



## LINCOLN

	Market Revenue	Revenue Change	Population	Revenue Per Capita	Retail Sales	Rev. as % Retail Sales	Revenue Per Share Point	Highest Billing Stations	Average Person Rating(APR)	FM Share	Total Stations	Viable Stations	Unlisted Station Listening	
1976	3.6	--	--	--	--	--	--	--	-- %	-- %	--	--	--	1976
1977	4.2	16.7 %	--	--	--	--	--	--	12.9	38.7	13	--	--	1977
1978	4.8	14.3	--	--	--	--	--	--	17.1	42.6	14	--	--	1978
1979	4.6	-4.2	--	--	--	--	--	--	15.5	46.7	14	--	--	1979
1980	5.4	17.4	--	--	--	--	--	--	15.3	41.2	14	--	--	1980
1981	5.8	7.4	.194	29.90	.92	.0063	--	--	15.2	56.5	17	--	--	1981
1982	6.1	5.2	.199	30.65	.95	.0061	--	--	15.4	60.4	17	--	--	1982
1983	6.1	0	.202	30.20	1.0	.0053	.084	--	17.0	57.1	17	9	--	1983
1984	6.3	3.3	.205	30.73	1.0	.0061	.084	KFOR 1.1	17.0	65.4	16	10	--	1984
1985	6.5	3.2	.206	31.40	1.1	.0059	.080	KFOR 1.2	16.6	67.7	14	9	--	1985
1986	6.7	3.1	.208	32.06	1.2	.0058	.083	KFOR 1.6	15.8	72.9	18	9	--	1986
1987	7.0	4.5	.209	33.49	1.2	.0057	.085	KFOR 1.7	17.5	73.7	14	9	7.2	1987
1988	7.6	8.6	.211	36.02	1.3	.0059	.093	KFOR 1.7	15.9	72.9	16	9.5	8.5	1988
1989	8.0	5.3	.212	37.70	1.4	.0054	.103	KFOR 2.0	18.3	76.8	20	10	12.0	1989
1990	8.4	5.0	.215	39.07	1.5	.0053	.109	KFOR 2.0	16.6	75.6	17	10	11.5	1990
1991	8.8	4.8	.217	40.55	1.6	.0055	.135	KFOR 2.1	16.9	70.9	20	11	14.9	1991
1992	9.2	4.3	.220	41.81	1.7	.0056	.123	KFOR 2.0	16.1	72.5	19	12	15.9	1992
1993	9.4	2.2	.223	42.15	1.9	.0049	.120	KFOR 2.1	16.3	73.8	17	11	13.8	1993
1994	9.8	4.0	.226	43.36	2.1	.0047	.138	KZKX-F 2.2	16.2	76.5	19	12	16.3	1994
1995	10.3	5.1	.229	44.97	2.5	.0041	.140	KZKX-F 2.2	16.4	73.0	21	10.5	14.3	1995
1996	11.0	6.8	.234	47.00	2.6	.0042	.158	KZKX-F 2.4	16.6	75.7	22	10.5	12.7	1996
1997	12.1	9.9	.235	51.48	2.6	.0047	.179	KZKX-F 2.2	15.0	75.5	26	11	13.1	1997
1998	12.9	7.0	.235	54.89	2.7	.0048	.184	KFOR 2.2	15.1	73.5	24	11	12.2	1998
1999	13.7	5.8	.238	57.56	2.8	.0049	.202	KFOR 2.4	14.6	77.1	26	11	12.6	1999
2000	14.6	6.6	.241	60.58	3.2	.0046	.221	KFOR 2.8	13.9	76.0	25	11	16.7	2000
2001	14.0	-4.1	.253	55.34	3.2	.0044	.208	KFOR 2.7	14.1	75.8	21	11	16.0	2001
2002	14.8	5.7	.255	58.03	3.4	.0044	.225	KZKX-F 3.5	14.5	73.8	22	--	16.0	2002
2003	15.9	7.4	.258	61.62	3.5	.0045	.254	KZKX-F 4.0	13.2	72.6	21	12	19.9	2003

### MAJOR STATIONS - JANUARY 2004

KFOR	1240	1KW	Full Service	Three Eagles	KBBK-F	107.3	100KW@551	AC/CHR	Triad
KLIN	1400	670W	Talk	Triad	KFGE-F	98.1	100KW@981	Country	Triad
KLMS	1480	1KW/750W (DA-2)	Sports	Three Eagles	KFRX-F	102.7	100KW@500	CHR	Three Eagles
					KIBZ-F	106.3	100KW@702	AOR	Clear Channel
					KKUL-F	105.3	6KW@328	Oldies	Triad
					KRKR-F	95.1	50KW@289	Classic AOR	Three Eagles
					KSLI-F	104.1	31KW@613	CHR	Clear Channel
					KTGL-F	92.9	100KW@810	Classic AOR	Clear Channel
					KZKX-F	96.9	100KW@610	Country	Clear Channel

LINCOLN

FORMAT SHARES (%)

CHR/AOR	77	80	82	84	87	90	92	95	98	2000
	41	49	40	19	17	21	14	10	14	16
				16	21	26	19	27	27	18
MOR/AC	34	30	34	24	21	22	24	13	16	See Talk
				17	26	12	6	2	12	21
								7	7	11
COUNTRY	9	11	13	11	5	12	21	22	12	19
BTF/EZ/SAC	16	10	13	13	10	6				
							SOFT AC	10	7	2
NEWS/TALK									7	7
SPORTS										10
BLACK/URBAN									2	3
SMOOTH JAZZ										
STANDARDS							7	6	1	3
HISPANIC										
RELIG/GOSPEL										
CLASSICAL										

STATION NOTES

(Major call letter and format changes)

KFRX-F	KFOR-F until 79; EZ until 82
KZKX-F	KSRD until 84
KBBK-F	KLIN until 89; KEZG until 00; EZ until 89; Soft AC until 96
KIBZ-F	KHAT-F until 90; KMXA until 92; AC until 92
KRKR-F	KJUS until 87; KLDZ until 96; KNET until 98; AC until 87; Oldies until 96; AC/CHR until 98
KSLI-F	KKNB until 01; AOR until 96; AC/CHR until 00
KHAT (1530)	Country until 87; AC until 90; Disappeared after 92
KLTO-F (101.9)	Was KFMQ-F until 92; KYNN until 95; Now positions itself as an Omaha station although licensed to Lincoln; AOR until 92; Country until 95; KGDE until 98; AOR again until 02; KZFX until 02
KLMS	KLMS until 90; KFMQ until 92; CHR to AC by 82; AC or Oldies until 88; Jazz until 89; Oldies until 90; AOR until 92; KMEM until 97; Standards until 97
KKUL-F	KFGE until 96; Country until 96

MAJOR STATION TRANSACTIONS: 1970 to 2003

1971 KLIN AF		\$	800,000
1973 KFRX-F	Sold to Stuart		175,000
1974 KLMS	Sold to Woodward		900,000
1979 KJUS-F			100,000
1979 KFMQ-F	Sold to Woodward		1,800,000
1983 KJUS-F	Sold to Sam Sherwood		500,000
1984 KHAT AF	(never completed)		1,388,000
1985 KXXS (?)	Sold to Celltech		665,000
1985 KFOR, KFRX-F	From Stuart to DKM		?
1986 KHAT AF	Sold to TM		1,025,000
1987 KJUS-F			100,000
1987 KFOR/KFRX-F	From DKM to Summit		7,500,000
1988 KHAT AF	From TM to Marathon		N/A
1988 KLMS, KFMQ-F	From Woodward to Midwest		2,800,000
1988 KLDZ-F	Sold to Ron Kempff		2,400,000
1989 KFOR, KFRX-F	From Summit to Arrow		6,000,000
1989 KZKX-F	From Music Arrow to Sherman/Osborn		1,845,000
1989 KFOR, KFRX-F	From Arrow to May		6,600,000
1990 KHAT AF	From Marathon to Tate		1,325,000
1991 KLDZ-F			1,100,000
1992 KLDZ-F	From Kempff to Ray Lamb		765,000
1992 KKNB-F (Crete)			N/A
1992 KZKX-F	From Sherman to Robinson		2,850,000
1992 KTGL-F (Beatrice)	From Monfort to Robinson (PourTales)		2,200,000
1992 KIBZ-F	Sold by Tate		550,000
1993 KFMQ	From Midwest Comm to Ray Lamb		200,000
1993 KHAT	Sold to KIBZ/KKNB owner		N/A
1994 KFGE-F	Sold to KLIN, KEZG owner (Warner)		450,000
1995 KZKX-F, KTGL-F	From PourTales to Triathlon		8,500,000
1995 KIBZ, KKNB-F	Sold to Triathlon		3,200,000
1996 KUNG-F (98.1)	Sold to Warner		1,300,000
1996 KMEM, KNET-F	From Lamb to Rolland Johnson (Three Eagles)		N/A
1996 KFOR, KFRX-F	From Ed May to Three Eagles		5,300,000
1997 KKUL-F	From Bolt to Warner		800,000
1998 KKNB-F	From Triathlon to Capstar		4,000,000
1998 KZKX-F	From Triathlon to Capstar		10,700,000
1998 KIBZ-F	From Triathlon to Capstar		2,800,000
1998 KTGL-F	From Triathlon to Capstar		7,300,000
1999	All Capstar stations sold to Clear Channel		...
1999	All Warner stations sold to Triad		12,000,000

LINCOLN

HIGHEST BILLING STATIONS

1984		1985		1986		1987		1988		1989	
1 KFOR	1.1	KFOR	1.2	KFOR	1.6	KFOR	1.7	KFOR	1.7	KFOR	2.0
2 KFRX-F	1.0	KFRX-F	1.1	KFRX-F	1.2	KFRX-F	1.1	KFRX-F	1.1	KFRX-F	1.2
3 KFMQ-F	0.9	KLIN-F	0.8	KFMQ-F	1.0	KFMQ-F	1.1	KFMQ-F	1.1	KFMQ-F	1.1
4 KLIN-F	0.8	KFMQ-F	0.8	KLIN-F	0.7	KHAT AF	0.7	KLDZ-F	0.9	KLDZ-F	0.9
5 KLMS	0.8	KLIN	0.7	KHAT-F	0.7	KLIN-F	0.6	KHAT AF	0.6	KZKX-F	0.8
6 KLIN-F	0.7	KLMS	0.7	KLMS	0.6	KZKX-F	0.5	KZKX-F	0.6	KTGL-F	0.8
7 KHAT-F	0.5	KHAT-F	0.6	KLIN	0.5	KLDZ-F	0.4	KLIN	0.5	KHAT-F	0.5
8								KTGL-F	0.5	KLIN	0.3
9								KLIN-F	0.4	KEZG-F	0.3
10											

1990		1991		1992		1993		1994		1995	
1 KFOR	2.0	KFOR	2.1	KFOR	2.0	KFOR	2.1	KZKX-F	2.2	KZKX-F	2.2
2 KFRX-F	1.4	KZKX-F	1.2	KZKX-F	1.4	KZKX-F	1.7	KFOR	1.9	KTGL-F	1.7
3 KFMQ-F	1.2	KFMQ AF	1.1	KTGL-F	1.1	KTGL-F	1.2	KTGL-F	1.3	KFOR	1.5
4 KTGL-F	0.9	KTGL-F	1.0	KFRX-F	0.9	KFRX-F	0.9	KFRX-F	1.0	KFRX-F	1.0
5 KZKX-F	0.9	KLIN	0.95	KLDZ-F	0.9	KLIN	0.8	KEZG-F	0.7	KLDZ-F	0.8
6 KEZG-F	0.6	KFRX-F	0.93	KLIN	0.7	KEZG-F	0.7	KLIN	0.6	KLDZ-F	0.7
7 KLDZ-F	0.6	KEZG-F	0.6	KEZG-F	0.6	KLDZ-F	0.6	KIBZ-F	0.5	KLIN	0.6
8		KLDZ-F	0.5							KEZG-F	0.6
9											
10											
11											

1996		1997		1998		1999		2000		2001	
1 KZKX-F	2.4	KZKX-F	2.2	KFOR	2.2	KFOR	2.4	KFOR	2.8	KFOR	2.7
2 KFOR	1.6	KFOR	2.0	KZKX-F	2.1	KFRX-F	2.2	KFRX-F	2.5	KZKX-F	2.0
3 KTGL-F	1.6	KTGL-F	1.8	KFRX-F	2.0	KZKX-F	1.9	KZKX-F	1.8	KFRX-F	2.0
4 KFRX-F	1.2	KFRX-F	1.4	KTGL-F	1.8	KTGL-F	1.8	KIBZ-F	1.5	KIBZ-F	1.5
5 KEZG-F	0.8	KLIN	0.9	KLIN	1.0	KIBZ-F	1.1	KTGL-F	1.2	KLIN	1.2
6 KIBZ-F	0.6	KFGE-F	0.8	KIBZ-F	0.9	KLIN	1.0	KLIN	1.1	KTGL-F	1.1
7 KLIN	0.6	KEZG-F	0.6	KFGE-F	0.9	KFGE-F	0.9	KFGE-F	0.7	KBBK-F	0.9
8 KFGE-F	0.6	KIBZ-F	0.6	KKUL-F	0.6	KEZG-F	0.6	KBBK-F	0.7	KFGE-F	0.7
9				KEZG-F	0.6	KKUL-F	0.6	KKUL-F	0.6	KKUL-F	0.7
10											
11											

2002		2003	
1 KZKX-F	3.5	KZKX-F	4.0
2 KFOR	1.7	KBBK-F	1.8
3 KBBK-F	1.7	KFOR	1.8
4 KIBZ-F	1.3	KFGE-F	1.4
5 KFRX-F	1.2	KIBZ-F	1.2
6 KLIN	1.2	KRKR-F	1.2
7 KTGL-F	1.0	KTGL-F	1.0
8 KFGE-F	1.0	KLIN	1.0
9 KKUL-F	0.8	KFRX-F	0.9
10 KRKR-F	0.7	KKUL-F	0.7
11			

**DUNCAN'S COMMENTS:**  
 Another state capital and college town that should be a better radio market than it is. Radio revenues in Lincoln have grown at a below average rate.  
 Both KFOR and KLIN deserve credit as they are small market AM stations that have managed to retain a good share of audience and revenue.

HIGHEST BILLING RADIO ENTITIES

1994		1995		1996	
1 Pourtales	\$ 3.5 (35.7)	1 Triathlon	\$ 5.0 (48.5)	1 Triathlon	\$ 5.0 (45.0)
2 May	2.9 (29.6)	2 KEZG,KFGE,KLIN	1.7 (16.6)	2 Rolland Johnson	3.7 (33.2)
3 KLIN,KEZG,KFGE	1.7 (17.3)	3 May	2.5 (14.1)	3 KLIN, KFGE et.al.	2.1 (19.1)
4 KHAT,KIBZ,KKNB	1.0 (10.2)	4 KMEM, KLDZ-F	0.9 (9.1)		

1997		1998		1999	
1 Triathlon	\$ 5.1 (41.8)	1 Capstar	\$ 5.2 (40.2)	1 3 Eagles	\$ 5.3 (38.8)
2 3 Eagles	3.8 (31.4)	2 3 Eagles	4.8 (36.9)	2 Clear Channel	5.2 (38.0)
3 Warner	2.8 (23.4)	3 Warner	3.0 (23.4)	3 Triad	3.1 (22.8)

2000		2001		2002	
1 3 Eagles	\$ 5.9 (40.6)	1 3 Eagles	\$ 5.4 (38.5)	1 Clear Channel	\$ 6.1
2 Clear Channel	4.8 (33.2)	2 Clear Channel	5.0 (35.8)	2 Triad	4.7
3 Triad	3.1 (21.4)	3 Triad	3.6 (25.5)	3 Three Eagles	4

2003	
1 Clear Channel	\$ 6.6
2 Triad	4.9
3 Three Eagles	4.5
4	
5	

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