

**TULSA**  
**12+ METRO SHARE**

	<u>75</u>	<u>76</u>	<u>77</u>	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	<u>93</u>	<u>94</u>	<u>95</u>	<u>96</u>	<u>97</u>	<u>98</u>	<u>99</u>	<u>2000</u>	<u>01</u>	<u>02</u>	<u>03</u>		
KFAQ	17.5	17.4	17.7	18.7	16.5	19.1	16.3	14.0	11.9	13.9	12.1	10.1	8.1	8.5	7.4	7.3	6.4	4.9	5.1	5.0	4.6	3.9	4.1	3.9	3.4	3.9	5.8	3.5	4.0	KFAQ, 1170 (T)	
KRMG	18.4	19.4	19.2	17.6	19.2	18.5	15.0	11.7	11.0	8.8	10.4	9.0	10.3	9.3	9.3	8.9	9.4	9.5	11.2	10.6	8.7	9.7	8.5	10.0	9.3	9.1	9.8	9.3	8.8	KRMG, 740 (N/T)	
KWEN-F	10.5	16.1	11.4	5.4	8.1	5.8	10.2	11.4	11.1	10.8	11.5	11.7	13.0	10.3	10.6	12.5	17.0	18.2	15.0	13.1	12.5	10.4	10.8	9.1	8.0	6.8	6.7	7.7	8.9	KWEN-F, 95.5 (C)	
KRAV-F	7.4	5.8	10.4	10.2	10.0	9.5	12.1	11.3	10.6	10.3	8.0	6.7	7.2	5.9	4.8	5.0	3.9	4.9	5.2	4.5	4.1	3.3	4.4	4.7	4.9	5.0	4.5	5.0	3.8	KRAV-F, 96.5 (AC)	
KBEZ-F	4.5	2.7	6.6	12.0	11.5	10.8	9.9	9.8	8.1	10.1	10.2	9.9	8.5	8.1	8.6	7.4	6.8	6.6	7.9	7.8	7.6	5.8	5.7	4.9	5.0	5.4	4.9	4.2	5.2	KBEZ-F, 92.9 (SAC)	
KAKC	2.6	1.9	1.8	0.7	1.4	1.8	1.6	5.0	2.8	2.5	1.0	0.4	0.2	0.7	0.4	0.7	0.9	0.8	-	0.8	0.7	0.6	0.4	-	-	-	-	-	-	KAKC, 1300 (S)	
KMOD-F	6.2	5.4	7.7	7.8	7.4	12.7	8.5	11.1	9.6	7.8	8.8	9.1	13.2	13.7	10.2	10.3	8.6	6.3	7.0	8.0	6.8	6.6	8.0	8.3	6.3	6.6	8.4	8.1	6.6	KMOD-F, 97.5 (AOR)	
KJSR-F	1.8	2.2	1.7	4.2	4.1	4.0	4.7	4.7	5.7	3.7	6.0	5.2	4.0	3.8	1.9	1.7	3.2	4.2	3.1	2.1	6.1	5.9	6.3	5.4	5.4	4.8	4.2	4.0	3.4	KJSR-F, 103.3 (CH)	
KCFO	11.9	8.1	7.0	5.5	1.9	1.1	1.3	0.8	2.3	1.3	2.1	0.9	0.6	0.9	1.1	0.8	1.6	0.8	0.4	0.6	0.9	0.9	0.8	0.9	0.6	0.5	0.7	0.5	0.4	KCFO, 970 (REL)	
KVOO-F	-	-	-	0.6	1.6	2.7	3.4	3.9	4.0	4.1	3.2	3.1	2.0	3.2	4.1	4.4	4.4	3.9	4.5	4.7	5.4	4.9	4.3	4.2	5.0	5.3	5.2	5.8	5.5	KVOO-F, 98.5 (C)	
KGTO	-	1.8	2.2	1.5	1.2	0.6	4.2	2.4	2.3	4.1	4.0	2.1	1.1	0.4	0.6	-	1.7	2.0	2.6	2.3	2.9	3.0	2.7	2.1	1.9	2.2	0.7	0.6	1.3	KGTO, 1050 (B/O)	
KHTT-F						6.5	7.8	8.4	11.2	10.8	10.5	9.7	8.4			6.4	5.0	4.5	4.3	6.2	5.9	5.6	7.1	8.1	6.8	5.5	6.3	5.5	5.1	KHTT-F, 106.9 (CHR)	
KIZS-F						1.6	0.9	2.2	0.7	0.7	1.0	1.0	0.8			1.7	1.1	1.3	2.1	2.3	2.5	3.5	2.6	2.4	1.7	3.2	3.4	3.7	3.1	KIZS-F, 92.1 (CHR)	
KTBZ						2.0	3.2	1.8	0.8	0.4	0.3	-	-			-	-	-	0.5	0.6	0.5	1.0	0.8	1.1	0.9	1.3	1.8	2.1	1.7	KTBZ, 1430 (S)	
KQLL-F						0.5	0.9	0.9	3.0	1.9	3.8	3.0	5.8			6.2	4.5	4.4	4.1	4.6	4.0	4.8	4.7	5.2	5.4	5.3	5.0	5.5	4.5	KQLL-F, 106.1 (O)	
KXBL-F											3.1	2.3	4.0	3.4		3.5	1.4	0.8	2.3	3.7	3.0	3.2	2.8	2.7	3.3	2.7	2.7	2.1	5.2	KXBL-F, 99.5 (C/O)	
KMYZ-F										1.5	3.2	3.6	6.2	7.7		7.5	8.1	8.6	6.3	5.2	5.7	7.1	6.2	5.5	4.2	4.0	4.0	4.2	3.7	KMYZ-F, 104.5 (AOR)	
KTSO-F																4.4	3.2	1.9	2.9	2.4	0.9	2.2	1.9	2.4	3.0	3.1	2.4	1.9	1.2	KTSO-F, 94.1 (O)	
KRTQ-F																	2.8	2.2	2.5	2.9	1.2			1.1	4.3	3.0	2.6	2.5	2.5	KRTQ-F, 102.3 (AOR)	
KJMM-F																						2.8	3.2	3.6	4.0	4.2	4.1	3.7	3.1	2.0	KJMM-F, 105.3 (B)
KTBT-F																								1.1	0.8	1.0	1.6	2.4	3.8	KTBT-F, 101.5 (CHR)	
KXOJ-F																										5.8	4.2	4.1	4.6	KXOJ-F, 100.9 (REL)	

**12+ CUME RATINGS**

	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	<u>93</u>	<u>94</u>	<u>95</u>	<u>96</u>	<u>97</u>	<u>98</u>	<u>99</u>	<u>2000</u>	<u>01</u>	<u>02</u>	<u>03</u>	
KFAQ	29.1	31.8	29.7	26.4	28.0	24.3	22.7	21.9	15.9	14.8	15.8	13.3	11.0	10.7	9.2	10.4	10.4	8.1	8.0	7.1	8.2	10.7	11.6	7.2	9.6	
KRMG	34.5	32.2	31.4	27.7	21.9	22.9	19.9	21.3	21.1	20.3	19.3	19.6	21.0	23.5	21.1	23.4	20.0	20.6	19.1	21.2	20.1	21.5	22.4	18.9	15.7	
KWEN-F	17.5	14.5	18.7	21.3	21.6	20.3	18.1	21.1	21.4	22.6	25.4	22.1	30.6	34.3	25.5	26.9	28.2	22.4	21.5	20.8	18.5	16.9	17.4	15.8	19.0	
KRAV-F	21.8	22.4	24.6	27.0	28.6	23.7	19.1	18.9	16.4	15.2	9.9	12.7	11.9	11.7	11.3	11.8	11.6	12.1	14.7	14.1	12.7	12.9	12.7	12.1	9.5	
KBEZ-F	17.2	16.7	19.7	16.9	16.1	16.1	17.7	20.3	16.7	16.3	17.1	14.6	12.8	15.4	15.9	17.5	16.0	13.9	14.9	12.4	13.0	11.9	11.6	9.9	11.3	
KAKC	-	-	-	9.5	-	-	3.9	2.1	3.0	2.8	3.1	2.2	2.8	3.6	-	3.4	3.4	2.4	2.3	-	-	-	1.1	-	-	
KMOD-F	10.3	13.6	17.0	21.4	19.7	16.0	18.6	17.4	21.6	22.1	18.3	19.7	17.6	16.4	20.5	16.2	14.7	16.0	15.0	15.9	11.5	13.2	17.4	15.4	12.0	
KJSR-F	6.0	7.9	10.8	9.8	13.6	9.1	12.3	13.0	8.8	10.9	7.0	5.1	8.8	11.7	9.2	8.1	14.5	17.3	16.0	19.1	15.9	13.4	13.5	11.0	11.1	
KCFO	10.4	6.2	4.9	3.2	6.0	3.4	4.3	3.6	3.2	3.4	2.7	2.7	2.2	3.5	2.2	2.6	2.4	2.7	2.2	3.1	2.3	2.6	1.9	2.4	1.8	
KVOO-F	-	6.5	7.0	9.1	8.8	8.4	8.3	8.2	5.5	7.0	10.6	12.3	11.1	11.2	11.4	10.8	10.4	11.2	9.8	9.9	10.1	10.5	11.7	11.8	12.8	
KGTO				5.8	5.0	6.2	5.2	3.9	2.9	2.4	1.4	-	2.4	4.0	4.8	3.3	4.0	3.9	4.0	3.6	4.0	3.6	0.8	0.8	1.5	
KHTT-F					18.4	16.2	21.2	22.2	24.3	21.8	21.3	17.6	17.5	11.0	14.2	16.6	14.6	20.1	21.9	23.7	19.5	17.7	18.7	17.3	15.0	
KIZS-F					2.2	6.6	10.6	2.4	2.1	2.9	2.3	2.6	3.9	3.9	5.4	6.5	9.8	6.8	7.1	4.6	7.2	10.8	13.6	14.5	11.6	
KTBZ					10.9	7.9	4.9	2.6	2.3	-	-	-	-	-	3.1	1.8	2.3	4.3	3.2	5.3	3.3	4.7	6.0	5.7	6.8	
KQLL-F						1.7	2.3	3.5	10.5	8.5	12.1	11.4	13.5	11.1	14.2	13.5	12.4	12.4	16.0	14.4	11.5	12.5	12.5	12.7	10.8	
KXBL-F								7.0	6.6	8.0	9.2	11.4	6.5	5.2	8.1	8.9	9.1	11.2	9.7	9.1	11.1	7.6	9.5	6.7	9.6	
KMYZ-F							2.7	8.8	10.0	17.1	17.5	20.1	18.4	17.2	19.6	12.2	6.3	15.0	16.5	13.7	12.9	10.9	11.0	10.0	9.7	
KTSO-F												-	12.0	6.4	7.7	8.1	5.9	6.5	6.6	7.1	8.1	6.9	7.3	4.6	4.7	
KRTQ-F												-	4.4	3.7	5.2	4.8	3.1	-	-	2.8	11.2	8.2	7.1	7.2	5.9	
KJMM-F																	5.3	5.6	7.3	8.5	7.5	6.3	5.8	5.5	5.7	
KTBT-F																					4.9	4.4	4.8	4.6	8.2	9.9
KXOJ-F														4.8	4.0	6.8	8.7	7.5	8.5	6.8	8.4	9.5	8.3	11.6	11.9	

## TULSA

	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	7.5	--	--	--	--	--	--	--	15.3 %	33.5 %	--	--	--	1976
1977	8.0	6.7 %	--	--	--	--	--	--	15.6	38.8	14	--	--	1977
1978	8.8	10.0	--	--	--	--	--	--	14.3	42.1	13	--	--	1978
1979	9.9	12.5	--	--	--	--	--	--	13.9	49.4	19	--	--	1979
1980	11.7	18.1	--	--	--	--	--	--	14.5	51.4	15	--	--	1980
1981	13.8	17.9	.669	20.63	3.3	.0042	--	--	15.7	53.9	17	--	--	1981
1982	14.8	7.2	.709	20.87	3.7	.0040	--	--	16.7	59.5	17	--	--	1982
1983	16.2	9.5	.734	22.07	4.0	.0041	.167	--	18.4	64.3	19	14	--	1983
1984	19.5	20.3	.738	26.42	4.2	.0046	.197	KRAV-F 2.8	16.7	63.2	18	13	--	1984
1985	20.2	3.6	.745	26.79	4.3	.0046	.212	KRAV-F 3.0	16.4	66.3	19	13	--	1985
1986	19.0	-5.9	.755	25.90	4.7	.0043	.210	KWEN-F 2.8	16.4	72.1	19	14	--	1986
1987	17.1	-10.0	.710	24.08	4.4	.0039	.193	KWEN-F 2.8	16.1	75.0	20	13	6.9	1987
1988	18.0	5.3	.713	25.25	4.5	.0040	.198	KWEN-F 2.9	15.2	75.5	18	12	9.2	1988
1989	19.5	8.3	.712	27.39	5.1	.0038	.216	KMOD-F 3.3	16.8	77.3	19	12	10.7	1989
1990	20.1	3.1	.711	28.27	5.2	.0039	.230	KMOD-F 3.3	16.8	78.6	22	13	10.8	1990
1991	19.7	-2.0	.713	27.63	5.5	.0036	.216	KWEN-F 3.6	16.5	78.2	21	14	8.6	1991
1992	21.0	6.5	.720	29.17	5.3	.0039	.235	KWEN-F 4.2	16.7	79.3	20	14	10.8	1992
1993	23.1	9.8	.738	31.30	5.4	.0043	.262	KWEN-F 4.6	16.5	76.3	19	15	11.3	1993
1994	27.0	17.1	.750	36.00	5.8	.0047	.304	KWEN-F 5.2	15.3	78.4	21	15.5	11.2	1994
1995	28.7	6.3	.751	38.22	7.4	.0039	.318	KWEN-F 5.0	16.0	81.6	22	15	9.8	1995
1996	32.1	10.9	.754	42.18	7.5	.0042	.358	KWEN-F 5.1	15.7	78.0	24	16	10.0	1996
1997	35.3	10.1	.764	46.20	7.6	.0046	.389	KWEN-F 5.2	15.8	83.1	25	14.5	8.2	1997
1998	36.8	4.2	.771	47.73	7.9	.0047	.406	KWEN-F 5.1	15.2	82.6	23	14	9.3	1998
1999	40.7	9.6	.799	50.94	8.6	.0047	.454	KWEN-F 5.9	15.3	81.4	23	15.5	10.4	1999
2000	41.2	1.2	.801	51.44	10.6	.0039	.474	KWEN-F 5.8	14.7	82.7	21	18	11.6	2000
2001	41.6	-1.0	.810	51.36	11.4	.0036	.463	KWEN-F 5.5	14.4	78.0	23	18	9.6	2001
2002	44.8	NM	.819	54.70	12.0	.0037	.517	KMOD-F 6.1	13.1	81.0	26	--	12.9	2002
2003	47.3	5.6	.824	57.40	12.8	.0037	.541	KRMG 5.7	13.6	78.2	27	18.5	12.0	2003

### MAJOR STATIONS - JANUARY 2004

KCFO	970 2.5KW/1KW (DA-2)	Religion	KMOD-F	97.5 100KW@1327	AOR	Clear Channel
KFAQ	1170 50KW (DA-N)	Talk	KMYZ-F	104.5 70KW@1130	AOR	Shamrock
KGTO	1050 1KW/22W	Black Oldies	KQLL-F	106.1 100KW@1321	Oldies	Clear Channel
KRMG	740 50KW/25KW (DA-2)	News/Talk	KRAV-F	96.5 100KW@1327	AC/CHR	Cox
KTBZ	1430 5KW (DA-N)	Sports	KRTQ-F	102.3 50KW@492	AOR	Cox
KBEZ-F	92.9 100KW@1318	Soft AC	KTBT-F	101.5 6KW@656	CHR/Dance	Clear Channel
KHTT-F	106.9 94KW@1010	CHR	KTSO-F	94.1 100KW@807	Oldies	Shamrock
KIZS-F	92.1 27KW@656	CHR	KVOO-F	98.5 100KW@1227	Country	Journal
KJMM-F	105.3 10KW@879	Black	KWEN-F	95.5 100KW@1327	Country	Cox
KJSR-F	103.3 100KW@1280	Classic Hits	KXBL-F	99.5 100KW@984	Country Oldies	Journal
			KXOJ-F	100.9 5KW@360	Religion	

TULSA

FORMAT SHARES (%)

	77	80	82	84	87	90	92	95	98	2000
CHR/AOR	37	37	28	CHR AOR/CL	12 8	16 13	16 15	3 19	14 9	9 14
MOR/AC	22	19	16	MOR/FS AC/OLD	10 15	11 16	11 16	13 15	9 5	10 6 6 12
COUNTRY	20	26	36		33	28	27	36	30	25
BTFLEZ/SAC	18	12	10		11	10	9	SOFT AC	8	9
NEWS/TALK	--	2	--						1	--
SPORTS									1	1
BLACK/URBAN	1	--	--	2	--	2		2	5	4
SMOOTH JAZZ									4	--
STANDARDS	--	--	5	3	--	--		3	2	--
HISPANIC										1
RELIG/GOSPEL	2	4	5	6	4	3	2	2	4	5
CLASSICAL				1	1	1	2	2	1	3

STATION NOTES

(Major call letter and format changes)

KTBZ	KELI until 85; KVL T until 86; KSKS until 90; KQLL until 01; AC until 88; Country until 89; Oldies until mid 90's
KAKC	KOXX until 80; KMOD until 82; KBBJ until 87; CHR until 78; News/Talk until 81; CHR until 82; Oldies until 89; Talk or Sports until 98; Hispanic until ---
KGTO	KFMJ until 81; KRAV until 82; Religion until 80; CHR until 81; ?? Until 82; Oldies until 90; Standards until 00
KFAQ	KVOO until 02; Country until 02
KMYZ-F	CHR until mid 90's
KTSO-F	KTHK until 95; KTFX until 96; KCFM until 01; Classic AOR until 95; Country until 96; Classical until 01
KRTQ-F	KTOW until 95; KTFX until 99; Black until 95; Country until 99
KBEZ-F	KAKC until 77; CHR until 77; EZ to Soft Ac by late 80's
KJSR-F	KKUL until 78; KFTX until 95; Urban until 78; Country until 95; Oldies 70's to Classic Hits
KWEN-F	EZ until 78; AC/CHR until 81
KRAV-F	CHR to AC by 82
KCFO	KAKC until 84; CHR until 81; AC until 82
KQLL-F	KVL T until 90; AC until 88
KIZS-F	KELI until 86; KCMA until 95; Classical until 95; KOAS until 00; Jazz until 99
KXBL-F	KQMJ until 91; KSTM until 93; AC until 91; AOR until 93; KCKI until 01
KRMG	Full Service evolving to News/Talk by early 90's
KHTT-F	KAYI until 93
KTBT-F	KMRX until 02; AC until 98; Religion until 02

MAJOR STATION TRANSACTIONS: 1970 to 2003

1973 KBBJ	Sold to Clear Channel	\$	665,000
1973 KMOD-F	Sold to Clear Channel		85,000
1976 KCFO-F	Sold to Epperson		477,000
1977 KWEN-F	From Swanson to Ron Curtis		500,000
1977 KTFX-F			375,000
1979 KVL T	From Sammons to Signal		1,650,000
1980 KBEZ-F	From Carl Mark to Mid America		3,000,000
1981 KCFO	From Carl Mark to Epperson		1,107,000
1981 KWEN-F	From Ron Curtis to Katz		3,050,000
1982 KCMA-F			650,000
1985 KQMJ-F (Henrietta)	Sold to Swanson		2,400,000
1985 KVL T-F (Owasso)	Sold to Federated		N/A
1986 KWEN-F	From Katz to New City		6,100,000
1986 KBEZ-F	From Mid America to WIN		4,900,000
1986 KAVI-F	From Hicks to Narragansett		N/A
1987 KVOO-F	From Salem to Stuart		5,200,000
1987 KRMG	From Swanson to New City		N/A
1988 KBEZ-F	From WIN to ML		6,000,000
1989 KBEZ-F	From ML/WIN to Renda		4,635,000
1990 KCFO	Sold by Salem		935,000
1990 KVOO A/F	From Stuart to Great Empire		7,400,000
1992 KAYI-F (Muskogee)	From Narragansett to Bill Yde		1,600,000 (cancelled)
1993 KSTM-F (Henryetta)	Sold to Gerock Swanson		2,000,000
1993 KAYI-F	From Narragansett to Renda		1,500,000
1994 KCKI-F	Sold to Great Empire		1,200,000
1995 KJMM-F			875,000
1996 KQLL A/F	From Federated to Clear Channel		10,000,000
1996 KOAS-F	From Federated to Clear Channel		1,900,000
1996 KRMG	From New City to Cox		10,000,000
1996 KJSR-F	From New City to Cox		6,000,000
1997 KQSY-F (100.5)	Sold to Clear Channel		1,900,000
1998 KVOO	From Great Empire to Journal Co.		4,400,000
1999 KTFX-F	From Payne to Cox		3,500,000
2001 KGTO	Sold by Cox to KJMM owner		455,000

TULSA

HIGHEST BILLING STATIONS

1984		1985		1986		1987		1988		1989	
1 KRAV-F	2.8	KRAV-F	3.0	KWEN-F	2.8	KWEN-F	2.8	KWEN-F	2.9	KMOD-F	3.3
2 KVOO	2.7	KRMG	2.7	KRAV-F	2.5	KAYI-F	2.6	KMOD-F	2.7	KWEN-F	2.9
3 KWEN-F	2.6	KWEN-F	2.7	KRMG	2.5	KMOD-F	2.4	KRMG	2.6	KRMG	2.5
4 KRMG	2.2	KVOO	2.6	KAYI-F	2.3	KRMG	1.8	KAYI-F	2.0	KVOO A/F	2.1
5 KAYI-F	1.6	KAYI-F	2.2	KVOO	2.1	KVOO	1.7	KVOO A/F	1.6	KRAV-F	1.5
6 KMOD-F	1.4	KMOD-F	1.9	KMOD-F	1.9	KRAV-F	1.7	KRAV-F	1.5	KAYI-F	1.3
7 KBEZ-F	1.2	KBEZ-F	1.7	KBEZ-F	1.7	KBEZ-F	1.3	KMYZ-F	1.1	KMYZ-F	1.2
8								KBEZ-F	0.9	KBEZ-F	1.2
9								KTFX-X	0.8	KVLT-F	0.9
10								KQMJ-F	0.7	KQMJ-F	0.8
1990		1991		1992		1993		1994		1995	
1 KMOD-F	3.3	KWEN-F	3.6	KWEN-F	4.2	KWEN-F	4.6	KWEN-F	5.2	KWEN-F	5.0
2 KWEN-F	3.3	KMOD-F	2.8	KVOO A/F	3.0	KVOO A/F	3.4	KVOO A/F	3.8	KRMG	3.9
3 KRMG	2.6	KRMG	2.5	KRMG	2.7	KRMG	3.3	KRMG	3.6	KVOO A/F	3.6
4 KVOO A/F	2.0	KVOO A/F	2.4	KMOD-F	2.4	KMOD-F	2.6	KMOD-F	3.1	KMOD-F	3.2
5 KMYZ-F	1.6	KMYZ-F	2.0	KMYZ-F	2.2	KMYZ-F	2.1	KBEZ-F	2.5	KMYZ-F	2.9
6 KVLT-F	1.4	KAYI-F	1.1	KBEZ-F	1.6	KBEZ-F	1.8	KMYZ-F	1.9	KMYZ A/F	1.7
7 KAYI-F	1.3	KBEZ-F	1.0	KRAV A/F	1.1	KRAV-F	1.3	KRAV-F	1.5	KHTT-F	1.6
8 KRAV-F	1.3	KQLL A/F	0.9	KAYI-F	1.0	KQLL-F	1.1	KQLL A/F	1.2	KQLL A/F	1.5
9 KBEZ-F	1.2	KRAV-F	0.8	KQLL A/F	0.8	KAYI-F	1.0	KHTT-F	1.1	KRAV-F	1.1
10 KQMJ-F	0.9	KTFX-F	0.7	KTFX-F	0.7	KTFX-F	0.6	KCKI-F	0.7	KJSR-F	1.0
11								KTHK-F	0.7	KCKI-F	0.8
1996		1997		1998		1999		2000		2001	
1 KWEN-F	5.1	KWEN-F	5.2	KWEN-F	5.1	KWEN-F	5.9	KWEN-F	5.8	KWEN-F	5.5
2 KRMG	4.0	KRMG	4.4	KRMG	4.9	KRMG	4.7	KMOD-F	4.8	KMOD-F	5.1
3 KMOD-F	3.7	KMOD-F	4.0	KMOD-F	4.4	KMOD-F	4.4	KRMG	4.3	KRMG	4.6
4 KVOO A/F	3.6	KMOD-F	3.9	KVOO A/F	3.7	KVOO A/F	4.1	KJSR-F	3.4	KBEZ-F	3.3
5 KBEZ-F	3.0	KBEZ-F	3.3	KBEZ-F	3.0	KJSR-F	3.1	KBEZ-F	3.3	KHTT-F	3.0
6 KMYZ A/F	2.4	KJSR-F	2.8	KJSR-F	2.6	KBEZ-F	2.8	KVOO-F	3.2	KJSR-F	2.9
7 KJSR-F	2.2	KMYZ A/F	2.3	KRAV-F	2.4	KHTT-F	2.7	KHTT-F	2.8	KQLL-F	2.8
8 KQLL-F	1.9	KQLL-F	2.1	KHTT-F	2.2	KRAV-F	2.7	KRAV-F	2.7	KVOO-F	2.8
9 KHTT-F	1.7	KHTT-F	1.8	KMYZ-F	2.1	KMYZ-F	2.5	KQLL-F	2.5	KRAV-F	2.5
10 KOAS-F	1.2	KRAV-F	1.3	KQLL-F	1.8	KQLL-F	2.2	KMYZ-F	1.7	KMYZ-F	1.6
11 KRAV-F	1.1	KCKI-F	1.2			KCKI-F	1.4	KCKI-F	1.5	KVOO	1.2
12 KCKI-F	1.0					KRTQ-F	1.4	KXBL-F	1.2	KRTQ-F	1.0
2002		2003									
1 KMOD-F	6.1	KRMG	5.7								
2 KRMG	5.9	KMOD-F	5.3								
3 KWEN-F	4.1	KWEN-F	5.1								
4 KVOO-F	3.4	KBEZ-F	3.9								
5 KBEZ-F	3.4	KVOO-F	3.6								
6 KQLL-F	2.8	KHTT-F	2.8								
7 KHTT-F	2.7	KQLL-F	2.8								
8 KJSR-F	2.5	KJSR-F	2.4								
9 KRAV-F	2.0	KRAV-F	2.0								
10 KMYZ-F	1.6	KXOJ-F	2.0								
11 KXOJ-F	1.6	KXBL-F	2.0								
12 KJMM-F	1.5	KHMM-F	1.6								

HIGHEST BILLING RADIO ENTITIES

1994		1995		1996	
1 New City	\$ 8.8 (32.6)	1 New City	\$ 9.9 (34.5)	1 Cox	\$ 12.8 (39.7)
2 Great Empire	4.5 (16.7)	2 Renda	4.5 (15.7)	2 Clear Channel	7.0 (21.8)
3 Renda	3.6 (13.1)	3 Great Empire	4.4 (15.3)	3 Renda	4.7 (14.6)
4 Clear Channel	3.3 (12.2)	4 Clear Channel	3.4 (11.8)	4 Great Empire	4.6 (14.3)
		5 Shamrock	1.7 (5.9)	5 Shamrock	2.8 (8.7)
		6 Federated	1.5 (5.2)		
		7 KGTO,KRAV	1.4 (4.9)		
1997		1998		1999	
1 Cox	\$ 14.0 (39.7)	1 Cox	\$ 15.3 (41.6)	1 Cox	\$ 17.5 (42.9)
2 Clear Channel	7.0 (19.8)	2 Clear Channel	7.3 (19.9)	2 Clear Channel	7.9 (19.5)
3 Great Empire	5.2 (14.6)	3 Renda	5.3 (14.3)	3 Renda	5.5 (13.4)
4 Renda	5.0 (14.3)	4 Journal	4.8 (13.2)	4 Journal	5.4 (13.3)
5 Shamrock	2.8 (8.0)	5 Shamrock	2.7 (7.3)	5 Shamrock	2.9 (7.2)
		6 KJMM-F	0.9 (2.2)		
2000		2001		2002	
1 Cox	\$ 17.7 (42.2)	1 Cox	\$ 16.5 (39.7)	1 Cox	\$ 14.8
2 Clear Channel	8.9 (21.2)	2 Clear Channel	9.9 (23.9)	2 Clear Channel	11.6
3 Renda	6.1 (14.5)	3 Renda	6.3 (15.1)	3 Renda	6.1
4 Journal	5.6 (13.3)	4 Journal	5.1 (12.3)	4 Journal	5.4
5 Shamrock	2.3 (5.5)	5 Shamrock	2.1 (5.0)	5 Shamrock	2.6
6 KGTO,KJMM	1.0 (2.3)	6 KGTO,KJMM	0.8 (1.8)		
2003					
1 Cox	\$ 15.7				
2 Clear Channel	11.1				
3 Renda	6.7				
4 Journal	6.4				
5 Shamrock	2.3				

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

DUNCAN'S COMMENTS:

Tulsa is an average to slightly below average medium size radio market. All of the indicators are near the average for a market of this size except for the most important one: radio revenue growth which has been a little below average.

Since the early 1980's when it became a Country station, KWEN has been the most successful station in Tulsa. KRMG also deserves mention. In fact KRMG's 12+ audience share in 2003 equaled its share in 1984. Not many major AM stations can make that statement.