

**WICHITA**  
**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>	
KEYN-F	11.1	13.8	16.7	15.0	9.3	10.6	15.0	15.6	15.8	13.5	8.6	7.5	6.6	7.4	5.8	6.8	6.3	4.0	4.5	6.4	5.1	6.1	6.3	5.0	5.7	5.6	5.2	6.5	5.5	KEYN-F, 103.7 (O)
KMYR	-	4.4	1.4	3.3	3.5	3.2	5.2	4.8	4.2	4.7	4.9	3.5	2.6	2.0	1.5	1.3	2.0	1.9	0.7	1.2	1.7	1.5	1.3	0.8	-	1.8	2.0	1.3	1.4	KMYR, 1410 (ST)
KFH	11.1	8.8	10.3	9.2	14.4	11.6	12.6	9.7	8.6	7.5	7.2	5.0	4.5	2.9	0.9	1.8	0.8	0.8	1.5	1.7	2.1	2.9	2.9	4.3	3.5	3.8	3.5	2.5	1.7	KFH, 1330 (T)
KRBB-F	8.7	9.6	10.3	10.6	10.5	10.4	8.6	7.9	5.4	6.0	5.0	3.7	3.0	1.6	2.8	6.6	8.1	6.4	7.7	6.2	5.5	6.4	6.6	7.4	6.1	7.1	7.4	7.4	7.4	KRBB-F, 97.9 (SAC)
KFTI	16.1	12.1	15.0	13.5	12.5	11.9	10.9	8.3	11.0	8.8	10.2	7.2	7.8	7.5	6.9	7.1	7.8	6.4	6.1	5.8	5.9	4.9	4.2	5.3	5.1	6.0	5.6	5.8	5.5	KFTI, 1070 (C)
KFDI-F	4.1	4.0	4.1	4.7	3.4	8.4	5.4	7.6	10.5	11.6	13.3	10.5	10.6	11.1	9.3	10.2	14.2	13.6	11.6	10.5	10.8	10.5	9.5	8.1	9.0	9.6	9.9	10.8	12.6	KFDI-F, 101.3 (C)
KKRD-F	6.8	7.2	4.4	6.0	7.1	8.3	6.5	7.3	5.7	9.4	11.8	14.7	13.8	14.9	15.0	12.5	7.0	8.6	10.7	10.5	8.1	6.6	8.1	8.6	8.5	8.6	5.6	5.8	4.4	KKRD-F, 107.3 (CHR)
KNSS	9.8	9.7	12.0	10.3	11.1	8.2	6.7	10.6	8.6	4.4	3.6	-	1.2	2.0	3.4	4.0	4.2	5.9	5.7	4.8	3.5	4.3	3.3	3.4	3.1	3.4	3.6	4.6	5.7	KNSS, 1240 (T)
KICT-F	-	1.7	3.0	5.1	10.3	11.7	8.4	9.2	9.1	10.8	9.1	7.2	7.7	7.5	7.2	7.1	7.0	7.1	7.1	6.5	6.3	7.2	5.0	6.0	6.7	7.2	6.6	6.1	6.3	KICT-F, 95.1 (AOR)
KQAM	18.3	16.5	13.3	12.0	7.7	4.5	4.0	0.7	2.4	4.4	4.9	5.6	5.3	4.0	2.8	0.9	0.7	-	-	0.2	0.3	0.3	0.8	1.4	1.4	1.3	1.1	-	-	KQAM, 1480 (KID)
KRZZ-F				0.8	1.5	3.5	5.3	3.9	3.0	1.8	-	3.6	4.8	2.6	4.3	5.6	5.6	5.8	5.6	6.6	6.2	6.2	6.8	6.6	5.6	4.2	4.4	4.4	4.1	KRZZ-F, 96.3 (CL AOR)
KSFL	2.6	3.6	1.7	2.2	1.6	1.2	1.5	1.9	1.5	1.3	1.0	2.5	0.8	1.8	1.1	0.7	0.8	1.0	-	1.1	0.5	-	0.5	0.8	-	-	0.5	-	0.3	KSGL, 900 (REL)
KMXW-F							1.8	4.3	5.5	6.7	6.9	5.4	5.3	5.6	6.7	6.4	4.9	5.2	4.2	4.3	3.6	3.6	4.5	3.4	3.7	2.3	1.7	1.3	1.8	KMXW-F, 92.3 (AC)
KFBZ-F										2.4	3.5	2.9	3.8	2.8	3.6	5.0	3.6	3.9	4.0	4.7	3.8	3.6	3.6	2.6	2.8	3.3	5.3	3.8	4.5	KFBZ-F, 105.3 (AC)
KYQQ-F							0.8	0.8	2.4	3.5	2.9	3.8	2.8	3.6		1.0	2.8	2.3	2.6	3.2	4.3	1.8	2.8	2.6	1.9	2.1	1.8	1.9	1.7	KYQQ-F, 106.5 (SP)
KZSN-F										1.0	8.0	9.1	9.6	9.5		9.7	9.7	14.1	13.5	10.7	9.3	9.5	9.2	8.9	8.3	6.0	6.4	6.9	6.1	KZSN-F, 102.1 (C)
KTLI-F													1.9	1.4		3.3	2.8	1.6	2.5	2.8	3.2	2.8	3.4	3.6	3.3	2.5	2.5	3.4	2.7	KTLI-F, 99.1 (REL)
KDGS-F																				4.8	4.6	5.2	5.5	5.1	5.9	5.7	6.6	7.0	7.6	KDGS-F, 93.9 (CHR)
KFXJ-F																			1.1		3.1	3.9	4.3	4.2	4.4	4.4	4.9	4.3	5.0	KFXJ-F, 104.5 (CL AOR)
KFH-F																					-	1.4	0.8	0.9	2.0	1.6	1.8	1.5	2.1	KFH-F, 98.7 (T)
KANR-F																							0.5	-	0.5	1.1	1.2	1.0	0.9	KANR-F, 92.7 (AOR)
KSJM-F																										1.4	1.2	1.0	1.1	KSJM-F, 107.9 (B/J)

**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>		
KEYN-F	22.6	27.4	32.3	33.1	33.1	27.2	26.1	22.5	18.6	21.1	22.2	16.6	16.3	11.2	13.3	14.7	13.8	15.6	15.7	12.3	14.0	12.2	14.4	15.7	11.4		
KMYR	12.6	15.1	11.5	14.5	11.3	10.3	10.7	9.4	7.6	6.6	6.6	4.8	5.6	4.8	6.0	5.4	6.1	6.6	1.4	2.3	-	2.6	2.7	3.1	3.2		
KFH	25.5	25.4	27.9	22.8	18.4	14.9	18.1	13.8	10.4	11.1	1.8	5.0	5.4	4.9	6.1	6.1	7.7	9.7	9.5	10.3	9.2	8.8	8.1	7.3	7.5		
KRBB-F	15.8	17.3	13.6	16.6	11.7	14.8	10.8	7.5	8.3	7.6	5.7	11.7	16.2	18.2	16.1	13.7	11.4	13.7	15.6	15.4	13.6	12.1	15.3	16.5	14.4		
KFTI	21.7	22.4	23.2	20.8	22.1	18.6	18.7	13.9	16.5	14.8	14.6	16.0	14.4	11.6	11.6	8.0	9.7	10.3	7.7	8.2	8.1	8.5	8.7	9.8	8.2		
KFDI-F	15.3	16.2	14.8	20.0	20.9	25.4	25.9	19.2	19.8	19.3	18.2	21.7	29.3	25.7	22.0	21.7	20.9	16.8	17.8	18.0	19.6	16.8	20.0	22.6	24.4		
KKRD-F	15.7	14.4	16.0	12.8	12.5	23.6	25.6	25.7	26.1	30.9	29.1	27.2	23.3	22.5	25.4	23.4	21.4	21.8	23.1	22.5	21.6	19.2	17.7	17.4	18.1		
KNSS	21.9	20.9	21.4	20.1	18.6	12.7	8.9	3.3	3.4	6.9	10.2	10.0	10.9	13.5	14.3	12.9	8.5	12.8	9.6	10.7	8.2	7.9	11.5	9.6	9.1		
KICT-F	19.0	13.1	15.8	18.9	15.1	81.0	17.8	12.7	13.1	15.7	15.6	14.7	19.1	15.0	14.8	13.9	15.1	15.2	14.8	15.9	14.8	15.0	14.7	14.7	13.0		
KQAM	18.8	14.5	13.7	10.4	8.7	9.9	8.9	10.4	10.9	8.4	7.3	5.1	2.7	-	-	2.7	1.7	1.2	4.4	6.0	4.7	5.1	3.6	-	-		
KRZZ-F				11.7	8.6	5.8	5.2	5.5	11.2	7.1	11.2	10.7	15.2	13.7	13.4	15.9	16.5	15.2	16.8	15.4	14.8	11.9	13.5	10.3	12.3		
KSGL				4.3	4.3	2.7	3.2	6.1	4.3	4.5	4.5	3.1	4.4	4.3	-	3.1	2.5	-	-	1.5	1.8	-	1.3	-	1.4		
KMXW-F				3.0	10.6	10.4	13.3	12.1	12.8	11.4	12.9	11.1	12.6	11.0	8.5	10.1	9.7	9.0	9.8	7.9	7.0	9.8	6.1	6.2	7.7		
KFBZ-F								12.0	13.5	12.8	18.2	11.3	10.5	10.1	10.8	11.6	10.3	9.0	9.2	7.2	7.5	10.5	11.6	11.0	10.0		
KYQQ-F				2.6	7.3	8.0	6.3	8.5	7.4	11.1		4.8	8.3	7.8	10.6	9.4	10.6	8.2	7.9	8.3	6.9	7.5	6.6	2.2	1.8		
KZSN-F									15.2	15.3	16.5	18.4	19.8	25.6	27.3	22.2	21.8	19.1	18.3	18.3	17.0	12.9	13.9	15.0	16.0		
KTLI-F										3.7	1.4	6.9	6.9	7.2	5.8	6.1	7.3	7.4	6.0	9.5	7.1	6.3	7.3	6.6	6.4		
KDGS-F																7.0	9.0	9.7	11.6	12.0	13.1	12.5	13.2	13.4	17.9		
KFXJ-F														2.9	-	8.6	13.1	10.6	14.0	12.9	12.9	13.0	12.7	11.6			
KFH-F																5.0	6.3	4.1	5.6	7.1	4.5	5.2	3.8	4.3			
KANR-F																					2.1	-	1.8	4.3	3.5	4.3	2.8
KSJM-F																						2.3	1.8	2.5	2.4		

## WICHITA

	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	7.4	--	--	--	--	--	--	--	15.5 %	35.6 %	--	--	--	1976
1977	7.9	6.8 %	--	--	--	--	--	--	14.8	41.1	13	--	--	1977
1978	9.2	16.5	--	--	--	--	--	--	15.7	44.5	15	--	--	1978
1979	9.6	4.3	--	--	--	--	--	--	15.4	46.0	14	--	--	1979
1980	10.5	9.4	--	--	--	--	--	--	15.6	57.1	16	--	--	1980
1981	11.1	5.7	.409	27.13	2.1	--	--	--	17.1	57.8	18	--	--	1981
1982	12.0	8.1	.414	28.99	2.3	--	--	--	17.2	62.4	15	--	--	1982
1983	12.8	6.7	.425	30.12	2.4	--	.145	--	16.8	61.6	16	12	--	1983
1984	NA	--	.428	NA	2.6	--	.161	KFDI	2.5	16.6	15	12	--	1984
1985	NA	--	.432	NA	2.7	--	.175	KFDI A/F	5.3	16.2	16	12	--	1985
1986	12.4	--	.434	28.18	2.9	.0046	.188	KFDI A/F	5.0	14.7	17	13	--	1986
1987	12.9	4.0	.447	28.86	2.9	.0046	.169	KFDI A/F	4.7	15.7	16	13	5.6	1987
1988	13.5	4.7	.449	30.06	3.0	.0045	.169	KFDI A/F	5.2	14.9	18	14	5.5	1988
1989	14.5	7.4	.456	32.68	3.2	.0045	.192	KFDI A/F	5.0	14.5	19	14.5	11.4	1989
1990	14.9	2.8	.459	32.46	3.5	.0043	.195	KFDI A/F	5.1	14.6	17	14	11.0	1990
1991	15.4	3.4	.462	33.33	3.7	.0042	.175	KFDI A/F	5.3	16.5	20	14	11.4	1991
1992	16.5	7.1	.467	35.33	3.7	.0045	.183	KFDI A/F	5.9	15.3	17	14	10.0	1992
1993	17.3	4.9	.481	35.97	4.3	.0040	.190	KFDI A/F	5.6	15.6	17	14	8.8	1993
1994	18.2	5.0	.481	37.84	4.9	.0037	.200	KFDI A/F	4.9	16.3	19	14.5	9.1	1994
1995	19.0	4.2	.478	39.74	5.3	.0036	.216	KFDI A/F	5.1	15.7	20	15	12.2	1995
1996	19.6	2.9	.478	41.00	5.1	.0038	.218	KFDI A/F	5.3	15.6	21	15.5	10.0	1996
1997	22.6	15.3	.483	45.55	5.1	.0043	.247	KFDI A/F	5.1	15.3	20	15.5	8.5	1997
1998	24.6	8.9	.497	48.49	5.2	.0047	.268	KFDI A/F	5.4	15.9	20	16.5	10.5	1998
1999	29.0	17.8	.522	55.55	5.6	.0052	.319	KFDI A/F	5.2	15.0	22	16.5	8.1	1999
2000	28.5	-1.7	.517	55.13	6.3	.0045	.321	KFDI-F	4.0	14.4	20	17	11.1	2000
2001	26.9	-5.6	.517	52.03	7.2	.0037	.305	KFDI-F	3.8	14.6	24	17	10.4	2001
2002	30.4	NM	.523	58.13	7.6	.0040	.358	KFDI-F	4.3	13.3	21	--	13.0	2002
2003	30.8	1.3	.531	58.00	7.9	.0039	.359	KFDI-F	4.9	13.6	22	18	12.6	2003

### MAJOR STATIONS - JANUARY 2004

KFH	1330	5KW (DA-N)	Talk	Entercom	KFH-F	98.7	50KW@492	Talk	Entercom
KFTI	1070	10KW/1KW (DA-N)	Country	Journal	KFXJ-F	104.5	45KW@515 (DA)	Classic AOR	Journal
KMYR	1410	5KW/1KW (DA-2)	Standards		KICT-F	95.1	100KW@899	AOR	Journal
KNSS	1240	630W	Talk	Entercom	KKRD-F	107.3	100KW@843	CHR	Clear Channel
KSGL	900	250W/28W (DA-2)	Religion		KMXW-F	92.3	100KW@640	AC	Journal
KANR-F	92.7	12KW@469	AOR		KRBB-F	97.9	100KW@933	Soft AC	Clear Channel
KDGS-F	93.9	25KW@328	CHR/Dance	Entercom	KRZF-F	96.3	50KW@492	Classic AOR	Clear Channel
KEYN-F	103.7	95KW@859	Oldies	Entercom	KTLI-F	99.1	100KW@617	Religion	
KFBZ-F	105.3	100KW@993	AC/CHR	Entercom	KYQQ-F	106.5	100KW@1278	Hispanic	Journal
KFDI-F	101.3	100KW@1139	Country	Journal	KZSN-F	102.1	100KW@1032	Country	Clear Channel
					KSJM-F	107.9	50KW@387	Urban AC/Jazz	

WICHITA

FORMAT SHARES (%)

	77	80	82		84	87	90		92	95	98	2000
CHR/AOR	28	32	29	CHR	30	21	15		10	9	11	16
				AOR/CL	12	12	13		14	13	14	17
MOR/AC	14	18	14	MOR/FS								
				AC/OLD	16	13	24		20	AC	13	10
										OLDIES	6	10
COUNTRY	26	34	31		29	34	31		38			
BTF/UEZ/SAC	28	15	12		6	6	9					
								SOFT AC	7	4	--	7
NEWS/TALK	3	--	--		--	--	4		7	6	8	8
SPORTS											1	1
BLACK/URBAN					--	7	3		--	6	6	2
SMOOTH JAZZ										--	3	3
STANDARDS	--	--	11		6	7	--				3	1
HISPANIC												1
RELIG/GOSPEL	1	2	3		1	1	1		5	5	6	4
CLASSICAL												

MAJOR STATION TRANSACTIONS: 1970 to 2003

1971 KFDI-F	Sold to Great Empire	\$	120,000
1971 KQAM			425,000
1977 KQAM			600,000
1977 KSGL			395,000
1978 KFRM (Salina)	From Mack Sanders to Peoria Journal		4,000,000
1980 KQAM, KEYN-F	Sold to Charley Pride and Jim Long		3,500,000
1980 KRZZ			2,300,000
1982 KLEO	Sold by Swanson		450,000
1982 KRZZ-F	Sold by Swanson		750,000
1985 KRZZ A/F			?
1985 KQAM, KEYN-F	From Long-Pride to Roth		8,000,000 (cancelled)
1985 KLEO, KZSN-F	Sold to Jerry Atchley		3,300,000
1986 KFH, KLZS-F			5,000,000
1987 KICT-F	From Compass to Lakoduk		N/A
1988 KQAM, KEYN-F	From Long-Pride to Aberdeen		4,430,000
1988 KFH	Sold to Mid Continent		800,000
1988 KKRD-F	From Osborn to Sherman		6,000,000
1989 KLZS-F	Sold by Nancy Kassenbaum		2,850,000
1989 KSGL	59%		533,000
1991 KQAM, KEYN-F	Sold to Clear Channel		2,100,000
1992 KICT-F	From Lakoduk to Jon Stuart		1,000,000
1993 KKRD-F	From Sherman to Phalen		1,725,000
1993 KNSS, KKRD-F, KRZZ-F	Sold to Prism	3,500,000	plus debt
1993 KICT-F	From Jon Stuart to Great Empire		940,000
1994 KFH, KXLK-F	From Midcontinent to Pourtales		2,250,000
1994 KYQQ-F (Arkansas City)	Sold to Lesso		515,000
1995 KRBB-F	Sold to Triathlon		3,300,000
1995 KFH, KQAM, KXLK-F	From Pourtales to Triathlon		3,500,000
1996 KNSS	From Prism to SFX		1,800,000
1996 KKRD-F	From Prism to SFX		5,700,000
1996 KRZZ-F	From Prism to SFX		4,900,000
1996 KZSN A/F	From So. Skies to Triathlon		8,000,000
1996 KTLI-F			1,250,000
1996 KEYN-F	From Pourtales to Triathlon		
1997 KKRD-F, KRZZ-F	From SFX to Capstar		Trade
1997 KQAM	From Triathlon to KSGL owner		250,000
1998 KQAM	From Triathlon to Capstar		1,300,000
1998 KEYN-F	From Triathlon to Capstar		6,000,000
1998 KZSN-F	From Triathlon to Capstar		14,000,000
1998 KRBB-F	From Triathlon to Capstar		9,000,000
1998 KFH	From Triathlon to Capstar		1,500,000
1998 KWSJ-F	From Triathlon to Capstar		3,400,000
1998 KLLS-F	From Great Empire to Journal		5,700,000
1998 KYQQ-F	From Great Empire to Journal		4,900,000
1998 KFDI	From Great Empire to Journal		7,900,000
1998 KICT-F	From Great Empire to Journal		8,000,000
1998 KFDI-F	From Great Empire to Journal		20,000,000
1999 KOEZ-F			1,500,000
1999 KOEZ-F	Sold to Journal Co.		4,250,000
1999 KFH, KNSS, KQAM, KEYN-F, KWSJ-F	From Capstar to Entercom		8,000,000
1999	All Capstar stations sold to Clear Channel		---
2000 KAYY-F, KDGS-F	Sold to Entercom		5,150,000
2002 KQAM	From Entercom to ABC		---
2004 KSJM-F (Winfield)			900,000
2004 KTLI-F (El Dorado)			2,950,000

STATION NOTES

(Major call letter and format changes)

KKRD-F	KARD until 81; EZ until 79; AC until 84
KRBB-F	KBRA until 84; KLZS until 89; EZ until 82; AC until 87; Jazz until 89; AC or Soft AC from 90 on
KQAM	KLEO until 80; KWKN until 82; KLEO again until 90; KZSN until 97; CHR until 80; AC until 82; Country until 83; AC until 85; Standards until 89; Country again until 97; Sports until 02
KMYR	KWBB until 78; KEYN until 80; KQAM until 97; News until 78; AC until 80; Oldies until 89; Standards until mid 90's; Talk until 97
KRZZ-F	KDRB until 80; KGCS until 82; KYMG until 83; KAKZ until 85; Country until 83; AC until 86
KYQQ-F	KBUZ until 87; KWKL until 90; Black until 87; EZ/Soft AC until 90; CHR until 93; Country until 02
KDGS-F	KDLE until 96; Black until late 90's when it became CHR/Dance
KANR-F	News until 98; CHR/Dance until 01
KNSS	KAKE until 81; KRZZ until 87; AC until 81; Standards until 85; Talk until 86; AC until 87
KFH	MOR/FS until 78; Country until 89; Oldies until 93
KICT-F	Country until 78
KSGL	KBUL until 80; Country until 79
KEYN-F	CHR until 89
KFTI	KFDI until 03
KMXW-F	KOEZ until 00; EZ or Soft AC until 00
KFBZ-F	KXLK until 96; KWSJ until 00; AC until 96; Jazz until 00; KWCY until 01; Oldies-80's until 02
KTLI-F	KBUZ until 93; Black until 93; AC until 94
KFXJ-F	KLLS until 00; Oldies 70's until 99
KFH-F	KSPG until 97; KAYY-F until 00; Country until 97; AC/CHR until 00; KWSJ until 02; Jazz until 02

WICHITA

HIGHEST BILLING STATIONS

1984		1985		1986		1987		1988		1989	
1 KFDI	2.5	KFDI A/F	5.3	KFDI A/F	5.0	KFDI A/F	4.7	KFDI A/F	5.2	KFDI A/F	5.0
2 KEYN-F	2.2	EYN/QAM	3.7	KKRD-F	2.4	KKRD-F	1.8	KKRD-F	1.9	KKRD-F	2.2
3 KFDI-F	1.7	KKRD-F	2.5			KKRD-F	1.3	KKRD-F	1.4	KZSN-F	1.9
4 KFH	1.2	KICT-F	1.9			KICT-F	1.2	KZSN-F	1.3	KXLK-F	1.5
5 KKRD-F	1.2	KFH	1.2			KEYN-F	1.0	KICT-F	1.3	KICT-F	1.4
6						KLZS-F	1.0	KXLK-F	1.3	KEYN-F	1.3
7						KXLK-F	0.9				
8											
9											
10											
1990		1991		1992		1993		1994		1995	
1 KFDI A/F	5.1	KFDI A/F	5.3	KFDI A/F	5.9	KFDI A/F	5.6	KFDI A/F	4.9	KFDI A/F	5.1
2 KKRD-F	2.3	KZSN A/F	2.0	KZSN A/F	2.3	KZSN A/F	2.8	KZSN A/F	2.8	KZSN A/F	2.8
3 KZSN-F	1.8	KKRD-F	1.7	KRBB-F	1.7	KRBB-F	1.8	KRBB-F	1.7	KKRD-F	2.0
4 KICT-F	1.5	KRBB-F	1.4	KKRD-F	1.4	KKRD-F	1.3	KKRD-F	1.6	KRBB-F	1.9
5 KXLK-F	1.2	KRZZ-F	1.2	KNSS	1.2	KRZZ-F	1.3	KRZZ-F	1.2	KRZZ-F	1.7
6 KEYN A/F	1.1	KICT-F	1.1	KRZZ-F	1.0	KNSS	1.2	KNSS	1.2	KICT-F	1.0
7 KRBB-F	0.8	KEYN-F	0.9	KXLK-F	0.8	KICT-F	1.0	KICT-F	0.9	KNSS	1.0
8 KOEZ-F	0.6	KOEZ-F	0.6	KICT-F	0.7	KXLK-F	0.9	KEYN-F	0.8	KEYN-F	1.0
9				KEYN-F	0.6	KEYN-F	0.5	KXLK-F	0.8	KXLK-F	0.9
10				KOEZ-F	0.4	KOEZ-F	0.5	KOEZ-F	0.5	KOEZ-F	0.5
11											
1996		1997		1998		1999		2000		2001	
1 KFDI A/F	5.3	KFDI A/F	5.1	KFDI A/F	5.4	KFDI A/F	5.2	KFDI A/F	4.0	KFDI A/F	3.8
2 KZSN A/F	2.5	KZSN A/F	3.0	KZSN A/F	3.2	KKRD-F	3.7	KKRD-F	3.6	KRBB-F	3.3
3 KKRD-F	1.7	KKRD-F	2.2	KKRD-F	2.5	KZSN A/F	3.4	KZSN A/F	3.3	KKRD-F	3.0
4 KRZZ-F	1.6	KRZZ-F	2.1	KRBB-F	2.4	KRBB-F	3.2	KRBB-F	3.0	KZSN A/F	2.6
5 KRBB-F	1.6	KRBB-F	2.1	KRZZ-F	2.2	KRZZ-F	2.8	KRZZ-F	2.5	KICT-F	2.0
6 KICT-F	1.5	KICT-F	1.8	KICT-F	1.9	KICT-F	2.0	KICT-F	2.1	KRZZ-F	1.9
7 KEYN-F	1.1	KEYN-F	1.1	KEYN-F	1.3	KEYN-F	1.8	KEYN-F	1.6	KFXJ-F	1.4
8 KNSS	1.0	KLLS-F	1.1	KLLS-F	1.2	KLLS-F	1.5	KFXJ-F	1.4	KFBZ-F	1.4
9 KXLK-F	0.9	KNSS	1.0	KNSS	1.0	KNSS	0.9	KFDI	1.3	KDGS-F	1.3
10 KDGS-F	0.8	KYQQ-F	0.8	KYQQ-F	0.7	KYQQ-F	0.9	KNSS	0.7	KEYN-F	1.3
11								KMXW-F	0.7	KFTI	1.2
								KYQQ-F	0.7	KFH	0.8
2002		2003									
1 KFDI-F	4.3	KFDI-F	4.9								
2 KRBB-F	3.4	KRBB-F	3.6								
3 KZSN-F	2.8	KZSN-F	2.7								
4 KKRD-F	2.4	KICT-F	2.5								
5 KICT-F	2.3	KFTI	2.2								
6 KRZZ-F	2	KRZZ-F	2.0								
7 KFTI	1.9	KFXJ-F	1.9								
8 KFBZ-F	1.8	KKRD-F	1.8								
9 KDGS-F	1.7	KEYN-F	1.6								
10 KFXJ-F	1.4	KFBZ-F	1.5								
11 KEYN-F	1.4	KDGS-F	1.5								
12 KTLI-F	1.1	KTLI-F	1.1								

HIGHEST BILLING RADIO ENTITIES

1994		1995		1996	
1 Great Empire	\$ 5.8 (31.9)	1 Great Empire	\$ 6.1 (32.1)	1 Great Empire	\$ 6.8 (34.3)
2 Prism	4.0 (22.0)	2 Prism	4.7 (24.7)	2 Triathlon	5.3 (26.8)
3 KZSN A/F	2.9 (15.9)	3 Triathlon	3.0 (15.8)	3 SFX	4.3 (21.7)
4 Pourtales	2.1 (11.3)	4 So. Skies	2.8 (14.7)	4 KYQQ,KLLS	1.1 (5.7)
5 KRBB-F	1.7 (9.3)	5 Pourtales	1.0 (5.3)	5 KEYN-F	1.1 (5.6)
1997		1998		1999	
1 Great Empire	\$ 8.7 (38.5)	1 Capstar	\$ 13.9 (56.6)	1 Capstar	\$ 13.0 (44.8)
2 Triathlon	6.4 (28.2)	2 Journal	9.2 (37.3)	2 Journal	10.3 (35.4)
3 Capstar	5.3 (23.2)	3 KAYY,KDGS	0.7 (2.7)	3 Entercom	4.2 (14.5)
4 KOEZ-F	0.7 (2.9)	4 KOEZ-F	0.7 (2.6)	4 KAYY,KDGS	1.1 (3.7)
5 KAYY,KDGS	0.6 (2.6)				
2000		2001		2002	
1 Clear Channel	\$ 12.3 (43.3)	1 Clear Channel	\$ 10.8 (40.1)	1 Journal	\$ 10.8
2 Journal	10.2 (35.7)	2 Journal	9.5 (35.1)	2 Clear Channel	10.6
3 Entercom	4.3 (15.1)	3 Entercom	6.0 (22.2)	3 Entercom	6.5
2003					
1 Journal	\$ 12.3	All 2002 and 2003 financial data is provided by BIA Financial.			
2 Clear Channel	10.1				
3 Entercom	6.1				
4					
5					

DUNCAN'S COMMENTS:

Wichita is a below average small market with a lot of viable radio stations. Revenues have grown by an adequate amount but there are 18 viable stations in a market with only \$30 million in it.

KFDI A/F (the AM is now KFTI) have been excellent properties. I often use the AM station on my frequent drives across the state of Kansas. The station is the only decent provider of weather info for the central and even western portions of the state. So many stations in outstate Kansas are automated or networked (particularly on weekends) and thus do not have timely and comprehensive weather. KFTI covers for them and does a wonderful service for much of the state. So much for "localism".