

**LITTLE ROCK
12+ METRO SHARE**

	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	2000	01	02	03		
KSSN-F	3.9	0.5	2.3	2.1	12.8	16.0	19.9	16.0	12.4	13.8	15.9	16.8	18.1	20.3	19.2	22.2	22.4	22.0	16.9	15.8	13.5	12.5	11.8	11.1	11.1	10.0	10.5	9.7	10.0	KSSN-F, 95.7 (C)	
KLIH	7.8	7.5	11.5	3.9	13.1	10.0	12.1	11.9	8.2	5.1	4.7	7.2	4.2	1.1	0.6	-	-	-	-	-	0.5	1.7	1.6	1.1	0.9	0.8	1.1	1.5	1.2	KLIH, 1250 (G)	
KABZ-F	11.7	6.1	5.8	11.8	6.6	8.0	9.2	12.6	13.6	15.2	15.6	10.7	9.5	10.6	9.0	5.9	4.7	3.9	4.6	4.1	2.3	2.4	3.2	4.6	3.8	3.4	2.9	3.8	3.5	KABZ-F, 103.7 (T/S)	
KDJE-F					8.5	9.0	10.4	8.2	8.5	9.1	10.4	12.1	9.8	10.1	8.6	7.7	9.3	7.9	8.5	7.4	6.2	5.7	4.1	3.3	5.3	5.3	4.5	3.2	4.4	KDJE-F, 100.3 (AOR)	
KARN	6.9	6.3	7.5	8.7	7.9	9.7	6.7	9.4	6.5	6.9	8.4	7.0	6.5	6.9	7.5	5.9	5.8	8.2	8.8	8.1	7.3	6.4	5.3	6.3	6.8	6.6	5.6	5.9	5.6	KARN, 920 (N/T)	
KKPT-F	14.4	11.8	11.0	8.5	6.9	7.8	5.4	5.5	5.9	3.7	4.9	5.1	6.2	5.8	5.5	5.5	4.3	2.7	4.7	4.2	4.5	5.0	5.0	5.4	5.6	6.1	5.7	5.1	4.5	KKPT-F, 94.1 (CH)	
KBIS	14.0	12.5	13.8	10.7	10.8	10.7	7.6	5.7	6.4	3.4	4.5	4.3	3.3	1.1	1.9	1.5	1.7	0.6	1.4	1.0	-	-	-	-	-	-	-	-	-	KBIS, 1010 (-)	
KURB-F	5.7	16.6	22.0	17.4	14.3	11.7	6.7	7.6	6.6	6.6	6.0	11.3	10.2	7.5	6.3	5.6	5.6	6.7	6.9	7.6	9.3	8.9	7.4	5.1	5.1	5.1	5.2	5.2	6.9	KURB-F, 98.5 (AC)	
KMJX-F						2.5	6.5	6.9	7.2	10.5	8.4	6.8	7.0	5.7	7.3	9.4	8.5	10.1	7.6	6.4	7.2	9.4	9.7	9.4	8.1	9.1	6.7	5.6	4.6	KMJX-F, 105.1 (CL AOR)	
KAAY	8.2	8.8	10.3	13.3	8.0	6.8	5.5	4.9	4.8	3.0	1.5	1.0	1.0	0.9	0.8	0.7	0.9	-	1.1	-	-	0.5	-	0.6	-	-	0.6	0.6	0.5	KAAY, 1090 (REL)	
KLRG	6.2	8.2	5.8	3.7	2.8	2.1	2.6	1.4	1.4	1.2	1.2	0.9	1.5	1.0	-	3.3	2.5	2.1	1.8	1.4	0.9	1.8	1.1	1.5	0.9	0.8	-	-	-	KLRG, 1150 (G)	
KITA	8.0	9.1	2.5	9.8	1.1	1.3	1.0	1.5	1.8	2.0	2.2	1.6	1.3	1.5	2.4	1.4	1.4	1.5	1.4	1.2	2.6	1.4	1.1	1.5	1.5	1.4	1.2	1.3	1.5	KITA, 1440 (G)	
KLEC-F									4.7	6.6	4.6	4.2	6.1	2.9	3.0	2.2	2.8	2.5	2.3	1.7	-	0.5	-	2.1	3.2	4.7	5.5	4.1	2.7	KLEC-F, 106.3 (AOR)	
KMSX-F													2.2	3.3	5.4	7.2	4.5	4.3	4.4	4.6	4.9	4.2	4.0	4.8	4.4	4.0	4.3	4.1	3.6	KMSX-F, 94.9 (AC)	
KIPR-F												1.3	2.9	8.7	10.1	8.7	8.2	9.8	10.4	11.2	9.3	9.3	10.0	6.5	8.7	8.3	7.6	7.7	8.6	KIPR-F, 92.3 (B)	
KVLO-F																-	3.1	5.2	3.5	2.9	3.1	4.1	3.8	4.5	3.1	3.1	3.3	3.9	3.1	KVLO-F, 102.9 (C)	
KARN-F																								0.8	-	-	1.2	1.4	1.6	KARN-F, 102.5 (N/T)	
KDRE-F																				1.6	2.1	1.8	2.4	1.6	2.4	2.6	2.9	2.9	2.9	KDRE-F, 101.1 (SAC)	
KHKN-F																			3.3	3.3	4.1	3.0	4.1	2.8	3.0	3.1	2.2	2.4	3.1	KHKN-F, 106.7 (C)	
KHTE-F																								1.1	2.1	3.0	2.6	4.0	4.4	4.4	KHTE-F, 96.5 (CHR)
KLAL-F																															KLAL-F, 107.7 (CHR)
KOKY-F																															KOKY-F, 102.1 (B/AC)
KYFX-F																															KYFX-F, 99.5 (B/AC)

12+ CUME RATINGS

	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	2000	01	02	03
KSSN-F	13.8	25.9	28.6	29.2	25.6	25.2	23.2	29.6	26.1	30.3	36.7	36.4	36.9	41.2	34.3	30.1	26.9	22.7	22.6	20.7	20.8	22.4	22.8	21.0	20.3
KLIH	15.5	16.8	15.5	19.0	17.2	12.9	10.7	11.5	12.3	5.3	2.2	-	-	-	-	-	-	3.9	2.4	3.0	2.3	1.4	2.7	2.6	3.6
KABZ-F	25.8	18.3	20.4	25.1	32.1	33.6	38.4	29.8	26.8	29.6	26.8	21.7	17.0	13.9	13.4	12.1	6.0	9.0	9.4	12.5	11.6	12.1	11.6	10.7	10.5
KDJE-F	14.6	16.0	12.8	125.4	16.8	14.5	15.8	18.8	19.4	18.2	16.7	16.6	19.6	22.5	20.0	18.1	17.5	12.2	10.8	12.0	16.4	14.2	12.7	10.0	10.4
KARN	19.9	18.5	15.6	15.0	17.1	16.5	16.8	15.4	12.8	14.4	15.3	12.6	13.0	15.8	18.2	15.9	15.6	14.9	13.3	14.3	14.4	14.2	9.7	12.7	13.0
KKPT-F	13.3	18.4	14.3	18.0	16.3	10.4	10.2	14.8	15.3	16.6	14.6	16.5	12.6	8.8	12.6	14.0	16.4	14.1	14.9	15.4	16.0	13.9	13.9	12.9	11.8
KBIS	20.8	22.4	18.0	14.6	16.0	10.1	9.5	7.5	8.7	2.7	5.2	4.1	4.8	4.2	5.5	4.3	-	-	-	-	-	-	-	-	-
KURB-F	29.0	26.9	18.7	18.5	21.6	18.4	22.1	20.0	23.0	18.0	21.8	20.2	18.8	18.0	19.0	22.1	22.8	19.4	19.9	16.5	13.6	15.0	13.8	13.0	14.3
KMJX-F												17.3	18.2	16.4	15.3	14.3	17.9	19.2	19.2	17.9	17.3	15.8	15.1	12.1	9.5
KAAY	26.4	23.5	21.7	15.9	14.4	9.9	9.7	4.4	4.7	3.6	3.0	3.0	3.9	-	3.2	-	1.6	-	2.7	-	-	-	1.2	1.6	1.9
KLRG					4.9	4.5	3.7	4.6	3.2	2.2	-	3.3	4.6	3.9	4.1	3.7	3.2	4.2	3.4	4.0	3.2	2.2			
KITA					5.5	4.2	6.7	3.8	6.1	4.8	6.4	4.3	3.7	5.5	4.8	3.4	4.8	3.1	3.4	4.0	4.1	3.1	2.7	3.8	3.0
KLEC-F						9.0	9.2	7.2	10.7	5.1	8.1	6.2	5.9	5.8	5.0	5.4	-	1.7	-	9.3	9.6	11.0	11.9	10.3	7.2
KMSX-F									4.9	9.7	11.3	15.5	14.5	10.5	15.6	13.4	14.1	10.4	11.3	10.9	12.3	11.5	11.2	10.4	8.7
KIPR-F									7.2	11.8	12.5	14.2	14.3	16.2	15.6	15.6	16.0	17.0	15.5	13.0	13.8	14.3	15.0	14.9	14.9
KVLO-F												-	9.1	6.3	9.6	10.2	7.2	9.8	9.4	10.6	7.2	7.8	8.0	9.8	6.8
KARN-F																					4.2	-	-	-	-
KDRE-F																4.7	6.6	5.9	9.2	5.0	4.8	-	5.1	3.8	4.3
KHKN-F														2.4	7.0	7.7	9.8	6.4	11.4	9.0	7.2	7.0	5.6	6.2	6.5
KHTE-F																					3.7	2.5	8.7	11.6	11.6
KLAL-F																						11.7	11.1	12.5	11.6
KOKY-F																						6.9	6.7	7.7	9.7
KYFX-F																						7.8	8.4	7.9	-

LITTLE ROCK

	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	--	--	--	--	--	--	--	--	15.3 %	37.8 %	--	--	--	1976
1977	6.7	--	--	--	--	--	--	--	13.3	43.1	16	--	--	1977
1978	7.0	4.5 %	--	--	--	--	--	--	14.9	43.8	16	--	--	1978
1979	7.1	1.4	--	--	--	--	--	--	13.8	53.2	14	--	--	1979
1980	8.0	12.7	--	--	--	--	--	--	13.8	56.4	14	--	--	1980
1981	9.0	12.5	.491	18.32	1.9	.0047	--	--	13.8	60.5	13	--	--	1981
1982	9.7	7.8	.495	19.60	2.2	.0044	--	--	16.0	57.3	16	--	--	1982
1983	10.6	9.3	.499	21.24	2.6	.0041	.109	--	17.4	60.8	17	13	--	1983
1984	12.4	16.9	.502	24.70	2.7	.0045	.135	KSSN-F 2.8	16.7	66.4	17	13	--	1984
1985	13.3	7.3	.505	26.09	2.9	.0043	.142	KSSN-F 3.1	16.4	70.4	19	13	--	1985
1986	12.7	-4.5	.511	24.95	3.2	.0040	.149	KSSN-F 3.2	16.6	76.4	16	12	--	1986
1987	12.0	-5.5	.515	23.30	3.3	.0037	.132	KSSN-F 3.0	16.4	78.8	18	12	9.0	1987
1988	13.2	10.0	.522	25.29	3.5	.0038	.144	KSSN-F 3.7	16.6	84.0	19	10.5	8.4	1988
1989	13.9	5.3	.520	26.73	3.9	.0036	.160	KSSN-F 4.1	17.2	82.1	16	10	11.5	1989
1990	14.8	6.5	.516	28.68	4.2	.0035	.168	KSSN-F 4.3	16.8	84.6	17	10	11.8	1990
1991	13.5	-8.8	.518	26.06	4.4	.0031	.151	KSSN-F 4.2	17.8	82.0	21	10.5	10.6	1991
1992	14.1	4.4	.523	26.96	4.4	.0032	.157	KSSN-F 4.7	16.0	80.6	22	11	9.5	1992
1993	15.1	6.9	.535	28.22	4.5	.0034	.171	KSSN-F 4.2	16.1	85.4	21	12	11.0	1993
1994	16.3	8.2	.544	29.96	5.0	.0033	.186	KSSN-F 4.2	14.8	84.9	23	12.5	10.5	1994
1995	17.0	4.1	.543	31.30	5.5	.0031	.195	KSSN-F 3.9	15.1	84.4	23	12.5	11.4	1995
1996	18.5	8.8	.550	33.64	6.0	.0031	.208	KSSN-F 3.5	14.5	85.0	23	13.5	9.1	1996
1997	20.2	9.2	.555	36.40	6.1	.0033	.230	KSSN-F 4.0	15.2	88.5	26	14	9.9	1997
1998	21.2	5.0	.557	38.06	6.3	.0034	.241	KSSN-F 3.8	14.5	86.1	28	15.5	11.0	1998
1999	25.1	15.5	.564	44.50	6.7	.0037	.284	KSSN-F 4.2	14.4	89.4	24	15.5	10.7	1999
2000	26.4	5.2	.568	46.48	7.9	.0033	.293	KSSN-F 4.2	15.1	87.6	28	17	9.2	2000
2001	26.2	-0.8	.589	44.48	8.5	.0031	.299	KSSN-F 4.0	14.3	88.0	23	17	11.0	2001
2002	31.8	NM	.595	53.44	8.8	.0036	.367	KSSN-F 4.8	13.8	87.0	26	--	12.6	2002
2003	32.1	0.9	.601	53.41	9.1	.0035	.380	KSSN-F 5.7	12.9	86.8	24	17.5	15.6	2003

MAJOR STATIONS - JANUARY 2004

KAAY	1090	50KW (DA-N)	Religion	Citadel	KHTE-F	96.5	11KW@495	CHR/Dance	
KARN	920	5KW (DA-2)	News/Talk	Citadel	KIPR-F	92.3	100KW@938	Black	Citadel
KITA	1440	5KW/240W (DA-N)	Gospel		KKPT-F	94.1	100KW@1602	Classic Hits	Signal
KLIH	1250	2KW/1.2KW (DA-2)	Gospel	Citadel	KLAL-F	107.7	50KW@312	CHR/Dance	Citadel
KLRG	1150	5KW/1KW (DA-2)	Gospel	Willis	KLEC-F	106.3	50KW@492	AOR-Modern	
KABZ-F	103.7	100KW@1499	Talk/Sports	Signal	KMJX-F	105.1	81KW@1053	Classic AOR	Clear Channel
KARN-F	102.5	3KW@328	News/Talk	Citadel	KMSX-F	94.9	100KW@1844	AC	Clear Channel
KDJE-F	100.3	83KW@1053	AOR	Clear Channel	KOKY-F	102.1	2KW@571	Black/AC	Citadel
KDRE-F	101.1	6KW@328	Soft AC	Flinn	KSSN-F	95.7	100KW@1664	Country	Clear Channel
KHKN-F	106.7	16KW@864	Country	Clear Channel	KURB-F	98.5	100KW@1286	AC/CHR	Citadel
					KVLO-F	102.9	50KW@492	Country	Citadel

LITTLE ROCK

FORMAT SHARES (%)

	<u>77</u>	<u>80</u>	<u>82</u>		<u>84</u>	<u>87</u>	<u>90</u>		<u>92</u>	<u>95</u>	<u>98</u>	<u>2000</u>
CHR/AOR	40	37	23	CHR	17	22	16		4	10	6	13
				AOR/CL	12	12	9		10	12	18	14
MOR/AC	1	9	11	MOR/FS								See Talk
				AC/OLD	3	7	16		16	AC	--	13
										OLDIES	10	5
COUNTRY	24	32	27		20	23	23		34		27	14
BTFL/EZ/SAC	19	7	10		9	13	9				4	15
								SOFT AC	3	4	5	4
NEWS/TALK	1	--	8		9	7	8		11	12	13	12
SPORTS												
BLACK/URBAN	14	10	16		19	12	11		15	13	16	17
SMOOTH JAZZ										4	--	
STANDARDS	--	--	4		6	--	--		2	--	1	4
HISPANIC												
RELIG/GOSPEL	--	3	2		5	4	7		6	8	7	4
CLASSICAL												

STATION NOTES

(Major call letter and format changes)

KSSN-F	KMYO until 79; ; became Country in 79
KURB-F	KLAZ until 86; KZOU until 91; CHR/Black until 86; CHR until 91
KDJE-F	KGMR until 79; KEZQ until 92; KDDK until 97; Country until 79; EZ or Soft AC until 92; Country until 97; KQAR until 03; CHR until 03
KKPT-F	KEZQ until 79; KLPQ until 85; KHLT until 94; EZ until 79; AOR until 80; CHR until 82; Country until 85; AC until 94; Oldies-70's until 96
KMSX-F	KZLR until 89; KOLL until 03; Oldies until 03
KABZ-F	KKYK until 95; KSYG until 00; CHR until 95
KVLO-F	KXIX until 92; KEZQ until 95; Country until 92; Soft AC until 03
KLAL-F	KYTN until 97; Gospel until 97; AC until 99
KOKY-F	KLPQ until 96; KESR until 98; CHR until 98
KHTE-F	KHUG until 96; KLEC until 00; Country until 98
KBIS (1010)	KLRA until 88; KHLT until 89; Country until 88; FS until 89; Business News until 94; Disappeared after 94; KSYG until ---
KLEC-F	KWTD until 90; KMZX until 98; Black until 98; KHTE until 00; CHR until 99
KITA	KOKY and Black until 79
KAAY	From CHR to AC by 82; Became Religion in 85
KLRG	KXLR until 83; KBOX until 86; KEZQ until 90; Country until 83; MOR until 86; EZ until 90
KLIH	KALO until 78; KLAZ until 79; KOKY until 83; KLAZ until 86; KOKY until 88; KZOU until 91; KURB until 94; KEZQ until 97; Black until 88; Oldies until 90; CHR until 91; Standards until 97
KDRE-F	AOR until 00
KHKN-F	KMVK until 97; KDDK until 02
KYFX-F	Jazz until 97

MAJOR STATION TRANSACTIONS: 1970 to 2003

1975 KAUL		\$	150,000
1975 KAAY	From LIN to Multimedia		
1975 KZOU-F	Sold to Ron Curtis		388,000
1976 KOKY	From Mann to Ron Curtis		300,000
1976 KHLT-F	From Mann to Multimedia		850,000
1976 KSSN-F			325,000
1978 KEZQ-F	Sold to Security		818,000
1978 KOKY			390,000
1979 KSSN-F	Sold to Firstcom		782,000
1981 KLRA	Sold to Signal		2,300,000
1982 KIEL, KEZQ-F	From Security to Understein		1,500,000
1983 KAAY, KHLT-F	From Multimedia to Signal		4,250,000 (cancelled)
1983 KBOX			500,000
1984 KITA			675,000
1984 KIEL			250,000
1985 KAAY, KHLT-F	From Multimedia to Sudbrink		3,750,000
1985 KHLT-F	From Sudbrink to Signal		2,750,000
1985 KSSN-F	From Firstcom to New Barnstable		6,250,000
1985 KOKY, KZOU-F	Sold to Oppenheimer		3,375,000
1986 KOKY, KZOU-F	From Oppenheimer to Encore		N/A
1987 KAAY	From Sudbrink to Beasley		2,650,000
1988 KSSN-F	From Barnstable to So. Skies		10,000,000
1988 KKYK-F	Sold to Shepard		6,500,000
1989 KWTD-F (Lonoke)	Sold to Willis		445,000
1990 KMJX-F (Conway)			3,150,000
1990 KEZQ-AM	Sold to Willis		250,000
1990 KEZQ-F			3,250,000
1990 KZOU AF	From Encore to Buck		1,650,000
1993 KGKO-F (Benton)	Sold to So. Skies		1,125,000
1993 KEZQ-F (Jacksonville)			1,300,000
1993 KKYK-F	From Shepard to Signal		2,000,000
1994 KOLL-F	From So. Starr to Multimarket		1,800,000
1995 KMJX-F, KDDK-F	Sold to Ragan Henry		10,000,000
1996 KOLL-F	From Multimarket to Triathlon		4,000,000
1996 KSSN-F	From So. Skies to Triathlon		14,000,000
1996 KMVK-F	From So. Skies to Triathlon		2,500,000
1996 KDDK-F	From Ragan Henry to Clear Channel		7,000,000
1996 KMJX-F	From Ragan Henry to Clear Channel		8,000,000
1996 KPAL	Sold to KARN owner		50,000
1996 KLPQ-F	Sold to KARN owner		820,000
1996 KBBL-F	Sold to KARN owner		184,000
1998 KGHT	Sold to Gary Acker		338,000
1997 KMVK-F, KOLL-F, KSSN-F	From Triathlon to Clear Channel		20,000,000
1997 KESR-F	Sold to Citadel		3,300,000
1997 KIPR-F	Sold to Citadel		10,300,000
1997 KARN-AF	Sold to Citadel		7,000,000
1997 KRNN, KKRN-F	Sold to Citadel		1,700,000
1997 KMZX-F (106.3: Lonoke)	Sold by Willis		1,300,000
1997 KYTN-F	Sold to Citadel		1,500,000
1997 KEZQ, KLVO-F, KURB-F	From GHB to Citadel		12,000,000
1998 KAAY	From Beasley to Citadel		5,000,000
1998 KRNN (1380)	Sold by Citadel		200,000
2002 KHTE-F, KLEC-F			8,000,000
2003 KCDI-F (Bryant)			3,600,000
2003 KYFX-F			2,500,000

LITTLE ROCK

HIGHEST BILLING STATIONS

1984		1985		1986		1987		1988		1989	
1 KSSN-F	2.8	KSSN-F	3.1	KSSN-F	3.2	KSSN-F	3.0	KSSN-F	3.7	KSSN-F	4.1
2 KKYK-F	2.3	KKYK-F	2.6	KKYK-F	2.2	KKYK-F	1.9	KKYK-F	2.1	KKYK-F	2.2
3 KARN	1.3	KMJX-F	1.5	KARN	1.3	KARN	1.3	KARN	1.3	KARN	1.4
4 KMJX-F	1.1	KARN	1.2	KMJX-F	1.2	KZOU-F	1.3	KEZQ-F	1.3	KEZQ-F	1.4
5 KEZQ-F	0.9	KEZQ-F	1.2	KEZQ-F	1.2	KEZQ-F	1.2	KZOU-F	1.3	KHLT-F	1.4
6		KLAZ AF	1.0	KZOU AF	1.2	KMJX-F	1.1	KHLT-F	1.1	KZOU-F	1.2
7				KHLT-F	0.9	KHLT-F	0.8	KMJX-F	1.0	KMJX-F	1.1
8										KIPR-F	0.8
9											
10											
1990		1991		1992		1993		1994		1995	
1 KSSN-F	4.3	KSSN-F	4.2	KSSN-F	4.7	KSSN-F	4.2	KSSN-F	4.2	KSSN-F	3.9
2 KKYK-F	1.8	KMJX-F	1.9	KMJX-F	1.9	KMJX-F	2.0	KDDK-F	2.0	KURB-F	2.5
3 KMJK-F	1.6	KOLL-F	1.2	KURB-F	1.2	KDDK-F	1.8	KMJX-F	1.9	KMJX-F	2.0
4 KEZQ-F	1.4	KEZQ-F	1.17	KIPR-F	1.2	KIPR-F	1.5	KURB-F	1.9	KIPR-F	1.9
5 KOLL-F	1.3	KHLT-F	1.12	KARN	1.0	KARN	1.3	KARN	1.6	KDDK-F	1.8
6 KARN	1.3	KIPR-F	0.92	KOLL-F	0.8	KURB-F	1.2	KIPR-F	1.6	KARN-F	1.7
7 KIPR-F	1.0	KARN	0.8	KEZQ-F	0.7	KHLT-F	0.8	KOLL-F	1.0	KOLL-F	0.9
8 KHLT-F	0.9	KKYK-F	0.7	KKYK-F	0.7	KKYK-F	0.6	KKYK-F	0.7	KKPT-F	0.8
9		KURB AF	0.7	KHLT-F	0.6						
10											
11											
1996		1997		1998		1999		2000		2001	
1 KSSN-F	3.5	KSSN-F	4.0	KSSN-F	3.8	KSSN-F	4.2	KSSN-F	4.2	KSSN-F	4.0
2 KURB-F	2.9	KMJX-F	2.8	KMJX-F	3.8	KMJX-F	4.0	KMJX-F	3.9	KMJX-F	4.0
3 KMJX-F	2.4	KURB-F	2.3	KURB-F	2.6	KARN AF	2.6	KARN AF	2.8	KARN AF	2.7
4 KARN AF	2.0	KIPR-F	2.2	KARN AF	2.1	KURB-F	2.3	KIPR-F	2.3	KIPR-F	2.3
5 KIPR-F	2.0	KARN AF	1.9	KIPR-F	2.0	KIPR-F	2.2	KKPT-F	2.1	KURB-F	2.1
6 KDDK-F	1.8	KKPT-F	1.5	KKPT-F	1.2	KKPT-F	1.5	KURB-F	2.0	KKPT-F	2.0
7 KKPT-F	1.0	KDDK-F	1.3	KSYG-F	1.1	KSYG-F	1.3	KLEC AF	1.5	KOLL-F	1.4
8 KOLL-F	0.9	KOLL-F	1.1	KOLL-F	1.0	KOLL-F	1.3	KOLL-F	1.4	KQAR-F	1.2
9				KDDK-F	0.9	KLAL-F	0.9	KQAR-F	1.1	KLEC-F	0.9
10						KQAR-F	0.8	KABZ-F	0.9	KYFX-F	0.8
11										KVLO-F	0.8
12										KABZ-F	0.8

HIGHEST BILLING RADIO ENTITIES

1994		1995		1996	
1 South Skies	\$ 4.6 (28.2)	1 South Skies	\$ 4.2 (24.7)	1 Triathlon	\$ 4.7 (25.5)
2 GHB	2.3 (14.3)	2 Ragan Henry	3.8 (22.4)	2 Clear Channel	4.2 (22.7)
3 KDDK-F	2.0 (12.3)	3 GHB	3.0 (17.6)	3 GHB	3.6 (19.3)
4 KMJX-F	1.9 (11.7)	4 KIPR-F	1.9 (11.2)	4 KARN et.al.	2.1 (11.4)
5 KIPR-F	1.6 (9.8)	5 KARN	1.7 (10.0)	5 KIPR-F	2.0 (10.8)
6 Signal	1.2 (7.4)			6 KSYG, KKPT	1.4 (7.3)
1997		1998		1999	
1 Clear Channel	\$ 9.6 (47.7)	1 Clear Channel	\$ 9.8 (46.1)	1 Clear Channel	\$ 10.9 (43.4)
2 Citadel	7.0 (34.7)	2 Citadel	8.1 (38.2)	2 Citadel	9.1 (36.1)
3 KKPT, KSYG	2.0 (10.0)	3 KKPT, KSYG	2.3 (10.6)	3 KKPT, KSYG	2.8 (11.2)
2000		2001		2002	
1 Clear Channel	\$ 11.3 (42.8)	1 Clear Channel	\$ 11.3 (40.2)	1 Citadel	\$ 11.8
2 Citadel	9.1 (34.5)	2 Citadel	9.3 (35.2)	2 Clear Channel	11.3
3 KKPT, KABZ	3.0 (11.2)	3 KKPT, KABZ	2.8 (10.7)	3 Signal - KKPT	3.9
4 KHTE, KLEC	1.8 (6.8)	4 KHTE, KLEC	1.5 (5.9)	4 KHTE, et.al.	2.2
2003		2003		All 2002 and 2003 financial data is provided by BIA Financial.	
1 Citadel	\$ 12.9	1 Citadel	\$ 12.9		
2 Clear Channel	11.4	2 Clear Channel	11.4		
3 Signal - KKPT	3.5	3 Signal - KKPT	3.5		
4 KHTE, et.al.	2.3	4 KHTE, et.al.	2.3		
5		5			

DUNCAN'S COMMENTS:

Little Rock is not a very good radio market. Revenues are growing at a below average pace and the number of new entrants to the market have steadily increased.

The market does have one great radio station and this is KSSN. Since becoming a Country station in 1979 KSSN has generally led Little Rock in both ratings and revenue. KIPR also deserves praise for its performance since it became a viable station in 1986.

2002		2003	
1 KSSN-F	4.8	KSSN-F	5.2
2 KMJX-F	3.1	KURB-F	3.0
3 KARN A/F	2.6	KIPR-F	2.7
4 KKPT-F	2.4	KARN A/F	2.6
5 KIPR-F	2.4	KMJX-F	2.5
6 KURB-F	2.3	KKPT-F	2.1
7 KABZ-F	1.5	KMSX-F	1.5
8 KMSX-F	1.5	KABZ-F	1.4
9 KOLL-F	1.3	KDJE-F	1.3
10 KVLO-F	1.2	KVLO-F	1.3
11 KDJE-F	1.2	KOKY	1.3