis, MA	181	Jeffersonville, IN	53

Table 6
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Jeffersonville, NY	157	Kentwood, MI	66	Lake Arrowhead, CA	28	Laurel, MS	208	Little Falls, NY	151	Lowell, MA	8
Jenkintown, PA	5	Kerman, CA	65	Lake Arthur, LA	205	Laurel, MT	246	Little Rock, AR	83	Lubbock, TX	177
Jensen Beach, FL	50	Kernersville, NC	42	Lake Charles, LA	205	Laurinburg, NC	126	Littleton, CO	49	Luling, TX	49
Jersey City, NJ	1	Kernville, CA	86	Lake City, AR	273	Lawrence, KS	180	Livermore, CA	3	Lumberton, MS	136
Jersey Shore, PA	249	Kettering, OH	56	Lake City, MN	229	Lawrence, MA	8	Livingston, CA	122	Lumberton, NC	126
Jerseyville, IL	19	Kewanee, IL	133	Lake City, SC	197	Lawrenceburg, KY	106	Livingston, TN	265	Lumpkin, GA	169
Johnson City, NY	166	Kewaunee, WI	182	Lake Geneva, WI	31	Lawton, OK	258	Livonia, MI	7	Luquillo, PR	13
Johnson City, TN	96	Key Largo, FL	12	Lake George, NY	59	Le Mars, IA	250	Lockport, NY	45	Luray, VA	261
Johnsonville, SC	197	Key West, FL	12	Lake Isabella, CA	86	Le Roy, IL	230	Locust Grove, OK	62	Luverne, AL	142
Johnston, SC	114	Kilgore, TX	140	Lake Jackson, TX	10	Leavenworth, KS	30	Lodi, CA	85	Luverne, MN	210
Johnston City, IL	213	Kill Devil Hills, NC	241	Lake Oswego, OR	25	Lebanon, IN	38	Lompoc, CA	194	Lynchburg, VA	105
Johnstown, CO	132	Killeen, TX	149	Lake Placid, FL	269	Lebanon, OH	26	London, OH	34	Lynn, MA	8
Johnstown, NY	59	Kimberly, WI	134	Lake Success, NY	1	Lebanon, PA	77	Long Beach, CA	2	Mabton, WA	193
Johnstown, OH	34	Kindred, ND	211	Lake Wales, FL	98	Lebanon, TN	43	Long Beach, MS	136	MacClenny, FL	51
Johnstown, PA	170	King City, CA	74	Lake Worth, FL	50	Ledyard, CT	167	Long Beach, NC	175	Mackinaw City, MI	195
Joliet, IL	3	Kingman, KS	84	Lakeland, FL	98	Leesburg, GA	253	Long Branch, NJ	47	Macon, GA	147
Jonesboro, AR	273	Kings Beach, CA	128	Lakeville, MN	17	Leesburg, VA	9	Long Island, AK	168	Madbury, NH	117
Jonesboro, TN	96	Kingsley, MI	195	Lakewood, CO	23	Lehigh Acres, FL	71	Longmont, CO	23	Madera, CA	65
Joplin, MO	227	Kingsport, TN	96	Lakewood, NJ	47	Lehighton, PA	67	Longview, TX	140	Madison, AL	109
Jourdanton, TX	32	Kingston, NY	157	Lamesa, TX	174	Leicester, MA	110	Lonoke, AR	83	Madison, ME	251
Juana Diaz, PR	13	Kingston Springs, TN	43	Lampasas, TX	49	Leland, MI	195	Lookout Mount'n, TN	104	Madison, TN	43
Julian, CA	15	Kingstree, SC	197	Lancaster, CA	2	Leland, NC	175	Lorain, OH	24	Madison, WI	120
Jupiter, FL	50	Kingsville, TX	129	Lancaster, NY	45	Lemoore, CA	107	Lorenzo, TX	177	Madisonville, KY	267
Kailua, HI	60	Kinston, NC	81	Lancaster, OH	34	Lenoir City, TN	69	Loretto, PA	170	Madisonville, TX	232
Kalamazoo, MI	176	Kirkland, WA	14	Lancaster, PA	111	Levittown, PA	5	Loris, SC	173	Madrid, IA	92
Kalkaska, MI	195	Kissimmee, FL	39	Lancaster, WI	220	Lewes, DE	150	Los Alamos, NM	235	Magee, MS	118
Kaneohe, HI	60	Kittery, ME	117	Lansdale, PA	5	Lewisburg, PA	249	Los Altos, CA	4	Mahomet, IL	209
Kankakee, IL	3	Knoxville, TN	69	Lansford, PA	67	Lewiston, ME	160	Los Angeles, CA	2	Mamou, LA	100
Kannapolis, NC	37	Kosciusko, MS	118	Lansing, IL	3	Lewisville, NC	42	Los Banos, CA	189	Manahawkin, NJ	47
Kansas City, KS	30	La Grange, GA	11	Lansing, MI	115	Lexington, AL	240	Los Gatos, CA	27	Manassas, VA	9
Kansas City, MO	30	La Grange, IL	3	Lantana, FL	50	Lexington, KY	106	Los Lunas, NM	72	Manati, PR	13
Kaplan, LA	100	La Place, LA	41	Lapeer, MI	119	Lexington, MO	30	Los Molinas, CA	190	Manchester, CT	44
Karns, TN	69	La Plata, MD	9	Laramie, WY	274	Lexington, NC	42	Los Osos, CA	165	Manchester, GA	11
Kaukauna, WI	134	La Quinta, CA	153	Laredo, TX	202	Lexington, SC	89	Los Ranchos, NM	72	Manchester, NH	185
Kearney, AZ	61	La Selva Beach, CA	74	Largo, FL	21	Liberty, MO	30	Lost Creek, WV	186	Manchester, TN	43
Keizer, OR	25	Lacey, WA	14	Larose, LA	41	Liberty, TX	10	Loudon, TN	69	Manchester, VT	59
Kendallville, IN	101	Lacombe, LA	41	Las Cruces, NM	70	Lima, OH	228	Louisa, VA	222	Mandan, ND	266
Kennebunk, ME	160	LaCrosse, FL	90	Las Piedras, PR	13	Lincoln, IL	196	Louisburg, NC	48	Manhattan, KS	180
Kenner, LA	41	Ladson, SC	87	Las Vegas, NM	235	Lincoln, ME	270	Louisville, IN	53	Manitou Springs, CO	94
Kennewick, WA	206	Lafayette, CO	23	Las Vegas, NV	40	Lincoln, NE	172	Louisville, KY	53	Mankato, MN	256
Kenosha, WI	3	Lafayette, FL	159	Latta, SC	197	Lincolnton, NC	37	Loveland, CO	132	Manlius, NY	75
Kenova, WV	144	Lafayette, GA	104	Laughlin, NV	40	Linden, AL	216	Loves Park, IL	148	Manning, SC	197
Kent, OH	68	Lafayette, IN	236	Laurel, DE	150	Lindsay, CA	107	Lowell, AR	155	Mannington, WV	186
Kentwood, LA	82	Lafayette, LA	100	Laurel, MD	9	Linton, IN	191	Lowell, IN	3	Manor, TX	49

Table 6
City of License to Market Rank

Manteca, CA	122	Mayaguez, PR	13	Middleborough Center, MA	8	Mission, TX	63	Moulton, AL	109	N. Salt Lake, UT	35
Manteo, NC	241	McAllen, TX	63	Middleton, WI	120	Moberly, MO	244	Moundsville, WV	223	N. Syracuse, NY	75
Maplewood, MN	17	McClellanville, SC	87	Middletown, CA	113	Mobile, AL	88	Mount Bullion, CA	189	Naches, WA	193
Marana, AZ	61	McConnellsburg, PA	161	Middletown, CT	44	Moca, PR	13	Mount Dora, FL	39	Nags Head, NC	241
Marathon, WI	158	McConnelsville, OH	224	Middletown, MD	199	Mocksville, NC	42	Mount Holly, NJ	5	Naguabo, PR	13
Marble Falls, TX	49	McFarland, CA	86	Middletown, NY	141	Modesto, CA	122	Mount Hope, WV	271	Nampa, ID	124
Marco, FL	71	McKeesport, PA	22	Middletown, OH	56	Mojave, CA	2	Mount Jackson, VA	218	Nanticoke, PA	64
Marco Island, FL	71	McKenzie, TN	268	Middletown, RI	33	Moline, IL	133	Mount Kisco, NY	1	Nantucket, MA	181
Margate City, NJ	137	McKinney, TX	6	Midland, MI	125	Monahans, TX	174	Mount Vernon, MO	146	Naples, FL	71
Maricao, PR	13	McMinnville, OR	25	Midland, TX	174	Moncks Corner, SC	87	Mount Vernon, OH	34	Naples Park, FL	71
Marietta, GA	11	Meadville, PA	156	Midvale, UT	35	Moneta, VA	105	Mount Zion, IL	255	Narragansett Pier, RI	33
Marietta, OH	224	Mechanicsburg, PA	77	Midway, FL	159	Monroe, LA	234	Mountain Home, ID	124	Narrows, VA	214
Marina, CA	74	Mechanicsville, VA	57	Midway, GA	154	Monroe, MI	7	Mountaintop, PA	64	Narrows-Pearisburg, VA	214
Marion, AR	46	Mechanicville, NY	59	Midway, KY	106	Monroe, NC	37	Moyock, NC	36	Nashua, NH	185
Marion, IL	213	Medford, MA	8	Midwest, WY	278	Monroe, WI	120	Mt Carmel, IL	152	Nashville, TN	43
Marion, MS	276	Medford, OR	207	Midwest City, OK	54	Monroeville, PA	22	Mt Washngtn, NH	160	Nashwauk, MN	219
Marion, SC	197	Media, PA	5	Milan, TN	268	Montauk, NY	18	Mt. Clemens, MI	7	Natick, MA	8
Marion, VA	96	Medical Lake, WA	91	Milford, CT	112	Monte Rio, CA	113	Mt. Pleasant, MI	125	Navarre, FL	121
Mariposa, CA	189	Medina, OH	68	Milford, DE	150	Montecito, CA	184	Mt. Pleasant, SC	87	Navasota, TX	232
Marked Tree, AR	273	Melbourne, FL	95	Milford, NE	172	Monterey, CA	74	Mt. Pocono, PA	64	Nebraska City, NE	73
Marksville, LA	203	Memphis, TN	46	Milford, OH	26	Monterey, TN	265	Mt. Vernon, IN	152	Nederland, TX	127
Marlboro, MA	8	Menomonee Falls, WI	31	Mill Hall, PA	249	Montgomery, AL	142	Mulberry, CA	190	Neenah-Menasha, WI	134
Marlin, TX	192	Menomonie, WI	231	Millbrook, AL	142	Monticello, FL	159	Mullins, SC	173	Neillsville, WI	231
Maroa, IL	255	Merced, CA	189	Millersburg, PA	77	Montour Falls, NY	198	Muncy, PA	249	Neosho, MO	227
Marshall, IL	191	Mercedes, TX	63	Millington, TN	46	Montpelier, VT	225	Munfordville, KY	201	New Albany, IN	53
Marshall, MI	238	Mercer, PA	97	Millinocket, ME	270	Montrose, CO	252	Murfreesboro, TN	43	New Albany, MS	178
Marshall, NC	179	Mercer Island, WA	14	Millvale, PA	22	Monument, CO	94	Murphysboro, IL	213	New Bedford, MA	164
Marshall, TX	140	Mercersburg, PA	161	Millville, NJ	137	Moody, AL	55	Murray, UT	35	New Bern, NC	81
Marshfield, MA	8	Meriden, CT	44	Milton, FL	121	Moore, OK	54	Murrells Inlet, SC	173	New Boston, TX	247
Marshfield, MO	146	Meridian, MS	276	Milton, WV	144	Moorhead, MN	211	Muscatine, IA	133	New Braunfels, TX	32
Marshfield, WI	158	Meridianville, AL	109	Milton-Freewater, OR	206	Moreauville, LA	203	Muscle Shoals, AL	240	New Britain, CT	44
Martinez, GA	114	Merkel, TX	221	Milwaukee, WI	31	Morehead City, NC	81	Muskegon, MI	217	New Brunswick, NJ	1
Martinsburg, PA	245	Merrill, WI	158	Milwaukie, OR	25	Moreno Valley, CA	28	Muskegon Heights, MI	217	New Carlisle, IN	163
Martinsburg, WV	161	Mesa, AZ	16	Mims, FL	95	Morgan Hill, CA	27	Muskogee, OK	62	New City, NY	1
Martinsville, IN	38	Mexico, MO	244	Minden, LA	130	Morgantown, WV	186	Myrtle Beach, SC	173	New Ellenton, SC	114
Martinsville, VA	105	Mexico, NY	75	Mineola, NY	18	Morningside, MD	9	N Little Rock, AR	83	New Haven, CT	102
Mary Esther, FL	204	Mexico Beach, FL	226	Minetto, NY	75	Morovis, PR	13	N Ridgeville, OH	24	New Haven, IN	101
Marysville, CA	29	Meyersdale, PA	170	Minneapolis, MN	17	Morris, IL	3	N. Atlanta, GA	11	New Hope, NC	48
Maryville, TN	69	Miami, FL	12	Minor Hill, TN	109	Morristown, NJ	99	N. Augusta, SC	114	New Iberia, LA	100
Mashpee, MA	181	Miami, WV	162	Mint Hill, NC	37	Morro Bay, CA	165	N. Cape May, NJ	137	New Kensington, PA	22
Mason City, IA	272	Miami Beach, FL	12	Miramar Beach, FL	204	Morrow, GA	11	N. Charleston, SC	87	New London, CT	167
Massillon, OH	123	Miami Springs, FL	12	Mirando City, TX	202	Morton, IL	135	N. Ft. Myers, FL	71	New London, WI	134
Maumelle, AR	83	Miamisburg, OH	56	Mishicot, WI	182	Mosinee, WI	158	N. Las Vegas, NV	40	New Market, VA	261
Maurice, LA	100	Micanopy, FL	90	Mission, KS	30	Moss Point, MS	88	N. Myrtle Beach, SC	173	New Orleans, LA	41

Table 6

City of License to Market Rank

New Paltz, NY 157	Norris, TN 69	Old Saybrook, CT 44	Oviedo, FL 39	Patterson, NY 188	Pine Castle, FL 39
New Plymouth, ID 124	Norristown, PA 5	Old Town, ME 270	Owasso, OK 62	Patton, PA 245	Pine Hills, FL 39
New Port Richey, FL 21	North Baltimore, OH 79	Olive Branch, MS 46	Owego, NY 166	Pawcatuck, CT 167	Pine Island Ctr, FL 71
New Prague, MN 17	North East, PA 156	Oliver, PA 22	Owensboro, KY 267	Pawley's Island, SC 173	Pinellas Park, FL 21
New Richmond, WI 17	North Mankato, MN 256	Oliver Springs, TN 69	Owosso, MI 119	Pawtucket, RI 33	Pineville, LA 203
New Roads, LA 82	North Miami, FL 12	Olympia, WA 14	Oxford, MS 178	Payette, ID 124	Piqua, OH 56
New Rochelle, NY 1	North Miami Beach, FL 12	Olyphant, PA 64	Oxford, OH 26	Paynesville, MN 212	Pismo Beach, CA 165
New Smyrna Bch, FL 93	North Muskegon, MI 217	Omaha, NE 73	Oxnard, CA 108	Payson, AZ 16	Pittsburg, CA 4
New Ulm, MN 256	North Windham, ME 160	Omro, WI 134	Ozark, AL 183	Payson, UT 35	Pittsburg, KS 227
New York, NY 1	Northampton, MA 80	Onawa, IA 250	Ozark, MO 146	Pearl, MS 118	Pittsburgh, PA 22
Newark, DE 76	Northport, AL 216	Oneida, NY 75	Pacific Grove, CA 74	Pearl City, HI 60	Pittston, PA 64
Newark, NJ 1	Northwood, IA 272	Oneonta, AL 55	Pahrump, NV 40	Pecan Grove, TX 149	Placerville, CA 29
Newark, OH 34	Norwalk, CT 139	Ontario, CA 28	Painesville, OH 24	Peekskill, NY 1	Plainfield, IN 38
Newberry, FL 90	Norwich, CT 167	Opelousas, LA 100	Palatka, FL 93	Pekin, IL 135	Plano, IL 3
Newberry, SC 89	Oak Harbor, OH 79	Opportunity, WA 91	Palestine, TX 140	Pell City, AL 55	Plano, TX 6
Newburg, KY 53	Oak Hill, WV 271	Oracle, AZ 61	Palm Beach, FL 50	Pella, IA 92	Plant City, FL 21
Newburgh, IN 152	Oak Park, IL 3	Orange, CA 2	Palm Desert, CA 153	Pensacola, FL 121	Platteville, WI 220
Newburgh, NY 141	Oak Ridge, TN 69	Orange, TX 127	Palm Springs, CA 153	Penuelas, PR 13	Plattsburgh, NY 225
Newburyport, MA 8	Oakdale, CA 122	Orange Beach, AL 88	Palmdale, CA 2	Peoria, IL 135	Plattsmouth, NE 73
Newcastle, OK 54	Oakdale, LA 203	Orange Cove, CA 65	Palmetto, FL 78	Perry, GA 147	Pleasant Hope, MO 146
Newnan, GA 11	Oakland, CA 4	Orangeburg, SC 89	Palmyra, NY 52	Perry, IA 92	Pleasanton, TX 32
NewPhiladelphia, OH 123	Oakland, NJ 1	Orchard Valley, WY 274	Palmyra, PA 77	Petal, MS 208	Pleasantville, NJ 137
Newport, KY 26	Oakridge, OR 143	Orcutt, CA 194	Palo Alto, CA 4	Petaluma, CA 113	Plymouth, IN 163
Newport, NC 81	Oberlin, OH 24	Ore City, TX 140	Pamplico, SC 197	Peterborough, NH 8	Plymouth, MA 8
Newport, RI 33	Ocala, FL 90	Oregon City, OR 25	Panama City, FL 226	Petersburg, IL 196	Plymouth, NC 241
Newport Beach, CA 2	Ocean Acres, NJ 47	Orem, UT 35	Panama City Beach, FL 226	Petersburg, NJ 137	Pocatalico, WV 162
Newport News, VA 36	Ocean City, MD 150	Oriental, NC 81	Paradise, CA 190	Petersburg, VA 57	Pocomoke City, MD 150
Newton, KS 84	Ocean City, NJ 137	Orland, CA 190	Paradise, NV 40	Petoskey, MI 195	Pocono Pines, PA 64
Newton, MA 8	Ocean Isle Beach, NC 175	Orlando, FL 39	Paradise Valley, AZ 16	Pharr, TX 63	Point Pleasant, NJ 47
Newton, MS 276	Ocean Pines, MD 150	Orleans, MA 181	Paris, IL 191	Phenix City, AL 169	Pomona, CA 2
Newton, NJ 239	Ocean Springs, MS 136	Ormond Beach, FL 93	Paris, KY 106	Philadelphia, PA 5	Pompano Beach, FL 12
Niagara Falls, NY 45	Ocean View, DE 150	Ormond-by-the-Sea, FL 93	Parker, FL 226	Phillipsburg, PA 237	Pompton Lakes, NJ 1
Niceville, FL 204	Oceanside, CA 15	Oro Valley, AZ 61	Parkersburg, WV 224	Phillipsburg, PA 237	Ponce, PR 13
Nicholasville, KY 106	Ocoee, FL 39	Oroville, CA 190	Parma, OH 24	Philpot, KY 267	Ponte Vedra Beach, FL 51
Niles, MI 163	Odem, TX 129	Osage, IA 272	Parris Island, SC 154	Phoenix, AZ 16	Pontotoc, MS 178
Niles, OH 97	Odessa, TX 174	Osage City, KS 180	Pasadena, CA 2	Phoenix, NY 75	Poplarville, MS 136
Nixa, MO 146	Oelwein, IA 233	Osceola, AR 46	Pasadena, TX 10	Phoenix, OR 207	Port Allen, LA 82
Noblesville, IN 38	Ogden, UT 35	Osceola, IA 92	Pascagoula, MS 136	Phoenixville, PA 5	Port Arthur, TX 127
Nolanville, TX 149	Oildale, CA 86	Oshkosh, WI 134	Pasco, WA 206	Picayune, MS 41	Port Charlotte, FL 71
Norco, LA 41	Ojai, CA 108	Oswego, NY 75	Paso Robles, CA 165	Pickens, MS 118	Port Clinton, OH 79
Norfolk, MA 8	Oklahoma City, OK 54	Otsego, MI 176	Patchogue, NY 18	Pickens, SC 58	Port Hueneme, CA 108
Norfolk, VA 36	Okmulgee, OK 62	Ottawa, KS 30	Paterson, NJ 1	Pilot Point, TX 6	Port Huron, MI 7
Normal, IL 230	Olathe, KS 30	Overland Park, KS 30	Patillas, PR 13	Pinconning, MI 125	Port Isabel, TX 63
Norman, OK 54	Old Fort, NC 179	Overton, TX 140	Patterson, CA 122	Pine Bluff, AR 83	Port Jervis, NY 141

Table 6
City of License to Market Rank

Port Matilda, PA	237	Pryor, OK	62	Reserve, LA	41	Rogersville, TN	96	Salem, OR	25	Sans Souci, SC	58
Port Neches, TX	127	Pt Henry, NY	225	Richfield, MN	17	Rogue River, OR	207	Salem, SD	210	Santa Ana, CA	2
Port Royal, SC	87	Pueblo, CO	94	Richland, MS	118	Rohnert Park, CA	113	Salem, VA	105	Santa Barbara, CA	184
Port St Lucie, FL	116	Pueblo West, CO	242	Richland, WA	206	Roland, OK	171	Salem, WV	186	Santa Clara, CA	27
Port St. Joe, FL	226	Pulaski, NY	75	Richlands, VA	254	Rollingwood, TX	49	Salem Township, MI	145	Santa Cruz, CA	74
Port St. Lucie, FL	116	Pulaski, VA	214	Richmond, KY	106	Rome, NY	151	Salinas, CA	74	Santa Fe, NM	72
Port Sulphur, LA	41	Punta Gorda, FL	71	Richmond, MO	30	Rosarito, MX	15	Salinas, PR	13	Santa Margarita, CA	165
Port Washington, WI	31	Punta Rassa, FL	71	Richmond, VA	57	Rosenberg, TX	10	Saline, MI	145	Santa Maria, CA	194
Portage, IN	3	Puyallup, WA	14	Richmond Hill, GA	154	Roseville, CA	29	Salisbury, CT	157	Santa Monica, CA	2
Portage, MI	176	Quebradillas, PR	13	Richwood, LA	234	Rossville, GA	104	Salisbury, MD	150	Santa Paula, CA	108
Portage, PA	170	Queensbury, NY	59	Richwood, OH	34	Roswell, GA	11	Salisbury, NC	37	Santa Rosa, CA	113
Porterville, CA	107	Quincy, FL	159	Ridgefield, CT	188	Rotterdam, NY	59	Salladasburg, PA	249	Santa Rosa Bch, FL	204
Portland, ME	160	Quincy, MA	8	Ridgeland, MS	118	Round Rock, TX	49	Sallisaw, OK	171	Sapulpa, OK	62
Portland, OR	25	Racine, WI	31	Ridgeville, SC	87	Roy, UT	35	Salt Lake City, UT	35	Sarasota, FL	21
Portland, TX	129	Radcliff, KY	53	Rifle, CO	252	Royal Oak, MI	7	Saluda, SC	114	Saratoga Sprngs, NY	59
Portsmouth, NH	117	Radford, VA	214	Ringgold, GA	104	Royal Palm Bch, FL	50	San Angelo, TX	260	Sartell, MN	212
Portsmouth, OH	144	Raeferd, NC	126	Rio Piedras, PR	13	Ruckersville, VA	222	San Antonio, TX	32	Sasser, GA	253
Portsmouth, VA	36	Raleigh, NC	48	Rio Rancho, NM	72	Rudolph, WI	158	San Bernardino, CA	28	Saugerties, NY	157
Post Falls, ID	91	Rancho Cordova, CA	29	Ripley, OH	26	Rural Retreat, VA	214	San Carlos Park, FL	71	Sauk Centre, MN	212
Poteau, OK	171	Rancho Mirage, CA	153	River Falls, WI	17	Rusk, TX	140	San Clemente, CA	2	Sauk City, WI	120
Potomac-Cabin John, MD	9	Rantoul, IL	209	Riverbank, CA	122	Russellville, AL	240	San Diego, CA	15	Sauk Rapids, MN	212
Potts Camp, MS	178	Rapid City, SD	259	Riverhead, NY	18	Russellville, KY	43	San Fernando, CA	2	Savannah, GA	154
Pottstown, PA	5	Ravena, NY	59	Riverside, CA	2	Ruston, LA	234	San Francisco, CA	4	Sayre, PA	166
Poughkeepsie, NY	157	Ravenel, SC	87	Riverside, PA	77	S Charleston, WV	162	San Gabriel, CA	2	Scarborough, ME	160
Powder Springs, GA	11	Raymondville, TX	63	Riviera Beach, FL	50	S Gastonia, NC	37	San German, PR	13	Schenectady, NY	59
Powell, TN	69	Rayne, LA	100	Roanoke, IN	101	S Williamsport, PA	249	San Jacinto, CA	28	Schertz, TX	32
Powhatan, VA	57	Rayville, LA	234	Roanoke, VA	105	S. Beloit, IL	148	San Joaquin, CA	65	Schofield, WI	158
Poynette, WI	120	Reading, PA	131	Roaring Spring, PA	245	S. Burlington, VT	225	San Jose, CA	27	Schoharie, NY	59
Prairie Grove, AR	155	Red Bank, TN	104	Robstown, TX	129	S. Lake Tahoe, CA	29	San Juan, PR	13	Scottdale, PA	22
Prattville, AL	142	Red Bluff, CA	190	Rochester, MN	229	S. Miami, FL	12	San Juan, TX	63	Scottsburg, IN	53
Prescott, AZ	16	Red Lion, PA	103	Rochester, NH	117	S. Salt Lake, UT	35	San Luis Obispo, CA	165	Scottsdale, AZ	16
Priceville, AL	109	Red Springs, NC	126	Rochester, NY	52	Sabana Grande, PR	13	San Marcos, CA	15	Scottsville, KY	201
Prichard, AL	88	Redding, CA	215	Rock Hill, SC	37	Saco, ME	160	San Marcos, TX	49	Scranton, PA	64
Prince Frederick, MD	9	Redlands, CA	28	Rock Island, IL	133	Sacramento, CA	29	San Martin, CA	27	Scranton, SC	197
Princess Anne, MD	150	Redondo Beach, CA	2	Rockford, IL	148	Saegertown, PA	156	San Mateo, CA	4	Seabrook, TX	10
Princeton, MN	17	Reform, AL	216	Rockford, MI	66	Safety Harbor, FL	21	San Rafael, CA	4	Seaford, DE	150
Princeton, NJ	138	Refugio, TX	129	Rockledge, FL	95	Sag Harbor, NY	18	San Sebastian, PR	13	Searsport, ME	270
Princeton, WV	254	Rehoboth Bch, DE	150	Rockport, TX	129	Sageville, IA	220	Sand Springs, OK	62	Seaside, CA	74
Princeton Junction, NJ	138	Reidsville, NC	42	Rockton, IL	148	Saginaw, MI	125	Sandersville, MS	208	Seattle, WA	14
Proctor, MN	219	Remsen, NY	151	Rockville, IN	191	Sahuarita, AZ	61	Sandy, UT	35	Sebastopol, CA	113
Prosser, WA	193	Reno, NV	128	Rockville, MD	9	Salem, IN	53	Sandy Creek, NY	75	Sebring, FL	269
Providence, RI	33	Rensselaer, NY	59	Rocky Mount, NC	48	Salem, MA	8	Sanford, FL	39	Security, CO	94
Provo, UT	35	Renton, WA	14	Rogers, AR	155	Salem, NJ	76	Sanford, ME	117	Seeleyville, IN	191
Prsipy-Troy Hl, NJ	99	Republic, MO	146	Rogersville, AL	240	Salem, OH	97	Sanger, TX	6	Seffner, FL	21

Table 6

City of License to Market Rank

Seguin, TX 32	Silverdale, WA 14	Southaven, MS 46	St. Johns, MI 115	Sturtevant, WI 31	Tempe, AZ 16
Selah, WA 193	Simi Valley, CA 2	Southbridge, MA 110	St. Joseph, MN 212	Suffolk, VA 36	Temple, TX 149
Selbyville, DE 150	Sinton, TX 129	Southern Pines, NC 126	St. Louis, MO 19	Sullivan, IL 255	Temple Terrace, FL 21
Seligman, MO 155	Sioux City, IA 250	Southington, CT 44	St. Louis Park, MN 17	Sullivan, IN 191	Terre Haute, IN 191
Selma, NC 48	Sioux Falls, SD 210	Southold, NY 18	St. Marys, KS 180	Sulphur, LA 205	Terrell, TX 6
Seminole, OK 54	Skokie, IL 3	Southport, NC 175	St. Marys, OH 228	Summerton, SC 89	Terrell Hills, TX 32
Seneca, SC 58	Skowhegan, ME 251	Southport, NY 198	St. Marys, WV 224	Summerville, SC 87	Texarkana, AR 247
Seneca Falls, NY 52	Slaton, TX 177	Spangler, PA 170	St. Matthews, KY 53	Sumner, WA 14	Texarkana, TX 247
Sevierville, TN 69	Sleepy Eye, MN 256	Spanish Fork, UT 35	St. Paul, MN 17	Sumrall, MS 208	Texas City, TX 10
Seward, NE 172	Slidell, LA 41	Sparks, NV 128	St. Pauls, NC 126	Sumter, SC 89	Thief River Falls, MN 264
Seymour, TN 69	Smithfield, NC 48	Sparta, MO 146	St. Pete Beach, FL 21	Sun City, AZ 16	Thomasville, GA 159
Seymour, WI 134	Smithfield, VA 36	Spartanburg, SC 58	St. Peter, MN 256	Sun City, CA 28	Thomasville, NC 42
Shadyside, OH 223	Smiths, AL 169	Spearfish, SD 259	St. Petersburg, FL 21	Sun Prairie, WI 120	Thomson, GA 114
Shafter, CA 86	Smiths Grove, KY 201	Spencer, WI 158	St. Simons Island, GA 277	Sun Valley, NV 128	Thornton, CO 23
Shallotte, NC 175	Smithtown, NY 18	Spokane, WA 91	St. Stephen, SC 87	Sunnyside, WA 193	Thousand Oaks, CA 2
Sharon, CT 44	Smithville, GA 253	Spring Lake, NC 126	Stamford, CT 139	Sunset Valley, TX 49	Thousand Palms, CA 153
Sharon, PA 97	Smyrna, DE 76	Spring Valley, MN 229	Stamford, TX 221	Superior, WI 219	Thurmont, MD 199
Sharpsville, PA 97	Smyrna, GA 11	Spring Valley, NY 1	Stamping Ground, KY 106	Surfside Beach, SC 173	Tice, FL 71
Shasta, CA 215	Smyrna, TN 43	Springdale, AR 155	Stanton, TX 174	Surgoinsville, TN 96	Tifton, GA 253
Shasta Lake, CA 215	Socastee, SC 173	Springfield, FL 226	Starkville, MS 248	Susquehanna, PA 166	Tijuana, MX 15
Shawnee, OK 54	Soddy Daisy, TN 104	Springfield, GA 154	Starview, PA 103	Sussex, WI 31	Tioga, LA 203
Sheffield, AL 240	Soddy-Daisy, TN 104	Springfield, IL 196	State College, PA 237	Swanton, OH 79	Tioga, PA 198
Shelby, NC 37	Sodus, NY 52	Springfield, MA 80	Statesville, NC 37	Sylvania, OH 79	Tipton, CA 107
Shelbyville, IL 255	Solana, FL 71	Springfield, MN 256	Staunton, VA 222	Sylvester, GA 253	Tisbury, MA 181
Shelbyville, IN 38	Soledad, CA 74	Springfield, MO 146	Stayton, OR 25	Syracuse, NY 75	Titusville, FL 93
Shelbyville, KY 53	Solvang, CA 194	Springfield, OH 56	Steelville, MO 19	Tacoma, WA 14	Tobyhanna, PA 64
Shelbyville, TN 43	Somerset, PA 170	Springfield, OR 143	Sterling City, TX 260	Taft, CA 86	Toledo, OH 79
Shepardsville, KY 53	Somerset, TX 32	Springfield, TN 43	Sterling Height, MI 7	Taft, OK 62	Tolleson, AZ 16
Shepherdsville, KY 53	Somersworth, NH 117	Springhill, LA 130	Steubenville, OH 223	Tahoe City, CA 128	Tomball, TX 10
Sheridan, AR 83	Somerville, TN 46	Springville, NY 45	Stevens Point, WI 158	Tahoka, TX 177	Toms River, NJ 47
Sherman, TX 6	South Bend, IN 163	St Ansgar, IA 272	Stewartville, MN 229	Talking Rock, GA 11	Tooele, UT 35
Sherwood, AR 83	South Boston, VA 48	St Joseph, MN 212	Stillwater, MN 17	Tallahassee, FL 159	Topeka, KS 180
Shingle Springs, CA 29	South Bristol Township, NY 52	St Louis Park, MN 17	Stillwater, NY 59	Tamaqua, PA 67	Toppenish, WA 193
Shingletown, CA 215	South Congaree, SC 89	St. Albans, VT 225	Stirling, NJ 99	Tampa, FL 21	Topsail Beach, NC 81
Shippensburg, PA 77	South Daytona, FL 93	St. Albans, WV 162	Stockton, CA 85	Tarboro, NC 48	Topsham, ME 160
Shiremanstown, PA 77	South Glens Falls, NY 59	St. Andrews, SC 89	Stonewall, MS 276	Taunton, MA 164	Torrance, CA 2
Shreveport, LA 130	South Oroville, CA 190	St. Augustine, FL 51	Stonington, CT 167	Tavares, FL 39	Torrington, CT 44
Signal Mountain, TN 104	South Padre Island, TX 63	St. Augustine Beach, FL 51	Stowe, VT 225	Taylor, MI 7	Towson, MD 20
Siler City, NC 48	South Pittsburg, TN 104	St. Charles, MO 19	Strasburg, CO 23	Taylor, TX 49	Tracy, CA 85
Siloam Springs, AR 155	South Sioux City, NE 250	St. Cloud, MN 212	Strasburg, VA 218	Taylorville, MS 208	Travelers Rest, SC 58
Silsbee, TX 127	South Tucson, AZ 61	St. Genevieve, MO 19	Stroudsburg, PA 64	Taylorville, IL 196	Traverse City, MI 195
Silver Lake, KS 180	South Whitley, IN 101	St. George, SC 87	Stuart, FL 50	Tazewell, VA 254	Trenton, FL 90
Silver Spring, MD 9	South Yarmouth, MA 181	St. Ignace, MI 195	Sturgeon Bay, WI 182	Tchula, MS 118	Trenton, GA 104
Silver Springs, FL 90	Southampton, NY 18	St. James, MN 256	Sturgis, SD 259	Tell City, IN 267	Trenton, NJ 138

Table 6
City of License to Market Rank

Trinity, AL 109	Vallejo, CA 4	Walkersville, MD 199	Waxhaw, NC 37	White Plains, NY 1	Winslow, ME 251
Troutdale, OR 25	Valley, WV 254	Walla Walla, WA 206	Waycross, GA 277	White Rock, NM 235	Winston Salem, NC 42
Troy, AL 142	Valley Station, KY 53	Walled Lake, MI 7	Waynesboro, GA 114	Whitehall, MI 217	Winter Garden, FL 39
Troy, MO 19	Valparaiso, FL 204	Walnut Creek, CA 4	Waynesboro, PA 161	Whitehouse, TX 140	Winter Haven, FL 98
Troy, NY 59	Valparaiso, IN 3	Waltham, MA 8	Waynesville, NC 179	Whitesboro, NY 151	Winter Park, FL 39
Troy, OH 56	Van Buren, AR 171	Wanchese, NC 241	Weatherford, TX 6	Whitesville, KY 267	Winters, TX 221
Trumann, AR 273	Van Wert, OH 101	Wapakoneta, OH 228	Weaverville, CA 215	Whiteville, NC 126	Winterset, IA 92
Trumansburg, NY 263	Vancouver, WA 25	Ware, MA 80	Webb City, MO 227	Whiting, WI 158	Winton, CA 189
Trussville, AL 55	Vassar, MI 119	Warner Robbins, GA 147	Webster, MA 110	Wichita, KS 84	Wisconsin Dells, WI 120
Tuckerton, NJ 47	Venice, FL 78	Warner Robins, GA 147	Webster, NY 52	Wichita Falls, TX 243	Wisconsin Rapid, WI 158
Tucson, AZ 61	Ventura, CA 108	Warren, OH 97	Wellington, CO 132	Wickenburg, AZ 16	Wood River, IL 19
Tulare, CA 65	Vergennes, VT 225	Warren, VT 225	Wendell-Zebulon, NC 48	Wickford, RI 33	Woodbridge, VA 9
Tullahoma, TN 109	Vernon Hills, IL 3	Warrensburg, NY 59	Westlaco, TX 63	Widefield, CO 94	Woodburn, OR 25
Tulsa, OK 62	Vero Beach, FL 116	Warrenton, GA 114	West Bend, WI 31	Wiggins, MS 136	Woodbury, TN 43
Tunica, MS 46	Verona, WI 120	Warrenton, MO 19	West Chester, PA 5	Wildwood, NJ 137	Woodlake, CA 65
Tunkhannock, PA 64	Versailles, KY 106	Warrenton, VA 9	West Columbia, SC 89	Wildwood Crest, NJ 137	Woodland, CA 29
Tupelo, MS 178	Vestal, NY 166	Warrior, AL 55	West Covina, CA 2	Wilkes Barre, PA 64	Woodstock, IL 3
Turlock, CA 122	Vicksburg, MS 118	Warwick, NY 141	West Fargo, ND 211	Willard, MO 146	Woodstock, NY 157
Turners Falls, MA 80	Vienna, WV 224	Warwick, RI 33	West Frankfort, IL 213	Williamsburg, VA 36	Woodstock, VA 218
Turrell, AR 46	Villas, NJ 137	Wasco, CA 86	West Hartford, CT 44	Williamsport, MD 161	Woonsocket, RI 33
Tuscaloosa, AL 216	Vinita, OK 62	Washington, DC 9	West Hazleton, PA 64	Williamsport, PA 249	Worcester, MA 110
Tuscola, IL 209	Vinton, VA 105	Washington, LA 100	West Jordan, UT 35	Williamston, NC 81	Wrens, GA 114
Tuscola, MI 119	Virden, IL 196	Washington, MO 19	West Lafayette, IN 236	Williamstown, KY 26	Wrightsville, AR 83
Tusculum, TN 96	Virginia, MN 219	Washington, NC 81	West Memphis, AR 46	Williamstown, WV 224	Wurtsboro, NY 157
Tuscumbia, AL 240	Virginia Beach, VA 36	Washington, PA 22	West Monroe, LA 234	Willis, TX 120	Wyoming, MI 66
Two Harbors, MN 219	Visalia, CA 65	Washington Township, NJ 5	West Palm Beach, FL 50	Williston, FL 90	Xenia, OH 56
Tye, TX 221	Vista, CA 15	Wasilla, AK 168	West Point, MS 248	Willoughby, OH 24	Yabucoa, PR 13
Tyler, TX 140	Vivian, LA 130	Waterbury, CT 44	West Warwick, RI 33	Willsboro, NY 225	Yakima, WA 193
Tyrone, PA 245	Voorheesville, NY 59	Waterbury, VT 225	West Yarmouth, MA 181	Wilmington, DE 76	Yankeetown, FL 90
Unadilla, GA 147	W Terre Haute, IN 191	Waterloo, IA 233	Westbrook, ME 160	Wilmington, IL 3	Yankton, SD 250
Union, MO 19	W. Carrollton, OH 56	Waterloo, NY 52	Westerly, RI 33	Wilmington, NC 175	Yauco, PR 13
Union, MS 276	W. Lake Hills, TX 49	Watertown, MN 17	Westerville, OH 34	Wilmore, KY 106	Yazoo City, MS 118
Union City, PA 156	W. Springfield, MA 80	Watertown, NY 257	Westfield, MA 80	Wilson, NC 48	York, AL 276
Uniontown, PA 22	W. Valley City, UT 35	Watertown, WI 120	Westhampton, NY 18	Wilton Manors, FL 12	York, PA 103
Universal City, TX 32	Wabasha, MN 229	Waterville, ME 251	Westminster, MD 20	Winchester, KY 106	York Center, ME 117
University Park, PA 237	Waco, TX 192	Watkins Glen, NY 198	Westover, WV 186	Winchester, VA 218	Yorktown, VA 36
University Park, TX 6	Wagoner, OK 62	Waukegan, IL 3	Westport, CT 112	Windsor, CA 113	Youngstown, NY 45
Upper Arlington, OH 34	Wailuku, HI 60	Waukesha, WI 31	Wethersfield, NY 45	Windsor, CO 132	Youngstown, OH 97
Urbana, IL 209	Waipahu, HI 60	Waunakee, WI 120	Wetumpka, AL 142	Windsor, CT 44	Ypsilanti, MI 145
Urbana, OH 56	Waite Park, MN 212	Wausau, WI 158	Wheaton, MD 9	Windsor, ON 7	Yucca Valley, CA 153
Utica, MS 118	Wake Forest, NC 48	Wauwatosa, WI 31	Wheeling, WV 223	Windsor, VA 36	Zarephath, NJ 1
Utica, NY 151	Wakefield-Peacedale, RI 33	Waverly, IA 233	White Bluff, TN 43	Winnebago, IL 148	Zeeland, MI 66
Utuaado, PR 13	Waldorf, MD 9	Waverly, NY 166	White Castle, LA 82	Winnebago, NE 250	Zephyrhills, FL 21
Vacaville, CA 4	Walker, MI 66	Waverly, TN 43	White City, FL 116	Winnie, TX 10	Zion, IL 3
				Winona, TX 140	

About



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BIA stands alone in its ability to analyze and evaluate the financial, competitive, regulatory, and technological conditions impacting the communications and IT industries. Helping companies and their investors succeed in today's progressive business climate is the cornerstone of our organization.

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- Operational Due Diligence
- Litigation Consulting and Testimony

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- Strategic Research and Analysis
- Database Software Products and Publications



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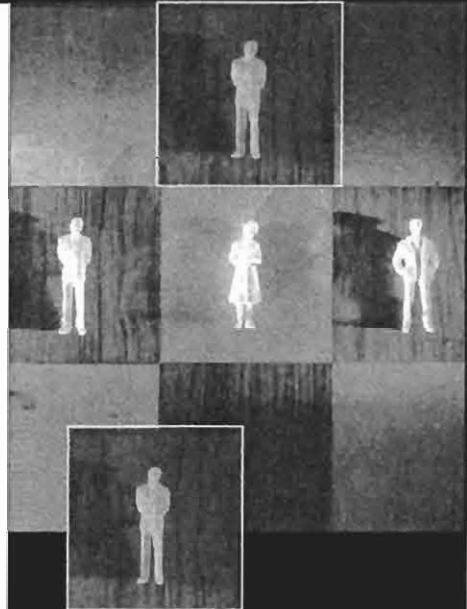


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- High-Resolution, Full Color Topographic Maps
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- Multiple Site Coverage Display
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- STL Studies; Search; Spacing; Interference
- Selectable Propagation Models
- Advanced Propagation Models
- Include Land Use/Land Cover Factors
- Comprehensive On-Line Help
- Professional and Accessible Technical Support



specs

- Longley-Rice, Biby-C and Okumura-Hata-Davidson Propagation Models
- FCC, Carey, R6602 Contours
- Rasterized USGS Topographic Maps
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- 30 arc-second (WGS84) World Data
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Yearbook

These publications provide a directory of more than 10,000 radio and 1,600 television stations as well as a quick overview of a market's performance, its major players and service providers.

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Contacts and Analyzer

Contacts

Available in Analyzer version		No. of Est. Rev. Stations (\$000s)
No. of Markets		
Owner Rank	95	
No. Stations	96	
Owner Rev.	97	
Prev. Owner	98	

MEDIA Access Pro Contacts introduces you to the power of BIA's trusted information. This program offers station, owner and parent contact information with both mailing addresses and physical addresses—ideal for use as a contact manager or for direct mail campaigns. Easy-to-use pull down menus provide several levels of contact information.

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- Quick and easy searches
- Daily updates via the Internet
- All commercial U.S. radio and television stations
- Over 500 searchable fields of information available for each station
- Built-in reports
- Exportable data

Analyzer

Market	Revenue	Local Commercial Share
92	\$ 262,000	Sp 97 25.3 63.4 88.7
93	\$ 281,100	Su 97 25.6 63.7 89.3
94	\$ 311,100	Fa 97 25.7 62.1 87.8
95	\$ 330,000	Wi 98 25.8 62.5 88.3
96	\$ 343,700	Sp 98 23.9 59.7 89.5
97	\$ 358,000	Su 98 24.2 62.1 90.3
98	\$ 431,700	Fa 98 23.6 62.3 89.3
99	\$ 470,600	Wi 99 23.7 65.0 89.7
00	\$ 512,900	Revenue 92-97 8.2 %
01	\$ 559,100	Growth 98-02 9.0 %
02	\$ 609,400	

Note:
There are up to 9 direct screens for each station containing more than 500 fields of information.

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MEDIA Access Pro Analyzer is BIA's flagship software program. This leading business tool provides a multitude of revenue, technical, statistical, demographic and transactional history information on every station and owner in the U.S. BIA uses many sources to gather this data. FCC filings and actions are united with data received through our intense survey and information collection efforts. BIA regularly performs ownership surveys which provide estimated station revenues and commentaries on projected market growth. Stations are also contacted up to 6 times a year requesting up-to-date personnel, address and other changes.

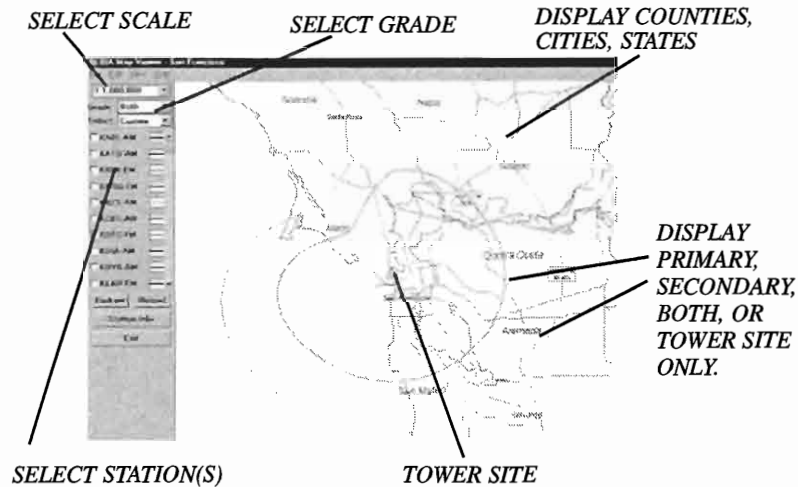


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Available Modules

Coverage Maps



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- Easy to operate
- Zoomable viewing to see one station, the entire market or the country
- Printable maps (Color or B&W)
- Available for both radio and television

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With Rankers you can generate a custom report, profiling a station's demographics and its ranking within a rated market.

With MEDIA Access Pro's Rankers module, you can even perform due diligence for an acquisition or another important strategic maneuver—all within minutes!

Period	12+	12-17	18-24	18-34	18-43	25-34	25-43	25-54	35-44	35-64
12+ Share	4.1	1	6	4	2	1	1	1	2	5
Morning Mid day Afternoon Evening	16	8	9	12	9	12	14	13	15	

Features

- Compares rankings in other rated markets
- Printable custom reports
- Available for radio only

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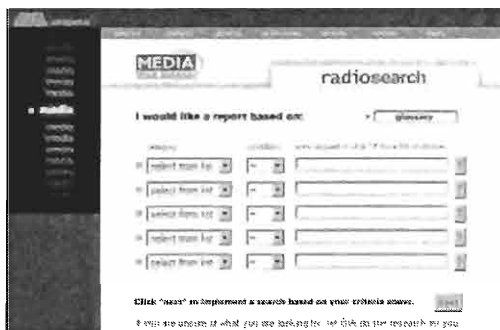


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Current Prices as of January 1, 2000

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Analyzer Additional Users <i>Call for pricing</i>			
Network Version Available <i>Call for pricing</i>			
Contacts - Annual Program License Fee for First User. Online Daily Updates Included	\$1,250	\$1,250	\$2,400
Contacts Additional Users <i>Call for pricing</i>			
Network Version Available <i>Call for pricing</i>			
Add-on Modules			
Coverage Maps - Annual Program License Fee for First User.	\$1,050	\$1,050	\$2,000
Coverage Maps Addt'l Users <i>Call for pricing</i>			
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Radio Ratings Addt'l Users <i>Call for pricing</i>			
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NOTE: MEDIA Access Pro subscribers realize substantial discounts on BIA's publications. Call for pricing.



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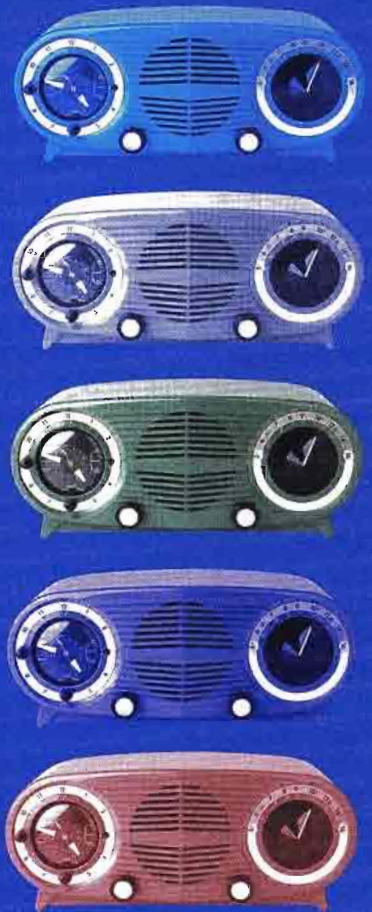
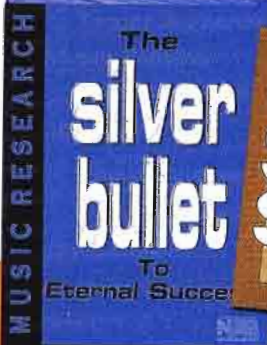
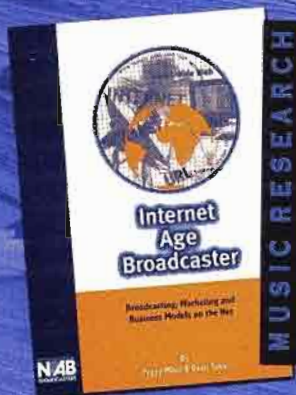


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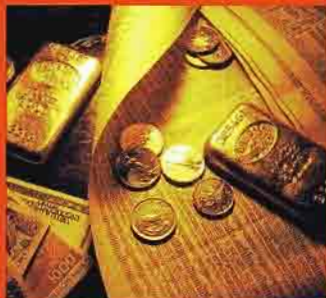


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