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# Radio Market Report

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**Radio  
MARKET REPORT  
2003**

**First Edition**

Fall 2002 Ratings

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# Alphabetic Listing of Arbitron Markets

Rank	Market	Rank	Market	Rank	Market
232	<b>A</b> bilene, TX	177	Charleston, WV	67	Ft. Myers-Naples-Marco Island, FL
73	Akron, OH	37	Charlotte-Gastonia-Rock Hill, NC	111	Ft. Pierce-Stuart-Vero Beach, FL
262	Albany, GA	224	Charlottesville, VA	174	Ft. Smith, AR
64	Albany-Schenectady-Troy, NY	105	Chattanooga, TN	219	Ft. Walton Beach, FL
71	Albuquerque, NM	280	Cheyenne, WY	103	Ft. Wayne, IN
217	Alexandria, LA	3	Chicago, IL	86	<b>G</b> ainesville - Ocala, FL
70	Allentown - Bethlehem, PA	195	Chico, CA	276	Grand Forks, ND-MN
255	Altoona, PA	26	Cincinnati, OH	258	Grand Junction, CO
193	Amarillo, TX	204	Clarksville-Hopkinsville, TN-KY	66	Grand Rapids, MI
175	Anchorage, AK	25	Cleveland, OH	283	Great Falls, MT
146	Ann Arbor, MI	96	Colorado Springs, CO	187	Green Bay, WI
137	Appleton - Oshkosh, WI	252	Columbia, MO	43	Greensboro-Winston Salem-High Point, NC
160	Asheville, NC	90	Columbia, SC	84	Greenville-New Bern-Jacksonville, NC
11	Atlanta, GA	181	Columbus, GA	59	Greenville-Spartanburg, SC
138	Atlantic City - Cape May, NJ	35	Columbus, OH	169	<b>H</b> agerstown-Chambersburg-Waynesboro, MD-PA
109	Augusta, GA	257	Columbus-Starkville-West Point, MS	79	Harrisburg-Lebanon-Carlisle, PA
260	Augusta-Waterville, ME	275	Cookeville, TN	263	Harrisonburg, VA
42	Austin, TX	134	Corpus Christi, TX	49	Hartford-New Britain-Middletown, CT
87	<b>B</b> akersfield, CA	5	<b>D</b> allas - Ft. Worth, TX	61	Honolulu, HI
19	Baltimore, MD	197	Danbury, CT	7	Houston-Galveston, TX
214	Bangor, ME	58	Dayton, OH	152	Huntington, WV - Ashland, KY
83	Baton Rouge, LA	94	Daytona Beach, FL	118	Huntsville, AL
253	Battle Creek, MI	266	Decatur, IL	41	<b>I</b> ndianapolis, IN
131	Beaumont-Port Arthur, TX	22	Denver - Boulder, CO	273	Ithaca, NY
282	Beckley, WV	91	Des Moines, IA	123	<b>J</b> ackson, MS
256	Billings, MT	10	Detroit, MI	278	Jackson, TN
136	Biloxi-Gulfport-Pascagoula, MS	191	Dothan, AL	50	Jacksonville, FL
179	Binghamton, NY	233	Dubuque, IA	101	Johnson City-Kingsport-Bristol, TN-VA
57	Birmingham, AL	202	Duluth, MN - Superior, WI	184	Johnstown, PA
277	Bismarck, ND	243	<b>E</b> au Claire, WI	279	Jonesboro, AR
221	Blacksburg-Christiansburg-Radford-Pulaski	78	El Paso, TX	234	Joplin, MO
236	Bloomington, IL	248	Elizabeth City-Nags Head, NC	182	<b>K</b> alamazoo, MI
269	Bluefield, WV	213	Elmira-Corning, NY	29	Kansas City, MO-KS
121	Boise, ID	164	Erie, PA	155	Killeen-Temple, TX
9	Boston, MA	145	Eugene - Springfield, OR	72	Knoxville, TN
208	Bowling Green, KY	157	Evansville, IN	235	<b>L</b> afayette, IN
117	Bridgeport, CT	220	<b>F</b> argo, ND - Moorhead, MN	100	Lafayette, LA
285	Brunswick, GA	151	Fayetteville, AR	218	Lake Charles, LA
230	Bryan-College Station, TX	127	Fayetteville, NC	98	Lakeland-Winter Haven, FL
51	Buffalo-Niagara Falls, NY	156	Flagstaff-Prescott, AZ	115	Lancaster, PA
139	Burlington, VT-Plattsburgh, NY	125	Flint, MI	120	Lansing-East Lansing, MI
129	<b>C</b> anton, OH	210	Florence, SC	215	Laredo, TX
183	Cape Cod, MA	245	Florence-Muscle Shoals, AL	39	Las Vegas, NV
286	Casper, WY	203	Frederick, MD	223	Laurel-Hattiesburg, MS
209	Cedar Rapids, IA	166	Fredericksburg, VA	268	Lawton, OK
216	Champaign, IL	68	Fresno, CA	271	Lewiston-Auburn, ME
89	Charleston, SC	126	Ft Collins-Greeley, CO	102	Lexington-Fayette, KY

242	Lima, OH	162	<b>P</b> alm Springs, CA	261	Sioux City, IA
176	Lincoln, NE	237	Panama City, FL	171	South Bend, IN
85	Little Rock, AR	241	Parkersburg-Marietta, WV-OH	92	Spokane, WA
2	Los Angeles, CA	124	Pensacola, FL	206	Springfield, IL
55	Louisville, KY	143	Peoria, IL	81	Springfield, MA
180	Lubbock, TX	6	Philadelphia, PA	144	Springfield, MO
154	<b>M</b> acon, GA	15	Phoenix, AZ	222	St. Cloud, MN
97	Madison, WI	23	Pittsburgh, PA	20	St. Louis, MO
186	Manchester, NH	165	Portland, ME	142	Stamford-Norwalk, CT
264	Mankato-New Ulm-St Peter, MN	24	Portland, OR	246	State College, PA
231	Marion-Carbondale, IL	116	Portsmouth-Dover-Rochester, NH	88	Stockton, CA
281	Mason City, IA	163	Poughkeepsie, NY	249	Sussex, NJ
63	McAllen-Brownsville-Harlingen, TX	34	Providence-Warwick-Pawtucket, RI	80	Syracuse, NY
244	Meadville-Franklin, PA	247	Pueblo, CO	161	<b>T</b> allahassee, FL
212	Medford-Ashland, OR	13	Puerto Rico	21	Tampa-St. Petersburg-Clearwater, FL
99	Melbourne-Titusville-Cocoa, FL	141	<b>Q</b> uad Cities, IA-IL	200	Terre Haute, IN
48	Memphis, TN	46	<b>R</b> aleigh - Durham, NC	254	Texarkana, TX-AR
189	Merced, CA	267	Rapid City, SD	82	Toledo, OH
284	Meridian, MS	133	Reading, PA	190	Topeka, KS
12	Miami-Ft. Lauderdale-Hollywood, FL	227	Redding, CA	192	Traverse City-Petoskey, MI
36	Middlesex-Somerset-Union, NJ	128	Reno, NV	140	Trenton, NJ
33	Milwaukee - Racine, WI	211	Richland-Kennewick-Pasco, WA	62	Tucson, AZ
16	Minneapolis - St. Paul, MN	56	Richmond, VA	65	Tulsa, OK
93	Mobile, AL	28	Riverside-San Bernardino, CA	185	Tupelo, MS
122	Modesto, CA	110	Roanoke-Lynchburg, VA	228	Tuscaloosa, AL
52	Monmouth-Ocean, NJ	229	Rochester, MN	147	Tyler - Longview, TX
250	Monroe, LA	54	Rochester, NY	159	<b>U</b> tica - Rome, NY
75	Monterey-Salinas-Santa Cruz, CA	153	Rockford, IL	135	<b>V</b> ictor Valley, CA
150	Montgomery, AL	27	<b>S</b> acramento, CA	104	Visalia-Tulare-Hanford, CA
196	Morgantown-Clarksburg-Fairmont, WV	130	Saginaw-Bay City-Midland, MI	194	<b>W</b> aco, TX
113	Morristown, NJ	148	Salisbury-Ocean City, MD	8	Washington, DC
201	Muncie-Marion, IN	32	Salt Lake City - Ogden, UT	240	Waterloo-Cedar Falls, IA
225	Muskegon, MI	272	San Angelo, TX	270	Watertown, NY
167	Myrtle Beach, SC	31	San Antonio, TX	168	Wausau-Stevens Point, WI
45	<b>N</b> ashville, TN	17	San Diego, CA	47	West Palm Beach-Boca Raton, FL
18	Nassau-Suffolk, NY	4	San Francisco, CA	60	Westchester, NY
172	New Bedford-Fall River, MA	30	San Jose, CA	238	Wheeling, WV
108	New Haven, CT	170	San Luis Obispo, CA	251	Wichita Falls, TX
173	New London, CT	199	Santa Barbara, CA	95	Wichita, KS
44	New Orleans, LA	239	Santa Fe, NM	69	Wilkes Barre - Scranton, PA
1	New York, NY	205	Santa Maria-Lompoc, CA	259	Williamsport, PA
149	Newburgh-Middletown, NY	107	Santa Rosa, CA	76	Wilmington, DE
40	Norfolk-Virginia Beach-Newport News, VA	77	Sarasota - Bradenton, FL	178	Wilmington, NC
188	<b>O</b> dessa - Midland, TX	158	Savannah, GA	226	Winchester, VA
53	Oklahoma City, OK	14	Seattle-Tacoma, WA	114	Worcester, MA
207	Olean, NY	274	Sebring, FL	198	<b>Y</b> akima, WA
74	Omaha - Council Bluffs, NE-IA	265	Sheboygan, WI	106	York, PA
38	Orlando, FL	132	Shreveport, LA	112	Youngstown - Warren, OH



## Rank Listing of Arbitron Markets

Rank	Market	Rank	Market	Rank	Market
1	New York, NY	48	Memphis, TN	95	Wichita, KS
2	Los Angeles, CA	49	Hartford-New Britain-Middletown, CT	96	Colorado Springs, CO
3	Chicago, IL	<b>50</b>	Jacksonville, FL	97	Madison, WI
4	San Francisco, CA	51	Buffalo-Niagara Falls, NY	98	Lakeland-Winter Haven, FL
5	Dallas - Ft. Worth, TX	52	Monmouth-Ocean, NJ	99	Melbourne-Titusville-Cocoa, FL
6	Philadelphia, PA	53	Oklahoma City, OK	<b>100</b>	Lafayette, LA
7	Houston-Galveston, TX	54	Rochester, NY	101	Johnson City-Kingsport-Bristol, TN-VA
8	Washington, DC	55	Louisville, KY	102	Lexington-Fayette, KY
9	Boston, MA	56	Richmond, VA	103	Ft. Wayne, IN
<b>10</b>	Detroit, MI	57	Birmingham, AL	104	Visalia-Tulare-Hanford, CA
11	Atlanta, GA	58	Dayton, OH	105	Chattanooga, TN
12	Miami-Ft. Lauderdale-Hollywood, FL	59	Greenville-Spartanburg, SC	106	York, PA
13	Puerto Rico	<b>60</b>	Westchester, NY	107	Santa Rosa, CA
14	Seattle-Tacoma, WA	61	Honolulu, HI	108	New Haven, CT
15	Phoenix, AZ	62	Tucson, AZ	109	Augusta, GA
16	Minneapolis - St. Paul, MN	63	McAllen-Brownsville-Harlingen, TX	<b>110</b>	Roanoke-Lynchburg, VA
17	San Diego, CA	64	Albany-Schenectady-Troy, NY	111	Ft. Pierce-Stuart-Vero Beach, FL
18	Nassau-Suffolk, NY	65	Tulsa, OK	112	Youngstown - Warren, OH
19	Baltimore, MD	66	Grand Rapids, MI	113	Morristown, NJ
<b>20</b>	St. Louis, MO	67	Ft. Myers-Naples-Marco Island, FL	114	Worcester, MA
21	Tampa-St. Petersburg-Clearwater, FL	68	Fresno, CA	115	Lancaster, PA
22	Denver - Boulder, CO	69	Wilkes Barre - Scranton, PA	116	Portsmouth-Dover-Rochester, NH
23	Pittsburgh, PA	<b>70</b>	Allentown - Bethlehem, PA	117	Bridgeport, CT
24	Portland, OR	71	Albuquerque, NM	118	Huntsville, AL
25	Cleveland, OH	72	Knoxville, TN	119	Oxnard - Ventura, CA
26	Cincinnati, OH	73	Akron, OH	<b>120</b>	Lansing-East Lansing, MI
27	Sacramento, CA	74	Omaha - Council Bluffs, NE-IA	121	Boise, ID
28	Riverside-San Bernardino, CA	75	Monterey-Salinas-Santa Cruz, CA	122	Modesto, CA
29	Kansas City, MO-KS	76	Wilmington, DE	123	Jackson, MS
<b>30</b>	San Jose, CA	77	Sarasota - Bradenton, FL	124	Pensacola, FL
31	San Antonio, TX	78	El Paso, TX	125	Flint, MI
32	Salt Lake City - Ogden, UT	79	Harrisburg-Lebanon-Carlisle, PA	126	Ft Collins-Greeley, CO
33	Milwaukee - Racine, WI	<b>80</b>	Syracuse, NY	127	Fayetteville, NC
34	Providence-Warwick-Pawtucket, RI	81	Springfield, MA	128	Reno, NV
35	Columbus, OH	82	Toledo, OH	129	Canton, OH
36	Middlesex-Somerset-Union, NJ	83	Baton Rouge, LA	<b>130</b>	Saginaw-Bay City-Midland, MI
37	Charlotte-Gastonia-Rock Hill, NC	84	Greenville-New Bern-Jacksonville, NC	131	Beaumont-Port Arthur, TX
38	Orlando, FL	85	Little Rock, AR	132	Shreveport, LA
39	Las Vegas, NV	86	Gainesville - Ocala, FL	133	Reading, PA
<b>40</b>	Norfolk-Virginia Beach-Newport News, VA	87	Bakersfield, CA	134	Corpus Christi, TX
41	Indianapolis, IN	88	Stockton, CA	135	Victor Valley, CA
42	Austin, TX	89	Charleston, SC	136	Biloxi-Gulfport-Pascagoula, MS
43	Greensboro-Winston Salem-High Point, NC	<b>90</b>	Columbia, SC	137	Appleton - Oshkosh, WI
44	New Orleans, LA	91	Des Moines, IA	138	Atlantic City - Cape May, NJ
45	Nashville, TN	92	Spokane, WA	139	Burlington, VT-Plattsburgh, NY
46	Raleigh - Durham, NC	93	Mobile, AL	<b>140</b>	Trenton, NJ
47	West Palm Beach-Boca Raton, FL	94	Daytona Beach, FL	141	Quad Cities, IA-IL

142	Stamford-Norwalk, CT	191	Dothan, AL	239	Santa Fe, NM
143	Peoria, IL	192	Traverse City-Petoskey, MI	<b>240</b>	Waterloo-Cedar Falls, IA
144	Springfield, MO	193	Amarillo, TX	241	Parkersburg-Marietta, WV-OH
145	Eugene - Springfield, OR	194	Waco, TX	242	Lima, OH
146	Ann Arbor, MI	195	Chico, CA	243	Eau Claire, WI
147	Tyler - Longview, TX	196	Morgantown-Clarksburg-Fairmont, WV	244	Meadville-Franklin, PA
148	Salisbury-Ocean City, MD	197	Danbury, CT	245	Florence-Muscle Shoals, AL
149	Newburgh-Middletown, NY	198	Yakima, WA	246	State College, PA
<b>150</b>	Montgomery, AL	199	Santa Barbara, CA	247	Pueblo, CO
151	Fayetteville, AR	<b>200</b>	Terre Haute, IN	248	Elizabeth City-Nags Head, NC
152	Huntington, WV - Ashland, KY	201	Muncie-Marion, IN	249	Sussex, NJ
153	Rockford, IL	202	Duluth, MN - Superior, WI	<b>250</b>	Monroe, LA
154	Macon, GA	203	Frederick, MD	251	Wichita Falls, TX
155	Killeen-Temple, TX	204	Clarksville-Hopkinsville, TN-KY	252	Columbia, MO
156	Flagstaff-Prescott, AZ	205	Santa Maria-Lompoc, CA	253	Battle Creek, MI
157	Evansville, IN	206	Springfield, IL	254	Texarkana, TX-AR
158	Savannah, GA	207	Olean, NY	255	Altoona, PA
159	Utica - Rome, NY	208	Bowling Green, KY	256	Billings, MT
<b>160</b>	Asheville, NC	209	Cedar Rapids, IA	257	Columbus-Starkville-West Point, MS
161	Tallahassee, FL	<b>210</b>	Florence, SC	258	Grand Junction, CO
162	Palm Springs, CA	211	Richland-Kennewick-Pasco, WA	259	Williamsport, PA
163	Poughkeepsie, NY	212	Medford-Ashland, OR	<b>260</b>	Augusta-Waterville, ME
164	Erie, PA	213	Elmira-Corning, NY	261	Sioux City, IA
165	Portland, ME	214	Bangor, ME	262	Albany, GA
166	Fredericksburg, VA	215	Laredo, TX	263	Harrisonburg, VA
167	Myrtle Beach, SC	216	Champaign, IL	264	Mankato-New Ulm-St Peter, MN
168	Wausau-Stevens Point, WI	217	Alexandria, LA	265	Sheboygan, WI
169	Hagerstown-Chambersburg-Waynesboro, MD PA	218	Lake Charles, LA	266	Decatur, IL
<b>170</b>	San Luis Obispo, CA	219	Ft. Walton Beach, FL	267	Rapid City, SD
171	South Bend, IN	<b>220</b>	Fargo, ND - Moorhead, MN	268	Lawton, OK
172	New Bedford-Fall River, MA	221	Blacksburg-Christiansburg-Radford-Pulaski	269	Bluefield, WV
173	New London, CT	222	St. Cloud, MN	<b>270</b>	Watertown, NY
174	Ft. Smith, AR	223	Laurel-Hattiesburg, MS	271	Lewiston-Auburn, ME
175	Anchorage, AK	224	Charlottesville, VA	272	San Angelo, TX
176	Lincoln, NE	225	Muskegon, MI	273	Ithaca, NY
177	Charleston, WV	226	Winchester, VA	274	Sebring, FL
178	Wilmington, NC	227	Redding, CA	275	Cookeville, TN
179	Binghamton, NY	228	Tuscaloosa, AL	276	Grand Forks, ND-MN
<b>180</b>	Lubbock, TX	229	Rochester, MN	277	Bismarck, ND
181	Columbus, GA	<b>230</b>	Bryan-College Station, TX	278	Jackson, TN
182	Kalamazoo, MI	231	Marion-Carbondale, IL	279	Jonesboro, AR
183	Cape Cod, MA	232	Abilene, TX	<b>280</b>	Cheyenne, WY
184	Johnstown, PA	233	Dubuque, IA	281	Mason City, IA
185	Tupelo, MS	234	Joplin, MO	282	Beckley, WV
186	Manchester, NH	235	Lafayette, IN	283	Great Falls, MT
187	Green Bay, WI	236	Bloomington, IL	284	Meridian, MS
188	Odessa - Midland, TX	237	Panama City, FL	285	Brunswick, GA
189	Merced, CA	238	Wheeling, WV	286	Casper, WY
<b>190</b>	Topeka, KS				

## Introduction

Welcome to BIAfn's *Investing in Radio® 2003 Market Report*. Published since 1986, 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 Arbitron, Inc.'s ratings periods and profiles all **286** of its rated radio markets.

Of the **286** markets profiled in this publication, **286** including Puerto Rico, have 2002 gross market revenue estimates totaling **\$12.773** billion. The combined estimated population of all markets (excluding Puerto Rico) is **228.8** million which represents **79.8%** of the total U.S. population in 2002. Combined estimated 2002 retail sales for these markets are **\$3,042.2** billion which is **83.9%** of estimated total retail sales for the country. As of the end of December 2002, there were **4,804** commercial AM and **6,173** commercial FM stations licensed to operate in the U.S. Over 51% of these stations (**2,016** AMs and **3,598** FMs) are profiled with revenue estimates in these markets (includes Puerto Rico).

## New in Recent Editions

1. With the Fall 2002 ratings period, Arbitron added three markets (Muncie-Marion, IN, #201; Olean, NY, #207; and Victor Valley, CA, #135).
2. **IMPORTANT NOTE:** With its 2000 edition of Demographics USA, Market Statistics, BIAfn's supplier of market growth statistics, **altered its methodology in computing Retail Sales, Population and Households.** 1) Several additional new categories or establishments have been included in its present and projected computations of retail sales. Going forward this creates a more accurate picture of retail sales, however, Market Statistics did not provide an historic adjustment thereby making comparisons from historic to projected estimates misleading. **Therefore, historic retail sales and growth rates have been eliminated from BIAfn's publications and databases and are noted with NA (Not Available) where appropriate.** 2) Retail sales, population, and household figures are now estimated as of January 1 of the subject year where, in prior years, they were considered effective as of December 31 of the previous year. 3) The Effective Buying Income (EBI) methodology remains unchanged and is reported as of 2001 in this edition.
3. In addition, the information in **bold type** in the Introduction has been revised to reflect changes made to our data since the previous 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

2002 Population <sup>1</sup>	286,815,100
2002 Households <sup>1</sup>	107,753,800
2002 Retail Sales <sup>1</sup>	\$3,627,218,024,000
2001 Effective Buying Income <sup>1</sup>	\$5,303,481,498,000
2002 BIAfn's Estimated Gross Radio Advertising Revenues.....	\$17,124,000,000

### 2001 National Income

Per Capita .....	\$18,491
Median Household .....	\$38,365
Average Household .....	\$49,219

### 2002 National Ethnic Breakdown

Asian .....	4.0%
Black .....	12.4
White .....	74.5
Hispanic-Origin .....	13.1

### National Growth Rates

	'97-'02	'02-'07
Population (POP) .....	1.4%	0.9%
Households (HH) .....	1.8	1.1
Retail Sales (RS) .....	N/A <sup>3</sup>	5.1
Effective Buying Income (EBI) <sup>2</sup> .....	5.0	5.1

### National Revenue Ratio Averages

	1997	2002	2007
Revenue/\$1,000			
Retail Sales .....	NA <sup>3</sup>	\$4.20	\$4.29
Revenue/Capita .....	\$42.59	\$55.81	\$70.20

### 2002 National Demographic Breakdown

	Men	Women	Total
Under 12 .....	8.6%	8.2%	16.8%
12-17 .....	4.5	4.3	8.7
18-24 .....	5.0	4.8	9.8
25-34 .....	6.9	6.8	13.7
35-44 .....	7.7	7.8	15.5
45-54 .....	6.8	7.1	13.9
Over 55 .....	9.4	12.0	21.5

<sup>1</sup> per Market Statistics, Inc.

<sup>2</sup> EBI are for previous year than noted in column header.

<sup>3</sup> Estimate not available. See IMPORTANT NOTE on this page under "New in Recent Editions" heading.



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## Arbitron, Inc.

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## Market Statistics, Inc.

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[www.TradeDimensions.com](http://www.TradeDimensions.com)

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**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: 197  
Revenue Rank: 225

## Terre Haute, IN Market Overview



### Metro Counties / Population (000)

Clay, IN	26.7
Sullivan, IN	22.0
Vermillion, IN	16.8
Vigo, IN	105.8
Clark, IL	17.1
Edgar, IL	19.7
<b>Total</b>	<b>208.1</b>

**2**

### Market Radio Financials

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

ESTIMATED GROSS REVENUES ***	1996	1997	1998	1999	2000	2001	Δ 96 - 01	
		\$5,300	\$5,900	\$6,100	\$6,900	\$7,300	\$6,500	4.1%
	Δ 00 - 01		2002	2003	2004	2005	2006	Δ 01 - 06
	-11.0%		\$6,700	\$7,100	\$7,600	\$8,000	\$8,500	5.7%
Revenue/Retail Sales	1996 NA <sup>1/</sup>		2001 \$1.84/1,000		2006 \$2.32/1,000		Est. Breakout	
Revenue/Capita	2001 \$25.62		2006 \$31.23		2006 \$40.77		Local	75%
							National	25%

**3**

### Demographic and Economic Overview

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

MSA Population	1996	2001	Growth Rate	2001	2006	Growth Rate
	Households	206.9	208.1	0.1%	208.1	208.5
Retail Sales	79.0	81.2	0.6%	81.2	82.9	0.4%
EBI <sup>2/</sup>	NA <sup>1/</sup>	3,527.0	NA <sup>1/</sup>	3,527.0	3,666.4	0.8%
	2,754.9	3,233.9	3.3%	3,233.9	3,915.2	3.9%

**4**

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	100.5	16.6	8.8	10.8	12.3	15.3	14.0	22.7
Women (000)	107.6	15.9	8.3	9.5	11.7	14.7	14.5	33.1
Total	208.1	32.5	17.1	20.3	24.0	30.0	28.5	55.7
Percentage	100.0%	15.6%	8.2%	9.7%	11.5%	14.4%	13.7%	26.8%
Per Capita	\$ 15,540		Median Household \$ 31,149		Avg Household \$ 39,827			
Ethnic Population:	White	94.6%	Black	4.1%	Asian	0.8%	Hispanic	0.9%

**5**

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7	6		9	13	7	20
Tot 12+	26.7	50.5		73.5	77.2	0.4	77.6
Avg 12+	3.8	8.4		8.2	5.9	0.1	3.9
Tot LCS	34.4	65.1		94.7	99.5	0.5	100.0
Avg LCS	4.9	10.8		10.5	7.7	0.1	5.0

<sup>1/</sup> Estimate not available. See page 6. <sup>2/</sup> EBI estimates are for previous year than noted in column header.

# Market Overview

## 1 Geographic Information

**Metro Rank:** The ranking of the market by size of 12+ population based on the U.S. census.

**Revenue Rank:** The ranking of the market by BIA/i's estimate of 2001 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 total 2002 population (presented in thousands or 000s), licensed from Market Statistics, Inc..

## 2 Market Radio Financials

**Estimated Historic, Present and Projected Revenues:** These are BIA/i's estimates of the gross advertising revenues (presented in thousands [\$000s]) for this market for the period 1997 to 2007. The revenue estimates represent total time sales including local, regional and national spot sales, plus political and program revenues. They do not include trade and barter or production 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/i'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 (△ 97-02); Last year (△ 01-02); and projected for the next five years (△ 02-07).

★★★ **Confidence Rating:** These stars indicate BIA/i'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. See Page 6 for IMPORTANT NOTE.

**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 2001 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 Arbitron, Inc. 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 Arbitron, Inc. 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 1997 are readjusted as well so that data from 1997, 2002 and 2007 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.



Market: Terre Haute, IN

## Competitive Overview

Metro Rank: 197

**12**

### 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	2001 Est Revenue (000) 1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
														Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998
WQTY	Linton	B1	93.3	12.0	476	f	The Original Co Inc 70 9906	350	c5	Nostalgia	225	1.51	2.3	2.1	1.9	1.3	1.6	2.0	0.4	0.8	0.0
WPFR	Clinton	A	93.9	2.4	528	g	Word Power Inc 00			Christian			0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WNDI	Sullivan	A	95.3	3.0	151	e	JTM Bcstg Corp 82 9407	237	c4	Country	50		0.4	0.4	0.5	0.0	0.4	0.7	0.0	1.3	0.8
WWSY	Seeleyville	A	95.9	4.1	397	a	Bright Tower Comm 95 9909	665		AC	200	0.83	3.7	2.1	2.4	2.6	2.4	2.7	2.1	0.8	2.0
WSDM	Brazil	A	97.7	6.0	292	b	Crossroads Comm Inc 73 9007	350	c1	Oldies	475	1.14	6.4	3.8	5.3	3.5	5.7	3.1	5.0	4.6	6.4
WACF	Paris	B	98.5	50.0	499	d	Key Bcstg Inc 52 9402	675	c3	Country	425	2.18	3.0	3.3	1.9	2.2	3.3	3.3	4.1	3.8	3.2
WTHI	Terre Haute	B	99.9	50.0	489	c	Emmis 48 9810		g1	Country	2,000	0.93	33.2	20.5	23.1	22.3	21.1	17.3	20.3	19.2	21.1
WMGI	Terre Haute	B	100.7	50.0	499	a	Bright Tower Comm 60 8505	750		CHR	1,125	0.79	21.8	16.7	15.4	14.4	14.2	13.0	15.4	13.4	12.4
WLEZ	Terre Haute	B	102.7	28.0	659		Bomar Bcstg Corp 62 9109	325		Soft AC	400	1.03	6.0	7.1	4.8	3.5	3.7	5.8	3.7	4.6	4.4
WCBH	Casey	B1	104.3	11.0	495		Cromwell Group 89 0110 p		g	Lite AC	250		0.3	0.8	0.0	0.4	1.2	0.8	0.4	0.8	3.6
WAXI	Rockville	A	104.9	1.2	440	b	Crossroads Comm Inc 77 9805	485		Adlt Stndrd	225	0.64	5.4	5.4	4.3	3.1	4.1	5.1	5.0	3.3	2.0
WWVR	W Terre Haute	A	105.5	3.3	295	c	Emmis 67 9810		g1	Cisc Rock	800	0.84	14.6	12.1	7.7	12.2	8.9	7.8	7.1	12.1	4.4
• WMMC	Marshall	A	105.9	3.0	328		JDL Broadcasting Inc 89 9810	300		AC	100	0.57	2.7	2.5	2.4	1.3	0.8	1.3	0.4	1.3	1.2
													99.8	77.2	69.7	66.8	67.4	62.9	63.9	66.0	61.5

# FM Stations - 13

# Combos - 10

FM TOTALS

### AM Stations

Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Date Std Acq'd	Sales Price (000)	L M A	Format	2001 Est Revenue (000) 1/	Power Ratio	Avg '01 Local Comm	ARB 12+ Metro Shares (see rights)							
															Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	Fall 1998	Spring 1998
WKZI	Casey	B	800	0.3	0.25	g	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 Inc 59 9007		c1	Sports	75			0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	
WSJX	Terre Haute	B	1300	0.5	0.08	b	Crossroads Comm Inc 58 9709	56		Sports	75		0.3	0.4	0.0	0.4	0.4	0.0	0.4	0.4	0.4	
WPRS	Paris	B	1440	1.0	0.25	d	Key Bcstg Inc 51 9402		c3	News/Talk	50			0.0	0.0	0.0	0.0	0.5	1.2	0.4	0.8	
WPFR	Terre Haute	B	1480	5.0	1.00	g	Word Power Inc 48 0001		na	Christian				0.0	0.0	0.0	0.0	1.6	1.7	1.7	2.4	
WNDI	Sullivan	B	1550	0.3	0.00	e	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	f	The Original Co Inc 53 9906		c5	Nostalgia				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
													0.3	0.4	0.0	0.4	0.4	2.1	3.3	2.9	3.6	

# AM Stations - 7

# Combos - 7

AM TOTALS

Stations Profiled - 20

# Duopolies - 5

Total Local Commercial Share

Other Rulemaking: 107.5, B, Terre Haute

**12**

• Indicates a change since last edition

1/ 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 MHz for FM and kHz for AM.

**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 the weekday prior to publication. If a sale was proposed but not approved 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/ni, 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 the rated markets. BIA/ni’s revenue estimates do not include trade/barter, or production 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/ni is licensed by Arbitron, Inc. 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.

**Average 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.

NOTE: SEE COPYRIGHTS FOR SPECIAL NOTE ON PUERTO RICO MARKET

**BIA** **Financial**  
**fn** network



## Keys and Codes

### General

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

<b>ac</b>	Combo sale in adjacent market
<b>al</b>	Station sold for assumption of liabilities
<b>cp</b>	Sale of construction permit for unbuilt station.
<b>c#</b>	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".
<b>d#</b>	Duopoly sale of two or more stations in the same service, either two FM's or two AM's.
<b>d</b>	Distress sale
<b>dn</b>	Donation
<b>e</b>	Estimated sales price
<b>g</b>	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".
<b>na</b>	No price available
<b>nc</b>	No cash consideration
<b>p</b>	Proposed sale
<b>st</b>	Transfer of stock or partnership interest
<b>sw</b>	Station swap
<b>+</b>	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	CIHts	CHt	Classic Hits	Rock
AAA	AAA	AAA	Album Oriented Rock/Classic Rock	CIRck	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
BIGrs	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

# Competitive Overview

Some stations also rated in Riverside.

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
KHHT	Los Angeles	B	92.3	43.0	2910	d	Clear Channel Comm	48	0008		g2	Urban/RhyBl	26,500	0.84	3.3	2.6	2.5	2.5	3.3	3.0	2.6	2.6	2.3
KLIT	Fountain Valley	A	92.7	0.7 cp	961		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	3465	a	Infinity Bcstg	48	0102		g4	Cisc Rock	36,500	1.47	2.6	2.1	2.4	2.4	2.0	2.1	2.2	2.4	2.2
• KFSB	Ontario	A	93.5	6.0	-131	k	Spanish Bcstg System	67	0010		g	3 Tropical				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
• KFSG	Redondo Beach	A	93.5	6.0	282	k	Spanish Bcstg System	61	0007		g	3 Tropical				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
• KZLA	Los Angeles	B	93.9	16.0	3137	j	Emmis	57	0010		sw	Country	20,900	0.87	2.5	1.9	2.4	2.3	1.9	2.2	2.2	2.3	2.9
KBUA	San Fernando	A	94.3	3.0	95	h	Liberma Bcstg Inc	58	9701	10,800		Mexican			0.4	0.8	0.3	0.4	0.4	0.3	0.3	0.3	0.2
• KMXN	Garden Grove	A	94.3	3.0	246		Liberma Bcstg Inc	61	0212 p	35,000		Mix AC	2,300		0.2	0.5	0.4	0.4	0.0	0.0	0.0	0.3	0.0
KTWV	Los Angeles	B	94.7	58.0	2832	a	Infinity Bcstg	61	0102		g4	NAC/Jazz	41,900	1.10	4.0	3.4	3.6	3.4	3.4	3.5	3.6	3.3	3.4
KLOS	Los Angeles	B	95.5	63.0	3130	b	ABC Radio Inc	47	9602		g1	AOR	33,500	1.30	2.7	2.0	2.7	2.1	1.9	2.6	2.3	2.6	2.7
KFSH	Anaheim	A	95.9	6.0	328	f	Salem Comm Corp	61	0008		g7	ChrsContem	4,600		0.8	0.7	0.7	0.6	0.7	0.6	0.5	0.6	0.6
KXOL	Los Angeles	B	96.3	54.0	479	k	Spanish Bcstg System	49	0105	250,000		SpnAC/Mexc	10,000	0.44	2.4	2.5	1.9	2.5	1.9	1.9	2.9	1.2	0.8
KWIZ	Santa Ana	A	96.7	6.0	203	k	Liberma Bcstg Inc	47	9612	11,200		Span/Trpcl	5,200	0.49	1.1	0.9	1.0	1.1	0.8	0.9	0.5	0.3	0.4
KLSX	Los Angeles	B	97.1	21.0	3002	a	Infinity Bcstg	54	0102		g4	Talk	37,800	1.46	2.7	2.5	2.3	2.2	2.5	2.5	2.5	2.5	2.1
• KLYV	Riverside	B	97.5	72.0	1828	g	Entravision Comm Co	59	0004		g	Span/Dance	12,500	1.09	1.2	0.9	0.9	1.2	1.1	1.1	1.4	1.1	1.2
KVVS	Mojave	A	97.7	3.0	299	d	Clear Channel Comm	66	9905		g5	Top 40	500		0.2	0.2	0.2	0.3	0.2	0.1	0.1	0.1	0.2
KLAX	East Los Angeles	B	97.9	33.0	604	k	Spanish Bcstg System	49	8712	15,000		Span/Mexc	13,400	0.50	2.8	2.9	2.3	2.7	2.5	2.2	2.5	3.0	2.1
• KRVC	West Covina	A	98.3	0.6	1004	e	Univision Comm Inc	57	0206 p		st	Span/Oldes			0.8	0.5	0.8	0.7	0.9	0.5	0.5	0.5	0.5
KYSR	Los Angeles	B	98.7	75.0	1181	d	Clear Channel Comm	54	0008		g	Modern AC	45,000	1.68	2.8	2.1	2.6	2.3	2.4	2.5	2.6	3.2	2.5
KKLA	Los Angeles	B	99.5	9.0	669	f	Salem Comm Corp	85				Chrst/Talk	11,500		0.7	0.6	0.6	0.5	0.7	0.5	0.5	0.6	0.5
KKBT	Los Angeles	B	100.3	15.0	1125		Radio One Inc	57	0008		g6	Urban	44,000	1.10	4.2	3.6	3.3	3.5	3.3	4.3	3.8	3.4	3.6
KRTH	Los Angeles	B	101.1	58.0	2930	a	Infinity Bcstg	41	0102		g4	Oldies	31,900	0.93	3.6	3.1	3.2	3.1	3.2	3.1	3.2	3.0	3.1
• KSCA	Glendale	B	101.9	4.8	2832	e	Univision Comm Inc	48	0206 p		st	Ranchera	31,000	0.70	4.6	3.9	3.2	4.7	4.0	4.2	4.0	4.8	4.8
KJLH	Compton	A	102.3	5.6	338		Taxi Prod Inc	65	7906			Urban	4,000	0.26	1.6	1.9	1.5	1.4	1.4	1.3	1.5	1.7	1.7
KIIS	Los Angeles	B	102.7	8.0	2959	d	Clear Channel Comm	48	9905		g5	Top 40	60,500	1.32	4.8	3.9	4.6	3.7	3.8	4.4	4.2	4.6	4.5
• KDLD	Santa Monica	A	103.1	3.0	266	g	Entravision Comm Co	60	0008	85,000	d5	Dance	1,000		0.3	0.4	0.3	0.2	0.2	0.3	0.2	0.1	0.3
• KDLE	Newport Beach	A	103.1	2.0	299	g	Entravision Comm Co	62	0008		d5	Dance				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
• KOST	Los Angeles	B	103.5	12.5	3114	d	Clear Channel Comm	57	0008		g2	AC	46,900	1.07	4.6	3.9	3.4	3.9	4.4	4.1	3.3	3.2	3.7
• KRCD	Inglewood	A	103.9	4.1	387	e	Univision Comm Inc	59	0206 p		st	Span/Oldes	4,100		0.8	0.8	0.8	1.0	0.6	0.5	0.6	0.7	0.8
KBIG	Los Angeles	B	104.3	105.0	2894	d	Clear Channel Comm	59	0008		g2	AC	35,600	1.28	2.9	2.6	2.2	2.8	2.5	2.4	2.7	2.5	2.5
KMZT	Los Angeles	B	105.1	18.0	2887	c	Mt Wilson FM Bcstrs	59				Classical	6,900	0.33	2.2	2.0	2.0	1.6	2.1	1.8	1.7	1.2	1.6
KBUE	Long Beach	A	105.5	3.0	466	h	Liberma Bcstg Inc	61	9412	13,000	e	Mexican	21,800	0.84	2.7	2.7	2.6	2.3	2.3	2.1	2.1	2.3	2.8
KPWR	Los Angeles	B	105.9	25.0	3035	j	Emmis	56	8401		g	Urban/CHR	49,000	0.93	5.5	5.4	5.1	4.9	5.0	4.0	4.7	4.8	3.9
KALI	Santa Ana	A	106.3	6.0 cp	328	i	Multicultural Bcstg	60	9512	9,100		Variety	3,100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KGMX	Lancaster	A	106.3	3.0	135	n	Point Bcstg Co	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	0102		g4	Alternative	53,900	1.01	5.6	4.4	4.9	4.3	5.1	5.0	4.7	5.1	4.5
• KSSE	Arcadia	A	107.1	6.0	-43		Entravision Comm Co	60	0212 p		g	Span/CHR	6,400	0.56	1.2	1.1	1.1	0.9	1.2	1.0	1.0	1.2	1.6
• KLVE	Los Angeles	B	107.5	29.5	2999	e	Univision Comm Inc	59	0206 p		st	Span/Varty	30,000	0.78	4.0	3.4	3.0	3.6	3.5	3.6	3.7	4.3	4.6
KWVE	San Clemente	B	107.9	0.5	3793		Calvary Chapel	71	8504	2,000		Christian	1,300		0.6	0.6	0.6	0.5	0.5	0.4	0.5	0.5	0.6
# FM Stations -					39	# Combos -					33	FM TOTALS			80.4	70.8	69.4	70.0	69.7	69.0	69.1	70.3	69.9

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 2

Revenue Rank: 1

# Los Angeles, CA Market Overview



### Metro Counties / Population (000)

Los Angeles, CA	9,774.3
Orange, CA	2,933.5
	12,707.8

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

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$576,500	\$658,200	\$780,200	\$927,400	\$868,200	\$956,000	10.6%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07	
10.1%	1,042,000	1,114,900	1,176,300	\$1,241,000	\$1,303,000	6.4%	
Revenue/Retail Sales	NA <sup>1/</sup>	\$6.01/1,000	\$6.07/1,000				<b>Est. Breakout</b>
Revenue/Capita	\$47.78	\$75.23	\$96.53				Local 75%
							National 25%

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	12,066.0	12,707.8	1.0%	12,707.8	13,497.8	1.2%
Households	3,949.5	4,165.4	1.1%	4,165.4	4,381.9	1.0%
Retail Sales	NA <sup>1/</sup>	159,085.6	NA <sup>1/</sup>	159,085.6	214,652.7	6.2%
EBI <sup>2/</sup>	178,500.9	233,009.1	5.5%	233,009.1	281,546.7	3.9%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	6,283.6	1,232.1	571.2	673.6	1,041.3	997.1	780.9	987.5
Women (000)	6,424.2	1,175.2	537.5	641.0	999.0	985.1	829.6	1,256.8
Total	12,707.8	2,407.3	1,108.7	1,314.6	2,040.2	1,982.2	1,610.5	2,244.3
Percentage	100.0%	18.9%	8.7%	10.3%	16.1%	15.6%	12.7%	17.7%
Per Capita	\$ 18,336			Median Household	\$ 43,662		Avg Household	\$ 55,939
Ethnic Population:	White 51.3%		Black 7.8%		Asian 13.0%		Hispanic 42.5%	

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	17	22		28	39	36	75
Tot 12+	10.5	60.3		68.5	70.8	16.4	87.2
Avg 12+	0.6	2.7		2.4	1.8	0.5	1.2
Tot LCS	12.0	69.2		78.6	81.2	18.8	100.0
Avg LCS	0.7	3.1		2.8	2.1	0.5	1.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



Abbreviation	Short Abbrev.	Full Format Name	Major Format Category	Abbreviation	Short Abbrev.	Full Format Name	Major Format Category
HpHop	Hhp	Hip Hop	Urban	Pubc	Pub	Public	Public - Non Commercial Station
Info	Inf	Information	Miscellaneous	PubSv	PbS	Public Service	News
Inspr	Inp	Inspiration	Religion	R&BOd	R&B	R&B Oldies	Urban
Intnl	Int	International	Ethnic	RckAC	RAC	Rock AC	Rock
Japns	Jap	Japanese	Ethnic	Relgn	Rlg	Religion	Religion
Jazz	Jaz	Jazz	Jazz/New Age	RhyBl	R&B	Rhythm & Blues	Urban
Kids	Kds	Children	Miscellaneous	Rhymc	Rym	Rhythmic	Contemporary Hit Radio/Top 40
Korea	Krn	Korean	Ethnic	Rk&RI	R&R	Rock & Roll	Rock
Lt AC	LtA	Lite AC	Easy Listening/Beautiful Music	RlgMs	RMs	Religious Music	Religion
LtRck	LRk	Lite Rock	Easy Listening/Beautiful Music	Rncha	Rch	Ranchera	Spanish
MdRck	MRk	Modern Rock	Rock	Rock	Rck	Rock	Rock
Mexcn	Mex	Mexican	Spanish	SfHts	SHT	Soft Hits	Easy Listening/Beautiful Music
MixAC	Mix	Mix AC	Adult Contemporary	SftAC	SAC	Soft AC	Easy Listening/Beautiful Music
ModAC	MdA	Modern AC	Adult Contemporary	SftRk	SRk	Soft Rock	Adult Contemporary
MOR	MOR	MOR	Middle of the Road	SmJaz	SJz	Smooth Jazz	Jazz/New Age
Motvl	Mvl	Motivational	Talk	Span	Spn	Spanish	Spanish
NAC	NAC	NAC	Jazz/New Age	SpnAC	SpA	Spanish AC	Spanish
News	Nws	News	News	Sprts	Spt	Sports	Sports
Nstlg	Nst	Nostalgia	Nostalgia/Big Band	Talk	Tlk	Talk	Talk
NwAge	NAg	New Age	Jazz/New Age	Tejno	Tej	Tejano	Spanish
NwRck	NRk	New Rock	Rock	Top40	T40	Top 40	Contemporary Hit Radio/Top 40
Oldes	Old	Oldies	Oldies	UrbAC	UAC	Urban AC	Urban
Polka	Pka	Polka	Miscellaneous	Urban	Urb	Urban	Urban
Polsh	Pol	Polish	Ethnic	UrCHR	UCH	Urban CHR	Urban
Portg	Ptg	Portuguese	Ethnic	VarHt	VHt	Variety Hits	Miscellaneous
Prgvs	Pgv	Progressive	Rock	Varty	Var	Variety	Miscellaneous

# Competitive Overview

Some stations also rated in markets 18,36, 52, 60, 142.

AM Stations		ARB 12+ Metro Shares (see rights)																						
Calls	City of License	FCC Class	Freq	Day	Night	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	Fall	Summer	Spring	Winter	Fall	Summer	Spring	Winter		
				Power (kW)	Power (kW)							C	Revenue (000)1/		Power Ratio	2002	2002	2002	2002	2001	2001	2001	2001	
WLIE	Islip	B	540	1.1 cp	0.22	Long Is. Multi-Media	60	9510	See (18)		News/Talk	n/a		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WMCA	New York	B	570	5.0	5.00	I Salem Comm Corp	25	8909	15,000		Chrst/Talk	6,300	0.4	0.4	0.4	0.5	0.0	0.0	0.4	0.5	0.3			
WSNR	Jersey City	B	620	3.0 cp	7.60	Rose City Radio Corp	48	0102		g	Sprts/Talk	3,400		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WFAN	New York	A	660	50.0	50.00	a Infinity Bcstg	22	0102		g1	Sprts/Talk	52,300	2.42	2.8	2.2	2.1	2.7	2.4	2.6	2.5	2.6	2.5		
WOR	New York	A	710	50.0	50.00	Buckley Bcstg Corp	22	8809	24,000		News/Talk	20,800	1.00	2.7	2.2	2.5	2.3	2.3	2.3	2.4	2.4	2.8		
WGSM	Huntington	D	740	25.0	0.04	p K Communications	51	0112	See (18)		Korean	n/a		0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1		
WABC	New York	A	770	50.0	50.00	c ABC Radio Inc	21	9602		g2	1 Nws/Tlk/Spt	21,900	0.68	4.2	3.2	3.4	3.6	3.6	4.0	3.7	3.9	2.9		
WCBS	New York	A	880	50.0	50.00	a Infinity Bcstg	24	0102		g1	News	41,600	1.46	3.7	2.7	3.4	3.3	2.6	3.6	2.9	2.8	2.7		
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	5,300		0.0	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	Chrst/Talk	4,400		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	0102		g1	News	53,600	1.48	4.7	4.2	3.7	3.7	4.0	4.8	4.3	3.4	3.7		
• WEVD	New York	B	1050	50.0	50.00	ABC Radio Inc	22	0303	78,000		1 Sports	700		0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.5	0.4		
WHLI	Hempstead	D	1100	10.0	0.00	p Barnstable Bcstg Inc	47	8412			2 MOR	n/a	0.7	1.0	0.5	0.5	0.7	0.7	0.7	0.7	0.4	0.7		
WBBR	New York	A	1130	50.0	50.00	Bloomberg Comm Inc	34	9211	13,580		News	5,000	0.7	0.6	0.6	0.6	0.6	0.7	0.6	0.5	0.7			
WVNJ	Oakland	B	1160	20.0	2.50	Universal Bcstg	93				Adlt Stndrd	800	0.1	0.0	0.3	0.0	0.0	0.0	0.4	0.0	0.0			
WWTR	Bridgewater	D	1170	0.2	0.00	Greater Media	71	0107			Nostalgia	n/a		0.0	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	4,100	0.38	1.4	1.2	1.0	1.3	1.3	1.4	1.0	1.1	1.0		
WFAS	White Plains	C	1230	1.0	1.00	b Cumutus Bcstg Inc	32	0203			Adlt Stndrd	n/a		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WMTR	Morristown	B	1250	5.0 cp	7.00	r Greater Media	48	0107			Nostalgia	n/a	0.1	0.3	0.0	0.0	0.4	0.0	0.0	0.5	0.0			
WADO	New York	B	1280	50.0	7.20	e Univision Comm Inc	34	0206 p		st	Spr/Nws/Spt	8,200	0.66	1.6	1.3	1.3	1.5	1.1	1.6	1.3	1.6	1.6		
WRCR	Spring Valley	D	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	10.0 cp	5.00	Radio Vision Cristia	72	8906	13,000		Span/Chrst	n/a		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WALK	East Patchogue	D	1370	0.5	0.10	g Clear Channel Comm	52	0008			Big Band	n/a		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• WLXE	New York	B	1380	5.0	5.00	Multicultural Bcstg	27	0302 p	37,000		Mexican	1,500	0.4	0.4	0.4	0.4	0.4	0.3	0.0	0.3	0.3			
WLNA	Peekskill	B	1420	5.0	1.00	s Pamal Broadcasting	48	9701			Adlt Stndrd	n/a		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	Ethnic	3,100		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3		
WCTC	New Brunswick	C	1450	1.0	1.00	d Greater Media	46	5705			Talk	n/a		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WVOX	New Rochelle	D	1460	0.5	0.12	i Hudson Westchester	50				Talk	n/a		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	3,600		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WGHT	Pompton Lakes	D	1500	1.0	0.00	Mariana Bcstg Inc	64	9307	425		Oldies	n/a		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WJDM	Elizabeth	D	1530	1.0	0.00	Radio Unica	70	9901			Span/Top40	n/a		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 New York Times Co	36				1 Children	1,900		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WWRL	New York	B	1600	25.0	5.00	Access.1 Comm	26	8206	1,985		R&BOD/Trpcl	2,700	0.2	0.0	0.0	0.3	0.0	0.4	0.0	0.0	0.0			
WWRU	Jersey City	B	1660	10.0 cp	10.00	Radio Unica	97	9901		g	Span/Top40	4,300	0.1	0.0	0.0	0.0	0.0	0.5	0.5	0.3	0.5			
				# AM Stations -		35	# Combos -		20	AM TOTALS				23.8	19.7	19.6	20.6	19.9	23.0	21.3	20.8	20.5		
				AM & FM Stations Profiled -		76	# Duopolies -		24	Total Local Commercial Share				86.6	85.5	86.2	86.6	86.6	87.2	87.0	87.0			

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.



Metro Rank: 2

Revenue Rank: 1

# Los Angeles, CA Market Overview



### Metro Counties / Population (000)

Los Angeles, CA	9,774.3
Orange, CA	2,933.5
<b>Total</b>	<b>12,707.8</b>

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

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$576,500	\$658,200	\$780,200	\$927,400	\$868,200	\$956,000
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	10.1%	1042,000	1114,900	1176,300	\$1,241,000	\$1,303,000	6.4%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA <sup>1/</sup>	\$6.01/1,000	\$6.07/1,000	Local	75%		
Revenue/Capita	\$47.78	\$75.23	\$96.53	National	25%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

MSA Population	1997	2002	Growth Rate	2002	2007	Growth Rate
		12,066.0	12,707.8	1.0%	12,707.8	13,497.8
Households	3,949.5	4,165.4	1.1%	4,165.4	4,381.9	1.0%
Retail Sales	NA <sup>1/</sup>	159,085.6	NA <sup>1/</sup>	159,085.6	214,652.7	6.2%
EBI <sup>2/</sup>	178,500.9	233,009.1	5.5%	233,009.1	281,546.7	3.9%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	6,283.6	1,232.1	571.2	673.6	1,041.3	997.1	780.9	987.5
Women (000)	6,424.2	1,175.2	537.5	641.0	999.0	985.1	829.6	1,256.8
Total	12,707.8	2,407.3	1,108.7	1,314.6	2,040.2	1,982.2	1,610.5	2,244.3
Percentage	100.0%	18.9%	8.7%	10.3%	16.1%	15.6%	12.7%	17.7%
Per Capita	\$ 18,336		Median Household	\$ 43,662		Avg Household	\$ 55,939	
Ethnic Population:	White	51.3%	Black	7.8%	Asian	13.0%	Hispanic	42.5%

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	17	22		28	39	36	75
Tot 12+	10.5	60.3		68.5	70.8	16.4	87.2
Avg 12+	0.6	2.7		2.4	1.8	0.5	1.2
Tot LCS	12.0	69.2		78.6	81.2	18.8	100.0
Avg LCS	0.7	3.1		2.8	2.1	0.5	1.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in markets 18,36, 52, 60, 142.  
ARB 12+ Metro Shares (see rights)

## 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	2002 Est Revenue (000)†/	Power Ratio	Avg '02 Local Comm	2002				2001											
															Fall	Summer	Spring	Winter	Fall	Summer	Spring	Winter								
WXRK	New York	B	92.3	6.0	1362	a	51	0102		g1	Alternative	46,200	1.58	3.8	3.6	3.4	3.2	3.3	3.2	3.2	3.2	3.3								
WLIR	Garden City	A	92.7	2.0 cp	522						Modern Rock	n/a		0.5	0.3	0.4	0.5	0.5	0.4	0.4	0.5	0.5								
WPAT	Paterson	B	93.1	5.4	1421	h	57	9608	83,500		Spanish Bcstg System	14,400	0.67	2.8	3.1	2.2	2.5	2.5	2.4	2.4	2.9	2.7								
WRTN	New Rochelle	A	93.5	3.0	331	i	53				Hudson Westchester	53			0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0								
WJLK	Asbury Park	A	94.3	1.3	499		47	0206			Millennium Radio Gr	47			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
WMJC	Smithtown	A	94.3	3.0	299	p	61	9711	See (18)	2	Barnstable Bcstg Inc	61			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
WFME	Newark	B	94.7	37.2	571		47	6603			Family Stations Inc	47		1.0	0.7	1.1	1.0	0.7	0.7	1.0	0.9	1.0								
WHFM	Southampton	A	95.3	5.0	354	n	71	9805			Cox Radio Inc	71			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	60	9602		g2	1 Hot AC	37,100	1.60	3.0	2.6	3.0	2.6	2.6	2.3	2.5	2.4	2.3								
WQXR	New York	B	96.3	6.0	1362		39				New York Times Co	39		3.2	2.8	3.0	2.4	2.7	2.8	2.2	2.5	3.0								
WKHL	Stamford	A	96.7	3.0	328		47	0008			Cox Radio Inc	47			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
WQHT	New York	B	97.1	6.7	1339	k	61	8809		g	Urban CHR	42,000	0.89	6.1	4.8	4.8	4.3	6.1	5.7	6.6	5.9	6.0								
WALK	Patchogue	B	97.5	39.0	554	g	52	0008			Clear Channel Comm	52			0.9	0.9	0.9	0.7	0.8	0.7	0.9	1.0								
WSKY	New York	B	97.9	6.0	1362	h	50	8901	55,500		Spanish Bcstg System	50		4.8	4.0	3.9	4.1	4.3	4.1	4.4	3.8	4.4								
WKJY	Hempstead	A	98.3	3.0	328	p	47	8412	See (18)	2	Soft Rock	n/a		0.5	0.4	0.4	0.5	0.3	0.5	0.5	0.5	0.5								
WMGQ	New Brunswick	A	98.3	1.2	525	d	47				Greater Media	47		0.4	0.4	0.4	0.4	0.4	0.3	0.3	0.4	0.4								
WDRE	Westhampton	A	98.5	6.0	282	o	93	9506			Jarad Bcstg Co Inc	93			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	41	9411		st	Urban AC	24,800	0.87	3.7	4.1	3.0	3.6	3.4	2.7	3.3	3.3	3.0								
WAWZ	Zarephath	B	99.1	28.0 cp	656		54				Pillar of Fire	54			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	61	0008		g3	CHR	42,600	1.10	5.0	4.4	4.7	4.2	4.1	4.3	4.6	4.3	4.4								
WHUD	Peekskill	B	100.7	50.0	499	s	58	9701	See (60)		Pamal Broadcasting	58		0.5	0.6	0.5	0.6	0.4	0.3	0.5	0.4	0.5								
WCBS	New York	B	101.1	6.8	1326	a	41	0102		g1	Oldies	36,600	0.95	5.0	3.6	4.5	4.1	4.5	4.1	4.3	4.1	4.0								
WKXW	Trenton	B	101.5	15.5	902		62	0202			Millennium Radio Gr	62		0.9	0.8	0.8	0.8	0.8	0.8	0.9	0.9	0.9								
WQCD	New York	B	101.9	6.2	1355	k	45	9804		sw	NAC/Jazz	25,400	0.89	3.7	3.7	2.9	3.4	3.2	3.4	3.2	3.0	3.6								
WBAB	Babylon	A	102.3	6.0	269	q	58	9805			Cox Radio Inc	58		0.7	0.6	0.7	0.7	0.6	0.5	0.6	0.6	0.5								
• WNEW	New York	B	102.7	6.0	1362	a	58	0102		g1	CHR	15,000	1.22	1.6	0.7	1.3	1.7	1.2	1.3	1.6	1.7	1.5								
• WBZO	Bay Shore	A	103.1	1.6	463		93	9705	See (18)	2	Oldies	n/a		0.6	0.5	0.6	0.4	0.5	0.4	0.5	0.5	0.4								
WKTU	Lake Success	B	103.5	5.4	1417	g	40	0008		g3	CHR/Rhymc	39,000	1.33	3.8	4.1	3.5	3.1	3.6	3.0	3.8	3.9	3.9								
WFAS	White Plains	A	103.9	0.6	669	b	47	0203			Cumulus Bcstg Inc	47		0.2	0.3	0.0	0.0	0.3	0.3	0.3	0.3	0.3								
WRCN	Riverhead	A	103.9	1.4	486	p	62	9711		2	Clsc 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	56	0008		g3	Clsc Rock	33,500	1.40	3.1	2.4	2.8	2.7	2.8	2.4	2.6	2.9	2.5								
WWPR	New York	B	105.1	17.0	850	g	53	0008		g3	CHR/Rhymc	22,300	0.74	3.9	3.7	4.1	4.2	2.8	2.5	2.1	2.4	2.7								
WDHA	Dover	A	105.5	1.0	574	r	61	0107			Greater Media	61		0.4	0.3	0.4	0.4	0.4	0.3	0.4	0.4	0.5								
WCAA	Newark	B1	105.9	0.6 cp	1365	e	62	0206 p		st	Span/Trpcl	4,500	0.25	2.3	2.2	2.3	2.2	1.8	1.6	1.7	1.8	1.9								
WBLI	Patchogue	B	106.1	47.0	499	q	58	9805			Cox Radio Inc	58		1.0	1.1	0.8	0.7	0.9	0.9	0.8	0.7	0.9								
WFAF	Mount Kisco	A	106.3	1.4	440	b	64	0203			Cumulus Bcstg Inc	64			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	61	0008		g3	Lite AC	65,100	1.16	7.3	6.5	6.2	6.4	6.3	6.4	6.0	6.2	5.7								
• WWXY	Hampton Bays	A	107.1	6.0	279	j	80	0212 p			Nassau Bcstg Ptrs LP	80			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
• WWZY	Long Branch	A	107.1	0.6 cp	541	j	60	0212 p			Nassau Bcstg Ptrs LP	60		0.2	0.0	0.0	0.3	0.2	0.2	0.3	0.3	0.4								
• WYNY	Briarcliff Manor	A	107.1	1.9	591	j	60	0212 p			Nassau Bcstg Ptrs LP	60		0.4	0.0	0.0	0.3	0.5	0.6	0.8	0.7	0.8								
WBLS	New York	B	107.5	4.2	1362	f	65				Inner City Bcstg	65		4.5	3.7	3.3	3.6	4.2	4.5	3.2	3.5	3.1								
														# FM Stations -	41	# Combos -	31	FM TOTALS				75.8	66.9	65.9	65.6	66.7	63.6	65.9	66.2	66.5

• Indicates a change since last edition

†/ See introduction section for interpretation of revenue estimates.

Metro Rank: 1

Revenue Rank: 2

# New York, NY Market Overview



### Metro Counties / Population (000)

Fairfield, CT	358.5
Bergen, NJ	892.3
Essex, NJ	794.4
Hudson, NJ	619.0
Middlesex, NJ	763.2
Monmouth, NJ	626.7
Morris, NJ	478.8
Passaic, NJ	491.3
Somerset, NJ	306.0
Union, NJ	526.4
Bronx, NY	1,345.4
Kings, NY	2,478.9
Nassau, NY	1,332.5
New York, NY	1,535.7
Putnam, NY	97.7
Queens, NY	2,257.0
Richmond, NY	452.4
Rockland, NY	288.8
Suffolk, NY	1,432.5
Westchester, NY	925.5
<b>Total</b>	<b>18,003.0</b>

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

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$551,800	\$623,900	\$708,900	\$830,500	\$714,700	\$771,300
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
		7.9%	\$824,000	\$881,700	\$930,200	\$981,300	\$1,030,400
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
Revenue/Capita	NA <sup>1/</sup>	\$3.60/1,000	\$3.77/1,000	Local	82%		
	\$32.85	\$42.84	\$55.88	National	18%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	16,797.8	18,003.0	1.4%	18,003.0	18,440.3	0.5%
Households	6,079.9	6,542.6	1.5%	6,542.6	6,686.0	0.4%
Retail Sales	NA <sup>1/</sup>	214,497.0	NA <sup>1/</sup>	214,497.0	273,649.1	5.0%
EBI <sup>2/</sup>	317,326.6	408,586.6	5.2%	408,586.6	515,334.2	4.8%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	8,627.1	1,522.0	734.0	813.0	1,311.0	1,405.1	1,183.9	1,658.0
Women (000)	9,375.9	1,455.0	695.5	812.5	1,364.9	1,469.4	1,314.2	2,264.4
Total	18,003.0	2,977.0	1,429.5	1,625.5	2,675.9	2,874.5	2,498.1	3,922.5
Percentage	100.0%	16.5%	7.9%	9.0%	14.9%	16.0%	13.9%	21.8%
Per Capita	\$ 22,695			Median Household	\$ 47,329		Avg Household	\$ 62,451
Ethnic Population:		White 59.5%	Black 18.7%	Asian 8.1%		Hispanic 20.6%		

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	18	23		22	41	35	76
Tot 12+	2.8	64.1		64.0	66.9	19.7	86.6
Avg 12+	0.2	2.8		2.9	1.6	0.6	1.1
Tot LCS	3.2	74.0		73.9	77.3	22.7	100.0
Avg LCS	0.2	3.2		3.4	1.9	0.6	1.3

# Competitive Overview

Some stations also rated in Riverside.

AM Stations		ARB 12+ Metro Shares (see rights)																						
Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Fall	Summer	Spring	Winter	Fall	Summer	Spring	Winter	
				Power (kW)	Power (kW)											2002	2002	2002	2002	2001	2001	2001	2001	
XSUR	Tijuana	B	540	1.0	1.00	c	Mt Wilson FM Bcstrs	97				Adlt Stndrd	n/a			0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• KLAC	Los Angeles	B	570	50.0	5.00	d	Clear Channel Comm	24	0008		g2	Adlt Stndrd	19,800	2.07	1.0	0.9	1.1	1.1	0.8	0.6	1.0	1.6	1.4	
KRLH	San Bernardino	B	590	1.0	1.00	f	Salem Comm Corp	29	0201	7,000		News/Talk	400			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KAVL	Lancaster	B	610	4.9	4.00	d	Clear Channel Comm	50	9905		g	1 Spts/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KFI	Los Angeles	A	640	50.0	50.00	d	Clear Channel Comm	22	0008		g2	Talk	39,800	0.87	4.8	3.6	4.5	3.8	4.0	4.2	3.7	3.6	3.1	
KIRN	Simi Valley	B	670	5.0	3.00	m	Lotus Comm Corp	84	9702	4,200		Ethnic	3,000			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• KSPN	Los Angeles	B	710	50.0	10.00	b	ABC Radio Inc	27	9602		g1	Sports	2,700		0.1	0.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0	
KBRT	Avalon	D	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	11,300	0.44	2.7	2.4	2.5	2.0	2.2	2.6	2.2	1.9	1.8	
KPLS	Orange	B	830	50.0	20.00	f	Catholic Radio Netwk	92	9810		g	Talk	2,500		0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	
KRLA	Glendale	B	870	20.0	3.00	f	Salem Comm Corp	31	9808	33,400		News/Talk	6,900		0.8	0.6	0.7	0.5	0.8	0.8	0.7	1.3	1.3	
KALI	West Covina	D	900	0.5	0.08	i	Multicultural Bcstg	63	9811	9,000		Variety	2,100		0.1	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	
KHJ	Los Angeles	B	930	5.0	5.00	h	Lieberman Bcstg Inc	22	9003	23,000		Mexican	5,700		0.9	1.0	0.7	0.8	1.0	0.7	0.9	0.9	1.5	
• KFVB	Los Angeles	B	980	5.0	5.00	a	KFVB License Trust	25	0301			News	28,000	1.39	2.1	1.8	1.6	1.8	1.7	2.1	1.8	1.7	2.1	
• KTNQ	Los Angeles	B	1020	50.0	50.00	e	Univision Comm Inc	25	0206 p		st	Span/Varty	5,500		0.6	0.6	0.4	0.6	0.6	0.6	0.6	0.9	1.0	
KNX	Los Angeles	A	1070	50.0	50.00	a	Infinity Bcstg	20	0102		g4	News	36,900	1.43	2.7	2.2	2.1	2.3	2.5	2.4	2.4	2.2	2.7	
• KDIS	Pasadena	B	1110	50.0	20.00	b	ABC Radio Inc	42	0103	65,000		Children	1,800		0.3	0.3	0.0	0.4	0.3	0.4	0.0	0.4	0.5	
KXTA	Los Angeles	B	1150	50.0	44.00	d	Clear Channel Comm	27	9905		g5	Spts/Talk	21,900		0.7	0.3	0.7	0.7	0.6	0.4	0.7	0.6	0.4	
KXMX	Paramount	B	1190	25.0	1.00	f	Salem Comm Corp	59	0008		g9	Ethnic	2,100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KIIS	Canyon Country	B	1220	1.0	0.50	d	Clear Channel Comm	89	9905	2,200	1	Top 40				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		Spn/Tlk/Spt	200			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	1,900			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KSUR	Beverly Hills	B	1260	20.0	7.50	c	Mt Wilson FM Bcstrs	47	9212	2,500		Adlt Stndrd	1,100		0.1	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	
KAZN	Pasadena	B	1300	5.0	1.00	i	Multicultural Bcstg	42	9806	12,000		Asian	6,500			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		Spn/Tlk/Spt	10,100		0.6	0.4	0.5	0.5	0.5	0.7	0.5	0.6	0.5	
KWJL	Lancaster	D	1380	1.0	0.00	n	Point Bcstg Co	56	9702		g3	Big Band	100			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	l	Hi-Favor Bcstg LLC	26	0008	30,000	2	Span/Chrst			1.1	0.6	0.9	0.9	1.1	0.9	0.5	0.5	0.4	
KMRB	San Gabriel	B	1430	5.0	5.00	l	Multicultural Bcstg	42	9408	5,750		Asian/Talk	3,500			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 Bcstg	58				Relgn/Ethnc				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	Point Bcstg Co	57	9701	319		Span/Talk	300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KVNR	Santa Ana	B	1480	5.0	5.00	h	Lieberman Bcstg Inc	26	8712			Asian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KIEV	Culver City	B	1500	50.0	4.30		Royce Intl Bcstg Co	86				Variety				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		Rose City Radio Corp	52	0102		g	Sports	500			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		Span/Talk	7,200	0.68	1.1	0.8	0.8	0.9	0.9	1.1	1.3	0.8	0.8	
KMNY	Pomona	B	1600	5.0	5.00	i	Multicultural Bcstg	47	9812	7,550		BNw/Eth/AST				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KFOX	Torrance	B	1650	10.0	0.49		Chagal Comm	98	0007	30,000		Korean				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
				# AM Stations -		36		# Combos -		28		AM TOTALS			19.8	16.4	16.9	16.9	17.0	17.8	16.3	17.0	17.5	
				AM & FM Stations Profiled -		75		# Duopolies -		28		Total Local Commercial Share					87.2	86.3	86.9	86.7	86.8	85.4	87.3	87.4

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 3

Revenue Rank: 3

# Chicago, IL Market Overview



### Metro Counties / Population (000)

Cook, IL	5,383.4
DuPage, IL	918.2
Grundey, IL	38.2
Kane, IL	418.9
Kendall, IL	57.4
Lake, IL	663.6
McHenry, IL	272.1
Will, IL	530.7
Lake, IN	481.8
Porter, IN	148.3
Kenosha, WI	153.9
<b>Total</b>	<b>9,066.5</b>

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

<b>ESTIMATED GROSS REVENUES</b> ***	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>Δ 97 - 02</b>
	\$388,600	\$439,400	\$534,800	\$589,900	\$533,500	\$559,000	7.5%
	<b>Δ 01 - 02</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>Δ 02 - 07</b>
	4.8%	\$590,000	\$628,400	\$662,900	\$699,400	\$734,300	5.6%
<b>Revenue/Retail Sales</b>	<b>1997</b>	<b>2002</b>	<b>2007</b>	<b>Est. Breakout</b>			
	NA <sup>1/</sup>	\$4.92/1,000	\$5.20/1,000	Local	76%		
<b>Revenue/Capita</b>	\$45.75	\$61.66	\$78.45	National	24%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<b>1997</b>	<b>2002</b>	<b>Growth Rate</b>	<b>2002</b>	<b>2007</b>	<b>Growth Rate</b>
MSA Population	8,493.3	9,066.5	1.3%	9,066.5	9,359.8	0.6%
Households	3,039.2	3,269.5	1.5%	3,269.5	3,376.8	0.6%
Retail Sales	NA <sup>1/</sup>	113,558.7	NA <sup>1/</sup>	113,558.7	141,282.0	4.5%
EBI <sup>2/</sup>	154,637.5	201,772.7	5.5%	201,772.7	264,430.1	5.6%

### Demographic Breakdown

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	4,430.2	835.1	408.6	444.6	677.2	707.6	598.5	758.6
Women (000)	4,636.3	798.2	387.3	422.2	673.7	724.5	631.6	998.8
Total	9,066.5	1,633.4	795.8	866.8	1,350.8	1,432.1	1,230.1	1,757.5
Percentage	100.0%	18.0%	8.8%	9.6%	14.9%	15.8%	13.6%	19.4%
Per Capita	\$ 22,255		Median Household	\$ 44,654		Avg Household	\$ 61,714	
Ethnic Population:	White	65.9%	Black	18.8%	Asian	4.5%	Hispanic	17.4%

### Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	21	25		26	46	42	88
Tot 12+	4.1	62.8		64.4	66.9	20.7	87.6
Avg 12+	0.2	2.5		2.5	1.5	0.5	1.0
Tot LCS	4.7	71.7		73.5	76.4	23.6	100.0
Avg LCS	0.2	2.9		2.8	1.7	0.6	1.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

City of	Calls	License	FCC Class	Power (kW)	FM Stations -	# FM Stations -	46	# Combos -	FM TOTALS	2002 Est				ARB 12+ Metro Shares (see rights)				Metro Rank: 3					
										Revenue (000)M	A Format	Local Power Ratio	Avg '02 Comm	Fall 2002	Summer 2002	Spring 2002	Winter 2002		Fall 2001	Summer 2001	Spring 2001	Winter 2001	
Hammond	WPWX		B	44.0	492	o	Crawford Bcstg Co	59	5909	22,000	d2	Spanish AC	6.400	0.30	3.8	3.4	3.5	3.0	3.5	2.9	0.8		
			B	92.5	20.0	g	Spanish Bcstg System 61	61	0301	p	d2	Spanish AC	4.900	0.9	0.9	0.2	0.2	0.1	0.7	0.6	0.4	0.3	
			A	92.7	1.8	g	Spanish Bcstg System 60	60	0301	p	d2	Spanish AC	10,300	0.97	1.9	1.9	1.7	1.7	1.4	1.5	1.6	2.2	
			B	95.1	50.0	f	NextMedia Group	61	0011	g4	g4	Alternative	2,400	0.5	0.5	0.6	0.4	0.4	0.5	0.7	0.0	0.0	
			B	95.7	8.3	d	Clear Channel Comm	59	0008	g4	g4	Rock	23,900	0.87	4.9	4.6	4.2	4.8	3.8	4.5	4.7	3.9	0.3
			A	95.7	3.0	cp	Nelson Enterprises	97	9511	7	cp	AC	400	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
			A	95.9	2.9	f	NextMedia Group	61	0012	c1	c1	Cisc Hits	1,600	0.5	0.5	0.4	0.4	0.4	0.4	0.4	0.3	0.0	0.0
			B	96.3	4.2	a	Infinity Bcstg	41	0102	g2	g2	CHR/Dance	26,700	0.97	4.9	4.2	4.3	4.0	4.5	4.2	4.4	5.3	0.0
			A	96.7	3.5	f	NextMedia Group	60	0011	g4	g4	Rock	800	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
			B	96.9	38.0	p	Bonneville Intl	62	0102	d1	d1	Rock	165,000	0.83	3.2	2.6	2.5	2.9	3.0	3.3	3.3	0.0	0.0
			B	97.1	7.9	cp	Bonneville Intl	55	0102	d1	d1	Rock	14,800	0.83	3.2	2.6	2.5	2.9	3.0	3.3	3.3	0.0	0.0
			B	97.9	4.0	cp	Bonneville Intl	42	9707	g8	g8	Cisc Rock	17,300	1.19	2.6	2.1	2.6	2.5	2.0	2.0	2.5	2.5	1.3
			A	98.3	3.0	g	Three Eagles Comm	76	9702	g8	g8	Country	500	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.0	0.0
			B	98.7	6.0	a	Infinity Bcstg	51	7003	g2	g2	Classical	6,600	0.45	2.6	2.4	2.0	2.0	2.0	2.0	2.0	0.0	0.0
			B	99.5	5.7	cp	Infinity Bcstg	40	0102	g2	g2	Country	29,500	1.43	3.7	3.5	3.4	3.4	2.9	2.9	2.8	1.9	0.0
			B	99.9	50.0	!	Entravision Comm Co	62	0008	g9	g9	Spanish	2,700	0.6	0.6	0.6	0.5	0.5	0.5	0.5	0.5	0.5	0.5
			B	99.9	50.0	!	Entravision Comm Co	62	0008	g9	g9	Spanish	2,700	0.6	0.6	0.6	0.5	0.5	0.5	0.5	0.5	0.5	0.5
			A	100.3	5.7	cp	Bonneville Intl	47	9707	g8	g8	80s & 90s	14,400	0.99	2.6	2.1	2.3	2.4	2.2	2.2	2.2	2.9	0.0
			A	100.7	2.5	f	NextMedia Group	91	0011	g4	g4	Cisc Rock	1,300	0.99	2.6	2.6	2.3	2.4	2.2	2.2	2.2	2.9	0.0
			B	101.1	5.7	cp	Emmis	48	8809	g	g	Alternative	21,500	1.24	3.1	2.4	2.3	3.1	2.8	2.8	2.8	2.7	2.8
			B	101.9	4.2	cp	Bonneville Intl	61	7508	g	g	CHR	14,000	0.89	2.8	2.5	2.2	2.6	2.6	2.4	2.4	2.6	0.0
			B	103.1	103.1	g	Big City Radio	93	9707	g	g	Rhythmic	1,100	0.89	2.8	2.5	2.2	2.6	2.6	2.4	2.4	2.6	0.0
			A	103.1	6.0	g	Supenor Bcstg	63	0301	p	p	Spanish	3,800	0.7	0.7	0.8	0.5	0.5	0.5	0.5	0.5	0.6	0.6
			A	103.1	6.0	g	Supenor Bcstg	63	0301	p	p	Spanish	3,800	0.7	0.7	0.8	0.5	0.5	0.5	0.5	0.5	0.6	0.6
			B	103.5	103.5	d	Clear Channel Comm	57	0008	g4	g4	Urban AC	25,000	0.97	4.6	4.3	4.2	4.2	4.4	4.5	4.2	4.2	4.3
			B	102.3	102.3	d	Crawford Bcstg Co	65	9710	c3	c3	Hot AC	1,700	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
			A	102.3	3.0	f	NextMedia Group	63	0011	g4	g4	70s & 80s	3,200	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
			B	102.7	6.0	d	Clear Channel Comm	50	0008	g4	g4	Urban AC	25,000	0.97	4.6	4.3	4.2	4.2	4.4	4.5	4.2	4.2	4.0
			A	103.1	103.1	g	Big City Radio	93	9707	g	g	Rhythmic	1,100	0.89	2.8	2.5	2.2	2.6	2.6	2.4	2.4	2.6	0.0
			B	103.5	103.5	d	Clear Channel Comm	57	0008	g	g	CHR	14,000	0.89	2.8	2.5	2.2	2.6	2.6	2.4	2.4	2.6	0.0
			B	103.9	103.9	cp	M&M Broadcasting Inc	72	9701	g	g	Cisc Rock	14,000	0.89	2.8	2.5	2.2	2.6	2.6	2.4	2.4	2.6	0.0
			A	103.9	2.6	!	Entravision Comm Co	67	0008	g4	g4	Spanish	500	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.2
			B	105.1	5.7	cp	Univision Comm Inc	46	0206	p	p	Mexcn/Trpct	19,800	1.04	3.4	2.9	2.7	3.0	2.9	2.9	3.0	3.0	3.2
			A	105.5	1.3	h	Porter County Bcstg	67		si	si	Country	800	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
			A	105.5	1.3	o	STRadio Corp	80	9808	g4	g4	AAA	300	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
			A	105.5	1.6	f	NextMedia Group	74	0011	g4	g4	AC	1,700	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
			B	105.9	4.1	!	Infinity Bcstg	47	0102	g2	g2	Talk/Rock	16,400	1.47	2.0	1.4	1.9	1.7	1.7	1.5	1.9	1.8	0.4
			B	106.3	2.0	cp	Crawford Bcstg Co	61	9705	g2	g2	Talk/Rock	16,400	1.47	2.0	1.4	1.9	1.7	1.7	1.5	1.9	1.8	0.4
			B	106.7	50.0	o	Crawford Bcstg Co	61	9705	g2	g2	Talk/Rock	16,400	1.47	2.0	1.4	1.9	1.7	1.7	1.5	1.9	1.8	0.4
			A	107.1	1.5	o	Nelson Enterprises	71	8909	g2	g2	Gosp/Relign	1,800	0.91	0.6	0.4	0.4	0.5	0.6	0.6	0.7	0.8	0.9
			A	107.1	1.5	o	Nelson Enterprises	71	8909	g2	g2	Gosp/Relign	1,800	0.91	0.6	0.4	0.4	0.5	0.6	0.6	0.7	0.8	0.9
			B	107.5	3.7	d	Clear Channel Comm	58	0008	g4	g4	Urban	31,400	1.00	5.6	6.1	5.2	4.7	4.9	4.8	5.3	4.8	6.9
			B	107.9	21.0	d	Clear Channel Comm	58	0008	g4	g4	Urban	31,400	1.00	5.6	6.1	5.2	4.7	4.9	4.8	5.3	4.8	6.9
			B	107.9	21.0	d	Clear Channel Comm	58	0008	g4	g4	Urban	31,400	1.00	5.6	6.1	5.2	4.7	4.9	4.8	5.3	4.8	6.9
			B	107.9	21.0	d	Clear Channel Comm	58	0008	g4	g4	Urban	31,400	1.00	5.6	6.1	5.2	4.7	4.9	4.8	5.3	4.8	6.9
			B	107.9	21.0	d	Clear Channel Comm	58	0008	g4	g4	Urban	31,400	1.00	5.6	6.1	5.2	4.7	4.9	4.8	5.3	4.8	6.9
			B	107.9	21.0	d	Clear Channel Comm	58	0008	g4	g4	Urban	31,400	1.00	5.6	6.1	5.2	4.7	4.9	4.8	5.3	4.8	6.9
			B	107.9	21.0	d	Clear Channel Comm	58	0008	g4	g4	Urban	31,400	1.00	5.6	6.1	5.2	4.7	4.9	4.8	5.3	4.8	6.9
			B	107.9	21.0	d	Clear Channel Comm	58	0008	g4	g4	Urban	31,400	1.00	5.6	6.1	5.2	4.7	4.9	4.8	5.3	4.8	6.9
			B	107.9	21.0	d	Clear Channel Comm	58	0008	g4	g4	Urban	31,400	1.00	5.6	6.1	5.2	4.7	4.9	4.8	5.3	4.8	6.9
			B	107.9	21.0	d	Clear Channel Comm	58	0008	g4	g4	Urban	31,400	1.00	5.6	6.1	5.2	4.7	4.9	4.8	5.3	4.8	6.9
			B	107.9	21.0	d	Clear Channel Comm	58	0008	g4	g4	Urban	31,400	1.00	5.6	6.1	5.2	4.7	4.9	4.8	5.3	4.8	6.9
			B	107.9	21.0	d	Clear Channel Comm	58	0008	g4	g4	Urban	31,400	1.00	5.6	6.1	5.2	4.7	4.9	4.8	5.3	4.8	6.9
			B	107.9	21.0	d	Clear Channel Comm	58	0008	g4	g4	Urban	31,400	1.00	5.6	6.1	5.2	4.7	4.9	4.8	5.3	4.8	6.9
			B	107.9	21.0	d	Clear Channel Comm	58	0008	g4	g4	Urban	31,400	1.00	5.6	6.1	5.2	4.7	4.9	4.8	5.3	4.8	6.9
			B	107.9	21.0	d	Clear Channel Comm	58	0008	g4	g4	Urban	31,400	1.00	5.6	6.1	5.2	4.7	4.9	4.8	5.3	4.8	6.9
			B	107.9	21.0	d	Clear Channel Comm	58	0008	g4	g4	Urban	31,400	1.00	5.6	6.1	5.2	4.7	4.9	4.8	5.3	4.8	6.9
			B	107.9	21.0	d	Clear Channel Comm	58	0008	g4	g												

Metro Rank: 3  
Revenue Rank: 3

# Chicago, IL Market Overview



## Market Radio Financials

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

	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
<b>ESTIMATED GROSS REVENUES</b>	\$388,600	\$439,400	\$534,800	\$589,900	\$533,500	\$559,000	\$388,600	\$439,400	\$534,800	\$589,900	\$559,000
Δ 97 - 02							7.5%				
Δ 02 - 07											5.6%
<b>Revenue/Capita</b>	NA <sup>1/</sup>	\$45.75	\$4,921,000	\$61.66	\$5,201,000	\$78.45	NA <sup>1/</sup>	\$4,921,000	\$61.66	\$5,201,000	\$78.45
<b>Revenue/Retail Sales</b>	NA <sup>1/</sup>	NA <sup>1/</sup>	NA <sup>1/</sup>	NA <sup>1/</sup>	NA <sup>1/</sup>	NA <sup>1/</sup>	NA <sup>1/</sup>	NA <sup>1/</sup>	NA <sup>1/</sup>	NA <sup>1/</sup>	NA <sup>1/</sup>
<b>Est. Breakout</b>							Local 76%	National 24%			

## Demographic and Economic Overview

	1997	2002	2007	
<b>MSA Population</b>	8,493.3	9,066.5	9,359.8	
<b>Households</b>	3,039.2	3,269.5	3,376.8	
<b>Retail Sales</b>	NA <sup>1/</sup>	113,558.7	141,282.0	
<b>EBI<sup>2/</sup></b>	154,637.5	201,772.7	264,430.1	
<b>Growth Rate</b>				
2002	1.3%	9,066.5	2007	0.6%
2007	1.5%	3,269.5	2002	0.6%
2002	1.3%	9,066.5	2007	0.6%

	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
<b>Men (000)</b>	4,430.2	408.6	444.6	677.2	707.6	598.5	758.6
<b>Women (000)</b>	4,636.3	798.2	387.3	422.2	724.5	631.6	998.8
<b>Total</b>	9,066.5	1,633.4	795.8	866.8	1,432.1	1,230.1	1,757.5
<b>Percentage</b>	100.0%	18.0%	8.8%	9.6%	14.9%	15.8%	19.4%
<b>Per Capita</b>	\$ 22,255						
<b>Median Household</b>					\$ 44,654		
<b>Avg Household</b>							\$ 61,714
<b>Ethnic Population:</b>							
White	65.9%						
Black	18.8%						
Asian	4.5%						
Hispanic	17.4%						

## Demographic Breakdown

	Total	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
<b># Stations</b>	21	25	25	26	46	42	88	
<b>Tot 12+</b>	4.1	62.8	64.4	66.9	20.7	87.6		
<b>Avg 12+</b>	0.2	2.5	2.5	2.5	1.5	2.0		
<b>Tot LCS</b>	4.7	71.7	73.5	76.4	23.6	100.0		
<b>Avg LCS</b>	0.2	2.9	2.8	2.8	1.7	1.1		

## Market Summary



## Metro Counties / Population (000)

Cook, IL	5,383.4
DuPage, IL	918.2
Grundy, IL	38.2
Kane, IL	418.9
Kendall, IL	57.4
Lake, IL	663.6
McHenry, IL	272.1
Will, IL	530.7
Lake, IN	481.8
Porter, IN	148.3
Kenosha, WI	153.9
<b>Total</b>	<b>9,066.5</b>



# Competitive Overview

AM Stations												ARB 12+ Metro Shares (see rights)											
Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	Fall	Summer	Spring	Winter	Fall	Summer	Spring	Winter
				Power (kW)	Power (kW)								Revenue (000)1/	Power Ratio		2002	2002	2002	2002	2001	2001	2001	2001
WIND	Chicago	B	560	5.0	5.00	e	Univision Comm Inc	27	0206 p		st	Span/News	5,600		0.5	0.7	0.5	0.5	0.5	0.4	0.0	0.5	0.5
WSCR	Chicago	A	670	50.0	50.00	a	Infinity Bcstg	22	0008		g2	Sprts/Talk	19,800	2.08	1.7	1.4	1.5	1.1	1.6	1.8	1.4	1.5	1.6
WGN	Chicago	A	720	50.0	50.00		Tribune Bcstg Co	24				News/Talk	36,500	0.97	6.7	4.9	6.0	6.4	5.6	5.5	6.7	7.0	5.6
WNDZ	Portage	D	750	5.0	0.00	j	Entravision Comm Co	87	0008		g9	Variety				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WBBM	Chicago	A	780	50.0	50.00	a	Infinity Bcstg	23	0102		g2	News	28,700	0.86	6.0	5.5	4.8	4.9	5.1	6.2	5.0	4.6	4.8
WCSN	Chicago	D	820	5.0	0.00	q	NewsWeb Corp	41	0102	10,500		Variety	2,100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WAIT	Crystal Lake	D	850	2.5	0.00	f	NextMedia Group	65	0011		g4	News/Talk	900		0.5	0.0	0.0	0.0	0.8	1.1	1.4	1.6	2.5
WLS	Chicago	A	890	50.0	50.00	b	ABC Radio Inc	24	9602		g1	News/Talk	19,600	0.70	5.0	4.5	3.7	5.0	4.2	4.8	3.9	4.2	4.8
WNTD	Chicago	B	950	1.0	5.00		Radio Unica	22	9905	16,750		Spn/Nws/Tlk	3,200		0.4	0.5	0.4	0.0	0.4	0.5	0.4	0.5	0.0
WMVP	Chicago	A	1000	50.0	50.00	b	ABC Radio Inc	26	9904	21,000		Sports	6,900	1.12	1.1	0.9	0.9	1.2	0.9	1.0	1.0	1.2	0.8
WNVR	Vernon Hills	D	1030	5.0	0.12	m	Polnet Comm Ltd	88	9104	495		Polish	1,900			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WLIP	Kenosha	B	1050	0.3	0.25	f	NextMedia Group	47	0011		g4	Adlt Stndrd	700			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WNWI	Oak Lawn	B	1080	3.0	0.90		Birach Bcstg Corp	65	9507	375		Intl/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WYLL	Chicago	B	1160	50.0	5.00	l	Salem Comm Corp	24	0102	29,000		Chrst/Talk	300		0.1	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
WVIV	Chicago	B	1200	10.0	1.00	e	Univision Comm Inc	89	0206 p		st	Span/Talk	2,700		0.7	0.7	0.7	0.6	0.5	0.6	0.6	0.3	0.5
WKRS	Waukegan	D	1220	1.0	0.09	f	NextMedia Group	49	0011		c3	News/Talk	400			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WJOB	Hammond	C	1230	1.0	1.00		Starboard Bcstg Inc	28	0301 p	3,250	1	Nws/Tlk/Spt				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WSBC	Chicago	C	1240	1.0	1.00	q	NewsWeb Corp	25	9804	5,500		Ethnc/Varty				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WWCA	Gary	B	1270	1.0	1.00		Starboard Bcstg Inc	49	0207 p	1,500		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WBIG	Aurora	B	1280	1.0	0.50	k	McNaughton-Jackle	38	9312	579		News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WRDZ	La Grange	B	1300	4.5	4.00	b	ABC Radio Inc	50	9904		d6	Children	2,100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WKTA	Evanston	D	1330	5.0	0.02	m	Polnet Comm Ltd	53	8603	1,850		Diverse	500			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WJOL	Joliet	C	1340	1.0	1.00	f	NextMedia Group	24	0011		g4	Talk	900			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WLTH	Gary	B	1370	1.0	0.50		Williams, Marion R.	50	9805	750		Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WGCI	Chicago	B	1390	5.0	5.00	d	Clear Channel Comm	24	0008		g4	Black Gospl	4,400	0.49	1.6	1.0	1.5	1.3	1.4	1.4	1.5	1.5	1.0
WRMN	Elgin	B	1410	1.0	0.50	k	McNaughton-Jackle	49				News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WEEF	Highland Park	D	1430	1.0	0.03	m	Polnet Comm Ltd	63	0212 p	1,000		Ethnic				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WCEV	Cicero	C	1450	1.0	1.00		Migala Comm Corp	79				Ethnic				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WVON	Cicero	C	1450	1.0	1.00		Midway Bcstg	79				Talk	1,900	0.34	1.0	0.6	0.9	0.8	1.0	0.7	0.9	0.9	0.9
WCFJ	Chicago Heights	B	1470	1.0	1.00	q	NewsWeb Corp	63	9804	420		Ethnc/Varty				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WSPY	Geneva	B	1480	1.0	0.50	n	Nelson Enterprises	61	0106	55		AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WPNA	Oak Park	C	1490	1.0	1.00		Polish Natl Alliance	50	8703	2,000		Polish	1,500			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WAKE	Valparaiso	D	1500	1.0	0.00	h	Porter County Bcstg	64				Adlt Stndrd				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WPJX	Zion	D	1500	0.3	0.00		Multicult of Chicag	67	0208	70		DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WWHN	Joliet	D	1510	1.0	0.00		Hawkins Bcstg Co	64	8907	250		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WJJG	Elmhurst	D	1530	1.7 cp	0.00		Joseph J Gentile Inc	74	9404	700		Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WCSJ	Morris	D	1550	0.3	0.01	n	Nelson Enterprises	64	9708	425		Adlt Stndrd	400			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WBEE	Harvey	B	1570	1.0	0.50		Mariner Bcstrs Inc	55	8706	1,000		Jazz/Gospl				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WKKD	Aurora	B	1580	0.2	0.20	i	Kovas Comm	60	0112			Ethnic	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WONX	Evanston	B	1590	3.5	2.50	i	Kovas Comm	47				Ethnic				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WCGO	Chicago Heights	D	1600	1.0	0.00		Kovas Comm	59	0207 p	750		Nostalgia	500		0.4	0.0	0.0	0.4	0.5	0.4	0.5	0.3	0.4
WMCW	Harvard	D	1600	0.5	0.02		WPW Broadcasting	55	0003	790	na	FullService				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
				# AM Stations -		42		# Combos -		27		AM TOTALS		25.7		20.7	21.2	22.2	22.5	24.4	23.3	24.1	23.4
				AM & FM Stations Profiled -		88		# Duopolies -		30		Total Local Commercial Share				87.6	87.8	88.0	87.9	87.7	88.8	87.6	87.7

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 4

Revenue Rank: 4

# San Francisco, CA Market Overview



### Metro Counties / Population (000)

Alameda, CA	1,482.1
Contra Costa, CA	971.5
Marin, CA	254.2
Napa, CA	128.5
San Francisco, CA	801.4
San Mateo, CA	724.4
Santa Clara, CA	1,740.1
Solano, CA	408.4
Sonoma, CA	474.8
<b>Total</b>	<b>6,985.4</b>

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

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$260,000	\$316,800	\$413,000	\$503,100	\$421,400	\$441,100
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	4.7%	\$463,300	\$495,700	\$522,900	\$551,700	\$579,300	5.6%
	1997	2002	2007	Est. Breakout			
Revenue/Retail Sales	NA <sup>1/</sup>	\$3.99/1,000	\$3.60/1,000	Local	70%		
Revenue/Capita	\$39.90	\$63.15	\$77.61	National	30%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	6,515.9	6,985.4	1.4%	6,985.4	7,464.7
Households	2,372.2	2,529.9	1.3%	2,529.9	2,678.6	1.1%
Retail Sales	NA <sup>1/</sup>	110,439.3	NA <sup>1/</sup>	110,439.3	160,942.7	7.8%
EBI <sup>2/</sup>	125,734.5	177,473.0	7.1%	177,473.0	244,666.9	6.6%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	3,476.1	563.9	278.0	326.9	579.5	595.6	507.6	624.5
Women (000)	3,509.2	536.2	262.0	301.0	538.7	570.7	521.5	779.1
Total	6,985.4	1,100.0	540.0	628.0	1,118.2	1,166.4	1,029.1	1,403.7
Percentage	100.0%	15.7%	7.7%	9.0%	16.0%	16.7%	14.7%	20.1%
Per Capita	\$ 25,406							
				Median Household	\$ 57,632		Avg Household	\$ 70,149
Ethnic Population:	White	56.8%	Black	7.4%	Asian	20.3%	Hispanic	20.0%

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	13	28		26	41	28	69
Tot 12+	4.6	50.0		51.9	54.6	24.5	79.1
Avg 12+	0.4	1.8		2.0	1.3	0.9	1.1
Tot LCS	5.8	63.2		65.6	69.0	31.0	100.0
Avg LCS	0.4	2.3		2.5	1.7	1.1	1.4

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Monterey, San Jose & Santa Rosa.  
ARB 12+ Metro Shares (see rights)

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
													Revenue (000)†/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	
KFJO	Walnut Creek	A	92.1	3.0	89	r	Chase Radio Partners	59	0008		g2	1 Rock	400		0.1	0.1	0.0	0.0	0.1	0.1	0.0	0.1	0.1	
KSJO	San Jose	B	92.3	32.0	466	d	Clear Channel Comm	46	9905		g2	1 AOR	9,000	0.97	2.1	1.5	1.4	2.0	1.6	1.5	1.4	1.7	1.6	
KPTI	Alameda	A	92.7	3.6	420		Spanish Bcstg System	59	0008		g	Dance	600		0.3	0.8	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KFGY	Healdsburg	B	92.9	2.3	1949	o	Maverick Media	79	0108			Country	n/a			0.4	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0
KKWV	San Francisco	B	93.3	47.0	492	b	Infinity Bcstg	59	0102		g1	Rhythmic/AC	7,100	1.24	1.3	0.9	1.0	1.0	0.7	1.4	1.8	2.3	2.1	
KJZY	Sebastopol	A	93.7	6.0	217	m	Redwood Empire	95	9608	See (107)		Smooth Jazz	n/a		0.3	0.4	0.4	0.0	0.0	0.4	0.5	0.0	0.6	
KBAY	Gilroy	B	94.5	30.0	587	g	Infinity Bcstg	70	0102			Soft Rock	n/a		1.2	1.1	1.0	1.1	0.8	0.9	0.8	0.6	0.8	
KYLD	San Francisco	B	94.9	30.0	1211	d	Clear Channel Comm	58	0008		g1	1 CHR/Dance	19,100	0.90	4.8	3.6	3.7	3.6	3.8	4.0	3.9	3.9	3.9	
KRTY	Los Gatos	A	95.3	0.9	860	n	Empire Bcstg Corp	66	9212	See (30)		Country	n/a		1.4	1.0	1.3	1.2	1.1	0.8	0.7	0.7	0.8	
KUIC	Vacaville	B1	95.3	0.5	2024	k	Coast Radio Co	68	9807	7,000		AC	700		0.4	0.4	0.6	0.4	0.4	0.0	0.0	0.4	0.0	
KKDV	San Francisco	B	95.7	6.9	1289	a	Bonneville Intl	47	9706	39,600		Top 40	7,000	0.69	2.3	1.0	1.2	1.6	2.2	2.4	2.7	2.8	2.6	
KOIT	San Francisco	B	96.5	24.0	1575	a	Bonneville Intl	59	7606			Soft AC	27,700	1.10	5.7	4.7	4.6	3.8	5.0	4.5	4.2	3.8	4.1	
KLLC	San Francisco	B	97.3	82.0	1014	b	Infinity Bcstg	48	0102		g1	AC	17,400	1.41	2.8	1.8	2.3	2.0	1.9	2.6	2.3	2.1	2.2	
KFFG	Los Altos	A	97.7	3.3	449	i	Susquehanna Radio	60	9510	8,000		AOR	800		0.3	0.2	0.1	0.2	0.3	0.2	0.2	0.2	0.2	
KMGG	Monte Rio	B1	97.7	2.1	1122		Maverick Media	77	0108			Oldies	n/a			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KISQ	San Francisco	B	98.1	75.0 cp	1014	d	Clear Channel Comm	58	0008		g1	1 Rhythm/Blue	17,300	1.31	3.0	2.5	2.4	2.1	2.0	2.9	2.7	2.5	2.3	
KUFX	San Jose	B	98.5	10.0	879	g	Clear Channel Comm	59	9905			Cisc Rock	n/a		1.5	1.1	1.0	1.3	1.2	1.1	1.2	0.7	0.9	
● KSOL	San Francisco	B	98.9	6.1	1342	h	Univision Comm Inc	64	0206 p		st	Spanish AC	6,900	0.65	2.4	1.5	1.7	1.6	2.5	1.7	2.6	1.8	2.3	
● KSOL	Santa Cruz	B	99.1	1.1	2612	h	Univision Comm Inc	61	0206 p			Spanish AC	n/a		0.4	0.3	0.3	0.3	0.5	0.3	0.6	0.9	0.7	
KVYN	St. Helena	A	99.3	6.0	259	q	CBM Napa LLC	76	9901	1,690	c1	AC	700			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KFRC	San Francisco	B	99.7	40.0	1299	b	Infinity Bcstg	49	0102		g1	Oldies	18,000	1.41	2.9	2.4	2.3	2.2	2.3	2.3	2.7	2.6	1.9	
KZST	Santa Rosa	A	100.1	6.0	246	m	Redwood Empire	71				AC	n/a		0.6	0.5	0.6	0.5	0.5	0.4	0.7	0.4	0.4	
KBRG	San Jose	B	100.3	14.5	2579	l	Entravision Comm Co	63	0004			Span/Varty	n/a		2.5	2.7	1.9	2.1	2.2	1.8	2.0	2.5	2.0	
KSFB	San Rafael	A	100.7	6.0	328	e	Salem Comm Corp	61	0001	8,000		ChrsContem	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
● KXTS	Calistoga	A	100.9	0.1	2946		Sinclair Telecable	96	0108			Spanish	n/a			0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KIOI	San Francisco	B	101.3	125.0	1161	d	Clear Channel Comm	57	0008		g1	1 80s Hits	20,100	1.52	3.0	2.2	2.4	2.5	2.3	2.2	2.3	2.4	2.9	
KKIQ	Livermore	A	101.7	4.5	381	k	Coast Radio Co	69	9807	9,000		AC	32,000		0.6	0.4	0.5	0.4	0.5	0.4	0.0	0.0	0.0	
KXFX	Santa Rosa	B1	101.7	2.2	1089	o	Maverick Media	74	0108			AOR	n/a		0.1	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.4	
KDFC	San Francisco	B	102.1	33.0	1047	a	Bonneville Intl	47	9707		g	Classical	9,800	0.49	4.5	4.2	3.6	3.4	3.5	3.9	3.5	4.1	3.6	
KBLX	Berkeley	B	102.9	6.6	1289	f	Inner City Bcstg	49	7906			AC	15,900	1.13	3.2	2.7	2.3	2.9	2.4	2.6	2.8	2.8	3.3	
KKSF	San Francisco	B	103.7	7.2	1513	d	Clear Channel Comm	47	0008		g1	1 Smooth Jazz	19,500	1.16	3.8	2.9	3.4	3.1	2.7	3.0	3.0	3.7	3.0	
KMHX	Windsor	A	104.1	0.3	1106		Results Radio	97	9811	See (107)		Modern AC	n/a			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KFOG	San Francisco	B	104.5	7.1	1506	i	Susquehanna Radio	63	8312	4,500		AAA	25,400	1.65	3.5	2.3	2.7	3.0	2.5	2.9	3.4	3.0	2.7	
KCNL	Fremont	A	104.9	5.7	338	r	Chase Radio Partners	70	0008		g2	1 Alternative	3,300		0.9	0.7	0.9	0.7	0.8	0.6	0.5	0.5	0.6	
KRPQ	Rohnert Park	A	104.9	2.3	548		Results Radio	86	9409	See (107)		Country	n/a		0.2	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	
KITS	San Francisco	B	105.3	15.0	1201	b	Infinity Bcstg	64	0102		g1	Alternative	12,100	0.95	2.9	2.1	2.2	2.5	2.3	2.2	2.1	2.1	2.4	
● KEMR	Santa Clara	B	105.7	50.0	499	h	Univision Comm Inc	64	0206 p			Mexican	n/a		1.1	1.2	0.9	0.9	0.8	0.8	0.9	0.8	0.9	
KMEL	San Francisco	B	106.1	69.0	1289	d	Clear Channel Comm	60	0008		g1	1 Urban CHR	18,600	0.90	4.7	4.3	4.3	3.8	3.3	3.6	3.5	3.4	3.4	
KEZR	San Jose	B	106.5	42.0	538	g	Infinity Bcstg	67	0102			AC	n/a		0.9	0.7	0.7	0.6	0.7	0.8	0.7	0.5	0.9	
KEAR	San Francisco	B	106.9	80.0	1001		Family Stations Inc	47	5806			Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KSAN	San Mateo	B	107.7	8.9	1161	i	Susquehanna Radio	63	9707	44,000		Cisc Rock	9,500	1.08	2.0	1.5	1.7	1.8	1.6	1.3	1.6	2.0	2.0	
# FM Stations -					41	# Combos -					34	FM TOTALS			67.7	54.6	54.4	52.6	53.0	54.0	55.7	55.3	55.6	

● Indicates a change since last edition

†/ See introduction section for interpretation of revenue estimates.

Metro Rank: 4

Revenue Rank: 4

# San Francisco, CA Market Overview



### Metro Counties / Population (000)

Alameda, CA	1,482.1
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Santa Clara, CA	1,740.1
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Sonoma, CA	474.8
<b>Total</b>	<b>6,985.4</b>

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

<b>ESTIMATED GROSS REVENUES</b> ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$260,000	\$316,800	\$413,000	\$503,100	\$421,400	\$441,100	11.2%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	4.7%	\$463,300	\$495,700	\$522,900	\$551,700	\$579,300	5.6%
Revenue/Retail Sales	1997	2002	2007	<b>Est. Breakout</b>			
Revenue/Capita	NA <sup>1/</sup>	\$3.99/1,000	\$3.60/1,000	Local 70%			
	\$39.90	\$63.15	\$77.61	National 30%			

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	6,515.9	6,985.4	1.4%	6,985.4	7,464.7	1.3%
Households	2,372.2	2,529.9	1.3%	2,529.9	2,678.6	1.1%
Retail Sales	NA <sup>1/</sup>	110,439.3	NA <sup>1/</sup>	110,439.3	160,942.7	7.8%
EBI <sup>2/</sup>	125,734.5	177,473.0	7.1%	177,473.0	244,666.9	6.6%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	3,476.1	563.9	278.0	326.9	579.5	595.6	507.6	624.5
Women (000)	3,509.2	536.2	262.0	301.0	538.7	570.7	521.5	779.1
Total	6,985.4	1,100.0	540.0	628.0	1,118.2	1,166.4	1,029.1	1,403.7
Percentage	100.0%	15.7%	7.7%	9.0%	16.0%	16.7%	14.7%	20.1%
Per Capita	\$ 25,406	Median Household		\$ 57,632	Avg Household		\$ 70,149	
Ethnic Population:	White 56.8%	Black 7.4%	Asian 20.3%	Hispanic 20.0%				

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	13	28		26	41	28	69
Tot 12+	4.6	50.0		51.9	54.6	24.5	79.1
Avg 12+	0.4	1.8		2.0	1.3	0.9	1.1
Tot LCS	5.8	63.2		65.6	69.0	31.0	100.0
Avg LCS	0.4	2.3		2.5	1.7	1.1	1.4

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Monterey, San Jose & Santa Rosa.

AM Stations		ARB 12+ Metro Shares (see rights)																					
Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	Fall	Summer	Spring	Winter	Fall	Summer	Spring	Winter
				Power (kW)	Power (kW)								Revenue (000)1/	Power Ratio		2002	2002	2002	2002	2001	2001	2001	2001
KSFO	San Francisco	B	560	5.0	5.00	j	ABC Radio Inc	25	9602		g3	Talk	12,000	0.48	5.7	4.1	3.9	4.6	4.4	5.3	4.2	4.2	4.9
KFRC	San Francisco	B	610	5.0	5.00	b	Infinity Bcstg	24	0102		g1	Oldies	3,600	0.68	1.2	0.7	1.2	1.1	0.8	0.6	1.1	0.8	0.7
KNBR	San Francisco	A	680	50.0	50.00	i	Susquehanna Radio	22	8905	21,000	e	Sports	30,000	2.13	3.2	3.5	3.5	2.9	2.0	1.9	2.8	2.9	1.9
KCBS	San Francisco	B	740	50.0	50.00	b	Infinity Bcstg	09	0102		g1	News	33,700	1.32	5.8	4.2	4.1	4.3	5.1	5.0	4.3	4.4	4.6
KGO	San Francisco	A	810	50.0	50.00	j	ABC Radio Inc	24	9602		g3	News/Talk	37,500	1.00	8.5	6.3	6.5	6.2	6.7	7.4	6.5	6.7	6.3
• KNEW	Oakland	B	910	20.0 cp	5.00	d	Clear Channel Comm	21	0008		g1	1 Talk	400			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KABL	Oakland	B	960	5.0	5.00	d	Clear Channel Comm	25	0008		g1	1 Adlt Stndrd	2,100	0.17	2.8	1.9	2.2	2.4	2.0	2.2	2.4	2.2	2.4
KATD	Pittsburg	B	990	5.0	5.00	p	Radio Unica	49	0009	4,500		Spn/Nws/Tlk	200			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	p	Radio Unica	57	9808	12,000		Spn/Nws/Tlk	6,000	1.24	1.1	1.0	1.0	0.8	0.9	0.9	1.2	0.8	1.0
KTCT	San Mateo	B	1050	10.0	10.00	i	Susquehanna Radio	46	9710	14,500		Sports	4,900	1.11	1.0	1.0	0.8	0.6	0.9	1.0	0.9	0.5	0.6
KFAX	San Francisco	B	1100	50.0	50.00	e	Salem Comm Corp	25	8407	6,700		Chrst/Talk	3,700		0.6	0.5	0.6	0.4	0.4	0.6	0.0	0.6	0.6
KLOK	San Jose	B	1170	50.0	5.00	l	Entravision Comm Co	46	0004			Spanish	n/a		1.5	1.2	0.8	1.3	1.3	1.2	0.8	0.9	0.9
KDYA	Vallejo	D	1190	1.0	0.00	s	Baybridge Comm LLC	47	9312	850		Gospel			0.3	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.4
KSFB	Palo Alto	D	1220	5.0	0.15		Salem Comm Corp	47	0107	See (30)		Chrst/Talk	n/a			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			0.3	0.1	0.2	0.2	0.2	0.2	0.1	0.0	0.1
KMKY	Oakland	B	1310	5.0	5.00	j	ABC Radio Inc	22	9805	6,250		Children	1,300			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	Maverick Media	37	0108			Nws/Tlk/Spt	n/a			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KZSF	San Jose	B	1370	5.0	5.00	c	Duarte, Carlos A.	47	0110			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		0.5	0.0	0.4	0.7	0.4	0.0	0.0	0.5	0.0
KVVN	Santa Clara	B	1430	1.0	2.50		Inner City Bcstg	64	9704	See (30)		AC	n/a			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KVON	Napa	B	1440	5.0	1.00	q	CBM Napa LLC	47	9901		c1	Nws/Tlk/Spt	700			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	2,000			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• KABN	Concord	B	1480	0.5	0.00		Amer Radio Brokers	61				Information	100			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
KTIM	Piedmont	B	1510	8.0 cp	0.20		Mt Wilson FM Bcstrs	47	9605		c1	Country	700			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KYCY	San Francisco	B	1550	50.0 cp	10.00	b	Infinity Bcstg	47	0102		g1	Talk	1,800			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	s	Baybridge Comm LLC	98				ChrsContem				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
				# AM Stations -		28	# Combos -		23	AM TOTALS				32.5	24.5	25.2	26.3	25.1	26.3	24.8	24.0	24.4	
				AM & FM Stations Profiled -		69	# Duopolies -		26	Total Local Commercial Share				79.1	79.6	78.9	78.1	80.3	80.5	79.3	80.0		

• Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 5

Revenue Rank: 5

# Dallas - Ft. Worth, TX Market Overview



### Metro Counties / Population (000)

Collin, TX	539.8
Dallas, TX	2,284.0
Denton, TX	468.6
Ellis, TX	117.7
Hood, TX	43.7
Johnson, TX	133.6
Kaufman, TX	75.1
Parker, TX	93.7
Rockwall, TX	46.6
Tarrant, TX	1,502.1
Wise, TX	52.0
<b>Total</b>	<b>5,356.9</b>

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

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$251,800	\$287,200	\$329,500	\$398,100	\$369,900	\$386,800
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	4.6%	\$410,000	\$438,700	\$462,800	\$488,300	\$512,700	5.8%
Revenue/Retail Sales	1997 NA <sup>1/</sup>	2002 \$4.81/1,000	2007 \$4.58/1,000	Est. Breakout			
Revenue/Capita	\$55.45	\$72.21	\$86.25	Local	84%		
				National	16%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	4,541.3	5,356.9	3.4%	5,356.9	5,944.3	2.1%
Households	1,681.1	1,947.8	3.0%	1,947.8	2,148.9	2.0%
Retail Sales	NA <sup>1/</sup>	80,414.8	NA <sup>1/</sup>	80,414.8	112,033.1	6.9%
EBI <sup>2/</sup>	81,964.1	121,159.4	8.1%	121,159.4	171,593.3	7.2%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	2,665.8	518.3	250.9	280.8	449.2	454.0	345.5	367.1
Women (000)	2,691.1	495.3	236.4	264.7	433.1	443.7	357.5	460.4
Total	5,356.9	1,013.6	487.3	545.6	882.3	897.7	703.0	827.5
Percentage	100.0%	18.9%	9.1%	10.2%	16.5%	16.8%	13.1%	15.4%
Per Capita	\$ 22,618			Median Household	\$ 48,416		Avg Household	\$ 62,204
Ethnic Population:	White	68.6%	Black	13.8%	Asian	4.1%	Hispanic	22.8%

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		33	28	36	28	64
Tot 12+	0.0		74.5	73.7	74.5	15.5	90.0
Avg 12+	0.0		2.3	2.6	2.1	0.6	1.4
Tot LCS	0.0		82.8	81.9	82.8	17.2	100.0
Avg LCS	0.0		2.5	2.9	2.3	0.6	1.6

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Waco.

FM Stations		ARB 12+ Metro Shares (see rights)																						
Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
													Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	
• KTFW	Glen Rose	C1	92.1	25.0	1417		M&M Broadcasters Ltd	89	9607			nc	Country			0.6	0.4	0.6	0.6	0.5	0.5	0.6	0.5	0.6
• KXEZ	Farmersville	A	92.1	2.7	492	m	Metro Bcstrs-TX Inc	98					Oldies/Ethnc				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KZPS	Dallas	C	92.5	100.0	1667	i	Clear Channel Comm	48	0008			g	Clsc Rock	15,300	1.36	2.9	2.2	2.6	2.3	2.5	3.1	3.4	4.3	4.1
KDBN	Haltom City	C2	93.3	2.9	456	g	Susquehanna Radio	96					Clsc Rock	8,000	0.74	2.8	2.0	2.8	2.8	3.1	1.4	1.4	1.4	1.2
KLNO	Fort Worth	C	94.1	100.0	1591	c	Univision Comm Inc	64	0206 p			st	Mexican	7,400	0.38	5.1	5.1	4.5	5.5	4.4	3.7	3.1	3.3	3.5
KSOC	Gainesville	C	94.5	100.0	1906	k	Radio One Inc	58	0102			g	Urban AC	2,000	0.32	1.6	1.3	2.0	1.3	1.5	0.8	0.8	0.7	0.8
KLTY	Arlington	C	94.9	100.0	1667	j	Salem Comm Corp	49	9612			sw	ChrsContem	12,800	0.95	3.5	3.1	3.9	3.2	2.5	2.9	3.1	3.1	2.7
KHYI	Howe	C2	95.3	19.0	801	m	Metro Bcstrs-TX Inc	49					Country	700		0.2	0.0	0.3	0.5	0.0	0.0	0.4	0.4	0.0
KSCS	Fort Worth	C	96.3	100.0	1611	b	ABC Radio Inc	49	9602			g3	Country	21,900	1.20	4.7	3.7	4.3	3.8	3.8	5.0	5.2	4.1	5.0
• KMEO	Flower Mound	C	96.7	93.0	2038	b	ABC Radio Inc	69	9811	23,000			Oldies	3,500	0.43	2.1	1.7	1.9	1.8	1.9	1.9	2.2	2.0	2.0
KEGL	Fort Worth	C	97.1	100.0	1667	i	Clear Channel Comm	59	9905			g4	Rock	12,400	1.03	3.1	2.2	2.8	2.9	2.1	3.2	2.8	3.4	3.4
KBFB	Dallas	C	97.9	100.0	1611	k	Radio One Inc	61	0008			g4	Urban	7,000	0.62	2.9	3.2	2.7	2.6	2.3	2.7	2.4	3.3	4.2
KBOC	Bridgeport	A	98.3	6.0	226		Witko Bcstg LLC	82	9907	550			Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KLUV	Dallas	C	98.7	100.0	1663	e	Infinity Bcstg	61	0102			g2	Oldies	23,000	1.32	4.5	4.3	3.6	4.3	4.1	3.9	4.6	4.6	4.1
KHCK	Denton	C	99.1	100.0	1168	c	Univision Comm Inc	88	0206 p			st	Tejano	4,400	1.03	1.1	0.8	1.4	0.8	0.9	0.8	0.7	0.8	0.6
KPLX	Fort Worth	C	99.5	100.0	1677	g	Susquehanna Radio	62	9701				Country	25,000	0.98	6.6	6.1	6.0	5.8	5.6	6.1	4.8	5.6	5.7
KRBV	Dallas	C	100.3	100.0	1821	e	Infinity Bcstg	65	0102			g2	Top 40	6,700	0.69	2.5	1.7	1.9	2.2	2.3	2.6	2.4	2.6	2.2
• KWRD	Highland Village	C	100.7	100.0	1841	j	Salem Comm Corp	88	0012				Chrst/Talk	n/a		0.0	0.0	0.0	0.0	0.0	0.6	0.4	0.6	
WRR	Dallas	C	101.1	100.0	1509		City of Dallas	48					Classical	4,700	0.51	2.4	2.2	2.0	1.8	2.8	2.0	2.7	2.6	1.7
KZMP	Azle	C	101.7	92.0	2034	f	Entravision Comm Co	67	0008			g4	Mexican	5,000	0.68	1.9	2.3	2.0	1.4	2.2	1.2	0.7	0.6	0.6
KDGE	Fort	C	102.1	100.0	1447	i	Clear Channel Comm	62	0008			g	Alternative	11,200	0.80	3.6	3.0	3.1	3.2	3.3	3.2	3.8	3.2	3.1
KDMX	Dallas	C	102.9	100.0	1348	i	Clear Channel Comm	65	9905			g4	AC	15,800	1.41	2.9	3.2	2.8	2.3	2.7	2.6	3.2	3.2	3.1
KESN	Allen	C	103.3	100.0	1841	b	ABC Radio Inc	93	0010	18,000			Sports	1,000		0.7	0.9	0.4	0.8	0.6	0.6	0.4	0.0	0.0
KVIL	Highland	C	103.7	100.0	1663	e	Infinity Bcstg	61	0102			g2	Lite Rock	29,300	2.05	3.7	3.4	3.0	3.6	3.5	3.0	3.2	3.3	3.4
KTDK	Sanger	C3	104.1	11.0	492	g	Susquehanna Radio	89	9806			g	Sports			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KKDA	Dallas	C	104.5	100.0	1667	a	Service Bcstg Corp	47					Urban	24,300	0.95	6.6	6.8	6.4	6.2	5.4	5.7	5.5	6.1	6.0
KTCY	Pilot Point	C1	104.9	16.0	1755	f	Entravision Comm Co	83	0208	35,000			Span/CHR	1,500	0.39	1.0	0.7	0.6	1.3	1.0	0.8	0.7	0.6	1.2
KYNG	Dallas	C	105.3	100.0	1529	e	Infinity Bcstg	68	0102			g2	Talk	10,000	0.92	2.8	1.8	2.4	2.2	2.3	3.0	2.4	2.3	2.1
KRNB	Decatur	C	105.7	94.0	1890	a	Service Bcstg Corp	68	9503	1,500			Rhythm/Blue	3,800	0.58	1.7	1.1	1.5	1.0	1.5	1.9	1.4	1.7	1.4
KHKS	Denton	C	106.1	100.0	1667	i	Clear Channel Comm	47	0008			g	CHR	22,800	1.18	5.0	3.6	3.9	4.5	4.7	4.8	4.5	5.3	5.0
KKDL	Muenster	C	106.7	75.0	2034	f	Entravision Comm Co	91	0101	18,875	00		CHR/Dance			1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• KRVF	Kerens	C3	106.9	25.0	157	h	First Bcstg Co LP	79	0101			sw	Oldies			0.2	0.0	0.0	0.0	0.5	0.3	0.0	0.0	0.0
• KDXX	Benbrook	C1	107.1	74.0	1050	c	Univision Comm Inc	90	0206 p			st	Mexican	800		0.4	0.4	0.4	0.3	0.6	0.0	0.0	0.0	0.0
• KRVA	Campbell	A	107.1	3.6	423	h	First Bcstg Co LP	69	0101			sw	Oldies	800		0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
KOAI	Fort Worth	C1	107.5	28.0	1591	e	Infinity Bcstg	65	0102			g2	Smooth Jazz	11,300	0.70	4.2	3.4	3.7	3.5	4.1	3.5	4.0	3.6	3.5
• KESS	Lewisville	C1	107.9	100.0	981	c	Univision Comm Inc	99	0206 p			st	Spn/Nws/Spt	1,200	0.28	1.1	2.5	1.4	1.5	0.8	0.3	0.0	0.0	0.5
# FM Stations -					36	# Combos -					33	FM TOTALS			82.4	74.5	74.9	74.0	73.5	71.6	71.0	73.1	72.3	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.



Metro Rank: 5  
Revenue Rank: 5

# Dallas - Ft. Worth, TX Market Overview



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Tarrant, TX	1,502.1
Wise, TX	52.0
<b>Total</b>	<b>5,356.9</b>

### Market Radio Financials

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

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$251,800	\$287,200	\$329,500	\$398,100	\$369,900	\$386,800
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		4.6%	\$410,000	\$438,700	\$462,800	\$488,300	\$512,700
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
Revenue/Capita	NA <sup>1/</sup>	\$4.81/1,000	\$4.58/1,000	Local	84%		
	\$55.45	\$72.21	\$86.25	National	16%		

### Demographic and Economic Overview

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

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	4,541.3	5,356.9	3.4%	5,356.9	5,944.3	2.1%
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Retail Sales	NA <sup>1/</sup>	80,414.8	NA <sup>1/</sup>	80,414.8	112,033.1	6.9%
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Percentage	100.0%	18.9%	9.1%	10.2%	16.5%	16.8%	13.1%	15.4%
Per Capita	\$ 22,618			Median Household	\$ 48,416		Avg Household	\$ 62,204
Ethnic Population:	White	68.6%	Black	13.8%	Asian	4.1%	Hispanic	22.8%

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		33	28	36	28	64
Tot 12+	0.0		74.5	73.7	74.5	15.5	90.0
Avg 12+	0.0		2.3	2.6	2.1	0.6	1.4
Tot LCS	0.0		82.8	81.9	82.8	17.2	100.0
Avg LCS	0.0		2.5	2.9	2.3	0.6	1.6

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Trenton, NJ.

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
																Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	
WFIL	Philadelphia	B	560	5.0	5.00	e	Salem Comm Corp	22	9310	4,000		Chrst/Talk	2,400		0.5	0.3	0.5	0.5	0.0	0.5	0.5	0.0	0.4	
WIP	Philadelphia	B	610	5.0	5.00	b	Infinity Bcstg	22	0102		g1	Sprts/Talk	17,300	1.50	3.7	3.2	2.8	2.9	3.2	3.1	2.8	3.2	3.0	
WWJZ	Mount Holly	B	640	50.0	0.95		ABC Radio Inc	93	0001	14,000		Children	500			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WPHE	Phoenixville	D	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	D	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	1,400			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WWDB	Philadelphia	D	860	10.0	0.00	a	Beasley Bcst Group	25	8608	2,400		Bus News	600			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WURD	Philadelphia	D	900	1.0	0.04	f	Levas Comm LLC	58	0301 p	4,250		News/Info	600			0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.4	
WPEN	Philadelphia	B	950	50.0 cp	50.00	c	Greater Medla	29	7501			Big Band	4,800	0.38	4.1	2.5	3.6	3.0	3.4	3.3	3.1	3.2	4.1	
WZZD	Philadelphia	B	990	50.0	10.00	e	Salem Comm Corp	24	9406		g	CCtmp/Chrst	2,000			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	0102		g1	News	39,000	1.49	8.4	7.0	6.7	5.8	6.8	7.9	7.1	6.8	6.8	
WNAP	Norristown	D	1110	4.8	0.00		GHB Bcstg	46				Gospel	800			0.6	0.0	0.8	0.4	0.4	0.3	0.4	0.0	0.3
WPHT	Philadelphia	A	1210	50.0	50.00	b	Infinity Bcstg	22	0102		g1	Talk	4,900	0.43	3.7	2.9	2.9	3.0	2.4	3.6	4.0	3.6	4.0	
WEMG	Camden	B	1310	1.0	0.25	f	Mega Comm Inc	25	9812	2,000		Spanish				0.8	0.7	1.0	0.5	0.6	0.5	0.4	0.2	0.4
WHAT	Philadelphia	C	1340	1.0	1.00		Inner City Bcstg	25	0002	1,500		Talk	1,500	0.48	1.0	0.9	0.7	0.6	1.1	0.8	1.2	0.9	1.3	
WNJC	Vineland	B	1360	5.0	0.80		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	D	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		News/Talk	1,100			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 Comm	23	0008		g1	Gospel	2,700	0.51	1.7	1.1	1.3	1.7	1.4	1.2	1.5	1.6	1.6	
WBCB	Levittown-Fairles	C	1490	1.0	1.00		Progressive Bcstg Co	57	9211	550		Variety				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WCHE	West Chester	D	1520	1.0 cp	0.00		Chester County Radio	63	9708	230		Nws/Tlk/Cls				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WNWR	Philadelphia	D	1540	50.0	0.00		New World Radio Inc	47	9711	1,400		Ethnic				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WPWA	Chester	B	1590	2.5 cp	1.00		Joo, Sun Young	47	0109	675		Relgn/BkGsp				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
				# AM Stations -		25	# Combos -		11	AM TOTALS						24.5	18.6	20.3	18.4	19.3	21.2	21.0	20.1	22.3
				AM & FM Stations Profiled -		43	# Duopolies -		10	Total Local Commercial Share						81.1	81.7	81.5	81.3	80.4	81.8	80.1	81.7	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 7

Revenue Rank: 8

# Houston-Galveston, TX Market Overview



### Metro Counties / Population (000)

Brazoria, TX	252.2
Chambers, TX	27.4
Fort Bend, TX	380.2
Galveston, TX	256.8
Harris, TX	3,512.7
Liberty, TX	73.4
Montgomery, TX	316.9
Waller, TX	34.8
<b>Total</b>	<b>4,854.4</b>

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

#### ESTIMATED GROSS REVENUES ★★

	1997	1998	1999	2000	2001	2002	Δ 97 - 02
Revenue/Retail Sales	\$229,100	\$261,000	\$294,000	\$328,600	\$313,200	\$355,400	9.2%
Revenue/Capita	NA <sup>1/</sup>	\$5.68/1,000	\$5.44/1,000	\$5.44/1,000	\$5.44/1,000	\$5.44/1,000	
	\$53.63	\$73.21	\$88.21				
	1997	2002	2007	Est. Breakout			
Revenue/Retail Sales	NA <sup>1/</sup>	\$5.68/1,000	\$5.44/1,000	Local	71%		
Revenue/Capita	\$53.63	\$73.21	\$88.21	National	29%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	4,271.6	4,854.4	2.6%	4,854.4	5,315.6	1.8%
Households	1,515.7	1,700.6	2.3%	1,700.6	1,852.3	1.7%
Retail Sales	NA <sup>1/</sup>	62,625.3	NA <sup>1/</sup>	62,625.3	86,258.1	6.6%
EBI <sup>2/</sup>	73,514.0	100,908.6	6.5%	100,908.6	138,074.6	6.5%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	2,417.2	479.6	239.9	251.2	377.0	397.7	333.2	338.6
Women (000)	2,437.2	457.5	226.9	237.2	372.7	397.3	336.4	409.2
Total	4,854.4	937.2	466.9	488.4	749.7	795.0	669.6	747.8
Percentage	100.0%	19.3%	9.6%	10.1%	15.4%	16.4%	13.8%	15.4%
Per Capita	\$ 20,787							
Median Household				\$ 45,427				
Avg Household								\$ 59,338
Ethnic Population:	White	62.0%	Black	16.9%	Asian	5.1%	Hispanic	30.0%

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		27	23	29	26	55
Tot 12+	0.1		68.8	68.3	68.9	15.4	84.3
Avg 12+	0.1		2.5	3.0	2.4	0.6	1.5
Tot LCS	0.1		81.6	81.0	81.7	18.3	100.0
Avg LCS	0.1		3.0	3.5	2.8	0.7	1.8

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Market: Philadelphia, PA

# Competitive Overview

Metro Rank: 6

Some stations also rated in Trenton, NJ.

FM Stations															ARB 12+ Metro Shares (see rights)									
Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	
WXTU	Philadelphia	B	92.5	15.0 cp	909	a	Beasley Bcst Group	58	8308	6,000		Country	10,200	0.73	4.5	3.8	3.8	3.7	3.7	3.4	4.2	4.5	3.3	
• WMMR	Philadelphia	B	93.3	16.5 cp	866	c	Greater Media	42	9708		sw	Rock	15,700	1.33	3.8	2.8	3.2	2.7	3.5	2.9	3.5	3.1	3.3	
WYSP	Philadelphia	B	94.1	16.0	899	b	Infinity Bcstg	71	0102		g1	Rock	26,000	1.42	5.9	4.5	4.0	5.2	5.0	5.0	5.2	4.8	4.3	
• WMWX	Philadelphia	B	95.7	11.0	1148	c	Greater Media	49	9707	41,800		Hot AC	5,000	0.94	1.7	1.6	1.6	1.5	0.9	1.5	1.5	1.7	2.0	
WPTP	Philadelphia	B	96.5	17.0	866	a	Beasley Bcst Group	57	9705	65,000		80s Hits	3,600	0.53	2.2	1.7	1.9	1.5	1.6	2.0	2.5	2.2	2.2	
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	48.0	430		Nassau Bcstg Ptrs LP	49	9508		1	CHR	n/a		1.4	1.1	1.1	1.2	1.2	1.2	1.5	1.3	1.4	
WOGI	Philadelphia	B	98.1	12.5	1001	b	Infinity Bcstg	44	0102		g1	Oldies	18,700	1.02	5.9	4.2	4.8	5.0	5.0	4.3	4.5	3.5	4.1	
WUSL	Philadelphia	B	98.9	18.0	830	d	Clear Channel Comm	61	0008		g1	Urban	14,500	0.68	6.9	6.2	5.5	6.0	5.2	5.7	5.3	4.6	5.7	
WPLY	Media	B	100.3	17.0 cp	863	g	Radio One Inc	82	0002	80,000		Alternative	13,000	1.31	3.2	2.7	3.0	3.2	2.2	2.1	2.4	2.7	2.6	
WBEB	Philadelphia	B	101.1	14.0	942		WEAZ-FM Radio Inc	63				Soft Rock	27,400	1.00	8.8	6.5	6.9	7.1	7.5	7.0	6.7	6.7	6.7	
WIOQ	Philadelphia	B	102.1	27.0	669	d	Clear Channel Comm	41	0008		g1	CHR/Top40	20,200	0.98	6.6	5.1	5.2	5.7	5.2	5.3	4.9	5.5	5.1	
• WMGK	Philadelphia	B	102.9	8.9	1148	c	Greater Media	42				Clsc Rock	14,500	1.23	3.8	3.1	3.8	3.3	3.0	2.3	2.7	3.1	3.3	
WPHI	Jenkintown	A	103.9	0.3	1001	g	Radio One Inc	60	9705	20,000		CHR/Rhymc	6,000	0.57	3.4	3.1	2.7	2.6	3.2	2.7	3.0	2.8	2.6	
WSNI	Philadelphia	B	104.5	16.0	873	d	Clear Channel Comm	65	0008		g1	AC	10,500	1.35	2.5	3.9	1.8	2.1	2.1	2.0	1.7	2.5	2.3	
WEMG	Egg Harbor City	B1	104.9	10.0	509	f	Mega Comm Inc	71	9905	15,500		Spanish	3,000		0.7	0.6	0.4	0.6	0.7	0.6	0.3	0.3	0.5	
WDAS	Philadelphia	B	105.3	16.5	873	d	Clear Channel Comm	59	0008		g1	Urban AC	24,100	0.99	7.8	6.5	6.8	6.5	6.1	5.8	5.6	6.2	5.7	
WJJZ	Philadelphia	B	106.1	22.5	742	d	Clear Channel Comm	59	0008		g1	Smooth Jazz	18,700	0.91	6.6	5.1	4.9	5.2	5.9	5.4	5.3	4.5	4.3	
# FM Stations -					18	# Combos -					15	FM TOTALS				75.7	62.5	61.4	63.1	62.0	59.2	60.8	60.0	59.4

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

**Metro Rank: 6**

Revenue Rank: 10

# Philadelphia, PA Market Overview



### Metro Counties / Population (000)

Bucks, PA	604.3
Chester, PA	442.0
Delaware, PA	547.8
Montgomery, PA	757.1
Philadelphia, PA	1,496.9
Burlington, NJ	429.3
Camden, NJ	509.0
Gloucester, NJ	258.8
<b>Total</b>	<b>5,045.2</b>

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

<b>ESTIMATED GROSS REVENUES</b> **	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>Δ 97 - 02</b>
	\$223,400	\$259,000	\$297,300	\$315,300	\$285,700	\$311,300	6.9%
	<b>Δ 01 - 02</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>Δ 02 - 07</b>
	9.0%	\$329,600	\$352,600	\$372,000	\$392,500	\$412,100	5.8%

Revenue/Retail Sales Revenue/Capita	<b>1997</b>	<b>2002</b>	<b>2007</b>	<b>Est. Breakout</b>
	NA <sup>1/</sup>	\$4.82/1,000	\$5.27/1,000	Local 70% National 30%
	\$45.63	\$61.70	\$81.14	

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<b>1997</b>	<b>2002</b>	<b>Growth Rate</b>	<b>2002</b>	<b>2007</b>	<b>Growth Rate</b>
MSA Population	4,895.4	5,045.2	0.6%	5,045.2	5,078.6	0.1%
Households	1,796.8	1,901.4	1.1%	1,901.4	1,935.3	0.4%
Retail Sales	NA <sup>1/</sup>	64,557.6	NA <sup>1/</sup>	64,557.6	78,205.0	3.9%
EBI <sup>2/</sup>	90,941.0	106,601.1	3.2%	106,601.1	132,620.5	4.5%

### Demographic Breakdown

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	2,416.6	425.2	225.8	221.9	324.9	391.4	340.9	486.5
Women (000)	2,628.6	407.6	214.2	227.8	339.1	412.1	369.7	658.0
<b>Total</b>	<b>5,045.2</b>	<b>832.8</b>	<b>440.1</b>	<b>449.8</b>	<b>664.1</b>	<b>803.5</b>	<b>710.5</b>	<b>1,144.5</b>
Percentage	100.0%	16.5%	8.7%	8.9%	13.2%	15.9%	14.1%	22.7%
Per Capita	\$ 21,129							
				Median Household	\$ 44,229		Avg Household	\$ 56,064
Ethnic Population:	White	71.4%	Black	20.4%	Asian	3.7%	Hispanic	5.4%

### Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	1	16		16	18	25	43
Tot 12+	3.1	59.4		61.4	62.5	18.6	81.1
Avg 12+	3.1	3.7		3.8	3.5	0.7	1.9
Tot LCS	3.8	73.2		75.7	77.1	22.9	100.0
Avg LCS	3.8	4.6		4.7	4.3	0.9	2.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.  
Investing In Radio 2007 - 1st Edition

# Competitive Overview

Some stations also rated in Waco.

AM Stations		ARB 12+ Metro Shares (see rights)																					
Calls	City of License	FCC Class	Freq	Day	Night	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	Fall	Summer	Spring	Winter	Fall	Summer	Spring	Winter		
				Power (kW)	Power (kW)						C	Owner		Revenue (000)1/	Power Ratio	2002	2002	2002	2002	2001	2001	2001	2001
KDFT	Ferris	D	540	1.0 cp	0.25	88	0007		g	Span/Gospl	700		0.1	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KLIF	Dallas	B	570	5.0	5.00	22	9702	4,200		Talk	4,000	0.86	1.2	1.2	1.3	1.2	0.8	1.0	0.8	0.8	0.8	0.9	
KMKI	Plano	B	620	5.0	4.50	39	9812	12,000	e	Children	1,000		0.1	0.0	0.4	0.0	0.0	0.0	0.4	0.3	0.0	0.0	
KSKY	Balch Springs	B	660	20.0 cp	0.70	41	0007	7,500	sw	BkGsp/Talk	700			0.0	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	57	8212			Urban	1,300		0.7	0.4	0.6	0.6	0.6	0.7	0.8	0.7	1.0		
KAAM	Garland	B	770	10.0	1.00	90				AdStd/Nstlg	500	0.09	1.5	1.5	1.6	1.3	1.1	1.2	1.6	1.5	1.3		
WBAP	Fort Worth	A	820	50.0	50.00	22	9602		g3	Nws/Tlk/Spt	25,700	1.33	5.0	4.3	4.4	3.8	4.5	5.2	5.5	4.6	5.3		
KFJZ	Fort Worth	D	870	0.5	0.00	47	8804	1,300		Mexican	900		0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	
KXEB	Frisco	B	910	1.0 cp	0.50	36	9906		c4	Mexican	400			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KKLF	Denison-Sherma	B	950	0.5	0.50	48	9806		g	Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KHVN	Fort Worth	B	970	1.0	0.27	46	0206	4,500		Gospel	2,200	0.44	1.3	0.9	0.9	1.1	1.1	1.6	1.3	1.4	1.5		
• KGGR	Dallas	D	1040	3.3 cp	0.00	47	9604	1,150		Gospel	900		0.3	0.4	0.0	0.0	0.4	0.5	0.5	0.4	0.5		
KRLD	Dallas	A	1080	50.0	50.00	26	0102		g2	News	25,000	2.08	3.1	2.7	2.5	2.6	2.9	3.1	3.7	3.1	3.2		
• KCLE	Cleburne	B	1140	0.9	0.71	47	0301 p	1,400		Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• KBIS	Highland Park	D	1150	1.0	0.01	60	0302 p	3,250		Ethnic	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KFXR	Dallas	B	1190	50.0	5.00	47	0103	16,000		Sports	800			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KZEE	Weatherford	D	1220	0.5	0.01	56	0111	800		Ethnic				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KESS	Fort Worth	B	1270	5.0	5.00	22	0206 p		st	Spn/Nws/Spt	3,300		0.8	0.5	0.4	1.0	1.1	0.5	0.5	0.5	0.8		
KTCK	Dallas	B	1310	9.0	5.00	20	9609	14,000		Sports	21,200	2.03	2.7	2.9	2.8	1.8	2.8	2.4	3.3	3.2	2.8		
KAHZ	Hurst	B	1360	50.0 cp	0.89	47	9901		g	Spn/Nws/Tlk	1,100		0.1	0.4	0.0	0.0	0.0	0.4	0.0	0.0	0.0		
KBEC	Waxahachie	B	1390	0.5	0.26	55				Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KPIR	Granbury	B	1420	0.5	0.50	80	0206	150		Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KTNO	University Park	B	1440	10.0 cp	0.35	38	9709	650		Span/Chrst				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KHCK	Dallas	B	1480	5.0	1.90	52	0206 p		st	Span/Rhymc	2,500		0.1	0.1	0.1	0.0	0.0	0.4	0.0	0.0	0.2		
• KZMP	University Park	D	1540	32.0	0.00	45	0008		g4	Mexican	800		0.2	0.2	0.1	0.2	0.3	0.2	0.2	0.1	0.1		
KPYK	Terrell	D	1570	0.3	0.01	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	47	0008		g4	Span/Varty				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KTBK	Sherman	B	1700	10.0	0.70	99				Sports				0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1		
				# AM Stations -		28	# Combos -		17	AM TOTALS				17.3	15.5	15.1	14.4	15.6	17.3	18.6	16.6	17.7	
				AM & FM Stations Profiled -		64	# Duopolies -		23	Total Local Commercial Share				90.0	90.0	88.4	89.1	88.9	89.6	89.7	90.0		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

**Metro Rank: 6**

Revenue Rank: 10

# Philadelphia, PA Market Overview



**Metro Counties / Population (000)**

Bucks, PA	604.3
Chester, PA	442.0
Delaware, PA	547.8
Montgomery, PA	757.1
Philadelphia, PA	1,496.9
Burlington, NJ	429.3
Camden, NJ	509.0
Gloucester, NJ	258.8
<b>Total</b>	<b>5,045.2</b>

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

<b>ESTIMATED GROSS REVENUES</b> ★★	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>Δ 97 - 02</b>
	\$223,400	\$259,000	\$297,300	\$315,300	\$285,700	\$311,300	6.9%
	<b>Δ 01 - 02</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>Δ 02 - 07</b>
	9.0%	\$329,600	\$352,600	\$372,000	\$392,500	\$412,100	5.8%

Revenue/Retail Sales Revenue/Capita	<b>1997</b>	<b>2002</b>	<b>2007</b>	<b>Est. Breakout</b>
	NA <sup>1/</sup>	\$4.82/1,000	\$5.27/1,000	Local 70% National 30%
	\$45.63	\$61.70	\$81.14	

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	<b>1997</b>	<b>2002</b>	<b>Growth Rate</b>	<b>2002</b>	<b>2007</b>	<b>Growth Rate</b>
MSA Population	4,895.4	5,045.2	0.6%	5,045.2	5,078.6	0.1%
Households	1,796.8	1,901.4	1.1%	1,901.4	1,935.3	0.4%
Retail Sales	NA <sup>1/</sup>	64,557.6	NA <sup>1/</sup>	64,557.6	78,205.0	3.9%
EBI <sup>2/</sup>	90,941.0	106,601.1	3.2%	106,601.1	132,620.5	4.5%

**Demographic Breakdown**

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	2,416.6	425.2	225.8	221.9	324.9	391.4	340.9	486.5
Women (000)	2,628.6	407.6	214.2	227.8	339.1	412.1	369.7	658.0
<b>Total</b>	<b>5,045.2</b>	<b>832.8</b>	<b>440.1</b>	<b>449.8</b>	<b>664.1</b>	<b>803.5</b>	<b>710.5</b>	<b>1,144.5</b>
Percentage	100.0%	16.5%	8.7%	8.9%	13.2%	15.9%	14.1%	22.7%
Per Capita	\$ 21,129			Median Household	\$ 44,229		Avg Household	\$ 56,064
Ethnic Population:	White 71.4%	Black 20.4%	Asian 3.7%				Hispanic 5.4%	

**Market Summary**

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	1	16		16	18	25	43
Tot 12+	3.1	59.4		61.4	62.5	18.6	81.1
Avg 12+	3.1	3.7		3.8	3.5	0.7	1.9
Tot LCS	3.8	73.2		75.7	77.1	22.9	100.0
Avg LCS	3.8	4.6		4.7	4.3	0.9	2.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



Market: Houston-Galveston, TX

# Competitive Overview

Metro Rank: 7

Some stations also rated in Beaumont-Port Arthur, ARB 12+ Metro Shares (see rights)

## FM Stations

Calls	City of License	FCC Class	Power (kW)	Freq	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)				ARB 12+ Metro Shares (see rights)														
																Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001											
KRTS	Seabrook	C1	92.1	50.0	981		Stude, M.S., et al	84	8705	2,250	e	Classical	1,900		0.9	0.7	0.8	0.7	0.8	0.9	0.6	0.7	1.1											
KKBQ	Pasadena	C	92.9	100.0	1919	d	Cox Radio Inc	62	0008		g	Country	18,400	1.48	3.5	2.6	3.2	2.6	3.3	2.8	2.8	3.3	3.2											
KQBU	Port Arthur	C	93.3	100.0	1952	g	Univision Comm Inc	92	0206 p		st	Mexican	500		0.9	0.8	0.9	0.9	0.7	0.7	0.4	0.9	1.0											
KKRW	Houston	C	93.7	100.0	1719	b	Clear Channel Comm	64	0008		g	Clsc Rock	13,300	1.07	3.5	2.6	2.7	3.1	3.4	2.8	3.1	3.7	3.5											
KTBZ	Houston	C	94.5	100.0	1919	b	Clear Channel Comm	63	0008		g	Modern Rock	10,200	0.60	4.8	3.8	4.0	4.1	4.3	3.8	4.4	3.5	3.6											
• KHJZ	Houston	C	95.7	100.0	1919	a	Infinity Bcstg	59	0102		g1	Smooth Jazz	9,700	1.14	2.4	2.1	1.9	2.0	2.4	1.8	2.2	1.6	3.0											
KHMX	Houston	C	96.5	100.0	1919	b	Clear Channel Comm	61	9905		g8	Hot AC	15,300	1.35	3.2	2.8	2.5	2.5	2.7	3.0	2.7	2.3	3.2											
• KTHT	Cleveland	C	97.1	100.0	1847	d	Cox Radio Inc	92	0008		g6	Country	3,600	0.51	2.0	1.8	1.6	1.7	1.7	1.9	1.8	2.6	2.1											
KRWP	Beaumont	C	97.5	100.0	1955	i	Cumulus Bcstg Inc	48	9804		d1	Urban	1,800		0.8	1.0	1.1	0.8	0.7	0.0	0.0	0.0	0.0											
KBXX	Houston	C	97.9	100.0	1919	e	Radio One Inc	58	0008		g5	R&BOd/HpH	20,500	0.93	6.2	5.0	4.9	4.8	5.4	5.9	6.1	7.3	6.6											
KTJM	Port Arthur	C	98.5	100.0	1952	c	Liberman Bcstg Inc	63	0103	44,000	d2	Mexican	5,600	0.66	2.4	1.3	2.0	1.7	2.5	2.1	1.4	1.7	1.1											
KODA	Houston	C	99.1	100.0	1919	b	Clear Channel Comm	58	0008		g	Soft AC	32,100	1.14	7.9	6.3	5.9	6.2	7.0	7.6	6.3	6.2	7.5											
KUST	Willis	A	99.7	3.5 cp	433	j	New Wavo Comm	98	9704	158	2c	Country			0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.0	0.0											
KSHN	Liberty	C2	99.9	26.5	679		Trinity River Valley	91				AC/Old/Cty	500			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	0102		g1	Country	26,500	1.52	4.9	3.5	3.9	4.1	4.5	4.1	4.2	5.6	5.4											
• KOBT	Winnie	C	100.7	100.0	1952	g	Univision Comm Inc	87	0206 p		st	Spn/Rym/CH	2,500		0.8	0.0	0.1	0.2	1.1	1.4	1.3	1.1	1.1											
KLLO	Houston	C	101.1	100.0	1919	b	Clear Channel Comm	47	0008		g	Rock	15,200	1.38	3.1	3.0	2.5	2.4	2.8	2.9	2.9	3.3	3.4											
KSTB	Crystal Beach	C3	101.5	14.0	449	i	Cumulus Bcstg Inc	95	0206	2,500		Hot AC				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	24,100	1.01	6.7	5.7	4.9	5.3	5.7	6.7	6.7	6.2	4.6											
KLTN	Houston	C	102.9	100.0	984	g	Univision Comm Inc	60	0206 p		st	Mexican	27,900	1.08	7.3	7.2	6.5	6.7	5.8	5.6	4.6	5.3	4.5											
KJOJ	Freeport	C	103.3	100.0	994	c	Liberman Bcstg Inc	65	0103		d2	Mexican	900		0.7	0.4	0.7	0.6	0.6	0.6	0.3	0.0	0.1											
KVST	Willis	C3	103.7	15.0	427	j	New Wavo Comm	93	9107	125	2c	Country	1,400		0.4	0.5	0.4	0.4	0.4	0.0	0.4	0.4	0.6											
KRBE	Houston	C	104.1	100.0	1919		Susquehanna Radio	59	8610			CHR	21,200	1.07	5.6	4.3	5.1	4.4	4.8	4.8	5.7	5.4	4.8											
KPTY	Missouri City	C3	104.9	2.7 cp	981	g	Univision Comm Inc	68	0206 p		st	Spn/Rym/CH	4,000	0.63	1.8	2.8	2.8	2.1	0.5	0.6	0.4	0.8	0.7											
KLTO	Crystal Beach	A	105.3	6.0 cp	180	g	Univision Comm Inc	89	0206 p		st	Spanish AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0											
KOVE	Galveston	C	106.5	100.0	1322	g	Univision Comm Inc	68	0206 p		st	Span/AdCHR	13,500	1.03	3.7	2.9	3.2	3.3	3.2	2.9	1.5	1.4	1.7											
KHPT	Conroe	C	106.9	100.0	1900	d	Cox Radio Inc	91	0009		sw	Variety	4,100	0.43	2.7	2.5	2.5	2.6	2.0	2.1	2.3	2.6	2.5											
KLDE	Lake Jackson	C	107.5	98.0	1972	d	Cox Radio Inc	64	0008		g	Oldies	17,200	1.27	3.8	3.3	3.1	3.9	3.1	2.7	3.5	2.7	2.9											
KQQK	Beaumont	C	107.9	100.0	1808	c	Liberman Bcstg Inc	67	0210	24,000		Span/CHR	2,500	0.44	1.6	1.9	2.6	0.9	1.0	1.0	1.2	1.4	2.0											
# FM Stations -																29	# Combos -				26	FM TOTALS				81.7	68.9	69.8	68.1	70.5	68.5	66.9	70.0	70.2

• Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 7

Revenue Rank: 8

# Houston-Galveston, TX Market Overview



### Metro Counties / Population (000)

Brazoria, TX	252.2
Chambers, TX	27.4
Fort Bend, TX	380.2
Galveston, TX	256.8
Harris, TX	3,512.7
Liberty, TX	73.4
Montgomery, TX	316.9
Waller, TX	34.8
<b>Total</b>	<b>4,854.4</b>

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

#### ESTIMATED GROSS REVENUES ★★

1997	1998	1999	2000	2001	2002	Δ 97 - 02
\$229,100	\$261,000	\$294,000	\$328,600	\$313,200	\$355,400	9.2%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
13.5%	\$375,000	\$401,300	\$423,300	\$446,600	\$468,900	5.7%

Revenue/Retail Sales  
Revenue/Capita

1997	2002	2007
NA <sup>1/</sup>	\$5.68/1,000	\$5.44/1,000
\$53.63	\$73.21	\$88.21

Est. Breakout  
Local 71%  
National 29%

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	4,271.6	4,854.4	2.6%	4,854.4	5,315.6	1.8%
Households	1,515.7	1,700.6	2.3%	1,700.6	1,852.3	1.7%
Retail Sales	NA <sup>1/</sup>	62,625.3	NA <sup>1/</sup>	62,625.3	86,258.1	6.6%
EBI <sup>2/</sup>	73,514.0	100,908.6	6.5%	100,908.6	138,074.6	6.5%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	2,417.2	479.6	239.9	251.2	377.0	397.7	333.2	338.6
Women (000)	2,437.2	457.5	226.9	237.2	372.7	397.3	336.4	409.2
Total	4,854.4	937.2	466.9	488.4	749.7	795.0	669.6	747.8
Percentage	100.0%	19.3%	9.6%	10.1%	15.4%	16.4%	13.8%	15.4%
Per Capita	\$ 20,787		Median Household	\$ 45,427		Avg Household	\$ 59,338	
Ethnic Population:	White 62.0%	Black 16.9%	Asian 5.1%	Hispanic 30.0%				

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		27	23	29	26	55
Tot 12+	0.1		68.8	68.3	68.9	15.4	84.3
Avg 12+	0.1		2.5	3.0	2.4	0.6	1.5
Tot LCS	0.1		81.6	81.0	81.7	18.3	100.0
Avg LCS	0.1		3.0	3.5	2.8	0.7	1.8

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Beaumont-Port Arthur.

## AM Stations

Calls	City of License	FCC Class	Freq	Day	Night	Year Std	Date Acq'd	Sales Price (000)	L M A	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
				Power (kW)	Power (kW)								C	Owner	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001
KILT	Houston	B	610	5.0	5.00	48	0102		g1	6,400	1.20	1.5	1.7	1.3	1.6	1.2	1.1	1.3	0.9	1.3	
KIKK	Pasadena	D	650	0.3	0.00	57	0102		g1	600		0.2	0.0	0.4	0.0	0.4	0.0	0.4	0.3	0.4	
KSEV	Tomball	B	700	15.0	1.00	86	0103		d2	5,000	0.64	2.2	1.3	1.8	1.8	1.8	2.0	2.1	2.1	0.4	
KTRH	Houston	B	740	50.0	50.00	30	0008		g	22,500	1.32	4.8	4.0	3.9	4.0	3.8	4.4	4.7	3.9	3.5	
KBME	Houston	B	790	5.0	5.00	44	0008		g	2,500	0.41	1.7	1.2	1.6	1.2	1.4	1.6	1.8	1.8	1.8	
KEYH	Houston	D	850	10.0	0.18	74	0205 p	6,000		1,000		0.1	0.5	0.5	0.0	0.0	0.0	0.4	0.6	0.0	
KJOJ	Conroe	B	880	10.0	1.00	51	0103		d2	400			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	47	9310	563					0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KPRC	Houston	B	950	5.0	5.00	25	9412		st	9,400	0.83	3.2	2.6	2.5	2.9	2.6	2.9	2.3	2.4	3.3	
KRTX	Rosenburg-Rich	B	980	1.0	4.00	48	0206 p		st			0.1	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0	
KLAT	Houston	B	1010	5.0	3.60	61	0206 p		st	3,800		0.9	0.7	0.5	0.6	0.9	1.0	1.3	0.7	0.9	
KCHN	Brookshire	D	1050	0.4 cp	0.00	68	9507	5		400			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KKHT	Houston	B	1070	10.0	5.00	68	9503	5,000		500		0.1	0.3	0.4	0.0	0.0	0.0	0.6	0.5	0.3	
KTEK	Alvin	D	1110	2.5	0.00	81	9810		g	400			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KYOK	Conroe	D	1140	5.0	0.00	81	9202	175					0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KGOL	Humble	B	1180	50.0	1.00	86	0008		g4				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KQUE	Houston	C	1230	0.4	0.00	48	0103		d2	500		0.9	0.8	0.7	1.1	1.0	0.4	0.6	0.0	0.0	
KXYZ	Houston	B	1320	5.0	5.00	30	9804	6,400		3,900		0.8	0.5	0.5	0.7	0.6	0.8	0.9	0.7	0.6	
KWWJ	Baytown	B	1360	5.0	1.00	47	8808			600		0.7	0.8	0.5	0.5	0.5	0.8	0.5	0.0	0.6	
KCOH	Houston	B	1430	5.0	0.33	48	7602			1,900		0.7	0.5	0.5	0.6	0.6	0.7	0.7	0.6	0.5	
KBRZ	Freeport	B	1460	0.5	0.21	52	0101	700					0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KLVL	Pasadena	B	1480	1.0	0.50	50	9706	1,250				0.2	0.5	0.4	0.3	0.0	0.0	0.3	0.5	0.0	
KYND	Cypress	D	1520	3.0	0.00	91							0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KGBC	Galveston	B	1540	1.0	0.25	47	0204	900		700			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• KILE	Bellaire	D	1560	0.8	0.00	61	0211 p		st				0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.5	
KMIC	Houston	B	1590	5.0	5.00	55	9905	6,000	na	500			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
				# AM Stations -	26	# Combos -	13	AM TOTALS					18.1	15.4	15.5	15.3	14.9	15.9	18.7	15.0	14.1
				AM & FM Stations Profiled -	55	# Duopolies -	20	Total Local Commercial Share					84.3	85.3	83.4	85.4	84.4	85.6	85.0	84.3	

NOTE: KRWP moved to Houston market 1/02. Prior year station revenues reflected in Beaumont.

• Indicates a change since last edition

1/ See introduction section for Interpretation of revenue estimates.

Metro Rank: 8

Revenue Rank: 7

# Washington, DC Market Overview



### Metro Counties / Population (000)

Dist. of Col.	571.7
Calvert, MD	79.2
Charles, MD	125.3
Frederick, MD	205.4
Montgomery, MD	900.0
Pr Georges, MD	817.6
Alexandria city	133.1
Arlington, VA	195.2
Fairfax, VA	997.2
Fairfax City, VA	21.5
Falls Church city	10.6
Loudoun, VA	184.9
Manassas city	36.7
Manassas Pk city	10.8
Pr William, VA	292.8
Stafford, VA	96.8
<b>Total</b>	<b>4,678.8</b>

### Market Radio Financials

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

#### ESTIMATED GROSS REVENUES

\*\*\*

	1997	1998	1999	2000	2001	2002	Δ 97 - 02
Gross Revenues	\$232,000	\$261,100	\$326,000	\$395,200	\$337,500	\$358,400	9.1%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
Gross Revenues	6.2%	\$382,000	\$408,700	\$431,200	\$454,900	\$477,700	5.9%

#### Revenue/Retail Sales Revenue/Capita

	1997	2002	2007
Revenue/Retail Sales	NA <sup>1/</sup>	\$6.04/1,000	\$6.24/1,000
Revenue/Capita	\$54.90	\$76.60	\$95.34

#### Est. Breakout

Local 70%  
National 30%

### Demographic and Economic Overview

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

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	4,226.2	4,678.8	2.1%	4,678.8	5,010.7	1.4%
Households	1,567.8	1,760.8	2.3%	1,760.8	1,892.6	1.5%
Retail Sales	NA <sup>1/</sup>	59,351.4	NA <sup>1/</sup>	59,351.4	76,573.8	5.2%
EBI <sup>2/</sup>	90,768.3	123,635.3	6.4%	123,635.3	166,594.3	6.1%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	2,274.4	405.9	194.9	208.2	361.6	395.9	336.5	371.3
Women (000)	2,404.3	389.0	185.0	208.3	377.4	414.0	367.5	463.1
<b>Total</b>	<b>4,678.8</b>	<b>794.9</b>	<b>380.0</b>	<b>416.5</b>	<b>739.0</b>	<b>809.9</b>	<b>704.0</b>	<b>834.4</b>
Percentage	100.0%	17.0%	8.1%	8.9%	15.8%	17.3%	15.0%	17.8%
Per Capita	\$ 26,425		Median Household	\$ 56,619		Avg Household	\$ 70,215	
Ethnic Population:	White 57.0%	Black 27.5%	Asian 7.6%	Hispanic 9.9%				

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6	19		21	25	28	53
Tot 12+	7.7	57.7		64.9	65.4	15.1	80.5
Avg 12+	1.3	3.0		3.1	2.6	0.5	1.5
Tot LCS	9.6	71.7		80.6	81.2	18.8	100.0
Avg LCS	1.6	3.8		3.8	3.2	0.7	1.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Baltimore, Frederick & Fredericksburg.

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)																
															Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001									
WBZS	Prince Frederick	A	92.7	2.9 cp	476	f	Mega Comm Inc	71	0002	5,250		Tropical	800	0.20	1.1	1.2	1.1	0.9	1.2	0.5	0.4	0.4	0.7								
WFLS	Fredericksburg	B	93.3	50.0	492		Free Lance-Star	62				Country	n/a		0.7	0.5	0.6	0.7	0.5	0.6	0.8	0.7	0.5								
WKYS	Washington	B	93.9	24.5	705	a	Radio One Inc	47	9506	34,000		Urban AC	20,000	0.91	6.1	4.9	5.2	5.1	4.2	5.1	5.7	5.0	5.3								
WBPS	Warrenton	A	94.3	2.0 cp	574	f	Mega Comm Inc	66	0007	5,250		Tropical	600		0.4	0.3	0.2	0.4	0.4	0.3	0.2	0.3	0.4								
WARW	Bethesda	B	94.7	20.5	771	c	Infinity Bcstg	59	0102		g2	Clsc Rock	10,600	1.02	2.9	2.3	2.7	2.2	2.0	2.3	2.8	2.5	2.5								
WPGC	Morningside	B	95.5	50.0	486	c	Infinity Bcstg	59	0102		g2	CHR/Rhymc	28,200	1.01	7.8	6.9	6.0	6.2	6.1	6.7	6.6	6.0	5.7								
WHUR	Washington	B	96.3	24.0	669		Howard Univ Bd	71				Urban AC	19,000	0.91	5.8	4.6	4.8	4.8	4.7	4.5	4.7	4.1	4.0								
WASH	Washington	B	97.1	17.5 cp	794	e	Clear Channel Comm	48	0008		g	Soft Rock	19,400	1.13	4.8	4.1	2.9	3.8	4.2	4.5	3.5	3.4	4.0								
WMZQ	Washington	B	98.7	50.0	489	e	Clear Channel Comm	68	0008		g	Country	18,800	1.19	4.4	2.3	3.4	3.7	3.8	3.2	4.5	4.4	3.5								
WHFS	Annapolis	B	99.1	50.0	459	c	Infinity Bcstg	49	0102		g2	Alternative	12,500	1.84	1.9	1.5	1.3	1.6	1.7	1.5	1.7	2.1	1.8								
WIHT	Washington	B	99.5	22.0	751	e	Clear Channel Comm	60	0008		g	CHR	12,000	0.93	3.6	2.6	2.8	3.2	2.9	2.7	2.1	1.9	2.2								
WFRE	Frederick	B	99.9	7.9	1165	h	Clear Channel Comm	61	0008			Country	n/a		1.1	1.0	1.1	0.9	0.8	0.8	0.6	1.2	1.2								
WBIG	Washington	B	100.3	36.0	574	e	Clear Channel Comm	48	0008		g	Oldies	20,100	1.08	5.2	3.4	4.3	4.1	4.1	4.3	3.8	4.1	4.0								
• WWDC	Washington	B	101.1	22.5	761	e	Clear Channel Comm	47	0008		g	Alternative	17,000	1.03	4.6	3.1	3.4	3.6	3.9	3.8	4.0	4.4	3.8								
WMMJ	Bethesda	A	102.3	2.9	479	a	Radio One Inc	61	8709	7,500		Urban AC	20,500	0.83	6.9	6.0	6.0	5.0	6.0	5.1	5.1	5.4	5.7								
WAFY	Middletown	A	103.1	1.0	571		Frederick Bcstg LLC	90				AC	n/a		0.1	0.0	0.0	0.4	0.0	0.0	0.5	0.4	0.4								
WGMS	Washington	B	103.5	44.0	518	d	Bonneville Intl	47	9804		sw	Classical	9,400	0.49	5.3	4.6	3.9	4.1	4.4	4.7	4.3	3.9	5.1								
WWVZ	Braddock	A	103.9	0.4	912	d	Bonneville Intl	72	9607		g1	Hot AC			0.2	0.2	0.1	0.3	0.2	0.1	0.1	0.1	0.1								
WWZZ	Waldorf	B	104.1	20.0	801	d	Bonneville Intl	65	9607		g	Hot AC	6,400	0.64	2.8	2.0	2.5	2.4	2.1	2.0	2.4	3.4	3.4								
WGRX	Falmouth	A	104.5	2.7 cp	492		Telemedia Bcstg	01	0103	See (166)		Country	n/a			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
WAVA	Arlington	B	105.1	41.0	541	i	Salem Comm Corp	48	9202	20,000		Chrst/Talk	6,500	1.51	1.2	0.9	1.0	1.1	0.9	0.8	1.1	0.9	1.2								
WJZW	Woodbridge	B	105.9	25.0	650	b	ABC Radio Inc	58	9707		g	Smooth Jazz	12,700	0.74	4.8	3.9	4.4	3.8	3.2	4.2	4.3	3.7	4.0								
WJFK	Manassas	B	106.7	18.5	732	c	Infinity Bcstg	68	0102		g2	Talk	28,400	1.72	4.6	3.5	3.8	3.6	3.8	3.7	3.4	4.4	3.5								
• WRQX	Washington	B	107.3	34.0	604	b	ABC Radio Inc	48	9602		g1	Urban AC	23,400	1.42	4.6	3.5	3.9	3.5	3.7	3.8	4.2	4.5	3.9								
WTOP	Warrenton	B	107.7	29.0	646	d	Bonneville Intl	78	9806		sw	News			2.1	2.1	1.8	1.7	1.7	1.7	1.7	1.3	1.5								
# FM Stations -															25	# Combos -		21	FM TOTALS				83.0	65.4	67.2	67.1	66.5	66.9	68.5	68.5	68.4

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 8

Revenue Rank: 7

# Washington, DC Market Overview



### Metro Counties / Population (000)

Dist. of Col.	571.7
Calvert, MD	79.2
Charles, MD	125.3
Frederick, MD	205.4
Montgomery, MD	900.0
Pr Georges, MD	817.6
Alexandria city	133.1
Arlington, VA	195.2
Fairfax, VA	997.2
Fairfax City, VA	21.5
Falls Church city	10.6
Loudoun, VA	184.9
Manassas city	36.7
Manassas Pk city	10.8
Pr William, VA	292.8
Stafford, VA	96.8
<b>Total</b>	<b>4,678.8</b>

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

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$232,000	\$261,100	\$326,000	\$395,200	\$337,500	\$358,400
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.2%	\$382,000	\$408,700	\$431,200	\$454,900	\$477,700	5.9%
Revenue/Retail Sales	1997 NA <sup>1/</sup>	2002 \$6.04/1,000	2007 \$6.24/1,000	Est. Breakout			
Revenue/Capita	\$54.90	\$76.60	\$95.34	Local 70%			
				National 30%			

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	4,226.2	4,678.8	2.1%	4,678.8	5,010.7	1.4%
Households	1,567.8	1,760.8	2.3%	1,760.8	1,892.6	1.5%
Retail Sales	NA <sup>1/</sup>	59,351.4	NA <sup>1/</sup>	59,351.4	76,573.8	5.2%
EBI <sup>2/</sup>	90,768.3	123,635.3	6.4%	123,635.3	166,594.3	6.1%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	2,274.4	405.9	194.9	208.2	361.6	395.9	336.5	371.3
Women (000)	2,404.3	389.0	185.0	208.3	377.4	414.0	367.5	463.1
Total	4,678.8	794.9	380.0	416.5	739.0	809.9	704.0	834.4
Percentage	100.0%	17.0%	8.1%	8.9%	15.8%	17.3%	15.0%	17.8%
Per Capita	\$ 26,425							
Ethnic Population:								
White	57.0%							
Black	27.5%							
Asian	7.6%							
Hispanic	9.9%							
Median Household	\$ 56,619							
Avg Household	\$ 70,215							

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6	19		21	25	28	53
Tot 12+	7.7	57.7		64.9	65.4	15.1	80.5
Avg 12+	1.3	3.0		3.1	2.6	0.5	1.5
Tot LCS	9.6	71.7		80.6	81.2	18.8	100.0
Avg LCS	1.6	3.8		3.8	3.2	0.7	1.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Baltimore, Frederick & Fredericksburg.

AM Stations		ARB 12+ Metro Shares (see rights)																				
Calls	City of License	FCC Class	Freq	Day	Night	Year Std	Date Acq'd	Sales Price (000)	L M A	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Fall	Summer	Spring	Winter	Fall	Summer	Spring	Winter		
				Power (kW)	Power (kW)								C	Owner	2002	2002	2002	2002	2001	2001	2001	2001
WTNT	Bethesda	B	570	5.0	1.00	e	Clear Channel Comm	47 0008		g	Talk	2,400	0.7	0.6	0.5	0.5	0.8	0.6	0.0	0.4	1.0	
WMAL	Washington	B	630	5.0	5.00	b	ABC Radio Inc	25 9602		g1	News/Talk	14,800	0.98	4.2	3.8	3.2	3.0	4.1	3.3	3.7	4.0	4.2
WGOP	Poolesville	D	700	25.0 cp	0.00		Birach Bcstg Corp	95 9401	135	st	Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WKDL	Alexandria	B	730	8.0	0.03	f	Mega Comm Inc	45 9910		g	Mexican	1,500	0.8	0.8	0.6	0.6	0.6	0.9	0.4	0.5	0.5	
WABS	Arlington	D	780	5.0	0.00	i	Salem Comm Corp	46 0001	4,100		Chrst/Talk	800		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WXTR	Frederick	B	820	4.3	0.43	d	Bonneville Intl	60 9607			News			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WILC	Laurel	B	900	1.9	0.50		ZGS Bcst Holdings	65 0203	5,500		Spanish AC	800	0.5	0.5	0.0	0.5	0.5	0.5	0.0	0.0	0.0	
WFMD	Frederick	B	930	5.0	2.50	h	Clear Channel Comm	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	D	950	2.5	0.05		Seven Locks Bcstg Co	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	e	Clear Channel Comm	23 0008		g	Sprts/Talk	7,600	1.01	2.1	1.6	1.9	1.8	1.5	1.6	1.5	1.6	1.5
WWGB	Indian Head	D	1030	50.0	0.00		Joo, Sun Young	86 0207	2,900		Relgn/Span			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
● WPLC	Silver Spring	D	1050	1.0	0.04	f	Metro Radio Inc	46 0301 p	1,500		Mexican	1,500	0.1	0.2	0.1	0.2	0.0	0.0	0.2	0.0	0.1	
WUST	Washington	D	1120	20.0	0.00		New World Radio Inc	49 9210	1,300		Ethnic	100		0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WMET	Gaithersburg	B	1160	50.0 cp	1.50		IDT Corporation	83 0207		st	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	500		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WFAX	Falls Church	D	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	
● WWRC	Washington	B	1260	5.0	5.00	e	Clear Channel Comm	41 0008		g	Talk	2,300		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	
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	1,800	0.9	0.8	0.8	0.9	0.5	0.7	0.7	0.5	0.7	
WZHF	Arlington	B	1390	5.0	5.00	g	Multicultural Bcstg	47 0007		sw	Ethnic	900		0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WOL	Washington	C	1450	1.0	1.00	a	Radio One Inc	24 8010	950		News/Talk	1,000	0.21	1.3	0.8	1.4	1.0	0.9	0.9	0.7	0.8	0.5
WKDV	Manassas	B	1460	5.0	5.00	g	Multicultural Bcstg	57 0007		sw	Ethnic	200		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WPWC	Dumfries-Triangl	B	1480	1.0	0.50		JMK Communications	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	d	Bonneville Intl	26 9804		sw	News	30,500	1.93	4.4	4.0	3.3	3.5	3.7	3.8	3.3	2.9	3.0
WACA	Wheaton	D	1540	5.0	0.00		AC Communications	54 0101	2,500		Spanish	800	0.2	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	
WKIK	La Plata	D	1560	1.0	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 0102		g2	Gospel	4,200	0.78	1.5	1.0	1.3	1.0	1.3	1.3	1.1	0.9	1.3
WKDM	Rockville	B	1600	1.0	0.50	g	Multicultural Bcstg	51 0111	800		Ethnic	400		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
				# AM Stations -		28		# Combos -		16		AM TOTALS		16.7	15.1	13.1	13.6	13.9	13.6	11.6	11.6	13.6
				AM & FM Stations Profiled -		53		# Duopolies -		15		Total Local Commercial Share		80.5	80.3	80.7	80.4	80.5	80.1	80.1	82.0	

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 9

Revenue Rank: 9

# Boston, MA Market Overview



### Metro Counties / Population (000)

Essex, MA	730.2
Middlesex, MA	1,472.4
Norfolk, MA	652.9
Plymouth, MA	478.8
Suffolk, MA	693.5
Worcester, MA	258.0
Hillsborough, NH	247.3
<b>Total</b>	<b>4,533.1</b>

### Market Radio Financials

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

ESTIMATED GROSS REVENUES ★ ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$224,300	\$259,200	\$312,800	\$361,200	\$321,800	\$341,100
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.0%	\$361,000	\$384,500	\$405,600	\$427,900	\$449,300	5.7%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA <sup>1/</sup>	\$4.95/1,000	\$4.87/1,000	Local 68%
Revenue/Capita	\$51.88	\$75.25	\$97.01	National 32%

### Demographic and Economic Overview

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

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	4,323.3	4,533.1	1.0%	4,533.1	4,631.5	0.4%
Households	1,616.3	1,740.9	1.5%	1,740.9	1,797.0	0.6%
Retail Sales	NA <sup>1/</sup>	68,965.3	NA <sup>1/</sup>	68,965.3	92,211.1	6.0%
EBI <sup>2/</sup>	82,415.0	109,912.1	5.9%	109,912.1	144,306.8	5.6%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	2,185.7	363.8	180.3	207.2	334.2	368.3	311.3	420.6
Women (000)	2,347.5	346.5	170.9	213.8	342.5	378.6	332.4	562.8
Total	4,533.1	710.3	351.2	421.0	676.7	746.8	643.7	983.4
Percentage	100.0%	15.7%	7.7%	9.3%	14.9%	16.5%	14.2%	21.7%
Per Capita	\$ 24,246							
				Median Household	\$ 50,501		Avg Household	\$ 63,134
Ethnic Population:	White	82.2%	Black	6.2%	Asian	5.0%	Hispanic	7.1%

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	9	17		19	27	37	64
Tot 12+	3.8	55.9		58.9	59.7	19.4	79.1
Avg 12+	0.4	3.3		3.1	2.2	0.5	1.2
Tot LCS	4.8	70.7		74.5	75.5	24.5	100.0
Avg LCS	0.5	4.2		3.9	2.8	0.7	1.6

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# Competitive Overview

Some stations also rated in Springfield, Manchester & 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
															Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
WFEX	Peterborough	A	92.1	0.2	1388	j	Phoenix Media Comm	71	9911		Alternative	400		0.1	0.0	0.1	0.1	0.0	0.1	0.2	0.1	0.1
WXRV	Haverhill	B	92.5	25.0	712		Northeast Bcstg Co	59			AAA	4,500	0.94	1.4	1.3	1.4	1.2	0.9	0.9	0.9	0.9	1.0
WBOS	Brookline	B	92.9	18.5	735	b	Greater Media	55	9708	sw	AAA	9,500	1.11	2.5	2.2	1.9	2.3	1.8	1.8	1.7	2.0	1.9
WQSX	Lawrence	B	93.7	34.0 cp	587	l	Entercom	60	9811	g3	AC	13,100	1.07	3.6	3.1	2.7	2.8	3.0	3.0	3.0	2.8	2.7
WJMN	Boston	B	94.5	11.5	1053	d	Clear Channel Comm	48	0008	g	UrCHR/Rhy	19,100	0.85	6.6	6.3	4.9	6.2	5.2	4.8	5.6	5.3	4.8
WHRB	Cambridge	A	95.3	1.7	610		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	1.6	469		Marshfield Bcstg Co	77			AC/Oldes	300			0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
WTCK	Boston	B	96.9	22.5	735	b	Greater Media	45	9708	sw	Talk	7,500	0.76	2.9	3.0	2.1	2.3	2.4	2.5	1.7	2.4	1.9
WBOT	Brockton	A	97.7	2.7	492	g	Radio One Inc	48	9909		HpHop/R&B	4,500	0.63	2.1	1.9	1.8	1.7	1.8	1.5	2.2	1.4	2.0
• WINQ	Winchendon	A	97.7	1.8	433		Saga Comm Inc	83	0301 p	400	AAA	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WBMX	Boston	B	98.5	9.0	1145	c	Infinity Bcstg	48	0102	g2	AC	19,700	1.18	4.9	3.1	4.1	3.8	3.6	4.1	3.4	4.4	4.1
WPLM	Plymouth	B	99.1	50.0	430	e	Plymouth Rock Bcstg	61			Easy	3,000	0.30	2.9	2.3	2.4	2.2	2.6	2.0	1.6	1.7	2.3
WKLB	Lowell	B	99.5	27.0	653	b	Greater Media	47	9708		Country	7,500	0.55	4.0	3.1	3.6	2.8	3.4	2.9	3.2	3.3	2.9
WAHL	Athol	A	99.9	1.9	407		Citadel Comm Corp	89	0005	c1	Hot AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
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	0102	g2	Clsc Rock	26,100	1.63	4.7	3.6	4.2	3.6	3.0	4.3	4.0	3.5	3.4
WFNX	Lynn	A	101.7	1.7	449	j	Phoenix Media Comm	63	8211	1,400	Alternative	4,000	0.78	1.5	1.1	1.2	1.2	1.2	1.2	1.2	1.3	1.0
WCRB	Waltham	B	102.5	8.1	1152		Charles River Bcstg	54			Classical	8,000	0.51	4.6	3.4	3.4	4.1	4.0	3.1	3.0	4.2	4.5
WODS	Boston	B	103.3	16.0	886	c	Infinity Bcstg	48	0102	g2	Oldies	21,200	1.07	5.8	4.4	4.6	4.5	5.0	4.5	4.0	4.5	4.4
WBCN	Boston	B	104.1	21.0	771	c	Infinity Bcstg	58	0102	g2	Alternative	28,000	1.75	4.7	3.6	3.7	3.6	3.6	3.9	4.4	3.3	3.6
WXLO	Fitchburg	B	104.5	37.0	564		Citadel Comm Corp	60	0002		Hot AC	n/a		1.3	0.9	1.0	0.8	1.1	1.1	1.0	1.0	0.8
WBOQ	Gloucester	A	104.9	3.2	446		Martin Bcstg LLC	64	0005	g1	Classical	1,100			0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WROF	Framingham	B	105.7	23.0	735	b	Greater Media	59	9610	sw	Clsc Hits	10,800	0.88	3.6	2.6	2.7	2.7	2.7	3.3	3.3	2.8	3.5
WHOB	Nashua	A	106.3	1.0	541		Tele-Media Bcstg Co	87	0007	See (186)	Hot AC	n/a		0.2	0.4	0.0	0.0	0.0	0.5	0.0	0.4	0.5
WMJX	Boston	B	106.7	21.5	771	b	Greater Media	82	8201	5,000	AC	24,000	1.02	6.9	6.1	5.5	5.3	5.8	5.5	5.3	5.8	5.4
WAAF	Worcester	B	107.3	9.6 cp	1099	l	Entercom	61	9811	g3	Rock	12,000	1.21	2.9	2.2	2.1	2.4	1.9	2.7	3.0	2.6	2.6
WXKS	Medford	B	107.9	20.5	771	d	Clear Channel Comm	60	0008	g	CHR	26,900	1.19	6.6	4.7	5.1	5.4	4.9	5.6	5.6	5.7	4.9
# FM Stations -				27	# Combos -				17	FM TOTALS				73.8	59.7	58.5	59.0	57.9	59.3	58.3	59.7	58.3

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

**Metro Rank: 9**

Revenue Rank: 9

# Boston, MA Market Overview



**Metro Counties / Population (000)**

Essex, MA	730.2
Middlesex, MA	1,472.4
Norfolk, MA	652.9
Plymouth, MA	478.8
Suffolk, MA	693.5
Worcester, MA	258.0
Hillsborough, NH	247.3
<b>Total</b>	<b>4,533.1</b>

**Market Radio Financials**

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

<b>ESTIMATED GROSS REVENUES</b> ★ ★	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>Δ 97 - 02</b>
	\$224,300	\$259,200	\$312,800	\$361,200	\$321,800	\$341,100	8.7%
	<b>Δ 01 - 02</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>Δ 02 - 07</b>
	6.0%	\$361,000	\$384,500	\$405,600	\$427,900	\$449,300	5.7%

Revenue/Retail Sales	<b>1997</b>	<b>2002</b>	<b>2007</b>	<b>Est. Breakout</b>
Revenue/Capita	NA <sup>1/</sup>	\$4.95/1,000	\$4.87/1,000	Local 68%
	\$51.88	\$75.25	\$97.01	National 32%

**Demographic and Economic Overview**

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

	<b>1997</b>	<b>2002</b>	<b>Growth Rate</b>	<b>2002</b>	<b>2007</b>	<b>Growth Rate</b>
MSA Population	4,323.3	4,533.1	1.0%	4,533.1	4,631.5	0.4%
Households	1,616.3	1,740.9	1.5%	1,740.9	1,797.0	0.6%
Retail Sales	NA <sup>1/</sup>	68,965.3	NA <sup>1/</sup>	68,965.3	92,211.1	6.0%
EBI <sup>2/</sup>	82,415.0	109,912.1	5.9%	109,912.1	144,306.8	5.6%

**Demographic Breakdown**

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	2,185.7	363.8	180.3	207.2	334.2	368.3	311.3	420.6
Women (000)	2,347.5	346.5	170.9	213.8	342.5	378.6	332.4	562.8
Total	4,533.1	710.3	351.2	421.0	676.7	746.8	643.7	983.4
Percentage	100.0%	15.7%	7.7%	9.3%	14.9%	16.5%	14.2%	21.7%
Per Capita	\$ 24,246		Median Household	\$ 50,501		Avg Household	\$ 63,134	
Ethnic Population:	White 82.2%	Black 6.2%	Asian 5.0%			Hispanic 7.1%		

**Market Summary**

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	9	17		19	27	37	64
Tot 12+	3.8	55.9		58.9	59.7	19.4	79.1
Avg 12+	0.4	3.3		3.1	2.2	0.5	1.2
Tot LCS	4.8	70.7		74.5	75.5	24.5	100.0
Avg LCS	0.5	4.2		3.9	2.8	0.7	1.6

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

## AM Stations

Some stations also rated in Springfield, Manchester & Worcester.  
ARB 12+ Metro Shares (see rights)

Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Date Std Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
				Power (kW)	Power (kW)							Revenue (000)†/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
WEZE	Boston	B	590	5.0	5.00	h	Salem Comm Corp	24 9702	6,000		Chrst/Talk	2,000		0.4	0.0	0.3	0.0	0.4	0.7	0.6	0.5	0.6
• WSRO	Ashland	D	650	0.3	0.01	a	Langer Bcstg Corp	67 9604	10	1	Talk/Chrst				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WRKO	Boston	B	680	50.0	50.00	l	Entercom	22 9811		g3	News/Talk	8,800	0.52	5.0	4.2	4.2	3.9	3.8	3.9	3.8	4.1	4.5
WJIB	Cambridge	D	740	0.3	0.01	b	Bob Bittner Bcstg	48 9109	160		Easy	300		0.1	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0
WEEI	Boston	B	850	50.0	50.00	l	Entercom	26 9811		g3	Sports	27,800	1.70	4.8	3.8	4.8	4.1	3.3	3.1	4.3	4.9	3.3
WBPS	Dedham	B	890	25.0	cp	3.40	m	Mega Comm Inc	95 9811		Talk	700			0.0	0.0	0.0	0.0	0.0	0.4	0.4	0.4
WROL	Boston	D	950	5.0	0.00	h	Salem Comm Corp	50 0104	11,000		Chrst/Talk	900		0.1	0.0	0.0	0.0	0.4	0.0	0.3	0.3	0.0
WCAP	Lowell	B	980	5.0	5.00		Northeast Radio Inc	51			Nws/Tlk/Spt	300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WBZ	Boston	A	1030	50.0	50.00	c	Infinity Bcstg	21 0102		g2	Nws/Tlk/Spt	37,900	1.04	10.7	7.3	8.2	8.1	9.2	8.7	7.6	7.2	8.1
• WBIX	Natick	D	1060	40.0	0.00	a	Bleidt, Bradford C.	72 0301 p		st	Bus News	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
• WILD	Boston	D	1090	5.0	cp	0.00	g	Radio One Inc	46 0101	5,000	Urban AC	1,500	0.29	1.5	1.3	1.2	0.9	1.1	1.5	1.3	0.8	1.1
WCEC	Salem	D	1110	5.0	0.00	k	Costa Comm Corp	77			Span/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WBNW	Concord	B	1120	5.0	1.00		Money Matters Radio	89 9807	450		Bus News	500			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WAMG	Boston	B	1150	5.0	5.00	m	Mega Comm Inc	79 9811	5,000		Span/Varty	1,600	0.39	1.2	1.2	0.9	0.6	0.8	1.4	1.1	0.6	0.9
WDIS	Norfolk	B	1170	1.0	0.00		Discussion Radio Inc	78 9209	65		Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WKOX	Framingham	B	1200	50.0	cp	1.00	d	Clear Channel Comm	47 0104	10,000	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			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WMKI	Boston	B	1260	5.0	5.00		ABC Radio Inc	22 0009		g	Children	1,500			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WEIM	Fitchburg	B	1280	5.0	1.00		LiveAir Comm Inc	41 0012	778		FullService				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WJDA	Quincy	D	1300	1.0	0.07	f	Asher, James D.	47			Soft AC	500			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WRCA	Watertown	B	1330	5.0	cp	17.00	Beasley Bcst Group	48 0005	6,000		Span/Ethnc	1,000			0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
WGAW	Gardner	C	1340	1.0	1.00		Anastos Bcst Group	46 0108		g	Chrst/Span				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WLYN	Lynn	D	1360	0.7	0.08	i	Multicultural Bcstg	47 0208	1,775		Ethnc/Varty	100			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 Bcstg	55			Country	100			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	m	Mega Comm Inc	34 9905	936	Span/Varty	800		0.5	0.3	0.2	0.4	0.5	0.5	0.4	0.2	0.2
WMSX	Brockton	D	1410	1.0	0.16		Anastos Bcst Group	61 0108		g	Span/Asian				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 Comm	52 0008		g	Nostalgia	800	0.17	1.4	0.9	1.2	1.2	1.1	1.1	1.2	1.6	1.1
WBNP	Newburyport	C	1450	1.0	0.59		Radio Newburyport	57 9812	275		Adlt Stndrd	300			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	500			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WAZN	Watertown	B	1470	1.4	cp	3.40	i	Multicultural Bcstg	58 0212	1,800	Variety				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WCCM	Haverhill	C	1490	1.0	1.00	k	Costa Comm Corp	47 9506		na	Nws/Tlk/Nst				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WMRC	Milford	C	1490	1.0	1.00		1st Class Radio Corp	56			AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WWZN	Boston	B	1510	50.0	cp	50.00	Rose City Radio Corp	34 0102		g	Sprts/Talk	1,000		0.3	0.4	0.0	0.5	0.5	0.0	0.0	0.0	0.0
WVBF	Middleborough	D	1530	1.0	cp	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	D	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			Span/News	100		0.1	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0
				# AM Stations -		37	# Combos -		20	AM TOTALS				26.1	19.4	21.4	20.1	21.1	20.9	21.6	20.6	20.5
				AM & FM Stations Profiled -		64	# Duopolies -		17	Total Local Commercial Share				79.1	79.9	79.1	79.0	80.2	79.9	80.3	78.8	

• Indicates a change since last edition

† See introduction section for interpretation of revenue estimates.

Metro Rank: 10

Revenue Rank: 12

# Detroit, MI Market Overview



### Metro Counties / Population (000)

Lapeer, MI	90.0
Livingston, MI	165.0
Macomb, MI	798.3
Monroe, MI	148.3
Oakland, MI	1,208.1
St. Clair, MI	167.2
Wayne, MI	2,038.0
<b>Total</b>	<b>4,614.9</b>

### Market Radio Financials

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

#### ESTIMATED GROSS REVENUES

1997	1998	1999	2000	2001	2002	Δ 97 - 02
\$213,500	\$218,300	\$244,200	\$275,700	\$252,100	\$263,400	4.3%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
4.5%	\$277,000	\$296,400	\$312,700	\$329,900	\$346,400	5.6%

#### Revenue/Retail Sales Revenue/Capita

1997	2002	2007
NA <sup>1/</sup>	\$4.03/1,000	\$4.20/1,000
\$47.83	\$57.08	\$74.20

#### Est. Breakout

Local	76%
National	24%

### Demographic and Economic Overview

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

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	4,463.9	4,614.9	0.7%	4,614.9	4,668.4	0.2%
Households	1,659.0	1,766.3	1.3%	1,766.3	1,811.6	0.5%
Retail Sales	NA <sup>1/</sup>	65,377.9	NA <sup>1/</sup>	65,377.9	82,442.7	4.7%
EBI <sup>2/</sup>	76,204.7	97,210.3	5.0%	97,210.3	124,419.3	5.1%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	2,243.7	417.1	207.0	191.6	319.3	365.9	325.8	416.9
Women (000)	2,371.2	397.5	196.7	188.9	328.0	375.5	340.7	543.7
Total	4,614.9	814.7	403.7	380.5	647.4	741.4	666.6	960.6
Percentage	100.0%	17.7%	8.7%	8.2%	14.0%	16.1%	14.4%	20.8%
Per Capita	\$ 21,065		Median Household	\$ 44,232		Avg Household	\$ 55,037	
Ethnic Population:	White 71.6%	Black 22.3%	Asian 2.5%			Hispanic 3.0%		

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3	18	2	20	23	20	43
Tot 12+	0.4	62.3	3.4	65.7	66.1	19.0	85.1
Avg 12+	0.1	3.5	1.7	3.3	2.9	1.0	2.0
Tot LCS	0.5	73.2	4.0	77.2	77.7	22.3	100.0
Avg LCS	0.2	4.1	2.0	3.9	3.4	1.1	2.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
												Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
CIMX	Windsor	C1	88.7	100.0	577	e	CHUM Group Radio	67			Alternative			3.7	2.6	3.3	3.1	3.1	3.2	3.2	2.6	2.8
WMXD	Detroit	B	92.3	45.0	479	d	Clear Channel Comm	64 0008		g	Urban AC	12,900	1.04	4.7	5.1	3.5	4.0	4.2	4.4	4.3	3.8	4.2
• WDRQ	Detroit	B	93.1	26.5	669	b	ABC Radio Inc	47 9804		g	Top 40	10,500	0.87	4.6	3.7	3.9	3.7	4.0	4.2	3.9	4.6	4.9
WHMI	Howell	A	93.5	5.2	354		Livingston Radio	77 8810	477	c2	Clsc Hits	500		0.4	0.4	0.6	0.0	0.4	0.4	0.0	0.3	0.4
CIDR	Windsor	C1	93.9	100.0	656	e	CHUM Group Radio	49 8505			AC			1.0	0.8	0.8	0.9	0.8	1.0	0.9	1.3	0.9
WCSX	Birmingham	B	94.7	13.5 cp	951	a	Greater Media	58 7307			Clsc Rock	13,100	1.31	3.8	3.5	3.0	3.4	3.5	3.1	2.8	3.2	3.2
WKQI	Detroit	B	95.5	100.0	427	d	Clear Channel Comm	49 0008		g	Top 40	15,100	1.51	3.8	3.4	3.8	3.1	3.1	3.1	3.8	3.7	4.1
• WDVD	Detroit	B	96.3	18.0 cp	764	b	ABC Radio Inc	48 9602		g3	Hot AC	5,000	0.83	2.3	2.1	2.1	2.1	2.1	1.6	2.1	2.5	1.9
WKRK	Detroit	B	97.1	15.0	892	c	Infinity Bcstg	41 0102		g1	Talk	8,000	1.21	2.5	1.7	2.3	2.1	2.0	2.2	2.3	1.7	1.6
WJLB	Detroit	B	97.9	50.0	489	d	Clear Channel Comm	26 0008		g	Urban AC	16,800	1.08	5.9	5.3	4.9	5.2	5.6	4.7	6.1	5.2	5.3
WVMV	Detroit	B	98.7	50.0	463	c	Infinity Bcstg	61 0102		g1	Smooth Jazz	14,200	0.88	6.1	5.0	5.2	5.9	4.7	5.0	5.1	5.4	4.5
WYCD	Detroit	B	99.5	17.5	787	c	Infinity Bcstg	60 0102		g1	Country	11,700	0.97	4.6	3.8	3.8	4.4	3.8	3.7	4.3	4.0	4.0
• WNIC	Dearborn	B	100.3	32.0	600	d	Clear Channel Comm	46 0008		g	AC	19,600	1.46	5.1	5.0	4.9	3.5	4.5	4.8	5.3	6.3	7.6
WRIF	Detroit	B	101.1	11.0	955	a	Greater Media	48 9409	11,500		AOR	19,600	1.38	5.4	4.2	5.0	4.6	4.8	4.1	4.8	5.3	4.9
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	Mount Clemens	B	102.7	50.0	499	f	Radio One Inc	60 9901	27,000		Urban AC	4,000	0.58	2.6	2.4	2.4	2.3	1.8	2.3	1.5	1.1	1.0
WMUZ	Detroit	B	103.5	50.0	466	g	Crawford Bcstg Co	58			ChrsContem	1,800	0.62	1.1	1.0	0.9	0.9	0.9	1.0	0.9	0.8	0.9
WOMC	Detroit	B	104.3	190.0	361	c	Infinity Bcstg	48 0102		g1	Oldies	21,100	1.29	6.2	5.3	6.5	5.2	4.8	4.9	5.1	5.2	4.9
WMGC	Detroit	B	105.1	13.5	955	a	Greater Media	60 9701		sw	AC	14,000	1.24	4.3	3.7	3.2	3.5	3.9	4.2	2.7	2.5	2.4
WDTJ	Detroit	B	105.9	20.0	725	f	Radio One Inc	60 9806	34,000		Urban	7,800	0.57	5.2	4.1	4.3	4.3	4.6	4.7	4.0	4.0	3.9
WDTW	Detroit	B	106.7	61.0 cp	535	d	Clear Channel Comm	60 0008		g	Clsc Hits	7,200	1.01	2.7	1.7	2.4	2.6	2.3	2.1	2.4	2.7	1.8
WSAQ	Port Huron	A	107.1	6.0	299	h	Liggett Comm I.I.C	64 0005	3,200	c4	Country	400		0.1	0.0	0.0	0.0	0.0	0.4	0.0	0.4	0.0
WGPR	Detroit	B	107.5	50.0	361		WGPR Inc	61 6407			Black/AAA	2,800	0.82	1.3	1.3	1.4	1.1	1.1	1.0	1.1	1.0	1.0
# FM Stations -				23	# Combos -				20	FM TOTALS				77.4	66.1	68.2	65.9	66.0	66.1	66.6	67.6	66.2

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 10

Revenue Rank: 12

# Detroit, MI Market Overview



### Metro Counties / Population (000)

Lapeer, MI	90.0
Livingston, MI	165.0
Macomb, MI	798.3
Monroe, MI	148.3
Oakland, MI	1,208.1
St. Clair, MI	167.2
Wayne, MI	2,038.0
<b>Total</b>	<b>4,614.9</b>

### Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$213,500	\$218,300	\$244,200	\$275,700	\$252,100	\$263,400
Δ 01 - 02	4.5%						
★★		2003	2004	2005	2006	2007	Δ 02 - 07
		\$277,000	\$296,400	\$312,700	\$329,900	\$346,400	5.6%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
Revenue/Capita	NA <sup>1/</sup>	\$4.03/1,000	\$4.20/1,000	Local	76%		
	\$47.83	\$57.08	\$74.20	National	24%		

### Demographic and Economic Overview

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

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	4,463.9	4,614.9	0.7%	4,614.9	4,668.4	0.2%
Households	1,659.0	1,766.3	1.3%	1,766.3	1,811.6	0.5%
Retail Sales	NA <sup>1/</sup>	65,377.9	NA <sup>1/</sup>	65,377.9	82,442.7	4.7%
EBI <sup>2/</sup>	76,204.7	97,210.3	5.0%	97,210.3	124,419.3	5.1%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	2,243.7	417.1	207.0	191.6	319.3	365.9	325.8	416.9
Women (000)	2,371.2	397.5	196.7	188.9	328.0	375.5	340.7	543.7
Total	4,614.9	814.7	403.7	380.5	647.4	741.4	666.6	960.6
Percentage	100.0%	17.7%	8.7%	8.2%	14.0%	16.1%	14.4%	20.8%
Per Capita	\$ 21,065			Median Household	\$ 44,232		Avg Household	\$ 55,037
Ethnic Population:	White	71.6%	Black	22.3%	Asian	2.5%	Hispanic	3.0%

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3	18	2	20	23	20	43
Tot 12+	0.4	62.3	3.4	65.7	66.1	19.0	85.1
Avg 12+	0.1	3.5	1.7	3.3	2.9	1.0	2.0
Tot LCS	0.5	73.2	4.0	77.2	77.7	22.3	100.0
Avg LCS	0.2	4.1	2.0	3.9	3.4	1.1	2.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
				Power (kW)	Power (kW)								Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
WLLZ	Monroe	D	560	0.5	0.01	g	Crawford Bcstg Co	56	9707	3,150		Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
CKWW	Windsor	B	580	0.5	0.50	e	CHUM Group Radio	82	9303			Adlt Stndrd	2.6		2.6	2.5	2.0	2.5	2.4	1.9	1.8	2.4	2.8
WNZK	Dearborn Heights	B	690	2.5	0.00		Birach Bcstg Corp	59				Nws/Tlk/Int			0.0	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	20,000	1.03	7.4	6.1	6.4	6.1	6.6	6.2	6.6	5.7	6.0
CKLW	Windsor	B	800	50.0	50.00	e	CHUM Group Radio	32	8505			News/Talk			0.5	0.5	0.4	0.4	0.5	0.3	0.6	0.4	0.4
WWJ	Detroit	B	950	50.0	50.00	c	Infinity Bcstg	20	0102		g1	News	23,200	1.36	6.5	5.3	5.2	5.3	5.8	6.1	5.7	5.5	5.8
WCAR	Livonia	B	1090	0.3	0.50		1090 Investments LLC	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 Comm	39	0008		g	Sports	5,600	1.42	1.5	1.3	1.1	1.6	1.2	1.2	1.2	1.0	1.1
WCHB	Taylor	B	1200	50.0	15.00	f	Radio One Inc	56	9806			Gospel	1,200		0.9	0.9	0.7	0.7	1.0	0.8	0.5	0.5	0.7
WMPC	Lapeer	C	1230	1.0	1.00		Calvary Bible Church	26				Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WXYT	Detroit	B	1270	50.0	48.00	c	Infinity Bcstg	25	0102		g1	Talk	5,000	1.19	1.6	1.0	1.1	1.6	1.2	1.6	1.4	1.4	2.3
• WDXD	Dearborn	B	1310	5.0	5.00	d	Clear Channel Comm	46	0008		g	News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WEXL	Royal Oak	C	1340	1.0	1.00	g	Crawford Bcstg Co	23	9705	3,500		Gospel			0.6	0.4	0.5	0.6	0.4	0.6	0.4	0.5	0.4
WPHM	Port Huron	B	1380	5.0	5.00	h	Liggett Comm LLC	47	0005		c1	Nws/Tlk/Inf				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WQBH	Detroit	C	1400	1.0	1.00		Queens Bcstg Corp	26	9704	3,889		Black	2,300	0.87	1.0	1.0	0.6	0.7	1.1	1.1	0.8	1.1	0.9
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	h	Liggett Comm LLC	38	0005		c4	Adlt Stndrd				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 Prgms	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	10.00	cp	Midwest Bcstg Corp	25	9312	2,650		Chrst/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
WHLX	Marine City	D	1590	1.0	0.10	h	Liggett Comm LLC	51	0005	2,240		Adlt Stndrd				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
				# AM Stations -		20	# Combos -		13	AM TOTALS				22.6	19.0	18.0	19.5	20.2	19.8	19.0	18.8	20.7	
				AM & FM Stations Profiled -		43	# Duopolies -		14	Total Local Commercial Share					85.1	86.2	85.4	86.2	85.9	85.6	86.4	86.9	

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 11

Revenue Rank: 6

# Atlanta, GA Market Overview



### Metro Counties / Population (000)

Barrow, GA	49.5
Bartow, GA	80.2
Carroll, GA	90.7
Cherokee, GA	153.1
Clayton, GA	246.3
Cobb, GA	635.5
Coweta, GA	95.9
De Kalb, GA	687.5
Douglas, GA	96.0
Fayette, GA	96.5
Forsyth, GA	110.5
Fulton, GA	842.6
Gwinnett, GA	632.8
Henry, GA	132.1
Newton, GA	66.3
Paulding, GA	89.8
Pickens, GA	25.0
Rockdale, GA	72.3
Spalding, GA	59.0
Walton, GA	65.8
<b>Total</b>	<b>4,327.4</b>

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

ESTIMATED GROSS REVENUES ★ ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$226,900	\$261,000	\$305,300	\$358,400	\$350,400	\$368,800
★ ★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.3%	\$390,000	\$417,300	\$442,300	\$466,700	\$490,000	5.8%
Revenue/Retail Sales	NA <sup>1/</sup>	\$5.70/1,000	\$5.52/1,000			<b>Est. Breakout</b>	
Revenue/Capita	\$63.34	\$85.22	\$100.60			Local	86%
						National	14%

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	3,582.2	4,327.4	3.9%	4,327.4	4,870.6	2.4%
Households	1,330.2	1,581.3	3.5%	1,581.3	1,773.3	2.3%
Retail Sales	NA <sup>1/</sup>	64,666.4	NA <sup>1/</sup>	64,666.4	88,777.7	6.5%
EBI <sup>2/</sup>	61,320.6	92,613.8	8.6%	92,613.8	130,470.9	7.1%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	2,134.2	399.0	191.6	217.0	371.9	370.2	291.7	292.9
Women (000)	2,193.3	380.9	179.9	202.3	367.8	377.2	313.1	372.0
Total	4,327.4	779.9	371.5	419.3	739.6	747.4	604.8	664.9
Percentage	100.0%	18.0%	8.6%	9.7%	17.1%	17.3%	14.0%	15.4%
Per Capita	\$ 21,402			Median Household	\$ 46,170		Avg Household	\$ 58,569
Ethnic Population:	White	62.1%	Black	29.3%	Asian	3.5%	Hispanic	7.1%

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6		22	20	28	43	71
Tot 12+	3.4		67.5	69.0	70.9	16.5	87.4
Avg 12+	0.6		3.1	3.5	2.5	0.4	1.2
Tot LCS	3.9		77.2	78.9	81.1	18.9	100.0
Avg LCS	0.6		3.5	3.9	2.9	0.4	1.4

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	
WBTR	Carrollton	A	92.1	0.6	637	k	Gradick, Steven L.	64	0104	1,800		Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WZGC	Atlanta	C1	92.9	100.0	909	c	Infinity Bcstg	65	0102		g1	Clisc Rock	15,700	1.37	3.1	1.9	2.9	2.7	2.9	2.6	4.0	3.8	3.1
WVFJ	Manchester	C1	93.3	27.0 cp	1611		Provident Bcstg Co	67	8108			ChrsContem	2,700		0.7	0.5	0.4	0.6	0.7	0.7	1.0	1.1	0.9
WSTR	Smyrna	C	94.1	100.0	1020	g	Jefferson-Pilot Comm	66	7401			Top 40	28,000	1.58	4.8	3.4	4.4	4.2	4.3	4.0	5.4	5.2	5.4
● WPCH	Atlanta	C1	94.9	100.0	978	d	Clear Channel Comm	62	9905		g2	Soft AC	20,500	1.11	5.0	4.9	3.8	3.9	4.2	5.6	4.0	4.2	5.5
WBTS	Athens	C1	95.5	74.0	1116	b	Cox Radio Inc	48	9908	78,000		CHR/Rhymc	8,500	0.68	3.4	3.7	3.1	3.2	2.9	2.7	2.9	3.1	3.8
WKLS	Atlanta	C	96.1	100.0	984	d	Clear Channel Comm	60	9905		g2	Rock	18,200	1.15	4.3	3.6	3.9	3.5	3.7	4.1	3.6	4.3	4.2
WBZY	Peachtree City	A	96.7	2.2	551	d	Clear Channel Comm	48	9903		g4	Modern Rock	1,300		0.2	0.9	0.7	0.0	0.1	0.0	0.7	1.2	0.9
● WFOX	Gainesville	C	97.1	100.0	1585	b	Cox Radio Inc	65	0008		g	Urban	17,000	1.49	3.1	2.5	2.6	3.4	2.4	2.5	2.6	2.5	2.2
WPZE	Fayetteville	C3	97.5	7.9	574	j	Radio One Inc	66	9501	4,500	1	Gospel	4,000	0.19	5.6	4.9	5.4	6.3	5.1	3.1	0.0	0.0	0.0
WSB	Atlanta	C	98.5	100.0	1027	b	Cox Radio Inc	34				Soft AC	21,000	1.27	4.5	4.6	3.1	4.0	4.7	3.9	5.0	4.8	4.0
WNNX	Atlanta	C0	99.7	100.0	1034	n	Susquehanna Radio	63	7402			Modern Rock	21,400	1.09	5.3	2.9	4.2	4.2	4.7	5.5	4.6	5.4	5.7
WNSY	Talking Rock	C3	100.1	7.0	617	q	McClure Bcstg	98				Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WWWQ	College Park	C3	100.5	3.0 cp	955	n	Susquehanna Radio	47	9705	15,050	c1	CHR	4,000	0.47	2.3	2.2	2.1	1.9	2.0	2.0	1.5	1.3	0.6
WKHX	Marietta	C	101.5	100.0	984	a	ABC Radio Inc	60	9602		g3	Country	19,700	0.99	5.4	4.3	4.8	4.1	5.4	4.7	5.5	4.8	5.5
WAZX	Cleveland	A	101.9	3.2	453	l	Macias, Javier	89	9502	450		Mexican				0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
WLKQ	Buford	A	102.3	4.2 cp	390		Buford Bcstg Inc	70				Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WAMJ	Mableton	A	102.5	3.0 cp	469		New Mableton Bcstg	01			1	R&B Oldies	1,000	0.17	1.6	2.5	2.0	1.6	1.9	0.0	0.0	0.0	0.0
WVEE	Atlanta	C	103.3	100.0	1017	c	Infinity Bcstg	48	0102		g1	Urban	40,000	1.00	10.8	8.7	9.4	9.3	9.4	10.0	10.1	9.9	10.8
WALR	La Grange	C1	104.1	60.0 cp	1217	b	Cox Radio Inc	47	9704		g	Urban AC	22,400	1.15	5.3	4.2	4.4	4.2	4.4	5.6	4.9	5.1	5.1
WFSH	Athens	C1	104.7	100.0	981	e	Salem Comm Corp	64	0009		sw	ChrsContem	600	0.06	2.7	2.5	2.4	2.1	2.7	2.2	2.4	2.3	2.2
WHEL	Helen	A	105.1	1.7	614	d	Clear Channel Comm	93	9905		g	News/Talk			0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0
WMAX	Bowdon	C1	105.3	61.0 cp	1204	d	Clear Channel Comm	98	0012	7,000		80s Hits	1,000	0.25	1.1	1.8	1.4	2.0	0.6	0.0	0.0	0.0	0.0
● WMXV	Canton	C2	105.7	16.5	827	d	Clear Channel Comm	64	9905		g2	Oldies	8,000	1.55	1.4	0.9	1.4	1.1	1.1	1.2	1.7	1.5	1.8
WYAY	Gainesville	C	106.7	100.0	1417	a	ABC Radio Inc	49	9602		g3	Country	8,600	0.75	3.1	2.4	3.2	2.4	3.0	2.5	2.6	2.3	2.8
● WTSH	Rockmart	C2	107.1	45.0	518		Southern Bcstg Cos	72				Country				0.5	0.0	0.0	0.0	0.5	0.0	0.4	0.0
WJZZ	Roswell	C3	107.5	25.0	328	j	Radio One Inc	97	9904		st 1	Smooth Jazz	7,000	0.54	3.5	2.8	3.4	2.8	3.0	3.1	3.5	2.1	2.0
WHTA	Hampton	C2	107.9	41.0	492	j	Radio One Inc	66	0108	55,000	1	Urban AC	14,300	0.86	4.5	4.3	4.4	4.4	3.8	3.3	4.3	4.4	3.5
# FM Stations -				28	# Combos -				24	FM TOTALS				81.8	70.9	73.5	72.0	73.0	69.8	70.3	69.8	70.0	

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 11

Revenue Rank: 6

# Atlanta, GA Market Overview



### Metro Counties / Population (000)

Barrow, GA	49.5
Bartow, GA	80.2
Carroll, GA	90.7
Cherokee, GA	153.1
Clayton, GA	246.3
Cobb, GA	635.5
Coweta, GA	95.9
De Kalb, GA	687.5
Douglas, GA	96.0
Fayette, GA	96.5
Forsyth, GA	110.5
Fulton, GA	842.6
Gwinnett, GA	632.8
Henry, GA	132.1
Newton, GA	66.3
Paulding, GA	89.8
Pickens, GA	25.0
Rockdale, GA	72.3
Spalding, GA	59.0
Walton, GA	65.8
<b>Total</b>	<b>4,327.4</b>

### Market Radio Financials

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

ESTIMATED GROSS REVENUES ★ ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$226,900	\$261,000	\$305,300	\$358,400	\$350,400	\$368,800
★ ★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.3%	\$390,000	\$417,300	\$442,300	\$466,700	\$490,000	5.8%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA <sup>1/</sup>	\$5.70/1,000	\$5.52/1,000	Local	86%		
Revenue/Capita	\$63.34	\$85.22	\$100.60	National	14%		

### Demographic and Economic Overview

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

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	3,582.2	4,327.4	3.9%	4,327.4	4,870.6	2.4%
Households	1,330.2	1,581.3	3.5%	1,581.3	1,773.3	2.3%
Retail Sales	NA <sup>1/</sup>	64,666.4	NA <sup>1/</sup>	64,666.4	88,777.7	6.5%
EBI <sup>2/</sup>	61,320.6	92,613.8	8.6%	92,613.8	130,470.9	7.1%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	2,134.2	399.0	191.6	217.0	371.9	370.2	291.7	292.9
Women (000)	2,193.3	380.9	179.9	202.3	367.8	377.2	313.1	372.0
Total	4,327.4	779.9	371.5	419.3	739.6	747.4	604.8	664.9
Percentage	100.0%	18.0%	8.6%	9.7%	17.1%	17.3%	14.0%	15.4%
Per Capita	\$ 21,402		Median Household	\$ 46,170		Avg Household	\$ 58,569	
Ethnic Population:	White	62.1%	Black	29.3%	Asian	3.5%	Hispanic	7.1%

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6		22	20	28	43	71
Tot 12+	3.4		67.5	69.0	70.9	16.5	87.4
Avg 12+	0.6		3.1	3.5	2.5	0.4	1.2
Tot LCS	3.9		77.2	78.9	81.1	18.9	100.0
Avg LCS	0.6		3.5	3.9	2.9	0.4	1.4

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

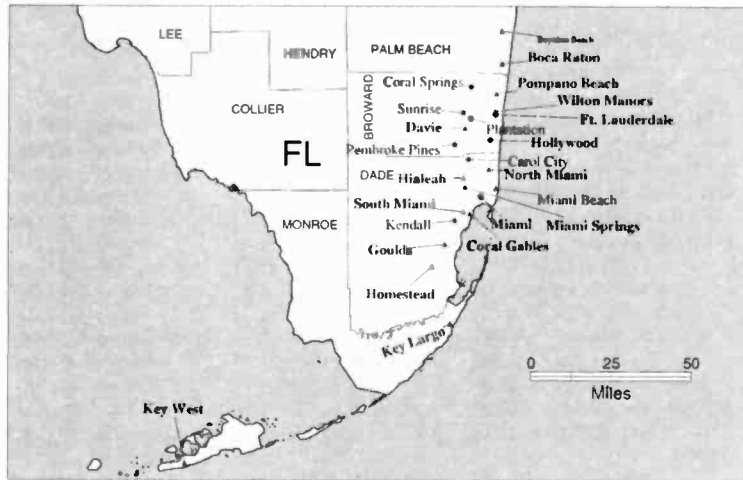
AM Stations												ARB 12+ Metro Shares (see rights)												
Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Date	Sales Price (000)	L M	Format	2002 Est Revenue (000)!	Power Ratio	Avg '02 Local Comm	Fall	Summer	Spring	Winter	Fall	Summer	Spring	Winter		
				Power (kW)	Power (kW)										2002	2002	2002	2002	2001	2001	2001	2001		
WDWD	Atlanta	B	590	5.0	4.50	a	ABC Radio Inc	38 9602		g3	Children	800			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WPLO	Grayson	D	610	1.5	0.23	m	Prieto Comm Inc	59 9607	1,300		Spanish	1,200	0.3		0.0	0.0	0.5	0.0	0.5	0.4	0.3	0.0	0.0	
WGST	Atlanta	B	640	50.0	1.00	d	Clear Channel Comm	22 9905		g2	News	15,600	1.41	3.0	3.2	2.5	2.5	2.5	3.1	2.8	2.7	4.0	0.0	
WCNN	North Atlanta	B	680	50.0	10.00	f	Dickey Bros Bcstg	67 0009		d1	Sports	3,900		0.8	0.7	0.7	0.8	0.9	0.5	0.8	0.8	0.9	0.0	
WSB	Atlanta	A	750	50.0	50.00	b	Cox Radio Inc	22 3906			News/Talk	42,000	1.05	10.8	9.1	9.0	9.3	8.9	11.0	10.2	10.1	9.9	0.0	
WQXI	Atlanta	B	790	28.0	1.00	g	Jefferson-Pilot Comm	47 7403			Sports	4,800	1.30	1.0	0.9	0.9	0.7	1.2	0.8	0.9	0.8	0.7	0.0	
WAEC	Atlanta	B	860	5.0	0.50	o	Beasley Bcst Group	47 0001		c3	Religion	1,400			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WNIV	Atlanta	D	970	5.0	0.00	e	Salem Comm Corp	48 9908	8,000	c4	Chrst/Talk	700		0.1	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	
WGUN	Atlanta	D	1010	50.0	0.08		Rivers Group	47			Insp/Info	47			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WPBS	Conyers	D	1040	12.0	0.08	cp	Midway Holiness Ch	79 9302	85		Christian	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WFTD	Marietta	D	1080	10.0	0.00	m	Prieto Comm Inc	55 0111	2,100		Spanish				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WWWE	Hapeville	D	1100	5.0	0.00	o	Beasley Bcst Group	47 0001		c3	Span/Relgn	600			0.0	0.0	0.0	0.0	0.0	0.9	0.4	0.0	0.0	
WLBA	Gainesville	D	1130	10.0	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	0.0	
WMLB	East Point	D	1160	50.0	0.16	i	Corey, William E.	97 9805	2,400		AdStd/Oldes				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WMLE	Cumming	D	1170	5.0	0.00	i	Corey, William E.	62 0105			AdStd/Oldes				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WGKA	Atlanta	D	1190	25.0	0.00	e	Salem Comm Corp	55 0002	8,000		Gospel	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WFOM	Marietta	C	1230	1.0	1.00	f	Dickey Bros Bcstg	46 0009		d1	Sports				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WTJH	East Point	D	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	0.0	
WYXC	Cartersville	D	1270	0.5	0.19		Rogers Comm	61 0001	113		Nws/Tlk/Spt				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WCHK	Canton	B	1290	5.0	0.50	q	McClure Bcstg	57			News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WIMO	Winder	D	1300	1.0	0.06		Walden Nelms Bcstg	52 9908			Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WNEA	Newnan	D	1300	1.0	0.05	p	Word Christian Bcstg	62 0005	135		Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WPBC	Decatur	D	1310	2.5	0.03		Pacific Star Bcstg	64 9810	380		Mexican				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WHIE	Griffin	D	1320	5.0	0.08		Chappell Comm LLC	52 9808	240		Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WLBB	Carrollton	D	1330	0.5	0.00	k	Gradick, Steven L.	75 0104	575		News/Talk				0.0	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	Dickey Bros Bcstg	55 0009		d1	Talk	3,000			0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.9	0.0	
WAOK	Atlanta	B	1380	5.0	4.20	c	Infinity Bcstg	54 0102		g1	News/Talk	4,000	0.7		0.5	0.0	0.0	0.9	1.7	1.9	1.4	1.3	0.0	
WCOH	Newnan	C	1400	1.0	1.00	d	Clear Channel Comm	47 9903		g4	Cntry/Talk	200			0.0	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	700			0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	
WKKP	Mcdonough	D	1410	2.5	0.06		Henry Cnty Radio Co	79			Adlt Stndrd				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WATB	Decatur	D	1420	1.0	0.00		Multicultural Bcstg	58 0005		g	Internat'l	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WGFS	Covington	B	1430	3.9	0.21		IPS Inc.	46 9911	200		Oldes/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WBHF	Cartersville	C	1450	1.0	1.00	cp	Anverse Inc	46 0007			Oldies				0.0	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		Oldies				0.0	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	600	0.3		0.6	0.3	0.4	0.2	0.0	0.0	0.1	0.0	0.0	
WYZE	Atlanta	D	1480	5.0	0.04		GHB Bcstg	57 7604			Gospel	300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WKUN	Monroe	C	1490	1.0	1.00	cp	Bostwick Bcstg Group	71 9605	22		Nws/Tlk/Cty				0.0	0.0	0.0	0.0	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	500			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WDPC	Dallas	D	1500	5.0	0.00	p	Word Christian Bcstg	79 9606	85		Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WDCY	Douglasville	D	1520	2.5	0.00	p	Word Christian Bcstg	64 9304		95	+	Christian			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WAZX	Smyrna	B	1550	50.0	0.50	l	Macias, Javier	62 9308	1,100		Mexican	2,000	0.54	1.0	1.1	1.0	1.2	1.0	0.4	0.9	0.6	0.5	0.0	
WSSA	Morrow	D	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	0.0	
WAOS	Austell	D	1600	20.0	0.00	h	La Favorita Inc	68 9006		st	Mexican	1,100		0.3	0.4	0.2	0.1	0.6	0.0	0.3	0.3	0.0	0.0	
# AM Stations -					43	# Combos -					27	AM TOTALS				18.3	16.5	14.6	15.5	16.2	18.4	19.1	18.8	18.2
AM & FM Stations Profiled -					71	# Duopolies -					19	Total Local Commercial Share				87.4	88.1	87.5	89.2	88.2	89.4	88.6	88.2	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 12

Revenue Rank: 11

# Miami-Ft. Lauderdale-Hollywood, FL Market Overview



### Metro Counties / Population (000)

Broward, FL	1,677.8
Dade, FL	2,297.8
<b>Total</b>	<b>3,975.6</b>

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

<b>ESTIMATED GROSS REVENUES</b> ★★	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>Δ 97 - 02</b>
	\$200,300	\$215,400	\$242,200	\$270,100	\$259,900	\$275,300	6.6%
	<b>Δ 01 - 02</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>Δ 02 - 07</b>
	5.9%	\$288,000	\$308,200	\$329,700	\$347,900	\$365,300	5.8%
<b>Revenue/Retail Sales</b>	<b>1997</b>	<b>2002</b>	<b>2007</b>	<b>Est. Breakout</b>			
<b>Revenue/Capita</b>	NA <sup>1/</sup>	\$5.22/1,000	\$5.86/1,000	Local	73%		
	\$56.38	\$69.25	\$86.13	National	27%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<b>1997</b>	<b>2002</b>	<b>Growth Rate</b>	<b>2002</b>	<b>2007</b>	<b>Growth Rate</b>
MSA Population	3,552.9	3,975.6	2.3%	3,975.6	4,241.5	1.3%
Households	1,345.9	1,461.1	1.7%	1,461.1	1,541.0	1.1%
Retail Sales	NA <sup>1/</sup>	52,725.7	NA <sup>1/</sup>	52,725.7	62,351.6	3.4%
EBI <sup>2/</sup>	55,509.6	70,487.6	4.9%	70,487.6	85,155.0	3.9%

### Demographic Breakdown

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	1,917.1	325.2	167.6	168.3	278.6	313.3	255.3	408.8
Women (000)	2,058.5	309.6	160.6	168.9	285.0	321.7	275.0	537.8
<b>Total</b>	<b>3,975.6</b>	<b>634.7</b>	<b>328.1</b>	<b>337.3</b>	<b>563.6</b>	<b>635.0</b>	<b>530.4</b>	<b>946.5</b>
Percentage	100.0%	16.0%	8.3%	8.5%	14.2%	16.0%	13.3%	23.8%
Per Capita	\$ 17,730	Median Household		\$ 35,734	Avg Household		\$ 48,242	
Ethnic Population:	White 69.3%	Black 20.8%	Asian 1.9%	Hispanic 41.2%				

### Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations			20	18	20	27	47
Tot 12+			65.1	65.1	65.1	21.0	86.1
Avg 12+			3.3	3.6	3.3	0.8	1.8
Tot LCS			75.6	75.6	75.6	24.4	100.0
Avg LCS			3.8	4.2	3.8	0.9	2.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

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

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
												Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
WCMQ	Hialeah	C2	92.3	31.0	617	d Spanish Bcstg System	69	8611			Span/Clsc	6,900	0.58	4.3	3.9	3.9	4.0	3.7	3.5	3.4	3.9	2.8
WPYM	Miami	C	93.1	100.0	1007	b Cox Radio Inc	60	0007			CHR/Rhymc	6,000	0.59	3.7	2.9	2.9	3.0	3.6	3.4	3.7	3.5	3.9
WLVE	Miami Beach	C	93.9	100.0	1007	g Clear Channel Comm	68	9712		g1	1 Smooth Jazz	12,000	1.04	4.2	3.7	3.3	4.1	4.0	3.3	3.5	3.5	3.5
WZTA	Miami Beach	C	94.9	100.0	1007	g Clear Channel Comm	61	9712		g1	1 Rock	10,800	1.19	3.3	2.7	2.8	3.2	2.8	2.6	3.0	2.3	3.3
WXDJ	North Miami	C2	95.7	40.0	548	d Spanish Bcstg System	86	9704	111,000	d1	Span/Trpcl	11,400	1.25	3.3	2.6	3.1	2.5	2.9	3.0	3.3	3.6	3.4
WPOW	Miami	C	96.5	100.0	1007	f Beasley Bcst Group	85	8603	10,600		Rhymc/CHR	15,600	0.91	6.2	6.2	6.0	5.2	4.8	5.5	5.6	6.0	5.1
WFLC	Miami	C	97.3	100.0	1007	b Cox Radio Inc	51				AC	12,200	1.30	3.4	2.7	2.8	3.3	2.7	3.0	2.8	3.1	2.7
WRTO	Goulds	C	98.3	100.0	1408	a Univision Comm Inc	76	0206 p		st	Span/Trpcl	8,700	0.96	3.3	3.0	3.8	2.8	2.6	2.5	3.5	2.6	2.3
WEDR	Miami	C1	99.1	100.0	919	b Cox Radio Inc	63	0008		sw	Urban	20,400	0.84	8.8	6.3	7.3	7.6	8.1	7.8	7.4	6.8	7.2
WKIS	Boca Raton	C	99.9	100.0	984	f Beasley Bcst Group	65	9610	57,000	c2	Country	11,700	1.29	3.3	3.0	2.6	2.9	3.1	2.9	3.6	3.4	3.3
WHYI	Fort Lauderdale	C	100.7	100.0	1007	g Clear Channel Comm	60	9410		g	1 CHR	11,500	1.04	4.0	3.2	3.3	3.4	3.6	3.7	3.4	3.8	3.8
WLYF	Miami	C1	101.5	100.0	810	e Jefferson-Pilot Comm	70				AC	15,800	1.08	5.3	4.5	4.1	5.2	4.4	4.7	4.1	4.9	4.8
WMXJ	Pompano Beach	C	102.7	100.0	1007	e Jefferson-Pilot Comm	60	9402	17,800		Oldies	9,300	0.97	3.5	3.3	2.8	3.3	3.1	3.2	3.3	2.6	2.9
• WMIB	Fort Lauderdale	C	103.5	100.0	1007	g Clear Channel Comm	59	9712		g1	1 Rhythm/Blue	5,200	0.76	2.5	2.0	2.5	1.8	2.2	2.4	2.4	3.0	2.2
WHQT	Coral Gables	C	105.1	100.0	1007	b Cox Radio Inc	58	9212		sw	Urban AC	14,700	0.99	5.4	4.6	4.1	4.6	5.0	5.1	4.5	4.4	3.8
WBGJ	Fort Lauderdale	C	105.9	100.0	1024	g Clear Channel Comm	60	9403	14,000	1	Clsc Rock	9,100	1.00	3.3	2.7	2.8	3.1	2.8	2.7	3.1	2.5	3.2
WZMQ	Key Largo	C2	106.3	50.0	430	c South Bcstg System	90	0002	1,000	d2	Span/Top40	900		0.1	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0
WRMA	Fort Lauderdale	C	106.7	100.0	984	d Spanish Bcstg System	62	9704		d1	Span/BtfMs	11,100	0.96	4.2	3.8	4.4	3.7	3.3	3.4	3.0	2.8	3.6
WAMR	Miami	C1	107.5	95.0	1007	a Univision Comm Inc	47	0206 p		st	Span/BtfMs	19,000	1.28	5.4	4.0	4.2	4.4	5.5	4.7	4.1	4.0	4.6
WMFM	Key West	C1	107.9	100.0	548	c South Bcstg System	94	0002		d2	Span/Top40				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# FM Stations -				20		# Combos -				20		FM TOTALS		77.5	65.1	66.7	68.1	68.5	67.4	67.7	66.7	66.4

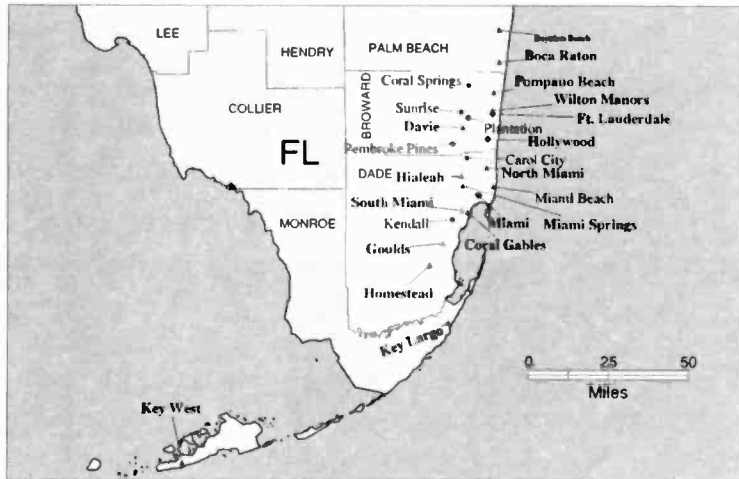
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 12

Revenue Rank: 11

# Miami-Ft. Lauderdale-Hollywood, FL Market Overview



### Metro Counties / Population (000)

Broward, FL	1,677.8
Dade, FL	2,297.8
<b>Total</b>	<b>3,975.6</b>

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

ESTIMATED GROSS REVENUES ★ ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$200,300	\$215,400	\$242,200	\$270,100	\$259,900	\$275,300
★ ★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.9%	\$288,000	\$308,200	\$329,700	\$347,900	\$365,300	5.8%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA <sup>1/</sup>	\$5.22/1,000	\$5.86/1,000	Local 73%
Revenue/Capita	\$56.38	\$69.25	\$86.13	National 27%

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	3,552.9	3,975.6	2.3%	3,975.6	4,241.5	1.3%
Households	1,345.9	1,461.1	1.7%	1,461.1	1,541.0	1.1%
Retail Sales	NA <sup>1/</sup>	52,725.7	NA <sup>1/</sup>	52,725.7	62,351.6	3.4%
EBI <sup>2/</sup>	55,509.6	70,487.6	4.9%	70,487.6	85,155.0	3.9%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,917.1	325.2	167.6	168.3	278.6	313.3	255.3	408.8
Women (000)	2,058.5	309.6	160.6	168.9	285.0	321.7	275.0	537.8
<b>Total</b>	<b>3,975.6</b>	<b>634.7</b>	<b>328.1</b>	<b>337.3</b>	<b>563.6</b>	<b>635.0</b>	<b>530.4</b>	<b>946.5</b>
Percentage	100.0%	16.0%	8.3%	8.5%	14.2%	16.0%	13.3%	23.8%
Per Capita	\$ 17,730							
				Median Household	\$ 35,734		Avg Household	\$ 48,242
Ethnic Population:	White 69.3%		Black 20.8%		Asian 1.9%		Hispanic 41.2%	

### 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+			65.1	65.1	65.1	21.0	86.1
Avg 12+			3.3	3.6	3.3	0.8	1.8
Tot LCS			75.6	75.6	75.6	24.4	100.0
Avg LCS			3.8	4.2	3.8	0.9	2.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

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

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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
WQAM	Miami	B	560	5.0	1.00	f	Beasley Bcst Group	21	9610		c2	Sports	20,000	2.34	3.1	2.7	2.5	2.8	2.8	2.9	2.0	2.4	2.8
WIOD	Miami	B	610	5.0	5.00	g	Clear Channel Comm	26	9712		g1	Nws/Tlk/Spt	9,700	0.98	3.6	3.3	3.1	3.1	3.0	3.3	2.9	2.2	2.9
• WJNA	Royal Palm	B	640	7.5 cp	0.46		J Crystal Entrprises	86	9912	See (47)		Nostalgia	n/a		1.2	0.8	1.0	1.1	0.9	1.2	1.3	1.5	1.5
WWFE	Miami	B	670	50.0	1.00	h	Carreras,Carlos etal	89	9306	2,700		Spn/Spt/Nws	700		0.7	0.5	0.7	0.6	0.6	0.7	0.5	0.8	0.9
WAQI	Miami	B	710	50.0	50.00	a	Univision Comm Inc	39	0206 p		st	Span/Talk	7,000	0.52	4.9	4.5	4.1	4.9	4.2	4.0	5.1	4.6	5.5
WAXY	South Miami	B	790	5.0	5.00	e	Jefferson-Pilot Comm	47	8511	6,000		Talk/Nstlg	1,300			0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
WACC	Hialeah	B	830	1.0	1.00		Radio Peace Catholic	87	9701	2,550	1	Span/Relgn	600		0.9	0.7	0.8	0.7	0.7	0.9	0.5	1.2	0.6
• WRFX	Miami	B	940	50.0	10.00	g	Clear Channel Comm	46	9712		g1	Srts/Talk	2,000		0.5	0.6	0.4	0.6	0.4	0.5	1.0	1.4	1.1
WHSR	Pompano Beach	B	980	5.0 cp	2.20	f	Beasley Bcst Group	59	0006	18,000	d3	Internat'l	800			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	600			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WRHB	Kendall	B	1020	8.9 cp	0.98		New World Bcstg Inc	01	0201	260	cp	Ethnic			0.1	0.3	0.4	0.0	0.0	0.0	0.0	0.0	0.0
WVCG	Coral Gables	B	1080	50.0	10.00		Radio One Inc	49	0008		g5	Ethnic	1,500			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WQBA	Miami	B	1140	50.0	10.00	a	Univision Comm Inc	47	0206 p		st	Spn/Nws/Tlk	4,000	0.66	2.2	1.8	1.9	2.0	2.0	1.9	2.2	2.0	1.3
WAVS	Davie	B	1170	5.0	0.25		Radio WAVS Inc	83	8305	600	e	Ethnic	1,300		0.8	0.7	0.8	0.5	0.8	0.6	0.5	0.7	0.8
WNMA	Miami Springs	B	1210	25.0	2.50	i	Radio Unica	58	9808		na	Spn/Nws/Tlk	3,900		0.9	0.5	1.0	0.5	0.8	0.9	0.7	0.6	0.8
WSUA	Miami	B	1260	5.0	5.00		El Dorado Bcstg Corp	69	9505	2,750		Spn/Nws/Var	3,900	0.89	1.6	1.5	1.7	1.4	1.3	1.3	1.6	1.4	1.6
WLQY	Hollywood	B	1320	5.0	5.00		Entravision Comm Co	53	0008		g4	Ethnic	400		0.1	0.0	0.0	0.0	0.0	0.4	0.0	0.7	0.0
WKAT	North Miami	B	1360	5.0	1.00		Spanish Media Bcstg	37	9912	7,800		Classical	1,300		0.3	1.6	0.3	0.3	0.0	0.3	0.4	0.4	0.6
WFTL	Fort Lauderdale	C	1400	1.0	1.00		J Crystal Entrprises	46	9808		sw	Bus News	900			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WOIR	Homestead	B	1430	5.0	0.50		Amanecer Christian	57	0106	2,580		Spn/Tlk/Var				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	700		0.1	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0
WWNN	Pompano Beach	B	1470	50.0	2.50	f	Beasley Bcst Group	59	0006		d3	Motivational	1,200			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 Blrth Bcstg Corp	49	9502	1,500		Gospel	800	0.22	1.3	1.1	1.3	1.1	1.3	1.0	1.0	0.7	0.7
• WEXY	Wilton Manors	B	1520	3.5	0.25		Multicultural Bcstg	63	0212 p	2,750		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		Spar/Easy				0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WSRF	Fort Lauderdale	B	1580	10.0	5.00		Inner City Bcstg	55	9908	1,500		Ethnic	400			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WJCC	Miami Springs	B	1700	10.0	1.00	i	Radio Unica	98			2	Span/Chrst			0.1	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0
				# AM Stations -		27	# Combos -		12	AM TOTALS					22.4	21.0	20.0	19.6	18.8	20.5	19.7	20.9	21.1
				AM & FM Stations Profiled -		47	# Duopolies -		16	Total Local Commercial Share					86.1	86.7	87.7	87.3	87.9	87.4	87.6	87.5	

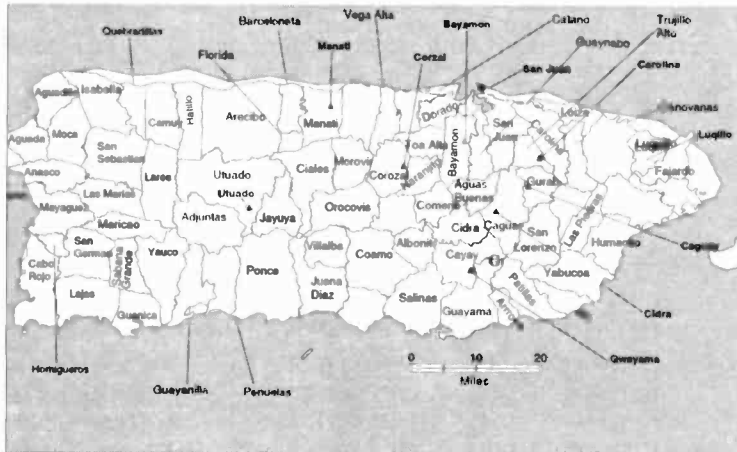
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 13

Revenue Rank: 32

# Puerto Rico Market Overview



Metro Counties / Population (000)

## Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$73,500	\$77,300	\$79,900	\$80,000	\$87,700	\$95,200	5.3%
★ ★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	8.6%	\$100,000	\$106,500	\$112,300	\$118,500	\$124,400	5.5%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
Revenue/Capita	NA <sup>1/</sup>	\$5.42/1,000	\$6.18/1,000	Local	60%	National	40%
	\$19.91	\$24.42	\$31.27				

## Demographic and Economic Overview

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

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	3,692.0	3,899.1	1.1%	3,899.1	3,977.7	0.4%
Households	1,241.1	1,062.6	-3.1%	1,062.6	1,089.5	0.5%
Retail Sales	NA <sup>1/</sup>	17,559.8	NA <sup>1/</sup>	17,559.8	20,121.0	2.8%
EBI <sup>2/</sup>	27,046.5	36,679.5	6.3%	36,679.5	44,709.3	4.0%

## Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,821.5	279.9	184.4	265.3	261.3	245.2	223.8	361.6
Women (000)	2,077.6	315.7	187.0	307.7	275.3	280.7	262.3	448.9
Total	3,899.1	595.6	371.4	573.0	536.6	525.9	486.1	810.5
Percentage	100.0%	15.3%	9.5%	14.7%	13.8%	13.5%	12.5%	20.8%
Per Capita	\$ 9,407		Median Household	\$ 8,895		Avg Household	\$ 34,517	
Ethnic Population:	White 80.5%	Black 8.0%	Asian 0.2%	Hispanic 100.0%				

## Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	10	32		28	42	51	93
Tot 12+	7.4	59.1		62.4	66.5	22.4	88.9
Avg 12+	0.7	1.8		2.2	1.6	0.4	1.0
Tot LCS	8.3	66.5		70.2	74.8	25.2	100.0
Avg LCS	0.8	2.1		2.5	1.8	0.5	1.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# Competitive Overview

## FM Stations

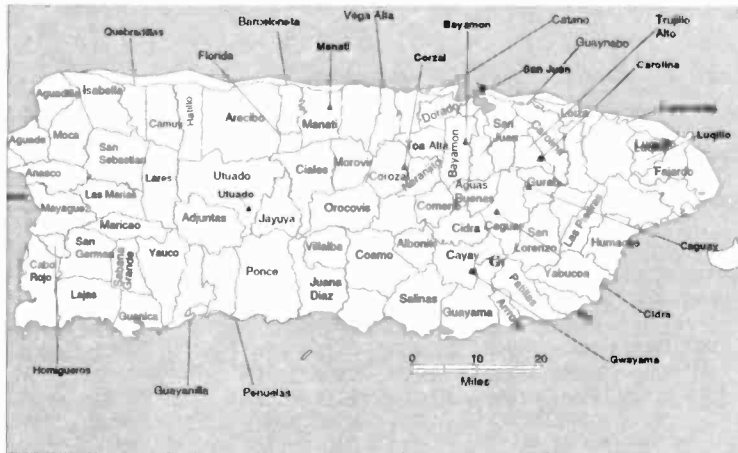
Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M	A Format	2002 Est Revenue (000)†	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
																Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	
WZET	Hormigueros	A	92.1	3.0	1106	i	Spanish Bcstg System 80	9904		16,000	c1	Spn/8HT/8&9	500			0.4	0.0	0.0	0.0	0.0	0.0	0.3	0.3	1.0
WZOL	Luquillo	A	92.1	4.6	915		Asn PR Advent 7D	75				Span/Chrst	300		0.3	0.0	0.4	0.0	0.4	0.3	0.0	0.0	0.4	
WORO	Corozal	B	92.5	50.0	1198	j	Roman Catholic	68				Spn/Btf/SJz	2,600	0.83	3.3	3.0	3.3	3.1	2.9	2.4	2.7	2.8	3.4	
WTPM	Aguadilla	B	92.9	50.0	1207		Corp 7th Day Advent	71				Span/RlgMs	400		0.4	0.3	0.0	0.7	0.4	0.4	0.0	0.3	0.4	
WYQE	Naguabo	A	92.9	3.9	751		El Yunque Bcstg Inc	94				Span/TrpCl	550		0.3	0.0	0.0	0.4	0.3	0.5	0.4	0.5	0.3	
WZMT	Ponce	B1	93.3	14.5	-226	i	Spanish Bcstg System 69	0001			g	Span/TrpCl	600		0.9	0.6	0.8	0.9	0.7	0.9	0.6	0.6	0.6	
WZNT	San Juan	B	93.7	32.0	1778	i	Spanish Bcstg System 59	0001	90,800		d1	Span/TrpCl	4,600	0.86	5.6	4.1	5.3	5.4	5.1	4.1	4.1	4.8	3.8	
• WNOD	Mayaguez	B	94.1	25.0	1959	i	Spanish Bcstg System 60	0001			d1	Spn/CHR/T4	1,100	0.77	1.5	0.9	1.2	1.1	1.4	1.7	2.3	1.2	1.2	
• WODA	Bayamon	B	94.7	31.0	1837	i	Spanish Bcstg System 59	0001			d1	Spn/CHR/T4	1,200	0.97	1.3	0.5	0.7	1.2	1.6	1.2	1.5	1.4	1.3	
WEGM	San German	B	95.1	25.0	1969	i	Spanish Bcstg System 69	0001			d1	Span/CHR	800	0.56	1.5	1.2	1.4	1.1	1.5	1.5	1.7	0.9	1.3	
WFID	Rio Piedras	B	95.7	11.5	2782	m	Arso Radio Corp	58 9805	11,538		c1	Span/Bt#Ms	4,900	1.05	4.9	4.1	4.1	4.0	3.7	5.8	4.9	3.8	3.4	
W AEL	Maricao	B	96.1	24.0	2011	c	W AEL Inc	70				Span/Top40	600	0.57	1.1	1.0	1.0	0.8	0.9	1.3	0.8	0.9	0.8	
WCMA	Fajardo	B	96.5	11.5	2795	i	Spanish Bcstg System 69	9901	8,250			Spn/8HT/8&9	1,100	0.61	1.9	1.7	1.6	1.7	1.6	1.9	2.0	1.5	2.8	
WNRT	Manati	B	96.9	50.0	951		Arecibo Bcstg Corp	73				Spn/RMs/Var	1,000	1.05	1.0	1.2	0.8	0.8	1.3	0.8	1.1	1.6	1.0	
WIOB	Mayaguez	B	97.5	50.0	1194	i	Spanish Bcstg System 47	0001			d1	Span/Bt#Ms	1,800	1.00	1.9	1.8	1.6	1.5	2.2	1.6	1.5	1.4	1.6	
WBRO	Cidra	A	97.7	4.4	899		Newlife Bcstg Inc	72 0104	3,600			Span/Chrst	2,000	0.91	2.3	3.8	3.4	2.2	1.1	1.5	1.3	1.3	1.3	
WIDI	Quebradillas	A	98.3	3.0	1001		Arzuaga, Jose J	74				Span/Oldes	400		0.4	0.4	0.3	0.4	0.4	0.2	0.3	0.6	0.4	
WSAN	Las Piedras	A	98.3	0.8	1959		Colon-Ventura, Carl	78				Span/Top40	200		0.1	0.3	0.0	0.0	0.4	0.0	0.0	0.5	0.5	
WPRM	San Juan	B	98.5	25.0	1910	m	Arso Radio Corp	59 7304				Span/TrpCl	9,900	1.27	8.2	6.5	6.1	7.8	7.4	8.0	7.2	10.2	10.8	
• WXZX	Culebra	A	98.7	6.0	545	f	Matos, Aureo	96				Span/StAC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WUKQ	Mayaguez	B	99.1	25.0	1972	g	Hispanic Bcstg Corp	63 0302 p	32,000		d4	Spn/T40/Var	1,800	1.00	1.9	1.2	1.7	1.7	1.6	1.7	2.2	2.5	1.5	
WIOA	San Juan	B	99.9	31.0	1837	i	Spanish Bcstg System 61	0001			d1	Span/Bt#Ms	4,800	0.99	5.1	3.8	4.8	4.6	4.5	4.4	3.9	3.9	4.3	
WIVA	Aguadilla	B	100.3	22.0	2015	m	Arso Radio Corp	64				Span/TrpCl	1,700	0.66	2.7	2.5	2.4	2.3	2.4	2.5	2.8	2.2	2.1	
WXYX	Bayamon	B	100.7	50.0	1093		RAAD Bcstg	79				SpnAC/VarHt	2,000	0.75	2.8	1.8	2.3	2.6	2.8	2.2	2.5	2.8	2.7	
WRIO	Ponce	B	101.1	50.0	-108	m	Arso Radio Corp	86 9503	1,500			Span/TrpCl	1,500	1.43	1.1	1.0	0.8	0.6	1.2	1.2	0.8	0.8	1.5	
WKSA	Isabela	B	101.5	50.0	423	a	Isabela Bcstg Co Inc	61				Span/Varty	500		0.5	0.6	0.7	0.3	0.3	0.4	0.5	0.5	0.3	
WZAR	Ponce	B	101.9	14.0	2589	m	Arso Radio Corp	66 9910	10,750		d3	Span/Varty	2,800	0.98	3.0	2.2	2.8	2.1	2.8	3.0	1.9	2.0	2.3	
WMIO	Cabo Rojo	A	102.3	3.0	781	n	Bestov Bcstg	88 9905	3,650		c1	Span/UrCHR	200		0.6	1.3	0.6	1.3	0.3	0.0	0.0	0.0	0.0	
WIAC	San Juan	B	102.5	50.0	1139	h	Bestov Bcstg	61				Spanish AC	2,600	0.88	3.1	2.4	2.4	2.8	2.7	3.3	3.1	3.2	2.9	
WDIN	Camuy	B	102.9	50.0	892	o	North Coast Bcstrs	68				Span/TrpCl	600		0.3	0.0	0.4	0.3	0.5	0.0	0.0	0.0	0.0	
WVJP	Caguas	B	103.3	28.0	1906	b	Borinquen Bcstg Co	68				Span/TrpCl	900	0.73	1.3	1.5	1.5	1.1	1.2	0.8	1.0	1.0	1.4	
WXLX	Lajas	B	103.7	50.0	456		Radio X Bcstg Corp	79				Span/Varty	200		0.2	0.3	0.4	0.0	0.0	0.4	0.0	0.3	0.0	
WERR	Utua	B	104.1	50.0	709		Radio Redentor Inc	70 7506				Span/Varty	600	0.57	1.1	0.9	0.8	0.9	0.9	1.2	0.9	1.2	1.0	
• WKAQ	San Juan	B	104.7	50.0	1221	g	Hispanic Bcstg Corp	58 0302 p			d4	Spn/T40/Var	7,100	1.38	5.4	4.1	4.8	4.8	4.9	4.9	5.0	5.0	5.2	
WIOC	Ponce	B	105.1	47.0	-201	i	Spanish Bcstg System 70	0001			d1	Span/Bt#Ms	700		0.6	0.6	0.6	0.5	0.6	0.6	0.8	0.7	0.9	
WFDT	Aguada	A	105.5	3.0	997	m	Arso Radio Corp	75 0105	3,200			Span/Bt#Ms	300		0.3	0.4	0.0	0.3	0.4	0.3	0.0	0.0	0.0	
WCAD	San Juan	B	105.7	50.0	1099		Bcstg Systems/PR	68				Span/AOR	1,400	1.34	1.1	0.9	1.2	0.9	0.9	1.0	1.2	0.9	0.9	
WRRH	Hormigueros	A	106.1	0.4	1893		Renacer Broadcasters	99				Span/CCtmp	400		0.7	0.8	0.5	1.1	0.5	0.5	0.6	0.5	0.3	
WNIK	Arecibo	B1	106.5	19.5	-269		Kelly Bcstg System	65				SpnAC/Bt#Ms				0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.3	
WMEG	Guayama	B	106.9	25.0	1949	i	Spanish Bcstg System 66	9904			d1	Span/CHR	3,100	0.86	3.8	2.4	2.7	3.3	3.9	3.7	3.4	3.7	4.0	
WCMN	Arecibo	B	107.3	1.5	-79	l	Caribbean Bcst Corp	67				Span/Top40	800	0.56	1.5	1.2	1.4	1.2	1.4	1.4	1.5	0.7	1.8	
WVOZ	Carolina	B	107.7	12.0	2759	k	Collazo, Pedro	67				Span/UrCHR	2,000	0.40	5.2	4.8	5.5	4.6	4.6	3.9	3.9	2.7	2.9	
# FM Stations -					42	# Combos -					28	FM TOTALS			79.2	66.5	70.3	70.4	71.7	71.5	69.1	69.2	72.6	

• Indicates a change since last edition  
 † See introduction section for interpretation of revenue estimates.

Metro Rank: 13

Revenue Rank: 32

# Puerto Rico Market Overview



Metro Counties / Population (000)

## Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$73,500	\$77,300	\$79,900	\$80,000	\$87,700	\$95,200	5.3%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07	
8.6%	\$100,000	\$106,500	\$112,300	\$118,500	\$124,400	5.5%	
	1997	2002	2007	Est. Breakout			
Revenue/Retail Sales	NA <sup>1/</sup>	\$5.42/1,000	\$6.18/1,000	Local	60%		
Revenue/Capita	\$19.91	\$24.42	\$31.27	National	40%		

## Demographic and Economic Overview

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

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	3,692.0	3,899.1	1.1%	3,899.1	3,977.7	0.4%
Households	1,241.1	1,062.6	-3.1%	1,062.6	1,089.5	0.5%
Retail Sales	NA <sup>1/</sup>	17,559.8	NA <sup>1/</sup>	17,559.8	20,121.0	2.8%
EBI <sup>2/</sup>	27,046.5	36,679.5	6.3%	36,679.5	44,709.3	4.0%

## Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,821.5	279.9	184.4	265.3	261.3	245.2	223.8	361.6
Women (000)	2,077.6	315.7	187.0	307.7	275.3	280.7	262.3	448.9
Total	3,899.1	595.6	371.4	573.0	536.6	525.9	486.1	810.5
Percentage	100.0%	15.3%	9.5%	14.7%	13.8%	13.5%	12.5%	20.8%
Per Capita	\$ 9,407		Median Household	\$ 8,895		Avg Household	\$ 34,517	
Ethnic Population:	White 80.5%	Black 8.0%	Asian 0.2%	Hispanic 100.0%				

## Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	10	32		28	42	51	93
Tot 12+	7.4	59.1		62.4	66.5	22.4	88.9
Avg 12+	0.7	1.8		2.2	1.6	0.4	1.0
Tot LCS	8.3	66.5		70.2	74.8	25.2	100.0
Avg LCS	0.8	2.1		2.5	1.8	0.5	1.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

## AM Stations

Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
				Power (kW)	Power (kW)										2002	2002	2002	2002	2001	2001	2001	2001	
WPAB	Ponce	B	550	5.0	5.0	e	WPAB Inc	40				500		0.4	0.7	0.5	0.3	0.5	0.2	1.0	1.0	1.0	
• WKAQ	San Juan	B	580	10.0	10.0	g	Hispanic Bcstg Corp	22	0302 p		d4	5,200	1.37	4.0	3.8	3.0	3.5	3.6	4.1	3.8	4.2	3.9	
WAEI	Mayaguez	B	600	5.0	5.0	c	WAEI Inc	99				600		0.6	0.6	0.6	0.3	0.7	0.5	0.5	0.6	0.3	
WEXS	Patillas	B	610	0.3	1.00		Community Bcstg II	99				100			0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	
WUNO	San Juan	B	630	5.0	5.00	m	Arso Radio Corp	60	9804		c1	2,100	1.10	2.0	2.9	2.0	2.4	1.7	1.1	1.2	1.1	0.8	
WAPA	San Juan	B	680	10.0	9.50	d	Blanco Pi, Wilfredo	47	9101	1,820		3,100	0.96	3.4	4.1	3.3	3.5	2.1	3.3	3.0	2.7	2.5	
WKJB	Mayaguez	B	710	10.0	0.75		WKJB Inc	99				400		0.5	0.4	0.5	0.4	0.6	0.4	0.6	0.3	0.3	
WIAC	San Juan	B	740	10.0	10.00	h	Bestov Bcstg	47				1,100	0.96	1.2	1.3	1.5	1.3	0.7	0.8	0.8	0.9	1.1	
WORA	Mayaguez	B	760	5.0	5.00	m	Arso Radio Corp	47	0106		d2	700	0.74	1.0	1.0	1.1	0.5	1.0	0.8	0.5	0.0	0.0	
WKVM	San Juan	B	810	50.0	50.00	j	Roman Catholic	51	8203	1,019		700		0.8	0.7	0.8	0.7	0.7	0.7	1.0	0.5	0.5	
WXEW	Yabucoa	B	840	5.0	5.00	cp	WXEW Radio Victoria	78			2	300		0.3	0.4	0.0	0.4	0.3	0.3	0.4	0.0	0.6	
WABA	Aguadilla	B	850	5.0	1.00	cp	Aguadilla Radio & TV	51				700		0.8	0.8	0.7	1.2	0.4	0.6	0.4	0.4	0.6	
WOBS	San Juan	B	870	5.0	5.00	cp	Aerco Bcstg Corp	54	9009	800		300		0.1	0.0	0.0	0.0	0.0	0.3	0.0	0.4	0.3	
WYKO	Sabana Grande	B	880	1.0	0.50		Juan Galiano Rivera	99				200		0.2	0.4	0.3	0.0	0.0	0.3	0.4	0.0	0.0	
WPRP	Ponce	B	910	4.4	4.40	m	Arso Radio Corp	36	0106		d2	400		0.6	1.0	0.6	0.3	0.7	0.4	0.3	0.4	0.0	
WEKO	Cabo Rojo	B	930	2.5	2.00	n	Bestov Bcstg	70	9905		c1				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WPRR	Mayaguez	B	990	0.9	0.00		Empresas Bechara	37	9606	675		100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	
WOOI	Adjuntas	B	1020	1.0	0.28	e	WPAB Inc	97	0102	450					0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WOSO	San Juan	B	1030	10.0	10.00		Sherman Bcstg Corp	77				1,000			0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.4	
WZNA	Moca	D	1040	5.0	0.25	f	Dominga Barreto Sant	83							0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WCGB	Juana Diaz	B	1060	5.0	0.50		Grace Broadcasters	67							0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WLEY	Cayey	B	1080	0.3	0.00	m	Arso Radio Corp	65	9910		d3	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	
WSOL	San German	B	1090	0.3	0.73	q	San German Bcstg Gr	55				200			0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	
WVJP	Caguas	B	1110	2.5	0.50	b	Borinquen Bcstg Co	47							0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WMSW	Hatillo	B	1120	2.6	5.00		Aurora Bcstg Corp	99							0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WQII	San Juan	B	1140	10.0	10.00		Bcstg Ntwk of PR	47	0103 p						0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WLEO	Ponce	B	1170	0.3	0.00	m	Arso Radio Corp	96	9910		d3	300		0.3	0.3	0.4	0.3	0.3	0.0	0.0	0.0	0.6	
WBMJ	San Juan	B	1190	10.0	5.00	p	Calvry Evangel Missn	68	8904		nc	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WHOY	Salinas	B	1210	5.0	5.00		Colon Radio Corp	96	9703	700				0.1	0.0	0.3	0.0	0.0	0.0	0.3	0.0	0.0	
WALO	Humacao	C	1240	1.0	1.00	cp	Ochoa Bcstg Corp	58						0.1	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	
WISO	Ponce	B	1260	1.0	2.50	d	Blanco Pi, Wilfredo	53	9602	500		400		0.5	0.7	0.9	0.6	0.3	0.0	1.1	0.7	0.3	
WCMN	Arecibo	B	1280	5.0	1.00	l	Caribbean Bcst Corp	47				650	0.62	1.1	1.2	0.4	1.5	1.1	0.9	0.7	0.7	0.5	
WTIL	Mayaguez	B	1300	1.0	1.00	n	Francisco Acosta	50				100		0.1	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	
• WSKN	San Juan	B	1320	5.0	2.30	m	Arso Radio Corp	49	0106		d2	1,300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	
WENA	Yauco	B	1330	2.0	1.40		Southern Bcstg	78				100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WISA	Isabela	B	1390	1.0	1.00	a	Isabela Bcstg Co Inc	61						0.1	0.0	0.0	0.0	0.0	0.3	0.3	0.0	0.0	
WIDA	Carolina	B	1400	1.0	1.00		Primera Iglesia Baut	64	8007	750		400			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WUKO	Ponce	B	1420	1.0	1.00	g	Hispanic Bcstg Corp	88	0302 p		d4	200		0.2	0.0	0.0	0.3	0.4	0.0	0.3	0.0	0.0	
WNEL	Caguas	B	1430	5.0	5.00	m	Turabo Radio Corp	47	7304			600		0.6	0.4	0.5	0.3	0.8	0.7	0.7	0.6	0.7	
WLRP	San Sebastian	B	1460	0.5	0.00		Las Raices Pepiniana	67				100			0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	
• WDEP	Ponce	B	1490	5.0	1.00	m	Arso Radio Corp	96	9910		d3				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WVOZ	San Juan	B	1520	25.0	10.00	cp	Collazo, Pedro	49				600			0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	
WUPR	Utua	B	1530	1.0	0.25		Central Bcstg Corp	64				600		0.9	0.6	0.5	0.4	1.2	1.1	1.3	0.5	0.0	
WIBS	Guayama	D	1540	1.0	0.00	k	Collazo, Pedro	81	0112	300					0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WKFE	Yauco	B	1550	0.3	0.00	m	Arso Radio Corp	98	9910		d3				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WRSJ	Bayamon	B	1560	5.0	0.75		Concilio Mision	47	9701	968		500			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WPPC	Penuelas	D	1570	1.0	0.13		Radio Felicidad	99							0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WMTI	Morovis	B	1580	5.0	2.50	k	Collazo, Pedro	81	9808	315	cp				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WXRJ	Guayama	B	1590	1.0	1.00	k	Collazo, Pedro	48	9708	300		300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WLUZ	Bayamon	B	1600	5.0	5.00		Mktng Promo	66	9811	1,600		300		0.4	0.8	0.5	0.3	0.3	0.3	0.6	0.7	0.6	
WGIT	Canovanas	B	1660	10.0	1.00	f	Matos, Aureo	01				200			0.0	0.0	0.0	0.0	0.0	0.3	0.4	0.0	
				# AM Stations -	51	# Combs -	29						AM TOTALS										
				AM & FM Stations Profiled -	93	# Duopolies -	20						Total Local Commercial Share	20.3	22.4	18.8	18.5	17.7	17.1	20.1	17.6	15.9	
															88.9	89.1	88.9	89.4	88.6	89.2	86.8	88.5	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 14

Revenue Rank: 13

# Seattle-Tacoma, WA Market Overview



### Metro Counties / Population (000)

Island, WA	73.1
King, WA	1,773.2
Kitsap, WA	235.1
Pierce, WA	721.5
Snohomish, WA	624.7
Thurston, WA	213.1
<b>Total</b>	<b>3,640.7</b>

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

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$153,500	\$181,200	\$224,200	\$252,900	\$219,400	\$233,900	8.8%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07	
6.6%	\$248,000	\$261,600	\$276,000	\$291,200	\$305,800	5.5%	

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA <sup>1/</sup>	\$4.22/1,000	\$3.83/1,000	Local 77%
Revenue/Capita	\$45.83	\$64.25	\$79.00	National 23%

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	3,349.4	3,640.7	1.7%	3,640.7	3,870.9	1.2%
Households	1,294.5	1,428.2	2.0%	1,428.2	1,524.1	1.3%
Retail Sales	NA <sup>1/</sup>	55,368.6	NA <sup>1/</sup>	55,368.6	79,743.4	7.6%
EBI <sup>2/</sup>	65,067.3	93,805.7	7.6%	93,805.7	133,217.5	7.3%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,811.6	302.2	158.7	176.2	279.3	310.9	271.9	312.4
Women (000)	1,829.1	285.7	150.7	166.3	266.0	305.0	277.8	377.6
Total	3,640.7	587.9	309.5	342.5	545.3	615.9	549.8	690.0
Percentage	100.0%	16.1%	8.5%	9.4%	15.0%	16.9%	15.1%	19.0%
Per Capita	\$ 25,766			Median Household	\$ 51,678		Avg Household	\$ 65,681
Ethnic Population:	White 78.5%	Black 4.8%	Asian 8.9%	Hispanic 5.5%				

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			21	18	21	36	57
Tot 12+			63.0	62.1	63.0	20.6	83.6
Avg 12+			3.0	3.5	3.0	0.6	1.5
Tot LCS			75.4	74.3	75.4	24.6	100.0
Avg LCS			3.6	4.1	3.6	0.7	1.8

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)																
												Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001									
KLSY	Bellevue	C	92.5	58.0	2343	e	Sandusky Radio	64	7801	1,700		AC	10,800	1.36	3.4	2.0	2.9	2.9	2.9	2.7	3.1	3.0	2.7								
KUBE	Seattle	C	93.3	100.0	cp	1270	k	Clear Channel Comm	64	0206		CHR	10,500	0.69	6.5	5.8	5.8	5.8	5.1	5.1	5.4	5.8	5.0								
● KMPS	Seattle	C	94.1	58.0	2343	d	Infinity Bcstg	61	0102			Country	18,750	1.11	7.2	6.8	5.9	5.6	6.9	6.0	6.1	6.3	6.5								
● KJR	Seattle	C	95.7	100.0	1270	k	Clear Channel Comm	60	0206			Clsc Hits	6,600	1.23	2.3	2.4	2.1	2.0	1.8	1.9	2.1	2.6	3.0								
KXXO	Olympia	C	96.1	85.0	2100		Three Cities FM Inc	90				Soft AC	1,500		0.7	0.4	0.4	0.6	0.7	0.5	0.6	0.7	0.7								
KYPT	Seattle	C	96.5	52.0	cp	2290	d	Infinity Bcstg	59	0102		80s Hits	7,600	1.35	2.4	1.9	2.0	2.2	2.1	1.9	2.3	2.3	2.6								
KBSG	Tacoma	C	97.3	55.0	2392	i	Entercom	48	9607			Oldies	12,300	0.97	5.4	4.1	4.1	5.0	5.0	4.0	3.9	5.3	4.3								
KING	Seattle	C	98.1	58.0	2343		Beethoven	47	9501	9,000	st	1	Classical	5,200	0.64	3.5	3.2	3.0	2.7	3.2	2.8	3.2	3.5	2.5							
KWJZ	Seattle	C	98.9	53.0	2343	e	Sandusky Radio	58	9604	26,000	c4		Smooth Jazz	8,100	0.64	5.4	4.1	5.0	5.8	3.6	3.8	4.0	3.6	4.1							
KAYO	Elma	C1	99.3	12.0	2133	l	South Sound Bcstg LP	81	9905	249	na		Country	400		0.4	0.5	0.9	0.4	0.0	0.0	0.0	0.0								
KISW	Seattle	C	99.9	55.0	2343	i	Entercom	50	9808		sw		Rock	7,400	0.88	3.6	3.2	3.0	3.1	3.1	2.9	2.8	2.4	2.1							
KQBZ	Seattle	C	100.7	53.0	2343	i	Entercom	46	9703		sw	1	Talk	4,900	0.75	2.8	2.5	2.2	2.1	2.4	2.6	2.2	2.1	2.5							
KPLZ	Seattle	C	101.5	100.0	cp	1263	f	Fisher Comm Inc	59	9403	11,000	c2	Hot AC	10,500	1.45	3.1	2.9	2.5	2.2	3.2	2.6	2.9	3.0	2.7							
KZOK	Seattle	C	102.5	73.0	2290	d	Infinity Bcstg	64	0102			g1	Clsc Rock	19,000	1.77	4.6	2.9	3.6	3.7	4.3	3.8	2.9	4.0	4.1							
KMTT	Tacoma	C	103.7	58.0	2343	i	Entercom	58	9808				Adult Rock	11,100	1.44	3.3	2.9	2.7	2.8	2.9	2.8	2.7	2.8	3.3							
● KFNK	Eatonville	C3	104.9	17.0	cp	407		Clear Channel Comm	95	0302	4,500	2	Rock	1,400	0.37	1.6	1.5	1.5	1.3	1.4	1.1	1.2	0.9	1.1							
KCMS	Edmonds	C1	105.3	54.0	1263	c	Crista Ministries	60					ChrsContem	3,800	0.54	3.0	3.1	2.7	2.5	2.5	2.3	2.9	2.1	2.8							
KBKS	Tacoma	C	106.1	68.0	2290	d	Infinity Bcstg	59	0102			g1	AC	10,500	1.02	4.4	4.6	4.0	3.7	3.6	3.6	3.3	4.1	3.3							
KWPZ	Lynden	C	106.5	68.0	2333	c	Crista Ministries	60					ChrsContem	300		0.1	0.0	0.0	0.4	0.0	0.4	0.4	0.4	0.4							
KRWM	Bremerton	C1	106.9	49.0	1299	e	Sandusky Radio	64	9609	29,250			Soft AC	10,000	0.76	5.6	4.9	4.5	4.1	4.9	5.4	3.8	3.9	4.3							
KNDD	Seattle	C	107.7	50.0	2343	i	Entercom	62	9607		sw		Modern Rock	11,600	1.21	4.1	3.3	3.2	3.9	3.5	3.4	3.5	3.1	4.5							
# FM Stations -															21	# Combos -		17	FM TOTALS				73.4	63.0	62.0	62.8	63.1	59.2	59.3	61.9	62.5

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 14

Revenue Rank: 13

# Seattle-Tacoma, WA Market Overview



### Metro Counties / Population (000)

Island, WA	73.1
King, WA	1,773.2
Kitsap, WA	235.1
Pierce, WA	721.5
Snohomish, WA	624.7
Thurston, WA	213.1
<b>Total</b>	<b>3,640.7</b>

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

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$153,500	\$181,200	\$224,200	\$252,900	\$219,400	\$233,900
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.6%	\$248,000	\$261,600	\$276,000	\$291,200	\$305,800	5.5%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA <sup>1/</sup>	\$4.22/1,000	\$3.83/1,000	Local 77%
Revenue/Capita	\$45.83	\$64.25	\$79.00	National 23%

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	3,349.4	3,640.7	1.7%	3,640.7	3,870.9	1.2%
Households	1,294.5	1,428.2	2.0%	1,428.2	1,524.1	1.3%
Retail Sales	NA <sup>1/</sup>	55,368.6	NA <sup>1/</sup>	55,368.6	79,743.4	7.6%
EBI <sup>2/</sup>	65,067.3	93,805.7	7.6%	93,805.7	133,217.5	7.3%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,811.6	302.2	158.7	176.2	279.3	310.9	271.9	312.4
Women (000)	1,829.1	285.7	150.7	166.3	266.0	305.0	277.8	377.6
Total	3,640.7	587.9	309.5	342.5	545.3	615.9	549.8	690.0
Percentage	100.0%	16.1%	8.5%	9.4%	15.0%	16.9%	15.1%	19.0%

Per Capita	\$ 25,766	Median Household	\$ 51,678	Avg Household	\$ 65,681
Ethnic Population:	White 78.5%	Black 4.8%	Asian 8.9%	Hispanic 5.5%	

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			21	18	21	36	57
Tot 12+			63.0	62.1	63.0	20.6	83.6
Avg 12+			3.0	3.5	3.0	0.6	1.5
Tot LCS			75.4	74.3	75.4	24.6	100.0
Avg LCS			3.6	4.1	3.6	0.7	1.8

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
				Power (kW)	Power (kW)											Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	
KVI	Seattle	B	570	5.0	5.00	f	Fisher Comm Inc	29	9403		c2	Talk	8,500	0.74	4.9	4.8	3.2	3.9	5.2	4.2	3.8	3.9	4.8	
KCIS	Edmonds	B	630	2.3	0.05	c	Crista Ministries	54				Inspiration	600		0.2	0.4	0.0	0.4	0.0	0.4	0.0	0.5	0.0	
KBRD	Lacey	D	680	0.3	0.00	b	Marrow, Skip	86	9504	50		Nostalgia				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KIRO	Seattle	A	710	50.0	50.00	i	Entercom	27	9808		sw	1 Nws/Tlk/Spt	31,900	1.35	10.1	7.0	9.9	8.8	6.2	9.1	11.5	9.7	5.0	
● KTTH	Seattle	B	770	50.0	5.00	i	Entercom	25	9808		sw	1 Talk			0.1	0.0	0.0	0.0	0.1	0.1	0.1	0.2	0.0	
KGNW	Burien-Seattle	B	820	50.0	5.00	h	Salem Comm Corp	70	8611	2,770		Chrst/Talk	2,500		0.4	0.4	0.5	0.5	0.0	0.4	0.0	0.0	0.4	
KHHO	Tacoma	B	850	10.0	1.00	k	Clear Channel Comm	42	0206		g	2 Sports				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KIXI	Mercer	B	880	50.0	10.00	e	Sandusky Radio	47	9201	3,500		Nostalgia			3.5	2.1	2.7	2.9	3.4	2.9	3.2	2.9	3.2	
KGHO	Olympia	D	920	3.0	0.01	MCC Radio LLC	56	9910	650			Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KJR	Seattle	B	950	50.0	50.00	cp	Clear Channel Comm	21	0206		g	2 Sports	5,100	0.99	2.2	2.4	1.8	1.4	2.1	2.0	1.7	2.1	2.0	
● KOMO	Seattle	A	1000	50.0	50.00	f	Fisher Comm Inc	26				News	7,400	0.99	3.2	1.4	2.1	2.8	2.8	3.1	2.4	2.6	3.3	
KBLE	Seattle	B	1050	5.0	0.44		Sacred Heart Radio	48	0103	3,200		Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KYCW	Seattle	B	1090	50.0	50.00	d	Infinity Bcstg	27	0102		g1	Country	200		0.2	0.7	0.6	0.0	0.0	0.0	0.8	1.3	1.2	
KWDB	Oak Harbor	D	1110	0.5	0.00		West Beach Bcstg	84	0004		na	AC	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KKNW	Seattle	B	1150	10.0	6.00	cp	Sandusky Radio	26	9604		c4	News				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
● KLAY	Lakewood	B	1180	5.0	1.00		Clay Huntington	78				Nws/Tlk/Spt	300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
● KNWX	Auburn-Federal	B	1210	27.5	10.00	i	Entercom	58	9607		sw	1 Bus News	2,800	0.92	1.3	1.0	0.9	0.9	1.5	1.2	1.2	1.2	1.4	
KWYZ	Everett	C	1230	1.0	1.00	g	Suh, Jean	57	9905	480	na	Korean				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	300			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	500			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KLDY	Lacey	B	1280	1.0	0.50	b	Marrow, Skip	86	9610	160		Classical				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KKOL	Seattle	B	1300	5.0	2.00	cp	Salem Comm Corp	22	9705	2,000		Talk	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KENU	Enumclaw	D	1330	0.5	0.03		Green River Foundatn	82	9607		na	Dance				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KVSN	Tumwater	C	1340	1.0	1.00		Evergreen Bcstg Inc	87				Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
● KRKO	Tacoma	B	1360	5.0	5.00	h	Salem Comm Corp	22	9809	500		Mexican	400		0.3	0.4	0.5	0.5	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/Sprts				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	0011	500		Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KRIZ	Renton	B	1420	1.0	0.50	j	KRIS Bennett Bcstg	82				R&B Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KSUH	Puyallup	C	1450	1.0	1.00	g	Suh, Jean	51	9704	350		Korean				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	
● KNTB	Lakewood	D	1480	1.0	0.00	a	FTP Corporation	78	9908	435	d1	Variety				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KBRO	Bremerton	C	1490	1.0	1.00	a	FTP Corporation	47	9908		d1	Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KXPA	Bellevue	B	1540	5.0	5.00		Multicultural Bcstg	58	9803		g	Ethnc/Span	700		0.5	0.0	0.4	0.4	0.0	0.8	0.0	0.5	0.0	
KZIZ	Sumner	D	1560	5.0	0.00	j	KRIS Bennett Bcstg	90				Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KLFE	Seattle	B	1590	5.0	5.00	h	Salem Comm Corp	56	9408	500		Chrst/Talk	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KYIZ	Renton	B	1620	10.0	1.00	j	KRIZ Broadcasting In	98				Urban CHR				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
				# AM Stations -		36	# Combos -		24	AM TOTALS						26.9	20.6	22.6	22.5	21.3	24.2	24.7	24.9	21.3
				AM & FM Stations Profiled -		57	# Duopolies -		19	Total Local Commercial Share						83.6	84.6	85.3	84.4	83.4	84.0	86.8	83.8	

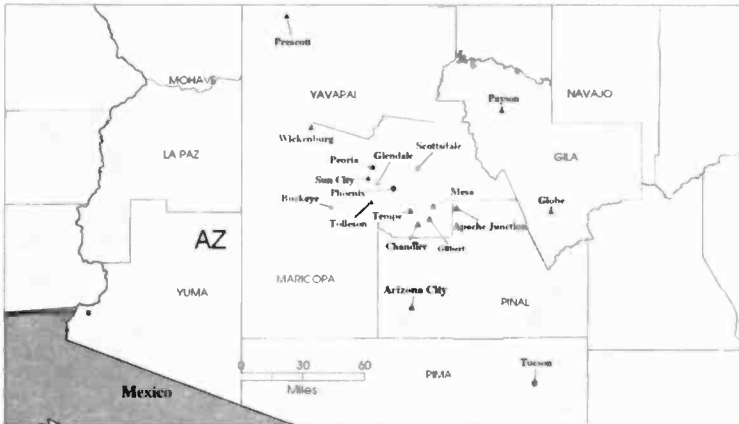
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 15

Revenue Rank: 14

# Phoenix, AZ Market Overview



**Metro Counties / Population (000)**

Maricopa, AZ	3,258.3
	3,258.3

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

**ESTIMATED GROSS REVENUES**  
★★★

1997	1998	1999	2000	2001	2002	Δ 97 - 02
\$125,300	\$144,800	\$170,600	\$187,000	\$189,100	\$201,600	10.0%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
6.6%	\$213,500	\$227,400	\$239,900	\$253,100	\$265,700	5.7%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA <sup>1/</sup>	\$4.24/1,000	\$3.99/1,000	Local 70%
Revenue/Capita	\$47.21	\$61.87	\$71.34	National 30%

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	2,653.9	3,258.3	4.2%	3,258.3	3,724.5	2.7%
Households	1,009.3	1,196.8	3.5%	1,196.8	1,354.1	2.5%
Retail Sales	NA <sup>1/</sup>	47,585.4	NA <sup>1/</sup>	47,585.4	66,522.1	6.9%
EBI <sup>2/</sup>	40,156.2	62,209.4	9.1%	62,209.4	86,697.8	6.9%

**Demographic Breakdown**

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,627.5	307.0	142.7	178.4	262.4	248.6	197.0	291.4
Women (000)	1,630.8	292.4	133.5	160.1	240.1	240.4	205.9	358.2
Total	3,258.3	599.4	276.2	338.6	502.6	489.0	402.9	649.6
Percentage	100.0%	18.4%	8.5%	10.4%	15.4%	15.0%	12.4%	19.9%
Per Capita	\$ 19,093			Median Household	\$ 42,286		Avg Household	\$ 51,981
Ethnic Population:	White 76.6%	Black 3.8%	Asian 2.4%				Hispanic 25.9%	

**Market Summary**

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		24	21	26	21	47
Tot 12+	0.4		65.7	64.6	66.1	16.4	82.5
Avg 12+	0.2		2.7	3.1	2.5	0.8	1.8
Tot LCS	0.5		79.6	78.3	80.1	19.9	100.0
Avg LCS	0.2		3.3	3.7	3.1	0.9	2.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# Competitive Overview

Some stations also rated in Flagstaff.

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)															
												Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001								
KKFR	Glendale	C	92.3	100.0	1640	e Emmis	79	0008		g	CHR	9,200	0.85	5.4	3.8	4.3	4.9	4.2	4.4	4.2	3.9	5.2								
KDKB	Mesa	C	93.3	100.0	1539	f Sandusky Radio	68	7810	3,700		AOR	10,800	1.45	3.7	3.9	3.4	2.5	3.2	3.0	3.2	2.9	4.1								
KOOL	Phoenix	C	94.5	100.0	1654	a Infinity Bcstg	56	0008		g3	Oldies	16,400	1.23	6.6	5.1	5.3	5.6	6.1	4.8	7.0	5.5	5.5								
KYOT	Phoenix	C	95.5	100.0	1572	d Clear Channel Comm	63	0008		g	Smooth Jazz	12,000	1.08	5.5	4.3	3.5	4.5	5.3	4.9	4.7	5.8	4.8								
KSWG	Wickenburg	C3	96.3	6.4 cp	646	Circle S Bcstg Co	92				Country	900			0.4	0.0	0.0	0.0	0.0	0.4	0.4	0.5								
KMXP	Phoenix	C	96.9	100.0	1558	d Clear Channel Comm	64	9905		g1	Rock AC	5,700	0.81	3.5	3.2	3.1	2.7	3.3	2.4	3.5	3.0	3.0								
KUPD	Tempe	C	97.9	100.0	1621	f Sandusky Radio	60	9405	20,000	c2	AOR	11,000	1.21	4.5	3.6	3.5	3.6	4.0	3.7	4.1	4.1	4.4								
KKLT	Phoenix	C	98.7	100.0	1788	e Emmis	60	0103	160,000	d1	AC	7,500	0.81	4.6	3.6	4.1	3.7	3.6	3.7	3.2	3.6	3.1								
KESZ	Phoenix	C	99.9	100.0	1703	d Clear Channel Comm	82	9906	142,000	c1	Soft AC	16,600	1.44	5.7	5.5	4.3	4.8	4.4	5.1	4.6	4.7	5.1								
KMRR	Globe	C	100.3	90.0	2047	b Univision Comm Inc	80	0206 p		st	Alternative	2,000		0.9	0.4	0.6	0.9	0.5	1.0	1.1	1.2	0.7								
KSLX	Scottsdale	C	100.7	100.0	1841	f Sandusky Radio	69	9807		c4	Clsc Rock	8,500	1.24	3.4	2.6	2.9	3.3	2.4	2.5	3.2	4.7	2.8								
KNRJ	Payson	C1	101.1	57.0 cp	1237	i Lakeshore Media LLC	98	0201	8,000		Dance	400		0.2	0.6	0.5	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	Alternative	9,800	0.84	5.8	4.7	5.3	5.5	4.8	3.6	3.9	3.4	3.7								
KAHM	Prescott	C	102.1	58.0	2526	SW FM Bcstg	81				Easy	n/a		0.6	0.7	0.7	0.8	0.6	0.0	0.7	0.8	1.1								
KNIX	Phoenix	C	102.5	100.0	1621	d Clear Channel Comm	69	9906		c1	Country	15,000	1.40	5.3	4.7	4.8	4.1	4.2	4.4	4.6	5.5	5.0								
KLNZ	Glendale	C	103.5	62.0	2428	g Entravision Comm Co	94	0009		g	Mexican	3,200	0.37	4.3	3.9	4.0	3.0	4.0	3.2	2.1	1.6	1.5								
KEDJ	Gilbert	C2	103.9	50.0	492	New Planet Radio	81	9609	7,350		Modern Rock	3,500	0.56	3.1	2.2	2.9	2.2	2.9	2.1	1.9	2.1	1.9								
KAJM	Payson	C	104.3	100.0 cp	1969	i Lakeshore Media LLC	84	0201			R&B Oldies	1,800	0.74	1.2	1.4	1.0	1.2	1.0	0.9	0.7	0.8	0.5								
KZZP	Mesa	C	104.7	100.0	1549	d Clear Channel Comm	76	9905		g1	CHR	6,000	0.61	4.9	3.8	3.9	4.3	4.1	3.8	4.1	3.6	3.5								
KHOV	Wickenburg	C2	105.3	6.0	1365	b Univision Comm Inc	83	0206 p		st	Span/Top40	200		0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.4	0.0								
KHOT	Paradise Valley	C2	105.9	36.0 cp	577	b Univision Comm Inc	96	0206 p		st	Mexican	3,700	0.66	2.8	2.2	2.0	2.5	2.1	2.5	2.1	2.3	1.9								
KOMR	Sun City	C2	106.3	23.0 cp	725	b Univision Comm Inc	75	0206 p		st	Spanish AC	2,000	0.99	1.0	0.7	1.3	0.7	1.2	0.2	1.9	1.7	2.1								
KKMR	Arizona City	A	106.5	6.0	292	b Univision Comm Inc	85	0206 p		st	1 Alternative				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
KDVA	Buckeye	A	106.9	6.0	305	g Entravision Comm Co	92	0011	10,000		Span/Easy	600		0.3	0.4	0.4	0.2	0.1	0.4	0.3	0.2	0.2								
KVVA	Apache Junction	C3	107.1	23.5	335	g Entravision Comm Co	73	0008		g4	Span/Easy	1,700	0.60	1.4	1.2	1.1	1.1	1.2	1.3	0.9	1.2	1.0								
KMLE	Chandler	C	107.9	100.0	1736	a Infinity Bcstg	80	0008		g3	Country	15,300	1.49	5.1	3.1	3.8	4.3	4.4	4.2	4.2	4.4	6.0								
# FM Stations -														26	# Combos -		23	FM TOTALS				79.9	66.1	66.8	66.5	67.7	62.1	66.6	67.8	67.6

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 15

Revenue Rank: 14

# Phoenix, AZ Market Overview



### Metro Counties / Population (000)

Maricopa, AZ	3,258.3
	3,258.3

### Market Radio Financials

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

#### ESTIMATED GROSS REVENUES

	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$125,300	\$144,800	\$170,600	\$187,000	\$189,100	\$201,600	10.0%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.6%	\$213,500	\$227,400	\$239,900	\$253,100	\$265,700	5.7%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA <sup>1/</sup>	\$4.24/1,000	\$3.99/1,000	Local 70%
Revenue/Capita	\$47.21	\$61.87	\$71.34	National 30%

### Demographic and Economic Overview

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

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	2,653.9	3,258.3	4.2%	3,258.3	3,724.5	2.7%
Households	1,009.3	1,196.8	3.5%	1,196.8	1,354.1	2.5%
Retail Sales	NA <sup>1/</sup>	47,585.4	NA <sup>1/</sup>	47,585.4	66,522.1	6.9%
EBI <sup>2/</sup>	40,156.2	62,209.4	9.1%	62,209.4	86,697.8	6.9%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,627.5	307.0	142.7	178.4	262.4	248.6	197.0	291.4
Women (000)	1,630.8	292.4	133.5	160.1	240.1	240.4	205.9	358.2
Total	3,258.3	599.4	276.2	338.6	502.6	489.0	402.9	649.6
Percentage	100.0%	18.4%	8.5%	10.4%	15.4%	15.0%	12.4%	19.9%
Per Capita	\$ 19,093			Median Household	\$ 42,286		Avg Household	\$ 51,981
Ethnic Population:	White 76.6%	Black 3.8%	Asian 2.4%	Hispanic 25.9%				

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		24	21	26	21	47
Tot 12+	0.4		65.7	64.6	66.1	16.4	82.5
Avg 12+	0.2		2.7	3.1	2.5	0.8	1.8
Tot LCS	0.5		79.6	78.3	80.1	19.9	100.0
Avg LCS	0.2		3.3	3.7	3.1	0.9	2.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Flagstaff.

AM Stations		ARB 12+ Metro Shares (see rights)																							
Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	Fall	Summer	Spring	Winter	Fall	Summer	Spring	Winter		
				Power (kW)	Power (kW)								Revenue (000)1/	Power Ratio		2002	2002	2002	2002	2001	2001	2001	2001		
KFYI	Phoenix	B	550	5.0	1.00	d	Clear Channel Comm	21	0008			g	News/Talk	8,600	0.76	5.6	4.8	2.7	5.1	4.8	5.8	4.2	4.8	4.0	
KTAR	Phoenix	B	620	5.0	5.00	e	Emmis	22	0103			d1	Nws/Tlk/Spt	16,000	1.02	7.8	4.9	7.8	5.3	5.7	6.8	6.5	5.6	5.0	
KIDR	Phoenix	B	740	1.0	0.29		Radio Unica	58	9812			g	Spn/Nws/Tlk	1,900		0.7	0.4	0.6	0.5	0.5	0.8	0.5	0.5	0.0	
KMVP	Phoenix	B	860	1.0	1.00	e	Emmis	49	0103			d1	Sports	1,200		0.5	0.8	0.4	0.5	0.4	0.4	0.0	0.4	0.4	
KGME	Phoenix	B	910	5.0	5.00	d	Clear Channel Comm	40	0008			g	Sports	2,200	0.91	1.2	0.8	1.1	0.9	0.7	1.3	0.9	0.6	1.0	
KKNT	Phoenix	B	960	5.0	5.00	c	Salem Comm Corp	47	9610	6,500			Talk	600		0.5	0.5	0.4	0.6	0.0	0.6	0.0	0.5	0.5	
KXEM	Tolleson	B	1010	15.0	0.25	h	J Crystal Entrprises	62	0008	4,500			Nws/Tlk/Spt			0.1	0.4	0.0	0.0	0.4	0.0	0.0	0.0	0.0	
KDUS	Tempe	B	1060	5.0	0.50	f	Sandusky Radio	60	9405			c2	Sports				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KFNX	Cave Creek	B	1100	50.0	1.00		No Amer Bcstg Co Inc	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	News/Talk	400			0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.5
KOY	Phoenix	C	1230	1.0	1.00	d	Clear Channel Comm	49	0008			g	Adlt Stndrd	2,700	0.45	3.0	2.3	1.9	2.2	2.9	2.8	2.6	2.7	2.7	
KBSZ	Wickenburg	D	1250	0.4	0.10		Peterson, R & J	68	0108	45			Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KXEG	Phoenix	D	1280	2.5	0.05	h	J Crystal Entrprises	56	0201	2,300			Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KXAM	Mesa	B	1310	5.0	0.50		Gerson, B., D. & M.	46	8912	975			Talk	600			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KPXQ	Glendale	B	1360	50.0	1.00	c	Salem Comm Corp	46	9910	5,000	na		Chrst/Talk	1,700			0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	
KSUN	Phoenix	C	1400	1.0	1.00		Fiesta Radio Inc	54	8612	600			Span/Mexcn	300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
● KAZG	Scottsdale	D	1440	5.0	0.05	f	Sandusky Radio	56	9807			c4	Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KPHX	Phoenix	B	1480	5.0	0.50		Continental Bcstg	58	8002	650			Span/Mexcn	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KFNN	Mesa	D	1510	22.0	0.10		CRC Bcstg Co Inc	62	8812	300			BusNw/Talk	1,000		0.4	1.0	0.4	0.4	0.4	0.0	1.2	0.7	0.6	
KASA	Phoenix	D	1540	10.0	0.02		KASA Radio Hogar Inc	67	9208	475			Span/CCtmp	200		0.3	0.0	0.6	0.0	0.0	0.4	0.0	0.0	0.0	
KMIK	Tempe	B	1580	50.0	50.00		ABC Radio Inc	60	9811	5,850			Children	200			0.5	0.0	0.0	0.0	0.0	0.0	0.4	0.0	
				# AM Stations -		21	# Combos -		11	AM TOTALS				20.1	16.4	15.9	15.5	15.8	18.9	16.3	16.6	14.7			
				AM & FM Stations Profiled -		47	# Duopolies -		17	Total Local Commercial Share				82.5	82.7	82.0	83.5	81.0	82.9	84.4	82.3				

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 16

Revenue Rank: 16

# Minneapolis - St. Paul, MN Market Overview



### Metro Counties / Population (000)

Anoka, MN	306.4
Carver, MN	74.0
Chisago, MN	43.1
Dakota, MN	367.7
Hennepin, MN	1,126.0
Isanti, MN	32.5
Ramsey, MN	512.8
Scott, MN	95.5
Sherburne, MN	51.0
Washington, MN	209.7
Wright, MN	94.2
Pierce, WI	37.6
St. Croix, WI	65.7

3,016.2

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

ESTIMATED GROSS REVENUES ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$129,400	\$147,700	\$165,600	\$181,100	\$162,200	\$173,000	6.0%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07	
6.7%	\$183,000	\$194,900	\$205,600	\$216,900	\$227,800	5.7%	
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
NA <sup>1/</sup>	\$3.23/1,000	\$2.98/1,000		Local	76%		
Revenue/Capita	\$46.75	\$57.36	\$71.51	National	24%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	2,768.1	3,016.2	1.7%	3,016.2	3,185.7	1.1%
Households	1,041.6	1,158.5	2.2%	1,158.5	1,232.1	1.2%
Retail Sales	NA <sup>1/</sup>	53,526.6	NA <sup>1/</sup>	53,526.6	76,317.2	7.4%
EBI <sup>2/</sup>	49,415.9	69,316.1	7.0%	69,316.1	95,357.0	6.6%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,488.0	272.0	140.2	142.1	225.8	261.4	211.9	234.6
Women (000)	1,528.2	259.6	132.8	141.3	224.0	258.9	215.6	295.9
Total	3,016.2	531.7	272.9	283.4	449.8	520.3	427.6	530.5
Percentage	100.0%	17.6%	9.0%	9.4%	14.9%	17.3%	14.2%	17.6%
Per Capita	\$ 22,981			Median Household	\$ 49,574		Avg Household	\$ 59,831
Ethnic Population:	White	85.3%	Black	5.6%	Asian	4.5%	Hispanic	3.6%

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6		15	12	21	24	45
Tot 12+	1.3		53.9	53.8	55.2	21.7	76.9
Avg 12+	0.2		3.6	4.5	2.6	0.9	1.7
Tot LCS	1.7		70.1	70.0	71.8	28.2	100.0
Avg LCS	0.3		4.7	5.8	3.4	1.2	2.2

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	
KQRS	Golden Valley	C	92.5	100.0	1034	a	ABC Radio Inc	63	9602		g5	Clsc Rock	26,700	1.24	12.4	8.9	8.5	9.8	9.2	10.4	9.8	9.6	9.4
KXXR	Minneapolis	C	93.7	100.0	1034	a	ABC Radio Inc	61	9602		g5	Rock	10,600	0.88	7.0	5.8	5.8	5.2	4.8	5.5	4.6	5.4	4.9
KSTP	St. Paul	C	94.5	100.0	1221	b	Hubbard Bcstg Inc	65	9701			AC	9,500	1.12	4.9	3.9	3.9	3.9	3.6	3.7	4.1	3.6	3.8
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
KRDS	New Prague	A	95.5	3.0	328	j	Ingstad, James	90	0112	900		Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WLKX	Forest Lake	A	95.9	3.0	299		Peters, Daniel	78	0010	1,900		ChrsContem				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KTTB	Glencoe	C1	96.3	100.0	577		Radio One Inc	93	0108		g	Rhythmic	3,500	0.44	4.6	3.6	3.4	3.9	3.7	3.2	3.1	2.7	3.0
KTCZ	Minneapolis	C	97.1	100.0	1034	e	Clear Channel Comm	56	0008		g	AAA	11,000	1.10	5.8	4.0	4.7	4.4	3.8	4.8	4.8	4.2	3.4
KSJN	Minneapolis	C	99.5	100.0	1034	c	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	89.0 cp	1034	e	Clear Channel Comm	65	0008		g	Clsc Hits	6,500	1.11	3.4	2.8	2.5	2.6	2.5	2.8	3.1	3.2	3.0
KDWB	Richfield	C	101.3	100.0	1034	e	Clear Channel Comm	59	0008		g	CHR	11,900	0.85	8.1	6.3	5.5	6.9	6.1	6.2	5.7	7.3	7.1
KEEY	St. Paul	C	102.1	100.0	1034	e	Clear Channel Comm	69	0008		g	Country	14,400	1.04	8.0	5.8	5.9	5.4	6.8	6.3	7.4	6.0	7.9
WLTE	Minneapolis	C	102.9	100.0	1034	d	Infinity Bcstg	73	0008		g1	Lite Rock	15,700	1.26	7.2	4.5	5.6	5.7	5.3	5.3	5.3	5.3	5.0
WXPT	St. Louis Park	C1	104.1	89.0	1034	d	Infinity Bcstg	62	0102		g1	80s Hits	5,800	0.96	3.5	3.2	2.9	2.5	2.9	2.3	3.4	3.6	3.3
WGVX	Lakeville	A	105.1	2.6	499	a	ABC Radio Inc	93	9708	17,500	c2	AAA	2,000	1.05	1.1	0.9	0.7	1.0	1.0	0.8	0.8	1.1	1.0
WGVY	Cambridge	C3	105.3	25.0	299	a	ABC Radio Inc	73	9708		c2	AAA				0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WGVZ	Eden Prairie	A	105.7	5.8	240	a	ABC Radio Inc	93	9708		c2	AAA			0.6	0.4	0.4	0.4	0.5	0.5	0.7	0.9	0.6
KLCI	Elk River	C3	106.1	9.1	538	h	Starcom	74	9811		st	Country	600		0.7	0.4	0.8	0.5	0.7	0.0	0.0	0.4	0.0
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
WFMP	Coon Rapids	C2	107.1	22.0	587	f	Hubbard Bcstg Inc	68	0006	26,000	c3	Talk	1,000		0.6	0.5	0.0	0.6	0.6	0.5	0.9	1.3	1.1
KQQL	Anoka	C	107.9	100.0	1089	e	Clear Channel Comm	68	0008		g	Oldies	9,400	0.99	5.5	4.1	4.2	3.5	4.4	4.6	3.7	3.7	3.7
# FM Stations -				21	# Combos -				18	FM TOTALS				73.4	55.2	54.8	56.3	55.9	56.9	57.4	58.3	57.2	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 16

Revenue Rank: 16

# Minneapolis - St. Paul, MN Market Overview



### Metro Counties / Population (000)

Anoka, MN	306.4
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Scott, MN	95.5
Sherburne, MN	51.0
Washington, MN	209.7
Wright, MN	94.2
Pierce, WI	37.6
St. Croix, WI	65.7

3,016.2

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

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$129,400	\$147,700	\$165,600	\$181,100	\$162,200	\$173,000	6.0%
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.7%	\$183,000	\$194,900	\$205,600	\$216,900	\$227,800	5.7%
Revenue/Retail Sales	1997 NA <sup>1/</sup>	2002 \$3.23/1,000	2007 \$2.98/1,000	Est. Breakout			
Revenue/Capita	\$46.75	\$57.36	\$71.51	Local	76%		
				National	24%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	2,768.1	3,016.2	1.7%	3,016.2	3,185.7	1.1%
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Retail Sales	NA <sup>1/</sup>	53,526.6	NA <sup>1/</sup>	53,526.6	76,317.2	7.4%
EBI <sup>2/</sup>	49,415.9	69,316.1	7.0%	69,316.1	95,357.0	6.6%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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Women (000)	1,528.2	259.6	132.8	141.3	224.0	258.9	215.6	295.9
Total	3,016.2	531.7	272.9	283.4	449.8	520.3	427.6	530.5
Percentage	100.0%	17.6%	9.0%	9.4%	14.9%	17.3%	14.2%	17.6%
Per Capita	\$ 22,981			Median Household	\$ 49,574		Avg Household	\$ 59,831
Ethnic Population:	White 85.3%	Black 5.6%	Asian 4.5%	Hispanic 3.6%				

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6		15	12	21	24	45
Tot 12+	1.3		53.9	53.8	55.2	21.7	76.9
Avg 12+	0.2		3.6	4.5	2.6	0.9	1.7
Tot LCS	1.7		70.1	70.0	71.8	28.2	100.0
Avg LCS	0.3		4.7	5.8	3.4	1.2	2.2

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

## AM Stations

Calls	City of License	FCC Class	Freq	Day	Night	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)										
				Power (kW)	Power (kW)						Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001			
WDGY	Hudson	B	630	2.3 cp	5.00	g	59 9609	87		Sports			0.1	0.4	0.0	0.0	0.3	0.0	0.0	0.0	0.0			
KFXN	Minneapolis	D	690	0.5	0.00	e	62 0008		g	Sprts/Talk	200			0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WMIN	Hudson	D	740	0.9	0.00	g	83 8805	25	+	Sprts/Talk	300		0.2	0.0	0.0	0.6	0.0	0.0	0.0	0.5	0.0			
WCCO	Minneapolis	A	830	50.0	50.00	d	24 0102		g1	Nws/Tlk/Spt	20,600	1.03	11.6	8.8	10.7	8.7	7.2	8.8	10.0	9.7	8.8			
KCCO	St. Louis Park	B	950	1.0	1.00	d	58 0102		g1	BusNw/Talk	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
KKMS	Richfield	B	980	5.0	5.00	k	49 9701	3,000		Chrst/Talk	1,500			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3			
WCTS	Maplewood	B	1030	50.0	1.00		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	23 0008		g	Sprts/Talk	7,800	1.33	3.4	3.0	2.4	2.1	3.3	2.6	2.0	1.8	3.3			
WEZU	Stillwater	B	1220	5.0	0.25		49 0108	200		MOR/Nstlg	700		0.4	0.0	0.4	0.5	0.3	0.0	0.5	0.5	0.7			
WWTC	Minneapolis	B	1280	5.0	5.00	k	25 0101		g	Talk	500		0.8	0.9	0.9	0.4	0.6	0.5	0.0	0.0	0.0			
WQPM	Princeton	D	1300	1.0	0.08	h	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	c	39		1	News	1,100		0.7	0.7	0.5	0.5	0.6	0.6	0.5	0.4	0.8			
KCHK	New Prague	D	1350	0.5	0.07	j	69 0112			Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
KRWC	Buffalo	D	1360	0.5	0.03		71			Mix AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
KLBB	St. Paul	C	1400	1.0	1.00	c	36 9905		na	1 Nostalgia	1,700	0.55	1.8	1.2	1.1	1.5	1.6	1.4	1.6	1.5	1.2			
KDIZ	Golden Valley	B	1440	5.0	0.50	a	48 9602		g5	Children	600		0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0			
KDWA	Hastings	D	1460	1.0	0.04		63			K & M Bcstg Inc				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	56 9905		na	1 Nostalgia			0.2	0.1	0.2	0.1	0.3	0.1	0.2	0.0	0.0			
KSTP	St. Paul	A	1500	50.0	50.00	b	24 9701			Talk	8,500	0.66	7.4	6.1	5.0	5.6	6.3	5.8	5.4	5.6	6.1			
KSMM	Shakopee	D	1530	8.6	0.01		63 0209	850		Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WEVR	River Falls	D	1550	0.9	0.00	i	69			Lite AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
KYCR	Golden Valley	B	1570	3.8	0.23	k	61 9810		g	Chrst/Talk	500			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WIXK	New Richmond	D	1590	5.0	0.00	f	60 0006		c3	Country				0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0			
KWOM	Watertown	B	1600	5.0	5.00		95			Adlt Stndrd	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
# AM Stations -					24	# Combos -					18	AM TOTALS				26.7	21.7	21.2	20.3	20.5	19.9	20.2	20.1	21.2
AM & FM Stations Profiled -					45	# Duopolies -					14	Total Local Commercial Share				76.9	76.0	76.6	76.4	76.8	77.6	78.4	78.4	

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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
														Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
XHTZ	Tijuana	C	90.3	93.1	456	c	XETRA	73	0205 p		na	3	Rhythmic	6,500	0.69	5.7	5.0	5.0	4.6	4.7	4.3	5.0	4.6	4.3
XTRA	Tijuana	C	91.1	100.0	804	h	XETRA	69	9905		g1	3	Alternative	7,100	0.84	5.1	3.2	3.9	3.9	4.7	4.1	4.1	4.2	4.2
XGLX	Tijuana	B	91.7	60.0	994		MVS Radio	99					Spanish AC	300		0.1	0.0	0.4	0.0	0.0	0.0	0.4	0.0	0.0
KFSD	Escondido	A	92.1	0.6	1024	f	Astor Bcst Group	66	8707	2,970	c3		Modern Rock	2,600	0.98	1.6	1.5	1.4	1.4	1.2	1.3	1.0	0.8	1.7
XHRM	Tijuana	C	92.5	100.0	1844		BiNational Bcstg	81				3	Oldies	4,600	0.65	4.3	3.6	3.8	3.2	3.6	3.4	3.2	4.0	2.9
KHTS	El Cajon	B	93.3	50.0 cp	482	b	Clear Channel Comm	61	9905		g1	3	Top 40	6,800	0.65	6.3	3.8	5.3	4.9	4.7	5.6	5.1	5.0	4.9
KMYI	San Diego	B	94.1	100.0	617	b	Clear Channel Comm	49	9905		g1	3	Hot AC	5,400	0.96	3.4	3.0	3.2	3.4	2.8	1.5	1.3	2.0	2.4
• KBZT	San Diego	B	94.9	26.5	686	d	Jefferson-Pilot Comm	60	9610	30,000			Modern Rock	5,500	1.67	2.0	1.5	1.2	1.7	1.6	2.1	2.8	2.0	2.4
• KOCL	Carlsbad	B	95.7	29.0	640	b	Clear Channel Comm	65	9905		g1	3	Oldies	4,700	0.92	3.1	3.5	2.2	2.4	2.7	2.7	3.6	3.9	4.4
• KYXY	San Diego	B	96.5	26.5	686	g	Infinity Bcstg	60	0008		g2		Soft AC	11,900	1.11	6.5	5.6	5.1	5.4	4.8	5.6	5.1	4.4	4.7
KSON	San Diego	B	97.3	50.0	440	d	Jefferson-Pilot Comm	64	9612	5,575	c2		Country	10,100	1.36	4.5	3.2	3.3	3.7	3.7	4.0	5.0	4.3	4.0
XTIM	Tijuana	A	97.7	0.7	459		Sociedad Mexicana	93			1		Mexican	400		0.4	0.0	0.0	0.6	0.4	0.4	0.0	0.0	0.0
KIFM	San Diego	B	98.1	26.5	686	d	Jefferson-Pilot Comm	60	9612	28,750			NAC/Jazz	5,900	0.63	5.7	5.3	4.3	4.6	5.3	4.2	4.1	4.5	4.4
XMOR	Tijuana	B	98.9	50.0	233		Mayans, Mario	93					Span/Rock	700	0.39	1.1	1.1	0.9	0.8	1.1	0.7	0.8	0.6	1.0
XHCR	Tijuana	B	99.3	25.0	328	c	XETRA	75	0205		na	3	Country	1,500	0.53	1.7	1.4	1.2	1.5	1.2	1.5	1.2	1.4	1.2
XHTY	Tijuana	A	99.7	2.0	200	j	Uni-Radio Corp	01					Mexican	900	0.50	1.1	1.1	0.9	0.9	1.0	0.8	0.6	0.6	0.7
KLJV	Julian	A	100.1	0.1	2228		Educational Media	91	9702	563			ChrsContem				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	13,500	1.67	4.9	3.9	3.8	4.0	4.0	3.9	4.5	4.2	4.7
KGB	San Diego	B	101.5	50.0	499	b	Clear Channel Comm	56	9905		g1	3	Clisc Rock	7,400	1.07	4.2	3.2	3.7	2.7	3.7	3.5	3.1	3.3	3.6
KPRI	Encinitas	B	102.1	14.5 cp	817		Compass Radio Group	62	9603		nc		AAA	2,600	0.83	1.9	1.6	1.7	1.5	1.5	1.6	2.0	1.6	1.4
KLQV	San Diego	B	102.9	32.0	617	i	Univision Comm Inc	63	0206 p		st		Span/BtFMs	3,600	1.15	1.9	1.2	1.4	1.7	1.6	1.5	1.3	1.9	1.9
KGBB	Temecula	A	103.3	1.3	715	b	Clear Channel Comm	01	0103	6,225	cp	3	Clisc Rock				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KPLN	San Diego	B	103.7	36.0	581	g	Infinity Bcstg	65	0008		g2		Clisc Rock	4,700	1.10	2.6	2.7	2.2	2.1	2.2	2.0	2.2	2.3	2.0
XLTN	Tijuana	B	104.5	57.3	351	c	Diaz, Victor&Martha	75				1	Span/BtFMs	1,100	0.44	1.5	0.9	0.9	1.0	1.1	1.7	1.3	1.3	1.1
KIOZ	San Diego	B	105.3	23.5	715	b	Clear Channel Comm	54	9905		d1	3	AOR	8,200	0.99	5.0	3.5	3.9	4.1	4.0	4.2	4.7	4.8	4.0
KLNV	San Diego	B	106.5	50.0	440	i	Univision Comm Inc	60	0206 p		st		Mexican	9,400	1.16	4.9	4.4	4.3	4.5	4.2	3.0	3.0	4.2	3.6
• KSSD	Fallbrook	A	107.1	3.0	299		Entravision Comm Co	77	0212 p		g		Span/CHR	300		0.1	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0
XHFG	Tijuana	B1	107.3	15.0	994	j	Uni-Radio Corp	80					SpA/HHp/Rc	400			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• XRST	Rosarita Beach	A	107.7	3.0	328		Julio Velarde Y Achu	02					Spanish AC				0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# FM Stations -					29	# Combos -					21	FM TOTALS			79.6	64.6	64.4	64.6	65.8	63.6	65.4	65.9	65.5	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 17

Revenue Rank: 17

# San Diego, CA Market Overview



### Metro Counties / Population (000)

San Diego, CA	2,891.8
	2,891.8

### Market Radio Financials

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

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$129,100	\$140,800	\$156,900	\$186,000	\$153,000	\$165,000
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	7.8%	\$174,100	\$186,300	\$196,600	\$207,400	\$217,700	5.7%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA <sup>1/</sup>	\$4.26/1,000	\$3.99/1,000	Local 75%
Revenue/Capita	\$47.25	\$57.06	\$70.68	National 25%

### Demographic and Economic Overview

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

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	2,732.2	2,891.8	1.1%	2,891.8	3,080.2	1.3%
Households	942.7	1,021.0	1.6%	1,021.0	1,084.0	1.2%
Retail Sales	NA <sup>1/</sup>	38,701.8	NA <sup>1/</sup>	38,701.8	54,539.9	7.1%
EBI <sup>2/</sup>	40,913.5	55,210.1	6.2%	55,210.1	70,027.8	4.9%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,451.9	257.1	123.2	183.5	230.1	230.8	185.2	242.1
Women (000)	1,439.9	244.1	116.5	149.9	211.0	223.8	191.2	303.2
Total	2,891.8	501.2	239.7	333.4	441.1	454.6	376.4	545.3
Percentage	100.0%	17.3%	8.3%	11.5%	15.3%	15.7%	13.0%	18.9%
Per Capita	\$ 19,092		Median Household	\$ 44,146		Avg Household	\$ 54,074	
Ethnic Population:	White 65.6%	Black 5.7%	Asian 9.7%	Hispanic 27.6%				

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7	19	3	22	29	17	46
Tot 12+	3.0	49.8	11.8	64.2	64.6	14.3	78.9
Avg 12+	0.4	2.6	3.9	2.9	2.2	0.8	1.7
Tot LCS	3.8	63.1	15.0	81.4	81.9	18.1	100.0
Avg LCS	0.5	3.3	5.0	3.7	2.8	1.1	2.2

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
				Power (kW)	Power (kW)											Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001		
XSUR	Tijuana	B	540	1.0	1.00		Mt Wilson FM Bcstrs	97				Adlt Stndrd	600		0.7	0.8	0.8	0.5	0.4	0.5	0.3	0.6	0.0		
KOGO	San Diego	B	600	5.0	5.00	b	Clear Channel Comm	26	9905		g1	3 Tlk/Nws/Spt	11,800	1.04	6.9	4.3	5.1	5.6	5.6	6.1	6.6	6.5	6.4		
XTRA	Tijuana	A	690	50.0	50.00	h	XETRA	34	9905		g1	3 Sprts/Talk	6,500	1.71	2.3	2.2	1.6	1.7	2.2	1.8	1.3	1.8	1.6		
KFMB	San Diego	B	760	5.0	50.00	e	Midwest TV Inc	41	6404			Talk	9,000	1.60	3.4	3.4	3.8	2.7	2.1	2.5	1.8	1.2	2.2		
XEMO	Tijuana	B	860	5.0	5.00	j	Uni-Radio Corp	37				Mexican	600		0.2	0.0	0.0	0.4	0.4	0.0	0.0	0.0	0.0		
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		BusNw/Talk	600			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KURS	San Diego	D	1040	0.4	0.06		Hi-Favor Bcstg LLC	93	0208 p	8,500	2	Spn/T40/Spt	800		0.5	0.0	0.5	0.0	0.5	0.6	0.5	0.6	0.5		
XPRS	Rosarito	A	1090	50.0	50.00		Fregoso, Teddy	47				Span/Trpcl	400			0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0		
• KSDO	San Diego	B	1130	10.0	10.00		Hi-Favor Bcstg LLC	47	0212 p	10,000	3	Talk	1,400		0.8	0.4	0.8	0.7	0.5	0.6	0.6	0.6	0.6		
KCBQ	San Diego	B	1170	50.0 cp	4.50	a	Salem Comm Corp	46	0009	5,000		Talk	500		0.9	0.9	0.6	0.7	0.7	0.8	0.8	0.7	1.2		
KPRZ	San	B	1210	20.0	10.00	a	Salem Comm Corp	85				Chrst/Talk	3,000		0.9	0.4	0.7	0.5	0.7	0.9	0.7	0.7	0.8		
KSON	San Diego	C	1240	1.0	1.00	d	Jefferson-Pilot Comm	46	9612		c2	Children	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KKSM	Oceanside	B	1320	0.5	0.00		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 Comm	22	9905		g1	3 Nostalgia	2,600	0.56	2.8	1.5	2.4	2.1	2.5	2.0	2.9	2.6	2.8		
KFSD	Escondido	C	1450	1.0	1.00	f	Astor Bcst Group	58	8707		c3	Adlt Stndrd	600		0.5	0.0	0.4	0.4	0.4	0.4	0.5	0.5	0.6		
XRCN	Tijuana	B	1470	5.0	5.00	j	Uni-Radio Corp	97				Spn/Nws/Tlk	300		0.2	0.4	0.4	0.0	0.4	0.0	0.0	0.0	0.0		
				# AM Stations -		17		# Combos -		11		AM TOTALS				20.1	14.3	17.1	15.3	16.4	16.2	16.5	15.8	16.7	
				AM & FM Stations Profiled -		46		# Duopolies -		14		Total Local Commercial Share													
																<b>78.9</b>	<b>81.5</b>	<b>79.9</b>	<b>82.2</b>	<b>79.8</b>	<b>81.9</b>	<b>81.7</b>	<b>82.2</b>		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 18

Revenue Rank: 44

# Nassau-Suffolk, NY Market Overview



### Metro Counties / Population (000)

Nassau, NY	1,332.5
Suffolk, NY	1,432.5
<b>Total</b>	<b>2,765.0</b>

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

<b>ESTIMATED GROSS REVENUES</b> ★★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$41,000	\$45,600	\$55,100	\$61,200	\$56,400	\$61,100	8.3%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	8.3%	\$65,000	\$68,900	\$73,000	\$77,100	\$80,900	5.8%
	<u>1997</u>	<u>2002</u>	<u>2007</u>	<b>Est. Breakout</b>			
Revenue/Retail Sales	NA <sup>1/</sup>	\$1.43/1,000	\$1.55/1,000	Local	79%		
Revenue/Capita	\$15.40	\$22.10	\$28.87	National	21%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	2,662.9	2,765.0	0.8%	2,765.0	2,801.9	0.3%
Households	867.2	922.3	1.2%	922.3	939.9	0.4%
Retail Sales	NA <sup>1/</sup>	42,747.1	NA <sup>1/</sup>	42,747.1	52,054.8	4.0%
EBI <sup>2/</sup>	51,439.4	65,904.9	5.1%	65,904.9	81,675.1	4.4%

### 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)	1,340.9	240.0	117.5	109.9	169.9	225.4	197.4	280.8
Women (000)	1,424.1	228.6	110.6	102.0	173.9	234.6	211.1	363.3
Total	2,765.0	468.7	228.2	211.8	343.8	459.9	408.5	644.1
Percentage	100.0%	16.9%	8.3%	7.7%	12.4%	16.6%	14.8%	23.3%
Per Capita	\$ 23,836	Median Household		\$ 56,280	Avg Household		\$ 71,455	
Ethnic Population:	White 78.2%	Black 10.4%	Asian 5.1%	Hispanic 10.6%				

### Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	14	3		10	17	10	27
Tot 12+	12.9	14.9		27.4	27.8	4.9	32.7
Avg 12+	0.9	5.0		2.7	1.6	0.5	1.2
Tot LCS	39.4	45.6		83.8	85.0	15.0	100.0
Avg LCS	2.8	15.2		8.4	5.0	1.5	3.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in New 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	
WLNG	Sag Harbor	A	92.1	5.3	348	Main Street Bcstg	69				Oldies	800			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
WLIR	Garden City	A	92.7	2.0 cp	522	Jarad Bcstg Co Inc	59				Modern Rock	2,700	0.83	5.3	1.1	1.4	2.0	1.8	1.4	1.5	1.9	1.7	1.7
WMJC	Smithtown	A	94.3	3.0	299	Barnstable Bcstg Inc	61	9711	11,000	d2	1 AC	2,300	1.08	3.5	0.9	1.2	0.8	1.4	1.0	1.1	1.7	1.4	1.4
WHFM	Southampton	A	95.3	5.0	354	Cox Radio Inc	71	9805		d3	AOR	100		0.2	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.1
WLVG	Center Moriches	A	96.1	2.7 cp	499	Multicultural Bcstg	96	0004	3,000	1	Lite AC	500		0.8	0.4	0.0	0.4	0.0	0.6	0.0	0.4	0.0	0.0
WEHM	East Hampton	A	96.7	4.3	384	AAA Entertainment	93	0003		d4	Progressive	800			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WALK	Patchogue	B	97.5	39.0	554	Clear Channel Comm	52	0008		g	AC	16,300	1.60	16.7	6.0	5.9	4.7	5.4	4.7	5.6	5.7	5.7	5.7
WKJY	Hempstead	A	98.3	3.0	328	Barnstable Bcstg Inc	47	8412	5,250	c1	1 Soft Rock	6,200	1.28	7.9	2.7	1.9	2.5	2.2	3.1	2.3	2.8	2.5	2.5
WDRE	Westhampton	A	98.5	6.0	282	Jarad Bcstg Co Inc	93	9506		st	Clsc Rock	400		0.6	0.0	0.4	0.0	0.1	0.2	0.1	0.2	0.1	0.1
WBAB	Babylon	A	102.3	6.0	269	Cox Radio Inc	58	9805		d3	AOR	9,000	1.12	13.2	3.8	4.5	4.3	3.8	3.7	3.5	3.8	3.4	3.4
WBZA	Bridgehampton	A	102.5	4.8	348	AAA Entertainment	95	0010		na	Lite AC	400		0.6	0.0	0.4	0.0	0.3	0.0	0.0	0.0	0.0	0.0
• WBZO	Bay Shore	A	103.1	1.6	463	Barnstable Bcstg Inc	93	9705	12,450	1	Oldies	4,100	0.78	8.6	1.9	2.9	2.7	2.7	2.4	2.7	3.4	2.5	2.5
WKTU	Lake Success	B	103.5	5.4	1417	Clear Channel Comm	40	0008			CHR/Rhymc	n/a		7.2	2.4	2.3	2.4	2.4	1.8	2.7	2.1	2.7	2.7
WRCN	Riverhead	A	103.9	1.4	486	Barnstable Bcstg Inc	62	9711		d2	1 Clsc Hits	2,000	0.84	3.9	1.2	1.1	1.2	1.4	1.1	1.0	1.1	1.0	1.0
WXXP	Calverton-Roano	A	105.3	1.0 cp	492	Jarad Bcstg Co Inc	98				CHR/Rhymc	800	0.65	2.0	0.9	0.7	0.7	0.0	1.0	0.7	0.6	0.9	0.9
WBLI	Patchogue	B	106.1	47.0	499	Cox Radio Inc	58	9805		d3	Adult CHR	9,400	0.96	16.0	6.5	4.7	4.1	5.5	5.6	4.7	4.5	4.8	4.8
• WWCY	Hampton Bays	A	107.1	6.0	279	Nassau Bcstg Ptrs LP	80	0212 p		g	Spanish AC	150		0.6	0.0	0.0	0.0	0.4	0.4	0.4	0.6	0.4	0.4
# FM Stations -				17				# Combos -				14				FM TOTALS							
														87.1	27.8	27.5	25.9	27.5	27.0	26.3	28.8	27.5	

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
WLIE	Islip	B	540	1.1 cp	0.22	Long Is. Multi-Media	60	9510	1,100			News/Talk	1,600	0.84	3.1	0.0	0.8	0.7	1.4	1.0	0.9	0.6	0.6
WGSM	Huntington	D	740	25.0	0.04	K Communications	51	0112	2,500			Korean	100		0.2	0.0	0.0	0.0	0.0	0.3	0.2	0.0	0.3
WHLI	Hempstead	D	1100	10.0	0.00	Barnstable Bcstg Inc	47	8412		c1	1 MOR	1,200	0.21	9.5	4.9	2.8	2.6	3.8	2.6	2.8	2.3	3.2	3.2
WGGB	Freeport	C	1240	1.0	1.00	WGGB-AM Inc	24	9910	1,700			Variety	600			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WALK	East Patchogue	D	1370	0.5	0.10	Clear Channel Comm	52	0008		g	Big Band	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WRIV	Riverhead	D	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	D	1440	1.0	0.04	Multicultural Bcstg	58	0005	860			ChrsContem	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WTHE	Mineola	D	1520	1.0	0.00	Universal Bcstg	64	6907				Gospel	800			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WFTU	Riverhead	B	1570	1.0	0.50	Five Towns College	63	0106	72	1	Rock				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WLIM	Patchogue	B	1580	10.0	0.50	Poinet Comm Ltd	51	0106	850			Polish	600			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -				10				# Combos -				3				AM TOTALS							
														12.8	4.9	3.6	3.3	5.2	3.9	3.9	2.9	4.1	
AM & FM Stations Profiled -				27				# Duopolies -				7				Total Local Commercial Share							
														32.7	31.1	29.2	32.7	30.9	30.2	31.7	31.6		

Other: 92.9, Southampton; 94.9, Montauk

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.



# Competitive Overview

Some stations also rated in Washington, D.C. and Wilmington, DE.

## FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)									Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
WERQ	Baltimore	B	92.3	37.0	571	a	Radio One Inc	60	9306	9,000	c6	Urban CHR	17,000	1.20	10.5	6.7	7.3	6.7	7.8	7.9	9.6	10.5	10.4
WPOC	Baltimore	B	93.1	16.0	866	g	Clear Channel Comm	60	9905		g5	Country	14,000	0.94	11.0	9.0	7.8	7.6	8.8	7.1	7.3	7.9	7.6
WRBS	Baltimore	B	95.1	50.0	499		Peter & John Radio	64	6409			Inspiration	1,600	0.42	2.8	1.6	2.2	2.1	1.7	1.9	2.5	1.7	2.0
WWIN	Glen Burnie	A	95.9	3.0	299	a	Radio One Inc	64	9202	4,700	c3	Urban AC	11,500	1.14	7.5	5.8	5.3	6.0	4.9	5.2	5.7	6.4	6.4
WIYY	Baltimore	B	97.9	13.5	945	c	Hearst-Argyle	58				AOR	9,300	1.26	5.5	4.6	3.5	3.8	3.9	4.4	3.7	4.4	3.2
WHFS	Annapolis	B	99.1	50.0	459		Infinity Bcstg	49	0102			Alternative	n/a		5.3	3.0	3.5	3.9	3.3	4.5	3.5	3.9	3.5
WZBA	Westminster	B	100.7	27.0	659	b	Shamrock Comm Inc	59	8104	1,743	c2	Rock AC	2,200	0.74	2.2	1.8	2.0	1.3	1.5	1.5	1.2	1.2	1.0
WLIF	Baltimore	B	101.9	13.5	961	d	Infinity Bcstg	70	0102		g2	Soft AC	12,700	1.29	7.3	6.1	5.3	5.9	5.4	4.2	5.5	5.1	5.3
WQSR	Baltimore	B	102.7	50.0	436	d	Infinity Bcstg	47	0102		g2	Oldies	12,700	1.39	6.8	4.1	4.1	4.3	5.3	5.7	5.2	4.4	4.9
WRNR	Grasonville	A	103.1	6.0	328		Empire Bcstg System	79	9707	2,150		Progressive	1,200	0.74	1.2	1.0	0.8	0.9	0.8	0.9	0.8	0.9	0.6
• WXCY	Havre De Grac	B	103.7	37.0	551		Delmarva Bcstg Co	60	9611	See (76)		Country	n/a		0.7	0.5	0.5	0.7	0.4	0.5	0.6	0.3	0.3
• WXFB	Baltimore	B	104.3	32.0	486	g	Clear Channel Comm	49	9905		g3	Clisc Rock	7,100	1.32	4.0	3.1	2.9	2.6	2.8	3.1	3.3	2.6	2.5
WAVA	Arlington	B	105.1	41.0	541	h	Salem Comm Corp	48	9202	See (8)		Chrst/Talk	n/a		0.3	0.0	0.4	0.4	0.0	0.0	0.4	0.0	0.3
WXYV	Catonsville	B	105.7	50.0	492	d	Infinity Bcstg	63	0102		g2	Urban	7,100	0.84	6.3	3.8	4.5	4.6	4.6	4.2	3.7	3.7	4.7
WWMX	Baltimore	B	106.5	7.4	1217	d	Infinity Bcstg	60	0102		g2	Hot AC	10,700	1.44	5.5	4.2	3.8	3.8	4.3	3.8	3.9	3.4	4.1
WFSI	Annapolis	B	107.9	36.0	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 -					16	# Combos -					11	FM TOTALS		76.9	55.3	53.9	54.6	55.5	54.9	56.9	56.4	56.8	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 19

Revenue Rank: 19

# Baltimore, MD Market Overview



### Metro Counties / Population (000)

Anne Arundel, MD	504.0
Baltimore, MD	771.1
Baltimore city, MD	639.1
Carroll, MD	156.6
Harford, MD	226.0
Howard, MD	260.4
Queen Annes, MD	42.3
<b>Total</b>	<b>2,599.5</b>

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

<b>ESTIMATED GROSS REVENUES</b> ★★	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>Δ 97 - 02</b>
	\$97,700	\$104,900	\$119,900	\$135,600	\$126,300	\$134,700	6.6%
	<b>Δ 01 - 02</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>Δ 02 - 07</b>
	6.7%	\$141,300	\$150,400	\$158,700	\$167,400	\$175,800	5.5%
Revenue/Retail Sales	<b>1997</b>	<b>2002</b>	<b>2007</b>	<b>Est. Breakout</b>			
Revenue/Capita	NA <sup>1/</sup>	\$4.21/1,000	\$4.30/1,000	Local	77%		
	\$39.44	\$51.82	\$64.85	National	23%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<b>1997</b>	<b>2002</b>	<b>Growth Rate</b>	<b>2002</b>	<b>2007</b>	<b>Growth Rate</b>
MSA Population	2,477.1	2,599.5	1.0%	2,599.5	2,710.7	0.8%
Households	918.6	997.1	1.7%	997.1	1,053.3	1.1%
Retail Sales	NA <sup>1/</sup>	31,994.6	NA <sup>1/</sup>	31,994.6	40,880.8	5.0%
EBI <sup>2/</sup>	41,391.2	52,096.3	4.7%	52,096.3	65,543.0	4.7%

### Demographic Breakdown

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	1,249.7	220.4	113.9	111.8	169.0	209.2	184.0	241.4
Women (000)	1,349.8	210.7	109.3	114.2	180.9	222.5	198.7	313.4
Total	2,599.5	431.0	223.2	226.1	349.9	431.7	382.7	554.8
Percentage	100.0%	16.6%	8.6%	8.7%	13.5%	16.6%	14.7%	21.3%
Per Capita	\$ 20,041							
				Median Household	\$ 43,303		Avg Household	\$ 52,248
Ethnic Population:	White	66.8%	Black	27.6%	Asian	2.9%	Hispanic	2.1%

### Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viab. FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	2	14		13	16	18	34
Tot 12+	6.8	48.5		54.8	55.3	14.4	69.7
Avg 12+	3.4	3.5		4.2	3.5	0.8	2.1
Tot LCS	9.8	69.6		78.6	79.3	20.7	100.0
Avg LCS	4.9	5.0		6.0	5.0	1.1	2.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.







# Competitive Overview

FM Stations														ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	
• WIL	St. Louis	C	92.3	100.0	984	c	Bonneville Intl	62	0010		sw	Country	9,200	0.98	7.0	5.2	5.9	6.4	6.3	6.1	5.9	6.1	7.1	
KNSX	Steelville	C2	93.3	8.5	1168		Twenty-One Sound	85				Alternative	400		0.6	0.9	0.5	0.6	0.6	0.3	0.5	0.5	0.4	
KSD	St. Louis	C1	93.7	100.0	860	f	Clear Channel Comm	54	9905		g2	Country	5,100	0.95	4.0	3.5	3.5	3.3	3.7	3.7	3.7	3.0	2.6	
KSHE	Crestwood	C	94.7	100.0	1027	a	Emmis	61	8401		g	Clsc Rock	9,000	1.20	5.6	5.5	5.4	4.8	4.9	4.5	5.0	5.1	4.0	
WFUN	Bethalto	C3	95.5	24.5	335		Radio One Inc	90	9906	13,600		Urban/RhyBl	2,500	0.53	3.5	3.3	2.4	3.0	3.0	3.8	3.3	3.1	2.6	
KIHT	St. Louis	C1	96.3	80.0	1027	a	Emmis	65	0010		g1	Clsc Hits	6,600	1.41	3.5	4.1	3.1	2.8	3.0	3.3	2.9	4.2	4.1	
WCXO	Carlyle	A	96.7	2.1	518		Clinton Cnty Bcstg	99				Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KFTK	Florissant	C1	97.1	100.0	561	a	Emmis	77	0010		g1	Talk	1,500	0.94	1.2	1.6	1.2	1.1	1.1	0.8	0.9	0.8	0.7	
KYKY	St. Louis	C1	98.1	90.0	1027	b	Infinity Bcstg	60	0102		g3	Hot AC	8,600	1.69	3.8	3.3	3.3	2.9	4.0	3.3	3.2	3.5	3.6	
KFUO	Clayton	C	99.1	100.0	1027	e	Lutheran Ch-MO	48				Classical	2,300	0.61	2.8	2.0	2.2	3.1	2.4	2.1	2.3	2.3	3.3	
KFAV	Warrenton	C3	99.9	10.5	512	h	Kaspar Bcstg Co	91				Country	200		0.1	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	
• KDJR	De Soto	A	100.1	4.8	371		Cupelli, Sabatino	91	0303 p	250		DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KATZ	Alton	B	100.3	50.0	492	f	Clear Channel Comm	61	9905		g2	HpHop/RhyBl	1,200	0.23	3.9	4.4	3.3	3.3	3.9	3.3	3.1	3.3	3.1	
KFNS	Troy	A	100.7	6.0	328	m	All Sports Radio LLC	93	9908	1,250		Sports				0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	
KTUI	Sullivan	A	100.9	3.0	276	i	Fidelity Bcstg	81	9711	497	c1	Sprts/Cntry				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WVRV	East St. Louis	C2	101.1	44.0	518	c	Bonneville Intl	65	0010		sw	Modern AC	8,700	1.51	4.3	3.7	3.9	4.4	4.0	3.0	4.2	4.5	4.2	
KLPW	Union	A	101.7	3.3	351	g	Marathon Media	66	9903		g5	Country	500			0.0	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	0102		g3	AC	11,300	1.08	7.8	7.1	6.8	7.4	6.9	6.3	6.8	6.0	6.6	
KLOU	St. Louis	C1	103.3	100.0	919	f	Clear Channel Comm	62	9905		g2	Oldies	6,800	1.11	4.6	3.6	3.9	4.3	3.8	4.3	3.9	3.6	3.7	
WMLL	Jerseyville	C2	104.1	39.0	551	a	Emmis	67	9704	42,500	c1	80s Hits	2,500	0.98	1.9	2.2	1.9	1.7	1.4	1.8	1.9	2.0	2.3	
KSLQ	Washington	A	104.5	1.3 cp	574	k	CompuTraffic Inc	89	9807	1,100		AC	100		0.1	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	
KMJM	Columbia	C3	104.9	7.8	574	f	Clear Channel Comm	64	9905		g2	Urban AC	6,500	0.95	5.1	3.7	4.2	4.2	5.0	4.7	4.1	4.0	4.9	
KPNT	St. Genevieve	C	105.7	100.0	1375	a	Emmis	67	0010		g1	Alternative	5,900	0.92	4.8	3.7	4.1	4.7	4.2	4.1	3.9	3.2	4.2	
• WSSM	Granite City	C1	106.5	90.0	1027	c	Bonneville Intl	65	0010		sw	Smooth Jazz	5,600	1.05	4.0	3.8	3.2	3.1	4.2	3.6	3.8	3.5	4.1	
KSLZ	St. Louis	C	107.7	100.0	1027	f	Clear Channel Comm	72	9905		g2	CHR/Top40	5,200	0.73	5.3	5.3	4.8	5.0	4.6	4.3	4.9	5.6	5.1	
# FM Stations -					25	# Combos -					21	FM TOTALS				73.9	66.9	63.6	66.2	67.4	63.8	64.3	64.3	66.6

• Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.



# 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	2002 Est		Avg '02 Local Comm	2002				2001																												
													Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001																									
KTRS	St. Louis	B	550	5.0	5.00		CH Holdings	22	9705	10,000		News/Talk	5,400	0.84	4.8	4.6	4.3	4.2	3.9	4.7	3.6	3.7	3.4																									
KFNS	Wood River	B	590	1.0	1.00	m	All Sports Radio LLC	61	9806	3,750		Sports	2,300	1.23	1.4	1.3	1.2	1.2	1.3	1.3	1.0	0.9	1.2																									
KJSL	St. Louis	B	630	5.0	5.00	d	Crawford Bcstg Co	38	9402	1,500		Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0																									
KSTL	St. Louis	D	690	1.0	0.02	d	Crawford Bcstg Co	48	9406	525		Gospel	100			0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0																									
KWRE	Warrenton	D	730	1.0	0.12	h	Kaspar Bcstg Co	49				Country	200		0.5	0.0	0.5	0.3	0.5	0.4	0.3	0.4	0.5																									
WEW	St. Louis	D	770	1.0	0.00		Metropolitan Radio	21	9605	435		Nstlg/Varty	400		0.4	0.0	0.4	0.5	0.0	0.4	0.5	0.3	0.3																									
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																									
WCBW	Highland	B	880	1.7	0.16	l	New Life Evangel Ctr	62	9812	1,250	d2	ChrsContem				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	500		0.5	0.5	0.6	0.4	0.3	0.5	0.5	0.0	0.7																									
KXEN	Festus-St. Louis	D	1010	50.0	0.50		Radio Prop Ventures	51	8609		g	Chnstinian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0																									
WRYT	Edwardsville	D	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	0.3																									
KMOX	St. Louis	A	1120	50.0	50.00	b	Infinity Bcstg	25	0102		g3	Nws/Tlk/Spt	22,600	1.34	12.6	9.9	12.1	12.1	9.0	11.3	13.1	13.1	10.0																									
KLPW	Union	D	1220	1.0	0.13	g	Marathon Media	54	9903		g5	Talk				0.4	0.0	0.0	0.0	0.0	0.4	0.3	0.0																									
WSDZ	Belleville	B	1260	5.0	5.00	cp	ABC Radio Inc	47	9808	2,500		Children	300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0																									
KSIV	Clayton	B	1320	4.6	0.27	j	Bott Radio Network	46	8202	900		Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0																									
KWMO	Washington	D	1350	0.5	0.08	k	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																									
KJFF	Festus	C	1400	1.0	1.00		Shepherd Group	51				News/Talk				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	800	0.24	2.5	2.0	2.6	1.6	2.4	2.3	2.1	1.7	2.9																									
KIRL	St. Charles	D	1460	5.0	0.00		Bronco Bcstg	58	7911			Jazz/Gospl				0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0																									
WJBM	Jerseyville	D	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	East St. Louis	C	1490	1.0	1.00		M&R Enterprises Inc	34	9506	800		RhyBl/Gospl	100		0.8	0.7	0.8	0.7	0.6	0.8	0.9	0.6	0.7																									
WDID	Highland	D	1510	1.0	0.00	l	New Life Evangel Ctr	98	9812		d2	Nws/Tlk/Spt				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0																									
KTUI	Sullivan	D	1560	1.0	0.00	i	Fidelity Bcstg	66	9711		c1	News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0																									
WBGZ	Alton	D	1570	1.0	0.07		Metroplex Comm	48	8407			News/Talk	100			0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.5																									
KATZ	St. Louis	B	1600	5.0	5.00	f	Clear Channel Comm	55	9905		g2	Gospel	1,000	0.30	2.5	1.7	2.2	2.1	2.0	2.4	2.4	2.0	2.5																									
# AM Stations -													26				# Combos - 14																															
AM & FM Stations Profiled -													51				# Duopolies - 9																															
AM TOTALS													26.0				21.1				24.7				23.1				20.0				24.1				24.8				24.4				23.0			
Total Local Commercial Share													88.0				88.3				89.3				87.4				87.9				89.1				88.7				89.6							

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 21

Revenue Rank: 18

# Tampa-St. Petersburg-Clearwater, FL Market Overview



### Metro Counties / Population (000)

Hernando, FL	135.7
Hillsborough, FL	1,044.8
Pasco, FL	357.0
Pinellas, FL	942.0
<b>Total</b>	<b>2,479.5</b>

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

#### ESTIMATED GROSS REVENUES ★★

1997	1998	1999	2000	2001	2002	Δ 97 - 02
\$101,900	\$108,800	\$117,900	\$131,500	\$125,400	\$140,000	6.6%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
11.6%	\$146,500	\$156,800	\$166,200	\$175,300	\$184,100	5.6%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA <sup>1/</sup>	\$4.27/1,000	\$4.45/1,000	Local 75%
Revenue/Capita	\$45.49	\$56.46	\$68.72	National 25%

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	2,240.2	2,479.5	2.1%	2,479.5	2,678.9	1.6%
Households	933.1	1,044.8	2.3%	1,044.8	1,129.5	1.6%
Retail Sales	NA <sup>1/</sup>	32,774.1	NA <sup>1/</sup>	32,774.1	41,347.4	4.8%
EBI <sup>2/</sup>	36,284.3	48,354.5	5.9%	48,354.5	63,584.3	5.6%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,194.4	183.0	94.5	94.7	152.8	183.8	165.5	320.0
Women (000)	1,285.2	173.8	89.2	95.3	153.5	188.4	176.4	408.5
Total	2,479.5	356.8	183.8	190.0	306.3	372.2	341.9	728.5
Percentage	100.0%	14.4%	7.4%	7.7%	12.4%	15.0%	13.8%	29.4%
Per Capita	\$ 19,502		Median Household	\$ 35,747		Avg Household	\$ 46,283	
Ethnic Population:	White 82.2%	Black 10.5%	Asian 2.1%	Hispanic 11.0%				

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		17	16	18	24	42
Tot 12+	0.5		67.7	66.1	68.2	17.7	85.9
Avg 12+	0.5		4.0	4.1	3.8	0.7	2.0
Tot LCS	0.6		78.8	76.9	79.4	20.6	100.0
Avg LCS	0.6		4.6	4.8	4.4	0.9	2.4

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Sarasota & Lakeland.  
ARB 12+ Metro Shares (see rights)

## FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)									Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
WYUU	Safety Harbor	C2	92.5	50.0	489	c	Infinity Bcstg	83	0102		g1	Country	7,400	2.03	2.6	1.4	1.5	1.8	3.2	2.5	2.7	3.3	3.8
WFLZ	Tampa	C	93.3	100.0	1358	b	Clear Channel Comm	48	9905		g3	CHR	13,900	1.42	7.0	5.8	6.4	6.0	5.1	6.7	6.1	6.4	5.8
WSJT	Lakeland	C	94.1	100.0	1493	c	Infinity Bcstg	67	0102		g1	Jazz	6,700	0.92	5.2	4.4	4.5	4.9	4.6	3.9	4.3	4.4	4.9
WWRM	Tampa	C	94.9	100.0	1542	a	Cox Radio Inc	70	9311	10,000	e	AC	8,000	1.14	5.0	4.3	4.3	4.1	4.1	4.8	3.9	4.0	4.2
WSSR	Clearwater	C1	95.7	90.0	607	b	Clear Channel Comm	63	9410		g	Hot AC	5,800	1.22	3.4	3.1	2.9	2.9	2.6	3.3	3.5	3.0	2.6
WTMP	Dade City	A	96.1	2.8	482	e	Tama Broadcasting	94	0111	3,861		Rhymc/CHR	250		0.5	0.5	0.7	0.5	0.5	0.2	0.0	0.3	0.1
WSUN	Holiday	C2	97.1	11.5	735	a	Cox Radio Inc	78	9901		sw	Alternative	1,350	0.28	3.4	2.4	2.4	2.7	3.7	3.1	2.7	2.7	2.2
WXTB	Clearwater	C	97.9	100.0	1345	b	Clear Channel Comm	67	9905		g3	Rock	8,100	1.00	5.8	4.3	5.1	5.8	4.3	5.0	5.2	5.5	3.7
WLLD	Holmes Beach	C2	98.7	50.0	489	c	Infinity Bcstg	91	0102		g1	CHR	6,300	0.59	7.6	5.5	7.3	6.8	6.4	6.0	6.3	6.3	6.3
WQYK	St. Petersburg	C1	99.5	100.0	551	c	Infinity Bcstg	58	0102		g1	Country	15,300	1.50	7.3	6.4	5.8	6.1	6.8	6.8	7.7	5.6	6.5
WMTX	Tampa	C	100.7	100.0	1358	b	Clear Channel Comm	47	9905		g3	Hot AC	7,500	1.37	3.9	3.5	3.5	2.6	3.2	4.2	3.3	3.7	3.2
WPOI	St. Petersburg	C	101.5	100.0	1542	a	Cox Radio Inc	61	9905		g4	80s Hits	4,200	0.75	4.0	4.2	3.8	4.0	3.8	2.4	3.1	2.7	2.5
WHPT	Sarasota	C	102.5	100.0	1650	a	Cox Radio Inc	60	9905		sw	Cisc Rock	4,800	1.43	2.4	2.1	1.4	2.5	2.5	1.8	2.2	2.3	2.5
WTBT	Bradenton	C	103.5	100.0	1358	b	Clear Channel Comm	63	9905		g3	Cisc Rock	5,500	1.16	3.4	2.9	3.1	2.6	3.4	2.7	3.5	3.1	4.5
WRBQ	Tampa	C1	104.7	100.0	561	c	Infinity Bcstg	54	0102		g1	Oldies	5,500	1.01	3.9	4.3	4.1	4.2	3.2	2.0	3.1	3.5	3.2
WDUV	New Port Richey	C1	105.5	46.0	1345	a	Cox Radio Inc	69	9905		sw	Soft AC	5,000	0.33	10.7	9.1	9.2	9.1	9.8	9.2	10.0	8.6	11.5
WGUL	Beverly Hills	C3	106.3	10.5 cp	505	i	WGUL FM Inc	92	9808	1,500		Adlt Stndrd	600	0.25	1.7	1.6	1.4	0.7	2.0	1.7	1.2	2.4	0.9
WBBY	St. Petersburg	C1	107.3	100.0	597	a	Cox Radio Inc	93				Cisc Hits	6,000	1.53	2.8	2.4	2.5	2.6	1.8	2.8	3.1	3.2	3.0
# FM Stations -					18	# Combos -					18	FM TOTALS		80.6	68.2	69.9	69.9	71.0	69.1	71.9	71.0	71.4	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 21

Revenue Rank: 18

# Tampa-St. Petersburg-Clearwater, FL Market Overview



### Metro Counties / Population (000)

Hernando, FL	135.7
Hillsborough, FL	1,044.8
Pasco, FL	357.0
Pinellas, FL	942.0
<b>Total</b>	<b>2,479.5</b>

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

ESTIMATED GROSS REVENUES ★ ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$101,900	\$108,800	\$117,900	\$131,500	\$125,400	\$140,000
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout			
	NA <sup>1/</sup>	\$4.27/1,000	\$4.45/1,000	Local	75%		
	\$45.49	\$56.46	\$68.72	National	25%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	2,240.2	2,479.5	2.1%	2,479.5	2,678.9	1.6%
Households	933.1	1,044.8	2.3%	1,044.8	1,129.5	1.6%
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	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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Women (000)	1,285.2	173.8	89.2	95.3	153.5	188.4	176.4	408.5
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Percentage	100.0%	14.4%	7.4%	7.7%	12.4%	15.0%	13.8%	29.4%
Per Capita	\$ 19,502			Median Household	\$ 35,747		Avg Household	\$ 46,283
Ethnic Population:	White	82.2%	Black	10.5%	Asian	2.1%	Hispanic	11.0%

### Market Summary

FM Classes	Class A	Class B	Class C	Viab. FMs	All FMs	All AMs	Total
# Stations	1		17	16	18	24	42
Tot 12+	0.5		67.7	66.1	68.2	17.7	85.9
Avg 12+	0.5		4.0	4.1	3.8	0.7	2.0
Tot LCS	0.6		78.8	76.9	79.4	20.6	100.0
Avg LCS	0.6		4.6	4.8	4.4	0.9	2.4

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# Competitive Overview

Some stations also rated in Sarasota & Lakeland.  
ARB 12+ Metro Shares (see rights)

## AM Stations

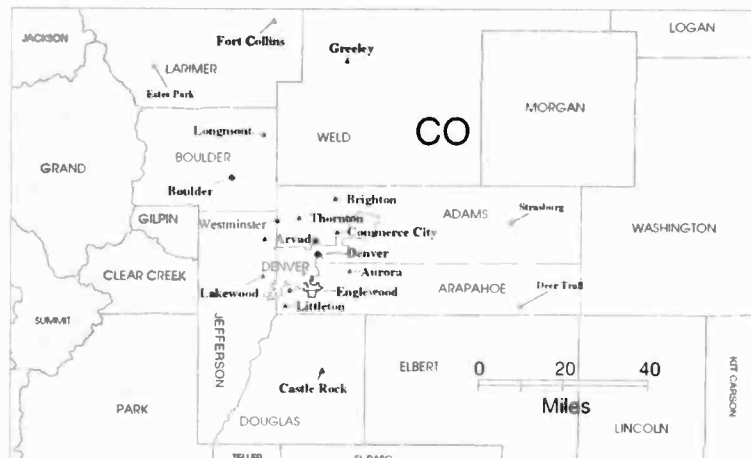
Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)				ARB 12+ Metro Shares (see rights)				
				Power (kW)	Power (kW)											Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	
WTBN	Pinellas Park	B	570	5.0	5.00	g	Salem Comm Corp	66	0110	6,750		Chrst/Talk	1,100			0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	
WDAE	St. Petersburg	B	620	5.0	5.00	b	Clear Channel Comm	27	0001		sw	Sports	1,600	0.50	2.3	2.0	2.2	1.8	2.3	1.6	2.1	1.6	1.8	
WRMD	St. Petersburg	D	680	0.7	0.13	h	ZGS Bcst Holdings	50	9101	200		Span/Trpcl	1,100		0.6	0.6	0.6	0.5	0.5	0.4	0.5	0.0	0.3	
WLCC	Brandon	B	760	10.0	1.00	e	Mega Comm Inc	88	9812		g	Mexican	1,200		0.8	0.9	0.0	1.5	0.8	0.6	0.5	0.8	0.5	
WMGG	Largo	B	820	50.0	1.00	e	Mega Comm Inc	72	9905		g2	Span/Trpcl	1,500		0.7	0.5	0.4	0.6	0.8	0.6	0.0	0.6	0.4	
WGUL	Dunedin	B	860	5.0	1.50	i	WGUL FM Inc	59	9408		al	Adlt Stndrd	2,000	0.57	2.5	2.3	2.5	2.0	2.6	1.7	1.7	2.2	3.0	
WTWD	Plant City	B	910	5.0	5.00	g	Salem Comm Corp	49	0008		sw	Chrst/Talk	300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WFLA	Tampa	B	970	25.0	11.00	b	Clear Channel Comm	24	9905		g3	Nws/Tlk/Spt	12,500	1.29	6.9	6.5	6.2	5.8	5.2	6.7	4.8	6.2	6.9	
WQYK	Seffner	B	1010	50.0	5.00	c	Infinity Bcstg	60	0102		g1	Sports	700	0.50	1.0	1.0	1.0	0.6	1.0	0.9	0.7	0.5	1.0	
WWBA	Pinellas Park	B	1040	3.6	0.42	d	Genesis Comm Inc	48	9801	1,500		News/Talk	700		0.4	0.7	1.0	0.5	0.0	0.0	0.0	0.0	0.0	
WTIS	Tampa	D	1110	10.0	0.00		Westshore Bcstg Inc	46	9002	1,700		Christian			0.2	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	
WTMP	Egypt Lake	B	1150	10.0	0.50	e	Tama Broadcasting	54	9708	1,000	e	Urban AC	1,300	0.42	2.2	1.3	1.7	1.7	2.3	1.8	2.0	1.3	1.9	
WHNZ	Tampa	B	1250	25.0	5.90	b	Clear Channel Comm	22	9905		g3	News/Talk	1,300		0.6	0.4	0.6	0.5	0.4	0.6	0.5	0.6	0.7	
WQBN	Temple Terrace	D	1300	5.0	0.16		Radio Tropical Inc	50	9608	750		Span/Trpcl	200		0.2	0.4	0.0	0.5	0.3	0.0	0.4	0.6	0.0	
WTAN	Clearwater	C	1340	1.0	1.00	f	Wagenvoord	48	9908	120		Talk	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	
WDCF	Dade City	B	1350	1.0	0.50	f	Wagenvoord	54	0203	425	d1	Nws/Tlk/Spt				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WMMI	St. Petersburg	B	1380	5.0	5.00		ABC Radio Inc	39	9907	4,500		Children	700			0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	
WZHR	Zephyrhills	C	1400	1.0	1.00	f	Wagenvoord	62	0203		d1	Adlt Stndrd				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WWJB	Brooksville	C	1450	1.0	0.62		Hernando Bcstg Co	58	8202			News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WLJU	Dunedin	B	1470	5.0	0.50	d	Genesis Comm Inc	55	0104	2,000		BusNw/Talk	400		0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	
WPSO	New Port Richey	D	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 Rocks	D	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	D	1550	10.0	0.13	h	ZGS Bcst Holdings	65	9711	1,900		Span/Trpcl	300		0.2	0.5	0.0	0.0	0.0	0.6	0.0	0.3	0.0	
WRXB	St. Petersburg	B	1590	5.0	1.00		Metropolitan Radio	57	9701	409		Urban AC	700		0.7	0.6	0.5	0.9	0.4	0.7	0.6	0.3	0.3	
				# AM Stations -		24		# Combos -		17		AM TOTALS				19.4	17.7	16.9	16.9	16.6	16.8	13.8	15.7	17.1
				AM & FM Stations Profiled -		42		# Duopolies -		15		Total Local Commercial Share				85.9	86.8	86.8	87.6	85.9	85.7	86.7	88.5	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 22

Revenue Rank: 15

# Denver - Boulder, CO Market Overview



### Metro Counties / Population (000)

Adams, CO	382.9
Arapahoe, CO	505.3
Boulder, CO	303.7
Denver, CO	568.5
Douglas, CO	200.7
Jefferson, CO	542.0
<b>Total</b>	<b>2,503.1</b>

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

#### ESTIMATED GROSS REVENUES ★★★

	1997	1998	1999	2000	2001	2002	Δ 97 - 02
Gross Revenues	\$134,300	\$152,200	\$175,000	\$188,200	\$181,100	\$191,400	7.3%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
Gross Revenues	5.7%	\$202,000	\$216,100	\$228,000	\$240,600	\$252,600	5.7%

	1997	2002	2007	Est Breakout
Revenue/Retail Sales	NA <sup>1/</sup>	\$4.93/1,000	\$4.61/1,000	Local 79%
Revenue/Capita	\$62.75	\$76.47	\$91.42	National 21%

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	2,140.4	2,503.1	3.2%	2,503.1	2,763.0	2.0%
Households	859.7	977.7	2.6%	977.7	1,073.2	1.9%
Retail Sales	NA <sup>1/</sup>	38,832.1	NA <sup>1/</sup>	38,832.1	54,791.7	7.1%
EBI <sup>2/</sup>	38,514.2	60,301.8	9.4%	60,301.8	87,835.2	7.8%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,252.6	217.4	109.3	127.4	209.0	214.5	185.6	189.6
Women (000)	1,250.5	207.4	102.6	116.1	193.8	211.1	186.8	232.7
Total	2,503.1	424.8	212.0	243.4	402.8	425.6	372.4	422.2
Percentage	100.0%	17.0%	8.5%	9.7%	16.1%	17.0%	14.9%	16.9%
Per Capita	\$ 24,091		Median Household	\$ 49,610		Avg Household	\$ 61,677	
Ethnic Population:	White 79.9%	Black 4.9%	Asian 3.2%	Hispanic 18.5%				

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		18	17	19	22	41
Tot 12+	0.0		62.7	62.2	62.7	20.3	83.0
Avg 12+	0.0		3.5	3.7	3.3	0.9	2.0
Tot LCS	0.0		75.5	74.9	75.5	24.5	100.0
Avg LCS	0.0		4.2	4.4	4.0	1.1	2.4

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
KJMN	Castle Rock	C2	92.1	33.0	600	e	Entravision Comm Co	78	0004		g4	Span/CHR	1,700	0.47	1.9	2.2	1.0	1.8	1.7	1.7	1.0	1.0	0.6
KDJM	Broomfield	C1	92.5	56.0	1237	c	Infinity Bcstg	67	0008		g2	R&B Oldies	4,200	0.78	2.8	2.3	3.0	2.3	1.9	2.2	2.3	3.0	2.1
KTCL	Fort Collins	C	93.3	100.0	1129	a	Clear Channel Comm	65	9905		g1	Alternative	3,000	0.47	3.3	2.7	2.7	3.0	2.9	2.3	2.1	2.0	1.8
KRKS	Lafayette	C	94.7	100.0 cp	1745	f	Salem Comm Corp	71	9311	5,000		Chrst/Talk	2,200		0.5	0.5	0.4	0.4	0.4	0.5	0.6	0.4	0.4
KFMD	Denver	C	95.7	64.0	1608	a	Clear Channel Comm	68	9905		g1	CHR	5,500	0.90	3.2	1.6	2.7	3.0	2.6	2.3	3.2	2.3	2.3
KXPK	Evergreen	C	96.5	100.0	1739	e	Entravision Comm Co	94	0205	47,500		Span/Mexcn	4,700	1.17	2.1	3.5	1.6	1.6	1.8	2.1	2.5	2.1	2.4
KBCO	Boulder	C	97.3	85.0	1539	a	Clear Channel Comm	55	9905		g1	Alternative	18,000	1.16	8.1	5.4	7.2	6.6	6.8	6.4	5.6	6.5	6.4
KYGO	Denver	C	98.5	100.0	1821	d	Jefferson-Pilot Comm	53	7403			Country	21,000	1.29	8.5	6.2	6.0	7.4	7.9	7.0	7.6	7.2	7.3
KQMT	Denver	C	99.5	100.0 cp	1624	b	Entercom	59	0205 p	180,000	c1	Prgvs/CIRck	6,000	0.92	3.4	3.5	4.3	2.8	2.3	2.0	3.0	2.5	2.8
KIMN	Denver	C	100.3	100.0	1132	c	Infinity Bcstg	59	0008		g2	Lite AC	5,700	0.88	3.4	3.3	2.9	2.6	3.0	2.9	3.1	3.2	3.1
• KOSI	Denver	C	101.1	100.0	1624	b	Entercom	68	0207		c1	AC	15,400	1.15	7.0	6.1	6.2	5.7	5.1	6.3	4.7	5.3	5.2
KXDC	Estes Park	C3	102.1	25.0	171		High Peak Bcstg	97	0005	12,000		Dance	600	0.22	1.4	1.1	0.9	1.0	1.4	1.3	1.2	1.1	1.4
KAGM	Strasburg	A	102.3	6.0	328		Seeger, Guest & Fort	95	0209	3,000		Dance				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KRFX	Denver	C	103.5	100.0	1050	a	Clear Channel Comm	61	9905		g1	Clsc Rock	14,000	1.26	5.8	3.9	4.8	4.6	4.5	5.5	4.0	4.8	4.9
KJCD	Longmont	C1	104.3	100.0	676	d	Jefferson-Pilot Comm	64	9701	15,000	e	Smooth Jazz	3,000	0.37	4.2	3.1	3.5	4.2	3.9	2.4	3.1	4.1	4.4
KXKL	Denver	C	105.1	100.0	1168	c	Infinity Bcstg	56	0008		g2	Oldies	10,000	0.93	5.6	4.5	5.3	3.8	4.5	5.0	5.8	4.7	4.9
KALC	Denver	C	105.9	100.0	1470	b	Entercom	65	0205	88,000		Hot AC	9,200	1.34	3.6	2.8	3.3	3.2	2.6	2.9	3.3	3.3	3.6
KBPI	Denver	C	106.7	100.0	988	a	Clear Channel Comm	62	9905		g1	AOR	8,000	0.87	4.8	4.4	4.3	4.0	3.2	4.4	4.5	4.5	3.8
KOKS	Lakewood	C	107.5	100.0	1198	d	Jefferson-Pilot Comm	66	9301	6,100	c2	CHR/Rhymc	6,800	0.62	5.7	5.6	5.5	4.2	4.6	4.7	5.3	4.3	5.0
# FM Stations -					19	# Combos -					17	FM TOTALS			75.3	62.7	65.6	62.2	61.1	61.9	62.9	62.3	62.4

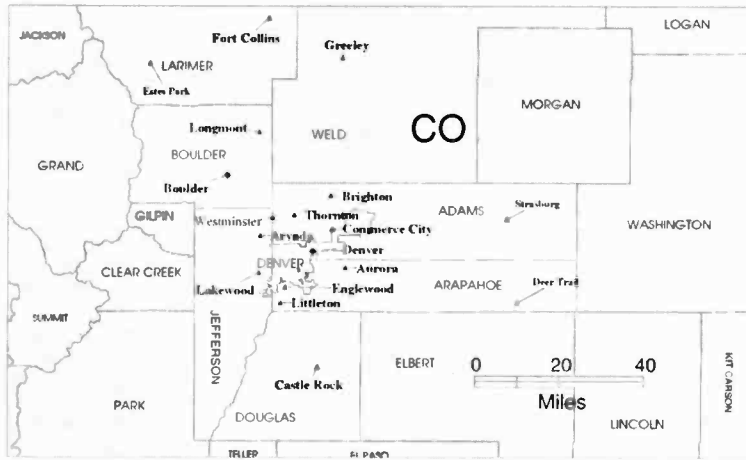
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 22

Revenue Rank: 15

# Denver - Boulder, CO Market Overview



### Metro Counties / Population (000)

Adams, CO	382.9
Arapahoe, CO	505.3
Boulder, CO	303.7
Denver, CO	568.5
Douglas, CO	200.7
Jefferson, CO	542.0
<b>Total</b>	<b>2,503.1</b>

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

<b>ESTIMATED GROSS REVENUES</b> ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$134,300	\$152,200	\$175,000	\$188,200	\$181,100	\$191,400	7.3%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.7%	\$202,000	\$216,100	\$228,000	\$240,600	\$252,600	5.7%

Revenue/Retail Sales	1997	2002	2007	<b>Est. Breakout</b>
Revenue/Capita	NA <sup>1/</sup>	\$4.93/1,000	\$4.61/1,000	Local 79%
	\$62.75	\$76.47	\$91.42	National 21%

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	2,140.4	2,503.1	3.2%	2,503.1	2,763.0	2.0%
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Retail Sales	NA <sup>1/</sup>	38,832.1	NA <sup>1/</sup>	38,832.1	54,791.7	7.1%
EBI <sup>2/</sup>	38,514.2	60,301.8	9.4%	60,301.8	87,835.2	7.8%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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Women (000)	1,250.5	207.4	102.6	116.1	193.8	211.1	186.8	232.7
Total	2,503.1	424.8	212.0	243.4	402.8	425.6	372.4	422.2
Percentage	100.0%	17.0%	8.5%	9.7%	16.1%	17.0%	14.9%	16.9%
Per Capita	\$ 24,091			Median Household	\$ 49,610		Avg Household	\$ 61,677
Ethnic Population:	White 79.9%	Black 4.9%	Asian 3.2%				Hispanic 18.5%	

### Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	1		18	17	19	22	41
Tot 12+	0.0		62.7	62.2	62.7	20.3	83.0
Avg 12+	0.0		3.5	3.7	3.3	0.9	2.0
Tot LCS	0.0		75.5	74.9	75.5	24.5	100.0
Avg LCS	0.0		4.2	4.4	4.0	1.1	2.4

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001		
	KLZ	Denver	B	560	5.0	g	Crawford Bcstg Co	22	9208	1,500		Sports	300		0.1	0.0	0.0	0.0	0.0	0.0	0.5	1.1	0.7	1.5	
	KHOW	Denver	B	630	5.0	a	Clear Channel Comm	25	9905		g1	Talk	8,000	1.23	3.4	2.5	2.7	2.5	2.9	3.2	3.4	3.2	3.3		
	KLTT	Commerce City	B	670	50.0	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	f	Salem Comm Corp	41	9603	1,200		News/Talk	900	0.43	1.1	1.3	0.9	1.1	1.1	0.7	0.7	1.0	1.0		
●	KKZN	Thornton	B	760	50.0	a	Clear Channel Comm	87	9905		g1	Talk/Sprts	2,000		0.9	1.0	0.8	0.6	0.8	0.9	0.8	0.8	0.6		
	KLDC	Brighton	D	800	1.0	g	Crawford Bcstg Co	56	9312	750		Cst/Rlg/Gsp				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
	KOA	Denver	A	850	50.0	a	Clear Channel Comm	24	9905		g1	Nws/Tlk/Spt	27,000	1.93	7.3	6.7	5.9	5.8	5.3	7.4	6.2	6.1	6.2		
	KKFN	Denver	B	950	5.0	d	Jefferson-Pilot Comm	22	7403			Sports	4,300	1.12	2.0	2.1	1.2	2.1	1.8	1.5	1.6	2.5	1.8		
	KRKS	Denver	B	990	6.6	f	Salem Comm Corp	53	9311	500		Chrst/Talk	500			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
	KLMO	Longmont	D	1060	10.0		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	e	Entravision Comm Co	72	0004		g4	Span/Oldes	2,000	0.52	2.0	1.3	1.1	1.7	1.7	2.1	0.8	1.3	0.7		
●	KCUV	Englewood	B	1150	10.0	cp	Newspaper Radio	51	0211	3,324		Spn/Nws/Tlk	900		0.2	0.4	0.4	0.4	0.0	0.0	0.0	0.0	0.0		
	KLZV	Denver	D	1220	0.7	g	Crawford Bcstg Co	54	9909	1,500		Christian	500			0.0	0.0	0.0	0.0	0.0	0.4	0.4	0.5		
	KBNO	Denver	B	1280	5.0	cp	Latino Comm	48	0101	3,300		Spanish	800	0.32	1.3	1.0	0.4	1.7	1.4	0.7	1.0	0.7	0.7		
	KTMG	Deer Trail	D	1370	5.0	0.16	Wiedeman,	83				News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
	KJME	Denver	D	1390	5.0	0.14	Jo-Mor Comm Inc	54	9003	460		Mexican	600	0.31	1.0	0.6	0.5	1.0	1.0	0.9	0.6	0.5	0.4		
●	KEZW	Aurora	B	1430	10.0	5.00	b Entercom	54	0207		c1	BgBnd/Nstlg	2,500	0.33	3.9	2.7	2.9	3.8	3.6	2.7	2.3	2.3	2.8		
	KNRC	Littleton	B	1510	10.0	1.30	Newspaper Radio	57	0204		st	Nws/Tlk/Inf	500			0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0		
	KADZ	Arvada	D	1550	10.0	0.17	h ABC Radio Inc	62	9811	3,500		Children	500			0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.0		
	KCKK	Lakewood	B	1600	5.0	5.00	d Jefferson-Pilot Comm	55	9301		c2	Country	1,100	0.41	1.4	0.7	1.4	0.9	1.5	1.0	1.6	0.8	1.5		
●	KBJD	Denver	B	1650	10.0	1.00	f Salem Comm Corp	00				Talk/News				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
	KDDZ	Arvada	B	1690	10.0	1.00	h ABC Radio Inc	99	9811		cp	Children				0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0		
	# AM Stations -					22	# Combos -					16	AM TOTALS				24.6	20.3	18.2	21.6	21.1	21.6	21.3	20.6	21.0
	AM & FM Stations Profiled -					41	# Duopolies -					16	Total Local Commercial Share				83.0	83.8	83.8	82.2	83.5	84.2	82.9	83.4	

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 23

Revenue Rank: 26

# Pittsburgh, PA Market Overview



**Metro Counties / Population (000)**

Allegheny, PA	1,264.2
Beaver, PA	178.9
Butler, PA	177.0
Fayette, PA	149.4
Washington, PA	201.7
Westmoreland, PA	368.6
<b>Total</b>	<b>2,339.8</b>

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

<b>ESTIMATED GROSS REVENUES</b> ★ ★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$86,600	\$93,300	\$95,000	\$115,300	\$109,700	\$116,400	6.1%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	6.1%	\$123,000	\$131,600	\$138,800	\$146,500	\$153,800	5.7%
Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>			
Revenue/Capita	NA <sup>1/</sup>	\$4.27/1,000	\$4.91/1,000	Local	74%		
	\$36.45	\$49.75	\$66.95	National	26%		

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	2,375.6	2,339.8	-0.3%	2,339.8	2,297.4	-0.4%
Households	950.7	964.6	0.3%	964.6	961.6	-0.1%
Retail Sales	NA <sup>1/</sup>	27,245.6	NA <sup>1/</sup>	27,245.6	31,322.9	2.8%
EBI <sup>2/</sup>	40,317.6	42,926.0	1.3%	42,926.0	51,363.4	3.7%

**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)	1,115.9	170.2	95.0	96.8	135.2	175.6	170.2	272.8
Women (000)	1,223.9	161.8	90.0	95.3	139.1	184.1	178.9	374.7
Total	2,339.8	331.9	185.0	192.2	274.4	359.7	349.1	647.5
Percentage	100.0%	14.2%	7.9%	8.2%	11.7%	15.4%	14.9%	27.7%
Per Capita	\$ 18,346	Median Household		\$ 34,260	Avg Household		\$ 44,503	
Ethnic Population:	White 89.1%	Black 8.3%	Asian 1.2%	Hispanic 0.8%				

**Market Summary**

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	6	16		15	23	29	52
Tot 12+	3.4	60.3		61.4	63.7	22.0	85.7
Avg 12+	0.6	3.8		4.1	2.8	0.8	1.6
Tot LCS	4.0	70.4		71.6	74.3	25.7	100.0
Avg LCS	0.7	4.4		4.8	3.2	0.9	1.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Wheeling.

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
WPTS	Pittsburgh	D	92.1	0.0	463		Univ Pitt Commonwlth	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	h	Frischling, Saul	42	8404	3,000		Soft Rock	4,500	1.21	3.2	3.5	2.9	2.3	3.0	2.9	2.6	3.3	2.9
WBZZ	Pittsburgh	B	93.7	41.0	548	i	Infinity Bcstg	48	0102		g1	CHR	8,500	1.22	6.0	3.9	4.5	4.8	5.4	5.7	5.4	6.0	6.2
WWSW	Pittsburgh	B	94.5	50.0	810	f	Clear Channel Comm	40	0008		g	Oldies	8,800	1.30	5.8	5.0	5.7	4.9	4.5	4.6	4.9	5.9	5.5
WOGG	Oliver	B1	94.9	1.7	1234	b	Keymarket Licenses	93	9910	2,875	c3	Country	1,500	0.86	1.5	1.6	1.3	1.6	1.3	1.1	1.5	1.4	1.3
WJPA	Washington	A	95.3	2.2	390	d	Washington Bcstg Co	64				Oldies	700		0.6	0.4	0.4	0.7	0.7	0.4	0.7	0.7	0.8
WKST	Pittsburgh	B	96.1	44.0	522	f	Clear Channel Comm	60	0008		g	CHR	5,500	0.96	4.9	3.8	4.4	4.3	3.5	4.7	4.9	5.1	4.7
WRRK	Braddock	B	96.9	45.0	532	h	Frischling, Saul	59	9504	5,500		Cisc Rock	4,800	1.01	4.1	3.9	4.0	3.2	3.4	3.6	4.2	4.0	3.4
WLER	Butler	A	97.7	4.6	374	a	WBUT Inc	49				AC	50			0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
WOGI	Duquesne	A	98.3	3.5 cp	440	b	Keymarket Licenses	67	0001	3,500	c2	Country	900	0.70	1.1	1.6	1.0	1.2	0.7	0.7	1.0	0.6	0.5
WPKL	Uniontown	A	99.3	3.0	295	b	Keymarket Licenses	68	0101	475	c5	Oldies	350		0.7	0.7	0.8	0.4	0.5	0.8	0.0	0.0	0.0
WSHH	Pittsburgh	B	99.7	10.5	929	e	Renda Bcstg Corp	48	8310	2,700		AC	4,700	0.65	6.2	6.0	5.6	5.1	6.0	4.7	4.8	4.4	5.1
• WZPT	New Kensington	B	100.7	14.5	919	i	Infinity Bcstg	67	0102		g1	AC	3,300	0.83	3.4	2.9	2.9	3.1	3.0	2.5	3.2	2.7	2.5
WORD	Pittsburgh	B	101.5	43.0 cp	528	c	Salem Comm Corp	63	9212	6,500	c1	Chrst/Talk	4,200	2.58	1.4	1.7	1.4	1.0	1.3	1.0	1.3	1.4	1.4
WDVE	Pittsburgh	B	102.5	55.0	820	f	Clear Channel Comm	62	0008		g	Rock	18,000	1.45	10.7	9.1	8.7	10.0	9.5	8.4	8.9	7.9	7.8
WOGH	Burgettstown	B	103.5	16.0	879	b	Keymarket Licenses	47	0003		g4	Country	1,700		0.9	0.5	1.0	0.7	0.6	0.9	0.6	0.8	0.6
WLSW	Scottdale	A	103.9	0.3	781	j	Wall, Stanley L	71				Oldies	600		0.6	0.5	0.3	0.8	0.5	0.6	0.5	0.7	0.4
WOGF	East Liverpool	B	104.3	50.0	331	b	Keymarket Licenses	59	0004	1,800	c4	Country	1,000		0.1	0.0	0.0	0.5	0.0	0.0	0.4	0.0	0.0
WJJJ	Pittsburgh	B	104.7	13.0 cp	827	f	Clear Channel Comm	93	0008		g	R&B Oldies	3,300	0.69	4.1	3.0	4.1	2.6	3.3	4.2	2.7	3.3	3.1
WXDX	Pittsburgh	B	105.9	72.0	430	f	Clear Channel Comm	60	0008		g	Alternative	6,500	0.89	6.3	5.1	5.1	5.8	5.0	5.6	5.1	4.9	4.4
WAMO	Beaver Falls	B	106.7	47.0	518	g	Sheridan Bcstg	60	7303			Urban	3,900	0.93	3.6	2.7	2.8	3.5	2.8	3.3	3.0	3.1	3.1
• WSSZ	Greensburg	A	107.1	2.9	482	g	Sheridan Bcstg	68	9609	2,400		Urban	300		0.4	0.2	0.3	0.3	0.2	0.4	0.4	0.2	0.4
WDSY	Pittsburgh	B	107.9	17.5	827	i	Infinity Bcstg	62	0102		g1	Country	9,400	1.04	7.8	7.6	6.7	6.2	6.9	7.0	6.0	6.6	7.1
# FM Stations -					23	# Combos -					22	FM TOTALS			73.4	63.7	63.9	63.0	62.1	63.1	62.5	63.0	61.2

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 23

Revenue Rank: 26

# Pittsburgh, PA Market Overview



### Metro Counties / Population (000)

Allegheny, PA	1,264.2
Beaver, PA	178.9
Butler, PA	177.0
Fayette, PA	149.4
Washington, PA	201.7
Westmoreland, PA	368.6
<b>Total</b>	<b>2,339.8</b>

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

<b>ESTIMATED GROSS REVENUES</b> ★ ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$86,600	\$93,300	\$95,000	\$115,300	\$109,700	\$116,400	6.1%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.1%	\$123,000	\$131,600	\$138,800	\$146,500	\$153,800	5.7%
Revenue/Retail Sales	1997	2002	2007	<b>Est. Breakout</b>			
Revenue/Capita	NA <sup>1/</sup>	\$4.27/1,000	\$4.91/1,000	Local	74%		
	\$36.45	\$49.75	\$66.95	National	26%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	2,375.6	2,339.8	-0.3%	2,339.8	2,297.4	-0.4%
Households	950.7	964.6	0.3%	964.6	961.6	-0.1%
Retail Sales	NA <sup>1/</sup>	27,245.6	NA <sup>1/</sup>	27,245.6	31,322.9	2.8%
EBI <sup>2/</sup>	40,317.6	42,926.0	1.3%	42,926.0	51,363.4	3.7%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,115.9	170.2	95.0	96.8	135.2	175.6	170.2	272.8
Women (000)	1,223.9	161.8	90.0	95.3	139.1	184.1	178.9	374.7
Total	2,339.8	331.9	185.0	192.2	274.4	359.7	349.1	647.5
Percentage	100.0%	14.2%	7.9%	8.2%	11.7%	15.4%	14.9%	27.7%
Per Capita	\$ 18,346		Median Household	\$ 34,260		Avg Household	\$ 44,503	
Ethnic Population:	White 89.1%	Black 8.3%	Asian 1.2%	Hispanic 0.8%				

### Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	6	16		15	23	29	52
Tot 12+	3.4	60.3		61.4	63.7	22.0	85.7
Avg 12+	0.6	3.8		4.1	2.8	0.8	1.6
Tot LCS	4.0	70.4		71.6	74.3	25.7	100.0
Avg LCS	0.7	4.4		4.8	3.2	0.9	1.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# Competitive Overview

Some stations also rated in Wheeling.

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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001										
																2002	2002	2002	2002	2001	2001	2001	2001										
WWCS	Canonsburg	B	540	5.0	0.50		Birach Bcstg Corp	57	9205	500	1	Children	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0										
• WMBS	Uniontown	B	590	1.0	1.00		Fayette Bcstg	37				Adlt Stndrd	300		0.6	0.0	0.4	0.4	0.5	0.9	0.9	0.6	1.2										
WKHB	Irwin	D	620	5.5	0.05	l	Broadcast Comm Inc	34	9610	498		Dvs/RMs/CCt	100		0.1	0.5	0.0	0.4	0.0	0.0	0.0	0.4	0.5										
WISR	Butler	D	680	0.3	0.05	a	WBUT Inc	41	9701	730		Oldes/Talk	100			0.4	0.0	0.0	0.0	0.0	0.0	0.3	0.0										
WPIT	Pittsburgh	D	730	5.0	0.02	c	Salem Comm Corp	47	9212		c1	Chrst/Talk			0.1	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0										
WEDO	McKeesport	D	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										
WAMO	Millvale	B	860	1.0	0.83	g	Sheridan Bcstg	48	7303			Urban/Oldes	500		0.4	0.0	0.0	0.6	0.6	0.0	0.4	0.5	0.4										
WFGI	Charleroi	D	940	0.3	0.01	b	Keymarket Licenses	48	0001		d5	Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0										
WBGD	Pittsburgh	B	970	5.0	5.00	f	Clear Channel Comm	32	0008		g	Sports	300		0.5	0.8	0.4	0.4	0.4	0.6	0.6	0.4	0.4										
KDKA	Pittsburgh	A	1020	50.0	50.00	i	Infinity Bcstg	20	0102		g1	News/Talk	16,000	1.05	13.1	11.2	11.6	11.2	10.5	11.6	11.7	10.5	12.6										
WBUT	Butler	D	1050	0.5	0.06	a	WBUT Inc	49				News/Info	100			0.0	0.6	0.0	0.0	0.5	0.0	0.4	0.0										
WWNL	Pittsburgh	D	1080	50.0	0.00		Wilkins Comm	47	0108	900		Christian	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0										
WKZV	Washington	D	1110	1.0	0.00		Helen C. Supinski	68	9306	267	st	Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0										
WASP	Brownsville	D	1130	5.0	0.00	b	Keymarket Licenses	68	9910		c3	Oldies			0.1	0.1	0.0	0.0	0.2	0.0	0.0	0.5	0.0										
WGBN	New Kensington	D	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										
WBVP	Beaver Falls	C	1230	1.0	1.00	k	Iorio Bcstg Inc	48	9605	450		Nws/Tlk/Spt	700		0.3	0.0	0.0	0.4	0.5	0.0	0.0	0.0	0.0										
WEAE	Pittsburgh	B	1250	5.0	5.00		ABC Radio Inc	22	1999	5,000	na	1 Sports	2,200	0.99	1.9	2.4	1.7	1.4	1.9	1.6	1.3	1.3	1.5										
WJAS	Pittsburgh	B	1320	5.0	5.00	e	Renda Bcstg Corp	21	8501	700		Nostalgia	1,200	0.17	6.1	4.5	4.2	6.4	5.5	4.9	5.8	4.9	5.9										
WPNT	Connellsville	C	1340	1.0	1.00	b	Keymarket Licenses	47	0101		c5	Oldies				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	700	0.46	1.3	1.2	1.3	0.9	1.3	1.1	1.7	1.4	1.7										
KQV	Pittsburgh	B	1410	5.0	5.00	cp	Calvary Inc	19	8212	1,800		News	1,400	0.86	1.4	0.9	1.3	1.0	1.1	1.5	1.1	1.4	1.3										
WJPA	Washington	C	1450	1.0	1.00	d	Washington Bcstg Co	41				Oldies			0.1	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0										
WMBA	Ambridge	B	1460	0.5	0.50	k	Iorio Bcstg Inc	57	0006		na	Nws/Tlk/Spt	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0										
WCNS	Latrobe	B	1480	0.5	1.00		Longo Media Grp Inc	56				Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0										
WPGR	Monroeville	D	1510	5.0	0.00	g	Sheridan Bcstg	64	0109	625		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0										
• WKTW	Jeannette	B	1530	1.0	0.00	l	Broadcast Comm Inc	74	9803	200		Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0										
• WURP	Braddock	D	1550	1.0	0.00		Inner City Bcstg	47	0002			Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0										
WQTW	Latrobe	D	1570	1.0	0.00	j	Wall, Stanley L	52				Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0										
WZUM	Carnegie	D	1590	1.0	0.02		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										
# AM Stations -						29	# Combos -						18	AM TOTALS											26.3	22.0	21.5	23.1	23.1	22.8	23.5	22.6	25.5
AM & FM Stations Profiled -						52	# Duopolies -						15	Total Local Commercial Share											85.7	85.4	86.1	85.2	85.9	86.0	85.6	86.7	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 24

Revenue Rank: 22

# Portland, OR Market Overview



### Metro Counties / Population (000)

Clackamas, OR	344.1
Marion, OR	292.9
Multnomah, OR	676.2
Washington, OR	465.1
Yamhill, OR	87.6
Clark, WA	362.9
<b>Total</b>	<b>2,228.8</b>

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

ESTIMATED GROSS REVENUES ★ ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$95,300	\$107,200	\$114,900	\$134,800	\$118,500	\$126,900
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	7.1%	\$133,300	\$142,600	\$150,500	\$158,800	\$166,700	5.6%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA <sup>1/</sup>	\$3.96/1,000	\$3.94/1,000	Local	85%		
Revenue/Capita	\$47.69	\$56.94	\$69.09	National	15%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	1,998.4	2,228.8	2.2%	2,228.8	2,412.9	1.6%
Households	766.1	853.1	2.2%	853.1	921.9	1.6%
Retail Sales	NA <sup>1/</sup>	32,029.0	NA <sup>1/</sup>	32,029.0	42,268.4	5.7%
EBI <sup>2/</sup>	32,089.4	42,583.9	5.8%	42,583.9	57,475.8	6.2%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,105.8	194.5	97.8	109.5	172.3	177.2	166.2	188.3
Women (000)	1,122.9	185.3	92.5	106.5	160.6	173.6	168.5	235.8
Total	2,228.8	379.8	190.4	216.0	333.0	350.8	334.8	424.1
Percentage	100.0%	17.0%	8.5%	9.7%	14.9%	15.7%	15.0%	19.0%
Per Capita	\$ 19,106	Median Household		\$ 41,121	Avg Household		\$ 49,917	
Ethnic Population:	White 83.2%	Black 2.5%	Asian 4.8%	Hispanic 9.4%				

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			16	15	16	28	44
Tot 12+			59.6	58.7	59.6	20.5	80.1
Avg 12+			3.7	3.9	3.7	0.7	1.8
Tot LCS			74.4	73.3	74.4	25.6	100.0
Avg LCS			4.7	4.9	4.7	0.9	2.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
														Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
KGON	Portland	C	92.3	100.0	1266	b	Entercom	67	9808	24,500	c1		Clsc Rock	10,200	1.41	5.7	3.4	4.6	4.8	4.4	4.7	5.1	5.1	4.7
KPDQ	Portland	C	93.7	100.0	1270	g	Salem Comm Corp	61	8609	6,500	c3		Chrst/Talk	9,200	4.26	1.7	0.9	1.4	1.8	1.1	1.2	1.2	1.4	1.0
KNRK	Camas	C2	94.7	17.0	850	b	Entercom	92	9808		c1		Modern Rock	4,300	0.75	4.5	2.9	3.3	3.4	4.1	3.7	3.6	3.6	2.7
KXJM	Portland	C	95.5	100.0	1266	d	Rose City Radio Corp	65	9812	55,000	c4		CHR/Rhymc	3,100	0.38	6.4	4.8	5.4	4.9	5.3	5.0	4.7	5.8	4.2
KKSN	Portland	C	97.1	100.0	1266	b	Entercom	46	9804		g4		Oldies	8,200	0.95	6.8	5.6	5.8	5.7	5.8	4.6	5.9	6.0	6.5
KUPL	Portland	C1	98.7	37.0	1444	c	Infinity Bcstg	48	0102		g2		Country	7,800	0.88	7.0	5.5	6.2	5.4	5.8	5.4	4.9	5.7	6.6
KWJJ	Portland	C1	99.5	52.0	1266	f	Fisher Comm Inc	68	9605	35,000	c2		Country	6,600	0.98	5.3	3.7	3.6	4.8	4.1	4.6	5.9	4.8	6.1
KKRZ	Portland	C	100.3	100.0	1542	e	Clear Channel Comm	46	9905		g1		CHR	5,800	0.85	5.4	3.9	4.0	4.5	5.1	3.8	5.1	4.8	5.2
KUFO	Portland	C	101.1	100.0	1444	c	Infinity Bcstg	77	0102		g2		AOR	9,200	1.27	5.7	4.1	4.4	5.0	4.7	4.4	4.5	4.3	4.6
KINK	Portland	C	101.9	100.0	1542	c	Infinity Bcstg	68	0102		g2		AAA	8,500	1.24	5.4	3.9	4.9	3.8	4.4	4.3	4.9	3.8	4.9
KKCW	Beaverton	C	103.3	100.0	1542	e	Clear Channel Comm	84	9905		g1		AC	10,000	1.09	7.2	4.9	6.3	4.6	6.1	6.3	6.2	6.1	5.8
KFIS	Scappoose	C2	104.1	7.0	1266	g	Salem Comm Corp	86	0205	35,800			ChrsContem	1,200	0.31	3.1	2.4	2.5	3.3	2.1	2.3	0.0	0.0	0.0
KRSK	Molalla	C1	105.1	64.0 cp	1184	b	Entercom	70	9805		g4		Hot AC	5,400	1.09	3.9	3.1	3.4	3.1	2.9	3.3	3.1	2.9	2.4
KRVO	Vancouver	C1	105.9	22.5 cp	1542	e	Clear Channel Comm		01				Hot AC	1,700	0.54	2.5	3.8	3.2	2.1	1.2	1.7	2.0	1.8	1.1
KLTH	Lake Oswego	C	106.7	100.0	1444	c	Infinity Bcstg	77	0102		g2		Lite Rock	4,200	0.92	3.6	3.8	2.8	3.2	2.7	3.1	3.2	3.6	2.7
KVMX	Banks	C1	107.5	37.0 cp	1444	c	Infinity Bcstg	91	0102		g2		80s Hits	4,800	0.88	4.3	2.9	3.4	3.5	3.5	3.4	4.1	3.7	3.1
					# FM Stations -	16	# Combos -		16	FM TOTALS					78.5	59.6	65.2	63.9	63.3	61.8	64.4	63.4	61.6	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 24

Revenue Rank: 22

# Portland, OR Market Overview



### Metro Counties / Population (000)

Clackamas, OR	344.1
Marion, OR	292.9
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Yamhill, OR	87.6
Clark, WA	362.9
<b>Total</b>	<b>2,228.8</b>

### Market Radio Financials

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

ESTIMATED GROSS REVENUES ★ ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$95,300	\$107,200	\$114,900	\$134,800	\$118,500	\$126,900
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	7.1%	\$133,300	\$142,600	\$150,500	\$158,800	\$166,700	5.6%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA <sup>1/</sup>	\$3.96/1,000	\$3.94/1,000	Local	85%		
Revenue/Capita	\$47.69	\$56.94	\$69.09	National	15%		

### Demographic and Economic Overview

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

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	1,998.4	2,228.8	2.2%	2,228.8	2,412.9	1.6%
Households	766.1	853.1	2.2%	853.1	921.9	1.6%
Retail Sales	NA <sup>1/</sup>	32,029.0	NA <sup>1/</sup>	32,029.0	42,268.4	5.7%
EBI <sup>2/</sup>	32,089.4	42,583.9	5.8%	42,583.9	57,475.8	6.2%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	1,105.8	194.5	97.8	109.5	172.3	177.2	166.2	188.3
Women (000)	1,122.9	185.3	92.5	106.5	160.6	173.6	168.5	235.8
Total	2,228.8	379.8	190.4	216.0	333.0	350.8	334.8	424.1
Percentage	100.0%	17.0%	8.5%	9.7%	14.9%	15.7%	15.0%	19.0%
Per Capita	\$ 19,106			Median Household	\$ 41,121		Avg Household	\$ 49,917
Ethnic Population:	White 83.2%	Black 2.5%	Asian 4.8%	Hispanic 9.4%				

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			16	15	16	28	44
Tot 12+			59.6	58.7	59.6	20.5	80.1
Avg 12+			3.7	3.9	3.7	0.7	1.8
Tot LCS			74.4	73.3	74.4	25.6	100.0
Avg LCS			4.7	4.9	4.7	0.9	2.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

AM Stations												ARB 12+ Metro Shares (see rights)												
Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M	A	Format	2002 Est		Avg '02 Local Comm	Fall	Summer	Spring	Winter	Fall	Summer	Spring	Winter
				Power (kW)	Power (kW)									Revenue (000)1/	Power Ratio		2002	2002	2002	2002	2001	2001	2001	2001
KTLK	Portland	B	620	5.0 cp	5.00	e	Clear Channel Comm	22	9905		g1		News/Talk	1,700	0.79	1.7	2.1	1.6	1.9	1.5	0.5	0.5	0.6	0.7
KXL	Portland	B	750	50.0	20.00	d	Rose City Radio Corp	26	9901		c4		News/Talk	6,400	1.15	4.4	4.4	3.4	3.3	3.4	4.1	3.2	3.2	3.2
KPDO	Portland	B	800	1.0	0.50	g	Salem Comm Corp	47	8609		c3		Chrst/Talk	900			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KPAM	Troutdale	B	860	50.0	5.00	i	Pamplin Comm Corp	97	9711		st		News/Talk	600		0.9	0.9	0.8	0.7	0.5	0.9	0.5	0.8	0.4
KWIP	Dallas	B	880	5.0	1.00		Jupiter Comm	55	9106	21			Mexican	1,000	0.72	1.1	0.9	0.8	0.9	1.2	0.6	0.7	0.5	0.5
KFXV	Vancouver	B	910	10.0 cp	10.00	b	Entercom	80	9508		c1		Sprts/Talk	3,000	1.31	1.8	1.7	1.6	1.6	1.2	1.3	1.1	1.1	1.0
KWBY	Woodburn	D	940	0.3	0.20	a	Coss, Donald D.	64	9110		st		Mexican	800	0.48	1.3	1.9	1.1	1.2	0.9	1.0	0.5	0.9	0.8
KUPL	Portland	B	970	5.0	5.00	c	Infinity Bcstg	25	0102		g2		Country	600			0.0	0.0	0.0	0.0	0.0	0.4	0.9	0.8
KGUY	Milwaukie	D	1010	4.5	0.00	h	Sizemore, William	88	0201	750			Country				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 Comm Inc	25	9605		c2		Talk	1,400	0.61	1.8	1.7	1.5	1.8	1.6	1.0	1.3	1.2	1.4
KKGT	Portland	D	1150	5.0	0.05	h	Sizemore, William	54	9708	345			Talk	250		0.2	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.4
KEV	Portland	A	1190	50.0	50.00	e	Clear Channel Comm	26	9905		g1		FuSvc/AC	6,700	0.98	5.4	3.7	4.0	4.1	4.1	5.4	5.6	6.0	6.7
KCCS	Salem	D	1220	1.0	0.17		Christian Center	61					ChrsContem				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KMUZ	Gresham	C	1230	0.9	0.00		Pacific Northwest	56	9203	82			Spanish	700		0.9	0.9	1.0	0.8	0.7	0.5	0.4	0.0	0.0
KLYC	Mcminnville	B	1260	1.0	0.85		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	5.0	5.00	j	ABC Radio Inc	48	0302	3,800	d1	1	Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KKPZ	Portland	B	1330	5.0	5.00		Crawford Bcstg Co	23	9510	2,000		1	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	900			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
KSLM	Salem	B	1390	5.0	0.69	b	Entercom	34	9811	605			Sprts/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KBNP	Portland	D	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	650			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
KBPS	Portland	C	1450	1.0	1.00		School District #1	23					Classical				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KCKX	Stayton	D	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			R&B Oldies	200			0.0	0.0	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	750	0.28	2.1	2.3	1.8	1.7	2.0	1.4	2.0	1.9	2.2
KVAN	Vancouver	B	1550	50.0 cp	12.00	i	Pamplin Comm Corp	63	9812	1,650			Nws/Tlk/Spt	100			0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0
KDZR	Lake Oswego	B	1640	10.0	1.00	j	ABC Radio Inc	00	0302		d1		Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
				# AM Stations -		28	# Combos -		17	AM TOTALS						21.6	20.5	17.6	18.0	17.1	17.2	16.2	17.6	19.2
				AM & FM Stations Profiled -		44	# Duopolies -		13	Total Local Commercial Share						80.1	82.8	81.9	80.4	79.0	80.6	81.0	80.8	

1/ See introduction section for interpretation of revenue estimates.



# Competitive Overview

Some stations also rated in Akron and 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
													Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	
WXTM	Cleveland	B	92.3	36.0	548	a	Infinity Bcstg	60	0008		g1	Alternative	4,600	0.82	4.7	2.6	3.9	4.6	4.0	3.4	3.7	3.5	3.7	
WZAK	Cleveland	B	93.1	27.5	620	e	Radio One Inc	63	0008		g5	Urban	8,000	0.99	6.8	6.5	6.0	5.4	6.1	5.6	6.6	5.6	5.9	
WQMX	Medina	B	94.9	16.0	879		Rubber City Radio	60	8806	See (73)		Country	n/a		0.6	0.8	0.5	0.6	0.7	0.4	0.6	0.5	0.6	
WFHM	Cleveland	B	95.5	31.0	620	d	Salem Comm Corp	75	0107		sw	ChrsContem	1,400	0.42	2.8	2.6	1.8	2.9	2.3	2.6	1.9	0.0	0.0	
WAKS	Akron	B	96.5	50.0	440	b	Clear Channel Comm	50	0008		sw	Top 40	2,300	0.34	5.6	4.5	4.7	4.8	4.4	5.0	3.7	3.4	4.4	
WNCX	Cleveland	B	98.5	16.0	961	a	Infinity Bcstg	48	0102		g1	Clsc Rock	9,500	1.35	5.9	4.7	4.8	4.9	5.5	4.8	5.0	5.5	5.3	
WGAR	Cleveland	B	99.5	50.0	499	b	Clear Channel Comm	48	9905		g2	Country	9,900	1.12	7.4	6.8	5.9	6.1	7.4	5.7	6.0	6.3	6.6	
WMMS	Cleveland	B	100.7	34.0	600	b	Clear Channel Comm	48	9905		g2	Rock	6,800	1.30	4.4	4.3	4.3	4.4	2.9	3.5	4.1	5.7	5.1	
WDOK	Cleveland	B	102.1	12.0	1004	a	Infinity Bcstg	50	0008		g1	Soft AC	11,500	1.12	8.6	6.8	7.6	7.5	7.8	6.3	6.8	7.5	6.2	
WOAL	Cleveland	B	104.1	13.0	961	a	Infinity Bcstg	48	0008		g1	Hot AC	7,600	1.48	4.3	3.8	3.6	3.6	3.5	3.8	3.6	3.8	4.6	
WCLV	Lorain	A	104.9	6.0	328		WCLV Foundation	75	0111		dn 1	Classical	2,400	0.88	2.3	1.6	1.9	1.5	2.4	1.9	2.1	3.7	3.2	
WMJI	Cleveland	B	105.7	16.0	1129	b	Clear Channel Comm	54	9905		g2	Oldies	15,800	1.51	8.8	7.5	7.5	7.1	7.3	7.9	7.9	6.9	7.6	
WMVX	Cleveland	B	106.5	11.5	1037	b	Clear Channel Comm	60	9905		g2	Hot AC	9,100	1.56	4.9	3.3	3.9	3.5	4.3	4.9	4.2	4.6	4.2	
WNWV	Elyria	B	107.3	50.0	466	c	Elyria-Lorain Bcstg	47				Smooth Jazz	1,000	0.14	6.2	5.2	5.4	4.2	5.6	5.9	4.6	5.4	4.7	
WENZ	Cleveland	B	107.9	15.0	892	e	Radio One Inc	59	9905		g3	R&BOd/Urba	6,650	0.82	6.8	5.9	6.6	5.3	5.4	5.9	6.6	6.3	5.8	
# FM Stations -					15	# Combos -					13	FM TOTALS				80.1	66.9	68.4	66.4	69.6	67.6	67.4	68.7	67.9

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
													Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	
WKNR	Cleveland	B	850	50.0	4.70	d	Salem Comm Corp	26	0008		g4	Sports	3,200	1.00	2.7	2.6	1.7	2.2	2.8	2.4	2.4	2.6	2.7	
WEOL	Elyria	B	930	1.0	1.00	c	Elyria-Lorain Bcstg	48				Nws/Tlk/Spt	700		0.6	0.5	0.5	0.6	0.3	0.5	0.7	0.5	0.6	
WCCD	Parma	D	1000	0.5	0.00	d	Salem Comm Corp	73	9707		g	Chrst/Talk	600			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WJIB	North Hidgeville	D	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	
WTAM	Cleveland	A	1100	50.0	50.00	b	Clear Channel Comm	23	9905		g2	News/Talk	11,400	1.00	9.6	7.2	8.4	8.7	6.4	9.0	10.6	8.5	7.0	
WHK	Cleveland	B	1220	50.0	50.00	d	Salem Comm Corp	30	0107		g4	Chrst/Talk	2,100		0.6	0.5	0.5	0.6	0.4	0.4	0.0	0.0	0.0	
WWMK	Cleveland	B	1260	10.0	5.00		ABC Radio Inc	50	9808	3,900		Children	500			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	800			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WOBL	Oberlin	B	1320	1.0	1.00	f	Wilbur, Douglas	71				Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WELW	Willoughby	D	1330	0.5	0.04		Spirit Bcstg Corp	65	9009	25		Variety	200		0.2	0.5	0.0	0.4	0.3	0.0	0.6	0.3	0.3	
WDLW	Lorain	D	1380	0.5	0.06	f	Wilbur, Douglas	69	0202	250		Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WRMR	Cleveland	B	1420	5.0	5.00		Cleveland Classical	21	0107		sw 1	Adlt Stndrd	1,600	0.35	3.8	3.9	2.8	3.2	3.9	3.2	3.8	4.0	4.2	
WBKC	Painesville	B	1460	1.0	0.50		Water's Edge Comm	56	9511	50		Clc/Nws/Spt			0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	
WJMO	Cleveland	C	1490	1.0	1.00	e	Radio One Inc	47	0008		g5	Gospel	700	0.31	1.9	1.4	1.7	1.6	1.7	1.4	1.0	1.5	1.8	
WABQ	Cleveland	D	1540	1.0	0.00		D & E	47	0207	3,000		Gospel	700		0.6	0.7	0.5	0.6	0.4	0.5	0.5	0.4	0.7	
• WATJ	Chardon	D	1560	1.0	0.00		Music Express Bcstg	69				Sports			0.1	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					16	# Combos -					9	AM TOTALS				20.2	17.3	16.1	18.5	16.2	17.4	19.6	17.8	17.3
AM & FM Stations Profiled -					31	# Duopolies -					9	Total Local Commercial Share				84.2	84.5	84.9	85.8	85.0	87.0	86.5	85.2	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 26

Revenue Rank: 21

# Cincinnati, OH Market Overview



### Metro Counties / Population (000)

Brown, OH	43.3
Butler, OH	337.2
Clermont, OH	181.8
Hamilton, OH	835.4
Warren, OH	167.5
Dearborn, IN	47.1
Ohio, IN	5.6
Boone, KY	91.1
Campbell, KY	88.4
Gallatin, KY	8.3
Grant, KY	23.3
Kenton, KY	151.9
Pendleton, KY	14.8

1,995.7

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

#### ESTIMATED GROSS REVENUES \*\*\*

1997	1998	1999	2000	2001	2002	Δ 97 - 02
\$100,300	\$118,900	\$126,100	\$132,200	\$124,200	\$131,600	5.6%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
6.0%	\$137,000	\$145,200	\$153,200	\$161,600	\$169,700	5.2%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA <sup>1/</sup>	\$5.06/1,000	\$5.16/1,000	Local 74%
Revenue/Capita	\$52.04	\$65.94	\$82.99	National 26%

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	1,927.5	1,995.7	0.7%	1,995.7	2,044.8	0.5%
Households	722.6	778.9	1.5%	778.9	809.5	0.8%
Retail Sales	NA <sup>1/</sup>	26,013.1	NA <sup>1/</sup>	26,013.1	32,877.9	4.8%
EBI <sup>2/</sup>	31,543.4	39,006.8	4.3%	39,006.8	50,025.9	5.1%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	967.8	176.4	92.8	96.2	134.3	157.4	136.6	173.9
Women (000)	1,027.9	168.9	88.2	96.7	137.4	163.0	142.4	231.3
Total	1,995.7	345.3	181.0	192.9	271.7	320.4	279.0	405.3
Percentage	100.0%	17.3%	9.1%	9.7%	13.6%	16.1%	14.0%	20.3%
Per Capita	\$ 19,546			Median Household	\$ 40,821		Avg Household	\$ 50,082
Ethnic Population:	White 85.0%	Black 11.8%	Asian 1.4%				Hispanic 1.2%	

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	9	12	1	14	22	13	35
Tot 12+	10.0	51.5	0.4	60.1	61.9	20.9	82.8
Avg 12+	1.1	4.3	0.4	4.3	2.8	1.6	2.4
Tot LCS	12.1	62.2	0.5	72.6	74.8	25.2	100.0
Avg LCS	1.3	5.2	0.5	5.2	3.4	1.9	2.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# Competitive Overview

Some stations also rated in Dayton.

FM Stations														ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Fall	Summer	Spring	Winter	Fall	Summer	Spring	Winter	
			Freq	(kW)												2002	2002	2002	2002	2001	2001	2001	2001	
WOFX	Cincinnati	B	92.5	16.0 cp	866	b	Clear Channel Comm	64	9905		g1	Clsc Rock	7,600	1.05	5.5	5.1	4.7	4.6	4.1	4.8	3.5	4.0	4.7	
WAKW	Cincinnati	B	93.3	49.0	492		Pillar of Fire	61				ChrsContem			1.3	1.3	1.3	1.6	1.6	0.0	0.0	0.0	0.0	
WVMX	Cincinnati	B	94.1	32.0	600	b	Clear Channel Comm	55	9905		g1	Hot AC	6,700	1.27	4.0	2.8	3.0	3.5	3.5	3.2	3.8	3.7	4.3	
WMOJ	Fairfield	B	94.9	10.5	1056	h	Susquehanna Radio	62	9801		sw	R&B Oldies	7,500	1.08	5.3	4.7	5.2	4.1	4.5	3.9	4.2	4.4	5.2	
• WYGY	Lebanon	B	96.5	19.5	810	h	Susquehanna Radio	58	0209	45,000		Country	3,900	0.63	4.7	3.2	3.7	4.0	4.0	3.9	5.1	3.8	4.0	
WAQZ	Lebanon	A	97.3	5.0	358	g	Infinity Bcstg	94	0102		g2	Alternative	3,800	0.93	3.1	2.5	2.5	2.5	2.9	2.5	2.9	3.4	2.9	
WAXZ	Georgetown	A	97.7	2.1	387	c	Plessinger Radio Grp	76				Country			0.1	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	
WOXY	Oxford	A	97.7	3.0	322		Balogh Bcstg Co	59	8107			Modern Rock	200		0.1	0.4	0.0	0.0	0.4	0.0	0.4	0.0	0.0	
WRRM	Cincinnati	B	98.5	18.0	807	h	Susquehanna Radio	59	7201			AC	10,000	0.97	7.8	7.5	6.6	6.1	7.1	6.2	6.6	6.6	5.7	
WSCH	Aurora	A	99.3	1.2	525	e	Pieratt Comm Inc	70	0207 p		na	Country	200		0.5	0.0	0.5	0.5	0.0	0.6	0.0	0.0	0.5	
WAOL	Ripley	C3	99.5	13.0 cp	459	c	Plessinger Radio Grp	93				Country	300		0.4	0.4	0.5	0.6	0.4	0.0	0.4	0.6	0.0	
WIZF	Erlanger	A	100.9	1.3	509		Radio One Inc	65	0108		g 2	Urban	6,800	0.74	7.0	5.5	5.0	6.2	7.0	5.1	5.6	5.7	5.6	
WKRQ	Cincinnati	B	101.9	16.0	866	g	Infinity Bcstg	47	0102		g2	CHR	8,700	1.41	4.7	3.4	3.9	4.3	3.9	3.5	3.7	4.0	3.8	
WEBN	Cincinnati	B	102.7	16.0	866	b	Clear Channel Comm	67	9905		g1	Rock & Roll	12,100	1.14	8.1	5.7	7.4	6.6	5.5	7.5	6.8	7.4	7.3	
WXCH	Versailles	A	103.1	3.0	328	e	Pieratt Comm Inc	84	0207 p		na	Country			0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	
WGRR	Hamilton	B	103.5	11.0	1037	g	Infinity Bcstg	61	0102		g2	Oldies	8,900	1.01	6.7	5.2	5.0	5.9	4.9	6.6	4.8	5.1	5.1	
WNLT	Harrison	A	104.3	5.2	328	f	Baldwin Broadcasting	91	9106		cp 1	ChrsContem	600	0.35	1.3	1.2	1.0	1.1	1.3	0.9	1.2	0.8	0.7	
WUBE	Cincinnati	B	105.1	14.5	915	g	Infinity Bcstg	49	0008		g2	Country	10,500	1.27	6.3	5.6	4.9	5.7	5.6	4.9	5.9	5.8	4.6	
WPFB	Middletown	B	105.9	34.0	594	d	Braden, Ruth & Doug	59				Country	n/a		0.8	0.6	0.7	0.7	0.7	0.6	0.6	0.5	0.7	
WNKR	Williamstown	A	106.5	1.4	476		Grant County Bcstrs	92	9207		st	Country			0.0	0.0	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 Comm	69	9905		g1	CHR	4,200	0.43	7.4	6.4	6.6	6.5	6.1	5.6	6.2	5.2	5.8	
WIOK	Falmouth	A	107.5	1.4	696		Hammond Bcstg Inc	81	9212	100	+	Gospel	200		0.3	0.4	0.0	0.6	0.0	0.4	0.0	0.0	0.5	
# FM Stations -					22	# Combos -					17	FM TOTALS				75.4	61.9	62.5	65.2	63.9	60.2	61.7	61.0	61.4

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 26

Revenue Rank: 21

# Cincinnati, OH Market Overview



### Metro Counties / Population (000)

Brown, OH	43.3
Butler, OH	337.2
Clermont, OH	181.8
Hamilton, OH	835.4
Warren, OH	167.5
Dearborn, IN	47.1
Ohio, IN	5.6
Boone, KY	91.1
Campbell, KY	88.4
Gallatin, KY	8.3
Grant, KY	23.3
Kenton, KY	151.9
Pendleton, KY	14.8

1,995.7

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

#### ESTIMATED GROSS REVENUES \*\*\*

1997	1998	1999	2000	2001	2002	Δ 97 - 02
\$100,300	\$118,900	\$126,100	\$132,200	\$124,200	\$131,600	5.6%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
6.0%	\$137,000	\$145,200	\$153,200	\$161,600	\$169,700	5.2%

Revenue/Retail Sales	1997	2002	2007	Est. Breakout
Revenue/Capita	NA <sup>1/</sup>	\$5.06/1,000	\$5.16/1,000	Local 74%
	\$52.04	\$65.94	\$82.99	National 26%

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	1,927.5	1,995.7	0.7%	1,995.7	2,044.8	0.5%
Households	722.6	778.9	1.5%	778.9	809.5	0.8%
Retail Sales	NA <sup>1/</sup>	26,013.1	NA <sup>1/</sup>	26,013.1	32,877.9	4.8%
EBI <sup>2/</sup>	31,543.4	39,006.8	4.3%	39,006.8	50,025.9	5.1%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	967.8	176.4	92.8	96.2	134.3	157.4	136.6	173.9
Women (000)	1,027.9	168.9	88.2	96.7	137.4	163.0	142.4	231.3
Total	1,995.7	345.3	181.0	192.9	271.7	320.4	279.0	405.3
Percentage	100.0%	17.3%	9.1%	9.7%	13.6%	16.1%	14.0%	20.3%
Per Capita	\$ 19,546			Median Household	\$ 40,821		Avg Household	\$ 50,082
Ethnic Population:	White 85.0%	Black 11.8%	Asian 1.4%				Hispanic 1.2%	

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	9	12	1	14	22	13	35
Tot 12+	10.0	51.5	0.4	60.1	61.9	20.9	82.8
Avg 12+	1.1	4.3	0.4	4.3	2.8	1.6	2.4
Tot LCS	12.1	62.2	0.5	72.6	74.8	25.2	100.0
Avg LCS	1.3	5.2	0.5	5.2	3.4	1.9	2.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Metro Rank: 27

Revenue Rank: 25

# Sacramento, CA Market Overview



### Metro Counties / Population (000)

El Dorado, CA	125.2
Nevada, CA	77.1
Placer, CA	247.2
Sacramento, CA	1,253.8
Yolo, CA	175.3
<b>Total</b>	<b>1,878.6</b>

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

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$80,800	\$86,500	\$98,200	\$109,900	\$106,400	\$117,600
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07	
	10.5%	\$125,000	\$133,800	\$141,100	\$148,900	\$156,300	5.9%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
Revenue/Capita	NA <sup>1/</sup>	\$4.67/1,000	\$4.36/1,000	Local	70%		
	\$47.39	\$62.60	\$77.55	National	30%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	1,705.1	1,878.6	2.0%	1,878.6	2,015.5	1.4%
Households	633.3	696.5	1.9%	696.5	744.3	1.3%
Retail Sales	NA <sup>1/</sup>	25,205.3	NA <sup>1/</sup>	25,205.3	35,864.9	7.3%
EBI <sup>2/</sup>	26,316.3	34,350.7	5.5%	34,350.7	43,497.0	4.8%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	920.3	169.5	89.0	92.3	124.8	145.3	130.6	168.7
Women (000)	958.3	161.5	83.9	92.1	124.1	150.7	136.8	209.1
Total	1,878.6	331.0	173.0	184.4	249.0	296.0	267.5	377.7
Percentage	100.0%	17.6%	9.2%	9.8%	13.3%	15.8%	14.2%	20.1%
Per Capita	\$ 18,286	Median Household		\$ 41,687	Avg Household		\$ 49,320	
Ethnic Population:	White 69.5%	Black 7.1%	Asian 9.6%	Hispanic 15.8%				

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6	16		16	22	17	39
Tot 12+	6.4	50.9		55.3	57.3	23.0	80.3
Avg 12+	1.1	3.2		3.5	2.6	1.4	2.1
Tot LCS	8.0	63.4		68.9	71.4	28.6	100.0
Avg LCS	1.3	4.0		4.3	3.2	1.7	2.6

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
																Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	
WKRC	Cincinnati	B	550	5.0	1.00	b	Clear Channel Comm	22	9905		g1	News/Talk	6,700	1.13	4.5	3.6	3.9	3.1	4.3	3.7	4.5	4.4	4.7	
WLW	Cincinnati	A	700	50.0	50.00	b	Clear Channel Comm	22	9905		g1	Nws/Tlk/Spt	25,500	1.55	12.5	10.3	10.2	11.1	9.4	11.0	11.1	10.1	8.7	
WNOP	Newport	D	740	1.0	0.03		Catholic Radio Found	48	0109			Religion	300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WPFB	Middletown	D	910	1.0	0.10	d	Braden, Ruth & Doug	47				Talk	n/a		0.1	0.0	0.0	0.0	0.4	0.0	0.0	1.0	0.4	
WTSJ	Cincinnati	B	1050	1.0	0.28	a	Salem Comm Corp	47	9707		g	Chrst/Talk	600			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WBOB	Florence	B	1160	5.0	0.99	a	Salem Comm Corp	84	0008		g3	News/Talk	500		0.4	0.6	0.4	0.5	0.4	0.0	0.0	0.0	0.4	
WDBZ	Cincinnati	C	1230	1.0 cp	1.00		Blue Chip Comm Inc	27	0003		2	Talk	200	0.14	1.1	1.2	1.0	0.9	0.9	1.0	0.8	0.9	0.7	
WCVG	Covington	B	1320	0.5	0.43	c	Plessinger Radio Grp	65				Gospel	600		0.5	0.0	0.5	0.5	0.0	0.5	0.8	0.6	0.4	
WCKY	Cincinnati	B	1360	5.0	5.00	b	Clear Channel Comm	23	9905		g1	Sports	800	0.43	1.4	1.5	1.3	0.9	1.4	1.2	0.9	1.1	0.9	
• WMOH	Hamilton	C	1450	1.0	1.00		Baldwin Broadcasting	44	0303	950		Nws/Tlk/Spt			0.1	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	
WCIN	Cincinnati	B	1480	5.0	0.50		J4 Broadcasting Co	53	9302	425		R&B Oldies	900		0.5	0.6	0.0	0.5	0.6	0.6	0.0	0.6	0.4	
• WSAI	Cincinnati	A	1530	50.0	50.00	b	Clear Channel Comm	29	9905		g1	Oldies	3,300	0.76	3.3	3.1	2.2	2.8	2.6	3.5	2.9	2.9	3.2	
WCNW	Fairfield	D	1560	5.0	0.00	f	Baldwin Broadcasting	64	8406			Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
				# AM Stations -		13		# Combos -		9		AM TOTALS				24.4	20.9	19.9	20.3	20.0	21.5	21.0	21.6	19.8
				AM & FM Stations Profiled -		35		# Duopolies -		11		Total Local Commercial Share					<b>82.8</b>	<b>82.4</b>	<b>85.5</b>	<b>83.9</b>	<b>81.7</b>	<b>82.7</b>	<b>82.6</b>	<b>81.2</b>

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

# Competitive Overview

Metro Rank: 27

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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001		
KTTH	South Lake	B	590	2.5	0.50		Paradise Bcstg Inc	63	0111			Adlt Stndrd				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KSTE	Rancho Cordova	B	650	21.4	0.92	b	Clear Channel Comm	91	0008		g	Talk	2,500	0.55	3.9	3.0	3.5	2.8	3.3	3.2	3.0	2.4	3.0		
KFIA	Carmichael	B	710	25.0	1.00	i	Salem Comm Corp	79	9502	4,100		Chrst/Talk	2,000		0.7	0.9	0.6	0.8	0.4	0.5	0.4	0.9	0.7		
KNCO	Grass Valley	B	830	5.0	5.00	h	Nevada County Bcstrs	78	9605		st	News/Talk	600		0.6	0.7	0.4	0.6	0.6	0.5	0.5	0.6	0.9		
KAHI	Auburn	B	950	5.0	5.00	g	IHR Educ Bcstg	57	9905	475	c1	FullService	300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KLIB	Roseville	B	1110	5.0	0.50	f	Multicultural Bcstg	68	0005		g3	Span/Varty	350		0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0		
KHTK	Sacramento	B	1140	50.0	50.00	c	Infinity Bcstg	26	0102		g1	Sports	2,800	0.55	4.3	3.8	2.9	4.4	3.1	3.4	3.5	4.3	4.3		
KSQR	Sacramento	C	1240	1.0	1.00	e	Moon Bcstg Corp	37	0111	1,500		Mexican	400		0.2	0.0	0.0	0.0	0.6	0.0	0.0	0.6	0.0		
KCTC	Sacramento	B	1320	5.0	5.00	a	Entercom	45	9808		sw	Nostalgia	1,000	0.21	4.0	3.6	3.1	3.8	3.0	3.0	2.9	3.6	4.1		
KTKZ	Sacramento	B	1380	5.0 cp	5.00	i	Salem Comm Corp	52	9704	1,500		Talk	500	0.43	1.0	1.1	1.0	0.7	0.9	0.6	0.7	0.8	0.9		
KMYC	Marysville	B	1410	5.0	1.00		Huth, Tom	40	9908	425	1	Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KJAY	Sacramento	D	1430	0.5	0.00		KJAY LLC	63	9709		nc	Talk	100		0.2	0.0	0.0	0.3	0.0	0.4	0.0	0.0	0.0		
KIID	Sacramento	B	1470	5.0	1.00	c	ABC Radio Inc	45	0103	3,310		Children	300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4		
KOWL	South Lake	C	1490	1.0	1.00	d	Commonwealth Comm	56	9910		c4	Nws/Tlk/Spt	100			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 Comm	22	0008		g	News/Talk	13,900	1.09	10.8	9.9	8.0	7.6	9.3	10.1	8.4	8.5	9.5		
KSMH	West	B	1620	10.0	1.00	g	IHR Educ Bcstg	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	f	Multicultural Bcstg	99	0005		g3	Span/Chrst	300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					17	# Combos -					14	AM TOTALS					25.8	23.0	19.5	21.3	21.2	21.7	19.4	21.7	23.8
AM & FM Stations Profiled -					39	# Duopolies -					11	Total Local Commercial Share					80.3	81.5	81.6	80.7	80.7	79.6	82.2	80.8	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 28

Revenue Rank: 52

# Riverside-San Bernardino, CA Market Overview



### Metro Counties / Population (000)

Riverside, CA	1,061.3
San Bernardino, CA	806.5
<b>Total</b>	<b>1,867.8</b>

### Market Radio Financials

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

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$31,300	\$34,800	\$39,600	\$43,800	\$42,800	\$47,400	8.7%
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	10.7%	\$50,000	\$53,500	\$56,400	\$59,500	\$62,500	5.7%
Revenue/Retail Sales	1997 NA <sup>1/</sup>	2002 \$2.12/1,000	2007 \$2.03/1,000	Est. Breakout			
Revenue/Capita	\$18.52	\$25.38	\$30.85	Local	85%		
				National	15%		

### Demographic and Economic Overview

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

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	1,690.4	1,867.8	2.0%	1,867.8	2,025.9	1.6%
Households	548.6	593.1	1.6%	593.1	632.8	1.3%
Retail Sales	NA <sup>1/</sup>	22,329.2	NA <sup>1/</sup>	22,329.2	30,818.4	6.7%
EBI <sup>2/</sup>	20,693.3	26,638.7	5.2%	26,638.7	31,562.1	3.5%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	930.4	198.8	98.4	96.7	124.5	143.3	112.2	156.5
Women (000)	937.4	189.4	94.1	87.7	122.2	142.2	113.0	188.9
Total	1,867.8	388.2	192.4	184.4	246.7	285.5	225.2	345.4
Percentage	100.0%	20.8%	10.3%	9.9%	13.2%	15.3%	12.1%	18.5%
Per Capita	\$ 14,262	Median Household		\$ 37,861	Avg Household		\$ 44,918	
Ethnic Population:	White 61.3%	Black 7.6%	Asian 4.5%	Hispanic 39.1%				

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	13	4		9	17	13	30
Tot 12+	12.8	24.9		36.1	37.7	2.1	39.8
Avg 12+	1.0	6.2		4.0	2.2	0.2	1.3
Tot LCS	32.2	62.6		90.7	94.7	5.3	100.0
Avg LCS	2.5	15.6		10.1	5.6	0.4	3.3

1/ Available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

## FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)									Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
KZSA	Placerville	A	92.1	1.9	417	e	Moon Bcstg Corp	82	0111	3,000		Mexican	1,100	0.4	0.0	0.0	0.3	0.5	0.5	0.0	0.5	0.0	
KGBY	Sacramento	B	92.5	50.0	449	b	Clear Channel Comm	46	0008		g	AC	6,600	1.52	3.7	3.4	2.5	3.1	2.9	3.6	2.9	3.0	2.6
KXOA	Roseville	B1	93.7	25.0	328	c	Infinity Bcstg	70	0102		g1	Rock	2,200	1.10	1.7	1.4	1.5	1.3	1.7	1.0	1.6	2.7	1.8
KRLT	South Lake	A	93.9	3.0	-105	d	Commonwealth Comm	76	9910	1,250	c4	AC	550		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KNCO	Grass Valley	A	94.3	0.7 cp	981	h	First Bcstg Co LP	82	0210 p	3,000		AC	100		0.2	0.0	0.4	0.4	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	6,800	0.98	5.9	4.6	4.5	5.1	4.3	5.4	4.3	4.0	4.3
KYMX	Sacramento	B	96.1	50.0	476	c	Infinity Bcstg	47	0011		g1	Soft Rock	6,000	0.94	5.4	4.1	4.0	4.7	4.7	4.1	3.9	2.9	3.4
KSEG	Sacramento	B	96.9	50.0	499	a	Entercom	59	9808		d1	Clsc Rock	10,600	1.70	5.3	3.5	3.7	5.2	4.6	3.6	5.0	4.2	4.6
• KTTA	Esparto	A	97.9	6.0	328		Aztec Media Inc	95	0212 p	7,000		Mexican	2,200		0.8	0.9	0.8	0.5	0.6	0.8	0.9	1.2	1.0
KRXO	Sacramento	B	98.5	50.0	495	a	Entercom	59	9808		sw	AOR	10,300	1.62	5.4	3.6	4.7	3.8	4.8	4.2	5.1	4.7	4.4
• KLVS	Grass Valley	B1	99.3	13.0	466		Educational Media	97	9607	65	cp	ChrsContem			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0
KRCX	Marysville	B	99.9	1.8	2182	j	Entravision Comm Co	47	0004		g2	Span/Mexcn	1,500	1.28	1.0	1.1	0.8	0.6	1.3	0.7	1.4	1.6	1.4
KZZO	Sacramento	B	100.5	115.0	328	c	Infinity Bcstg	58	0011		g1	Hot AC	7,000	1.42	4.2	2.9	3.7	3.2	2.8	3.9	4.5	3.7	3.2
KHYL	Auburn	B	101.1	36.0	577	b	Clear Channel Comm	61	0008		g	Rhymc/Oldes	4,400	0.89	4.2	3.2	4.0	3.0	3.3	3.3	3.0	3.1	3.2
KCCL	Shingle Springs	B	101.9	47.0	505	j	Entravision Comm Co	89	0004		g2	Oldies	2,000	0.35	4.8	3.9	4.7	4.4	3.0	3.5	4.1	4.6	2.8
KSFM	Woodland	B	102.5	16.0	417	c	Infinity Bcstg	61	0102		g1	CHR	6,500	0.91	6.1	5.0	5.2	5.6	4.1	4.8	3.8	4.5	4.5
KBMB	Sacramento	A	103.5	6.0	312		Diamond Radio	96				CHR	3,400	0.62	4.7	4.7	3.6	3.7	3.7	4.4	3.6	4.4	4.3
KRRE	Davis	A	104.3	6.0	328	j	Entravision Comm Co	79	0008		g4	Spanish AC	1,600	0.97	1.4	0.8	1.1	1.0	1.3	1.1	1.4	1.0	1.0
KNCI	Sacramento	B	105.1	50.0	499	c	Infinity Bcstg	60	0102		g1	Country	8,500	1.02	7.1	5.2	6.7	5.0	5.6	5.6	5.4	6.1	5.2
• KKFS	Dunnigan	B1	105.5	2.6	1011	i	Salem Comm Corp	83	0112	8,000		ChrsContem	1,000	0.35	2.4	1.4	1.9	2.3	1.7	1.9	1.7	0.8	1.1
• KWOD	Sacramento	B	106.5	50.0	410		Entercom	57	0211 p	25,000		Alternative	4,400	0.87	4.3	3.5	3.6	3.1	4.1	3.3	3.8	3.2	3.9
KDND	Sacramento	B	107.9	50.0	404	a	Entercom	45	9808	27,500		CHR	5,700	0.95	5.1	4.1	4.6	4.0	4.5	3.3	3.8	3.9	4.3
# FM Stations -					22	# Combos -					18	FM TOTALS			74.1	57.3	62.0	60.3	59.5	59.0	60.2	60.5	57.0

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 27

Revenue Rank: 25

# Sacramento, CA Market Overview



### Metro Counties / Population (000)

El Dorado, CA	125.2
Nevada, CA	77.1
Placer, CA	247.2
Sacramento, CA	1,253.8
Yolo, CA	175.3
<b>Total</b>	<b>1,878.6</b>

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

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$80,800	\$86,500	\$98,200	\$109,900	\$106,400	\$117,600
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07	
	10.5%	\$125,000	\$133,800	\$141,100	\$148,900	\$156,300	5.9%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA <sup>1/</sup>	\$4.67/1,000	\$4.36/1,000	Local 70%
Revenue/Capita	\$47.39	\$62.60	\$77.55	National 30%

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	1,705.1	1,878.6	2.0%	1,878.6	2,015.5	1.4%
Households	633.3	696.5	1.9%	696.5	744.3	1.3%
Retail Sales	NA <sup>1/</sup>	25,205.3	NA <sup>1/</sup>	25,205.3	35,864.9	7.3%
EBI <sup>2/</sup>	26,316.3	34,350.7	5.5%	34,350.7	43,497.0	4.8%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	920.3	169.5	89.0	92.3	124.8	145.3	130.6	168.7
Women (000)	958.3	161.5	83.9	92.1	124.1	150.7	136.8	209.1
Total	1,878.6	331.0	173.0	184.4	249.0	296.0	267.5	377.7
Percentage	100.0%	17.6%	9.2%	9.8%	13.3%	15.8%	14.2%	20.1%
Per Capita	\$ 18,286			Median Household	\$ 41,687		Avg Household	\$ 49,320
Ethnic Population:	White 69.5%	Black 7.1%	Asian 9.6%	Hispanic 15.8%				

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6	16		16	22	17	39
Tot 12+	6.4	50.9		55.3	57.3	23.0	80.3
Avg 12+	1.1	3.2		3.5	2.6	1.4	2.1
Tot LCS	8.0	63.4		68.9	71.4	28.6	100.0
Avg LCS	1.3	4.0		4.3	3.2	1.7	2.6

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# Competitive Overview

Some stations also rated in Los Angeles.

FM Stations														ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	
			Freq	(kW)									Revenue (000)1/	Power Ratio		2002	2002	2002	2002	2001	2001	2001	2001	
KELT	Adelanto	A	92.7	0.3 cp	1473		Amaturo Group Ltd	59	9301		nc	DARK	1,000	1.76	1.2	0.0	0.0	0.0	0.8	0.9	1.5	1.4	1.5	
KXFG	Sun City	A	92.9	6.0	328	h	Infinity Bcstg	97	0102		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	400		0.3	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	
• KFSB	Ontario	A	93.5	6.0	-131		Spanish Bcstg System	67	0010			1 Tropical				0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.9	
• KMYT	Temecula	A	94.5	0.3	771	b	Clear Channel Comm	00	0106	4,500		Tlk/Nws/Spt				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KFRG	San Bernardino	B	95.1	50.0 cp	482	h	Infinity Bcstg	74	0102		g1	Country	12,900	1.39	19.6	6.9	6.6	7.0	7.8	7.7	8.7	8.8	8.1	
• KWRP	San Jacinto	A	96.1	1.6 cp	653		Magic Bcstg Inc	90	9810	2,650		Mexican	700	0.29	5.1	2.1	2.2	1.3	1.3	2.8	2.9	2.9	3.0	
KCAL	Redlands	A	96.7	1.8	377	e	Anaheim Bcstg Corp	65	8612	4,000		Clsc Rock	6,700	1.41	10.0	3.5	3.8	4.9	3.6	2.6	3.4	3.3	3.3	
• KLYY	Riverside	B	97.5	72.0	1828	c	Entravision Comm Co	59	0004			Span/Dance	n/a		8.7	4.2	3.6	3.1	3.3	3.0	3.2	3.5	3.4	
KGGI	Riverside	B	99.1	2.6	1844	b	Clear Channel Comm	65	0008		g	Top 40	9,100	1.01	19.0	8.9	8.6	6.8	6.0	7.0	6.9	5.4	7.2	
KOLA	San Bernardino	B	99.9	29.5	1663	e	Anaheim Bcstg Corp	59	9610	5,000		Oldies	4,600	0.76	12.7	4.9	5.0	4.5	4.6	4.8	4.5	4.8	5.2	
KAEH	Beaumont	A	100.9	1.5	479		Moon Bcstg Corp	96	0201	1,700		Mexican	800	0.89	1.9	0.8	0.8	0.9	0.7	0.4	0.0	0.0	0.0	
KATY	Idyllwild	A	101.3	1.9	597	a	All Pro Bcstg	89	0103	2,500		AC	1,100	0.86	2.7	1.0	1.0	0.9	1.2	0.9	0.7	1.1	0.7	
KXSB	Big Bear Lake	A	101.7	0.3 cp	1414	d	Lazer Bcstg Corp	75	9502	750		Mexican	2,400	1.21	4.2	2.1	1.8	1.4	2.3	0.8	1.9	1.1	1.0	
KIQO	Newberry	A	103.7	6.0	282	g	Moon Bcstg Corp	00				Mexican				0.1	0.0	0.0	0.4	0.0	0.0	0.0	0.0	
KCXX	Lake Arrowhead	A	103.9	0.2	1798	a	All Pro Bcstg	78	9209	5,000		Alternative	3,800	0.90	8.9	2.5	2.8	2.8	4.4	3.2	2.7	3.3	3.1	
KXRS	Hemet	A	105.7	0.2	1024	d	Lazer Bcstg Corp	63	9312	550	c2	Mexican	1,000	1.41	1.5	0.7	0.6	0.6	0.3	0.8	0.7	0.8	1.2	
# FM Stations -					17	# Combos -					10	FM TOTALS				95.8	37.7	36.8	34.2	36.7	35.3	37.1	36.8	38.6

AM Stations														ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Day Power		Night Power		C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
			Freq	(kW)	(kW)	Revenue (000)1/								Power Ratio	2002		2002	2002	2002	2001	2001	2001	2001	
KRLH	San Bernardino	B	590	1.0	1.00		Salem Comm Corp	29	0201	See (2)		News/Talk	n/a		0.1	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.0	
KCAA	Loma Linda	D	1050	1.4 cp	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	f	Hi-Favor Bcstg LLC	47	0110	4,000		Religion	100		0.3	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	
KKDD	San Bernardino	B	1290	5.0	5.00	b	Clear Channel Comm	47	0008		g	Children	300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KSDT	Hemet	B	1320	0.5 cp	0.30		Rudex Bcstg Ltd	59	0204	250		Mexican	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KTDD	San Bernardino	B	1350	5.0	0.60	b	Clear Channel Comm	47	9905		g3	Country	400	0.77	1.1	0.8	0.6	1.0	0.0	0.0	0.0	0.0	0.5	
KWRM	Corona	B	1370	5.0	2.50		Major Market Stns	48	6706			Mexican				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KCAL	Redlands	B	1410	5.0	4.00	d	Lazer Bcstg Corp	54	0109	2,350		Mexican	1,000		0.9	0.4	0.4	0.6	0.0	0.4	0.4	0.5	0.6	
KDIF	Riverside	B	1440	1.0	1.00	b	Clear Channel Comm	41	9905		g3	Span/Mexcn	800	1.13	1.5	0.5	0.7	0.6	0.4	0.5	0.4	0.4	0.4	
• KMET	Banning	C	1490	1.0	1.00		Sunset Broadcasting	48	0212 p			NAC/SmJaz	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KSPA	Ontario	B	1510	10.0	1.00		Astor Bcst Group	46	9908	2,500		Adlt Stndrd	100		0.3	0.4	0.4	0.0	0.0	0.0	0.5	0.0	0.0	
KPRO	Riverside	B	1570	5.0	0.19		Sherban, Olive	57	9205		nc	Inspiration				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• KHPY	Moreno Valley	B	1670	10.0 cp	9.00		Van Voorhis, D.L.	03				Variety				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					13	# Combos -					4	AM TOTALS				4.2	2.1	2.5	2.2	0.4	1.1	1.5	0.9	1.5
AM & FM Stations Profiled -					30	# Duopolies -					7	Total Local Commercial Share				39.8	39.3	36.4	37.1	36.4	38.6	37.7	40.1	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 29

Revenue Rank: 31

# Kansas City, MO-KS Market Overview



### Metro Counties / Population (000)

Johnson, KS	465.3
Leavenworth, KS	69.0
Miami, KS	29.1
Wyandotte, KS	155.7
Cass, MO	84.9
Clay, MO	188.0
Jackson, MO	653.7
Lafayette, MO	33.2
Platte, MO	76.4
Ray, MO	23.7
<b>Total</b>	<b>1,779.0</b>

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

<b>ESTIMATED GROSS REVENUES</b> ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$73,100	\$81,500	\$89,400	\$96,500	\$90,500	\$98,500	6.1%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	8.8%	\$104,000	\$111,300	\$117,400	\$123,900	\$130,100	5.7%
Revenue/Retail Sales	1997	2002	2007	<b>Est. Breakout</b>			
Revenue/Capita	NA <sup>1/</sup>	\$3.64/1,000	\$3.69/1,000	Local	86%		
	\$43.49	\$55.37	\$71.09	National	14%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	1,680.8	1,779.0	1.1%	1,779.0	1,830.0	0.6%
Households	646.0	697.6	1.5%	697.6	722.1	0.7%
Retail Sales	NA <sup>1/</sup>	27,043.7	NA <sup>1/</sup>	27,043.7	35,246.1	5.4%
EBI <sup>2/</sup>	28,583.8	36,354.7	4.9%	36,354.7	46,421.5	5.0%

### Demographic Breakdown

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	867.1	159.3	82.2	77.5	125.8	144.0	123.2	155.1
Women (000)	911.9	151.7	78.1	77.8	125.8	147.0	129.9	201.5
<b>Total</b>	<b>1,779.0</b>	<b>311.0</b>	<b>160.4</b>	<b>155.4</b>	<b>251.7</b>	<b>291.0</b>	<b>253.1</b>	<b>356.6</b>
Percentage	100.0%	17.5%	9.0%	8.7%	14.1%	16.4%	14.2%	20.0%
Per Capita	\$ 20,435	Median Household		\$ 43,071	Avg Household		\$ 52,113	
Ethnic Population:	White 80.1%	Black 13.0%	Asian 1.8%	Hispanic 5.6%				

### Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	1		18	15	19	19	38
Tot 12+	0.0		65.9	64.7	65.9	21.3	87.2
Avg 12+	0.0		3.7	4.3	3.5	1.1	2.3
Tot LCS	0.0		75.6	74.2	75.6	24.4	100.0
Avg LCS	0.0		4.2	4.9	4.0	1.3	2.6

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Topeka.

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001		
KCCV	Olathe	C3	92.3	8.3	564	b	Bott Radio Network	93	9205	538	cp	Reign/Talk	775		0.8	0.7	0.7	0.9	0.6	0.7	0.6	1.0	0.9		
KAYX	Richmond	A	92.5	2.4	535	b	Bott Radio Network	91	9405	225	c2	Reign/Talk				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	0102		g2	CHR	6,100	1.13	5.5	3.6	5.3	4.3	5.3	4.4	4.7	5.4	5.3		
KFKF	Kansas City	C	94.1	100.0	994	d	Infinity Bcstg	63	0102		g2	Country	6,800	1.11	6.2	5.3	5.8	5.7	5.6	4.5	6.3	5.3	4.9		
KCMO	Kansas City	C	94.9	100.0	cp	1119	e	Susquehanna Radio	48	0007	113,000	d4	1	Oldies	5,300	1.08	5.0	4.7	4.7	4.4	4.0	4.5	4.6	6.0	5.5
KCHZ	Ottawa	C1	95.7	98.0	981	g	Syncom Radio Corp	62	9905	10,750			Top 40	2,100	0.56	3.8	2.5	3.5	3.5	3.4	3.0	3.3	3.5	3.3	
KRBZ	Kansas City	C	96.5	100.0	984	a	Entercom	59	0007		g1	Hot AC	3,800	1.02	3.8	3.1	3.4	3.1	3.3	3.3	3.5	4.4	5.2		
• KZPL	Lee's Summit	C1	97.3	55.0	cp	1171	f	First Bcstg Co LP	98	0301	2,600			Rock			0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KUDL	Kansas City	C	98.1	82.0	994	a	Entercom	59	9808		sw	Lite AC	5,600	1.09	5.2	4.3	3.5	4.8	4.1	5.8	3.9	4.1	5.1		
KQRC	Leavenworth	C	98.9	100.0	1056	a	Entercom	62	0007		g1	AOR	10,300	1.20	8.7	7.2	7.4	7.4	7.8	7.9	7.6	8.7	6.2		
KYYS	Kansas City	C	99.7	100.0	1011	a	Entercom	62	9808		sw	Clsc Rock	5,200	1.39	3.8	3.1	3.3	3.6	2.5	3.9	3.4	3.8	4.3		
KMZU	Carrollton	C1	100.7	99.0	991		KANZA Inc	62					Country	300		0.4	0.5	0.4	0.5	0.4	0.0	0.0	0.0	0.4	
• KCFX	Harrisonville	CO	101.1	100.0	cp	1099	e	Susquehanna Radio	74	0007		d4	1	Clsc Rock	7,400	1.79	4.2	4.4	3.5	3.5	3.4	4.1	3.7	3.4	3.6
KSRC	Kansas City	C	102.1	100.0	cp	1119	d	Infinity Bcstg	61	0102		g2	Hot AC	3,900	0.99	4.0	4.2	3.0	2.9	3.6	4.3	3.7	4.2	3.8	
KPRS	Kansas City	C	103.3	100.0	994	c	Carter Broadcast Grp	63					Urban	6,800	0.81	8.5	7.9	7.5	7.9	7.5	6.9	7.0	6.8	7.3	
KBEQ	Kansas City	C	104.3	100.0	988	d	Infinity Bcstg	60	0102		g2	Country	5,300	1.14	4.7	3.9	4.3	4.5	3.6	3.9	4.3	4.2	3.8		
• KFME	Garden City	C1	105.1	69.0	cp	1145		Jesscom Inc	01			1	80s & 90s	2,000	0.68	3.0	2.6	2.4	2.0	3.2	2.9	2.5	0.0	0.0	
KCIY	Liberty	C1	106.5	100.0	981	a	Entercom	79	0007		g1	Smooth Jazz	3,000	0.65	4.7	4.9	4.4	3.6	4.9	3.4	4.6	4.5	3.7		
KMJK	Lexington	C	107.3	100.0	1184	g	Syncom Radio Corp	69	9606	2,420			R&B Oldies	2,000	0.68	3.0	3.0	2.3	3.0	2.3	2.9	2.0	2.1	3.1	
# FM Stations -					19	# Combos -					16	FM TOTALS			75.3	65.9	65.4	65.6	65.5	66.4	65.7	67.4	66.4		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.



# Competitive Overview

Some stations also rated in Topeka.

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	2002 Est		Avg '02 Local Comm	Fall				Summer				Spring				Winter			
													Revenue (000)1/	Power Ratio		2002	2002	2002	2002	2001	2001	2001	2001	2002	2002	2002	2002	2001	2001	2001	2001
WDAF	Kansas City	B	610	5.0	5.00	a	Entercom	22	9808		sw	Country	3,800	0.58	6.6	6.2	5.6	6.0	5.3	6.3	5.7	6.4	6.4								
KCMO	Kansas City	B	710	10.0	5.00	e	Susquehanna Radio	36	0007		d4	1 Talk	2,000	0.70	2.9	2.1	2.5	2.4	2.8	2.4	2.2	1.9	2.8								
KCCV	Overland Park	D	760	6.0	0.00	b	Bott Radio Network	47				Reign/Talk			0.4	0.0	0.0	0.5	0.5	0.5	0.5	0.0	0.0								
WHB	Kansas City	B	810	50.0	5.00	h	Union Broadcasting	22	9912	8,000		Sports	4,000	1.04	3.9	3.4	3.2	3.4	3.4	3.5	2.3	2.7	2.8								
KGGN	Gladstone	D	890	1.0	0.00		Mortenson Bcstg Co	96	9701	450		Gospel			0.3	0.0	0.0	0.0	0.6	0.5	0.0	0.4	0.0								
KMBZ	Kansas City	B	980	5.0	5.00	a	Entercom	21	9808		sw	Nws/Spt/Tlk	9,000	1.52	6.0	5.7	5.9	5.6	5.4	4.2	5.9	5.9	5.5								
KCWJ	Blue Springs	B	1030	1.0	0.50		Stayton, D.T.	84	0204	922		Christian	300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
KEXS	Excelsior Springs	D	1090	1.0	0.00		Campbell, Brad L.	68	9704	350		Gospel	150			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
KCXL	Liberty	D	1140	0.5	0.01		Alpine Bcstg	67	9403	15		Talk/AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
KPHN	Kansas City	B	1190	5.0 cp	0.25		ABC Radio Inc	71	0207	3,800		Children	200		0.2	0.0	0.0	0.4	0.4	0.0	0.5	0.5	0.5								
KKHK	Kansas City	B	1250	25.0	3.70	a	Entercom	01				Span/Mexcn	200	0.20	1.0	0.9	0.6	1.1	1.2	0.7	1.1	0.0	0.0								
KCKN	Kansas City	C	1340	0.2	0.00	c	Carter Broadcast Grp	25	0106	1,500		Sports				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
KCNW	Fairway	D	1380	2.5	0.03		Wilkins Comm	53	0102	725		Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5								
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								
KCZZ	Mission	B	1480	1.0	0.50		HMEB	57	9910	550		Spanish	600			0.0	0.0	0.0	0.0	0.0	0.5	0.5	0.0								
KCTE	Independence	D	1510	10.0	0.00	h	Union Broadcasting	89	9809	925		Talk	600		0.2	1.0	0.4	0.4	0.0	0.0	0.0	0.0	0.0								
KLEX	Lexington	D	1570	0.3	0.04	b	Bott Radio Network	56	9405		c2	Reign/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
KPRT	Kansas City	D	1590	1.0	0.05	c	Carter Broadcast Grp	50				Gospel	675	0.43	1.6	1.1	1.4	1.2	1.1	1.8	1.3	1.0	1.1								
KXTR	Kansas City	B	1660	10.0	1.00	a	Entercom	01	9906	2,750		Classical	300	0.22	1.4	0.9	1.3	1.4	1.2	0.9	1.2	1.1	1.6								
				# AM Stations -		19		# Combos -		11		AM TOTALS				24.5	21.3	20.9	22.4	21.9	20.8	21.2	20.4	21.2							
				AM & FM Stations Profiled -		38		# Duopolies -		12		Total Local Commercial Share				87.2	86.3	88.0	87.4	87.2	86.9	87.8	87.6								

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 30

Revenue Rank: 50

# San Jose, CA Market Overview



### Metro Counties / Population (000)

Santa Clara, CA	1,740.1
	1,740.1

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

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$41,600	\$41,800	\$51,800	\$54,300	\$47,600	\$50,800
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.7%	\$53,300	\$57,000	\$60,200	\$63,500	\$66,700	5.6%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA <sup>1/</sup>	\$1.62/1,000	\$1.40/1,000	Local	82%		
Revenue/Capita	\$25.63	\$29.19	\$35.60	National	18%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	1,622.9	1,740.1	1.4%	1,740.1	1,873.8	1.5%
Households	546.3	582.3	1.3%	582.3	619.5	1.2%
Retail Sales	NA <sup>1/</sup>	31,276.1	NA <sup>1/</sup>	31,276.1	47,608.2	8.8%
EBI <sup>2/</sup>	32,897.0	47,134.1	7.5%	47,134.1	67,794.5	7.5%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	881.2	149.8	70.2	87.7	159.6	155.6	117.0	141.4
Women (000)	858.9	142.0	66.1	77.5	141.1	141.1	117.8	173.3
Total	1,740.1	291.8	136.4	165.2	300.6	296.7	234.8	314.7
Percentage	100.0%	16.8%	7.8%	9.5%	17.3%	17.0%	13.5%	18.1%
Per Capita	\$ 27,086			Median Household	\$ 67,504		Avg Household	\$ 80,942
Ethnic Population:	White	51.9%	Black	2.7%	Asian	27.3%	Hispanic	24.4%

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4	10		11	14	9	23
Tot 12+	5.7	23.7		28.3	29.4	7.1	36.5
Avg 12+	1.4	2.4		2.6	2.1	0.8	1.6
Tot LCS	15.6	64.9		77.5	80.5	19.5	100.0
Avg LCS	3.9	6.5		7.0	5.8	2.2	4.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in San Francisco and Monterey.

## FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)									Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
KSJO	San Jose	B	92.3	32.0	466	f	Clear Channel Comm	46	9905		1	AOR	n/a		8.4	3.5	3.4	3.5	3.1	2.7	2.8	3.5	3.6
KBAY	Gilroy	B	94.5	30.0	587	d	Infinity Bcstg	70	0102		g1	Soft Rock	7,000	1.45	9.5	4.0	3.8	4.2	3.0	3.2	2.8	2.4	2.9
KRTY	Los Gatos	A	95.3	0.9	860	b	Empire Bcstg Corp	66	9212	3,310		Country	6,500	1.35	9.5	3.4	3.6	3.7	3.8	3.2	2.6	2.6	2.9
KSQQ	Morgan Hill	A	96.1	4.7	161		Coyote Comm Inc	90				Ethnic	600	0.84	1.4	0.0	0.5	0.5	0.7	0.4	0.5	0.4	0.4
KFFG	Los Altos	A	97.7	3.3	449		Susquehanna Radio	60	9510	See (4)		AOR	n/a		1.7	0.7	0.5	0.9	0.7	0.5	0.6	0.7	0.7
KUFX	San Jose	B	98.5	10.0	879	f	Clear Channel Comm	59	9905		g2	Clsc Rock	5,000	1.11	8.9	3.0	3.4	3.3	3.6	3.1	3.4	2.3	2.6
• KSOL	San Francisco	B	98.9	6.1	1342	b	Univision Comm Inc	64	0206 p			Spanish AC	n/a		1.7	0.4	0.3	0.6	1.1	0.6	1.3	0.8	1.6
• KSOL	Santa Cruz	B	99.1	1.1	2612		Univision Comm Inc	61	0206 p			Spanish AC	n/a		3.1	1.0	0.9	1.1	1.5	1.2	2.3	3.5	2.7
KBRG	San Jose	B	100.3	14.5	2579	c	Entravision Comm Co	63	0004		g4	Span/Varty	8,200	1.74	9.3	3.3	2.9	4.0	4.1	3.1	3.3	4.4	3.2
KDFC	San Francisco	B	102.1	33.0	1047	e	Bonneville Intl	47	9707			Classical	n/a		7.1	3.2	2.9	2.8	2.5	2.5	3.2	3.7	3.4
KFOG	San Francisco	B	104.5	7.1	1506	a	Susquehanna Radio	63	8312	See (4)		AAA	n/a		3.8	0.9	1.5	1.6	1.5	1.1	2.1	1.7	1.4
KCNL	Fremont	A	104.9	5.7	338	f	Chase Radio Partners	70	0008		1	Alternative	n/a		4.2	1.6	1.5	2.1	1.5	1.2	1.1	1.1	1.6
• KEMR	Santa Clara	B	105.7	50.0	499	b	Univision Comm Inc	64	0206 p		st	Mexican	4,200	1.25	6.6	1.9	2.3	2.2	3.1	2.4	3.0	2.9	3.1
KEZR	San Jose	B	106.5	42.0	538	d	Infinity Bcstg	67	0102		g1	AC	7,200	2.00	7.1	2.5	2.6	2.3	2.6	3.1	2.5	1.9	2.9
# FM Stations - 14														# Combos - 8		FM TOTALS							
														82.3	29.4	30.1	32.8	32.8	28.3	31.5	31.9	33.0	

## AM Stations

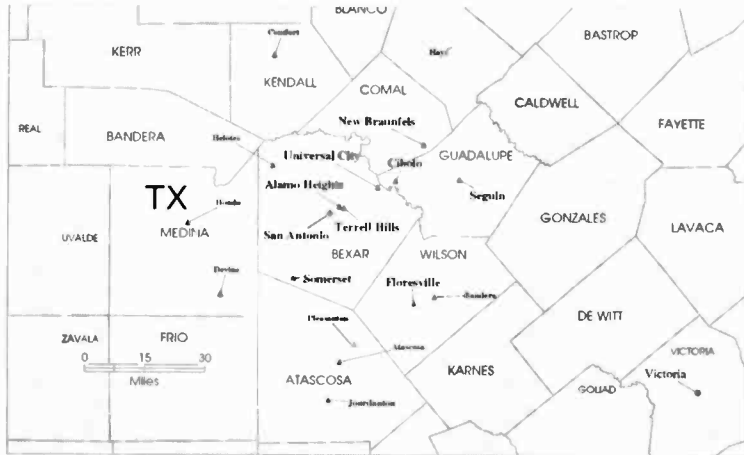
Calls	City of License	FCC Class	Day Power		Night Power		C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)	(kW)									Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
KTCT	San Mateo	B	1050	10.0	10.00		Susquehanna Radio	46	9710	See (4)		Sports	n/a		2.1	0.7	0.7	0.5	0.9	1.1	0.6	0.5	0.8	
KZSJ	San Martin	D	1120	5.0	0.15	c	Entravision Comm Co	96	0008		g4	Asian	300		0.5	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.5	
KLOK	San Jose	B	1170	50.0	5.00	c	Entravision Comm Co	46	0004		g4	Spanish	5,300	1.47	7.1	2.3	1.8	2.7	3.4	2.9	2.6	2.5	2.2	
KSFB	Palo Alto	D	1220	5.0	0.15		Salem Comm Corp	47	0107	9,000		Chrst/Talk	2,400			0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	
KAZA	Gilroy	D	1290	5.0	0.00		Radio Flesta	57	7305			Span/Mexcn	600	0.56	2.1	1.0	0.9	0.5	1.0	0.7	0.8	1.0	1.3	
KZSF	San Jose	B	1370	5.0	5.00	c	Duarte, Carlos A.	47	0110			Spanish	200			0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KVVN	Santa Clara	B	1430	1.0	2.50		Inner City Bcstg	64	9704	2,200		AC	800	1.05	1.5	0.9	0.5	0.7	0.5	0.6	0.0	0.5	0.0	
KSJX	San Jose	B	1500	10.0	5.00		Multicultural Bcstg	48	9803		g	Asian	1,250	1.17	2.1	0.8	1.5	0.0	0.8	0.8	0.6	1.0	0.5	
KLIV	San Jose	B	1590	5.0	5.00	b	Empire Bcstg Corp	46	6707			News	1,200	1.03	2.3	1.0	0.6	0.6	0.9	1.3	0.6	0.6	1.0	
# AM Stations - 9														# Combos - 4		AM TOTALS								
AM & FM Stations Profiled - 23														# Duopolles - 5		Total Local Commercial Share								
														17.7	7.1	6.0	5.0	7.5	8.1	5.2	6.5	6.3		
														36.5	36.1	37.8	40.3	36.4	36.7	38.4	39.3			

• Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 31

Revenue Rank: 28

# San Antonio, TX Market Overview



### Metro Counties / Population (000)

Atascosa, TX	40.6
Bandera, TX	19.2
Bexar, TX	1,429.6
Comal, TX	83.3
Guadalupe, TX	93.7
Kendall, TX	25.6
Medina, TX	41.7
Wilson, TX	34.4
<b>Total</b>	<b>1,768.1</b>

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$67,600	\$73,800	\$80,000	\$95,800	\$96,000	\$100,900
Δ 01 - 02	5.1%	\$106,500	\$114,000	\$120,200	\$126,800	\$133,200	Δ 02 - 07 5.7%
Revenue/Retail Sales	1997 NA <sup>1/</sup>	2002 \$4.58/1,000	2007 \$4.44/1,000	<b>Est. Breakout</b>			
Revenue/Capita	\$42.05	\$57.07	\$69.71	Local	75%		
				National	25%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	1,607.5	1,768.1	1.9%	1,768.1	1,910.7	1.6%
Households	555.0	623.0	2.3%	623.0	678.1	1.7%
Retail Sales	NA <sup>1/</sup>	22,011.7	NA <sup>1/</sup>	22,011.7	30,015.1	6.4%
EBI <sup>2/</sup>	21,614.7	29,043.6	6.1%	29,043.6	38,529.4	5.8%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	861.9	167.5	87.3	92.0	123.2	130.9	112.1	149.0
Women (000)	906.2	159.8	84.6	90.4	125.2	135.9	121.6	188.7
Total	1,768.1	327.2	171.9	182.4	248.4	266.8	233.7	337.7
Percentage	100.0%	18.5%	9.7%	10.3%	14.0%	15.1%	13.2%	19.1%
Per Capita	\$ 16,426	Median Household	\$ 36,512	Avg Household	\$ 46,621			
Ethnic Population:	White 70.9%	Black 6.3%	Asian 1.6%	Hispanic 51.0%				

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		17	15	20	22	42
Tot 12+	0.0		66.1	64.9	66.1	19.9	86.0
Avg 12+	0.0		3.9	4.3	3.3	0.9	2.0
Tot LCS	0.0		76.9	75.5	76.9	23.1	100.0
Avg LCS	0.0		4.5	5.0	3.8	1.1	2.4

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
KNBT	New Braunfels	A	92.1	3.0	299	e	New Braunfels Comm	68	8912	975	c2	Americana	200		0.2	0.0	0.0	0.0	0.6	0.0	0.0	0.7	0.4
KSJL	Devine	C2	92.5	35.0 cp	581	c	Clear Channel Comm	82	9810	1,500	1	Urban AC	800		0.7	0.8	0.5	0.6	0.7	0.6	0.7	0.8	0.4
KROM	San Antonio	C1	92.9	45.0	1352	d	Univision Comm Inc	47	0206 p		st	Mexican	3,800	0.99	3.8	3.6	3.0	3.7	2.9	3.5	3.3	2.7	3.4
KLEY	Floresville	C2	94.1	40.0	548	a	Spanish Bcstg System	77	9804	9,000		Spanish	3,300	1.17	2.8	3.4	2.2	3.0	2.4	2.2	2.2	3.1	3.2
KCOR	Comfort	C1	95.1	100.0	925	d	Univision Comm Inc	94	0206 p		st	Span/Oldes	1,400	0.63	2.2	2.5	1.5	2.3	1.8	1.9	3.3	2.0	1.8
KBUC	Jourdanton	C3	95.7	12.5	463		Reding Enterprises	00				Country	600		0.6	0.4	0.7	0.6	0.7	0.0	0.4	0.6	0.0
KXXM	San Antonio	C1	96.1	100.0	597	c	Clear Channel Comm	64	9808	15,000	1	CHR	900	0.17	5.3	5.1	5.0	4.5	4.9	4.0	5.6	4.6	4.3
KAJA	San Antonio	C	97.3	100.0	984	c	Clear Channel Comm	79			1	Country	6,100	1.08	5.6	4.0	5.4	3.9	5.4	4.5	3.8	5.0	5.5
KBBT	Schertz	C1	98.5	98.0	991	d	Univision Comm Inc	76	0206 p		st	Urban/Rhym	3,200	0.39	8.2	7.4	6.7	7.7	7.1	6.7	8.2	8.6	7.9
KISS	San Antonio	C	99.5	100.0	1112	f	Cox Radio Inc	46	9709	30,000	d3	AOR	8,600	1.00	8.5	7.0	7.0	6.8	8.5	7.1	7.2	6.0	7.3
KCYY	San Antonio	C	100.3	100.0	984	f	Cox Radio Inc	66	9704		g1	Country	7,500	1.22	6.1	5.0	5.2	4.5	5.5	5.8	4.3	4.8	4.4
KONO	Helotes	C1	101.1	98.0	991	f	Cox Radio Inc	71	9803	23,000	c4	Oldies	6,200	1.01	6.1	5.4	6.5	4.3	5.5	4.7	6.1	5.5	5.1
KQXT	San Antonio	C1	101.9	50.0	669	c	Clear Channel Comm	67	9301	8,000	1	AC	5,700	0.99	5.7	5.0	4.7	4.6	5.2	5.0	3.4	4.0	4.2
● KTFM	San Antonio	C1	102.7	100.0 cp	663	g	Infinity Bcstg	69	0102		g3	CHR	5,900	1.24	4.7	2.9	4.4	4.0	4.1	3.7	4.3	4.1	5.5
KEEP	Bandera	A	103.1	3.5	430		Fritz Bcstg Co Inc	81	9906	108		Amerc/AAA	100		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KZEP	San Antonio	C1	104.5	64.0	659		Lotus Comm Corp	66				Clsc Rock	5,500	1.05	5.2	4.5	5.3	4.5	3.5	4.5	4.1	5.1	5.1
KSMG	Seguin	C	105.3	100.0	1250	f	Cox Radio Inc	70	9709		d3	Hot AC	5,900	1.39	4.2	3.1	3.6	3.6	3.2	4.0	3.8	3.3	3.7
KRIO	Hondo	A	105.9	6.0	328		Barger, John	01				Cntry/Amerc	1,000	0.99	1.0	0.0	1.1	1.0	0.8	0.5	0.0	0.0	0.0
KCJZ	Terrell Hills	C	106.7	100.0	1017	f	Cox Radio Inc	79	9704		g1	CHR/Rym/Dn	2,100	0.72	2.9	2.5	2.5	2.5	2.4	2.7	2.3	2.6	2.1
KXTN	San Antonio	C	107.5	100.0	1470	d	Univision Comm Inc	67	0206 p		st	Tejano	9,000	1.75	5.1	3.5	3.4	5.2	4.4	4.6	5.5	5.5	6.2
# FM Stations -					20	# Combos -					16	FM TOTALS			78.9	66.1	68.7	67.3	69.6	66.0	68.5	69.0	70.5

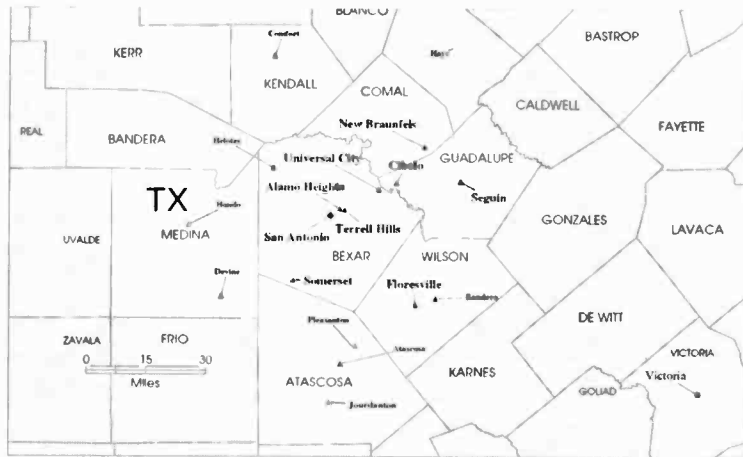
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 31

Revenue Rank: 28

# San Antonio, TX Market Overview



### Metro Counties / Population (000)

Atascosa, TX	40.6
Bandera, TX	19.2
Bexar, TX	1,429.6
Comal, TX	83.3
Guadalupe, TX	93.7
Kendall, TX	25.6
Medina, TX	41.7
Wilson, TX	34.4
<b>Total</b>	<b>1,768.1</b>

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02	
		\$67,600	\$73,800	\$80,000	\$95,800	\$96,000	\$100,900	8.3%
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout				
	NA <sup>1/</sup>	\$4.58/1,000	\$4.44/1,000	Local	75%			
	\$42.05	\$57.07	\$69.71	National	25%			

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	1,607.5	1,768.1	1.9%	1,768.1	1,910.7	1.6%
Households	555.0	623.0	2.3%	623.0	678.1	1.7%
Retail Sales	NA <sup>1/</sup>	22,011.7	NA <sup>1/</sup>	22,011.7	30,015.1	6.4%
EBI <sup>2/</sup>	21,614.7	29,043.6	6.1%	29,043.6	38,529.4	5.8%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	861.9	167.5	87.3	92.0	123.2	130.9	112.1	149.0
Women (000)	906.2	159.8	84.6	90.4	125.2	135.9	121.6	188.7
Total	1,768.1	327.2	171.9	182.4	248.4	266.8	233.7	337.7
Percentage	100.0%	18.5%	9.7%	10.3%	14.0%	15.1%	13.2%	19.1%
Per Capita	\$ 16,426			Median Household	\$ 36,512		Avg Household	\$ 46,621
Ethnic Population:	White 70.9%	Black 6.3%	Asian 1.6%	Hispanic 51.0%				

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		17	15	20	22	42
Tot 12+	0.0		66.1	64.9	66.1	19.9	86.0
Avg 12+	0.0		3.9	4.3	3.3	0.9	2.0
Tot LCS	0.0		76.9	75.5	76.9	23.1	100.0
Avg LCS	0.0		4.5	5.0	3.8	1.1	2.4

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

AM Stations														ARB 12+ Metro Shares (see rights)											
Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Fall	Summer	Spring	Winter	Fall	Summer	Spring	Winter		
				Power (kW)	Power (kW)											2002	2002	2002	2002	2001	2001	2001	2001		
• KTSA	San Antonio	B	550	5.0 cp	5.00	g	Infinity Bcstg	22	0102		g3	Nws/Tlk/Spt	6,000	1.45	4.1	3.6	3.4	3.7	3.4	3.6	3.4	3.5	3.1		
KSLR	San Antonio	B	630	5.0	4.30	b	Salem Comm Corp	26	9406		g	Chrst/Talk	1,400		0.4	0.5	0.5	0.4	0.0	0.5	0.4	0.5	0.4		
KKYX	San Antonio	B	680	50.0	10.00	f	Cox Radio Inc	26	9704		g1	Country	800	0.42	1.9	1.5	1.3	1.7	1.8	1.7	1.1	1.8	1.8		
KSAH	Universal City	B	720	10.0	0.89	a	Spanish Bcstg System	86	0010		g	Spanish	800		0.6	0.8	0.5	1.1	0.4	0.0	0.6	0.8	0.6		
KTKR	San Antonio	B	760	50.0	1.00	c	Clear Channel Comm	84	9306	800	1	Sports	1,100	0.84	1.3	1.4	1.1	1.0	1.5	0.8	0.6	1.0	0.8		
KSJL	Somerset	B	810	0.3 cp	0.25		Maranatha Bcstg Inc	88	9804		1	Urban AC	700		0.7	0.7	0.6	0.6	0.8	0.4	0.8	0.5	0.6		
KONO	San Antonio	B	860	5.0	0.90	f	Cox Radio Inc	27	9803		c4	Oldies	600		0.8	0.7	0.7	0.6	0.6	0.8	0.6	0.6	0.6		
KLUP	Terrell Hills	B	930	5.0	1.00	b	Salem Comm Corp	47	0009		sw	Nostalgia	600	0.33	1.8	1.9	1.6	1.6	1.8	1.3	1.4	1.2	1.6		
KBIB	Marion	D	1000	0.3	0.00		Hispanic Commun	89				Span/Chrst				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KDRY	Alamo Heights	B	1100	11.0	1.00		KDRY Radio Inc	63				Religion	500		0.3	0.5	0.4	0.0	0.5	0.0	0.4	0.7	0.0		
• KENS	San Antonio	B	1160	10.0	1.00		ABC Radio Inc	61	0303 p	3,200		News/Talk	200		0.4	0.4	0.4	0.5	0.4	0.0	0.0	0.4	0.4		
WOAI	San Antonio	A	1200	50.0	50.00	c	Clear Channel Comm	22	7506		1	News/Talk	7,100	1.30	5.4	4.6	3.7	4.2	4.4	6.2	5.1	4.9	5.1		
KZDC	San Antonio	B	1250	1.0	1.00		Radio Unica	53	0007	1,800		Spn/Nws/Tlk	700		0.8	0.5	0.5	1.1	0.5	0.8	0.9	0.7	0.4		
KXTN	San Antonio	B	1310	5.0	0.28	d	Univision Comm Inc	48	0206 p		st	Tejano				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KCOR	San Antonio	B	1350	5.0	5.00	d	Univision Comm Inc	46	0206 p		st	Span/Talk	900	0.81	1.1	1.5	0.9	1.0	1.0	0.8	1.1	1.4	1.0		
KFNI	Pleasanton	B	1380	4.0	0.17		Multicultural Bcstg	51	0005		g	Span/Chrst	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KGNB	New Braunfels	D	1420	1.0	0.20	e	New Braunfels Comm	50	8912		c2	Nws/Tlk/Spt	100			0.0	0.0	0.0	0.0	0.0	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	D	1480	2.5	0.09		Martin Bcstg Inc	60	9206	150		ChrsContem	400		0.5	0.4	0.7	0.0	0.4	0.5	0.4	0.5	0.0		
• KBRN	Boerne	D	1500	0.3	0.00		La Radio Cristiana	82	9310		na	Span/Chrst				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KEDA	San Antonio	B	1540	5.0	1.00		D & E Bcstg	66	7610			Spanish	500	0.50	1.0	0.4	0.8	0.6	0.9	1.1	1.0	1.0	0.7		
KWED	Seguin	B	1580	1.0	0.25		Seguin Media Group	48	0206	940		Country	600		0.3	0.5	0.5	0.0	0.5	0.0	0.4	0.4	0.3		
# AM Stations -					22	# Combos -					11	AM TOTALS					21.4	19.9	17.6	18.1	18.9	18.5	18.2	20.3	17.4
AM & FM Stations Profiled -					42	# Duopolies -					10	Total Local Commercial Share					86.0	86.3	85.4	88.5	84.5	86.7	89.3	87.9	

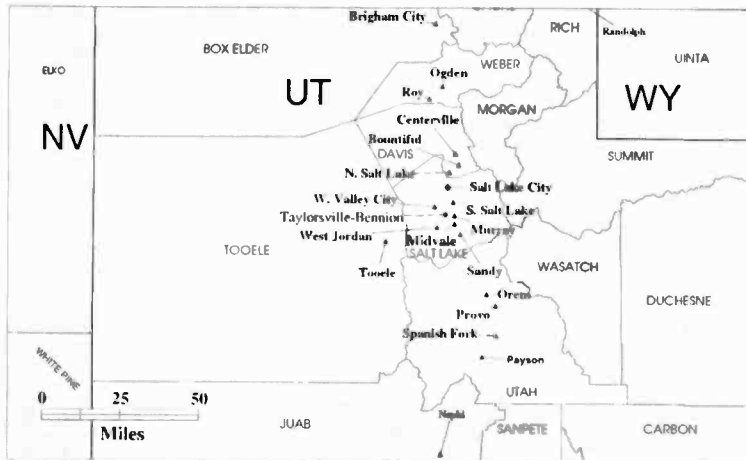
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 32

Revenue Rank: 33

# Salt Lake City - Ogden, UT Market Overview



### Metro Counties / Population (000)

Davis, UT	245.2
Salt Lake, UT	914.3
Tooele, UT	43.4
Utah, UT	387.1
Weber, UT	202.0
<b>Total</b>	<b>1,792.0</b>

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

<b>ESTIMATED GROSS REVENUES</b> ★ ★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$62,400	\$72,200	\$78,400	\$84,800	\$85,000	\$89,800	7.5%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	5.6%	\$94,800	\$101,400	\$107,000	\$112,800	\$118,500	5.7%

	<u>1997</u>	<u>2002</u>	<u>2007</u>	<b>Est. Breakout</b>
Revenue/Retail Sales	NA <sup>1/</sup>	\$3.98/1,000	\$4.20/1,000	Local 80%
Revenue/Capita	\$39.47	\$50.11	\$62.18	National 20%

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	1,581.1	1,792.0	2.5%	1,792.0	1,905.8	1.2%
Households	494.5	560.0	2.5%	560.0	596.0	1.3%
Retail Sales	NA <sup>1/</sup>	22,576.3	NA <sup>1/</sup>	22,576.3	28,184.9	4.5%
EBI <sup>2/</sup>	20,644.5	29,737.8	7.6%	29,737.8	40,695.8	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)	897.6	196.5	98.2	130.5	138.7	119.3	98.1	116.4
Women (000)	894.4	185.4	92.6	133.7	128.6	115.8	98.5	139.7
<b>Total</b>	<b>1,792.0</b>	<b>381.9</b>	<b>190.7</b>	<b>264.2</b>	<b>267.3</b>	<b>235.1</b>	<b>196.6</b>	<b>256.1</b>
Percentage	100.0%	21.3%	10.6%	14.7%	14.9%	13.1%	11.0%	14.3%
Per Capita	\$ 16,595							
			Median Household	\$ 43,764			Avg Household	\$ 53,108
Ethnic Population:	White 88.1%	Black 1.0%	Asian 2.8%				Hispanic 10.6%	

### Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	1		23	21	24	23	47
Tot 12+	0.7		66.6	66.2	67.3	19.9	87.2
Avg 12+	0.7		2.9	3.2	2.8	0.9	1.9
Tot LCS	0.8		76.4	75.9	77.2	22.8	100.0
Avg LCS	0.8		3.3	3.6	3.2	1.0	2.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
KUUU	Tooele	C3	92.1	9.7	532	h	Millcreek Bcstg LLC	79	9905	3,000		Rhythmic/CHR	1,700	0.61	3.1	2.5	2.7	3.4	2.1	2.7	2.7	2.9	3.5
KTCE	Payson	A	92.3	0.1	2162		Moenkopi Comm Inc	99				CHR	300		0.4	0.7	0.2	0.3	0.5	0.3	0.4	0.6	0.5
KUBL	Salt Lake City	C	93.3	25.0 cp	3740	f	Citadel Comm Corp	65	9212		g2	Country	5,600	1.06	5.9	6.2	6.1	4.6	4.7	5.5	5.0	4.4	5.0
KODJ	Salt Lake City	C	94.1	40.0	3061	b	Clear Channel Comm	68	9905		g1	Oldies	4,600	1.16	4.4	3.5	3.8	4.0	3.4	4.4	4.3	4.5	4.0
KZHT	Provo	C	94.9	48.0	2799	b	Clear Channel Comm	81	9905		g1	CHR	4,400	1.00	4.9	4.2	3.6	3.8	5.1	4.7	4.4	5.2	5.3
KXRK	Provo	C	96.3	25.0 cp	3740	d	Simmons Media Group	68	9804	10,400		Alternative	4,200	1.06	4.4	3.8	2.7	3.9	5.1	4.0	4.2	3.9	4.1
KISN	Salt Lake City	C	97.1	25.0 cp	3740	b	Clear Channel Comm	61	0008		na	Hot AC	3,400	1.31	2.9	1.7	2.2	2.3	2.9	2.8	3.6	3.5	3.3
KBZN	Ogden	C	97.9	26.0	3770	g	Webb, John	78	9004		al	Smooth Jazz	2,400	0.99	2.7	2.1	2.7	2.4	2.0	2.6	1.9	2.7	3.0
KBEE	Salt Lake City	C	98.7	40.0	2933	f	Citadel Comm Corp	47	9709	2,873	c3	AC	3,400	1.31	2.9	3.3	2.2	2.8	3.0	2.2	2.5	2.8	2.6
KURR	Bountiful	C	99.5	40.0	2953	b	Clear Channel Comm	88	9905		g1	Clsc Rock	2,500	1.03	2.7	1.9	2.8	2.6	2.0	2.2	2.9	2.8	2.2
• KSFI	Salt Lake City	C	100.3	26.0	3740	j	Bonneville Intl	46	0211 p		g3	Soft AC	8,700	1.10	8.8	7.2	7.3	7.8	7.3	8.7	6.8	7.8	8.1
KJQN	Brigham City	C	100.7	81.0 cp	2165	d	Simmons Media Group	01				Modern Rock	500		0.9	1.0	1.1	1.4	0.7	0.0	0.0	0.0	0.0
KBER	Ogden	C	101.1	25.0	3740	f	Citadel Comm Corp	75	9609	7,200		AOR	3,000	0.81	4.1	3.2	3.0	4.4	3.8	3.4	3.8	3.5	3.4
KKAT	Ogden	C	101.9	25.0 cp	3740	b	Clear Channel Comm	64	9905		g1	Country	3,000	0.98	3.4	2.4	4.2	2.9	2.6	2.5	2.9	3.0	3.2
KWKD	Randolph	C	102.3	89.0	2077	h	Millcreek Bcstg LLC	00	9912		cp	Rock	500	0.33	1.7	1.4	1.5	1.0	1.3	2.1	1.9	1.7	1.4
• KQMB	Midvale	C	102.7	25.0 cp	3740	j	Bonneville Intl	95	0211 p		g3	Modern AC	2,300	0.69	3.7	4.1	3.5	3.5	3.5	2.6	3.1	3.4	2.9
• KRSP	Salt Lake City	C	103.5	25.0 cp	3740	j	Bonneville Intl	68	0211 p		g3	Clsc Rock	4,500	0.98	5.1	3.9	5.0	4.6	4.5	3.9	4.0	4.0	4.2
KMDG	Nephi	C	103.9	74.0 cp	2244	h	Millcreek Bcstg LLC	91	0006	1,500		CHR			0.1	0.2	0.0	0.4	0.0	0.1	0.1	0.0	0.0
KSOP	Salt Lake City	C	104.3	25.0	3639	c	KSOP Inc	64				Country	2,900	0.73	4.4	3.1	4.3	3.4	4.1	3.7	4.0	2.9	3.6
KCPX	Centerville	C	105.7	25.0 cp	3740	e	Mercury Bcstg Co Inc	79	0008		na	Alternative	1,800	0.91	2.2	2.4	2.0	2.4	1.5	2.0	1.3	1.7	1.7
• KOSY	Spanish Fork	C	106.5	25.0 cp	3740	e	Mercury Bcstg Co Inc	67	0008		na	Soft AC	2,800	0.80	3.9	3.1	2.3	3.3	3.9	4.5	4.0	2.4	3.8
• KRAR	Brigham City	C	106.9	81.0 cp	2165	e	Mercury Bcstg Co Inc	72	0008		na	Soft AC	400		0.3	0.2	0.1	0.2	0.2	0.5	0.1	0.2	0.1
KENZ	Orem	C	107.5	45.0	2851	f	Citadel Comm Corp	78	9701	5,500		Alternative	4,700	1.28	4.1	2.2	4.0	3.6	4.0	2.9	2.7	3.9	3.8
KUDD	Roy	C	107.9	71.0 cp	2284	h	Millcreek Bcstg LLC	84	9909	3,250		CHR	400	0.19	2.4	3.0	2.4	2.1	1.8	2.1	2.4	1.8	0.7
# FM Stations -					24	# Combos -					23	FM TOTALS			79.4	67.3	69.7	71.1	70.0	70.4	69.0	69.6	70.4

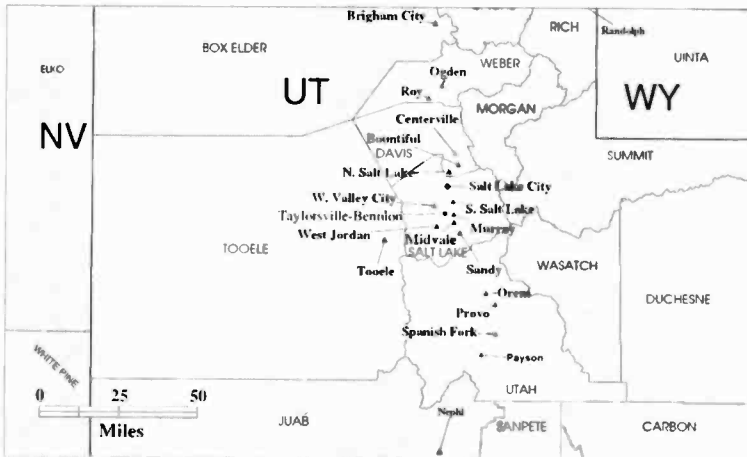
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Metro Rank: 32

Revenue Rank: 33

# Salt Lake City - Ogden, UT Market Overview



### Metro Counties / Population (000)

Davis, UT	245.2
Salt Lake, UT	914.3
Tooele, UT	43.4
Utah, UT	387.1
Weber, UT	202.0
<b>Total</b>	<b>1,792.0</b>

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

<b>ESTIMATED GROSS REVENUES</b> ★★	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>Δ 97 - 02</b>
	\$62,400	\$72,200	\$78,400	\$84,800	\$85,000	\$89,800	7.5%
	<b>Δ 01 - 02</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>Δ 02 - 07</b>
	5.6%	\$94,800	\$101,400	\$107,000	\$112,800	\$118,500	5.7%
<b>Revenue/Retail Sales</b>	<b>1997</b>	<b>2002</b>	<b>2007</b>	<b>Est. Breakout</b>			
	NA <sup>1/</sup>	\$3.98/1,000	\$4.20/1,000	Local	80%		
<b>Revenue/Capita</b>	\$39.47	\$50.11	\$62.18	National	20%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<b>1997</b>	<b>2002</b>	<b>Growth Rate</b>	<b>2002</b>	<b>2007</b>	<b>Growth Rate</b>
MSA Population	1,581.1	1,792.0	2.5%	1,792.0	1,905.8	1.2%
Households	494.5	560.0	2.5%	560.0	596.0	1.3%
Retail Sales	NA <sup>1/</sup>	22,576.3	NA <sup>1/</sup>	22,576.3	28,184.9	4.5%
EBI <sup>2/</sup>	20,644.5	29,737.8	7.6%	29,737.8	40,695.8	6.5%

### Demographic Breakdown

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	897.6	196.5	98.2	130.5	138.7	119.3	98.1	116.4
Women (000)	894.4	185.4	92.6	133.7	128.6	115.8	98.5	139.7
Total	1,792.0	381.9	190.7	264.2	267.3	235.1	196.6	256.1
Percentage	100.0%	21.3%	10.6%	14.7%	14.9%	13.1%	11.0%	14.3%
Per Capita	\$ 16,595			Median Household	\$ 43,764		Avg Household	\$ 53,108
Ethnic Population:	White 88.1%	Black 1.0%	Asian 2.8%	Hispanic 10.6%				

### Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	1		23	21	24	23	47
Tot 12+	0.7		66.6	66.2	67.3	19.9	87.2
Avg 12+	0.7		2.9	3.2	2.8	0.9	1.9
Tot LCS	0.8		76.4	75.9	77.2	22.8	100.0
Avg LCS	0.8		3.3	3.6	3.2	1.0	2.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001		
																2002	2002	2002	2002	2001	2001	2001	2001		
KNRS	Salt Lake City	B	570	5.0	5.00	b	Clear Channel Comm	38	9905		g1	News/Talk	2,100	0.60	3.9	3.5	3.4	3.7	3.2	3.6	3.3	3.9	3.9		
KTKK	Sandy	B	630	1.0	0.50	i	United Bcstg Company	60	9605	250		News/Talk	300			0.0	0.0	0.0	0.0	0.0	0.6	0.6	0.0		
KWLW	North Salt Lake	B	700	50.0	1.00	b	Clear Channel Comm	81	9905		g1	Country	600	0.35	1.9	1.4	2.2	1.7	1.8	1.0	2.4	1.4	1.4		
KSVN	Ogden	D	730	1.0	0.07		Azteca Bcstg	46	8602	100		Mexican	500			0.6	1.7	0.6	0.7	0.0	1.3	0.4	0.5		
● KSOS	Brigham City	D	800	1.0	0.03	a	Simmons Media Group	48	0211 p	925	d1	Oldies			0.2	0.0	0.0	0.0	0.7	0.0	0.0	0.4	0.0		
KBEE	Salt Lake City	D	860	10.0	0.20	f	Citadel Comm Corp	92	9212		g2	Children	200			0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0		
● KALL	Salt Lake City	B	910	5.0	1.00	b	ABC Radio Inc	45	0302 p	3,700		Talk	1,900	1.32	1.6	1.6	1.5	1.4	1.2	1.7	1.3	1.6	1.8		
KOVO	Provo	B	960	5.0	1.00	h	Millcreek Bcstg LLC	39	0106			Sports				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KIQN	Tooele	D	1010	50.0	0.01		InteliQuest Media	33	9811	585	+	News/Talk	900			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KKDS	South Salt Lake	B	1060	10.0	0.15		Carlson Comm Int'l	67				Adlt Stndrd	100	0.11	1.0	1.0	0.7	0.7	1.4	0.8	0.6	1.0	1.1		
KSL	Salt Lake City	A	1160	50.0	50.00	j	Bonneville Int'l	22				News/Talk	11,650	1.71	7.6	7.6	6.0	7.2	6.0	7.6	6.5	6.8	5.8		
KJOS	Murray	C	1230	1.0	1.00	f	Citadel Comm Corp	48	0004			Sports				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KZNS	Salt Lake City	B	1280	10.0	0.60	d	Simmons Media Group	45	8205	750		Talk	900		0.2	0.8	0.0	0.0	0.0	0.6	0.6	0.5	0.6		
KFNZ	Salt Lake City	B	1320	5.0	5.00	f	Citadel Comm Corp	55	9709		c3	Sports	1,800	1.54	1.3	0.9	0.6	1.3	1.1	1.6	1.7	2.1	2.0		
KSOP	South Salt Lake	B	1370	5.0	0.50	c	KSOP Inc	55				Country	300		0.1	0.3	0.0	0.1	0.3	0.1	0.2	0.0	0.1		
KSRR	Provo	C	1400	1.0	1.00		Morey, Robert H.	47	9710		nc	FullService				0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0		
KLO	Ogden	B	1430	10.0 cp	5.00	g	Webb, John	24	7910	400		ASt/Tlk/Spt	300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6		
KHQN	Spanish Fork	D	1480	1.0	0.13		Sace Bcstg Corp	60				Divrs/Span			0.2	0.3	0.3	0.2	0.1	0.0	0.0	0.0	0.0		
KLLB	West Jordan	D	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	West Valley City	B	1550	10.0	0.34		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		Lobo Bcstg Corp	57	0103 p	811		Spanish	200	0.20	1.1	1.3	0.9	0.7	1.3	0.9	1.3	0.9	0.6		
KBJA	Sandy	B	1640	10.0 cp	1.00	i	United Bcstg Company 01					Spanish			0.7	0.6	0.5	0.8	0.4	0.7	0.0	0.0	0.0		
● KXOL	Brigham City	B	1660	10.0	1.00	a	Simmons Media Group	48	0211 p		d1	Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					23	# Combos -					15	AM TOTALS					20.7	19.9	17.8	18.4	18.2	18.6	19.8	20.4	18.4
AM & FM Stations Profiled -					47	# Duopolies -					15	Total Local Commercial Share					87.2	87.5	89.5	88.2	89.0	88.8	90.0	88.8	

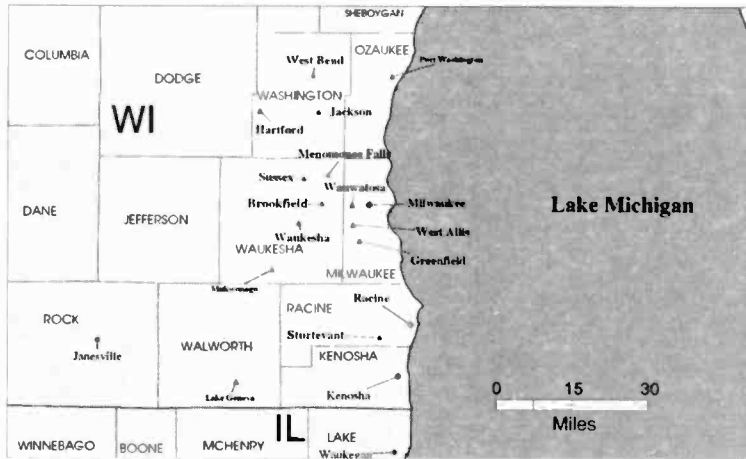
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 33

Revenue Rank: 34

# Milwaukee - Racine, WI Market Overview



### Metro Counties / Population (000)

Milwaukee, WI	932.0
Ozaukee, WI	83.6
Racine, WI	189.6
Washington, WI	121.0
Waukesha, WI	368.9
<b>Total</b>	<b>1,695.1</b>

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

<b>ESTIMATED GROSS REVENUES</b> ***	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$65,000	\$72,300	\$79,100	\$85,900	\$84,800	\$89,600	6.6%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	5.7%	\$94,200	\$100,800	\$106,300	\$112,200	\$117,800	5.6%

Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>
Revenue/Capita	NA <sup>1/</sup>	\$4.03/1,000	\$4.24/1,000	Local 80%
	\$39.52	\$52.86	\$68.71	National 20%

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	1,644.6	1,695.1	0.6%	1,695.1	1,714.5	0.2%
Households	614.8	664.7	1.6%	664.7	683.2	0.6%
Retail Sales	NA <sup>1/</sup>	22,239.9	NA <sup>1/</sup>	22,239.9	27,791.9	4.6%
EBI <sup>2/</sup>	27,036.2	32,530.5	3.8%	32,530.5	41,257.0	4.9%

### 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)	822.6	147.9	79.5	78.3	111.2	132.6	118.4	154.7
Women (000)	872.5	142.6	75.5	77.7	113.4	136.6	122.4	204.3
Total	1,695.1	290.5	155.0	156.1	224.6	269.2	240.8	359.0
Percentage	100.0%	17.1%	9.1%	9.2%	13.3%	15.9%	14.2%	21.2%
Per Capita	\$ 19,190							
				Median Household	\$ 40,859		Avg Household	\$ 48,937
Ethnic Population:	White 77.0%	Black 15.4%	Asian 2.1%				Hispanic 6.9%	

### Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	7	12		13	19	15	34
Tot 12+	10.3	54.6		60.0	64.9	22.0	86.9
Avg 12+	1.5	4.6		4.6	3.4	1.5	2.6
Tot LCS	11.9	62.8		69.0	74.7	25.3	100.0
Avg LCS	1.7	5.2		5.3	3.9	1.7	2.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# Competitive Overview

## FM Stations

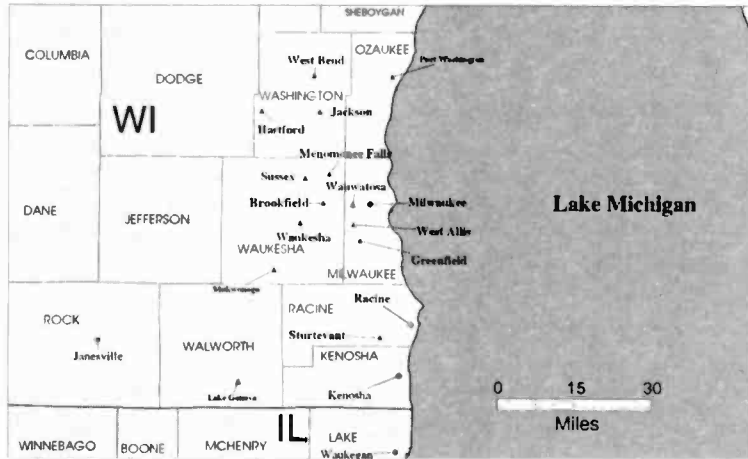
Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M	A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
														Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
WEZY	Racine	A	92.1	2.7	492	c	Bliss Communications	62	9708	5,000	c3		Soft AC	500		0.5	0.6	0.6	0.5	0.4	0.3	0.5	0.6	0.9
WBWI	West Bend	B	92.5	17.5	538	c	Bliss Communications	58					Country	500		0.6	0.8	0.5	0.7	0.5	0.5	0.5	0.6	0.6
WJZI	Milwaukee	B	93.3	12.5	991	a	Milwaukee Radio LLC	58	9710		st		NAC	2,900	0.95	3.4	3.3	3.5	2.7	3.0	2.7	2.5	3.4	3.1
WKTI	Milwaukee	B	94.5	14.0	955	b	Joumal Bcst Group	59					Hot AC	8,200	1.61	5.7	5.3	5.2	4.6	4.9	5.1	4.5	4.6	4.5
WRIT	Milwaukee	B	95.7	34.0	610	g	Clear Channel Comm	61	9710	14,500			Oldies	3,000	0.74	4.5	4.4	3.9	4.1	3.5	4.0	3.9	5.2	3.6
WKLH	Milwaukee	B	96.5	20.0	810	d	Saga Comm Inc	58	8607	4,000	e		Clsc Rock	9,900	1.65	6.7	5.7	5.9	5.8	5.3	6.0	5.8	5.9	6.7
WLTQ	Milwaukee	B	97.3	15.5	912	g	Clear Channel Comm	61	0008		g		Lite AC	4,200	0.90	5.2	4.7	3.9	3.7	4.7	5.6	3.7	3.9	3.7
WJMR	Menomonee	A	98.3	4.9	364	d	Saga Comm Inc	66	9705		d5		Urban AC	1,500	0.49	3.4	3.5	2.9	3.4	3.3	2.1	2.0	2.2	2.2
WMYX	Milwaukee	B	99.1	50.0	449	f	Entercom	62	9912		g1		Hot AC	8,500	1.61	5.9	3.5	4.4	5.1	5.6	5.1	4.3	5.8	4.8
WGLB	Port Washington	A	100.1	6.0	318	i	Starboard Bcstg Inc	69	0209 p	900			70s Oldies	200		0.4	0.5	0.5	0.4	0.4	0.0	0.0	0.3	0.3
WKKV	Racine	B	100.7	50.0	499	g	Clear Channel Comm	48	9607		g		Urban CHR	3,300	0.45	8.2	8.1	7.7	7.1	6.5	7.2	7.4	6.0	5.8
WLUM	Milwaukee	B	102.1	20.0	761	a	Milwaukee Radio LLC	60	9710		st		Rock	2,400	1.07	2.5	2.6	2.3	2.7	2.1	1.4	2.1	2.2	2.1
WLZR	Milwaukee	B	102.9	50.0 cp	427	d	Saga Comm Inc	60	9403	7,000	c2		AOR	8,300	1.49	6.2	5.7	5.1	5.2	5.4	5.6	5.4	5.9	4.6
WXSS	Wauwatosa	B	103.7	19.5	843	f	Entercom	61	9912		g1		CHR	5,400	0.93	6.5	4.8	5.5	5.7	6.1	5.2	7.0	5.6	6.6
WEXT	Sturtevant	A	104.7	6.0 cp	322		NextMedia Group	93	0011		g		Country	700		0.3	0.4	0.0	0.3	0.5	0.4	1.0	0.5	0.3
WTKM	Hartford	A	104.9	5.8	299	e	Kettle Moraine Bcstg	73	9003	750	c1		Polka/Cntry	700	0.78	1.0	0.9	0.6	1.2	0.9	0.6	1.4	0.7	0.9
WFZH	Mukwonago	A	105.3	1.7	633	h	Salem Comm Corp	01	0110	4,131			ChrsContem	800	0.81	1.1	1.7	1.4	1.2	1.2	0.0	0.0	0.0	0.0
WMIL	Waukesha	B	106.1	13.0	974	g	Clear Channel Comm	62	9702	40,000	c4		Country	7,500	1.10	7.6	5.7	6.1	6.4	7.2	6.4	6.7	6.5	7.3
WFMR	Brookfield	A	106.9	6.0 cp	328	d	Saga Comm Inc	95	9705	5,000	d5		Classical	1,150	0.48	2.7	2.7	2.8	2.1	2.4	2.0	2.1	1.9	2.8
# FM Stations -					19	# Combos -					18	FM TOTALS			72.4	64.9	62.8	62.9	63.9	60.2	60.8	61.8	60.8	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 33

Revenue Rank: 34

# Milwaukee - Racine, WI Market Overview



### Metro Counties / Population (000)

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Ozaukee, WI	83.6
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<b>Total</b>	<b>1,695.1</b>

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

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$65,000	\$72,300	\$79,100	\$85,900	\$84,800	\$89,600
***	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.7%	\$94,200	\$100,800	\$106,300	\$112,200	\$117,800	5.6%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA <sup>1/</sup>	\$4.03/1,000	\$4.24/1,000	Local	80%		
Revenue/Capita	\$39.52	\$52.86	\$68.71	National	20%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	1,644.6	1,695.1	0.6%	1,695.1	1,714.5	0.2%
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Retail Sales	NA <sup>1/</sup>	22,239.9	NA <sup>1/</sup>	22,239.9	27,791.9	4.6%
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### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
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Percentage	100.0%	17.1%	9.1%	9.2%	13.3%	15.9%	14.2%	21.2%
Per Capita	\$ 19,190			Median Household	\$ 40,859		Avg Household	\$ 48,937
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Avg 12+	1.5	4.6		4.6	3.4	1.5	2.6
Tot LCS	11.9	62.8		69.0	74.7	25.3	100.0
Avg LCS	1.7	5.2		5.3	3.9	1.7	2.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

AM Stations													ARB 12+ Metro Shares (see rights)												
Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Fall	Summer	Spring	Winter	Fall	Summer	Spring	Winter		
				Power (kW)	Power (kW)											2002	2002	2002	2002	2001	2001	2001	2001		
• WRRD	Jackson	B	540	0.4	0.40	h	Salem Comm Corp	64	0101		g	Chrst/Talk				0.0	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	9,700	0.92	11.8	9.4	10.5	10.5	9.1	10.7	11.0	10.3	10.2		
WNOV	Milwaukee	D	860	0.3	0.01		Courier Comm	46	7301			Urban AC	1,000	0.66	1.7	0.9	1.9	1.0	1.5	1.5	1.3	1.3	1.7		
WOKY	Milwaukee	B	920	5.0	1.00	g	Clear Channel Comm	47	9702		c4	Adlt Stndrd	1,900	0.40	5.3	3.7	4.1	4.2	4.2	5.9	5.6	5.1	4.8		
WISN	Milwaukee	B	1130	50.0	10.00	g	Clear Channel Comm	22	0008		g	Talk	3,400	0.72	5.3	5.6	4.7	4.7	4.1	4.9	5.2	4.7	5.5		
WEMP	Milwaukee	B	1250	5.0	5.00	f	Entercom	35	9912		g1	Religion	600			0.0	0.0	0.0	0.0	0.0	0.3	0.3	0.3		
WMCS	Greenfield	B	1290	5.0	5.00	a	Milwaukee Radio LLC	47	9710		st	Urban AC	950	0.59	1.8	1.2	1.5	1.4	1.5	1.7	1.6	1.3	1.7		
WJYI	Milwaukee	C	1340	1.0	1.00	d	Saga Comm Inc	55	9403		c2	ChrsContem	600			0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.5		
WRJN	Racine	C	1400	1.0	1.00	c	Bliss Communications	26	9705		c3	Tlk/Nws/Spt	700		0.4	0.0	0.4	0.0	0.7	0.4	0.4	0.6	0.0		
WBJX	Racine	D	1460	0.5	0.06		WBJX Inc	50	9601	275		Spanish	100			0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0		
WBKV	West Bend	B	1470	2.5	2.50	c	Bliss Communications	50	7010			Nws/Tlk/Spt	50			0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0		
WAUK	Waukesha	D	1510	10.0	0.00		WALT-WEST WI Inc	47	8611			Sports	600		0.8	0.8	0.7	0.6	0.7	0.9	0.8	0.8	0.8		
• WTKM	Hartford	D	1540	0.5	0.00	e	Kettle Moraine Bcstg	51	9003		c1	Polka/Cntry			0.2	0.4	0.1	0.1	0.4	0.0	0.1	0.0	0.0		
• WZRK	Lake Geneva	D	1550	1.0	0.00		Starboard Bcstg Inc	64	0107			DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WGLB	Elm Grove	B	1560	0.2 cp	0.25	i	Kinlow, Joel J	63	9508		c6	Gospel	300		0.3	0.0	0.5	0.5	0.0	0.0	0.0	0.0	0.3		
# AM Stations -					15	# Combos -					11	AM TOTALS					27.6	22.0	24.4	23.0	22.2	26.0	26.6	25.9	25.8
AM & FM Stations Profiled -					34	# Duopolies -					9	Total Local Commercial Share					86.9	87.2	85.9	86.1	86.2	87.4	87.7	86.6	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 34

Revenue Rank: 49

# Providence-Warwick-Pawtucket, RI Market Overview



### Metro Counties / Population (000)

Bristol, RI	51.3
Kent, RI	169.5
Newport, RI	86.2
Providence, RI	631.1
Washington, RI	127.1
Bristol, MA	538.9
<b>Total</b>	<b>1,604.1</b>

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$39,000	\$42,000	\$47,400	\$54,000	\$51,900	\$54,300	6.8%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07	
4.6%	\$56,700	\$60,600	\$63,900	\$67,500	\$70,800	5.5%	
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA <sup>1/</sup>	\$2.88/1,000	\$3.06/1,000	Local	75%		
Revenue/Capita	\$25.98	\$33.85	\$42.82	National	25%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	1,501.2	1,604.1	1.3%	1,604.1	1,653.3	0.6%
Households	562.6	625.6	2.1%	625.6	654.0	0.9%
Retail Sales	NA <sup>1/</sup>	18,857.5	NA <sup>1/</sup>	18,857.5	23,103.5	4.1%
EBI <sup>2/</sup>	23,121.4	28,727.7	4.4%	28,727.7	35,502.6	4.3%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	769.3	129.2	67.0	77.4	102.8	123.9	109.8	159.3
Women (000)	834.8	122.7	63.3	79.2	107.6	129.4	115.5	217.1
Total	1,604.1	251.9	130.3	156.6	210.3	253.3	225.2	376.4
Percentage	100.0%	15.7%	8.1%	9.8%	13.1%	15.8%	14.0%	23.5%
Per Capita	\$ 17,909			Median Household	\$ 38,363		Avg Household	\$ 45,922
Ethnic Population:	White 86.3%	Black 3.8%	Asian 2.1%	Hispanic 7.5%				

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7	9		11	16	19	35
Tot 12+	8.3	41.8		47.9	50.1	14.9	65.0
Avg 12+	1.2	4.6		4.4	3.1	0.8	1.9
Tot LCS	12.8	64.3		73.7	77.1	22.9	100.0
Avg LCS	1.8	7.1		6.7	4.8	1.2	2.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in New Bedford-Fall River.  
ARB 12+ Metro Shares (see rights)

**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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)				ARB 12+ Metro Shares (see rights)					
																Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001		
WPRO	Providence	B	92.3	39.0	551	a	Citadel Comm Corp	49	9707	4,400	g1	CHR	6,200	1.01	11.3	6.5	6.2	7.1	8.8	6.6	7.3	7.1	6.9		
• WSNE	Taunton	B	93.3	30.0	620	d	Clear Channel Comm	66	0008		g	Hot AC	6,600	1.81	6.7	5.9	4.8	3.8	4.7	3.8	4.7	4.9	5.5		
WHJY	Providence	B	94.1	50.0	456	d	Clear Channel Comm	66	0008		g	AOR	7,700	1.42	10.0	5.9	6.9	5.9	5.9	6.7	7.9	5.8	7.8		
WBRU	Providence	B	95.5	18.5	456		Brown Bcstg Svc Inc	66				Alternative	2,500	0.92	5.0	3.1	3.2	2.9	3.4	3.2	3.9	3.4	4.0		
WCRI	Block Island	A	95.9	6.0	249		Charles River Bcstg	94	9905	738	na	Classical	100		0.3	0.4	0.3	0.0	0.0	0.4	0.4	0.0	0.3		
WJFD	New Bedford	B	97.3	50.0	499		Dinis, Edmund	49				Portuguese	n/a		0.9	0.5	0.7	0.0	1.1	0.4	0.4	0.4	0.0		
WCTK	New Bedford	B	98.1	47.0	509	g	Hall Communications	46	6610			Country	2,900	0.66	8.1	5.7	5.2	4.6	5.5	5.4	5.3	4.9	4.9		
WADK	Block Island	A	99.3	6.0	256	e	Astro Tele-Comm	88	9909	1,800	c3	Dance/Jazz	100		0.1	0.3	0.3	0.0	0.0	0.0	0.7	0.0	0.0		
WSKO	Wakefield-Peace	A	99.7	2.3	535	a	Citadel Comm Corp	95	9709	8,500	d1	Sprts/Talk	300		0.6	0.7	0.3	0.3	0.5	0.4	0.5	0.2	0.4		
• WKKB	Middletown	A	100.3	1.6	656	a	Citadel Comm Corp	78	9806		d1	Rock	900	0.97	1.7	1.2	1.3	1.5	0.6	1.0	2.2	1.0	1.1		
WWBB	Providence	B	101.5	13.5	951	d	Clear Channel Comm	68	9612		g3	Oldies	5,700	1.07	9.8	5.0	6.2	6.9	6.0	5.9	6.2	6.3	5.6		
• WAKX	Narragansett Pier	A	102.7	2.0	226	c	Citadel Comm Corp	90	0301 p		g2	Rhymc/Top4			0.4	0.3	0.2	0.3	0.3	0.2	0.3	0.1	0.1		
WWRX	Westerly	B	103.7	37.0	568		Phoenix Media Comm	67	0008	16,000		Alternative	2,000	1.00	3.7	2.5	2.7	2.4	2.2	2.2	1.7	1.6	1.7		
WWLI	Providence	B	105.1	50.0	499	a	Citadel Comm Corp	48	9707		g1	AC	7,300	1.08	12.5	6.7	8.4	9.2	6.4	7.7	6.7	7.3	8.8		
• WWKX	Woonsocket	A	106.3	2.5 cp	518	c	Citadel Comm Corp	49	0301 p		g2	Rhymc/Top4	2,900	0.97	5.5	3.7	3.9	3.1	3.8	3.1	3.9	5.1	3.4		
WFHN	Fairhaven	A	107.1	6.0 cp	325	i	Citadel Comm Corp	89	0004			CHR	n/a		3.1	1.7	1.4	2.6	2.1	1.8	2.1	1.4	2.6		
					# FM Stations -	16	# Combos -	12								FM TOTALS	79.7	50.1	52.0	50.6	51.3	48.8	54.2	49.5	53.1

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 34

Revenue Rank: 49

# Providence-Warwick-Pawtucket, RI Market Overview



### Metro Counties / Population (000)

Bristol, RI	51.3
Kent, RI	169.5
Newport, RI	86.2
Providence, RI	631.1
Washington, RI	127.1
Bristol, MA	538.9
<b>Total</b>	<b>1,604.1</b>

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$39,000	\$42,000	\$47,400	\$54,000	\$51,900	\$54,300
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07	
	4.6%	\$56,700	\$60,600	\$63,900	\$67,500	\$70,800	5.5%
Revenue/Retail Sales	1997 NA <sup>1/</sup>	2002 \$2.88/1,000	2007 \$3.06/1,000	Est. Breakout			
Revenue/Capita	\$25.98	\$33.85	\$42.82	Local	75%	National	25%

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	1,501.2	1,604.1	1.3%	1,604.1	1,653.3	0.6%
Households	562.6	625.6	2.1%	625.6	654.0	0.9%
Retail Sales	NA <sup>1/</sup>	18,857.5	NA <sup>1/</sup>	18,857.5	23,103.5	4.1%
EBI <sup>2/</sup>	23,121.4	28,727.7	4.4%	28,727.7	35,502.6	4.3%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	769.3	129.2	67.0	77.4	102.8	123.9	109.8	159.3
Women (000)	834.8	122.7	63.3	79.2	107.6	129.4	115.5	217.1
Total	1,604.1	251.9	130.3	156.6	210.3	253.3	225.2	376.4
Percentage	100.0%	15.7%	8.1%	9.8%	13.1%	15.8%	14.0%	23.5%
Per Capita	\$ 17,909	Median Household		\$ 38,363	Avg Household		\$ 45,922	
Ethnic Population:	White 86.3%	Black 3.8%	Asian 2.1%	Hispanic 7.5%				

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7	9		11	16	19	35
Tot 12+	8.3	41.8		47.9	50.1	14.9	65.0
Avg 12+	1.2	4.6		4.4	3.1	0.8	1.9
Tot LCS	12.8	64.3		73.7	77.1	22.9	100.0
Avg LCS	1.8	7.1		6.7	4.8	1.2	2.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

AM Stations														ARB 12+ Metro Shares (see rights)											
Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Fall	Summer	Spring	Winter	Fall	Summer	Spring	Winter		
				Power (kW)	Power (kW)											2002	2002	2002	2002	2001	2001	2001	2001		
WTVN	Columbus	B	610	5.0	50.00	f	Clear Channel Comm	24	9905		g1	Nws/Tlk/Spt	9,900	1.06	9.4	9.8	8.1	7.0	8.3	8.8	7.1	8.2	8.7		
WHTH	Heath	D	790	1.0	0.03	c	Runnymede Corp		70			Talk			0.1	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0		
WRFD	Columbus-Worth	D	880	23.0	0.00		Salem Comm Corp	47	8202	1,800		Chrst/Talk	1,900		0.5	0.6	0.0	0.5	0.4	0.7	1.0	0.0	0.7		
WMNI	Columbus	B	920	1.0	0.50	a	N American Bcstg Co		58			Adlt Stndrd	1,300	0.41	3.2	2.2	2.7	2.3	3.2	2.6	3.4	1.8	2.6		
WZNW	Columbus	C	1230	1.0	1.00	f	Clear Channel Comm	22	9905		g1	Srts/Talk	350		0.7	0.9	0.7	0.4	0.6	0.7	0.9	0.9	1.0		
WUCO	Marysville	B	1270	0.5	0.50	h	Frontier Bcstg LLC	83	9812	190		Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WMVO	Mount Vernon	D	1300	0.4	0.05	f	Clear Channel Comm	53	0102		g1	Variety				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WLOH	Lancaster	D	1320	0.5	0.02	h	Frontier Bcstg LLC	48	0102	325		Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WCLT	Newark	D	1430	0.5	0.05	e	WCLT Radio Inc	49	5801			Nws/Tlk/Spt				0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WBNS	Columbus	B	1460	5.0	1.00	b	Radio Ohio, Inc.	22	3306			Srts/Talk	2,400	1.21	2.0	2.5	1.5	1.3	1.8	2.3	1.0	1.7	2.2		
● WDLR	Westerville	D	1550	4.0 cp	0.19		Fifteen Fifty Corp	61	0111			1 Country				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	Stop 26-Riverbend	51	0303		sw	1 Gosp/Inspr	400		0.9	0.7	0.5	0.7	1.0	0.9	0.7	0.8	0.8		
				# AM Stations -																					
						# Combos -		10																	
				AM & FM Stations Profiled -				34																	
						# Duopolies -		10																	
														AM TOTALS		16.8	17.1	13.5	12.6	15.3	16.0	14.1	13.4	16.0	
														Total Local Commercial Share		83.6	85.3	85.6	85.7	84.6	87.1	85.9	85.0		

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 36

Revenue Rank: 120

# Middlesex-Somerset-Union, NJ Market Overview



### Metro Counties / Population (000)

Middlesex, NJ	763.2
Somerset, NJ	306.0
Union, NJ	526.4
<b>Total</b>	<b>1,595.6</b>

### Market Radio Financials

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

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$13,500	\$14,200	\$15,700	\$18,300	\$17,200	\$17,300
Revenue/Retail Sales Revenue/Capita	1997	2002	2007		Est. Breakout		
	NA <sup>1/</sup>	\$0.82/1,000	\$0.84/1,000	Local	75%	National	25%

### Demographic and Economic Overview

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

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	1,474.9	1,595.6	1.6%	1,595.6	1,663.2
Households	532.2	569.0	1.3%	569.0	590.7	0.8%
Retail Sales	NA <sup>1/</sup>	21,064.6	NA <sup>1/</sup>	21,064.6	27,099.0	5.2%
EBI <sup>2/</sup>	30,573.5	39,591.5	5.3%	39,591.5	51,824.3	5.5%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	776.6	135.2	64.0	68.4	115.4	134.5	109.6	149.4
Women (000)	819.0	128.4	59.7	66.6	115.7	136.3	116.1	196.2
<b>Total</b>	<b>1,595.6</b>	<b>263.6</b>	<b>123.7</b>	<b>135.1</b>	<b>231.1</b>	<b>270.8</b>	<b>225.8</b>	<b>345.6</b>
Percentage	100.0%	16.5%	7.8%	8.5%	14.5%	17.0%	14.1%	21.7%
Per Capita	\$ 24,813	Median Household		\$ 55,938	Avg Household		\$ 69,576	
Ethnic Population:	White 68.0%	Black 13.0%	Asian 10.2%	Hispanic 15.5%				

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1	2		2	3	4	7
Tot 12+	4.9	5.1		10.0	10.0	3.1	13.1
Avg 12+	4.9	2.6		5.0	3.3	0.8	1.9
Tot LCS	37.4	38.9		76.3	76.3	23.7	100.0
Avg LCS	37.4	19.5		38.2	25.4	5.9	14.3

<sup>2/</sup> EBI estimates are for previous year than noted in column header.



# 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
												Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
WCOL	Columbus	B	92.3	22.0	755	f	47	9905		g1	Country	8,800	1.25	7.1	7.0	5.5	6.9	6.0	5.7	6.0	6.3	6.5
WQIO	Mount Vernon	B	93.7	37.0	564	f	51	0102		g1	80s Hits	400		0.1	0.0	0.0	0.0	0.4	0.0	0.0	0.6	0.0
WSNY	Columbus	B	94.7	22.0	755	g	48	8607	16,900	c2	AC	13,000	1.57	8.3	7.7	6.6	7.0	7.5	7.1	7.0	6.8	7.2
WHOK	Lancaster	B	95.5	21.0	761	k	58	0102		g2	Country	3,500	1.01	3.5	2.2	2.7	2.7	3.5	2.9	3.3	4.1	3.6
WLVO	Columbus	B	96.3	18.0	751	k	59	0102		g2	AOR/CIRck	8,700	1.35	6.5	4.8	5.8	6.2	5.1	5.1	5.1	6.5	6.6
WBNS	Columbus	B	97.1	20.5	781	b	59				Hot AC	7,900	1.04	7.6	5.1	6.6	5.7	6.4	7.3	6.7	5.8	4.9
WNCI	Columbus	B	97.9	105.0	561	f	61	9905		g1	CHR	12,100	1.23	9.9	7.4	9.0	8.4	8.8	7.5	9.2	9.0	9.0
WXMG	Upper Arlington	A	98.9	2.6	505	i	89	0108		g3	R&B Oldies	2,000	0.72	2.8	3.0	2.8	2.2	2.0	2.4	3.3	2.7	2.5
WBZX	Columbus	B	99.7	20.0	784	a	62				AOR	6,000	0.94	6.4	4.6	5.7	6.0	5.1	5.0	4.6	5.5	5.0
WCLT	Newark	B	100.3	50.0	390	e	47				Country	1,700	0.66	2.6	2.3	2.2	2.0	1.9	2.6	2.1	1.8	2.3
WWCD	Grove City	A	101.1	6.0	328		90	9110	2,000		Alternative	2,100	1.06	2.0	2.6	2.1	1.6	1.6	1.6	2.2	2.0	1.9
WNKO	Newark	A	101.7	3.0	299	c	72				Oldies	500		0.9	1.2	0.6	0.7	0.8	0.8	1.0	0.0	0.4
• WSMZ	Johnstown	A	103.1	1.6	443	d	75	9512	1,500	1	Urban AC	600	0.40	1.5	1.4	1.1	1.3	1.5	1.3	1.1	0.7	0.8
WJZA	Lancaster	A	103.5	4.0 cp	404	j	89	9806	1,200		Smooth Jazz	700	0.39	1.8	1.0	1.6	1.6	1.3	1.5	2.1	1.1	1.3
WEGE	Westerville	A	103.9	5.1	348	a	98	9902	5,000		Clsc Hits	1,100	0.61	1.8	1.2	1.7	1.4	1.6	1.5	1.7	1.6	1.6
WJZK	Richwood	A	104.3	3.4	436	j	96				Smooth Jazz	800	0.67	1.2	0.8	0.9	1.4	0.8	0.9	0.7	0.7	0.8
WCVO	Gahanna	A	104.9	6.0	308		72				Religion			2.0	2.1	2.0	1.7	1.4	1.8	2.0	1.8	0.0
WFJX	Hilliard	A	105.7	2.4	522	f	90	9905		g1	Clsc Rock	2,800	0.94	3.0	1.9	2.6	2.4	2.7	2.7	1.9	2.5	2.0
WJYD	London	A	106.3	6.0	328	i	65	0108		g3	Gospel	550	0.39	1.4	0.8	0.6	1.7	1.5	1.0	1.2	1.3	1.1
WAZU	Circleville	A	107.1	3.0	328	k	65	0102		g2	New Rock	1,300	0.73	1.8	1.0	1.7	1.7	1.5	1.3	1.7	1.7	1.8
WCKX	Columbus	A	107.5	1.9	413	i	96	0108		g3	Urban	8,000	0.93	8.6	6.2	7.5	8.2	6.8	7.0	7.8	7.9	7.9
• WODB	Delaware	A	107.9	2.6	505	g	91	0303	9,000	sw	Oldies	700	0.28	2.5	2.2	2.5	2.2	2.2	1.6	2.3	2.1	1.8
# FM Stations					22	# Combos					20	FM TOTALS		83.3	66.5	71.8	73.0	70.4	68.6	73.0	72.5	69.0

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 35

Revenue Rank: 30

# Columbus, OH Market Overview



### Metro Counties / Population (000)

Delaware, OH	118.6
Fairfield, OH	125.8
Franklin, OH	1,083.5
Licking, OH	148.8
Madison, OH	40.5
Pickaway, OH	53.1
Union, OH	42.2
<b>Total</b>	<b>1,612.5</b>

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

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$76,700	\$84,100	\$91,500	\$100,600	\$95,000	\$99,500
***	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	4.7%	\$105,000	\$112,400	\$118,500	\$125,000	\$131,300	5.7%
Revenue/Retail Sales	1997 NA <sup>1/</sup>	2002 \$3.68/1,000	2007 \$3.65/1,000	<b>Est. Breakout</b>			
Revenue/Capita	\$51.48	\$61.71	\$77.41	Local	70%		
				National	30%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	1,489.9	1,612.5	1.6%	1,612.5	1,696.2	1.0%
Households	566.9	640.9	2.5%	640.9	683.2	1.3%
Retail Sales	NA <sup>1/</sup>	27,037.8	NA <sup>1/</sup>	27,037.8	35,943.6	5.9%
EBI <sup>2/</sup>	25,008.0	31,587.7	4.8%	31,587.7	41,433.5	5.6%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	789.5	141.9	68.8	88.2	126.0	128.9	108.1	127.5
Women (000)	823.0	135.2	65.7	85.7	123.9	130.9	114.7	167.1
Total	1,612.5	277.0	134.5	173.9	249.9	259.8	222.8	294.6
Percentage	100.0%	17.2%	8.3%	10.8%	15.5%	16.1%	13.8%	18.3%
Per Capita	\$ 19,589		Median Household	\$ 40,703		Avg Household	\$ 49,287	
Ethnic Population:	White	81.1%	Black	13.4%	Asian	2.5%	Hispanic	1.9%

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	13	9		17	22	12	34
Tot 12+	25.4	41.1		61.6	66.5	17.1	83.6
Avg 12+	2.0	4.6		3.6	3.0	1.4	2.5
Tot LCS	30.4	49.2		73.7	79.5	20.5	100.0
Avg LCS	2.3	5.5		4.3	3.6	1.7	2.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in New Bedford-Fall River.  
ARB 12+ Metro Shares (see rights)

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
WDDZ	Pawtucket	B	550	1.0	0.50		ABC Radio Inc	50	0105	2,460		Children	400			0.0	0.0	0.0	0.0	0.0	0.0	0.5	
WPRO	Providence	B	630	5.0	5.00	a	Citadel Comm Corp	31	9701		g1	Nws/Tlk/Spt	3,600	0.97	6.8	5.3	3.8	4.0	5.0	4.5	4.0	4.9	3.7
WSKO	Providence	B	790	5.0	5.00	a	Citadel Comm Corp	22	9707		g1	Sports	1,600	1.64	1.8	1.3	1.0	1.0	1.1	1.4	1.0	1.1	1.3
WHJJ	Providence	B	920	5.0	5.00	d	Clear Channel Comm	22	0008		g	News/Talk	1,700	0.55	5.7	4.2	3.0	4.0	3.4	4.1	3.1	3.3	3.6
WALE	Greenville	B	990	50.0	5.00		Moon Song Comm Inc	48	0209	1,200		Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WPMZ	East Providence	D	1110	5.0	0.00		Video Mundo Bcstg	47	9803	900		Spanish	800	0.67	2.2	2.1	1.1	1.4	0.8	2.2	0.5	0.8	0.7
• WJJF	Hope Valley	D	1180	1.8	0.00		Charles River Bcstg	85	0211 p	586		Country	300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WRIB	Providence	D	1220	1.0	0.17		Carter Bcstg Corp	46				Reign/Ethnc			0.2	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		NA	FullService			0.7	0.0	0.0	0.4	0.0	0.0	0.0	0.3	0.0
WARL	Attleboro	B	1320	5.0	5.00		Add Radio Group	50	9807	560		Spt/Inf/Spn	100			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 Communications	21	6610			Adlt Stndrd	n/a		0.1	0.1	0.3	0.0	0.0	0.0	0.4	0.0	0.0
WNRI	Woonsocket	D	1380	2.5	0.02	f	Anastos Bcst Group	54	0108		g	Nws/Tlk/Jaz	300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WHTB	Fall River	C	1400	1.0	1.00	h	Karam, Bob & James	48	8905	See (172)		Portuguese	n/a			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WBSM	New Bedford	B	1420	5.0	1.00	i	Citadel Comm Corp	49	0004			Nws/Tlk/Spt	n/a		1.6	1.3	0.7	1.4	1.2	0.8	1.1	1.3	1.4
WLKW	West Warwick	C	1450	1.0	1.00	g	Hall Communications	56	0106	410		Adlt Stndrd			0.1	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0
WSAR	Fall River	B	1480	5.0	5.00	h	Karam, Bob & James	21	9211	See (172)		Nws/Tlk/Spt	n/a		0.4	0.0	0.5	0.5	0.0	0.0	0.5	0.4	0.4
WADK	Newport	D	1540	1.0	0.00	e	Astro Tele-Comm	48	9909		c3	News/Talk	300		0.3	0.0	0.0	0.0	0.8	0.0	0.5	0.8	0.5
WPEP	Taunton	B	1570	1.0	0.23	f	Anastos Bcst Group	49	0108		g	News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WARV	Warwick	B	1590	5.0	5.00		Blount Comm Group	59	7807			Religion			0.6	0.4	0.4	0.3	0.5	0.4	0.0	0.4	0.8
				# AM Stations -		19	# Combos -		10	AM TOTALS				20.5	14.9	11.0	13.5	13.5	13.9	11.1	13.3	12.9	
				AM & FM Stations Profiled -		35	# Duopolies -		9	Total Local Commercial Share				65.0	63.0	64.1	64.8	62.7	65.3	62.8	66.0		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 35

Revenue Rank: 30

# Columbus, OH Market Overview



### Metro Counties / Population (000)

Delaware, OH	118.6
Fairfield, OH	125.8
Franklin, OH	1,083.5
Licking, OH	148.8
Madison, OH	40.5
Pickaway, OH	53.1
Union, OH	42.2
<b>Total</b>	<b>1,612.5</b>

### Market Radio Financials

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

#### ESTIMATED GROSS REVENUES

\*\*\*

1997	1998	1999	2000	2001	2002	Δ 97 - 02
\$76,700	\$84,100	\$91,500	\$100,600	\$95,000	\$99,500	5.3%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
4.7%	\$105,000	\$112,400	\$118,500	\$125,000	\$131,300	5.7%

#### Revenue/Retail Sales Revenue/Capita

1997	2002	2007	<b>Est. Breakout</b>
NA <sup>1/</sup>	\$3.68/1,000	\$3.65/1,000	Local 70%
\$51.48	\$61.71	\$77.41	National 30%

### Demographic and Economic Overview

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

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	1,489.9	1,612.5	1.6%	1,612.5	1,696.2	1.0%
Households	566.9	640.9	2.5%	640.9	683.2	1.3%
Retail Sales	NA <sup>1/</sup>	27,037.8	NA <sup>1/</sup>	27,037.8	35,943.6	5.9%
EBI <sup>2/</sup>	25,008.0	31,587.7	4.8%	31,587.7	41,433.5	5.6%

### Demographic Breakdown

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	789.5	141.9	68.8	88.2	126.0	128.9	108.1	127.5
Women (000)	823.0	135.2	65.7	85.7	123.9	130.9	114.7	167.1
<b>Total</b>	<b>1,612.5</b>	<b>277.0</b>	<b>134.5</b>	<b>173.9</b>	<b>249.9</b>	<b>259.8</b>	<b>222.8</b>	<b>294.6</b>
Percentage	100.0%	17.2%	8.3%	10.8%	15.5%	16.1%	13.8%	18.3%
Per Capita	\$ 19,589			Median Household	\$ 40,703		Avg Household	\$ 49,287
Ethnic Population:	White 81.1%	Black 13.4%	Asian 2.5%				Hispanic 1.9%	

### Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	13	9		17	22	12	34
Tot 12+	25.4	41.1		61.6	66.5	17.1	83.6
Avg 12+	2.0	4.6		3.6	3.0	1.4	2.5
Tot LCS	30.4	49.2		73.7	79.5	20.5	100.0
Avg LCS	2.3	5.5		4.3	3.6	1.7	2.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in New York, Monmouth, Morristown & Trenton.

## FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
			Freq	(kW)									Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	
WMGQ	New Brunswick	A	98.3	1.2	525	a	Greater Media	47				Rock AC	5,200	0.89	33.9	4.9	4.1	4.8	4.7	3.9	3.8	3.8	4.8	
WAWZ	Zarephath	B	99.1	28.0 cp	656		Pillar of Fire	54				Inspiration			2.7	0.0	0.0	0.0	0.0	1.5	1.7	1.7	1.5	
WKXW	Trenton	B	101.5	15.5	902		Millennium Radio Gr	62	0202		g	Oldes/Talk	10,600	1.61	38.1	5.1	5.4	4.7	4.4	5.2	5.2	5.6	5.1	
# FM Stations -					3	# Combos -					1	FM TOTALS				74.7	10.0	9.5	9.5	9.1	10.6	10.7	11.1	11.4

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)	(kW)									Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
WWTR	Bridgewater	D	1170	0.2	0.00	a	Greater Media	71	0107		g	Nostalgia			3.3	0.4	0.5	0.3	0.4	0.5	0.1	0.1	0.4	
WMTR	Morristown	B	1250	5.0 cp	7.00	a	Greater Media	48	0107			Nostalgia	n/a		10.3	1.2	0.9	1.6	1.9	0.9	1.8	1.6	1.3	
WCTC	New Brunswick	C	1450	1.0	1.00	a	Greater Media	46	5705			Talk	1,500	0.74	11.7	1.5	1.3	1.4	1.5	1.9	1.0	2.1	2.3	
WJDM	Elizabeth	D	1530	1.0	0.00		Radio Unica	70	9901		g	Spar/Top40				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					4	# Combos -					3	AM TOTALS				25.3	3.1	2.7	3.3	3.8	3.3	2.9	3.8	4.0
AM & FM Stations Profiled -					7	# Duopolies -					1	Total Local Commercial Share					13.1	12.2	12.8	12.9	13.9	13.6	14.9	15.4

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 37

Revenue Rank: 27

# Charlotte-Gastonia-Rock Hill, NC Market Overview



### Metro Counties / Population (000)

Cabarrus, NC	137.2
Gastonia, NC	192.8
Lincoln, NC	66.0
Mecklenburg, NC	728.7
Rowan, NC	133.0
Union, NC	130.7
York, SC	170.5
<b>Total</b>	<b>1,558.9</b>

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

ESTIMATED GROSS REVENUES *	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$78,800	\$92,900	\$107,300	\$113,200	\$110,300	\$115,800	8.0%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07	
5.0%	\$122,000	\$129,900	\$137,100	\$144,600	\$151,800	5.6%	
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
NA <sup>1/</sup>	\$5.36/1,000	\$5.34/1,000		Local	70%		
Revenue/Capita	\$58.91	\$74.28	\$88.70	National	30%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	1,337.7	1,558.9	3.1%	1,558.9	1,711.3	1.9%
Households	509.5	599.7	3.3%	599.7	662.2	2.0%
Retail Sales	NA <sup>1/</sup>	21,590.1	NA <sup>1/</sup>	21,590.1	28,412.0	5.6%
EBI <sup>2/</sup>	21,472.7	30,113.5	7.0%	30,113.5	41,386.4	6.6%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	764.4	136.9	66.0	72.8	127.1	128.8	106.3	126.6
Women (000)	794.5	130.7	61.4	71.7	124.8	129.1	111.0	165.8
Total	1,558.9	267.5	127.4	144.6	251.9	257.9	217.3	292.4
Percentage	100.0%	17.2%	8.2%	9.3%	16.2%	16.5%	13.9%	18.8%
Per Capita	\$ 19,317		Median Household	\$ 40,832		Avg Household	\$ 50,217	
Ethnic Population:	White 72.9%	Black 20.8%	Asian 2.1%	Hispanic 5.7%				

### 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+	3.4		60.7	63.6	64.1	9.4	73.5
Avg 12+	3.4		4.3	4.5	4.3	0.4	1.8
Tot LCS	4.6		82.6	86.5	87.2	12.8	100.0
Avg LCS	4.6		5.9	6.2	5.8	0.5	2.4

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in markets Greensboro-Winston Salem.

## FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)									Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
WCHH	Harrisburg	A	92.7	6.0	328		Radio One Inc	95	0006	24,000	g	Urban	2,400	0.52	4.0	3.4	3.5	2.5	3.0	3.1	3.4	3.7	2.7
WNKS	Charlotte	C	95.1	100.0	1542	b	Infinity Bcstg	62	0102		g1	CHR	11,100	1.03	9.3	5.9	6.8	7.8	7.0	6.6	6.6	8.0	7.5
WXRC	Hickory	C	95.7	100.0	1020		Pacific Bcstg Group	62	9410	3,050	1	Clsc Rock	900	0.46	1.7	2.3	1.9	0.8	1.5	0.9	1.1	1.8	2.7
WWMG	Shelby	C	96.1	100.0	1739	c	Clear Channel Comm	48	0011			Oldies	7,900	1.03	6.6	4.5	5.2	5.3	4.8	4.8	4.9	6.0	6.3
WKKT	Statesville	C	96.9	100.0	1549	c	Clear Channel Comm	61	0008		g	Country	7,900	1.02	6.7	4.0	4.8	4.7	5.3	5.4	5.7	5.0	4.2
WPEG	Concord	C	97.9	95.0	1611	b	Infinity Bcstg	62	0102		g1	Urban	8,000	0.77	9.0	8.2	7.9	6.4	6.4	6.4	6.7	5.4	8.9
WBT	Chester	C3	99.3	7.6	604	a	Jefferson-Pilot Comm	69	9505	1,500		News/Talk	400		0.8	0.5	0.7	0.5	0.4	0.7	0.7	0.7	0.6
WRFX	Kannapolis	C1	99.7	84.0	1056	c	Clear Channel Comm	64	0008		g	AOR	13,200	1.58	7.2	5.0	4.5	5.7	5.9	5.6	6.1	5.1	6.2
WBAV	Gastonia	C	101.9	100.0	988	b	Infinity Bcstg	47	0102		g1	Urban AC	5,400	0.56	8.4	5.3	6.8	6.0	6.5	6.0	6.1	4.6	4.6
WLYT	Hickory	C1	102.9	31.0	1536	c	Clear Channel Comm	59	0008		g	Lite AC	10,000	1.07	8.1	5.7	5.0	7.2	5.8	6.5	5.6	5.6	6.2
WSOC	Charlotte	C	103.7	100.0	1348	b	Infinity Bcstg	47	0102		g1	Country	9,100	1.06	7.4	6.8	5.0	6.3	6.1	5.1	6.9	7.3	5.7
WSSS	Charlotte	C	104.7	100.0	1211	b	Infinity Bcstg	72	0102		g1	AC	7,000	1.34	4.5	3.6	3.9	3.3	3.1	3.2	4.6	3.8	4.9
WNMX	Waxhaw	C2	106.1	32.0	364	d	GHB Bcstg	95	9506		st	Adlt Stndrd	1,000	0.39	2.2	2.2	1.3	1.4	2.1	1.7	2.5	1.9	1.4
WEND	Salisbury	C1	106.5	84.0	1047	c	Clear Channel Comm	46	0109			Alternative	5,300	0.92	5.0	2.9	4.2	4.0	3.3	3.7	2.9	3.3	3.8
WLNK	Charlotte	C	107.9	100.0	1693	a	Jefferson-Pilot Comm	62				AC	7,200	0.99	6.3	3.8	4.0	5.8	5.0	4.4	3.4	4.0	3.3
# FM Stations -					15	# Combos -					13	FM TOTALS			87.2	64.1	65.5	67.7	66.2	64.1	67.2	66.2	69.0

1/ See Introduction section for interpretation of revenue estimates.

Metro Rank: 37

Revenue Rank: 27

# Charlotte-Gastonia-Rock Hill, NC Market Overview



### Metro Counties / Population (000)

Cabarrus, NC	137.2
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<b>Total</b>	<b>1,558.9</b>

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

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$78,800	\$92,900	\$107,300	\$113,200	\$110,300	\$115,800	8.0%
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.0%	\$122,000	\$129,900	\$137,100	\$144,600	\$151,800	5.6%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA <sup>1/</sup>	\$5.36/1,000	\$5.34/1,000	Local	70%		
Revenue/Capita	\$58.91	\$74.28	\$88.70	National	30%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

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EBI <sup>2/</sup>	21,472.7	30,113.5	7.0%	30,113.5	41,386.4	6.6%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	764.4	136.9	66.0	72.8	127.1	128.8	106.3	126.6
Women (000)	794.5	130.7	61.4	71.7	124.8	129.1	111.0	165.8
Total	1,558.9	267.5	127.4	144.6	251.9	257.9	217.3	292.4
Percentage	100.0%	17.2%	8.2%	9.3%	16.2%	16.5%	13.9%	18.8%
Per Capita	\$ 19,317		Median Household	\$ 40,832		Avg Household	\$ 50,217	
Ethnic Population:	White	72.9%	Black	20.8%	Asian	2.1%	Hispanic	5.7%

### 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+	3.4		60.7	63.6	64.1	9.4	73.5
Avg 12+	3.4		4.3	4.5	4.3	0.4	1.8
Tot LCS	4.6		82.6	86.5	87.2	12.8	100.0
Avg LCS	4.6		5.9	6.2	5.8	0.5	2.4

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# Competitive Overview

Some stations also rated in markets Greensboro-Winston Salem.

AM Stations														ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	Fall	Summer	Spring	Winter	Fall	Summer	Spring	Winter	
				Power (kW)	Power (kW)								Revenue (000)1/	Power Ratio		2002	2002	2002	2002	2001	2001	2001	2001	
WFNZ	Charlotte	B	610	5.0	1.00	b	Infinity Bcstg	41	0102		g1	Sprts/Talk	4,800	2.30	1.8	1.9	1.2	1.4	1.5	1.3	0.7	1.5	1.7	
• WZRH	Dallas	B	960	1.0	0.50		Zybek Media LLC	63	0212 p	415		News/Talk	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WBZK	York	D	980	3.0	0.17	g	Baker Family Stns	56	0009	550		Int/Spn/Rlg				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WNOW	Mint Hill	D	1030	9.4	0.00	g	Baker Family Stns	87				Mexican	600	0.27	1.9	1.1	0.6	1.9	1.8	1.6	1.8	1.8	0.5	
WLON	Lincolnton	D	1050	1.0	0.23	h	KTC Bcstg Inc	53	9411	450		Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WKRE	Monroe	D	1060	1.0	0.00		Geddings&Phillips	47	0302 p	425		Nws/Tlk/Inf				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 Comm	22	4509			News/Talk	11,600	1.54	6.5	4.4	5.4	4.2	4.0	6.0	5.2	4.9	4.8	
WRNA	China Grove	D	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	
WAVO	Rock Hill	D	1150	1.0	0.06	d	GHB Bcstg	48	9202	115		Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WIXE	Monroe	D	1190	2.5	cp		Morgan, Archie W	68	0006	390		Cty/Tlk/Nws	400		0.6	0.4	0.5	0.0	0.6	0.6	0.0	0.0	0.6	
WHVN	Charlotte	C	1240	1.0	1.00	d	GHB Bcstg	28	8307	410		Religion			0.3	0.4	0.0	0.4	0.4	0.0	0.0	0.7	0.0	
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	
WSAT	Salisbury	B	1280	1.0	1.00		Cap Communications	39	0206	350						0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WGSP	Charlotte	D	1310	1.0	0.04		Willis Family Bcstg	58	9203	550		Black Gospl	200			0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	
WRHI	Rock Hill	C	1340	1.0	1.00		Our Three Sons Bcstg	44	8410	650		Nws/Tlk/Inf				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WLTC	Gastonia	D	1370	12.0	cp		Neely, Frank	48	9804	162		Gospel	200		0.5	0.4	0.4	1.0	0.0	0.0	0.4	0.0	0.0	
WEGO	Concord	D	1410	1.0	0.18		GHB Bcstg	43	0207 p		g	Cisc Rock				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WGAS	South Gastonia	D	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	
WDEX	Monroe	B	1430	2.5	2.50		New Life Comm	83	9912			Gospel				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	125		Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WRKB	Kannapolis	D	1460	2.0	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	
WGFY	Charlotte	B	1480	4.4	cp		ABC Radio Inc	55	0011		g	Children	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WSTP	Salisbury	C	1490	1.0	1.00		Rowan Media Inc	39	0012	460		News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WGR	Charlotte	D	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	
WCSL	Cherryville	D	1590	1.0	0.04	h	KTC Bcstg Inc	67				Oldies				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	0102		g1	Gospel	900	0.56	1.4	0.8	1.0	1.3	0.7	1.1	1.5	0.7	1.4	
				# AM Stations -		26	# Combos -		14	AM TOTALS						13.0	9.4	9.1	10.2	9.0	10.6	9.6	10.0	9.0
				AM & FM Stations Profiled -		41	# Duopolies -		13	Total Local Commercial Share						73.5	74.6	77.9	75.2	74.7	76.8	76.2	78.0	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 38

Revenue Rank: 23

# Orlando, FL Market Overview



### Metro Counties / Population (000)

Orange, FL	951.7
Osceola, FL	187.7
Seminole, FL	379.0
	1,518.4

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

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$81,500	\$95,800	\$107,400	\$118,800	\$113,400	\$121,000	8.2%
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.7%	\$127,800	\$136,700	\$144,200	\$152,100	\$159,700	5.7%
Revenue/Retail Sales	NA <sup>1/</sup>	\$5.31/1,000	\$5.47/1,000				Est. Breakout
Revenue/Capita	\$64.16	\$79.69	\$92.66				Local 70%
							National 30%

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	1,270.3	1,518.4	3.6%	1,518.4	1,723.5	2.6%
Households	472.6	567.9	3.7%	567.9	643.0	2.5%
Retail Sales	NA <sup>1/</sup>	22,788.7	NA <sup>1/</sup>	22,788.7	29,184.7	5.1%
EBI <sup>2/</sup>	21,308.3	29,222.5	6.5%	29,222.5	39,733.1	6.3%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	748.4	130.9	67.2	79.6	117.6	126.2	101.2	125.7
Women (000)	770.0	123.8	63.9	77.5	114.2	126.3	106.6	157.7
Total	1,518.4	254.7	131.2	157.0	231.8	252.5	207.7	283.4
Percentage	100.0%	16.8%	8.6%	10.3%	15.3%	16.6%	13.7%	18.7%
Per Capita	\$ 19,246							
				Median Household	\$ 41,163		Avg Household	\$ 51,453
Ethnic Population:	White 72.0%	Black 15.1%	Asian 3.2%				Hispanic 19.3%	

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		14	15	15	19	34
Tot 12+	3.3		66.6	69.9	69.9	13.1	83.0
Avg 12+	3.3		4.8	4.7	4.7	0.7	2.4
Tot LCS	4.0		80.2	84.2	84.2	15.8	100.0
Avg LCS	4.0		5.7	5.6	5.6	0.8	2.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Daytona Beach and Melbourne.

## FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)									Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
WWKA	Orlando	C	92.3	100.0	1490	c	Cox Radio Inc	52	9704		g1	Country	10,600	1.23	7.1	6.2	5.9	5.0	7.7	5.3	6.1	5.9	7.0
WCFB	Daytona Beach	C	94.5	100.0	1470	c	Cox Radio Inc	47	9704		g1	Urban AC	5,700	0.79	6.0	4.6	5.2	4.8	4.6	5.4	5.8	4.5	3.6
WPYO	Apopka	A	95.3	2.9	472	c	Cox Radio Inc	68	9909	14,500		CHR/Rhymc	1,800	0.43	3.5	3.3	3.1	3.0	2.8	2.7	3.4	2.5	3.6
WHTQ	Orlando	C	96.5	100.0	1490	c	Cox Radio Inc	52	9612		sw	Clsc Rock	6,400	1.51	3.5	3.6	3.2	2.8	2.9	2.9	2.2	3.5	3.2
WNUE	Titusville	C1	98.1	100.0	476		Mega Comm Inc	68	0008	15,000		Span/Dance	4,200	1.02	3.4	2.3	3.3	2.8	2.5	2.8	2.0	1.9	2.2
WMMO	Orlando	C2	98.9	44.0	522	c	Cox Radio Inc	90	9612		sw	Soft Rock	8,000	1.32	5.0	3.2	4.6	3.8	4.0	4.5	3.5	5.1	4.5
WSHE	Orlando	C	100.3	100.0 cp	1499	d	Clear Channel Comm	71	9712		g3	Oldies	6,100	1.12	4.5	3.9	3.3	4.2	3.3	4.1	3.9	5.0	4.8
WJRR	Cocoa Beach	C	101.1	100.0	1598	d	Clear Channel Comm	62	9712		g3	Rock	5,000	0.98	4.2	4.2	3.0	3.7	2.8	4.4	2.9	3.5	4.8
WJHM	Daytona Beach	C	101.9	61.0	1585	b	Infinity Bcstg	67	0008		g2	Rhymc/CHR	8,000	0.81	8.2	7.6	7.3	7.1	7.2	5.7	5.8	3.9	5.1
WLOQ	Winter Park	C3	103.1	14.0	440		Gross	66	7706			Smooth Jazz	5,400	0.93	4.8	3.8	4.2	4.4	3.6	3.9	4.5	5.7	3.7
WTKS	Cocoa Beach	C	104.1	100.0	1598	d	Clear Channel Comm	61	9712		g3	Talk	9,600	1.00	7.9	7.2	6.4	4.5	8.2	7.3	5.9	6.5	7.2
WOMX	Orlando	C	105.1	100.0	1598	b	Infinity Bcstg	67	0008		g2	Mix AC	9,200	1.46	5.2	4.5	4.2	5.7	4.3	3.2	5.4	6.1	4.8
WOCL	Deland	C	105.9	100.0	1581	b	Infinity Bcstg	67	0008		g2	Alternative	7,100	1.43	4.1	3.2	3.0	3.3	3.4	3.9	4.0	3.9	4.4
WXXL	Tavares	C1	106.7	27.5 cp	1585	d	Clear Channel Comm	69	0008		g	CHR	9,000	1.22	6.1	5.4	5.5	4.9	5.1	5.1	6.9	5.3	6.1
WMGF	Mount Dora	C	107.7	100.0	1585	d	Clear Channel Comm	66	9712		g3	Soft AC	10,600	1.01	8.7	6.9	6.6	6.9	7.8	8.0	6.1	5.5	7.0
# FM Stations -					15	# Combos -					13	FM TOTALS		82.2	69.9	68.8	66.9	70.2	69.2	68.4	68.8	72.0	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 38

Revenue Rank: 23

# Orlando, FL Market Overview



### Metro Counties / Population (000)

Orange, FL	951.7
Osceola, FL	187.7
Seminole, FL	379.0

1,518.4

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

<b>ESTIMATED GROSS REVENUES</b> ★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$81,500	\$95,800	\$107,400	\$118,800	\$113,400	\$121,000	8.2%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	6.7%	\$127,800	\$136,700	\$144,200	\$152,100	\$159,700	5.7%
Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>			
Revenue/Capita	NA <sup>1/</sup>	\$5.31/1,000	\$5.47/1,000	Local	70%		
	\$64.16	\$79.69	\$92.66	National	30%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	1,270.3	1,518.4	3.6%	1,518.4	1,723.5	2.6%
Households	472.6	567.9	3.7%	567.9	643.0	2.5%
Retail Sales	NA <sup>1/</sup>	22,788.7	NA <sup>1/</sup>	22,788.7	29,184.7	5.1%
EBI <sup>2/</sup>	21,308.3	29,222.5	6.5%	29,222.5	39,733.1	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)	748.4	130.9	67.2	79.6	117.6	126.2	101.2	125.7
Women (000)	770.0	123.8	63.9	77.5	114.2	126.3	106.6	157.7
Total	1,518.4	254.7	131.2	157.0	231.8	252.5	207.7	283.4
Percentage	100.0%	16.8%	8.6%	10.3%	15.3%	16.6%	13.7%	18.7%
Per Capita	\$ 19,246	Median Household		\$ 41,163	Avg Household		\$ 51,453	
Ethnic Population:	White 72.0%	Black 15.1%	Asian 3.2%	Hispanic 19.3%				

### Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	1		14	15	15	19	34
Tot 12+	3.3		66.6	69.9	69.9	13.1	83.0
Avg 12+	3.3		4.8	4.7	4.7	0.7	2.4
Tot LCS	4.0		80.2	84.2	84.2	15.8	100.0
Avg LCS	4.0		5.7	5.6	5.6	0.8	2.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Daytona Beach and Melbourne.

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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Fall				Summer				Spring				Winter			
																2002	2002	2002	2002	2001	2001	2001	2001	2001	2001	2001	2001	2001	2001	2001	2001
WFLF	Pine Hills	B	540	50.0	50.00	d	Clear Channel Comm	55	9712		g3	News/Talk	1,700	0.56	2.5	2.0	2.1	2.1	1.7	2.4	2.9	2.7	1.8								
WDBO	Orlando	B	580	5.0	5.00	c	Cox Radio Inc	24	9704		g1	Talk	5,200	0.68	6.3	5.2	5.4	5.1	5.1	5.4	5.4	4.7	4.9								
WORL	Altamonte	B	660	1.0	1.00		Floyco Inc	86				Nws/Tlk/Inf				0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
WQTM	Orlando	B	740	50.0	50.00	d	Clear Channel Comm	47	9712		g3	Sports	1,800	1.06	1.4	1.0	1.1	0.9	1.3	1.3	1.0	1.6	1.1								
WTLN	Orlando	B	950	12.0	5.00	e	Moffit, Thomas H, Jr	40	9808	500		Chrst/Talk	500		0.8	1.1	0.6	0.9	0.7	0.6	0.7	0.6	0.6								
WDYZ	Orlando	B	990	50.0	14.00		ABC Radio Inc	47	0102	5,000		Children	200		0.1	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0								
WONQ	Oviedo	B	1030	10.0	1.70	f	Florida Bcstrs	92				Span/BtFMs	1,100	0.91	1.0	1.1	0.8	1.0	0.7	0.9	1.5	1.0	1.0								
WHOO	Kissimmee	D	1080	10.0	0.00	a	Genesis Comm Inc	64	9911	1,800		Sports	200	0.10	1.7	0.0	0.7	1.4	1.8	1.7	1.2	2.3	2.2								
WRMQ	Orlando	D	1140	5.0	0.00	f	Florida Bcstrs	85				Span/Mexcn	500	0.41	1.0	0.9	0.6	0.7	1.0	0.9	0.5	0.6	1.0								
WIXL	Pine Castle-Sky	D	1190	5.0 cp	0.00	a	Genesis Comm Inc	77	0003	2,100		BusNw/Talk	400		0.2	0.0	0.0	0.0	0.4	0.4	0.5	0.0	0.0								
WOTS	Kissimmee	D	1220	1.0	0.11	g	J&V Comm Inc	78	9902	450		Spanish	200		0.3	0.0	0.6	0.4	0.0	0.0	0.0	0.0	0.0								
WRLZ	Eatonville	B	1270	5.0	5.00		Radio Luz Inc	57	9603	382		Span/Chrst	900	0.74	1.0	0.0	0.9	1.1	0.9	0.5	0.5	0.5	0.5								
WSDO	Sanford	C	1400	1.0	1.00	g	J&V Comm Inc	47	9206	300		Spanish AC	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
WPRD	Winter Park	B	1440	5.0	1.00	g	J&V Comm Inc	54	9411	300		Spanish	400		0.4	0.5	0.4	0.0	0.5	0.4	0.0	0.0	0.0								
WUNA	Ocoee	D	1480	1.0	0.07		Multicultural Bcstg	62	0005		g	Ethnc/Span	300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
WHIM	Apopka	D	1520	5.0	0.35	e	Moffit, Thomas H. Jr	64				Christian			0.1	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0								
WNTF	Bithlo	D	1580	10.0 cp	0.00		Rama Comm Inc	74	0206 p		g	News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
WOKB	Winter Garden	D	1600	2.2 cp	0.04	h	Rama Comm Inc	58	9310		g	Urban/Gospl	700	0.53	1.1	0.9	1.4	0.8	0.7	0.8	1.2	1.8	0.7								
WTIR	Winter Garden	B	1680	10.0	1.00	h	Rama Comm Inc	99				Nws/Tlk/Inf				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
# AM Stations -					19	# Combos -					14	AM TOTALS				17.9	13.1	14.6	14.8	14.8	15.7	15.4	15.8	13.8							
AM & FM Stations Profiled -					34	# Duopolies -					13	Total Local Commercial Share				83.0	83.4	81.7	85.0	84.9	83.8	84.6	85.8								

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 39

Revenue Rank: 35

# Las Vegas, NV Market Overview



### Metro Counties / Population (000)

Clark, NV	1,511.7
	1,511.7

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

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$53,700	\$63,100	\$72,400	\$83,000	\$76,300	\$86,100	9.9%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07	
12.8%	\$91,000	\$96,500	\$100,800	\$106,300	\$111,700	5.3%	
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA <sup>1/</sup>	\$3.87/1,000	\$3.17/1,000	Local	81%		
Revenue/Capita	\$48.20	\$56.96	\$60.51	National	19%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	1,114.2	1,511.7	6.3%	1,511.7	1,846.1	4.1%
Households	428.2	560.2	5.5%	560.2	675.6	3.8%
Retail Sales	NA <sup>1/</sup>	22,236.2	NA <sup>1/</sup>	22,236.2	35,195.7	9.6%
EBI <sup>2/</sup>	19,083.6	30,762.5	10.0%	30,762.5	45,978.5	8.4%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	766.7	136.9	60.8	73.3	123.4	121.7	101.2	149.3
Women (000)	745.0	130.0	57.1	68.0	113.9	111.8	102.0	162.2
Total	1,511.7	266.9	117.8	141.4	237.3	233.5	203.2	311.5
Percentage	100.0%	17.7%	7.8%	9.4%	15.7%	15.4%	13.4%	20.6%
Per Capita	\$ 20,349							
				Median Household	\$ 43,395		Avg Household	\$ 54,911
Ethnic Population:	White 70.9%	Black 9.1%	Asian 5.9%				Hispanic 23.0%	

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		21	18	22	12	34
Tot 12+	0.5		74.9	74.5	75.4	11.8	87.2
Avg 12+	0.5		3.6	4.1	3.4	1.0	2.6
Tot LCS	0.6		85.9	85.4	86.5	13.5	100.0
Avg LCS	0.6		4.1	4.7	3.9	1.1	2.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
															Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
KOMP	Las Vegas	C	92.3	25.0	3688	b Lotus Comm Corp	66	7703			AOR	6,500	1.48	5.1	4.6	4.5	3.7	5.1	4.5	4.5	3.6	4.2
• KRRN	Dolan Springs	C	92.7	100.0	cp	1775 f Entravision Comm Co	90	0212	12,425		Spanish AC	1,500	0.73	2.4	2.7	1.5	2.0	3.4	1.3	2.0	1.7	2.0
KOOL	Las Vegas	C	93.1	24.0	3744	c Clear Channel Comm	80	9905		g1	Oldies	3,900	0.81	5.6	6.5	5.1	4.5	4.8	5.2	5.2	4.6	3.9
KADD	Laughlin	C1	93.5	2.8	1890	M&M Bcstg LLC	97	0110		st	Hot AC				0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
KMXB	Henderson	C	94.1	100.0	1161	d Infinity Bcstg	71	0102		g2	Hot AC	5,500	1.28	5.0	3.5	4.0	4.0	4.2	5.3	5.9	5.2	5.0
KWNR	Henderson	C	95.5	100.0	1161	c Clear Channel Comm	72	9905		g1	Country	8,000	1.12	8.3	7.9	7.3	7.8	7.7	6.0	7.7	7.1	7.3
KKLZ	Las Vegas	C	96.3	100.0	1175	h Beasley Bcst Group	84	0101		g3	Clisc Rock	3,500	1.16	3.5	2.5	3.1	2.9	3.3	2.8	3.3	2.2	3.1
KXPT	Las Vegas	C	97.1	25.0	3675	b Lotus Comm Corp	61	9211	1,425	c2	Clisc Hits	5,400	1.84	3.4	2.5	2.2	3.0	2.5	4.2	4.6	4.3	5.1
KVEG	Mesquite	C	97.5	100.0	1969	Kemp Broadcasting	01				CHR/Dance			3.4	3.0	2.9	3.5	3.0	2.4	0.8	0.0	0.0
KLUC	Las Vegas	C	98.5	100.0	1181	d Infinity Bcstg	56	0102		g2	CHR	8,000	1.52	6.1	4.3	5.4	4.8	5.6	5.6	6.9	8.8	7.8
• KOMR	Indian Springs	C0	99.3	31.0	cp	2264 g Univision Comm Inc	00	0206	p	st	Spanish AC				0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• KMZQ	Henderson	C	100.5	100.0	1171	d Infinity Bcstg	82	0102		g2	AC	6,000	1.55	4.5	3.8	4.4	3.8	2.8	4.8	3.1	4.4	4.4
• KWID	Las Vegas	C	101.9	100.0	1181	c Clear Channel Comm	63	9905		g1	CHR/Rhymc	3,600	1.02	4.1	2.5	3.2	3.7	4.1	3.1	3.5	4.3	3.4
KSTJ	Boulder City	C	102.7	99.0	1978	h Beasley Bcst Group	82	0101		g3	80s Hits	3,600	1.00	4.2	3.7	3.1	3.8	3.7	4.0	4.4	4.9	4.2
KISF	Las Vegas	C	103.5	100.0	1158	g Univision Comm Inc	89	0206	p	st	Mexican	4,500	0.74	7.1	7.1	6.0	7.6	6.1	4.8	4.9	4.2	5.0
KJUL	North Las Vegas	C	104.3	24.5	3701	h Beasley Bcst Group	89	0101		g3	Nostalgia	3,700	0.50	8.6	6.1	7.3	8.1	6.4	8.2	8.4	6.8	9.3
KBHQ	Moapa Valley	A	104.7	3.0	466	e S & R Bcstg Inc	00				AC				0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• KQRT	Las Vegas	C2	105.1	50.0	36	f Entravision Comm Co	93	0004	3,250		Mexican				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KOAS	Dolan Springs	C	105.7	98.0	1985	a Desert Sky Media	76	0010		c1	Smooth Jazz	1,050	0.61	2.0	2.6	2.0	1.4	1.6	2.1	0.0	0.0	0.0
KSNE	Las Vegas	C	106.5	100.0	1155	c Clear Channel Comm	87	9905		g1	Soft AC	5,100	0.90	6.6	4.8	6.4	4.9	5.8	6.0	5.2	5.9	4.9
KXTE	Pahrump	C	107.5	24.5	3730	d Infinity Bcstg	88	0102		g2	Alternative	5,500	0.98	6.5	4.8	5.8	5.0	6.3	5.5	5.3	4.8	5.8
• KVGS	Laughlin	C	107.9	98.0	1985	a Desert Sky Media	92	0010	7,190	c1	Urban/AC	950	0.61	1.8	1.6	1.1	1.9	1.6	1.7	1.8	0.0	0.0
# FM Stations -				22		# Combos -				20		FM TOTALS		88.2	75.4	75.3	76.4	78.0	77.5	77.5	73.1	75.4

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 39

Revenue Rank: 35

# Las Vegas, NV Market Overview



### Metro Counties / Population (000)

Clark, NV	1,511.7
	1,511.7

### Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$53,700	\$63,100	\$72,400	\$83,000	\$76,300	\$86,100
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07	
	12.8%	\$91,000	\$96,500	\$100,800	\$106,300	\$111,700	5.3%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA <sup>1/</sup>	\$3.87/1,000	\$3.17/1,000	Local	81%		
Revenue/Capita	\$48.20	\$56.96	\$60.51	National	19%		

### Demographic and Economic Overview

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

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	1,114.2	1,511.7	6.3%	1,511.7	1,846.1	4.1%
Households	428.2	560.2	5.5%	560.2	675.6	3.8%
Retail Sales	NA <sup>1/</sup>	22,236.2	NA <sup>1/</sup>	22,236.2	35,195.7	9.6%
EBI <sup>2/</sup>	19,083.6	30,762.5	10.0%	30,762.5	45,978.5	8.4%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	766.7	136.9	60.8	73.3	123.4	121.7	101.2	149.3
Women (000)	745.0	130.0	57.1	68.0	113.9	111.8	102.0	162.2
Total	1,511.7	266.9	117.8	141.4	237.3	233.5	203.2	311.5
Percentage	100.0%	17.7%	7.8%	9.4%	15.7%	15.4%	13.4%	20.6%
Per Capita	\$ 20,349	Median Household		\$ 43,395	Avg Household		\$ 54,911	
Ethnic Population:	White 70.9%	Black 9.1%	Asian 5.9%	Hispanic 23.0%				

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		21	18	22	12	34
Tot 12+	0.5		74.9	74.5	75.4	11.8	87.2
Avg 12+	0.5		3.6	4.1	3.4	1.0	2.6
Tot LCS	0.6		85.9	85.4	86.5	13.5	100.0
Avg LCS	0.6		4.1	4.7	3.9	1.1	2.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# Competitive Overview

AM Stations		ARB 12+ Metro Shares (see rights)																					
Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	Fall	Summer	Spring	Winter	Fall	Summer	Spring	Winter
				Power (kW)	Power (kW)								Revenue (000)1/	Power Ratio		2002	2002	2002	2002	2001	2001	2001	2001
KDWN	Las Vegas	B	720	50.0	50.00		Radio Nevada	75				Nws/Tlk/Spt	1,600	0.93	2.0	1.7	2.0	1.5	1.6	1.8	1.9	2.3	2.0
KXNT	North Las Vegas	B	840	50.0	25.00	d	Infinity Bcstg	86	0102		g2	News/Talk	2,100	0.55	4.4	4.6	4.3	3.3	3.6	4.2	3.2	3.8	4.4
KLSQ	Whitney	B	870	5.0	0.43	g	Univision Comm Inc	86	0206	p	st	Span/AdStd	700	0.68	1.2	1.5	0.7	1.4	1.0	1.2	1.2	0.6	0.6
KBAD	Las Vegas	B	920	5.0	0.50	b	Lotus Comm Corp	53	9211		c2	Sprts/Talk	900		0.8	0.8	0.8	0.5	0.6	1.0	0.5	0.0	0.7
KNUU	Paradise	B	970	5.0	0.50		CRC Bcstg Co Inc	62	9807	1,500		News/Talk	1,000		0.8	0.7	0.9	0.4	0.8	0.6	0.8	0.7	0.8
KKVV	Las Vegas	D	1060	5.0	0.04		Las Vegas Bcstrs	90				Chrst/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KSFN	North Las Vegas	B	1140	10.0	2.50	d	Infinity Bcstg	56	0102		g2	Talk	700	0.81	1.0	0.6	0.8	1.0	0.8	0.8	0.8	0.9	1.1
KLAV	Las Vegas	C	1230	1.0	1.00		Gore-Overgaard Bcstg	47	9507	1,240		Info/Talk	600			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
KDOX	Henderson	D	1280	5.0	0.03	e	S & R Bcstg Inc	56	9010	600	e	Mexican	600		0.7	1.0	1.0	0.9	0.0	0.5	0.6	0.4	0.5
• KRLV	Las Vegas	C	1340	1.0	1.00		Continental Radio	47	0110	2,000		Spn/Nws/Tlk	750			0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
KSHP	North Las Vegas	C	1400	1.0	1.00		McNaughton-Jackle	54	9610	600		Inf/Spt/Tlk				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	b	Lotus Comm Corp	40	6506			Sprts/News	800		0.8	0.9	0.6	0.4	1.0	0.9	1.0	0.9	1.1
				# AM Stations -		12	# Combos -		6	AM TOTALS				11.7	11.8	11.1	9.4	9.4	11.0	10.0	9.9	11.5	
				AM & FM Stations Profiled -		34	# Duopolies -		11	Total Local Commercial Share				87.2	86.4	85.8	87.4	88.5	87.5	83.0	86.9		

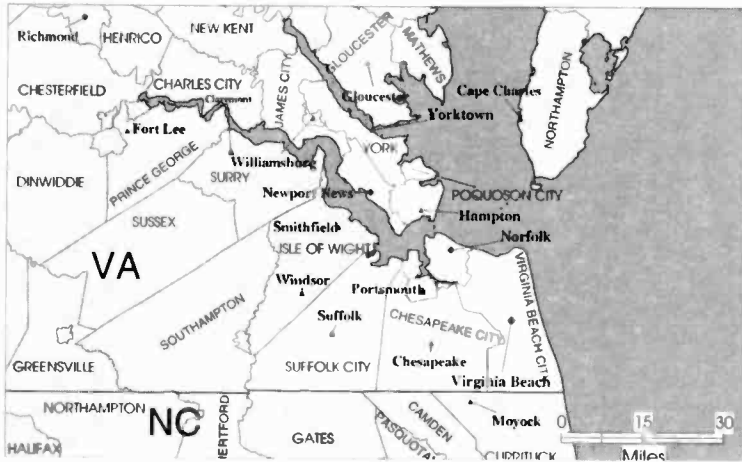
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 40

Revenue Rank: 41

# Norfolk-Virginia Beach-Newport News, VA Market



### Metro Counties / Population (000)

Chesapeake city, VA	204.6
Gloucester, VA	35.3
Hampton city, VA	148.2
James City, VA	50.6
Newport News city	181.4
Norfolk city, VA	229.6
Poquoson city, VA	11.6
Portsmouth city, VA	99.9
Suffolk city, VA	65.8
Virginia Beach city	427.9
Williamsburg city	12.1
York, VA	58.4
<b>Total</b>	<b>1,525.4</b>

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

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$44,900	\$47,300	\$53,600	\$60,400	\$58,500	\$64,900
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA <sup>1/</sup>	\$3.98/1,000	\$4.42/1,000	Local	75%		
Revenue/Capita	\$29.97	\$42.55	\$54.50	National	25%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	1,498.4	1,525.4	0.4%	1,525.4	1,563.4	0.5%
Households	536.5	563.4	1.0%	563.4	585.8	0.8%
Retail Sales	NA <sup>1/</sup>	16,317.2	NA <sup>1/</sup>	16,317.2	19,259.5	3.4%
EBI <sup>2/</sup>	20,806.6	24,540.5	3.4%	24,540.5	29,487.1	3.7%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	750.7	135.3	69.4	95.6	110.9	124.0	95.3	120.3
Women (000)	774.7	130.2	67.0	80.7	107.7	127.1	103.5	158.5
Total	1,525.4	265.4	136.3	176.4	218.6	251.1	198.8	278.8
Percentage	100.0%	17.4%	8.9%	11.6%	14.3%	16.5%	13.0%	18.3%
Per Capita	\$ 16,088			Median Household	\$ 36,834		Avg Household	\$ 43,555
Ethnic Population:	White	60.9%	Black	32.1%	Asian	3.0%	Hispanic	3.3%

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3	12	3	17	18	19	37
Tot 12+	5.4	60.7	7.9	73.3	74.0	11.3	85.3
Avg 12+	1.8	5.1	2.6	4.3	4.1	0.6	2.3
Tot LCS	6.3	71.2	9.3	85.9	86.8	13.2	100.0
Avg LCS	2.1	5.9	3.1	5.1	4.8	0.7	2.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	
WBHH	Moyock	C3	92.1	14.5	430	c	Clear Channel Comm	74	9608	3,350		Urban CHR	1,200	0.80	2.3	1.6	1.3	2.0	2.1	2.4	2.3	2.3	1.6
WWSO	Suffolk	B	92.9	50.0	486	f	Barnstable Bcstg Inc	65	9908		d3	Oldies	2,000	0.58	5.3	4.2	4.4	5.2	5.7	2.8	2.7	2.6	3.9
WKOC	Chesapeake	C1	93.7	100.0 cp	968	g	Sinclair Telecable	73	9610	8,100	c1	AAA	1,900	1.08	2.7	2.5	2.3	3.0	2.2	1.6	2.6	2.6	2.6
• WXEZ	Yorktown	B	94.1	40.0	532	f	Barnstable Bcstg Inc	75	0009	7,000		Inspiration	1,650	0.40	6.3	4.3	6.0	4.7	5.9	4.6	5.9	4.7	3.9
WPTE	Virginia Beach	B	94.9	50.0	499	e	Entercom	84	9912		g2	Modern AC	5,400	1.43	5.8	5.0	5.3	5.7	4.3	4.4	5.0	4.3	4.7
WVKL	Norfolk	B	95.7	40.0	879	e	Entercom	61	9912		g2	Urban AC	4,100	0.99	6.4	5.8	5.7	6.4	5.1	4.4	4.5	5.4	5.5
WROX	Cape Charles	B	96.1	23.0	722	g	Sinclair Telecable	86	9309	1,500		Modern Rock	1,600	0.70	3.5	2.1	2.8	3.5	3.1	2.6	2.6	2.5	2.7
WGH	Newport News	B	97.3	74.0	394	f	Barnstable Bcstg Inc	48	9908		d3	Country	4,900	1.18	6.4	5.6	6.1	4.9	5.5	5.2	5.1	5.6	5.7
WNOR	Norfolk	B	98.7	46.0	518	d	Saga Comm Inc	61	8607	13,900	c2	AOR	6,000	1.30	7.1	5.8	6.3	5.5	5.8	6.4	6.0	5.8	6.0
WXGM	Gloucester	A	99.1	6.0	328	h	Robinson Comm Ltd	91				AC	200		0.5	0.7	0.0	0.4	0.9	0.4	0.6	0.4	0.5
WCMS	Norfolk	B	100.5	50.0	499	f	Barnstable Bcstg Inc	62	0003	15,500	c3	Country	2,600	0.72	5.6	5.0	5.2	4.1	5.2	4.4	6.3	5.8	5.9
WWDE	Hampton	B	101.3	50.0	499	e	Entercom	62	9912		g2	AC	7,700	1.40	8.5	6.3	5.9	7.2	7.2	8.3	5.9	6.9	7.0
WWHV	Virginia Beach	A	102.1	6.0 cp	328		On Top Comm Inc	01	0106	3,000		Urban	450	0.58	1.2	1.1	1.7	1.0	0.9	0.4	0.0	0.0	0.0
WOWI	Norfolk	B	102.9	50.0	472	c	Clear Channel Comm	48	9607		g1	Urban	6,200	1.10	8.7	6.9	6.3	6.3	7.3	9.5	7.6	8.3	7.7
WNVZ	Norfolk	B	104.5	50.0	479	e	Entercom	67	9912		g2	CHR	3,500	0.90	6.0	5.6	5.4	4.9	4.7	5.3	6.0	5.1	6.5
WSVY	Norfolk	B	105.3	50.0	499	c	Clear Channel Comm	62	9607		g1	Urban AC	1,500	0.64	3.6	4.1	2.9	3.9	3.0	2.4	1.9	2.0	2.3
WAFX	Suffolk	C	106.9	100.0	984	d	Saga Comm Inc	83	9403	4,000		Clisc Hits	5,750	1.43	6.2	3.8	6.0	4.9	4.1	6.1	6.3	5.9	5.0
WJCD	Windsor	A	107.7	1.7	620	c	Clear Channel Comm	90	9609	3,000		Smooth Jazz	1,400	0.65	3.3	3.6	2.5	3.4	2.3	3.0	2.6	4.3	4.0
# FM Stations -				18	# Combos -				17	FM TOTALS				89.4	74.0	76.1	77.0	75.4	74.2	73.9	74.5	75.5	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 40

Revenue Rank: 41

# Norfolk-Virginia Beach-Newport News, VA Market



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Norfolk city, VA	229.6
Poquoson city, VA	11.6
Portsmouth city, VA	99.9
Suffolk city, VA	65.8
Virginia Beach city	427.9
Williamsburg city	12.1
York, VA	58.4
<b>Total</b>	<b>1,525.4</b>

### Market Radio Financials

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

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$44,900	\$47,300	\$53,600	\$60,400	\$58,500	\$64,900	7.6%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	10.9%	\$68,800	\$72,900	\$76,900	\$81,100	\$85,200	5.6%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA <sup>1/</sup>	\$3.98/1,000	\$4.42/1,000	Local 75%
Revenue/Capita	\$29.97	\$42.55	\$54.50	National 25%

### Demographic and Economic Overview

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

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	1,498.4	1,525.4	0.4%	1,525.4	1,563.4	0.5%
Households	536.5	563.4	1.0%	563.4	585.8	0.8%
Retail Sales	NA <sup>1/</sup>	16,317.2	NA <sup>1/</sup>	16,317.2	19,259.5	3.4%
EBI <sup>2/</sup>	20,806.6	24,540.5	3.4%	24,540.5	29,487.1	3.7%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	750.7	135.3	69.4	95.6	110.9	124.0	95.3	120.3
Women (000)	774.7	130.2	67.0	80.7	107.7	127.1	103.5	158.5
Total	1,525.4	265.4	136.3	176.4	218.6	251.1	198.8	278.8
Percentage	100.0%	17.4%	8.9%	11.6%	14.3%	16.5%	13.0%	18.3%
Per Capita	\$ 16,088			Median Household	\$ 36,834		Avg Household	\$ 43,555
Ethnic Population:	White	60.9%	Black	32.1%	Asian	3.0%	Hispanic	3.3%

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3	12	3	17	18	19	37
Tot 12+	5.4	60.7	7.9	73.3	74.0	11.3	85.3
Avg 12+	1.8	5.1	2.6	4.3	4.1	0.6	2.3
Tot LCS	6.3	71.2	9.3	85.9	86.8	13.2	100.0
Avg LCS	2.1	5.9	3.1	5.1	4.8	0.7	2.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

AM Stations		ARB 12+ Metro Shares (see rights)																						
Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	Fall	Summer	Spring	Winter	Fall	Summer	Spring	Winter	
				Power (kW)	Power (kW)								Revenue (000)1/	Power Ratio		2002	2002	2002	2002	2001	2001	2001	2001	
WRJR	Claremont	D	670	20.0	0.01	i	Chesapeake-Portsmout	97	0105	950	1	Spanish				0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WMBG	Williamsburg	D	740	0.5	0.01		Great Sounds Inc	59	8609	250		Nostalgia				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WNIS	Norfolk	B	790	5.0	5.00	g	Sinclair Telecable	23	9610		c1	News/Talk	3,050	0.98	4.8	4.9	3.1	3.4	4.6	5.0	4.5	3.7	4.0	
WTAR	Norfolk	B	850	50.0	25.00	g	Sinclair Telecable	52	8707	725		Talk	1,200	1.23	1.5	1.2	1.1	1.0	1.6	1.4	1.3	1.2	1.1	
WKGM	Smithfield	B	940	10.0	3.10		Baker Family Stns		74			Religion				0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WPMH	Portsmouth	B	1010	5.0	0.45	i	ABC Radio Inc	72	0209	1,075	d1	1	Chrst/Talk			0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WFOG	Norfolk	B	1050	5.0	0.36	f	Barnstable Bcstg Inc	54	0003		c3	Adlt Stndrd			0.1	0.6	0.5	0.0	0.0	0.0	0.0	0.4	0.2	
WCKO	Norfolk	D	1110	50.0	0.00		Word Broadcasting	76	0209 p		g	Gospl/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	
WJOI	Norfolk	C	1230	1.0	1.00	d	Saga Comm Inc	49	8607		c2	Adlt Stndrd	50	0.05	1.7	1.0	1.3	1.7	1.2	1.5	2.0	1.6	1.3	
WTJZ	Newport News	B	1270	1.5	0.90	i	Chesapeake-Portsmout	47	9902	380	1	Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WGH	Newport News	B	1310	20.0	5.00	f	Barnstable Bcstg Inc	28	9908		d3	Sports	650	1.00	1.0	1.0	0.9	0.6	1.0	0.8	0.8	1.0	1.1	
WGPL	Portsmouth	B	1350	5.0	5.00	b	Willis Family Bcstg	42	9607	700		Gospel	400		0.2	0.4	0.0	0.0	0.7	0.0	0.0	0.0	0.5	
WPCE	Portsmouth	C	1400	1.0	1.00	b	Willis Family Bcstg	64	9203	1,200		Gospel	500	0.64	1.2	1.0	1.6	1.2	0.9	0.5	1.3	1.4	1.1	
WXGM	Gloucester	D	1420	0.7	0.06	h	Robinson Comm Ltd		57			AC				0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	
WBVA	Bayside	C	1450	1.0	1.00	a	Cowan, Ronald, Jr	01	0103		cp	Talk/Sprts	400			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				0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	
WVAB	Virginia Beach	D	1550	5.0	0.01	a	Cowan, Ronald, Jr	54	9202	150		News	500			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WCPK	Chesapeake	D	1600	4.2	0.02		Willis Bcstg Corp	67	0007		sw	Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WHKT	Portsmouth	B	1650	10.0	1.00	i	ABC Radio Inc	99	0209		d1	Children				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					19	# Combos -					14	AM TOTALS				10.5	11.3	8.5	7.9	10.1	9.2	9.9	10.4	9.3
AM & FM Stations Profiled -					37	# Duopolies -					14	Total Local Commercial Share				85.3	84.6	84.9	85.5	83.4	83.8	84.9	84.8	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 41

Revenue Rank: 29

# Indianapolis, IN Market Overview



### Metro Counties / Population (000)

Boone, IN	47.3
Hamilton, IN	196.6
Hancock, IN	57.0
Hendricks, IN	109.6
Johnson, IN	119.6
Marion, IN	864.2
Morgan, IN	68.2
Shelby, IN	43.9
<b>Total</b>	<b>1,506.4</b>

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

#### ESTIMATED GROSS REVENUES

1997	1998	1999	2000	2001	2002	Δ 97 - 02
\$70,000	\$80,200	\$85,200	\$91,600	\$90,700	\$99,600	7.3%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
9.8%	\$105,600	\$113,000	\$119,200	\$125,800	\$132,100	5.8%

Revenue/Retail Sales	1997	2002	2007	Est. Breakout
Revenue/Capita	NA <sup>1/</sup>	\$4.39/1,000	\$4.62/1,000	Local 81%
	\$51.06	\$66.12	\$82.93	National 19%

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	1,371.0	1,506.4	1.9%	1,506.4	1,593.0	1.1%
Households	530.7	591.1	2.2%	591.1	630.4	1.3%
Retail Sales	NA <sup>1/</sup>	22,662.7	NA <sup>1/</sup>	22,662.7	28,600.3	4.8%
EBI <sup>2/</sup>	24,340.8	31,938.6	5.6%	31,938.6	42,615.3	5.9%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	733.9	139.2	67.1	66.5	111.9	123.9	101.8	123.5
Women (000)	772.5	132.4	64.7	67.3	113.3	126.9	106.2	161.8
Total	1,506.4	271.7	131.9	133.8	225.1	250.8	207.9	285.3
Percentage	100.0%	18.0%	8.8%	8.9%	14.9%	16.6%	13.8%	18.9%
Per Capita	\$ 21,201			Median Household	\$ 43,866		Avg Household	\$ 54,028
Ethnic Population:	White 80.9%		Black 14.6%		Asian 1.4%		Hispanic	3.1%

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	9	10		14	19	10	29
Tot 12+	18.4	55.6		71.5	74.0	12.4	86.4
Avg 12+	2.0	5.6		5.1	3.9	1.2	3.0
Tot LCS	21.3	64.4		82.8	85.6	14.4	100.0
Avg LCS	2.4	6.4		5.9	4.5	1.4	3.4

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
												Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
WTTS	Bloomington	B	92.3	37.0	1089	Sarkes Tarzian Inc	60				AAA	2,400	0.96	2.5	2.4	2.8	2.1	2.2	1.7	2.5	3.4	2.8
WNOU	Indianapolis	B	93.1	12.5	1024	b Emmis	60	9406	26,000	c1	CHR	4,200	0.65	6.5	5.3	5.6	6.3	5.3	5.5	5.2	4.6	4.8
WGRL	Noblesville	A	93.9	3.3	453	e Susquehanna Radio	93	9706	4,300		80s Hits	2,000	0.72	2.8	2.3	2.6	2.7	3.5	1.1	0.7	1.3	0.7
WFBO	Indianapolis	B	94.7	58.0	804	c Clear Channel Comm	59	0008		g	AOR	15,700	1.59	9.9	8.5	7.9	9.4	8.6	8.4	8.1	8.3	8.3
WFMS	Indianapolis	B	95.5	13.0	991	e Susquehanna Radio	57				Country	13,100	1.03	12.8	12.9	13.0	11.4	10.6	9.3	11.5	11.4	12.6
WPZZ	Franklin	A	95.9	3.0	299	h Pilgrim Comm LLC	61	9710		na	Talk	450			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WHHH	Indianapolis	A	96.3	3.3	285	g Radio One Inc	91	0006		g3	Urban	4,500	0.58	7.8	6.3	7.4	7.8	6.0	6.0	6.3	5.2	4.0
WENS	Shelbyville	B	97.1	23.0	732	b Emmis	64	8106	1,200		AC	5,000	1.39	3.6	2.8	2.8	2.8	3.0	3.8	4.7	4.5	4.7
WXIR	Plainfield	A	98.3	3.0	299	Radio 1500	64	8010	800		ChrsContem	1,900	1.12	1.7	1.3	1.2	1.4	1.6	1.6	1.3	1.4	1.8
WZPL	Greenfield	B	99.5	12.5	991	f MyStar Comm Corp	62	9405	10,800		Hot AC	4,200	1.17	3.6	3.4	2.9	2.9	2.8	3.9	4.0	3.6	3.9
WYJZ	Lebanon	A	100.9	6.0	328	g Radio One Inc	67	0006		g3	Smooth Jazz	650	0.27	2.4	2.3	2.0	2.1	2.2	2.1	1.9	2.4	2.3
WKLU	Brownsburg	A	101.9	3.7	253	Quinn Family	92				Clsc Rock	1,100	1.00	1.1	0.8	0.9	0.9	0.9	1.0	0.8	0.6	1.5
WCBK	Martinsville	A	102.3	6.0	308	a Mid-Amer Radio Grp	68	9709		sw	Country	300		0.6	0.0	1.0	0.0	0.5	0.5	0.4	0.5	0.0
WRZX	Indianapolis	B	103.3	18.0	850	c Clear Channel Comm	64	0008		g	Alternative	7,200	1.10	6.6	4.9	5.5	6.3	4.8	6.5	5.2	6.2	5.0
WGLD	Indianapolis	B	104.5	50.0	492	e Susquehanna Radio	41	9310	7,150		Oldies	7,000	0.90	7.8	7.2	7.3	6.6	6.3	6.8	7.0	6.1	6.5
WYXB	Indianapolis	B	105.7	50.0	449	b Emmis	68	9711	14,980	c2	Soft AC	4,900	0.91	5.4	5.0	4.2	4.3	4.8	5.6	5.5	4.7	1.6
WTLC	Greenwood	A	106.7	6.0 cp	279	g Radio One Inc	94	0006		g3	Urban/AC	5,500	0.97	5.7	5.0	4.3	5.4	4.9	5.1	5.8	5.9	6.0
WEDJ	Danville	A	107.1	1.8	604	d Continental Bcst Grp	75	9311		st	Spn/Nws/Me	500		0.5	0.4	0.5	0.4	0.7	0.0	0.5	0.6	1.0
WTPI	Indianapolis	B	107.9	22.0	761	f MyStar Comm Corp	84	9001	12,000		Lite Rock	5,300	1.11	4.8	3.2	4.3	3.8	4.8	3.7	3.8	4.6	5.4
# FM Stations -				19	# Combos -				16	FM TOTALS				86.1	74.0	76.2	76.6	73.5	72.6	75.2	75.3	72.9

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
WSYW	Indianapolis	D	810	0.3	0.00	d	Continental Bcst Grp	63	9311		st	Mexican	400		0.5	0.0	0.0	0.0	0.7	0.9	0.4	0.7	0.8
WXLW	Indianapolis	D	950	5.0	0.12	h	Pilgrim Comm LLC	48	9508	700		Sports	200			0.6	0.0	0.0	0.0	0.0	0.4	0.5	0.0
WIBC	Indianapolis	B	1070	50.0	10.00	b	Emmis	38	9406		c1	Nws/Tlk/Spt	9,500	1.10	8.7	7.4	6.7	7.0	7.6	8.9	7.3	7.0	8.3
WNDE	Indianapolis	B	1260	5.0	5.00	c	Clear Channel Comm	24	0008		g	Sports	1,900	0.95	2.0	1.7	1.3	1.4	2.2	1.9	1.8	1.7	1.8
WTLC	Indianapolis	B	1310	5.0	1.00	g	Radio One Inc	41	0104		g	Black Gospl	1,000	0.53	1.9	1.5	1.6	1.9	2.0	1.2	0.8	1.6	1.5
WXNT	Indianapolis	B	1430	5.0	5.00	f	MyStar Comm Corp	23	9405	575		News/Talk	700		0.9	0.8	0.0	0.5	1.0	1.6	2.9	2.3	2.4
WBRI	Indianapolis	D	1500	5.0	0.00		Amer Bible Radio	64				Religion				0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
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	D	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			0.1	0.4	0.0	0.0	0.0	0.4	0.5	0.0	0.0
# AM Stations -				10	# Combos -				7	AM TOTALS				14.1	12.4	9.6	10.8	13.5	14.9	14.5	13.8	14.8	
AM & FM Stations Profiled -				29	# Duopolies -				6	Total Local Commercial Share				86.4	85.8	87.4	87.0	87.5	89.7	89.1	87.7		

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 42

Revenue Rank: 36

# Austin, TX Market Overview



### Metro Counties / Population (000)

Bastrop, TX	62.3
Caldwell, TX	33.3
Hays, TX	104.6
Travis, TX	858.0
Williamson, TX	275.3
<b>Total</b>	<b>1,333.5</b>

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

<b>ESTIMATED GROSS REVENUES</b> ***	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$56,300	\$64,300	\$77,800	\$89,500	\$79,800	\$82,300	7.9%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	3.1%	\$86,600	\$92,700	\$97,800	\$103,100	\$108,300	5.6%
Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>			
Revenue/Capita	NA <sup>1/</sup>	\$2.59/1,000	\$2.29/1,000	Local	80%		
	\$53.90	\$61.72	\$70.30	National	20%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	1,044.6	1,333.5	5.0%	1,333.5	1,540.6	2.9%
Households	403.7	502.3	4.5%	502.3	577.0	2.8%
Retail Sales	NA <sup>1/</sup>	31,764.7	NA <sup>1/</sup>	31,764.7	47,195.0	8.2%
EBI <sup>2/</sup>	17,954.0	32,309.5	12.5%	32,309.5	52,120.3	10.0%

### 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)	675.6	117.9	56.9	93.8	125.0	112.1	86.7	83.1
Women (000)	657.9	111.0	53.2	86.7	111.2	107.5	85.8	102.6
Total	1,333.5	228.9	110.2	180.4	236.2	219.6	172.5	185.7
Percentage	100.0%	17.2%	8.3%	13.5%	17.7%	16.5%	12.9%	13.9%
Per Capita	\$ 15,278	Median Household		\$ 33,365	Avg Household		\$ 41,301	
Ethnic Population:	White 72.2%	Black 7.8%	Asian 3.7%	Hispanic 26.8%				

### Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	2		17	15	19	12	31
Tot 12+	2.2		65.1	64.3	67.3	11.9	79.2
Avg 12+	1.1		3.8	4.3	3.5	1.0	2.6
Tot LCS	2.8		82.2	81.2	85.0	15.0	100.0
Avg LCS	1.4		4.8	5.4	4.5	1.3	3.2

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# Competitive Overview

Some stations also rated in Killeen-Temple.

## FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)									Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
KQQQ	Hutto	A	92.1	1.7	449	e	Central Texas Radio	80	0104		nc	Tejano	200	0.7	1.1	0.4	0.5	0.4	0.8	1.0	1.0	0.6	
KKLB	Elgin	A	92.5	1.6	449	d	Garcia, Lorenzo	92			3	Tejano	900	0.7	1.1	0.0	0.8	0.5	0.8	0.5	0.4	0.9	
• KXMG	Cedar Park	C	93.3	100.0 cp	1926	a	Emmis	61	0303 p		st	2 CHR/Rhymc	950	0.38	3.0	3.2	2.7	2.1	2.7	1.9	1.3	1.9	1.7
• KLBJ	Austin	C	93.7	97.0	1050	a	Emmis	60	0303 p		st	2 Rock	6,500	1.61	4.9	4.5	4.4	3.4	3.8	3.6	3.5	3.8	3.2
KAMX	Luling	C	94.7	100.0	1306	c	Infinity Bcstg	87	0102		g1	Modern AC	6,400	1.56	5.0	4.1	3.8	3.7	4.5	3.4	4.0	3.9	4.5
KKMJ	Austin	C1	95.5	50.0	1306	c	Infinity Bcstg	68	0102		g1	Soft Rock	6,800	1.29	6.4	4.8	4.9	4.3	5.7	4.9	3.2	6.4	5.8
KHFI	Georgetown	C1	96.7	100.0	951	b	Clear Channel Comm	72	9303	3,500		Top 40	4,000	0.99	4.9	3.3	4.5	3.5	3.5	3.6	2.8	4.7	4.0
• KVET	Austin	C1	98.1	49.8	1303	b	Clear Channel Comm	50	0008		g	Country	5,800	0.99	7.1	8.0	5.2	5.2	5.1	6.4	4.7	4.8	4.6
KHHL	Leander	C2	98.9	40.0 cp	404	f	Amigo Bcstg LP	76	0203	22,000		Rock AC	1,000	0.26	4.6	2.8	4.1	5.6	3.3	1.1	1.2	1.3	0.8
KASE	Austin	C	100.7	100.0	1191	b	Clear Channel Comm	69	0008		g	Country	10,000	1.17	10.4	7.6	8.5	8.0	8.2	7.3	8.7	8.5	6.2
• KROX	Buda	C2	101.5	12.5 cp	843	a	Emmis	84	0303 p		st	2 Alternative	5,050	1.02	6.0	4.0	3.5	5.3	5.2	4.4	5.3	5.6	4.2
KPEZ	Austin	C2	102.3	26.0	686	b	Clear Channel Comm	76	8205	1,600		Clsc Rock	3,100	0.92	4.1	2.8	3.2	3.7	2.6	3.1	3.7	2.7	3.0
• KEYI	San Marcos	C	103.5	100.0	1257	a	Emmis	71	0303 p		st	2 Oldies	2,500	0.56	5.4	3.4	4.3	3.5	4.2	4.7	3.7	3.9	4.4
KQBT	Taylor	C2	104.3	48.0	492	c	Infinity Bcstg	75	0102		g1	CHR	5,500	0.80	8.4	7.8	6.4	6.7	7.2	5.5	7.4	6.7	7.5
• KXXS	Marble Falls	C2	104.9	9.5	804	f	Amigo Bcstg LP	84	0006	7,650		Mexican	1,000	0.61	2.0	0.6	1.2	0.8	0.9	3.2	2.5	1.1	1.2
KFMK	Round Rock	C2	105.9	4.5	1303	b	Clear Channel Comm	98	0008		g	Oldies	3,300	1.00	4.0	2.7	2.9	3.5	3.0	2.8	3.6	3.5	3.9
KQOT	Gonzales	C3	106.3	15.0	423	e	Central Texas Radio	86	0104		nc	Tejano	150		0.3	0.2	0.1	0.1	0.1	0.5	0.1	0.0	0.1
• KGSR	Bastrop	C2	107.1	39.0	499	a	Emmis	86	0303 p		st	2 AAA	6,100	1.40	5.3	4.1	4.4	4.6	3.2	4.0	4.9	4.3	4.0
KTND	Georgetown	C3	107.7	25.0	328		Simmons Media Group	91	9710	2,000		1 Alternative	2,300	1.55	1.8	1.2	1.6	1.6	1.3	1.0	2.4	2.3	3.2
# FM Stations -			19			# Combos -			18			FM TOTALS		85.0	67.3	66.1	66.9	65.4	63.0	64.5	66.8	63.8	

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)									Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
• KLBJ	Austin	B	590	5.0	1.00	a	Emmis	39	0303 p		st	2 News/Talk	6,100	1.00	7.4	6.8	5.4	5.5	5.6	6.3	5.7	5.8	6.0
KIXL	Del Valle	B	970	1.0	1.00		KIXL Bcstg Corp	59	9506	1,400		Chrst/Talk	900	1.09	1.0	0.6	0.5	0.8	0.9	0.8	0.8	1.1	0.5
KFIT	Lockhart	D	1060	2.0	0.00		Onyx Bcstg Co	67	9106	400		Gospel	300		0.1	0.0	0.0	0.0	0.4	0.0	0.5	0.5	0.4
KWNX	Taylor	D	1260	1.0	0.14		Sendero Multimedia	48	0005			1 News/Talk	200		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KVET	Austin	B	1300	5.0	1.00	b	Clear Channel Comm	46	0008	290		Sports	1,500	0.83	2.2	2.4	1.8	1.4	1.4	2.3	1.9	2.2	2.2
KJCE	Rollingwood	B	1370	5.0	0.50	c	Infinity Bcstg	58	0102		g1	Talk	425		0.7	0.8	1.2	0.0	0.0	1.0	0.7	1.0	0.6
KELG	Manor	B	1440	0.8 cp	0.50	d	Garcia, Lorenzo	81	8508	262		3 Mexican	800		0.9	0.8	0.4	0.9	0.9	0.7	1.3	0.4	1.2
KUOL	San Marcos	B	1470	0.5 cp	0.25		La Radio Cristiana	48	9704		na	Span/Chrst			0.0	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		3 Mexican	300	0.36	1.0	0.0	1.1	0.6	0.9	0.6	1.0	0.7	0.6
KQQA	Creedmoor	D	1530	10.0 cp	0.01		Yellow Rose Comm	62	9701	623		Spanish	100	0.08	1.5	0.5	0.9	0.4	1.6	1.6	1.1	0.6	0.5
KTXZ	West Lake Hills	B	1560	2.5	2.50	d	Garcia, Lorenzo	82	9506	342		3 Span/Top40	100		0.4	0.0	0.4	0.0	0.5	0.4	0.0	0.4	0.4
KOKE	Pflugerville	B	1600	5.0	0.70	f	Amigo Bcstg LP	00	0206 p	3,000		Christian			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -			12			# Combos -			6			AM TOTALS		15.2	11.9	11.7	9.6	12.2	13.7	13.0	12.7	12.4	
AM & FM Stations Profiled -			31			# Duopolies -			9			Total Local Commercial Share		79.2	77.8	76.5	77.6	76.7	77.5	79.5	76.2		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 43

Revenue Rank: 56

# Greensboro-Winston Salem-High Point, NC Market



### Metro Counties / Population (000)

Alamance, NC	134.2
Davidson, NC	149.9
Davie, NC	36.1
Forsyth, NC	310.6
Guilford, NC	430.8
Randolph, NC	134.3
Stokes, NC	46.0
Yadkin, NC	37.4
<b>Total</b>	<b>1,279.3</b>

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

<b>ESTIMATED GROSS REVENUES</b> ★★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$38,400	\$45,000	\$46,900	\$48,600	\$43,400	\$45,400	3.4%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	4.6%	\$48,000	\$51,400	\$55,000	\$58,000	\$60,900	6.1%
Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	<b>Est. Breakout</b>			
Revenue/Capita	NA <sup>1/</sup>	\$2.79/1,000	\$3.21/1,000	Local	65%		
	\$33.43	\$35.49	\$44.95	National	35%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	1,148.7	1,279.3	2.2%	1,279.3	1,354.7	1.2%
Households	456.2	510.8	2.3%	510.8	543.5	1.2%
Retail Sales	NA <sup>1/</sup>	16,267.3	NA <sup>1/</sup>	16,267.3	18,952.0	3.1%
EBI <sup>2/</sup>	17,708.8	23,512.3	5.8%	23,512.3	30,049.3	5.0%

### 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)	617.3	105.1	51.0	60.3	92.0	98.6	88.3	122.0
Women (000)	662.0	100.3	48.9	63.3	92.3	101.0	94.8	161.4
Total	1,279.3	205.4	99.9	123.6	184.3	199.6	183.1	283.4
Percentage	100.0%	16.1%	7.8%	9.7%	14.4%	15.6%	14.3%	22.2%
Per Capita	\$ 18,379	Median Household		\$ 37,279	Avg Household		\$ 46,031	
Ethnic Population:	White 73.7%	Black 20.4%	Asian 1.5%	Hispanic 5.6%				

### Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	1		14	14	15	27	42
Tot 12+	1.1		61.5	61.6	62.6	10.5	73.1
Avg 12+	1.1		4.4	4.4	4.2	0.4	1.7
Tot LCS	1.5		84.1	84.3	85.6	14.4	100.0
Avg LCS	1.5		6.0	6.0	5.7	0.5	2.4

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Charlotte and Raleigh-Durham.  
ARB 12+ Metro Shares (see rights)

## FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
			Freq	(kW)												Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	
WKRR	Asheboro	C	92.3	100.0	1289	c	Dick Bcstg Co Inc	48	8503	2,000		Clsc Rock	2,900	1.21	5.3	4.1	4.1	4.6	3.5	3.4	3.2	4.6	4.0	
WMOX	Winston-Salem	C	93.1	100.0	1099	b	Entercom	47	9912		g3	Oldies	3,600	0.87	9.1	6.2	6.2	7.7	6.8	6.3	6.4	6.5	5.5	
WTHZ	Lexington	C	94.1	100.0	1014	a	Davidson Cnty Bcstg	49				80s Hits	600	0.47	2.8	1.7	2.1	1.2	2.4	2.5	3.1	3.3	3.2	
• WWCC	Eden	C1	94.5	91.0	981	f	Clear Channel Comm	49	9607		g1	CHR/Rhymc	1,500	1.57	2.1	1.5	1.0	1.4	1.7	2.0	1.4	1.8	1.7	
WQMG	Greensboro	C	97.1	100.0	1230	b	Entercom	62	9912		g3	Urban	4,550	1.02	9.8	6.9	6.9	7.4	7.5	7.2	8.2	7.3	7.4	
WBRF	Galax	C	98.1	96.0	1755		Blue Ridge Radio	61				Country	200	0.37	1.2	1.0	1.0	0.7	0.8	0.9	1.1	1.4	1.3	
WIST	Thomasville	A	98.3	1.7	420	i	GHB Bcstg	49	9701	925		Nostalgia	200	0.37	1.2	1.1	1.1	0.7	0.8	0.9	1.4	0.5	1.3	
• WOZN	Greensboro	C0	98.7	100.0 cp	1073	b	Entercom	58	0202	20,500	c1	Modern AC	2,600	1.27	4.5	3.1	3.1	4.1	3.0	3.0	3.2	2.8	4.4	
WMAG	High Point	C	99.5	100.0	1496	f	Clear Channel Comm	46	0008		g	AC	5,000	1.27	8.7	5.8	6.5	5.5	6.1	7.5	6.0	6.4	6.0	
WVBZ	High Point	C0	100.3	100.0 cp	1125	f	Clear Channel Comm	53	0008		g	Rock	2,000	0.79	5.6	4.1	4.6	3.5	4.9	3.6	5.0	5.0	4.0	
WKXU	Burlington	C	101.1	100.0	1191	d	Curtis Media Group	46	9001	See (46)		Country	n/a		2.4	2.2	1.3	1.9	2.1	1.7	1.4	1.8	2.2	
WJMH	Reidsville	C	102.1	100.0	1204	b	Entercom	48	9912		g3	Urban	4,300	0.82	11.6	8.5	9.0	8.8	8.3	8.2	9.6	7.8	8.6	
WTQR	Winston-Salem	C	104.1	100.0	1453	f	Clear Channel Comm	47	9607		g1	Country	7,800	1.43	12.0	8.5	9.4	10.1	8.2	7.9	7.5	8.8	8.6	
WEND	Salisbury	C1	106.5	84.0	1047		Clear Channel Comm	46	0109			Alternative	n/a		2.5	1.7	1.6	1.4	2.2	2.2	1.8	1.3	1.2	
WKZL	Winston-Salem	C	107.5	100.0	994	c	Dick Bcstg Co Inc	72	9210	6,500	g	CHR	3,800	1.00	8.4	6.2	5.8	7.1	5.7	6.2	7.1	7.6	5.9	
# FM Stations -					15	# Combos -					12	FM TOTALS				87.2	62.6	63.7	66.1	64.0	63.5	66.4	66.9	65.3

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 43

Revenue Rank: 56

# Greensboro-Winston Salem-High Point, NC Market



**Metro Counties / Population (000)**

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

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	\$38,400	\$45,000	\$46,900	\$48,600	\$43,400	\$45,400	3.4%
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	4.6%	\$48,000	\$51,400	\$55,000	\$58,000	\$60,900	6.1%
Revenue/Retail Sales	<b>1997</b>	<b>2002</b>	<b>2007</b>	<b>Est. Breakout</b>			
Revenue/Capita	NA <sup>1/</sup>	\$2.79/1,000	\$3.21/1,000	Local	65%		
	\$33.43	\$35.49	\$44.95	National	35%		

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

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<b>Total</b>	<b>1,279.3</b>	<b>205.4</b>	<b>99.9</b>	<b>123.6</b>	<b>184.3</b>	<b>199.6</b>	<b>183.1</b>	<b>283.4</b>
Percentage	100.0%	16.1%	7.8%	9.7%	14.4%	15.6%	14.3%	22.2%
Per Capita	\$ 18,379	Median Household		\$ 37,279	Avg Household		\$ 46,031	
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Avg 12+	1.1		4.4	4.4	4.2	0.4	1.7
Tot LCS	1.5		84.1	84.3	85.6	14.4	100.0
Avg LCS	1.5		6.0	6.0	5.7	0.5	2.4

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WSJS	Winston-Salem	B	600	5.0	5.00	e	Infinity Bcstg	30	0008		g2	Nws/Tlk/Spt	2,900	1.21	5.3	5.0	3.4	3.3	4.5	4.4	4.7	4.0	3.9	
WZOO	Asheboro	D	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	
• WIST	Thomasville	D	790	2.5	0.03	i	GHB Bcstg	47	0009	350		Gospel	800		0.2	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.4	
WTRU	Kernersville	B	830	50.0	10.00	g	Truth Bcstg	70	0008		g	RlgMs/CCtm				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WPIP	Winston-Salem	D	880	0.9	0.00		Berean Chrstn Sch	95				Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WPCM	Burlington-Graha	D	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	D	950	0.5	0.08	b	Entercom	54	0202		c1	Gospel	300		0.2	0.0	0.0	0.0	0.6	0.0	0.0	0.4	0.0	
WAAA	Winston-Salem	D	980	1.0	0.00		Media Bcstg	50	5609			Gsp/Jaz/R&B	100		0.1	0.0	0.4	0.0	0.0	0.0	0.0	0.4	0.9	
WSGH	Lewisville	D	1040	9.1	0.18	h	Baker Family Stns	86				Spanish	300		0.8	0.5	1.1	0.5	0.0	0.7	0.7	0.0	2.4	
WGSB	Mebane	D	1060	1.0	0.00		Radio Train Network	73	0008		g	ChrsContem				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WGOS	High Point	D	1070	1.0	0.00		Ritchy Bcstg	47	7906			Cntry/Gospl	200		0.2	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	
WKTE	King	D	1090	1.0	0.00		Boothnewsom Bcstg	63				Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WBAG	Burlington-Graha	D	1150	1.0	0.05		Gray Bcstg LLC	46	9811	150		Nws/Tlk/Var	100		0.2	0.0	0.0	0.0	0.6	0.0	0.5	0.0	0.0	
WSML	Graham	B	1200	10.0	1.00	e	Infinity Bcstg	67	0008		g2	Nws/Tlk/Spt			0.2	0.3	0.1	0.1	0.3	0.2	0.1	0.3	0.3	
WMFR	High Point	C	1230	1.0	1.00	e	Infinity Bcstg	35	0008		g2	Nws/Tlk/Spt	500		0.4	0.6	0.0	0.0	0.6	0.7	0.7	0.8	0.9	
WKXR	Asheboro	B	1260	5.0	0.50		Randolph Bcstg	47	8606	500		Country	100		0.2	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	
WCOG	Greensboro	B	1320	5.0 cp	5.00	g	Truth Bcstg	48	9906	500		Children	100			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	g	Truth Bcstg	37	0006	450 sw		Gospel			1.4	1.0	1.0	0.5	1.1	1.4	0.6	0.5	0.5	
WTOB	Winston-Salem	B	1380	5.0	2.50	g	Truth Bcstg	47	9611			Spn/Nws/Tlk			0.4	0.4	0.3	1.0	0.0	0.4	0.0	0.0		
WKEW	Greensboro	C	1400	1.0	1.00	g	Truth Bcstg	42	0009			Gospel	500	0.85	1.3	0.8	0.8	1.0	0.9	1.1	0.6	0.5	0.0	
WLXN	Lexington	B	1440	5.0	1.00	a	Davidson Cnty Bcstg	46				Nws/Tlk/Spt				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WWBG	Greensboro	B	1470	10.0	5.00	g	Truth Bcstg	99	9704	85 cp		Span/Varty			0.7	1.2	0.8	1.2	0.0	0.0	0.0	0.0	0.0	
WSMX	Winston-Salem	D	1500	1.0	0.00		Watson Production Co	64	8206	600		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WEAL	Greensboro	D	1510	1.0	0.00	b	Entercom	62	9912		g3	Gospel	150	0.24	1.4	0.7	1.6	0.8	0.8	0.8	0.8	1.1	1.1	
WDSL	Mocksville	D	1520	5.0	0.00		Davle Bcstg Inc	64	9810	30		BlGrs/Cntry				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WBFJ	Winston-Salem	D	1550	1.0	0.00	j	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	D	1590	1.4	0.01		Eastern Bcstg Gr Inc	53	0208 p	417	al	Gospl/Insp	150			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
				# AM Stations -		27	# Combos -		15	AM TOTALS						13.0	10.5	9.5	9.9	9.4	9.3	9.1	8.0	10.4
				AM & FM Stations Profiled -		42	# Duopolies -		11	Total Local Commercial Share						73.1	73.2	76.0	73.4	72.8	75.5	74.9	75.7	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 44

Revenue Rank: 40

# New Orleans, LA Market Overview



### Metro Counties / Population (000)

Jefferson, LA	451.7
Orleans, LA	477.7
St. Bernard, LA	66.6
St. Charles, LA	48.4
St. John the Baptist	43.5
St. Tammany, LA	197.1
<b>Total</b>	<b>1,285.0</b>

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

<b>ESTIMATED GROSS REVENUES</b> ★★	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>Δ 97 - 02</b>
	\$49,800	\$54,400	\$59,400	\$61,400	\$60,500	\$65,400	5.6%
	<b>Δ 01 - 02</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>Δ 02 - 07</b>
	8.1%	\$69,100	\$73,900	\$78,000	\$82,300	\$86,400	5.7%
Revenue/Retail Sales	<b>1997</b>	<b>2002</b>	<b>2007</b>	<b>Est. Breakout</b>			
Revenue/Capita	NA <sup>1/</sup>	\$4.60/1,000	\$5.31/1,000	Local	84%		
	\$39.31	\$50.89	\$67.47	National	16%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<b>1997</b>	<b>2002</b>	<b>Growth Rate</b>	<b>2002</b>	<b>2007</b>	<b>Growth Rate</b>
MSA Population	1,267.0	1,285.0	0.3%	1,285.0	1,280.5	-0.1%
Households	467.9	490.2	0.9%	490.2	494.8	0.2%
Retail Sales	NA <sup>1/</sup>	14,232.5	NA <sup>1/</sup>	14,232.5	16,285.8	2.7%
EBI <sup>2/</sup>	18,026.4	21,769.0	3.8%	21,769.0	26,574.6	4.1%

### Demographic Breakdown

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	613.8	112.0	61.6	61.2	82.5	95.4	89.3	111.9
Women (000)	671.1	107.4	59.5	65.9	89.5	103.2	96.7	148.9
<b>Total</b>	<b>1,285.0</b>	<b>219.4</b>	<b>121.1</b>	<b>127.0</b>	<b>172.0</b>	<b>198.6</b>	<b>186.0</b>	<b>260.7</b>
Percentage	100.0%	17.1%	9.4%	9.9%	13.4%	15.5%	14.5%	20.3%
Per Capita	\$ 16,941	Median Household		\$ 34,592	Avg Household		\$ 44,408	
Ethnic Population:	White 56.5%	Black 38.1%	Asian 2.3%	Hispanic 4.6%				

### Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	2		16	14	18	17	35
Tot 12+	0.1		66.4	65.3	66.5	19.3	85.8
Avg 12+	0.1		4.2	4.7	3.7	1.1	2.5
Tot LCS	0.1		77.4	76.1	77.5	22.5	100.0
Avg LCS	0.1		4.8	5.4	4.3	1.3	2.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

## FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
			Freq	(kW)												Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	
WCKW	Laplace	C	92.3	100.0	1946	d	222 Corp	66				Hot AC	1,400	1.13	1.9	1.5	1.9	1.5	1.5	1.5	1.5	2.2	2.7	3.3
WQUE	New Orleans	C	93.3	100.0	984	c	Clear Channel Comm	49	8409		g2	Urban	6,800	0.70	14.9	12.2	12.7	12.6	13.0	13.2	13.1	13.4	13.2	
WTIX	Galliano	C1	94.3	100.0	981		Fleur de Lis Bcstg	75	9509	800		Oldies	600	0.83	1.1	1.0	0.7	1.3	1.0	0.9	0.7	1.0	0.4	
WXXF	Lacombe	A	94.7	5.2	348	e	Wilks Bcstg LLC	96	0209	3,950	d2	Rock			0.2	0.1	0.2	0.1	0.2	0.3	0.0	0.0	0.3	
• WXXM	Reserve	C3	94.9	13.5	440	e	Wilks Bcstg LLC	92	0209		d2	Gospel	400	0.61	1.0	0.7	0.5	0.6	0.9	1.5	1.6	1.1	1.6	
WTKL	New Orleans	C	95.7	100.0	984	a	Entercom	53	9912		g3	Oldies	3,700	0.93	6.1	5.0	5.8	5.0	5.6	4.7	5.3	5.7	5.5	
• WEZB	New Orleans	C	97.1	100.0	984	a	Entercom	45	9912		g3	CHR	3,300	0.92	5.5	4.9	4.9	4.4	5.3	4.5	4.6	4.9	6.2	
WYLD	New Orleans	C1	98.5	100.0	902	c	Clear Channel Comm	71	9303	7,500	c1	Urban AC	6,200	0.97	9.8	8.2	8.5	9.1	8.2	8.0	8.1	6.7	8.2	
• WRNO	New Orleans	C	99.5	100.0	1004	e	Clear Channel Comm	67	0208	12,500	sw	Clsc Rock	3,400	1.27	4.1	4.2	3.5	3.6	3.6	3.3	4.4	4.3	3.5	
WNOE	New Orleans	C	101.1	100.0	1004	c	Clear Channel Comm	68	9607		g1	Country	4,500	1.03	6.7	5.4	5.6	6.7	5.4	5.5	6.0	6.2	5.6	
• WLMG	New Orleans	C	101.9	100.0	984	a	Entercom	70	9912		g3	Soft AC	5,800	1.18	7.5	6.6	6.4	6.4	6.6	6.5	6.3	5.8	6.0	
KMEZ	Belle Chasse	C3	102.9	4.7	604	e	Wilks Bcstg LLC	90	0203		d1	Urban/Oldes	2,600	0.52	7.6	5.4	6.5	8.0	6.0	5.7	5.2	5.6	5.3	
KSTE	Houma	C	104.1	100.0	1946	c	Clear Channel Comm	68	9702	6,750		Hot AC	1,100	1.20	1.4	1.2	1.2	1.1	1.1	1.5	1.6	2.3	2.3	
KNOU	Empire	C2	104.5	7.8	850		On Top Comm Inc	01	0212	8,500		Urban CHR	500	0.29	2.6	2.1	2.6	2.8	1.9	1.7	1.9	0.0	0.0	
WJSH	Folsom	A	104.7	6.0	328		Southwest Bcstg Inc	96	0101	975		70s & 80s				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WKZN	Kenner	C1	105.3	100.0	902	a	Entercom	70	9912		g3	Hot AC	4,300	1.53	4.3	3.5	3.5	4.4	3.8	3.2	5.0	4.2	3.4	
WKSJ	Picayune	C2	106.1	50.0 cp	492		Guaranty Bcstg Co	73	9705	2,000		Soft AC	200		0.5	0.4	0.4	0.6	0.4	0.4	0.0	0.0	0.4	
• KKND	Port Sulphur	C1	106.7	98.0	981	e	Wilks Bcstg LLC	85	0208		sw	Modern Rock	3,600	1.15	4.8	4.1	3.7	3.9	3.9	5.1	4.5	4.7	3.9	
# FM Stations -					18	# Combos -					14	FM TOTALS			80.0	66.5	68.6	72.1	68.4	67.5	70.5	68.6	69.1	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 44

Revenue Rank: 40

# New Orleans, LA Market Overview



### Metro Counties / Population (000)

Jefferson, LA	451.7
Orleans, LA	477.7
St. Bernard, LA	66.6
St. Charles, LA	48.4
St. John the Baptist	43.5
St. Tammany, LA	197.1
	<hr/>
	1,285.0

### Market Radio Financials

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

ESTIMATED GROSS REVENUES ★ ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$49,800	\$54,400	\$59,400	\$61,400	\$60,500	\$65,400
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07	
	8.1%	\$69,100	\$73,900	\$78,000	\$82,300	\$86,400	5.7%
Revenue/Retail Sales	NA <sup>1/</sup>	\$4.60/1,000	\$5.31/1,000				<b>Est. Breakout</b>
Revenue/Capita	\$39.31	\$50.89	\$67.47				Local 84%
							National 16%

### Demographic and Economic Overview

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

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	1,267.0	1,285.0	0.3%	1,285.0	1,280.5	-0.1%
Households	467.9	490.2	0.9%	490.2	494.8	0.2%
Retail Sales	NA <sup>1/</sup>	14,232.5	NA <sup>1/</sup>	14,232.5	16,285.8	2.7%
EBI <sup>2/</sup>	18,026.4	21,769.0	3.8%	21,769.0	26,574.6	4.1%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	613.8	112.0	61.6	61.2	82.5	95.4	89.3	111.9
Women (000)	671.1	107.4	59.5	65.9	89.5	103.2	96.7	148.9
Total	1,285.0	219.4	121.1	127.0	172.0	198.6	186.0	260.7
Percentage	100.0%	17.1%	9.4%	9.9%	13.4%	15.5%	14.5%	20.3%
Per Capita	\$ 16,941			Median Household	\$ 34,592		Avg Household	\$ 44,408
Ethnic Population:	White 56.5%	Black 38.1%	Asian 2.3%	Hispanic 4.6%				

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		16	14	18	17	35
Tot 12+	0.1		66.4	65.3	66.5	19.3	85.8
Avg 12+	0.1		4.2	4.7	3.7	1.1	2.5
Tot LCS	0.1		77.4	76.1	77.5	22.5	100.0
Avg LCS	0.1		4.8	5.4	4.3	1.3	2.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
				Power (kW)	Power (kW)								Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	
WVOG	New Orleans	D	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	300		0.5	0.7	0.4	0.5	0.5	0.4	0.6	0.6	0.7	
WASO	Covington	D	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	D	750	0.3	0.00		Blakes, Robert C, Sr	89	9308	275		Christian	200		0.1	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	
WSHO	New Orleans	B	800	1.0	0.23		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	MC Media LLC	87	9611	700		Spanish	200		0.3	0.9	0.5	0.0	0.4	0.0	0.7	0.8	0.5	
WWL	New Orleans	A	870	50.0	50.00	a	Entercom	22	9912		g3	Nws/Tlk/Spt	12,900	2.10	9.4	10.6	8.1	6.8	7.8	9.8	8.8	8.3	7.4	
WYLD	New Orleans	B	940	10.0	0.50	c	Clear Channel Comm	49	9303		c1	Gospel	700	0.26	4.1	3.5	3.7	3.2	4.1	3.3	2.7	3.4	3.1	
WGSO	New Orleans	B	990	1.0	0.40	b	MC Media LLC	46	9611	575		News	300		0.6	0.0	0.6	0.5	0.5	0.5	0.4	0.6	0.5	
WCKW	Garyville	D	1010	0.5	0.04	d	222 Corp		70			Gospel			0.1	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.4	
WLNO	New Orleans	B	1060	50.0	5.00		Communicom	25	9503	700		Religion			0.1	0.0	0.0	0.5	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	700	0.89	1.2	0.9	0.9	0.8	1.4	1.0	0.9	0.9	1.0	
WODT	New Orleans	B	1280	5.0	5.00	c	Clear Channel Comm	23	8409		g2	Rhythm/Blue	250	0.22	1.7	1.4	1.4	1.1	1.4	2.1	1.0	1.1	1.4	
WSMB	New Orleans	B	1350	5.0	5.00	a	Entercom	25	9912		g3	Talk	1,100	1.53	1.1	0.9	1.0	0.8	1.4	0.7	0.8	0.8	1.2	
WBYU	New Orleans	C	1450	1.0 cp	1.00		ABC Radio Inc	50	0302	1,500		Motivationl	100			0.0	0.0	0.0	0.0	0.0	0.0	0.8	1.3	
KGLA	Gretna	D	1540	1.0	0.00		Crocodile Bcstg Corp	69	9202	300		Spanish AC	200		0.4	0.0	0.5	0.4	0.6	0.0	0.6	0.5	0.7	
WSLA	Slidell	D	1560	1.0	0.00		Mapa Bcstg LLC	63	9305		d	Sports				0.4	0.0	0.0	0.0	0.0	0.4	0.0	0.0	
				# AM Stations -			17	# Combos -			7	<b>AM TOTALS</b>				19.6	19.3	17.1	15.0	18.5	17.8	16.9	17.8	18.2
				AM & FM Stations Profiled -			35	# Duopolies -			9	<b>Total Local Commercial Share</b>					85.8	85.7	87.1	86.9	85.3	87.4	86.4	87.3

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 45

Revenue Rank: 38

# Nashville, TN Market Overview



### Metro Counties / Population (000)

Cheatham, TN	37.1
Davidson, TN	570.8
Dickson, TN	44.4
Robertson, TN	56.4
Rutherford, TN	192.5
Sumner, TN	134.5
Williamson, TN	134.3
Wilson, TN	92.2
<b>Total</b>	<b>1,262.2</b>

### Market Radio Financials

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

#### ESTIMATED GROSS REVENUES \*\*\*

1997	1998	1999	2000	2001	2002	Δ 97 - 02
\$58,500	\$63,000	\$70,300	\$77,500	\$73,100	\$79,100	6.2%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
8.2%	\$83,200	\$89,000	\$93,900	\$99,100	\$104,000	5.6%

#### Revenue/Retail Sales Revenue/Capita

1997	2002	2007	Est. Breakout
NA <sup>1/</sup>	\$3.82/1,000	\$3.67/1,000	Local 80%
\$51.84	\$62.67	\$77.83	National 20%

### Demographic and Economic Overview

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

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	1,128.4	1,262.2	2.3%	1,262.2	1,336.3	1.1%
Households	432.5	493.1	2.7%	493.1	526.6	1.3%
Retail Sales	NA <sup>1/</sup>	20,726.5	NA <sup>1/</sup>	20,726.5	28,327.1	6.4%
EBI <sup>2/</sup>	20,607.2	26,974.4	5.5%	26,974.4	36,277.3	6.1%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	617.5	106.8	53.5	66.1	96.8	102.5	88.7	103.1
Women (000)	644.6	101.4	50.5	65.4	96.0	106.5	91.6	133.3
Total	1,262.2	208.2	104.0	131.6	192.8	209.0	180.3	236.4
Percentage	100.0%	16.5%	8.2%	10.4%	15.3%	16.6%	14.3%	18.7%
Per Capita	\$ 21,372			Median Household	\$ 43,142		Avg Household	\$ 54,703
Ethnic Population:	White 79.0%		Black 15.6%		Asian 1.8%		Hispanic	3.6%

### Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	9		14	16	23	26	49
Tot 12+	10.8		59.6	69.0	70.4	14.5	84.9
Avg 12+	1.2		4.3	4.3	3.1	0.6	1.7
Tot LCS	12.7		70.2	81.3	82.9	17.1	100.0
Avg LCS	1.4		5.0	5.1	3.6	0.7	2.0

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
WNSR	Brentwood	D	560	1.0 cp	0.08		So Wabash Comm	85	9712	185	e	Sports	200		0.3	0.6	0.0	0.5	0.4	0.0	0.0	0.5	0.7
WSM	Nashville	A	650	50.0	50.00	b	Gaylord Entertain Co	25	8412		c2	Country	3,500	0.98	4.5	4.4	3.6	3.6	4.9	3.1	4.0	3.3	4.9
WENO	Nashville	D	760	1.0	0.00	j	Trevecca Nazarene U	88	9006	300		Chrst/Talk	150			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WOSV	Ashland City	D	790	0.5	0.04		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	D	810	5.0	0.01		Radio 810 Nashville	53	9906	300	+	Spanish	250		0.6	0.5	0.0	0.5	1.2	0.5	0.9	0.5	1.0
WPFD	Fairview	D	850	0.5	0.00		Martin, R.L., Truste	82				Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WMDB	Nashville	D	880	2.5	0.00		Babb Bcstg Co	83				Urban AC	600	0.69	1.1	0.8	0.7	1.3	0.5	1.2	1.3	0.4	0.4
WCOR	Lebanon	D	900	5.0 cp	0.14	h	Bay, Susan	49	9303	16		Country	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WAKM	Franklin	D	950	5.0	0.08		Franklin Radio Assoc	53	8209	600		Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WHIN	Gallatin	D	1010	5.0	0.05		WHIN Inc	48				Country	400			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WOSE	White Bluff	B	1030	1.0	0.25		Canaan	82	0302 p	85		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WSGI	Springfield	D	1100	1.0	0.00		Lightning Bcstg LLC	82	0101	155		Variety	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WYXE	Gallatin	D	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 Bcstg	71				Nstlg/BgBnd	400		0.9	0.8	1.0	0.8	0.6	0.6	0.8	0.8	1.2
WNSG	Nashville	C	1240	1.0 cp	1.00	k	Nashville Public Rad	48	0201	2,500		Urban/Gospl	400	0.27	1.9	1.7	0.9	1.9	1.2	2.3	0.9	1.6	0.9
• WDKN	Dickson	D	1260	5.0	0.00		Eubank, Oscar	55	0212 p	75		Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WQKR	Portland	D	1270	1.0	0.00		Simpson, Devita	80				News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WNQM	Nashville	B	1300	50.0 cp	5.00		F.W. Robbert Bcstg	48	8312	700		Chrst/Talk	75		0.1	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.6
WNAH	Nashville	D	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	D	1380	2.8 cp	0.50		SG Communicaitons	69	9908	220		Spanish	100		0.1	0.0	0.0	0.5	0.0	0.0	0.5	0.0	0.0
WPLN	Madison	B	1430	15.0	1.00	k	Nashville Public Rad	58	0202	3,000		Nws/Tlk/Inf				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WGNS	Murfreesboro	C	1450	1.0	1.00		Rutherford Group Inc	47	0112		st	Talk	100			0.7	0.0	0.0	0.0	0.0	0.0	0.5	0.0
WVOL	Berry Hill	B	1470	5.0	1.00		Heidelberg Bcstg LLC	51	0004		sw	Urban AC	100		0.9	0.8	0.8	0.7	0.6	0.8	1.4	1.2	0.9
WLAC	Nashville	A	1510	50.0	50.00	g	Clear Channel Comm	26	0008		g	Nws/Tlk/Spt	2,800	0.77	4.6	4.2	4.2	3.3	3.7	4.2	3.9	3.3	4.6
WMRO	Gallatin	D	1560	1.0	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
• WJOY	Springfield	D	1590	0.7	0.03	d	Saga Comm Inc	50	0211		c1	Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
				# AM Stations -		26	# Combos -		8	AM TOTALS				15.0	14.5	11.7	13.1	13.1	12.7	13.7	12.1	15.4	
				AM & FM Stations Profiled -		49	# Duopolies -		10	Total Local Commercial Share				84.9	83.5	85.3	84.3	85.2	86.6	87.4	87.4		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 46

Revenue Rank: 37

# Raleigh - Durham, NC Market Overview



### Metro Counties / Population (000)

Chatham, NC	51.1
Durham, NC	229.6
Franklin, NC	49.2
Johnston, NC	129.6
Orange, NC	122.3
Wake, NC	661.2
<b>Total</b>	<b>1,243.0</b>

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

ESTIMATED GROSS REVENUES ★ ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$58,500	\$69,400	\$77,900	\$84,000	\$77,800	\$81,400
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	4.6%	\$85,600	\$91,600	\$96,600	\$101,900	\$107,000	5.6%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
Revenue/Capita	NA <sup>1/</sup>	\$4.48/1,000	\$4.39/1,000	Local	78%		
	\$56.35	\$65.49	\$77.21	National	22%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	1,038.2	1,243.0	3.7%	1,243.0	1,385.9	2.2%
Households	410.3	482.3	3.3%	482.3	536.8	2.2%
Retail Sales	NA <sup>1/</sup>	18,152.9	NA <sup>1/</sup>	18,152.9	24,383.8	6.1%
EBI <sup>2/</sup>	17,960.5	25,856.2	7.6%	25,856.2	36,653.2	7.2%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	609.9	105.4	48.7	73.3	107.7	102.9	83.2	88.8
Women (000)	633.2	100.5	46.1	73.0	104.3	105.7	88.6	115.0
Total	1,243.0	205.9	94.7	146.2	211.9	208.5	171.9	203.8
Percentage	100.0%	16.6%	7.6%	11.8%	17.1%	16.8%	13.8%	16.4%
Per Capita	\$ 20,801	Median Household		\$ 44,391	Avg Household		\$ 53,616	
Ethnic Population:	White 68.8%	Black 22.7%	Asian 3.1%	Hispanic 6.7%				

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4		14	14	18	23	41
Tot 12+	4.8		56.6	60.5	61.4	12.1	73.5
Avg 12+	1.2		4.0	4.3	3.4	0.5	1.8
Tot LCS	6.5		77.0	82.3	83.5	16.5	100.0
Avg LCS	1.6		5.5	5.9	4.6	0.7	2.4

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)																		
															Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001											
• WQOK	Hendersonville	A	92.1	3.0	463	c	Cumulus Bcstg Inc	70	0203	84,000	d1	UrbAC/R&B	5,650	0.99	7.2	5.9	5.3	5.2	6.3	7.4	9.2	11.6	10.0										
WJXA	Nashville	C	92.9	100.0	1053	f	South Central Comm	76	8005	375		Lite AC	7,100	0.94	9.5	6.7	7.6	8.6	8.4	7.4	6.2	6.8	5.2										
WYYB	KIngston Springs	A	93.7	1.2	755	l	Salem Comm Corp	91	0212	5,600	d2	ChrsContem	200		0.8	0.2	0.6	0.9	0.6	0.7	1.0	0.8	0.7										
WRLG	Smyrna	A	94.1	3.9	236	l	Salem Comm Corp	93	0212		d2	ChrsContem	400		0.1	0.4	0.0	0.1	0.0	0.1	0.1	0.1	0.0										
• WJOI	Springfield	A	94.3	3.0	325	d	Saga Comm Inc	50	0211	1,500	c1	AAA	50			0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.7										
WSM	Nashville	C	95.5	100.0	1280	b	Gaylord Entertain Co	62	8412	10,000	c2	Country	4,600	1.32	4.4	4.5	3.6	4.0	3.8	3.6	3.9	4.9	4.2										
WMAK	Murfreesboro	C1	96.3	39.0	1417	f	South Central Comm	63	9402	6,500		Oldies	5,200	1.04	6.3	5.1	6.2	4.7	4.8	5.6	4.7	4.7	6.0										
• WRQQ	Goodlettsville	C2	97.1	45.0	518	c	Cumulus Bcstg Inc	99	0203			80s Hits	2,800	0.98	3.6	2.9	3.2	3.4	2.5	3.1	2.3	2.4	2.0										
WSIX	Nashville	C	97.9	100.0	1145	g	Clear Channel Comm	48	0008		g	Country	7,800	1.43	6.9	6.3	5.9	5.1	5.4	7.0	5.7	6.7	5.4										
WAMB	Donelson	A	98.7	0.1 cp	259	e	Great Southern Bcstg	90				Nstlg/BgBnd	75		0.1	0.1	0.1	0.1	0.0	0.0	0.1	0.0	0.0										
WANT	Lebanon	A	98.9	5.0	318	h	Bay, Susan	94				Country	200			0.3	0.0	0.0	0.0	0.0	0.4	0.3	0.0										
WWTN	Manchester	C	99.7	100.0	1296	b	Gaylord Entertain Co	62	9508	3,800		Nws/Tlk/Spt	5,000	1.00	6.3	5.8	4.6	5.5	5.4	5.7	4.7	3.4	4.3										
WRLT	Franklin	A	100.1	0.2	1181	d	Tuned In Bcstg Inc	61	9512	550		AAA	1,400	0.93	1.9	1.7	2.3	1.3	1.1	1.6	1.7	1.6	1.0										
WUBT	Russellville	C1	101.1	47.0	1289	g	Clear Channel Comm	65	0008		g	Urban	3,200	0.54	7.5	4.7	5.0	7.4	7.7	5.4	3.6	2.6	2.5										
WQZQ	Dickson	C1	102.5	100.0 cp	974	a	Cromwell Group	64	9201	1,638	e	CHR	1,500	0.65	2.9	2.0	2.2	2.3	2.5	2.7	2.8	3.4	3.0										
WBUZ	Shelbyville	C1	102.9	100.0	955	a	Cromwell Group	62	8911			New Rock	2,700	0.85	4.0	4.2	3.8	2.8	3.3	3.5	3.9	3.4	4.7										
WKDF	Nashville	C	103.3	100.0	1234	i	Citadel Comm Corp	67	0010		g	Country	7,000	1.64	5.4	5.2	4.3	5.1	4.6	4.4	4.1	4.8	4.1										
WGFX	Gallatin	C1	104.5	58.0 cp	1207	i	Citadel Comm Corp	60	0010		g4	70s & 80s	2,400	0.92	3.3	2.6	3.2	2.7	2.8	2.6	2.6	3.1	2.8										
WBOZ	Woodbury	A	104.9	6.0	328	l	Salem Comm Corp	94	0002		g3	Gospel	200		0.4	0.3	0.3	0.3	0.3	0.5	0.7	0.3	0.9										
WVRY	Waverly	C2	105.1	50.0	492	l	Salem Comm Corp	72	0002		g3	Gospel	150		0.2	0.1	0.2	0.3	0.1	0.1	0.3	0.2	0.3										
WNRQ	Nashville	C	105.9	100.0	1234	g	Clear Channel Comm	53	0008		g	Clsc Rock	5,600	1.39	5.1	4.3	5.0	4.6	3.9	3.6	5.0	4.9	5.5										
WNPL	Belle Meade	A	106.7	1.1	774	c	Cumulus Bcstg Inc	98	0203			Hip Hop	600	0.33	2.3	1.9	2.9	2.0	1.4	1.5	2.5	1.6	1.5										
WRVW	Lebanon	C1	107.5	58.0	1234	g	Clear Channel Comm	67	0008		g	Hot AC	6,000	1.08	7.0	5.2	5.5	5.8	6.3	6.0	7.0	7.7	7.2										
# FM Stations -															23	# Combos -				23	FM TOTALS				85.2	70.4	71.8	72.2	71.2	72.5	72.9	75.3	72.0

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 45

Revenue Rank: 38

# Nashville, TN Market Overview



### Metro Counties / Population (000)

Cheatham, TN	37.1
Davidson, TN	570.8
Dickson, TN	44.4
Robertson, TN	56.4
Rutherford, TN	192.5
Sumner, TN	134.5
Williamson, TN	134.3
Wilson, TN	92.2
<b>Total</b>	<b>1,262.2</b>

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

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$58,500	\$63,000	\$70,300	\$77,500	\$73,100	\$79,100
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07	
	8.2%	\$83,200	\$89,000	\$93,900	\$99,100	\$104,000	5.6%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA <sup>1/</sup>	\$3.82/1,000	\$3.67/1,000	Local 80%
Revenue/Capita	\$51.84	\$62.67	\$77.83	National 20%

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	1,128.4	1,262.2	2.3%	1,262.2	1,336.3	1.1%
Households	432.5	493.1	2.7%	493.1	526.6	1.3%
Retail Sales	NA <sup>1/</sup>	20,726.5	NA <sup>1/</sup>	20,726.5	28,327.1	6.4%
EBI <sup>2/</sup>	20,607.2	26,974.4	5.5%	26,974.4	36,277.3	6.1%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	617.5	106.8	53.5	66.1	96.8	102.5	88.7	103.1
Women (000)	644.6	101.4	50.5	65.4	96.0	106.5	91.6	133.3
Total	1,262.2	208.2	104.0	131.6	192.8	209.0	180.3	236.4
Percentage	100.0%	16.5%	8.2%	10.4%	15.3%	16.6%	14.3%	18.7%
Per Capita	\$ 21,372			Median Household	\$ 43,142		Avg Household	\$ 54,703
Ethnic Population:	White 79.0%	Black 15.6%	Asian 1.8%				Hispanic 3.6%	

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	9		14	16	23	26	49
Tot 12+	10.8		59.6	69.0	70.4	14.5	84.9
Avg 12+	1.2		4.3	4.3	3.1	0.6	1.7
Tot LCS	12.7		70.2	81.3	82.9	17.1	100.0
Avg LCS	1.4		5.0	5.1	3.6	0.7	2.0

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in markets 43, 84 and 127.

## FM Stations

ARB 12+ Metro Shares (see rights)

Calls	City of License	FCC Class	Power Freq (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	
WRSN	Burlington	C	93.9	94.0	1263	c	Clear Channel Comm	46	0008		g	AC	7,600	1.24	7.5	6.3	4.8	5.0	5.8	6.8	5.0	5.7	4.9
WODR	Raleigh	C	94.7	100.0	1680	e	Curtis Media Group	49	9107		g	Country	6,200	0.89	8.6	5.5	6.1	5.9	6.7	7.0	5.6	5.2	6.5
WBBB	Raleigh	C	96.1	100.0	984	e	Curtis Media Group	47	9608	16,000		Rock	4,500	0.94	5.9	3.5	5.0	4.3	4.3	4.1	4.7	3.9	4.3
• WYMY	Goldsboro	C	96.9	100.0	984	e	Curtis Media Group	46	9002	2,200	c1	Spanish	1,200		0.7	0.4	0.3	0.4	0.9	0.6	1.0	1.0	1.0
WQMG	Greensboro	C	97.1	100.0	1230		Entercom	62	9912			Urban	n/a		0.6	0.0	0.0	0.7	0.6	0.4	0.8	0.5	0.7
WQOK	South Boston	C1	97.5	100.0	981	d	Radio One Inc	60	0008		g4	Urban	7,100	0.80	10.9	7.6	8.7	8.6	7.4	7.8	9.2	8.8	7.9
WTRG	Rocky Mount	C	100.7	100.0	1969	c	Clear Channel Comm	47	0008		g	Oldies	6,100	1.19	6.3	4.9	5.3	4.7	4.1	4.6	5.9	5.0	4.9
WKXU	Burlington	C	101.1	100.0	1191	e	Curtis Media Group	46	9001	3,450	c2	Country	1,200	0.67	2.2	1.3	1.9	1.7	1.5	1.4	1.0	2.1	1.6
WRAL	Raleigh	C	101.5	100.0	1821		Capitol Bcstg Co	47				AC	9,000	1.78	6.2	5.7	5.1	5.0	4.7	3.7	4.9	5.3	5.2
WJMH	Reidsville	C	102.1	100.0	1204	a	Entercom	48	9912			Urban	n/a		2.3	1.6	1.5	2.1	1.7	1.7	2.6	1.8	2.0
WKIX	Goldsboro	A	102.3	2.1	561	e	Curtis Media Group	72	9605	550		Country			0.2	0.0	0.0	0.0	0.5	0.0	0.0	0.5	0.7
• WHLQ	Louisburg	A	102.5	6.0	328	b	Curtis Media Group	89	0302	2,800	c3	Country	200		0.5	0.5	0.5	0.6	0.3	0.0	0.3	0.3	0.3
WWMY	Raleigh	A	102.9	1.7	620	e	Curtis Media Group	98				80s Hits	1,000	0.47	2.6	1.5	1.2	1.6	3.0	1.9	2.2	2.3	2.0
WNNL	Fuquay-Varina	C3	103.9	7.9	577	d	Radio One Inc	80	0008		g3	Urban/Insp	2,800	0.36	9.5	7.5	6.5	7.4	7.4	7.1	5.6	5.4	6.1
WFXK	Tarboro	C1	104.3	100.0	981	d	Radio One Inc	52	0008		g4	Urban AC			3.4	3.2	2.6	2.7	2.5	2.5	2.7	2.6	1.9
WDCG	Durham	C	105.1	100.0	1040	c	Clear Channel Comm	48	0008		g	CHR	11,800	1.77	8.2	5.8	6.0	5.9	5.7	6.9	7.9	5.9	6.0
WRDU	Wilson	C	106.1	100.0	1348	c	Clear Channel Comm	48	0008		g	AOR	7,300	1.91	4.7	3.3	3.9	3.2	3.4	3.5	3.5	4.4	3.8
WFXC	Durham	A	107.1	2.6	502	d	Radio One Inc	71	0008		g4	Urban AC	4,800	1.25	4.7	2.8	3.8	3.5	3.6	3.2	2.8	3.1	2.8
# FM Stations -				18	# Combos -				15	FM TOTALS				85.0	61.4	63.2	63.3	64.1	63.2	65.7	63.8	62.6	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 46

Revenue Rank: 37

# Raleigh - Durham, NC Market Overview



### Metro Counties / Population (000)

Chatham, NC	51.1
Durham, NC	229.6
Franklin, NC	49.2
Johnston, NC	129.6
Orange, NC	122.3
Wake, NC	661.2
<b>Total</b>	<b>1,243.0</b>

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

<b>ESTIMATED GROSS REVENUES</b> ★★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$58,500	\$69,400	\$77,900	\$84,000	\$77,800	\$81,400	6.8%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	4.6%	\$85,600	\$91,600	\$96,600	\$101,900	\$107,000	5.6%
Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>			
Revenue/Capita	NA <sup>1/</sup>	\$4.48/1,000	\$4.39/1,000	Local	78%		
	\$56.35	\$65.49	\$77.21	National	22%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	1,038.2	1,243.0	3.7%	1,243.0	1,385.9	2.2%
Households	410.3	482.3	3.3%	482.3	536.8	2.2%
Retail Sales	NA <sup>1/</sup>	18,152.9	NA <sup>1/</sup>	18,152.9	24,383.8	6.1%
EBI <sup>2/</sup>	17,960.5	25,856.2	7.6%	25,856.2	36,653.2	7.2%

### 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)	609.9	105.4	48.7	73.3	107.7	102.9	83.2	88.8
Women (000)	633.2	100.5	46.1	73.0	104.3	105.7	88.6	115.0
Total	1,243.0	205.9	94.7	146.2	211.9	208.5	171.9	203.8
Percentage	100.0%	16.6%	7.6%	11.8%	17.1%	16.8%	13.8%	16.4%
Per Capita	\$ 20,801	Median Household		\$ 44,391	Avg Household		\$ 53,616	
Ethnic Population:	White 68.8%	Black 22.7%	Asian 3.1%	Hispanic 6.7%				

### Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	4		14	14	18	23	41
Tot 12+	4.8		56.6	60.5	61.4	12.1	73.5
Avg 12+	1.2		4.0	4.3	3.4	0.5	1.8
Tot LCS	6.5		77.0	82.3	83.5	16.5	100.0
Avg LCS	1.6		5.5	5.9	4.6	0.7	2.4

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# Competitive Overview

Some stations also rated in markets 43, 84 and 127.

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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001		
WETC	Wendell-Zebulon	B	540	4.0	0.50		East Wake Bcstg Corp	59	9012			Mexican	400		0.9	0.5	0.4	1.0	0.4	0.9	0.8	1.1	1.0		
• WDNZ	Raleigh	D	570	1.0 cp	0.05	e	Curtis Media Group	81	9906	1,000		Chrst/Talk	500			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WDNC	Durham	B	620	5.0	1.00	e	Curtis Media Group	34	0006	1,200		News/Sprts	500	0.61	1.0	0.6	0.7	0.7	0.9	0.6	0.7	0.9	0.7		
WPTF	Raleigh	B	680	50.0	50.00	e	Curtis Media Group	24	9107	5,000		News/Talk	5,300	0.74	8.8	6.7	5.5	6.7	7.6	6.4	5.6	6.9	6.7		
WAUG	New Hope	D	750	0.5	0.00		St Augustine's Coll	87				Gospel	100			0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.7		
WRBZ	Raleigh	B	850	10.0	5.00		Alchemy Comm	47	8909			Sports	1,500	0.77	2.4	2.1	1.5	1.9	2.2	1.7	1.7	1.6	2.0		
WRTG	Garner	D	1000	1.0	0.00	g	Radio Train Network	69	0008		g1	ChrsContem				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1		
WFTK	Wake Forest	D	1030	50.0	0.00	f	Baker Family Stns	89				Gospel			0.5	0.8	0.9	0.6	0.0	0.0	0.0	0.0	0.0		
WBZB	Selma	D	1090	0.8 cp	0.00		Bass Music Corp	64	0109		1	Variety				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WPYB	Benson	D	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 cp	0.80	e	Curtis Media Group	39	9002		c1	Soft Rock				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	300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WMPM	Smithfield	D	1270	5.0	0.00		Carolina Bcst Svc	50				Country	400		0.7	0.6	0.0	0.7	0.6	0.7	0.7	0.5	1.0		
WTKI	Durham	B	1310	5.0	1.00	f	Baker Family Stns	45	9410	320		Black Gospl			0.2	0.4	0.0	0.0	0.0	0.5	0.0	0.4	0.4		
WCHL	Chapel Hill	B	1360	5.0	1.00	e	Curtis Media Group	53	9708	400		Oldies	1,100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WSRC	Durham	B	1410	5.0	0.29	h	Willis Bcstg Corp	54	8611	450		Gospel	300		0.2	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0		
WCRY	Fuquay-Varina	D	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	D	1480	0.5	0.04	b	Curtis Media Group	58	0302 p		c3	Country			0.4	0.1	0.6	0.1	0.5	0.0	0.2	0.3	0.4		
WDUR	Durham	C	1490	1.0	1.00	c	Clear Channel Comm	47	9706		d3	Oldies			0.1	0.3	0.0	0.0	0.1	0.1	0.0	0.0	0.0		
WRTP	Chapel Hill	D	1530	10.0	0.00	g	Radio Train Network	73	0008			ChrsContem				0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.6		
WCLY	Raleigh	D	1550	1.0	0.01	e	Curtis Media Group	62	9906			Gospel	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WNCA	Siler City	B	1570	1.0	0.28		Chatham Bcstg Co Inc	52				AC/Nws/Inf				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WHPY	Clayton	D	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 -					14	AM TOTALS					15.2	12.1	9.6	12.3	12.3	10.9	10.1	12.0	13.6
AM & FM Stations Profiled -					41	# Duopolies -					15	Total Local Commercial Share					73.5	72.8	75.6	76.4	74.1	75.8	75.8	76.2	

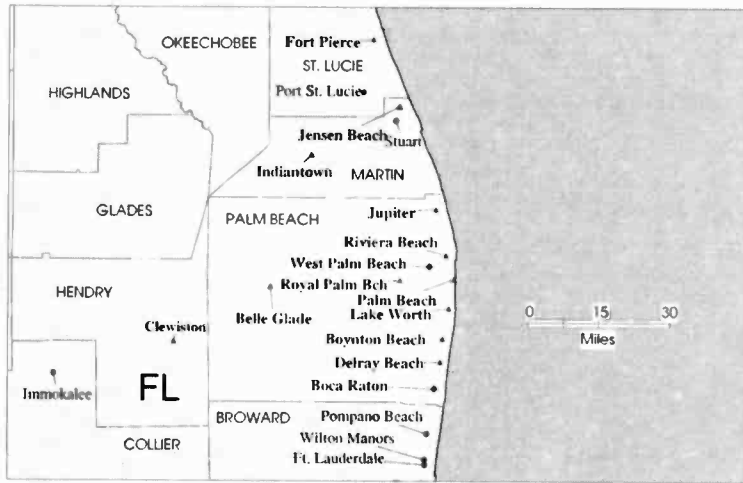
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 47

Revenue Rank: 43

# West Palm Beach-Boca Raton, FL Market Overview



Metro Counties / Population (000)

Palm Beach, FL	1,179.9
	1,179.9

## Market Radio Financials

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

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$41,400	\$47,800	\$56,500	\$59,700	\$57,500	\$61,700	8.3%
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	7.3%	\$65,400	\$70,000	\$73,800	\$77,900	\$81,800	5.8%

	1997	2002	2007	Est. Breakout	
Revenue/Retail Sales	NA <sup>1/</sup>	\$3.73/1,000	\$4.08/1,000	Local	80%
Revenue/Capita	\$41.35	\$52.29	\$62.74	National	20%

## Demographic and Economic Overview

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

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	1,001.1	1,179.9	3.3%	1,179.9	1,303.7	2.0%
Households	420.7	494.1	3.3%	494.1	544.6	2.0%
Retail Sales	NA <sup>1/</sup>	16,545.9	NA <sup>1/</sup>	16,545.9	20,028.7	3.9%
EBI <sup>2/</sup>	22,154.6	30,328.2	6.5%	30,328.2	40,225.6	5.8%

## Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	569.8	84.8	43.6	40.8	67.0	86.6	74.2	172.9
Women (000)	610.0	80.0	41.1	38.2	67.1	87.0	78.5	218.1
Total	1,179.9	164.8	84.7	78.9	134.1	173.7	152.6	391.0
Percentage	100.0%	14.0%	7.2%	6.7%	11.4%	14.7%	12.9%	33.1%
Per Capita	\$ 25,705							
				Median Household	\$ 43,157		Avg Household	\$ 61,380
Ethnic Population:	White	78.3%	Black	14.1%	Asian	1.7%	Hispanic	13.1%

## Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		13	12	14	16	30
Tot 12+	0.0		47.7	46.3	47.7	10.8	58.5
Avg 12+	0.0		3.7	3.9	3.4	0.7	2.0
Tot LCS	0.0		81.5	79.1	81.5	18.5	100.0
Avg LCS	0.0		6.3	6.6	5.8	1.2	3.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Miami and Ft. Pierce.  
ARB 12+ Metro Shares (see rights)

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	
WRLX	West Palm	C3	92.1	7.2	499	d	Clear Channel Comm	75	0010		g1	Modern Rock	1,200	1.08	1.8	1.1	1.0	0.8	1.2	1.1	1.1	1.1	1.0
WBGF	Belle Glade	A	93.5	5.0	269	b	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
WZZR	Riviera Beach	C3	94.3	4.1	807	d	Clear Channel Comm	71	9712		g1	Smooth Jazz	2,500	1.04	3.9	2.2	2.2	1.8	3.0	1.7	1.4	2.4	1.5
• WSYR	Gifford	C3	94.7	22.5 cp	351	d	Clear Channel Comm	94	0008		g1	Talk	2,300	1.01	3.7	1.7	2.7	1.9	1.8	1.9	2.0	2.3	2.1
WLDI	Fort Pierce	C1	95.5	100.0 cp	925	d	Clear Channel Comm	69	9808		d1	CHR	3,500	0.98	5.8	2.7	2.7	3.2	3.8	3.3	4.5	4.1	3.4
WRMF	Palm Beach	C	97.9	100.0	1348		Palm Beach Bcstg	57	0206	70,000		AC	10,100	1.72	9.5	5.8	6.0	4.3	5.5	5.6	5.5	5.4	6.2
WKGR	Fort Pierce	C1	98.7	100.0	974	d	Clear Channel Comm	61	9712		g1	Clsc Rock	5,100	1.20	6.9	4.3	4.6	3.5	3.9	3.5	2.6	3.2	2.7
WKIS	Boca Raton	C	99.9	100.0	984		Beasley Bcst Group	65	9610	See (12)		Country	n/a		2.6	1.7	1.5	1.8	1.5	1.1	1.3	1.8	1.4
WMBX	Jensen Beach	C1	102.3	100.0 cp	974	c	Infinity Bcstg	80	0102		g	CHR	4,000	0.60	10.8	6.2	7.1	7.2	5.7	4.2	1.7	2.3	1.6
WPBZ	Indiantown	C1	103.1	90.0	974	c	Infinity Bcstg	65	0102		g2	Modern Rock	3,100	1.09	4.6	3.4	2.7	2.8	2.6	2.3	3.1	3.2	3.0
WEAT	West Palm	C	104.3	100.0	1273	c	Infinity Bcstg	69	0102		g2	Soft AC	9,100	0.98	15.0	8.0	9.1	8.6	7.8	8.1	6.4	8.2	8.0
WOLL	Hobe Sound	C2	105.5	19.0	807	d	Clear Channel Comm	97	9808		sw	Oldies	2,700	0.97	4.5	3.6	2.0	2.9	2.9	2.3	2.3	1.5	1.7
WJBW	Jupiter	C3	106.3	25.0 cp	308	c	Infinity Bcstg	71	0110	20,000		Urban/Oldes	1,300	0.96	2.2	1.4	0.9	0.7	0.9	2.3	5.8	6.2	7.6
WIRK	West Palm	C1	107.9	100.0	427	c	Infinity Bcstg	65	0102		g2	Country	6,500	1.22	8.6	5.6	5.5	4.9	4.4	4.5	5.9	4.6	5.2
# FM Stations -				14	# Combos -				12	FM TOTALS				79.9	47.7	48.0	44.4	45.0	41.9	43.6	46.3	45.4	

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
WAFC	Clewiston	B	590	0.9	0.47		Glades Media	88			1	Span/Mexcn	500		0.5	0.0	0.0	0.0	0.6	0.4	0.0	0.0	0.6
• WJNA	Royal Palm	B	640	7.5 cp	0.46	a	J Crystal Entrprises	86	9912	3,946		Nostalgia	1,900	0.50	6.2	2.4	3.6	3.8	3.9	2.7	3.4	3.1	1.2
WSBR	Boca Raton	B	740	2.5	0.94		Beasley Bcst Group	65	0006		d3	Bus News	1,000		0.5	0.0	0.0	0.5	0.0	0.6	0.4	0.0	0.4
WEFL	Tequesta	B	760	0.3 cp	0.24		Star Development Gr	02				Adlt Stndrd				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WDJA	West Palm	B	850	50.0 cp	24.00	a	J Crystal Entrprises	48	9806	1,500		Bus News	250		0.4	0.0	0.4	0.0	0.0	0.4	0.4	0.4	0.4
WSWN	Belle Glade	D	900	1.0	0.02	b	BGI Bcstg LP	47	9608		c2	Urban/Gospl	700	0.87	1.3	1.8	0.7	0.8	0.4	1.0	1.5	1.1	1.5
• WJBW	Jupiter	D	1000	0.7	0.02	a	J Crystal Entrprises	68	0211 p	1,550	d1	Adlt Stndrd	1,100		0.9	0.5	0.7	0.6	0.3	0.4	0.1	0.1	0.1
• WLJV	Boynton Beach	B	1040	25.0	1.10	a	J Crystal Entrprises	73	0101	2,000		Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WPSP	Royal Palm	B	1190	0.7	0.41		Q Broadcasting Corp	91				Spanish	100			0.6	0.0	0.0	0.0	0.0	0.4	0.4	0.0
• WBZT	West Palm	C	1230	1.0	1.00	d	Clear Channel Comm	36	0011	2,000		Talk	400		0.8	0.5	0.7	0.0	0.5	0.7	0.4	0.0	0.8
WJNO	West Palm	B	1290	10.0	4.90	d	Clear Channel Comm	47	9712		g1	News/Talk	3,400	0.89	6.2	3.8	3.6	3.5	3.5	3.3	4.4	4.0	3.3
WJNX	Fort Pierce	B	1330	5.0	1.00	d	Clear Channel Comm	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	0.00		Omnilingual Bcstg	41	9403	700		News/Talk			0.2	0.0	0.0	0.0	0.0	0.4	0.0	0.4	0.0
WWRF	Lake Worth	D	1380	1.0	0.10		Radio Fiesta Inc.	59	0003	400	1	Span/Trpcl	400	0.46	1.4	0.5	0.7	0.6	1.4	0.5	0.6	0.0	0.8
• WPBI	Delray Beach	B	1420	5.0 cp	0.46	a	J Crystal Entrprises	52	0211 p		d1	Adlt Stndrd	400	0.41	1.6	0.7	0.8	1.0	1.1	0.7	0.4	0.7	1.9
WMNE	Riviera Beach	B	1600	5.0 cp	4.70		ABC Radio Inc	59	0009		g	Children	150			0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0
# AM Stations -				16	# Combos -				9	AM TOTALS				20.0	10.8	11.2	10.8	11.7	11.1	12.0	10.7	11.0	
AM & FM Stations Profiled -				30	# Duopolies -				9	Total Local Commercial Share				58.5	59.2	55.2	56.7	53.0	55.6	57.0	56.4		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 48

Revenue Rank: 46

# Memphis, TN Market Overview



### Metro Counties / Population (000)

Fayette, TN	29.6
Shelby, TN	900.2
Tipton, TN	53.4
Crittenden, AR	50.8
Mississippi, AR	51.1
De Soto, MS	114.5
Marshall, MS	35.6
<b>Total</b>	<b>1,235.2</b>

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

<b>ESTIMATED GROSS REVENUES</b> ***	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>Δ 97 - 02</b>
	\$46,800	\$52,700	\$58,800	\$58,700	\$57,200	\$58,600	4.6%
	<b>Δ 01 - 02</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>Δ 02 - 07</b>
	2.4%	\$62,200	\$66,200	\$70,200	\$74,000	\$77,700	5.8%
Revenue/Retail Sales	<b>1997</b>	<b>2002</b>	<b>2007</b>	<b>Est. Breakout</b>			
Revenue/Capita	NA <sup>1/</sup>	\$3.91/1,000	\$4.34/1,000	Local	85%		
	\$40.30	\$47.44	\$61.48	National	15%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<b>1997</b>	<b>2002</b>	<b>Growth Rate</b>	<b>2002</b>	<b>2007</b>	<b>Growth Rate</b>
MSA Population	1,161.2	1,235.2	1.2%	1,235.2	1,263.9	0.5%
Households	421.2	462.3	1.9%	462.3	478.1	0.7%
Retail Sales	NA <sup>1/</sup>	14,978.5	NA <sup>1/</sup>	14,978.5	17,885.2	3.6%
EBI <sup>2/</sup>	17,570.7	23,078.2	5.6%	23,078.2	29,833.0	5.3%

### Demographic Breakdown

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	593.3	118.2	59.7	59.9	86.1	91.4	81.6	96.4
Women (000)	641.9	113.2	56.8	60.7	90.7	100.3	89.3	130.8
<b>Total</b>	<b>1,235.2</b>	<b>231.4</b>	<b>116.5</b>	<b>120.6</b>	<b>176.8</b>	<b>191.8</b>	<b>170.9</b>	<b>227.2</b>
Percentage	100.0%	18.7%	9.4%	9.8%	14.3%	15.5%	13.8%	18.4%
Per Capita	\$ 18,684	Median Household		\$ 38,536	Avg Household		\$ 49,924	
Ethnic Population:	White 52.6%	Black 43.6%	Asian 1.4%	Hispanic 2.6%				

### Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	11		12	14	23	21	44
Tot 12+	13.3		48.4	60.7	61.7	24.3	86.0
Avg 12+	1.2		4.0	4.3	2.7	1.2	2.0
Tot LCS	15.5		56.3	70.6	71.7	28.3	100.0
Avg LCS	1.4		4.7	5.0	3.1	1.3	2.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Jonesboro.

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
WKRA	Holly Springs	A	92.7	3.0	299	h	Autry, Billy	76	9408	250	c1	Urban/AC			0.2	0.5	0.0	0.6	0.0	0.0	0.4	0.0	0.0
WMFS	Bartlett	A	92.9	5.8	328	c	Infinity Bcstg	94	0108	7,000		Alternative	1,100	0.65	2.9	2.5	2.4	3.1	2.5	2.3	2.2	2.0	2.6
WKBO	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	1.0 cp	489	g	Sudbury Bcst Group	99				Urban	200		0.5	0.5	0.7	1.0	0.0	0.0	0.0	0.0	0.0
WMBZ	Germantown	C2	94.1	50.0	472	e	Entercom	77	9912		g2	Hot AC	2,600	1.01	4.4	3.9	3.7	3.9	3.7	4.0	3.8	3.2	3.7
KKLV	Turrell	A	94.7	6.0	328	d	Educational Media	99	0011	2,600	d1	ChrsContem				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
● WKVF	Byhalia	A	94.9	6.0	328	d	Educational Media	99	0002	1,400		ChrsContem				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WVIM	Coldwater	A	95.3	3.0	299		Tate & Desota Bcstg	76				CCtmp/Span			0.1	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0
● WHAL	Olive Branch	A	95.7	6.0	328	a	Clear Channel Comm	93	9612		g1	1 Oldies	950	0.62	2.6	1.8	1.6	2.3	2.7	2.4	1.8	2.8	2.7
WYYL	Tunica	C3	96.1	25.0	328	b	Flinn Bcstg Corp	98				Country	250		0.9	0.0	0.8	0.6	0.0	1.8	3.0	2.5	2.7
KHLS	Blytheville	C1	96.3	100.0 cp	433	g	Sudbury Bcst Group	48				Country	150		0.3	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0
WHRK	Memphis	C1	97.1	100.0	532	a	Clear Channel Comm	61	9607		g3	1 Urban	7,000	1.18	10.1	8.6	11.3	7.6	8.7	7.8	7.1	6.7	7.8
WSRR	Millington	C1	98.1	100.0	869	i	Barnstable Bcstg Inc	60	9305	4,250		Clsc Hits	2,600	1.48	3.0	3.0	2.7	2.4	2.7	2.8	3.3	3.4	4.3
WJZN	Munford	C1	98.9	40.0	1135	i	Barnstable Bcstg Inc	48	0008	4,000		Smooth Jazz	775	0.51	2.6	2.2	3.4	2.2	1.9	1.6	1.4	0.6	0.0
WMC	Memphis	C	99.7	100.0	909	c	Infinity Bcstg	47	0102		g4	AC	6,500	2.13	5.2	3.9	5.0	4.6	4.3	4.3	4.1	4.2	4.1
KJMS	Memphis	C1	101.1	100.0	449	a	Clear Channel Comm	65	9701	12,500	c2	1 Urban AC	4,300	0.95	7.7	5.3	7.0	6.6	6.5	6.7	7.0	5.7	6.0
WEGR	Memphis	C1	102.7	87.0	945	a	Clear Channel Comm	67	9612		g1	1 Clsc Rock	5,000	1.67	5.1	5.0	4.1	4.6	4.7	4.4	5.5	5.2	4.3
WRBO	Como	C1	103.5	100.0 cp	679	i	Barnstable Bcstg Inc	66	9710	6,300		RhyBl/Oldes	4,300	1.15	6.4	6.1	5.1	5.2	5.0	7.2	5.0	5.7	7.5
● WRVR	Memphis	C1	104.5	100.0	751	e	Entercom	68	9912		g2	AC	5,200	1.56	5.7	5.5	5.4	4.5	5.3	4.7	4.1	4.9	5.2
WGKX	Memphis	C	105.9	100.0	994	i	Barnstable Bcstg Inc	68	8505	7,000	e	Country	5,100	1.32	6.6	4.9	4.8	7.3	6.1	5.0	5.4	6.7	6.2
KXHT	Marion	A	107.1	2.8	479	b	Flinn Bcstg Corp	86	9906	1,650		Hip Hop	1,600	0.40	6.9	6.0	5.6	5.7	6.7	6.0	6.4	5.1	6.5
KQDD	Osceola	A	107.3	1.6	335	g	Sudbury Bcst Group	94	9608	273		Rock				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WMPS	Germantown	A	107.5	3.9 cp	407	b	Flinn Bcstg Corp	94	9707	4,500		AAA	600	0.64	1.6	2.0	1.9	1.3	1.9	0.4	0.4	0.6	0.0
# FM Stations -					23	# Combos -					22	FM TOTALS			72.8	61.7	65.5	63.5	63.1	62.6	60.9	59.3	63.6

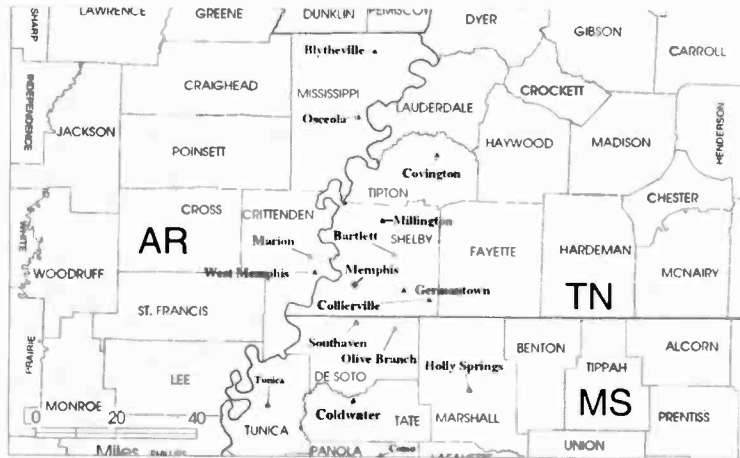
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 48

Revenue Rank: 46

# Memphis, TN Market Overview



### Metro Counties / Population (000)

Fayette, TN	29.6
Shelby, TN	900.2
Tipton, TN	53.4
Crittenden, AR	50.8
Mississippi, AR	51.1
De Soto, MS	114.5
Marshall, MS	35.6
<b>Total</b>	<b>1,235.2</b>

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

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$46,800	\$52,700	\$58,800	\$58,700	\$57,200	\$58,600	4.6%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07	
2.4%	\$62,200	\$66,200	\$70,200	\$74,000	\$77,700	5.8%	

Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout
	NA <sup>1/</sup>	\$3.91/1,000	\$4.34/1,000	
\$40.30	\$47.44	\$61.48	National 15%	

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	1,161.2	1,235.2	1.2%	1,235.2	1,263.9	0.5%
Households	421.2	462.3	1.9%	462.3	478.1	0.7%
Retail Sales	NA <sup>1/</sup>	14,978.5	NA <sup>1/</sup>	14,978.5	17,885.2	3.6%
EBI <sup>2/</sup>	17,570.7	23,078.2	5.6%	23,078.2	29,833.0	5.3%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	593.3	118.2	59.7	59.9	86.1	91.4	81.6	96.4
Women (000)	641.9	113.2	56.8	60.7	90.7	100.3	89.3	130.8
Total	1,235.2	231.4	116.5	120.6	176.8	191.8	170.9	227.2
Percentage	100.0%	18.7%	9.4%	9.8%	14.3%	15.5%	13.8%	18.4%

Per Capita	\$ 18,684	Median Household	\$ 38,536	Avg Household	\$ 49,924
Ethnic Population:	White 52.6%	Black 43.6%	Asian 1.4%	Hispanic 2.6%	

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	11		12	14	23	21	44
Tot 12+	13.3		48.4	60.7	61.7	24.3	86.0
Avg 12+	1.2		4.0	4.3	2.7	1.2	2.0
Tot LCS	15.5		56.3	70.6	71.7	28.3	100.0
Avg LCS	1.4		4.7	5.0	3.1	1.3	2.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Jonesboro.

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
												Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
WHBQ	Memphis	B	560	5.0	1.00	b Flinn Bcstg Corp	25	8807	750		Sports	575	0.82	1.2	1.2	1.2	1.0	1.3	0.8	1.2	1.0	1.2
WREC	Memphis	B	600	5.0	5.00	a Clear Channel Comm	22	9612		g1	1 Talk/Info	1,800	0.79	3.9	4.7	3.8	3.1	2.8	4.1	4.3	3.7	3.5
WCRV	Collierville	B	640	50.0	0.48	Bott Radio Network	66	8611	600		Relgn/Talk	800	0.76	1.8	1.2	1.5	1.4	2.1	1.2	1.6	1.7	1.2
WJCE	Memphis	B	680	10.0	5.00	e Entercom	25	9912		g2	Adlt Sndrd			2.1	0.9	1.7	1.7	1.9	1.9	1.6	1.3	1.3
KSUD	West Memphis	B	730	1.0 cp	0.27	d Educational Media	61	0011		d1	Inspr/Talk				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	0102		g4	Sports	500		0.8	1.2	0.4	0.8	0.7	0.9	0.8	1.1	1.4
KOSE	Wilson	D	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	D	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 Group	46	0011		1	Gospel	1,000	0.74	2.3	1.7	2.2	1.4	2.4	1.9	2.4	3.4	2.0
WGSF	Memphis	B	1030	50.0 cp	1.00	b Flinn Bcstg Corp	84	9908	1,070		Spanish	150		0.1	0.4	0.0	0.0	0.5	0.0	1.2	2.3	0.0
WDIA	Memphis	B	1070	50.0	5.00	a Clear Channel Comm	47	9607		g3	1 Urban AC	3,200	0.70	7.8	8.1	5.7	7.9	6.4	7.3	7.3	7.3	6.1
WKRA	Holly Springs	D	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	D	1170	1.0	0.00	d Educational Media	87	0011		d1	ChrsContem				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WTCK	Bartlett	B	1210	10.0	0.25	b Flinn Bcstg Corp	86	0102		d2	Sprts/Talk	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WAVN	Southaven	C	1240	0.6	0.00	b Flinn Bcstg Corp	90	0102		d2	Gospel	150			0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0
WKBL	Covington	D	1250	0.8	0.08	f Covington Bcstg	54	8203			Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WLOK	Memphis	C	1340	1.0	1.00	Gilliam Comm Inc	56	7701			Gospel	1,500	0.41	6.3	4.5	4.9	5.1	6.3	5.9	4.3	4.4	7.1
● WLRM	Millington	B	1380	2.5	1.00	World Overcomers	62	9804	275		Religion			0.1	0.0	0.0	0.0	0.5	0.0	0.5	0.8	0.0
WSTN	Somerville	B	1410	0.5	0.50	Family Worship Cntr	82	0204 p	50		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WOWW	Germantown	B	1430	2.5 cp	2.50	b Flinn Bcstg Corp	55	9309		na	Children	150			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WBBP	Memphis	D	1480	5.0	0.00	Bountiful Blessings	64	9010	420		Religion	500		0.7	0.4	0.4	1.1	0.5	0.6	0.5	1.1	0.5
				# AM Stations -	21	# Combos -	15	<b>AM TOTALS</b>						27.1	24.3	21.8	23.5	25.4	24.6	25.7	28.5	24.3
				AM & FM Stations Profiled -	44	# Duopolies -	15	<b>Total Local Commercial Share</b>						<b>86.0</b>	<b>87.3</b>	<b>87.0</b>	<b>88.5</b>	<b>87.2</b>	<b>86.6</b>	<b>87.8</b>	<b>87.9</b>	

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 49

Revenue Rank: 39

# Hartford-New Britain-Middletown, CT Market Overview



### Metro Counties / Population (000)

Hartford, CT	862.2
Litchfield, CT	18.4
Middlesex, CT	106.3
New Haven, CT	58.1
Tolland, CT	138.5
<b>Total</b>	<b>1,183.5</b>

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

<b>ESTIMATED GROSS REVENUES</b> ★★	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>Δ 97 - 02</b>
	\$59,900	\$65,000	\$74,900	\$77,300	\$73,600	\$78,600	5.6%
	<b>Δ 01 - 02</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>Δ 02 - 07</b>
	6.8%	\$83,300	\$89,100	\$95,400	\$100,600	\$105,600	6.1%
<b>Revenue/Retail Sales</b>	<b>1997</b>	<b>2002</b>	<b>2007</b>	<b>Est. Breakout</b>			
<b>Revenue/Capita</b>	NA <sup>1/</sup>	\$5.24/1,000	\$6.04/1,000	Local	70%		
	\$52.66	\$66.41	\$87.66	National	30%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<b>1997</b>	<b>2002</b>	<b>Growth Rate</b>	<b>2002</b>	<b>2007</b>	<b>Growth Rate</b>
MSA Population	1,137.4	1,183.5	0.8%	1,183.5	1,204.6	0.4%
Households	431.2	461.3	1.4%	461.3	475.5	0.6%
Retail Sales	NA <sup>1/</sup>	15,005.8	NA <sup>1/</sup>	15,005.8	17,473.2	3.1%
EBI <sup>2/</sup>	22,239.1	26,528.5	3.6%	26,528.5	31,979.8	3.8%

### Demographic Breakdown

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	572.1	96.1	50.0	50.9	74.3	94.9	84.8	121.0
Women (000)	611.4	91.9	47.4	50.0	75.5	98.2	89.9	158.4
<b>Total</b>	<b>1,183.5</b>	<b>188.0</b>	<b>97.4</b>	<b>100.9</b>	<b>149.9</b>	<b>193.2</b>	<b>174.8</b>	<b>279.4</b>
Percentage	100.0%	15.9%	8.2%	8.5%	12.7%	16.3%	14.8%	23.6%
Per Capita	\$ 22,416	Median Household		\$ 47,761	Avg Household		\$ 57,503	
Ethnic Population:	White 79.5%	Black 10.1%	Asian 2.5%	Hispanic 10.1%				

### Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	2	11		11	13	15	28
Tot 12+	1.1	57.9		57.9	59.0	15.6	74.6
Avg 12+	0.6	5.3		5.3	4.5	1.0	2.7
Tot LCS	1.5	77.6		77.6	79.1	20.9	100.0
Avg LCS	0.7	7.1		7.1	6.1	1.4	3.6

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# Competitive Overview

Some stations also rated in New Haven and Springfield, MA.

## FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)									Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
WWYZ	Waterbury	B	92.5	17.0	879	c	Clear Channel Comm	61	0008		g	Country	8,300	1.16	9.1	7.4	6.5	6.1	8.0	7.0	6.7	7.6	7.6
WZMX	Hartford	B	93.7	17.0	850	d	Infinity Bcstg	39	0102		g2	Rhythm/Blue	6,700	0.69	12.3	9.6	9.6	10.1	7.8	9.8	9.6	7.7	2.7
WKSS	Hartford-Meriden	B	95.7	16.5	879	c	Clear Channel Comm	47	0008		g	Top 40	6,800	1.22	7.1	4.8	5.5	5.2	5.6	5.2	4.4	5.9	8.3
WTIC	Hartford	B	96.5	20.0	810	d	Infinity Bcstg	40	0102		g2	Modern AC	7,900	1.29	7.8	4.5	5.6	6.9	5.4	5.9	7.0	6.5	7.0
WPKX	Enfield	A	97.9	2.2	528	c	Clear Channel Comm	90	0008			Country	n/a		0.6	1.1	0.3	1.0	0.3	0.3	0.4	0.8	0.7
WPLR	New Haven	B	99.1	15.0	906	c	Cox Radio Inc	44	0008		1	AOR	n/a		2.1	1.4	1.8	1.8	1.5	1.3	1.3	1.7	1.1
WRCH	New Britain	B	100.5	7.5	1250	d	Infinity Bcstg	68	0102		g2	Soft AC	14,000	1.14	15.6	11.2	10.6	11.5	11.4	13.8	12.3	10.9	10.5
WKCI	Hamden	B	101.3	11.0	965		Clear Channel Comm	69	9205	See (108)		CHR/Top40	n/a		1.3	1.1	1.0	0.8	0.9	1.1	0.8	1.1	1.5
WDRC	Hartford	B	102.9	19.5	810	a	Buckley Bcstg Corp	36				Oldies	6,000	1.02	7.5	5.3	5.8	6.0	5.4	5.5	5.4	5.4	4.9
WQQQ	Sharon	A	103.3	1.5	610		Jackson Group	93				FuSvc/AC			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WMRQ	Waterbury	B	104.1	18.0	837	c	Clear Channel Comm	67	0008		g	Modern Rock	4,200	1.27	4.2	2.4	3.0	3.0	3.6	3.0	3.5	3.5	3.7
WHCN	Hartford	B	105.9	16.0	866	c	Clear Channel Comm	39	0008		g	CIHts/RckAC	4,200	0.85	6.3	5.3	5.9	5.4	4.1	3.7	3.3	3.9	3.1
WCCC	Hartford	B	106.9	23.0 cp	725	b	Marlin Bcstg LLC	60	9805	15,000	c1	AOR	5,600	1.40	5.1	4.9	3.3	3.8	4.3	4.2	3.9	4.8	4.7
# FM Stations -					13	# Combos -					11	FM TOTALS			79.0	59.0	58.9	61.6	58.3	60.8	58.6	59.8	55.8

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)	(kW)	Revenue (000)1/								Power Ratio	Fall 2002		Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	
WSNG	Torrington	B	610	1.0	0.50	a	Buckley Bcstg Corp	48	9701	425		News/Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WRYM	New Britain	D	840	1.0	0.13		Hartford Cty Bcstg	46	6108			Span/Trpcl	300		0.4	1.0	0.8	0.0	0.0	0.5	0.0	0.4	0.7	
WLAT	New Britain	B	910	5.0	5.00	f	Mega Comm Inc	49	9812		g3	Tropical	1,100	0.87	1.6	1.7	2.0	0.6	0.9	1.2	1.1	1.1	1.7	
• WNTY	Southington	D	990	2.5	0.08		Add Radio Group	69	9905	850	na	Nws/Tik/Spt	100		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WTIC	Hartford	A	1080	50.0	50.00	d	Infinity Bcstg	25	0102		g2	News/Talk	10,000	0.99	12.8	8.7	9.7	10.1	9.8	9.2	10.3	11.0	13.0	
WPRX	Bristol	B	1120	1.0	0.50		Nlevez Quez Prod Inc	48	8708			Tropical	100		0.1	0.3	0.0	0.0	0.3	0.0	0.0	0.0	0.0	
WMRD	Middletown	D	1150	2.5	0.05	e	Crossroads Comm	48	9604	300		FSv/Tik/Nws			0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WNEZ	Manchester	C	1230	1.0	1.00	f	Mega Comm Inc	58	9812		g3	Tropical	900		0.4	0.0	0.0	0.4	0.5	0.3	0.3	0.6	1.0	
WTMI	West Hartford	D	1290	0.5	0.00	b	Marlin Bcstg LLC	47	9805		c1	Classical			0.2	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	
WDRC	Hartford	B	1360	5.0	5.00	a	Buckley Bcstg Corp	22	5908			News/Talk	1,500	0.52	3.7	2.3	2.7	2.4	3.6	2.5	3.5	3.0	3.7	
WPOP	Hartford	B	1410	5.0	5.00	c	Clear Channel Comm	35	0008		g	Sports	300	0.32	1.2	1.0	0.8	0.8	0.8	1.1	1.0	1.0	0.7	
WLIS	Old Saybrook	B	1420	5.0	0.50	e	Crossroads Comm	56	9609	675		FSv/Tik/Nws			0.0	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		News/Talk	100		0.2	0.3	0.1	0.2	0.1	0.3	0.1	0.1	0.3	
WKND	Windsor	D	1480	0.5	0.00		Hartcom Inc	61	8107	500		Rhythm/Blue	300		0.5	0.0	0.3	0.5	0.0	0.6	0.0	0.0	0.5	
WDZK	Bloomfield	B	1550	5.0	2.40		ABC Radio Inc	64	0008		g	Children	200		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					15	# Combos -					10	AM TOTALS			21.1	15.6	16.4	15.0	16.7	15.7	16.3	17.2	21.6	
AM & FM Stations Profiled -					28	# Duopolies -					8	Total Local Commercial Share			74.6	75.3	76.6	75.0	76.5	74.9	77.0	77.4		

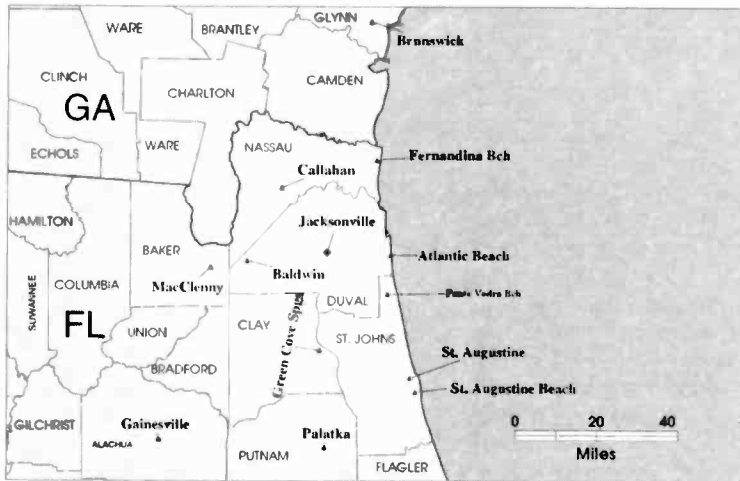
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 50

Revenue Rank: 45

# Jacksonville, FL Market Overview



### Metro Counties / Population (000)

Baker, FL	23.3
Clay, FL	147.4
Duval, FL	807.4
Nassau, FL	60.9
St. Johns, FL	129.1
<b>Total</b>	<b>1,168.1</b>

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

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$44,900	\$49,100	\$54,200	\$60,200	\$55,500	\$60,300
***	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	8.6%	\$65,000	\$70,500	\$76,200	\$80,400	\$84,400	6.9%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA <sup>1/</sup>	\$4.13/1,000	\$4.61/1,000	Local	75%		
Revenue/Capita	\$42.90	\$51.62	\$66.00	National	25%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	1,046.5	1,168.1	2.2%	1,168.1	1,278.7	1.8%
Households	391.7	451.4	2.9%	451.4	497.6	2.0%
Retail Sales	NA <sup>1/</sup>	14,597.6	NA <sup>1/</sup>	14,597.6	18,290.8	4.6%
EBI <sup>2/</sup>	16,801.9	21,889.7	5.4%	21,889.7	28,765.7	5.6%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	568.7	101.7	53.4	53.8	81.3	93.9	81.2	103.4
Women (000)	599.4	97.4	51.3	53.4	82.3	97.4	86.3	131.2
Total	1,168.1	199.0	104.7	107.2	163.6	191.4	167.5	234.6
Percentage	100.0%	17.0%	9.0%	9.2%	14.0%	16.4%	14.3%	20.1%
Per Capita	\$ 18,740	Median Household		\$ 38,486	Avg Household		\$ 48,495	
Ethnic Population:	White 72.2%	Black 22.0%	Asian 2.4%	Hispanic 4.0%				

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		16	15	19	19	38
Tot 12+	9.5		59.0	67.6	68.5	13.3	81.8
Avg 12+	3.2		3.7	4.5	3.6	0.7	2.2
Tot LCS	11.6		72.1	82.6	83.7	16.3	100.0
Avg LCS	3.9		4.5	5.5	4.4	0.9	2.6

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Daytona Beach & Brunswick, GA.

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
WJXR	Macclenny	C3	92.1	25.0	328		Perich, Gregory G	78	8501	327		Talk	2,000		0.4	0.0	0.7	0.0	0.6	0.0	0.4	0.4	0.0
• WJBT	Green Cove Sp	A	92.7	2.6	505	c	Clear Channel Comm	78	9905		g1	1 RhyBl/UrCH	2,000	0.43	7.8	5.9	5.5	6.1	7.6	6.6	6.0	5.7	6.5
WPLA	Callahan	C2	93.3	50.0	463	c	Clear Channel Comm	90	9712		g3	1 Alternative	2,100	0.67	5.2	5.1	3.7	4.9	5.1	3.6	4.3	5.2	3.3
• WSOS	St. Augustine	C3	94.1	19.0	377		Lakeshore Media LLC	82	0212 p	4,000	c1	Bright AC	400		0.7	0.0	0.4	1.0	0.9	0.0	0.6	0.5	0.0
WAPE	Jacksonville	C	95.1	100.0	984	b	Cox Radio Inc	49	0008		sw	Top 40	7,000	1.49	7.8	6.3	6.8	6.5	6.0	6.5	7.4	6.2	7.4
WEJZ	Jacksonville	C	96.1	100.0	984	d	Renda Bcstg Corp	49	9003		g	Lite AC	6,000	1.29	7.7	7.0	7.0	5.1	6.6	6.9	6.9	7.2	6.6
WKQL	Jacksonville	C	96.9	100.0	1014	b	Cox Radio Inc	69	0008		sw	Oldies	4,500	1.02	7.3	6.3	7.0	6.7	5.1	5.3	5.4	6.3	5.5
WFKS	Neptune Beach	C2	97.9	12.5 cp	991	c	Clear Channel Comm	65	9712		g3	1 CHR	1,800	0.75	4.0	3.6	3.7	3.3	3.3	3.0	4.0	3.5	3.4
WQIK	Jacksonville	C0	99.1	100.0 cp	991	c	Clear Channel Comm	64	9905		g1	1 Country	5,800	1.34	7.2	5.2	5.2	6.7	6.1	5.9	7.2	7.0	6.0
WGNE	Palatka	C	99.9	100.0	1201	d	Renda Bcstg Corp	73	9602			Country	n/a		1.3	0.7	0.9	1.1	1.0	1.4	0.7	0.8	0.9
WRRR	Brunswick	C1	100.7	36.0	1463	d	Renda Bcstg Corp	65	9602		g	Rock	800	0.55	2.4	1.9	2.1	2.1	2.2	1.5	1.4	1.3	1.2
WSOL	Brunswick	C	101.5	100.0	1463	c	Clear Channel Comm	66	9905		g1	1 Urban AC	4,200	0.81	8.6	6.8	6.0	7.6	7.9	7.1	7.3	7.3	6.9
WMXQ	Jacksonville	C	102.9	100.0	1014	b	Cox Radio Inc	65	0008		sw	80s Hits	5,400	1.57	5.7	4.5	4.5	4.2	5.2	5.1	5.0	6.7	4.9
WFYV	Atlantic Beach	C	104.5	100.0	1014	b	Cox Radio Inc	67	0008		sw	Clsc Rock	7,000	1.42	8.2	5.7	7.9	5.5	6.5	7.3	6.5	6.7	7.2
WXGV	Fernandina	A	105.3	3.9	410	g	Tama Broadcasting	99	0302	8,500	d1	Hot AC	350	0.53	1.1	1.0	0.9	1.1	0.6	0.9	1.3	1.1	1.0
WYGV	St. Augustine	C3	105.5	16.0	410	g	Tama Broadcasting	95	0302		d1	Hot AC			0.4	0.2	0.4	0.4	0.4	0.2	0.6	0.4	0.5
WHJX	Baldwin	C3	105.7	12.0 cp	479	g	Tama Broadcasting	92	0201	1,600		Urban	150		0.8	1.8	1.9	0.7	0.0	0.0	0.0	0.0	0.0
• WBGB	Ponte Vedra	A	106.5	6.0	328	a	Salem Comm Corp	96	0302 p	9,250	d2	1 ChrsContem	700	0.30	3.9	2.6	3.7	3.9	2.5	2.9	2.3	2.7	2.1
WROO	Jacksonville	C1	107.3	98.0 cp	991	c	Clear Channel Comm	77	9712		g3	1 Country	2,500	0.92	4.5	3.9	4.7	3.7	2.4	4.1	4.1	3.5	4.7
# FM Stations -					19	# Combos -					17	FM TOTALS		85.0	68.5	73.0	70.6	70.0	68.3	71.4	72.5	68.1	

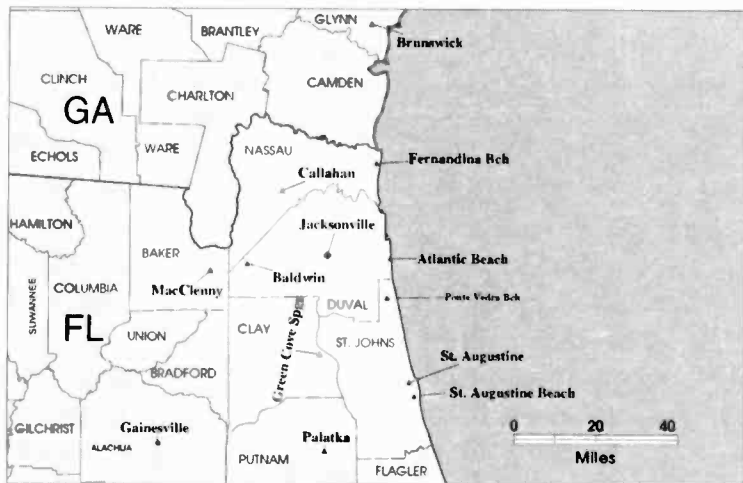
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 50

Revenue Rank: 45

# Jacksonville, FL Market Overview



### Metro Counties / Population (000)

Baker, FL	23.3
Clay, FL	147.4
Duval, FL	807.4
Nassau, FL	60.9
St. Johns, FL	129.1
<b>Total</b>	<b>1,168.1</b>

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

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$44,900	\$49,100	\$54,200	\$60,200	\$55,500	\$60,300
***	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	8.6%	\$65,000	\$70,500	\$76,200	\$80,400	\$84,400	6.9%
Revenue/Retail Sales	NA <sup>1/</sup>	\$4.13/1,000	\$4.61/1,000				<b>Est. Breakout</b>
Revenue/Capita	\$42.90	\$51.62	\$66.00				Local 75%
							National 25%

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	1,046.5	1,168.1	2.2%	1,168.1	1,278.7	1.8%
Households	391.7	451.4	2.9%	451.4	497.6	2.0%
Retail Sales	NA <sup>1/</sup>	14,597.6	NA <sup>1/</sup>	14,597.6	18,290.8	4.6%
EBI <sup>2/</sup>	16,801.9	21,889.7	5.4%	21,889.7	28,765.7	5.6%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	568.7	101.7	53.4	53.8	81.3	93.9	81.2	103.4
Women (000)	599.4	97.4	51.3	53.4	82.3	97.4	86.3	131.2
Total	1,168.1	199.0	104.7	107.2	163.6	191.4	167.5	234.6
Percentage	100.0%	17.0%	9.0%	9.2%	14.0%	16.4%	14.3%	20.1%
Per Capita	\$ 18,740							
				Median Household	\$ 38,486		Avg Household	\$ 48,495
Ethnic Population:	White 72.2%	Black 22.0%	Asian 2.4%				Hispanic 4.0%	

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		16	15	19	19	38
Tot 12+	9.5		59.0	67.6	68.5	13.3	81.8
Avg 12+	3.2		3.7	4.5	3.6	0.7	2.2
Tot LCS	11.6		72.1	82.6	83.7	16.3	100.0
Avg LCS	3.9		4.5	5.5	4.4	0.9	2.6

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Daytona Beach & Brunswick, GA.

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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	
• WBWL	Jacksonville	B	600	5.0	5.00		ABC Radio Inc	33	0207	2,500		Kds/8&9	600		0.7	0.0	0.0	0.8	0.8	0.7	0.5	0.6	0.8	
WOKV	Jacksonville	B	690	50.0	10.00	b	Cox Radio Inc	58	0008		sw	Nws/Tlk/Spt	3,600	0.90	6.6	6.4	4.8	4.8	5.6	6.6	5.1	4.4	6.2	
WFXJ	Jacksonville	B	930	5.0	5.00	c	Clear Channel Comm	25	9712		g3	1 Sports	800	0.83	1.6	1.3	0.9	1.6	1.5	1.2	1.1	1.2	1.5	
WVOJ	Jacksonville	D	970	1.0	0.16		Morgan Media Inc	69	9803	495		Talk	100		0.1	0.5	0.0	0.0	0.5	0.0	0.0	0.0	0.0	
WIOJ	Jacksonville	D	1010	10.0	0.14		McEntee Bcstg FL Inc	47	9603	240		Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WROS	Jacksonville	D	1050	5.0	0.01		Hall, Elwyn V.	55	8506	525		Christian			0.1	0.0	0.0	0.0	0.4	0.0	1.0	0.0	0.0	
WEWC	Callahan	D	1160	5.0	0.25		P&B Comm Ltd.	99	0012 p	450		Rhythm/Blue	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
• WKLN	St. Augustine	D	1170	0.8	0.00		Lakeshore Media LLC	86	0212 p		c1	Bright AC	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WJAX	Jacksonville	D	1220	1.0	0.00	f	Jones College	58	8509		dn	Big Band			0.1	0.0	0.4	0.0	0.0	0.0	0.0	0.5	0.6	
WFOY	St. Augustine	C	1240	1.0 cp	0.58	e	Shull Bcstg Co Inc	36				Nws/Tlk/Spt	100		0.2	0.0	0.0	0.7	0.0	0.0	0.4	0.0	0.0	
WSVE	Jacksonville	D	1280	5.0	0.00		Willis Bcstg Corp	48	9505	338		Gospel	500	0.75	1.1	0.4	1.2	0.5	0.9	1.0	0.7	0.7	0.5	
• WJGR	Jacksonville	B	1320	5.0	5.00	a	Salem Comm Corp	45	0302 p		d2	1 Nws/Tlk/Spt	100			0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	
WCGL	Jacksonville	D	1360	5.0	0.00		Maiden,D & Battle,B	48	8912	510		Gospel	400	0.60	1.1	1.3	0.8	1.0	0.8	1.0	0.9	1.2	1.6	
• WZAZ	Jacksonville	C	1400	1.0	1.00	a	Salem Comm Corp	50	0302 p		d2	1 Gospel	1,000	0.50	3.3	2.9	2.3	2.7	3.1	2.8	3.4	4.0	3.4	
WAOC	St. Augustine	B	1420	2.2	0.25	e	Shull Bcstg Co Inc	53	0208	284		Country	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WZNY	Jacksonville	B	1460	5.0	5.00	a	Salem Comm Corp	42	0302 p		d2	1 Sports	100		0.1	0.5	0.4	0.0	0.0	0.0	0.0	0.0	0.0	
WOBS	Jacksonville	D	1530	50.0	0.00		Word Broadcasting	76	0209 p		g	Gospel				0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	
WGSR	Fernandina	D	1570	10.0	0.03		RJM Comm Inc	55	9904	225		Gospl/R&BO				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WQOP	Atlantic Beach	D	1600	5.0	0.09		Queen of Peace Radio	58	9707	350		Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
				# AM Stations -		19	# Combos -		8	AM TOTALS					15.0	13.3	10.8	12.1	13.6	13.3	14.0	12.6	15.3	
				AM & FM Stations Profiled -		38	# Duopolies -		10	Total Local Commercial Share					81.8	83.8	82.7	83.6	81.6	85.4	85.1	83.4		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 51

Revenue Rank: 42

# Buffalo-Niagara Falls, NY Market Overview



### Metro Counties / Population (000)

Erie, NY	938.6
Niagara, NY	217.7
<b>Total</b>	<b>1,156.3</b>

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

<b>ESTIMATED GROSS REVENUES</b> ★★★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$46,700	\$52,900	\$56,100	\$61,200	\$54,900	\$64,300	6.6%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	17.1%	\$68,000	\$72,800	\$76,800	\$81,000	\$85,000	5.8%
Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>			
Revenue/Capita	NA <sup>1/</sup>	\$5.40/1,000	\$6.51/1,000	Local	78%		
	\$39.83	\$55.61	\$75.47	National	22%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	1,172.4	1,156.3	-0.3%	1,156.3	1,126.3	-0.5%
Households	458.0	465.7	0.3%	465.7	459.8	-0.3%
Retail Sales	NA <sup>1/</sup>	11,909.7	NA <sup>1/</sup>	11,909.7	13,052.5	1.8%
EBI <sup>2/</sup>	16,681.3	19,424.5	3.1%	19,424.5	22,805.0	3.3%

### 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)	553.4	92.3	50.6	51.1	68.3	87.5	80.0	123.5
Women (000)	603.0	88.0	48.2	51.0	70.4	91.1	84.8	169.6
Total	1,156.3	180.3	98.9	102.0	138.7	178.5	164.8	293.1
Percentage	100.0%	15.6%	8.5%	8.8%	12.0%	15.4%	14.3%	25.3%
Per Capita	\$ 14,798	Median Household		\$ 32,157	Avg Household		\$ 36,810	
Ethnic Population:	White 90.3%	Black 6.4%	Asian 0.7%	Hispanic 1.4%				

### Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations		11	1	11	13	13	26
Tot 12+		60.1	0.8	61.9	63.7	20.0	83.7
Avg 12+		5.5	0.8	5.6	4.9	1.5	3.2
Tot LCS		71.8	1.0	74.0	76.1	23.9	100.0
Avg LCS		6.5	1.0	6.7	5.9	1.8	3.8

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	
WBUF	Buffalo	B	92.9	49.0	581	b	Infinity Bcstg	47	0102		g1	Rock	3,100	1.15	4.2	2.3	3.6	3.5	3.2	3.8	3.4	3.8	2.8
WBLK	Depew	B	93.7	47.0	505	b	Infinity Bcstg	64	0102		g1	Urban AC	5,400	0.84	10.0	6.9	8.5	7.3	9.7	8.5	8.3	7.2	7.4
WJYE	Buffalo	B	96.1	47.0	505	b	Infinity Bcstg	66	0102		g1	Soft Rock	5,300	1.13	7.3	7.4	5.7	6.9	6.3	6.0	6.8	7.8	7.8
WGRF	Buffalo	B	96.9	24.0	712	c	Citadel Comm Corp	59	0004	190,000	g3	1 Clsc Rock	7,800	1.46	8.3	7.9	6.9	6.7	7.3	7.4	7.8	8.7	8.7
WKSE	Niagara Falls	B	98.5	46.0	420	a	Entercom	46	9912		g2	CHR	7,200	1.13	9.9	7.2	7.8	8.1	9.0	8.8	9.3	8.4	9.1
WDCX	Buffalo	B	99.5	110.0	640		Crawford Bcstg Co	63				Religion	600		0.9	1.0	0.6	0.9	1.0	0.6	0.6	0.8	0.8
CKEY	Ft Erie		101.1	52.0	262		CJRN 710 Inc	91			1	Urban			2.0	2.8	1.8	1.8	1.8	1.4	1.9	1.6	1.4
CFNY	Brampton	C1	102.1	35.0	1381		Corus Entertainment	60				New Rock			0.8	0.8	1.0	0.6	0.6	0.6	0.7	0.8	0.7
WTSS	Buffalo	B	102.5	110.0	1165	a	Entercom	46	9912		g2	Hot AC	4,800	1.24	6.0	5.8	5.0	5.9	4.8	4.8	5.5	5.0	4.5
WEDG	Buffalo	B	103.3	49.0	348	c	Citadel Comm Corp	47	0004		g3	1 Modern Rock	4,600	1.30	5.5	5.0	4.8	5.2	4.8	4.0	5.3	4.1	4.3
WHTT	Buffalo	B	104.1	50.0	223	c	Citadel Comm Corp	54	0004		g3	1 Oldies	6,000	1.20	7.8	6.8	6.7	6.7	6.7	6.5	6.6	6.2	6.8
WYRK	Buffalo	B	106.5	50.0	466	b	Infinity Bcstg	62	0102		g1	Country	7,700	1.09	11.0	8.3	10.2	10.2	8.9	8.1	9.0	10.2	8.5
WNSA	Wethersfield	B	107.7	19.5	801		Adelphia Comm	48	0008	1,650		Sports	1,200	1.10	1.7	1.5	0.9	1.1	1.9	1.9	1.2	3.0	1.4
# FM Stations -				13	# Combos -				9	FM TOTALS				75.4	63.7	63.5	64.9	66.0	62.4	66.4	67.6	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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
WGR	Buffalo	B	550	5.0	5.00	a	Entercom	22	9912		g2	Sports	2,400	1.49	2.5	2.4	2.0	1.8	2.0	2.8	2.4	1.8	3.3
WTOR	Youngstown	D	770	9.0	0.00	cp	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	5,200	0.72	11.2	9.0	9.7	8.3	8.9	11.1	8.3	9.4	10.0
WUFO	Amherst	D	1080	1.0	0.00		Sheridan Bcstg	48	7203			Gsp/Old/Jaz	200		0.9	1.0	0.6	0.8	0.9	0.8	0.5	0.8	0.7
WMNY	Buffalo	D	1120	1.0	0.00	c	Citadel Comm Corp	47	0004		g3	1 Gospei	200		0.7	0.0	0.6	0.0	0.9	0.8	0.0	0.6	0.0
WECK	Cheektowaga	C	1230	1.0	1.00	cp	Infinity Bcstg	56	0102		g1	Nostalgia	1,200	0.37	5.0	3.9	4.0	4.6	4.2	4.3	3.9	4.4	4.7
WHLN	Niagara Falls	B	1270	5.0	1.00	c	Citadel Comm Corp	40	0004		g3	1 Relgn/Ethnc				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WXRL	Lancaster	B	1300	5.0	2.50	cp	Dome Bcstg	64	7011			Country	400	0.62	1.0	0.9	1.1	0.9	0.9	0.5	0.6	0.8	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		Nws/Tlk/Nst	150		0.6	0.7	0.6	0.5	0.5	0.4	0.6	0.5	0.7
WWWS	Buffalo	C	1400	1.0	1.00	a	Entercom	34	9912		g2	Urban/Oldes	400	0.35	1.8	1.6	2.2	1.4	1.4	1.2	0.8	1.0	1.2
WJLL	Niagara Falls	D	1440	1.0	0.06		M.J. Phillips Comm	47	9211	225		Oldies				0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
• WWKB	Buffalo	A	1520	50.0	50.00	a	Entercom	25	9912		g2	Oldies	400		0.6	0.5	0.6	0.5	0.4	0.5	0.5	0.5	0.3
# AM Stations -				13	# Combos -				7	AM TOTALS				24.3	20.0	21.4	18.8	20.1	22.4	17.9	19.8	21.5	
AM & FM Stations Profiled -				26	# Duopolies -				7	Total Local Commercial Share				83.7	84.9	83.7	86.1	84.8	84.3	87.4	85.7		

NOTE: Some stations also rated in Olean, NY.

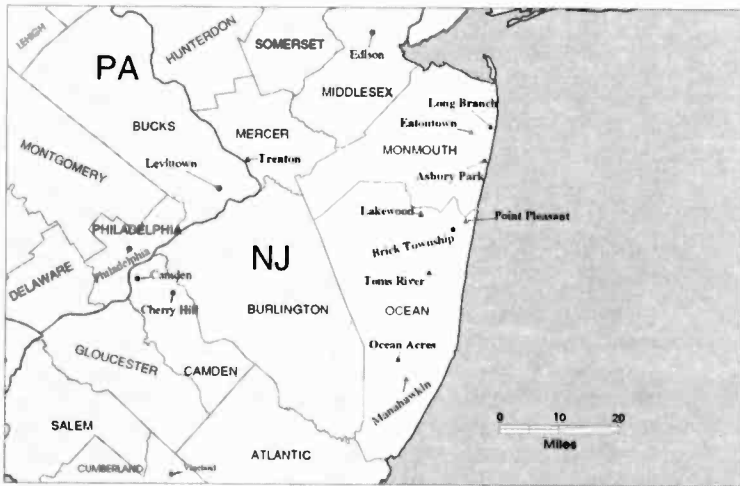
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 52

Revenue Rank: 82

# Monmouth-Ocean, NJ Market Overview



### Metro Counties / Population (000)

Monmouth, NJ	626.6
Ocean, NJ	522.7
<b>Total</b>	<b>1,149.3</b>

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$16,000	\$17,800	\$22,400	\$25,100	\$24,300	\$25,700
★★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.8%	\$27,100	\$29,000	\$30,600	\$32,300	\$33,900	5.7%
Revenue/Retail Sales	NA <sup>1/</sup>	\$1.66/1,000	\$1.80/1,000				<b>Est. Breakout</b>
Revenue/Capita	\$14.92	\$22.36	\$28.03				Local 80%
							National 20%

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	1,072.3	1,149.3	1.4%	1,149.3	1,209.6	1.0%
Households	396.6	434.4	1.8%	434.4	460.1	1.2%
Retail Sales	NA <sup>1/</sup>	15,457.2	NA <sup>1/</sup>	15,457.2	18,885.6	4.1%
EBI <sup>2/</sup>	19,679.2	25,436.5	5.3%	25,436.5	32,647.9	5.1%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	552.2	97.1	47.9	41.4	64.0	90.7	80.4	130.6
Women (000)	597.2	92.4	45.7	38.2	66.7	94.5	84.1	175.6
Total	1,149.3	189.5	93.5	79.6	130.7	185.2	164.5	306.3
Percentage	100.0%	16.5%	8.1%	6.9%	11.4%	16.1%	14.3%	26.6%
Per Capita	\$ 22,132							
				Median Household	\$ 46,058		Avg Household	\$ 58,552
Ethnic Population:	White 88.0%	Black 5.8%	Asian 2.9%				Hispanic 6.0%	

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	8	2		9	10	4	14
Tot 12+	16.5	8.6		25.1	25.1	5.4	30.5
Avg 12+	2.1	4.3		2.8	2.5	1.4	2.2
Tot LCS	54.1	28.2		82.3	82.3	17.7	100.0
Avg LCS	6.8	14.1		9.1	8.2	4.4	7.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# Competitive Overview

Some stations also rated in New York, Middlesex & Trenton.

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
WOBM	Toms River	A	92.7	1.4	486	a	Millennium Radio Gr	68	0206	100,000	d1	AC	5,000	1.26	15.4	3.6	5.3	4.6	3.9	3.9	4.6	4.7	4.2	
WJLK	Asbury Park	A	94.3	1.3	499	a	Millennium Radio Gr	47	0206		d1	Hot AC	7,000	2.21	12.3	3.5	3.4	4.4	2.7	3.3	3.1	3.0	3.7	
• WRAT	Point Pleasant	A	95.9	4.0	240	c	Greater Media	68	0107		g	AOR/ClRck	4,600	1.92	9.3	1.9	2.9	3.0	3.4	2.7	4.3	4.7	2.7	
WBBO	Ocean Acres	A	98.5	3.0	466	a	Millennium Radio Gr	93	0206		d1	CHR	2,200	1.14	7.5	1.9	2.5	2.3	3.4	3.1	2.7	2.9	3.0	
WBHX	Tuckerton	A	99.7	5.6	108		Press Comm LLC	99	0207 p	1,150		Clsc Rock	200			0.0	0.0	0.0	0.3	0.0	0.6	0.0	0.0	
WJRZ	Manahawkin	A	100.1	1.6	436	c	Greater Media	76	0207	8,306	st	Oldies	1,200	0.54	8.7	3.5	3.1	2.5	2.6	3.2	2.1	1.2	2.1	
WKXW	Trenton	B	101.5	15.5	902		Millennium Radio Gr	62	0202			Oldies/Talk	n/a		17.8	6.4	6.7	4.8	5.8	5.1	5.9	5.7	5.8	
WCHR	Manahawkin	B1	105.7	13.0	459		Manahawkin Comm	02			1	Clsc Rock	500	0.88	2.2	2.2	1.5	0.0	0.0	0.0	0.0	0.0	0.0	
WHTG	Eatontown	A	106.3	1.9 cp	420	b	Press Comm LLC	61	0011	15,000	c2	Modern Rock	1,300	0.65	7.8	2.1	2.7	2.3	2.4	1.7	1.4	1.0	1.8	
• WWZY	Long Branch	A	107.1	0.6 cp	541		Nassau Bcstg Ptrs LP	60	0212 p		g	Spanish AC	2,300	1.18	7.6	0.0	1.4	3.3	3.3	3.5	3.6	4.1	3.6	
# FM Stations -					10	# Combos -					6	FM TOTALS				88.6	25.1	29.5	27.2	27.8	26.5	28.3	27.3	26.9

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
WOBM	Lakewood	B	1160	5.0	8.90	a	Millennium Radio Gr	70	0206		d1	News/MOR	900	0.37	9.4	4.2	3.6	2.5	2.9	2.4	4.7	3.7	2.2	
WADB	Asbury Park	B	1310	2.5	1.00	a	Millennium Radio Gr	26	0206		d1	Adlt Stndrd	400	1.04	1.5	1.2	1.0	0.0	0.9	2.4	1.2	1.3	2.8	
WHTG	Eatontown	D	1410	0.3 cp	0.09	b	Press Comm LLC	57	0011		c2	Oldies	100		0.5	0.0	0.0	0.3	0.5	0.0	0.0	0.0	0.0	
WJRZ	Toms River	D	1550	1.0 cp	0.01		Knox Bcstg Grp Inc	94				DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					4	# Combos -					3	AM TOTALS				11.4	5.4	4.6	2.8	4.3	4.8	5.9	5.0	5.0
AM & FM Stations Profiled -					14	# Duopolies -					5	Total Local Commercial Share				30.5	34.1	30.0	32.1	31.3	34.2	32.3	31.9	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 53

Revenue Rank: 53

# Oklahoma City, OK Market Overview



### Metro Counties / Population (000)

Canadian, OK	89.5
Cleveland, OK	212.0
Logan, OK	34.6
McClain, OK	28.4
Oklahoma, OK	664.6
Pottawatomie, OK	66.4
<b>Total</b>	<b>1,095.5</b>

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

#### ESTIMATED GROSS REVENUES

	1997	1998	1999	2000	2001	2002	Δ 97 - 02
Gross Revenues	\$37,300	\$41,700	\$44,300	\$47,000	\$43,600	\$46,400	4.5%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
Growth	6.4%	\$48,900	\$52,300	\$55,100	\$58,200	\$61,100	5.7%

#### Revenue/Retail Sales Revenue/Capita

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA <sup>1/</sup>	\$3.43/1,000	\$3.94/1,000	Local 86%
Revenue/Capita	\$36.21	\$42.36	\$54.82	National 14%

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	1,030.0	1,095.5	1.2%	1,095.5	1,114.5	0.3%
Households	391.9	431.3	1.9%	431.3	443.1	0.5%
Retail Sales	NA <sup>1/</sup>	13,542.0	NA <sup>1/</sup>	13,542.0	15,492.4	2.7%
EBI <sup>2/</sup>	14,718.8	17,598.6	3.6%	17,598.6	20,804.4	3.4%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	536.1	92.8	50.3	64.0	75.9	82.1	73.8	97.2
Women (000)	559.5	88.3	47.8	62.7	74.3	84.2	77.5	124.7
Total	1,095.5	181.1	98.1	126.7	150.2	166.3	151.3	222.0
Percentage	100.0%	16.5%	9.0%	11.6%	13.7%	15.2%	13.8%	20.3%
Per Capita	\$ 16,598							
Ethnic Population:								
White	69.6%							
Black	15.2%							
Asian	3.1%							
Hispanic	9.4%							

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5		13	15	18	13	31
Tot 12+	9.4		61.0	70.4	70.4	13.2	83.6
Avg 12+	1.9		4.7	4.7	3.9	1.0	2.7
Tot LCS	11.2		73.0	84.2	84.2	15.8	100.0
Avg LCS	2.2		5.6	5.6	4.7	1.2	3.2

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
												Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
KOMA	Oklahoma City	C	92.5	100.0	984	b Renda Bcstg Corp	64	9901	53,000	c3	Oldies	4,000	1.33	6.5	5.7	6.5	5.3	5.5	4.7	5.9	6.4	6.0
KKNG	Newcastle	C1	93.3	100.0	797	f Tyler Bcstg Corp	71	9508	441		Country	700	0.21	7.3	6.7	7.1	6.5	4.9	6.2	6.1	7.8	4.8
KHBZ	Oklahoma City	C	94.7	100.0	1221	a Clear Channel Comm	67	9401	7,500		Rock	1,600	0.68	5.1	4.4	4.7	3.4	3.6	5.3	3.1	4.5	5.2
KQCV	Shawnee	C	95.1	100.0	1004	e Bott Radio Network	98				Relgn/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KXXY	Oklahoma City	C	96.1	100.0	1221	a Clear Channel Comm	64	9607		g2	Country	4,900	1.62	6.5	6.1	5.6	5.7	4.8	5.8	5.4	6.7	5.8
• KMMZ	Enid	C	96.9	100.0	1450	Chisholm Trail Bcstg	67				Country	500	0.54	2.0	3.6	2.1	1.1	1.8	1.6	1.6	1.5	0.7
KKWD	Edmond	A	97.9	6.0	315	d Citadel Comm Corp	62	9912	60,000	d3	CHR/Rhymc	3,700	1.00	8.0	7.1	6.3	6.7	7.1	6.9	5.6	5.3	6.8
KYIS	Oklahoma City	C	98.9	100.0	1099	d Citadel Comm Corp	69	9912		d3	AC	3,200	1.17	5.9	4.3	4.5	4.7	4.8	5.7	5.6	4.5	4.7
KATT	Oklahoma City	C	100.5	100.0	1191	d Citadel Comm Corp	60	9912		d3	AOR	5,600	1.14	10.6	5.4	7.4	9.3	10.8	8.3	8.6	7.9	7.9
KTST	Oklahoma City	C	101.9	100.0	1221	a Clear Channel Comm	62	9607		g2	Country	2,200	0.76	6.2	4.8	6.1	5.4	4.6	4.9	5.3	5.3	5.2
KJYO	Oklahoma City	C	102.7	100.0	1221	a Clear Channel Comm	61	8410		g1	CHR	2,400	0.72	7.2	4.6	4.9	5.9	6.8	6.5	6.7	6.6	6.3
KMGL	Oklahoma City	C	104.1	100.0	1362	b Renda Bcstg Corp	65	8803	3,050		AC	3,800	1.34	6.1	5.7	5.9	5.0	4.9	4.6	5.3	6.1	4.6
KOBL	Bethany	A	104.9	6.0	328	d Citadel Comm Corp	65	9912		d3	Country	200		0.6	1.4	1.5	0.5	0.0	0.0	0.0	0.0	0.0
WWLS	Kingfisher	A	105.3	0.8	840	d Citadel Comm Corp	00	0209	3,100		Sprts/Talk	2,000	1.54	2.8	0.9	1.3	1.4	2.7	3.9	2.6	2.6	2.7
• KWCO	Chickasha	A	105.5	3.3	443	f Kenny	66	0302 p	114		Cisc Hits				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KIRC	Seminole	A	105.9	4.4	384	One Ten Bcst Group	78				Country	50		0.1	0.0	0.0	0.0	0.4	0.0	0.0	0.5	0.0
KTUZ	Okarche	C2	106.7	13.0	965	f Tyler Bcstg Corp	68	9803	100	c1	Spanish	600	0.81	1.6	1.6	0.9	1.9	1.3	1.3	1.3	1.3	1.0
KRXO	Oklahoma City	C	107.7	100.0	991	b Renda Bcstg Corp	76	9901		c3	Cisc Rock	4,700	1.22	8.3	8.1	7.9	6.9	7.4	5.8	7.3	5.1	7.1
# FM Stations -				18	# Combos -				16	FM TOTALS				84.8	70.4	72.7	69.7	71.4	71.5	70.4	72.1	68.8

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
• WWLS	Moore	B	640	5.0	1.00	d	Citadel Comm Corp	22	9912			Modern Rock	700	1.01	1.5	1.1	1.5	1.4	1.1	1.1	1.0	0.7	1.0
KQCV	Oklahoma City	B	800	2.5	1.00	e	Bott Radio Network	48	7601			Relgn/Talk	450	0.97	1.0	0.9	0.6	0.8	0.9	1.2	0.9	0.5	0.8
KTLR	Oklahoma City	D	890	1.0	0.00	f	Tyler Bcstg Corp	46	9908	480		Religion			0.1	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	d	Citadel Comm Corp	20	0212 p	7,700		Talk	300	0.54	1.2	1.3	0.9	0.9	1.1	1.2	0.9	1.3	0.9
KTOK	Oklahoma City	B	1000	5.0	5.00	a	Clear Channel Comm	27	8410		g1	News/Talk	3,000	1.18	5.5	5.0	4.4	5.0	4.2	4.8	7.0	5.7	6.8
KVSP	Oklahoma City	D	1140	1.0	0.00	Perry Bcstg Co Inc	46	9303	375			Urban	1,200	0.81	3.2	2.6	2.0	2.8	3.3	2.6	2.7	2.4	2.7
KTLV	Midwest City	D	1220	0.3	0.00	a	Clear Channel Comm	73	0206		sw	Black Gospl	100		0.4	0.4	0.6	0.6	0.0	0.0	0.4	0.4	0.6
KEBC	Midwest City	C	1340	1.0 cp	1.00		First Choice Bcstg	20	0206		sw	Urban	400		0.9	0.7	0.0	0.8	1.3	0.8	0.4	0.4	0.0
KREF	Norman	C	1400	1.0	1.00	c	Fox Family	49	9404	200		Sports	50			0.0	0.0	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	D	1460	0.5	0.00		La Tremenda Radio	62				Spanish	50			0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0
KOKC	Guthrie	C	1490	1.0	1.00	c	Family Worship Cntr	55	0207 p	150		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	News/Talk			1.4	1.2	0.6	1.1	1.7	1.4	0.9	0.9	1.2
# AM Stations -				13	# Combos -				9	AM TOTALS				15.2	13.2	11.0	13.4	13.6	13.1	14.2	12.7	14.0	
AM & FM Stations Profiled -				31	# Duopolies -				9	Total Local Commercial Share				83.6	83.7	83.1	85.0	84.6	84.6	84.8	82.8		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 54

Revenue Rank: 55

# Rochester, NY Market Overview



### Metro Counties / Population (000)

Genesee, NY	59.9
Livingston, NY	64.2
Monroe, NY	73.2
Ontario, NY	100.6
Orleans, NY	44.1
Wayne, NY	93.8
<b>Total</b>	<b>1,095.8</b>

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

<b>ESTIMATED GROSS REVENUES</b> ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$35,800	\$39,500	\$41,800	\$45,800	\$42,300	\$45,900	5.1%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	8.5%	\$48,300	\$51,600	\$54,500	\$57,500	\$60,300	5.6%
	1997	2002	2007	<b>Est. Breakout</b>			
Revenue/Retail Sales	NA <sup>1/</sup>	\$3.84/1,000	\$4.45/1,000	Local	81%		
Revenue/Capita	\$32.90	\$41.89	\$55.11	National	19%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	1,088.2	1,095.8	0.1%	1,095.8	1,094.1	0.0%
Households	406.9	421.1	0.7%	421.1	425.5	0.2%
Retail Sales	NA <sup>1/</sup>	11,968.3	NA <sup>1/</sup>	11,968.3	13,559.1	2.5%
EBI <sup>2/</sup>	16,204.0	18,999.5	3.2%	18,999.5	22,226.6	3.2%

### Demographic Breakdown

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	531.8	92.3	50.7	52.3	67.4	85.5	77.9	105.7
Women (000)	564.1	88.3	48.0	50.9	69.5	88.8	81.8	136.7
Total	1,095.8	180.6	98.7	103.2	136.9	174.2	159.7	242.4
Percentage	100.0%	16.5%	9.0%	9.4%	12.5%	15.9%	14.6%	22.1%
Per Capita	\$ 17,338	Median Household		\$ 37,982	Avg Household		\$ 45,118	
Ethnic Population:	White 83.3%	Black 10.6%	Asian 2.0%	Hispanic 4.6%				

### Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	16	7		12	23	13	36
Tot 12+	19.8	43.2		59.5	63.0	13.6	76.6
Avg 12+	1.2	6.2		5.0	2.7	1.0	2.1
Tot LCS	25.8	56.4		77.7	82.2	17.8	100.0
Avg LCS	1.6	8.1		6.5	3.6	1.4	2.8

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)																
												Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001									
WBEE	Rochester	B	92.5	50.0	499	e	Entercom	61	9805		g2	Country	7,300	1.26	12.6	9.3	8.9	9.8	9.5	12.1	8.7	11.7	10.8								
WBBF	Fairport	A	93.3	4.4	384	e	Entercom	93	9805		g2	Oldies	600	0.41	3.2	2.2	3.2	2.6	2.5	1.8	3.0	2.5	2.1								
WDNY	Dansville	A	93.9	0.6	742	f	Miller Media Inc	90	9603	300	c3	AC	150		0.3	0.0	0.0	0.4	0.4	0.0	0.0	0.5	0.4								
WZNE	Brighton	A	94.1	1.8	407	d	Infinity Bcstg	97	0102		g1	Alternative	1,200	0.71	3.7	2.8	3.5	2.3	3.5	2.7	3.1	3.3	3.1								
WNVE	Honeoye Falls	B	95.1	50.0	479	g	Clear Channel Comm	48	9905		g3	Alternative	2,300	1.04	4.8	3.7	3.7	4.3	3.7	3.7	4.4	4.7	3.2								
WCMF	Rochester	B	96.5	50.0	449	d	Infinity Bcstg	60	0102		g1	AOR	5,100	1.61	6.9	6.4	5.6	5.6	5.7	5.2	5.6	5.9	5.9								
WPXY	Rochester	B	97.9	50.0	400	d	Infinity Bcstg	59	0102		g1	CHR	3,700	1.32	6.1	4.9	4.3	5.4	4.7	5.1	7.0	5.8	6.3								
WNYR	Waterloo	A	98.5	3.2	446	c	Finger Lakes Radio	69				AC	200		0.4	0.6	0.4	0.4	0.0	0.6	0.4	0.0	0.0								
WBZA	Rochester	B	98.9	37.0	564	e	Entercom	39	9805		g2	80s Hits	1,200	0.62	4.2	4.7	4.3	3.2	3.2	2.8	4.4	4.0	5.3								
WLLW	Seneca Falls	A	99.3	3.0	236	c	Finger Lakes Radio	96	0010	875	sw	Clsc Rock	225		0.5	0.0	0.7	0.0	0.4	0.4	0.0	0.0	0.0								
WZXV	Palmyra	A	99.7	2.8	486		Calvery Chpl-Fgr Lke	93	9409	70	st	Christian	600	1.31	1.0	0.7	1.0	0.5	0.8	0.9	1.1	0.9	1.3								
WVOR	Rochester	B	100.5	50.0	479	g	Clear Channel Comm	62	9905		g3	Hot AC	2,700	1.00	5.9	5.6	5.1	5.0	4.9	3.9	4.9	4.0	4.8								
WRMM	Rochester	B	101.3	27.0	640	d	Infinity Bcstg	66	0102		g1	Soft AC	5,800	1.19	10.6	8.6	8.3	7.7	9.1	8.9	8.5	7.9	7.6								
WFLK	Geneva	A	101.7	5.4	125		M.B. Communications	74	9306			Country			0.1	0.4	0.0	0.0	0.0	0.4	0.0	0.0	0.0								
WLOF	Attica	A	101.7	3.2 cp	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 Comm	74	9905		g3	Soft AC	300		0.8	0.6	0.6	0.6	0.5	1.0	0.0	0.0	0.5								
WDCZ	Webster	A	102.7	6.0	328	a	Crawford Bcstg Co	93	9212	950		Christian	400		0.9	0.4	0.6	0.9	0.6	0.7	0.7	0.5	0.4								
WUUF	Sodus	A	103.5	6.0	243		Waynco Radio Inc	91	9004	10	cp	1 Country	500		0.2	0.0	0.0	0.0	0.5	0.0	0.4	0.0	0.4								
WDKX	Rochester	A	103.9	0.8	541		Monroe Cnty Bcstg	74				Urban AC	2,200	0.52	9.2	6.7	7.7	8.2	6.8	6.7	5.2	7.3	7.0								
WMJQ	Brockport	A	105.5	6.0 cp	328	c	Finger Lakes Radio	98			2	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	800	0.83	2.1	1.6	1.7	1.5	1.8	1.7	1.3	1.6	1.9								
WKGS	Irondequoit	A	106.7	3.5	266	g	Clear Channel Comm	92	9905		g3	CHR	2,400	1.22	4.3	3.0	3.2	3.5	3.5	3.7	3.2	3.3	2.2								
● WLCL	South Bristol	A	107.3	0.7	994	g	Clear Channel Comm	96	9905		g3	Clsc Rock	450	0.98	1.0	0.8	1.0	0.8	1.1	0.4	0.4	0.4	0.7								
				# FM Stations -		23		# Combos -		17		FM TOTALS		78.8		63.0		63.8		62.7		63.2		62.7		62.3		64.3		63.9	

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 54

Revenue Rank: 55

# Rochester, NY Market Overview



### Metro Counties / Population (000)

Genesee, NY	59.9
Livingston, NY	64.2
Monroe, NY	733.2
Ontario, NY	100.6
Orleans, NY	44.1
Wayne, NY	93.8
<b>Total</b>	<b>1,095.8</b>

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02						
		\$35,800	\$39,500	\$41,800	\$45,800	\$42,300	\$45,900	5.1%					
Δ 01 - 02	8.5%	2003	\$48,300	2004	\$51,600	2005	\$54,500	2006	\$57,500	2007	\$60,300	Δ 02 - 07	5.6%
Revenue/Retail Sales	NA <sup>1/</sup>	2002	\$3.84/1,000	2007	\$4.45/1,000	Est. Breakout							
Revenue/Capita	\$32.90	\$41.89	\$55.11	Local	81%	National	19%						

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	1,088.2	1,095.8	0.1%	1,095.8	1,094.1	0.0%
Households	406.9	421.1	0.7%	421.1	425.5	0.2%
Retail Sales	NA <sup>1/</sup>	11,968.3	NA <sup>1/</sup>	11,968.3	13,559.1	2.5%
EBI <sup>2/</sup>	16,204.0	18,999.5	3.2%	18,999.5	22,226.6	3.2%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	531.8	92.3	50.7	52.3	67.4	85.5	77.9	105.7
Women (000)	564.1	88.3	48.0	50.9	69.5	88.8	81.8	136.7
Total	1,095.8	180.6	98.7	103.2	136.9	174.2	159.7	242.4
Percentage	100.0%	16.5%	9.0%	9.4%	12.5%	15.9%	14.6%	22.1%
Per Capita	\$ 17,338	Median Household	\$ 37,982	Avg Household	\$ 45,118			
Ethnic Population:	White 83.3%	Black 10.6%	Asian 2.0%	Hispanic 4.6%				

### Market Summary

FM Classes	Class A	Class B	Class C	Viab. FMs	All FMs	All AMs	Total
# Stations	16	7		12	23	13	36
Tot 12+	19.8	43.2		59.5	63.0	13.6	76.6
Avg 12+	1.2	6.2		5.0	2.7	1.0	2.1
Tot LCS	25.8	56.4		77.7	82.2	17.8	100.0
Avg LCS	1.6	8.1		6.5	3.6	1.4	2.8

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
				Power (kW)	Power (kW)								Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	
• WROC	Rochester	B	950	1.0	1.00	e	Entercom	47	9805		g2	Talk	100		0.2	0.0	0.0	0.3	0.3	0.0	0.4	0.3	0.4	
WLGZ	Rochester	B	990	5.0	2.50	a	Crawford Bcstg Co	47	9709	650		Adlt Stndrd	250	0.13	4.1	2.2	3.4	3.0	3.8	2.8	3.6	3.0	2.4	
WYSL	Avon	B	1040	2.5	0.50		Radio Livingston Ltd	86				News	325		0.1	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	
WHAM	Rochester	A	1180	50.0	50.00	g	Clear Channel Comm	22	9905		g3	News/Talk	5,900	0.93	13.8	9.5	10.6	10.7	10.2	12.7	11.1	10.4	9.3	
WGVA	Geneva	C	1240	1.0	1.00	c	Finger Lakes Radio	47	9610			Talk/Sprts			0.2	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	
WHTK	Rochester	B	1280	5.0	5.00	g	Clear Channel Comm	47	9905		g3	Talk	400	0.48	1.8	1.5	1.7	1.7	1.3	1.0	1.5	1.2	1.6	
WRSB	Canandaigua	B	1310	1.0	1.00	b	Wolfe, David L.	97			2	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	
WACK	Newark	B	1420	5.0	0.50		Pembrook Pines Inc	57			1	Nws/Tlk/Spt	300			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	0010	975		Gospel	250		0.6	0.0	0.5	0.5	0.5	0.5	0.5	0.0	0.8	0.0
WBTA	Batavia	C	1490	1.0	0.71		Doran, Kevin	41	9504		c1	Nws/Tlk/AC	200		0.5	0.4	0.0	0.4	0.4	0.7	0.4	0.0	0.0	0.0
WCGR	Canandaigua	D	1550	0.3	0.00	c	Finger Lakes Radio	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	1.0	1.00	b	Wolfe, David L.	70			2	Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
				# AM Stations -		13		# Combos -		9		AM TOTALS				21.3	13.6	16.2	16.6	16.9	18.2	17.0	15.7	13.7
				AM & FM Stations Profiled -		36		# Duopolies -		10		Total Local Commercial Share					76.6	80.0	79.3	80.1	80.9	79.3	80.0	77.6

• 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
												Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
WJCP	Austin	A	92.7	2.0	400	Pieratt Comm Inc	93	9708	275		Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WYBL	Clarksville	A	93.1	2.2	387	a Clear Channel Comm	62				Country	1,300	0.78	2.9	1.3	2.1	3.4	2.0	2.3	2.4	1.1	0.8
WFIA	New Albany	A	94.7	3.3	394	d Salem Comm Corp	95	9907	5,000	c2	Chrst/Talk	400		0.7	0.7	0.3	0.7	0.9	0.6	0.5	0.5	0.0
WQMF	Jeffersonville	B	95.7	28.5	643	a Clear Channel Comm	74	9702	13,500		Clsc Rock	3,000	1.21	4.3	3.0	3.5	3.9	4.2	3.0	4.3	3.9	4.2
WJAA	Austin	A	96.3	3.0	328	Becker, Robert	91				AAA				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WGZB	Corydon	A	96.5	6.0 cp	328	b Radio One Inc	90	0108		g2	Urban	3,000	0.80	6.5	5.1	6.1	4.3	5.8	5.8	5.7	5.7	4.7
WAMZ	Louisville	C1	97.5	100.0 cp	666	a Clear Channel Comm	66	8606	20,056	c3	Country	9,100	1.07	14.8	13.2	13.4	12.2	13.6	11.2	11.5	12.4	9.5
WZKF	Salem	B	98.9	50.0	492	a Clear Channel Comm	98	9702	2,400		CHR	1,300	0.66	3.4	2.9	3.2	2.5	3.5	2.2	3.4	2.4	2.1
WDJX	Louisville	B	99.7	24.0	715	b Radio One Inc	63	0108		g2	Top 40	5,200	1.35	6.7	5.2	6.0	5.6	5.6	5.7	6.9	7.0	7.8
WTFX	Louisville	C2	100.5	37.0	554	a Clear Channel Comm	93	9610	6,900	c4	AOR	3,000	1.00	5.2	4.7	3.8	4.6	3.9	5.5	3.3	4.6	4.9
WMJM	Jeffersontown	A	101.3	2.0	194	b Radio One Inc	78	0108		g2	R&B Oldies	650	0.43	2.6	3.4	2.9	1.5	2.3	2.1	2.3	3.1	2.0
WIBL	Shelbyville	A	101.7	6.0	328	a Clear Channel Comm	89	0202		g1	Country	150		0.3	0.2	0.1	0.4	0.6	0.0	0.0	0.6	0.5
WXMA	Louisville	A	102.3	6.0	285	b Radio One Inc	64	0108		g2	Hot AC	1,100	0.60	3.2	2.8	2.2	2.4	3.9	2.5	4.0	2.8	2.4
WRKA	St. Matthews	A	103.1	6.0	312	c Cox Radio Inc	64	9601		c6	Oldies	2,600	1.00	4.5	4.0	4.4	4.3	2.9	3.8	4.1	3.1	3.6
WASE	Radcliff	C3	103.5	3.5	761	W & B Bcstg Inc	94				Oldies	300	0.47	1.1	1.0	1.5	0.7	0.6	0.8	0.7	0.4	0.4
WPTI	Louisville	A	103.9	1.4	489	c Cox Radio Inc	74	9909	1,770		80s Hits	1,600	0.99	2.8	1.9	2.8	2.5	1.7	2.5	3.2	2.9	2.6
● WBLO	Charlestown	A	104.3	3.0	328	b Radio One Inc	98	0212 p	2,000		Urban	750	0.33	4.0	2.9	3.3	3.4	3.5	3.5	2.9	3.7	3.6
WLRS	Shepherdsville	A	105.1	1.6	446	b Radio One Inc	93	0108		g2	Alternative	1,100	0.64	3.0	1.9	1.3	2.5	2.8	3.8	2.4	2.8	2.6
WPPI	Scottsburg	A	105.3	2.2	512	D.R. Rice Bcstg Inc	66				Country	600		0.9	0.9	0.7	1.3	0.5	0.5	0.0	0.6	1.0
WTSZ	Eminence	A	105.7	3.0	328	Commonwealth Bcstg	88	0005	600	c1	AC	75			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WRVI	Valley Station	A	105.9	1.9	413	d Salem Comm Corp	93	9907		c2	ChrsContem	400		0.9	0.6	0.5	0.9	0.9	0.6	0.6	0.5	0.5
WVEZ	Louisville	B	106.9	24.5	669	c Cox Radio Inc	67	9905		g2	AC	5,100	1.23	7.2	5.7	6.6	6.7	5.7	5.5	6.0	5.5	5.8
WSFR	Corydon	B1	107.7	8.2	568	c Cox Radio Inc	94	9905		sw	Clsc Rock	3,200	1.26	4.4	4.8	4.0	3.0	4.6	3.4	4.5	4.6	2.9
# FM Stations -					23	# Combos -					18	FM TOTALS		79.4	66.2	68.7	66.8	69.5	65.3	68.7	68.2	61.9

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 55

Revenue Rank: 47

# Louisville, KY Market Overview



### Metro Counties / Population (000)

Bullitt, KY	63.6
Jefferson, KY	694.7
Oldham, KY	48.1
Shelby, KY	34.6
Clark, IN	97.5
Floyd, IN	71.3
Harrison, IN	35.0
Scott, IN	23.3
<b>Total</b>	<b>1,068.1</b>

### Market Radio Financials

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

<b>ESTIMATED GROSS REVENUES</b> ★★	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>Δ 97 - 02</b>
	\$40,500	\$48,300	\$52,100	\$56,900	\$53,200	\$57,500	7.3%
	<b>Δ 01 - 02</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>Δ 02 - 07</b>
	8.1%	\$60,800	\$65,100	\$68,600	\$72,400	\$76,000	5.7%

Revenue/Retail Sales Revenue/Capita	<b>1997</b>	<b>2002</b>	<b>2007</b>	<b>Est. Breakout</b>
	NA <sup>1/</sup>	\$4.33/1,000	\$4.86/1,000	Local 87%
	\$39.55	\$53.83	\$69.43	National 13%

### Demographic and Economic Overview

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

	<b>1997</b>	<b>2002</b>	<b>Growth Rate</b>	<b>2002</b>	<b>2007</b>	<b>Growth Rate</b>
MSA Population	1,024.0	1,068.1	0.8%	1,068.1	1,094.6	0.5%
Households	397.8	430.5	1.6%	430.5	448.4	0.8%
Retail Sales	NA <sup>1/</sup>	13,291.2	NA <sup>1/</sup>	13,291.2	15,635.7	3.3%
EBI <sup>2/</sup>	16,311.1	20,413.6	4.6%	20,413.6	26,409.8	5.3%

### Demographic Breakdown

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	516.3	89.1	45.6	47.8	72.0	84.5	77.2	100.1
Women (000)	551.8	85.1	43.5	47.9	72.7	87.6	81.4	133.6
Total	1,068.1	174.2	89.1	95.7	144.7	172.1	158.6	233.7
Percentage	100.0%	16.3%	8.3%	9.0%	13.5%	16.1%	14.8%	21.9%
Per Capita	\$ 19,112			Median Household	\$ 37,245		Avg Household	\$ 47,415
Ethnic Population:	White 82.4%	Black 14.0%	Asian 1.2%				Hispanic 1.9%	

### Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	15	5	3	16	23	14	37
Tot 12+	25.7	21.6	18.9	63.8	66.2	19.2	85.4
Avg 12+	1.7	4.3	6.3	4.0	2.9	1.4	2.3
Tot LCS	30.1	25.3	22.1	74.7	77.5	22.5	100.0
Avg LCS	2.0	5.1	7.4	4.7	3.4	1.6	2.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
				Power (kW)	Power (kW)											Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001		
WTMT	Louisville	B	620	0.5	0.50		Jefferson Bcstg	58				Sprts/Talk	300		0.6	0.6	0.8	0.4	0.4	0.6	0.0	0.8	0.0		
WDRD	Newburg	B	680	1.0	0.45		ABC Radio Inc	92	0203	1,922		Talk/Sprts				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WXXA	Louisville	B	790	5.0	1.00	a	Clear Channel Comm	36	9610		c4	Sports	500		0.9	0.4	0.7	0.6	0.9	0.8	0.4	0.6	1.0		
WHAS	Louisville	A	840	50.0	50.00	a	Clear Channel Comm	22	8606		c3	FullService	10,000	1.22	14.3	13.1	10.2	12.6	11.3	14.5	11.8	11.5	14.8		
WFIA	Louisville	D	900	1.0	0.16	d	Salem Comm Corp	47	0102	1,750		Chrst/Talk	500		0.4	0.4	0.4	0.8	0.0	0.0	0.0	0.5	0.5		
WCND	Shelbyville	D	940	0.3	0.00	a	Clear Channel Comm	64	0202		g1	Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WGTK	Louisville	B	970	5.0	5.00	d	Salem Comm Corp	33	0010	1,750		Talk	700	1.11	1.1	1.4	0.8	0.7	1.3	1.1	0.9	0.6	1.5		
WLCR	Mt Washington	D	1040	1.5	0.00		LCR Partners	55	9904	162		Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WKJK	Louisville	B	1080	10.0	1.00	a	Clear Channel Comm	48	9610	2,000		Talk	400		0.6	0.4	0.5	0.0	0.0	1.4	1.8	1.6	2.9		
• WLLV	Louisville	C	1240	1.0	1.00	e	Mortenson Bcstg Co	40	9612	650		Gospel	200		0.2	0.6	0.0	0.0	0.7	0.0	0.6	0.4	0.8		
WLOU	Louisville	B	1350	2.2	0.50	e	Mortenson Bcstg Co	51	9509	265		Gospel	500	0.58	1.5	1.4	1.3	1.2	1.4	1.2	0.8	1.7	1.5		
WAVG	Jeffersonville	C	1450	1.0	1.00		Susquehanna Radio	61	0105		g 1	Country	300		0.9	0.9	0.0	1.3	0.7	1.2	0.0	0.6	1.6		
WOCC	Corydon	D	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		
WXLN	New Albany	B	1570	1.5	0.23	e	Mortenson Bcstg Co	49	0104	600		Religion	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					14	# Combos -					9	AM TOTALS					20.5	19.2	14.7	17.6	16.7	20.8	16.3	18.3	24.6
AM & FM Stations Profiled -					37	# Duopolies -					13	Total Local Commercial Share					85.4	83.4	84.4	86.2	86.1	85.0	86.5	86.5	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 56

Revenue Rank: 48

# Richmond, VA Market Overview



### Metro Counties / Population (000)

Charles City, VA	7.0
Chesterfield, VA	267.8
Colonial Heights cty	17.2
Dinwiddie, VA	24.3
Goochland, VA	17.3
Hanover, VA	89.9
Henrico, VA	272.0
Hopewell city, VA	22.2
New Kent, VA	14.1
Petersburg city, VA	33.4
Powhatan, VA	23.8
Prince George, VA	35.1
Richmond city, VA	198.3

1,022.4

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

<b>ESTIMATED GROSS REVENUES</b> ★ ★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$42,700	\$47,500	\$49,000	\$53,000	\$52,300	\$54,500	5.0%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	4.2%	\$57,200	\$61,200	\$64,600	\$68,100	\$71,500	5.6%
Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	<b>Est. Breakout</b>			
Revenue/Capita	NA <sup>1/</sup>	\$4.46/1,000	\$4.80/1,000	Local	70%		
	\$45.55	\$53.31	\$65.80	National	30%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	937.4	1,022.4	1.8%	1,022.4	1,086.7	1.2%
Households	363.0	399.2	1.9%	399.2	428.1	1.4%
Retail Sales	NA <sup>1/</sup>	12,227.9	NA <sup>1/</sup>	12,227.9	14,891.9	4.0%
EBI <sup>2/</sup>	15,245.6	20,117.3	5.7%	20,117.3	25,750.4	5.1%

### 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)	490.7	86.1	45.2	45.8	69.8	81.3	74.4	88.1
Women (000)	531.7	82.3	42.9	46.6	73.0	88.2	80.2	118.4
Total	1,022.4	168.4	88.2	92.4	142.8	169.5	154.6	206.5
Percentage	100.0%	16.5%	8.6%	9.0%	14.0%	16.6%	15.1%	20.2%
Per Capita	\$ 15,846	Median Household		\$ 27,581	Avg Household		\$ 36,962	
Ethnic Population:	White	64.4%	Black	30.4%	Asian	2.2%	Hispanic	2.5%

### 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	7	8	2	14	17	14	31
Tot 12+	15.8	46.5	5.0	65.8	67.3	15.5	82.8
Avg 12+	2.3	5.8	2.5	4.7	4.0	1.1	2.7
Tot LCS	19.1	56.2	6.0	79.5	81.3	18.7	100.0
Avg LCS	2.7	7.0	3.0	5.7	4.8	1.3	3.2

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
													Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001		
WCDX	Mechanicsville	B1	92.1	4.5	771	c	Radio One Inc	85	9908		c1	Urban	6,000	1.27	8.7	6.9	7.8	7.0	6.5	7.5	9.0	13.0	12.4		
WJZV	Ettrick	A	93.1	5.2	348		Guld, Michael	00	0006		cp	Smooth Jazz	800	0.59	2.5	2.8	2.5	2.0	2.3	1.6	2.8	2.5	3.3		
WBBC	Blackstone	C3	93.5	17.5	394	e	Denbar Comm Inc	75	9106	200	c1	Country	50		0.1	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0		
WRVQ	Richmond	B	94.5	200.0	351	b	Clear Channel Comm	48	9207		g1	CHR	4,100	1.19	6.3	3.9	5.1	5.5	4.8	5.4	6.5	6.1	5.8		
WKHK	Colonial Heights	B1	95.3	17.5	394	a	Cox Radio Inc	72	0008		g	Country	8,000	1.55	9.5	8.5	9.7	8.5	6.8	6.5	7.6	6.4	7.1		
WKLR	Fort Lee	B	96.5	50.0	453	a	Cox Radio Inc	63	0008		g	Clsc Rock	3,900	1.17	6.1	5.7	4.3	4.7	5.2	6.0	5.0	5.3	4.5		
WTVR	Richmond	B	98.1	50.0	840	b	Clear Channel Comm	46	9606	18,000	c3	AC	8,600	1.27	12.4	9.9	7.7	12.1	10.0	11.3	8.7	8.5	9.6		
WRHH	Petersburg	A	99.3	6.0	328	c	Radio One Inc	66	9908	34,000	c1	Urban	600	0.42	2.6	3.0	2.3	2.4	2.2	1.7	2.1	1.2	0.0		
• WARV	Petersburg	A	100.3	4.7	371	d	MainQuad Comm Inc	92	0302	1,200		Country			0.1	0.4	0.0	0.0	0.4	0.0	0.0	0.7	0.0		
WZEV	Goochland	A	100.5	4.8	262	d	Hoffman Comm Inc	01				Adlt Stndrd	100		0.6	1.1	0.0	0.4	0.5	1.1	0.0	0.0	0.0		
WDYL	Chester	A	101.1	4.0	367	a	Cox Radio Inc	96	0102		g	Modern Rock	1,000	0.45	4.1	2.6	3.7	3.3	3.1	3.4	2.8	3.1	2.2		
• WRXL	Richmond	B	102.1	20.0	791	b	Clear Channel Comm	49	9308	9,750	c2	Alternative	3,000	1.53	3.6	2.3	2.7	3.4	3.0	3.0	3.4	4.5	2.9		
WMXB	Richmond	B	103.7	20.0	840	a	Cox Radio Inc	61	0008		g	Hot AC	2,300	0.86	4.9	3.8	3.7	3.4	4.5	4.6	4.3	4.1	4.2		
WKJS	Crewe	C1	104.7	100.0	981	c	Radio One Inc	49	9907		d1	Urban AC	3,000	0.98	5.6	5.0	3.8	4.9	4.2	5.6	4.9	6.4	4.5		
WJMO	Richmond	A	105.7	2.3	532	c	Radio One Inc	68	9908		na	R&B Oldies	1,700	0.43	7.2	3.7	6.7	5.5	6.1	5.5	5.7	5.1	3.4		
WBTJ	Richmond	B	106.5	7.6	1234	b	Clear Channel Comm	57	0008		g	HpHop/RhyBl	1,800	0.60	5.5	5.5	4.8	4.2	4.4	4.8	6.0	3.7	2.8		
WBBT	Powhatan	A	107.3	6.0 cp	328		MainQuad Comm Inc	99				Hot AC	600	0.42	2.6	2.2	2.4	1.9	2.2	2.2	2.2	2.1	1.6		
# FM Stations -					17		# Combos -					13		FM TOTALS			82.4	67.3	67.6	69.2	66.2	70.2	71.0	72.7	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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
													Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001		
WGGM	Chester	B	820	10.0	1.00	d	Hoffman Comm Inc	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	Clear Channel Comm	37	9308		c2	Sprts/News	1,100	1.26	1.6	1.7	1.5	1.0	1.3	1.5	1.5	0.8	2.0		
WXGI	Richmond	D	950	3.9	0.05		Gee Comm Inc	47	9710	650		Country	350	0.38	1.7	1.2	1.4	0.7	2.0	1.6	1.6	1.1	1.1		
WLEE	Short Pump	B	990	4.4 cp	1.50	f	4M Comm Inc	51	9612		na	Talk	500	0.92	1.0	0.7	0.9	0.6	0.7	1.1	0.6	0.7	1.4		
WRVA	Richmond	A	1140	50.0	50.00	b	Clear Channel Comm	25	9207		g1	News/Talk	4,800	1.22	7.2	6.4	5.4	5.5	7.0	6.0	5.7	5.2	7.8		
WGCV	Petersburg	C	1240	1.0	1.00		Sinclair Telecable	45	9203		c1	1 Gospel	250		0.9	0.9	0.5	0.9	1.0	0.6	0.5	0.7	0.9		
WDZY	Colonial Heights	D	1290	25.0	0.04		ABC Radio Inc	55	0009		g	Children	200		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WVNZ	Richmond	D	1320	5.0	0.00	f	4M Comm Inc	55	0105	500		Adlt Stndrd	600	0.46	2.4	1.6	2.0	2.3	1.8	1.8	1.4	0.0	0.0		
WHAP	Hopewell	C	1340	1.0	1.00	f	4M Comm Inc	49	9902		+	Talk			0.2	0.1	0.1	0.2	0.3	0.0	0.0	0.0	0.1		
WBTK	Richmond	B	1380	5.0	5.00		Salem Comm Corp	26	0107	735		Chrst/Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.7	1.8	1.9		
WHAN	Ashland	D	1430	1.0	0.03		Fifth Estate Comm	62	9808	157		BusNw/Talk			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	0.00		World Media Bcst Co	59	9410		na	Variety	200		0.8	0.7	0.8	0.4	0.8	0.5	0.6	0.7	0.0		
WREJ	Richmond	D	1540	10.0	0.00	f	4M Comm Inc	64	9912	600		Urban/Insp	500	0.83	1.1	1.5	0.8	1.1	1.2	0.7	0.9	0.8	0.8		
WFTH	Richmond	D	1590	5.0	0.02		Johnson, James Jr.	64	9003	450		Gospel	400		0.8	0.7	0.6	0.9	0.5	0.7	0.7	0.7	0.7		
# AM Stations -					14		# Combos -					7		AM TOTALS			17.7	15.5	14.0	13.6	16.6	14.5	14.2	12.5	16.7
AM & FM Stations Profiled -					31		# Duopolies -					10		Total Local Commercial Share			82.8	81.6	82.8	82.8	84.7	85.2	85.2	81.0	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 57

Revenue Rank: 51

# Birmingham, AL Market Overview



### Metro Counties / Population (000)

Blount, AL	52.8
Jefferson, AL	655.3
St. Clair, AL	67.0
Shelby, AL	150.4
Walker, AL	70.6
<b>Total</b>	<b>996.1</b>

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

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$38,900	\$44,500	\$47,600	\$54,400	\$47,100	\$50,000	5.1%
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.2%	\$53,000	\$56,700	\$59,800	\$63,100	\$66,300	5.8%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA <sup>1/</sup>	\$4.18/1,000	\$4.90/1,000	Local	75%		
Revenue/Capita	\$40.29	\$50.20	\$65.51	National	25%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	965.4	996.1	0.6%	996.1	1,012.0	0.3%
Households	369.5	393.5	1.3%	393.5	405.3	0.6%
Retail Sales	NA <sup>1/</sup>	11,951.2	NA <sup>1/</sup>	11,951.2	13,530.6	2.5%
EBI <sup>2/</sup>	15,151.0	18,541.9	4.1%	18,541.9	23,514.6	4.9%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	476.4	83.2	43.9	45.2	67.6	74.1	69.5	92.9
Women (000)	519.7	78.8	41.6	47.8	69.6	79.6	75.3	127.0
Total	996.1	162.0	85.4	93.0	137.2	153.8	144.8	219.9
Percentage	100.0%	16.3%	8.6%	9.3%	13.8%	15.4%	14.5%	22.1%
Per Capita	\$ 18,614							
				Median Household	\$ 36,253		Avg Household	\$ 47,126
Ethnic Population:	White	68.7%	Black	28.6%	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		13	14	19	21	40
Tot 12+	4.3		64.3	68.0	68.6	16.6	85.2
Avg 12+	0.7		4.9	4.9	3.6	0.8	2.1
Tot LCS	5.0		75.5	79.8	80.5	19.5	100.0
Avg LCS	0.8		5.8	5.7	4.2	0.9	2.5

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
												Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
WQOP	Dora	A	92.5	2.2	548	Queen of Peace Radio	97	9906	725		Christian			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WDJC	Birmingham	C	93.7	100.0	1007	f Crawford Bcstg Co	68				Christian	2,400	0.87	5.5	5.2	5.7	5.2	4.0	4.2	4.8	3.8	4.9
• WYSF	Birmingham	C	94.5	100.0	1014	c Citadel Comm Corp	47	0010		g4	Soft Rock	5,200	1.68	6.2	6.9	5.3	5.8	4.9	5.6	4.8	5.8	5.9
WFFN	Cordova	A	95.3	5.0	354	e New Century Radio	87	9310	610	c3	Oldies	300		0.3	0.0	0.0	0.0	0.7	0.5	0.0	0.0	0.0
WBHJ	Tuscaloosa	C1	95.7	100.0	981	b Cox Radio Inc	52	9811	17,000	d2	HpHop/RhyBl	5,300	1.23	8.6	9.2	6.9	7.7	7.4	8.0	6.5	7.0	8.0
WMJJ	Birmingham	C	96.5	100.0	1027	d Clear Channel Comm	61	0008		g	AC	4,200	1.83	4.6	3.1	3.9	3.4	3.6	4.9	5.3	5.7	4.3
WODL	Homewood	A	97.3	0.6	1004	b Cox Radio Inc	98	9912		na	Oldies	1,100	1.00	2.2	1.2	1.9	1.7	2.0	2.2	1.8	2.0	2.4
WKLD	Oneonta	A	97.7	3.2	367	a Blount County Bcstg	68				Country	150		0.3	0.0	0.0	0.5	0.0	0.5	0.5	0.6	1.3
WBHK	Warrior	C2	98.7	9.4	1125	b Cox Radio Inc	92	9811		d2	Urban AC	7,100	1.16	12.2	10.6	10.2	11.0	11.1	10.2	7.9	10.2	9.4
WZRR	Birmingham	C	99.5	100.0	1014	c Citadel Comm Corp	75	0010		g4	Clsc Rock	3,200	1.21	5.3	5.2	5.4	4.3	5.0	3.8	5.1	4.4	3.4
WYDE	Cullman	C	101.1	100.0	1345	f Crawford Bcstg Co	49	0207	8,500		News/Talk	700	0.74	1.9	1.3	0.9	1.6	2.2	1.8	1.6	1.2	1.0
• WQEM	Columbiana	A	101.5	2.0	584	d Glen Iris Baptst Sch	99	0211		+	CHR			0.1	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0
WDXB	Jasper	C1	102.5	90.0	1027	d Clear Channel Comm	62	0008		g	Country	1,200	0.65	3.7	4.3	4.3	3.1	3.4	2.0	2.3	2.7	3.2
WQEN	Gadsden	C1	103.7	77.0	1106	d Clear Channel Comm	66	0008		g	CHR	1,600	0.70	4.6	4.1	4.3	3.5	4.5	3.5	4.9	4.8	4.6
WZZK	Birmingham	C	104.7	100.0	1299	b Cox Radio Inc	48	9704		g1	Country	5,300	1.15	9.2	6.3	7.1	8.9	7.9	8.0	8.9	9.6	8.6
WQSB	Albertville	C3	105.1	2.7	1001	Courington Jr., Pat	48				Country			0.1	0.5	0.0	0.4	0.0	0.0	0.0	0.0	0.0
• WENN	Trussville	A	105.9	1.4	673	d Clear Channel Comm	93	0008		g	Gospel	1,150	0.74	3.1	3.0	1.8	2.6	3.6	2.8	3.1	2.5	2.1
WBPT	Birmingham	C	106.9	100.0	1152	b Cox Radio Inc	59	9704		g1	80s Hits	1,800	0.80	4.5	3.0	4.0	3.3	3.7	4.6	4.1	5.2	4.0
WRAX	Birmingham	C	107.7	100.0	1237	c Citadel Comm Corp	69	0010		g	Alternative	2,100	0.82	5.1	4.6	5.4	4.1	4.5	3.8	4.4	3.9	4.0
# FM Stations -				19	# Combos -				17	FM TOTALS				77.5	68.6	67.1	67.1	68.6	66.5	66.0	69.4	67.1

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 57

Revenue Rank: 51

# Birmingham, AL Market Overview



### Metro Counties / Population (000)

Blount, AL	52.8
Jefferson, AL	655.3
St. Clair, AL	67.0
Shelby, AL	150.4
Walker, AL	70.6
<b>Total</b>	<b>996.1</b>

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

<b>ESTIMATED GROSS REVENUES</b> ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$38,900	\$44,500	\$47,600	\$54,400	\$47,100	\$50,000	5.1%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.2%	\$53,000	\$56,700	\$59,800	\$63,100	\$66,300	5.8%
Revenue/Retail Sales	1997	2002	2007	<b>Est. Breakout</b>			
Revenue/Capita	NA <sup>1/</sup>	\$4.18/1,000	\$4.90/1,000	Local	75%		
	\$40.29	\$50.20	\$65.51	National	25%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	965.4	996.1	0.6%	996.1	1,012.0	0.3%
Households	369.5	393.5	1.3%	393.5	405.3	0.6%
Retail Sales	NA <sup>1/</sup>	11,951.2	NA <sup>1/</sup>	11,951.2	13,530.6	2.5%
EBI <sup>2/</sup>	15,151.0	18,541.9	4.1%	18,541.9	23,514.6	4.9%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	476.4	83.2	43.9	45.2	67.6	74.1	69.5	92.9
Women (000)	519.7	78.8	41.6	47.8	69.6	79.6	75.3	127.0
Total	996.1	162.0	85.4	93.0	137.2	153.8	144.8	219.9
Percentage	100.0%	16.3%	8.6%	9.3%	13.8%	15.4%	14.5%	22.1%
Per Capita	\$ 18,614	Median Household		\$ 36,253	Avg Household		\$ 47,126	
Ethnic Population:	White 68.7%	Black 28.6%	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		13	14	19	21	40
Tot 12+	4.3		64.3	68.0	68.6	16.6	85.2
Avg 12+	0.7		4.9	4.9	3.6	0.8	2.1
Tot LCS	5.0		75.5	79.8	80.5	19.5	100.0
Avg LCS	0.8		5.8	5.7	4.2	0.9	2.5

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# Competitive Overview

Some stations also rated in Tuscaloosa.

AM Stations		ARB 12+ Metro Shares (see rights)																												
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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Fall				Summer				Spring				Winter			
															2002	2002	2002	2002	2001	2001	2001	2001	2001	2001	2001	2001	2001	2001	2001	2001
WAGG	Birmingham	B	610	5.0	1.00	b	Cox Radio Inc	26	9704		g1	Gospel	1,000	0.42	4.8	4.1	4.7	4.3	3.7	3.8	5.5	3.0	3.9							
WJOX	Birmingham	B	690	50.0	0.50	c	Citadel Comm Corp	47	0010		g4	Sprts/Talk	1,550	1.24	2.5	2.6	2.6	2.1	2.2	1.8	2.5	2.0	2.3							
WURL	Moody	D	760	1.0	0.00		Bill Davison Evangel	84	8909	175		Gospel			0.1	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0							
WDJC	Birmingham	B	850	50.0 cp	1.00	f	Crawford Bcstg Co	53	9911	2,750		Christian	500	0.71	1.4	0.0	0.5	1.2	1.4	1.9	1.1	1.1	0.9							
WATV	Birmingham	D	900	0.8	0.16		Birmingham Ebony	46	8811	400		Old/BGp/Tlk	250	0.14	3.5	2.2	2.7	2.6	2.4	4.3	2.4	2.2	3.4							
• WERC	Birmingham	B	960	5.0	5.00	d	Clear Channel Comm	25	0008		g	Nws/Tlk/Spt	1,900	0.90	4.2	2.9	3.1	4.0	4.1	3.5	2.9	3.2	3.9							
WCOC	Dora	D	1010	5.0	0.04		Macias, Javier	82	0203	190		Country	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
WAPI	Birmingham	B	1070	50.0	5.00	c	Citadel Comm Corp	22	0010		g4	Talk/News	1,000	1.05	1.9	2.0	1.0	1.4	2.1	2.2	1.5	1.5	1.7							
WAYE	Birmingham	D	1220	1.0	0.08	g	Willis Bcstg Corp	72	8708	225		Gospel	100		0.1	0.0	0.0	0.4	0.0	0.0	0.0	1.0	0.0							
WARF	Jasper	C	1240	1.0	1.00	e	New Century Radio	57	9310		c3	Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
WLGS	Birmingham	D	1260	5.0	0.04	f	Crawford Bcstg Co	53	9404	150		Oldies	150	0.15	2.0	1.2	2.5	1.8	1.2	1.4	1.1	2.0	1.3							
WRJS	Birmingham	D	1320	5.0	0.11	b	Cox Radio Inc	50	9710		na	Gospl/Talk	200		0.2	0.7	0.0	0.0	0.8	0.0	0.0	0.5	0.0							
WZPQ	Jasper	D	1360	1.0	0.04		Lee, James	46	9909	100		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
WBYE	Calera	D	1370	1.0	0.00		Progressive Unit Com	58	0002	150		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
WJLD	Fairfield	C	1400	1.0	1.00		Richardson Bcstg	42	8712	515		R&B/Tlk/Gsp	400	0.57	1.4	0.9	1.2	1.1	1.1	1.5	1.3	2.0	1.8							
WFHK	Pell City	D	1430	5.0	0.00		Stocks Bcstg Inc	56	0103	275		Country			0.2	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0							
WSMQ	Bessemer	C	1450	1.0	1.00		Bessemer Radio Inc	60	8807	125		Nws/Tlk/Spt				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
WLPH	Irondale	D	1480	5.0	0.00	g	Willis Bcstg Corp	60	9705		na	Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
WQCR	Alabaster	D	1500	2.3 cp	0.00		Sides Robinson Inc	81	9204	18	+	Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
WRSM	Sumiton	D	1540	1.0	0.00		Steadman, Herb	78				Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
WCRL	Oneonta	D	1570	2.5	0.00	a	Blount County Bcstg	52	5503			Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
# AM Stations -															21	# Combos - 11														
AM & FM Stations Profiled -															40	# Duopolies - 11														
															AM TOTALS				22.3	16.6	18.8	18.9	19.0	21.0	18.3	18.5	19.2			
															Total Local Commercial Share				85.2	85.9	86.0	87.6	87.5	84.3	87.9	86.3				

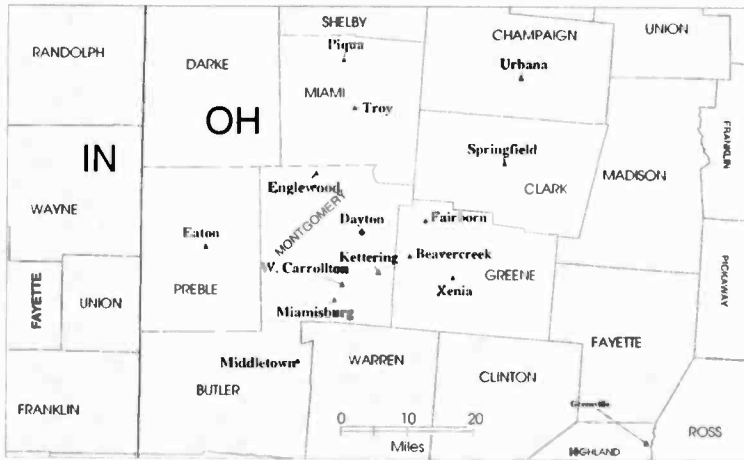
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 58

Revenue Rank: 54

# Dayton, OH Market Overview



### Metro Counties / Population (000)

Clark, OH	143.3
Greene, OH	149.4
Miami, OH	99.4
Montgomery, OH	552.2
Preble, OH	42.5
<b>Total</b>	<b>986.8</b>

### Market Radio Financials

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

ESTIMATED GROSS REVENUES ★ ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$34,000	\$37,300	\$40,000	\$46,600	\$43,800	\$46,300
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout			
	NA <sup>1/</sup>	\$3.79/1,000	\$4.30/1,000	Local	85%		
	\$34.27	\$46.92	\$62.61	National	15%		

### Demographic and Economic Overview

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

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	992.0	986.8	-0.1%	986.8	974.3	-0.3%
Households	379.3	396.1	0.9%	396.1	398.4	0.1%
Retail Sales	NA <sup>1/</sup>	12,209.4	NA <sup>1/</sup>	12,209.4	14,197.1	3.1%
EBI <sup>2/</sup>	16,039.7	17,520.6	1.8%	17,520.6	20,607.3	3.3%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	475.9	80.7	44.0	48.4	60.9	71.8	69.3	100.9
Women (000)	510.9	77.0	41.3	50.4	62.2	75.1	74.2	130.6
Total	986.8	157.7	85.3	98.8	123.1	146.9	143.5	231.5
Percentage	100.0%	16.0%	8.6%	10.0%	12.5%	14.9%	14.5%	23.5%
Per Capita	\$ 17,755	Median Household		\$ 37,243	Avg Household		\$ 44,234	
Ethnic Population:	White 82.5%	Black 13.9%	Asian 1.3%	Hispanic 1.2%				

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6	11		15	17	11	28
Tot 12+	19.5	47.2		66.2	66.7	12.3	79.0
Avg 12+	3.3	4.3		4.4	3.9	1.1	2.8
Tot LCS	24.7	59.7		83.8	84.4	15.6	100.0
Avg LCS	4.1	5.4		5.6	5.0	1.4	3.6

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)										
															Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001			
• WROU	West Carrollton	A	92.1	0.9	597	e	Radio One Inc	91	0301	p	9,500	Urban	3,000	0.89	7.3	5.8	5.2	5.1	6.2	6.0	8.2	8.5	7.4		
WGZ	Eaton	B	92.9	40.0	551	a	Radio One Inc	60	0108			2,700	1.21	4.8	3.6	3.5	4.2	2.9	4.2	5.0	5.0	4.8			
WFCJ	Miamisburg	B	93.7	50.0	492		Miami Valley Chrstn	61				1,000	0.80	2.7	1.4	2.2	1.6	2.5	2.1	2.2	2.2	1.8			
WDKF	Englewood	A	94.5	3.6	427	d	Clear Channel Comm	94	9905			1,400	0.76	4.0	2.4	2.8	3.3	3.3	2.8	4.4	4.1	3.8			
WZLR	Xenia	A	95.3	6.0	322	c	Cox Radio Inc	67	9810			6,300	d2 1	Clisc Rock	200	0.6	2.6	0.5	0.6	0.0	0.7	0.9	0.8	0.5	
WDPT	Piqua	B	95.7	50.0	476	c	Cox Radio Inc	60	9810			1,400	1.16	2.6	2.0	2.4	2.0	2.3	1.3	2.0	2.0	1.4			
WRNB	Troy	A	96.9	3.0	315	e	Hawes-Saunders Bcst	91	9602			1,100		Urban/Oldes	600	0.86	1.5	1.5	1.4	1.2	1.2	0.8	1.9	1.6	2.0
WHKO	Dayton	B	99.1	50.0	1066	c	Cox Radio Inc	46				7,000	1.24	12.2	9.9	10.7	8.0	9.3	9.5	10.8	9.0	10.1			
• WLQT	Kettering	B	99.9	28.0	656	d	Clear Channel Comm	62	9905			4,500	1.00	9.7	8.5	7.1	7.9	7.1	7.9	7.5	8.3	9.0			
WEEC	Springfield	B	100.7	50.0	469		World Evangelistic	61						0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WKSX	Urbana	A	101.7	3.2	407	a	Radio One Inc	65	0108			1,000	1.35	1.6	1.7	1.3	1.1	1.4	1.1	1.2	0.6	1.4			
WDHT	Springfield	B	102.9	50.0	492	a	Radio One Inc	58	0108			2,000	0.69	6.3	4.4	5.2	4.7	4.6	4.9	3.6	4.9	4.8			
WXEG	Beavercreek	A	103.9	2.9 cp	479	d	Clear Channel Comm	72	9905			1,800	0.57	6.8	5.5	5.2	4.9	5.1	5.6	4.2	5.0	3.7			
WTUE	Dayton	B	104.7	50.0	499	d	Clear Channel Comm	59	9905			6,000	1.31	9.9	6.9	7.1	7.9	7.2	8.2	7.2	6.3	5.3			
WPFB	Middletown	B	105.9	34.0	594	b	Braden, Ruth & Doug	59				700	0.94	1.6	1.0	0.9	1.5	0.8	1.7	0.8	0.8	0.6			
WBKI	Greenville	B	106.5	50.0	479	d	Clear Channel Comm	90	9905			400	0.86	1.0	0.5	0.5	1.0	0.8	0.8	0.6	0.6	0.9			
WMMX	Dayton	B	107.7	28.0 cp	656	d	Clear Channel Comm	64	9905			6,700	1.43	10.1	9.0	8.2	9.5	6.5	7.0	6.7	6.3	7.9			
# FM Stations -				17	# Combos -				15	FM TOTALS				82.7	66.7	64.2	64.5	61.2	64.6	67.2	66.0	65.4			

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
																Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	
WPFB	Middletown	D	910	1.0	0.10	b	Braden, Ruth & Doug	47				Talk	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	
WONE	Dayton	B	980	5.0	5.00	d	Clear Channel Comm	49	9905			g1	Nostalgia	800	0.36	4.8	3.3	4.2	3.2	4.2	3.2	3.1	3.7	3.3
WGNZ	Fairborn	D	1110	2.5	0.00		L & D Bcstrs	68	7910				Christian			0.2	0.0	0.0	0.7	0.0	0.0	0.4	0.0	0.0
WCTM	Eaton	D	1130	0.3	0.00		Western OH Bcstg Svc	79					Easy/News				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WDAO	Dayton	D	1210	1.0	0.00		Johnson Commun Inc	55	8712	725			RhyBl/Gospl	550	0.52	2.3	1.7	1.3	2.0	1.6	2.1	1.5	1.9	2.2
WHIO	Dayton	B	1290	5.0	5.00	c	Cox Radio Inc	35				1	News/Talk	3,200	1.06	6.5	5.0	5.1	4.5	5.6	4.9	4.2	4.5	5.0
WIZE	Springfield	C	1340	1.0	1.00	d	Clear Channel Comm	40	9905			g1	Adlt Stndrd	200		0.4	0.0	0.0	0.0	0.5	0.6	0.6	0.0	0.8
WING	Dayton	B	1410	5.0	5.00	a	Radio One Inc	21	0108			g2	Nws/Spt/Tlk	525	0.94	1.2	1.3	0.7	0.8	1.0	1.3	0.5	0.8	0.5
WBZI	Xenia	D	1500	0.5	0.00		Town & Country Bcstg	63	9512	140			Country	300	0.36	1.8	1.0	1.5	1.1	1.5	1.3	0.6	1.4	0.7
WPTW	Piqua	B	1570	0.3	0.00		Frontier Bcstg LLC	47	9904	75	+	1	AC/Oldes	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WULM	Springfield	D	1600	1.0	0.03		Urban Light Minist	47	0204	250			Nws/Tlk/Spt			0.1	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0
# AM Stations -				11	# Combos -				5	AM TOTALS				17.3	12.3	12.8	12.3	14.8	13.4	10.9	12.3	12.9		
AM & FM Stations Profiled -				28	# Duopolies -				7	Total Local Commercial Share				79.0	77.0	76.8	76.0	78.0	78.1	78.3	78.3			

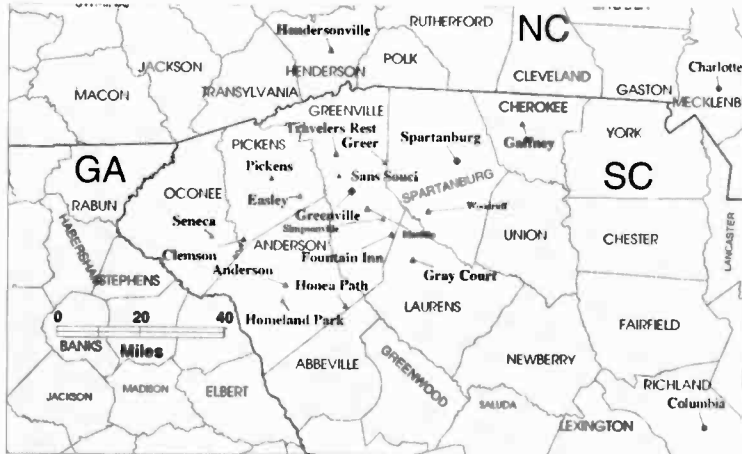
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 59

Revenue Rank: 60

# Greenville-Spartanburg, SC Market Overview



### Metro Counties / Population (000)

Anderson, SC	168.4
Greenville, SC	389.5
Pickens, SC	113.0
Spartanburg, SC	257.6
<b>Total</b>	<b>928.5</b>

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02	
		\$32,000	\$35,900	\$40,900	\$44,600	\$42,200	\$44,600	6.9%
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout				
	NA <sup>1/</sup>	\$3.70/1,000	\$4.00/1,000	Local	85%			
	\$37.48	\$48.03	\$59.52	National	15%			

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	853.9	928.5	1.7%	928.5	977.8	1.0%
Households	326.7	363.6	2.2%	363.6	388.4	1.3%
Retail Sales	NA <sup>1/</sup>	12,054.0	NA <sup>1/</sup>	12,054.0	14,550.3	3.8%
EBI <sup>2/</sup>	12,147.0	15,705.8	5.3%	15,705.8	20,230.7	5.2%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	452.1	77.0	38.1	48.3	64.5	70.1	64.3	89.6
Women (000)	476.5	73.0	36.5	47.9	64.2	70.8	68.0	116.1
Total	928.5	150.0	74.7	96.2	128.7	141.0	132.3	205.7
Percentage	100.0%	16.2%	8.0%	10.4%	13.9%	15.2%	14.2%	22.2%
Per Capita	\$ 16,915			Median Household	\$ 36,198		Avg Household	\$ 43,197
Ethnic Population:	White	78.7%	Black	17.5%	Asian	1.3%	Hispanic	3.1%

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5		13	14	18	22	40
Tot 12+	6.2		57.8	60.9	64.0	11.7	75.7
Avg 12+	1.2		4.4	4.4	3.6	0.5	1.9
Tot LCS	8.2		76.4	80.4	84.5	15.5	100.0
Avg LCS	1.6		5.9	5.7	4.7	0.7	2.5

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Asheville, NC.

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
												Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001		
WESC	Greenville	C	92.5	100.0	2001	d	Clear Channel Comm	48	9807		g1	Country	4,400	0.91	10.8	7.0	7.5	8.3	10.0	7.5	9.5	8.7	7.9	
WTPT	Forest City	C	93.3	93.0	2031	h	Barnstable Bcstg Inc	47	0008		g1	Rock	1,900	0.72	5.9	3.6	3.7	4.6	5.0	4.9	5.8	4.4	4.3	
WFBC	Greenville	C	93.7	97.0	1850	c	Entercom	47	9912		g2	Top 40	4,200	1.11	8.5	5.8	6.6	7.3	6.1	6.1	6.6	8.5	8.1	
WMUU	Greenville	C	94.5	100.0	1201	e	WMUU Inc	60				Btfl Music	750	0.53	3.2	2.3	2.1	2.5	2.5	2.6	2.3	1.9	2.9	
WBZT	Mauldin	A	96.7	0.7	945	d	Clear Channel Comm	65	0104			Rock	250		0.6	1.7	1.3	0.5	0.0	0.0	0.0	0.0	0.0	
WHZT	Seneca	C	98.1	100.0	997	g	Cox Radio Inc	47	0102		g3	CHR	2,600	0.79	7.4	6.1	6.4	4.8	6.4	5.2	6.1	5.3	1.3	
WSPA	Spartanburg	C	98.9	100.0	1903	c	Entercom	46	9912		g2	Lite AC	3,300	0.86	8.6	5.7	6.4	6.6	6.7	6.8	6.1	4.3	5.9	
WKSF	Asheville	C	99.9	53.0	2622		Clear Channel Comm	47	0008			Country	n/a		0.3	0.7	0.0	0.0	0.5	0.4	0.7	0.5	0.7	
WSSL	Gray Court	C	100.5	100.0	1240	d	Clear Channel Comm	60	0008		g	Country	6,300	1.30	10.9	7.5	8.5	8.8	8.2	8.0	8.9	8.9	8.3	
WROQ	Anderson	C	101.1	100.0	988	h	Barnstable Bcstg Inc	47	0008		g4	Clsc Rock	5,500	1.60	7.7	4.9	5.6	5.3	6.3	6.5	6.0	6.6	7.3	
WMYI	Hendersonville	C1	102.5	19.0	1811	d	Clear Channel Comm	58	0008		g	AC	4,900	1.51	7.3	5.1	5.6	5.6	4.7	6.3	5.5	5.4	5.7	
WRIX	Honea Path	A	103.1	6.0	328	a	Phillips-Small, Kar	77				Cntry/Talk	300	0.52	1.3	0.7	1.0	1.0	1.0	1.0	0.9	0.8	0.7	
WOLT	Greer	A	103.3	2.7	495	c	Entercom	93	9912		d4	80s Hits			1.6	1.3	1.1	1.3	1.4	1.1	2.0	1.8	3.0	
WOLI	Easley	A	103.9	6.0	328	c	Entercom	65	9912		d4	80s Hits	1,300	1.39	2.1	1.3	1.3	1.8	1.5	1.8	1.8	2.6	2.5	
WCCP	Clemson	A	104.9	6.0	302	b	Golden Corners Bcstg	93				Sports	400	0.82	1.1	1.2	0.6	1.0	0.9	0.8	0.5	0.6	0.6	
WAGI	Gaffney	C	105.3	100.0	1191	f	Gaffney Bcstg Inc	59				Cty/Tlk/Gsp	50		0.1	0.0	0.0	0.0	0.4	0.0	0.4	0.0	0.4	
• WGVC	Simpsonville	C3	106.3	25.0 cp	328	h	Barnstable Bcstg Inc	89	0207	4,000		Rhyme/Oldes	75			1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WJMZ	Anderson	C	107.3	100.0	1011	g	Cox Radio Inc	63	0102		g3	Urban	4,500	0.98	10.3	7.4	7.1	7.9	8.7	7.9	7.9	7.2	9.8	
				# FM Stations -	18					# Combos -	17	FM TOTALS				87.7	64.0	64.8	67.3	70.3	66.9	71.0	67.5	69.4

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 59

Revenue Rank: 60

# Greenville-Spartanburg, SC Market Overview



### Metro Counties / Population (000)

Anderson, SC	168.4
Greenville, SC	389.5
Pickens, SC	113.0
Spartanburg, SC	257.6
<b>Total</b>	<b>928.5</b>

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02						
		\$32,000	\$35,900	\$40,900	\$44,600	\$42,200	\$44,600	6.9%					
Δ 01 - 02	5.7%	2003	\$47,000	2004	\$49,800	2005	\$52,600	2006	\$55,500	2007	\$58,200	Δ 02 - 07	5.5%
Revenue/Retail Sales	1997		2002		2007		Est. Breakout						
	NA <sup>1/</sup>		\$3.70/1,000		\$4.00/1,000		Local	85%					
Revenue/Capita	1997		2002		2007		National	15%					
	\$37.48		\$48.03		\$59.52								

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	853.9	928.5	1.7%	928.5	977.8	1.0%
Households	326.7	363.6	2.2%	363.6	388.4	1.3%
Retail Sales	NA <sup>1/</sup>	12,054.0	NA <sup>1/</sup>	12,054.0	14,550.3	3.8%
EBI <sup>2/</sup>	12,147.0	15,705.8	5.3%	15,705.8	20,230.7	5.2%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	452.1	77.0	38.1	48.3	64.5	70.1	64.3	89.6
Women (000)	476.5	73.0	36.5	47.9	64.2	70.8	68.0	116.1
Total	928.5	150.0	74.7	96.2	128.7	141.0	132.3	205.7
Percentage	100.0%	16.2%	8.0%	10.4%	13.9%	15.2%	14.2%	22.2%
Per Capita	\$ 16,915			Median Household	\$ 36,198		Avg Household	\$ 43,197
Ethnic Population:	White	78.7%	Black	17.5%	Asian	1.3%	Hispanic	3.1%

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5		13	14	18	22	40
Tot 12+	6.2		57.8	60.9	64.0	11.7	75.7
Avg 12+	1.2		4.4	4.4	3.6	0.5	1.9
Tot LCS	8.2		76.4	80.4	84.5	15.5	100.0
Avg LCS	1.6		5.9	5.7	4.7	0.7	2.5

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Asheville, NC.

AM Stations														ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Fall	Summer	Spring	Winter	Fall	Summer	Spring	Winter	
				Power (kW)	Power (kW)											2002	2002	2002	2002	2001	2001	2001	2001	
• WLFJ	Greenville	D	660	50.0	0.00	d	Clear Channel Comm	47	9807		g1	1	Chrst/Talk	300	0.4	0.7	0.0	0.7	0.5	0.0	0.0	0.0	0.0	0.0
WPJM	Greer	B	800	1.0	0.44		Cohen, Bobby	49	9801	200			Gospel	250	1.1	1.4	0.5	0.8	0.5	1.5	1.2	0.5	1.3	
WSPA	Spartanburg	B	910	3.6	0.89	c	Entercom	40	9912	3,000	c3		Nws/Tlk/Spt	600	1.35	1.0	1.0	0.5	0.6	1.0	0.6	1.5	1.0	
WORD	Spartanburg	B	950	5.0	5.00	c	Entercom	30	9912		c3		Nws/Tlk/Spt	1,600	1.06	3.4	2.0	3.6	2.6	1.4	2.7	2.7	2.2	1.5
WRIX	Homeland Park	D	1020	10.0	0.00	a	Phillips-Small, Kar	86					Gospel		1.1	0.0	1.2	0.6	0.9	0.6	0.5	1.2	0.6	
• WCSZ	Sans Souci	B	1070	50.0	1.50		Tama Broadcasting	66	9611	350,000.			Sprts/Talk	100	0.4	0.4	0.4	0.4	0.5	0.0	0.0	0.4	0.4	
WAIM	Anderson	C	1230	1.0	1.00		Palmetto Bcstg Co	35	9209	80			News/Talk	50	0.2	0.4	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0
WMUU	Greenville	D	1260	5.0	0.02	e	WMUU Inc	49	7503				Religion		0.1	0.0	0.0	0.2	0.2	0.0	0.4	0.0	0.0	
WANS	Anderson	B	1280	5.0	1.00	a	Phillips-Small, Kar	49	9405	75			Oldes/Beach			0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	
WCKI	Greer	D	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		3.3	3.6	2.3	2.3	2.8	2.6	2.3	1.5	2.0	
WELP	Easley	D	1360	5.0	0.04		Wilkins Comm	51	9906	150			Christian	250		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WHPB	Belton	D	1390	1.0 cp	0.02		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			Country	100	0.2	0.6	0.6	0.0	0.0	0.0	0.0	0.0	0.6	0.5
WGVL	Greenville	B	1440	5.0	5.00	d	Clear Channel Comm	50	0008		g		Spanish AC	200	0.7	0.8	0.0	0.4	1.4	0.4	0.0	0.4	0.8	
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	D	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	
WDRF	Woodruff	D	1510	1.0	0.00		B&B Media Inc	67	9909	139			Gospel			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WASC	Spartanburg	D	1530	1.0	0.00		New South Bcstg	68	7602				Urban/Oldes	100		0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
WAHT	Clemson	D	1560	1.0	0.00	b	Golden Corners Bcstg	69					Oldies	50		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WDAB	Travelers Rest	D	1580	5.0	0.00		Robles, Belen	64	9904		na		Spanish	150	0.4	0.7	0.0	0.4	0.9	0.0	0.0	0.4	0.0	
WFIS	Fountain Inn	D	1600	1.0	0.03		Golden Strip Bcstg	56	9902	195			News/Talk	200		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					22	# Combos -					10	AM TOTALS				12.3	11.7	9.6	9.5	9.7	8.8	8.2	8.7	9.3
AM & FM Stations Profiled -					40	# Duopolies -					10	Total Local Commercial Share				75.7	74.4	76.8	80.0	75.7	79.2	76.2	78.7	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 60

Revenue Rank: 129

# Westchester, NY Market Overview



### Metro Counties / Population (000)

Westchester, NY	925.5
	925.5

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

#### ESTIMATED GROSS REVENUES ★★

	1997	1998	1999	2000	2001	2002	Δ 97 - 02
Gross Revenues	\$14,000	\$14,200	\$16,300	\$16,700	\$15,900	\$16,300	3.1%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
Gross Revenues	2.5%	\$17,300	\$18,500	\$19,500	\$20,500	\$21,600	5.7%

#### Revenue/Retail Sales Revenue/Capita

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA <sup>1/</sup>	\$1.21/1,000	\$1.24/1,000	Local 65%
Revenue/Capita	\$15.65	\$17.61	\$23.10	National 35%

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	894.3	925.5	0.7%	925.5	935.1	0.2%
Households	326.1	337.4	0.7%	337.4	339.7	0.1%
Retail Sales	NA <sup>1/</sup>	13,526.3	NA <sup>1/</sup>	13,526.3	17,415.9	5.2%
EBI <sup>2/</sup>	21,643.1	28,707.0	5.8%	28,707.0	36,479.2	4.9%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	442.2	80.1	38.2	34.2	58.2	73.6	64.2	93.7
Women (000)	483.3	76.4	34.9	34.1	61.4	78.4	70.9	127.2
Total	925.5	156.5	73.1	68.3	119.6	151.9	135.1	220.9
Percentage	100.0%	16.9%	7.9%	7.4%	12.9%	16.4%	14.6%	23.9%
Per Capita	\$ 31,019							
				Median Household	\$ 58,715		Avg Household	\$ 85,087
Ethnic Population:	White 70.2%	Black 14.4%	Asian 4.7%				Hispanic 16.6%	

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4	1		2	5	4	9
Tot 12+	4.5	4.8		8.2	9.3	1.0	10.3
Avg 12+	1.1	4.8		4.1	1.9	0.3	1.1
Tot LCS	43.7	46.6		79.6	90.3	9.7	100.0
Avg LCS	10.9	46.6		39.8	18.1	2.4	11.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# Competitive Overview

Some stations also rated in New York and Newburgh-Middletown.

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	
WRTN	New Rochelle	A	93.5	3.0	331	b	Hudson Westchester	53			Nostalgia	450	1.45	1.9	0.6	0.6	0.0	0.3	0.0	1.0	0.5	0.5	
WHUD	Peekskill	B	100.7	50.0	499		Pamal Broadcasting	58	9701	20,000	c2	AC	7,800	1.41	34.0	4.8	5.2	4.5	3.7	2.0	2.8	3.2	3.3
WFAS	White Plains	A	103.9	0.6	669	a	Cumulus Bcstg Inc	47	0203		g1	AC	4,800	0.86	34.3	3.4	4.1	3.0	4.0	4.0	3.5	5.1	5.6
WFAF	Mount Kisco	A	106.3	1.4	440	a	Cumulus Bcstg Inc	64	0203		g1	AC	350	1.34	1.6	0.2	0.2	0.3	0.1	0.1	0.0	0.1	0.1
• WYNY	Briarcliff Manor	A	107.1	1.9	591		Nassau Bcstg Ptrs LP	60	0212 p		g	Spanish AC	1,925	1.42	8.3	0.3	0.7	0.8	0.9	1.2	1.5	2.1	1.2
# FM Stations -					5	# Combos -				3	FM TOTALS			80.1	9.3	10.8	8.6	9.0	7.3	8.8	11.0	10.7	

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	
WFAS	White Plains	C	1230	1.0	1.00	a	Cumulus Bcstg Inc	32	0203		g1	Adlt Stndrd	750	0.28	16.6	1.0	1.8	1.9	1.9	1.7	1.2	0.8	1.1
WVIP	Mt. Kisco	D	1310	5.0	0.03		Radio Vision Cristia	57	0207	1,360		Nws/Tlk/Spt	300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WLNA	Peekskill	B	1420	5.0	1.00	c	Pamal Broadcasting	48	9701			Adlt Stndrd	n/a		1.8	0.0	0.0	0.5	0.3	0.0	0.0	0.0	0.0
WVOX	New Rochelle	D	1460	0.5	0.12	b	Hudson Westchester	50				Talk	250	0.96	1.6	0.0	0.0	0.0	0.0	0.6	0.4	0.0	0.0
# AM Stations -					4	# Combos -				2	AM TOTALS			20.0	1.0	1.8	2.4	2.2	2.3	1.6	0.8	1.1	
AM & FM Stations Profiled -					9	# Duopolies -				1	Total Local Commercial Share				10.3	12.6	11.0	11.2	9.6	10.4	11.8	11.8	

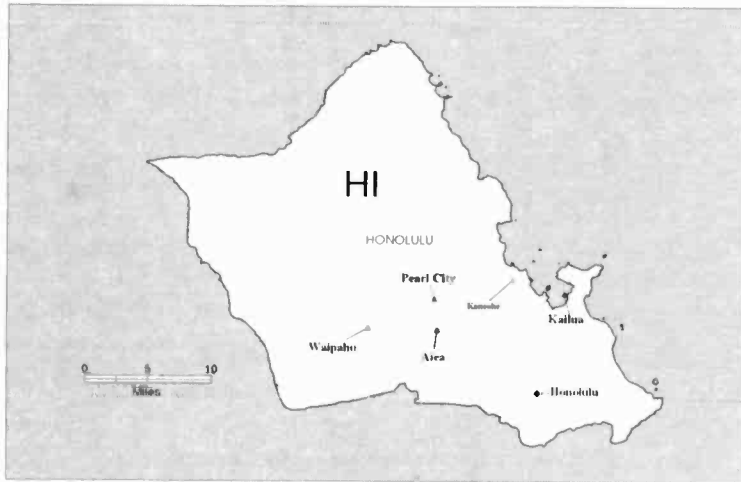
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 61

Revenue Rank: 69

# Honolulu, HI Market Overview



### Metro Counties / Population (000)

Honolulu, HI	884.2
	884.2

### Market Radio Financials

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

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$24,100	\$26,100	\$28,400	\$30,700	\$30,900	\$32,700
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.8%	\$34,400	\$36,800	\$38,800	\$40,900	\$43,000	5.6%

	1997	2002	2007	Est. Breakout	
Revenue/Retail Sales	NA <sup>1/</sup>	\$3.79/1,000	\$4.46/1,000	Local	85%
Revenue/Capita	\$27.63	\$36.98	\$47.53	National	15%

### Demographic and Economic Overview

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

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	872.3	884.2	0.3%	884.2	904.6	0.5%
Households	281.8	290.3	0.6%	290.3	300.0	0.7%
Retail Sales	NA <sup>1/</sup>	8,628.7	NA <sup>1/</sup>	8,628.7	9,647.5	2.3%
EBI <sup>2/</sup>	15,130.1	15,745.1	0.8%	15,745.1	19,397.5	4.3%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	444.3	71.8	35.9	50.2	66.1	68.1	60.8	91.4
Women (000)	440.0	68.1	33.6	41.2	61.2	65.7	62.0	108.2
Total	884.2	139.9	69.4	91.4	127.2	133.9	122.8	199.6
Percentage	100.0%	15.8%	7.9%	10.3%	14.4%	15.1%	13.9%	22.6%
Per Capita	\$ 17,806			Median Household	\$ 42,490		Avg Household	\$ 54,246
Ethnic Population:	White	20.8%	Black	2.3%	Asian	55.1%	Hispanic	6.7%

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			16	16	16	17	33
Tot 12+			76.0	76.0	76.0	15.0	91.0
Avg 12+			4.8	4.8	4.8	0.9	2.8
Tot LCS			83.5	83.5	83.5	16.5	100.0
Avg LCS			5.2	5.2	5.2	1.0	3.0

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
												Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001		
KSSK	Waipahu	C	92.3	100.0	1949	b	Clear Channel Comm	76	0008		g	AC	6,000	1.73	10.6	10.8	9.2	9.9	10.5	9.5	10.6	10.1	10.1	
KOMQ	Honolulu	C	93.1	100.0	1854	e	New Wave Bcstg LP	67	9810	7,500	d2	80s Hits	1,600	1.16	4.2	3.0	4.6	3.8	3.8	3.4	4.0	5.0	4.5	
KIKI	Honolulu	C1	93.9	100.0	-144	b	Clear Channel Comm	79	0008		g	CHR	2,000	1.57	3.9	4.2	3.1	4.3	3.5	3.5	4.1	3.5	4.5	
• KUMU	Honolulu	C1	94.7	100.0	79	c	Bullie Bcstg Corp	67	0212 p	5,202	d1	Lite Rock	1,600	0.80	6.1	4.9	6.3	4.5	5.2	6.5	4.8	5.2	6.3	
KAIM	Honolulu	C	95.5	100.0 cp	1854	a	Salem Comm Corp	53	10	1,800	c4	ChrsContem	1,000	1.70	1.8	1.7	1.3	1.7	1.8	1.7	1.8	2.3	1.3	
KRTR	Kailua	C	96.3	75.0	2116	d	Cox Radio Inc	78	9911	16,375	d3	1 CHR	2,200	1.04	6.5	7.4	5.6	7.2	5.4	5.7	6.4	7.3	6.8	
KPOI	Honolulu	C1	97.5	80.0	46	e	New Wave Bcstg LP	62	9810		d2	AOR	1,100	1.20	2.8	3.4	2.2	3.2	2.0	2.9	4.2	2.7	3.6	
• KDNN	Honolulu	C1	98.5	51.0	59	b	Clear Channel Comm	88	0008		g	Hawaiian	1,400	0.70	6.1	5.0	5.3	6.5	6.0	4.7	5.1	5.7	6.7	
KHUI	Honolulu	C	99.5	81.0	1965	e	New Wave Bcstg LP	96	9904	1,650		Hawaiian	900	0.79	3.5	3.8	4.6	3.1	3.1	1.9	2.2	2.2	2.2	
KCCN	Honolulu	C	100.3	81.0	1965	d	Cox Radio Inc	90	0004	17,800	d4	1 Hwain/CHR	2,800	1.06	8.1	6.4	8.6	6.8	5.7	8.5	8.5	6.6	7.2	
KUCD	Pearl City	C	101.9	81.0	1965	b	Clear Channel Comm	95	0008		g	Modern AC	600	0.37	4.9	4.2	4.7	5.2	4.1	3.9	3.6	3.3	3.2	
KDDB	Waipahu	C	102.7	60.0	1893	e	New Wave Bcstg LP	88	9810		d2	Rhymc/CHR	1,400	0.84	5.1	4.0	4.2	4.5	4.7	5.3	3.8	4.6	4.6	
KXME	Kaneohe	C	104.3	75.0	2116	d	Cox Radio Inc	97	9911		d3	1 Rhymc/CHR	700	0.51	4.2	3.9	3.3	3.8	4.0	4.5	4.7	5.2	4.4	
KINE	Honolulu	C	105.1	81.0	1965	d	Cox Radio Inc	88	0004		d4	1 Hawaiian	2,100	0.77	8.3	5.7	7.8	7.1	9.0	6.7	9.8	6.9	6.6	
• KAHA	Honolulu	C	105.9	92.0	1965	c	Bullie Bcstg Corp	99	0212 p		d1	Clsc Rock	600	0.87	2.1	3.2	2.8	1.9	1.4	1.6	1.6	1.4	1.5	
KGMZ	Aiea	C	107.9	80.0	1965		Honolulu Bcstg Inc	92	0004	6,600	1	Oldies	1,200	0.82	4.5	4.4	3.9	3.8	4.7	4.1	4.1	4.9	4.3	
# FM Stations -													16	# Combos -		15	FM TOTALS							
													82.7	76.0	77.5	77.3	74.9	74.4	79.3	76.9	77.8			

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
												Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001		
KSSK	Honolulu	B	590	7.5	7.00	b	Clear Channel Comm	29	0008		g	AC	2,400	1.27	5.8	4.4	4.6	4.3	7.0	5.4	4.6	4.5	4.3	
KHNR	Honolulu	B	650	10.0	10.00	f	Salem Comm Corp	46	9911		c3	News/Talk			0.9	0.8	0.6	0.5	0.8	1.3	0.6	0.8	0.5	
KORL	Honolulu	B	690	10.0	10.00	e	New Wave Bcstg LP	47	9810		d2	Children	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KGU	Honolulu	B	760	10.0	10.00	f	Salem Comm Corp	22	9911	1,700	c3	Chrst/Talk			0.5	0.0	0.5	0.0	0.8	0.6	0.5	0.5	0.6	
KHVV	Honolulu	B	830	10.0	10.00	b	Clear Channel Comm	51	0008		g	News/Talk	1,100	0.89	3.8	4.0	2.9	3.9	3.0	4.1	2.7	3.0	2.7	
• KAIM	Honolulu	B	870	50.0	50.00	a	Salem Comm Corp	56	9912		c4	Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	
KHCM	Waipahu	B	940	10.0	10.00	f	Salem Comm Corp	50	0208	650		Country	100			0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.6	
KHBZ	Honolulu	B	990	5.0	5.00	b	Clear Channel Comm	57	0008		g	Bus News	200		0.7	0.0	0.7	0.5	0.6	0.6	0.0	0.0	0.0	
KLHT	Honolulu	B	1040	7.5	7.50		Calvary Chapel Hono	46	8504	650		Christian	100		0.1	0.7	0.0	0.5	0.0	0.0	0.8	1.0	0.5	
KWAI	Honolulu	B	1080	5.0	5.00		Wagenvoord, Barry	72	9305		nc	Nws/Tik/Spt			0.2	0.5	0.4	0.5	0.0	0.0	0.4	0.0	0.0	
• KENT	Honolulu	B	1170	6.0 cp	4.49		Legacy	59	9908			Japanese				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	300	0.92	1.0	0.8	0.9	0.9	0.9	0.9	0.9	0.9	0.7	0.6
KNDI	Honolulu	B	1270	5.0	5.00		Bcst House/Pacific	60	8805	250		Ethnic	300	0.92	1.0	0.8	1.1	0.9	1.0	0.7	1.0	1.9	1.4	
KKEA	Honolulu	B	1420	5.0	5.00		Blow Up LLC	66	0206	750	1	Nws/Tik/Spt	600	0.83	2.2	1.9	1.4	2.2	2.0	2.5	1.1	1.3	1.2	
• KHRA	Honolulu	B	1460	5.0	5.00	d	Trade Center Mgmt	90	0202	575	1	Korean				0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	
• KUMU	Honolulu	B	1500	10.0	10.00	c	Bullie Bcstg Corp	63	0212 p		d1	Soft AC	300	0.92	1.0	0.5	1.0	0.9	1.0	0.6	1.1	1.6	1.5	
KREA	Honolulu	B	1540	5.0	5.00		JMK Communications	73	0004	575		Korean			0.1	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	
# AM Stations -													17	# Combos -		10	AM TOTALS							
													17.3	15.0	14.1	15.1	17.1	17.2	13.8	15.9	14.0			
AM & FM Stations Profiled -													33	# Duopolies -		10	Total Local Commercial Share							
														91.0	91.6	92.4	92.0	91.6	93.1	92.8	91.8			

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 62

Revenue Rank: 63

# Tucson, AZ Market Overview



Metro Counties / Population (000)

Pima, AZ	876.7
	876.7

## Market Radio Financials

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

<b>ESTIMATED GROSS REVENUES</b> ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$30,700	\$34,400	\$38,900	\$43,100	\$38,400	\$41,600	6.3%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	8.3%	\$44,000	\$47,100	\$49,700	\$52,400	\$55,000	5.8%

Revenue/Retail Sales	1997	2002	2007	<b>Est. Breakout</b>
Revenue/Capita	NA <sup>1/</sup>	\$3.88/1,000	\$3.78/1,000	Local 70%
	\$39.65	\$47.45	\$57.30	National 30%

## Demographic and Economic Overview

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

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	774.2	876.7	2.5%	876.7	959.8	1.8%
Households	303.5	346.0	2.7%	346.0	380.5	1.9%
Retail Sales	NA <sup>1/</sup>	10,726.1	NA <sup>1/</sup>	10,726.1	14,534.8	6.3%
EBI <sup>2/</sup>	10,650.6	14,931.6	7.0%	14,931.6	19,663.1	5.7%

## Demographic Breakdown

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	428.3	72.9	37.5	48.2	58.1	62.3	57.9	91.5
Women (000)	448.4	69.1	35.5	48.1	56.4	64.3	61.3	113.7
Total	876.7	142.0	73.0	96.3	114.5	126.6	119.2	205.1
Percentage	100.0%	16.2%	8.3%	11.0%	13.1%	14.4%	13.6%	23.4%
Per Capita	\$ 17,031			Median Household	\$ 34,352		Avg Household	\$ 43,155
Ethnic Population:	White 74.7%		Black 3.1%		Asian 2.3%		Hispanic 30.1%	

## Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	4		10	14	14	14	28
Tot 12+	13.2		46.6	59.8	59.8	23.4	83.2
Avg 12+	3.3		4.7	4.3	4.3	1.7	3.0
Tot LCS	15.9		56.0	71.9	71.9	28.1	100.0
Avg LCS	4.0		5.6	5.1	5.1	2.0	3.6

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

## FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)												Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
KFMA	Green Valley	C2	92.1	50.0	492	b	Lotus Comm Corp	83	9308	1,500		Alternative	3,000	0.92	7.8	4.7	5.8	6.5	7.8	6.5	6.4	5.7	4.9
KOYT	Tucson	C	92.9	93.0	2038	c	Clear Channel Comm	70	0008		g	Country	600	0.41	3.5	3.3	3.4	3.4	2.4	2.6	3.1	2.7	0.0
KRQQ	Tucson	C	93.7	94.0	2031	c	Clear Channel Comm	71	0008		g	CHR	4,200	1.16	8.7	7.3	6.3	7.2	7.9	8.0	7.4	7.8	6.7
KMXZ	Tucson	C	94.9	100.0	1952	a	Journal Bcst Group	73	9601	16,500	c1	AC	5,700	1.33	10.3	10.8	8.8	8.0	10.4	7.9	7.8	8.3	8.3
KLPX	Tucson	C	96.1	100.0	1952	b	Lotus Comm Corp	67	7906			Clsc Rock	4,400	1.89	5.6	4.1	3.8	5.9	4.1	5.1	4.5	5.4	5.4
KWFM	Green Valley	A	97.1	1.8 cp	614	c	Clear Channel Comm	90	0101	2,900	+	Oldies	1,000	1.00	2.4	2.1	1.8	1.8	2.9	1.6	1.7	1.9	4.2
• KOAZ	Oro Valley	A	97.5	6.0	305	d	Citadel Comm Corp	92	0107	63,000	d1	Hot AC	500	0.60	2.0	1.7	1.7	1.6	1.6	1.9	2.1	2.3	3.1
KOHT	Marana	A	98.3	6.0	184	c	Clear Channel Comm	84	0107	17,000	d2	Top40/Rhym	1,300	0.46	6.8	6.0	5.8	6.4	4.8	5.9	4.6	5.9	5.2
KIIM	Tucson	C	99.5	93.0	2038	d	Citadel Comm Corp	54	0107		d1	Country	5,200	1.40	8.9	5.8	6.7	8.9	6.2	8.5	9.1	8.4	11.8
• KCMT	Oro Valley	C1	102.1	100.0	66	b	Lotus Comm Corp		01			Mexican	500	0.45	2.7	2.8	2.6	1.9	2.5	2.0	2.1	1.2	0.0
KZPT	Tucson	A	104.1	3.0	102	a	Journal Bcst Group	94	9601		c1	Hot AC	2,600	1.49	4.2	3.4	3.0	3.7	3.7	3.8	4.1	4.9	4.4
KZLZ	Kearney	C2	105.3	50.0	492		Entravlsion Comm Co	92	0008			Mexican	800	1.07	1.8	1.4	2.0	1.3	1.4	1.4	1.8	1.3	1.9
KGMG	Oracle	C2	106.3	0.4	4173	a	Journal Bcst Group	84	9806	5,800		Rhymc/Oldes	500	0.33	3.6	2.2	3.2	2.9	3.1	3.0	2.4	3.3	2.3
KHYT	Tucson	C	107.5	92.0	2034	d	Citadel Comm Corp	93	0107		d1	Clsc Rock	2,000	1.12	4.3	4.2	3.7	3.9	3.7	3.2	4.0	5.2	5.1
# FM Stations -					14	# Combos -					13	FM TOTALS			72.6	59.8	58.6	63.4	62.5	61.4	61.1	64.3	63.3

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)	(kW)	Fall 2002											Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	
KSAZ	Marana	B	580	5.0	0.39		Ehlinger, P & W	87	8904	1,050		Adlt Stndrd	300	0.40	1.8	1.9	1.2	1.5	1.5	1.8	1.3	0.8	1.3	
KVOI	Tucson	D	690	0.3 cp	0.00	e	Good News Bcstg Inc	53	9602		st	Talk	500		0.7	0.5	0.7	0.4	0.8	0.5	0.4	0.0	0.0	
KNST	Tucson	B	790	5.0	0.50	c	Clear Channel Comm	63	0008		g	Nws/Tlk/Spt	3,400	1.22	6.7	6.2	6.1	4.4	6.0	6.1	5.9	4.5	4.5	
KGMS	Tucson	B	940	1.0 cp	0.25	e	Good News Bcstg Inc	58	0101		+	Christian	425		0.6	0.0	0.5	0.6	0.5	0.4	0.4	0.0	0.5	
KTKT	Tucson	B	990	10.0	1.00	b	Lotus Comm Corp	49	7208			News/Talk	400		0.9	0.6	0.6	0.7	0.8	1.0	0.7	0.9	0.7	
KEVT	Cortaro	B	1030	10.0	1.00		One Mart Inc	94	0207 p		sw	Mexican			1.9	1.8	2.2	1.2	1.6	1.3	1.1	1.0	0.7	
KGTV	Green Valley	D	1080	1.0	0.00		Nelson Enterprises	81	9808	375		AC	500	0.75	1.6	1.3	1.4	0.8	1.6	1.6	2.1	0.0	1.5	
KQTL	Sahuarita	B	1210	10.0	1.00		Radio Unica	85	0008	3,300		Spn/Nws/Tlk	650		0.6	0.7	0.7	0.4	0.0	0.8	0.5	0.4	0.8	
KCUB	Tucson	B	1290	1.0	1.00	d	Citadel Comm Corp	29	0107		d1	Sports	300	0.72	1.0	0.9	0.8	1.1	0.6	0.8	0.9	1.3	1.2	
KJLL	South Tucson	B	1330	2.0	5.00		Hudson Comm Inc	57	9612	110		Nws/Tlk/Spt	500	0.86	1.4	0.7	1.7	0.9	1.2	1.1	0.6	0.9	0.9	
KTUC	Tucson	C	1400	1.0	1.00	d	Citadel Comm Corp	26	0107		d1	Nostalgia	300	0.13	5.4	3.9	4.2	4.3	5.2	4.7	4.0	4.6	2.4	
KTZR	Tucson	C	1450	1.0	1.00	c	Clear Channel Comm	47	0107		d2	Span/Mexcn	600	0.80	1.8	1.5	1.7	2.1	0.8	1.4	1.9	1.2	2.1	
KFFN	Tucson	C	1490	1.0	1.00	a	Journal Bcst Group	57	9601		c1	Sprts/Talk	700	1.12	1.5	1.2	1.7	1.1	0.8	1.4	1.4	1.3	1.2	
KXEW	South Tucson	B	1600	1.0	1.00	c	Clear Channel Comm	63	0107		d2	Span/Tejno	700	0.93	1.8	2.2	2.0	1.4	1.5	1.3	1.2	0.7	2.6	
# AM Stations -					14	# Combos -					9	AM TOTALS			27.7	23.4	25.5	20.9	22.9	24.2	22.4	17.6	20.4	
AM & FM Stations Profiled -					28	# Duopolles -					10	Total Local Commercial Share			83.2	84.1	84.3	85.4	85.6	83.5	81.9	83.7		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 63

Revenue Rank: 87

# McAllen-Brownsville-Harlingen, TX Market Overview



### Metro Counties / Population (000)

Cameron, TX	348.7
Hidalgo, TX	603.7
<b>Total</b>	<b>952.4</b>

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

ESTIMATED GROSS REVENUES ★ ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$15,300	\$16,200	\$18,100	\$20,600	\$20,700	\$23,900	9.4%
★ ★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	15.5%	\$25,300	\$27,100	\$28,600	\$30,100	\$31,600	5.7%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA <sup>1/</sup>	\$2.87/1,000	\$2.85/1,000	Local	88%		
Revenue/Capita	\$18.64	\$25.09	\$29.43	National	12%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	820.8	952.4	3.0%	952.4	1,073.8	2.4%
Households	220.7	268.4	4.0%	268.4	305.3	2.6%
Retail Sales	NA <sup>1/</sup>	8,317.7	NA <sup>1/</sup>	8,317.7	11,094.8	5.9%
EBI <sup>2/</sup>	6,290.0	8,604.0	6.5%	8,604.0	11,286.0	5.6%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	459.3	113.4	54.2	52.7	63.3	55.6	46.8	73.3
Women (000)	493.1	109.9	52.3	54.6	70.3	62.4	53.4	90.1
Total	952.4	223.4	106.5	107.3	133.5	118.1	100.2	163.4
Percentage	100.0%	23.5%	11.2%	11.3%	14.0%	12.4%	10.5%	17.2%
Per Capita	\$ 9,035	Median Household		\$ 23,765	Avg Household		\$ 32,055	
Ethnic Population:	White 78.8%	Black 0.5%	Asian 0.6%	Hispanic 87.3%				

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7		9	10	16	10	26
Tot 12+	2.7		63.1	64.2	65.8	11.4	77.2
Avg 12+	0.4		7.0	6.4	4.1	1.1	3.0
Tot LCS	3.5		81.7	83.2	85.2	14.8	100.0
Avg LCS	0.5		9.1	8.3	5.3	1.5	3.8

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
KESO	South Padre	A	92.7	3.0	299	h	Alternative Bcg Corp	96	9611	140		Alternative	100	0.4	0.0	0.0	0.6	0.0	0.0	0.4	0.5	0.5	
KFRQ	Harlingen	C	94.5	100.0	1158	f	Entravision Comm Co	60	0008	55,000	d4	Cisc Rock	2,000	1.06	7.9	5.3	6.1	6.8	8.0	7.2	7.2	8.7	7.7
KZSP	South Padre	A	95.3	6.0	328	h	Alternative Bcg Corp	90	0002			Jazz/RhyBl	50		0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.6	
KBTO	Harlingen	C	96.1	100.0	988	b	Univision Comm Inc	75	0206 p		st	CHR/Rhymc	1,600	1.15	5.8	7.9	5.1	4.3	4.3	4.7	4.9	4.1	4.9
KGBT	McAllen	C	98.5	100.0	997	b	Univision Comm Inc	64	0206 p		st	Mexican	3,100	1.01	12.9	11.8	11.0	10.0	12.3	11.3	8.8	8.4	9.5
KKPS	Brownsville	C	99.5	100.0	1037	f	Entravision Comm Co	78	0008		d4	Tejano	3,700	1.05	14.7	11.0	11.0	12.9	9.1	10.3	10.0	8.6	8.4
KTEX	Brownsville	C	100.3	100.0	1125	c	Clear Channel Comm	75	0009		sw	Country	2,100	1.01	8.7	8.1	5.6	8.6	6.7	6.1	7.9	8.4	5.7
KVPA	Port Isabel	C2	101.1	50.0	486	f	Entravision Comm Co	93	0008		d4	Cisc Rock	600	0.52	4.8	2.5	6.8	0.9	1.4	0.0	0.0	0.0	0.0
KILM	Raymondville	C2	102.1	18.0	758	BMP	BMP Radio LP	80	0207 p		g	Mexican	650	2.27	1.2	0.9	1.1	0.9	0.8	0.5	0.7	0.6	1.5
KBFM	Edinburg	C0	104.1	100.0	1224	c	Clear Channel Comm	72	0009		sw	CHR	3,400	0.84	17.0	8.5	11.4	16.3	16.1	17.5	15.6	16.5	15.6
KJAV	Alamo	A	104.9	6.0 cp	328	e	La Radio Cristiana	80	8610	475		Span/Chrst	200	0.84	1.0	0.0	0.9	0.7	0.6	0.5	0.8	0.0	0.0
KBOR	Mission	A	105.5	3.0	285	d	Trevino, Edgar	85	9305	350		Span/Varty	300	0.84	1.5	1.1	1.4	1.0	1.4	1.0	1.5	1.7	1.2
KBIC	Raymondville	A	105.7	1.8	427	i	Christian Ministries	97	9306	10	cp	Span/Chrst			0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0
XHNA	Matamoros	A	105.9	5.0	180		Radiofonica, SA	98				Spn/Mex/Tej			0.3	0.6	0.0	0.5	0.0	0.0	0.0	0.0	0.0
KTJN	Mercedes	A	106.3	1.6	650	d	Trevino, Edgar	82	8906	300		Span/Varty	300	1.26	1.0	0.5	1.0	0.7	1.4	1.1	1.0	1.4	1.7
KVLY	Edinburg	C1	107.9	100.0	719	f	Entravision Comm Co	74	0008		d4	AC	2,400	1.22	8.2	7.1	6.6	6.8	7.8	8.3	8.5	9.2	8.5
# FM Stations -				16	# Combos -				14	FM TOTALS				85.4	65.8	68.0	71.0	70.2	68.5	67.3	68.1	65.8	

## AM Stations

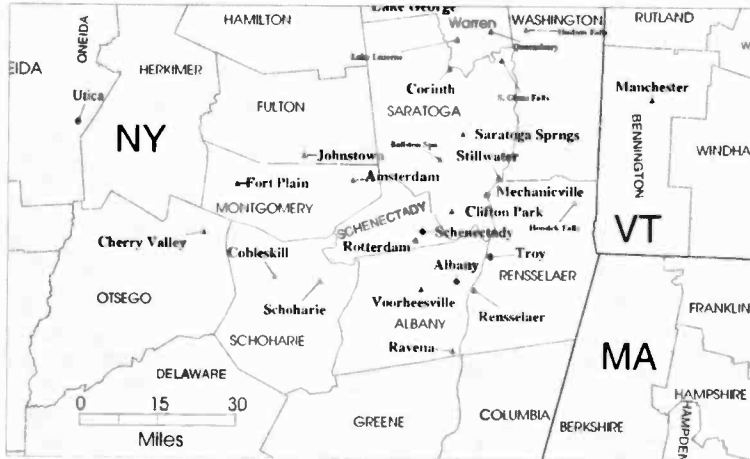
Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
KURV	Edinburg	B	710	1.0	0.91	a	Voice Vally Agricltr	47	8402	1,000		Nws/Tlk/Spt	1,250	1.14	4.6	4.1	3.8	3.7	2.8	3.4	2.5	2.3	3.3
KVJY	Pharr	B	840	5.0	1.00		Radio Unica	89	0006	2,500		Spn/Nws/Tlk	75		0.6	0.0	0.3	0.7	0.7	0.5	0.8	1.8	0.9
KRIO	McAllen	B	910	5.0	5.00	g	Rio Grnde Bible Inst	47	8605			Spanish			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KUBR	San Juan	B	1210	10.0	5.00	e	La Radio Cristiana	88				Span/Chrst	150		0.3	0.0	0.5	0.0	0.5	0.7	1.0	0.4	0.4
KSOX	Raymondville	C	1240	0.5	0.85	a	Voice Vally Agricltr	57	0001	700		Sports			0.4	0.7	0.6	0.0	0.0	0.4	0.0	0.7	0.6
KRGE	Weslaco	B	1290	5.0	5.00	i	Christian Ministries	26	9101	300		Span/Chrst	350	0.77	1.9	1.2	2.2	0.9	1.0	2.3	0.6	0.6	2.1
KGBT	Harlingen	B	1530	50.0	10.00	b	Univision Comm Inc	41	0206 p		st	Span/Talk	700	0.75	3.9	2.7	3.4	3.0	3.4	4.0	6.3	5.0	6.0
KIRT	Mission	B	1580	1.0	0.30		Iglesia Del Pueblo	57	0111	1,050		Spanish	300	0.90	1.4	1.2	1.2	1.0	1.0	1.9	1.9	1.2	1.7
KBOR	Brownsville	B	1600	1.0	1.00	d	Trevino, Edgar	49	8506	325		Span/Varty	300		0.2	0.5	0.0	0.4	0.6	0.9	0.5	0.3	0.6
KQXX	Brownsville	B	1700	8.8	0.88	d	Trevino, Edgar	99				Oldies	300	0.97	1.3	1.0	0.9	1.3	0.7	0.0	0.4	0.1	0.0
# AM Stations -				10	# Combos -				8	AM TOTALS				14.6	11.4	12.9	11.0	10.7	14.1	14.0	12.4	15.6	
AM & FM Stations Profiled -				26	# Duopolies -				8	Total Local Commercial Share				77.2	80.9	82.0	80.9	82.6	81.3	80.5	81.4		

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 64

Revenue Rank: 57

# Albany-Schenectady-Troy, NY Market Overview



### Metro Counties / Population (000)

Albany, NY	292.4
Montgomery, NY	48.9
Rensselaer, NY	150.5
Saratoga, NY	203.6
Schenectady, NY	144.8
Schoharie, NY	31.2
<b>Total</b>	<b>871.4</b>

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$32,800	\$37,100	\$41,600	\$44,400	\$42,700	\$44,900
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07	
	5.2%	\$46,800	\$49,100	\$51,400	\$54,200	\$56,900	4.8%
Revenue/Retail Sales	NA <sup>1/</sup>	\$4.01/1,000	\$4.13/1,000				<b>Est. Breakout</b>
Revenue/Capita	\$37.40	\$51.53	\$65.81				Local 75%
							National 25%

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	877.0	871.4	-0.1%	871.4	864.6	-0.2%
Households	337.3	350.8	0.8%	350.8	353.8	0.2%
Retail Sales	NA <sup>1/</sup>	11,201.3	NA <sup>1/</sup>	11,201.3	13,761.6	4.2%
EBI <sup>2/</sup>	13,632.6	15,742.8	2.9%	15,742.8	18,661.3	3.5%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	421.8	68.2	37.6	42.6	53.9	66.6	64.2	88.8
Women (000)	449.6	65.2	35.5	41.1	55.5	69.4	66.1	116.8
Total	871.4	133.4	73.1	83.7	109.4	136.0	130.2	205.6
Percentage	100.0%	15.3%	8.4%	9.6%	12.6%	15.6%	14.9%	23.6%
Per Capita	\$ 20,053							
				Median Household	\$ 39,843		Avg Household	\$ 48,759
Ethnic Population:	White 88.8%	Black 6.4%	Asian 2.0%				Hispanic 2.9%	

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	19	10		17	29	16	45
Tot 12+	30.5	38.5		65.3	69.0	16.3	85.3
Avg 12+	1.6	3.9		3.8	2.4	1.0	1.9
Tot LCS	35.8	45.1		76.6	80.9	19.1	100.0
Avg LCS	1.9	4.5		4.5	2.8	1.2	2.2

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# Competitive Overview

Some stations also rated in Utica-Rome

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	
WFLY	Troy	B	92.3	17.0	850	a	Pamal Broadcasting	48	8702		Hot AC	4,200	1.38	6.8	5.5	5.3	6.7	5.4	5.7	6.0	6.5	6.1	
WKRD	Scotia	A	93.7	1.2	715	h	Galaxy Comm	81	0202	2,400		Modern Rock	100	0.2	0.0	0.4	0.4	0.0	0.0	0.0	0.0	0.4	
WRCZ	Havena	A	94.5	3.0	328	h	Galaxy Comm	91	0201	3,500	c1	Clsc Rock	800	0.71	2.5	2.0	2.8	2.5	1.9	1.4	1.0	1.6	1.6
WYJB	Albany	B	95.5	12.0	1024	a	Pamal Broadcasting	66	9312	5,000	c2	Soft AC	5,400	1.24	9.7	8.1	8.2	8.4	7.3	8.9	7.2	8.7	8.0
WAJZ	Voorheesville	A	96.3	0.5 cp	961	a	Pamal Broadcasting	92	9608	850		Urban AC	900	0.47	4.3	2.5	3.0	3.8	3.4	4.3	3.2	3.2	2.5
WDCD	Clifton Park	A	96.7	4.7	328	e	Crawford Bcstg Co	85	9606	820		Christian		0.7	0.5	0.4	0.8	0.5	0.5	0.4	0.4	0.6	
WMYX	Schoharie	A	97.3	0.8	886	d	Capital Media Corp	90	9202	525		Chrst/Talk		0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0
WZEC	Hoosick Falls	A	97.5	0.4	1204		Vox Media Corp	92	0208 p		g	Hot AC	100		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WBKB	Amsterdam	A	97.7	1.6	623		GEM Associates Ltd	75	9410	400	c5	Classical	300	0.48	1.4	0.8	0.8	1.5	1.3	1.0	1.5	0.8	1.7
WTRY	Rotterdam	A	98.3	6.0	318	c	Clear Channel Comm	86	0008		g	Oldies	1,700	0.81	4.7	4.7	3.0	3.5	4.5	4.8	4.6	4.9	4.2
• WCKM	Lake George	A	98.5	0.4	1289		Entertronics Inc	94	9404			Oldies	900		0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WRVE	Schenectady	B	99.5	14.5	925	c	Clear Channel Comm	40	9906		g3	Adult Rock	4,300	1.37	7.0	5.6	5.9	5.6	6.0	6.1	6.5	5.4	4.6
WKBE	Warrensburg	B1	100.3	1.5	1312	a	Pamal Broadcasting	91	0111		d1	Hot AC	100		0.3	0.7	0.5	0.6	0.0	0.0	0.0	0.0	
WKLI	Albany	A	100.9	6.0	299	a	Pamal Broadcasting	72	0111		d1	Oldies	900	0.53	3.8	5.2	4.1	3.8	3.5	1.5	1.4	1.4	1.3
WBUG	Fort Plain	A	101.1	1.3	719	g	Roser	91	9411	400	c1	Country	200		0.7	0.8	0.6	0.7	0.7	0.3	0.6	0.6	0.9
WQAR	Stillwater	A	101.3	2.9	469	b	Anastos Bcst Group	88	9810	895		AC	300		0.7	0.6	0.7	0.8	0.4	0.5	0.5	0.6	0.5
WENU	Hudson Falls	A	101.7	4.6	180	i	Vox Media Corp	83	0006		d4	Adlt Stndrd	100		0.2	0.0	0.0	0.7	0.0	0.0	0.7	0.4	0.8
WJIV	Cherry Valley	B	101.9	11.5	1024		Midwest Bcstg Corp	48	0008	1,300		Religion		0.1	0.0	0.5	0.0	0.0	0.0	0.0	0.4	0.5	0.6
WKKF	Ballston Spa	A	102.3	4.1	387	c	Clear Channel Comm	68	9905		d4	CHR	900	0.84	2.4	2.2	2.4	1.9	2.4	1.5	1.6	1.6	1.7
WEQX	Manchester	B	102.7	1.3	2490		Northshire Comm	84				Altve/MdRck	700	0.97	1.6	1.4	1.3	1.4	1.4	1.4	1.2	1.3	1.3
WHRL	Albany	A	103.1	6.0	325	c	Clear Channel Comm	66	9906		g3	Alternative	950	0.88	2.4	3.0	2.1	1.6	2.4	1.9	2.3	2.5	2.5
WQBJ	St. Johnsville	B	103.5	50.0 cp	492	f	Regent Comm	88	0008		sw	Alternative	550	0.64	1.9	2.2	1.6	1.3	1.9	1.6	1.5	1.7	1.7
WQBK	Pensacola	A	103.9	6.0	302	f	Regent Comm	72	0008		sw	Alternative	2,800	1.33	4.7	3.9	3.7	4.1	3.8	4.3	4.4	3.9	2.9
WABT	Mechanicville	A	104.5	5.0	351	f	Regent Comm	93	0008		sw	80s Hits	700	0.78	2.0	1.8	1.6	2.0	1.6	1.4	2.6	1.9	3.0
WZMR	Altamont	A	104.9	0.5 cp	932	a	Pamal Broadcasting	68	9902	2,200	c3	Smooth Jazz	400	0.39	2.3	1.4	1.9	1.6	2.5	1.7	2.3	1.8	1.6
WNYQ	Queensbury	B1	105.7	1.6	1273	i	Vox Media Corp	96	0006		d4	AC			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	
WPYX	Albany	B	106.5	15.5	902	c	Clear Channel Comm	80	0008		g	Clsc Rock	4,600	1.38	7.4	4.7	6.4	6.3	6.3	5.8	6.2	6.6	6.7
WFFG	Corinth	A	107.1	2.9	482	i	Vox Media Corp	67	0006		d4	Country	150		0.4	0.7	0.5	0.4	0.5	0.0	0.5	0.0	0.0
WGNA	Albany	B	107.7	12.5	984	f	Regent Comm	73	0008		sw	Country	6,700	1.21	12.3	10.3	11.3	10.1	10.3	9.9	12.3	11.0	9.7
				# FM Stations -	29	# Combos -	24	FM TOTALS					80.6	69.0	69.2	70.5	68.0	64.5	68.9	67.4	66.3		

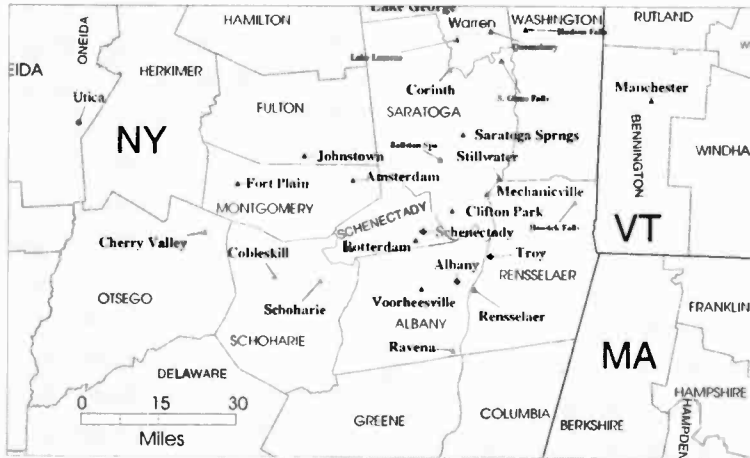
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 64

Revenue Rank: 57

# Albany-Schenectady-Troy, NY Market Overview



### Metro Counties / Population (000)

Albany, NY	292.4
Montgomery, NY	48.9
Rensselaer, NY	150.5
Saratoga, NY	203.6
Schenectady, NY	144.8
Schoharie, NY	31.2
<b>Total</b>	<b>871.4</b>

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

<b>ESTIMATED GROSS REVENUES</b> ★★	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>Δ 97 - 02</b>
	\$32,800	\$37,100	\$41,600	\$44,400	\$42,700	\$44,900	6.5%
	<b>Δ 01 - 02</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>Δ 02 - 07</b>
	5.2%	\$46,800	\$49,100	\$51,400	\$54,200	\$56,900	4.8%
Revenue/Retail Sales	<b>1997</b>	<b>2002</b>	<b>2007</b>	<b>Est. Breakout</b>			
Revenue/Capita	NA <sup>1/</sup>	\$4.01/1,000	\$4.13/1,000	Local	75%		
	\$37.40	\$51.53	\$65.81	National	25%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<b>1997</b>	<b>2002</b>	<b>Growth Rate</b>	<b>2002</b>	<b>2007</b>	<b>Growth Rate</b>
MSA Population	877.0	871.4	-0.1%	871.4	864.6	-0.2%
Households	337.3	350.8	0.8%	350.8	353.8	0.2%
Retail Sales	NA <sup>1/</sup>	11,201.3	NA <sup>1/</sup>	11,201.3	13,761.6	4.2%
EBI <sup>2/</sup>	13,632.6	15,742.8	2.9%	15,742.8	18,661.3	3.5%

### Demographic Breakdown

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	421.8	68.2	37.6	42.6	53.9	66.6	64.2	88.8
Women (000)	449.6	65.2	35.5	41.1	55.5	69.4	66.1	116.8
Total	871.4	133.4	73.1	83.7	109.4	136.0	130.2	205.6
Percentage	100.0%	15.3%	8.4%	9.6%	12.6%	15.6%	14.9%	23.6%
Per Capita	\$ 20,053			Median Household	\$ 39,843		Avg Household	\$ 48,759
Ethnic Population:	White	88.8%	Black	6.4%	Asian	2.0%	Hispanic	2.9%

### Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	19	10		17	29	16	45
Tot 12+	30.5	38.5		65.3	69.0	16.3	85.3
Avg 12+	1.6	3.9		3.8	2.4	1.0	1.9
Tot LCS	35.8	45.1		76.6	80.9	19.1	100.0
Avg LCS	1.9	4.5		4.5	2.8	1.2	2.2

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Utica-Rome

AM Stations														ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Fall	Summer	Spring	Winter	Fall	Summer	Spring	Winter	
				Power (kW)	Power (kW)											2002	2002	2002	2002	2001	2001	2001	2001	
WROW	Albany	B	590	5.0	1.00	a	Pamal Broadcasting	47	9312		c2	News/Talk	1,000	0.59	3.8	3.3	3.4	2.9	2.6	3.9	2.4	2.6	2.9	
WGY	Schenectady	A	810	50.0	50.00	c	Clear Channel Comm	22	9906		g3	News/Talk	3,500	0.99	7.9	6.8	6.3	6.3	6.6	7.5	7.3	6.8	9.3	
WUAM	Saratoga Springs	D	900	0.3	0.05	b	Anastos Bcst Group	64	9908	100		AdStd/Nstlg	50		0.1	0.0	0.4	0.0	0.0	0.0	0.0	0.4	0.6	
WIZR	Johnstown	D	930	1.0	0.03	a	Pamal Broadcasting	64	9902		c3	AC	150			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WOFX	Troy	B	990	5.0	5.00	c	Clear Channel Comm	40	0008	1,500		Sports	550	0.94	1.3	1.1	1.0	1.2	1.2	1.0	0.7	0.8	0.7	
• WABY	Mechanicville	B	1160	5.0	0.57	b	Anastos Bcst Group	81	0012			AdStd/Nstlg	50		0.6	0.8	0.5	0.4	0.5	0.5	1.1	0.9	1.1	
WXBH	Cobleskill	D	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		Country	100		0.1	0.0	0.4	0.0	0.0	0.0	0.5	0.0	1.1	
WTMM	Rensselaer	B	1300	5.0	5.00	f	Regent Comm	61	0008		sw	Sports	100	0.19	1.2	1.5	1.6	1.2	0.5	0.8	1.0	1.2	0.6	
WHAZ	Troy	D	1330	1.0	0.05	d	Capital Media Corp	22	8707	300		Chrst/Talk			0.1	0.0	0.3	0.0	0.0	0.0	0.0	0.3	0.0	
• WHTR	Albany	C	1400	1.0	1.00	h	WAMC/NE Pub Radio	34	0302 p	500		Modern Rock	50		0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.2	0.0	
WENU	South Glen Falls	D	1410	1.0	0.10	i	Vox Media Corp	88	0006		d4	Adlt Stndrd				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WDDY	Albany	B	1460	5.0	5.00		ABC Radio Inc	24	0203	2,000		Children			0.1	0.0	0.0	0.0	0.1	0.1	0.2	0.3	0.1	
WCSS	Amsterdam	C	1490	1.0	1.00		IZ Communications	48	9910	188		AC/Oldes	300		0.8	0.5	0.7	0.5	0.8	0.6	0.6	0.4	0.4	
WPTR	Albany	B	1540	50.0	50.00	e	Crawford Bcstg Co	48	9510	700		Adlt Stndrd	300	0.21	3.2	2.3	2.5	2.1	2.3	3.8	3.2	3.4	2.4	
WBUG	Amsterdam	B	1570	1.0	0.20	g	Roser	61	9411		c1	Country			0.1	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	
				# AM Stations -		16		# Combos -		13		AM TOTALS				19.4	16.3	17.1	14.6	14.6	18.9	17.0	17.3	19.2
				AM & FM Stations Profiled -		45		# Duopolies -		14		Total Local Commercial Share					85.3	86.3	85.1	82.6	83.4	85.9	84.7	85.5

• 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)																	
															Fall 2002	Summer 2002	Spring 2002	Winter 2002														
KIZS	Broken Arrow	C2	92.1	27.0	656	a	Clear Channel Comm	70	9908		g1	CHR	1,100	0.61	4.0	4.0	3.6	3.7	3.5	3.4	4.1	2.9	3.3									
KBEZ	Tulsa	C	92.9	100.0	1319	c	Renda Bcstg Corp	64	9003		g	AC	3,400	1.51	5.0	4.1	4.5	4.5	3.8	4.7	4.9	4.1	5.8									
KTSO	Okmulgee	C1	94.1	100.0	807	f	Shamrock Comm Inc	76	9607	1,800		Oldies	975	0.87	2.5	1.2	2.1	1.5	2.9	2.2	2.1	2.7	2.7									
KEMX	Locust Grove	A	94.5	2.3	367	b	Stephens Family LP	91	9204			ChrsContem			0.2	0.1	0.0	0.2	0.0	0.4	0.0	0.0	0.0									
KWEN	Tulsa	C	95.5	100.0	1329	d	Cox Radio Inc	61	9704		g2	Country	4,100	1.11	8.2	8.1	6.4	8.4	7.8	6.4	7.3	6.8	6.4									
KITO	Vinita	C2	96.1	50.0	492	g	DLB Bcstg Corp	81				Country	50		0.1	0.4	0.4	0.0	0.0	0.0	0.3	0.5	0.0									
KRAV	Tulsa	C	96.5	100.0	1329	d	Cox Radio Inc	62	9612	5,500	c2	AC	2,000	0.81	5.5	5.1	4.6	4.8	5.4	4.7	4.4	4.2	4.5									
KMOD	Tulsa	C	97.5	100.0	1329	a	Clear Channel Comm	59	7904			AOR	6,100	1.37	9.9	6.9	7.6	8.9	8.9	9.4	7.6	9.3	7.4									
KVOO	Tulsa	C	98.5	100.0	1227	e	Journal Bcst Group	73	9906		g3	Country	3,400	1.20	6.3	5.7	7.0	5.3	5.0	4.8	5.8	4.6	5.5									
● KXBL	Henryetta	C1	99.5	100.0	981	e	Journal Bcst Group	66	9906		g3	Country	1,100	0.94	2.6	1.7	1.9	2.3	2.5	2.5	2.4	2.8	2.9									
KTFR	Chelsea	A	100.7	6.0 cp	328	b	Stephens Family LP	98				ChrsContem				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0									
KXOJ	Sapulpa	A	100.9	5.0	361	b	Stephens Family LP	77	8210	600	c1	ChrsContem	1,600	0.83	4.3	4.9	4.3	4.2	3.1	3.6	4.3	3.7	5.0									
KTBT	Collinsville	C3	101.5	6.2	656	a	Clear Channel Comm	96	9710	1,900		CHR/Rhymc	600	0.53	2.5	2.4	3.5	1.4	2.1	1.9	1.5	1.5	1.3									
KRTQ	Sand Springs	C2	102.3	50.0 cp	492	d	Cox Radio Inc	89	9904	3,500	g2	Rock	300	0.25	2.7	2.9	2.0	2.8	2.3	2.3	2.7	2.4	3.1									
KJSR	Tulsa	C	103.3	100.0	1280	d	Cox Radio Inc	66	9704		g2	Clsc Rock	2,500	1.27	4.4	4.1	4.5	3.3	3.9	4.0	4.7	3.5	4.7									
KBVL	Pawhuska	A	103.9	6.0	328		Borgen Bcstg Co	97	0010	225		Oldes/Rock				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0									
KMYZ	Pryor	C1	104.5	70.0	1129	f	Shamrock Comm Inc	69	8404			Alternative	1,600	0.76	4.7	3.7	4.5	4.7	4.0	3.5	4.0	4.4	4.2									
KREK	Bristow	A	104.9	5.0	351		Big Chief Bcstg/OK	78				Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0									
KJMM	Bixby	C2	105.3	10.0	879	d	Perry Bcstg Co Inc	94	9412			Urban	1,500	0.95	3.5	3.1	3.1	3.7	2.5	3.1	3.6	3.9	4.1									
KQLL	Owasso	C	106.1	100.0	1322	a	Clear Channel Comm	81	9908		g1	Oldies	2,800	1.06	5.9	6.3	5.4	5.4	4.9	5.3	3.7	5.8	5.2									
KHTT	Muskogee	C	106.9	100.0	1011	c	Renda Bcstg Corp	72	9306	1,480		Top 40	2,700	0.99	6.1	5.7	5.0	5.2	6.1	5.4	5.7	7.3	6.7									
# FM Stations -															21	# Combos -			19	FM TOTALS				78.4	70.4	70.4	70.3	68.7	67.6	69.1	70.4	72.8

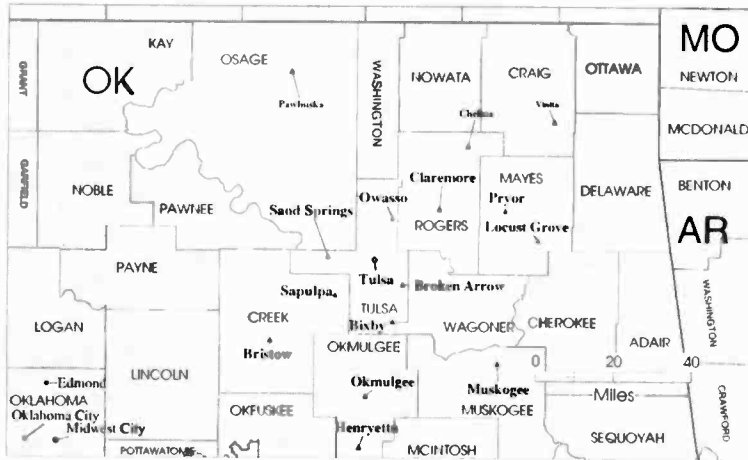
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 65

Revenue Rank: 57

# Tulsa, OK Market Overview



### Metro Counties / Population (000)

Creek, OK	68.4
Mayes, OK	38.8
Osage, OK	44.4
Rogers, OK	73.5
Tulsa, OK	568.3
Wagoner, OK	59.3
<b>Total</b>	<b>852.7</b>

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$33,500	\$36,600	\$39,600	\$41,500	\$41,700	\$44,900
Δ 01 - 02	7.7%						
★★	2003	2004	2005	2006	2007	Δ 02 - 07	
	\$47,200	\$50,500	\$53,300	\$56,200	\$59,000	5.6%	
Revenue/Retail Sales	NA <sup>1/</sup>	\$3.80/1,000	\$3.86/1,000				<b>Est. Breakout</b>
Revenue/Capita	\$42.05	\$52.66	\$67.86				Local 83%
							National 17%

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	796.7	852.7	1.4%	852.7	869.4	0.4%
Households	310.0	335.0	1.6%	335.0	342.5	0.4%
Retail Sales	NA <sup>1/</sup>	11,821.9	NA <sup>1/</sup>	11,821.9	15,274.4	5.3%
EBI <sup>2/</sup>	11,964.2	15,199.9	4.9%	15,199.9	18,863.8	4.4%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	415.7	75.7	40.1	40.7	56.6	64.2	58.8	79.7
Women (000)	437.0	72.4	38.3	39.7	56.5	65.8	62.3	102.0
Total	852.7	148.1	78.3	80.4	113.1	130.0	121.0	181.7
Percentage	100.0%	17.4%	9.2%	9.4%	13.3%	15.2%	14.2%	21.3%
Per Capita	\$ 17,825							
				Median Household	\$ 36,138		Avg Household	\$ 45,369
Ethnic Population:	White 75.1%	Black 8.6%	Asian 1.3%				Hispanic 5.1%	

### Market Summary

FM Classes	Class A	Class B	Class C	Viab. FMs	All FMs	All AMs	Total
# Stations	5		16	16	21	13	34
Tot 12+	5.0		65.4	69.9	70.4	16.5	86.9
Avg 12+	1.0		4.1	4.4	3.4	1.3	2.6
Tot LCS	5.8		75.3	80.4	81.0	19.0	100.0
Avg LCS	1.2		4.7	5.0	3.9	1.5	2.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
				Power (kW)	Power (kW)											Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	
KRMG	Tulsa	B	740	50.0	25.00	d	Cox Radio Inc	49	9704		g2	News/Talk	5,900	1.17	11.2	9.1	10.0	9.6	8.7	11.2	9.5	8.9	9.4	
KCFO	Tulsa	B	970	2.5	1.00		Friendship Bcstg LP	46	9006	953		Religion	500		0.5	0.6	0.4	0.4	0.4	0.5	0.7	0.8	0.6	
KGTO	Tulsa	D	1050	1.0	0.02	d	Perry Bcstg Co Inc	46	0102	455		Clsc Rock	200		0.6	0.5	0.8	0.8	0.0	0.6	0.6	0.5	0.9	
KFAQ	Tulsa	A	1170	50.0	50.00	e	Journal Bcstg Group	25	9906		g3	Talk	900	0.42	4.8	2.1	2.1	3.7	6.0	5.3	5.9	6.8	5.1	
KRVT	Claremore	D	1270	1.0	0.03		Reunion Bcstg LLC	58	0004	250		Adlt Stndrd	275		0.5	0.5	0.8	0.6	0.5	0.0	0.0	0.0	0.0	
KAKC	Tulsa	B	1300	5.0	1.00	a	Clear Channel Comm	38	7310			Span/Varty	300		0.9	0.0	1.0	0.9	0.6	0.6	0.0	0.8	0.0	
KTFX	Sand Springs	C	1340	0.5	0.90		K95.5 Inc	61	9601		c3	Black Gospl	150		0.3	0.8	0.4	0.0	0.5	0.0	0.7	0.4	0.5	
KTBZ	Tulsa	B	1430	25.0 cp	5.00	a	Clear Channel Comm	34	9908		g1	Sports	700	0.62	2.5	2.4	1.9	1.5	2.6	2.7	1.3	1.7	1.5	
KITO	Vinita	D	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	
● KPGM	Pawhuska	D	1500	0.5	0.00		Pearl Comm Group	94	0211 p	130		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KXTD	Wagoner	D	1530	5.0	0.00		Gayton Media LLC	66	0007		na	Mexican	100		0.3	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	
● KYAL	Sapulpa	D	1550	2.5	0.04	b	Stephens Family LP	62	8210		c1	Sports				0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KMUR	Pryor	D	1570	1.0	0.00		Weinberg, Fred	50	9605	40		Cst/Tlk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
				# AM Stations -		13	# Combos -		7	AM TOTALS						21.6	16.5	17.4	18.4	19.3	20.9	18.7	19.9	18.0
				AM & FM Stations Profiled -		34	# Duopolies -		9	Total Local Commercial Share						86.9	87.8	88.7	88.0	88.5	87.8	90.3	90.8	

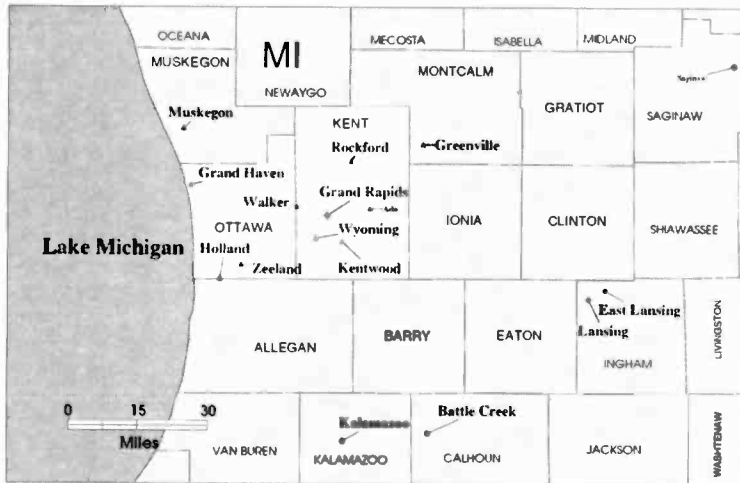
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 66

Revenue Rank: 61

# Grand Rapids, MI Market Overview



### Metro Counties / Population (000)

Kent, MI	585.3
Ottawa, MI	246.6
<b>Total</b>	<b>831.9</b>

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

<b>ESTIMATED GROSS REVENUES</b> ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$35,700	\$38,600	\$39,300	\$44,900	\$40,100	\$44,500	4.5%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	11.0%	\$47,000	\$50,300	\$53,100	\$56,000	\$58,800	5.7%
Revenue/Retail Sales	1997	2002	2007	<b>Est. Breakout</b>			
Revenue/Capita	NA <sup>1/</sup>	\$3.85/1,000	\$4.03/1,000	Local	75%		
	\$47.24	\$53.49	\$66.64	National	25%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	755.7	831.9	1.9%	831.9	882.4	1.2%
Households	269.8	302.7	2.3%	302.7	324.2	1.4%
Retail Sales	NA <sup>1/</sup>	11,559.9	NA <sup>1/</sup>	11,559.9	14,607.8	4.8%
EBI <sup>2/</sup>	12,666.7	15,997.6	4.8%	15,997.6	21,340.0	5.9%

### Demographic Breakdown

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	409.1	79.5	41.0	45.4	59.0	64.9	54.1	65.2
Women (000)	422.7	75.8	38.7	46.6	57.4	65.3	54.9	84.0
Total	831.9	155.3	79.7	92.1	116.5	130.2	108.9	149.2
Percentage	100.0%	18.7%	9.6%	11.1%	14.0%	15.6%	13.1%	17.9%
Per Capita	\$ 19,231	Median Household		\$ 44,029	Avg Household		\$ 52,855	
Ethnic Population:	White 85.0%	Black 6.8%	Asian 2.1%	Hispanic 7.5%				

### Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	4	13		14	17	15	32
Tot 12+	9.9	57.3		64.3	67.2	12.8	80.0
Avg 12+	2.5	4.4		4.6	4.0	0.9	2.5
Tot LCS	12.4	71.6		80.4	84.0	16.0	100.0
Avg LCS	3.1	5.5		5.7	4.9	1.1	3.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# Competitive Overview

Some stations also rated in Kalamazoo and 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)													
													Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001						
WGHN	Grand Haven	A	92.1	3.0	246	g	WGHN Inc	69	8312	430	c1	AC	225		0.5	0.7	0.5	0.4	0.3	0.5	0.5	0.3	0.7						
WBCT	Grand Rapids	B	93.7	320.0	781	f	Clear Channel Comm	51	9604	42,250	c3	Country	6,800	1.34	11.4	9.6	9.9	8.6	8.3	10.0	9.3	9.1	8.7						
• WKLO	Holland	B	94.5	50.0	499	a	Citadel Comm Corp	61	0007		g4	Rock	2,600	0.77	7.6	4.7	5.8	6.6	6.1	6.0	4.7	6.2	5.4						
WI HT	Grand Rapids	B	95.7	40.0	551	e	Regent Comm	62	0008		sw	AC	5,000	1.94	5.8	5.2	4.6	4.1	5.3	4.8	4.9	4.6	5.5						
WVTI	Holland	B	96.1	45.0	492	f	Clear Channel Comm	62	9703	4,100		CHH	1,400	0.85	3.7	2.3	2.6	3.1	2.8	3.4	3.2	3.2	3.0						
WLAV	Grand Rapids	B	96.9	50.0	489	a	Citadel Comm Corp	47	0007		g4	Clsc Rock	5,400	1.56	7.8	6.4	7.3	6.3	5.9	5.9	7.4	6.5	6.3						
WGRD	Grand Rapids	B	97.9	13.0	591	e	Regent Comm	62	0008		sw	Modern Rock	2,900	1.02	6.4	5.0	6.4	4.4	5.2	4.7	5.1	5.2	5.5						
WFGK	Grand Rapids	A	98.7	2.8	492	e	Regent Comm	92	0206		g	Classical	900	0.75	2.7	2.2	1.6	3.2	2.3	1.7	2.0	1.8	2.0						
WJQK	Zeeland	A	99.3	4.7	371	c	Lanser Bcstg Corp	71	8612	844		ChrsContem	1,900	1.29	3.3	2.8	2.5	3.3	2.3	2.7	1.7	2.4	2.1						
• WTRV	Walker	A	100.5	3.5	302	e	Regent Comm	93	0008		sw	Soft AC	1,600	0.86	4.2	4.2	3.7	2.6	2.8	4.4	2.9	3.0	3.0						
WBFX	Grand Rapids	B	101.3	50.0	420	f	Clear Channel Comm	65	9711		g2	Clsc Rock	1,300	0.65	4.5	4.0	3.8	3.9	3.2	3.7	3.4	4.0	3.8						
WMRR	Muskegon	B1	101.7	12.0	476	k	Clear Channel Comm	74	0010			Clsc Rock	n/a		1.1	0.5	0.8	0.7	1.6	0.4	0.7	0.8	0.9						
WFUR	Grand Rapids	B	102.9	50.0	492	d	Kuiper Stations	60				ChrsContem	400	0.60	1.5	1.7	1.3	1.4	1.2	1.1	1.3	1.5	1.7						
WSNX	Muskegon	B	104.5	32.0	620	f	Clear Channel Comm	71	9910	1,100	c4	CHR	3,200	0.70	10.3	6.8	8.1	9.7	8.2	7.2	7.2	7.8	8.4						
• WOOD	Grand Rapids	B	105.7	265.0	810	f	Clear Channel Comm	62	9604		c3	AC	3,100	1.04	6.7	5.7	4.9	4.6	7.4	4.7	4.9	4.4	5.5						
WMUS	Muskegon	B	106.9	50.0	479	h	Clear Channel Comm	62	0010			Country	n/a		1.5	1.8	1.5	1.0	0.9	1.3	1.5	1.7	1.1						
WODJ	Greenville	B	107.3	50.0	492	a	Citadel Comm Corp	62	0007		g4	Oldies	1,500	0.75	4.5	3.6	3.9	3.6	3.6	3.6	4.3	4.1	3.5						
# FM Stations - 17													# Combos - 16				FM TOTALS				83.5	67.2	69.4	67.5	67.4	66.1	65.1	66.7	67.1

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)													
													Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001						
WMFN	Zeeland	B	640	1.2	0.23	b	Birach Bcstg Corp	90	0112	1,900	c5	Sports				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0						
WMJH	Rockford	D	810	3.6	0.00	b	Birach Bcstg Corp	65	0112		c5	Adlt Stndrd	400	0.37	2.4	1.3	1.6	1.7	2.7	1.8	2.6	3.1	2.1						
• WMUS	Muskegon	D	1090	1.0	0.00	h	Clear Channel Comm	47	0010			Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0						
WKWM	Kentwood	D	1140	5.0	0.00	i	Goodrich Radio Mktg	78	9610	200		Oldes/Rhymc	100		0.7	0.6	0.5	0.7	0.4	0.6	1.6	0.4	0.7						
WTKG	Grand Rapids	C	1230	1.0	1.00	f	Clear Channel Comm	45	9701		g2	News/Talk	400	0.90	1.0	1.0	1.1	0.5	1.1	0.7	0.5	0.8	0.7						
WWJQ	Zeeland	B	1260	10.0	1.00	c	Lanser Bcstg Corp	56	8309	950		Altve/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0						
WOOD	Grand Rapids	B	1300	20.0 cp	20.00	f	Clear Channel Comm	24	9604		c3	Nws/Tlk/Spt	3,500	1.09	7.2	5.5	5.1	4.7	5.9	7.7	6.8	7.2	7.2						
WBBL	Grand Rapids	C	1340	1.0	1.00	a	Citadel Comm Corp	40	0007		g4	Sports	600	0.71	1.9	2.1	1.7	1.7	1.7	1.2	0.9	1.1	1.0						
WGHN	Grand Haven	D	1370	0.5	0.00	g	WGHN Inc	56	8312		c1	AC	50		0.1	0.0	0.0	0.2	0.1	0.0	0.0	0.1	0.0						
WNWZ	Grand Rapids	D	1410	1.0	0.05	e	Regent Comm	47	0008		na	News	200		0.1	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0						
WHTC	Holland	C	1450	1.0	1.00		Midwest Comm Inc	48	0009		g4	FullService	300		0.6	0.7	0.5	0.0	0.5	1.0	0.5	0.6	0.7						
WGVU	Kentwood	B	1480	2.0	5.00	j	Grand Valley St Univ	54	9204	1,000		News/Talk	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0						
WYGR	Wyoming	D	1530	0.5	0.00	d	WYGR Bcstg MI GP	64	8903	135		Spanish	125		0.5	0.6	1.2	0.0	0.4	0.0	0.6	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	0.4	0.0	0.0						
WJNZ	Ada	B	1680	10.0 cp	0.68	i	Goodrich Radio Mktg	98				Urban AC	500	0.62	1.8	1.0	1.1	1.7	1.4	1.5	2.5	1.0	1.1						
# AM Stations - 15													# Combos - 13				AM TOTALS				16.3	12.8	13.2	11.2	14.2	14.5	16.4	14.3	13.5
AM & FM Stations Profiled - 32													# Duopolies - 10				Total Local Commercial Share				80.0	82.6	78.7	81.6	80.6	81.5	81.0	80.6	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 67

Revenue Rank: 66

# Ft. Myers-Naples-Marco Island, FL Market Overview



### Metro Counties / Population (000)

Collier, FL	275.9
Lee, FL	469.5
<b>Total</b>	<b>745.4</b>

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

<b>ESTIMATED GROSS REVENUES</b> ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$22,100	\$24,800	\$28,200	\$32,500	\$32,000	\$35,500	9.9%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	10.9%	\$38,000	\$41,200	\$44,300	\$46,800	\$49,100	6.7%
Revenue/Retail Sales	1997	2002	2007	<b>Est. Breakout</b>			
Revenue/Capita	NA <sup>1/</sup>	\$3.04/1,000	\$3.07/1,000	Local	85%		
	\$37.77	\$47.63	\$56.31	National	15%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	585.1	745.4	5.0%	745.4	871.9	3.2%
Households	238.2	314.9	5.7%	314.9	370.9	3.3%
Retail Sales	NA <sup>1/</sup>	11,673.7	NA <sup>1/</sup>	11,673.7	15,972.6	6.5%
EBI <sup>2/</sup>	10,973.9	17,597.0	9.9%	17,597.0	25,314.2	7.5%

### Demographic Breakdown

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	367.2	49.5	25.7	26.4	40.6	48.3	44.6	132.2
Women (000)	378.2	47.0	24.0	21.9	37.2	48.1	49.3	150.8
Total	745.4	96.4	49.8	48.3	77.8	96.3	93.9	283.0
Percentage	100.0%	12.9%	6.7%	6.5%	10.4%	12.9%	12.6%	38.0%
Per Capita	\$ 23,606	Median Household		\$ 40,238	Avg Household		\$ 55,880	
Ethnic Population:	White	86.6%	Black	6.0%	Asian	0.8%	Hispanic	13.9%

### Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	4		18	19	22	12	34
Tot 12+	6.5		66.1	71.0	72.6	11.0	83.6
Avg 12+	1.6		3.7	3.7	3.3	0.9	2.5
Tot LCS	7.8		79.1	84.9	86.8	13.2	100.0
Avg LCS	1.9		4.4	4.5	3.9	1.1	2.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

## FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)									Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
• WAFZ	Immokalee	A	92.1	4.1	397		Shadowlawn Assn Inc	84	0103			Intl/Mexcn				2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WRQC	Estero	C3	92.5	6.8 cp	620	c	Meridian Bcstg	78	0010	7,000	2	Rock	700	0.58	3.4	1.4	3.3	2.5	3.3	0.0	0.0	0.0	0.0
• WIKX	Charlotte Harbor	C1	92.9	100.0	807	d	Clear Channel Comm	70	9905			Country			0.3	0.5	0.5	0.0	0.3	0.3	0.4	0.3	0.0
WTLT	Naples	A	93.5	6.0	328	c	Meridian Bcstg	71	9612		c2	2 AC	800	0.66	3.4	3.0	4.0	1.8	3.2	3.6	2.4	2.5	1.7
WARO	Naples	C	94.5	100.0	1014	c	Meridian Bcstg	62	9612		c2	2 Clsc Rock	2,300	1.47	4.4	3.2	3.7	2.9	3.5	2.1	3.4	2.8	3.7
WOLZ	Fort Myers	C1	95.3	79.0	476	d	Clear Channel Comm	70	9703	11,000	d1	1 Oldies	3,900	1.41	7.8	4.3	6.0	7.2	7.5	7.1	5.2	6.2	5.0
WRXK	Bonita Springs	C	96.1	100.0	1119	a	Beasley Bcst Group	74	8608	3,500		Clsc Rock	3,100	2.08	4.2	4.5	3.2	3.9	4.1	3.7	5.2	5.0	5.9
WINK	Fort Myers	C	96.9	100.0	1322	b	Ft Myers Bcstg Co	64			2	Hot AC	2,900	1.95	4.2	3.1	3.3	3.9	2.8	3.4	5.1	4.9	4.8
• WYPT	Punta Rassa	C3	97.7	14.5	430	b	Ft Myers Bcstg Co	99	0010	7,000		Tropical	1,400	1.31	3.0	1.6	2.0	3.1	2.3	3.1	2.1	2.6	2.0
WDRR	San Carlos Park	C3	98.5	18.5	371		CAM Comm Inc	95	0103	2,500	1	Smooth Jazz	1,100	0.89	3.5	2.4	2.9	3.0	1.9	2.9	1.7	2.2	1.8
WGUF	Marco	A	98.9	6.0	328	f	Renda Bcstg Corp	90	9705	2,000		Clsc Hits	200		0.5	0.7	0.0	0.8	0.6	0.6	0.4	0.0	0.9
WJBX	Fort Myers Beach	C2	99.3	45.0	466	a	Beasley Bcst Group	83	9802	6,000	d3	Alternative	2,100	1.64	3.6	2.5	3.2	3.0	3.5	4.4	5.3	6.6	5.3
WRLR	Port Charlotte	C1	100.1	100.0	476	d	Clear Channel Comm	76	9703		d1	1 Talk	500	0.64	2.2	1.5	2.2	1.5	2.1	1.9	1.1	3.8	2.3
WAVV	Marco	C1	101.1	100.0	981		Alpine Bcstg Corp	87				Easy	2,400	0.47	14.3	12.8	12.9	11.4	12.2	11.5	11.0	11.7	11.9
WWGR	Fort Myers	C	101.9	100.0	991	f	Renda Bcstg Corp	69	9407	4,000		Country	2,300	1.10	5.9	6.5	4.6	5.5	5.8	5.5	5.0	4.8	4.4
WJGO	Tice	C2	102.9	48.0 cp	466	f	Renda Bcstg Corp	99	0010	7,000		Oldies	650	0.65	2.8	1.3	2.6	2.2	3.4	1.8	2.3	2.8	0.0
WXKB	Cape Coral	C	103.9	100.0	1119	a	Beasley Bcst Group	75	9411	3,500		Adult CHR	3,000	1.76	4.8	3.3	4.0	4.2	3.8	4.8	9.1	8.7	8.5
WSGL	Naples	C2	104.7	20.0	433	f	Renda Bcstg Corp	80	9812	3,650		Hot AC	700	1.31	1.5	1.0	1.6	1.0	1.0	2.1	1.4	1.1	2.1
WCVU	Solana	A	104.9	6.0	318	d	Clear Channel Comm	93	9905		g2	1 Easy			0.5	0.4	0.5	0.4	0.0	0.6	0.0	0.5	0.0
WBTT	Naples Park	C2	105.5	23.5 cp	722	d	Clear Channel Comm	87	9607		g1	1 UrbAC/R&B	850	0.38	6.3	5.5	5.5	5.3	5.5	5.2	2.0	2.5	2.1
• WJPT	Fort Myers Villas	C2	106.3	50.0 cp	466	a	Beasley Bcst Group	92	9802		d3	Adlt Stndrd	700	0.27	7.2	6.9	6.6	5.7	3.3	3.6	4.7	2.8	5.4
• WCKT	Lehigh Acers	C2	107.1	23.5	722	d	Clear Channel Comm	76	9607		g1	1 Country	2,900	1.49	5.5	3.8	3.7	5.6	5.0	5.1	4.6	4.1	5.5
# FM Stations -					22	# Combos -					19	FM TOTALS		89.3	72.6	76.3	75.8	75.1	73.3	72.4	75.9	73.3	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 67

Revenue Rank: 66

# Ft. Myers-Naples-Marco Island, FL Market Overview



### Metro Counties / Population (000)

Collier, FL	275.9
Lee, FL	469.5
<b>Total</b>	<b>745.4</b>

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

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$22,100	\$24,800	\$28,200	\$32,500	\$32,000	\$35,500
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07	
	10.9%	\$38,000	\$41,200	\$44,300	\$46,800	\$49,100	6.7%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA <sup>1/</sup>	\$3.04/1,000	\$3.07/1,000	Local 85%
Revenue/Capita	\$37.77	\$47.63	\$56.31	National 15%

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	585.1	745.4	5.0%	745.4	871.9	3.2%
Households	238.2	314.9	5.7%	314.9	370.9	3.3%
Retail Sales	NA <sup>1/</sup>	11,673.7	NA <sup>1/</sup>	11,673.7	15,972.6	6.5%
EBI <sup>2/</sup>	10,973.9	17,597.0	9.9%	17,597.0	25,314.2	7.5%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	367.2	49.5	25.7	26.4	40.6	48.3	44.6	132.2
Women (000)	378.2	47.0	24.0	21.9	37.2	48.1	49.3	150.8
Total	745.4	96.4	49.8	48.3	77.8	96.3	93.9	283.0
Percentage	100.0%	12.9%	6.7%	6.5%	10.4%	12.9%	12.6%	38.0%
Per Capita	\$ 23,606		Median Household	\$ 40,238		Avg Household	\$ 55,880	
Ethnic Population:	White 86.6%	Black 6.0%	Asian 0.8%	Hispanic 13.9%				

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4		18	19	22	12	34
Tot 12+	6.5		66.1	71.0	72.6	11.0	83.6
Avg 12+	1.6		3.7	3.7	3.3	0.9	2.5
Tot LCS	7.8		79.1	84.9	86.8	13.2	100.0
Avg LCS	1.9		4.4	4.5	3.9	1.1	2.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
• WWCN	North Fort Myers	B	770	10.0	1.00	a	Beasley Bcst Group	83	8711	300		Sprts/Talk	400		0.8	1.1	0.4	0.9	0.4	0.6	0.9	1.0	1.0	
WKII	Solana	B	1070	3.1	0.26	d	Clear Channel Comm	86	9703		d1	Adlt Stndrd	300		0.7	0.6	0.7	0.5	0.6	1.0	1.0	1.2	1.1	
WINK	Pine Island	B	1200	10.0	1.00	b	Ft Myers Bcstg Co	86	9508	560		2 News/Talk			3.5	3.2	2.4	3.6	3.0	4.6	3.1	2.8	4.2	
WTLQ	Fort Myers	C	1240	1.0	1.00	b	Ft Myers Bcstg Co		40			2 Spanish	100	0.20	1.4	1.1	0.6	1.8	1.6	1.6	1.7	1.5	2.0	
WNOG	Naples	R	1270	5.0	1.90	c	Meridian Bcstg	54	8612		c2	2 News/Talk	1400	1.88	2.1	2.6	2.0	1.5	1.8	2.3	2.0	2.5	3.7	
WCRM	Fort Myers	D	1350	2.0	0.15		Manna Chrstn Mission	64	8904	450		Spn/Cst/Var	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WMYR	Fort Myers	B	1410	5.0	5.00		Hecksher, Robert		52			Children			0.2	0.0	0.4	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			Span/Mexcn	350		0.8	1.3	0.7	0.7	1.3	0.6	1.9	1.8	0.9	
WVOI	Marco Island	B	1480	1.0	1.00	e	All Financial Ntwk	75	0110	975	d2	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	300		0.9	0.5	1.0	0.5	1.3	0.7	1.4	0.8	1.1	
WCCF	Punta Gorda	B	1580	1.3	0.11	d	Clear Channel Comm	61	9905		g2	1 News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WCNZ	Marco Island	B	1660	10.0	1.00	e	All Financial Ntwk	99	0110		d2	Nws/BNw/Tik			0.2	0.6	0.4	0.0	0.6	0.0	0.0	0.0	0.0	
				# AM Stations -		12		# Combos -		8		AM TOTALS				10.6	11.0	8.6	9.5	10.6	11.4	12.0	11.6	14.0
				AM & FM Stations Profiled -		34		# Duopolies -		12		Total Local Commercial Share					83.6	84.9	85.3	85.7	84.7	84.4	87.5	87.3

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 68

Revenue Rank: 59

# Fresno, CA Market Overview



**Metro Counties / Population (000)**

Fresno, CA	832.1
	832.1

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

<b>ESTIMATED GROSS REVENUES</b> ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$30,700	\$33,200	\$36,100	\$40,600	\$42,600	\$44,700	7.8%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	4.9%	\$48,200	\$52,100	\$57,300	\$60,400	\$63,400	7.3%
Revenue/Retail Sales	1997	2002	2007	<b>Est. Breakout</b>			
Revenue/Capita	NA <sup>1/</sup>	\$5.49/1,000	\$6.08/1,000	Local	70%		
	\$39.47	\$53.72	\$69.68	National	30%		

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	777.9	832.1	1.4%	832.1	909.9	1.8%
Households	252.2	261.9	0.8%	261.9	282.6	1.5%
Retail Sales	NA <sup>1/</sup>	8,141.8	NA <sup>1/</sup>	8,141.8	10,419.6	5.1%
EBI <sup>2/</sup>	8,615.3	10,004.8	3.0%	10,004.8	11,860.5	3.5%

**Demographic Breakdown**

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	415.9	90.1	46.2	49.0	58.5	58.7	49.5	63.9
Women (000)	416.2	86.1	43.4	44.8	54.0	58.0	50.1	79.7
Total	832.1	176.2	89.7	93.9	112.5	116.6	99.6	143.6
Percentage	100.0%	21.2%	10.8%	11.3%	13.5%	14.0%	12.0%	17.3%
Per Capita	\$ 11,840			Median Household	\$ 30,535		Avg Household	\$ 37,974
Ethnic Population:	White 53.2%		Black 5.4%		Asian 8.2%		Hispanic 45.3%	

**Market Summary**

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	4	22		23	26	16	42
Tot 12+	7.4	65.3		72.2	72.7	13.9	86.6
Avg 12+	1.9	3.0		3.1	2.8	0.9	2.1
Tot LCS	8.5	75.4		83.4	83.9	16.1	100.0
Avg LCS	2.1	3.4		3.6	3.2	1.0	2.4

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Visalia and Merced.  
ARB 12+ Metro Shares (see rights)

FM Stations		Power		Year		Sales	L	2002 Est		Avg '02	ARB 12+ Metro Shares (see rights)												
Calls	City of License	FCC Class	Freq	(kW)	HAAT	C	Owner	Std	Date Acq'd	Price (000)	M	Format	Revenue (000)1/	Power Ratio	Local Comm	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
KZFO	Clovis	B	92.1	36.9	568	c	Entravision Comm Co	74	0008		g4	Span/CHR	600	0.71	1.9	1.9	2.0	1.7	1.5	1.1	0.8	0.8	0.4
KFSO	Visalia	B	92.9	17.5	853	d	Clear Channel Comm	51	0008		g	Oldies	1,400	1.01	3.1	2.2	2.7	1.9	2.6	3.4	2.7	3.1	3.2
KSKS	Fresno	B	93.7	68.0	1903	e	Infinity Bcstg	46	0102		g2	Country	4,000	1.42	6.3	6.8	6.1	4.5	5.8	5.0	5.0	4.8	6.7
KOKO	Kerman	A	94.3	6.0	328		Big Bcst of AZ LLC	90	9812	1,140		Oldies	500	0.66	1.7	1.0	1.1	2.0	0.8	1.8	1.6	2.1	1.2
KBOS	Tulare	B	94.9	16.5	850	d	Clear Channel Comm	65	0008		g	CHR	3,300	1.17	6.3	4.8	5.2	6.1	5.6	4.3	5.5	6.6	5.1
KBHH	Kerman	A	95.3	6.0	328	g	Radio Campesina Inc	02				Mexican				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KJFX	Fresno	B	95.7	17.5	850	a	Mondosphere Bcstg	70	9512	3,000	c1	Clsc Rock	2,200	1.07	4.6	4.2	3.9	3.9	3.8	4.1	3.5	3.3	2.9
KEZL	Fowler	B1	96.7	25.0	328	d	Clear Channel Comm	80	0008		g	Smooth Jazz	1,500	0.93	3.6	2.8	3.3	3.4	3.2	2.3	2.6	3.8	3.1
KSEQ	Visalia	B	97.1	17.0	778		Buckley Bcstg Corp	84	8912	See (104)		CHR	n/a		6.1	5.6	6.0	5.4	4.8	4.3	3.8	4.6	3.5
KMGV	Fresno	B	97.9	2.1	2005	e	Infinity Bcstg	49	0102		g2	Oldies	2,200	1.05	4.7	3.5	3.7	4.6	3.8	3.8	4.0	4.0	4.3
KSOE	Dinuba	B	98.9	19.0	820	d	Clear Channel Comm	75	0008		g	Soft AC	2,100	0.85	5.5	2.8	4.7	5.6	3.9	4.5	3.7	3.7	3.1
KJWL	Fresno	A	99.3	5.0	348		JSA Broadcasting	94				Adlt Stndrd	950	0.37	5.8	5.3	5.7	4.8	4.3	4.8	3.6	4.3	5.9
KMAK	Orange Cove	A	100.3	0.1	2074		Smith, Richard B.	90				Clsc Hits	50		0.4	1.1	0.9	0.5	0.0	0.0	0.0	0.0	0.0
KVSR	Fresno	B	101.1	10.0	1076	e	Infinity Bcstg	63	0102		g2	CHR	1,200	0.87	3.1	3.0	3.1	2.2	2.5	2.7	2.9	3.4	3.8
KOOO	Fresno	B	101.9	2.3	1959	e	Infinity Bcstg	48	0102		g2	Span/Mexcn	1,700	0.76	5.0	4.6	3.6	3.4	5.9	3.8	5.6	3.7	4.5
KXQX	Corcoran	B1	102.3	19.5	381	f	RAK Comm Inc	99	9408	See (104)		Span/Mexcn	n/a		0.2	0.1	0.2	0.0	0.3	0.1	0.0	0.0	1.0
KALZ	Fresno	B	102.7	50.0	499	d	Clear Channel Comm	62	0008		g	Hot AC	1,600	0.92	3.9	2.8	3.2	3.7	3.0	3.3	3.5	2.6	2.1
KAAT	Oakhurst	B1	103.1	25.0	-194		Calif-Sierra Corp	82				AC	350			0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.4
KRZR	Hanford	B	103.7	50.0	499	d	Clear Channel Comm	76	0008		g	AOR	2,100	1.00	4.7	5.6	4.3	3.4	3.8	4.3	4.0	3.8	4.0
KFRR	Woodlake	B	104.1	17.0	853	a	Mondosphere Bcstg	92				Alternative	1,250	0.76	3.7	3.0	2.8	3.6	2.8	3.3	2.7	2.8	3.7
KLBN	Auberry	B1	105.1	0.6	1870	b	Lotus Comm Corp	92	9408	1,500		Span/Mexcn	2,500	1.22	4.6	3.0	3.2	4.3	4.8	3.2	6.0	5.4	3.8
KWOL	San Joaquin	B1	105.5	25.0	328	a	Mondosphere Bcstg	99				Country	400	0.53	1.7	1.4	1.0	1.1	1.8	1.9	1.9	0.7	1.5
KRNC	Fresno	B	105.9	2.4	1959	e	Infinity Bcstg	79	0102		g2	Spanish AC	700	0.71	2.2	1.7	1.2	2.5	1.8	1.9	2.4	2.2	2.5
KMMM	Madera	B1	107.1	9.9	515	b	Lotus Comm Corp	92	9904	4,500		Spanish	700	0.75	2.1	2.1	2.0	1.3	2.3	1.6	2.0	1.4	1.5
KMPH	Hanford	B	107.5	24.5 cp	705		Pappas Telecasting	76	9202	550		News/Talk	500	0.75	1.5	1.1	1.2	1.4	1.0	1.5	0.9	1.4	1.2
KZOL	North Fork	B1	107.9	1.8	1227		Univision Comm Inc	94	0206 p		st	Mexican	250		0.8	1.9	2.2	0.4	0.0	0.0	0.0	0.0	0.0
# FM Stations -				26	# Combos -				17	FM TOTALS				83.5	72.7	73.3	71.7	70.1	67.0	68.7	68.9	69.4	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 68

Revenue Rank: 59

# Fresno, CA Market Overview



### Metro Counties / Population (000)

Fresno, CA	832.1
	832.1

### Market Radio Financials

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

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$30,700	\$33,200	\$36,100	\$40,600	\$42,600	\$44,700
***	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	4.9%	\$48,200	\$52,100	\$57,300	\$60,400	\$63,400	7.3%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA <sup>1/</sup>	\$5.49/1,000	\$6.08/1,000	Local 70%
Revenue/Capita	\$39.47	\$53.72	\$69.68	National 30%

### Demographic and Economic Overview

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

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	777.9	832.1	1.4%	832.1	909.9	1.8%
Households	252.2	261.9	0.8%	261.9	282.6	1.5%
Retail Sales	NA <sup>1/</sup>	8,141.8	NA <sup>1/</sup>	8,141.8	10,419.6	5.1%
EBI <sup>2/</sup>	8,615.3	10,004.8	3.0%	10,004.8	11,860.5	3.5%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	415.9	90.1	46.2	49.0	58.5	58.7	49.5	63.9
Women (000)	416.2	86.1	43.4	44.8	54.0	58.0	50.1	79.7
Total	832.1	176.2	89.7	93.9	112.5	116.6	99.6	143.6
Percentage	100.0%	21.2%	10.8%	11.3%	13.5%	14.0%	12.0%	17.3%
Per Capita	\$ 11,840			Median Household	\$ 30,535		Avg Household	\$ 37,974
Ethnic Population:	White 53.2%		Black 5.4%		Asian 8.2%		Hispanic 45.3%	

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4	22		23	26	16	42
Tot 12+	7.4	65.3		72.2	72.7	13.9	86.6
Avg 12+	1.9	3.0		3.1	2.8	0.9	2.1
Tot LCS	8.5	75.4		83.4	83.9	16.1	100.0
Avg LCS	2.1	3.4		3.6	3.2	1.0	2.4

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# Competitive Overview

Some stations also rated in Visalia and Merced.

## AM Stations

ARB 12+ Metro Shares (see rights)

Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
				Power (kW)	Power (kW)								Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001		
KMJ	Fresno	B	580	50.0 cp	50.00	e	Infinity Bcstg	25	0102		g2	Nws/Tlk/Spt	8,300	1.84	10.1	7.6	7.3	8.1	7.8	10.8	10.1	8.3	10.9		
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	0102		g2	Span/Oldes	200	0.34	1.3	1.1	0.9	0.9	1.1	1.5	1.7	1.4	0.7		
KBIF	Fresno	B	900	1.0	0.50	i	Gore-Overgaard Bcstg	47	9803	900		Reign/Asian	300		0.6	1.6	0.6	0.0	0.0	1.4	0.9	0.7	0.6		
KWHU	Fresno	B	940	50.0	50.00		Radio Unica	37	0004	7,500		Spn/Tlk/Spt	2,400	2.68	2.0	1.2	1.1	1.7	1.6	2.3	1.7	2.3	2.1		
KEYQ	Fresno	D	980	0.5	0.05		Assoc for Comm Educ	57	9706	200		Span/Chrst				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 Comm	46	0008		g	Christian	150		0.1	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0		
KQEQ	Fowler	B	1210	0.4	0.00	h	RAK Comm Inc	62	9404	62	st	Mexican	300		0.6	0.2	0.6	0.0	0.5	0.9	0.6	0.0	0.4		
KHOT	Madera	D	1250	0.5	0.08		IHR Educ Bcstg	56	0111	150		Religion	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/Reign	50		0.1	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.7		
KCBL	Fresno	C	1340	1.0	1.00	d	Clear Channel Comm	53	0008		g	Sports	100		0.2	0.4	0.0	0.0	0.5	0.0	0.4	0.5	0.0		
KFIG	Fresno	B	1430	5.0	5.00		Radio Central LLC	38	0208 p	2,000		Sports	300		0.7	0.9	0.5	0.8	0.4	0.7	1.0	0.6	0.4		
KIRV	Fresno	D	1510	10.0	0.00	i	Gore-Overgaard Bcstg	62	9905	425	na	Chrst/Talk	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KXEX	Fresno	B	1550	5.0	2.50	h	RAK Comm Inc	62	9408	212		Span/Trpcl	50		0.1	0.0	0.5	0.0	0.0	0.0	0.0	0.0	1.1		
KGST	Fresno	B	1600	5.0	5.00	b	Lotus Comm Corp	49	8505	1,764		Span/Mexcn	300		0.7	0.9	0.7	0.0	0.9	0.7	0.4	0.7	1.1		
KAVT	Fresno	B	1680	10.0 cp	1.00	f	RAK Comm Inc		01			Children				0.0	0.0	0.0	0.0	0.0	0.0	0.0			
# AM Stations -					16	# Combos -					9	AM TOTALS					16.5	13.9	12.2	11.9	12.8	18.7	16.8	14.5	18.0
AM & FM Stations Profiled -					42	# Duopolies -					12	Total Local Commercial Share					86.6	85.5	83.6	82.9	85.7	85.5	83.4	87.4	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 69

Revenue Rank: 80

# Wilkes Barre - Scranton, PA Market Overview



### Metro Counties / Population (000)

Columbia, PA	64.3
Lackawanna, PA	211.6
Luzerne, PA	315.6
Monroe, PA	146.2
Wyoming, PA	28.0
<b>Total</b>	<b>765.7</b>

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

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$24,200	\$23,800	\$26,500	\$26,000	\$24,500	\$26,600
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07	
	8.6%	\$27,800	\$29,600	\$31,200	\$33,000	\$34,600	5.4%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA <sup>1/</sup>	\$2.95/1,000	\$3.30/1,000	Local 86%
Revenue/Capita	\$32.38	\$34.74	\$44.77	National 14%

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	747.4	765.7	0.5%	765.7	772.8	0.2%
Households	287.6	304.4	1.1%	304.4	310.9	0.4%
Retail Sales	NA <sup>1/</sup>	9,011.8	NA <sup>1/</sup>	9,011.8	10,490.6	3.1%
EBI <sup>2/</sup>	10,725.4	11,341.4	1.1%	11,341.4	13,189.2	3.1%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	367.9	55.0	33.0	34.1	43.6	56.8	55.5	89.8
Women (000)	397.7	52.3	30.6	35.3	43.5	57.5	55.5	123.1
Total	765.7	107.3	63.6	69.4	87.1	114.3	111.0	213.0
Percentage	100.0%	14.0%	8.3%	9.1%	11.4%	14.9%	14.5%	27.8%
Per Capita	\$ 14,813							
				Median Household	\$ 29,803		Avg Household	\$ 37,257
Ethnic Population:	White 94.8%	Black 2.5%	Asian 0.8%	Hispanic 2.4%				

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	17	5		11	22	18	40
Tot 12+	31.0	30.4		54.1	61.4	14.3	75.7
Avg 12+	1.8	6.1		4.9	2.8	0.8	1.9
Tot LCS	41.0	40.2		71.5	81.1	18.9	100.0
Avg LCS	2.4	8.0		6.5	3.7	1.0	2.5

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Allentown and Sussex.  
ARB 12+ Metro Shares (see rights)

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
												Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
WQFM	Nanticoke	A	92.1	0.7	994	c Shamrock Comm Inc	73	9408		na	3 Oldies	1,000	0.87	4.3	3.5	3.8	3.7	3.0	2.7	4.0	3.8	2.8
WMGS	Wilkes-Barre	B	92.9	5.3	1385	d Citadel Comm Corp	46	0101		g2	AC	2,500	0.85	11.1	10.1	9.5	8.1	7.8	8.6	6.7	8.4	6.8
WSBG	Stroudsburg	A	93.5	0.6	764	a Nassau Bcstg Ptrs LP	64	0205		sw	Modern Rock	1,725	2.16	3.0	1.7	2.2	2.0	2.6	2.3	2.1	2.1	1.9
WCWQ	Dallas	A	93.7	1.5	679	d Citadel Comm Corp	89	9803	6,000	d1	Modern Rock	700	0.71	3.7	2.2	1.8	2.6	4.5	2.5	3.8	2.6	3.2
WCWI	Carbondale	A	94.3	1.1 cp	771	d Citadel Comm Corp	65	9803		d1	Country	200		0.4	0.4	0.8	0.1	0.2	0.2	0.2	0.3	0.1
• WBHD	Olyphant	A	95.7	0.6	1011	d Citadel Comm Corp	91	9904	2,500	d1	Rock/Talk	200	0.75	1.0	0.9	0.6	0.6	0.4	1.3	1.5	0.8	1.2
WGGI	Benton	A	95.9	6.0	328	e Entercom	85	9912		g1	Country			0.6	0.3	0.6	0.4	0.4	0.5	0.4	0.1	0.2
WBHT	Mountain Top	A	97.1	0.5	1102	d Citadel Comm Corp	92	9811	1,200	+	CHR	1,000	0.61	6.2	4.7	4.8	4.4	5.1	4.7	4.3	4.6	4.4
WBSX	Hazleton	B	97.9	17.5	728	d Citadel Comm Corp	49	9707		g2	Modern Rock	700	0.94	2.8	3.1	2.7	2.0	2.0	1.8	2.9	3.0	2.3
WKRZ	Wilkes-Barre	B	98.5	8.7	1171	e Entercom	47	9912		g1	CHR	5,600	1.56	13.5	6.8	10.8	9.5	10.4	10.8	10.2	10.1	9.4
WQFN	Forest City	A	100.1	0.8	935	c Shamrock Comm Inc	00				3 Oldies			0.7	0.5	0.6	0.7	0.4	0.6	0.5	0.4	0.4
WGGY	Scranton	B	101.3	7.0	1109	e Entercom	48	9912		g1	Country	3,600	0.98	13.8	9.4	11.7	10.0	11.0	9.9	9.3	9.5	8.1
• WDMT	Pittston	A	102.3	5.8	72	e Entercom	83	9912		g1	Clisc Hits	1,100	1.43	2.9	2.7	1.7	2.8	1.9	2.4	2.3	2.8	3.4
• WAMT	Freeland	A	103.1	0.7	679	e Entercom	76	9912		g1	Clisc Hits			0.9	0.6	0.7	0.5	0.9	0.7	0.9	1.3	1.1
WKAB	Berwick	A	103.5	4.1	387	4M Bcstg Inc	92				Clisc Hits	450	0.81	2.1	1.6	1.5	1.6	2.2	1.3	1.4	1.3	2.2
WWDL	Scranton	A	104.9	0.3	1093	b Lane, Douglas	64			1	AC	400	1.00	1.5	1.5	1.3	1.0	1.3	1.0	1.2	1.2	0.9
WPZX	Pocono Pines	A	105.9	6.0	328	STPM Radio	00			3	Clisc Rock			0.1	0.1	0.2	0.1	0.0	0.1	0.1	0.1	0.1
WHCY	Blairstown	A	106.3	0.4	860	Clear Channel Comm	73	0102			CHR	n/a		1.4	1.4	1.0	1.2	1.3	0.9	1.0	1.0	0.7
WFYY	Bloomsburg	B	106.5	10.5	1027	Radio Friendz Inc	56	9812	2,510	c4	2 Hot AC	450	1.30	1.3	1.0	1.2	0.6	1.3	0.8	1.7	1.3	1.5
WEZX	Scranton	A	106.9	1.5	617	c Shamrock Comm Inc	67			3	Clisc Rock	2,900	1.19	9.2	8.3	6.5	8.9	6.2	6.7	6.9	5.4	5.6
WCWY	Tunkhannock	A	107.7	0.2	1161	d Citadel Comm Corp	90	9712	815	c2	AC			0.1	0.0	0.0	0.2	0.0	0.1	0.0	0.0	0.0
WKRF	Tobyhanna	A	107.9	0.8	876	e Entercom	93	9912		g1	CHR			1.0	0.6	0.9	1.1	1.0	0.2	0.5	0.6	0.4
# FM Stations -				22	# Combos -				18	FM TOTALS				81.6	61.4	64.9	62.1	63.9	60.1	61.9	60.7	56.7

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.



# Competitive Overview

Some stations also rated in Allentown and Sussex.  
ARB 12+ Metro Shares (see rights)

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
				Power (kW)	Power (kW)								Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
WARM	Scranton	B	590	5.0	5.00	d	Citadel Comm Corp	40	9707		g2	News/Talk	500	0.99	1.9	1.6	1.2	1.4	1.7	1.4	1.2	1.6	0.9
WEJL	Scranton	D	630	2.0 cp	0.03	c	Shamrock Comm Inc	22			3	Sports	400	0.88	1.7	0.5	1.0	1.2	1.7	1.2	0.8	0.5	0.7
WNAK	Nanticoke	D	730	1.0	0.01		Seven Thirty Bctrs	47	6603			Easy	750	0.60	4.7	4.8	3.6	4.6	2.4	3.8	4.6	6.2	6.0
• WAAT	Olyphant	D	750	1.6	0.00		Holy Family Comm	87	0301 p	170		Relgn/Ethnc	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WVPO	Stroudsburg	D	840	0.3	0.00	a	Nassau Bcstg Ptrs LP	47	0205		sw	Adlt Stndrd	450	1.06	1.6	2.3	1.5	1.1	1.5	0.9	2.2	1.2	2.4
WGBI	Scranton	B	910	1.0	0.50	e	Entercom	25	9912		g1	Nws/Tlk/Spt			0.4	0.4	0.4	0.2	0.2	0.3	1.4	0.5	0.4
WHLM	Bloomsburg	D	930	1.0 cp	0.02		Columbia Bcstg Co	47	0109	45		AC	150			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WILT	Mount Pocono	D	960	1.0	0.02	a	Nassau Bcstg Ptrs LP	81	9909			AC	50		0.2	0.0	0.6	0.1	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	900	0.81	4.2	3.3	3.4	3.8	2.6	3.2	5.3	4.5	5.2
WBAX	Wilkes-Barre	C	1240	1.0	1.00	c	Shamrock Comm Inc	22	9408		na	3 Sports			0.6	0.2	0.4	0.4	0.7	0.4	0.2	0.4	0.1
WFBS	Berwick	D	1280	1.0	0.16		FBS Wireless	57	0002	35		Adlt Stndrd	25			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WOGY	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	Plains	C	1340	0.8	0.00	b	Lane, Douglas	23	9212	77		1 Oldies			0.1	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0
WICK	Scranton	C	1400	1.0	1.00	b	Lane, Douglas	54	7809			1 Oldies	400	0.79	1.9	1.2	1.5	1.6	1.1	1.6	0.9	1.4	1.7
WKJN	Carbondale	D	1440	5.0	0.00	d	Citadel Comm Corp	50	9803	6,000	d1	Adlt Stndrd	100		0.5	0.0	0.2	0.0	0.8	0.6	0.0	0.0	0.0
WEMR	Tunkhannock	B	1460	5.0	1.00	d	Citadel Comm Corp	86	9712		c2	Oldies			0.1	0.0	0.0	0.0	0.2	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	200		0.6	0.0	0.6	0.6	0.7	0.0	0.0	0.8	0.9
WITK	Pittston	B	1550	10.0	0.50		Robert Cordaro Inc	53	9603	275		1 Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
				# AM Stations -		18	# Combos -		13	AM TOTALS				18.5	14.3	14.4	15.1	13.7	13.5	16.6	17.1	18.3	
				AM & FM Stations Profiled -		40	# Duopolies -		14	Total Local Commercial Share				75.7	79.3	77.2	77.6	73.6	78.5	77.8	75.0		

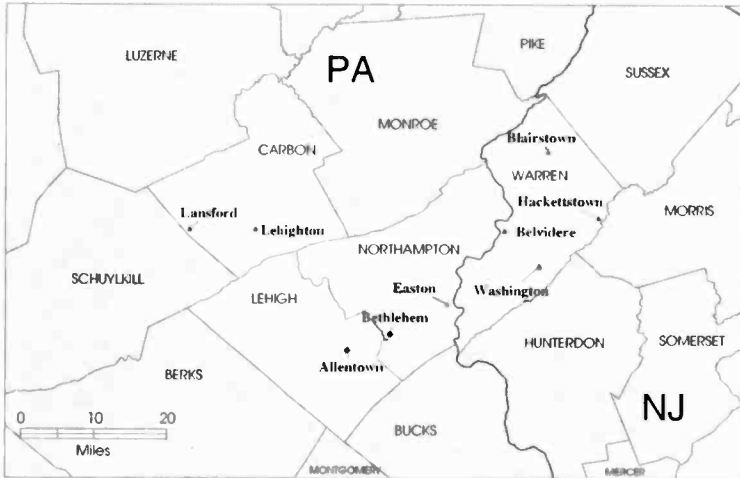
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 70

Revenue Rank: 77

# Allentown - Bethlehem, PA Market Overview



### Metro Counties / Population (000)

Carbon, PA	58.6
Lehigh, PA	313.8
Northampton, PA	269.2
Warren, NJ	104.7
<b>Total</b>	<b>746.3</b>

### Market Radio Financials

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

<b>ESTIMATED GROSS REVENUES</b> ★ ★	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>Δ 97 - 02</b>
	\$23,600	\$25,000	\$26,600	\$28,000	\$26,000	\$27,600	3.2%
	<b>Δ 01 - 02</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>Δ 02 - 07</b>
	6.2%	\$28,900	\$30,500	\$31,600	\$33,300	\$35,000	4.8%

Revenue/Retail Sales	<b>1997</b>	<b>2002</b>	<b>2007</b>	<b>Est. Breakout</b>
Revenue/Capita	NA <sup>1/</sup>	\$3.04/1,000	\$3.15/1,000	Local 80%
	\$33.14	\$36.98	\$45.86	National 20%

### Demographic and Economic Overview

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

	<b>1997</b>	<b>2002</b>	<b>Growth Rate</b>	<b>2002</b>	<b>2007</b>	<b>Growth Rate</b>
MSA Population	712.2	746.3	0.9%	746.3	763.2	0.4%
Households	270.5	289.2	1.3%	289.2	298.7	0.6%
Retail Sales	NA <sup>1/</sup>	9,072.8	NA <sup>1/</sup>	9,072.8	11,111.8	4.1%
EBI <sup>2/</sup>	12,141.3	13,740.5	2.5%	13,740.5	16,627.3	3.9%

### Demographic Breakdown

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	361.4	58.8	32.2	31.2	44.4	59.6	54.3	80.9
Women (000)	384.9	55.8	30.4	30.5	45.2	60.9	55.4	106.7
Total	746.3	114.6	62.5	61.7	89.6	120.5	109.8	187.6
Percentage	100.0%	15.4%	8.4%	8.3%	12.0%	16.1%	14.7%	25.1%
Per Capita	\$ 18,410							
				Median Household	\$ 39,912		Avg Household	\$ 47,506
Ethnic Population:	White	89.8%	Black	3.0%	Asian	1.7%	Hispanic	7.9%

### Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	3	5		5	8	10	18
Tot 12+	1.8	48.3		48.3	50.1	13.2	63.3
Avg 12+	0.6	9.7		9.7	6.3	1.3	3.5
Tot LCS	2.8	76.3		76.3	79.1	20.9	100.0
Avg LCS	0.9	15.3		15.3	9.9	2.1	5.6

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Wilkes Barre, Reading & Sussex.

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	
WZZO	Bethlehem	B	95.1	30.0	630	a	Clear Channel Comm	46	0008		g	AOR	4,750	1.27	13.6	9.5	8.1	8.7	9.7	8.4	9.9	10.6	8.7
WCTO	Easton	B	96.1	50.0	499	b	Citadel Comm Corp	48	9707		g	Country	3,800	0.87	15.8	10.1	10.8	9.7	10.4	9.7	11.9	10.5	9.6
WODE	Easton	B	99.9	50.0	449	d	Nassau Bcstg Ptrs LP	50	0102		g2	Clsc Hits	5,500	1.14	17.5	11.2	11.5	12.5	9.6	11.5	10.5	8.8	9.3
WLEV	Allentown	B	100.7	11.0	1073	b	Citadel Comm Corp	47	9710	23,000	+	Soft Rock	3,450	0.99	12.6	7.8	8.3	7.8	8.2	8.0	8.3	8.5	8.6
WAEB	Allentown	B	104.1	50.0	499	a	Clear Channel Comm	61	0008		g	CHR	5,100	1.13	16.4	9.7	9.3	11.1	10.4	11.4	10.8	11.7	11.1
WMGH	Tamaqua	A	105.5	1.4	486	c	HGF Media Group	65				AC			0.3	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0
WHCY	Blairstown	A	106.3	0.4	860		Clear Channel Comm	73	0102			CHR	n/a		1.0	0.5	0.7	0.6	0.6	0.6	0.6	0.8	0.9
• WWYY	Belvidere	A	107.1	1.2	719		Nassau Bcstg Ptrs LP	92	0212 p		g	Spanish AC	250	0.57	1.6	1.3	1.0	0.9	1.2	0.9	1.1	1.0	0.8
# FM Stations -				8	# Combos -				6	FM TOTALS				78.8	50.1	50.4	51.3	50.1	50.5	53.1	51.9	49.0	

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	
• WAEB	Allentown	B	790	3.6	1.50	a	Clear Channel Comm	49	0008		g	Nws/Tlk/Spt	1,800	0.96	6.8	3.8	4.6	4.6	4.0	4.2	3.7	3.5	4.9
WGPA	Bethlehem	D	1100	0.3	0.00		Timmer Bcstg Co	46	9206	100		Variety	300	0.72	1.5	0.6	0.6	1.1	1.4	0.8	0.5	1.0	0.4
• WYNS	Lehighon	B	1160	4.0	1.00		Nassau Bcstg Ptrs LP	62	0302 p	375		Oldies	300	0.91	1.2	1.3	0.7	0.4	0.9	1.0	0.9	0.7	1.1
WEEX	Easton	C	1230	0.8	1.00	d	Nassau Bcstg Ptrs LP	56	0102		g2	Sports	250		0.5	0.4	0.5	0.4	0.0	0.4	0.0	0.0	0.5
WTKZ	Allentown	B	1320	0.8	0.20		Mega Comm Inc	48	0002	1,250		Spanish AC	600	1.21	1.8	0.7	1.1	1.1	1.8	0.6	0.6	1.0	1.2
WEST	Easton	C	1400	1.0	1.00		Maranatha Bcstg Co	36	9710		sw	Adlt Stndrd	500	0.45	4.0	2.3	2.9	2.4	2.6	2.5	1.0	2.0	1.8
WLSH	Lansford	D	1410	5.0	0.00	c	HGF Media Group	52	8812	300		Adlt Stndrd	100		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.4
WKAP	Allentown	B	1470	5.0	5.00	a	Clear Channel Comm	23	0008		g	Oldies	400	0.30	4.9	3.6	2.1	3.6	3.0	3.9	3.8	4.8	6.3
WRNJ	Hackettstown	B	1510	2.0	0.23		WRNJ Radio	76				Old/Nws/Tlk	500		0.6	0.5	0.4	0.0	0.6	0.6	0.5	0.4	0.5
WHOL	Allentown	D	1600	0.5	0.06		Lehigh Valley Bcstg	48	8509	500		Spn/Cst/Tlk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -				10	# Combos -				4	AM TOTALS				21.3	13.2	12.9	13.6	14.3	14.0	11.0	13.8	17.1	
AM & FM Stations Profiled -				18	# Duopolies -				5	Total Local Commercial Share				63.3	63.3	64.9	64.4	64.5	64.1	65.7	66.1		

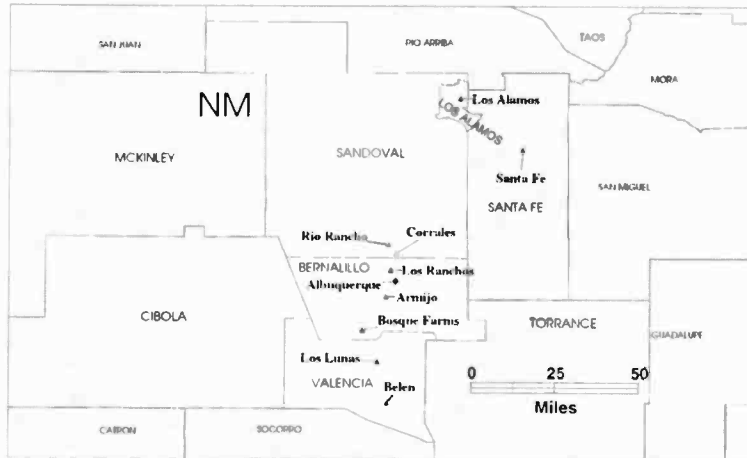
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 71

Revenue Rank: 62

# Albuquerque, NM Market Overview



### Metro Counties / Population (000)

Bernalillo, NM	560.4
Sandoval, NM	94.1
Valencia, NM	68.6
<b>Total</b>	<b>723.1</b>

### Market Radio Financials

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

<b>ESTIMATED GROSS REVENUES</b> ***	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>Δ 97 - 02</b>
	\$34,600	\$38,200	\$40,900	\$45,900	\$40,900	\$42,900	4.4%
	<b>Δ 01 - 02</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>Δ 02 - 07</b>
	4.9%	\$45,300	\$48,000	\$50,800	\$53,600	\$56,300	5.6%

	<b>1997</b>	<b>2002</b>	<b>2007</b>	<b>Est. Breakout</b>
Revenue/Retail Sales	NA <sup>1/</sup>	\$4.16/1,000	\$4.40/1,000	Local 84%
Revenue/Capita	\$51.34	\$59.33	\$76.00	National 16%

### Demographic and Economic Overview

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

	<b>1997</b>	<b>2002</b>	<b>Growth Rate</b>	<b>2002</b>	<b>2007</b>	<b>Growth Rate</b>
MSA Population	673.9	723.1	1.4%	723.1	740.8	0.5%
Households	253.0	280.3	2.1%	280.3	290.7	0.7%
Retail Sales	NA <sup>1/</sup>	10,316.6	NA <sup>1/</sup>	10,316.6	12,799.7	4.4%
EBI <sup>2/</sup>	10,140.8	12,951.9	5.0%	12,951.9	16,332.8	4.7%

### Demographic Breakdown

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	353.5	62.9	33.6	36.2	49.2	56.2	50.6	64.8
Women (000)	369.6	61.0	32.2	36.0	48.6	57.7	53.8	80.2
Total	723.1	123.9	65.8	72.2	97.8	113.9	104.4	145.0
Percentage	100.0%	17.1%	9.1%	10.0%	13.5%	15.8%	14.4%	20.1%
Per Capita	\$ 17,912							
				Median Household	\$ 37,977		Avg Household	\$ 46,211
Ethnic Population:	White 68.9%		Black 2.5%		Asian 1.8%		Hispanic 42.3%	

### Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	2		22	21	24	14	38
Tot 12+	2.1		67.3	67.1	69.4	15.7	85.1
Avg 12+	1.1		3.1	3.2	2.9	1.1	2.2
Tot LCS	2.5		79.1	78.8	81.6	18.4	100.0
Avg LCS	1.2		3.6	3.8	3.4	1.3	2.6

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# Competitive Overview

Some stations also rated in Santa Fe.

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)																		
												Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001											
KRST	Albuquerque	C	92.3	22.0	4160	b	Citadel Comm Corp	65	9610		g	Country	2,575	1.28	4.7	4.5	4.4	4.4	3.5	4.5	4.6	5.0	3.7										
• KKOB	Albuquerque	C	93.3	21.5	4150	b	Citadel Comm Corp	67	9403	9,000	c8	Hot AC	2,475	1.44	4.0	2.1	3.0	3.6	4.0	3.7	3.2	2.9	3.5										
KZRR	Albuquerque	C	94.1	22.5	4131	a	Clear Channel Comm	61	9911		g1	AOR	4,600	1.68	6.4	4.6	5.3	6.3	4.8	6.3	5.3	4.2	8.2										
KSYU	Corrales	C1	95.1	100.0	433	a	Clear Channel Comm	98	9911		g1	AC	500	0.51	2.3	2.8	1.8	2.5	1.5	2.2	2.0	2.2	1.5										
KHFM	Santa Fe	C1	95.5	19.0	1791	d	Amer General Media	65	9609	3,500	c1	Classical	950	0.60	3.7	3.2	3.4	2.9	3.9	2.9	4.4	4.4	3.2										
KBZU	Albuquerque	C	96.3	20.0	4134	b	Citadel Comm Corp	54	9605	5,725	c2	Cisc Rock	825	0.71	2.7	3.0	1.8	2.1	3.1	2.5	2.6	1.7	2.3										
• KKSS	Santa Fe	C	97.3	100.0	1877	c	Univision Comm Inc	69	0206 p		st	CHR/Rhymc	1,500	0.65	5.4	3.8	4.9	5.8	4.3	4.1	3.9	3.6	3.3										
KLVO	Belen	C1	97.7	100.0	860	d	Amer General Media	83	9801	5,500	d3	Span/Mexcn	1,450	1.02	3.3	3.6	3.8	3.6	2.7	1.5	2.6	3.5	2.6										
KLSK	Las Vegas	C	98.1	100.0	1037	a	Clear Channel Comm	89	0009		g	Cisc Rock	800	1.55	1.2	0.0	0.0	1.2	1.2	1.9	1.6	1.9	1.6										
KABG	Los Alamos	C	98.5	100.0	1906	d	Amer General Media	56	9609		c1	Oldies	1,800	0.98	4.3	4.5	4.3	3.7	3.3	3.8	3.0	3.2	3.2										
KMGA	Albuquerque	C	99.5	22.5	4131	b	Citadel Comm Corp	63	9403	1,500	c4	Soft AC	3,250	1.49	5.1	4.4	4.1	2.9	5.1	6.0	4.5	4.9	4.4										
KPEK	Albuquerque	C	100.3	22.5	4111	a	Clear Channel Comm	74	9911		g1	Modern AC	2,450	1.54	3.7	2.4	3.6	3.7	3.5	2.2	3.8	4.0	3.9										
• KJFA	Albuquerque	A	101.3	3.7	420	c	Univision Comm Inc	94	0206 p		st	Mexican	300	0.41	1.7	0.7	1.9	1.1	1.5	1.4	1.7	1.1	2.6										
• KVVF	Rio Rancho	A	101.7	5.8 cp	112	c	Univision Comm Inc	85	0206 p		st	Spanish AC	1,100	1.42	1.8	1.4	1.6	1.5	1.6	1.6	2.1	1.7	2.3										
• KIOT	Los Lunas	C	102.5	17.0	4160	c	Univision Comm Inc	93	0206 p		st	Cisc Hits	1,225	1.06	2.7	2.8	2.4	1.9	3.1	2.0	2.2	2.9	4.0										
• KTZO	Albuquerque	C	103.3	20.0 cp	4242	b	Citadel Comm Corp	87	9604	5,000		Alternative	1,250	0.91	3.2	3.2	3.4	2.6	2.6	2.6	3.5	3.5	2.3										
• KBAC	Santa Fe	C	104.1	100.0	1877	a	Clear Channel Comm	84	9911		g	AAA	1,375	2.67	1.2	1.4	1.8	0.5	0.7	1.2	0.8	0.7	0.8										
KTEG	Bosque Farms	C1	104.7	71.0 cp	840	a	Clear Channel Comm	79	0003		g3	Alternative	1,000	0.71	3.3	2.2	3.3	2.8	3.0	2.5	3.3	1.7	2.9										
• KAJZ	Santa Fe	C	105.1	100.0	1936	c	Univision Comm Inc	85	0206 p		st	Smooth Jazz	1,300	0.87	3.5	3.6	3.2	3.3	3.9	2.0	3.3	3.2	2.0										
KRZY	Santa Fe	C	105.9	100.0	1919	e	Entravision Comm Co	83	0004		g4	Spanish AC	900	1.40	1.5	1.9	1.0	1.4	2.2	0.8	2.4	1.1	0.9										
KYLZ	Los Lunas	C1	106.3	100.0	856	d	Amer General Media	95	9712		d3	CHR/Dance	800	0.28	6.6	5.7	5.1	7.0	5.5	5.9	5.4	5.8	4.4										
KZNM	Los Alamos	C1	106.7	15.5	1949	d	Amer General Media	86	0012		d1	Span/Varty	200	0.33	1.4	1.0	1.4	1.2	1.3	1.0	0.9	0.8	1.0										
KNKT	Armijo	C2	107.1	24.5	705	f	Calvary Chapel Inc	88	9410			Christian	650	1.01	1.5	1.3	1.7	0.7	1.3	1.5	1.3	0.8	1.1										
KBQI	Albuquerque	C	107.9	22.5	4131	a	Clear Channel Comm	87	9911		g1	Country	1,200	0.43	6.5	5.3	4.2	6.3	5.7	6.8	4.8	6.5	4.9										
# FM Stations -															24	# Combos -				24	FM TOTALS				81.7	69.4	71.4	73.0	73.3	70.9	73.2	71.3	70.6

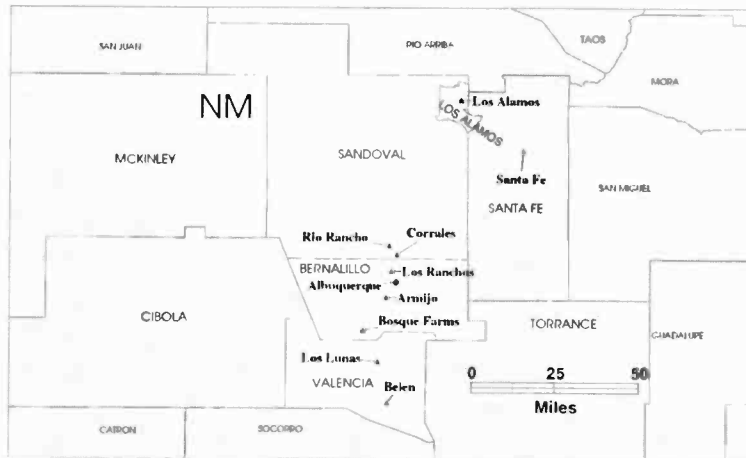
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 71

Revenue Rank: 62

# Albuquerque, NM Market Overview



### Metro Counties / Population (000)

Bernalillo, NM	560.4
Sandoval, NM	94.1
Valencia, NM	68.6
<b>Total</b>	<b>723.1</b>

### Market Radio Financials

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

#### ESTIMATED GROSS REVENUES \*\*\*

1997	1998	1999	2000	2001	2002	Δ 97 - 02
\$34,600	\$38,200	\$40,900	\$45,900	\$40,900	\$42,900	4.4%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
4.9%	\$45,300	\$48,000	\$50,800	\$53,600	\$56,300	5.6%

#### Revenue/Retail Sales Revenue/Capita

1997	2002	2007	<b>Est. Breakout</b>
NA <sup>1/</sup>	\$4.16/1,000	\$4.40/1,000	Local 84%
\$51.34	\$59.33	\$76.00	National 16%

### Demographic and Economic Overview

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

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	673.9	723.1	1.4%	723.1	740.8	0.5%
Households	253.0	280.3	2.1%	280.3	290.7	0.7%
Retail Sales	NA <sup>1/</sup>	10,316.6	NA <sup>1/</sup>	10,316.6	12,799.7	4.4%
EBI <sup>2/</sup>	10,140.8	12,951.9	5.0%	12,951.9	16,332.8	4.7%

### Demographic Breakdown

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	353.5	62.9	33.6	36.2	49.2	56.2	50.6	64.8
Women (000)	369.6	61.0	32.2	36.0	48.6	57.7	53.8	80.2
<b>Total</b>	<b>723.1</b>	<b>123.9</b>	<b>65.8</b>	<b>72.2</b>	<b>97.8</b>	<b>113.9</b>	<b>104.4</b>	<b>145.0</b>
Percentage	100.0%	17.1%	9.1%	10.0%	13.5%	15.8%	14.4%	20.1%
Per Capita	\$ 17,912							
				Median Household	\$ 37,977		Avg Household	\$ 46,211
Ethnic Population:	White 68.9%	Black 2.5%	Asian 1.8%				Hispanic 42.3%	

### Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	2		22	21	24	14	38
Tot 12+	2.1		67.3	67.1	69.4	15.7	85.1
Avg 12+	1.1		3.1	3.2	2.9	1.1	2.2
Tot LCS	2.5		79.1	78.8	81.6	18.4	100.0
Avg LCS	1.2		3.6	3.8	3.4	1.3	2.6

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Santa Fe.

AM Stations		ARB 12+ Metro Shares (see rights)																							
Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Fall	Summer	Spring	Winter	Fall	Summer	Spring	Winter		
				Power (kW)	Power (kW)											2002	2002	2002	2002	2001	2001	2001	2001		
KNML	Albuquerque	B	610	5.0 cp	5.00	b	Citadel Comm Corp	28	0004	5,400	sw	Sports	700	0.91	1.8	1.5	1.6	1.2	1.4	2.2	0.9	1.5	1.1		
KDAZ	Albuquerque	D	730	1.0	0.08		Pan American Bcstg	59	6506			ChrsContem				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KKOB	Santa Fe	D	770	0.2	0.23	b	Citadel Comm Corp	22	9403			c8 News/Talk	6,075	1.37	10.3	9.2	8.6	8.8	9.1	9.8	7.9	8.9	10.5		
KARS	Belen	B	860	1.3	0.19	d	Amer General Media	61	9712			d3 Cntry/Span	400		0.1	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0		
KKIM	Albuquerque	D	1000	10.0	0.04	d	Amer General Media	72	9712			d3 Chrst/Talk	300		0.1	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.3		
● KTBL	Los Ranchos	B	1050	1.0	1.00	b	Citadel Comm Corp	87	9605			c2 Talk	50		0.3	0.5	0.6	0.0	0.0	0.4	0.3	0.0	0.0		
KDEF	Albuquerque	B	1150	5.0	0.50		RAMH Corp	53	9609			st Children	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
● KXKS	Albuquerque	D	1190	10.0	0.02	a	Clear Channel Comm	69	0003			g3 Mexican	300		0.1	0.0	0.4	0.0	0.0	0.0	0.6	0.5	0.7		
KALY	Los Ranchos De	C	1240	1.0	1.00		ABC Radio Inc	82	0212 p	650		Mexican	300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KBTK	Corrales	B	1310	5.0	0.50	c	Simmons Media Group	85	9606			st Talk	225	0.35	1.5	1.0	1.7	0.8	1.6	1.2	1.0	1.0	1.1		
● KABQ	Albuquerque	B	1350	5.0	0.50	a	Clear Channel Comm	47	0003			g3 Sports	100		0.3	0.5	0.4	0.4	0.0	0.3	0.5	0.6	0.6		
KRZY	Albuquerque	C	1450	1.0	1.00	e	Entravision Comm Co	56	0004			g4 Span/SpnAC	500		0.8	0.7	0.7	0.5	0.4	1.1	1.0	1.0	0.7		
KKJY	Albuquerque	D	1550	5.0	0.02		Vanguard Media LLC	71	0001			Adlt Sindr	500	0.51	2.3	2.3	2.3	2.3	1.5	2.1	2.3	2.3	2.3		
KANM	Albuquerque	D	1600	10.0	0.13	c	Aragon Bcstg Co LLC	56	0208	500		Span/AC	200		0.8	0.0	0.0	0.6	1.1	1.2	0.6	0.3	0.3		
# AM Stations -					14	# Combos -					10	AM TOTALS					18.4	15.7	17.1	14.6	15.1	18.3	15.1	16.1	17.6
AM & FM Stations Profiled -					38	# Duopolies -					14	Total Local Commercial Share						85.1	88.5	87.6	88.4	89.2	88.3	87.4	88.2

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 72

Revenue Rank: 65

# Knoxville, TN Market Overview



### Metro Counties / Population (000)

Anderson, TN	70.9
Blount, TN	108.1
Knox, TN	385.1
Loudon, TN	40.2
Sevier, TN	74.0
Union, TN	18.5
<b>Total</b>	<b>696.8</b>

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

<b>ESTIMATED GROSS REVENUES</b> ★★	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>Δ 97 - 02</b>
	\$27,700	\$29,600	\$33,200	\$35,000	\$32,900	\$36,100	5.4%
	<b>Δ 01 - 02</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>Δ 02 - 07</b>
	9.7%	\$38,000	\$40,700	\$42,900	\$45,300	\$47,500	5.7%
Revenue/Retail Sales	<b>1997</b>	<b>2002</b>	<b>2007</b>	<b>Est. Breakout</b>			
Revenue/Capita	NA <sup>1/</sup>	\$2.89/1,000	\$2.90/1,000	Local	95%		
	\$42.43	\$51.81	\$65.79	National	5%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<b>1997</b>	<b>2002</b>	<b>Growth Rate</b>	<b>2002</b>	<b>2007</b>	<b>Growth Rate</b>
MSA Population	652.9	696.8	1.3%	696.8	722.0	0.7%
Households	260.1	287.0	2.0%	287.0	301.7	1.0%
Retail Sales	NA <sup>1/</sup>	12,482.6	NA <sup>1/</sup>	12,482.6	16,396.8	5.6%
EBI <sup>2/</sup>	10,403.4	12,881.5	4.4%	12,881.5	16,303.3	4.8%

### Demographic Breakdown

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	336.7	52.9	27.4	35.3	46.2	52.3	50.5	72.2
Women (000)	360.1	49.6	26.2	35.5	46.6	54.4	53.4	94.3
Total	696.8	102.5	53.7	70.8	92.8	106.7	103.8	166.5
Percentage	100.0%	14.7%	7.7%	10.2%	13.3%	15.3%	14.9%	23.9%
Per Capita	\$ 18,487			Median Household	\$ 33,955		Avg Household	\$ 44,882
Ethnic Population:	White 91.1%	Black 5.8%	Asian 1.1%	Hispanic 1.4%				

### Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	11		6	12	17	22	39
Tot 12+	19.1		52.9	68.4	72.0	7.8	79.8
Avg 12+	1.7		8.8	5.7	4.2	0.4	2.0
Tot LCS	23.9		66.3	85.7	90.2	9.8	100.0
Avg LCS	2.2		11.0	7.1	5.3	0.4	2.6

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
• WUFX	Harriman	A	92.7	0.8	663	h	Commsouth Radio Inc	81	0302	p	g1	Gospel			0.2	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0
WMYU	Karns	A	93.1	2.4	512	d	Journal Bcst Group	88	9707		sw	Oldies	2,800	1.52	5.1	3.8	4.1	4.3	3.2	4.9	5.1	4.8	7.4
WKZX	Lenoir City	A	93.5	2.0	577	e	BP Broadcasters LLC	67	0102	1,000	c3	AC	250		0.6	0.4	0.7	0.5	0.0	0.6	0.5	0.4	0.0
WNFZ	Oak Ridge	A	94.3	2.6	505		Pirkle, John W	67	9304	508	1	Alternative	800	0.50	4.4	2.8	4.1	3.7	2.8	3.6	4.5	3.8	2.9
WTXM	Maryville	A	95.7	6.0	322	b	South Central Comm	90	9901	3,000	c4	1 Oldies	400		0.9	0.8	0.4	0.5	0.6	1.3	0.8	1.0	1.0
WJBZ	Seymour	A	96.3	2.9	479		Seymour Comm	90				Gospel	800	0.57	3.9	2.8	3.3	3.0	2.5	3.9	3.5	3.8	3.9
WJXB	Knoxville	C	97.5	100.0	1296	b	South Central Comm	67				1 AC	5,700	1.24	12.7	10.4	10.1	11.8	9.7	9.5	10.0	10.7	11.0
WYIL	Oliver Springs	C3	98.7	8.0	571	a	Citadel Comm Corp	89	0010		g4	CHR/Rhymc	700	0.41	4.7	5.7	6.6	5.3	1.9	1.4	2.3	1.5	1.7
WNOX	Loudon	A	99.1	6.0	328	a	Citadel Comm Corp	89	0010		g4	News/Talk	1,100	0.98	3.1	3.4	2.2	2.7	2.3	2.7	2.3	2.6	2.9
WOKI	Oak Ridge	C	100.3	100.0	2001		Dick Bcstg Co Inc	74	9707		na	Alternative	1,900	1.32	4.0	3.1	4.2	3.3	2.8	2.7	4.3	4.0	2.1
WWST	Sevierville	C1	102.1	15.0	1978	d	Journal Bcst Group	61	9707		sw	CHR/Dance	2,700	0.64	11.6	8.1	7.1	8.3	11.8	10.4	11.8	12.2	9.1
WIMZ	Knoxville	C	103.5	100.0	1723	b	South Central Comm	49	9304	3,500	c2	1 Clsc Rock	2,800	1.19	6.5	4.8	5.4	5.1	5.6	4.8	4.8	4.1	4.7
WBON	Knoxville	A	104.5	2.3	528	d	Journal Bcst Group	91	9804	4,375	c3	Clsc Rock	200	0.18	3.1	2.0	2.7	2.0	2.9	2.5	2.9	2.5	3.4
WKVL	Loudon	A	105.3	6.0	328	i	Horne Radio LLC	91	9702	550		80s Hits	600	1.51	1.1	1.1	0.5	0.8	1.7	0.7	1.0	0.7	0.4
WSEV	Gatlinburg	A	105.5	0.5	1056	c	Radio Center Dalton	83	0004	1,450	c1	AC	200		0.9	1.3	0.5	0.5	0.8	1.1	0.5	0.5	0.7
WRMX	Norris	A	106.7	1.1	751	b	South Central Comm	99	0107	2,500		1 Oldies	200	0.37	1.5	0.7	1.0	0.9	1.5	1.5	1.2	0.6	0.0
WIVK	Knoxville	C	107.7	91.0	2054	a	Citadel Comm Corp	65	0010		g4	Country	11,400	1.22	25.8	20.8	18.2	19.7	21.8	24.0	19.3	20.2	23.2
# FM Stations -					17	# Combos -					14	FM TOTALS			90.1	72.0	71.1	72.9	71.9	75.6	74.8	73.4	74.4

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 72

Revenue Rank: 65

# Knoxville, TN Market Overview



### Metro Counties / Population (000)

Anderson, TN	70.9
Blount, TN	108.1
Knox, TN	385.1
Loudon, TN	40.2
Sevier, TN	74.0
Union, TN	18.5
<b>Total</b>	<b>696.8</b>

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

<b>ESTIMATED GROSS REVENUES</b> ★ ★	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>Δ 97 - 02</b>
	\$27,700	\$29,600	\$33,200	\$35,000	\$32,900	\$36,100	5.4%
	<b>Δ 01 - 02</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>Δ 02 - 07</b>
	9.7%	\$38,000	\$40,700	\$42,900	\$45,300	\$47,500	5.7%
<b>Revenue/Retail Sales</b>	<b>1997</b>	<b>2002</b>	<b>2007</b>	<b>Est. Breakout</b>			
	NA <sup>1/</sup>	\$2.89/1,000	\$2.90/1,000	Local	95%		
<b>Revenue/Capita</b>	\$42.43	\$51.81	\$65.79	National	5%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	652.9	696.8	1.3%	696.8	722.0	0.7%
Households	260.1	287.0	2.0%	287.0	301.7	1.0%
Retail Sales	NA <sup>1/</sup>	12,482.6	NA <sup>1/</sup>	12,482.6	16,396.8	5.6%
EBI <sup>2/</sup>	10,403.4	12,881.5	4.4%	12,881.5	16,303.3	4.8%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	336.7	52.9	27.4	35.3	46.2	52.3	50.5	72.2
Women (000)	360.1	49.6	26.2	35.5	46.6	54.4	53.4	94.3
Total	696.8	102.5	53.7	70.8	92.8	106.7	103.8	166.5
Percentage	100.0%	14.7%	7.7%	10.2%	13.3%	15.3%	14.9%	23.9%
Per Capita	\$ 18,487							
				Median Household	\$ 33,955		Avg Household	\$ 44,882
Ethnic Population:	White	91.1%	Black	5.8%	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		6	12	17	22	39
Tot 12+	19.1		52.9	68.4	72.0	7.8	79.8
Avg 12+	1.7		8.8	5.7	4.2	0.4	2.0
Tot LCS	23.9		66.3	85.7	90.2	9.8	100.0
Avg LCS	2.2		11.0	7.1	5.3	0.4	2.6

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	
																2002	2002	2002	2002	2001	2001	2001	2001	
• WOFE	Rockwood	D	580	1.0	0.00	h	Commsouth Radio Inc	57	0302 p		g1	Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WRJZ	Knoxville	B	620	5.0	5.00		Tennessee Media	27	8611	300		RlgMs/Talk			1.2	0.7	1.0	0.7	1.2	1.0	1.1	1.4	0.7	
WMTY	Farragut	D	670	2.5	0.00	i	Horne Radio LLC	88	9812	275		R&B Oldies	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WLIL	Lenoir City	D	730	1.0	0.21	e	BP Broadcasters LLC	50	0102		c3	Country	200		0.1	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.0	
WMEN	Knoxville	D	760	2.4	0.00	g	Moffit, Thomas H, Jr	95	9412	18	cp	Motvl/Talk			0.3	0.0	0.5	0.5	0.0	0.0	0.0	0.0	0.4	
WKVL	Knoxville	D	850	50.0	0.00	i	Horne Radio LLC	53	9911		g	Talk	400	0.65	1.7	1.9	1.1	2.0	1.7	0.7	0.6	0.5	0.4	
WKXV	Knoxville	B	900	1.0	0.26		Knoxville Ra-Tel	53	8403	280	e	Gospel			0.2	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	
WSEV	Sevierville	D	930	5.0	0.15	c	Radio Center Dalton	55	0004		c1	Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WNOX	Knoxville	B	990	10.0	10.00	a	Citadel Comm Corp	21	0010		g4	News/Talk	1,800	1.13	4.4	2.8	3.0	3.6	4.0	3.5	3.7	3.0	3.6	
WQBB	Powell	D	1040	10.0	0.00	d	Journal Bcst Group	84	9804		c3	Adlt Stndrd	100		0.2	0.5	0.0	0.0	0.0	0.8	0.5	1.0	2.1	
WKCE	Maryville	D	1120	1.0	0.00	f	Kirkland Wireless	89	0206		d1	Nostalgia				0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WLOD	Loudon	D	1140	1.0	0.00	i	Horne Radio LLC	83	9811	125		Blue Grass	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WVLZ	Knoxville	D	1180	10.0	0.00	f	Kirkland Wireless	88	0206	400	d1	Nostalgia				0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	
WJXB	Knoxville	C	1240	1.0	1.00	b	South Central Comm	41	9302		c2	Sports	50		0.1	0.0	0.0	0.0	0.0	0.2	0.2	0.1	0.4	
WATO	Oak Ridge	B	1290	5.0	0.50	i	Horne Radio LLC	48	9812	289		Oldies	75			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WKGN	Knoxville	C	1340	1.0	1.00		Triple S Enterprises	46	9111	50		Urban AC	500	0.92	1.5	0.8	1.1	1.0	1.3	1.5	2.5	0.7	1.5	
WBLC	Lenoir City	D	1360	1.0	0.02	i	Three Angels Bcstg	65	0209	55		Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WYSH	Clinton	D	1380	1.0	0.08		Clinton Bcstrs Inc	60	9104		st	Country	75		0.3	0.0	0.0	0.5	0.0	0.4	0.4	0.9	0.0	
WGAP	Maryville	C	1400	1.0	1.00	i	Horne Radio LLC	47	9908	225		Country	200			0.6	0.0	0.0	0.0	0.0	0.6	0.4	0.5	
WBKR	Alcoa	D	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	
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	
WAHI	Knoxville	D	1580	5.0	0.00		Metro Mgmt Corp TN	61	0203	280		Christian			0.2	0.0	0.0	0.5	0.0	0.0	0.0	0.4	0.0	
				# AM Stations -		22	# Combos -		15	AM TOTALS						10.2	7.8	6.7	9.3	8.2	8.3	9.8	8.8	9.6
				AM & FM Stations Profiled -		39	# Duopolies -		8	Total Local Commercial Share						79.8	77.8	82.2	80.1	83.9	84.6	82.2	84.0	

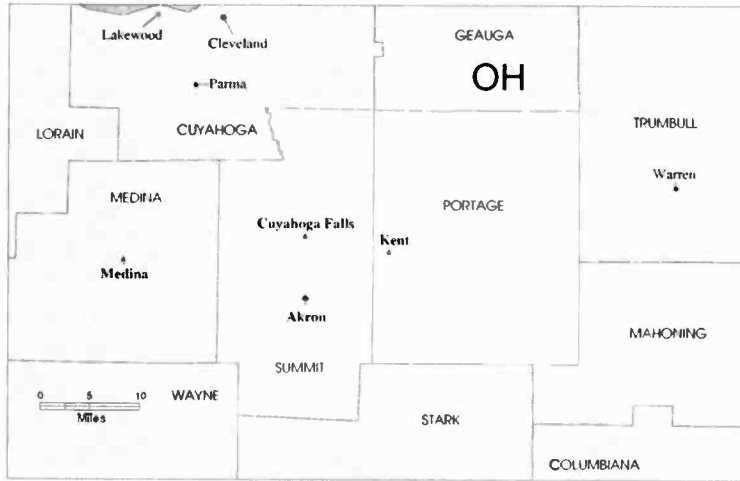
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 73

Revenue Rank: 128

# Akron, OH Market Overview



**Metro Counties / Population (000)**

Portage, OH	153.2
Summit, OH	545.0
<b>Total</b>	<b>698.2</b>

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

<b>ESTIMATED GROSS REVENUES</b> ★★★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$16,400	\$17,900	\$19,300	\$19,100	\$17,500	\$16,400	
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	-6.3%	\$17,000	\$17,700	\$18,000	\$19,000	\$20,000	4.0%

	<u>1997</u>	<u>2002</u>	<u>2007</u>	<b>Est. Breakout</b>
Revenue/Retail Sales	NA <sup>1/</sup>	\$1.74/1,000	\$1.69/1,000	Local 85%
Revenue/Capita	\$23.96	\$23.49	\$28.23	National 15%

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	684.4	698.2	0.4%	698.2	708.5	0.3%
Households	262.2	277.2	1.1%	277.2	285.7	0.6%
Retail Sales	NA <sup>1/</sup>	9,424.9	NA <sup>1/</sup>	9,424.9	11,811.6	4.6%
EBI <sup>2/</sup>	10,859.7	12,918.3	3.5%	12,918.3	16,091.1	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)	337.0	57.7	30.2	32.9	44.0	53.4	50.3	68.7
Women (000)	361.2	55.0	28.8	34.8	45.3	55.9	52.2	89.3
Total	698.2	112.7	59.0	67.6	89.3	109.2	102.4	158.0
Percentage	100.0%	16.1%	8.4%	9.7%	12.8%	15.6%	14.7%	22.6%
Per Capita	\$ 18,503			Median Household	\$ 37,899		Avg Household	\$ 46,604
Ethnic Population:	White	85.5%	Black	11.3%	Asian	1.4%	Hispanic	0.9%

**Market Summary**

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viab. FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	1	3		4	4	5	9
Tot 12+	6.6	12.5		19.1	19.1	6.2	25.3
Avg 12+	6.6	4.2		4.8	4.8	1.2	2.8
Tot LCS	26.1	49.4		75.5	75.5	24.5	100.0
Avg LCS	26.1	16.5		18.9	18.9	4.9	11.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# Competitive Overview

Some stations also rated in Cleveland and Canton.  
ARB 12+ Metro Shares (see rights)

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
WQMX	Medina	B	94.9	16.0	879	a	Rubber City Radio	60	8806	4,600		Country	3,900	1.00	23.7	5.6	6.3	6.3	5.2	5.2	4.6	6.9	6.2
WONE	Akron	B	97.5	12.0	889	a	Rubber City Radio	47	9312	9,300	c2	Rock	2,900	1.21	14.6	2.7	3.8	3.9	3.5	3.0	3.0	3.6	4.8
WKDD	Canton	B	98.1	2.3	879	c	Clear Channel Comm	61	0107		sw	Hot AC	3,500	1.32	16.2	4.2	3.9	4.0	4.4	3.4	5.1	7.0	6.5
WNIR	Kent	A	100.1	4.2	394	b	Media-Com Inc	62	7100			Talk	4,200	1.07	23.9	6.6	6.5	5.2	5.2	6.2	5.8	6.5	6.2
# FM Stations -					4		# Combos -					4		FM TOTALS									
													78.4	19.1	20.5	19.4	18.3	17.8	18.5	24.0	23.7		

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
WHLO	Akron	B	640	5.0	0.50	c	Clear Channel Comm	44	0201	4,500		Talk	250		0.4	0.6	0.4	0.0	0.0	0.0	0.4	0.5	0.3
WCUE	Cuyahoga Falls	B	1150	5.0	0.50		Family Stations Inc	50	8610		nc	Religion				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 Comm	25	0008		sw	Sports	150	0.48	1.9	0.6	0.4	0.6	0.6	0.3	0.0	0.4	0.3
WJMP	Kent	D	1520	1.0	0.00	b	Media-Com Inc	64	7106			Nostalgia			0.7	0.0	0.0	0.0	0.7	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	1,500	0.49	18.6	5.0	3.9	5.2	4.7	4.2	5.4	3.8	4.1
# AM Stations -					5		# Combos -					4		AM TOTALS									
													21.6	6.2	4.7	5.8	6.0	4.5	5.8	4.7	4.7		
AM & FM Stations Profiled -					9		# Duopolies -					2		Total Local Commercial Share									
													25.3	25.2	25.2	24.3	22.3	24.3	28.7	28.4			

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 74

Revenue Rank: 64

# Omaha - Council Bluffs, NE-IA Market Overview



### Metro Counties / Population (000)

Pottawattamie, IA	87.7
Douglas, NE	467.9
Sarpy, NE	125.7
Washington, NE	19.1
<b>Total</b>	<b>700.4</b>

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

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$31,600	\$36,100	\$37,700	\$40,700	\$38,200	\$40,100	4.9%
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.0%	\$42,300	\$45,200	\$47,700	\$50,300	\$52,800	5.7%
Revenue/Retail Sales	1997 NA <sup>1/</sup>	2002 \$3.89/1,000	2007 \$4.19/1,000	Est. Breakout			
Revenue/Capita	\$47.82	\$57.25	\$74.84	Local	85%		
				National	15%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	660.8	700.4	1.2%	700.4	705.5	0.1%
Households	246.8	270.5	1.9%	270.5	275.3	0.4%
Retail Sales	NA <sup>1/</sup>	10,309.8	NA <sup>1/</sup>	10,309.8	12,595.2	4.1%
EBI <sup>2/</sup>	12,311.3	13,782.6	2.3%	13,782.6	17,629.6	5.0%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	343.2	63.6	33.3	35.7	50.9	55.2	47.1	57.4
Women (000)	357.2	61.1	31.7	35.6	50.2	55.6	49.5	73.5
Total	700.4	124.7	65.1	71.3	101.1	110.8	96.6	130.9
Percentage	100.0%	17.8%	9.3%	10.2%	14.4%	15.8%	13.8%	18.7%
Per Capita	\$ 19,677	Median Household		\$ 41,625	Avg Household		\$ 50,957	
Ethnic Population:	White 84.1%	Black 8.8%	Asian 1.7%	Hispanic 6.2%				

### Market Summary

FM Classes	Class A	Class B	Class C	Viab. FMs	All FMs	All AMs	Total
# Stations			14	12	14	10	24
Tot 12+			59.6	59.3	59.6	21.4	81.0
Avg 12+			4.3	4.9	4.3	2.1	3.4
Tot LCS			73.6	73.2	73.6	26.4	100.0
Avg LCS			5.3	6.1	5.3	2.6	4.2

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	
KEZO	Omaha	C0	92.3	100.0	cp	1181 a	Journal Bcst Group	61	9412	9,000	c3	Rock	4,100	1.29	7.9	6.8	6.5	6.2	6.8	5.8	5.7	6.2	5.9
KROC	Bennington	C3	93.3	9.6		427 c	Clear Channel Comm	91	0008		g	Rock	1,500	0.78	4.8	4.8	3.2	4.0	4.1	4.2	3.0	3.0	3.0
KOCH	Omaha	C	94.1	100.0		1184 a	Journal Bcst Group	59	9906		g2	CHR	1,900	0.56	8.4	7.0	7.1	6.6	7.2	6.0	8.1	7.0	7.0
KEFM	Omaha	C	96.1	100.0		1414	Webster Comm	76				AC	3,700	1.26	7.3	4.5	5.5	5.2	7.0	5.7	6.6	6.7	5.9
• KBLR	Blair	C3	97.3	24.5		302 b	Waitt Radio Inc	01	0201		g1	Rhythm/Blue				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KBBX	Nebraska City	C1	97.7	100.0		981 a	Journal Bcst Group	77	9701	5,000		Mexican	1,800	1.45	3.1	3.3	1.5	0.8	4.9	2.7	3.5	3.8	4.2
• KOKQ	Council Bluf	C	98.5	100.0	cp	1102 b	Waitt Radio Inc	69	0201		g1	CHR	2,400	1.00	6.0	3.4	4.3	5.1	5.0	4.9	6.0	5.8	6.0
KGOR	Omaha	C	99.9	115.0		1230 c	Clear Channel Comm	59	0008		g	Oldies	3,700	1.13	8.2	6.3	6.5	7.0	6.8	6.2	8.2	6.5	8.0
KLTV	Lincoln	C0	101.9	100.0		1198 b	Waitt Radio Inc	58	0201		g1	AC	1,000	0.66	3.8	4.3	4.0	3.6	2.6	2.0	2.7	1.8	2.1
KXKT	Glenwood	C	103.7	82.0		1014 c	Clear Channel Comm	66	0008		g	Country	5,100	1.28	9.9	8.5	8.9	8.1	6.6	8.2	6.7	10.1	9.6
KSRZ	Omaha	C0	104.5	100.0	cp	1086 a	Journal Bcst Group	72	9801	5,475	c1	Hot AC	2,500	1.09	5.7	3.4	6.2	3.7	3.8	4.7	4.2	5.5	5.4
KKCD	Omaha	C2	105.9	50.0	cp	463 a	Journal Bcst Group	90	9501	3,500		Clsc Rock	2,800	1.16	6.0	5.1	5.3	5.9	4.3	3.8	3.6	3.9	2.5
KIBZ	Lincoln	C1	106.3	100.0		702 c	Clear Channel Comm	73	0008			Rock	n/a		0.1	0.3	0.0	0.0	0.3	0.0	0.2	0.0	0.0
KCTY	Plattsmouth	C3	106.9	25.0	cp	328 b	Waitt Radio Inc	93	9805		st	AAA	550	0.46	3.0	1.9	2.0	2.5	2.8	2.2	2.5	2.5	1.8
# FM Stations -				14	# Combos -				13	FM TOTALS				74.2	59.6	61.0	50.7	62.2	56.4	61.0	62.8	61.4	

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
KOMJ	Omaha	B	590	5.0	5.00	a	Journal Bcst Group	23	9906		g2	Adlt Stndrd	1,400	0.51	6.9	5.9	6.7	5.7	5.6	4.3	5.8	4.7	5.6
KCRO	Omaha	D	660	1.0	0.00		Eternal Broadcasting	22	0201	2,000		Chrst/Talk			0.6	0.0	0.8	0.4	0.0	0.6	0.6	0.4	0.4
KKSC	Plattsmouth	B	1020	50.0	1.40	b	Waitt Radio Inc	70	0101	1,750		Country	150		0.2	0.4	0.6	0.0	0.0	0.0	0.5	0.6	1.4
KFAB	Omaha	A	1110	50.0	50.00	c	Clear Channel Comm	24	0008		g	News/Talk	4,300	1.04	10.3	8.3	7.1	8.8	6.1	11.2	8.6	8.5	7.3
KOIL	Bellevue	B	1180	25.0	1.00	b	Waitt Radio Inc	99	0201		g1	Children	100		0.3	0.4	0.0	0.4	0.0	0.4	0.0	0.0	0.4
KKAR	Omaha	B	1290	7.3	cp	5.00	b	Waitt Radio Inc	76	0201	g1	News/Talk	1,500	0.98	3.8	2.9	3.7	2.7	2.6	3.3	2.6	2.5	2.4
KHLP	Omaha	B	1420	1.0	0.33	a	Journal Bcst Group	57	9801		c1	Talk	300	0.68	1.1	0.0	0.0	1.0	1.6	0.8	1.7	1.4	0.7
KOSR	Omaha	C	1490	1.0	1.00	a	Journal Bcst Group	42	9412		c3	Sports	450	0.80	1.4	1.1	1.0	1.7	1.0	0.9	1.0	1.1	1.4
KLNG	Council Bluffs	D	1560	10.0	0.00		Wilkins Comm	47	8906	250		Religion	300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KOZN	Bellevue	B	1620	10.0	1.00	b	Waitt Radio Inc	87	0201		g1	Sports	500	0.89	1.4	2.4	0.7	1.2	1.1	1.4	1.0	1.5	1.2
# AM Stations -				10	# Combos -				8	AM TOTALS				26.0	21.4	20.6	21.9	18.0	22.9	21.8	20.7	20.8	
AM & FM Stations Profiled -				24	# Duopolies -				10	Total Local Commercial Share				81.0	81.6	80.6	80.2	79.3	82.8	83.5	82.2		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 75

Revenue Rank: 110

# Monterey-Salinas-Santa Cruz, CA Market Overview



### Metro Counties / Population (000)

Monterey, CA	419.7
Santa Cruz, CA	263.5
<b>Total</b>	<b>683.2</b>

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

#### ESTIMATED GROSS REVENUES

1997	1998	1999	2000	2001	2002	Δ 97 - 02
\$14,300	\$15,900	\$16,000	\$17,600	\$17,600	\$18,500	5.3%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
5.1%	\$19,500	\$20,900	\$22,000	\$23,200	\$24,400	5.7%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA <sup>1/</sup>	\$2.14/1,000	\$1.93/1,000	Local 78%
Revenue/Capita	\$23.45	\$27.08	\$32.90	National 22%

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	609.9	683.2	2.3%	683.2	741.6	1.7%
Households	201.6	219.7	1.7%	219.7	235.8	1.4%
Retail Sales	NA <sup>1/</sup>	8,635.9	NA <sup>1/</sup>	8,635.9	12,625.9	7.9%
EBI <sup>2/</sup>	10,060.6	13,318.7	5.8%	13,318.7	18,211.5	6.5%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	348.4	61.9	31.4	42.4	55.1	54.6	48.9	54.1
Women (000)	334.7	58.5	29.5	36.5	46.1	49.8	47.6	66.8
Total	683.2	120.4	60.9	78.8	101.2	104.4	96.5	120.9
Percentage	100.0%	17.6%	8.9%	11.5%	14.8%	15.3%	14.1%	17.7%
Per Capita	\$ 19,495			Median Household	\$ 49,668		Avg Household	\$ 60,629
Ethnic Population:	White 62.4%		Black 2.6%		Asian 5.4%		Hispanic 40.5%	

### Market Summary

FM Classes	Class A	Class B	Class C	Viab. FMs	All FMs	All AMs	Total
# Stations	12	10		18	22	14	36
Tot 12+	30.1	24.8		54.7	54.9	11.8	66.7
Avg 12+	2.5	2.5		3.0	2.5	0.8	1.9
Tot LCS	45.1	37.2		82.0	82.3	17.7	100.0
Avg LCS	3.8	3.7		4.6	3.7	1.3	2.8

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in San Francisco and San Jose.

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
KMJO	Marina	B1	92.7	6.9	620	b	Clear Channel Comm	82	9710	23,200	d1	Modern Rock	500	1.29	2.1	1.4	1.3	1.4	1.1	1.5	1.3	1.5	1.0
KCDU	Hollister	A	93.5	0.1	2297	c	Mapleton Comm	79	0201	10,250	d4	1 80s & 90s	800	1.17	3.7	1.8	2.4	2.5	2.7	1.8	2.6	1.8	1.6
KTEE	Felton	A	93.7	0.0	1260	c	Mapleton Comm	90	0201		d4	1 80s & 90s	350	0.90	2.1	0.0	0.0	1.8	2.1	1.5	1.8	1.3	1.6
KHDV	King City	B1	93.9	5.4	702	f	Wolfhouse Radio Gr	81	0108	5,750	d3	Spn/7&8/8&9	200	0.90	1.2	0.0	0.5	1.0	0.8	0.7	1.0	0.5	0.6
KBOQ	Carmel	A	95.5	1.7	630		J & M Bcstg Inc	93				1 Classical	500	0.47	5.8	3.7	3.4	4.4	3.4	3.4	3.5	3.3	3.5
KWAV	Monterey	B	96.9	18.0	2451	d	Buckley Bcstg Corp	61	8005	700		AC	2,400	1.75	7.4	5.1	4.7	4.9	4.6	4.5	6.0	5.3	6.0
KEBV	Salinas	A	97.9	2.9	479	f	Wolfhouse Radio Gr	97	0108		d3	CHR	100	0.42	1.3	2.0	0.8	0.6	1.1	0.8	0.6	0.6	0.9
• KSOL	San Francisco	B	98.9	6.1	1342	a	Univision Comm Inc	64	0206 p			Spanish AC	n/a		0.4	0.2	0.5	0.1	0.2	0.2	0.5	0.6	0.6
• KSQL	Santa Cruz	B	99.1	1.1	2612	a	Univision Comm Inc	61	0206 p		st	Spanish AC	1,000	1.35	4.0	1.5	1.4	2.0	3.6	3.3	3.9	4.0	4.0
KLOK	Greenfield	B	99.5	30.0	640	e	Entravision Comm Co	89	0004		g4	Span/Mexcn	1,400	1.11	6.8	5.4	3.7	3.0	4.8	5.7	4.3	4.2	3.5
KTOM	Salinas	B	100.7	1.4	2385	b	Clear Channel Comm	64	9710		d1	Country	1,900	1.60	6.4	3.5	4.2	4.0	3.6	4.5	3.9	3.9	4.1
KBTU	Carmel	A	101.7	2.4	528	c	Mapleton Comm	71	0201		d4	1 HpHop/RhyBl	700	0.86	4.4	2.5	2.5	3.0	2.9	2.9	2.6	2.2	1.9
KRKC	King City	B	102.1	2.6	1821	g	Radio Del Rey Inc	89				AC			0.2	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0
KDON	Salinas	B	102.5	18.5	2270	b	Clear Channel Comm	59	9801		d1	CHR	1,700	0.84	10.9	5.1	6.4	7.7	7.3	6.3	6.9	8.2	7.8
KRAY	Salinas	A	103.5	2.5	512	f	Wolfhouse Radio Gr	77	0108		d3	Span/Mexcn	1,200	1.05	6.2	4.5	4.0	4.0	3.6	4.2	4.5	2.7	2.5
KMBY	Seaside	A	103.9	1.5	653	c	Mapleton Comm	94	0204	1,850	1	NwRck/Altve	600	0.83	3.9	2.1	3.1	2.1	1.8	2.9	2.0	2.6	2.6
KHIP	Gonzales	A	104.3	2.6	509	c	Mapleton Comm	90	0201		d4	1 Clsc Rock			0.1	2.5	0.3	0.0	0.0	0.0	0.0	0.0	0.0
KOCN	Pacific Grove	A	105.1	1.8	600	b	Clear Channel Comm	77	9710		d1	Oldies	1,200	1.10	5.9	3.8	4.1	3.7	2.9	4.2	3.1	2.8	3.6
KMJV	Soledad	A	106.3	4.7	371	f	Wolfhouse Radio Gr	91	0108		d3	Span/Mexcn				0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0
KSES	Seaside	A	107.1	1.9	587	e	Entravision Comm Co	72	0004		g4	Span/CHR	450	0.81	3.0	2.4	2.2	2.0	1.9	1.5	2.0	2.6	1.8
KPIG	Freedom	A	107.5	5.4	338	c	Mapleton Comm	87	0201		d4	1 AAA/Rck/Am	1,900	1.39	7.4	4.8	6.2	5.3	4.2	3.0	4.1	5.0	3.8
KSEA	Greenfield	B1	107.9	0.9	1637		Radio Campesina Inc	98	9701	600	cp	Mexican	300	0.46	3.5	2.6	1.7	1.6	2.8	2.7	1.6	3.4	3.1
# FM Stations -					22	# Combos -					19	FM TOTALS		86.7	54.9	53.4	55.1	55.9	55.7	56.3	56.6	54.5	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 75

Revenue Rank: 110

# Monterey-Salinas-Santa Cruz, CA Market Overview



### Metro Counties / Population (000)

Monterey, CA	419.7
Santa Cruz, CA	263.5
<b>Total</b>	<b>683.2</b>

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

<b>ESTIMATED GROSS REVENUES</b> ★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$14,300	\$15,900	\$16,000	\$17,600	\$17,600	\$18,500	5.3%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	5.1%	\$19,500	\$20,900	\$22,000	\$23,200	\$24,400	5.7%

	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>
Revenue/Retail Sales	NA <sup>1/</sup>	\$2.14/1,000	\$1.93/1,000	Local 78%
Revenue/Capita	\$23.45	\$27.08	\$32.90	National 22%

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	609.9	683.2	2.3%	683.2	741.6	1.7%
Households	201.6	219.7	1.7%	219.7	235.8	1.4%
Retail Sales	NA <sup>1/</sup>	8,635.9	NA <sup>1/</sup>	8,635.9	12,625.9	7.9%
EBI <sup>2/</sup>	10,060.6	13,318.7	5.8%	13,318.7	18,211.5	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)	348.4	61.9	31.4	42.4	55.1	54.6	48.9	54.1
Women (000)	334.7	58.5	29.5	36.5	46.1	49.8	47.6	66.8
Total	683.2	120.4	60.9	78.8	101.2	104.4	96.5	120.9
Percentage	100.0%	17.6%	8.9%	11.5%	14.8%	15.3%	14.1%	17.7%
Per Capita	\$ 19,495			Median Household	\$ 49,668		Avg Household	\$ 60,629
Ethnic Population:	White 62.4%		Black 2.6%		Asian 5.4%		Hispanic 40.5%	

### Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	12	10		18	22	14	36
Tot 12+	30.1	24.8		54.7	54.9	11.8	66.7
Avg 12+	2.5	2.5		3.0	2.5	0.8	1.9
Tot LCS	45.1	37.2		82.0	82.3	17.7	100.0
Avg LCS	3.8	3.7		4.6	3.7	1.3	2.8

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in San Francisco and San Jose.

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
													Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	
KSRK	Carmel Valley	B	540	10.0	0.50	i	People's Radio Inc	89	0103	1,025	d2	Nws/Tlk/Spt				0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KIDD	Monterey	B	630	1.0	1.00	d	Buckley Bcstg Corp	55	9501	200		Nostalgia	200	0.23	4.8	2.9	2.6	2.7	3.0	4.0	3.0	3.1	2.6	
KMBX	Soledad	B	700	2.5	0.70	e	Entravision Comm Co	90	0004		g4	Span/Oldes			1.4	2.1	1.8	1.1	0.7	0.0	0.3	0.2	0.0	
KKMC	Gonzales	B	880	10.0	10.00	cp	Monterey Cnty Bcstrs	84				Religion			0.4	0.0	0.0	0.0	0.7	0.3	0.6	0.0	0.4	
KDBV	Salinas	B	980	10.0	10.00	f	Wolfhouse Radio Gr	63	0108		d3	Span/Trpcl	50			0.5	0.0	0.0	0.0	0.0	0.6	0.0	0.4	
KSCO	Santa Cruz	B	1080	10.0	5.00	h	Zwerling Bcstg Sys	47	9012	600		News/Talk	250	0.90	1.5	0.8	0.8	1.0	1.2	0.8	0.8	2.0	1.9	
KYAA	Soquel	B	1200	25.0	10.00	cp	People's Radio Inc	99	0110			Oldies	200	0.72	1.5	1.3	1.8	0.8	1.1	0.0	0.0	0.0	0.0	
KNRY	Monterey	C	1240	1.0	1.00	i	People's Radio Inc	35	0103		d2	News/Talk	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KOMY	La Selva Beach	C	1340	1.0	0.85	h	Zwerling Bcstg Sys	37	9707	18		News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KTOM	Salinas	B	1380	5.0	5.00	b	Clear Channel Comm	47	9710		d1	Country			0.2	0.0	0.3	0.0	0.0	0.3	0.4	0.6	0.4	
KRML	Carmel	D	1410	0.5	0.02		Wisdom Bcstg	57	8512	120		Jazz				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	
• KION	Salinas	B	1460	10.0	10.00	b	Clear Channel Comm	47	9710		d1	Talk	200	0.77	1.4	1.4	0.8	0.5	1.1	1.1	0.9	0.0	0.0	
KRKC	King City	C	1490	1.0	1.00	g	Radio Del Rey Inc	58	8207	270		Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KTGE	Salinas	B	1570	5.0	0.50	f	Wolfhouse Radio Gr	63	0108		d3	Span/Mexcn	350	0.86	2.2	2.4	0.8	1.8	1.2	1.7	2.0	2.2	2.5	
				# AM Stations -		14	# Combos -		12	AM TOTALS						13.4	11.8	8.9	7.9	9.0	8.2	8.6	8.1	8.6
				AM & FM Stations Profiled -		36	# Duopolies -		13	Total Local Commercial Share							66.7	62.3	63.0	64.9	63.9	64.9	64.7	63.1

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 76

Revenue Rank: 79

# Wilmington, DE Market Overview



### Metro Counties / Population (000)

New Castle, DE	509.4
Cecil, MD	89.6
Salem, NJ	64.1
<b>Total</b>	<b>663.1</b>

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

ESTIMATED GROSS REVENUES ★ ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$20,900	\$23,500	\$26,000	\$26,100	\$24,500	\$26,700	5.0%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07	
9.0%	\$28,000	\$30,000	\$31,600	\$33,300	\$35,000	5.6%	
Revenue/Retail Sales	1997 NA <sup>1/</sup>	2002 \$2.78/1,000	2007 \$2.78/1,000	<b>Est. Breakout</b>			
Revenue/Capita	\$33.84	\$40.27	\$50.34	Local	78%	National	22%

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	617.7	663.1	1.4%	663.1	695.3	1.0%
Households	228.6	250.2	1.8%	250.2	264.9	1.1%
Retail Sales	NA <sup>1/</sup>	9,610.8	NA <sup>1/</sup>	9,610.8	12,582.0	5.5%
EBI <sup>2/</sup>	11,115.9	13,853.2	4.5%	13,853.2	17,794.4	5.1%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	322.4	56.8	29.4	31.9	45.6	52.8	45.5	60.5
Women (000)	340.7	53.9	27.3	33.5	46.7	54.6	48.1	76.6
Total	663.1	110.7	56.8	65.3	92.3	107.4	93.6	137.1
Percentage	100.0%	16.7%	8.6%	9.9%	13.9%	16.2%	14.1%	20.7%
Per Capita	\$ 20,891	Median Household		\$ 46,695	Avg Household		\$ 55,375	
Ethnic Population:	White 75.8%	Black 18.0%	Asian 2.3%	Hispanic 5.0%				

### Market Summary

FM Classes	Class A	Class B	Class C	Viab. FMs	All FMs	All AMs	Total
# Stations	2	4		5	6	7	13
Tot 12+	4.6	24.6		28.2	29.2	8.8	38.0
Avg 12+	2.3	6.2		5.6	4.9	1.3	2.9
Tot LCS	12.1	64.7		74.2	76.8	23.2	100.0
Avg LCS	6.1	16.2		14.8	12.8	3.3	7.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# Competitive Overview

Some stations also rated in Philadelphia & Salisbury-OceanCity.

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
WDSD	Smyrna	A	92.9	1.7	377	c	Clear Channel Comm	93	0008		g	Country	2,500	2.75	3.4	1.0	1.1	1.2	1.3	1.1	1.3	1.5	2.0
WSTW	Wilmington	B	93.7	47.1	502	a	Delmarva Bcstg Co	50	8909		st	CHR	6,450	1.07	22.5	8.1	8.1	7.3	9.7	7.2	8.1	8.6	9.8
WRDX	Dover	B	94.7	50.0	377	c	Clear Channel Comm	56	0008		g	Clsc Rock	2,800	1.36	7.7	2.6	2.3	2.9	2.2	2.8	3.2	3.5	3.1
WJBR	Wilmington	B	99.5	50.0	499		NextMedia Group	57	0003	32,400		AC	6,700	1.04	24.1	9.9	9.5	7.1	10.8	10.3	10.3	9.5	7.8
WJKS	Canton	A	101.7	3.0	299	b	QC Communications	72	9704	1,800	c1	Rhythm/Blue	850	0.48	6.6	3.6	2.3	2.2	2.4	3.2	2.7	2.5	1.8
● WXYC	Havre De Grac	B	103.7	37.0	551	a	Delmarva Bcstg Co	60	9611	3,500		Country	2,200	0.84	9.8	4.0	3.7	3.0	2.9	3.3	1.8	4.3	3.1
# FM Stations -				6	# Combos -				5	FM TOTALS				74.1	29.2	27.0	23.7	29.3	27.9	27.4	29.9	27.6	

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WDEL	Wilmington	B	1150	5.0	5.00	a	Delmarva Bcstg Co	22	8909		st	Nws/Tlk/Spt	2,200	0.98	8.4	3.4	3.3	2.5	3.1	3.1	1.8	2.5	2.2
WAMS	Newark	D	1260	1.0	0.04		Vin-Lor Bcstg Inc	64	0203	140		Oldies			6.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.5
● WJBR	Wilmington	D	1290	2.5	0.03	c	Clear Channel Comm	47	0008			Nostalgia	500	0.29	6.4	1.9	2.6	1.8	3.2	2.7	2.6	1.9	2.6
WDOV	Dover	B	1410	5.0	5.00	c	Clear Channel Comm	48	0008		g	News/Talk	550		6.4	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	1,900	0.82	8.7	3.1	2.6	3.3	2.2	2.9	2.2	3.2	3.1
WFAI	Salem	D	1510	2.5	0.00	b	QC Communications	66	9704		c1	Gospel			2.5	0.4	0.8	0.9	0.4	0.0	0.0	0.0	0.0
WXHL	Elkton	D	1550	1.0	0.00		World Revivals	63	9908	275		Chrst/Talk			2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -				7	# Combos -				4	AM TOTALS				26.0	8.8	9.3	8.5	8.9	8.7	7.0	7.6	8.4	
AM & FM Stations Profiled -				13	# Duopolies -				3	Total Local Commercial Share				38.0	38.0	36.3	32.2	38.2	36.6	34.4	37.5	36.0	

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 77

Revenue Rank: 226

# Sarasota - Bradenton, FL Market Overview



### Metro Counties / Population (000)

Manatee, FL	277.9
Sarasota, FL	340.7
<b>Total</b>	<b>618.6</b>

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

<b>ESTIMATED GROSS REVENUES</b> ★★★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$3,800	\$4,600	\$5,900	\$6,600	\$6,600	\$6,800	12.2%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	3.0%	\$7,100	\$7,600	\$8,100	\$8,500	\$9,000	5.8%
Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>			
Revenue/Capita	NA <sup>1/</sup>	\$0.84/1,000	\$0.89/1,000	Local	75%		
	\$6.95	\$10.99	\$13.13	National	25%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	547.0	618.6	2.5%	618.6	685.3	2.1%
Households	239.6	275.8	2.9%	275.8	307.3	2.2%
Retail Sales	NA <sup>1/</sup>	8,093.2	NA <sup>1/</sup>	8,093.2	10,122.8	4.6%
EBI <sup>2/</sup>	10,159.5	13,362.4	5.6%	13,362.4	17,692.7	5.8%

### 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)	295.4	37.4	20.1	19.0	29.6	38.7	38.1	112.4
Women (000)	323.3	35.6	18.8	16.9	29.1	39.8	42.6	140.4
Total	618.6	73.0	38.9	35.9	58.7	78.5	80.7	252.8
Percentage	100.0%	11.8%	6.3%	5.8%	9.5%	12.7%	13.1%	40.9%
Per Capita	\$ 23,300	Median Household		\$ 37,171	Avg Household		\$ 50,451	
Ethnic Population:	White 89.5%	Black 6.1%	Asian 0.9%	Hispanic 7.0%				

### Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	1		8	9	9	9	18
Tot 12+	1.5		41.3	42.8	42.8	6.8	49.6
Avg 12+	1.5		5.2	4.8	4.8	0.8	2.8
Tot LCS	3.0		83.3	86.3	86.3	13.7	100.0
Avg LCS	3.0		10.4	9.6	9.6	1.5	5.6

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WDDV	Venice	C3	92.1	22.0	328	c	Clear Channel Comm	74	9905		g	Nstlg/Easy	900	0.64	20.6	9.3	12.4	7.8	12.1	10.7	9.6	12.3	9.9
• WIKX	Charlotte Harbor	C1	92.9	100.0	807		Clear Channel Comm	70	9905		g2	Country			3.7	3.1	1.6	2.0	2.6	1.8	2.4	0.4	0.8
WFLZ	Tampa	C	93.3	100.0	1358	c	Clear Channel Comm	48	9905			CHR	n/a		11.2	6.4	4.3	6.6	5.9	4.1	6.3	5.8	6.2
WSJT	Lakeland	C	94.1	100.0	1493	b	Infinity Bcstg	67	0102			Jazz	n/a		10.9	4.6	6.5	4.2	4.0	4.0	4.4	3.5	3.5
WLLD	Holmes Beach	C2	98.7	50.0	489	b	Infinity Bcstg	91	0102			CHR	n/a		8.1	3.6	3.8	4.1	3.2	3.2	2.7	2.8	3.2
WHPT	Sarasota	C	102.5	100.0	1650		Cox Radio Inc	60	9905			Clsc Rock	n/a		6.4	3.9	2.6	3.6	3.0	4.6	3.9	5.1	6.2
WSRQ	Englewood	A	105.9	4.3 cp	394	c	Clear Channel Comm	99				Talk/Rock	1,100		0.6	1.5	0.0	0.6	0.7	0.6	0.7	0.6	3.5
WCTQ	Sarasota	C2	106.5	13.0	584	c	Clear Channel Comm	65	9905		g1	Country	2,000	2.86	10.3	5.0	3.5	6.5	5.8	6.3	8.0	4.0	5.6
WSRZ	Coral Cove	C2	107.9	47.0 cp	509	c	Clear Channel Comm	95	9905		g1	Oldies	1,700	2.50	10.0	5.4	5.6	4.2	3.7	5.7	6.0	4.1	5.3
# FM Stations -					9		# Combos -					7		FM TOTALS									
													81.8	42.8	40.3	39.6	41.0	41.0	44.0	38.6	44.2		

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WLSS	Sarasota	B	930	5.0	2.50		WGUL FM Inc	49	9909	900		News/Talk	275	1.76	2.3	0.8	1.7	0.6	1.1	1.1	1.2	0.5	0.9
WFLA	Tampa	B	970	25.0	11.00	a	Clear Channel Comm	24	9905			Nws/Tlk/Spt	n/a		11.8	5.1	5.4	6.1	5.2	7.0	5.3	6.2	4.6
WIBQ	Sarasota	D	1220	1.0	0.16		Nova Bcstg Co	61	0209	450		News/Talk	125			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WTMY	Sarasota	B	1280	0.5	0.34	d	Metropolitan Radio	61	9609	125		Bus News	150		0.4	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0
WAMR	Venice	B	1320	5.0	1.00	c	Clear Channel Comm	60	9905		g1	Sports	100	1.05	1.4	0.4	0.6	0.8	0.0	0.6	0.4	1.1	0.0
WBRD	Palmetto	B	1420	2.5	1.00	d	Metropolitan Radio	57	9606	162		Gospel	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WSPB	Sarasota	C	1450	1.0	1.00	c	Clear Channel Comm	39	9905		g1	News/Talk	100	0.64	2.3	0.5	1.1	1.1	0.4	0.4	0.4	0.5	0.3
WWPR	Bradenton	C	1490	1.0	1.00		Greenrose Bctg Svcs	46	9701	275		Oldies	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
WENG	Englewood	D	1530	1.0	0.00		Viper Comm Inc	64	0208 p	290		Nws/Tlk/Spt	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -					9		# Combos -					4		AM TOTALS									
													18.2	6.8	9.2	8.6	6.7	9.1	7.3	8.3	6.2		
AM & FM Stations Profiled -					18		# Duopolles -					6		Total Local Commercial Share									
													49.6	49.5	48.2	47.7	50.1	51.3	46.9	50.4			

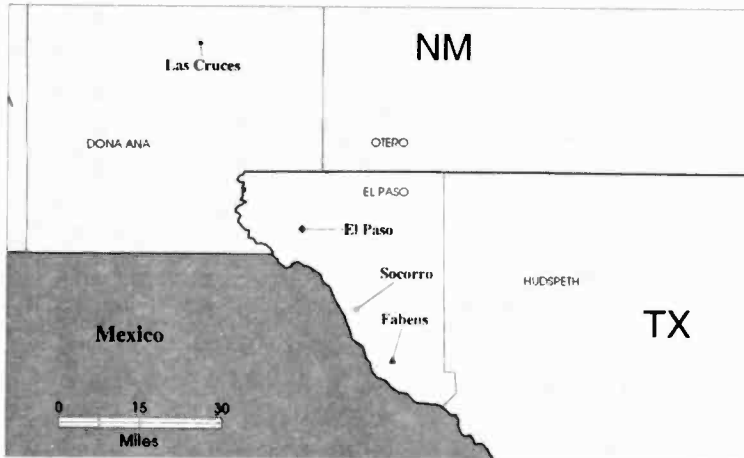
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 78

Revenue Rank: 81

# El Paso, TX Market Overview



**Metro Counties / Population (000)**

El Paso, TX	694.8
	694.8

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

<b>ESTIMATED GROSS REVENUES</b> ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$18,700	\$19,800	\$21,200	\$24,200	\$24,100	\$25,800	6.6%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	7.1%	\$27,200	\$29,100	\$30,700	\$32,400	\$34,000	5.7%
Revenue/Retail Sales	1997	2002	2007	<b>Est. Breakout</b>			
Revenue/Capita	NA <sup>1/</sup>	\$3.74/1,000	\$3.86/1,000	Local	78%		
	\$26.76	\$37.13	\$46.33	National	22%		

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	698.7	694.8	-0.1%	694.8	733.9	1.1%
Households	207.5	215.5	0.8%	215.5	229.9	1.3%
Retail Sales	NA <sup>1/</sup>	6,903.7	NA <sup>1/</sup>	6,903.7	8,804.4	5.0%
EBI <sup>2/</sup>	6,896.8	7,820.0	2.5%	7,820.0	9,348.0	3.6%

**Demographic Breakdown**

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	334.7	74.8	38.1	38.3	47.1	47.2	38.0	51.2
Women (000)	360.1	72.4	36.8	37.0	50.3	52.6	43.6	67.4
Total	694.8	147.1	74.9	75.3	97.4	99.8	81.6	118.7
Percentage	100.0%	21.2%	10.8%	10.8%	14.0%	14.4%	11.7%	17.1%
Per Capita	\$ 11,255	Median Household		\$ 28,033	Avg Household		\$ 36,279	
Ethnic Population:	White 73.7%	Black 3.0%	Asian 1.1%	Hispanic 79.4%				

**Market Summary**

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	1	3	13	15	18	15	33
Tot 12+	0.0	7.6	63.1	72.1	72.7	12.5	85.2
Avg 12+	0.0	2.5	4.9	4.8	4.0	0.8	2.6
Tot LCS	0.0	8.9	74.1	84.6	85.3	14.7	100.0
Avg LCS	0.0	3.0	5.7	5.6	4.7	1.0	3.0

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)														
												Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001							
KOFX	El Paso	C	92.3	100.0	1860	d	Entravision Comm Co	78	0004		na	Oldies	1,500	1.00	5.8	4.6	5.3	5.6	4.9	4.6	5.0	4.0	4.5						
KSII	El Paso	C	93.1	100.0	1421	c	Regent Comm	75	0002	4,500		Hot AC	2,200	1.81	4.7	3.5	3.4	3.8	4.5	4.8	4.5	4.7	4.8						
KINT	El Paso	C	93.9	100.0	1421	d	Entravision Comm Co	75	9706		g3	Mexican	1,900	1.34	5.5	5.0	6.4	3.9	4.0	5.0	6.5	5.1	7.5						
KHRO	El Paso	C	94.7	67.0	1191	d	Entravision Comm Co	58	0004		na	Modern Rock	750	0.91	3.2	4.8	3.5	3.7	1.6	2.6	3.5	3.7	2.7						
KLAQ	El Paso	C	95.5	100.0	1391	c	Regent Comm	78	0002	23,500	c2	AOR	3,500	1.32	10.3	6.9	8.3	10.1	8.7	9.4	8.2	9.2	9.6						
KHEY	El Paso	C	96.3	100.0	1391	e	Clear Channel Comm	74	9607		g1	Country	600	0.52	4.5	4.6	4.0	3.8	3.5	4.6	5.9	5.0	6.5						
KBNA	El Paso	C	97.5	48.0	1089	f	Univision Comm Inc	69	0206 p		st	Spanish AC	3,900	1.47	10.3	10.3	9.3	7.4	9.3	10.2	8.4	9.6	9.9						
XEPR	Ciudad Juarez		99.1	50.0	1116	e	Clear Channel Comm	00				Clsc Rock	400	0.60	2.6	2.0	1.9	2.5	2.1	2.6	4.1	2.6	3.5						
KROL	Las Cruces	C	99.5	100.0	1024	g	McClatchey Bcstg	94	9512	120		ChrsContem	75		0.2	0.0	0.0	0.0	0.8	0.0	0.0	0.3	0.4						
KTSM	El Paso	C	99.9	100.0	1821	e	Clear Channel Comm	62	9807	10,500	c1	Soft AC	2,350	1.21	7.5	6.9	6.0	6.6	8.0	6.0	6.6	10.3	6.5						
XHH	Ciudad Juarez	C	100.7	100.0	325	a	Boone, Jose	75				Spanish AC	350	0.57	2.4	2.0	2.4	1.6	2.2	2.4	3.3	3.2	4.5						
KPRR	El Paso	C	102.1	66.0	1191	e	Clear Channel Comm	69	9607		g1	CHR	2,700	0.82	12.8	10.6	9.9	10.3	12.1	13.0	14.2	14.4	11.1						
KPAS	Fabens	A	103.1	3.0	299		Felder, Algie A	79	8606	375		Inspr/Gospl				0.0	0.0	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				Span/Rock	300	0.68	1.7	1.4	1.6	1.9	1.6	0.9	1.0	0.5	0.6						
XHTO	Ciudad Juarez	B	104.3	10.1	-115	b	ABS Inc.	72				Span/CHR	900	0.71	4.9	4.8	4.0	5.4	6.2	1.8	0.8	0.5	0.4						
XHIM	Ciudad Juarez	B1	105.1	14.5	-66	b	ABS Inc.	72				Span/Mexcn	500	0.63	3.1	1.4	3.1	3.7	1.8	2.3	1.3	1.6	0.5						
XHGU	Ciudad Juarez	C	105.9	46.5	151	a	Boone, Jose	75				Spanish AC			0.5	0.6	0.5	0.5	0.3	0.5	0.3	1.1	1.0						
XHNZ	Ciudad Juarez	C	107.5	14.8	-95	b	ABS Inc.	72				Span/Mexcn	1,000	0.79	4.9	3.3	4.9	5.1	4.3	2.8	0.6	0.6	0.9						
# FM Stations -													18	# Combos -		17	FM TOTALS				84.9	72.7	74.5	75.9	75.9	73.5	74.2	76.4	74.9

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)													
													Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001						
KROD	El Paso	B	600	5.0	5.00	c	Regent Comm	40	0002		c2	News/Talk	400	1.03	1.5	1.6	0.9	1.4	1.1	1.9	2.3	1.9	1.5						
KTSM	El Paso	B	690	10.0	10.00	e	Clear Channel Comm	47	9607		c1	News/Talk	400	0.55	2.8	2.3	2.5	3.1	1.9	2.3	3.5	2.4	2.7						
KAMA	El Paso	B	750	10.0	1.00	f	Univision Comm Inc	72	0206 p		st	Span/FuSvc	500	0.75	2.6	3.0	2.0	3.0	2.4	1.8	1.8	1.4	0.3						
XROK	Ciudad Juarez		800	50.0	150.00	h	XEWG, Inc.	00				Spn/7&8/7&8			0.3	0.3	0.5	0.0	0.0	0.6	0.7	0.3	0.0						
• KBNA	El Paso	B	920	1.0	0.36	f	Univision Comm Inc	47	0206 p		st	Spanish AC	300	0.89	1.3	0.6	1.1	0.5	1.5	1.4	0.6	1.0	1.0						
XEJ	Ciudad Juarez		970	10.0	5.00	b	ABS Inc.	72				Spanish AC	175		0.7	0.9	0.6	0.7	0.6	0.7	0.3	0.4	0.4						
KXPL	El Paso	D	1060	10.0	0.00		K-FINA Results Inc	85	9102	100		Spanish				0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.9						
KSVE	El Paso	B	1150	5.0	0.38	d	Entravision Comm Co	58	9706		g3	Span/Talk	200	0.43	1.8	1.2	1.4	0.9	2.1	2.0	2.0	1.5	1.0						
XEPZ	Ciudad Juarez	A	1190	1.0	1.00	b	ABS Inc.	95				Spanish AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7						
XEWG	Ciudad Juarez		1240	1.0	1.00	h	XEWG, Inc.	70				Spanish AC			0.3	0.0	0.0	0.0	0.3	0.6	0.0	0.3	0.5						
XEP	Ciudad Juarez		1300	1.0	1.00	b	Fantastico Radio	0				Span/Varty	200		0.9	1.0	1.0	1.4	0.7	0.0	0.0	0.0	0.3						
KVIV	El Paso	C	1340	1.0	1.00		Spanish Chrstn Bcstg	49	9505	550		Span/Chrst	150	0.45	1.3	0.4	1.3	0.9	0.7	1.8	0.0	0.3	1.1						
• KHEY	El Paso	B	1380	5.0	0.50	e	Clear Channel Comm	29	9607		g1	Sprts/Talk	150		0.5	0.3	0.5	0.8	0.3	0.3	0.5	1.6	0.7						
• XJCC	Ciudad Juarez	B	1520	50.0	0.50		Fantastico Radio	02				Spanish AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0						
KELP	El Paso	B	1590	50.0 cp	0.80	g	McClatchey Bcstg	59	8401	590		Chrst/Talk	400		0.9	0.9	0.6	0.4	1.1	1.2	1.3	0.6	0.9						
# AM Stations -													15	# Combos -		12	AM TOTALS				14.9	12.5	12.4	13.1	12.7	14.6	13.0	12.0	12.0
AM & FM Stations Profiled -													33	# Duopolies -		12	Total Local Commercial Share				85.2	86.9	89.0	88.6	88.1	87.2	88.4	86.9	

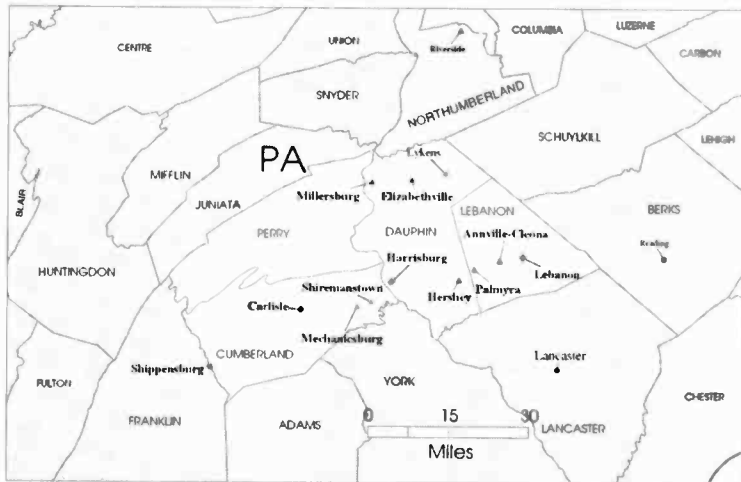
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 79

Revenue Rank: 67

# Harrisburg-Lebanon-Carlisle, PA Market Overview



### Metro Counties / Population (000)

Cumberland, PA	215.5
Dauphin, PA	251.9
Lebanon, PA	121.3
Perry, PA	43.7
<b>Total</b>	<b>632.4</b>

### Market Radio Financials

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

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$26,200	\$28,000	\$28,600	\$30,700	\$30,800	\$34,800	5.8%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07	
13.0%	\$36,700	\$39,300	\$41,400	\$43,700	\$45,900	5.7%	
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA <sup>1/</sup>	\$3.82/1,000	\$4.13/1,000	Local	77%		
Revenue/Capita	\$42.53	\$55.03	\$71.48	National	23%		

### Demographic and Economic Overview

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

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	616.1	632.4	0.5%	632.4	642.1	0.3%
Households	237.7	251.5	1.1%	251.5	259.0	0.6%
Retail Sales	NA <sup>1/</sup>	9,114.3	NA <sup>1/</sup>	9,114.3	11,114.9	4.0%
EBI <sup>2/</sup>	10,656.1	11,721.3	1.9%	11,721.3	14,191.4	3.9%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	306.0	48.6	26.9	27.7	39.7	48.7	47.8	66.6
Women (000)	326.4	46.8	25.4	28.2	39.4	49.9	48.6	88.0
Total	632.4	95.4	52.3	55.9	79.2	98.6	96.3	154.6
Percentage	100.0%	15.1%	8.3%	8.8%	12.5%	15.6%	15.2%	24.5%
Per Capita	\$ 18,534	Median Household		\$ 39,369	Avg Household		\$ 46,603	
Ethnic Population:	White 87.3%	Black 8.0%	Asian 1.7%	Hispanic 3.3%				

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	8	5		9	13	11	24
Tot 12+	21.2	29.9		48.6	51.1	17.7	68.8
Avg 12+	2.7	6.0		5.4	3.9	1.6	2.9
Tot LCS	30.8	43.5		70.6	74.3	25.7	100.0
Avg LCS	3.9	8.7		7.8	5.7	2.3	4.2

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Lancaster and York.  
ARB 12+ Metro Shares (see rights)

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
• WWKL	Palmyra	A	92.1	3.3	299	e	Cumulus Bcstg Inc	59	0008		g	CHR/Rhymc	250	0.26	2.8	3.3	4.1	2.3	0.9	0.5	0.0	0.4	0.2
WLGL	Riverside	A	92.3	0.9 cp	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	0008		g	Clsc Rock	4,100	1.16	10.2	8.2	7.0	6.8	7.6	6.5	6.5	6.8	5.2
WRBT	Harrisburg	B	94.9	24.5	699	d	Clear Channel Comm	62	9809		g2	Country	2,550	0.82	8.9	4.9	7.1	5.2	6.0	6.1	6.6	6.9	6.4
WRVW	Harrisburg	B	97.3	17.0	840	d	Clear Channel Comm	46	9906		g2	Rock AC	5,700	1.33	12.3	7.5	8.6	8.6	7.5	9.0	7.0	6.9	7.5
WQLV	Millersburg	A	98.9	0.8	896		Hepco Comm Inc	92				Lite AC	750		0.7	1.1	0.5	0.6	0.4	0.5	0.9	0.4	0.0
WHKF	Harrisburg	A	99.3	1.4 cp	679	d	Clear Channel Comm	65	9906		g2	Hip Hop	2,800	0.80	10.1	5.2	5.6	6.0	8.5	7.4	5.8	5.6	4.7
WQIC	Lebanon	A	100.1	3.0	269	c	Lebanon Bcstg Co	48				Soft Rock	300	0.72	1.2	1.0	0.5	0.6	1.2	1.1	1.5	1.3	1.3
WYGL	Elizabethville	A	100.5	1.2	515	a	Sunair Comm Inc	90	9003	100	cp	1 Country	100		0.1	0.4	0.4	0.0	0.0	0.0	0.4	0.5	0.4
• WRKZ	Carlisle	A	102.3	2.8	328	b	Citadel Comm Corp	59	9901	4,500	c1	80s Hits	700	1.12	1.8	2.0	2.4	1.3	0.6	0.8	1.0	1.5	0.6
• WNNK	Harrisburg	B	104.1	22.5	725	e	Cumulus Bcstg Inc	62	0008		g	Hot AC	6,800	1.64	11.9	6.7	8.9	8.1	7.7	7.9	8.6	10.1	12.1
WQXA	York	B	105.7	25.0	705	b	Citadel Comm Corp	48	9707		g1	AOR	2,300	0.74	8.9	4.9	6.0	6.0	6.0	6.4	4.9	5.1	5.3
WCAT	Hershey	B	106.7	14.0	929	b	Citadel Comm Corp	64	9707		g	Country	2,700	1.25	6.2	5.9	3.8	5.1	4.4	3.8	5.0	5.8	4.5
# FM Stations -					13	# Combos -					12	FM TOTALS			75.1	51.1	54.9	50.6	50.8	50.0	48.2	51.3	48.2

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
WHP	Harrisburg	B	580	5.0	5.00	d	Clear Channel Comm	24	9906		g2	News/Talk	2,900	0.66	12.7	8.7	8.2	10.1	7.5	9.0	9.5	7.2	9.9
WWII	Shiremanstown	D	720	2.0	0.00		Hensley Bcstg Inc	87				ChrsContem	150		0.6	0.4	0.5	0.0	0.6	0.5	0.0	0.5	0.0
WADV	Lebanon	D	940	1.0	0.01		WADV Radio Inc	76	9809		5	Gsp/BGs/Cty			0.1	0.0	0.0	0.4	0.0	0.0	0.0	0.4	0.4
WHYL	Carlisle	D	960	5.0	0.00	b	Citadel Comm Corp	48	9901		c1	Oldies	500	0.57	2.5	1.6	1.5	1.5	2.2	1.7	1.8	2.8	2.9
WIOO	Carlisle	D	1000	1.0	0.00		Swidler, Harold	65				2 Country	200	0.48	1.2	1.1	0.0	0.8	1.5	1.0	0.7	0.6	1.5
WKBO	Harrisburg	C	1230	0.5	0.00	d	Clear Channel Comm	22	9809		g2	Christlan	200		0.7	1.4	0.6	0.0	0.7	0.5	0.6	0.5	0.6
WLBR	Lebanon	B	1270	5.0	1.00	c	Lebanon Bcstg Co	46				FuSvc/Talk	600	0.56	3.1	2.2	2.4	2.7	1.7	1.8	2.1	1.8	2.4
• WTCY	Harrisburg	C	1400	1.0	1.00	e	Cumulus Bcstg Inc	45	0008		g	Urban	800	0.82	2.8	1.6	2.4	1.6	2.1	1.5	2.2	4.6	2.1
WTKT	Harrisburg	B	1460	5.0 cp	5.00	d	Clear Channel Comm	48	9906		g2	Sports	300		0.9	0.7	0.8	0.8	0.5	0.4	0.5	0.0	0.0
WEEO	Shippensburg	D	1480	0.5	0.01		Allegheny Mtn Ntwk	61	9701			70s & 80s				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WWSM	Annville-Cleona	D	1510	5.0	0.00		Sickafus, Patrick H.	68	9310			Country	100		0.3	0.0	0.4	0.0	0.4	0.0	0.4	1.0	0.5
# AM Stations -					11	# Combos -					6	AM TOTALS			24.9	17.7	16.8	17.9	17.2	16.4	17.8	19.4	20.3
AM & FM Stations Profiled -					24	# Duopolies -					7	Total Local Commercial Share			68.8	71.7	68.5	68.0	66.4	66.0	70.7	68.5	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 80

Revenue Rank: 70

# Syracuse, NY Market Overview



### Metro Counties / Population (000)

Madison, NY	69.3
Onondaga, NY	453.1
Oswego, NY	121.5
<b>Total</b>	<b>643.9</b>

### Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$23,500	\$28,200	\$31,200	\$32,600	\$30,600	\$32,600
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout			Δ 02 - 07
	NA <sup>1/</sup>	\$4.18/1,000	\$68.32	Local	73%	National	27%

### Demographic and Economic Overview

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

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	662.7	643.9	-0.6%	643.9	630.9	-0.4%
Households	245.9	251.2	0.4%	251.2	250.0	-0.1%
Retail Sales	NA <sup>1/</sup>	7,797.4	NA <sup>1/</sup>	7,797.4	9,285.4	3.6%
EBI <sup>2/</sup>	9,215.7	10,717.1	3.1%	10,717.1	12,437.1	3.0%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	310.4	54.5	30.0	32.1	37.9	49.4	44.6	62.0
Women (000)	333.5	52.2	28.7	33.8	40.1	51.4	46.5	80.9
Total	643.9	106.7	58.7	65.8	78.0	100.8	91.1	142.9
Percentage	100.0%	16.6%	9.1%	10.2%	12.1%	15.6%	14.1%	22.2%
Per Capita	\$ 16,644			Median Household	\$ 36,014		Avg Household	\$ 42,671
Ethnic Population:	White 87.8%	Black 7.2%	Asian 1.8%	Hispanic 2.2%				

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	11	10		12	21	12	33
Tot 12+	15.6	50.7		63.3	66.3	15.1	81.4
Avg 12+	1.4	5.1		5.3	3.2	1.3	2.5
Tot LCS	19.2	62.3		77.8	81.4	18.6	100.0
Avg LCS	1.7	6.2		6.5	3.9	1.5	3.0

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# Competitive Overview

Some stations also rated in Ithaca and Utica.

## FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)									Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
WSEN	Baldwinsville	B1	92.1	25.0	299	a	Buckley Bcstg Corp	67	8008	700	c1	Oldies	2,100	0.93	6.9	6.9	6.7	5.2	5.6	5.0	4.9	5.4	5.1
WNTQ	Syracuse	B	93.1	97.0	659	d	Citadel Comm Corp	56	0004		g1	CHR	4,700	1.49	9.7	8.8	9.2	7.9	7.5	6.9	8.7	9.0	6.9
WYYY	Syracuse	B	94.5	100.0	650	b	Clear Channel Comm	46	9901		sw	AC	4,000	1.64	7.5	6.4	6.3	6.0	5.5	6.5	6.3	5.2	5.6
WKLL	Frankfort	B	94.9	34.0	568	c	Galaxy Comm	90	9004	See (159)		Modern Rock	n/a		0.8	0.4	0.6	0.5	0.9	0.7	0.5	0.6	0.4
WAQX	Manlius	B1	95.7	25.0	299	d	Citadel Comm Corp	78	0004		g1	AOR	2,500	0.92	8.3	7.5	7.9	6.5	6.1	6.6	5.7	6.8	6.6
WOLF	Oswego	A	96.7	3.0	328	f	Fox, Craig	90	9709	80		Children			0.2	0.0	0.3	0.0	0.3	0.2	0.4	0.2	0.3
WTKW	Bridgeport	A	99.5	5.7	338	c	Galaxy Comm	92	9408	100		Clsc Rock	2,100	1.40	4.6	3.6	3.5	4.4	3.3	3.7	3.5	5.0	3.9
WBGJ	Sylvan Beach	A	100.3	6.0 cp	328	f	Fox, Craig	01	0203	350	cp	Children			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WKRL	North Syracuse	A	100.9	6.0	164	c	Galaxy Comm	72	9402	1,375	c3	Modern Rock	1,900	1.12	5.2	4.4	4.7	4.4	3.6	4.2	4.4	4.6	4.6
WSCP	Pulaski	A	101.7	2.5	364	c	Galaxy Comm	87	0108	400	c2	Country	150	0.24	1.9	1.5	1.8	1.6	1.5	1.2	1.0	1.4	1.3
WZUN	Phoenix	A	102.1	6.0	266	c	Galaxy Comm	95	0012	3,750		AC	700	1.26	1.7	1.1	1.0	1.4	1.5	1.7	2.1	2.4	2.2
WVOA	Mexico	A	103.9	3.0	292	f	Fox, Craig	96	9607	3	cp	Christian	200			0.4	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		2.2	0.9	1.9	2.0	1.7	1.6	0.8	1.7	1.9
WBBS	Fulton	B	104.7	50.0	492	b	Clear Channel Comm	61	9907		sw	Country	5,300	1.32	12.3	10.7	11.1	10.0	10.3	8.7	10.2	10.0	10.7
• WWDG	Deruyter	B	105.1	42.0	541	b	Clear Channel Comm	48	0201	5,000		New Rock			0.1	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0
WTKV	Oswego	A	105.5	4.0	397	c	Galaxy Comm	73	9512	466	c5	Clsc Rock			1.2	0.5	1.0	0.8	1.0	1.2	1.7	0.6	0.6
WLTJ	Syracuse	A	105.9	4.0	200	d	Citadel Comm Corp	96	0004		g1	Soft AC	750	0.56	4.1	3.3	3.8	3.6	2.7	3.3	3.6	3.4	4.2
WMCR	Oneida	A	106.3	0.4	719	e	Warren Bcstg Co Inc	72		100		AC	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WKRH	Minetto	A	106.5	5.0	328	c	Galaxy Comm	96				Modern Rock			1.1	0.8	1.0	0.8	0.9	0.9	1.6	0.7	1.1
WPHR	Auburn	B	106.9	14.0	942	b	Clear Channel Comm	49	0002	3,000		Urban	900	0.81	3.4	3.8	2.2	2.9	3.2	2.7	3.9	2.7	3.6
WWHT	Syracuse	B	107.9	50.0	499	b	Clear Channel Comm	58	9907		sw	CHR	2,300	0.77	9.2	5.3	7.5	7.0	7.4	8.2	7.6	7.8	6.5
# FM Stations -					21	# Combos -					20	FM TOTALS			80.4	66.3	70.6	65.0	63.1	63.3	66.9	67.5	65.5

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)	(kW)	Revenue (000)1/								Power Ratio	Fall 2002		Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	
WSYR	Syracuse	B	570	5.0	5.00	b	Clear Channel Comm	22	9907		sw	Talk	3,200	0.97	10.1	9.1	7.4	7.9	8.8	8.7	8.1	6.8	8.7	
WHEN	Syracuse	B	620	5.0	1.00	b	Clear Channel Comm	41	9907		sw	Sports	700	0.72	3.0	1.8	1.9	2.5	2.7	2.6	2.5	2.1	2.2	
WFBL	Baldwinsville	D	1050	2.5	0.02	a	Buckley Bcstg Corp	59	8008		c1	News/Talk	300	0.40	2.3	0.9	0.9	1.8	2.4	2.5	2.6	3.1	2.3	
WSCP	Sandy	D	1070	2.5	0.00	c	Galaxy Comm	74	0108		c2	Country			0.1	0.0	0.3	0.0	0.1	0.0	0.0	0.0	0.0	
WTLA	North Syracuse	B	1200	1.0	1.00	c	Galaxy Comm	59	9402		c3	Adlt Stndrd	150	0.22	2.1	1.7	1.6	1.8	2.4	1.0	1.0	1.9	1.3	
WNSS	Syracuse	B	1260	5.0	5.00	d	Citadel Comm Corp	46	0004		g1	Sports	300	0.92	1.0	1.1	0.6	0.8	1.1	0.9	0.0	0.0	0.6	
WAMF	Fulton	D	1300	1.0	0.04		DeRosa, Donald	49	0207			Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WDCW	Syracuse	B	1390	5.0	5.00	c	Crawford Bcstg Co	22	9307	425		Christian				0.4	0.0	0.0	0.0	0.0	0.5	0.0	0.0	
WSGO	Oswego	D	1440	1.0	0.05	c	Galaxy Comm	60	9512		c5	Adlt Stndrd			0.6	0.1	0.4	0.7	0.4	0.4	0.0	0.5	0.5	
WOLF	Syracuse	C	1490	1.0 cp	1.00	f	Fox, Craig	40	8210	428		Children	150		0.1	0.0	0.1	0.0	0.1	0.1	0.0	0.2	0.3	
WSIV	E. Syracuse	D	1540	1.0 cp	0.06	f	Fox, Craig	55	9609		c1	Christian	100		0.2	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	
WMCR	Oneida	D	1600	1.0	0.02	e	Warren Bcstg Co Inc	56	6901			AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					12	# Combos -					10	AM TOTALS			19.5	15.1	13.2	15.5	18.8	16.2	14.7	14.6	15.9	
AM & FM Stations Profiled -					33	# Duopolies -					12	Total Local Commercial Share			81.4	83.8	80.5	81.9	79.5	81.6	82.1	81.4		

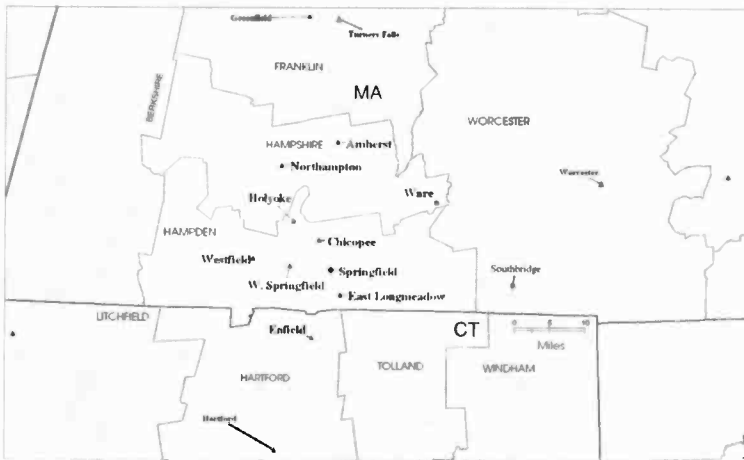
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 81

Revenue Rank: 111

# Springfield, MA Market Overview



### Metro Counties / Population (000)

Hampden, MA	455.4
Hampshire, MA	152.7
<b>Total</b>	<b>608.1</b>

### Market Radio Financials

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

#### ESTIMATED GROSS REVENUES

★★

Revenue/Retail Sales  
Revenue/Capita

1997	1998	1999	2000	2001	2002	Δ 97 - 02
\$17,100	\$17,500	\$18,300	\$18,700	\$17,800	\$18,400	1.4%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
3.4%	\$19,300	\$20,700	\$21,800	\$23,000	\$24,100	5.6%

1997	2002	2007	Est. Breakout
NA <sup>1/</sup>	\$2.70/1,000	\$3.05/1,000	Local 75%
\$28.81	\$30.26	\$39.63	National 25%

### Demographic and Economic Overview

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

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	593.6	608.1	0.5%	608.1	608.2	0.0%
Households	218.8	232.5	1.2%	232.5	235.9	0.3%
Retail Sales	NA <sup>1/</sup>	6,817.4	NA <sup>1/</sup>	6,817.4	7,894.6	3.0%
EBI <sup>2/</sup>	8,483.1	9,655.8	2.6%	9,655.8	11,133.4	2.9%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	289.0	48.2	27.2	34.1	35.3	44.1	41.7	58.3
Women (000)	319.2	46.6	25.6	38.2	37.8	47.2	44.5	79.2
Total	608.1	94.8	52.8	72.3	73.1	91.3	86.2	137.5
Percentage	100.0%	15.6%	8.7%	11.9%	12.0%	15.0%	14.2%	22.6%
Per Capita	\$ 15,878							
				Median Household	\$ 34,657		Avg Household	\$ 41,537
Ethnic Population:	White 81.2%	Black 6.7%	Asian 2.0%				Hispanic 13.0%	

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6	7		11	13	10	23
Tot 12+	12.2	39.6		51.1	51.8	16.9	68.7
Avg 12+	2.0	5.7		4.6	4.0	1.7	3.0
Tot LCS	17.8	57.6		74.4	75.4	24.6	100.0
Avg LCS	3.0	8.2		6.8	5.8	2.5	4.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Boston & 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	
WHYN	Springfield	B	93.1	8.9	1001	d	Clear Channel Comm	46	9607		g2	AC	2,300	1.21	10.3	6.1	6.6	7.4	7.0	7.5	6.8	6.5	6.7
WZMX	Hartford	B	93.7	17.0	850	a	Infinity Bcstg	39	0102			Rhythm/Blue	n/a		10.0	7.7	7.5	7.3	5.8	7.1	7.3	5.8	1.5
WRSI	Turners Falls	A	93.9	4.3 cp	390	g	Vox Media Corp	94	0009	2,900		AAA	200	0.99	1.1	0.7	0.9	0.4	0.9	0.8	1.3	0.5	0.8
WMAS	Springfield	B	94.7	50.0	194	c	Lappin Comm	47				AC	3,800	1.65	12.5	9.0	9.5	6.6	9.4	9.2	7.6	9.0	8.8
WPVQ	Greenfield	A	95.3	0.6	761	g	Vox Media Corp	81	9910			Country	100			0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.4
WKSS	Hartford-Meriden	B	95.7	16.5	879		Clear Channel Comm	47	0008			Top 40	n/a		6.2	5.1	4.8	4.2	4.0	4.3	4.0	6.2	6.8
WTIC	Hartford	B	96.5	20.0	810	a	Infinity Bcstg	40	0102			Modern AC	n/a		4.4	2.9	2.6	2.4	3.1	4.0	3.7	3.8	4.9
WPKX	Enfield	A	97.9	2.2	528	d	Clear Channel Comm	90	0008		g	Country	2,300	1.37	9.1	5.0	5.8	6.6	6.6	6.3	6.4	6.3	6.1
WLZX	Northampton	A	99.3	5.8	331	e	Saga Comm Inc	56	0007	12,000	c2	Rock	1,500	1.90	4.3	2.8	3.0	3.4	2.8	2.7	3.3	3.4	3.5
WRNX	Amherst	A	100.9	1.4	692	f	Western Mass Radio	90				AAA	950	1.67	3.1	2.3	1.7	1.8	3.0	2.0	2.7	1.8	1.8
WAQY	Springfield	B	102.1	17.0	781	e	Saga Comm Inc	66	9011		g1	Clsc Rock	3,750	1.87	10.9	6.7	8.4	9.7	6.2	5.9	8.8	8.4	7.0
• WEIB	Northampton	A	106.3	3.0	289		Cutting Edge Bcstg	99				SmJaz/AC	300	0.78	2.1	1.4	2.1	1.5	1.6	0.7	1.4	0.8	0.8
WAAF	Worcester	B	107.3	9.6 cp	1099		Entercom	61	9811			Rock	n/a		2.8	2.1	1.8	1.7	2.0	2.2	2.2	1.9	2.8
# FM Stations -				13	# Combos -				10	FM TOTALS				76.8	51.8	54.7	53.0	52.4	52.7	55.5	55.1	51.9	

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
WHYN	Springfield	B	560	5.0	1.00	d	Clear Channel Comm	41	9607		g2	News/Talk	1,550	0.91	9.3	6.7	5.5	7.0	8.2	5.1	6.9	7.0	6.0
• WNNZ	Westfield	B	640	50.0	1.00	d	Clear Channel Comm	57	9811	1,275		Sprts/Talk	400	0.91	2.4	1.8	1.6	1.7	1.9	1.5	1.8	1.5	1.5
WACE	Chicopee	D	730	5.0	0.01		Carter Bcstg Corp	46				Religion			0.4	0.7	0.0	0.0	0.4	0.8	0.4	0.0	0.4
• WARE	Ware	B	1250	5.0	2.50		Success Signal Bcstg	48	0210 p	250		Span/Varty	150			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WSPR	Springfield	B	1270	5.0	1.00	b	Gois, Antonio F.	36	0205	500		Span/Trpcl	350	0.59	3.2	1.9	2.3	2.7	2.0	1.9	1.0	1.9	2.4
WHMP	Northampton	C	1400	1.0	1.00	e	Saga Comm Inc	50	0007		c2	Nws/Tlk/Spt	400	1.28	1.7	1.4	1.2	1.4	0.8	1.2	1.2	1.2	1.9
• WPNI	Amherst	D	1430	5.0	0.00	f	Western Mass Radio	63	9002	400		News/Talk			0.1	0.6	0.0	0.4	0.0	0.0	0.0	0.0	0.4
WMAS	Springfield	C	1450	1.0	1.00	c	Lappin Comm	32	7805			Adlt Stndrd	300	0.33	4.9	3.3	4.2	2.8	2.8	3.8	3.1	2.7	2.9
WACM	West Springfield	C	1490	0.5	0.00	b	Gois, Antonio F.	49	9707	600		Span/Trpcl			0.8	0.4	0.6	1.3	0.0	0.4	0.4	0.0	0.6
WHNP	East	D	1600	2.5	0.00	e	Saga Comm Inc	47	9011		g1	Information			0.3	0.1	0.1	0.3	0.3	0.0	0.0	0.3	0.0
# AM Stations -				10	# Combos -				8	AM TOTALS				23.1	16.9	15.5	17.6	16.4	14.7	14.8	14.6	16.1	
AM & FM Stations Profiled -				23	# Duopolies -				7	Total Local Commercial Share				68.7	70.2	70.6	68.8	67.4	70.3	69.7	68.0		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 82

Revenue Rank: 74

# Toledo, OH Market Overview



### Metro Counties / Population (000)

Fulton, OH	42.5
Lucas, OH	451.9
Wood, OH	121.9
<b>Total</b>	<b>616.3</b>

### Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$25,500	\$28,100	\$30,100	\$30,500	\$29,500	\$30,000
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA <sup>1/</sup>	\$3.66/1,000	\$4.12/1,000	Local	83%		
Revenue/Capita	1997	2002	2007	National	17%		
	\$41.65	\$48.68	\$64.11				

### Demographic and Economic Overview

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

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	612.2	616.3	0.1%	616.3	613.0	-0.1%
Households	230.6	244.5	1.2%	244.5	247.8	0.3%
Retail Sales	NA <sup>1/</sup>	8,199.8	NA <sup>1/</sup>	8,199.8	9,544.5	3.1%
EBI <sup>2/</sup>	9,471.7	10,766.3	2.6%	10,766.3	12,735.9	3.4%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	296.7	52.8	28.0	34.1	39.1	44.4	42.5	55.9
Women (000)	319.6	50.5	27.2	36.0	40.5	46.6	44.1	74.9
Total	616.3	103.3	55.2	70.0	79.6	91.0	86.6	130.8
Percentage	100.0%	16.8%	8.9%	11.4%	12.9%	14.8%	14.0%	21.2%
Per Capita	\$ 17,468	Median Household		\$ 35,577	Avg Household		\$ 44,027	
Ethnic Population:	White 81.5%	Black 13.1%	Asian 1.2%	Hispanic 4.6%				

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	12	6		11	18	9	27
Tot 12+	23.8	42.6		64.1	66.4	11.5	77.9
Avg 12+	2.0	7.1		5.8	3.7	1.3	2.9
Tot LCS	30.6	54.7		82.3	85.2	14.8	100.0
Avg LCS	2.5	9.1		7.5	4.7	1.6	3.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
												Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
WVKS	Toledo	B	92.5	50.0	479	d	57	9905		g2	CHR	3,950	1.04	12.6	8.2	9.9	9.9	8.9	11.2	9.1	10.4	10.4
WRQN	Bowling Green	A	93.5	4.1	397	a	64	9711		c3	Oldies	1,525	0.71	7.2	5.1	5.0	6.3	5.6	5.9	5.8	4.7	5.2
• WXKR	Port Clinton	B	94.5	30.0	630	a	61	9802	5,000		Clsc Rock	1,500	0.85	5.9	5.1	4.7	5.6	4.5	3.8	4.1	4.6	4.4
WQTE	Adrian	A	95.3	3.0	299	b	76	9010	1,500	c1	Country			0.1	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0
WIMX	Gibsonburg	A	95.7	3.5	433	Riverside Bcstg	89	9801	1,500	1	Urban AC	675	0.46	4.9	3.8	3.8	4.7	4.0	3.1	3.9	3.9	3.0
WMTR	Archbold	A	96.1	3.8	400	Nobco Inc	68				AOR	250		0.8	0.4	0.6	0.5	0.6	0.8	0.4	0.7	0.4
WBVI	Fostoria	A	96.7	3.0	289	c	46	9105		st	AC				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	450	1.00	1.5	1.1	1.0	1.5	1.1	1.0	1.3	1.4	1.4
WTWR	Monroe	A	98.3	1.4	466	a	67	9808	2,800		CHR	700	1.06	2.2	1.5	1.9	1.5	1.8	1.8	2.1	2.0	2.3
WKKO	Toledo	B	99.9	50.0 cp	499	a	56	9711		c3	Country	6,400	1.27	16.8	15.5	13.5	12.0	14.6	12.8	13.6	13.2	11.8
WKXA	Findlay	B	100.5	20.0	440	e	48				Hot AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WRVF	Toledo	B	101.5	41.0 cp	486	d	46	9905		g2	AC	4,150	1.21	11.4	8.0	10.0	7.9	8.6	9.5	8.1	7.0	8.7
WPOS	Holland	A	102.3	6.0	312	Maumee Vly Bcst Assn	66				Religion				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	49	9905		g2	Rock	3,500	1.48	7.9	5.8	6.3	6.3	6.3	6.1	6.7	6.2	5.4
WWWM	Sylvania	A	105.5	4.3	390	a	68	9710	10,000	c4	Hot AC	2,300	1.05	7.3	5.2	5.4	6.4	6.1	5.3	6.0	6.0	6.1
• WRWK	Delta	A	106.5	3.0	328	a	94	9912	4,925		Alternative	600	0.77	2.6	2.2	2.1	2.9	1.7	1.4	1.7	2.3	2.4
WJUC	Swanton	A	107.3	3.0	328	Welch Comm Inc	97				Urban	400	0.26	5.2	3.7	3.8	4.7	4.3	3.5	3.2	4.0	3.8
• WPFX	North Baltimore	A	107.7	3.0	328	d	91	9905		g2	Clsc Rock			0.1	0.8	0.0	0.0	0.4	0.0	0.0	0.0	0.0
# FM Stations -				18	# Combos -				13	FM TOTALS				86.5	66.4	68.4	70.2	68.5	66.2	66.0	66.4	65.3

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
WJYM	Bowling Green	D	730	1.0	0.00		Family Worship Cntr	64	7610			Religion				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 Comm	38	9905		g2	Talk	700	0.75	3.1	1.4	2.2	2.1	2.5	2.9	3.8	3.1	3.7
WFIN	Findlay	D	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	
WSPD	Toledo	B	1370	5.0	5.00	d	Clear Channel Comm	21	9905		g2	News/Talk	2,200	1.02	7.2	7.0	5.4	6.0	6.1	5.4	6.0	6.4	6.8
WFOB	Fostoria	B	1430	1.0	1.00	c	Roppe Corp	52	9105		st	AC/Nws/Spt				0.0	0.0	0.0	0.0	0.0	0.0	0.4	
• WLQR	Toledo	B	1470	1.0 cp	1.00	a	Cumulus Bcstg Inc	54	9710		c4	Sports	350	0.58	2.0	2.1	1.7	1.7	1.4	1.5	1.7	1.1	1.3
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	
WDMN	Rossford	B	1520	0.5 cp	0.40		Comerstone Church	66	9806	200		ChrsContem	200		0.6	0.7	0.7	0.0	0.4	0.7	0.4	0.6	0.0
WTD0	Toledo	D	1560	5.0	0.00	a	Cumulus Bcstg Inc	46	9711		c3	Country	100		0.6	0.3	0.3	0.8	0.3	0.4	0.6	0.4	0.8
# AM Stations -				9	# Combos -				7	AM TOTALS				13.5	11.5	10.3	10.6	10.7	10.9	12.5	11.6	13.0	
AM & FM Stations Profiled -				27	# Duopolies -				7	Total Local Commercial Share				77.9	78.7	80.8	79.2	77.1	78.5	78.0	78.3		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 83

Revenue Rank: 75

# Baton Rouge, LA Market Overview



### Metro Counties / Population (000)

Ascension, LA	80.0
East Baton Rouge, LA	413.6
Livingston, LA	95.7
West Baton Rouge, LA	21.7
<b>Total</b>	<b>611.0</b>

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$22,600	\$25,500	\$28,900	\$29,100	\$27,700	\$29,700
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07	
	7.2%	\$31,300	\$33,400	\$35,300	\$37,200	\$39,100	5.6%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA <sup>1/</sup>	\$3.80/1,000	\$4.06/1,000	Local 90%
Revenue/Capita	\$39.73	\$48.61	\$61.61	National 10%

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	568.9	611.0	1.4%	611.0	634.6	0.8%
Households	204.1	227.8	2.2%	227.8	240.5	1.1%
Retail Sales	NA <sup>1/</sup>	7,808.8	NA <sup>1/</sup>	7,808.8	9,638.6	4.3%
EBI <sup>2/</sup>	8,506.0	10,211.7	3.7%	10,211.7	13,012.4	5.0%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	295.5	54.8	30.3	38.8	41.0	44.0	39.7	46.8
Women (000)	315.5	52.4	28.0	40.8	43.3	47.3	43.0	60.7
Total	611.0	107.2	58.3	79.7	84.3	91.3	82.7	107.5
Percentage	100.0%	17.5%	9.5%	13.0%	13.8%	14.9%	13.5%	17.6%
Per Capita	\$ 16,712			Median Household	\$ 36,461		Avg Household	\$ 44,829
Ethnic Population:	White 64.4%	Black 32.3%	Asian 1.6%	Hispanic 1.8%				

### Market Summary

FM Classes	Class A	Class B	Class C	Viab. FMs	All FMs	All AMs	Total
# Stations	3		10	13	13	9	22
Tot 12+	9.4		52.8	62.2	62.2	15.0	77.2
Avg 12+	3.1		5.3	4.8	4.8	1.7	3.5
Tot LCS	12.2		68.4	80.6	80.6	19.4	100.0
Avg LCS	4.1		6.8	6.2	6.2	2.2	4.5

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
WOCK	Clinton	C2	92.7	32.0	604		Touch Family Bcstg	81	9703	2,025	+	AC	950	1.00	3.2	2.6	2.3	3.0	1.9	2.7	3.2	2.1	2.0
KOOJ	New Iberia	C1	93.7	100.0	971	a	Citadel Comm Corp	92	9911	9,500		Rock	400	0.48	2.8	2.3	2.2	1.9	2.5	2.0	2.9	2.7	2.8
WEMX	Kentwood	C1	94.1	100.0	981	a	Citadel Comm Corp	67	9903		g1	Urban	1,800	0.66	9.2	7.1	6.6	6.8	6.8	8.0	7.7	11.0	8.7
KRVE	Brusly	C2	96.1	43.0	449	b	Clear Channel Comm	89	0008		g	AC	2,200	1.12	6.6	6.7	5.2	3.6	5.6	5.9	6.2	4.0	5.1
WDGL	Baton Rouge	C	98.1	100.0	1499	c	Guaranty Bcstg Co	68				Clsc Rock	5,300	1.90	9.4	6.7	6.8	8.5	7.1	6.6	7.6	8.2	6.6
• WYPY	Baton Rouge	C	100.7	100.0	1499	c	Guaranty Bcstg Co	66	9608		na	Country	1,700	1.19	4.8	3.6	3.5	4.3	4.4	2.5	5.1	3.4	3.8
WYNK	Baton Rouge	C	101.5	100.0	1499	b	Clear Channel Comm	68	0008		g	Country	3,700	1.33	9.4	7.0	8.2	7.8	5.9	6.9	7.3	7.3	7.2
WFMF	Baton Rouge	C	102.5	100.0	1260	b	Clear Channel Comm	41	0008		g	Top 40	1,900	0.79	8.1	5.5	6.5	6.5	6.6	5.2	6.3	6.9	5.8
WBBE	Hammond	C	103.3	100.0	1004	a	Citadel Comm Corp	65	9903		g2	AC	1,400	1.02	4.6	2.9	3.8	3.7	2.5	4.2	3.3	4.7	4.7
WZRB	Jackson	A	104.5	2.8	492	c	Guaranty Bcstg Co	99	0011	1,000		Urban AC	150	0.32	1.6	2.0	0.9	1.2	1.0	1.8	0.8	1.2	2.0
KNXX	Donaldsonville	A	104.9	3.0 cp	479	c	Guaranty Bcstg Co	72	0002	1,500		Alternative	825	0.60	4.6	2.6	2.7	3.9	4.3	3.4	3.2	1.1	0.5
KQXL	New Roads	C2	106.5	50.0	486	a	Citadel Comm Corp	79	9903		g2	Urban	3,400	1.16	9.9	8.4	6.4	6.6	9.6	7.8	7.4	5.8	5.8
WJNH	Baker	A	107.3	4.3 cp	387	c	Guaranty Bcstg Co	94	9701	1,750		Rhymc/CHR	725	0.41	6.0	4.8	5.5	4.7	3.7	4.5	3.2	3.4	4.1
# FM Stations -					13	# Combos -					12	FM TOTALS			80.2	62.2	60.6	62.5	61.9	61.5	64.2	61.8	59.1

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
WNDC	Baton Rouge	B	910	1.0	1.00		Church Point Ministr	46	8812	450		Gospel	100		0.1	0.4	0.0	0.0	0.0	0.4	0.0	0.5	0.6
WJBO	Baton Rouge	B	1150	5.0	5.00	b	Clear Channel Comm	34	0008		g	Nws/Tlk/Spt	2,050	1.10	6.3	4.2	3.5	5.5	5.6	4.9	4.5	6.4	5.8
WSKR	Denham Springs	B	1210	10.0	1.00	b	Clear Channel Comm	59	0008		g	Sports	200		0.8	0.9	0.7	0.6	0.7	0.4	0.0	0.0	0.0
KBRH	Baton Rouge	B	1260	5.0	0.13		E.Baton Rouge School	77	9308		nc	Clsc/R&BOd	100		0.1	0.6	0.4	0.0	0.0	0.0	0.6	0.6	0.5
WIBR	Baton Rouge	B	1300	5.0	1.00	a	Citadel Comm Corp	48	9903		g2	News/Talk	500	0.99	1.7	1.3	1.9	1.3	1.0	1.1	1.1	1.1	0.9
• WYNK	Baton Rouge	D	1380	5.0	0.00	b	Clear Channel Comm	56	0008		g	Talk	100		0.2	0.0	0.6	0.0	0.0	0.0	0.0	0.5	0.0
WXOK	Baton Rouge	B	1460	5.0	1.00	a	Citadel Comm Corp	53	9903		g2	Gospel	1,800	0.66	9.2	7.2	7.2	7.8	6.2	7.1	7.3	6.4	7.5
• WPFC	Baton Rouge	D	1550	5.0	0.00		Victory & Power Inc	63	9411	450		Urban/Gospl	300		0.8	0.4	0.0	0.0	1.2	1.3	0.6	0.9	1.8
KKAY	White Castle	D	1590	1.0	0.07		Cactus	76	9911	25		Country	100		0.4	0.0	0.0	0.0	0.7	0.4	0.5	0.5	0.0
# AM Stations -					9	# Combos -					5	AM TOTALS			19.6	15.0	14.3	15.2	15.4	15.6	14.6	16.9	17.1
AM & FM Stations Profiled -					22	# Duopolies -					8	Total Local Commercial Share			77.2	74.9	77.7	77.3	77.1	78.8	78.7	76.2	

• Indicates a change since last edition

1/ See Introduction section for Interpretation of revenue estimates.

Metro Rank: 84

Revenue Rank: 96

# Greenville-New Bern-Jacksonville, NC Market



### Metro Counties / Population (000)

Beaufort, NC	45.3
Carteret, NC	60.4
Craven, NC	92.0
Greene, NC	19.6
Jones, NC	10.6
Lenoir, NC	59.2
Onslow, NC	150.2
Pamlico, NC	13.2
Pitt, NC	136.9
<b>Total</b>	<b>587.4</b>

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

<b>ESTIMATED GROSS REVENUES</b> ★★	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>Δ 97 - 02</b>
	\$17,900	\$20,100	\$21,400	\$22,800	\$19,800	\$21,600	3.8%
	<b>Δ 01 - 02</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>Δ 02 - 07</b>
	9.1%	\$22,800	\$24,300	\$25,700	\$27,100	\$28,400	5.7%
Revenue/Retail Sales	<b>1997</b>	<b>2002</b>	<b>2007</b>	<b>Est. Breakout</b>			
Revenue/Capita	NA <sup>1/</sup>	\$3.49/1,000	\$3.91/1,000	Local	87%		
	\$32.33	\$36.77	\$46.93	National	13%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<b>1997</b>	<b>2002</b>	<b>Growth Rate</b>	<b>2002</b>	<b>2007</b>	<b>Growth Rate</b>
MSA Population	553.6	587.4	1.2%	587.4	605.2	0.6%
Households	193.1	222.4	2.9%	222.4	234.0	1.0%
Retail Sales	NA <sup>1/</sup>	6,193.2	NA <sup>1/</sup>	6,193.2	7,267.5	3.3%
EBI <sup>2/</sup>	7,332.0	8,202.4	2.3%	8,202.4	10,047.5	4.1%

### Demographic Breakdown

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	294.9	48.5	24.0	52.6	41.1	40.1	36.2	52.4
Women (000)	292.5	46.4	23.0	35.9	38.0	42.4	38.9	68.0
Total	587.4	94.8	47.0	88.5	79.1	82.5	75.0	120.4
Percentage	100.0%	16.1%	8.0%	15.1%	13.5%	14.0%	12.8%	20.5%
Per Capita	\$ 13,964	Median Household		\$ 30,667	Avg Household		\$ 36,878	
Ethnic Population:	White 68.2%	Black 26.2%	Asian 1.1%	Hispanic 4.7%				

### Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	5		20	18	25	16	41
Tot 12+	4.5		70.4	72.4	74.9	3.4	78.3
Avg 12+	0.9		3.5	4.0	3.0	0.2	1.9
Tot LCS	5.7		89.9	92.5	95.7	4.3	100.0
Avg LCS	1.1		4.5	5.1	3.8	0.3	2.4

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# Competitive Overview

Some stations also rated in Raleigh and Wilmington, NC.  
ARB 12+ Metro Shares (see rights)

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
WRSV	Rocky Mount	A	92.1	2.4	532	i	North Star Inc	49	8911			Urban AC	300	0.56	2.5	0.9	2.0	2.6	1.3	2.0	2.0	2.2	1.8
WQSL	Jacksonville	C2	92.3	22.5	725	f	NextMedia Group	94	0104		sw	Rhymc/CHR	625	0.51	5.7	4.3	3.8	4.1	4.8	5.0	5.7	5.3	5.8
WERO	Washington	C	93.3	100.0	1782	f	NextMedia Group	61	0008		g3	AC	1,475	1.03	6.6	5.0	4.4	6.2	5.5	4.4	4.8	4.6	4.4
WNBR	Oriental	C3	94.1	11.0	486	h	Archway Broadcast	93	0208 p	6,500	d1	Country	100		0.5	0.9	0.7	0.6	0.4	0.0	0.0	0.3	1.0
WGPM	Farmville	A	94.3	2.0 cp	407	a	Archway Broadcast	74	0210 p	3,000	d1	Soft Rock	75		0.4	1.0	0.0	0.0	0.4	0.7	0.0	0.0	0.0
WRNS	Kinston	C	95.1	100.0	1506	f	NextMedia Group	68	0008		g3	Country	4,750	1.25	17.6	15.5	13.8	13.9	14.2	13.0	13.3	14.4	12.1
WRHT	Morehead City	C1	96.3	100.0	492	h	Archway Broadcast	72	0208 p		d1	CHR	650	1.00	3.0	3.4	2.3	2.0	2.4	2.5	3.4	4.2	4.5
WZBR	Kinston	A	97.7	3.0	249	h	Archway Broadcast	76	0208 p		d1	Country	75			0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.9
WRUP	Bayboro	C3	97.9	14.5	433	b	Benfield, Ronald W.	90			1	Sports			0.1	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0
WCZI	Washington	A	98.3	1.4	489	a	Archway Broadcast	88	0210 p		d1	Nws/Tlk/Spt	75		0.4	0.0	0.0	0.0	0.4	0.7	0.0	0.0	0.6
WKOO	Jacksonville	C1	98.7	100.0	974	f	NextMedia Group	65	0008		g3	Oldies	700	1.35	2.4	1.7	2.1	2.0	1.9	1.5	1.8	2.2	2.3
WXNR	Grifton	C2	99.5	16.5	843	d	Beasley Bcst Group	89	9611	2,000		Alternative	1,200	0.97	5.7	3.6	3.8	6.1	3.7	4.2	4.1	2.8	2.6
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
WQZL	Belhaven	C2	101.1	31.0	607	f	NextMedia Group	80	0008		g3	Rhymc/CHR			2.9	3.6	2.7	3.5	2.1	0.7	0.9	0.4	1.0
WIKS	New Bern	C1	101.9	100.0	981	d	Beasley Bcst Group	77	9611	14,000	c8	Urban	3,100	1.16	12.4	8.9	9.0	10.0	8.3	11.3	9.8	11.2	9.5
WELS	Kinston	A	102.9	3.0	295	g	Willis Bcstg Corp	90	9607	150	c7	Gospel	400	0.45	4.1	2.6	2.8	3.2	3.4	3.4	2.3	2.8	2.6
WMGV	Newport	C1	103.3	100.0	981	d	Beasley Bcst Group	83	9611		c8	Soft Rock	1,200	0.96	5.8	4.9	5.1	3.9	4.9	4.1	3.4	4.9	4.8
WCBZ	Williamston	C1	103.7	100.0	981	h	Archway Broadcast	88	0208 p		d1	CHR	350	1.16	1.4	1.3	1.3	1.0	0.7	1.3	1.2	1.4	1.6
WZXS	Topsail Beach	C3	103.9	21.5	328		Jacksonville-Topsail	93	9802	650		Adlt Stndrd	250	0.77	1.5	0.6	1.4	1.2	1.2	0.9	0.9	1.1	0.4
WANG	Havelock	C3	105.1	18.5	384	f	NextMedia Group	71	0008		g3	Adlt Stndrd	150	0.32	2.2	1.3	1.6	0.9	2.2	2.0	1.9	1.1	2.0
WXQR	Jacksonville	C2	105.5	19.0	794	f	NextMedia Group	66	0104		sw	Clsc Rock	400	0.60	3.1	2.9	3.5	2.3	2.2	1.8	3.8	3.1	3.9
WRDU	Wilson	C	106.1	100.0	1348		Clear Channel Comm	48	0008			AOR	n/a		1.1	0.6	1.1	0.9	0.6	0.7	0.9	1.4	1.2
WSFL	New Bern	C1	106.5	100.0	915	d	Beasley Bcst Group	68	9107			Clsc Rock	2,500	1.56	7.4	5.7	6.3	6.4	5.2	5.3	7.2	7.2	6.7
WTKF	Atlantic	C3	107.3	7.0	607		Atlantic Ridge Tlcst	92	9512		st	Nws/Tlk/Spt	300	0.63	2.2	2.1	2.1	1.2	1.6	1.8	1.3	1.1	0.9
WNCT	Greenville	C	107.9	100.0	1700	d	Beasley Bcst Group	63	9603	3,000	c6	Oldies	2,300	1.59	6.7	4.1	5.1	6.1	4.8	4.8	5.4	5.3	5.7
# FM Stations -					25	# Combos -					20	FM TOTALS			95.7	74.9	74.9	78.1	72.6	72.1	74.1	77.1	76.3

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 84

Revenue Rank: 96

# Greenville-New Bern-Jacksonville, NC Market



### Metro Counties / Population (000)

Beaufort, NC	45.3
Carteret, NC	60.4
Craven, NC	92.0
Greene, NC	19.6
Jones, NC	10.6
Lenoir, NC	59.2
Onslow, NC	150.2
Pamlico, NC	13.2
Pitt, NC	136.9
<b>Total</b>	<b>587.4</b>

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02	
		\$17,900	\$20,100	\$21,400	\$22,800	\$19,800	\$21,600	3.8%
Δ 01 - 02							9.1%	
★★	2003	2004	2005	2006	2007	Δ 02 - 07		
	\$22,800	\$24,300	\$25,700	\$27,100	\$28,400	5.7%		
Revenue/Retail Sales	1997	2002	2007	Est. Breakout				
	NA <sup>1/</sup>	\$3.49/1,000	\$3.91/1,000	Local	87%			
Revenue/Capita	\$32.33	\$36.77	\$46.93	National	13%			

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	553.6	587.4	1.2%	587.4	605.2	0.6%
Households	193.1	222.4	2.9%	222.4	234.0	1.0%
Retail Sales	NA <sup>1/</sup>	6,193.2	NA <sup>1/</sup>	6,193.2	7,267.5	3.3%
EBI <sup>2/</sup>	7,332.0	8,202.4	2.3%	8,202.4	10,047.5	4.1%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	294.9	48.5	24.0	52.6	41.1	40.1	36.2	52.4
Women (000)	292.5	46.4	23.0	35.9	38.0	42.4	38.9	68.0
Total	587.4	94.8	47.0	88.5	79.1	82.5	75.0	120.4
Percentage	100.0%	16.1%	8.0%	15.1%	13.5%	14.0%	12.8%	20.5%
Per Capita	\$ 13,964	Median Household		\$ 30,667	Avg Household		\$ 36,878	
Ethnic Population:	White 68.2%	Black 26.2%	Asian 1.1%	Hispanic 4.7%				

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5		20	18	25	16	41
Tot 12+	4.5		70.4	72.4	74.9	3.4	78.3
Avg 12+	0.9		3.5	4.0	3.0	0.2	1.9
Tot LCS	5.7		89.9	92.5	95.7	4.3	100.0
Avg LCS	1.1		4.5	5.1	3.8	0.3	2.4

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Raleigh and Wilmington, NC.  
ARB 12+ Metro Shares (see rights)

AM Stations		Day Power (kW)	Night Power (kW)	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	
WSTK	Jacksonville	B	910	5.0	5.00	b	Benfield, Ronald W.	54	9801	17	Nws/Tlk/Spt					0.0	0.0	0.0	0.0	
WDLX	Washington	B	930	5.0	1.00	f	NextMedia Group	42	0008		g3	News/Talk	100		0.5	0.0	0.7	0.0	0.0	
WRNS	Kinston	B	960	5.0	1.00	f	NextMedia Group	37	0008		g3	Country				0.0	0.0	0.0	0.0	
WELS	Kinston	D	1010	1.0	0.08	g	Willis Bcstg Corp	50	9607	150	c7	Gospel	100		0.1	0.4	0.0	0.0	0.4	
WNCT	Greenville	B	1070	10.0	10.00	d	Beasley Bcst Group	40	9603		c6	Mexican	200		0.4	0.7	0.6	0.4	0.4	
WSMO	Camp Lejeune	D	1120	6.0 cp	0.00	c	CTC Media Group Inc	80	9508	38		Country			0.4	0.4	0.6	0.0	0.6	
WLNR	Kinston	C	1230	1.0	1.00		Pioneer Bcstg LLC	54	0101	151	1	Sports				0.0	0.0	0.0	0.0	
WJNC	Jacksonville	C	1240	1.0	1.00	b	Benfield, Ronald W.	45	0108	358		Nws/Tlk/Spt	125		0.8	0.4	0.3	0.6	0.9	
• WGHB	Farmville	B	1250	5.0	2.50	b	Benfield, Ronald W.	59	0208 p	505		Sports				0.0	0.0	0.0	0.0	
WJCV	Jacksonville	D	1290	1.0	0.00		Caleb	68	7908			Inspiration				0.0	0.0	0.0	0.0	
WTOW	Washington	D	1320	0.5	0.05	e	Rouse, James	61	9302	75		Gospel			0.8	0.9	0.6	0.9	0.9	
WANG	Havelock	D	1330	1.0	0.00	f	NextMedia Group	62	0008		g3	Adlt Stndrd				0.0	0.0	0.0	0.0	
WOOW	Greenville	C	1340	1.0	1.00	e	Rouse, James	59	8708	125	d	Religion			1.2	0.6	0.0	1.2	0.7	
WBTB	Beaufort	C	1400	1.0	1.00	h	Eastrn Carolina Bcst	54	9705	18		Beach/Oldes	100			0.0	0.0	0.0	0.0	
WNOS	New Bern	C	1450	1.0	1.00	c	CTC Media Group Inc	42	0007	65		Adlt Stndrd			0.3	0.0	0.0	0.0	0.0	
WWNB	New Bern	C	1490	1.0	1.00	c	CTC Media Group Inc	53	9010	100		Talk				0.0	0.0	0.0	0.0	
		# AM Stations -		16	# Combos -		14	AM TOTALS				4.5	3.4	2.8	3.1	3.9	4.3	2.1	1.8	3.3
		AM & FM Stations Profiled -		41	# Duopolies -		14	Total Local Commercial Share				78.3	77.7	81.2	76.5	76.4	76.2	78.9	79.6	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 85

Revenue Rank: 71

# Little Rock, AR Market Overview



### Metro Counties / Population (000)

Faulkner, AR	90.0
Lonoke, AR	54.8
Pulaski, AR	360.4
Saline, AR	86.3
<b>Total</b>	<b>591.5</b>

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

<b>ESTIMATED GROSS REVENUES</b> ★★★	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>Δ 97 - 02</b>
	\$21,000	\$22,600	\$24,300	\$24,900	\$26,600	\$31,900	8.7%
	<b>Δ 01 - 02</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>Δ 02 - 07</b>
	19.9%	\$33,500	\$35,800	\$37,800	\$39,900	\$41,900	5.6%
<b>Revenue/Retail Sales</b>	<b>1997</b>	<b>2002</b>	<b>2007</b>	<b>Est. Breakout</b>			
<b>Revenue/Capita</b>	NA <sup>1/</sup>	\$3.78/1,000	\$4.10/1,000	Local	77%		
	\$37.96	\$53.93	\$68.76	National	23%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	553.2	591.5	1.3%	591.5	609.4	0.6%
Households	209.8	235.3	2.3%	235.3	246.3	0.9%
Retail Sales	NA <sup>1/</sup>	8,431.5	NA <sup>1/</sup>	8,431.5	10,207.1	3.9%
EBI <sup>2/</sup>	8,754.2	10,843.5	4.4%	10,843.5	14,228.0	5.6%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	285.7	50.6	26.8	29.5	41.7	44.5	40.4	52.3
Women (000)	305.8	48.8	25.0	30.7	42.8	46.9	43.2	68.4
<b>Total</b>	<b>591.5</b>	<b>99.4</b>	<b>51.8</b>	<b>60.2</b>	<b>84.4</b>	<b>91.4</b>	<b>83.6</b>	<b>120.7</b>
Percentage	100.0%	16.8%	8.8%	10.2%	14.3%	15.4%	14.1%	20.4%
Per Capita	\$ 18,332	Median Household		\$ 37,863	Avg Household		\$ 46,079	
Ethnic Population:	White 73.8%	Black 22.4%	Asian 1.1%	Hispanic 2.3%				

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7		17	17	24	14	38
Tot 12+	14.4		61.0	74.6	75.4	11.4	86.8
Avg 12+	2.1		3.6	4.4	3.1	0.8	2.3
Tot LCS	16.6		70.3	85.9	86.9	13.1	100.0
Avg LCS	2.4		4.1	5.1	3.6	0.9	2.6

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

## FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)									Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
KIPR	Pine Bluff	C1	92.3	100.0	938	c	Citadel Comm Corp	59	9709	25,000	d1	Urban AC	2,400	0.85	8.9	7.2	8.2	8.0	7.4	7.4	7.8	8.2	6.8
KASR	Conway	A	92.7	3.4	282	f	Creative Media Inc	84				Sports				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
● KCDI	Bryant	C3	93.3	5.6 cp	699		Archway Broadcast	89	0302 p	3,600		Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KKPT	Little Rock	C	94.1	100.0	1601	b	Signal Media	60	8503	2,750	c3	Clsc Rock	2,400	1.21	6.2	3.9	5.4	5.9	5.3	5.1	6.0	6.4	5.1
KOLL	Maumelle	C	94.9	100.0	1844	a	Clear Channel Comm	71	9710	20,000	d4	Oldies	1,500	0.98	4.8	3.8	4.3	4.2	4.1	4.1	3.9	3.9	5.1
KSSN	Little Rock	C	95.7	100.0	1663	a	Clear Channel Comm	66	9710		d4	Country	4,800	1.36	11.1	10.8	9.7	8.6	9.6	10.7	10.8	9.6	10.8
● KHTE	England	C3	96.5	10.5	495	g	Archway Broadcast	88	0211 p	8,000	d3	Urban/HpHo	900	0.60	4.7	4.5	5.1	3.9	4.2	3.3	5.6	4.5	2.7
KWLR	Maumelle	A	96.9	4.6	377	d	Flinn Bcstg Corp	98				1 Christian	200		0.1	0.4	0.4	0.0	0.0	0.0	0.6	0.0	0.5
● KQUS	Hot Springs	C1	97.5	100.0	866		Powell Bcstg Co Inc	69	0002	2,000	g	Country			0.4	0.4	0.4	0.4	0.5	0.0	0.0	0.0	0.0
KURB	Little Rock	C	98.5	100.0	1286	c	Citadel Comm Corp	72	9711	12,000	d2	Lite AC	2,300	1.18	6.1	5.1	5.1	5.3	5.4	5.6	5.0	5.2	5.1
KYFX	Little Rock	A	99.5	6.0 cp	312		Nameloc Bcstg	92				Urban AC	700	0.47	4.7	4.2	4.3	2.9	4.4	4.7	3.6	3.1	3.2
● KQAR	Jacksonville	C1	100.3	85.0	1053	a	Clear Channel Comm	92	9605		g3	Rock	1,200	0.94	4.0	2.2	4.0	2.4	3.8	3.9	3.4	5.1	5.6
KAWW	Heber Springs	C2	100.7	50.0	328		Caldwell Bcstg LLC	72	0206 p		g	Adlt Stndrd	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
KDRE	North Little Rock	A	101.1	6.0	328	d	Flinn Bcstg Corp	94	9503		st 1	Adlt Stndrd	800	0.84	3.0	3.5	2.2	3.2	2.6	2.4	3.0	3.1	3.2
KKRN	Humnoke	A	101.7	6.0	328	c	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	c	Citadel Comm Corp	94	9709		d1	CHR	900	0.67	4.2	5.3	2.8	4.3	3.6	3.8	3.3	2.7	2.9
KARN	Cabot	A	102.5	3.0	328	c	Citadel Comm Corp	92	9709		d1	News/Talk	600	1.11	1.7	1.0	1.8	1.6	1.2	1.5	1.3	0.9	1.0
● KVLO	Sheridan	C2	102.9	50.0	492	c	Citadel Comm Corp	69	9711		d2	Country	1,200	0.84	4.5	3.9	3.4	3.9	4.5	3.9	3.4	2.8	2.9
KABZ	Little Rock	C	103.7	100.0	1499	b	Signal Media	73	9311	2,000		Talk	1,500	1.04	4.5	3.5	4.0	4.2	3.6	3.9	2.7	2.2	2.9
KMJX	Conway	C1	105.1	81.0	1053	a	Clear Channel Comm	67	9605		g3	Clsc Rock	3,100	1.43	6.8	5.1	4.8	6.6	6.0	6.3	6.6	6.7	7.2
KLAZ	Hot Springs	C1	105.9	95.0	994		Noalmark Bcstg Corp	71				CHR			0.2	0.0	0.4	0.4	0.0	0.0	0.0	0.0	0.0
● KLEC	Lonoke	C2	106.3	50.0	492	g	Archway Broadcast	82	0211 p		d3	Alternative	1,300	0.78	5.2	3.8	3.3	4.9	4.2	5.6	6.0	5.5	4.9
KHKN	Benton	C2	106.7	16.0	866	a	Clear Channel Comm	79	9710		d4	Country	700	0.84	2.6	3.1	2.2	1.6	2.7	2.7	1.3	2.7	2.1
KLAL	Wrightsville	C2	107.7	50.0 cp	358	c	Citadel Comm Corp	92	9710	900		Top 40	850	0.59	4.5	3.7	3.7	4.7	4.2	3.2	3.6	4.3	3.2
# FM Stations -					24	# Combos -					19	FM TOTALS			88.2	75.4	75.5	77.0	77.3	78.1	77.9	76.9	76.2

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 85

Revenue Rank: 71

# Little Rock, AR Market Overview



### Metro Counties / Population (000)

Faulkner, AR	90.0
Lonoke, AR	54.8
Pulaski, AR	360.4
Saline, AR	86.3
<b>Total</b>	<b>591.5</b>

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

<b>ESTIMATED GROSS REVENUES</b> ★★★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$21,000	\$22,600	\$24,300	\$24,900	\$26,600	\$31,900	8.7%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	19.9%	\$33,500	\$35,800	\$37,800	\$39,900	\$41,900	5.6%
Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>			
Revenue/Capita	NA <sup>1/</sup>	\$3.78/1,000	\$4.10/1,000	Local	77%		
	\$37.96	\$53.93	\$68.76	National	23%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	553.2	591.5	1.3%	591.5	609.4	0.6%
Households	209.8	235.3	2.3%	235.3	246.3	0.9%
Retail Sales	NA <sup>1/</sup>	8,431.5	NA <sup>1/</sup>	8,431.5	10,207.1	3.9%
EBI <sup>2/</sup>	8,754.2	10,843.5	4.4%	10,843.5	14,228.0	5.6%

### 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)	285.7	50.6	26.8	29.5	41.7	44.5	40.4	52.3
Women (000)	305.8	48.8	25.0	30.7	42.8	46.9	43.2	68.4
Total	591.5	99.4	51.8	60.2	84.4	91.4	83.6	120.7
Percentage	100.0%	16.8%	8.8%	10.2%	14.3%	15.4%	14.1%	20.4%
Per Capita	\$ 18,332	Median Household		\$ 37,863	Avg Household		\$ 46,079	
Ethnic Population:	White 73.8%	Black 22.4%	Asian 1.1%	Hispanic 2.3%				

### Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	7		17	17	24	14	38
Tot 12+	14.4		61.0	74.6	75.4	11.4	86.8
Avg 12+	2.1		3.6	4.4	3.1	0.8	2.3
Tot LCS	16.6		70.3	85.9	86.9	13.1	100.0
Avg LCS	2.4		4.1	5.1	3.6	0.9	2.6

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

AM Stations													ARB 12+ Metro Shares (see rights)												
Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	Fall	Summer	Spring	Winter	Fall	Summer	Spring	Winter		
				Power (kW)	Power (kW)								Revenue (000)1/	Power Ratio		2002	2002	2002	2002	2001	2001	2001	2001		
KEWI	Benton	D	690	0.3	0.07		Landers Bcstg Co Inc	53	9506	30		Nstlg/Sprts				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KMTL	Sherwood	D	760	10.0	0.00		Domerese, George	83	8808	575		Gospel			0.1	0.0	0.4	0.0	0.0	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	300	0.94	1.0	1.0	1.0	0.7	0.8	0.9	0.5	0.5	0.6	1.0	1.0
KARN	Little Rock	B	920	5.0	5.00	c	Citadel Comm Corp	28	9709		d1	News/Talk	2,000	0.96	6.5	6.0	5.8	4.9	6.9	5.0	6.1	5.7	5.6	5.6	
KJBN	Little Rock	D	1050	1.0	0.02		Joshua Ministries	46	9209	250		ChrsContem	100		0.3	0.9	0.0	0.6	0.0	0.5	0.5	0.9	0.5	0.5	
KAAY	Little Rock	A	1090	50.0	50.00	c	Citadel Comm Corp	24	9811	5,000		Gospel	1,000		0.7	0.4	1.0	0.6	0.5	0.5	0.6	0.4	0.8	0.8	
KLRG	North Little Rock	B	1150	5.0	1.00		Willis Bcstg Corp	46	9003	250		Urban/Gospl	100		0.4	0.0	0.7	0.6	0.0	0.0	0.0	0.0	0.0	1.8	
KCON	Conway	C	1230	1.0	1.00	e	Univ of Central AR	50	9906		dn	AC				0.0	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	c	Citadel Comm Corp	27	9711		d2	Gospel	500	1.04	1.5	1.5	1.5	1.9	0.9	1.1	0.9	1.2	1.0	1.0	
KTOD	Conway	D	1330	0.5	0.00	f	Creative Media Inc		61			DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KBBL	Cabot	D	1350	2.5	0.07		Equity Bcstg Corp	80	9902	75	1	DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KRNN	North Little Rock	B	1380	5.0	2.50		AM1380 LLC	57	9906	500	na	Children				0.0	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	400	0.96	1.3	1.6	1.2	1.3	1.2	0.9	1.1	1.8	1.0	1.0	
KVDW	England	D	1530	0.3	0.00		Wells Broadcasting	79	0209	35		Gospl/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					14	# Combos -			5	AM TOTALS						11.8	11.4	11.6	10.6	10.3	8.9	9.7	10.6	11.7	
AM & FM Stations Profiled -					38	# Duopolies -			11	Total Local Commercial Share						86.8	87.1	87.6	87.6	87.0	87.6	87.5	87.9		

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 86

Revenue Rank: 130

# Gainesville - Ocala, FL Market Overview



### Metro Counties / Population (000)

Alachua, FL	229.6
Gilchrist, FL	15.1
Levy, FL	36.6
Marion, FL	273.2
<b>Total</b>	<b>554.5</b>

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

<b>ESTIMATED GROSS REVENUES</b> ★★★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$11,800	\$12,500	\$14,600	\$15,900	\$15,000	\$16,000	6.2%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	6.7%	\$16,700	\$17,900	\$18,900	\$19,900	\$20,900	5.5%

Revenue/Retail Sales Revenue/Capita	<u>1997</u>	<u>2002</u>	<u>2007</u>	<b>Est. Breakout</b>
	NA <sup>1/</sup>	\$2.64/1,000	\$2.73/1,000	
	\$24.34	\$28.86	\$33.57	Local 70% National 30%

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	484.7	554.4	2.7%	554.4	622.5	2.3%
Households	191.1	226.2	3.4%	226.2	257.9	2.7%
Retail Sales	NA <sup>1/</sup>	6,061.3	NA <sup>1/</sup>	6,061.3	7,660.5	4.8%
EBI <sup>2/</sup>	6,358.5	8,443.7	5.8%	8,443.7	11,281.2	6.0%

### 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)	269.2	38.2	21.6	38.2	32.4	34.8	33.6	70.5
Women (000)	285.2	36.0	20.6	38.2	31.8	37.3	36.6	84.7
Total	554.4	74.2	42.2	76.4	64.2	72.1	70.2	155.2
Percentage	100.0%	13.4%	7.6%	13.8%	11.6%	13.0%	12.7%	28.0%
Per Capita	\$ 15,229			Median Household	\$ 28,580		Avg Household	\$ 37,320
Ethnic Population:	White 79.7%	Black 14.7%	Asian 2.0%	Hispanic 6.0%				

### Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	11		9	13	20	10	30
Tot 12+	17.7		38.8	54.4	56.5	4.0	60.5
Avg 12+	1.6		4.3	4.2	2.8	0.4	2.0
Tot LCS	29.3		64.1	89.9	93.4	6.6	100.0
Avg LCS	2.7		7.1	6.9	4.7	0.7	3.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
WNDT	Alachua	A	92.5	3.2	443	f	Dix Communications	96	9711	675		Clisc Rock		4.6	1.5	3.7	2.2	2.0	2.2	1.4	2.0	1.0	
WMFQ	Ocala	C2	92.9	50.0	476	b	Asterisk Comm Inc	77	9503	2,100		Soft AC	850	0.95	5.6	3.0	4.2	2.9	3.4	3.1	3.2	3.9	4.7
WOGK	Ocala	C	93.7	100.0	1348	f	Dix Communications	60	8605			Country	2,200	1.19	11.6	9.5	7.3	7.4	8.6	6.9	9.9	9.9	9.3
WNDD	Silver Springs	A	95.5	6.0	328	f	Dix Communications	91	9709	4,060		Clisc Rock	1,800	1.73	6.5	4.6	4.2	4.0	2.8	3.3	2.7	2.3	5.5
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
WSKY	Micanopy	C2	97.3	13.5 cp	948	g	Entercom	85	9804	2,850		News/Talk	1,600	0.90	11.1	7.0	7.1	6.9	5.4	6.3	4.6	4.2	3.4
WKTK	Crystal River	C1	98.5	100.0	981	g	Entercom	76	8612	3,600		AC	2,400	1.76	8.5	5.7	5.4	5.3	6.8	6.7	6.5	7.1	6.8
• WBXY	La Crosse	A	99.5	2.2	472	b	Asterisk Comm Inc	99				70s Oldies	300	1.44	1.3	1.5	0.8	0.8	1.3	1.6	1.1	1.3	1.1
WHHZ	Newberry	C3	100.5	11.0	492	a	Pamal Broadcasting	94	0102	2,000		CHR	200	0.83	1.5	0.7	0.9	1.0	0.7	0.0	1.0	1.0	1.0
WXJZ	Gainesville	A	100.9	6.0	299	b	Asterisk Comm Inc	82	9310	1,400		Smooth Jazz	300	0.85	2.2	1.5	1.5	1.3	1.1	1.1	1.1	1.3	0.7
WTMG	Williston	A	101.3	3.5	433	a	Pamal Broadcasting	83	0101	3,250	c1	Urban AC	1,200	0.85	8.8	4.8	6.0	5.1	6.7	5.0	5.0	6.6	6.0
WDJY	Trenton	A	101.7	4.3 cp	390	a	Pamal Broadcasting	88	0101	763		Country	100		0.9	0.0	0.6	0.5	1.6	0.0	0.0	0.0	0.0
WTRS	Dunnellon	C2	102.3	50.0	489	b	Asterisk Comm Inc	69	8303	385		Country	1,100	0.93	7.4	4.9	4.2	5.1	3.4	4.7	6.9	6.1	5.4
WRGO	Cedar Key	C3	102.7	12.5 cp	459	a	Pamal Broadcasting	96	0010	850		Oldies	150		0.5	0.7	0.6	0.0	0.8	0.6	0.6	0.5	0.0
WRUF	Gainesville	C1	103.7	100.0	768	d	Univ of Florida	48				Rock	1,350	0.91	9.3	6.1	5.9	5.9	4.7	6.1	6.5	5.3	6.0
WIFL	Inglis	A	104.3	4.4 cp	381		Seven Rivers Bcst	96	9804	1,200		Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WYGC	High Springs	A	104.9	3.2	449	b	Asterisk Comm Inc	82	9905	825		Country	275	0.95	1.8	0.1	0.9	1.4	1.3	1.4	1.9	1.9	1.8
WYKS	Gainesville	A	105.3	3.0	466	c	Gillen, Albert J	70	8708	1,900	c2	CHR	650	0.73	5.6	3.1	2.9	4.2	3.7	3.4	5.0	5.4	4.2
• WKZY	Cross City	C1	106.9	100.0 cp	469	a	Pamal Broadcasting	87	0008	2,750	c1	AC	150	0.32	2.9	1.2	2.6	1.1	1.1	4.9	3.7	2.2	0.0
WNDN	Chiefland	A	107.9	6.0	328	f	Dix Communications	92	9912	470	c2	Clisc Rock				0.6	0.0	0.0	0.8	1.1	0.0	0.0	0.0
# FM Stations -				20	# Combos -				18	FM TOTALS				90.1	56.5	58.8	55.1	56.2	58.4	61.1	61.0	56.9	

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WRZN	Hernando	B	720	10.0	0.25	a	Pamal Broadcasting	89	0010	650		Adlt Stndrd	200	0.36	3.5	1.3	2.2	2.2	2.6	1.1	1.4	2.1	3.1
WRUF	Gainesville	B	850	5.0	5.00	d	Univ of Florida	28				Talk	325	0.85	2.4	1.0	1.4	1.6	2.1	1.3	1.9	0.9	1.3
WMOP	Ocala	D	900	2.7	0.02	e	Florida Sportstalk	53	9701	350		Sports	200		0.9	1.0	0.5	0.6	0.0	0.8	0.5	1.0	0.0
WLQH	Chiefland	D	940	0.8	0.02	f	Dix Communications	68	9912		c2	Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WLUS	Gainesville	D	980	5.0	0.17	a	Pamal Broadcasting	54	0101	763		Nostalgia	100		0.5	0.0	0.6	0.0	1.3	0.0	0.0	0.0	1.6
WGGG	Gainesville	C	1230	1.0	1.00	e	Florida Sportstalk	48	9701	300		Sports				0.0	0.0	0.0	0.0	0.6	0.6	0.4	0.7
WCFI	Ocala	B	1290	5.0	1.00		Vector Comm Inc	39	9909			News			0.4	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0
WOCA	Ocala	D	1370	5.0	0.03		Westshore Bcstg Inc	57	0004	743		News/Talk	350	0.95	2.3	0.7	0.8	2.1	1.1	1.7	1.4	2.5	0.8
WAJD	Gainesville	D	1390	5.0	0.05	c	Gillen, Albert J	61	8708		c2	Children				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WTMN	Gainesville	D	1430	10.0 cp	0.00	a	Pamal Broadcasting	91	0101		c1	Sports	150			0.0	0.0	0.0	0.5	0.6	0.5	0.0	0.0
# AM Stations -				10	# Combos -				8	AM TOTALS				10.0	4.0	5.5	7.0	7.6	6.1	6.3	6.9	7.5	
AM & FM Stations Profiled -				30	# Duopolies -				10	Total Local Commercial Share				60.5	64.3	62.1	63.8	64.5	67.4	67.9	64.4		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 87

Revenue Rank: 101

# Bakersfield, CA Market Overview



### Metro Counties / Population (000)

Kern, CA	609.6
	609.6

### Market Radio Financials

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

#### ESTIMATED GROSS REVENUES

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	1997	1998	1999	2000	2001	2002	Δ 97 - 02
Gross Revenues	\$15,000	\$15,000	\$16,600	\$19,300	\$19,600	\$20,400	6.3%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
Gross Revenues	4.1%	\$21,300	\$22,400	\$23,600	\$24,900	\$26,100	5.1%

	1997	2002	2007	Est. Breakout	
Revenue/Retail Sales	NA <sup>1/</sup>	\$3.53/1,000	\$3.49/1,000	Local	81%
Revenue/Capita	\$26.44	\$33.46	\$39.61	National	19%

### Demographic and Economic Overview

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

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	567.4	609.6	1.4%	609.6	658.9	1.6%
Households	183.6	191.5	0.8%	191.5	205.0	1.4%
Retail Sales	NA <sup>1/</sup>	5,773.4	NA <sup>1/</sup>	5,773.4	7,484.6	5.3%
EBI <sup>2/</sup>	6,452.7	7,111.3	2.0%	7,111.3	8,209.9	2.9%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	312.0	65.9	33.8	34.4	45.0	48.6	37.3	47.1
Women (000)	297.7	62.8	31.8	29.2	38.2	43.9	35.9	55.9
Total	609.6	128.7	65.6	63.5	83.2	92.5	73.2	103.0
Percentage	100.0%	21.1%	10.8%	10.4%	13.7%	15.2%	12.0%	16.9%
Per Capita	\$ 11,665			Median Household	\$ 31,223		Avg Household	\$ 37,132
Ethnic Population:	White 60.8%		Black 6.1%		Asian 3.6%		Hispanic 39.9%	

### Market Summary

FM Classes	Class A	Class B	Class C	Viab. FMs	All FMs	All AMs	Total
# Stations	8	10		15	18	14	32
Tot 12+	18.2	46.4		64.0	64.6	14.5	79.1
Avg 12+	2.3	4.6		4.3	3.6	1.0	2.5
Tot LCS	23.0	58.7		80.9	81.7	18.3	100.0
Avg LCS	2.9	5.9		5.4	4.5	1.3	3.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
KIWI	Bakersfield	A	92.1	2.0	568	h	Lotus Comm Corp	85	9909	6,300	c2	Span/Mexcn	1,600	1.57	5.0	4.8	4.7	4.5	3.4	3.2	3.7	2.7	3.8
KMYX	Arvin	A	92.5	1.2	751	b	Radio Campesina Inc	87		700		Mexican	700	0.66	5.2	5.2	5.2	4.4	4.8	2.2	4.6	2.4	2.4
KISV	Bakersfield	B	94.1	4.5	1332	e	Amer General Media	48	8205	1,675	1	Urb/R&B/HH	2,150	0.86	12.3	10.0	8.9	10.8	10.1	9.2	11.0	8.5	10.4
KLLY	Oildale	B1	95.3	12.5	463	c	Buckley Bcstg Corp	85	8611	1,300		Modern AC	850	1.19	3.5	2.7	2.8	3.0	3.1	2.1	2.6	2.9	2.6
KKXX	Bakersfield	B	96.5	50.0	499	g	Clear Channel Comm	63	0012		g1	Top 40	900	0.76	5.8	5.1	4.9	5.0	4.5	4.1	4.3	4.2	5.4
KSMJ	Shafter	A	97.7	4.1 cp	397	c	Buckley Bcstg Corp	78	0101	2,000		Smooth Jazz	800	1.06	3.7	2.8	2.6	3.0	2.8	3.3	3.7	3.2	1.2
KDFO	Delano	B1	98.5	8.0	581	g	Clear Channel Comm	68	0012		g1	Cisc Rock	800	0.96	4.1	3.2	2.9	2.4	3.4	4.1	3.4	4.0	4.2
• KKBB	Bakersfield	B1	99.3	1.2	1345	c	Buckley Bcstg Corp	90	9410	1,000		R&B Oldies	500	0.94	2.6	1.8	2.3	1.8	2.3	1.9	1.8	2.7	2.8
KGFM	Bakersfield	B	101.5	6.7	1299	d	Lagniappe Bcstg Inc	64	9212	1,750	c2	1 Soft Rock	1,350	1.10	6.0	3.4	5.1	5.5	4.1	4.3	4.9	3.2	4.9
KCNQ	Kernville	A	102.5	0.1	1230	f	Bohn, Robert & Kathy	85	9708	200		Country	150	0.74	1.0	0.0	0.6	0.6	1.0	0.8	1.6	0.6	0.9
KPSL	Mcfarland	B1	102.9	25.0 cp	322	h	Lotus Comm Corp	89	0102	2,500		Span/Easy	700	1.32	2.6	2.4	2.0	2.7	2.0	1.7	1.2	1.9	1.2
KBDS	Taft	A	103.9	6.0	328	b	Radio Campesina Inc	99	9407	418	c1	Mexican	100		0.6	0.6	0.0	0.9	0.4	0.5	0.0	0.0	0.5
KRFR	Shafter	A	104.3	6.0	305	e	Amer General Media	94	9712	1,500	c4	1 Rock	650	0.91	3.5	3.1	3.5	2.9	2.5	2.2	2.1	2.1	2.1
KVLI	Lake Isabella	A	104.5	0.2	1260	f	Bohn, Robert & Kathy	92	9706	300	c1	Cisc Rock	100		0.6	0.0	0.6	0.5	0.9	0.0	0.0	0.5	0.7
• KKDJ	Delano	B	105.3	35.0	581	g	Clear Channel Comm	87	0012		g1	AC	625	0.77	4.0	4.2	2.6	2.9	3.9	3.2	2.9	3.1	3.8
KRAB	Greenacres	B1	106.1	25.0	328	g	Clear Channel Comm	89	0012		g1	AOR	1,100	0.73	7.4	4.1	5.5	5.2	5.8	7.0	5.4	6.1	6.6
KCWR	Bakersfield	A	107.1	6.0	164	a	Buck Owens Prdctn Co	89	9308	900		Country	450	1.05	2.1	1.7	1.9	1.5	1.2	1.9	1.3	3.4	2.4
KUZZ	Bakersfield	B	107.9	6.0	1365	a	Buck Owens Prdctn Co	68				Country	3,100	1.25	12.2	9.5	9.7	9.4	10.2	9.3	11.2	11.4	10.6
# FM Stations -					18	# Combos -					18	FM TOTALS			82.2	64.6	65.8	67.0	66.4	61.0	65.7	62.9	66.5

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
														Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
KUZZ	Bakersfield	B	550	5.0	5.00	a	Buck Owens Prdctn Co	46					Country	150	0.67	1.1	0.7	0.9	0.9	0.7	0.9	0.9	0.8	1.4
KDFO	Bakersfield	B	800	1.0	0.44	g	Clear Channel Comm	59	0012			g1	Sports	100		0.5	0.8	0.7	0.6	0.4	0.0	0.0	0.0	0.0
KGET	Bakersfield	B	970	1.0	5.00	g	Clear Channel Comm	58	0105	1,400			News	275	0.54	2.5	1.1	1.9	2.0	2.0	1.9	2.6	0.6	0.0
KCHJ	Delano	B	1010	5.0	1.00	h	Lotus Comm Corp	51	9909			c3	Span/Oldes	400	0.85	2.3	2.7	2.6	1.8	0.7	2.1	0.7	1.6	1.0
KMAP	Frazier Park	D	1050	10.0	0.00		Talk Central Ntwks	93	0209 p	1,000			Children			0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.7	
KAFY	Bakersfield	B	1100	4.2	0.80	g	Gomez, Nelson F.	00	9603	130	cp		Span/Mexcn			0.2	0.7	0.0	0.0	0.0	0.5	0.7	0.0	0.0
KQAB	Lake Isabella	D	1140	1.0 cp	0.00	f	Bohn, Robert & Kathy	77	9708			c1	Talk	50			0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0
KERI	Wasco-Greenacr	B	1180	50.0	10.00	i	KWSO Inc	50					Chrst/Talk	350		0.7	0.7	0.6	1.1	0.0	0.5	0.6	0.0	0.5
KGEO	Bakersfield	C	1230	1.0	1.00	d	Lagniappe Bcstg Inc	56	9212			c2	1 Talk/Sprts	300	1.23	1.2	1.1	1.0	0.6	1.2	0.9	0.7	1.1	1.4
KMYX	Taft	D	1310	1.0	0.05	b	Radio Campesina Inc	48	9407			c1	Mexican				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KBID	Bakersfield	D	1350	1.0	0.03	e	Amer General Media	58	9712			c4	1 Oldies	100	0.49	1.0	0.0	0.4	0.6	0.7	1.3	0.6	0.8	0.7
KERN	Bakersfield	B	1410	1.0	1.00	e	Amer General Media	32	7505				1 News/Talk	1,200	1.13	5.2	3.7	4.2	3.6	4.4	4.3	3.1	5.5	4.7
KWAC	Bakersfield	C	1490	1.0	1.00	h	Lotus Comm Corp	54	9909			c3	Spanish	500	1.89	1.3	1.4	1.2	1.2	1.3	0.6	1.6	1.0	1.6
KNZR	Bakersfield	A	1560	25.0	10.00	c	Buckley Bcstg Corp	33	9001	1,000			Nws/TK/Spt	300	0.74	2.0	1.6	1.6	1.4	1.7	1.6	1.0	1.6	1.4
# AM Stations -					14	# Combos -					12	AM TOTALS			18.0	14.5	15.1	13.8	13.1	14.6	13.1	13.5	13.4	
AM & FM Stations Profiled -					32	# Duopolies -					11	Total Local Commercial Share			79.1	80.9	80.8	79.5	75.6	78.8	76.4	79.9		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 88

Revenue Rank: 193

# Stockton, CA Market Overview



**Metro Counties / Population (000)**

San Joaquin, CA	581.2
	581.2

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

<b>ESTIMATED GROSS REVENUES</b> ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$7,800	\$7,400	\$8,200	\$9,500	\$8,200	\$8,800	2.4%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	7.3%	\$9,300	\$10,000	\$10,500	\$11,100	\$11,600	5.8%
Revenue/Retail Sales	1997	2002	2007	<b>Est. Breakout</b>			
Revenue/Capita	NA <sup>1/</sup>	\$1.43/1,000	\$1.37/1,000	Local	85%		
	\$14.43	\$15.14	\$18.58	National	15%		

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	540.5	581.2	1.5%	581.2	624.3	1.4%
Households	172.0	186.9	1.7%	186.9	199.6	1.3%
Retail Sales	NA <sup>1/</sup>	6,166.0	NA <sup>1/</sup>	6,166.0	8,456.4	6.5%
EBI <sup>2/</sup>	6,653.6	8,194.7	4.3%	8,194.7	9,982.8	4.0%

**Demographic Breakdown**

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	290.1	60.3	32.1	31.4	38.3	43.4	36.4	48.3
Women (000)	291.1	57.5	29.5	27.5	37.1	43.2	37.0	59.1
Total	581.2	117.7	61.6	59.0	75.4	86.6	73.4	107.4
Percentage	100.0%	20.3%	10.6%	10.1%	13.0%	14.9%	12.6%	18.5%
Per Capita	\$ 14,100	Median Household		\$ 37,158	Avg Household		\$ 43,848	
Ethnic Population:	White 56.5%	Black 6.9%	Asian 11.8%	Hispanic 31.6%				

**Market Summary**

FM Classes	Class A	Class B	Class C	Viab. FMs	All FMs	All AMs	Total
# Stations	6	4		9	10	4	14
Tot 12+	25.9	17.3		42.9	43.2	1.1	44.3
Avg 12+	4.3	4.3		4.8	4.3	0.3	3.2
Tot LCS	58.5	39.1		96.8	97.5	2.5	100.0
Avg LCS	9.7	9.8		10.8	9.8	0.6	7.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
KHOP	Oakdale	B	95.1	29.5	633		Citadel Comm Corp	85	9703	See (122)		Hot AC	n/a		3.1	1.6	1.3	1.5	2.4	1.8	2.2	2.1	3.1
KMRQ	Manteca	A	96.7	1.5	466	d	Clear Channel Comm	79	0008			Rock	n/a		3.1	1.6	0.8	2.0	1.3	0.0	0.5	0.8	2.0
● KWIN	Lodi	A	97.7	3.0	299	b	Citadel Comm Corp	59	0302 p		g1	CHR	2,900	1.45	22.7	10.0	11.2	9.1	9.6	10.1	11.5	10.3	9.6
KCVR	Columbia	A	98.9	6.0	328	f	Entravision Comm Co	95	0008			Span/R&BOd	n/a			0.3	0.5	0.0	0.0	0.0	0.0	1.5	0.5
● KJOY	Stockton	A	99.3	4.0	322	b	Citadel Comm Corp	68	0302 p		g1	AC	1,100	1.39	9.0	5.8	3.4	4.7	5.4	6.9	3.6	4.6	4.0
KQOD	Stockton	A	100.1	6.0	328	a	Clear Channel Comm	80	0008	5,140		Oldies	1,975	2.06	10.9	4.0	6.2	3.6	4.3	5.3	5.0	6.5	4.7
KMIX	Tracy	A	100.9	6.0	328	f	Entravision Comm Co	66	0008		g4	Span/Mexcn	1,600	1.61	11.3	4.2	5.0	5.1	2.7	3.1	2.6	3.6	2.0
KATM	Modesto	B	103.3	50.0	499	e	Citadel Comm Corp	48	9212			Country	n/a		18.4	7.4	7.5	9.0	7.3	11.1	8.4	9.2	9.3
KHKK	Modesto	B	104.1	50.0	499	e	Citadel Comm Corp	49	9308			Clsc Hits	n/a		15.0	6.4	5.9	7.6	5.3	6.4	7.0	5.4	5.3
KSTN	Stockton	B	107.3	8.1	1611	c	San Joaquin Bcstg	62				Span/Mexcn	650	1.89	3.9	1.9	1.6	1.9	1.3	1.5	1.6	2.0	2.2
# FM Stations -					10		# Combos -		8		FM TOTALS				97.4	43.2	43.4	44.5	39.6	46.2	42.4	46.0	42.7

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
KWG	Stockton	C	1230	0.9	0.90		IHR Educ Bcstg	21	9911	441		Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
KUYL	Stockton	B	1280	1.0	1.00	a	Clear Channel Comm	47	0008		g	Christian	150			0.0	0.0	0.0	0.6	0.7	1.7	1.0	2.0
KSTN	Stockton	B	1420	5.0	1.00	c	San Joaquin Bcstg	49				Oldies	300			0.5	0.0	0.0	0.6	0.3	0.0	0.0	0.5
KCVR	Lodi	B	1570	5.0	0.50	f	Entravision Comm Co	46	0008		g	Spanish	100	0.44	2.6	0.6	1.6	0.7	0.6	0.0	1.4	0.8	0.5
# AM Stations -					4		# Combos -		3		AM TOTALS				2.6	1.1	1.6	0.7	1.8	1.0	3.1	1.8	3.5
AM & FM Stations Profiled -					14		# Duopolies -		4		Total Local Commercial Share				44.3	45.0	45.2	41.4	47.2	45.5	47.8	46.2	

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 89

Revenue Rank: 84

# Charleston, SC Market Overview



### Metro Counties / Population (000)

Berkeley, SC	145.4
Charleston, SC	311.5
Dorchester, SC	98.9
<b>Total</b>	<b>555.8</b>

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

<b>ESTIMATED GROSS REVENUES</b> ★ ★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$18,400	\$18,900	\$21,100	\$23,600	\$21,900	\$24,100	5.5%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	10.0%	\$25,500	\$27,300	\$28,800	\$30,400	\$31,900	5.8%
Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>			
Revenue/Capita	NA <sup>1/</sup>	\$3.51/1,000	\$3.89/1,000	Local	80%		
	\$37.40	\$43.36	\$55.61	National	20%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	492.0	555.8	2.5%	555.8	573.6	0.6%
Households	175.1	212.6	4.0%	212.6	224.8	1.1%
Retail Sales	NA <sup>1/</sup>	6,868.0	NA <sup>1/</sup>	6,868.0	8,198.9	3.6%
EBI <sup>2/</sup>	6,804.5	9,232.9	6.3%	9,232.9	11,988.1	5.4%

### 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)	272.0	47.6	25.3	33.5	39.4	42.2	36.6	47.3
Women (000)	283.8	45.2	24.4	29.7	39.3	44.2	40.4	60.5
Total	555.8	92.8	49.8	63.2	78.7	86.4	77.0	107.9
Percentage	100.0%	16.7%	9.0%	11.4%	14.2%	15.5%	13.9%	19.4%
Per Capita	\$ 16,612	Median Household		\$ 35,202	Avg Household		\$ 43,437	
Ethnic Population:	White 64.7%	Black 31.0%	Asian 1.4%	Hispanic 2.5%				

### Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	2		16	16	18	10	28
Tot 12+	5.2		66.8	69.5	72.0	14.0	86.0
Avg 12+	2.6		4.2	4.3	4.0	1.4	3.1
Tot LCS	6.0		77.7	80.8	83.7	16.3	100.0
Avg LCS	3.0		4.9	5.1	4.7	1.6	3.6

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)													
													Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001						
WWWZ	Summerville	C2	93.3	50.0	492	b	Citadel Comm Corp	74	9906		g2	Urban	2,750	1.02	11.2	11.1	9.2	8.1	9.3	11.6	11.2	8.7	12.0						
WSSP	Goose Creek	C3	94.3	25.0 cp	328		Concord Media Group	83	9902	1,600	1	Urban	600	0.57	4.4	3.9	3.9	3.8	4.0	3.4	3.4	3.3	3.5						
WSSX	Charleston	C0	95.1	100.0	1001	b	Citadel Comm Corp	45	9906		g2	CHR	2,100	1.41	6.2	5.4	4.8	6.0	4.7	5.7	5.4	7.0	4.5						
WAVF	Hanahan	C1	96.1	100.0	538	f	Apex Bcstg Inc	85	0112	6,000		AOR	2,000	1.32	6.3	4.7	5.6	5.3	4.9	5.7	6.5	5.6	6.9						
WSUY	Charleston	C	96.9	100.0	1768	b	Citadel Comm Corp	48	9906		g2	Soft Rock	1,850	1.40	5.5	4.1	4.8	4.8	5.2	4.0	5.1	4.4	4.4						
WYBB	Folly Beach	C2	98.1	50.0	479	e	L. M. Communications	88	8806	2,000		Clsc Rock	900	0.98	3.8	3.5	4.6	2.9	3.2	2.3	2.6	3.0	2.9						
WWBZ	McClellanville	C2	98.9	50.0	492	a	Daniels, Thomas B	94	0011	1,600		Urban/HpHo	500	0.63	3.3	2.0	1.9	2.5	2.7	4.3	2.9	3.7	2.9						
WJZX	Port Royal	C	99.7	100.0	1211	f	Apex Bcstg Inc	89	0112			Smooth Jazz	250	0.49	2.1	2.6	2.6	1.5	1.9	1.2	0.7	0.0	0.0						
WALC	Charleston	C3	100.5	17.5	394	d	Clear Channel Comm	89	9905		g1	1 Hot AC	600	1.04	2.4	1.9	2.0	1.5	2.4	2.3	3.7	3.0	2.6						
WPAL	Ridgeville	C3	100.9	25.0 cp	328		Caswell Comm Inc	68	0206 p	850		Urban AC	150		0.6	1.0	1.2	0.8	0.0	0.0	0.9	1.0	1.6						
WMGL	Ravenel	C3	101.7	5.3 cp	430	b	Citadel Comm Corp	86	9906		g2	Urban	1,500	0.99	6.3	5.1	4.5	6.5	5.4	5.0	4.9	5.3	3.9						
WXLY	North Charleston	C	102.5	100.0	1001	d	Clear Channel Comm	62	9905		g1	1 Oldies	2,100	1.05	8.3	5.7	6.9	6.2	7.4	7.9	7.8	7.4	6.0						
WEZL	Charleston	C1	103.5	100.0	659	d	Clear Channel Comm	70	9905		g1	1 Country	2,600	1.37	7.9	7.2	6.2	6.2	6.9	7.8	5.6	6.9	5.8						
WRFQ	Mount Pleasant	C2	104.5	20.5	656	d	Clear Channel Comm	85	9905		g1	1 Clsc Hits	1,150	1.04	4.6	3.5	2.7	5.1	3.5	4.3	3.8	3.9	4.1						
WCOO	Kiawah Island	C2	105.5	50.0	436	e	L. M. Communications	69	9505		na	R&B Oldies	800	0.95	3.5	2.5	2.4	2.8	3.5	3.2	2.9	4.7	3.4						
WTUA	St. Stephen	A	106.1	6.0	328		Ravenell, Jeremiah	89	9907			Gospel			1.0	1.5	1.4	0.4	0.4	1.3	0.7	0.9	1.3						
WJNI	Ladson	A	106.3	6.0	328	a	Daniels, Thomas B	98				Gospel	300	0.28	4.5	3.7	3.5	4.5	3.8	3.4	3.8	3.3	3.1						
WNKT	St. George	C	107.5	100.0	984	b	Citadel Comm Corp	71	9906		g2	Country	1,200	1.19	4.2	2.6	2.9	3.2	4.9	3.2	2.8	2.9	4.2						
# FM Stations -													18	# Combos -		15	FM TOTALS				86.1	72.0	71.1	72.1	74.1	76.6	74.7	75.0	73.1

## AM Stations

Calls	City of License	FCC Class	Freq	Power		C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)													
				Day (kW)	Night (kW)								Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001						
• WSCC	Charleston	D	730	5.0 cp	0.10	d	Clear Channel Comm	47	9905		g1	1 Talk	500	0.72	2.9	2.3	2.2	2.0	2.2	3.4	3.7	2.1	3.8						
• WQIZ	St. George	D	810	5.0	0.00		Radio Properties LLC	62	0302 p	200		Gospel	100			0.0	0.0	0.0	0.0	0.0	0.6	0.0	1.5						
WTMZ	Dorchester	B	910	0.5	0.50	b	Citadel Comm Corp	60	9906		g2	Nostalgia	200	0.83	1.0	2.2	2.0	1.4	0.0	0.0	0.0	0.0	0.6						
WWJK	Moncks Corner	B	950	10.0 cp	6.00	c	Kirkman Bcstg Inc	63	0101	300		Talk				0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0						
WAZS	Summerville	D	980	1.0	0.13	a	Daniels, Thomas B	63	0009	200		Cntry/Gospl				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0						
WTMA	Charleston	B	1250	5.0	1.00	b	Citadel Comm Corp	39	9906		g2	News/Talk	1,000	1.12	3.7	3.2	3.0	3.7	2.9	2.9	3.4	3.3	3.9						
WQSC	Charleston	C	1340	1.0	1.00	c	Kirkman Bcstg Inc	46	9411	100		Sports	250	1.04	1.0	1.5	1.0	0.7	1.0	0.7	0.4	1.3	0.9						
WXTC	Charleston	B	1390	5.0	5.00	b	Citadel Comm Corp	30	9906		g2	Gospel	550	0.47	4.9	4.4	4.3	4.5	4.3	3.5	4.6	3.7	4.4						
WQNT	Charleston	C	1450	0.8	0.85	c	Kirkman Bcstg Inc	48	9512	10		Sports			0.3	0.0	0.0	0.0	0.6	0.4	0.0	0.0	0.0						
WZJY	Mount Pleasant	D	1480	0.9	0.04		Caswell Comm Inc	82	0209	450		Reign/Talk	150			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0						
# AM Stations -													10	# Combos -		8	AM TOTALS				13.8	14.0	12.5	12.3	11.0	10.9	12.7	10.4	15.1
AM & FM Stations Profiled -													28	# Duopolies -		10	Total Local Commercial Share				86.0	83.6	84.4	85.1	87.5	87.4	85.4	88.2	

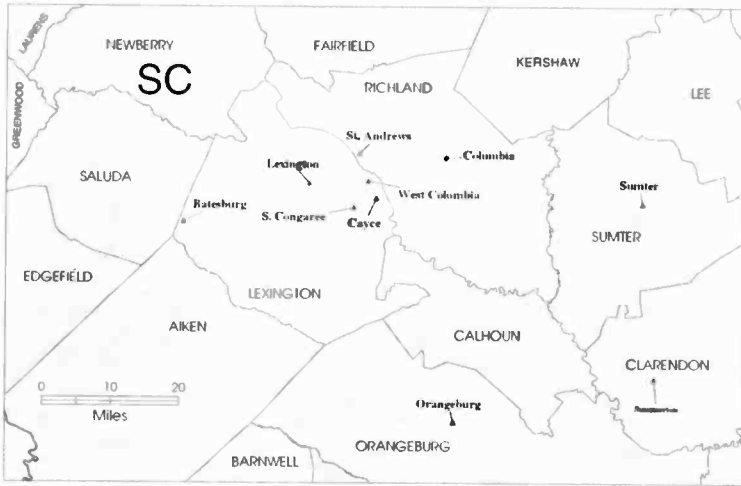
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 90

Revenue Rank: 72

# Columbia, SC Market Overview



**Metro Counties / Population (000)**

Lexington, SC	222.9
Richland, SC	325.8
<b>Total</b>	<b>548.7</b>

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

<b>ESTIMATED GROSS REVENUES</b> ★★★	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>Δ 97 - 02</b>
	\$23,800	\$26,700	\$28,000	\$30,700	\$27,600	\$31,100	5.5%
	<b>Δ 01 - 02</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>Δ 02 - 07</b>
	12.7%	\$32,800	\$34,700	\$36,600	\$38,600	\$40,600	5.5%
Revenue/Retail Sales	<b>1997</b>	<b>2002</b>	<b>2007</b>	<b>Est. Breakout</b>			
Revenue/Capita	NA <sup>1/</sup>	\$4.24/1,000	\$4.59/1,000	Local	80%		
	\$48.32	\$56.68	\$69.92	National	20%		

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	<b>1997</b>	<b>2002</b>	<b>Growth Rate</b>	<b>2002</b>	<b>2007</b>	<b>Growth Rate</b>
MSA Population	492.5	548.7	2.2%	548.7	580.7	1.1%
Households	180.1	209.7	3.1%	209.7	226.9	1.6%
Retail Sales	NA <sup>1/</sup>	7,332.1	NA <sup>1/</sup>	7,332.1	8,849.8	3.8%
EBI <sup>2/</sup>	7,307.5	9,864.4	6.2%	9,864.4	12,907.0	5.5%

**Demographic Breakdown**

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	265.3	45.6	24.2	31.9	39.4	42.4	38.0	43.9
Women (000)	283.4	43.9	22.8	32.2	41.1	45.4	40.9	57.2
Total	548.7	89.5	47.0	64.0	80.5	87.7	78.8	101.1
Percentage	100.0%	16.3%	8.6%	11.7%	14.7%	16.0%	14.4%	18.4%
Per Capita	\$ 17,979	Median Household		\$ 39,625	Avg Household		\$ 47,043	
Ethnic Population:	White 63.3%	Black 32.5%	Asian 1.6%	Hispanic 2.5%				

**Market Summary**

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	9		5	12	14	9	23
Tot 12+	33.9		37.1	69.9	71.0	11.2	82.2
Avg 12+	3.8		7.4	5.8	5.1	1.2	3.6
Tot LCS	41.2		45.1	85.0	86.4	13.6	100.0
Avg LCS	4.6		9.0	7.1	6.2	1.5	4.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# Competitive Overview

Some stations also rated in Florence.

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	
WZMJ	Batesburg	A	93.1	2.1	561	a	Rainbow Radio LLC	65	9901	3,412		Beach/RhyBl	250	0.73	1.1	1.1	0.9	0.8	0.9	1.2	0.9	1.4	0.6
WARQ	Columbia	A	93.5	2.8	443	d	Inner City Bcstg	71	0008		g1	Alternative	1,400	0.74	6.1	3.9	5.9	6.0	4.7	3.7	4.8	5.4	4.4
WFMV	South Congaree	A	95.3	6.0	328	e	Glory Communications	93				Gospel	1,100	0.48	7.3	7.9	6.2	6.1	5.3	6.6	6.6	5.8	6.5
WLTY	Cayce	A	96.7	3.3	443	c	Clear Channel Comm	74	0008		g	Soft AC	1,000	0.73	4.4	2.9	3.5	4.1	3.1	4.0	2.0	3.3	2.4
WCOS	Columbia	C1	97.5	100.0	981	c	Clear Channel Comm	51	0008		g	Country	5,000	1.34	12.0	10.8	10.2	10.0	10.5	9.1	9.8	9.1	8.4
WLJI	Summerton	A	98.3	6.0	328	e	Glory Communications	96	9702	108	cp	Gospel			0.2	0.0	0.2	0.2	0.2	0.0	0.0	0.2	0.0
WLXC	Lexington	A	98.5	6.0	328	b	Citadel Comm Corp	94	0007		g4	Urban AC	1,200	0.58	6.7	4.2	3.9	6.1	7.8	4.4	4.2	3.5	4.4
WSCQ	West Columbia	A	100.1	5.9	328	c	Clear Channel Comm	75	0008		g	R&B Oldies	900	0.88	3.3	2.5	2.4	3.0	2.5	3.2	3.7	3.5	4.7
WWDM	Sumter	C	101.3	82.0	1322	d	Inner City Bcstg	61	0008		g1	Urban	2,400	0.94	8.2	5.7	6.8	6.9	7.0	6.7	6.7	6.6	6.6
WMFX	St. Andrews	A	102.3	6.0	328	d	Inner City Bcstg	85	0008		g1	Clisc Rock	2,900	1.53	6.1	6.8	5.8	5.0	4.9	4.5	6.7	7.1	6.0
WOMG	Columbia	A	103.1	6.0	308	b	Citadel Comm Corp	84	0007		g4	Oldies	1,800	1.00	5.8	4.6	5.2	5.0	4.5	4.7	4.2	4.1	4.5
WHXT	Orangeburg	C3	103.9	9.2	532	a	Rainbow Radio LLC	73	9901	3,413	c1	Urban	2,100	0.66	10.2	7.9	9.7	8.5	8.1	7.8	9.7	8.0	7.1
WNOK	Columbia	C	104.7	96.0	1034	c	Clear Channel Comm	59	0008		g	Adult CHR	4,000	1.38	9.3	6.8	7.7	7.4	7.7	8.1	8.1	9.0	8.2
WTCB	Orangeburg	C1	106.7	100.0	787	b	Citadel Comm Corp	67	0007		g4	AC	3,300	1.89	5.6	5.9	5.0	3.9	4.7	5.1	5.3	5.7	4.8
# FM Stations -					14	# Combos -				14	FM TOTALS			86.3	71.0	73.4	73.0	71.9	69.1	72.7	72.7	68.6	

## AM Stations

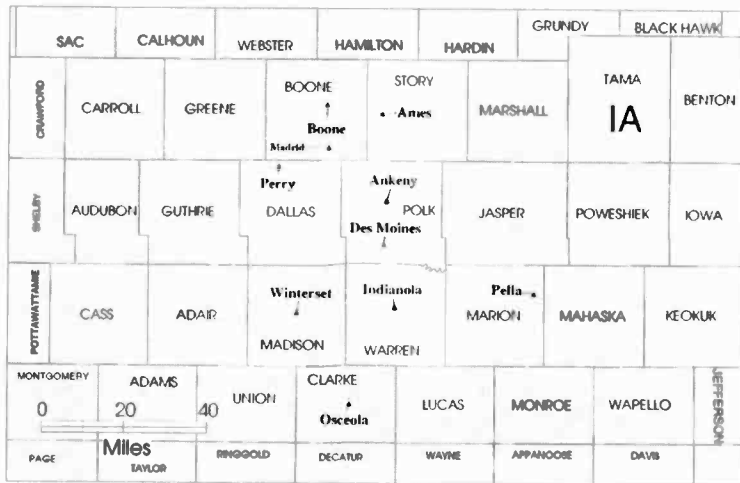
Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
WVOC	Columbia	B	560	5.0	5.00	c	Clear Channel Comm	30	0008		g	Nws/Tlk/Spt	2,300	1.00	7.4	5.1	4.6	6.0	6.4	7.5	5.8	5.0	6.8
WTGH	Cayce	D	620	1.0	0.13	e	Glory Communications	58	9910	375		Gospl/Talk	150	0.48	1.0	0.5	0.9	0.6	0.6	1.3	0.6	1.1	1.3
WCEO	Columbia	D	840	50.0	0.00		Eastern Bcstg Gr Inc	93	0207	450		Talk	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WLGO	Lexington	D	1170	10.0	0.00		PowerNomics	88	9901	200		Gospel				0.0	0.0	0.0	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	Sports	75		0.8	1.1	0.6	0.6	0.6	1.0	1.1	0.9	1.1
WISW	Columbia	B	1320	5.0	2.50	b	Citadel Comm Corp	54	0007		g4	News	700	0.73	3.1	3.4	2.9	2.7	2.2	2.6	2.7	2.5	3.4
WCOS	Columbia	C	1400	1.0	1.00	c	Clear Channel Comm	39	0008		g	Sports	300	0.74	1.3	1.1	1.1	1.1	0.9	1.2	1.2	0.8	1.5
WBLR	Batesburg	D	1430	5.0	0.14		Barinowski Invest	56	9902		na	Span/Chrst				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WQXL	Columbia	D	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 -				5	AM TOTALS			13.6	11.2	10.1	11.0	10.7	13.6	11.4	10.3	14.1	
AM & FM Stations Profiled -					23	# Duopolies -				8	Total Local Commercial Share				82.2	83.5	84.0	82.6	82.7	84.1	83.0	82.7	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 91

Revenue Rank: 76

# Des Moines, IA Market Overview



Metro Counties / Population (000)

Dallas, IA	42.9
Polk, IA	378.7
Story, IA	80.9
Warren, IA	41.0
<b>Total</b>	<b>543.5</b>

## Market Radio Financials

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

ESTIMATED GROSS REVENUES ★ ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$25,300	\$27,000	\$27,300	\$28,300	\$26,800	\$27,900
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	4.1%	\$29,300	\$31,400	\$33,100	\$34,900	\$36,600	5.6%
Revenue/Retail Sales	1997		2002		2007		Est. Breakout
Revenue/Capita	NA <sup>1/</sup>		\$3.52/1,000		\$3.64/1,000		Local 81%
	\$50.30		\$51.33		\$64.71		National 19%

## Demographic and Economic Overview

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

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	503.0	543.5	1.6%	543.5	565.6	0.8%
Households	194.3	212.1	1.8%	212.1	221.9	0.9%
Retail Sales	NA <sup>1/</sup>	7,926.2	NA <sup>1/</sup>	7,926.2	10,066.8	4.9%
EBI <sup>2/</sup>	8,548.7	10,821.0	4.8%	10,821.0	14,220.3	5.6%

## Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	265.8	46.2	23.2	33.6	39.7	41.1	36.6	45.4
Women (000)	277.7	44.0	21.8	32.8	39.5	42.1	38.0	59.6
Total	543.5	90.3	45.0	66.4	79.1	83.2	74.6	105.0
Percentage	100.0%	16.6%	8.3%	12.2%	14.6%	15.3%	13.7%	19.3%
Per Capita	\$ 19,908							
				Median Household	\$ 42,508		Avg Household	\$ 51,007
Ethnic Population:	White	89.5%	Black	3.8%	Asian	2.9%	Hispanic	4.2%

## Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		13	13	16	9	25
Tot 12+	1.7		67.1	67.1	68.8	16.5	85.3
Avg 12+	0.6		5.2	5.2	4.3	1.8	3.4
Tot LCS	2.0		78.7	78.7	80.7	19.3	100.0
Avg LCS	0.7		6.1	6.1	5.0	2.1	4.0

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)															
															Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001								
KJJY	West Des	C2	92.5	41.0		541 b	78	0106	30,000	d1	Country	1,775	1.01	6.3	4.5	5.7	5.4	4.6	6.1	6.4	6.1	4.8								
KIOA	Des Moines	C0	93.3	100.0	cp	1122 c	64	9304	2,700	c1	Saga Comm Inc	2,500	0.93	9.6	8.4	9.2	8.5	7.9	7.9	8.6	7.7	7.5								
KGGO	Des Moines	C	94.9	100.0		1066 b	64	0106		d1	Wilks Bcstg LLC	2,300	1.08	7.6	6.4	7.6	7.1	6.4	5.5	7.0	5.9	6.2								
KLRX	Madrid	A	96.1	2.5		515 a	97	0206 p		g2 1	Continental Radio			0.1	0.2	0.0	0.0	0.3	0.2	0.0	0.0	0.0								
KHKI	Des Moines	C1	97.3	115.0		450 b	61	0106		d1	Wilks Bcstg LLC	1,400	0.93	5.4	3.6	4.7	4.8	4.1	5.3	4.3	6.9	5.5								
KRKQ	Boone	C2	98.3	41.0		541 b	75	0106		d1	Wilks Bcstg LLC	1,100	0.86	4.6	3.8	3.9	4.2	3.8	4.0	5.3	4.9	3.7								
KZZQ	Winterset	A	99.5	6.0		328	92	9607		al	Positiv Impact Media			1.6	1.5	1.7	1.5	1.1	1.4	1.2	1.6	2.0								
KMXD	Des Moines	C	100.3	100.0		1700 d	48	9905		g1	Clear Channel Comm	1,400	1.09	4.6	4.0	3.9	3.7	4.7	3.6	4.1	4.6	5.2								
KSTZ	Des Moines	C	102.5	100.0		1260 c	70	8805	3,250	c2	Saga Comm Inc	2,500	1.32	6.8	7.1	6.4	5.6	6.5	5.3	7.0	5.1	5.5								
KAZR	Pella	C0	103.3	100.0	cp	1122 c	76	9610	2,700		Saga Comm Inc	1,800	0.91	7.1	7.1	6.0	6.6	6.5	5.5	6.4	6.4	5.4								
KLTI	Ames	C	104.1	100.0		1011 c	67	9704	3,200		Saga Comm Inc	1,250	0.76	5.9	6.0	5.4	4.9	5.9	4.5	4.6	4.7	4.3								
KCCQ	Ames	C3	105.1	25.0		328 d	68	9909	4,000	c3	Clear Channel Comm	300	0.45	2.4	2.1	2.3	2.2	2.3	1.6	2.2	1.6	0.8								
KDLS	Perry	A	105.5	6.0		305 e	71				Perry Bcstg	100		0.1	0.0	0.0	0.0	0.2	0.2	0.0	0.0	0.0								
KVJZ	Ankeny	C3	106.3	18.0		328 d	91	9905		g1	Clear Channel Comm	1,200	0.92	4.7	3.3	3.0	4.2	3.8	5.3	2.2	2.8	3.0								
KJJC	Osceola	C2	107.1	27.0		650 a	82	0206 p		g2 1	Continental Radio	350	0.96	1.3	1.0	1.3	1.2	0.8	1.4	1.0	1.6	1.2								
KKDM	Des Moines	C1	107.5	100.0		722 d	95	9907	7,350		Clear Channel Comm	2,000	0.62	11.6	9.8	9.7	9.8	10.3	10.6	9.1	10.0	9.0								
# FM Stations -														16	# Combos -		15	FM TOTALS				79.7	68.8	70.8	69.7	69.2	68.4	69.4	69.9	64.1

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)															
															Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001								
• KPSZ	Des Moines	B	940	10.0		5.00 c	47	9304		c1	Chrst/Educa	150		0.6	0.0	0.7	0.8	0.7	0.0	0.5	1.1	0.5								
WHO	Des Moines	A	1040	50.0		50.00 d	24	9905		g1	Clear Channel Comm	6,700	1.86	12.9	9.8	11.7	11.5	10.5	11.4	10.7	10.0	14.9								
KWKY	Des Moines	B	1150	1.0		1.00	48	0205		st	Putbrese Comm Ltd	150		0.9	0.9	0.7	0.7	0.7	1.2	0.9	0.7	1.0								
KDLS	Perry	B	1310	0.5		0.30 e	61				Perry Bcstg			0.3	0.0	0.0	0.0	0.5	0.6	0.0	0.0	0.0								
KRNT	Des Moines	B	1350	5.0		5.00 c	35	8805		c2	Saga Comm Inc	350	0.31	4.1	2.9	3.5	4.1	3.3	3.4	4.0	4.1	4.5								
KASI	Ames	D	1430	1.0		0.03 d	48	9909		c3	Clear Channel Comm			0.1	0.7	0.0	0.0	0.0	0.5	0.0	0.5	0.5								
KXNO	Des Moines	B	1460	5.0		5.00 d	21	0008		g	Clear Channel Comm	400		0.8	2.2	1.2	0.0	0.7	0.8	0.3	0.0	0.7								
KXLQ	Indianola	C	1490	0.5		1.00	63	8511		1	Warren Bcstg Inc	150			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
KBGG	Des Moines	B	1700	10.0		1.00 b	47	0106		d1	Wilks Bcstg LLC			0.3	0.0	0.0	0.0	0.5	0.5	0.0	0.0	0.0								
# AM Stations -														9	# Combos -		7	AM TOTALS				20.0	16.5	17.8	17.1	16.9	18.4	16.4	16.4	22.1
AM & FM Stations Profiled -														25	# Duopolies -		9	Total Local Commercial Share				85.3	88.6	86.8	86.1	86.8	85.8	86.3	86.2	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 92

Revenue Rank: 94

# Spokane, WA Market Overview



### Metro Counties / Population (000)

Spokane, WA	426.4
Kootenai, ID	114.4
<b>Total</b>	<b>540.8</b>

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

ESTIMATED GROSS REVENUES ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$16,600	\$18,200	\$20,100	\$22,500	\$20,900	\$21,900	5.7%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07	
4.8%	\$23,100	\$24,700	\$26,100	\$27,500	\$28,900	5.7%	

Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout
	NA <sup>1/</sup>	\$2.95/1,000	\$2.97/1,000	
	\$32.59	\$40.50	\$49.97	National 30%

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	509.3	540.8	1.2%	540.8	578.4
Households	198.8	210.6	1.2%	210.6	225.5	1.4%
Retail Sales	NA <sup>1/</sup>	7,421.9	NA <sup>1/</sup>	7,421.9	9,740.1	5.6%
EBI <sup>2/</sup>	7,707.1	9,281.4	3.8%	9,281.4	11,974.2	5.2%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	265.6	46.1	25.8	27.9	34.3	40.7	39.6	51.2
Women (000)	275.3	43.7	24.4	27.9	33.3	41.5	40.5	63.9
Total	540.8	89.8	50.2	55.7	67.6	82.2	80.2	115.1
Percentage	100.0%	16.6%	9.3%	10.3%	12.5%	15.2%	14.8%	21.3%
Per Capita	\$ 17,161							
			Median Household	\$ 35,571			Avg Household	\$ 44,076
Ethnic Population:	White 92.1%	Black 1.3%	Asian 1.8%				Hispanic 2.8%	

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		15	14	18	10	28
Tot 12+	1.9		67.2	67.7	69.1	17.8	86.9
Avg 12+	0.6		4.5	4.8	3.8	1.8	3.1
Tot LCS	2.2		77.3	77.9	79.5	20.5	100.0
Avg LCS	0.7		5.2	5.6	4.4	2.0	3.6

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
													Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	
KZZU	Spokane	C	92.9	85.0	2080	c	Morgan Murphy Stns	55	9508	1,750	c2	CHR	1,350	0.99	6.2	4.5	5.3	6.4	5.0	5.1	7.1	9.7	8.6	
KDRK	Spokane	C	93.7	64.0 cp	2425	a	Citadel Comm Corp	65	9912		g2	Country	2,300	1.54	6.8	5.0	5.3	6.4	6.2	5.9	6.5	7.4	6.7	
KHTQ	Hayden	C	94.5	83.0	2182	d	KXLY Bcstg Group	92	9805	2,500	c4	Rock	1,200	0.65	8.4	6.9	6.8	6.7	8.6	7.4	7.5	6.4	6.4	
KIXZ	Opportunity	C	96.1	64.0	2418	b	Clear Channel Comm	61	0008		g	Country	1,400	1.12	5.7	3.6	4.1	5.1	5.1	5.6	5.2	4.8	5.9	
KEZE	Spokane	C2	96.9	8.2 cp	1198	c	Morgan Murphy Stns	93	9906		na	80s Hlts	300	0.37	3.7	4.1	3.5	3.0	3.6	2.8	4.0	4.3	2.4	
KISC	Spokane	C	98.1	100.0 cp	1946	b	Clear Channel Comm	66	0008		g	Lite Rock	2,100	1.63	5.9	6.3	5.2	4.8	5.1	5.6	5.7	4.9	7.2	
KKZX	Spokane	C	98.9	100.0	1608	b	Clear Channel Comm	75	0008		g	Clsc Rock	2,300	1.25	8.4	9.2	8.5	6.1	7.5	7.4	6.2	5.6	7.5	
KXLY	Spokane	C	99.9	37.0	2999	c	Morgan Murphy Stns	59			g1	Soft AC	1,450	0.99	6.7	6.4	5.3	6.4	5.5	6.1	5.2	5.8	7.6	
KEYF	Cheney	C	101.1	100.0	1608	a	Citadel Comm Corp	86	9905		g1	Oldies	1,800	1.14	7.2	5.6	6.1	7.0	5.1	6.8	5.7	5.3	5.6	
KTSL	Medical Lake	C2	101.9	28.5	650		Pamplin Comm Corp	89	9808	1,300		ChrsContem	700	1.00	3.2	3.4	2.4	3.3	3.0	2.6	3.2	2.1	1.7	
KICR	Coeur D'Alene	A	102.3	0.2	1844	f	Blue Sky Bcstg	01	0108	550		Country	250	0.71	1.6	1.9	1.6	2.0	1.9	0.0	0.0	0.0	0.0	
• KIBR	Sandpoint	A	102.5	6.0	-345	f	Blue Sky Bcstg	94	9502	250		Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KCDA	Post Falls	C1	103.1	9.4	2451	b	Clear Channel Comm	79	0011	4,700		ModAC/Altve	700	0.97	3.3	2.2	2.7	3.3	3.4	2.0	2.9	4.4	2.1	
KYWL	Spokane	C1	103.9	39.0 cp	1417	a	Citadel Comm Corp	86	9906	4,150		CHR/Rhymc	700	0.56	5.7	5.8	6.0	5.0	4.1	4.8	3.0	2.0	1.7	
KEEH	Spokane	C1	104.9	10.5 cp	1549		Upper Columbia Media	91	9311	148	cp	ChrsContem			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KAEP	Spokane	C	105.7	100.0	1910	a	Citadel Comm Corp	65	9303	2,900	e	Alternative	1,200	1.12	4.9	2.8	4.7	4.3	5.0	3.3	4.1	3.5	3.7	
KSPO	Dishman	A	106.5	2.3 cp	528	e	Read Bcstg Network	95	9512	100	cp	Religion	100		0.6	0.0	0.6	0.0	0.9	0.5	1.0	0.0	0.6	
• KAZZ	Deer Park	C3	107.1	25.0	253		3 Points Media	83	0212 p	1,000		Adlt Stndrd	100	0.38	1.2	1.4	0.8	1.4	0.8	1.2	0.8	1.0	2.1	
# FM Stations -					18	# Combos -					15	FM TOTALS				79.5	69.1	68.9	71.2	70.8	67.1	68.1	67.2	69.8

## AM Stations

Calls	City of License	FCC Class	Freq	Power		C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
				Day (kW)	Night (kW)								Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	
KQNT	Spokane	B	590	5.0	5.00	b	Clear Channel Comm	72	0008		g	Nws/Tlk/Inf	300	0.60	2.3	3.4	3.1	1.7	3.3	0.0	0.0	0.0	0.0	
KXLI	Opportunity	D	630	0.5	0.05	c	Morgan Murphy Stns	55	9612	330		Sports	200	0.91	1.0	0.9	0.6	0.9	0.8	1.2	0.6	0.7	0.5	
KJRB	Spokane	B	790	5.0	3.80	a	Citadel Comm Corp	47	9309	125		Sprts/Talk	300	0.86	1.6	1.1	1.7	1.1	1.6	1.3	1.7	1.8	1.6	
KXLY	Spokane	B	920	20.0 cp	5.00	c	Morgan Murphy Stns	22	6203			Nws/Tlk/Spt	1,275	0.92	6.3	6.3	6.1	5.6	3.7	6.6	6.7	5.8	4.1	
KTRW	Spokane	B	970	5.0	1.00	e	Read Bcstg Network	47	9905			Religion	200		0.2	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.5	
KDRK	Dishman	B	1050	5.0	0.26	a	Citadel Comm Corp	84	9905		g1	Oldies			1.2	1.1	1.1	1.4	0.9	0.7	0.0	0.0	0.0	
KVNI	Coeur D' Alene	B	1080	10.0	1.00	d	KXLY Bcstg Group	46	9805		c4	Old/Nws/Spt	125	0.57	1.0	0.6	1.3	0.5	1.1	0.5	1.4	1.0	0.5	
KSBN	Spokane	C	1230	1.0	1.00		Gottlieb, Alan M	21	9505	150		Bus News	100			0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.5	
KAQQ	Spokane	D	1280	5.0	0.03	b	Clear Channel Comm	65	0008		g	Nostalgia	600	0.94	2.9	1.9	2.7	1.6	2.8	3.1	4.6	4.8	5.1	
KGA	Spokane	A	1510	50.0	50.00	a	Citadel Comm Corp	26	9212		g2	News/Talk	850	1.00	3.9	2.5	2.4	2.8	2.7	5.6	5.7	5.8	5.6	
# AM Stations -					10	# Combos -					9	AM TOTALS				20.4	17.8	19.8	15.6	16.9	19.0	20.7	20.4	18.4
AM & FM Stations Profiled -					28	# Duopolies -					10	Total Local Commercial Share					86.9	88.7	86.8	87.7	86.1	88.8	87.6	88.2

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 93

Revenue Rank: 95

# Mobile, AL Market Overview



### Metro Counties / Population (000)

Baldwin, AL	147.6
Mobile, AL	399.6
	547.2

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

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$15,500	\$18,500	\$21,100	\$23,200	\$21,000	\$21,800
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	3.8%	\$23,000	\$24,600	\$26,000	\$27,400	\$28,800	5.7%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA <sup>1/</sup>	\$3.67/1,000	\$3.97/1,000	Local 80%
Revenue/Capita	\$29.57	\$39.84	\$50.88	National 20%

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	524.2	547.2	0.9%	547.2	566.0	0.7%
Households	193.5	209.6	1.6%	209.6	220.8	1.0%
Retail Sales	NA <sup>1/</sup>	5,941.6	NA <sup>1/</sup>	5,941.6	7,259.0	4.1%
EBI <sup>2/</sup>	7,369.6	8,521.0	2.9%	8,521.0	10,745.0	4.7%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	263.1	48.2	25.8	25.2	33.3	39.3	36.6	54.7
Women (000)	284.1	46.0	24.8	26.8	35.4	42.2	39.1	69.9
Total	547.2	94.2	50.5	52.0	68.7	81.5	75.7	124.6
Percentage	100.0%	17.2%	9.2%	9.5%	12.5%	14.9%	13.8%	22.8%
Per Capita	\$ 15,573							
				Median Household	\$ 32,023		Avg Household	\$ 40,646
Ethnic Population:	White 69.0%	Black 27.6%	Asian 1.2%				Hispanic 1.4%	

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		15	12	17	13	30
Tot 12+	2.2		68.2	66.3	70.4	13.5	83.9
Avg 12+	1.1		4.5	5.5	4.1	1.0	2.8
Tot LCS	2.6		81.3	79.0	83.9	16.1	100.0
Avg LCS	1.3		5.4	6.6	4.9	1.2	3.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



Metro Rank: 94

Revenue Rank: 204

# Daytona Beach, FL Market Overview



Metro Counties / Population (000)

Flagler, FL	52.6
Volusia, FL	458.3
<b>Total</b>	<b>510.9</b>

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

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$7,600	\$7,100	\$6,800	\$7,300	\$7,700	\$8,000	1.0%
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	3.9%	\$8,400	\$9,000	\$9,500	\$10,000	\$10,600	5.7%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA <sup>1/</sup>	\$1.36/1,000	\$1.50/1,000	Local	90%		
Revenue/Capita	\$16.60	\$15.66	\$19.08	National	10%		

## Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	457.9	510.9	2.2%	510.9	555.6	1.7%
Households	187.8	213.9	2.6%	213.9	233.8	1.8%
Retail Sales	NA <sup>1/</sup>	5,888.3	NA <sup>1/</sup>	5,888.3	7,082.7	3.8%
EBI <sup>2/</sup>	6,602.7	8,325.2	4.7%	8,325.2	10,333.4	4.4%

## Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	247.4	32.9	19.3	21.8	26.5	34.1	33.9	78.9
Women (000)	263.5	31.5	18.0	18.9	25.6	35.6	36.6	97.3
Total	510.9	64.4	37.3	40.7	52.0	69.7	70.5	176.2
Percentage	100.0%	12.6%	7.3%	8.0%	10.2%	13.6%	13.8%	34.5%
Per Capita	\$ 16,295		Median Household	\$ 31,102		Avg Household	\$ 38,924	
Ethnic Population:	White 85.9%	Black 9.4%	Asian 1.1%	Hispanic 6.8%				

## Market Summary

FM Classes	Class A	Class B	Class C	Viab. FMs	All FMs	All AMs	Total
# Stations	1		14	14	15	7	22
Tot 12+	2.3		61.5	62.8	63.8	10.1	73.9
Avg 12+	2.3		4.4	4.5	4.3	1.4	3.4
Tot LCS	3.1		83.2	85.0	86.3	13.7	100.0
Avg LCS	3.1		5.9	6.1	5.8	2.0	4.5

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# Competitive Overview

Some stations also rated in markets 38, 50 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
WWKA	Orlando	C	92.3	100.0	1490	d	Cox Radio Inc	52	9704		Country	n/a		4.5	3.2	3.1	3.6	2.9	3.0	4.0	3.6	4.6	
WKRO	Edgewater	C3	93.1	15.0	427	a	Black Crow Bcstg	93	9412	1,250	Country	800	4.76	2.1	2.3	1.0	2.2	1.9	2.5	0.6	1.9	2.3	
WCFB	Daytona Beach	C	94.5	100.0	1470	d	Cox Radio Inc	47	9704		Urban AC	n/a		5.6	3.6	4.9	3.5	5.4	4.8	3.0	4.9	3.9	
WHOG	Ormond-By-The-	C3	95.7	25.0	328	a	Black Crow Bcstg	95	9610	2,000	Clsc Rock	2,200	c1	5.2	3.4	4.2	3.6	4.3	4.0	4.2	4.3	5.8	
WHTQ	Orlando	C	96.5	100.0	1490	d	Cox Radio Inc	52	9612		Clsc Rock	n/a		3.6	3.4	2.1	3.3	2.7	3.0	3.7	3.8	4.6	
WNUJ	Titusville	C1	98.1	100.0	476		Mega Comm Inc	68	0008	See (38)	Span/Dance	n/a		1.8	1.0	1.3	1.4	1.9	2.2	5.8	6.6	6.1	
WGNE	Palatka	C	99.9	100.0	1201		Renda Bcstg Corp	73	9602		Country	1,600	g	3.13	6.4	7.1	4.6	4.9	5.1	5.5	3.4	3.1	4.2
WSHE	Orlando	C	100.3	100.0	1499	e	Clear Channel Comm	71	9712		Oldies	n/a		4.7	3.9	3.4	3.6	4.0	4.2	4.5	3.1	3.5	
WJRR	Cocoa Beach	C	101.1	100.0	1598	e	Clear Channel Comm	62	9712		Rock	n/a		6.4	3.5	4.9	4.6	4.3	4.7	6.7	3.6	4.2	
WJHM	Daytona Beach	C	101.9	61.0	1585	c	Infinity Bcstg	67	0008		Rhymc/CHR	n/a		8.5	4.7	6.1	6.6	6.8	5.0	4.2	6.0	4.4	
WVYB	Holly Hill	A	103.3	3.0	295	a	Black Crow Bcstg	96	9706	1,100	CHR	1,400	4.73	3.7	2.3	2.5	3.0	3.5	2.3	3.7	3.6	4.0	
WTKS	Cocoa Beach	C	104.1	100.0	1598	b	Clear Channel Comm	61	9712		Talk	n/a		7.4	5.5	6.1	5.0	7.8	5.3	5.8	5.7	4.4	
WOMX	Orlando	C	105.1	100.0	1598	c	Infinity Bcstg	67	0008		Mix AC	n/a		6.0	4.5	4.0	4.9	2.7	3.3	3.5	2.6	4.2	
WOCL	Deland	C	105.9	100.0	1581	c	Infinity Bcstg	67	0008		Alternative	n/a		5.6	3.9	4.2	4.1	3.8	3.8	2.9	3.9	4.0	
WMGF	Mount Dora	C	107.7	100.0	1585	e	Clear Channel Comm	66	9712		Soft AC	n/a		16.1	11.5	12.2	11.9	9.5	11.5	8.5	7.5	8.6	
# FM Stations -				15	# Combos -				12	FM TOTALS				87.6	63.8	64.6	66.2	66.6	65.1	64.5	64.2	68.8	

## AM Stations

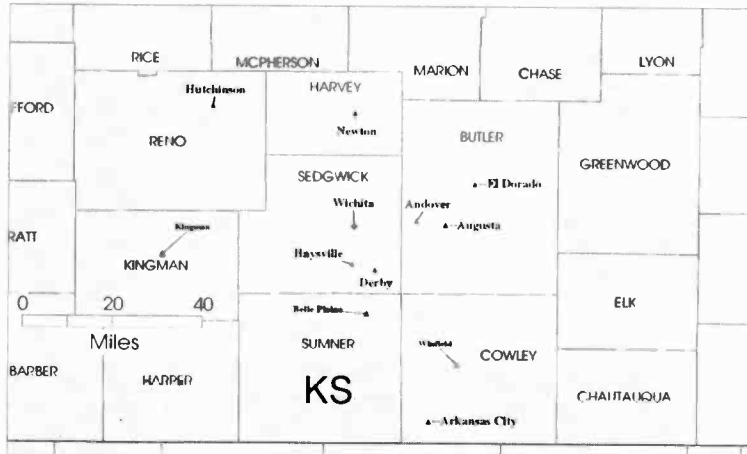
Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WNDB	Daytona Beach	B	1150	1.0	1.00	a	Black Crow Bcstg	48	9610	1,500	c1	Nws/Tlk/Spt	1,200	4.05	3.7	2.6	2.5	3.0	2.7	2.7	2.6	4.2	3.3
WSBB	New Smyrna	C	1230	1.0	1.00		TK Radio Inc	50	9110	50		Adlt Stndrd	250	0.95	3.3	1.3	3.0	2.0	2.4	2.5	3.7	3.3	2.5
WYND	Deland	D	1310	8.5	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 Bcstg	47	9901	1,010		Big Band	300	0.85	4.4	4.2	3.6	3.0	5.6	4.8	4.6	4.9	2.6
WELE	Ormond Beach	B	1380	5.0	2.50		J&V Comm Inc	57	9412	313		Nws/Tlk/Spt	100		0.4	0.4	0.6	0.0	0.5	0.0	0.0	0.5	0.7
WNDA	DeLand	C	1490	1.0	1.00	a	Black Crow Bcstg	48	0004	250		Nws/Tlk/Spt	50			0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
WPUL	South Daytona	D	1590	1.0	0.03		Tama Broadcasting	57	8902	250		Gospel	100		0.7	1.6	1.0	0.0	0.6	0.7	0.6	1.2	0.0
# AM Stations -				7	# Combos -				2	AM TOTALS				12.5	10.1	10.7	8.0	12.0	10.7	11.5	14.1	9.1	
AM & FM Stations Profiled -				22	# Duopolies -				7	Total Local Commercial Share				73.9	75.3	74.2	78.6	75.8	76.0	78.3	77.9		

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 95

Revenue Rank: 73

# Wichita, KS Market Overview



**Metro Counties / Population (000)**

Butler, KS	60.3
Harvey, KS	32.8
Sedgwick, KS	456.7
<b>Total</b>	<b>549.8</b>

**Market Radio Financials**

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

<b>ESTIMATED GROSS REVENUES</b> ★ ★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$24,500	\$27,100	\$30,300	\$29,400	\$28,400	\$30,500	4.5%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	7.4%	\$32,100	\$34,300	\$36,200	\$38,200	\$40,100	5.6%
Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>			
Revenue/Capita	NA <sup>1/</sup>	\$4.33/1,000	\$4.60/1,000	Local	90%		
	\$47.62	\$55.47	\$71.63	National	10%		

**Demographic and Economic Overview**

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

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	514.5	549.8	1.3%	549.8	559.8	0.4%
Households	196.7	212.5	1.6%	212.5	216.8	0.4%
Retail Sales	NA <sup>1/</sup>	7,051.2	NA <sup>1/</sup>	7,051.2	8,720.7	4.3%
EBI <sup>2/</sup>	8,107.5	9,989.6	4.3%	9,989.6	12,152.7	4.0%

**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)	271.5	52.1	26.4	26.7	37.3	43.4	37.9	47.8
Women (000)	278.3	49.6	25.5	26.0	35.9	42.7	37.2	61.4
Total	549.8	101.7	51.9	52.6	73.2	86.1	75.1	109.2
Percentage	100.0%	18.5%	9.4%	9.6%	13.3%	15.7%	13.7%	19.9%
Per Capita	\$ 18,170	Median Household		\$ 38,878	Avg Household		\$ 47,013	
Ethnic Population:	White 81.0%	Black 8.0%	Asian 3.1%	Hispanic 8.0%				

**Market Summary**

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations			18	13	18	8	26
Tot 12+			71.5	66.9	71.5	15.8	87.3
Avg 12+			4.0	5.1	4.0	2.0	3.4
Tot LCS			81.9	76.6	81.9	18.1	100.0
Avg LCS			4.6	5.9	4.6	2.3	3.8

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
KMXW	Newton	C1	92.3	100.0	640	a	Journal Bcst Group	59	0005	4,500		Modern Rock	400	0.87	1.5	1.3	1.8	0.9	1.1	1.5	1.9	2.1	1.1
KANR	Belle Plaine	C3	92.7	12.0	469		Smith, Daniel D.	96				Alternative	100	0.30	1.1	1.3	1.1	0.6	1.1	1.3	1.1	0.9	1.4
KDGS	Andover	C3	93.9	25.0	328	c	Entercom	93	0006	3,150		CHR/Rhymc	1,700	0.71	7.8	6.5	6.1	9.5	5.7	6.8	7.0	6.0	6.4
KCVW	Kingman	C2	94.3	50.0	492		Bott Radio Network	99				Relgn/Talk			0.4	0.7	0.0	0.5	0.0	0.8	0.5	0.0	0.0
KICT	Wichita	C1	95.1	100.0	899	a	Journal Bcst Group	72	9906		g2	Rock	2,250	1.07	6.9	6.2	5.3	4.8	7.9	6.6	7.0	7.5	5.3
KRZZ	Derby	C2	96.3	50.0	492	b	Clear Channel Comm	78	0008		g	Cisc Rock	2,000	1.17	5.6	3.2	3.4	5.3	5.7	5.8	4.2	4.4	3.3
KRBB	Wichita	C	97.9	100.0	994	b	Clear Channel Comm	48	0008		g	AC	3,400	1.39	8.0	8.7	7.4	5.3	8.0	8.1	8.3	7.5	5.6
KFH	Clearwater	C2	98.7	50.0	492	c	Entercom	95	0006	2,000		Talk	100	0.20	1.6	1.7	1.8	1.2	1.4	1.3	2.0	1.5	2.3
KTLI	El Dorado	C1	99.1	100.0	617		Stephens Family LP	72	9606	1,253		ChrsContem	1,100	0.97	3.7	3.0	3.9	3.0	3.6	2.6	3.0	2.0	2.4
KTCM	Kingman	C2	100.3	48.0	505		Salazar, Maria	89	9608		na	Mexican	200		0.9	0.0	0.0	0.0	0.0	3.2	0.8	0.8	0.0
KFDI	Wichita	C	101.3	100.0	1139	a	Journal Bcst Group	63	9906		g2	Country	4,300	1.17	12.0	10.7	12.3	11.2	9.0	10.5	10.2	9.9	9.1
KZSN	Hutchinson	C	102.1	100.0	1034	b	Clear Channel Comm	68	0008		g	Country	2,800	1.22	7.5	5.5	7.4	5.5	9.0	5.0	6.1	7.3	7.2
KEYN	Wichita	C1	103.7	95.0	1007	c	Entercom	68	0002	8,000	d1	Oldies	1,400	0.70	6.6	7.8	6.5	6.1	5.4	5.7	5.3	5.0	4.6
KFXJ	Augusta	C2	104.5	45.0	515	a	Journal Bcst Group	92	9906		g2	ClRck/ClHts	1,400	0.90	5.1	4.2	4.0	5.5	3.6	5.2	4.7	4.6	5.0
KFBZ	Haysville	C	105.3	100.0	988	c	Entercom	85	0002		d1	Hot AC	1,800	1.41	4.2	3.2	4.5	4.7	2.8	3.2	4.1	6.4	7.5
KYQQ	Arkansas City	C	106.5	100.0	1280	a	Journal Bcst Group	79	9906		g2	Mexican	700	1.09	2.1	1.5	1.6	3.1	1.3	1.5	1.7	1.4	2.7
KKRD	Wichita	C1	107.3	100.0	843	b	Clear Channel Comm	67	0008		g	CHR	2,375	1.16	6.7	4.7	6.3	7.3	4.9	5.5	5.9	5.2	6.1
KSJM	Winfield	C2	107.9	50.0	387		Sherman Bcstg Group	96	0009		d1	Urban AC	100		0.7	1.3	1.0	0.6	0.0	1.0	0.8	0.6	2.3
# FM Stations -					18	# Combos -					13	FM TOTALS			82.4	71.5	74.4	75.1	70.5	75.6	74.6	73.1	72.3

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
KSGL	Wichita	D	900	0.3	0.03	d	Agape	57	7707	400		Christian	150		0.4	0.0	0.0	0.5	0.5	0.5	0.0	0.6	0.5
KJRG	Newton	D	950	0.5	0.15		Anderson Stations	53	5907			Gospel	100		0.2	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0
KFTI	Wichita	B	1070	10.0	1.00	a	Journal Bcst Group	23	9906		g2	Country	1,850	0.98	6.2	6.7	5.0	4.5	6.8	5.8	5.6	5.3	5.6
• KNSS	Wichita	C	1240	0.6	0.00	c	Entercom	47	0002		d1	Nws/Tlk/Spt	700	0.48	4.8	5.2	4.7	4.5	3.9	4.0	2.8	3.2	4.3
KFH	Wichita	B	1330	5.0	5.00	c	Entercom	22	0002		d1	Talk	800	0.82	3.2	2.2	2.7	2.2	3.0	3.7	2.7	3.8	3.7
KAHS	El Dorado	D	1360	1.0	0.04		Reunion Bcstg LLC	53	9806	135		Chrst/Talk	200			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	100	0.23	1.4	1.7	1.1	1.2	1.3	1.6	3.0	2.4	1.1
KQAM	Wichita	B	1480	5.0	1.00	c	ABC Radio Inc	36	0207	2,000		Sports	475	1.04	1.5	0.0	0.6	1.6	2.1	1.1	0.9	1.2	1.2
# AM Stations -					8	# Combos -					6	AM TOTALS			17.7	15.8	14.1	14.5	18.2	16.7	15.0	16.5	16.4
AM & FM Stations Profiled -					26	# Duopolies -					8	Total Local Commercial Share			87.3	88.5	89.6	88.7	92.3	89.6	89.6	88.7	

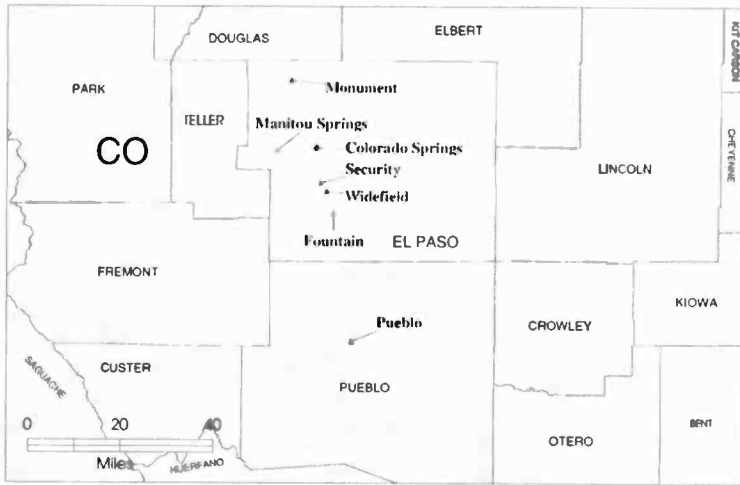
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 96

Revenue Rank: 78

# Colorado Springs, CO Market Overview



Metro Counties / Population (000)

El Paso, CO	537.3
	537.3

## Market Radio Financials

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

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$15,700	\$17,500	\$23,000	\$26,700	\$25,800	\$27,000
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	4.7%	\$28,500	\$30,500	\$32,200	\$33,900	\$35,600	5.7%
Revenue/Retail Sales	1997 NA <sup>1/</sup>	2002 \$3.42/1,000	2007 \$3.28/1,000	Est. Breakout			
Revenue/Capita	\$32.93	\$50.25	\$60.33	Local	80%		
				National	20%		

## Demographic and Economic Overview

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

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	476.8	537.3	2.4%	537.3	590.1	1.9%
Households	178.3	200.1	2.3%	200.1	219.9	1.9%
Retail Sales	NA <sup>1/</sup>	7,883.7	NA <sup>1/</sup>	7,883.7	10,847.0	6.6%
EBI <sup>2/</sup>	6,624.8	10,259.0	9.1%	10,259.0	14,418.4	7.0%

## Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	269.6	50.4	25.9	31.2	40.3	45.7	36.7	39.3
Women (000)	267.7	47.5	24.0	26.1	37.4	46.1	38.0	48.7
Total	537.3	97.9	49.9	57.3	77.7	91.8	74.7	88.0
Percentage	100.0%	18.2%	9.3%	10.7%	14.5%	17.1%	13.9%	16.4%
Per Capita	\$ 19,095							
				Median Household	\$ 42,082		Avg Household	\$ 51,275
Ethnic Population:	White	80.8%	Black	6.5%	Asian	2.9%	Hispanic	11.7%

## Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			14	13	14	8	22
Tot 12+			67.5	66.1	67.5	10.6	78.1
Avg 12+			4.8	5.1	4.8	1.3	3.6
Tot LCS			86.4	84.6	86.4	13.6	100.0
Avg LCS			6.2	6.5	6.2	1.7	4.5

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
KSPZ	Colorado Springs	C	92.9	79.0	2198	b	Citadel Comm Corp	60	9905		sw	Oldies	1,850	0.93	7.4	5.4	5.8	4.4	6.9	5.8	6.0	5.6	5.1
KILO	Colorado Springs	C	94.3	83.0	2110	a	Bahakel Comm	66	8408	3,600		AOR	1,675	0.70	8.8	5.8	6.1	6.9	7.4	6.7	6.2	8.0	7.3
KRDO	Colorado Springs	C	95.1	65.0	2093	e	Pikes Peak Bcstg	69			1	AC	1,125	0.97	4.3	2.1	4.3	3.6	2.5	2.8	3.2	2.8	3.1
KMOM	Fountain	C2	96.1	0.5	2198	d	Clear Channel Comm	92	0007			Rock	900	0.98	3.4	2.9	2.1	2.3	3.0	3.2	4.3	3.1	3.3
KCCY	Pueblo	C	96.9	40.0 cp	2280	d	Clear Channel Comm	75	0102		g	Country	1,700	1.00	6.3	3.8	4.4	5.3	5.7	4.0	4.3	4.4	6.5
KKFM	Colorado Springs	C	98.1	71.0	2290	b	Citadel Comm Corp	58	9212		g	Clsc Rock	2,500	1.45	6.4	6.2	5.8	5.2	3.8	5.0	5.8	3.9	3.8
KKMG	Pueblo	C	98.9	72.0	2280	b	Citadel Comm Corp	67	9403	913		CHR	3,175	0.77	15.3	11.7	13.0	11.5	11.0	11.7	11.1	14.7	11.6
KVUU	Pueblo	C	99.9	79.0	2198	d	Clear Channel Comm	76	0008		g	Modern AC	1,600	1.23	4.8	4.2	4.1	3.6	3.9	3.3	4.7	5.4	4.6
KGFT	Pueblo	C	100.7	78.0	2218	g	Salem Comm Corp	76	9603	3,000		Chrst/Talk	1,200	2.96	1.5	1.4	0.8	1.6	1.4	0.8	1.2	1.1	1.6
KKCS	Colorado Springs	C	101.9	72.0	2280	c	Walton Stations	67	8209	1,020		Country	3,100	1.47	7.8	6.5	4.9	5.7	6.3	7.2	5.3	6.4	5.1
KBIQ	Manitou Springs	C	102.7	72.0	2280	g	Salem Comm Corp	74	9610	100		ChrsContem	1,050	0.93	4.2	3.4	3.8	3.2	2.7	3.2	3.3	2.6	3.6
KYZX	Pueblo	C2	103.9	1.8	2159	a	Bahakel Comm	92	9903	4,500	d2	Clsc Rock	800	0.71	4.2	5.0	3.6	3.6	3.5	2.2	3.3	4.2	3.8
KSKX	Security	C3	105.5	0.4	2228		Optima Comm	73	8902	1,460	1	Smooth Jazz	1,100	1.16	3.5	3.0	2.3	2.3	3.0	3.2	2.5	3.1	3.3
KKLI	Widefield	C2	106.3	1.6	2225	d	Clear Channel Comm	87	0008		g	Soft AC	2,500	1.03	9.0	6.1	4.9	8.9	6.2	7.7	5.0	4.7	5.9
# FM Stations -					14	# Combos -					13	FM TOTALS		86.9	67.5	65.9	68.1	67.3	66.8	66.2	70.0	68.6	

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
KVOR	Colorado Springs	B	740	3.3	1.50	b	Citadel Comm Corp	55	9905		g1	News/Talk	1,350	0.75	6.7	6.2	4.6	5.0	4.4	6.8	6.3	5.4	5.9
KCBR	Monument	D	1040	15.0	0.00	f	Crawford Bcstg Co	85	9902	750	d1	ChrsContem			0.2	0.0	0.5	0.0	0.0	0.0	0.5	0.0	0.0
KRDO	Colorado Springs	C	1240	1.0	1.00	e	Pikes Peak Bcstg	47			1	Sprts/Talk	500	1.42	1.3	1.0	1.0	0.6	1.1	1.3	0.8	1.0	1.0
● KBZC	Colorado Springs	B	1300	5.0	1.00	b	Citadel Comm Corp	22	9905		g1	Talk	400	0.67	2.2	1.0	2.3	1.1	1.3	2.2	2.0	2.1	1.6
● KKCS	Colorado Springs	B	1460	5.0	0.50	c	Walton Stations	50	8207	1,300		News/Talk	150	0.56	1.0	1.1	1.0	0.5	0.8	0.8	0.7	0.8	0.8
● KXRE	Manitou Springs	C	1490	0.5	1.00		Latino Comm	56	0212 p		d1	Mexican				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KCMN	Colorado Springs	D	1530	15.0	0.02	f	Crawford Bcstg Co	64	9902		d1	Adlt Stndrd	300	0.65	1.7	1.3	1.5	1.5	1.3	0.8	1.3	1.3	1.5
KWYD	Colorado Springs	D	1580	10.0	0.07		Pilgrim Comm LLC	57	9805	450		FSv/Cst/Tik				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -					8	# Combos -					6	AM TOTALS		13.1	10.6	10.9	8.7	8.9	11.9	11.6	10.6	10.8	
AM & FM Stations Profiled -					22	# Duopolies -					7	Total Local Commercial Share		78.1	76.8	76.8	76.2	78.7	77.8	80.6	79.4		

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 97

Revenue Rank: 68

# Madison, WI Market Overview



### Metro Counties / Population (000)

Columbia, WI	53.5
Dane, WI	434.2
Iowa, WI	23.1
<b>Total</b>	<b>510.8</b>

### Market Radio Financials

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

<b>ESTIMATED GROSS REVENUES</b> ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$24,300	\$25,700	\$28,100	\$34,000	\$31,600	\$34,500	7.2%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	9.2%	\$36,300	\$38,800	\$40,900	\$43,200	\$45,300	5.6%
Revenue/Retail Sales	1997	2002	2007	<b>Est. Breakout</b>			
Revenue/Capita	NA <sup>1/</sup>	\$3.55/1,000	\$3.53/1,000	Local	86%		
	\$51.27	\$67.54	\$84.53	National	14%		

### Demographic and Economic Overview

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

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	474.0	510.8	1.5%	510.8	535.9	1.0%
Households	183.8	207.8	2.5%	207.8	221.8	1.3%
Retail Sales	NA <sup>1/</sup>	9,725.6	NA <sup>1/</sup>	9,725.6	12,816.8	5.7%
EBI <sup>2/</sup>	8,408.9	10,100.2	3.7%	10,100.2	13,382.6	5.8%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	252.7	38.7	21.3	34.3	39.6	40.9	37.2	40.6
Women (000)	258.1	37.2	20.0	34.2	37.3	40.8	37.7	50.9
Total	510.8	75.9	41.3	68.4	77.0	81.8	75.0	91.5
Percentage	100.0%	14.9%	8.1%	13.4%	15.1%	16.0%	14.7%	17.9%
Per Capita	\$ 19,772	Median Household		\$ 40,501	Avg Household		\$ 48,615	
Ethnic Population:	White 89.7%	Black 3.7%	Asian 3.2%	Hispanic 3.3%				

### Market Summary

FM Classes	Class A	Class B	Class C	Viab. FMs	All FMs	All AMs	Total
# Stations	10	8		12	18	10	28
Tot 12+	23.2	39.8		59.7	63.0	14.4	77.4
Avg 12+	2.3	5.0		5.0	3.5	1.4	2.8
Tot LCS	30.0	51.4		77.1	81.4	18.6	100.0
Avg LCS	3.0	6.4		6.4	4.5	1.9	3.6

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
WMAD	Sun Prairie	A	92.1	3.9 cp	410	e	Clear Channel Comm	72	0008		g1	Hot AC	1,600	1.25	3.7	2.9	2.7	2.9	3.1	2.5	3.0	3.2	3.8
WEKZ	Monroe	B	93.7	36.0	581	d	Thompson & Spielman	59				AC			0.2	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0
WJJO	Watertown	B	94.1	50.0	492	c	Mid-West Family Bcst	61	9306	1,600		Rock	2,225	0.96	6.7	5.4	4.8	6.1	5.8	3.5	5.2	7.2	4.4
WOLX	Baraboo	B	94.9	37.0	1299	b	Entercom	45	0009	14,600	d2	Oldies	2,700	0.84	9.3	7.0	6.8	7.6	7.1	6.5	7.9	4.8	5.7
WBKY	Portage	A	95.9	5.4	322	f	Magnum Radio Inc	99				Country			0.6	0.0	0.7	0.5	0.6	0.0	0.0	0.0	0.0
WCJZ	Sauk City	B1	96.3	5.1	673	e	Clear Channel Comm	64	0008		g1	Smooth Jazz	1,400	1.23	3.3	2.3	1.8	2.9	2.6	2.7	3.6	2.8	2.5
WMGN	Madison	B	98.1	38.0	581	c	Mid-West Family Bcst	48				AC	4,750	1.43	9.6	7.9	7.2	6.9	7.8	7.0	7.9	6.8	9.3
WDMP	Dodgeville	A	99.3	1.6	459	g	Dodge Point Bcstg Co	68				Country	400	0.53	2.2	1.1	2.0	1.2	1.8	1.7	0.0	0.0	0.0
WDDC	Portage	A	100.1	3.1	374	h	Kramer Bcstg	66				Country			0.8	0.5	0.7	0.7	0.5	0.5	0.0	0.0	0.0
WTLX	Columbus	A	100.5	6.0 cp	328	a	Good Karma Bcstg	90	9711		d1	Sprts/Talk	200		0.7	0.5	0.7	0.5	0.5	0.5	0.6	0.8	0.6
WIBA	Madison	B	101.5	12.0	1014	e	Clear Channel Comm	47	0008		g1	Clsc Rock	3,800	1.36	8.1	8.1	6.5	4.9	5.2	7.7	5.4	6.0	4.9
WZEE	Madison	B	104.1	12.0	1004	e	Clear Channel Comm	48	0008		g1	CHR	4,000	1.08	10.7	7.3	7.3	8.8	8.2	7.9	7.5	9.2	7.0
WBZU	Waunakee	A	105.1	6.0	243	b	Entercom	92	0009		d2	80s Hits	1,500	0.84	5.2	3.0	4.7	4.6	3.6	2.7	5.2	6.2	7.8
• WMMM	Verona	A	105.5	2.0	574	b	Entercom	91	0009		d2	AAA	2,100	1.05	5.8	4.8	4.5	4.6	4.0	4.2	6.7	4.0	5.7
WKPO	Evansville	A	105.9	1.7	482	a	Good Karma Bcstg	89	0009			CHR/Rhymc	600	0.67	2.6	1.8	2.5	1.5	2.1	1.8	1.4	1.4	2.3
WWQM	Middleton	A	106.3	4.5	374	c	Mid-West Family Bcst	70	9706	6,400	c2	Country	2,900	0.86	9.8	8.1	8.8	6.8	6.0	7.9	8.3	8.8	7.8
WNNO	Wisconsin Dells	A	106.9	3.1	322	f	Magnum Radio Inc	74	9903	775	c1	AC			0.2	0.5	0.0	0.0	0.5	0.0	0.0	0.0	0.0
WSJY	Fort Atkinson	B	107.3	26.0	676		Marathon Media	59	9812		g	Lite AC	450	0.93	1.4	1.8	1.3	0.8	1.3	0.7	1.2	1.4	0.8
# FM Stations -					18	# Combos -					17	FM TOTALS			80.9	63.0	63.0	61.8	60.7	57.8	63.9	62.6	62.6

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
WDMP	Dodgeville	D	810	0.3	0.00	g	Dodge Point Bcstg Co	68				Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WIBU	Wisconsin Dells	B	900	1.0	0.22	f	Magnum Radio Inc	69	9903		c1	Adlt Stndrd			0.3	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0
WTSO	Madison	B	1070	10.0	5.00	e	Clear Channel Comm	48	0008		g	Sports	1,000	0.97	3.0	2.2	2.2	1.9	2.6	2.3	2.0	2.2	1.3
WHFA	Poynette	C	1240	1.0	1.00	d	Starboard Bcstg Inc	25	0107	1,000		Adlt Stndrd	800			0.0	0.0	0.0	0.0	0.0	2.0	2.0	2.4
WEKZ	Monroe	D	1260	1.0	0.02	d	Thompson & Spielman	51				Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WIBA	Madison	B	1310	5.0	5.00	e	Clear Channel Comm	25	0008		g1	News/Info	2,625	0.87	8.7	6.6	5.8	4.9	6.3	8.9	6.7	7.2	8.2
• WPDR	Portage	D	1350	1.0	0.04	h	Kramer Bcstg	52				Talk/AC			0.7	0.0	0.8	0.5	0.0	0.7	0.0	0.0	0.0
• WLMV	Madison	B	1480	5.0	5.00	c	Mid-West Family Bcst	48	5911			Spanish			0.2	0.0	0.2	0.2	0.2	0.0	0.0	0.6	0.0
• WTUX	Madison	D	1550	5.0	0.00	c	Mid-West Family Bcst	64	9706		c2	Nostalgia	300	0.27	3.2	2.7	2.8	3.2	2.9	0.8	0.0	0.0	0.8
WTDY	Madison	B	1670	10.0	1.00	c	Mid-West Family Bcst	48	5911			News/Talk	1,100	1.14	2.8	2.9	2.5	1.7	1.9	2.3	1.8	2.4	1.3
# AM Stations -					10	# Combos -					9	AM TOTALS			18.9	14.4	14.3	13.4	13.9	15.0	12.5	14.8	13.9
AM & FM Stations Profiled -					28	# Duopolies -					9	Total Local Commercial Share			77.4	77.3	75.2	74.6	72.8	76.4	77.4	76.5	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 98

Revenue Rank: 240

# Lakeland-Winter Haven, FL Market Overview



Metro Counties / Population (000)

Polk, FL	505.0
	505.0

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

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$4,700	\$5,100	\$5,600	\$5,900	\$5,600	\$5,900
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.4%	\$6,200	\$6,500	\$6,900	\$7,200	\$7,600	5.2%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA <sup>1/</sup>	\$1.07/1,000	\$1.08/1,000	Local	85%		
Revenue/Capita	\$10.28	\$11.68	\$13.70	National	15%		

## Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	457.3	505.0	2.0%	505.0	554.6
Households	175.2	195.8	2.2%	195.8	216.0	2.0%
Retail Sales	NA <sup>1/</sup>	5,516.1	NA <sup>1/</sup>	5,516.1	7,026.2	5.0%
EBI <sup>2/</sup>	6,008.7	7,600.3	4.8%	7,600.3	9,538.1	4.6%

## Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	247.1	41.3	22.1	21.5	30.0	34.4	31.3	66.5
Women (000)	257.8	39.0	20.2	20.8	29.7	34.6	33.1	80.3
Total	505.0	80.4	42.3	42.3	59.7	69.0	64.4	146.9
Percentage	100.0%	15.9%	8.4%	8.4%	11.8%	13.7%	12.7%	29.1%
Per Capita	\$ 15,051							
				Median Household	\$ 31,187		Avg Household	\$ 38,820
Ethnic Population:	White 78.8%	Black 13.8%	Asian 1.0%	Hispanic 10.3%				

## Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			5	5	5	9	14
Tot 12+			31.0	31.0	31.0	7.9	38.9
Avg 12+			6.2	6.2	6.2	0.9	2.8
Tot LCS			79.7	79.7	79.7	20.3	100.0
Avg LCS			15.9	15.9	15.9	2.3	7.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# Competitive Overview

Some stations also rated in Tampa .

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
WFLZ	Tampa	C	93.3	100.0	1358	a	Clear Channel Comm	48	9905		CHR	n/a		18.5	6.1	7.5	6.8	8.7	7.2	8.5	8.8	7.2	
WSJT	Lakeland	C	94.1	100.0	1493	b	Infinity Bcstg	67	0102		Jazz	n/a		10.9	4.2	3.6	5.0	3.2	3.2	3.3	4.3	2.4	
WPCV	Winter Haven	C	97.5	100.0	1017	c	Hall Communications	62	8110	2,000	c1	Country	3,800	1.84	35.0	16.6	13.0	14.3	12.9	17.5	18.6	11.8	12.4
WWRZ	Fort Meade	C2	98.3	26.0	686	c	Hall Communications	77	9508	1,750	c1	Lite AC			4.6	2.2	1.8	1.8	2.4	2.7	1.6	2.2	1.4
WDUV	New Port Richey	C1	105.5	46.0	1345		Cox Radio Inc	69	9905			Soft AC	n/a		9.3	1.9	2.4	5.0	1.7	2.7	4.7	3.5	4.5
# FM Stations -				5	# Combos -				2	FM TOTALS				78.3	31.0	28.3	32.9	28.9	33.3	36.7	30.6	27.9	

## AM Stations

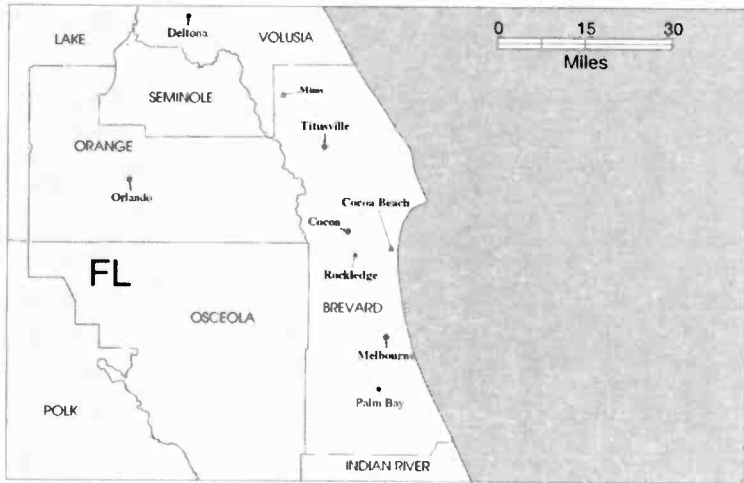
Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
															Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WWBF	Bartow	B	1130	2.5	0.50	Thornburg, Thomas N	69	8401			Oldes/Sprts	100		0.6	0.8	0.0	0.5	0.5	0.8	0.3	0.7	1.0
WONN	Lakeland	C	1230	1.0	1.00	c Hall Communications	49	8110		c1	Nostalgia	200	0.53	6.4	0.8	1.8	3.3	1.2	2.7	3.1	2.6	2.3
WIPC	Lake Wales	B	1280	1.0	0.50	Siber Media Group	51	0209	73		Nws/Tlk/Inf			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WWAB	Lakeland	D	1330	1.0	0.00	Radio Sta. WWAB Inc	57	7301			Urban/Talk	100		1.0	0.0	0.0	0.5	0.8	0.0	0.8	1.7	
WHNR	Cypress Gardens	B	1360	5.0	2.50	GB Enterprises Comm	58	9507	250		Urban AC	400	1.88	3.6	1.4	1.3	1.5	0.0	1.5	1.4	2.5	2.4
WLKF	Lakeland	B	1430	5.0	1.00	c Hall Communications	36	9609	550		News/Talk	750	2.82	4.5	1.5	2.3	1.1	0.9	2.0	1.4	1.4	1.9
WBAR	Bartow	D	1460	1.0	0.16	Bartow Bcstg Co Inc	53	9509	140		Country	100		0.0	0.0	0.0	0.0	0.0	1.4	1.3	2.3	
WSIR	Winter Haven	C	1490	1.0	1.00	Anscombe Bcstg Gr	47	0109		g	Gospel	350	0.90	6.6	2.4	2.4	2.8	0.9	0.5	1.0	2.4	0.0
WTWB	Aubumdale	D	1570	5.0	0.01	Evangel Christn Sch	56	9711	275	e	Gospel	100		0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	
# AM Stations -				9	# Combos -				2	AM TOTALS				21.7	7.9	7.8	9.2	4.0	8.3	8.6	12.7	11.6
AM & FM Stations Profiled -				14	# Duopolies -				2	Total Local Commercial Share				38.9	36.1	42.1	32.9	41.6	45.3	43.3	39.5	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 99

Revenue Rank: 189

# Melbourne-Titusville-Cocoa, FL Market Overview



**Metro Counties / Population (000)**

Brevard, FL	492.2
	492.2

## Market Radio Financials

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

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$6,600	\$7,500	\$8,800	\$9,500	\$8,000	\$9,400
***	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	17.5%	\$10,200	\$11,200	\$12,200	\$12,900	\$13,500	7.5%
Revenue/Retail Sales	NA <sup>1/</sup>	\$1.74/1,000	\$2.07/1,000				<b>Est. Breakout</b>
Revenue/Capita	\$14.48	\$19.10	\$25.40				Local 90%
							National 10%

## Demographic and Economic Overview

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

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	455.9	492.2	1.5%	492.2	531.5
Households	184.7	206.0	2.2%	206.0	225.5	1.8%
Retail Sales	NA <sup>1/</sup>	5,389.6	NA <sup>1/</sup>	5,389.6	6,533.3	3.9%
EBI <sup>2/</sup>	7,174.2	8,876.8	4.4%	8,876.8	10,950.2	4.3%

## Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	240.7	34.9	20.4	18.0	24.9	39.1	33.1	70.3
Women (000)	251.5	33.4	18.9	15.9	25.5	39.3	34.6	83.9
Total	492.2	68.2	39.4	33.9	50.4	78.4	67.7	154.2
Percentage	100.0%	13.9%	8.0%	6.9%	10.2%	15.9%	13.8%	31.3%
Per Capita	\$ 18,036							
				Median Household	\$ 35,281		Avg Household	\$ 43,095
Ethnic Population:	White	86.5%	Black	8.6%	Asian	1.6%	Hispanic	4.8%

## Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		7	6	8	8	16
Tot 12+	4.1		27.2	30.6	31.3	7.7	39.0
Avg 12+	4.1		3.9	5.1	3.9	1.0	2.4
Tot LCS	10.5		69.7	78.5	80.3	19.7	100.0
Avg LCS	10.5		10.0	13.1	10.0	2.5	6.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Daytona Beach and Orlando.

## 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	2002 Est		Avg '02	ARB 12+ Metro Shares (see rights)								
													Revenue (000)1/	Power Ratio		Local Comm	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WBVD	Melbourne	A	95.1	6.0	210	b	Clear Channel Comm	65	0008		g	CHR	1,125	2.30	5.2	4.1	2.4	1.4	2.4	2.4	3.0	1.9	2.2	
• WSJZ	Sebastian	C3	95.9	25.0	289		Sebastian Bcstg Co	01				Smooth Jazz			0.9	2.7	0.7	0.0	0.0	0.0	0.0	0.0	0.0	
WNUJ	Titusville	C1	98.1	100.0	476	a	Mega Comm Inc	68	0008	See (38)		Span/Dance	n/a		2.1	0.7	0.8	0.7	0.0	0.5	1.6	1.2	0.8	
WLRO	Cocoa	C2	99.3	50.0	492	b	Clear Channel Comm	67	0008		g	AC	1,900	1.13	17.9	6.2	6.8	6.2	4.7	6.4	4.7	8.0	6.0	
WHKR	Rockledge	C2	102.7	50.0 cp	433	c	Cumulus Bcstg Inc	89	0008		g	Country	1,275	1.23	11.0	5.5	5.2	2.9	2.4	2.5	3.1	3.2	3.0	
WTKS	Cocoa Beach	C	104.1	100.0	1598	a	Clear Channel Comm	61	9712			Talk	n/a		15.3	5.7	4.6	6.4	6.8	8.5	8.4	7.5	8.1	
WCIF	Melbourne	C3	106.3	13.5	446		First Baptist Church	80				Religion	50			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	Cumulus Bcstg Inc	72	0104	9,500	c1	CHR	2,900	1.33	23.2	6.4	7.4	9.3	9.5	11.2	9.4	8.6	8.4	
# FM Stations -					8	# Combos -					6	FM TOTALS				75.6	31.3	27.9	26.9	25.8	31.5	30.2	30.4	28.5

## 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	2002 Est		Avg '02	ARB 12+ Metro Shares (see rights)								
													Revenue (000)1/	Power Ratio		Local Comm	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WPGS	Mims	D	840	1.0 cp	0.00		WPGS Inc	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		Twin Towers Bcstg	56	9308	450		Nws/Tlk/Spt	1,000	2.05	5.2	1.2	2.2	1.6	3.2	3.2	3.1	2.6	1.9	
WIXC	Titusville	B	1060	10.0	5.00		Genesis Comm Inc	57	0005	650		Sports	200	0.34	6.2	0.0	3.2	1.4	0.6	0.0	0.0	0.0	0.0	
WMMB	Melbourne	C	1240	1.0	1.00	b	Clear Channel Comm	47	0008		g	News/Talk	750	0.61	13.0	3.8	4.6	4.8	5.0	4.9	7.0	6.4	7.3	
WXXU	Cocoa Beach	B	1300	5.0	1.00		Rama Comm Inc	59	9310		g	Gospel	50			0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	
WMMV	Cocoa	B	1350	1.0	1.00	b	Clear Channel Comm	57	0008		g	News/Talk				0.0	0.0	0.0	0.0	0.2	0.0	0.2	0.5	
WWBC	Cocoa	D	1510	1.0	0.00		Astro Enterprises	65	7603			Religion	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WAOA	Melbourne	D	1560	5.0	0.00	c	Cumulus Bcstg Inc	68	0104		c1	Nostalgia	75			2.7	0.0	0.0	1.1	0.0	0.0	0.0	0.3	
# AM Stations -					8	# Combos -					3	AM TOTALS				24.4	7.7	10.0	7.8	9.9	8.3	10.6	9.2	10.0
AM & FM Stations Profiled -					16	# Duopolies -					3	Total Local Commercial Share					39.0	37.9	34.7	35.7	39.8	40.8	39.6	38.5

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 100

Revenue Rank: 109

# Lafayette, LA Market Overview



### Metro Counties / Population (000)

Acadia, LA	59.2
Iberia, LA	73.5
Lafayette, LA	192.7
St. Landry, LA	87.9
St. Martin, LA	49.0
Vermilion, LA	53.9
<b>Total</b>	<b>516.2</b>

### Market Radio Financials

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

ESTIMATED GROSS REVENUES ★ ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$11,700	\$13,000	\$14,400	\$16,600	\$16,400	\$18,600
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	13.4%	\$19,900	\$21,400	\$22,800	\$24,000	\$25,200	6.4%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA <sup>1/</sup>	\$3.12/1,000	\$3.43/1,000	Local	90%		
Revenue/Capita	\$23.79	\$36.03	\$47.73	National	10%		

### Demographic and Economic Overview

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

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	491.8	516.2	1.0%	516.2	528.0	0.5%
Households	175.1	190.9	1.7%	190.9	198.9	0.8%
Retail Sales	NA <sup>1/</sup>	5,966.3	NA <sup>1/</sup>	5,966.3	7,337.6	4.2%
EBI <sup>2/</sup>	5,754.4	7,225.6	4.7%	7,225.6	9,108.2	4.7%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	249.4	48.1	26.6	26.8	32.3	38.3	33.0	44.4
Women (000)	266.8	46.3	26.1	27.6	33.9	40.8	34.2	57.7
Total	516.2	94.4	52.8	54.5	66.2	79.1	67.2	102.1
Percentage	100.0%	18.3%	10.2%	10.6%	12.8%	15.3%	13.0%	19.8%
Per Capita	\$ 13,997		Median Household	\$ 29,241		Avg Household	\$ 37,849	
Ethnic Population:	White 70.0%	Black 27.3%	Asian 1.1%	Hispanic 1.4%				

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6		16	14	22	11	33
Tot 12+	7.4		72.9	73.7	80.3	7.1	87.4
Avg 12+	1.2		4.6	5.3	3.7	0.6	2.6
Tot LCS	8.5		83.4	84.3	91.9	8.1	100.0
Avg LCS	1.4		5.2	6.0	4.2	0.7	3.0

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Baton Rouge.

## FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
			Freq	(kW)									Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
KOOJ	New Iberia	C1	93.7	100.0	971	b	Citadel Comm Corp	92	9911	See (83)		Rock	n/a		2.5	1.3	1.9	2.4	1.8	2.0	2.1	2.3	1.6	
KSMB	Lafayette	C	94.5	100.0	1079	b	Citadel Comm Corp	64	0004	8,500	d3	CHR	2,600	1.27	11.0	8.3	8.9	10.3	8.0	9.5	10.1	10.6	9.6	
KRRQ	Lafayette	C2	95.5	50.0	443	b	Citadel Comm Corp	96	9903		g1	Urban	900	0.47	10.4	8.9	8.3	9.9	11.6	11.2	7.9	8.5	10.4	
KFTE	Breaux Bridge	C2	96.5	42.0 cp	535	a	Regent Comm	92	0112	39,600	d1	Alternative	1,400	0.95	7.9	4.1	7.8	6.0	6.3	3.8	6.2	4.8	5.4	
KMDL	Kaplan	C2	97.3	38.0	561	a	Regent Comm	81	0112		d1	Country	2,000	1.51	7.1	7.6	5.9	6.5	5.7	8.9	8.5	7.4	8.2	
WDGL	Baton Rouge	C	98.1	100.0	1499		Guaranty Bcstg Co	68				Clsc Rock	n/a		2.1	3.1	1.5	2.1	2.3	2.9	3.2	2.2	2.5	
KXKC	New Iberia	C	99.1	100.0	984	d	Bonin Bcstg Corp	69				Country	2,100	1.47	7.7	8.0	8.7	4.7	7.2	6.9	7.5	8.1	6.5	
KTDY	Lafayette	C	99.9	100.0	984	a	Regent Comm	66	0112		d1	AC	2,900	1.90	8.2	7.7	7.1	7.2	7.8	8.2	6.6	6.3	7.0	
• WYPY	Baton Rouge	C	100.7	100.0	1499		Guaranty Bcstg Co	66	9608			Country	n/a		0.5	0.4	0.4	0.4	0.6	0.8	0.6	0.4	0.6	
KBON	Mamou	C3	101.1	25.0	328		Marx. Rose Ann	97	9810	70		Variety	350	0.41	4.6	4.4	3.1	4.9	3.8	2.7	2.5	4.0	3.0	
WYNK	Baton Rouge	C	101.5	100.0	1499		Clear Channel Comm	68	0008			Country	n/a		1.9	1.3	1.8	1.5	2.1	1.4	1.5	1.8	2.0	
KOIS	Basile	C1	102.1	100.0	981	c	Broadcast Ptnrs Inc	90	9412	380		Soft Rock	400	0.86	2.5	2.0	2.2	2.2	3.0	2.0	2.1	1.6	1.4	
KAJN	Crowley	C	102.9	100.0	1499		Rice Capital Bcstg	77				Religion	500	0.93	2.9	2.5	3.0	2.1	2.6	3.6	1.8	1.6	2.2	
KNEK	Washington	C3	104.7	25.0	328	b	Citadel Comm Corp	89	9903		g1	Urban AC	900	0.54	9.0	7.4	7.7	8.1	6.2	5.7	6.2	7.3	6.8	
KPEL	Abbeville	C3	105.1	25.0	292	a	Regent Comm	74	0112		d1	News/Talk	675	1.04	3.5	3.1	2.4	3.8	3.5	3.0	2.5	3.9	3.0	
KFMV	Franklin	A	105.5	3.0	299		R&M Bcstg Inc	75	0210 p	435		Gospl/RhyBI	200	0.83	1.3	0.4	1.6	0.7	0.6	0.5	0.4	0.5	0.2	
KJJB	Eunice	A	105.5	1.0 cp	486	f	Tri-Parish Bcstg Inc	81	9311	216		Country	150	0.67	1.2	0.4	0.9	1.2	0.6	0.3	0.3	1.4	0.9	
KRXE	Opelousas	A	105.9	3.4	433	b	Citadel Comm Corp	89	0004		d3	Rock	125		0.7	1.5	0.7	0.6	0.3	1.7	0.9	1.2	0.3	
KFXZ	Maurice	A	106.3	2.6	495	b	Citadel Comm Corp	85	9903		g1	Black Gospl	675	0.96	3.8	3.8	2.7	4.0	3.3	3.5	4.0	2.8	2.8	
KBEB	Rayne	A	106.7	4.5	377	c	Broadcast Ptnrs Inc	93	9304	60	cp	Oldies	300	1.15	1.4	1.3	0.7	1.8	1.2	1.1	1.9	1.7	2.2	
KOGM	Opelousas	A	107.1	3.0	203	e	KSLO Bcstg Co Inc	65				Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	
KRKA	Erath	C1	107.9	100.0	863	a	Regent Comm	92	0112		d1	Clsc Rock	825	1.43	3.1	2.8	2.4	3.1	3.8	3.3	2.3	2.5	2.3	
# FM Stations -					22	# Combos -					16	FM TOTALS				93.3	80.3	79.7	83.5	82.3	83.0	79.1	80.9	79.7

## AM Stations

Calls	City of License	FCC Class	Day Power		Night Power		Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
			Freq	(kW)	C	Owner						Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999		
KJCB	Lafayette	B	770	1.0	0.50		R&M Bcstg Inc	82	9211		st	Urban	675	0.96	3.8	2.8	3.2	3.5	3.9	4.1	4.7	4.3	6.2	
KROF	Abbeville	D	960	1.0	0.10	a	Regent Comm	48	0112		d1	Adlt Stndrd	100		0.7	0.0	0.7	0.6	0.5	0.3	0.9	0.3	1.1	
KNEK	Washington	D	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	0.0	
KSLO	Opelousas	C	1230	1.0	1.00	e	KSLO Bcstg Co Inc	47				Country	50			0.9	0.0	0.0	0.5	0.8	0.0	0.8	0.6	
KANE	New Iberia	C	1240	1.0	1.00		Starr, Michael F.	46	0111			Oldies	75		0.5	1.5	0.9	0.0	1.4	1.1	0.4	1.1	0.6	
KVOL	Lafayette	B	1330	5.0	1.00	b	Citadel Comm Corp	35	0004		d4	Sprts/Talk	75		0.1	0.7	0.1	0.0	0.0	0.5	0.0	0.4	0.2	
KNIR	New Iberia	D	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	Regent Comm	50	0112		d1	Sports	375		0.9	0.0	0.9	0.6	0.3	0.8	0.9	0.6	0.6	
KSIG	Crowley	C	1450	1.0	1.00	c	Broadcast Ptnrs Inc	47	9212	350		Nostalgia	100		0.7	1.2	0.6	0.7	0.3	0.8	0.9	1.2	0.6	
KEUN	Eunice	C	1490	1.0	1.00	f	Tri-Parish Bcstg Inc	52				Country				0.0	0.0	0.0	0.0	0.0	0.1	0.3	0.0	
KDYS	Lafayette	B	1520	10.0	0.50	b	Citadel Comm Corp	60	0004		d3	Children	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					11	# Combos -					9	AM TOTALS				6.7	7.1	6.4	5.4	6.9	8.4	7.9	9.0	9.9
AM & FM Stations Profiled -					33	# Duopolies -					10	Total Local Commercial Share					87.4	86.1	88.9	89.2	91.4	87.0	89.9	89.6

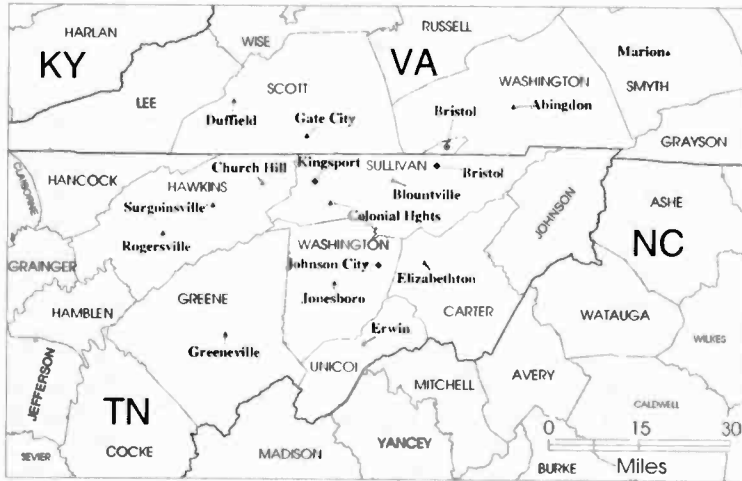
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 101

Revenue Rank: 113

# Johnson City-Kingsport-Bristol, TN-VA Market



**Metro Counties / Population (000)**

Carter, TN	57.5
Hawkins, TN	54.6
Sullivan, TN	153.0
Unicoi, TN	17.8
Washington, TN	108.6
Bristol City, VA	17.4
Scott, VA	23.8
Washington, VA	52.2
<b>Total</b>	<b>484.9</b>

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

<b>ESTIMATED GROSS REVENUES</b>	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$13,800	\$14,700	\$16,200	\$17,800	\$16,800	\$17,600	5.0%
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	4.8%	\$18,400	\$19,300	\$20,100	\$21,200	\$22,300	4.8%
Revenue/Retail Sales	1997	2002	2007	<b>Est. Breakout</b>			
Revenue/Capita	NA <sup>1/</sup>	\$3.15/1,000	\$3.31/1,000	Local	80%		
	\$30.09	\$36.30	\$44.82	National	20%		

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	458.7	484.9	1.1%	484.9	497.6	0.5%
Households	181.2	203.0	2.3%	203.0	213.1	1.0%
Retail Sales	NA <sup>1/</sup>	5,580.4	NA <sup>1/</sup>	5,580.4	6,737.5	3.8%
EBI <sup>2/</sup>	6,312.9	7,463.8	3.4%	7,463.8	9,110.7	4.1%

**Demographic Breakdown**

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	234.2	34.5	18.7	20.9	31.8	35.3	35.8	57.4
Women (000)	250.8	32.6	17.8	21.4	31.8	36.0	37.2	74.1
Total	484.9	67.0	36.5	42.2	63.6	71.3	72.9	131.4
Percentage	100.0%	13.8%	7.5%	8.7%	13.1%	14.7%	15.0%	27.1%
Per Capita	\$ 15,391	Median Household		\$ 28,714	Avg Household		\$ 36,763	
Ethnic Population:	White 96.1%	Black 2.2%	Asian 0.4%	Hispanic 1.0%				

**Market Summary**

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	6		7	9	13	21	34
Tot 12+	12.4		55.3	63.7	67.7	10.8	78.5
Avg 12+	2.1		7.9	7.1	5.2	0.5	2.3
Tot LCS	15.8		70.4	81.1	86.2	13.8	100.0
Avg LCS	2.6		10.1	9.0	6.6	0.7	2.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	
WFHG	Abingdon	A	92.7	1.6	627	e	Nininger Stations	56	0005		c1	Talk			1.4	1.7	0.9	1.4	1.1	1.1	0.0	0.0	0.0
WMEV	Marion	C	93.9	90.0	1460	f	Glenwood Comm Corp	61	9807	1,650	c3	Country	1,100	3.13	2.0	2.0	1.9	1.4	1.1	1.8	1.7	1.2	1.5
WAEZ	Greeneville	C	94.9	86.0	1089	e	Nininger Stations	56	0008	3,800		CHR/Dance	600	0.46	7.4	6.1	5.7	6.4	5.7	5.7	7.3	6.8	8.1
WRZK	Colonial Heights	C2	95.9	6.6	1309		Murray Comm		97		2	AOR	700	0.57	7.0	5.0	6.4	6.0	5.0	4.6	5.6	5.4	4.4
WXBQ	Bristol	C	96.9	75.0	2241	e	Nininger Stations		45			Country	4,900	1.10	25.2	20.5	18.7	21.6	19.2	20.5	21.1	20.2	21.5
WTFM	Kingsport	C	98.5	74.0	2241	d	Glenwood Comm Corp		48		2	Soft Rock	2,700	1.55	9.9	5.8	5.3	9.2	8.1	8.8	7.3	8.3	7.7
WPJO	Elizabethton	C3	99.3	3.6	810	e	Nininger Stations	68	9706	3,000		Rhymc/Oldes	750	0.93	4.6	3.4	4.0	2.6	3.8	4.2	1.9	2.9	3.8
WQUT	Johnson City	C	101.5	100.0	1499	b	Citadel Comm Corp	48	0007		g4	Clsc Rock	2,900	1.31	12.6	12.5	11.1	8.1	10.4	10.2	9.9	11.9	10.4
WIKQ	Tusculum	A	103.1	6.0	-223		Radio Greeneville	96	0008	1,800	c1	Country	100		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WXIS	Erwin	A	103.9	2.5	328	c	WEMB Inc		68			CHR/Rhymc	350	0.55	3.6	4.5	3.4	2.8	3.1	2.2	4.7	4.1	2.9
• WEYE	Surgoinsville	A	104.3	4.1	397	g	Seeger, Guest & Fort	90	0108		c2	Gospel	150	0.61	1.4	1.7	1.5	0.9	2.0	0.0	0.0	0.0	0.8
WKOS	Kingsport	A	104.9	2.8	492	b	Citadel Comm Corp	70	0007		g4	Oldies	600	0.68	5.0	3.9	3.2	3.3	4.5	4.8	4.5	3.7	5.2
WJDT	Rogersville	A	106.5	0.3	1378		C & S Bcstg		90		1	Country			0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.6
				# FM Stations -		13	# Combos -		10	FM TOTALS				80.1	67.7	62.1	63.7	64.0	63.9	64.0	65.0	66.9	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 101

Revenue Rank: 113

# Johnson City-Kingsport-Bristol, TN-VA Market



**Metro Counties / Population (000)**

Carter, TN	57.5
Hawkins, TN	54.6
Sullivan, TN	153.0
Unicoi, TN	17.8
Washington, TN	108.6
Bristol City, VA	17.4
Scott, VA	23.8
Washington, VA	52.2
<b>Total</b>	<b>484.9</b>

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

<b>ESTIMATED GROSS REVENUES</b>	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$13,800	\$14,700	\$16,200	\$17,800	\$16,800	\$17,600	5.0%
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	4.8%	\$18,400	\$19,300	\$20,100	\$21,200	\$22,300	4.8%
Revenue/Retail Sales	1997	2002	2007	<b>Est. Breakout</b>			
Revenue/Capita	NA <sup>1/</sup>	\$3.15/1,000	\$3.31/1,000	Local	80%		
	\$30.09	\$36.30	\$44.82	National	20%		

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	458.7	484.9	1.1%	484.9	497.6	0.5%
Households	181.2	203.0	2.3%	203.0	213.1	1.0%
Retail Sales	NA <sup>1/</sup>	5,580.4	NA <sup>1/</sup>	5,580.4	6,737.5	3.8%
EBI <sup>2/</sup>	6,312.9	7,463.8	3.4%	7,463.8	9,110.7	4.1%

**Demographic Breakdown**

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	234.2	34.5	18.7	20.9	31.8	35.3	35.8	57.4
Women (000)	250.8	32.6	17.8	21.4	31.8	36.0	37.2	74.1
Total	484.9	67.0	36.5	42.2	63.6	71.3	72.9	131.4
Percentage	100.0%	13.8%	7.5%	8.7%	13.1%	14.7%	15.0%	27.1%
Per Capita	\$ 15,391		Median Household	\$ 28,714		Avg Household	\$ 36,763	
Ethnic Population:	White 96.1%	Black 2.2%	Asian 0.4%	Hispanic 1.0%				

**Market Summary**

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	6		7	9	13	21	34
Tot 12+	12.4		55.3	63.7	67.7	10.8	78.5
Avg 12+	2.1		7.9	7.1	5.2	0.5	2.3
Tot LCS	15.8		70.4	81.1	86.2	13.8	100.0
Avg LCS	2.6		10.1	9.0	6.6	0.7	2.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# Competitive Overview

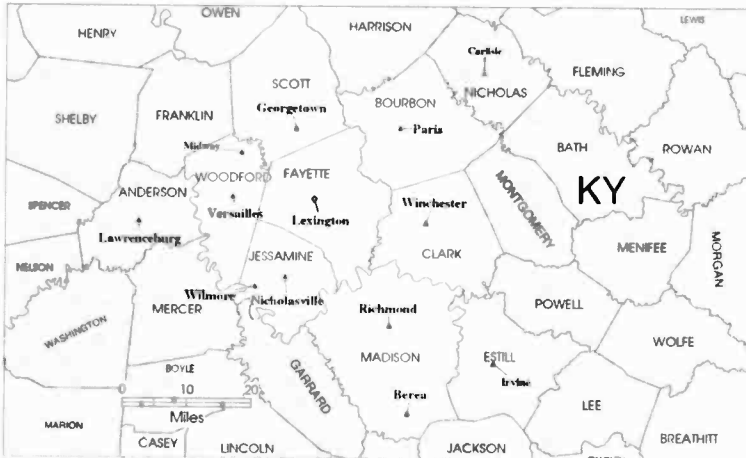
AM Stations													ARB 12+ Metro Shares (see rights)											
Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	Fall	Summer	Spring	Winter	Fall	Summer	Spring	Winter	
				Power (kW)	Power (kW)								2002 Revenue (000)1/	Power Ratio		2002	2002	2002	2002	2001	2001	2001	2001	
WGOC	Blountville	B	640	10.0	0.81	b	Citadel Comm Corp	89	0007		g4	Country	200	0.25	4.5	3.5	3.4	4.5	3.8	2.4	3.9	3.7	3.5	
WZAP	Bristol	D	690	10.0	0.01		RAM Comm Inc	46	7701	375		Relgn/RlgMs	375	1.64	1.3	0.0	1.1	0.9	1.1	0.9	1.1	1.5	0.8	
WETB	Johnson City	D	790	5.0	0.07		Mountain Signals, Inc	47	9012		dn	Gospel	375	1.07	2.0	0.6	1.1	1.6	2.3	1.5	1.7	1.4	1.7	
WPWT	Colonial Heights	D	870	10.0	0.00	a	Appalachian Educ	84	9603	80		Talk	50		0.8	0.0	0.6	0.5	0.5	0.9	0.0	0.0	0.0	
WJCW	Johnson City	B	910	5.0	1.00	b	Citadel Comm Corp	38	0007		g4	Nws/Tlk/Inf	800	1.14	4.0	3.0	4.2	2.4	2.7	3.3	2.8	2.9	3.5	
WFHG	Bristol	B	980	5.0	1.00	e	Nininger Stations	47	7206			News/Talk	200	0.95	1.2	0.7	0.8	0.9	0.9	1.1	0.6	0.8	1.3	
WMEV	Marion	D	1010	1.0	0.04	f	Glenwood Comm Corp	48	9807		c3	Gospel				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				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WHGG	Kingsport	D	1090	10.0	0.00	a	Appalachian Educ	67	9505	20		CHR				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WDUF	Duffield	D	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	e	Abingdon Church Naz	56	0108			Oldes/AC				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	75		0.9	0.0	0.8	0.7	0.5	0.9	0.7	0.5	1.3	
WMCH	Church Hill	D	1260	1.0	0.00	g	Seeger, Guest & Fort	54	0108		c2	Gospel			0.2	0.0	0.0	0.0	0.5	0.0	0.6	0.0	0.0	
WKIN	Kingsport	B	1320	5.0	0.50	b	Citadel Comm Corp	51	0007		g4	News	100		0.4	0.0	0.0	0.0	0.5	0.7	0.0	0.5	0.0	
WRGS	Rogersville	D	1370	1.0	0.00		Beal, C. Philip	54				Cntry/Gospl	100	0.44	1.3	0.6	1.3	0.7	0.9	1.3	0.7	1.2	0.8	
WKPT	Kingsport	C	1400	1.0	1.00	d	Glenwood Comm Corp	40	6606			2 Adlt Stndrd	400	1.03	2.2	1.5	1.5	1.6	1.8	2.2	1.5	1.2	1.5	
WEMB	Erwin	D	1420	5.0	0.02	c	WEMB Inc	56	6104			Cntry/Gospl	100	0.52	1.1	0.7	1.1	0.7	0.7	0.9	0.6	0.0	0.0	
WOPI	Bristol (Bristol,	C	1490	1.0	1.00	d	Glenwood Comm Corp	29	9604	140		2 Adlt Stndrd				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WHHQ	Elizabethton	D	1520	1.0	0.00		St. Thomas More Bcst	64	9907		65 na	Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WBCV	Bristol	D	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	Jonesborough	B	1590	5.0	5.00	d	Glenwood Comm Corp	58	8912	90		2 Adlt Stndrd			0.2	0.2	0.2	0.2	0.2	0.0	0.0	0.2	0.0	
# AM Stations -					21	# Combos -					13	<b>AM TOTALS</b>				20.1	10.8	16.1	14.7	16.4	16.1	14.2	13.9	14.4
AM & FM Stations Profiled -					34	# Duopolies -					8	Total Local Commercial Share				78.5	78.2	78.4	80.4	80.0	78.2	78.9	81.3	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 102

Revenue Rank: 91

# Lexington-Fayette, KY Market Overview



### Metro Counties / Population (000)

Bourbon, KY	19.3
Clark, KY	33.7
Fayette, KY	265.0
Jessamine, KY	40.3
Madison, KY	72.9
Scott, KY	34.7
Woodford, KY	23.6
<b>Total</b>	<b>489.5</b>

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

<b>ESTIMATED GROSS REVENUES</b> ★★★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<b>Δ 97 - 02</b>
	\$18,700	\$19,900	\$21,000	\$22,400	\$22,100	\$22,500	3.7%
	<b>Δ 01 - 02</b>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<b>Δ 02 - 07</b>
	1.8%	\$23,800	\$25,400	\$26,800	\$28,300	\$29,700	5.8%
Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	<b>Est. Breakout</b>			
Revenue/Capita	NA <sup>1/</sup>	\$3.25/1,000	\$3.48/1,000	Local	90%		
	\$42.33	\$45.97	\$57.40	National	10%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<b>Growth Rate</b>	<u>2002</u>	<u>2007</u>	<b>Growth Rate</b>
MSA Population	441.8	489.5	2.1%	489.5	517.4	1.1%
Households	168.8	196.5	3.1%	196.5	211.6	1.5%
Retail Sales	NA <sup>1/</sup>	6,929.6	NA <sup>1/</sup>	6,929.6	8,535.3	4.3%
EBI <sup>2/</sup>	6,781.1	9,075.2	6.0%	9,075.2	12,148.5	6.0%

### Demographic Breakdown

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	238.6	38.4	18.6	33.7	38.7	36.8	32.9	39.6
Women (000)	250.9	36.3	17.6	34.6	37.1	38.6	35.0	51.7
<b>Total</b>	<b>489.5</b>	<b>74.7</b>	<b>36.2</b>	<b>68.3</b>	<b>75.8</b>	<b>75.4</b>	<b>67.8</b>	<b>91.2</b>
Percentage	100.0%	15.3%	7.4%	14.0%	15.5%	15.4%	13.9%	18.6%
Per Capita	\$ 18,540	Median Household		\$ 35,833	Avg Household		\$ 46,177	
Ethnic Population:	White 86.1%	Black 9.5%	Asian 1.7%	Hispanic 2.7%				

### Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	8		11	13	19	12	31
Tot 12+	17.4		52.3	67.7	69.7	11.1	80.8
Avg 12+	2.2		4.8	5.2	3.7	0.9	2.6
Tot LCS	21.5		64.7	83.8	86.3	13.7	100.0
Avg LCS	2.7		5.9	6.4	4.5	1.1	3.2

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WBVX	Carlisle	C2	92.1	32.0	610	a	L. M. Communications	94	0110	4,800		80s Hits	500	0.72	3.1	1.5	3.1	2.2	0.6	0.5	0.4	0.5	1.1
WVLK	Lexington	C1	92.9	100.0	850	e	Cumulus Bcstg Inc	79	9909	44,500	d4	Country	2,800	1.37	9.1	8.2	7.3	8.3	8.6	9.1	11.8	11.3	12.3
WMXL	Lexington	C1	94.5	100.0	637	b	Clear Channel Comm	40	9905		g1	Hot AC	2,100	1.67	5.6	4.1	4.2	5.5	6.0	5.3	5.5	5.5	6.7
WVRB	Wilmore	A	95.3	4.1	397		Baldwin Broadcasting	95	9507	45	cp	ChrsContem			3.8	0.0	4.2	2.4	2.1	1.1	1.1	0.8	1.1
WLXO	Stamping Ground	A	96.1	6.0	328		Clarity Comm Inc	94	0110	400	1	Talk	250		0.8	0.7	0.6	0.7	1.1	0.9	0.0	0.0	0.0
WGKS	Paris	C2	96.9	50.0	492	a	L. M. Communications	68	8407	700	1	AC	1,300	1.31	4.4	4.6	4.6	3.0	2.8	5.3	4.4	5.0	5.4
WBUL	Lexington	C1	98.1	100.0	561	b	Clear Channel Comm	69	9905		g1	Country	3,200	1.12	12.7	11.2	10.7	11.1	8.6	10.0	6.9	8.2	6.7
WJMM	Harrodsburg	C3	99.3	7.0	617	c	Mortenson Bcstg Co	69	9811	1,200	c1	Chrst/Talk	150	0.37	1.8	0.6	1.3	1.8	2.3	2.0	0.7	1.0	0.9
WKQQ	Winchester	C2	100.1	20.0	637	b	Clear Channel Comm	74	9905		g1	Clsc Rock	2,100	1.37	6.8	6.3	5.9	5.7	6.0	5.1	7.3	6.7	6.7
WCYO	Irvine	C3	100.7	9.2	505	d	Wallingford Bcstg Co	91				Country	150	0.61	1.1	0.0	1.3	0.6	0.4	0.5	0.5	0.0	0.0
WLRO	Richmond	C3	101.5	9.0	541	e	Cumulus Bcstg Inc	72	9909		d4	Rock & Roll	600	0.83	3.2	1.7	2.7	2.8	3.2	2.6	3.5	3.0	3.4
WKYL	Lawrenceburg	A	102.1	3.0	328		Davenport Bcstg Inc	93	9702	525		Soft Hits	200		0.8	0.7	0.8	0.6	0.8	0.5	0.7	0.8	0.6
WLTO	Nicholasville	A	102.5	2.0	400	e	Cumulus Bcstg Inc	88	9909		d4	R&B Oldies	400	0.89	2.0	2.2	1.5	2.0	1.9	1.5	2.9	3.2	2.6
WXZZ	Georgetown	A	103.3	2.7 cp	499	e	Cumulus Bcstg Inc	73	9909		d4	Alternative	750	0.74	4.5	4.6	4.0	3.7	3.6	3.1	5.1	4.1	3.9
WLKT	Lexington-Fayett	C2	104.5	50.0	466	b	Clear Channel Comm	95	9905		g1	CHR	1,550	0.71	9.7	10.2	8.4	8.3	10.9	8.4	11.5	7.9	7.3
WMKJ	Mount Sterling	C3	105.5	25.0 cp	328	b	Clear Channel Comm	68	0104	2,500		Oldies	1,100	1.19	4.1	3.9	3.1	3.9	4.1	5.5	0.0	0.0	0.0
WCDA	Versailles	A	106.3	3.7	420	a	L. M. Communications	73	9902	3,350	1	Hot AC	800	1.37	2.6	2.0	2.3	2.2	3.9	2.9	2.6	3.2	4.9
WLFX	Berea	A	106.7	3.3 cp	453	d	Wallingford Bcstg Co	91	9906	765	d5	Clsc Hits				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WBTF	Midway	A	107.9	6.0	328	a	L. M. Communications	98	0102		c2	1 Rhymc/UrCH	900	0.55	7.3	7.2	6.7	5.9	6.0	5.7	4.4	5.9	5.8
# FM Stations -					19	# Combos -					16	FM TOTALS			83.4	69.7	72.7	70.7	72.9	70.0	69.3	67.1	69.4

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WVLK	Lexington	B	590	5.0	1.00	e	Cumulus Bcstg Inc	47	9909		d4	FullService	1,450	1.01	6.4	4.8	5.5	5.5	4.7	5.1	5.6	7.4	6.2
WLAP	Lexington	B	630	5.0	1.00	b	Clear Channel Comm	22	9905		g1	News/Talk	800	0.81	4.4	3.7	2.9	4.6	2.8	4.0	2.7	3.0	3.0
WCGW	Nicholasville	D	770	1.0	0.00	c	Mortenson Bcstg Co	86				Gospel	250	1.01	1.1	1.3	0.6	1.3	1.1	0.5	0.9	0.6	0.6
WCBR	Richmond	D	1110	0.3	0.00		WCBR Radio Inc	69	9612			Gospel				0.0	0.0	0.0	0.4	0.0	0.0	0.6	0.0
WUGR	Nicholasville	D	1250	0.5	0.00	c	Mortenson Bcstg Co	62	9808	150		Urban/Gospl	300	0.95	1.4	0.0	1.7	0.7	0.6	0.9	0.7	1.4	1.3
WLXG	Lexington	B	1300	2.5	1.00	a	L. M. Communications	46	8510	881	1	Sports	600	1.67	1.6	1.3	1.3	1.5	0.9	1.6	1.3	0.8	0.9
WEKY	Richmond	C	1340	1.0	1.00	d	Wallingford Bcstg Co	53	9906		d5	Oldes/Talk	50			0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.4
WMJR	Winchester	D	1380	2.5	0.04		Thy Kingdom Come	54	9904	583		Religion	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WYGH	Paris	D	1440	1.0	0.00		Hammond Bcstg Inc	93	9412	50		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WKXO	Berea	D	1500	0.3	0.00	d	Wallingford Bcstg Co	71	9906		d5	Oldes/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WIRV	Irvine	D	1550	1.0	0.01	d	Wallingford Bcstg Co	60				Oldes/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
● WXRA	Georgetown	D	1580	10.0	0.05	b	Clear Channel Comm	57	9905		g1	Nostalgia	100	0.28	1.6	0.0	1.0	1.7	1.9	1.1	1.3	0.8	0.4
# AM Stations -					12	# Combos -					9	AM TOTALS			16.5	11.1	13.0	15.3	12.8	13.2	12.5	14.6	12.8
AM & FM Stations Profiled -					31	# Duopolies -					11	Total Local Commercial Share			80.8	85.7	86.0	85.7	83.2	81.8	81.7	82.2	

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 103

Revenue Rank: 93

# Ft. Wayne, IN Market Overview



### Metro Counties / Population (000)

Adams, IN	33.8
Allen, IN	335.0
De Kalb, IN	41.1
Huntington, IN	38.3
Wells, IN	27.7
Whitley, IN	30.9
<b>Total</b>	<b>506.8</b>

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

<b>ESTIMATED GROSS REVENUES</b> ★★★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$18,200	\$19,600	\$21,500	\$21,000	\$20,300	\$22,300	4.1%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	9.9%	\$23,700	\$25,400	\$26,500	\$28,000	\$29,400	5.7%
Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>			
Revenue/Capita	NA <sup>1/</sup>	\$3.53/1,000	\$3.99/1,000	Local	86%		
	\$38.16	\$44.00	\$56.48	National	14%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	477.0	506.8	1.2%	506.8	520.5	0.5%
Households	178.6	194.9	1.8%	194.9	202.9	0.8%
Retail Sales	NA <sup>1/</sup>	6,318.6	NA <sup>1/</sup>	6,318.6	7,376.5	3.1%
EBI <sup>2/</sup>	7,587.2	9,084.0	3.7%	9,084.0	11,122.0	4.1%

### 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)	248.5	47.2	24.3	24.1	33.7	38.7	35.4	45.2
Women (000)	258.3	45.0	23.3	23.5	33.0	39.0	35.7	58.8
Total	506.8	92.2	47.5	47.6	66.7	77.7	71.1	103.9
Percentage	100.0%	18.2%	9.4%	9.4%	13.2%	15.3%	14.0%	20.5%
Per Capita	\$ 17,926		Median Household	\$ 39,490		Avg Household	\$ 46,616	
Ethnic Population:	White 87.6%	Black 7.8%	Asian 1.1%	Hispanic 3.6%				

### 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	12	6		14	18	8	26
Tot 12+	33.6	34.9		67.3	68.5	11.8	80.3
Avg 12+	2.8	5.8		4.8	3.8	1.5	3.1
Tot LCS	41.8	43.5		83.8	85.3	14.7	100.0
Avg LCS	3.5	7.2		6.0	4.7	1.8	3.8

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WFWI	Fort Wayne	A	92.3	2.7	482	e	Federated Media	93	9702	4,350	1	Clsc Rock	2,300	1.20	8.6	5.9	6.7	7.4	8.1	4.8	6.9	6.6	6.2
WZBD	Beme	A	92.7	4.1	394		Weaver, Robert Alan	93				AC	100		0.6	0.7	0.0	0.9	0.5	0.5	0.0	0.3	0.0
WBUT	Kendallville	B	93.3	50.0	492		Artistic Media Ptnrs	55	0008	5,000		Country	1,000	1.15	3.9	3.3	3.6	2.8	5.1	4.4	4.9	5.0	6.0
WCKZ	Roanoke	A	94.1	6.0	328	d	Travis Broadcasting	91	0202	7,500	d1	80s & 90s	300	0.58	2.3	1.1	2.3	1.5	1.8	2.3	2.9	2.4	3.0
WAJI	Fort Wayne	B	95.1	39.0	679	c	Sarkes Tarzian Inc	59				AC/StRk	3,200	1.73	8.3	7.5	5.9	7.7	7.7	6.9	7.6	7.9	7.0
WNHT	Churubusco	B1	96.3	6.7	554	d	Travis Broadcasting	94	0202		d1	Top 40	450	0.84	2.4	3.9	3.0	0.9	0.7	2.1	2.0	2.5	2.2
WMEE	Fort Wayne	B	97.3	26.0	689	e	Federated Media	65			1	Hot AC	2,000	1.06	8.5	6.2	6.4	7.4	6.7	6.4	8.1	6.3	7.0
WBYP	Van Wert	B	98.9	50.0	453	e	Federated Media	62	9610	5,800	e 1	Clsc Rock	2,350	1.27	8.3	6.0	8.2	5.3	7.5	8.0	7.8	5.9	8.2
WNUY	Bluffton	A	100.1	5.2	351	b	Wells County Radio	63	9312		st	AC	50		0.0	0.0	0.0	0.4	0.3	0.0	0.0	0.0	
WLZO	South Whitley	A	101.1	6.0	328	a	Larko Comm Inc	92				Hot AC	50		0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	
WLDE	Fort Wayne	A	101.7	3.0	328	c	Sarkes Tarzian Inc	70	9304	1,500		Oldies	2,000	1.08	8.3	6.5	7.1	6.5	7.5	5.4	5.6	6.8	7.0
WXTW	Auburn	A	102.3	6.0	315	d	Travis Broadcasting	67	0202		d1	Modern Rock	325	0.69	2.1	1.8	1.8	1.7	2.5	3.1	3.4	3.1	3.3
• WXKE	Huntington	A	102.9	3.0	299	d	Travis Broadcasting	65	0210 p	4,000	d2	Rock	500	0.77	2.9	0.8	2.5	2.2	2.5	2.1	2.0	2.1	3.2
• WYLT	Fort Wayne	A	103.9	3.0	328	d	Travis Broadcasting	76	0210 p		d2	Hot AC	75		0.3	0.5	0.0	0.5	0.4	0.3	0.0	0.0	
WQHK	Decatur	B1	105.1	13.5	449		JAM Communications	66	9309		1	Country	2,700	1.30	9.3	8.0	8.7	6.5	9.3	10.2	9.8	9.5	9.7
• WSHI	Columbia City	A	106.3	2.0	407		Artistic Media Ptnrs	68	0303 p	1,800		Adlt Stndrd	400	0.21	8.6	7.2	7.9	6.2	7.7	8.9	6.6	9.1	6.2
WFJZ	Hicksville	A	106.7	2.9	482	e	Federated Media	02				NAC/SmJaz	150		0.8	1.1	1.3	0.0	0.0	0.0	0.0	0.0	
WJFX	New Haven	A	107.9	3.2	453		Ft. Wayne Radio Corp	90	9901	1,300		CHR/Rhymc	1,500	0.69	9.7	8.0	7.1	8.8	6.3	7.1	5.6	4.9	5.7
# FM Stations -					18	# Combos -					13	FM TOTALS			84.9	68.5	72.5	66.3	74.7	73.1	73.2	72.4	74.7

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WFCV	Fort Wayne	B	1090	2.5 cp	0.00		Bott Radio Network	68	8005	240		Chrst/Talk	100	0.37	1.2	0.0	1.0	1.0	0.5	0.5	0.8	1.0	0.5
WOWO	Fort Wayne	B	1190	50.0	9.80	e	Federated Media	25	9506		1	Nws/Tlk/Spt	2,200	0.90	11.0	7.7	6.4	11.5	7.0	6.7	7.6	6.8	7.5
WGL	Fort Wayne	B	1250	2.3	1.00	d	Travis Broadcasting	24	0202		d1	Talk/Sprts	300	0.90	1.5	1.6	1.3	1.2	0.7	1.1	0.8	1.5	1.5
WBZQ	Huntington	D	1300	0.5	0.02	a	Larko Comm Inc	57	0009	17		Oldies			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WONO	Fort Wayne	B	1380	5.0	5.00	e	Federated Media	47			1	Sports	250	0.86	1.3	1.8	0.7	1.4	0.5	0.7	0.7	0.6	0.3
WLYV	Fort Wayne	C	1450	1.0	1.00		Midwest Bcstg Corp	48	9412	90		Gospl/Talk			0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WADM	Decatur	D	1540	0.3	0.00	b	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	D	1570	0.5	0.15		R&D Moore Found	68	0301 p		dn	DARK			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					8	# Combos -					5	AM TOTALS			15.0	11.8	9.4	15.1	8.7	9.0	9.9	9.9	9.8
AM & FM Stations Profiled -					26	# Duopolies -					7	Total Local Commercial Share			80.3	81.9	81.4	83.4	82.1	83.1	82.3	84.5	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 104

Revenue Rank: 238

# Visalia-Tulare-Hanford, CA Market Overview



**Metro Counties / Population (000)**

Kings, CA	136.3
Tulare, CA	380.4
<b>Total</b>	<b>516.7</b>

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

<b>ESTIMATED GROSS REVENUES</b> ★★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$4,200	\$4,300	\$4,600	\$5,700	\$5,700	\$6,000	7.2%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	5.3%	\$6,300	\$6,700	\$7,100	\$7,500	\$7,900	5.8%
Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	<b>Est. Breakout</b>			
Revenue/Capita	NA <sup>1/</sup>	\$1.60/1,000	\$1.71/1,000	Local	80%		
	\$8.77	\$11.61	\$14.04	National	20%		

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	478.9	516.7	1.5%	516.7	562.6	1.7%
Households	143.6	149.7	0.8%	149.7	161.2	1.5%
Retail Sales	NA <sup>1/</sup>	3,748.7	NA <sup>1/</sup>	3,748.7	4,610.9	4.2%
EBI <sup>2/</sup>	4,913.8	5,591.0	2.6%	5,591.0	6,717.8	3.7%

**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)	266.9	56.8	29.4	31.7	40.6	39.6	30.5	38.4
Women (000)	249.7	54.6	27.2	25.9	32.7	34.2	28.9	46.3
Total	516.7	111.4	56.6	57.6	73.3	73.8	59.3	84.7
Percentage	100.0%	21.6%	11.0%	11.1%	14.2%	14.3%	11.5%	16.4%
Per Capita	\$ 10,821	Median Household		\$ 30,157	Avg Household		\$ 37,338	
Ethnic Population:	White 56.1%	Black 3.4%	Asian 3.3%	Hispanic 50.5%				

**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	11		12	14	8	22
Tot 12+	3.6	50.3		52.0	53.9	7.3	61.2
Avg 12+	1.2	4.6		4.3	3.9	0.9	2.8
Tot LCS	5.9	82.2		85.0	88.1	11.9	100.0
Avg LCS	2.0	7.5		7.1	6.3	1.5	4.5

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
KFSO	Visalia	B	92.9	17.5	853		Clear Channel Comm	51	0008			Oldies	n/a		6.1	2.9	4.0	3.4	5.1	4.4	6.0	3.9	5.7
KSKS	Fresno	B	93.7	68.0	1903	a	Infinity Bcstg	46	0102			Country	n/a		7.5	5.3	4.0	5.1	4.9	5.1	3.9	3.7	3.4
KGEN	Hanford	A	94.5	3.3	446	e	Azteca Bcstg Corp	96	9906			Span/Mexcn	75		0.2	0.5	0.0	0.3	0.3	0.0	1.0	0.3	0.5
KBOS	Tulare	B	94.9	16.5	850		Clear Channel Comm	65	0008			CHR	n/a		9.9	4.2	6.3	5.7	4.7	5.7	6.0	5.6	5.3
KSLK	Visalia	A	96.1	4.8	361		Gomez, Nelson F.	94	0209 p	1,200		Smooth Jazz	175	2.08	1.4	1.4	0.7	1.0	0.8	0.7	1.0	1.4	0.9
KSEQ	Visalia	B	97.1	17.0	778	c	Buckley Bcstg Corp	84	8912	1,975		CHR	1,550	2.61	9.9	6.4	6.0	6.0	5.8	5.4	5.3	5.6	4.6
KSOE	Dinuba	B	98.9	19.0	820	f	Clear Channel Comm	75	0008			Soft AC	n/a		12.0	5.8	6.9	7.7	6.8	9.0	6.1	6.6	5.8
KIOO	Porterville	B	99.7	24.0	689	c	Buckley Bcstg Corp	72	9404	360		Cisc Rock	650	2.64	4.1	2.4	2.6	2.4	3.7	1.5	4.5	2.5	3.4
KMQA	East Porterville	B1	100.5	2.1	1109		Moon Bcstg Corp	89	9901	849		Spanish	725	4.17	2.9	6.3	1.8	1.7	2.2	2.5	1.1	1.7	1.4
KXQX	Corcoran	B1	102.3	19.5	381	d	RAK Comm Inc	99	9408	117 cp		Span/Mexcn	125	0.53	3.9	3.1	2.0	2.7	2.4	2.0	1.8	0.0	0.0
KZPO	Lindsay	B1	103.3	0.3	2625		Lindsay Bcstg	98				AC	100	0.42	4.0	2.4	3.1	1.7	2.5	2.1	3.1	3.0	3.4
KFRR	Woodlake	B	104.1	17.0	853		Mondosphere Bcstg	92				Alternative	n/a		11.2	5.6	6.9	6.7	7.4	6.4	6.0	6.9	6.2
KCRZ	Tipton	A	104.9	2.3	528	b	Westcoast Bcstg Inc	79	0005	850		Oldies	200	1.33	2.5	1.7	1.8	1.2	1.0	0.7	0.6	0.6	0.7
KJUG	Tulare	B	106.7	1.2	2553	b	Westcoast Bcstg Inc	65	8105		c2	Country	1,500	3.05	8.2	5.9	5.3	4.6	6.3	5.1	5.5	6.0	6.3
# FM Stations -					14	# Combos -					6	FM TOTALS			83.8	53.9	51.4	50.2	53.9	50.6	51.9	47.8	47.6

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
KMG	Fresno	B	580	50.0 cp	50.00	a	Infinity Bcstg	25	0102			Nws/Tlk/Spt	n/a		10.6	6.3	6.3	6.5	7.8	7.9	6.0	4.3	6.5
KIGS	Hanford	B	620	1.0	1.00		P&C Broadcasting	48	8906	See (68)		Portuguese				0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0
KQEQ	Fowler	B	1210	0.4	0.00	d	RAK Comm Inc	62	9404	See (68)		Mexican	n/a		0.2	0.2	0.2	0.0	0.0	0.2	0.0	0.0	0.0
KJOP	Lemoore	C	1240	0.3	1.00		IHR Educ Bcstg	63	0010	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	b	Westcoast Bcstg Inc	46	8105		c2	Country	400	2.15	3.1	0.0	1.3	2.4	0.8	2.1	1.1	1.3	1.4
KGEN	Tulare	D	1370	1.0	0.14	e	Azteca Bcstg Corp	57	8507			Span/Mexcn				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 Comm	48	0008		g	Sports	100		0.8	0.0	0.7	0.3	0.5	0.0	0.5	0.4	0.0
KTIP	Porterville	C	1450	1.0	1.00		Stoneburner, L&M	47	0010	130		News/Talk	350	3.65	1.6	0.8	0.7	1.2	0.5	1.5	0.6	0.8	1.2
# AM Stations -					8	# Combos -					4	AM TOTALS			16.3	7.3	9.2	10.4	9.6	11.7	8.7	6.8	9.1
AM & FM Stations Profiled -					22	# Duopolies -					3	Total Local Commercial Share			61.2	60.6	60.6	63.5	62.3	60.6	54.6	56.7	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 105

Revenue Rank: 83

# Chattanooga, TN Market Overview



### Metro Counties / Population (000)

Hamilton, TN	308.8
Marion, TN	28.2
Sequatchie, TN	11.7
Catoosa, GA	55.2
Dade, GA	15.6
Walker, GA	61.6
<b>Total</b>	<b>481.1</b>

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

<b>ESTIMATED GROSS REVENUES</b> ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$19,800	\$21,800	\$22,600	\$24,200	\$21,800	\$25,300	5.0%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	16.1%	\$26,700	\$28,600	\$30,100	\$31,800	\$33,400	5.7%
Revenue/Retail Sales	1997	2002	2007	<b>Est. Breakout</b>			
Revenue/Capita	NA <sup>1/</sup>	\$4.24/1,000	\$4.55/1,000	Local	81%		
	\$43.25	\$52.59	\$67.64	National	19%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	457.8	481.1	1.0%	481.1	493.8	0.5%
Households	176.8	192.5	1.7%	192.5	200.5	0.8%
Retail Sales	NA <sup>1/</sup>	5,973.7	NA <sup>1/</sup>	5,973.7	7,345.5	4.2%
EBI <sup>2/</sup>	6,787.2	8,827.4	5.4%	8,827.4	11,332.5	5.1%

### Demographic Breakdown

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	231.3	38.1	20.2	22.6	31.3	35.1	35.1	48.9
Women (000)	249.9	36.1	19.2	22.8	31.8	37.1	37.2	65.6
Total	481.1	74.2	39.4	45.4	63.1	72.3	72.3	114.5
Percentage	100.0%	15.4%	8.2%	9.4%	13.1%	15.0%	15.0%	23.8%
Per Capita	\$ 18,347	Median Household		\$ 35,757	Avg Household		\$ 45,846	
Ethnic Population:	White 82.8%	Black 14.1%	Asian 1.1%	Hispanic 1.6%				

### Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	8		7	13	15	15	30
Tot 12+	27.7		46.7	72.8	74.4	7.9	82.3
Avg 12+	3.5		6.7	5.6	5.0	0.5	2.7
Tot LCS	33.7		56.7	88.5	90.4	9.6	100.0
Avg LCS	4.2		8.1	6.8	6.0	0.6	3.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# Competitive Overview

## FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
			Freq	(kW)									Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	
WDEF	Chattanooga	C	92.3	100.0	1181	b	Bahakel Comm	64	9609	7,700	c3	Soft AC	2,550	1.00	10.1	8.2	9.4	7.7	7.7	9.4	8.8	8.0	9.6	
• WMPZ	Ringgold	A	93.7	4.9	302	e	Brewer Bcstg Corp	94	9612	960		Black Gospl	500	1.52	1.3	1.6	0.7	0.9	1.5	1.2	1.3	2.0	1.1	
WJTT	Red Bank	A	94.3	4.7	371	e	Brewer Bcstg Corp	72	9401		al	Urban	2,100	1.01	8.2	7.4	6.1	7.3	7.1	7.1	7.5	8.2	8.0	
WALV	Cleveland	A	95.3	1.0	784	e	Brewer Bcstg Corp	80	9805		c4	AC	675	2.22	1.2	0.7	1.0	1.4	0.6	0.9	0.4	1.1	1.1	
WDOD	Chattanooga	C	96.5	88.0	1079	b	Bahakel Comm		60			Adult Rock	1,450	0.97	5.9	4.6	5.4	5.2	4.2	5.0	3.8	4.6	5.1	
WLOV	South Pittsburg	C2	97.3	16.0	856	d	Clear Channel Comm	90	0009		sw	Urban AC	300	0.30	3.9	2.5	3.1	2.8	4.2	3.0	3.9	2.6	4.6	
WKXJ	Signal Mountain	A	98.1	1.0	794	d	Clear Channel Comm	94	0009		sw	CHR	500	0.32	6.1	5.5	5.4	5.6	4.0	5.5	5.9	5.3	4.8	
WUSY	Cleveland	C	100.7	100.0	1191	d	Clear Channel Comm	61	0009		sw	Country	8,000	1.45	21.8	18.6	17.9	17.9	19.0	18.7	18.8	18.8	19.6	
WSGC	Ringgold	A	101.9	1.3	702	d	Clear Channel Comm	89	0010	2,500		Clsc Hits	300	0.59	2.0	0.9	2.6	1.6	1.6	1.1	1.1	1.6	1.2	
WGOW	Soddy-Daisy	A	102.3	6.0	285	c	Citadel Comm Corp	77	0007		g4	Talk	1,450	0.99	5.8	5.9	4.2	5.6	5.3	4.6	4.8	4.4	5.0	
WBDX	Trenton	A	102.7	0.3	1375		Ptrs for Chrtn Media	90	9807	1,189	1	ChrsContem	1,000	1.80	2.2	1.4	2.3	1.7	1.6	1.8	1.6	2.7	2.5	
WLLJ	Etowah	C2	103.1	50.0	492		Friendship Bcstg LLC	77	9803	645	1	ChrsContem	150		0.6	0.9	0.7	0.5	0.6	0.2	0.2	0.5	0.5	
WRXR	Rossville	A	105.5	1.6	646	d	Clear Channel Comm	66	0009		sw	Rock	900	0.76	4.7	4.3	4.0	3.8	4.7	3.4	3.8	3.8	3.2	
WSKZ	Chattanooga	C	106.5	100.0	1079	c	Citadel Comm Corp	60	0007		g4	Clsc Rock	2,450	1.11	8.7	7.6	6.9	7.7	7.4	7.5	7.9	6.9	6.5	
WOGT	East Ridge	C3	107.9	2.9	968	c	Citadel Comm Corp	90	0007		g4	Oldies	900	0.65	5.5	4.3	5.0	5.2	3.7	4.6	5.5	5.5	3.7	
# FM Stations -					15	# Combos -					13	FM TOTALS				88.0	74.4	74.7	74.9	73.2	74.0	75.3	76.0	76.5

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)	(kW)									Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
WWAM	Jasper	D	820	1.0	0.00		Shelton Bctg Systems	87	9602		st	Gospel			0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WEPG	South Pittsburg	D	910	5.0	0.00	a	Stone/Collins Comm	54	0004	500		Cntry/BIGrs	150		0.8	0.7	0.9	1.0	0.0	0.7	0.4	0.5	0.0	
• WUUS	Rossville	D	980	0.5	0.11	d	Clear Channel Comm	58	0009		sw	Sports				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WFLI	Lookout Mountain	B	1070	50.0	2.50		WFLI Inc		61			Religion	125		0.9	0.0	0.7	0.5	1.1	0.7	0.4	0.7	0.5	
WGOW	Chattanooga	B	1150	5.0	1.00	c	Citadel Comm Corp	36	0007		g4	News/Talk	400	0.55	2.9	2.5	2.3	3.0	2.6	2.0	2.0	1.6	2.1	
WSDQ	Dunlap	D	1190	5.0	0.00	a	Stone/Collins Comm	80	0208	165		Country	50			0.0	0.0	0.0	0.0	0.0	0.4	0.5	0.0	
WSDT	Soddy-Daisy	C	1240	1.0	1.00		Willis Bcstg Corp	70	9905		na	DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WNOO	Chattanooga	D	1260	5.0	0.03		RA-AD of Trenton	51	9312			Gospel	300	0.47	2.5	2.1	1.7	1.4	2.6	2.7	1.4	1.8	1.8	
WDOD	Chattanooga	B	1310	5.0	5.00	b	Bahakel Comm	25	6206			Nostalgia	200	0.24	3.3	2.1	2.9	2.8	2.1	3.2	2.1	2.9	2.3	
WBAC	Cleveland	C	1340	1.0	1.00	e	Brewer Bcstg Corp	45	9805		c4	Nostalgia	150			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WDEF	Chattanooga	B	1370	5.0	5.00	b	Bahakel Comm	41	9609		c3	Nws/Tlk/Spt	200		0.9	0.5	0.9	0.9	0.5	0.7	1.3	0.7	0.5	
WKWN	Trenton	D	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	
WLMR	Chattanooga	C	1450	1.0	1.00		Wilkins Comm	61	9301	307		Chrst/Talk	250			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	150		0.5	0.0	0.0	0.7	1.0	0.0	0.0	0.4	0.7	
WQCH	Lafayette	D	1590	5.0	0.00		Gwyn, Charles	54	8804	300		Cntry/News	50		0.2	0.0	0.0	0.0	0.8	0.0	0.5	0.7	0.0	
# AM Stations -					15	# Combos -					7	AM TOTALS				12.0	7.9	9.4	10.3	10.7	10.0	8.5	9.8	7.9
AM & FM Stations Profiled -					30	# Duopolies -					8	Total Local Commercial Share				82.3	84.1	85.2	83.9	84.0	83.8	85.8	84.4	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 106

Revenue Rank: 124

# York, PA Market Overview



### Metro Counties / Population (000)

Adams, PA	92.8
York, PA	388.0
<b>Total</b>	<b>480.8</b>

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

<b>ESTIMATED GROSS REVENUES</b> ***	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$15,200	\$16,200	\$17,000	\$17,900	\$15,200	\$16,900	2.2%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	11.2%	\$17,900	\$19,200	\$20,300	\$21,400	\$22,500	5.9%
Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>			
Revenue/Capita	NA <sup>1/</sup>	\$3.37/1,000	\$3.73/1,000	Local	87%		
	\$33.38	\$35.15	\$44.87	National	13%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	455.4	480.8	1.1%	480.8	501.5	0.8%
Households	171.2	185.8	1.7%	185.8	196.2	1.1%
Retail Sales	NA <sup>1/</sup>	5,015.4	NA <sup>1/</sup>	5,015.4	6,027.7	3.7%
EBI <sup>2/</sup>	7,113.9	8,293.6	3.1%	8,293.6	10,074.3	4.0%

### 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)	236.1	39.0	21.6	19.5	29.9	39.5	35.9	50.6
Women (000)	244.7	37.0	20.3	19.1	30.4	39.8	36.3	61.8
Total	480.8	76.0	42.0	38.5	60.3	79.3	72.2	112.4
Percentage	100.0%	15.8%	8.7%	8.0%	12.5%	16.5%	15.0%	23.4%
Per Capita	\$ 17,250	Median Household		\$ 38,400	Avg Household		\$ 44,643	
Ethnic Population:	White 92.9%	Black 3.3%	Asian 0.9%	Hispanic 3.4%				

### 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	2	8		9	10	6	16
Tot 12+	5.4	51.1		55.2	56.5	6.8	63.3
Avg 12+	2.7	6.4		6.1	5.7	1.1	4.0
Tot LCS	8.5	80.7		87.2	89.3	10.7	100.0
Avg LCS	4.3	10.1		9.7	8.9	1.8	6.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Harrisburg & Lancaster.

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
												Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
WHBO	Starview	A	92.7 1.4	682		Hall Communications	71	9512	3,200		Oldies	600	1.37	2.6	1.3	1.5	1.8	2.0	1.2	1.7	1.7	2.7
• WTPA	Mechanicsburg	A	93.5 1.3	719		Cumulus Bcstg Inc	78	0008			Clsc Rock	n/a		7.6	4.1	5.0	5.3	4.2	4.4	5.6	4.5	3.7
• WSOX	Red Lion	B	96.1 50.0	499	e	Susquehanna Radio	60	0302 p	23,000		Oldies	3,300	1.76	11.1	7.6	6.2	7.2	6.7	7.6	6.8	7.4	6.9
WRVV	Harrisburg	B	97.3 17.0	840		Clear Channel Comm	46	9906			Rock AC	n/a		6.5	4.6	3.4	4.5	4.1	4.1	3.1	2.9	1.9
WYCR	York-Hanover	B	98.5 10.5	929	b	Radio Hanover Inc	62				Top 40	1,750	1.06	9.8	5.8	6.7	6.4	5.7	5.6	7.8	6.6	7.7
WROZ	Lancaster	B	101.3 7.4	1243		Hall Communications	44				Soft Rock	n/a		7.4	4.3	4.0	5.6	5.1	3.7	3.6	3.2	3.2
WARM	York	B	103.3 6.4	1306	c	Susquehanna Radio	62				AC	5,100	2.27	13.3	9.4	6.9	8.0	10.3	7.8	8.9	8.2	9.3
WQXA	York	B	105.7 25.0	705	a	Citadel Comm Corp	48	9707			AOR	n/a		10.3	7.0	7.2	5.9	6.0	6.6	5.6	7.3	7.2
WCAT	Hershey	B	106.7 14.0	929	a	Citadel Comm Corp	64	9707			Country	n/a		8.3	5.6	4.8	4.5	5.4	5.9	7.3	5.9	5.6
WGTY	Gettysburg	B	107.7 15.5	850	d	Times & News Publ	62				Country	2,600	1.25	12.3	6.8	8.9	6.5	7.7	7.5	7.8	8.3	6.3
# FM Stations -				10	# Combos -				6	FM TOTALS				89.2	56.5	54.6	55.7	57.2	54.4	58.2	56.0	54.5

## AM Stations

Calls	City of License	FCC Class	Power Day Freq (kW)	Power Night (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
												Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
WSBA	York	B	910 5.0	1.00	c	Susquehanna Radio	42				News/Talk	2,000	2.23	5.3	4.0	2.9	3.0	2.5	4.9	3.9	2.3	3.5
WQXA	York	D	1250 1.0	0.03		Citadel Comm Corp	48	9707		g1	Country	200	0.79	1.5	0.0	1.2	1.4	0.0	1.0	0.9	0.9	1.0
WHVR	Hanover	B	1280 5.0	0.50	b	Radio Hanover Inc	49				Country	475	2.34	1.2	1.0	0.5	0.6	1.3	0.5	0.9	0.9	1.4
WGET	Gettysburg	B	1320 1.0	0.50	d	Times & News Publ	50				AC/Nws/Spt	600	3.23	1.1	0.5	0.7	0.5	0.8	0.7	0.5	0.9	1.1
WOYK	York	B	1350 5.0	1.00		Starview Media Inc	32	8711	250		Sports	300	1.04	1.7	1.3	0.9	1.3	1.0	1.0	0.7	1.4	1.1
WTHM	Red Lion	D	1440 1.0	0.06	e	Pioneer Bcstg Corp	50	9305		c2	Chrst/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -				6	# Combos -				4	AM TOTALS				10.8	6.8	6.2	6.8	5.6	8.1	6.9	6.4	8.1
AM & FM Stations Profiled -				16	# Duopolies -				3	Total Local Commercial Share				63.3	60.8	62.5	62.8	62.5	65.1	62.4	62.6	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 107

Revenue Rank: 133

# Santa Rosa, CA Market Overview



**Metro Counties / Population (000)**

Sonoma, CA	474.8
	474.8

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

ESTIMATED GROSS REVENUES *	1997	1998	1999	2000	2001	2002	Δ 97 - 02						
		\$10,300	\$11,500	\$13,400	\$15,300	\$14,600	\$15,400	8.4%					
Δ 01 - 02	5.5%	2003	\$16,300	2004	\$17,400	2005	\$18,300	2006	\$19,400	2007	\$20,300	Δ 02 - 07	5.7%
Revenue/Retail Sales	1997		2002		2007		Est. Breakout						
	NA <sup>1/</sup>		\$2.09/1,000		\$1.86/1,000		Local	70%					
Revenue/Capita	\$23.66	\$32.43	\$39.52	National	30%								

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	435.3	474.8	1.8%	474.8	513.7	1.6%
Households	164.7	178.2	1.6%	178.2	192.0	1.5%
Retail Sales	NA <sup>1/</sup>	7,371.7	NA <sup>1/</sup>	7,371.7	10,907.1	8.2%
EBI <sup>2/</sup>	7,282.5	10,096.0	6.8%	10,096.0	13,475.6	5.9%

**Demographic Breakdown**

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	233.4	38.2	21.4	22.4	30.3	37.2	38.3	45.5
Women (000)	241.3	36.0	20.0	20.5	28.0	38.4	40.4	58.0
Total	474.8	74.2	41.4	42.9	58.3	75.6	78.7	103.5
Percentage	100.0%	15.6%	8.7%	9.0%	12.3%	15.9%	16.6%	21.8%
Per Capita	\$ 21,266	Median Household		\$ 47,908	Avg Household		\$ 56,661	
Ethnic Population:	White 80.6%	Black 1.5%	Asian 3.4%	Hispanic 18.3%				

**Market Summary**

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	9	3		10	12	3	15
Tot 12+	28.1	7.9		34.4	36.0	7.8	43.8
Avg 12+	3.1	2.6		3.4	3.0	2.6	2.9
Tot LCS	64.2	18.0		78.5	82.2	17.8	100.0
Avg LCS	7.1	6.0		7.9	6.8	5.9	6.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)											
												Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999				
KFGY	Healdsburg	B	92.9	2.3	1949	a	Maverick Media	79	0108		st	Country	1,200	1.15	6.8	2.1	3.0	2.6	2.8	4.7	3.6	3.6	4.2			
KJZY	Sebastopol	A	93.7	6.0	217	b	Redwood Empire	95	9608	725		Smooth Jazz	1,700	1.10	10.0	5.0	3.4	4.8	3.3	3.8	2.9	4.2	3.2			
● KRSR	Healdsburg	A	95.9	2.0	505	d	Sinclair Telecable	96	0108		d1	AAA	725	0.78	6.0	1.8	2.5	2.4	2.8	1.2	2.4	2.6	1.8			
● KTOL	Healdsburg	A	96.7	2.4	525		JYH Broadcasting		02			Rock				1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
KMGG	Monte Rio	B1	97.7	2.1	1122	a	Maverick Media	77	0108		st	Oldies	1,000	1.16	5.6	2.8	2.5	2.1	3.3	3.3	3.1	2.6	3.8			
● KSXY	Middletown	A	98.7	0.2 cp	1877	d	Sinclair Telecable	93	0108		d1	CHR	650	0.52	8.1	2.5	3.0	3.6	4.0	3.5	4.3	2.9	3.0			
KZST	Santa Rosa	A	100.1	6.0	246	b	Redwood Empire	71				AC	3,000	1.26	15.4	7.3	7.1	5.5	6.5	9.7	9.2	6.4	9.2			
● KXTS	Calistoga	A	100.9	0.1	2946	d	Sinclair Telecable	96	0108			Spanish	725	0.81	5.8	3.9	3.4	1.4	0.5	1.0	0.7	0.5	0.5			
KXFX	Santa Rosa	B1	101.7	2.2	1089	a	Maverick Media	74	0108		st	AOR	1,700	0.98	11.3	3.0	4.1	5.1	3.9	3.5	3.3	4.6	5.8			
KMHX	Windsor	A	104.1	0.3	1106	e	Results Radio Sonoma	97	9811	1,332		Modern AC	200	0.24	5.4	2.3	2.7	1.7	2.5	2.1	2.6	3.5	2.8			
KRPQ	Rohnert Park	A	104.9	2.3	548	e	Results Radio Sonoma	86	9409	2,080		Country	1,300	1.02	8.3	3.7	3.2	3.6	4.0	4.2	4.7	5.1	4.2			
● KSRT	Cloverdale	A	107.1	3.5	430		Point Broadcasting		02			Clsc Rock				0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
# FM Stations -				12				# Combos -				10				FM TOTALS		82.7	36.0	34.9	32.8	33.6	37.0	36.8	36.0	38.5

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)										
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999			
KSRO	Santa Rosa	B	1350	5.0	5.00	a	Maverick Media	37	0108		st	Nws/Tlk/Spt	1,950	1.53	8.3	3.5	2.5	4.3	3.9	3.6	3.1	4.4	3.7			
KRRS	Santa Rosa	D	1460	1.0	0.03	c	Moon Bcstg Corp	62	9308	400		Span/Mexcn	850	0.89	6.2	2.7	2.9	2.2	2.3	1.7	1.7	1.3	2.0			
KTOB	Petaluma	C	1490	1.0	1.00	c	Moon Bcstg Corp	50	0201	1,275		Span/Mexcn	400	0.93	2.8	1.6	1.3	1.0	0.9	1.2	1.2	0.6	1.5			
# AM Stations -				3				# Combos -				3				AM TOTALS		17.3	7.8	6.7	7.5	7.1	6.5	6.0	6.3	7.2
AM & FM Stations Profiled -				15				# Duopolies -				6				Total Local Commercial Share		43.8	41.6	40.3	40.7	43.5	42.8	42.3	45.7	

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 108

Revenue Rank: 111

# New Haven, CT Market Overview



### Metro Counties / Population (000)

Middlesex, CT	12.5
New Haven, CT	469.0
<b>Total</b>	<b>481.5</b>

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

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$15,900	\$16,100	\$17,300	\$17,800	\$17,500	\$18,400	3.0%
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.1%	\$19,400	\$20,700	\$21,800	\$23,000	\$24,200	5.6%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA <sup>1/</sup>	\$2.83/1,000	\$3.05/1,000	Local	70%		
Revenue/Capita	\$34.52	\$38.21	\$49.39	National	30%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	460.6	481.5	0.9%	481.5	490.0	0.4%
Households	175.3	187.3	1.3%	187.3	192.4	0.5%
Retail Sales	NA <sup>1/</sup>	6,503.0	NA <sup>1/</sup>	6,503.0	7,942.0	4.1%
EBI <sup>2/</sup>	8,577.9	10,230.1	3.6%	10,230.1	12,334.4	3.8%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	231.1	39.5	20.4	21.2	31.0	37.3	33.1	48.5
Women (000)	250.4	37.8	19.1	21.2	32.2	38.9	35.6	65.6
Total	481.5	77.3	39.5	42.4	63.3	76.2	68.7	114.1
Percentage	100.0%	16.1%	8.2%	8.8%	13.1%	15.8%	14.3%	23.7%
Per Capita	\$ 21,245							
				Median Household	\$ 45,238		Avg Household	\$ 54,632
Ethnic Population:	White	78.8%	Black	11.4%	Asian	2.5%	Hispanic	10.6%

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1	3		4	4	4	8
Tot 12+	6.7	17.3		24.0	24.0	8.3	32.3
Avg 12+	6.7	5.8		6.0	6.0	2.1	4.0
Tot LCS	20.7	53.6		74.3	74.3	25.7	100.0
Avg LCS	20.7	17.9		18.6	18.6	6.4	12.5

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in markets Hartford & Bridgeport.

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
WWYZ	Waterbury	B	92.5	17.0	879	a	Clear Channel Comm	61	0008		Country	n/a		16.2	3.9	5.8	4.2	4.9	5.1	6.3	6.5	5.6	
WYBC	New Haven	A	94.3	2.6	472	b	Yale Bcstg Co	59		1	Urban AC	1,800	0.54	18.0	6.7	5.0	6.0	5.8	5.4	6.6	6.6	6.1	
WPLR	New Haven	B	99.1	15.0	906		Cox Radio Inc	44	0008	sw 1	AOR	8,600	2.28	20.5	8.8	6.7	5.9	5.0	6.6	6.8	5.0	7.1	
WKCI	Hamden	B	101.3	11.0	965	a	Clear Channel Comm	69	9205	14,000	CHR/Top40	4,750	1.28	20.2	4.6	6.4	6.0	6.3	6.1	6.9	5.8	6.5	
# FM Stations -					4	# Combos -				3	FM TOTALS				74.9	24.0	23.9	22.1	22.0	23.2	26.6	23.9	25.3

## AM Stations

Calls	City of License	FCC Class	Power Day Freq (kW)	Power Night (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
WELI	New Haven	B	960	5.0	5.00	a	Clear Channel Comm	35	8409	g	News/Talk	1,600	0.76	11.4	3.5	4.0	3.0	4.4	5.1	3.9	5.1	3.7	
WQUN	Hamden	D	1220	1.0	0.31	c	Quinnipiac Univ	60	9608	500	Nostalgia	550	0.33	9.0	4.8	3.8	1.8	2.1	2.6	2.5	3.1	1.8	
• WAVZ	New Haven	B	1300	1.0	1.00	a	Clear Channel Comm	47	9212	10	Sports	1,000	1.16	4.7	0.0	0.0	2.8	2.1	2.5	2.4	1.4	1.8	
WYBC	New Haven	C	1340	1.0	1.00	b	Yale Bcstg Co	44	9808	775	Variety	100			0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.3	
# AM Stations -					4	# Combos -				4	AM TOTALS				25.1	8.3	7.8	7.6	8.6	10.2	9.1	9.6	7.6
AM & FM Stations Profiled -					8	# Duopolies -				2	Total Local Commercial Share				32.3	31.7	29.7	30.6	33.4	35.7	33.5	32.9	

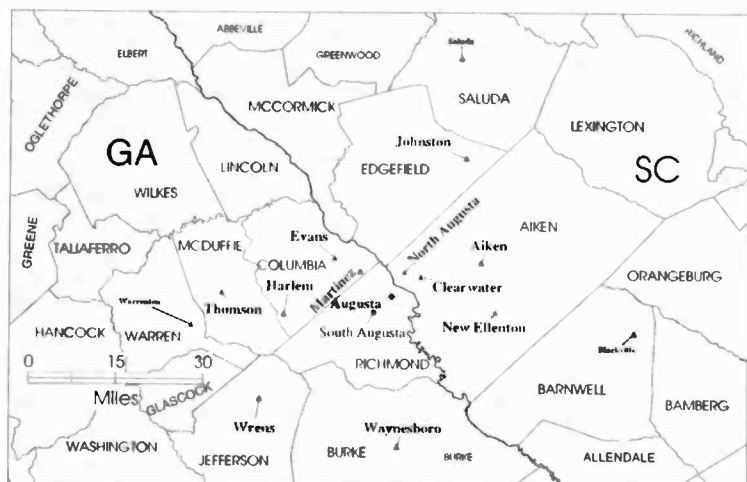
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 109

Revenue Rank: 123

# Augusta, GA Market Overview



### Metro Counties / Population (000)

Columbia, GA	93.2
McDuffie, GA	21.4
Richmond, GA	200.5
Aiken, SC	145.8
Edgefield, SC	25.7
<b>Total</b>	<b>486.6</b>

### Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$15,000	\$15,100	\$16,200	\$17,500	\$16,300	\$17,000
Δ 01 - 02	4.3%	2003	2004	2005	2006	2007	Δ 02 - 07
		\$17,900	\$19,200	\$20,200	\$21,300	\$22,400	5.6%

Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout
		NA <sup>1/</sup>	\$3.10/1,000	
	\$32.75	\$34.94	\$43.85	National 20%

### Demographic and Economic Overview

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

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	458.0	486.6	1.2%	486.6	510.8
Households	166.1	181.3	1.8%	181.3	193.3	1.3%
Retail Sales	NA <sup>1/</sup>	5,480.1	NA <sup>1/</sup>	5,480.1	6,823.1	4.5%
EBI <sup>2/</sup>	6,046.0	7,247.5	3.7%	7,247.5	8,772.5	3.9%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	235.6	43.4	23.6	25.2	31.8	36.5	33.2	42.0
Women (000)	250.9	41.6	22.6	23.8	32.8	39.3	36.0	54.7
Total	486.6	85.0	46.2	49.0	64.6	75.8	69.3	96.7
Percentage	100.0%	17.5%	9.5%	10.1%	13.3%	15.6%	14.2%	19.9%
Per Capita	\$ 14,895							
				Median Household	\$ 33,758		Avg Household	\$ 39,971
Ethnic Population:	White	60.8%	Black	34.8%	Asian	1.6%	Hispanic	2.6%

### 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+	21.1		48.2	65.5	69.3	9.9	79.2
Avg 12+	2.1		5.4	5.0	3.6	0.9	2.6
Tot LCS	26.6		60.9	82.7	87.5	12.5	100.0
Avg LCS	2.7		6.8	6.4	4.6	1.1	3.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
															Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WJES	Saluda	A	92.1	6.0	cp	328 e	Edgefield Saluda	87	9606		CHR	75		0.3	0.0	0.0	0.4	0.5	0.0	0.0	0.0	0.0
WAEG	Evans	A	92.3	3.0		328 c	Radio One Inc	91	0006	g3	CHR	100		0.9	0.5	0.8	0.6	0.2	0.4	0.6	0.5	1.1
WKXS	Johnston	A	92.7	1.8		577 e	Edgefield Saluda	85	9212	st	Oldies	200	0.98	1.2	0.0	1.5	0.4	0.9	0.5	0.6	0.5	0.0
WRFN	Warrenton	A	93.1	4.1		400 a	Beasley Bcst Group	97	0005	c4	News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WGOR	Martinez	C3	93.9	13.0	cp	456 a	Beasley Bcst Group	84	9211		Oldies	600	0.82	4.3	3.3	4.0	2.7	4.6	3.6	3.8	3.2	4.0
WCHZ	Harlem	C3	95.1	5.7		538 a	Beasley Bcst Group	92	9701		Modern Rock	1,000	1.05	5.6	6.3	3.8	4.9	3.4	3.5	4.8	4.5	3.4
• WKSP	Aiken	C2	96.3	17.5		846 b	Clear Channel Comm	66	0101	sw	Oldies	975	0.96	6.0	4.9	3.6	5.7	5.0	3.5	2.9	2.9	2.8
WAKB	Wrens	C3	96.9	0.8		1365 c	Radio One Inc	79	0006	g3	Urban	600	0.75	4.7	4.0	4.0	3.3	4.1	4.0	3.3	3.7	4.9
WIIZ	Blackville	C2	97.9	50.0		433 c	NicWild Comm Inc	96	9610		Urban	450	0.95	2.8	2.9	2.3	2.0	2.0	2.0	3.5	3.8	4.3
WSLT	Clearwater	A	98.3	2.8		486 a	Beasley Bcst Group	87	0104	d1	Soft AC	600	0.95	3.7	3.8	2.3	3.5	5.7	4.4	4.4	3.0	3.6
WKXC	Aiken	C2	99.5	24.0		712 a	Beasley Bcst Group	66	0104	d1	Country	2,325	1.33	10.3	11.0	8.0	8.0	10.5	10.4	9.4	8.1	7.9
WTHB	Waynesboro	A	100.9	6.0		328 c	Radio One Inc	75	0006	g3	Black Gospl	75		0.8	2.4	0.4	0.8	0.4	0.2	0.2	0.2	0.9
WTHO	Thomson	A	101.7	5.1		354 d	Camellia City Comm	71	9302	c1	Country	150	0.80	1.1	0.9	1.1	0.6	0.5	1.5	0.6	0.3	1.1
WEKL	Augusta	A	102.3	1.5		666 b	Clear Channel Comm	67	0101	sw	Clsc Rock	1,300	1.34	5.7	5.8	3.6	5.3	6.2	6.0	5.2	4.3	3.6
WAJY	New Ellenton	A	102.7	6.0	cp	328 a	Beasley Bcst Group	90	9502		Adlt Stndrd	450	0.59	4.5	2.5	4.0	2.9	3.2	2.9	2.7	2.5	2.1
WFXA	Augusta	A	103.1	6.0		302 c	Radio One Inc	68	0006	g3	Urban	1,500	1.04	8.5	5.2	6.9	6.3	9.6	6.0	5.8	7.8	10.8
WBBQ	Augusta	C	104.3	100.0		1001 b	Clear Channel Comm	55	0101	sw	AC	1,550	1.14	8.0	3.3	5.3	7.2	5.3	5.8	7.3	7.8	6.8
WZNY	Augusta	C	105.7	100.0		1217 b	Clear Channel Comm	52	0101	sw	CHR	1,300	1.01	7.6	5.1	5.3	6.5	9.4	7.1	7.3	8.1	8.7
WPRW	Martinez	C2	107.7	24.5		577 b	Clear Channel Comm	93	0101	sw	Urban	1,000	0.57	10.3	7.4	9.2	6.7	6.9	7.1	7.1	6.0	3.8
# FM Stations -				19	# Combos -				18	FM TOTALS				86.3	69.3	66.1	67.8	78.4	68.9	69.5	67.2	69.8

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WGAC	Augusta	B	580	5.0	0.84	a	Beasley Bcst Group	40	9205		na	News/Talk	1,550	1.18	7.7	5.8	5.5	6.5	4.4	9.5	6.1	6.5	6.4
WFAM	Augusta	D	1050	5.0	0.00		Wilkins Comm	52	9701	330		Chrst/Talk	300			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WJES	Saluda	D	1190	0.4	0.00	e	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	9403	200	e	Talk/Gospl	150			0.0	0.0	0.0	0.4	0.5	0.0	0.5	0.0
WTWA	Thomson	C	1240	1.0	1.00	d	Camellia City Comm	48	9302		c1	AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WINZ	Augusta	C	1340	1.0	1.00	b	Clear Channel Comm	47	0101		sw	Sports	75		0.3	0.5	0.0	0.4	0.0	0.0	1.0	0.0	0.0
WGUS	North Augusta	D	1380	4.0	0.07	b	Clear Channel Comm	58	0101		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	150	0.88	1.0	0.7	0.4	1.2	0.4	1.1	0.6	1.4	0.8
WTHB	Augusta	D	1550	5.0	0.00	c	Radio One Inc	60	0006		g3	Gospel	150	0.35	2.5	1.4	2.3	1.6	1.4	2.7	2.3	4.1	2.6
WKZK	North Augusta	D	1600	0.5	0.00		Gospel Radio Inc	62	8309	190		Gospel	350	1.03	2.0	1.1	1.5	1.6	2.3	1.3	1.9	2.6	1.7
WTEL	Augusta	B	1630	10.0	1.00	a	Beasley Bcst Group	00				Sports			0.1	0.4	0.0	0.2	0.0	0.4	0.0	0.0	0.0
# AM Stations -				11	# Combos -				8	AM TOTALS				13.6	9.9	9.7	11.5	8.9	15.5	11.9	15.1	11.5	
AM & FM Stations Profiled -				30	# Duopolies -				11	Total Local Commercial Share					79.2	75.8	79.3	87.3	84.4	81.4	82.3	81.3	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 110

Revenue Rank: 96

# Roanoke-Lynchburg, VA Market Overview



### Metro Counties / Population (000)

Amherst, VA	32.7
Appomattox, VA	13.9
Bedford, VA	63.3
Bedford city, VA	6.0
Botetourt, VA	31.6
Campbell, VA	51.8
Lynchburg city, VA	65.3
Roanoke, VA	87.3
Roanoke city, VA	94.8
Salem city, VA	25.0
<b>Total</b>	<b>471.7</b>

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

<b>ESTIMATED GROSS REVENUES</b> ★	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>Δ 97 - 02</b>
	\$16,500	\$18,300	\$20,800	\$22,300	\$20,500	\$21,600	5.5%
	<b>Δ 01 - 02</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>Δ 02 - 07</b>
	5.4%	\$22,700	\$24,300	\$25,600	\$27,000	\$28,400	5.7%
<b>Revenue/Retail Sales</b>	<b>1997</b>	<b>2002</b>	<b>2007</b>	<b>Est. Breakout</b>			
<b>Revenue/Capita</b>	NA <sup>1/</sup>	\$3.18/1,000	\$3.43/1,000	Local	90%		
	\$36.68	\$45.79	\$58.03	National	10%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<b>1997</b>	<b>2002</b>	<b>Growth Rate</b>	<b>2002</b>	<b>2007</b>	<b>Growth Rate</b>
MSA Population	449.8	471.7	1.0%	471.7	489.4	0.7%
Households	176.7	192.3	1.7%	192.3	203.1	1.1%
Retail Sales	NA <sup>1/</sup>	6,784.6	NA <sup>1/</sup>	6,784.6	8,287.0	4.1%
EBI <sup>2/</sup>	6,748.9	8,052.1	3.6%	8,052.1	10,061.8	4.6%

### Demographic Breakdown

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	224.9	35.8	19.3	19.3	28.1	35.0	35.1	52.3
Women (000)	246.8	34.0	18.4	22.1	29.3	36.7	37.1	69.2
<b>Total</b>	<b>471.7</b>	<b>69.7</b>	<b>37.7</b>	<b>41.4</b>	<b>57.5</b>	<b>71.7</b>	<b>72.2</b>	<b>121.5</b>
Percentage	100.0%	14.8%	8.0%	8.8%	12.2%	15.2%	15.3%	25.8%
Per Capita	\$ 17,071	Median Household		\$ 34,673	Avg Household		\$ 41,872	
Ethnic Population:	White 81.4%	Black 15.7%	Asian 1.1%	Hispanic 1.1%				

### Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	8	1	9	12	18	19	37
Tot 12+	15.7	2.8	50.0	63.0	68.5	8.8	77.3
Avg 12+	2.0	2.8	5.6	5.3	3.8	0.5	2.1
Tot LCS	20.3	3.6	64.7	81.5	88.6	11.4	100.0
Avg LCS	2.5	3.6	7.2	6.8	4.9	0.6	2.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WXLK	Roanoke	C	92.3	88.0	2051	e	Wheeler, Mel	60	9702	7,500	d3	CHR	2,200	1.14	8.9	7.9	7.0	6.5	6.0	6.2	5.9	7.9	6.8
• WSNV	Salem	A	93.5	5.8	98	g	Clear Channel Comm	69	0008		g	AC	1,175	2.09	2.6	3.2	2.5	1.4	1.7	2.6	3.6	3.1	4.0
WSLC	Roanoke	C	94.9	100.0	1982	e	Wheeler, Mel	48	0005	6,500	d4	Country	1,100	0.49	10.3	7.6	8.7	7.0	6.2	5.0	4.5	3.4	2.6
WROV	Martinsville	C1	96.3	14.0	2077	g	Clear Channel Comm	50	0008		g	AOR	3,200	1.29	11.5	9.3	7.6	9.9	9.8	8.6	7.6	9.8	7.0
WZZU	Lynchburg	C3	97.9	0.6	1926	b	Travis Broadcasting	70	9907	1,150	nc	Oldies	275	0.91	1.4	1.9	1.1	1.0	0.7	0.5	1.8	2.4	2.2
WSLO	Roanoke	C	99.1	200.0	1992	e	Wheeler, Mel	47				AC	3,875	1.33	13.5	10.2	11.9	8.7	10.4	11.4	9.7	8.6	9.1
WVBE	Lynchburg	C3	100.1	20.0	328	e	Wheeler, Mel	48	9704		d3	Rhythm/Blue	800	0.95	3.9	3.9	2.6	3.3	1.8	0.2	0.0	0.0	0.0
WZZI	Vinton	A	101.5	0.5	784	b	Travis Broadcasting	95	0002	1,300		Modern Rock	450	0.43	4.8	1.1	2.5	4.8	2.7	4.1	3.2	2.5	1.3
WJJX	Lynchburg	A	101.7	3.4	289	g	Clear Channel Comm	64	0008		g	AC/Top40	475	1.16	1.9	1.4	1.9	1.0	1.8	1.0	1.4	1.7	2.3
WMJA	Appomattox	B	102.7	22.0	745	g	Clear Channel Comm	89	0008		g	70&80/AC	500	0.77	3.0	2.8	1.7	2.9	2.5	2.1	1.6	1.5	2.8
WMGR	Roanoke	C3	104.9	3.1	925	g	Clear Channel Comm	92	0008		g	70&80/AC	900	1.54	2.7	1.9	2.6	1.5	5.2	1.6	2.9	2.4	3.3
WBRW	Blacksburg	C3	105.3	12.0	479		New River Valley Rad	64	9906		1	Clisc Rock	n/a		0.4	0.4	0.6	0.0	0.5	0.3	0.0	0.0	0.0
WKDE	Altavista	A	105.5	6.0	328	c	DJ Bcstg Inc	69	9201	375	c1	Country	150	0.58	1.2	0.7	0.9	1.0	1.0	0.5	0.4	0.4	0.7
• WLNI	Lynchburg	A	105.9	6.0	266		Burns Media Stratgis	93	9805	700		Talk	450	0.87	2.4	2.8	1.5	2.2	1.7	1.6	1.4	1.9	1.7
WJJS	Vinton	A	106.1	6.0 cp	95	g	Clear Channel Comm	94	0008		g	AC/Top40	1,000	0.69	6.7	5.4	5.1	5.1	6.8	5.7	5.4	5.2	4.1
WBWR	Bedford	A	106.9	0.3	1276		Hammond Radio Ptrs	92	0010	925	1	Clisc Rock	100		0.7	1.1	0.6	0.5	0.8	1.6	2.5	2.9	4.0
WTTX	Appomattox	A	107.1	1.7	427	d	CLL Inc	76	8812	350	c2	Religion			0.9	0.0	0.8	0.5	0.0	0.5	0.9	0.0	0.0
WYYD	Amherst	C1	107.9	20.5	1768	g	Clear Channel Comm	81	0008		g	Country	2,550	1.26	9.4	6.9	7.2	7.2	8.0	11.7	13.8	9.8	10.3
# FM Stations -					18	# Combos -					15	FM TOTALS			86.2	68.5	66.8	64.5	67.6	65.2	66.6	63.5	62.2

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 110

Revenue Rank: 96

# Roanoke-Lynchburg, VA Market Overview



### Metro Counties / Population (000)

Amherst, VA	32.7
Appomattox, VA	13.9
Bedford, VA	63.3
Bedford city, VA	6.0
Botetourt, VA	31.6
Campbell, VA	51.8
Lynchburg city, VA	65.3
Roanoke, VA	87.3
Roanoke city, VA	94.8
Salem city, VA	25.0
<b>Total</b>	<b>471.7</b>

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

<b>ESTIMATED GROSS REVENUES</b> ★	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>Δ 97 - 02</b>
	\$16,500	\$18,300	\$20,800	\$22,300	\$20,500	\$21,600	5.5%
	<b>Δ 01 - 02</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>Δ 02 - 07</b>
	5.4%	\$22,700	\$24,300	\$25,600	\$27,000	\$28,400	5.7%
Revenue/Retail Sales	<b>1997</b>	<b>2002</b>	<b>2007</b>	<b>Est. Breakout</b>			
Revenue/Capita	NA <sup>1/</sup>	\$3.18/1,000	\$3.43/1,000	Local	90%		
	\$36.68	\$45.79	\$58.03	National	10%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<b>1997</b>	<b>2002</b>	<b>Growth Rate</b>	<b>2002</b>	<b>2007</b>	<b>Growth Rate</b>
MSA Population	449.8	471.7	1.0%	471.7	489.4	0.7%
Households	176.7	192.3	1.7%	192.3	203.1	1.1%
Retail Sales	NA <sup>1/</sup>	6,784.6	NA <sup>1/</sup>	6,784.6	8,287.0	4.1%
EBI <sup>2/</sup>	6,748.9	8,052.1	3.6%	8,052.1	10,061.8	4.6%

### Demographic Breakdown

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	224.9	35.8	19.3	19.3	28.1	35.0	35.1	52.3
Women (000)	246.8	34.0	18.4	22.1	29.3	36.7	37.1	69.2
Total	471.7	69.7	37.7	41.4	57.5	71.7	72.2	121.5
Percentage	100.0%	14.8%	8.0%	8.8%	12.2%	15.2%	15.3%	25.8%
Per Capita	\$ 17,071	Median Household		\$ 34,673	Avg Household		\$ 41,872	
Ethnic Population:	White 81.4%	Black 15.7%	Asian 1.1%	Hispanic 1.1%				

### Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	8	1	9	12	18	19	37
Tot 12+	15.7	2.8	50.0	63.0	68.5	8.8	77.3
Avg 12+	2.0	2.8	5.6	5.3	3.8	0.5	2.1
Tot LCS	20.3	3.6	64.7	81.5	88.6	11.4	100.0
Avg LCS	2.5	3.6	7.2	6.8	4.9	0.6	2.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Blacksburg.

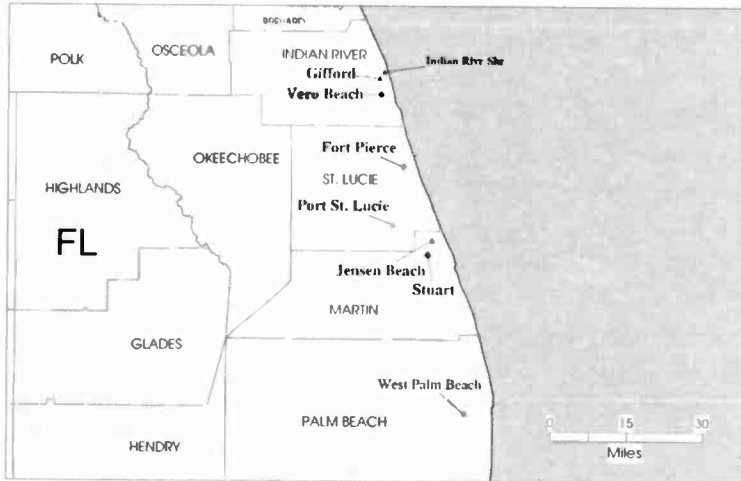
AM Stations		ARB 12+ Metro Shares (see rights)																						
Calls	City of License	FCC Class	Freq	Day	Night	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	Fall				Spring						
				Power (kW)	Power (kW)						C	Owner		Revenue (000)1/	Power Ratio	2002	2002	2001	2001	2000	2000	1999	1999	
WLVA	Lynchburg	B	590	5.0	1.00	30	0206			News	50		0.0	0.0	0.0	1.7	0.5	0.0	0.0	1.0				
WVBE	Roanoke	B	610	5.0	1.00	40	7610			Country	50	0.4	0.7	0.6	0.0	0.2	0.7	2.0	2.9	2.6				
WCQV	Moneta	D	880	0.9	0.00	a	Perception Media Grp	91	9906	na	Adlt Stndrd	50		0.0	0.0	0.0	0.0	0.0	0.0	0.0				
WWWR	Roanoke	D	910	1.0	0.08	a	Perception Media Grp	57	9104	150	Gospel	150	0.9	0.0	0.0	1.4	0.5	0.5	0.5	0.9	0.8			
WLLL	Lynchburg	D	930	10.0 cp	0.05		Hubbards Ad Agency	63	9602	28	Gospel	125	0.24	2.4	1.6	2.6	1.0	3.2	1.9	3.2	3.4	5.5		
WFIR	Roanoke	B	960	5.0	5.00	e	Wheeler, Mel	24	0005		d4 News/Talk	1,000	0.77	6.0	4.7	3.8	5.3	3.5	4.7	3.1	5.0	3.1		
WNRV	Narrows-Pearisb	D	990	5.0	0.00	a	Perception Media Grp	53	9907		na Gospel	100		0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0		
WKDE	Altavista	D	1000	1.0	0.00	c	DJ Bcstg Inc	62	9201		c1 News			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WBRG	Lynchburg	D	1050	1.0	0.10		Tri-County Bcstg Inc	56	6707			Nws/Tlk/Spt		0.0	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	g	Clear Channel Comm	46	0008		g	Sprts/Talk	300	0.99	1.4	0.7	1.1	1.0	0.7	0.5	0.4	0.5	0.0	
WWAR	Appomattox	D	1280	1.0	0.00	d	OneCom Inc	74	0202	30		Gospel			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WVGM	Lynchburg	D	1320	1.0	0.02	g	Clear Channel Comm	62	0008		g	Sprts/Talk	75		0.6	0.2	0.6	0.3	0.0	0.2	0.2	0.2	0.8	
WBLT	Bedford	D	1350	1.0	0.05		Bedford Bcstg Co	50				Adlt Stndrd			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WKPA	Lynchburg	D	1390	4.7 cp	0.03	f	Moran, David H	88				Gospel			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WRIS	Roanoke	D	1410	5.0	0.07		WRIS LLC	53	6405	117		Inspiration			0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.5		
WAMV	Amherst	D	1420	2.2	0.05		Community First Bcst	76	8801	50		BGs/Gsp/Cty			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WTOY	Salem	D	1480	5.0	0.02		Ward Bcstg Corp	56	8711	375		Urban/Gospl	400	0.88	2.1	0.9	1.1	2.1	0.0	0.5	0.7	0.9	0.0	
WKBA	Vinton	D	1550	10.0	0.00	f	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 -		19	# Combos -		11	AM TOTALS				13.9	8.8	9.8	11.3	10.5	9.5	10.1	13.8	14.3		
				AM & FM Stations Profiled -		37	# Duopolies -		11	Total Local Commercial Share														
													77.3	76.6	75.8	78.1	74.7	76.7	77.3	76.5				

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 111

Revenue Rank: 222

# Ft. Pierce-Stuart-Vero Beach, FL Market Overview



### Metro Counties / Population (000)

Indian River, FL	120.5
Martin, FL	132.9
St. Lucie, FL	202.3
<b>Total</b>	<b>455.7</b>

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

<b>ESTIMATED GROSS REVENUES</b> ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$10,000	\$8,800	\$7,500	\$7,100	\$6,700	\$7,100	-6.6%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.0%	\$7,500	\$8,000	\$8,400	\$8,900	\$9,400	5.7%

	1997	2002	2007	<b>Est. Breakout</b>
Revenue/Retail Sales	NA <sup>1/</sup>	\$1.34/1,000	\$1.45/1,000	Local 90%
Revenue/Capita	\$25.18	\$15.58	\$18.39	National 10%

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	<b>Growth Rate</b>	2002	2007	<b>Growth Rate</b>
MSA Population	397.1	455.7	2.8%	455.7	511.2	2.3%
Households	159.8	192.2	3.8%	192.2	218.5	2.6%
Retail Sales	NA <sup>1/</sup>	5,290.7	NA <sup>1/</sup>	5,290.7	6,476.4	4.1%
EBI <sup>2/</sup>	6,795.0	9,315.7	6.5%	9,315.7	12,289.6	5.7%

### Demographic Breakdown

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	222.0	30.5	17.4	15.2	21.7	30.3	28.6	78.2
Women (000)	233.7	29.1	16.2	12.9	21.2	31.1	30.1	93.2
Total	455.7	59.6	33.6	28.1	42.9	61.4	58.7	171.4
Percentage	100.0%	13.1%	7.4%	6.2%	9.4%	13.5%	12.9%	37.6%
Per Capita	\$ 20,442			Median Household	\$ 35,503		Avg Household	\$ 48,467
Ethnic Population:	White 84.1%	Black 10.6%	Asian 0.9%				Hispanic 8.1%	

### Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	2		10	10	12	6	18
Tot 12+	1.7		55.0	55.0	56.7	2.8	59.5
Avg 12+	0.9		5.5	5.5	4.7	0.5	3.3
Tot LCS	2.9		92.4	92.4	95.3	4.7	100.0
Avg LCS	1.4		9.2	9.2	7.9	0.8	5.6

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

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

## FM Stations

Calls	City of License	FCC Class	Power Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)																	
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999										
• WAVV	Stuart	C2	92.7	50.0	cp	482	c Clear Channel Comm	64	0008		g1	Country	750	1.76	6.0	5.4	3.5	3.3	3.2	2.5	2.1	2.1	2.3										
WGYL	Vero Beach	C2	93.7	50.0		479	b Treasure/Space Coast	70	0007	5,150	c1	AC	1,125	2.01	7.9	4.7	4.5	4.5	2.2	5.6	3.8	3.6	3.2										
• WSYR	Gifford	C3	94.7	22.5	cp	351	c Clear Channel Comm	94	0008			Talk	n/a		7.9	5.0	5.7	3.4	5.3	6.1	5.7	4.8	5.2										
WLDI	Fort Pierce	C1	95.5	100.0	cp	925	b Clear Channel Comm	69	9808			CHR	n/a		8.0	3.4	4.9	4.3	8.5	6.6	6.8	7.6	6.9										
WOSN	Indian River	C3	97.1	23.0		348	b Treasure/Space Coast	96	0008	4,100		Adlt Stndrd	950	0.64	21.0	10.6	13.1	10.9	12.1	12.5	12.0	12.2	10.3										
WKGR	Fort Pierce	C1	98.7	100.0		974	Clear Channel Comm	61	9712			Clsc Rock	n/a		9.3	5.7	5.4	5.2	4.6	3.9	3.4	6.1	4.3										
• WGNX	Vero Beach	C2	99.7	26.0	cp	440	b Treasure/Space Coast	95	9807		st	Rock	350	1.05	4.7	3.5	1.5	3.8	3.7	1.0	1.6	3.3	3.1										
WHLG	Port St. Lucie	A	101.3	6.0		299	Horton Bcstg Co	99				AC	325	1.39	3.3	1.7	1.3	2.4	2.4	2.5	2.7	3.4	1.4										
• WCZR	Vero Beach	A	101.7	4.2		394	c Clear Channel Comm	79	0008		g1	Talk/Rock	200	2.17	1.3	0.0	0.5	1.0	0.0	0.5	0.5	0.4	1.4										
WMBX	Jensen Beach	C1	102.3	100.0	cp	974	Infinity Bcstg	80	0102			CHR	n/a		8.3	6.5	5.0	4.5	1.5	2.9	3.9	3.3	2.9										
WQOL	Vero Beach	C2	103.7	50.0		476	c Clear Channel Comm	86	0008		g1	Oldies	650	1.70	5.4	6.7	2.7	3.4	2.0	3.9	2.7	3.8	3.2										
WFLM	White City	C3	104.7	17.5	cp	390	Midway Bcstg Co	93				Urban AC	1,225	2.21	7.8	3.5	4.2	4.7	4.8	5.4	9.7	5.3	6.7										
# FM Stations -					12					# Combos -					8					FM TOTALS					90.9	56.7	52.3	51.4	50.3	53.4	54.9	55.9	50.9

## AM Stations

Calls	City of License	FCC Class	Power Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)																	
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999										
WJNX	Fort Pierce	B	1330	5.0	1.00	c	Clear Channel Comm	52	9808		d1	News/Talk	350	2.05	2.4	0.8	1.5	1.2	0.5	0.7	0.7	0.7	0.7	0.7									
WAXE	Vero Beach	D	1370	1.0	0.07	c	Clear Channel Comm	54	0008		g1	News/Talk	175	1.23	2.0	0.5	1.8	0.5	0.9	0.5	0.9	1.3	1.1										
WIRA	Fort Pierce	C	1400	1.0	1.00	a	Port St Lucie Bcstrs	46	0108	350		News/Talk	200	2.17	1.3	0.0	1.2	0.3	0.3	0.0	0.0	0.0	0.0										
WSTU	Stuart	C	1450	1.0	1.00	a	Port St Lucie Bcstrs	54	0203	500		BusNw/Sprts	200		0.6	0.8	0.0	0.7	1.0	0.3	0.5	0.3	0.9										
WTTB	Vero Beach	C	1490	1.0	1.00	b	Treasure/Space Coast	54	0007	5,150	c1	Oldies	50			0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0										
WPSL	Port St. Lucie	D	1590	5.0	0.06	a	Port St Lucie Bcstrs	85	9304	200		Nws/TIK/Spt	550	2.67	2.9	0.7	1.7	1.6	3.1	2.0	2.3	1.8	1.8										
# AM Stations -					6					# Combos -					6					AM TOTALS					9.2	2.8	6.2	4.3	5.8	3.5	5.1	4.1	4.5
AM & FM Stations Profiled -					18					# Duopolies -					7					Total Local Commercial Share					59.5	58.5	55.7	56.1	56.9	60.0	60.0	55.4	

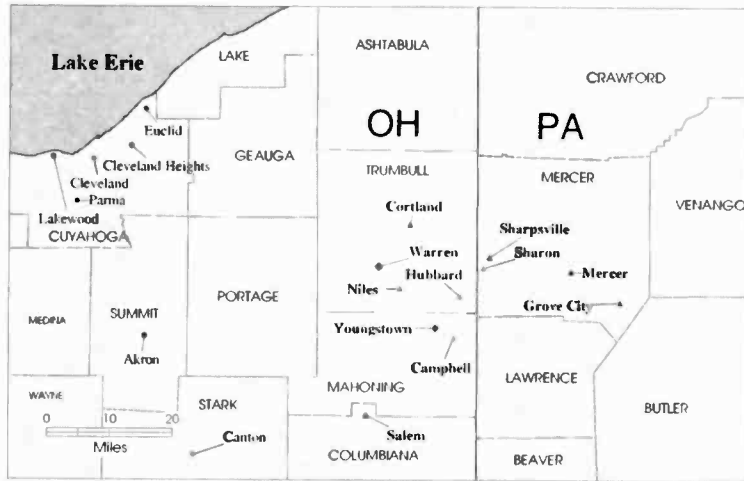
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 112

Revenue Rank: 85

# Youngstown - Warren, OH Market Overview



**Metro Counties / Population (000)**

Mahoning, OH	253.6
Trumbull, OH	223.1
<b>Total</b>	<b>476.7</b>

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

<b>ESTIMATED GROSS REVENUES</b> ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$16,900	\$19,000	\$21,500	\$24,100	\$20,400	\$24,000	7.2%
***	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	17.6%	\$25,100	\$26,400	\$27,400	\$28,900	\$30,400	4.9%
Revenue/Retail Sales	1997	2002	2007	<b>Est. Breakout</b>			
Revenue/Capita	NA <sup>1/</sup>	\$4.22/1,000	\$4.81/1,000	Local	89%		
	\$34.70	\$50.35	\$65.62	National	11%		

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	487.0	476.7	-0.4%	476.7	463.3	-0.6%
Households	187.1	190.7	0.4%	190.7	189.2	-0.2%
Retail Sales	NA <sup>1/</sup>	5,687.1	NA <sup>1/</sup>	5,687.1	6,323.7	2.1%
EBI <sup>2/</sup>	6,752.3	7,246.7	1.4%	7,246.7	8,187.5	2.5%

**Demographic Breakdown**

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	228.6	37.2	20.6	19.9	27.2	33.8	35.0	54.8
Women (000)	248.1	35.9	20.0	19.3	27.2	35.5	36.8	73.5
Total	476.7	73.1	40.5	39.2	54.4	69.3	71.9	128.3
Percentage	100.0%	15.3%	8.5%	8.2%	11.4%	14.5%	15.1%	26.9%
Per Capita	\$ 15,203	Median Household		\$ 31,535	Avg Household		\$ 37,994	
Ethnic Population:	White 84.9%	Black 12.4%	Asian 0.5%	Hispanic 2.1%				

**Market Summary**

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5	6		9	11	12	23
Tot 12+	16.9	42.1		58.2	59.0	17.4	76.4
Avg 12+	3.4	7.0		6.5	5.4	1.5	3.3
Tot LCS	22.1	55.1		76.2	77.2	22.8	100.0
Avg LCS	4.4	9.2		8.5	7.0	1.9	4.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# Competitive Overview

Some stations also rated in Canton.

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
															Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999		
WNCD	Youngstown	B	93.3	50.0	279	c	Clear Channel Comm	59	9911	p	g4	1	Clisc Rock	2,275	1.04	9.1	6.7	6.7	7.2	6.7	6.9	6.2	6.3	6.4
WICT	Grove City	B	95.1	17.0	804	c	Clear Channel Comm	62	9911	p	g4	1	Country	650	1.00	2.7	1.9	2.1	2.1	1.9	1.6	2.1	1.9	1.4
WAKZ	Sharpsville	A	95.9	3.0	328	c	Clear Channel Comm	76	9911	p	g4	1	CHR	1,075	0.88	5.1	5.4	4.9	2.9	4.0	2.6	1.4	1.9	1.7
WLLF	Mercer	A	96.7	1.4	486	b	Cumulus Bcstg Inc	85	0010		g		Smooth Jazz	100	0.22	1.9	0.8	1.3	1.6	1.3	1.8	1.3	1.3	1.0
WMXY	Youngstown	B	98.9	5.9	1371	c	Clear Channel Comm	47	9905		g1	1	Mix AC	2,000	0.88	9.5	8.1	7.4	7.2	8.1	7.4	7.9	6.5	6.1
WHOT	Youngstown	B	101.1	24.5	705	b	Cumulus Bcstg Inc	59	0010		g		CHR	2,700	1.29	8.7	7.5	7.4	5.9	8.4	9.5	9.3	11.5	9.1
WRBP	I lubbard	A	101.9	3.0	328	a	Stop 26-Riverbend	93					Urban AC	300	0.25	5.0	4.6	2.6	5.0	3.0	1.1	3.5	3.0	3.9
WYFM	Sharon	B	102.9	33.0	604	b	Cumulus Bcstg Inc	47	0010		g		Clisc Hits	3,650	1.62	9.4	8.0	7.7	6.7	7.5	7.4	7.1	8.1	7.3
WWIZ	Mercer	A	103.9	3.0	299	b	Cumulus Bcstg Inc	72	0010		g		Oldies	175			0.0	0.0	0.0	0.5	0.3	0.0	0.0	0.0
WQXK	Salem	B	105.1	88.0	430	b	Cumulus Bcstg Inc	58	0010		g		Country	4,100	1.27	13.5	9.9	11.4	9.3	11.3	11.8	13.4	9.8	11.2
WBBG	Niles	A	106.1	3.0	328	c	Clear Channel Comm	59	9905		g1	1	Oldies	1,550	1.01	6.4	6.1	4.7	5.1	5.4	5.7	7.4	5.8	8.0
# FM Stations -				11	# Combos -				11	FM TOTALS				71.3	59.0	56.2	53.0	58.1	56.1	59.6	56.1	56.1		

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
WKBN	Youngstown	B	570	5.0	5.00	c	Clear Channel Comm	26	9905		g1	1	News/Talk	3,000	0.81	15.4	8.5	11.1	12.4	11.6	9.0	9.3	9.0	9.1
WSOM	Salem	D	600	1.0	0.05	b	Cumulus Bcstg Inc	65	0010		g		Oldies	250	0.33	3.2	2.9	2.3	2.6	2.2	3.2	2.1	1.9	2.9
WPIC	Sharon	D	790	1.0	0.05	b	Cumulus Bcstg Inc	38	0010		g		News/Talk	375		0.8	0.5	0.7	0.6	0.6	0.5	0.8	0.7	0.6
WKTX	Cortland	D	830	1.0	0.00		Kossanyi Family	85	9108	160			Varty/Ethnc	200	0.69	1.2	0.8	1.3	0.5	0.5	0.0	0.3	0.3	0.0
WBBW	Youngstown	C	1240	1.0	1.00	b	Cumulus Bcstg Inc	49	0010		g		Sports	350	1.33	1.1	1.0	0.7	1.0	0.8	1.3	0.6	0.7	0.4
• WASN	Campbell	B	1330	0.5	1.00	a	Stop 26-Riverbend	55	0211	p	48	d	DARK			0.7	0.0	0.0	1.0	0.5	0.6	0.5	0.0	0.6
WNIO	Youngstown	B	1390	9.5	4.80	c	Clear Channel Comm	39	9911	p	g4	1	Nostalgia	400	0.38	4.4	2.1	3.3	3.5	2.9	3.2	2.7	2.4	2.2
WHKW	Warren	B	1440	5.0	5.00		Salem Comm Corp	41	0107	675			Chrst/Talk	500			0.0	0.0	0.0	0.0	0.3	1.7	1.9	1.7
WLOA	Farrell	B	1470	1.0	0.50	c	Holy Family Comm	54	0302	350			Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WGFT	Youngstown	D	1500	0.5	0.00		Esquire Comm Inc	76	9509	250			Chrst/Talk	150	0.33	1.9	1.6	1.3	1.6	1.8	1.9	0.6	1.9	1.5
WRTK	Niles	D	1540	0.5	0.00	c	D & E	63	0105		d1	1	Clisc Rock	150			0.0	0.0	0.0	0.0	0.0	0.0	2.4	3.4
WANR	Warren	D	1570	0.5	0.12		Beacon Broadcasting	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 -				8	AM TOTALS				28.7	17.4	20.7	23.2	20.9	20.0	18.6	21.2	22.4		
AM & FM Stations Profiled -				23	# Duopolies -				7	Total Local Commercial Share				76.4	76.9	76.2	79.0	76.1	78.2	77.3	78.5			

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 113

Revenue Rank: 207

# Morristown, NJ Market Overview



### Metro Counties / Population (000)

Morris, NJ	478.8
	478.8

### Market Radio Financials

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

<b>ESTIMATED GROSS REVENUES</b> ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	N/A	N/A	\$7,000	\$7,400	\$6,400	\$7,900	
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	23.4%	\$8,400	\$8,900	\$9,400	\$9,900	\$10,400	5.7%
Revenue/Retail Sales	1997	2002	2007	<b>Est. Breakout</b>			
Revenue/Capita	NA <sup>1/</sup>	\$0.71/1,000	\$0.64/1,000	Local	75%		
	N/A	\$16.50	\$20.77	National	25%		

### Demographic and Economic Overview

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

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	451.8	478.8	1.2%	478.8	500.8	0.9%
Households	159.8	173.5	1.7%	173.5	183.3	1.1%
Retail Sales	NA <sup>1/</sup>	11,056.4	NA <sup>1/</sup>	11,056.4	16,373.5	8.2%
EBI <sup>2/</sup>	11,134.6	15,862.2	7.3%	15,862.2	21,859.1	6.6%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	234.1	41.5	19.2	16.0	31.1	42.0	36.7	47.6
Women (000)	244.7	39.1	18.2	15.2	31.7	43.0	39.1	58.5
Total	478.8	80.6	37.4	31.2	62.8	85.0	75.8	106.1
Percentage	100.0%	16.8%	7.8%	6.5%	13.1%	17.8%	15.8%	22.2%
Per Capita	\$ 33,126	Median Household		\$ 68,518	Avg Household		\$ 91,424	
Ethnic Population:	White 86.6%	Black 2.8%	Asian 6.7%	Hispanic 8.3%				

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1			1	1	4	5
Tot 12+	4.6			4.6	4.6	3.3	7.9
Avg 12+	4.6			4.6	4.6	0.8	1.6
Tot LCS	58.2			58.2	58.2	41.8	100.0
Avg LCS	58.2			58.2	58.2	10.4	20.0

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in New 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)												
															Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999					
WDHA	Dover	A	105.5	1.0	574	b	Greater Media	61	0107		g1	AOR	6,200	1.24	63.2	4.6	5.8	4.7	7.1	5.2	4.5	6.5	5.2				
# FM Stations -															1	# Combos -		0	FM TOTALS								
															63.2	4.6	5.8	4.7	7.1	5.2	4.5	6.5	5.2				

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)																
															Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999									
● WKMB	Stirling	D	1070	0.3	0.00	King's Temple Minist	72	0209 p	400		Country	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
WWTR	Bridgewater	D	1170	0.2	0.00	b	Greater Media	71	0107		Nostalgia				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0								
WMTR	Morristown	B	1250	5.0 cp	7.00	a	Greater Media	48	0107		g1	Nostalgia	1,600	0.55	36.8	3.3	2.6	3.5	4.9	3.4	5.5	4.0	3.7								
WXMC	Parsippany-Troy	D	1310	1.0	0.09	Chladek, James	73	9301	200		Span/Varty	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
# AM Stations -															4	# Combos -		1	AM TOTALS												
AM & FM Stations Profiled -															5	# Duopolies -		1	Total Local Commercial Share												
															36.8	3.3	2.6	3.5	4.9	3.4	5.5	4.1	3.7	7.9	8.4	8.2	12.0	8.6	10.0	10.6	8.9

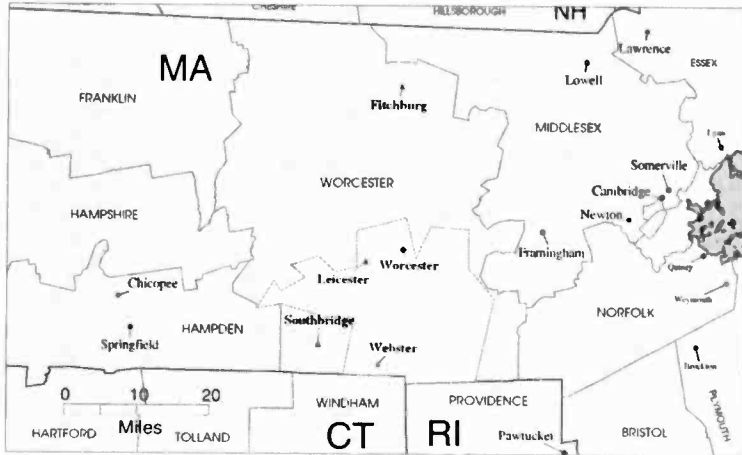
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 114

Revenue Rank: 146

# Worcester, MA Market Overview



Metro Counties / Population (000)

Worcester, MA	475.1
	475.1

## Market Radio Financials

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

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$11,100	\$12,400	\$14,400	\$14,700	\$12,300	\$13,300	3.7%
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	8.1%	\$14,100	\$15,000	\$15,900	\$16,700	\$17,600	5.7%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA <sup>1/</sup>	\$2.05/1,000	\$1.99/1,000	Local	70%		
Revenue/Capita	\$24.50	\$27.99	\$36.08	National	30%		

## Demographic and Economic Overview

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

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	453.0	475.1	1.0%	475.1	487.8	0.5%
Households	168.0	180.4	1.4%	180.4	187.2	0.7%
Retail Sales	NA <sup>1/</sup>	6,489.8	NA <sup>1/</sup>	6,489.8	8,827.8	6.3%
EBI <sup>2/</sup>	7,147.3	8,948.2	4.6%	8,948.2	11,103.9	4.4%

## Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	231.8	41.2	21.1	20.3	31.0	40.1	33.7	44.4
Women (000)	243.3	39.0	19.7	20.3	31.9	40.0	33.9	58.5
Total	475.1	80.2	40.8	40.5	63.0	80.1	67.6	102.9
Percentage	100.0%	16.9%	8.6%	8.5%	13.3%	16.9%	14.2%	21.7%
Per Capita	\$ 18,834							
				Median Household	\$ 41,767		Avg Household	\$ 49,605
Ethnic Population:	White 89.0%	Black 2.9%	Asian 2.8%	Hispanic 7.1%				

## Market Summary

FM Classes	Class A	Class B	Class C	Viab. FMs	All FMs	All AMs	Total
# Stations	2	3		4	5	8	13
Tot 12+	5.2	26.8		30.7	32.0	10.5	42.5
Avg 12+	2.6	8.9		7.7	6.4	1.3	3.3
Tot LCS	12.2	63.1		72.2	75.3	24.7	100.0
Avg LCS	6.1	21.0		18.1	15.1	3.1	7.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Boston.

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WSRS	Worcester	B	96.1	16.5	863	b	Clear Channel Comm	40	0008		g	Lite Rock	6,700	1.57	32.1	13.4	14.0	14.1	13.5	13.9	15.4	15.6	13.9
WORC	Webster	A	98.9	1.9	410	a	Citadel Comm Corp	94	0002	24,500	d4	Oldies	650	1.69	2.9	1.3	1.8	0.8	1.4	1.2	1.0	1.5	1.4
WWFX	Southbridge	A	100.1	2.9	479	a	Citadel Comm Corp	68	0002		d4	Clsc Rock	925	0.97	7.2	3.9	3.2	3.1	3.9	2.1	3.7	3.3	5.1
WXLO	Fitchburg	B	104.5	37.0	564	a	Citadel Comm Corp	60	0002		d4	Hot AC	2,900	1.42	15.4	5.9	6.6	6.9	7.1	6.3	7.4	8.4	8.5
WAAF	Worcester	B	107.3	9.6 cp	1099	d	Entercom	61	9811			Rock	n/a		15.9	7.5	8.0	6.0	6.8	7.6	7.8	8.8	7.3
# FM Stations -					5	# Combos -					5	FM TOTALS			73.5	32.0	33.6	30.9	32.7	31.1	35.3	37.6	36.2

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WTAG	Worcester	B	580	5.0	5.00	b	Clear Channel Comm	24	0008		g	Nws/Tlk/Spt	1,350	0.70	14.6	5.4	5.9	6.9	9.1	8.5	7.9	6.7	7.7
WVNE	Leicester	D	760	25.0	0.00		Blount Comm Group	91				Christian	100	0.40	1.9	0.0	0.9	0.8	0.0	0.7	0.5	0.3	0.7
WCRN	Worcester	B	830	50.0 cp	5.00		Carter Bcstg Corp	94				Variety	125	0.27	3.5	1.7	1.4	1.7	3.0	0.0	0.0	0.0	0.0
WEEI	Boston	B	850	50.0	50.00	d	Entercom	26	9811			Sports	n/a		3.8	1.7	1.8	1.5	2.2	1.8	1.5	0.6	1.4
• WGFP	Webster	D	940	1.0	0.00	c	Just Because Inc	80	0211 p			Country	50			0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
WNEB	Worcester	C	1230	1.0	1.00		Grace Bcstg	46	9905	225		ChrsContem	50			0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0
• WORC	Worcester	B	1310	5.0	1.00	c	Chowder Bcst Grp LLC	25	9805	790		Talk	300		0.9	0.5	0.4	0.4	0.5	0.0	0.5	0.9	0.3
WVEI	Worcester	B	1440	5.0	5.00		Entercom	26	9811		g	Sports	150	0.66	1.7	1.2	0.9	0.6	0.7	0.9	0.5	0.8	0.9
# AM Stations -					8	# Combos -					4	AM TOTALS			26.4	10.5	11.3	11.9	15.5	12.3	10.9	9.4	11.0
AM & FM Stations Profiled -					13	# Duopolies -					2	Total Local Commercial Share			42.5	44.9	42.8	48.2	43.4	46.2	47.0	47.2	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

**Metro Rank: 115**

Revenue Rank: 155

# Lancaster, PA Market Overview



**Metro Counties / Population (000)**

Lancaster, PA	475.4
	475.4

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

<b>ESTIMATED GROSS REVENUES</b> ★★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$11,100	\$12,800	\$13,800	\$14,800	\$12,100	\$12,500	2.4%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	3.3%	\$13,100	\$14,000	\$14,700	\$15,500	\$16,300	5.5%
Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>			
Revenue/Capita	NA <sup>1/</sup>	\$1.91/1,000	\$2.04/1,000	Local	75%		
	\$24.58	\$26.29	\$33.30	National	25%		

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	451.5	475.4	1.0%	475.4	489.5	0.6%
Households	162.0	175.0	1.6%	175.0	182.2	0.8%
Retail Sales	NA <sup>1/</sup>	6,540.4	NA <sup>1/</sup>	6,540.4	7,991.2	4.1%
EBI <sup>2/</sup>	7,283.9	8,438.4	3.0%	8,438.4	10,298.8	4.1%

**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)	231.4	42.7	21.9	21.9	28.5	35.8	32.2	48.4
Women (000)	244.0	40.4	20.8	22.3	29.1	36.6	33.2	61.6
Total	475.4	83.1	42.7	44.3	57.7	72.4	65.3	110.0
Percentage	100.0%	17.5%	9.0%	9.3%	12.1%	15.2%	13.7%	23.1%
Per Capita	\$ 17,751	Median Household		\$ 40,891	Avg Household		\$ 48,210	
Ethnic Population:	White 91.1%	Black 2.9%	Asian 1.5%	Hispanic 6.0%				

**Market Summary**

<b>FM Classes</b>	<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	1	7		7	8	4	12
Tot 12+	1.1	48.4		48.4	49.5	1.9	51.4
Avg 12+	1.1	6.9		6.9	6.2	0.5	4.3
Tot LCS	2.1	94.2		94.2	96.3	3.7	100.0
Avg LCS	2.1	13.5		13.5	12.0	0.9	8.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Harrisburg, York & Reading.

## FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)									Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WHBO	Starview	A	92.7	1.4	682		Hall Communications	71	9512	See (106)		Oldies	n/a		3.1	1.1	1.1	2.1	2.8	2.8	2.1	1.8	3.3
WDAC	Lancaster	B	94.5	19.0	810		WDAC Radio Co Inc	59	8103	900	e	Christian	1,900	1.33	11.4	8.0	5.3	6.5	6.6	6.2	7.0	9.3	6.4
WLAN	Lancaster	B	96.9	50.0	499	b	Clear Channel Comm	48	9707	7,000	c1	CHR	2,700	1.19	18.1	8.7	11.5	7.3	8.7	8.2	11.3	10.4	10.2
WROZ	Lancaster	B	101.3	7.4	1243	a	Hall Communications	44				Soft Rock	2,900	1.81	12.8	6.5	7.8	5.5	5.5	9.2	6.9	6.9	4.4
WARM	York	B	103.3	6.4	1306		Susquehanna Radio	62				AC	n/a		12.8	7.4	5.3	8.0	7.0	7.9	4.4	6.0	5.1
• WIOV	Ephrata	B	105.1	11.0	1017	cp	Regent Comm	62	0302		g	Country	4,000	2.50	12.8	5.5	6.2	7.1	5.9	4.1	6.3	7.6	6.7
WQXA	York	B	105.7	25.0	705		Citadel Comm Corp	48	9707			AOR	n/a		17.2	7.6	8.8	9.0	8.1	6.2	6.7	6.1	6.7
WCAT	Hershey	B	106.7	14.0	929		Citadel Comm Corp	64	9707			Country	n/a		6.8	4.7	3.4	3.6	3.5	4.3	7.2	4.0	5.6
# FM Stations -			8			# Combos -			2			FM TOTALS		95.0	49.5	49.4	49.1	48.1	48.9	51.9	52.1	48.4	

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)	(kW)	(kW)								Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WLAN	Lancaster	B	1390	5.0	1.00	b	Clear Channel Comm	46	9707		c1	Sports	475	1.12	3.4	0.4	1.8	1.7	1.1	2.6	2.1	1.6	1.5	
WLPA	Lancaster	C	1490	0.6	0.00	a	Hall Communications	22	7702			Sports	100	0.50	1.6	1.5	0.9	0.8	1.5	0.7	1.2	0.8	0.5	
WVZN	Columbia	D	1580	0.5	0.01		Esfuerzo de Union	84	0112	165		News/Talk	75			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WPDC	Elizabethtown	D	1600	0.5	0.08		JVJ Comm Inc	58				Sports	350			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -			4			# Combos -			2			AM TOTALS		5.0	1.9	2.7	2.5	2.6	3.3	3.3	2.4	2.0		
AM & FM Stations Profiled -			12			# Duopolies -			2			Total Local Commercial Share		51.4	52.1	51.6	50.7	52.2	55.2	54.5	50.4			

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 116

Revenue Rank: 127

# Portsmouth-Dover-Rochester, NH Market Overview



**Metro Counties / Population (000)**

Rockingham, NH	286.6
Strafford, NH	115.2
York, ME	57.9
<b>Total</b>	<b>459.7</b>

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

<b>ESTIMATED GROSS REVENUES</b> ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$12,100	\$14,800	\$15,600	\$16,000	\$14,000	\$16,500	6.4%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	17.9%	\$17,300	\$18,300	\$19,000	\$20,000	\$21,000	5.0%
Revenue/Retail Sales	1997	2002	2007	<b>Est. Breakout</b>			
Revenue/Capita	NA <sup>1/</sup>	\$1.90/1,000	\$1.74/1,000	Local	80%		
	\$28.48	\$35.89	\$42.58	National	20%		

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	424.9	459.7	1.6%	459.7	493.2	1.4%
Households	155.3	176.0	2.5%	176.0	191.9	1.7%
Retail Sales	NA <sup>1/</sup>	8,672.8	NA <sup>1/</sup>	8,672.8	12,040.2	6.8%
EBI <sup>2/</sup>	7,736.5	10,263.7	5.8%	10,263.7	14,003.2	6.4%

**Demographic Breakdown**

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	225.4	38.6	20.9	18.6	28.6	41.2	35.5	42.1
Women (000)	234.3	37.1	20.1	19.5	29.6	42.2	35.8	50.0
Total	459.7	75.7	41.0	38.1	58.2	83.4	71.3	92.1
Percentage	100.0%	16.5%	8.9%	8.3%	12.7%	18.1%	15.5%	20.0%
Per Capita	\$ 22,325	Median Household		\$ 48,671	Avg Household		\$ 58,319	
Ethnic Population:	White 96.6%	Black 0.6%	Asian 1.2%	Hispanic 1.1%				

**Market Summary**

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	8	2	1	6	11	6	17
Tot 12+	15.3	15.3	0.0	26.6	30.6	4.0	34.6
Avg 12+	1.9	7.7	0.0	4.4	2.8	0.7	2.0
Tot LCS	44.2	44.2	0.0	76.9	88.4	11.6	100.0
Avg LCS	5.5	22.1	0.0	12.8	8.0	1.9	5.9



# Competitive Overview

Some stations also rated in Manchester, NH.

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
												Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WPHX	Sanford	A	92.1 1.8	512		Phoenix Media Comm	75	9906	1,025	c1	Alternative	200	0.34	3.6	1.8	0.9	1.5	1.3	0.4	0.6	0.0	0.0
WUBB	York Center	A	95.3 1.4	682	b	Clear Channel Comm	87	0008		g1	Country	350		0.6	0.5	0.4	0.0	0.8	0.5	1.3	0.6	0.5
WQSO	Rochester	A	96.7 3.0	328	b	Clear Channel Comm	79	0008		g1	Oldies	575	0.42	8.2	1.8	3.0	2.4	1.9	2.0	1.7	2.2	1.6
WOKQ	Dover	B	97.5 50.0	492	a	Citadel Comm Corp	70	9909		g2	Country	6,000	1.32	27.6	8.9	7.1	11.2	9.9	10.8	9.7	7.1	10.3
WBYY	Somersworth	A	98.7 6.0	315	c	Garrison City Bcstg	95				Soft AC	400	0.35	7.0	2.2	2.4	2.2	1.7	1.4	3.3	4.0	2.5
WHEB	Portsmouth	B	100.3 50.0	459	b	Clear Channel Comm	64	0008		g1	Rock	4,350	1.46	18.0	6.4	5.9	6.0	5.1	6.3	7.0	6.7	8.9
WSAK	Hampton	A	102.1 3.0	328	a	Citadel Comm Corp	92	9909		g2	Clsc Rock			2.0	0.4	0.6	0.7	0.4	0.5	0.2	1.3	0.5
• WPKQ	North Conway	C	103.7 17.5 cp	3875	a	Citadel Comm Corp	52	9		g2	Country	900			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WSHK	Kittery	A	105.3 2.2	371	a	Citadel Comm Corp	92	9909		g2	Clsc Rock	1,200	1.09	6.7	2.4	2.0	2.4	1.9	3.2	2.8	1.5	3.2
WMEX	Farmington	A	106.5 2.9	486		Jackson Group	99				Oldies	50	0.28	1.1	1.3	0.7	0.0	0.0	0.4	0.0	0.0	0.0
WERZ	Exeter	A	107.1 5.2	348	b	Clear Channel Comm	72	0008		g1	Top 40	2,550	1.05	14.7	4.9	5.0	4.7	7.5	8.2	8.5	6.7	6.5
# FM Stations -				11	# Combos -				9	FM TOTALS				89.5	30.6	28.0	31.1	30.5	33.7	35.1	30.1	34.0

## AM Stations

Calls	City of License	FCC Class	Power Day Freq (kW)	Power Night (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
												Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WGIN	Rochester	B	930 5.0	5.00	b	Clear Channel Comm	47	0008		g1	Nws/Tlk/Spt				0.5	0.0	0.0	0.8	0.4	0.2	0.4	0.4
WTSN	Dover	B	1270 5.0	5.00	c	Garrison City Bcstg	56	8303	1,100		Talk/Sprts	375	0.41	5.6	1.3	2.0	1.7	0.6	2.5	1.7	2.5	1.2
WDER	Derry	B	1320 10.0	1.00		Blount Comm Group	83	0009	See (186)		Christian	n/a		0.9	0.4	0.6	0.0	0.0	0.0	0.0	0.0	0.0
WWNH	Madbury	C	1340 0.3 cp	0.00		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	b	Clear Channel Comm	60	0008		g	Nostalgia	200	0.31	3.9	1.8	1.3	1.3	1.1	1.4	1.1	1.0	0.5
WGIP	Exeter	D	1540 5.0	0.00	b	Clear Channel Comm	66	0008		g1	Nws/Tlk/Spt	250			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -				6	# Combos -				4	AM TOTALS				10.4	4.0	3.9	3.0	2.5	4.3	3.0	3.9	2.1
AM & FM Stations Profiled -				17	# Duopolies -				5	Total Local Commercial Share				34.6	31.9	34.1	33.0	38.0	38.1	34.0	36.1	

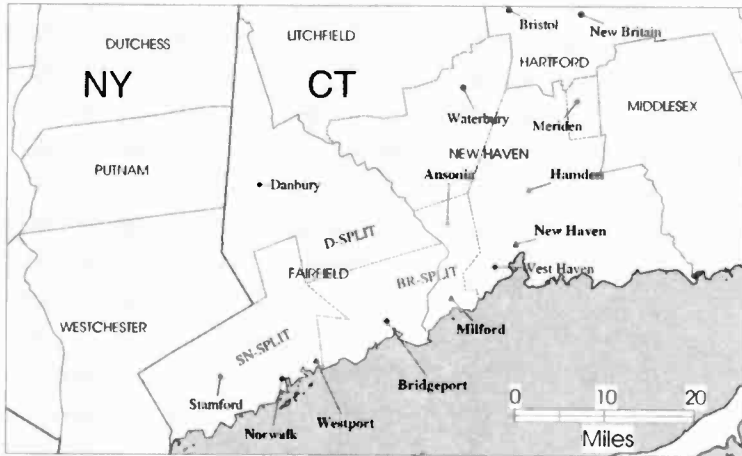
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 117

Revenue Rank: 170

# Bridgeport, CT Market Overview



**Metro Counties / Population (000)**

Fairfield, CT	347.8
New Haven, CT	116.2
<b>Total</b>	<b>464.0</b>

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

<b>ESTIMATED GROSS REVENUES</b> ***	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>Δ 97 - 02</b>
	\$9,500	\$10,200	\$10,800	\$12,400	\$10,500	\$11,400	3.7%
	<b>Δ 01 - 02</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>Δ 02 - 07</b>
	8.6%	\$12,100	\$12,900	\$13,600	\$14,400	\$15,100	5.7%
<b>Revenue/Retail Sales</b>	<b>1997</b>	<b>2002</b>	<b>2007</b>	<b>Est. Breakout</b>			
<b>Revenue/Capita</b>	NA <sup>1/</sup>	\$1.31/1,000	\$1.29/1,000	Local	75%		
	\$21.78	\$24.57	\$31.66	National	25%		

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	<b>1997</b>	<b>2002</b>	<b>Growth Rate</b>	<b>2002</b>	<b>2007</b>	<b>Growth Rate</b>
MSA Population	436.1	464.0	1.2%	464.0	476.9	0.5%
Households	162.2	172.9	1.3%	172.9	178.1	0.6%
Retail Sales	NA <sup>1/</sup>	8,723.7	NA <sup>1/</sup>	8,723.7	11,712.2	6.1%
EBI <sup>2/</sup>	11,467.8	14,530.2	4.8%	14,530.2	18,813.6	5.3%

**Demographic Breakdown**

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	223.5	40.8	19.0	17.7	29.5	37.6	32.4	46.4
Women (000)	240.5	38.8	18.0	17.3	30.8	39.6	34.8	61.3
Total	464.0	79.7	37.0	35.0	60.3	77.2	67.2	107.7
Percentage	100.0%	17.2%	8.0%	7.5%	13.0%	16.6%	14.5%	23.2%
Per Capita	\$ 31,315		Median Household	\$ 59,834		Avg Household	\$ 84,023	
Ethnic Population:	White 78.5%	Black 10.5%	Asian 3.3%	Hispanic 12.1%				

**Market Summary**

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations		4		4	4	5	9
Tot 12+		36.6		36.6	36.6	12.0	48.6
Avg 12+		9.2		9.2	9.2	2.4	5.4
Tot LCS		75.3		75.3	75.3	24.7	100.0
Avg LCS		18.8		18.8	18.8	4.9	11.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WPLR	New Haven	B	99.1	15.0	906		Cox Radio Inc	44	0008		1	AOR	n/a		9.8	5.5	4.6	3.6	5.5	4.7	4.3	3.9	3.9
WEZN	Bridgeport	B	99.9	27.5	669		Cox Radio Inc	60	9704		g	AC	6,500	2.38	24.0	11.9	9.8	10.4	10.5	11.8	13.3	12.5	12.8
WKCI	Hamden	B	101.3	11.0	965		Clear Channel Comm	69	9205	See (108)		CHR/Top40	n/a		9.5	5.1	4.1	3.9	4.0	5.2	5.4	5.6	4.4
WEBE	Westport	B	107.9	50.0	384	b	Cumulus Bcstg Inc	82	0203			AC	n/a		29.1	14.1	12.7	11.8	12.9	9.7	10.3	9.4	10.5
# FM Stations -					4		# Combos -	0	FM TOTALS						72.4	36.6	31.2	29.7	32.9	31.4	33.3	31.4	31.6

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WICC	Bridgeport	B	600	1.0	0.50	a	Cumulus Bcstg Inc	26	0203		g	FullService	4,000	1.35	25.9	9.7	9.3	12.6	10.7	11.3	11.1	10.0	12.8
WADS	Ansonia	D	690	3.2	0.00		Radio Amor Inc	56	9401	450		Span/CCtmp	200			0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0
WCUM	Bridgeport	C	1450	1.0	1.00		Radio Cumbre Bcstg	41	9007	550	st	Spanish	400		0.3	1.1	0.0	0.3	0.8	0.5	0.8	0.3	0.5
WFIF	Milford	D	1500	5.0	0.00		Blount Comm Group	65	8204	538		Christian	300	2.02	1.3	0.9	0.5	0.6	0.7	0.3	1.0	0.5	0.8
WDJZ	Bridgeport	D	1530	5.0	0.00		Peoples Bcstg Ntwk	77	0108	425		Span/Portg				0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -					5		# Combos -	0	AM TOTALS						27.5	12.0	9.8	13.5	12.2	13.1	12.9	10.8	14.1
AM & FM Stations Profiled -					9		# Duopolies -	1	Total Local Commercial Share						48.6	41.0	43.2	45.1	44.5	46.2	42.2	45.7	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 118

Revenue Rank: 107

# Huntsville, AL Market Overview



### Metro Counties / Population (000)

Limestone, AL	66.9
Madison, AL	280.0
Morgan, AL	111.8
<b>Total</b>	<b>458.7</b>

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

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$15,700	\$16,300	\$17,100	\$19,100	\$18,400	\$19,100	3.9%
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	3.8%	\$20,200	\$21,600	\$22,800	\$24,100	\$25,300	5.8%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA <sup>1/</sup>	\$3.50/1,000	\$3.90/1,000	Local	75%		
Revenue/Capita	\$35.80	\$41.64	\$53.36	National	25%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	438.5	458.7	0.9%	458.7	474.1	0.7%
Households	168.6	181.5	1.5%	181.5	190.7	1.0%
Retail Sales	NA <sup>1/</sup>	5,455.6	NA <sup>1/</sup>	5,455.6	6,479.5	3.5%
EBI <sup>2/</sup>	7,213.9	8,581.5	3.5%	8,581.5	10,723.2	4.6%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	225.2	39.2	20.3	21.5	30.6	38.6	31.9	43.1
Women (000)	233.5	37.4	19.1	21.0	31.0	38.3	33.2	53.5
Total	458.7	76.6	39.4	42.4	61.7	76.8	65.1	96.7
Percentage	100.0%	16.7%	8.6%	9.3%	13.4%	16.7%	14.2%	21.1%
Per Capita	\$ 18,710			Median Household	\$ 38,792		Avg Household	\$ 47,287
Ethnic Population:	White 76.3%	Black 19.0%	Asian 1.4%	Hispanic 2.5%				

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5		9	11	14	15	29
Tot 12+	8.8		56.9	63.4	65.7	11.4	77.1
Avg 12+	1.8		6.3	5.8	4.7	0.8	2.7
Tot LCS	11.4		73.8	82.2	85.2	14.8	100.0
Avg LCS	2.3		8.2	7.5	6.1	1.0	3.4

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Florence-Muscle Shoals  
ARB 12+ Metro Shares (see rights)

FM Stations														ARB 12+ Metro Shares (see rights)									
Calls	City of License	FCC Class	Power Freq (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	
												Revenue (000)1/	Power Ratio		2002	2002	2002	2002	2001	2001	2001	2001	
• WEUZ	Minor Hill	A	92.1	2.6	479	e	Batts, H & Caples, V	83	9402	310		Urban		0.4	0.4	0.0	0.0	1.1	0.2	0.0	0.4	0.0	
• WWXQ	Trinity	A	92.5	3.1	423	d	Clear Channel Comm	92	0008		g	Oldies	350	0.92	2.0	1.7	1.7	1.8	1.1	1.4	2.1	1.5	1.8
• WUSX	Tullahoma	C1	93.3	100.0	981	b	Athens Bcstg Co	62	9311	2,500		Country	425	1.24	1.8	1.1	1.5	1.2	1.1	1.6	3.2	3.0	3.9
• WXQW	Meridianville	A	94.1	0.4	1155	d	Clear Channel Comm	95	0008		g	Oldies	225	0.47	2.5	2.9	2.3	2.7	1.1	1.7	1.5	2.1	2.0
WRTT	Huntsville	C2	95.1	12.0	909	a	BCA Media LLC	60	0004		na	Adult Rock	1,250	0.76	8.6	6.3	6.9	6.7	6.3	6.6	6.5	6.6	6.1
WRSB	Decatur	C	96.9	100.0	1011		NCA Inc	65	1965			Lite AC	1,325	0.95	7.3	8.2	4.8	4.8	4.9	7.9	6.5	5.4	5.5
WAHR	Huntsville	C	99.1	100.0	984	a	BCA Media LLC	59	9906	11,250		AC	3,000	1.29	12.2	7.4	9.6	10.4	8.7	8.7	9.9	8.6	9.8
WRJL	Eva	A	99.9	6.0	328		French, Jo & Rolland	96				Gospel	175	0.61	1.5	1.5	1.0	1.2	1.5	0.9	0.4	1.3	2.6
• WDRM	Decatur	C1	102.1	100.0	981	d	Clear Channel Comm	51	0008		g	Country	5,300	1.34	20.7	13.0	12.7	15.4	19.2	16.3	15.7	14.4	14.4
WEUP	Moulton	C3	103.1	11.5	492	e	Batts, H & Caples, V	91	9907	775	cl	Urban AC	1,475	0.64	12.1	8.8	8.8	9.6	9.3	9.6	10.3	8.3	10.4
WZYP	Athens	C	104.3	100.0	1116	b	Athens Bcstg Co	58				Top 40	1,850	1.06	9.1	7.1	7.3	6.2	6.3	8.2	7.9	9.6	8.7
WQAH	Addison	A	105.7	6.0	328		Abercrombie, Alvin	99				Country	200	0.55	1.9	2.3	1.9	1.6	0.8	1.6	1.1	1.1	0.0
• WTAK	Hartselle	C3	106.1	5.4	725	d	Clear Channel Comm	92	0008		g	Clsc Rock	1,000	0.97	5.4	4.6	4.2	4.6	4.0	3.7	3.7	4.5	4.4
WQLT	Florence	C1	107.3	93.0	1017	c	Big River Bcstg Corp	67	7302			AC	n/a		0.6	0.4	0.4	0.9	0.4	0.0	0.7	0.4	0.4
# FM Stations -				14	# Combos -				10	FM TOTALS					86.1	65.7	63.1	67.1	65.8	68.4	69.5	67.2	70.0

AM Stations														ARB 12+ Metro Shares (see rights)									
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	2002 Est		Avg '02 Local Comm	Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
													Revenue (000)1/	Power Ratio		2002	2002	2002	2002	2001	2001	2001	2001
WUMP	Madison	D	730	1.0	0.13	b	Athens Bcstg Co	83	9508	215		Sports	75		0.9	1.5	0.8	0.0	1.1	1.0	0.9	1.1	0.7
WVNN	Athens	D	770	7.0	0.25	b	Athens Bcstg Co	48	7505			News/Talk	500	0.61	4.3	4.0	3.1	3.0	3.2	4.0	2.6	2.4	3.3
• WHOS	Decatur	D	800	1.0	0.22	d	Clear Channel Comm	48	0008		g	News	50		0.3	0.4	0.4	0.4	0.2	0.0	0.0	0.4	0.0
WYAM	Hartselle	D	890	2.5	0.00		Priority Comm	56	9910	75		AC/Chrst				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WDJL	Huntsville	D	1000	1.1 cp	0.00		Sharp, James K	60	9701	110		Gospel	200	0.65	1.6	0.6	0.4	2.7	1.1	0.9	0.0	0.4	0.6
• WKAC	Athens	D	1080	5.0	0.00		Limestone Bcstg Co	64				Span/Oldes	25		0.2	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0
WBXR	Hazel Green	D	1140	15.0	0.00		Wilkins Comm	70	9710	150		Chrst/Talk	250			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WBHP	Huntsville	C	1230	1.0	1.00	d	Clear Channel Comm	37	0008		g	News	175	0.65	1.4	1.9	1.3	1.1	0.6	1.4	0.7	0.4	0.0
WQAH	Priceville	D	1310	1.0	0.00		Abercrombia Bcstg	86				Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WWTM	Decatur	C	1400	1.0	1.00		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		Mtn Mist Media	46	0010			Sports	100		0.2	0.0	0.0	0.4	0.0	0.3	0.6	0.4	0.4
WAJF	Decatur	C	1490	1.0	1.00		WAJF Inc	53	0210 p	150		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WLOR	Huntsville	B	1550	50.0 cp	0.40	a	BCA Media LLC	48	0004	425		Urban AC	425	1.31	1.7	1.5	1.2	2.1	1.1	0.9	1.5	1.5	0.9
WEUP	Huntsville	B	1600	5.0	0.50	e	Batts, H & Caples, V	58	8709	855		Black Gospl	575	1.00	3.0	1.5	2.3	1.6	3.0	2.4	3.2	5.6	2.4
WEUV	Huntsville	B	1700	10.0	1.00	e	Batts, H & Caples, V	00				Black Gospl				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -				15	# Combos -				7	AM TOTALS					13.6	11.4	10.1	11.3	10.3	10.9	9.5	12.2	8.3
AM & FM Stations Profiled -				29	# Duopolies -				8	Total Local Commercial Share					77.1	73.2	78.4	76.1	79.3	79.0	79.4	78.3	

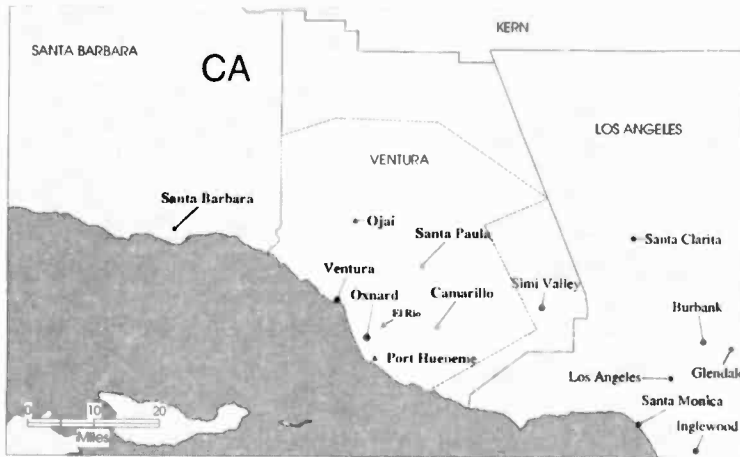
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 119

Revenue Rank: 106

# Oxnard - Ventura, CA Market Overview



**Metro Counties / Population (000)**

Ventura, CA	467.8
	467.8

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

<b>ESTIMATED GROSS REVENUES</b> ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$14,500	\$14,700	\$15,700	\$18,000	\$18,100	\$19,600	6.2%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	8.3%	\$20,600	\$22,000	\$23,300	\$24,500	\$25,800	5.7%
Revenue/Retail Sales	1997	2002	2007	<b>Est. Breakout</b>			
Revenue/Capita	NA <sup>1/</sup>	\$2.98/1,000	\$2.86/1,000	Local	85%		
	\$32.96	\$41.90	\$52.06	National	15%		

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	439.9	467.8	1.2%	467.8	495.6	1.2%
Households	138.9	150.9	1.7%	150.9	159.6	1.1%
Retail Sales	NA <sup>1/</sup>	6,568.0	NA <sup>1/</sup>	6,568.0	9,022.5	6.6%
EBI <sup>2/</sup>	7,034.0	9,249.4	5.6%	9,249.4	11,460.0	4.4%

**Demographic Breakdown**

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	233.4	45.1	22.7	23.1	32.2	38.1	32.7	39.6
Women (000)	234.3	43.1	21.3	19.8	30.5	38.1	33.4	48.1
Total	467.8	88.2	44.1	42.9	62.7	76.2	66.1	87.7
Percentage	100.0%	18.8%	9.4%	9.2%	13.4%	16.3%	14.1%	18.7%
Per Capita	\$ 19,772	Median Household		\$ 52,048	Avg Household		\$ 61,282	
Ethnic Population:	White 68.8%	Black 1.9%	Asian 5.7%	Hispanic 34.5%				

**Market Summary**

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	5	5		9	10	5	15
Tot 12+	18.8	19.8		37.8	38.6	7.6	46.2
Avg 12+	3.8	4.0		4.2	3.9	1.5	3.1
Tot LCS	40.7	42.9		81.8	83.5	16.5	100.0
Avg LCS	8.1	8.6		9.1	8.4	3.3	6.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
KBBY	Ventura	B	95.1	12.5	876	a	Cumulus Bcstg Inc	62	0010		g3	AC	2,800	1.24	11.5	5.4	5.0	6.3	4.8	3.6	5.5	3.4	3.5
KOCP	Camarillo	B1	95.9	1.2	1457	b	Point Bcstg Co	72	9502	1,200	c3	Clsc Rock	2,175	2.05	5.4	1.5	2.5	2.8	3.0	2.9	2.8	3.0	3.0
KCZN	Santa Paula	A	96.7	0.3 cp	1499	c	Lazer Bcstg Corp	76	9804	1,000		Span/CHR	450	0.44	5.2	2.9	2.3	2.8	1.3	1.6	2.2	3.7	3.7
KDAR	Oxnard	B1	98.3	1.5	1289		Salem Comm Corp	48				Chrst/Talk	1,200	2.55	2.4	0.8	0.9	1.5	0.9	1.4	2.2	1.2	1.2
KHAY	Ventura	B	100.7	39.0	1211	a	Cumulus Bcstg Inc	62	0010		g3	Country	2,825	1.21	11.9	4.8	4.6	7.2	5.5	7.7	5.6	6.6	3.2
KXLM	Oxnard	A	102.9	5.5	112	c	Lazer Bcstg Corp	91				Mexican	1,475	0.54	14.0	6.7	6.6	7.2	4.7	5.7	8.1	6.0	9.7
KMLA	El Rio	A	103.7	0.5	807	b	Gold Coast Radio	96				Mexican	1,300	0.75	8.8	4.0	5.3	3.3	3.8	3.1	4.6	3.1	4.2
KCAQ	Oxnard	B	104.7	5.1	1476	b	Point Bcstg Co	58	9608	3,650	c2	CHR	2,700	1.17	11.8	7.3	6.9	4.6	7.0	6.8	5.5	8.4	7.0
KKBE	Ojai	A	105.5	0.3	1437	b	Point Bcstg Co	72	9709	2,000	c1	Soft Hits	1,250	1.45	4.4	1.9	2.3	2.0	2.9	1.4	2.8	2.4	1.7
• KSSC	Ventura	A	107.1	0.4	1296		Entravision Comm Co	89	0212 p		g	Span/CHR	100	0.09	5.4	3.3	2.5	2.8	2.3	2.9	2.0	3.0	2.7
# FM Stations -				10				# Combos -				8				FM TOTALS							
															80.8	38.6	38.9	40.5	36.2	37.1	41.3	40.8	39.9

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
KOXR	Oxnard	B	910	5.0	1.00	c	Lazer Bcstg Corp	55	9903	370		Span/Mexcn	325	0.61	2.7	1.2	1.2	1.5	1.3	1.3	2.2	1.3	1.5
KKZZ	Santa Paula	C	1400	1.0	1.00	b	Point Bcstg Co	48	9502		c3	Adlt Stndrd	800	0.52	7.8	2.3	3.5	4.2	3.2	2.5	2.2	4.4	3.7
KVEN	Ventura	C	1450	1.0	1.00	a	Cumulus Bcstg Inc	48	0010		g3	Oldies	700	1.49	2.4	1.2	1.4	0.9	1.1	1.4	1.3	1.6	1.8
KVTA	Port Hueneme	B	1520	10.0	1.00	b	Point Bcstg Co	58	9608		c2	Talk	650	0.92	3.6	1.7	1.8	1.7	2.5	2.3	1.2	1.2	1.3
KUNX	Ventura	B	1590	5.0 cp	5.00	b	Point Bcstg Co	47	9905		c1	Span/Talk	800	1.51	2.7	1.2	0.9	1.8	1.8	2.3	1.2	2.6	0.5
# AM Stations -				5				# Combos -				5				AM TOTALS							
															19.2	7.6	8.8	10.1	9.9	9.8	8.1	11.1	8.8
AM & FM Stations Profiled -				15				# Duopolies -				5				Total Local Commercial Share							
															46.2	47.7	50.6	46.1	46.9	49.4	51.9	48.7	

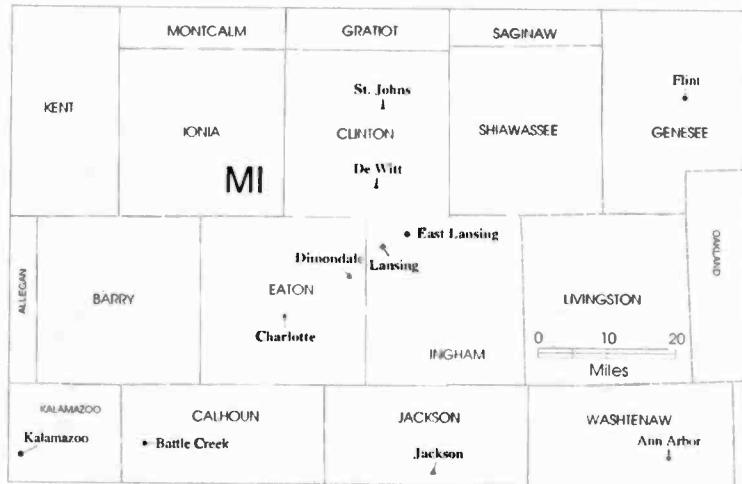
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 120

Revenue Rank: 88

# Lansing-East Lansing, MI Market Overview



### Metro Counties / Population (000)

Clinton, MI	66.0
Eaton, MI	105.0
Ingham, MI	277.8
<b>Total</b>	<b>448.8</b>

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

<b>ESTIMATED GROSS REVENUES</b> ***	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$15,700	\$18,900	\$19,800	\$23,200	\$21,800	\$23,600	8.5%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	8.3%	\$25,000	\$26,800	\$28,200	\$29,800	\$31,300	5.8%
	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>			
Revenue/Retail Sales	NA <sup>1/</sup>	\$4.53/1,000	\$5.40/1,000	Local	80%		
Revenue/Capita	\$35.02	\$52.58	\$69.11	National	20%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	448.3	448.8	0.0%	448.8	452.9	0.2%
Households	164.0	174.2	1.2%	174.2	179.4	0.6%
Retail Sales	NA <sup>1/</sup>	5,208.6	NA <sup>1/</sup>	5,208.6	5,798.2	2.2%
EBI <sup>2/</sup>	6,915.8	8,077.8	3.2%	8,077.8	9,875.2	4.1%

### 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)	217.9	36.3	20.1	32.7	29.2	31.8	31.1	36.7
Women (000)	231.0	34.8	18.9	34.1	29.8	34.0	33.1	46.3
Total	448.8	71.1	39.0	66.8	59.0	65.8	64.2	83.0
Percentage	100.0%	15.8%	8.7%	14.9%	13.1%	14.7%	14.3%	18.5%
Per Capita	\$ 17,997	Median Household		\$ 45,700	Avg Household		\$ 46,363	
Ethnic Population:	White 83.9%	Black 8.3%	Asian 2.8%	Hispanic 4.9%				

### Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viab. FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	4	6		9	10	7	17
Tot 12+	15.9	46.5		60.7	62.4	7.2	69.6
Avg 12+	4.0	7.8		6.7	6.2	1.0	4.1
Tot LCS	22.8	66.8		87.2	89.7	10.3	100.0
Avg LCS	5.7	11.1		9.7	9.0	1.5	5.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
												Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
WWDX	St. Johns	A	92.1 4.0	400	b	Rubber City Radio	72	0010		d1	Modern Rock	600	0.42	6.1	3.1	4.7	3.3	4.6	4.7	4.8	4.8	4.2
WOTX	Charlotte	A	92.7 1.5	466	b	Rubber City Radio	65	0103	600		Sprts/Talk	500	1.32	1.6	1.7	1.1	1.1	1.3	1.0	0.9	0.4	1.2
WVIC	Jackson	B	94.1 40.0	551	b	Rubber City Radio	55	0010	10,500	d1	Rock	1,150	0.97	5.0	3.9	2.5	4.4	3.8	3.5	4.2	4.4	1.5
WMMQ	East Lansing	B	94.9 50.0	492	d	Citadel Comm Corp	63	0008		g1	Clsc Rock	3,600	1.61	9.5	5.6	6.5	7.0	6.5	6.8	6.0	6.9	7.5
WOHH	Dewitt	A	96.5 3.0	328	a	Mid-Michigan FM Inc	91				Urban	625	0.42	6.3	4.2	5.4	3.9	5.3	3.3	3.3	5.1	2.9
WJIM	Lansing	B	97.5 45.0 cp	512	d	Citadel Comm Corp	60	0008		g1	Oldies	3,200	1.14	11.9	8.5	6.8	8.9	10.1	8.0	5.5	6.9	8.3
• WFMK	East Lansing	B	99.1 28.0	600	d	Citadel Comm Corp	59	0008		g1	AC	4,800	1.87	10.9	9.8	7.5	7.6	6.9	8.8	8.6	9.7	11.6
WITL	Lansing	B	100.7 26.5	643	d	Citadel Comm Corp	64	0008		g1	Country	3,700	1.09	14.4	11.4	9.9	11.4	9.9	9.7	9.3	11.0	8.7
WHZZ	Lansing	A	101.7 4.1	397	c	MacDonald Bcstg Co	67	8903	2,150	c1	CHR	1,850	0.73	10.8	6.9	8.3	6.8	6.9	8.6	10.1	7.2	8.7
WJXQ	Jackson	B	106.1 50.0	489	b	Rubber City Radio	76	0010		d1	AOR	2,100	0.85	10.5	7.3	7.5	8.9	6.7	6.8	6.2	7.6	7.9
# FM Stations -				10	# Combos -				10	FM TOTALS				87.0	62.4	60.2	63.3	62.0	61.2	58.9	64.0	62.5

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
WVFN	East Lansing	D	730 0.5	0.05	d	Citadel Comm Corp	65	0008		g1	Sprts/Talk			1.1	0.8	0.9	0.6	0.8	0.8	2.2	0.8	0.8	
WKAR	East Lansing	D	870 10.0	0.00		Michigan St Univ	22				News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WXLA	Dimondale	D	1180 1.0	0.00	a	Mid-Michigan FM Inc	82	9602	225		Urban/Oldes	200		0.9	0.0	1.8	0.9	0.0	0.0	0.4	1.1	0.0	
WJIM	Lansing	C	1240 0.9	0.89	d	Citadel Comm Corp	34	0008		g1	News/Talk	1,300	1.12	4.9	2.7	3.4	3.7	2.7	4.1	4.2	3.4	4.6	
WILS	Lansing	B	1320 5.0	1.00	c	MacDonald Bcstg Co	47	8903		c1	Nostalgia			5.6	3.7	3.9	4.1	3.6	4.3	4.9	4.0	3.3	
WLCM	Charlotte	D	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	D	1580 1.0	0.00		Harp, Larry	59	9611	128		Gospel			0.4	0.0	0.4	0.0	0.0	0.6	0.7	0.0	0.0	
# AM Stations -				7	# Combos -				4	AM TOTALS				12.9	7.2	10.4	9.3	7.1	9.8	12.4	9.3	8.7	
AM & FM Stations Profiled -				17	# Duopolies -				5	Total Local Commercial Share				69.6	70.6	72.6	69.1	71.0	71.3	73.3	71.2		

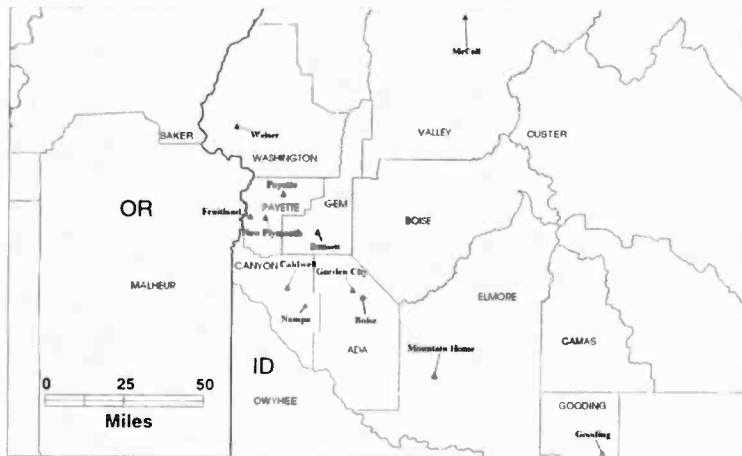
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 121

Revenue Rank: 100

# Boise, ID Market Overview



### Metro Counties / Population (000)

Ada, ID	315.9
Canyon, ID	139.0
<b>Total</b>	<b>454.9</b>

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

<b>ESTIMATED GROSS REVENUES</b> ***	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>Δ 97 - 02</b>
	\$16,400	\$17,800	\$19,500	\$23,100	\$20,800	\$21,100	5.2%
	<b>Δ 01 - 02</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>Δ 02 - 07</b>
	1.4%	\$22,300	\$23,700	\$25,100	\$26,500	\$27,800	5.7%
<b>Revenue/Retail Sales</b>	<b>1997</b>	<b>2002</b>	<b>2007</b>	<b>Est. Breakout</b>			
	NA <sup>1/</sup>	\$3.15/1,000	\$2.95/1,000	Local	74%		
<b>Revenue/Capita</b>	\$43.43	\$46.38	\$54.14	National	26%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<b>1997</b>	<b>2002</b>	<b>Growth Rate</b>	<b>2002</b>	<b>2007</b>	<b>Growth Rate</b>
MSA Population	377.6	454.9	3.8%	454.9	513.5	2.5%
Households	138.6	166.8	3.8%	166.8	188.5	2.5%
Retail Sales	NA <sup>1/</sup>	6,696.8	NA <sup>1/</sup>	6,696.8	9,422.9	7.1%
EBI <sup>2/</sup>	6,096.8	7,773.3	5.0%	7,773.3	10,702.0	6.6%

### Demographic Breakdown

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	227.0	44.2	21.8	24.3	35.2	35.1	30.8	35.5
Women (000)	227.9	42.1	20.7	23.7	32.8	34.3	30.5	43.8
<b>Total</b>	<b>454.9</b>	<b>86.3</b>	<b>42.5</b>	<b>48.0</b>	<b>68.0</b>	<b>69.5</b>	<b>61.3</b>	<b>79.4</b>
Percentage	100.0%	19.0%	9.3%	10.5%	15.0%	15.3%	13.5%	17.4%
Per Capita	\$ 17,087		Median Household	\$ 37,300		Avg Household	\$ 46,605	
Ethnic Population:	White 89.5%	Black 0.6%	Asian 1.6%	Hispanic 9.1%				

### Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations			18	12	18	9	27
Tot 12+			59.8	56.3	59.8	22.0	81.8
Avg 12+			3.3	4.7	3.3	2.4	3.0
Tot LCS			73.1	68.8	73.1	26.9	100.0
Avg LCS			4.1	5.7	4.1	3.0	3.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
KIZN	Boise	C	92.3	48.0	2717	d	Citadel Comm Corp	68	9801		d4	Country	2,400	1.52	7.5	6.2	5.3	7.2	6.5	6.8	7.4	5.8	4.3
KZMG	New Plymouth	C	93.1	48.0	2717	d	Citadel Comm Corp	82	9801		d4	CHR	1,475	1.27	5.5	5.7	4.9	4.2	4.5	3.7	4.6	5.7	7.9
KBXL	Caldwell	C	94.1	40.0 cp	2635	e	KSPD Inc	61	8906	200		Chrst/Talk	125	0.59	1.0	1.3	0.9	0.8	1.1	0.8	0.4	1.4	0.7
KRVB	Nampa	C	94.9	49.0	2694	c	Journal Bcst Group	75	0004	3,750		Rock	625	0.82	3.6	3.4	3.2	2.8	3.6	3.7	2.8	2.3	2.2
KKGL	Nampa	C	96.9	48.0	2717	d	Citadel Comm Corp	77	9801		d4	Clsc Rock	900	0.60	7.1	3.8	6.4	5.4	6.3	4.5	4.3	3.3	4.3
KGFC	Boise	C	97.9	48.0	2717	d	Citadel Comm Corp	60	9801		d4	Country	1,650	1.15	6.8	7.0	4.1	7.2	5.4	5.1	8.5	5.5	6.5
KDZY	McCall	C1	98.3	3.9	1873	e	KSPD Inc	01	0204	75		Chrst/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KTPZ	Mountain Home	C	99.1	80.0	2192	f	Horizon Bcstg	82	0012		g3	80s Hits	500	1.25	1.9	0.6	1.7	1.4	1.8	1.9	2.0	3.8	2.5
KWEI	Fruitland	C1	99.5	8.0	2635		Treasure Valley Bctg	94				Span/AC	375	1.48	1.2	0.4	1.9	0.0	0.7	1.0	0.4	0.4	0.7
KQXR	Payette	C1	100.3	100.0	709	c	Journal Bcst Group	78	9807		g1	Alternative	850	0.54	7.4	5.5	5.1	7.2	7.8	6.6	7.8	7.3	4.7
KHJR	Gooding	C	100.7	80.0	2192	f	Horizon Bcstg	95	0012		g3	70s Oldies	300	1.29	1.1	0.6	0.9	1.0	1.1	0.4	0.7	0.4	0.4
KJHY	Emmett	C	101.9	57.0	2533	a	Western Pacific Inc	73	9512	355	1	Spanish	325	0.91	1.7	0.6	2.1	0.8	0.9	1.9	0.9	0.4	1.1
KSAS	Caldwell	C	103.3	54.0	2579	b	Clear Channel Comm	82	9905		g2	Top 40	1,300	1.04	5.9	4.2	4.1	5.8	7.4	7.0	5.0	3.1	3.4
KLTB	Boise	C	104.3	52.0	2579	b	Clear Channel Comm	79	9905		g2	Oldies	2,000	1.05	9.0	5.1	5.8	9.3	8.1	6.8	7.2	8.3	7.0
KJOT	Boise	C	105.1	53.0	2589	c	Journal Bcst Group	79	9807		g1	Rock	1,200	0.98	5.8	2.1	5.3	4.4	3.8	5.3	6.9	5.3	5.4
KCIX	Garden City	C	105.9	49.0	2700	b	Clear Channel Comm	85	9905		g2	AC	1,500	1.34	5.3	3.4	4.9	4.0	2.5	3.1	2.0	3.2	4.7
KTHI	Caldwell	C	107.1	52.0 cp	2579	c	Journal Bcst Group	83	9807		g1	AC	700	1.07	3.1	4.2	3.4	1.8	2.5	3.1	4.1	3.6	2.9
KXLT	Eagle	C	107.9	45.0	2684	b	Clear Channel Comm	94	9905		g2	Soft AC	1,650	1.22	6.4	5.7	5.8	4.8	4.3	5.6	5.2	6.8	5.8
# FM Stations -					18	# Combos -					17	FM TOTALS			80.3	59.8	65.8	68.1	68.3	67.3	70.2	66.6	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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
KIDO	Nampa	B	580	5.0	5.00	b	Clear Channel Comm	20	9905		g2	News/Talk	1,350	0.98	6.5	5.9	5.3	5.6	4.5	7.8	5.9	7.7	7.0
KFXD	Boise	B	630	5.0	5.00	b	Clear Channel Comm	28	9905		g2	Country	225	0.37	2.9	2.3	2.3	2.6	2.2	2.1	2.6	1.8	2.2
KBOI	Boise	B	670	50.0	50.00	d	Citadel Comm Corp	47	9801		d4	News/Talk	1,050	0.96	5.2	6.4	4.5	4.2	3.4	4.3	3.0	4.8	3.4
KSPD	Boise	D	790	1.0	0.06	e	KSPD Inc	59	8303	200		Chrst/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KKIC	Meridian	D	950	3.5	0.04	a	Western Pacific Inc	61	9512	102		Christian				0.0	0.0	0.0	0.0	0.6	0.4	0.0	0.0
KBGN	Caldwell	D	1060	10.0	0.00		Wilson, N. & K.	60	8909	188		Christian			0.4	0.4	0.6	0.0	0.7	0.6	0.0	0.6	0.0
KGEM	Boise	B	1140	10.0	10.00	c	Journal Bcst Group	46	9807		g1	Adlt Stndrd	150	0.27	2.6	4.7	2.1	2.2	3.8	3.3	3.3	3.6	5.2
• KTIK	Nampa	B	1350	5.0	0.60		Citadel Comm Corp	62	0212 p	750		Sprts/Talk	400	0.95	2.0	2.3	1.9	1.4	1.3	1.0	1.3	2.2	1.1
KCID	Caldwell	C	1490	1.0	1.00	c	Journal Bcst Group	47	9807		g1	AC	50			0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0
# AM Stations -					9	# Combos -					7	AM TOTALS			19.6	22.0	16.7	16.0	15.9	19.7	16.5	21.1	18.9
AM & FM Stations Profiled -					27	# Duopolies -					11	Total Local Commercial Share			81.8	82.5	84.1	84.2	87.0	86.7	87.7	83.4	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 122

Revenue Rank: 108

# Modesto, CA Market Overview



**Metro Counties / Population (000)**

Stanislaus, CA	461.9
	461.9

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

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$16,700	\$17,500	\$18,900	\$20,500	\$18,100	\$18,900	2.5%
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	4.4%	\$19,900	\$21,300	\$22,500	\$23,700	\$24,900	5.7%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA <sup>1/</sup>	\$3.64/1,000	\$3.64/1,000	Local	80%		
Revenue/Capita	\$39.22	\$40.92	\$49.88	National	20%		

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	425.8	461.9	1.6%	461.9	499.2	1.6%
Households	138.5	149.2	1.5%	149.2	159.1	1.3%
Retail Sales	NA <sup>1/</sup>	5,190.7	NA <sup>1/</sup>	5,190.7	6,835.3	5.7%
EBI <sup>2/</sup>	5,101.1	6,518.0	5.0%	6,518.0	7,863.4	3.8%

**Demographic Breakdown**

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	226.9	48.2	25.3	23.4	30.4	34.0	28.5	37.2
Women (000)	235.0	45.8	24.1	22.9	30.5	34.8	29.7	47.1
Total	461.9	94.0	49.4	46.4	60.9	68.7	58.1	84.4
Percentage	100.0%	20.4%	10.7%	10.0%	13.2%	14.9%	12.6%	18.3%
Per Capita	\$ 14,111			Median Household	\$ 36,180		Avg Household	\$ 43,692
Ethnic Population:	White 68.1%		Black 2.7%		Asian 4.6%		Hispanic 33.1%	

**Market Summary**

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	11	8		14	19	6	25
Tot 12+	29.9	29.5		58.2	59.4	6.2	65.6
Avg 12+	2.7	3.7		4.2	3.1	1.0	2.6
Tot LCS	45.6	45.0		88.7	90.5	9.5	100.0
Avg LCS	4.1	5.6		6.3	4.8	1.6	4.0

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Stockton and Merced.

## FM Stations

ARB 12+ Metro Shares (see rights)

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
KOSO	Patterson	B	93.1	3.0	1791	b	Clear Channel Comm	66	0008		g1	Modern AC	1,800	1.32	7.2	6.2	5.4	4.4	5.6	6.8	6.7	5.0	7.7
KEJC	Modesto	A	93.9	4.0	404		Modesto Comm Corp	99				Country	700	1.00	3.7	2.3	2.5	2.5	3.2	4.7	1.3	1.8	2.5
KHOP	Oakdale	B	95.1	29.5	633	d	Citadel Comm Corp	85	9703	5,000		Hot AC	1,500	1.98	4.0	3.9	2.3	3.2	5.2	5.5	5.0	4.6	7.3
KBYN	Arnold	A	95.9	0.8 cp	886	a	Gomez, Nelson F.	95	9802	300		Span/Mexcn	500	0.83	3.2	1.2	0.7	3.6	0.0	0.0	0.0	0.0	0.0
KSKD	Dos Palos	A	95.9	3.3 cp	443	a	Gomez, Nelson F.	85	9302	See (189)		Span/Mexcn	n/a			0.0	0.0	0.0	2.8	2.8	3.0	2.4	3.5
KUBB	Mariposa	B	96.3	1.9	2097	e	Buckley Bcstg Corp	77	8507			Country	n/a		1.2	0.0	0.5	1.1	0.4	0.4	0.4	0.7	0.8
KMRQ	Manteca	A	96.7	1.5	466	b	Clear Channel Comm	79	0008		g	Rock	1,875	1.20	8.3	6.6	5.8	5.5	5.2	1.3	3.4	5.0	3.1
• KTSE	Patterson	A	97.1	1.4	495	f	Entravision Comm Co	96	0008		g3	Spn/Rck/HHp	600	1.32	2.4	1.2	2.0	1.3	0.8	2.3	1.5	1.3	2.5
KABX	Merced	B	97.5	8.8	1161		Mapleton Comm	36	0205	See (189)		Oldies	n/a		4.2	1.6	3.6	2.1	2.4	3.0	2.5	2.9	1.3
• KWNN	Turlock	A	98.3	2.0	390		Citadel Comm Corp	78	0302 p		g	CHR	875	0.54	8.5	6.8	6.7	4.9	6.0	4.3	6.1	6.3	6.7
KCVR	Columbia	A	98.9	6.0	328	f	Entravision Comm Co	95	0008		g3	Span/R&BOd	550	1.08	2.7	1.4	1.8	1.9	1.6	0.8	1.1	0.8	0.8
KMIX	Tracy	A	100.9	6.0	328	f	Entravision Comm Co	66	0008			Span/Mexcn	n/a		8.0	2.5	5.9	5.1	3.4	2.8	1.5	2.5	3.7
KJSN	Modesto	A	102.3	6.0	289	b	Clear Channel Comm	77	0008		g1	Soft AC	1,975	1.16	9.0	6.2	6.8	5.5	4.4	6.4	7.8	7.0	6.5
KATM	Modesto	B	103.3	50.0	499	d	Citadel Comm Corp	48	9212		g2	Country	4,775	1.65	15.3	8.9	10.1	10.8	9.7	11.5	13.3	12.7	11.0
KDJK	Mariposa	A	103.9	0.1	2047	d	Citadel Comm Corp	92	9308		g	Clsc Hits			0.1	0.0	0.0	0.2	0.0	0.0	0.2	0.0	0.0
KHKK	Modesto	B	104.1	50.0	499	d	Citadel Comm Corp	49	9308		g	Clsc Hits	1,700	1.22	7.4	5.4	5.4	4.7	4.8	5.5	6.1	5.6	4.4
KHTN	Los Banos	B	104.7	50.0	469	e	Buckley Bcstg Corp	66	9508	See (189)		Rhymc/CHR	n/a		3.2	3.5	2.5	1.9	3.0	2.1	1.9	2.2	2.9
KRVR	Copperopolis	A	105.5	1.0	781	c	Threshold Comm	94				Smooth Jazz	850	1.00	4.5	1.7	3.1	3.0	2.4	1.3	2.1	3.3	2.5
KCFA	Arnold	B1	106.1	3.6 cp	866	a	Gomez, Nelson F.	97	0112	900		Span/Mexcn				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# FM Stations -					19	# Combos -					16	FM TOTALS			92.9	59.4	65.1	61.7	60.9	61.5	63.9	64.1	67.2

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
KCBC	Riverbank	B	770	50.0	1.00		Kiertron Inc	87				Christian	100		0.3	0.0	0.4	0.0	0.6	0.0	0.0	0.3	0.6
KTRB	Modesto	B	860	50.0	10.00		Pappas Telecasting	33	0005	9,000		News/Talk	150		0.3	0.0	0.0	0.4	0.8	0.6	0.4	1.1	0.4
KLOC	Ceres	B	920	0.5	2.50	c	Threshold Comm	63	0202	400		Adlt Stndrd	225	0.43	2.8	2.5	2.2	1.7	0.6	0.0	0.0	0.0	0.0
KESP	Modesto	B	970	1.0	1.00	d	Citadel Comm Corp	51	9212		g2	Sports	250		0.4	1.2	0.0	0.6	0.0	0.9	0.6	0.4	0.0
• KFIV	Modesto	B	1360	4.0 cp	0.95	b	Clear Channel Comm	50	0008		g	News/Talk	325	0.52	3.3	2.3	2.0	2.5	3.0	2.5	1.3	3.9	3.1
KVIN	Turlock	B	1390	5.0	5.00	c	Threshold Comm	49	9802	350		Smooth Jazz	150			0.2	0.0	0.0	0.8	1.3	2.5	0.9	1.7
# AM Stations -					6	# Combos -					4	AM TOTALS			7.1	6.2	4.6	5.2	5.8	5.3	4.8	6.6	5.8
AM & FM Stations Profiled -					25	# Duopolies -					9	Total Local Commercial Share			65.6	69.7	66.9	66.7	66.8	68.7	70.7	73.0	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 123

Revenue Rank: 90

# Jackson, MS Market Overview



**Metro Counties / Population (000)**

Hinds, MS	248.4
Madison, MS	77.4
Rankin, MS	119.5
<b>Total</b>	<b>445.3</b>

**Market Radio Financials**

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

**ESTIMATED GROSS REVENUES**  
\*\*\*

1997	1998	1999	2000	2001	2002	Δ 97 - 02
\$18,300	\$20,600	\$20,800	\$21,400	\$21,900	\$23,400	5.0%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
6.8%	\$24,800	\$26,500	\$27,900	\$29,500	\$30,900	5.8%

Revenue/Retail Sales  
Revenue/Capita

1997	2002	2007	Est. Breakout
NA <sup>1/</sup>	\$4.30/1,000	\$4.83/1,000	Local 85%
\$43.10	\$52.55	\$68.09	National 15%

**Demographic and Economic Overview**

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

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	424.6	445.3	1.0%	445.3	453.8	0.4%
Households	150.4	162.9	1.6%	162.9	168.3	0.7%
Retail Sales	NA <sup>1/</sup>	5,444.6	NA <sup>1/</sup>	5,444.6	6,395.6	3.3%
EBI <sup>2/</sup>	6,369.5	8,070.5	4.8%	8,070.5	10,478.4	5.4%

**Demographic Breakdown**

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	211.7	40.6	21.5	23.8	30.0	32.3	28.8	34.7
Women (000)	233.6	39.2	20.7	25.1	32.6	36.1	31.9	47.9
Total	445.3	79.8	42.1	49.0	62.7	68.4	60.7	82.6
Percentage	100.0%	17.9%	9.5%	11.0%	14.1%	15.4%	13.6%	18.6%
Per Capita	\$ 15,846							
				Median Household	\$ 36,895		Avg Household	\$ 43,409
Ethnic Population:	White 52.1%	Black 46.1%	Asian 0.8%	Hispanic 1.0%				

**Market Summary**

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		15	15	18	14	32
Tot 12+	4.9		62.1	65.7	67.0	11.9	78.9
Avg 12+	1.6		4.1	4.4	3.7	0.9	2.5
Tot LCS	6.2		78.7	83.3	84.9	15.1	100.0
Avg LCS	2.1		5.2	5.6	4.7	1.1	3.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
															Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
WJNS	Yazoo City	C3	92.1	20.0	358	b Willis Bcstg Corp	68	9309		g2	Gospel			0.3	0.4	0.6	0.4	0.0	0.0	0.0	0.0	
• WMGO	Yazoo City	A	93.1	4.1	394	SSR Comm Inc	98	0212 p	208		Oldies				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	ChrsContem	250	0.41	2.6	1.5	2.3	2.4	1.8	1.6	2.0	2.3	2.6
• WRXW	Pearl	C3	93.9	25.0	328	e Backyard Bcstg	94	0207	4,830	d1	Rock	475	0.51	4.0	5.3	4.0	2.6	2.4	3.3	2.4	2.8	1.5
WTYX	Jackson	C	94.7	100.0	1116	e Backyard Bcstg	71	0207		d1	Clsc Rock	1,375	1.47	4.0	5.1	2.1	2.8	4.2	3.5	3.2	3.2	3.9
WDBT	Jackson	C0	95.5	100.0	1116	c Clear Channel Comm	73	0008		g	1 Lite AC	1,250	0.99	5.4	3.4	3.1	4.8	4.8	4.3	4.8	3.4	2.8
WUSJ	Jackson	C	96.3	100.0	1060	a New South Comm Inc	66	9907	5,500		Country	750	0.63	5.1	4.9	4.8	4.6	3.5	2.9	2.6	2.0	2.2
WFMN	Flora	C3	97.3	20.5	367	TeleSouth Comm Inc	97	9709		99	st News/Talk	400	0.59	2.9	2.8	2.3	3.0	2.0	1.8	2.4	2.3	2.2
WRJH	Brandon	A	97.7	6.0	308	On Top Comm Inc	74	0105		st	2 Urban	400	0.36	4.7	3.4	2.9	4.4	3.9	3.5	4.4	4.1	4.1
WJKK	Vicksburg	C1	98.7	100.0	945	a New South Comm Inc	66	9512	1,620		Soft AC	800	0.88	3.9	3.6	3.5	3.2	2.6	2.9	3.8	3.6	2.6
WJMI	Jackson	C	99.7	100.0	1060	d Inner City Bcstg	67	0003		g1	Urban	2,500	0.88	12.2	10.6	9.1	9.7	9.8	9.4	11.3	10.7	10.4
WJXX	Utica	C2	100.9	39.0	551	Flinn Bcstg Corp	90	9801	800	2	Urban	150		0.7	0.9	1.2	0.6	0.4	0.0	0.0	1.6	0.0
WYOY	Gluckstadt	C2	101.7	50.0	456	a New South Comm Inc	76	9411	750	c2	CHR	1,375	1.28	4.6	2.6	3.7	3.8	3.3	3.7	3.6	4.6	4.1
WMSI	Jackson	C	102.9	100.0	1887	c Clear Channel Comm	48	0008		g	1 Country	4,650	2.21	9.0	7.4	6.7	6.9	7.0	7.6	8.5	8.2	9.0
WQJO	Kosciusko	C1	105.1	100.0	981	c Clear Channel Comm	65	0008		g3	1 Top 40	900	0.96	4.0	3.4	3.3	2.6	3.3	3.3	3.8	2.5	2.6
WYJS	Pickens	C2	105.9	23.0	735	d Inner City Bcstg	80	0003		g2	80s Hlts	200	0.43	2.0	1.1	1.2	1.4	1.5	2.0	1.6	1.6	2.8
WSTZ	Vicksburg	C	106.7	85.0	1887	c Clear Channel Comm	68	0008		g3	1 Clsc Rock	2,550	1.63	6.7	2.8	4.4	4.8	5.0	6.7	5.6	5.9	6.5
WKXI	Magee	C1	107.5	100.0	951	d Inner City Bcstg	70	0003		g1	Urban	3,100	1.27	10.4	7.8	7.7	7.1	9.9	7.8	8.7	7.1	6.7
# FM Stations -				18	# Combos -				13	FM TOTALS				82.5	67.0	62.9	65.1	65.4	64.3	68.7	65.9	64.0

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
WJDX	Jackson	B	620	5.0	1.00	c Clear Channel Comm	29	0008		g3	1 Sports	425	1.14	1.6	1.3	1.2	0.8	1.3	1.6	0.8	0.9	1.1	
WWDF	Richland	D	720	5.0	0.00	b Willis Bcstg Corp	91	9802	225		DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WIIN	Ridgeland	D	780	5.0	0.00	a New South Comm Inc	84	9411		c2	Gospel			0.3	1.1	0.4	0.0	0.4	0.0	0.0	0.0	0.0	
WSLI	Jackson	B	930	5.0	5.00	Sportsrad Inc	38	0201	223		Sports	150		0.7	0.6	0.6	0.4	0.7	0.4	0.0	0.0	0.0	
WRKN	Brandon	D	970	1.0	0.00	Harris, June	67				Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WTWZ	Clinton	D	1120	7.5	0.00	Wood, Terry E.	82				Cst/BGs/Gsp			0.3	0.4	0.6	0.0	0.4	0.0	0.0	0.0	0.0	
WONG	Canton	D	1150	0.5	0.02	Williams, Marion R.	89	9908	50	na	Gospl/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	750	0.94	3.4	1.7	2.1	3.8	2.6	2.0	1.8	2.8	3.5	
WPBQ	Flowood	C	1240	0.9	0.00	Fulgham, William W.	98	9111	4		News/Talk	75		0.4	0.0	0.4	0.4	0.6	0.0	0.0	0.0	0.0	
WOAD	Jackson	B	1300	5.0	1.00	d Inner City Bcstg	29	0003		g1	Gospel	300	0.29	4.4	2.8	3.3	4.8	2.8	2.9	2.4	1.6	2.4	
WMGO	Canton	D	1370	1.0	0.03	WMGO Bcstg Corp	54	9305	90		AC/News	300	0.64	2.0	0.9	1.3	1.2	1.8	2.0	1.6	2.3	2.1	
WKXI	Jackson	C	1400	1.0	1.00	d Inner City Bcstg	47	0003		g1	Urban/Oldes			0.7	0.6	1.0	0.6	0.0	0.6	0.0	0.4	0.6	
WJXX	Jackson	C	1450	1.0	1.00	b Willis Bcstg Corp	45	9309		g2	DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WZRX	Jackson	B	1590	5.0	1.00	Clear Channel Comm	65	0008		g3	3 Gospel	275	0.33	3.6	2.5	3.1	2.8	2.2	3.1	2.4	3.2	1.7	
# AM Stations -				14	# Combos -				6	AM TOTALS				17.4	11.9	14.0	14.8	12.8	12.6	9.0	11.2	11.4	
AM & FM Stations Profiled -				32	# Duopolies -				9	Total Local Commercial Share				78.9	76.9	79.9	78.2	76.9	77.7	77.1	75.4		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 124

Revenue Rank: 146

# Pensacola, FL Market Overview



**Metro Counties / Population (000)**

Escambia, FL	305.5
Santa Rosa, FL	121.3
<b>Total</b>	<b>426.8</b>

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

<b>ESTIMATED GROSS REVENUES</b> ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$11,400	\$11,700	\$12,500	\$12,900	\$12,200	\$13,300	3.1%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	9.0%	\$14,000	\$15,000	\$15,800	\$16,700	\$17,500	5.7%

Revenue/Retail Sales	1997	2002	2007	<b>Est. Breakout</b>
Revenue/Capita	NA <sup>1/</sup>	\$3.20/1,000	\$3.50/1,000	Local 82%
	\$28.72	\$31.16	\$37.92	National 18%

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	<b>Growth Rate</b>	2002	2007	<b>Growth Rate</b>
MSA Population	397.0	426.8	1.5%	426.8	461.5	1.6%
Households	143.9	161.7	2.4%	161.7	178.2	2.0%
Retail Sales	NA <sup>1/</sup>	4,160.9	NA <sup>1/</sup>	4,160.9	5,001.3	3.7%
EBI <sup>2/</sup>	5,308.2	6,468.0	4.0%	6,468.0	8,176.2	4.8%

**Demographic Breakdown**

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	212.1	34.4	18.9	25.4	29.2	33.2	28.3	42.8
Women (000)	214.7	32.7	17.9	21.1	26.2	33.1	30.1	53.6
Total	426.8	67.1	36.8	46.5	55.5	66.2	58.4	96.3
Percentage	100.0%	15.7%	8.6%	10.9%	13.0%	15.5%	13.7%	22.6%
Per Capita	\$ 15,154			Median Household	\$ 32,232		Avg Household	\$ 40,011
Ethnic Population:	White 77.1%	Black 16.9%	Asian 2.1%				Hispanic 2.7%	

**Market Summary**

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	1		12	11	13	9	22
Tot 12+	5.0		55.8	59.7	60.8	14.2	75.0
Avg 12+	5.0		4.7	5.4	4.7	1.6	3.4
Tot LCS	6.7		74.4	79.6	81.1	18.9	100.0
Avg LCS	6.7		6.2	7.2	6.2	2.1	4.5

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WBLX	Mobile	C	92.9	100.0	1555		Cumulus Bcstg Inc	73	9911	See (93)		Urban AC	n/a		11.2	10.2	7.8	9.4	9.4	12.4	11.4	12.2	8.0
WMEZ	Pensacola	C0	94.1	100.0	1329	d	Pamal Broadcasting	60	0012	43,900	d1	AC	2,200	1.72	9.6	4.8	7.8	7.0	5.8	7.1	6.1	8.5	8.4
WGCV	Navarre	C3	95.7	25.0	282	e	Satellite Radio Ntwk	99	9605	125	cp	Christian	75	0.35	1.6	1.1	1.6	0.8	2.2	1.0	0.8	0.0	0.0
WRKH	Mobile	C	96.1	100.0	1342		Clear Channel Comm	64	9705			Clsc Rock	n/a		6.5	3.3	5.0	5.0	6.2	4.3	2.4	3.1	2.7
WABB	Mobile	C	97.5	100.0	1552		Dittman Group	73				Adult CHR	n/a		5.6	3.3	5.2	3.4	4.8	7.1	7.1	6.9	7.8
• WTKE	Holt	C1	98.1	100.0 cp	482		Star Broadcasting	50	0212 p		sw	Sports	650	1.58	3.1	1.5	2.6	2.2	1.8	1.4	1.4	1.5	1.0
WMXC	Mobile	C	99.9	100.0	1755	a	Clear Channel Comm	47	9705			AC	n/a		5.8	3.3	3.8	5.2	2.6	2.7	2.8	3.1	2.3
• WJLQ	Pensacola	C	100.7	100.0	1555	c	Cumulus Bcstg Inc	65	9911	9,000	c1	Hot AC	750	1.20	4.7	3.3	3.2	4.0	4.2	2.7	2.8	3.2	3.7
WTKX	Pensacola	C	101.5	100.0	1329		Clear Channel Comm	71	9712		g2	Rock	1,525	1.49	7.7	5.0	5.0	6.8	5.4	6.5	7.3	10.8	10.7
WXBW	Milton	C	102.7	100.0	1329	d	Pamal Broadcasting	64	0012		d1	Country	4,400	1.99	16.6	13.9	12.4	13.2	12.2	12.9	12.8	10.2	12.5
WPFL	Century	C3	105.1	25.0	328		Tri-County Bcg Inc	89	0104	525		Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WRRX	Gulf Breeze	A	106.1	3.9	407	c	Cumulus Bcstg Inc	00	0001	1,400		Rock	700	1.35	3.9	5.0	2.8	3.2	3.6	2.7	1.4	0.0	0.0
WYCL	Pensacola	C	107.3	100.0	1408		Concord Media Group	76	0002	2,000		Oldies	925	0.93	7.5	6.1	6.4	5.2	6.4	4.7	5.7	5.5	5.7
# FM Stations -					13	# Combos -					5	FM TOTALS			83.8	60.8	63.6	65.4	64.6	65.5	62.0	65.0	62.8

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WVTJ	Pensacola	D	610	0.5	0.00	e	Satellite Radio Ntwk	59	9808	130		Gospl/Talk			0.5	0.4	0.8	0.0	0.4	0.0	0.0	0.4	0.0
WPNN	Pensacola	D	790	1.0	0.07		Schroeder, Gerald D	56	8106	350		News	150	0.70	1.6	1.3	1.0	1.4	0.6	0.8	0.6	0.4	0.6
WRNE	Gulf Breeze	B	980	2.5	1.00		Media One Comm Inc	57	9010	284		Urb/Old/Gsp	325	0.57	4.3	3.3	4.2	2.4	4.2	3.3	5.3	3.6	3.9
WNVY	Cantonment	D	1090	10.0 cp	0.00	e	Satellite Radio Ntwk	55	9705	12	+	Black Gospl	100	0.75	1.0	0.9	1.0	0.6	1.4	0.0	1.4	1.5	0.8
WZNO	Pensacola	C	1230	1.0	1.00	e	Satellite Radio Ntwk	47	9701	85		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WEBY	Milton	D	1330	5.0	0.08		Spinnaker Comm	78	0208	150		News/Talk	100	0.75	1.0	1.3	0.8	0.8	0.6	0.0	0.0	0.0	0.0
WCOA	Pensacola	B	1370	5.0	5.00	c	Cumulus Bcstg Inc	26	9911		c1	Talk	1,200	1.37	6.6	5.9	4.4	5.8	5.2	6.3	4.9	6.2	4.9
WBSR	Pensacola	C	1450	1.0	1.00		Easy Media Inc	46	8503	330		Soft AC	200	1.16	1.3	1.1	1.6	0.4	0.6	0.6	0.4	0.0	0.4
WECM	Milton	C	1490	1.0	1.00	b	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 -					5	AM TOTALS			16.3	14.2	13.8	11.4	13.0	11.0	12.6	12.1	10.6
AM & FM Stations Profiled -					22	# Duopolies -					5	Total Local Commercial Share			75.0	77.4	76.8	77.6	76.5	74.6	77.1	73.4	

Other Rulemaking: 98.7, C2, Pensacola.

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 125

Revenue Rank: 114

# Flint, MI Market Overview



**Metro Counties / Population (000)**

Genesee, MI	436.5
	436.5

**Market Radio Financials**

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

**ESTIMATED GROSS REVENUES**  
\*\*\*

1997	1998	1999	2000	2001	2002	Δ 97 - 02
\$12,000	\$15,000	\$15,800	\$16,700	\$16,200	\$17,500	7.8%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
8.0%	\$18,600	\$20,000	\$21,200	\$22,400	\$23,500	6.1%

Revenue/Retail Sales  
Revenue/Capita

1997	2002	2007	Est. Breakout
NA <sup>1/</sup>	\$3.07/1,000	\$3.69/1,000	Local 75%
\$27.49	\$40.09	\$53.70	National 25%

**Demographic and Economic Overview**

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

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	436.5	436.5	0.0%	436.5	437.6	0.1%
Households	165.4	171.0	0.7%	171.0	174.2	0.4%
Retail Sales	NA <sup>1/</sup>	5,693.8	NA <sup>1/</sup>	5,693.8	6,365.9	2.3%
EBI <sup>2/</sup>	6,406.4	7,732.4	3.8%	7,732.4	9,414.8	4.0%

**Demographic Breakdown**

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	209.8	40.5	20.1	19.5	27.6	32.6	29.9	39.6
Women (000)	226.7	38.8	19.3	20.0	29.9	35.1	32.4	51.2
Total	436.5	79.3	39.4	39.5	57.5	67.7	62.2	90.7
Percentage	100.0%	18.2%	9.0%	9.1%	13.2%	15.5%	14.3%	20.8%
Per Capita	\$ 17,716			Median Household	\$ 38,124		Avg Household	\$ 45,217
Ethnic Population:	White 74.8%		Black 20.7%		Asian 0.9%		Hispanic 2.4%	

**Market Summary**

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	6	3		8	9	8	17
Tot 12+	26.8	26.0		52.3	52.8	6.8	59.6
Avg 12+	4.5	8.7		6.5	5.9	0.9	3.5
Tot LCS	45.0	43.6		87.8	88.6	11.4	100.0
Avg LCS	7.5	14.5		11.0	9.8	1.4	5.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999		
• WDZZ	Flint	A	92.7	3.0	256	c	Cumulus Bcstg Inc	79	0010		g1	Urban AC	3,900	1.12	19.9	8.7	10.1	12.5	11.2	11.9	10.8	9.8	12.3		
WRCL	Frankenmuth	A	93.7	3.5 cp	436	b	Regent Comm	01	0111			AC	n/a			4.0	4.1	0.0	0.0	0.0	0.0	0.0	0.0		
WFBE	Flint	B	95.1	50.0	243	a	Citadel Comm Corp	53	0003		g3	Country	1,600	0.80	11.5	7.8	6.5	6.5	6.2	6.3	7.0	7.2	7.7		
WOWE	Vassar	A	98.9	3.0	328		Shumpert, Michael	90				R&B Oldies	400	0.35	6.6	3.5	3.7	3.7	2.5	2.6	4.0	3.8	3.3		
WWBN	Tuscola	A	101.5	1.8 cp	489	b	Regent Comm	87	9806		g2	AOR/CIRck	1,100	0.91	6.9	4.5	4.6	3.1	4.3	2.9	3.1	4.9	3.3		
WQUS	Lapeer	A	103.1	3.0	299	b	Regent Comm	68	0209	1,300	c1	Rock	675	1.75	2.2	0.5	0.7	1.8	2.0	0.9	1.3	1.0	0.9		
WRSR	Owosso	A	103.9	2.9	482	c	Cumulus Bcstg Inc	65	0010		g1	Clsc Rock	1,000	0.68	8.4	5.6	4.4	5.1	5.7	4.4	1.5	2.1	1.8		
WWCK	Flint	B1	105.5	25.0	328	c	Cumulus Bcstg Inc	64	0010		g1	Top 40	2,600	1.14	13.0	6.0	6.5	8.2	8.9	7.5	8.8	10.7	11.0		
WCRZ	Flint	B	107.9	50.0	331	b	Regent Comm	61	9806		g2	AC	4,050	1.31	17.6	12.2	9.9	10.0	9.8	10.1	9.5	9.3	8.5		
# FM Stations -					9	# Combos -					8	FM TOTALS					86.1	52.8	50.5	50.9	50.6	46.6	46.0	48.8	48.8

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999		
WSNL	Flint	B	600	1.0	0.24		Mldwest Bcstg Corp	46	9301	400		ChrsContem	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6		
WFDF	Flint	B	910	5.0	1.00		ABC Radio Inc	22	0207	3,000		Children	600	1.04	3.3	0.4	1.7	2.0	2.0	2.4	2.8	3.1	2.9		
WCXI	Fenton	B	1160	1.0	1.00		Birach Bcstg Corp	85	9910	708		Country	300	0.86	2.0	1.3	1.2	1.0	1.6	0.7	1.1	0.0	0.0		
WTRX	Flint	B	1330	5.0	1.00	a	Citadel Comm Corp	47	0011	180		Sprts/Talk	200	0.67	1.7	0.9	0.9	1.0	1.1	0.6	0.4	0.6	0.7		
WFLT	Flint	D	1420	0.5	0.14		Christlan Evangelicl	55	9107	225		Gospel	400	0.60	3.8	1.8	2.6	1.6	1.2	2.2	1.5	2.1	3.3		
WFNT	Flint	B	1470	5.0	1.00	b	Regent Comm	53	9806		g2	Adlt Stndrd	200	0.48	2.4	1.5	1.0	1.8	1.4	1.8	1.1	2.0	1.3		
WLSP	Lapeer	D	1530	5.0	0.00	b	Regent Comm	62	0209		c1	Sports	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• WWCK	Flint	D	1570	1.0	0.18	c	Cumulus Bcstg Inc	46	0010		g1	Black Gospl	125			0.8	0.9	0.0	1.0	0.0	0.0	0.0	0.0		
# AM Stations -					8	# Combos -					4	AM TOTALS					14.0	6.8	7.4	8.4	7.3	7.7	6.9	7.8	8.8
AM & FM Stations Profiled -					17	# Duopolies -					4	Total Local Commercial Share					59.6	57.9	59.3	57.9	54.3	52.9	56.6	57.6	

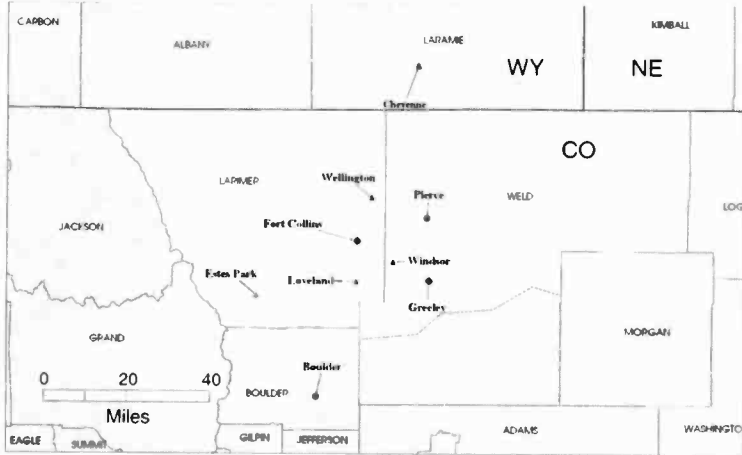
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 126

Revenue Rank: 163

# Ft Collins-Greeley, CO Market Overview



### Metro Counties / Population (000)

Larimer, CO	263.9
Weld, CO	146.2
<b>Total</b>	<b>410.1</b>

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

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$8,700	\$9,700	\$11,700	\$13,100	\$11,400	\$11,800	6.3%
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	3.5%	\$12,400	\$13,300	\$14,000	\$14,800	\$15,500	5.6%
Revenue/Retail Sales	1997 NA <sup>1/</sup>	2002 \$2.11/1,000	2007 \$1.93/1,000			<b>Est. Breakout</b>	
Revenue/Capita	\$25.62	\$28.77	\$33.49			Local	80%
						National	20%

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	339.6	410.1	3.8%	410.1	462.8	2.4%
Households	126.9	153.2	3.8%	153.2	173.2	2.5%
Retail Sales	NA <sup>1/</sup>	5,595.1	NA <sup>1/</sup>	5,595.1	8,048.0	7.5%
EBI <sup>2/</sup>	4,852.1	7,499.3	9.1%	7,499.3	10,864.1	7.7%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	204.9	34.8	18.7	28.9	29.6	31.7	29.1	32.2
Women (000)	205.2	32.7	17.6	28.2	27.3	32.0	28.8	38.6
Total	410.1	67.5	36.2	57.0	56.9	63.7	57.9	70.8
Percentage	100.0%	16.5%	8.8%	13.9%	13.9%	15.5%	14.1%	17.3%
Per Capita	\$ 18,287	Median Household		\$ 39,856	Avg Household		\$ 48,940	
Ethnic Population:	White 87.5%	Black 0.6%	Asian 1.4%	Hispanic 15.4%				

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			8	5	8	8	16
Tot 12+			25.6	24.2	25.6	7.3	32.9
Avg 12+			3.2	4.8	3.2	0.9	2.1
Tot LCS			77.8	73.6	77.8	22.2	100.0
Avg LCS			9.7	14.7	9.7	2.8	6.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999		
KKOZ	Wellington	C3	94.3	8.7 cp	551	b	Regent Comm	02	0302		g2	Clsc Rock				0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KSME	Greeley	C1	96.1	100.0	735	a	Clear Channel Comm	75	9905		g1	CHR	1,400	0.81	14.6	4.9	3.3	3.8	3.9	1.5	2.1	2.3	1.9		
• KQLF	Cheyenne	C1	97.9	100.0 cp	810	a	Clear Channel Comm	68	9905		g2	Country	300			2.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KUAD	Windsor	C1	99.1	100.0 cp	837	b	Regent Comm	75	0302		g2	Country	2,700	0.82	27.9	8.4	6.7	6.8	8.1	5.4	7.1	7.2	7.3		
• KKPL	Cheyenne	C2	99.9	50.0	492	b	Regent Comm	97	0301 p		g	Alternative	200	1.41	1.2	1.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0		
KXDC	Estes Park	C3	102.1	25.0	171		High Peak Bcstg	97	0005	See (22)		Dance	n/a			0.0	0.0	0.0	1.2	1.5	0.0	0.0	0.0		
KTRR	Loveland	C2	102.5	50.0	410	b	Regent Comm	66	0302		g2	AC	1,400	0.70	16.9	5.3	3.3	5.1	4.4	5.6	5.6	5.9	5.2		
KPAW	Fort Collins	C1	107.9	100.0	469	a	Clear Channel Comm	75	9905		g1	Clsc Hits	2,200	1.07	17.4	2.9	3.8	4.7	3.0	3.9	2.8	5.2	2.6		
# FM Stations -					8	# Combos -					7	FM TOTALS					78.0	25.6	17.6	20.4	20.6	17.9	17.6	20.6	17.0

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999		
KCOL	Wellington	B	600	5.0 cp	0.50	a	Clear Channel Comm	59	9905		g1	News/Talk	1,000	1.07	7.9	1.8	1.9	1.9	1.6	0.7	2.8	0.8	1.7		
KJJD	Windsor	D	1170	1.0	0.00		Rodriguez-Gallegos	69	0005	300		Span/Mexcn	150	0.91	1.4	0.6	0.0	0.8	0.7	0.7	0.5	0.0	0.0		
KFKA	Greeley	D	1310	5.0	1.00	c	Music Ventures LLC	21	0209	1,600		Nws/Tlk/Spt	800	3.57	1.9	0.4	0.5	0.4	1.2	0.7	0.5	0.8	0.7		
KHNC	Johnstown	B	1360	0.5	0.45		Wiedeman,	93				News/Talk	400	1.47	2.3	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0		
KIIX	Fort Collins	B	1410	1.0	1.00	a	Clear Channel Comm	59	9905		g1	Sports	100		0.7	0.6	0.0	0.4	0.0	0.0	0.0	0.0	0.9		
KGRE	Greeley	C	1450	1.0	1.00		Greeley Bcstg Corp	48	0112	150		Span/Mexcn	500	0.54	7.8	3.9	1.4	2.5	3.7	1.5	1.6	2.1	0.0		
KEZZ	Estes Park	D	1470	1.0	0.05	c	MK Inc	67	0004	185		AC	450			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• KSXT	Loveland	D	1570	1.0	0.02	c	Pratt, OJ & Carol	55	0209	500		Country	500			0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0		
# AM Stations -					8	# Combos -					5	AM TOTALS					22.0	7.3	3.8	7.3	7.2	3.6	5.4	4.2	3.3
AM & FM Stations Profiled -					16	# Duopolies -					4	Total Local Commercial Share					32.9	21.4	27.7	27.8	21.5	23.0	24.8	20.3	

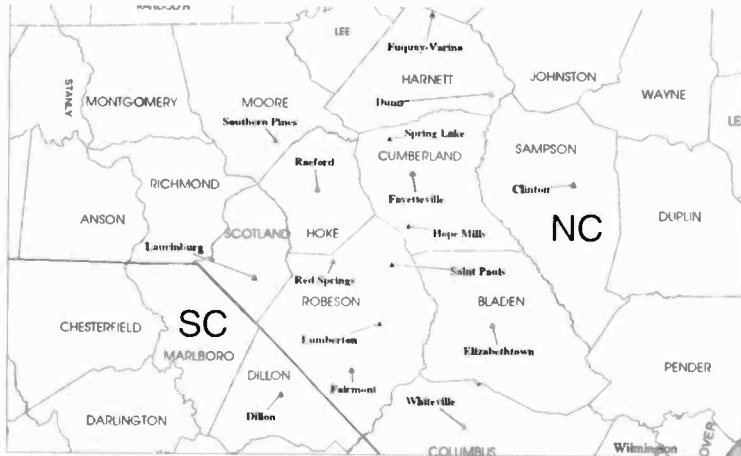
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 127

Revenue Rank: 96

# Fayetteville, NC Market Overview



### Metro Counties / Population (000)

Cumberland, NC	305.1
Robeson, NC	124.9
<b>Total</b>	<b>430.0</b>

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

#### ESTIMATED GROSS REVENUES \*\*\*

1997	1998	1999	2000	2001	2002	Δ 97 - 02
\$15,200	\$18,300	\$19,700	\$21,500	\$19,900	\$21,600	7.3%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
8.5%	\$22,800	\$24,300	\$25,700	\$27,100	\$28,400	5.7%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA <sup>1/</sup>	\$4.79/1,000	\$5.32/1,000	Local 85%
Revenue/Capita	\$38.08	\$50.23	\$64.20	National 15%

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	399.2	430.0	1.5%	430.0	442.4	0.6%
Households	134.3	153.4	2.7%	153.4	160.6	0.9%
Retail Sales	NA <sup>1/</sup>	4,505.0	NA <sup>1/</sup>	4,505.0	5,342.5	3.5%
EBI <sup>2/</sup>	5,408.5	5,868.6	1.6%	5,868.6	7,299.2	4.5%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	214.7	42.1	19.6	32.3	35.7	31.1	24.6	29.3
Women (000)	215.3	40.5	19.1	23.8	33.0	32.8	26.7	39.4
Total	430.0	82.5	38.7	56.2	68.7	63.8	51.3	68.7
Percentage	100.0%	19.2%	9.0%	13.1%	16.0%	14.8%	11.9%	16.0%
Per Capita	\$ 13,647			Median Household	\$ 32,045		Avg Household	\$ 38,256
Ethnic Population:	White 47.9%	Black 32.5%	Asian 1.7%			Hispanic 6.7%		

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		11	10	14	13	27
Tot 12+	6.2		66.9	68.4	73.1	8.7	81.8
Avg 12+	2.1		6.1	6.8	5.2	0.7	3.0
Tot LCS	7.6		81.8	83.6	89.4	10.6	100.0
Avg LCS	2.5		7.4	8.4	6.4	0.8	3.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in markets 46, 167, 178 and 210.

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)										
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999			
• WEGX	Dillon	C	92.9	100.0	cp	1801	Quantum Comm	54	0303	p		Country	n/a		1.1	1.3	0.8	1.0	1.1	1.6	1.5	1.5	1.0			
• WKML	Lumberton	C0	95.7	87.0		1043	c Beasley Bcst Group	60				Country	3,900	1.28	14.1	11.0	12.1	10.3	16.1	12.5	15.4	12.3	14.9			
• WFLB	Laurinburg	C	96.5	100.0		1043	c Beasley Bcst Group	51	9607			Oldies	1,900	1.27	6.9	6.1	6.6	4.4	5.9	8.0	8.1	5.2	7.0			
• WQSM	Fayetteville	C1	98.1	100.0		630	b Cumulus Bcstg Inc	47	0105			Hot AC	2,950	1.34	10.2	6.5	8.3	7.9	10.0	9.8	8.5	12.0	10.0			
• WZFX	Whiteville	C1	99.1	100.0		981	c Beasley Bcst Group	62	9705			Urban	4,700	1.09	19.9	12.8	16.1	15.6	13.6	16.2	15.4	14.9	16.5			
WSTS	Fairmont	C2	100.9	50.0		489	d Pro Media Inc	75	8612			Gospel	500	0.80	2.9	1.7	2.8	1.8	1.9	2.7	2.3	1.5	1.8			
WFNC	Lumberton	A	102.3	6.0		269	b Cumulus Bcstg Inc	64	0105			News/Talk	200	0.71	1.3	1.1	1.1	1.0	1.3	0.7	0.6	0.5	0.4			
WRCQ	Dunn	C2	103.5	48.0		502	b Cumulus Bcstg Inc	71	0105			Rock	1,500	0.90	7.7	6.3	5.3	6.9	3.6	3.4	4.2	5.8	5.5			
WNNL	Fuquay-Varina	C3	103.9	7.9		577	Radio One Inc	80	0008			Urban/Inspr	n/a		5.3	4.3	4.2	4.2	2.5	3.0	2.5	3.5	2.4			
WCCG	Hope Mills	A	104.5	6.0		276	Carson, James E.	97				Urban AC	800	0.71	5.2	4.5	4.0	4.2	4.5	1.6	1.7	1.8	2.7			
WGQR	Elizabethtown	A	105.7	4.3		387	a Sound Bus Elizabeth	89	9806			Oldes/Beach	300		0.6	0.6	0.6	0.4	0.4	0.0	0.0	0.0	0.4			
WKQB	Southern Pines	C2	106.9	50.0	cp	492	b Cumulus Bcstg Inc	73	0105			Urban	1,100	1.70	3.0	4.3	2.3	2.4	3.8	2.7	1.9	3.8	2.7			
WCLN	Clinton	C3	107.3	9.2		535	Bcstg Good News Inc	67				ChrsContem			2.7	3.5	1.7	2.6	2.1	3.6	2.1	1.3	2.2			
• WUKS	St. Pauls	C3	107.7	5.2		656	c Beasley Bcst Group	94	9707			Urban	1,225	0.82	6.9	9.1	5.5	5.5	5.7	5.0	4.8	5.0	3.5			
# FM Stations -						14	# Combos -						10	FM TOTALS				87.8	73.1	71.4	68.2	72.5	70.8	69.0	69.1	71.0

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)										
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999			
WTSB	Lumberton	D	580	0.5	0.07		Willis Bcstg Corp	54	9707			DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WFNC	Fayetteville	B	640	10.0	1.00	b	Cumulus Bcstg Inc	40	0105			News/Talk	1,050	1.13	4.3	3.2	3.2	3.6	4.2	5.5	3.1	3.6	3.3			
WFMO	Fairmont	D	860	1.0	0.01	d	Pro Media Inc	53	8612			Gospel	375	1.02	1.7	0.9	1.5	1.2	0.0	0.9	0.6	1.7	1.0			
WKKE	St. Pauls	D	1080	5.0	0.00		Locklear, Ferris Y	66	9207			Gospel	74		1.4	0.4	1.1	1.2	1.3	0.7	0.6	0.8	1.6			
WYRU	Red Springs	B	1160	5.0	0.25	c	Beasley Bcst Group	70	9707			Gospel	100	0.42	1.1	1.3	0.4	1.4	1.1	0.0	0.8	0.0	0.6			
WFAY	Fayetteville	C	1230	1.0	1.00	e	Colonial Radio Group	47	9512			News	300		0.5	0.6	0.4	0.4	0.0	0.5	0.0	0.0	0.4			
WAGR	Lumberton	C	1340	1.0	1.00		WAGR Bcstg Inc	46	9808			Black Gospl	50			0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0			
WMFA	Raeford	C	1400	1.0	1.00		W&V Bcstg Enterprise	63	9307			Gospel	12			0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WBLA	Elizabethtown	D	1440	5.0	0.20	a	Sound Bus Elizabeth	56	9806			Oldes/Beach	25			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WCIE	Spring Lake	C	1450	1.0	1.00	e	Colonial Radio Group	63	9912			Sports				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			Black Gospl	150			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			Adlt Stndrd	350	1.25	1.3	0.6	1.1	1.0	0.8	0.7	0.4	0.7	0.6			
WIDU	Fayetteville	D	1600	5.0	0.15		WIDU Inc	58	8807			1 Gospl/Talk	250	0.58	2.0	1.3	1.3	1.8	1.5	1.1	2.9	3.1	3.3			
# AM Stations -						13	# Combos -						7	AM TOTALS				12.3	8.7	9.0	10.6	8.9	9.4	9.0	9.9	10.8
AM & FM Stations Profiled -						27	# Duopolies -						6	Total Local Commercial Share				81.8	80.4	78.8	81.4	80.2	78.0	79.0	81.8	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 128

Revenue Rank: 88

# Reno, NV Market Overview



### Metro Counties / Population (000)

Carson City, NV	55.2
Washoe, NV	355.6
<b>Total</b>	<b>410.8</b>

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

<b>ESTIMATED GROSS REVENUES</b> ★★	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>Δ 97 - 02</b>
	\$15,500	\$17,100	\$19,700	\$21,400	\$22,100	\$23,600	8.7%
	<b>Δ 01 - 02</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>Δ 02 - 07</b>
	6.8%	\$25,000	\$26,700	\$28,200	\$29,700	\$31,200	5.8%
	<b>1997</b>	<b>2002</b>	<b>2007</b>	<b>Est. Breakout</b>			
Revenue/Retail Sales	NA <sup>1/</sup>	\$3.95/1,000	\$4.20/1,000	Local	87%		
Revenue/Capita	\$43.98	\$57.45	\$68.11	National	13%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<b>1997</b>	<b>2002</b>	<b>Growth Rate</b>	<b>2002</b>	<b>2007</b>	<b>Growth Rate</b>
MSA Population	352.4	410.8	3.1%	410.8	458.1	2.2%
Households	139.9	158.9	2.6%	158.9	175.3	2.0%
Retail Sales	NA <sup>1/</sup>	5,973.9	NA <sup>1/</sup>	5,973.9	7,423.5	4.4%
EBI <sup>2/</sup>	6,862.0	9,160.4	5.9%	9,160.4	12,556.4	6.5%

### Demographic Breakdown

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	208.1	34.8	17.0	20.5	29.8	33.6	31.7	40.7
Women (000)	202.6	33.3	15.9	19.3	26.8	31.6	30.7	45.0
Total	410.8	68.1	32.9	39.8	56.6	65.2	62.4	85.8
Percentage	100.0%	16.6%	8.0%	9.7%	13.8%	15.9%	15.2%	20.9%
Per Capita	\$ 22,300	Median Household		\$ 45,644	Avg Household		\$ 57,650	
Ethnic Population:	White 80.2%	Black 2.1%	Asian 4.5%	Hispanic 17.3%				

### Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	2		15	17	17	11	28
Tot 12+	8.8		62.7	71.5	71.5	18.4	89.9
Avg 12+	4.4		4.2	4.2	4.2	1.7	3.2
Tot LCS	9.8		69.7	79.5	79.5	20.5	100.0
Avg LCS	4.9		4.6	4.7	4.7	1.9	3.6

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)																
															Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999									
KJZS	Sparks	C3	92.1	9.0	cp	390	b	NextMedia Group	93	0005	1,300	Smooth Jazz	550	0.58	4.0	3.9	3.7	3.5	3.6	3.7	3.1	2.1	0.6								
KNHK	Reno	C	92.9	45.0		2654	f	Citadel Comm Corp	90	9707	1,300	Clsc Rock	650	0.95	2.9	1.4	2.1	3.1	1.4	2.5	2.7	4.7	4.6								
KWYL	Sun Valley	A	93.7	3.6	cp	423	h	Flinn Bcstg Corp	98			CHR/Rhymc	450	0.53	3.6	4.3	3.1	3.5	1.6	1.6	1.3	1.4	0.8								
KHXR	Sun Valley	C3	94.5	12.0	cp	459	e	Lotus Comm Corp	99			Country	1,000	1.09	3.9	3.4	4.1	3.1	4.5	3.7	2.3	1.6	0.0								
KNEV	Reno	C	95.5	60.0		2280	f	Citadel Comm Corp	53	9304	500	AC	1,100	1.33	3.5	3.9	3.7	2.6	2.8	3.9	4.6	3.6	5.6								
• KLCA	Tahoe City	C1	96.5	6.1		2963	g	Americom	85	9603	1,225	Modern AC	1,100	1.17	4.0	4.3	3.9	3.3	4.9	4.7	4.6	4.7	7.0								
KWNZ	Carson City	C	97.3	87.0		2113	g	Americom	72	9806		sw CHR/Top40	900	0.61	6.3	4.9	5.2	6.3	6.7	7.4	6.3	5.7	6.0								
KBUL	Carson City	C	98.1	74.0		2293	f	Citadel Comm Corp	85	9212	1,300	1 Country	2,050	1.17	7.4	5.5	7.6	5.9	8.3	7.2	7.3	11.3	7.9								
KTHX	Dayton	C2	100.1	0.4		2976	c	NextMedia Group	83	0003		na AAA	1,900	1.49	5.4	4.7	4.5	5.3	5.5	4.1	3.8	4.5	2.9								
KRZQ	Sparks	A	100.9	6.0		203	c	NextMedia Group	83	0003		na Alternative	900	0.87	4.4	4.5	3.7	4.3	3.6	4.7	4.8	5.6	7.2								
KRNV	Reno	C3	101.7	11.0		492		Entravision Comm Co	86	0004		g4 Spanish	1,000	1.03	4.1	3.7	3.9	3.5	4.5	5.6	2.3	3.3	2.9								
• KNVQ	South Lake	C	102.9	39.0		2927	d	Citadel Comm Corp	66	0302 p		g 80s Hits	450	0.62	3.1	2.8	2.3	3.3	4.1	0.6	0.4	0.4	0.0								
KODS	Carmelian Bay	C1	103.7	6.3		2986	g	Americom	70	8508	495	Oldies	1,300	0.87	6.3	4.7	6.4	5.1	4.5	2.7	4.8	4.4	4.8								
KDOT	Reno	C	104.5	25.0		2930	e	Lotus Comm Corp	66	9305	600	c1 AOR	1,500	1.55	4.1	3.2	3.7	3.7	4.7	6.2	7.1	7.3	7.5								
KOZZ	Reno	C	105.7	25.0		2930	e	Lotus Comm Corp	69	7801		Clsc Rock	2,400	1.88	5.4	5.5	5.2	4.7	6.3	4.7	6.1	3.7	6.2								
KRNO	Incline Village	C	106.9	37.0		2989	g	Americom	74	9806		sw AC/StRk	2,400	1.20	8.5	6.9	8.0	7.5	7.7	9.7	7.8	6.2	7.5								
KSRN	Kings Beach	C3	107.7	0.2		2868	b	NextMedia Group	94	0005	1,175	AC	200	0.30	2.8	3.9	3.1	2.0	2.6	2.7	4.8	3.3	4.1								
# FM Stations -															17	# Combos -															16
																FM TOTALS															
																79.7	71.5	74.2	70.7	77.3	75.7	74.1	73.8	75.6							

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)																
															Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999									
KPTT	Reno	B	630	5.0	1.00	e	Lotus Comm Corp	55			Sports	200	0.85	1.0	1.0	0.4	1.4	0.4	0.6	1.0	1.2	0.8									
KKOH	Reno	B	780	50.0	50.00	f	Citadel Comm Corp	70	9212		g 1 News/Talk	2,400	0.88	11.5	8.9	11.3	9.6	7.9	8.7	9.9	9.1	8.3									
KIHM	Reno	B	920	4.6	0.85	a	Thomas Aquinas Schl	46	9606	170	Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0									
KPLY	Reno	C	1230	0.8	0.00	g	Americom	63	9806		sw Sprts/Talk	250	0.81	1.3	1.2	1.4	1.0	0.8	2.5	1.9	3.4	2.7									
KBZZ	Sparks	B	1270	13.0	5.00	g	Americom	60	9604		c2 Talk	475	0.58	3.5	3.7	2.5	3.9	3.0	1.9	3.8	1.2	1.7									
KPTL	Carson City	B	1300	5.0	0.50	d	Casino Radio LLC	55	0206	350	Oldies	50		0.2	0.6	0.0	0.4	0.0	0.6	0.4	0.5	0.0									
KXEQ	Reno	C	1340	1.0	0.00		Azteca Bcstg Corp	46	9110	30	Mexican	150		0.7	1.0	0.6	0.6	0.8	0.6	0.0	1.2	0.6									
• KBDB	Sparks	C	1400	0.6	0.60	h	Flinn Bcstg Corp	02			Cntry/Talk				0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0									
KHIT	Reno	C	1450	1.0	1.00	e	Lotus Comm Corp	28	6709		Big Band	100	0.24	1.8	0.6	1.6	1.6	0.8	0.4	0.0	0.6	0.4									
KXTO	Reno	D	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	D	1590	5.0	0.07	a	Universal Bcstg Inc	84	0302 p	140	2 Spanish AC	100		0.4	0.6	0.8	0.0	0.0	0.0	0.6	0.0	0.0									
# AM Stations -															11	# Combos -															9
																AM TOTALS															
																20.4	18.4	18.6	18.5	13.7	15.3	17.6	17.2	14.5							
AM & FM Stations Profiled -															28	# Duopolies -															9
																Total Local Commercial Share															
																89.9	92.8	89.2	91.0	91.0	91.7	91.0	90.1								

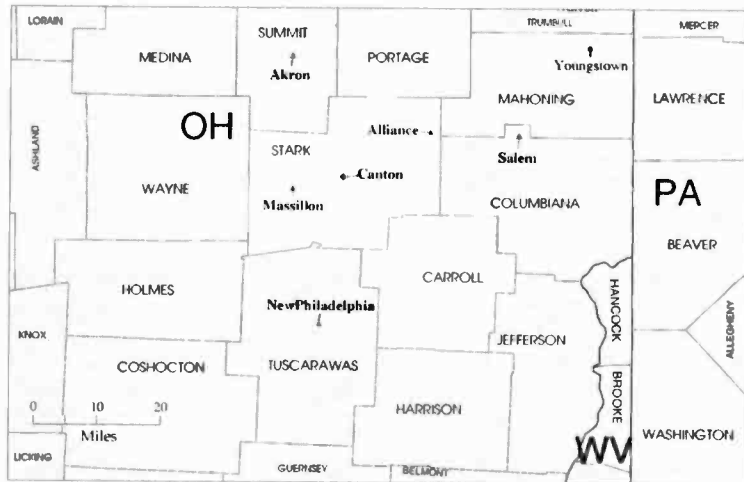
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 129

Revenue Rank: 167

# Canton, OH Market Overview



### Metro Counties / Population (000)

Carroll, OH	28.9
Stark, OH	377.6
<b>Total</b>	<b>406.5</b>

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

<b>ESTIMATED GROSS REVENUES</b> ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$9,600	\$9,900	\$11,100	\$11,400	\$11,200	\$11,700	4.0%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	4.5%	\$12,400	\$13,100	\$13,800	\$14,600	\$15,300	5.6%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
Revenue/Capita	NA <sup>1/</sup>	\$2.26/1,000	\$2.49/1,000	Local	88%		
	\$23.81	\$28.78	\$37.61	National	12%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	403.2	406.5	0.2%	406.5	406.8	0.0%
Households	153.8	160.1	0.8%	160.1	162.5	0.3%
Retail Sales	NA <sup>1/</sup>	5,178.1	NA <sup>1/</sup>	5,178.1	6,136.6	3.5%
EBI <sup>2/</sup>	5,884.1	6,614.1	2.4%	6,614.1	7,790.8	3.3%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	195.4	33.2	18.3	16.7	23.3	30.0	29.8	44.2
Women (000)	211.0	31.6	17.2	17.4	24.2	31.5	31.2	57.9
Total	406.5	64.7	35.5	34.1	47.5	61.5	61.0	102.0
Percentage	100.0%	15.9%	8.7%	8.4%	11.7%	15.1%	15.0%	25.1%
Per Capita	\$ 16,272	Median Household		\$ 34,654	Avg Household		\$ 41,306	
Ethnic Population:	White 90.6%	Black 6.9%	Asian 0.6%	Hispanic 0.9%				

### Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	1	5		5	6	6	12
Tot 12+	0.4	31.1		31.1	31.5	15.7	47.2
Avg 12+	0.4	6.2		6.2	5.3	2.6	3.9
Tot LCS	0.8	65.9		65.9	66.7	33.3	100.0
Avg LCS	0.8	13.2		13.2	11.1	5.5	8.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Akron, Cleveland & Youngstown-Warren.

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
WZKL	Alliance	B	92.5	50.0	499	b	D A Peterson Inc	47			Top 40	1,100	1.32	7.1	2.4	3.1	3.9	5.0	4.0	3.8	6.0	5.0	
WHBC	Canton	B	94.1	45.0	515	c	NextMedia Group	48	0010	43,500	c1	AC	3,900	1.65	20.2	11.5	10.1	9.7	14.6	13.4	11.7	12.1	11.4
WNPQ	New Philadelphia	A	95.9	2.0	397		Tuscarawas Bcstg	69				ChrsContem	150		0.9	0.4	0.5	0.4	1.0	1.2	1.2	0.4	0.7
WKDD	Canton	B	98.1	2.3	879		Clear Channel Comm	61	0107			Hot AC	n/a		8.3	3.6	3.5	4.7	3.2	5.2	3.8	3.7	4.4
WQXK	Salem	B	105.1	88.0	430	a	Cumulus Bcstg Inc	58	0010			Country	n/a		14.0	6.6	5.9	8.0	6.6	7.1	9.9	9.0	7.8
WRQK	Canton	B	106.9	27.5	341		Cumulus Bcstg Inc	61	0010		g	Rock	2,700	1.43	16.1	7.0	7.0	8.9	7.0	6.7	6.3	6.5	5.3
# FM Stations -				6	# Combos -				2	FM TOTALS				66.6	31.5	30.1	35.6	37.4	37.6	36.7	37.7	34.6	

## AM Stations

Calls	City of License	FCC Class	Power Day Freq (kW)	Power Night (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
WCER	Canton	D	900	0.5	0.08		Melodynamic Bcstg	47	9107	85		Rlg/Spt/Tik	75		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WTIG	Massillon	D	990	0.3	0.11		WTIG Inc	57	9109	110		Sports	50		0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0
WRCW	Canton	D	1060	5.0	0.00		Arcey Bcstg	46	8203	450		AC/Talk	150	0.58	2.2	0.6	0.5	1.7	0.4	0.4	0.8	0.0	0.5
WDPN	Alliance	B	1310	1.0	0.48	b	D A Peterson Inc	53				Nostalgia	275	0.71	3.3	1.0	1.8	1.4	0.8	1.2	1.4	1.5	1.8
WHBC	Canton	B	1480	15.0	5.00	c	NextMedia Group	25	0010		c1	FullService	3,200	1.02	26.9	14.1	13.0	13.4	14.0	13.6	12.6	9.6	12.1
WINW	Canton	D	1520	1.0	0.00		Pinebrook Corp	66	9610	75		ChrsContem	100	0.85	1.0	0.0	0.9	0.0	0.4	1.3	0.0	0.6	0.0
# AM Stations -				6	# Combos -				2	AM TOTALS				33.4	15.7	16.2	16.5	15.6	16.9	14.8	11.7	14.4	
AM & FM Stations Profiled -				12	# Duopolies -				1	Total Local Commercial Share				47.2	46.3	52.1	53.0	54.5	51.5	49.4	49.0		

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 130

Revenue Rank: 91

# Saginaw-Bay City-Midland, MI Market Overview



### Metro Counties / Population (000)

Bay, MI	109.6
Midland, MI	83.7
Saginaw, MI	209.1
<b>Total</b>	<b>402.4</b>

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

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02	
		\$16,100	\$17,500	\$16,700	\$18,700	\$20,400	\$22,500	6.9%
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout				
	NA <sup>1/</sup>	\$4.15/1,000	\$4.77/1,000	Local	80%			
	\$39.88	\$55.91	\$72.76	National	20%			

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	403.7	402.4	-0.1%	402.4	401.3	-0.1%
Households	151.4	157.1	0.7%	157.1	159.8	0.3%
Retail Sales	NA <sup>1/</sup>	5,417.4	NA <sup>1/</sup>	5,417.4	6,116.8	2.5%
EBI <sup>2/</sup>	5,979.6	6,795.0	2.6%	6,795.0	8,166.1	3.7%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	194.6	34.4	19.0	17.9	23.8	29.6	28.9	41.0
Women (000)	207.9	33.0	17.8	18.0	24.5	31.4	30.5	52.8
Total	402.4	67.4	36.8	35.9	48.3	60.9	59.3	93.8
Percentage	100.0%	16.7%	9.1%	8.9%	12.0%	15.1%	14.7%	23.3%
Per Capita	\$ 16,884	Median Household		\$ 35,716	Avg Household		\$ 43,250	
Ethnic Population:	White 84.4%	Black 10.5%	Asian 0.9%	Hispanic 5.0%				

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	9	2	3	11	14	5	19
Tot 12+	25.9	17.3	24.3	62.6	67.5	12.4	79.9
Avg 12+	2.9	8.7	8.1	5.7	4.8	2.5	4.2
Tot LCS	32.4	21.7	30.4	78.3	84.5	15.5	100.0
Avg LCS	3.6	10.8	10.1	7.1	6.0	3.1	5.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
WKQZ	Midland	C2	93.3	39.0	554	e	Citadel Comm Corp	76	9902		d2	AOR	1,900	0.85	9.9	8.0	8.7	7.0	7.4	7.3	8.3	8.4	9.4
WRCL	Frankenmuth	A	93.7	3.5 cp	436	a	Regent Comm	01	0111		g	AC	100	0.34	1.3	4.3	2.0	0.0	0.0	0.0	0.0	0.0	0.0
WCEN	Hemlock	C1	94.5	100.0	981	b	NextMedia Group	63	0301	55,500	d1	Country	2,150	1.49	6.4	7.2	5.6	4.6	6.8	2.9	3.3	3.7	3.5
WHNN	Bay City	C	96.1	100.0	1020	e	Citadel Comm Corp	47	0002		g4	Oldies	3,300	1.10	13.3	9.1	10.5	10.5	9.0	11.2	9.3	11.2	9.8
WEEG	Essexville	A	97.3	3.0	328	c	MacDonald Bcstg Co	92	9811	512		Clsc Rock	300	0.49	2.7	2.9	3.0	1.3	3.6	2.6	3.7	3.2	2.7
WMRX	Beaverton	A	97.7	4.1	400	d	Steel Broadcasting	80	9212		c1	Adlt Stndrd	200	0.89	1.0	0.6	0.8	0.8	1.0	0.0	0.2	0.6	0.2
WKCF	Saginaw	B	98.1	50.0	492	c	MacDonald Bcstg Co	47				Country	2,300	0.86	11.9	8.2	8.7	10.1	10.4	8.4	13.0	8.3	13.3
WTCF	Carrollton	A	100.5	6.0 cp	328	b	NextMedia Group	91	0301		d1	Hot AC	1,100	1.81	2.7	1.6	2.0	2.3	2.4	3.7	6.5	6.6	6.1
WYLZ	Pinconning	A	100.9	2.6	495	e	Citadel Comm Corp	84	9902		d2	Clsc Rock	300	0.67	2.0	1.2	1.6	1.5	1.6	0.9	0.9	0.9	1.0
WPRJ	Coleman	A	101.7	4.6	374		Come Together Mins	92	9001		8 cp	ChrsContem	300			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	e	Citadel Comm Corp	61	9902		d2	Hot AC	2,600	1.11	10.4	9.1	7.6	8.9	8.4	10.3	9.5	7.3	6.3
WILZ	Saginaw	A	104.5	2.9	413	e	Citadel Comm Corp	92	9902		d2	Clsc Rock	1,000	0.84	5.3	3.1	4.2	4.2	3.4	2.2	3.3	2.8	3.1
WGER	Saginaw	A	106.3	4.4 cp	381	b	NextMedia Group	69	0301		d1	Soft Rock	1,850	1.04	7.9	6.6	6.2	6.3	4.6	5.5	5.0	5.5	5.5
WTLZ	Saginaw	A	107.1	4.9	361	b	NextMedia Group	68	0301		d1	Urban AC	1,650	0.95	7.7	5.6	4.6	7.6	8.0	7.3	6.1	5.7	4.3
# FM Stations -				14	# Combos -				12	FM TOTALS				82.5	67.5	65.5	65.1	66.6	62.3	69.1	64.2	65.2	

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WSGW	Saginaw	B	790	5.0	1.00	b	NextMedia Group	50	0301		d1	News/Talk	2,350	0.99	10.6	9.1	7.2	9.5	10.0	12.5	7.1	9.2	10.2
WKNX	Bay City	D	1250	1.0	0.00		J & K Media Company	47	9707	210		Oldies	300		0.8	0.6	0.6	0.6	0.8	0.4	0.6	0.8	0.4
WSAM	Saginaw	C	1400	1.0	1.00	c	MacDonald Bcstg Co	40	6211			AC	300	0.28	4.8	2.5	4.4	3.2	3.4	2.6	3.3	4.4	3.7
WMAX	Bay City	B	1440	5.0	2.50		990 Investors LLC	25	0101	485		Religion	200			0.0	0.0	0.0	0.0	1.3	0.7	0.9	1.0
WMPX	Midland	C	1490	1.0	1.00	d	Steel Broadcasting	48	9212		c1	Adlt Stndrd	300	1.03	1.3	0.2	1.6	0.4	1.0	0.4	0.6	0.5	0.4
# AM Stations -				5	# Combos -				3	AM TOTALS				17.5	12.4	13.8	13.7	15.2	17.2	12.3	15.8	15.7	
AM & FM Stations Profiled -				19	# Duopolies -				5	Total Local Commercial Share				79.9	79.3	78.8	81.8	79.5	81.4	80.0	80.9		

NOTE: Market rated only twice yearly beginning Spring 2001

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 131

Revenue Rank: 141

# Beaumont-Port Arthur, TX Market Overview



### Metro Counties / Population (000)

Hardin, TX	49.6
Jefferson, TX	254.1
Orange, TX	85.7
<b>Total</b>	<b>389.4</b>

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

<b>ESTIMATED GROSS REVENUES</b> ★★★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$11,300	\$12,400	\$12,900	\$14,200	\$13,100	\$13,900	4.2%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	6.1%	\$14,600	\$15,600	\$16,500	\$17,400	\$18,300	5.6%
Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>			
Revenue/Capita	NA <sup>1/</sup>	\$2.94/1,000	\$3.17/1,000	Local	90%		
	\$29.85	\$35.70	\$45.85	National	10%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	378.6	389.4	0.6%	389.4	399.1	0.5%
Households	139.0	144.5	0.8%	144.5	149.6	0.7%
Retail Sales	NA <sup>1/</sup>	4,723.6	NA <sup>1/</sup>	4,723.6	5,775.7	4.1%
EBI <sup>2/</sup>	5,237.7	6,071.1	3.0%	6,071.1	7,324.2	3.8%

### 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)	193.7	33.2	19.3	20.0	26.2	30.2	26.8	38.0
Women (000)	195.6	32.0	18.0	18.0	23.3	29.1	26.4	48.8
Total	389.4	65.2	37.3	38.0	49.6	59.3	53.1	86.9
Percentage	100.0%	16.7%	9.6%	9.8%	12.7%	15.2%	13.6%	22.3%
Per Capita	\$ 15,593	Median Household		\$ 33,184	Avg Household		\$ 42,016	
Ethnic Population:	White 67.4%	Black 25.1%	Asian 2.2%	Hispanic 8.5%				

### Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations			11	8	11	9	20
Tot 12+			64.0	63.5	64.0	8.4	72.4
Avg 12+			5.8	7.9	5.8	0.9	3.6
Tot LCS			88.4	87.7	88.4	11.6	100.0
Avg LCS			8.0	11.0	8.0	1.3	5.0

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Houston.

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
												Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999		
KCOL	Groves	C2	92.5	50.0	440	a	Clear Channel Comm	83	0108	p	4,500		1,300	0.66	14.2	9.3	11.9	7.9	3.3	4.3	4.8	2.3	3.6	
KQBU	Port Arthur	C	93.3	100.0	1952	d	Univision Comm Inc	92	0206	p			n/a		1.1	0.0	1.2	0.4	1.2	0.9	1.8	0.8	0.0	
KQXY	Beaumont	C1	94.1	100.0	600	c	Cumulus Bcstg Inc	66	9804		10,500	d1	CHR	1,450	1.10	9.5	6.9	6.5	6.7	6.0	4.3	8.6	9.0	8.1
KYKR	Beaumont	C1	95.1	100.0	430	a	Clear Channel Comm	69	0008			g	Country	1,500	1.11	9.7	7.4	8.2	5.4	7.9	11.4	8.1	7.0	9.4
KRWP	Beaumont	C	97.5	100.0	1955	c	Cumulus Bcstg Inc	48	9804				Urban	n/a		8.0	5.5	6.3	4.8	8.3	8.7	10.4	9.8	13.5
KTJM	Port Arthur	C	98.5	100.0	1952	b	Liberman Bcstg Inc	63	0103		See (7)		Mexican	n/a		2.1	0.5	1.9	1.0	2.9	2.3	3.4	6.2	4.0
KAYD	Silsbee	C3	101.7	11.0	cp	472	c	Cumulus Bcstg Inc	80	0107	p	2,100		300	1.03	2.1	9.1	1.2	1.7	3.1	4.1	0.0	0.0	0.0
KTCX	Beaumont	C2	102.5	50.0	492	c	Cumulus Bcstg Inc	96	9804		3,600		Urban	3,050	1.02	21.5	11.9	13.3	16.6	11.0	11.9	14.5	13.0	9.6
KKMY	Orange	C1	104.5	100.0	404	a	Clear Channel Comm	72	0008			g	AC	1,800	1.85	7.0	5.3	5.6	4.2	5.0	3.4	4.3	8.1	6.7
KIOC	Orange	C	106.1	100.0	1060	a	Clear Channel Comm	77	0008			g	Rock	1,400	0.97	10.4	8.1	6.3	8.1	7.3	4.1	5.2	7.1	6.5
KOVE	Galveston	C	106.5	100.0	1322	d	Univision Comm Inc	68	0206	p			Span/AdCHR	n/a		0.4	0.0	0.0	0.6	0.8	1.1	0.0	0.8	0.4
# FM Stations -				11				# Combos -				10				FM TOTALS								
															86.0	64.0	62.4	57.4	56.8	56.5	61.1	64.1	61.8	

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
KLVI	Beaumont	B	560	5.0	5.00	a	Clear Channel Comm	24	0008		g	News/Talk	2,200	1.91	8.3	6.2	6.3	5.2	8.7	8.2	7.2	6.4	5.8
KZZB	Beaumont	B	990	1.0	1.00		Martin Bcstg Inc	47	9208			Gospel	25			0.5	0.0	0.0	0.0	0.5	2.3	0.0	1.1
KUHD	Port Neches	D	1150	0.5	0.06		Vision Latina Bcstg	59	9612		nc	Spn/Cst/Nws				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KSET	Silsbee	D	1300	0.5	0.00		Hill, William G.	59	0102		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		Voice Broadcasting	47	9510			Chrst/Talk	225		0.4	0.5	0.0	0.6	0.0	0.5	0.7	0.0	0.4
• KRCM	Beaumont	D	1380	1.0	0.13		Voice Broadcasting	47	0302			Gospel	255			0.0	0.0	0.0	0.0	1.1	0.5	0.0	0.0
KIKR	Beaumont	C	1450	1.0	1.00	c	Cumulus Bcstg Inc	38	9804		d1	Sprts/Talk	25			0.7	0.0	0.0	0.0	0.5	0.0	0.0	0.0
KQHN	Nederland	D	1510	5.0	0.00	c	Cumulus Bcstg Inc	69	9804		d1	Black Gospl	400	0.60	4.8	0.5	1.9	4.8	1.5	2.7	2.0	2.2	0.0
KOGT	Orange	B	1600	1.0	1.00		G-CAP	48	9208			Country	200		0.4	0.0	0.0	0.6	0.0	0.0	0.0	0.7	0.7
# AM Stations -				9				# Combos -				3				AM TOTALS							
															13.9	8.4	8.2	11.2	10.2	13.5	12.7	9.3	8.0
AM & FM Stations Profiled -				20				# Duopolies -				7				Total Local Commercial Share							
															72.4	70.6	68.6	67.0	70.0	73.8	73.4	69.8	

NOTE: KRWP moved to Houston market 1/02. Prior year station revenues reflected in Beaumont.

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 132

Revenue Rank: 126

# Shreveport, LA Market Overview



**Metro Counties / Population (000)**

Bossier, LA	99.8
Caddo, LA	250.8
Webster, LA	41.4
<b>Total</b>	<b>392.0</b>

**Market Radio Financials**

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

<b>ESTIMATED GROSS REVENUES</b> ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$13,000	\$14,000	\$14,400	\$15,900	\$14,700	\$16,600	4.9%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	12.9%	\$17,500	\$18,700	\$19,800	\$20,800	\$21,900	5.7%

Revenue/Retail Sales Revenue/Capita	1997	2002	2007	<b>Est. Breakout</b>
	NA <sup>1/</sup>	\$3.68/1,000	\$4.16/1,000	
	\$34.25	\$42.35	\$55.75	National 20%

**Demographic and Economic Overview**

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

	1997	2002	<b>Growth Rate</b>	2002	2007	<b>Growth Rate</b>
MSA Population	379.6	392.0	0.6%	392.0	392.8	0.0%
Households	142.3	151.9	1.3%	151.9	154.6	0.4%
Retail Sales	NA <sup>1/</sup>	4,510.7	NA <sup>1/</sup>	4,510.7	5,259.4	3.1%
EBI <sup>2/</sup>	5,195.5	6,264.7	3.8%	6,264.7	7,761.5	4.4%

**Demographic Breakdown**

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	187.0	34.3	19.3	19.7	23.9	27.4	25.4	37.0
Women (000)	205.0	32.8	18.6	19.9	25.4	29.6	27.8	51.0
Total	392.0	67.1	37.8	39.5	49.3	57.0	53.2	88.0
Percentage	100.0%	17.1%	9.7%	10.1%	12.6%	14.5%	13.6%	22.5%
Per Capita	\$ 15,983							
				Median Household	\$ 32,598		Avg Household	\$ 41,246
Ethnic Population:	White 58.9%	Black 38.0%	Asian 0.9%	Hispanic 2.0%				

**Market Summary**

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	3		12	13	15	10	25
Tot 12+	8.8		66.5	74.4	75.3	13.4	88.7
Avg 12+	2.9		5.5	5.7	5.0	1.3	3.5
Tot LCS	9.9		75.0	83.9	84.9	15.1	100.0
Avg LCS	3.3		6.2	6.5	5.7	1.5	4.0

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# Competitive Overview

Some stations also rated in Texarkana.

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
KSYR	Benton	A	92.1 6.0	322	b	Access.1 Comm	82	0006	1,999	1		Modern Rock	500	0.84	3.6	2.3	2.6	2.9	4.0	3.2	3.5	3.6	3.3
KTKC	Springhill	C2	92.9 13.3	548	d	Metropolitan Radio	75	9705	195	c1		Black/Gospl	150	0.90	1.0	0.9	1.1	1.6	0.9	0.0	0.7	0.4	0.8
KXKS	Shreveport	C	93.7 100.0	1011	c	Clear Channel Comm	68	9905	24,000	d2		Country	800	0.98	4.9	7.7	5.2	3.8	4.7	3.9	4.4	4.5	3.8
KRUF	Shreveport	C	94.5 100.0	1096	c	Clear Channel Comm	48	9905		d2		CHR	875	0.96	5.5	4.7	6.2	5.6	4.0	3.7	4.6	5.4	4.5
KLKL	Minden	C2	95.7 50.0	469	b	Access.1 Comm	78	0009	7,900	c1	1	Oldies	1,625	1.51	6.5	5.2	7.1	4.7	5.5	5.7	4.4	4.0	4.5
KVKI	Shreveport	C1	96.5 100.0	797	c	Clear Channel Comm	59	9812		d2		Soft Rock	1,800	1.49	7.3	7.4	6.2	6.2	6.7	6.9	5.3	6.7	11.6
KTAL	Texarkana	C	98.1 61.0	1362	b	Access.1 Comm	45	0103	2,900	1		Clsc Rock	1,075	1.38	4.7	3.2	4.3	4.5	4.4	3.4	5.7	5.2	3.8
KTUX	Carthage	C1	98.9 100.0	719	c	Clear Channel Comm	85	9911	5,500			Rock	550	0.95	3.5	2.3	3.4	3.1	2.2	3.7	2.4	5.8	4.3
KMJJ	Shreveport	C2	99.7 50.0	463	a	Cumulus Bcstg Inc	76	0008		g		Urban	1,700	0.87	11.8	10.2	9.4	11.8	10.6	10.3	12.0	12.1	12.1
KRMD	Shreveport	C	101.1 100.0 cp	1755	a	Cumulus Bcstg Inc	48	0008		g		Country	2,000	1.53	7.9	7.9	8.2	7.3	6.0	6.7	8.5	8.5	7.5
KDKS	Blanchard	C3	102.1 20.0	367	b	Access.1 Comm	93	0009		c1	1	Urban AC	2,150	0.97	13.3	11.5	10.9	10.9	12.2	13.5	12.7	9.9	10.6
KBED	Shreveport	C2	102.9 42.0	535	a	Cumulus Bcstg Inc		00				Hot AC	550	0.87	3.8	3.2	4.3	2.9	3.5	3.0	3.1	5.6	0.5
KBTT	Haughton	A	103.7 6.0	328	b	Access.1 Comm	98	0006	7,690	c2	1	Urban	650	0.52	7.6	6.5	6.4	7.8	5.1	7.6	6.8	4.7	4.5
KNCB	Vivian	A	105.3 1.4	459	e	North Caddo Bcstg Co	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				1	Country	300	0.58	3.1	2.3	2.8	3.6	2.9	1.6	3.3	1.8	2.5
# FM Stations -				15	# Combos -				14	FM TOTALS				84.5	75.3	78.1	76.7	72.7	73.2	77.4	78.2	74.3	

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
KEEL	Shreveport	B	710 50.0	5.00	c	Clear Channel Comm	22	9905		d2		News/Talk	625	0.72	5.2	6.8	4.3	3.6	6.0	4.6	3.1	4.5	5.0
KOKA	Shreveport	D	980 5.0	0.00	b	Access.1 Comm	50	0006		c2	1	Gospel	700	0.66	6.4	3.6	3.9	6.2	5.8	6.9	4.2	4.9	6.0
KBCL	Bossier City	D	1070 0.3	0.00		Barnabas Center Min	57	0206 p		dn		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 Comm	25	9905		d2		Sprts/Talk	250	0.89	1.7	1.6	0.9	0.9	1.8	2.3	2.0	1.1	2.8
KASO	Minden	C	1240 1.0	1.00		Greenwd Bptst Church	52	0008	375			Adlt Stndrd	150		0.3	0.0	0.0	0.0	0.9	0.0	0.7	0.7	0.5
KSYB	Shreveport	D	1300 5.0	0.03	e	AMISTAD Comm Inc	75	0011	900			Gospel			1.1	1.4	0.4	1.1	1.8	0.7	2.0	0.7	0.0
KNCB	Vivian	D	1320 5.0	0.06	e	North Caddo Bcstg Co	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	100		0.6	0.0	1.1	0.0	0.4	0.5	0.0	0.4	0.5
KBSF	Springhill	B	1460 1.0	0.22	d	Metropolitan Radio	54	9705		c1		Black/Gospl				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KIOU	Shreveport	D	1480 1.0	0.00	d	Metropolitan Radio	89	9707	71			Gospel			0.4	0.0	0.4	0.7	0.0	0.5	0.0	1.1	0.0
# AM Stations -				10	# Combos -				7	AM TOTALS				15.7	13.4	11.0	12.5	16.7	15.5	12.0	13.4	14.8	
AM & FM Stations Profiled -				25	# Duopolies -				8	Total Local Commercial Share				88.7	89.1	89.2	89.4	88.7	89.4	91.6	89.1		

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 133

Revenue Rank: 163

# Reading, PA Market Overview



Metro Counties / Population (000)

Berks, PA	377.3
	377.3

## Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$9,700	\$10,300	\$11,100	\$10,600	\$10,900	\$11,800
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA <sup>1/</sup>	\$2.59/1,000	\$2.84/1,000	Local	85%		
Revenue/Capita	1997	2002	2007	National	15%		
	\$27.45	\$31.27	\$39.93				

## Demographic and Economic Overview

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

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	353.4	377.3	1.3%	377.3	388.2	0.6%
Households	134.4	143.1	1.3%	143.1	147.5	0.6%
Retail Sales	NA <sup>1/</sup>	4,564.0	NA <sup>1/</sup>	4,564.0	5,463.0	3.7%
EBI <sup>2/</sup>	5,743.9	6,624.0	2.9%	6,624.0	7,906.8	3.6%

## Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	184.5	31.2	16.5	17.0	23.2	29.6	26.8	40.2
Women (000)	192.9	29.1	15.7	17.1	23.2	29.5	26.9	51.4
Total	377.3	60.3	32.2	34.1	46.4	59.1	53.7	91.6
Percentage	100.0%	16.0%	8.5%	9.0%	12.3%	15.7%	14.2%	24.3%
Per Capita	\$ 17,555			Median Household	\$ 38,987		Avg Household	\$ 46,295
Ethnic Population:	White 87.3%	Black 3.9%	Asian 1.1%	Hispanic 10.6%				

## Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations		4		3	4	3	7
Tot 12+		26.6		23.3	26.6	14.0	40.6
Avg 12+		6.7		7.8	6.7	4.7	5.8
Tot LCS		65.5		57.4	65.5	34.5	100.0
Avg LCS		16.4		19.1	16.4	11.5	14.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Allentown and Lancaster.

FM Stations													ARB 12+ Metro Shares (see rights)											
Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
			Freq	(kW)									Revenue (000)1/	Power Ratio		2002	2001	2000	1999					
WLEV	Allentown	B	100.7	11.0	1073		Citadel Comm Corp	47	9710	See (70)		Soft Rock	n/a		5.6	3.3	1.8	2.4	4.2	1.6	1.3	2.5	3.5	
WRFY	Reading	B	102.5	10.0	807	a	Clear Channel Comm	62	9607		g1	Top 40	8,000	1.71	39.6	12.0	15.1	14.7	11.0	12.0	13.2	14.7	15.0	
• WIOV	Ephrata	B	105.1	11.0 cp	1017	b	Regent Comm	62	0302			Country	n/a		15.4	8.2	4.8	6.7	5.3	9.1	6.5	6.6	8.2	
WBYN	Boyetown	B	107.5	30.0	610		WDAC Radio Co Inc	60	9111	4,300		Christian	1,000	1.88	4.5	3.1	2.2	1.2	2.6	1.6	1.3	1.9	1.6	
# FM Stations -					4	# Combos -					1	FM TOTALS		65.1	26.6	23.9	25.0	23.1	24.3	22.3	25.7	28.3		
AM Stations													ARB 12+ Metro Shares (see rights)											
Calls	City of License	FCC Class	Day Power		Night Power		C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
			Freq	(kW)	(kW)	Revenue (000)1/								Power Ratio	2002		2001	2000	1999					
WEEU	Reading	B	830	20.0 cp	6.00		WEEU Bcstg Co	31	4612			FullService	1,750	0.62	24.0	8.9	10.7	7.5	9.9	11.6	5.5	11.5	7.0	
• WIOV	Reading	C	1240	1.0	1.00		Regent Comm	46	0302		g	Sports	400	2.12	1.6	0.0	0.6	0.6	0.0	0.0	1.0	0.0	0.0	
• WRW	Reading	C	1340	1.0	1.00	a	Clear Channel Comm	22	9607		g1	Oldies	600	0.55	9.3	5.1	4.0	3.0	4.8	4.1	7.3	3.5	3.7	
# AM Stations -					3	# Combos -					1	AM TOTALS		34.9	14.0	15.3	11.1	14.7	15.7	13.8	15.0	10.7		
AM & FM Stations Profiled -					7	# Duopolies -					0	Total Local Commercial Share		40.6	39.2	36.1	37.8	40.0	36.1	40.7	39.0			

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 134

Revenue Rank: 143

# Corpus Christi, TX Market Overview



### Metro Counties / Population (000)

Nueces, TX	316.5
San Patricio, TX	68.7
<b>Total</b>	<b>385.2</b>

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

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$11,200	\$12,000	\$11,700	\$12,700	\$12,800	\$13,600	4.0%
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.3%	\$14,300	\$15,300	\$16,200	\$17,100	\$17,900	5.7%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA <sup>1/</sup>	\$3.13/1,000	\$3.32/1,000	Local	75%		
Revenue/Capita	\$28.96	\$35.31	\$45.10	National	25%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	386.8	385.2	-0.1%	385.2	396.9	0.6%
Households	130.3	134.7	0.7%	134.7	140.5	0.8%
Retail Sales	NA <sup>1/</sup>	4,351.2	NA <sup>1/</sup>	4,351.2	5,392.7	4.4%
EBI <sup>2/</sup>	5,074.8	5,872.7	3.0%	5,872.7	7,266.3	4.4%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	188.9	36.6	20.0	20.4	24.6	28.3	25.6	33.5
Women (000)	196.2	35.2	18.8	20.3	24.9	29.2	26.2	41.7
Total	385.2	71.8	38.8	40.6	49.5	57.5	51.8	75.2
Percentage	100.0%	18.6%	10.1%	10.5%	12.8%	14.9%	13.4%	19.5%
Per Capita	\$ 15,247	Median Household		\$ 33,769	Avg Household		\$ 43,613	
Ethnic Population:	White 72.6%	Black 4.0%	Asian 1.2%	Hispanic 55.3%				

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		20	16	22	9	31
Tot 12+	4.0		69.9	73.9	73.9	7.9	81.8
Avg 12+	2.0		3.5	4.6	3.4	0.9	2.6
Tot LCS	4.9		85.5	90.3	90.3	9.7	100.0
Avg LCS	2.4		4.3	5.6	4.1	1.1	3.2

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
															Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
KKBA	Kingsville	C2	92.7	12.5	869	b Malkan Bcstg Assoc	81				AC	750	1.10	5.0	3.8	4.3	4.1	4.2	4.8	5.3	3.8	3.6
• KMXR	Corpus Christi	C1	93.9	100.0	932	c Clear Channel Comm	70	0008		g	Oldies	1,350	1.48	6.7	8.2	6.1	5.2	8.3	5.2	3.3	3.0	4.2
KBSO	Corpus Christi	C3	94.7	25.0	285	d Davila, Manuel	92			1	Americana	250	0.80	2.3	1.7	2.3	1.6	2.2	1.6	0.8	2.0	3.4
KZFM	Corpus Christi	C	95.5	100.0	994	b Malkan Bcstg Assoc	64	7910			CHR	1,200	0.89	9.9	6.9	7.2	9.5	7.7	7.7	6.2	6.9	8.0
KLTG	Corpus Christi	C1	96.5	100.0	955	a Amigo Bcstg LP	67	0104	6,500	d2	Hot AC	550	0.58	7.0	4.2	6.8	5.0	3.0	4.8	2.9	4.3	2.3
KFTX	Kingsville	C1	97.5	100.0	955	Dobson, Tom & Grace	70	8902	800		Country	250	0.40	4.6	5.0	4.5	3.2	2.8	3.2	3.9	3.6	1.1
KLHB	Odem	C2	98.3	50.0	433	a Amigo Bcstg LP	85	0005		na	Tejano	400	0.95	3.1	2.9	2.5	2.7	2.6	4.1	2.9	3.5	5.0
KTXN	Victoria	C1	98.7	100.0	253	Cosmopolitan Entpr	94			1	Americana			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KRYS	Corpus Christi	C1	99.1	100.0	932	c Clear Channel Comm	83	0008		g	Country	2,000	1.53	9.6	7.5	8.4	7.9	8.3	7.9	8.6	8.5	8.2
KSAB	Robstown	C1	99.9	100.0 cp	932	c Clear Channel Comm	66	0008		g	Tejano	1,550	1.30	8.8	6.1	6.8	8.1	7.7	7.7	8.6	7.9	10.3
KNCN	Sinton	C1	101.3	100.0	361	c Clear Channel Comm	72	0008		g	AOR	1,775	1.31	10.0	6.9	7.7	9.2	9.7	5.7	7.0	6.3	7.5
KKPN	Rockport	C2	102.3	50.0	446	e Pacific Broadcasting	86	9805	1,775	d1	Modern AC	700	1.47	3.5	3.8	3.2	2.7	2.8	2.5	4.3	5.0	5.6
KNDA	Alice	C2	102.9	50.0	492	Guerra Enterprises	74	9507	650		Rhythm/Blue	300	0.63	3.5	2.9	3.2	2.7	3.6	1.4	2.1	0.9	1.0
KOUL	Sinton	C1	103.7	100.0	942	a Amigo Bcstg LP	68	0104		d2	Country	400	0.59	5.0	3.8	4.3	4.1	3.4	3.2	3.9	3.5	3.3
KPUS	Gregory	C3	104.5	14.0 cp	446	e Pacific Broadcasting	98				Clsc Rock	400	0.74	4.0	3.1	2.0	4.7	4.2	5.2	6.8	5.6	4.0
• KMIQ	Robstown	C2	104.9	31.0 cp	482	f Cotton Bcstg	89				Tejano	75		0.0	0.0	0.0	0.0	0.4	1.4	0.4	0.0	0.8
KMJR	Portland	A	105.5	1.9	354	a Amigo Bcstg LP	79	0104		d2	Mexican	225	0.57	2.9	4.0	2.9	2.0	1.4	2.9	3.1	2.9	2.7
KTKY	Taft	C2	106.5	50.0 cp	446	e Pacific Broadcasting	79	9805		d1	DARK			0.0	0.0	0.0	0.0	0.0	0.7	0.8	0.7	0.0
KFLZ	Bishop	C3	106.9	25.0	299	d Davila, Manuel	80	9607	550		Span/CCtmp			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KRXB	Beeville	A	107.1	1.3 cp	305	Shaffer Comm Group	88	9510	380		Adlt Stndrd			0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	
KCCG	Ingleside	C3	107.3	14.0	446	e Pacific Broadcasting	96	9801	450		Rock	325	0.68	3.5	3.1	3.4	2.5	2.8	2.9	3.7	3.3	2.7
KXTM	Benavides	C2	107.7	50.0 cp	492	Lopez, Humberto	01				Mexican			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# FM Stations -				22	# Combos -				17	FM TOTALS				89.4	73.9	75.6	75.2	75.1	72.9	75.0	71.7	73.7

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
KCTA	Corpus Christi	D	1030	50.0	0.00		Bcstg Corp Southwest	59				Christian	75		0.3	0.0	0.0	0.5	0.6	0.5	0.4	0.7	0.0
KCCT	Corpus Christi	B	1150	1.0	0.50	d	Davila, Manuel	54	7408			ChrsContem			0.4	0.0	0.7	0.0	0.0	0.9	0.4	1.0	0.8
KSIX	Corpus Christi	C	1230	1.0	1.00		Withers Family LP	47	0208 p		sw	Sports	125	0.84	1.1	0.8	0.9	0.9	0.6	0.9	0.8	0.9	0.4
KINE	Kingsville	B	1330	1.0	0.28	f	Cotton Bcstg	48				Span/Chrst			0.8	0.0	0.0	1.4	0.0	0.0	0.0	0.0	
KKTX	Corpus Christi	B	1360	1.0	1.00	c	Clear Channel Comm	27	0008		g	News/Talk	150	0.92	1.2	1.5	2.0	0.0	0.4	0.0	0.0	0.0	0.8
KUNO	Corpus Christi	C	1400	1.0	1.00	c	Clear Channel Comm	50	0008		g	Spanish	250	0.84	2.2	2.9	2.0	1.8	4.0	2.9	3.9	4.4	2.7
KEYS	Corpus Christi	B	1440	1.0	1.00	b	Malkn Bcstg Assoc	41	6612			Nws/Tlk/Spt	500	0.77	4.8	2.7	2.7	5.4	4.5	5.0	4.5	5.8	3.3
KROB	Robstown	D	1510	0.5	0.00		B Comm Joint Vent	63	0201	10		Religion			0.0	0.0	0.0	0.0	0.0	0.0	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	0.0	0.0	0.0	0.0	
# AM Stations -				9	# Combos -				5	AM TOTALS				10.8	7.9	8.3	10.0	10.1	10.2	10.0	12.8	8.0	
AM & FM Stations Profiled -				31	# Duopolies -				9	Total Local Commercial Share				81.8	83.9	85.2	85.2	83.1	85.0	84.5	81.7		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 135

Revenue Rank: 179

# Victor Valley, CA Market Overview



**Metro Counties / Population (000)**

San Bernardino, CA	389.2
	389.2

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

<b>ESTIMATED GROSS REVENUES</b> ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	N/A	N/A	N/A	N/A	\$9,500	\$10,000	
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.3%	\$10,600	\$11,300	\$12,000	\$12,600	\$13,300	5.8%
Revenue/Retail Sales	1997	2002	2007	<b>Est. Breakout</b>			
Revenue/Capita	NA <sup>1/</sup>	\$2.42/1,000	\$2.41/1,000	Local	80%		
	N/A	\$25.69	\$31.80	National	20%		

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	358.2	389.2	1.7%	389.2	418.2	1.4%
Households	114.2	119.4	0.9%	119.4	125.9	1.1%
Retail Sales	NA <sup>1/</sup>	4,133.6	NA <sup>1/</sup>	4,133.6	5,520.6	6.0%
EBI <sup>2/</sup>	4,187.9	5,298.4	4.8%	5,298.4	6,196.0	3.2%

**Demographic Breakdown**

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	194.2	42.9	21.3	21.7	26.9	29.8	23.9	27.7
Women (000)	195.0	40.9	20.3	19.2	26.6	30.2	24.3	33.6
Total	389.2	83.8	41.6	40.9	53.5	60.0	48.1	61.3
Percentage	100.0%	21.5%	10.7%	10.5%	13.7%	15.4%	12.4%	15.7%
Per Capita	\$ 13,615			Median Household	\$ 38,392		Avg Household	\$ 44,369
Ethnic Population:	White 81.2%	Black 10.2%	Asian 6.0%			Hispanic 40.0%		

**Market Summary**

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	11	10		8	21	7	28
Tot 12+	20.3	11.1		27.1	31.4	2.9	34.3
Avg 12+	1.8	1.1		3.4	1.5	0.4	1.2
Tot LCS	59.2	32.4		79.0	91.5	8.5	100.0
Avg LCS	5.4	3.2		9.9	4.4	1.2	3.6

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999		
KDHI	Joshua Tree	A	92.1	6.0	230		Three D Radio Inc	96	9711	41		Country	450			1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KDUC	Barstow	B1	94.3	4.6	784	c	Tele-Media Bcstg Co	86	9902	875	c1	70s Oldies	350			1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• KHRQ	Baker	B1	94.9	1.4 cp	1286	a	KHWY Inc		02			Rock	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KXXZ	Barstow	B1	95.9	8.9	486		Tele-Media Bcstg Co	91	9905	600		Oldies	350			1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• KKJT	Twentynine	A	96.3	6.0	243	f	Three D Radio Inc	65	9206	70	c1	Alternative	400			1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• KHDR	Lenwood	A	96.9	1.0 cp	797	a	KHWY Inc		02			Rock				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KRXV	Yermo	B	98.1	1.2	2280	a	KHWY Inc		80			Lite AC	1,100			3.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• KHWY	Essex	B	98.9	10.0	1073	a	KHWY Inc		91			Lite AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• KHYZ	Mountain Pass	B	99.7	8.4	1808	a	KHWY Inc		80			Lite AC				0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KHWZ	Ludlow	B1	100.1	25.0 cp	249	a	KHWY Inc		00			Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• KATJ	George	A	100.7	0.3	1549	e	Clear Channel Comm	89	0008		sw	Country	1,500			4.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KIXF	Baker	B	101.5	4.3	1322	a	KHWY Inc	94	9803	1,800	c1	Country				0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KZXY	Apple Valley	A	102.3	6.0	328	e	Clear Channel Comm	68	0008		sw	AC	2,050			7.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KDUQ	Ludlow	A	102.5	6.0	-164		Tele-Media Bcstg Co	95	9902			70s Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KVFG	Victorville	A	103.1	0.1	1424	d	Infinity Bcstg	80	0102		g1	Country	450			1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KIQQ	Newberry	A	103.7	6.0	282	b	Moon Bcstg Corp		00			Mexican				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KBTW	Lenwood	A	104.5	1.1	768		Lazer Bcstg Corp		00			Spanish AC	150			0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KJAT	Yermo	B1	105.3	0.4	2274	e	Clear Channel Comm	96	9905		g	Country				0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KIXA	Lucerne Valley	A	106.5	0.6	1066	e	Clear Channel Comm	93	0008		sw	Rock	750			2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KIXW	Lenwood	A	107.3	1.0 cp	781	a	KHWY Inc	93	9803		c1	Country	200			0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• KCDZ	Twentynine	B1	107.7	6.7	305		Morongo Basin Bcstg	89				AC	1,300			4.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# FM Stations -					21	# Combos -					15	FM TOTALS					0.0	31.4	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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999		
• KRAK	Hesperia	B	910	0.7	0.50	d	Infinity Bcstg	90	0008		g1	Nostalgia	550			1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KIXW	Apple Valley	D	960	5.0	0.02	e	Clear Channel Comm	54	0008		sw	Talk	150			0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KSZL	Barstow	C	1230	1.0	1.00	c	Tele-Media Bcstg Co	86	9902			Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KIQQ	Barstow	D	1310	5.0	0.12	b	Moon Bcstg Corp	60	0008	175		Mexican				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KYVU	Yucca Valley	D	1420	1.0	0.05		142U Inc		83			Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KWRN	Apple Valley	B	1550	5.0	0.50		Major Market Stns	91	9405	425		Mexican	150			0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KATJ	Victorville	D	1590	0.5	0.13	e	Clear Channel Comm	61	0008		sw	Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					7	# Combos -					5	AM TOTALS					0.0	2.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
AM & FM Stations Profiled -					28	# Duopolies -					9	Total Local Commercial Share					34.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

NOTE: Market first rated Fall 2002

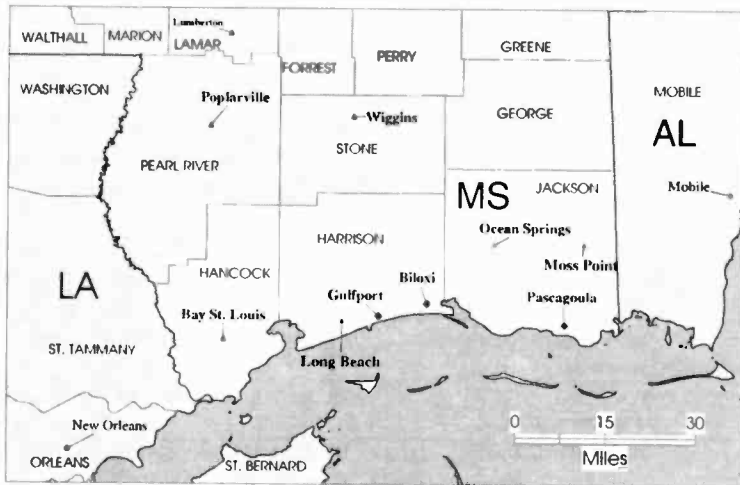
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 136

Revenue Rank: 174

# Biloxi-Gulfport-Pascagoula, MS Market Overview



**Metro Counties / Population (000)**

Hancock, MS	44.9
Harrison, MS	193.1
Jackson, MS	133.2
<b>Total</b>	<b>371.2</b>

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

<b>ESTIMATED GROSS REVENUES</b> ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$8,700	\$10,100	\$10,200	\$11,000	\$10,200	\$11,000	4.8%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	7.8%	\$11,600	\$12,400	\$13,100	\$13,800	\$14,500	5.7%
Revenue/Retail Sales	1997	2002	2007	<b>Est. Breakout</b>			
Revenue/Capita	NA <sup>1/</sup>	\$2.54/1,000	\$2.53/1,000	Local	85%		
	\$25.19	\$29.63	\$37.79	National	15%		

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	345.4	371.2	1.5%	371.2	383.7	0.7%
Households	125.0	139.8	2.3%	139.8	146.9	1.0%
Retail Sales	NA <sup>1/</sup>	4,332.8	NA <sup>1/</sup>	4,332.8	5,730.4	5.8%
EBI <sup>2/</sup>	4,699.5	5,922.2	4.7%	5,922.2	7,763.9	5.6%

**Demographic Breakdown**

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	184.3	32.8	17.3	20.1	24.7	29.0	25.3	35.2
Women (000)	186.8	31.4	16.5	17.7	24.9	28.9	25.6	41.8
Total	371.2	64.1	33.8	37.8	49.6	57.9	50.9	77.0
Percentage	100.0%	17.3%	9.1%	10.2%	13.4%	15.6%	13.7%	20.7%
Per Capita	\$ 15,956	Median Household		\$ 34,278	Avg Household		\$ 42,375	
Ethnic Population:	White 75.5%	Black 19.6%	Asian 2.2%	Hispanic 2.5%				

**Market Summary**

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	4		8	11	12	7	19
Tot 12+	18.5		42.2	60.2	60.7	6.0	66.7
Avg 12+	4.6		5.3	5.5	5.1	0.9	3.5
Tot LCS	27.7		63.3	90.3	91.0	9.0	100.0
Avg LCS	6.9		7.9	8.2	7.6	1.3	5.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# Competitive Overview

Some stations also rated in Laurel-Hattiesburg.

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
• WQYZ	Ocean Springs	A	92.5	6.0	322	Clear Channel Comm	92	0212 p		sw	70s & 80s	200	1.07	1.7	0.5	0.7	1.5	0.0	1.1	2.7	1.2	0.7	
WMJY	Biloxi	C	93.7	98.3	984	b Chase Radio Partners	66	0008		g1	AC	2,000	1.75	10.4	7.4	5.9	7.8	6.9	7.1	5.4	5.0	5.0	
WJZD	Long Beach	A	94.5	6.0	322	WJZD Inc		94			Urban AC	450	0.34	12.2	8.8	8.1	8.1	6.9	12.1	8.3	5.1	7.0	
WZNF	Lumberton	C1	95.3	50.0	1181	c Dowdy & Dowdy	83	0004	5,000		CHR	300	0.91	3.0	3.2	2.5	1.5	2.7	1.9	2.4	2.6	2.3	
WUJM	Gulfport	A	96.7	4.4	384	a Triad Bcstg Co	77	9907	7,800	d1	80s Hits	250	0.91	2.5	2.7	1.8	1.5	2.5	2.6	2.0	3.9	1.4	
WCPR	Wiggins	C2	97.9	50.0	466	a Triad Bcstg Co	93	9907		d1	Modern Rock	850	0.77	10.1	5.6	6.6	6.8	7.4	7.1	7.8	8.0	8.0	
WKNN	Pascagoula	C1	99.1	97.3	984	b Chase Radio Partners	64	0008		g1	Country	2,300	1.62	12.9	7.2	8.8	8.3	7.4	6.0	8.5	8.8	11.1	
WGCM	Gulfport	C3	102.3	16.0	358	c Dowdy & Dowdy	69	9411		c3	Oldies	500	0.60	7.6	5.2	5.7	4.4	5.2	3.9	5.1	6.4	7.7	
WOSM	Ocean Springs	C2	103.1	50.0	459	Cooper, Charles H.		71			Religion	150	0.52	2.6	2.3	2.0	1.5	2.5	1.7	2.2	0.9	3.0	
WXRG	Pascagoula	C3	105.9	25.0	312	a Triad Bcstg Co	76	9907		d1	Clsc Rock	1,500	1.53	8.9	5.4	5.9	5.9	6.2	5.4	8.0	6.9	5.5	
WXYK	Gulfport	A	107.1	2.8	400	a Triad Bcstg Co	64	9907		d1	Dance	750	0.68	10.1	6.5	6.1	7.3	5.4	5.4	6.8	3.2	3.4	
WZKX	Bay St. Louis	C	107.9	100.0	1460	c Dowdy & Dowdy		66			Country	1,125	0.98	10.4	5.9	6.1	7.6	7.4	6.9	5.9	5.1	5.9	
# FM Stations -				12		# Combos -				9		FM TOTALS			92.4	60.7	60.2	62.2	60.5	61.2	65.1	57.1	61.0

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WVMI	Biloxi	B	570	5.0	1.00	a	Triad Bcstg Co	50	0005		na	News/Talk	200	0.67	2.7	1.6	1.4	2.2	0.7	1.1	1.7	2.7	0.9
WQFX	Gulfport	D	1130	1.0 cp	0.00		Walk By Faith Minist	75	9604	34		Gospel				1.4	0.0	0.0	0.0	0.0	0.5	0.0	0.0
WBSL	Bay St. Louis	D	1190	5.0	0.00		Hancock Bcstg	74	8810	237		Rhythm/Blue				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	200	0.87	2.1	0.9	1.6	1.2	0.7	0.6	0.0	1.2	0.0
WROA	Gulfport	B	1390	5.0	5.00	c	Dowdy & Dowdy	55	8612			Easy	100	0.40	2.3	1.4	2.3	0.7	0.7	1.3	0.7	1.3	1.6
WXBD	Biloxi	C	1490	1.0	1.00	a	Triad Bcstg Co	48	9907		d1	Sports	100		0.4	0.7	0.5	0.0	0.0	0.0	0.5	0.0	1.1
WZZJ	Pascagoula-Mos	D	1580	5.0	0.05		Judah Bcstg Ntwk Inc	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			7.5	6.0	5.8	4.1	2.1	3.0	3.4	5.2	3.6
AM & FM Stations Profiled -				19		# Duopolies -				6		Total Local Commercial Share			66.7	66.0	66.3	62.6	64.2	68.5	62.3	64.6	

• Indicates a change since last edition

1/ See introduction section for Interpretation of revenue estimates.

Metro Rank: 137

Revenue Rank: 114

# Appleton - Oshkosh, WI Market Overview



**Metro Counties / Population (000)**

Calumet, WI	41.8
Outagamie, WI	163.9
Winnebago, WI	158.6
<b>Total</b>	<b>364.3</b>

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

<b>ESTIMATED GROSS REVENUES</b> ★★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$13,800	\$13,800	\$14,900	\$16,200	\$16,600	\$17,500	4.8%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	5.4%	\$18,300	\$19,200	\$19,900	\$21,000	\$22,100	4.8%
Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	<b>Est. Breakout</b>			
Revenue/Capita	NA <sup>1/</sup>	\$3.35/1,000	\$3.29/1,000	Local	75%		
	\$40.32	\$48.04	\$58.10	National	25%		

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	342.3	364.3	1.3%	364.3	380.4	0.9%
Households	126.1	139.9	2.1%	139.9	148.7	1.2%
Retail Sales	NA <sup>1/</sup>	5,230.2	NA <sup>1/</sup>	5,230.2	6,724.8	5.2%
EBI <sup>2/</sup>	5,489.8	6,497.4	3.4%	6,497.4	8,448.3	5.4%

**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)	181.3	31.1	17.4	18.7	25.4	30.9	25.4	32.4
Women (000)	183.1	29.3	16.8	18.1	24.0	29.8	24.6	40.5
Total	364.3	60.4	34.2	36.8	49.4	60.7	49.9	72.9
Percentage	100.0%	16.6%	9.4%	10.1%	13.6%	16.7%	13.7%	20.0%
Per Capita	\$ 17,833	Median Household		\$ 40,107	Avg Household		\$ 46,455	
Ethnic Population:	White 94.3%	Black 0.8%	Asian 2.2%	Hispanic 2.0%				

**Market Summary**

<b>FM Classes</b>	<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		12	10	15	7	22
Tot 12+	6.3		57.1	57.8	63.4	12.3	75.7
Avg 12+	2.1		4.8	5.8	4.2	1.8	3.4
Tot LCS	8.3		75.4	76.4	83.8	16.2	100.0
Avg LCS	2.8		6.3	7.6	5.6	2.3	4.5

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Green Bay.

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)															
												Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999								
WOZZ	New London	C2	93.5	50.0	492	b	Midwest Comm Inc	67	9307		g	Clsc Rock	2,200	1.48	8.5	7.7	6.1	7.2	6.8	5.8	5.0	5.9	4.5							
WROE	Neenah-Menash	C3	94.3	13.0	459	b	Midwest Comm Inc	71	9702		sw	Lite Rock	2,200	1.48	8.5	8.0	5.4	7.9	6.6	8.2	5.2	5.4	6.6							
WKSZ	De Pere	C3	95.9	4.5	774	e	Woodward Comm Inc	84	9510	See (187)		Top 40	n/a		5.6	3.1	4.5	4.3	4.5	4.6	5.0	3.0	4.9							
WWWX	Oshkosh	A	96.9	6.0	328	a	Cumulus Bcstg Inc	67	9709	5,200	d1	Rock	1,300	1.24	6.0	4.6	4.1	5.3	4.5	4.6	5.9	5.4	6.0							
WQLH	Green Bay	C1	98.5	100.0	499		Cumulus Bcstg Inc	67	0207	See (187)		CHR	n/a		2.0	2.4	1.8	1.4	2.0	1.9	1.5	0.8	1.4							
WPKR	Omro	C2	99.5	25.0 cp	495	d	Midwest Dimensions	74				Country	1,600	1.29	7.1	2.2	5.0	6.2	2.9	5.1	4.3	4.6	4.7							
WNCY	Neenah-Menash	C2	100.3	45.0	489	b	Midwest Comm Inc	77	9702		sw	Country	2,600	1.03	14.4	10.4	13.3	9.1	10.4	7.7	10.4	8.5	7.0							
WIXX	Green Bay	C	101.1	100.0	1079	b	Midwest Comm Inc	60				CHR	n/a		10.4	9.2	8.3	7.9	9.5	10.4	10.0	13.1	10.9							
WOGB	Kaukauna	C3	103.1	3.6	879	a	Cumulus Bcstg Inc	96	9709			Oldies	n/a		5.0	2.2	4.5	3.3	1.8	3.1	2.2	2.3	2.5							
WVBO	Winneconne	C3	103.9	25.0	318	a	Cumulus Bcstg Inc	66	9709		d1	Oldies	1,650	1.41	6.7	4.6	5.9	4.5	6.3	4.6	5.7	6.5	6.8							
WECB	Seymour	A	104.3	2.8	341		Brooker Bcstg	98				70s Oldies	100		0.4	1.0	0.0	0.7	0.5	0.5	0.7	0.6	1.0							
WPCK	Denmark	C3	104.9	10.0 cp	515	d	Midwest Dimensions	69	9704	750		Country			0.4	0.5	0.2	0.5	0.2	0.2	0.4	0.1	0.2							
• WAPL	Appleton	C	105.7	100.0	1175	e	Woodward Comm Inc	65	7506			Clsc Rock	3,200	1.95	9.4	5.8	6.8	7.9	6.3	6.5	5.9	7.2	7.8							
KFIZ	Fond Du Lac	A	107.1	3.0	299	c	RBH Enterprises Inc	67	9702		c2	1 Hot AC	100		0.6	0.7	0.5	0.5	0.0	1.0	0.4	1.0	0.6							
• WXWX	Brillion	C3	107.5	3.6	879	a	Cumulus Bcstg Inc	92	9809	See (187)		Rock	n/a		1.2	1.0	0.9	1.0	2.0	0.7	2.4	3.0	3.7							
# FM Stations -												15	# Combos -		13	FM TOTALS						86.2	63.4	67.3	67.7	64.3	64.9	65.0	67.4	68.6

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)															
												Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999								
WJOK	Kaukauna	B	1050	1.0	0.50		Starboard Bcstg Inc	65	0012	500		Christian	100			0.0	0.0	0.0	0.0	0.7	1.3	0.0	0.0							
WHBY	Kimberly	B	1150	5.0	5.00	e	Woodward Comm Inc	70	9111	965		News/Talk	1,100	1.16	5.4	4.8	4.1	4.3	5.7	4.8	4.3	7.9	6.4							
WNAM	Neenah-Menash	B	1280	5.0	5.00	a	Cumulus Bcstg Inc	47	9709		d1	Adlt Stndrd	475	0.50	5.4	5.8	3.2	5.3	5.9	3.4	6.3	4.7	3.9							
KFIZ	Fond du Lac	C	1450	1.0	1.00	c	RBH Enterprises Inc	22	9702		c2	1 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	525	1.50	2.0	1.7	1.8	1.4	2.3	1.7	1.7	3.1	2.3							
WMBE	Chilton	D	1530	0.3	0.00		Maszja-Pacer Radio	84	9012	4	st	1 Country	100			0.0	0.0	0.0	0.0	0.0	0.9	0.9	0.8							
WSCO	Appleton	B	1570	1.0	0.33	e	Woodward Comm Inc	52	0112	450		BgBnd/Nstlg	200	1.14	1.0	0.0	0.5	1.0	2.0	1.9	0.7	0.0	0.6							
# AM Stations -												7	# Combos -		5	AM TOTALS						13.8	12.3	9.6	12.0	15.9	12.5	15.2	16.6	14.0
AM & FM Stations Profiled -												22	# Duopolies -		8	Total Local Commercial Share						75.7	76.9	79.7	80.2	77.4	80.2	84.0	82.6	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 138

Revenue Rank: 114

# Atlantic City - Cape May, NJ Market Overview



**Metro Counties / Population (000)**

Atlantic, NJ	257.0
Cape May, NJ	102.8
<b>Total</b>	<b>359.8</b>

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

<b>ESTIMATED GROSS REVENUES</b> ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$14,500	\$14,500	\$15,700	\$17,900	\$16,900	\$17,500	3.8%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	3.6%	\$18,400	\$19,700	\$20,800	\$21,900	\$23,000	5.7%
Revenue/Retail Sales	1997	2002	2007	<b>Est. Breakout</b>			
Revenue/Capita	NA <sup>1/</sup>	\$3.64/1,000	\$4.22/1,000	Local	85%		
	\$43.27	\$48.64	\$61.63	National	15%		

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	335.1	359.8	1.4%	359.8	373.2	0.7%
Households	128.2	139.2	1.7%	139.2	144.6	0.8%
Retail Sales	NA <sup>1/</sup>	4,803.1	NA <sup>1/</sup>	4,803.1	5,446.1	2.5%
EBI <sup>2/</sup>	5,131.6	6,239.4	4.0%	6,239.4	7,331.7	3.3%

**Demographic Breakdown**

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	173.4	29.5	15.4	14.2	21.0	28.5	24.9	40.1
Women (000)	186.4	28.2	14.4	13.7	22.2	29.6	25.8	52.5
Total	359.8	57.7	29.7	27.9	43.2	58.0	50.7	92.6
Percentage	100.0%	16.0%	8.3%	7.8%	12.0%	16.1%	14.1%	25.7%
Per Capita	\$ 17,341	Median Household		\$ 36,620	Avg Household		\$ 44,836	
Ethnic Population:	White 74.1%	Black 14.2%	Asian 4.2%	Hispanic 10.2%				

**Market Summary**

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	11	7		11	18	7	25
Tot 12+	27.2	34.7		51.3	61.9	11.8	73.7
Avg 12+	2.5	5.0		4.7	3.4	1.7	2.9
Tot LCS	36.9	47.1		69.6	84.0	16.0	100.0
Avg LCS	3.4	6.7		6.3	4.7	2.3	4.0

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in New York & Philadelphia  
ARB 12+ Metro Shares (see rights)

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
												Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
• WBNJ	Wildwood Cres	A	93.1	4.2	217	b Equity Comm LP	93	0205	13,000	d2	Urban AC	175	0.9	0.2	0.4	0.9	0.7	0.2	1.1	0.2	0.4	
WWZK	Avalon	A	94.3	3.3	299	a Coastal Bcstg System	76	9804	470		Oldies	300	1.71	1.0	1.1	0.8	0.6	0.7	1.5	1.3	1.1	
WAYV	Atlantic City	B	95.1	50.0	331	b Equity Comm LP	61	9606	3,100		Hot AC	2,150	1.27	9.7	5.3	7.5	6.7	9.0	6.2	8.8	7.8	5.5
WTTH	Margate City	A	96.1	2.8	400	b Equity Comm LP	92	0205		d2	Urban AC	1,250	1.08	6.6	5.3	4.1	5.6	5.5	6.2	7.3	6.6	6.1
WFPG	Atlantic City	B	96.9	50.0	361	d Millennium Radio Gr	62	0107	19,400	d1	1 Lite Rock	2,550	1.27	11.5	7.9	8.5	8.2	8.8	7.8	7.9	6.4	8.5
WIXM	Millville	B	97.3	50.0	466	d Millennium Radio Gr	62	0202		g	Hot AC	400	0.85	2.7	4.4	1.4	2.6	1.3	1.8	2.6	2.3	1.7
WTKU	Ocean City	A	98.3	6.0	328	c Green Group	83	9509	850		Oldies	1,100	1.19	5.3	2.8	3.7	4.1	3.1	5.7	4.3	4.5	5.0
WCZT	Villas	A	98.7	6.0	328	a Coastal Bcstg System	90	0106	1,400		AC	375	1.26	1.7	1.8	1.2	1.3	2.2	2.1	1.7	2.1	2.2
WZBZ	Pleasantville	A	99.3	3.0	328	b Equity Comm LP	74	0205		d2	CHR	1,200	0.99	6.9	9.2	6.4	3.7	2.6	2.5	2.6	1.9	1.7
WZXL	Wildwood	B	100.7	38.0	331	b Equity Comm LP	59	9801		c2	Adult Rock	1,900	2.09	5.2	3.5	4.1	3.5	5.3	6.9	3.9	6.0	4.8
WAIV	Cape May	A	102.3	3.2	292	b Equity Comm LP	67	0205		d2	Smooth Jazz	250	0.75	1.9	1.1	1.4	1.3	0.9	1.6	0.6	2.6	3.5
WJSE	Petersburg	A	102.7	3.3	295	Parinello Entrprises	91	9411	356		Alternative	1,100	1.01	6.2	2.6	4.8	4.3	3.3	3.2	2.6	1.8	1.1
WMGM	Atlantic City	B	103.7	50.0	348	c Green Group	61				Clisc Rock	1,400	1.23	6.5	5.5	5.4	4.1	5.1	5.0	4.5	4.0	4.4
WEMG	Egg Harbor City	B1	104.9	10.0	509	Mega Comm Inc	71	9905	See (6)		Spanish	n/a		3.6	1.8	1.7	3.5	1.5	1.6	1.7	2.9	2.0
WGBZ	Cape May Court	A	105.5	3.3	295	b Equity Comm LP	86	0205		d2	CHR	150	0.32	2.7	1.1	2.3	1.7	1.5	2.3	2.4	1.0	0.4
• WKOE	Ocean City	A	106.3	3.0	308	Ocean	72	9407		c3	1 Oldes/Talk	450	1.17	2.2	1.1	0.8	2.4	2.4	2.3	3.0	2.9	3.9
• WDOX	North Cape May	A	106.7	3.0	233	Marc Scott Comm Inc	93	9410	34		Altve/Rock	100		0.5	0.9	0.4	0.4	0.7	0.0	0.0	0.0	0.4
WPUR	Atlantic City	B1	107.3	13.5	449	d Millennium Radio Gr	98	0107		d1	1 Country	950	0.81	6.7	6.3	5.8	3.9	4.8	6.2	5.4	7.0	5.9
# FM Stations -				18	# Combos -				14	FM TOTALS				81.8	61.9	60.7	58.8	59.4	62.3	61.9	61.3	58.6

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WIBG	Ocean	D	1020	0.5	0.00		Brancadora, Enrico	64	9212	140		ChrsContem	50	0.3	0.0	0.0	0.4	0.0	0.5	0.0	0.8	0.0	
WCMC	Wildwood	C	1230	1.0	1.00	b	Equity Comm LP	51	9801		c2	Nostalgia	200	0.28	4.1	2.4	2.3	3.7	2.2	3.0	2.8	1.3	1.7
WMID	Atlantic City	C	1340	0.9	0.00	b	Equity Comm LP	47	0205		d2	Adlt Stndrd	300	0.33	5.2	3.7	3.3	4.3	5.7	3.0	3.2	5.3	3.9
WOND	Pleasantville	C	1400	1.0	1.00	c	Green Group	50	5507			News/Talk	800	0.68	6.7	4.8	4.6	5.2	4.0	5.0	3.4	3.4	4.1
WKXW	Atlantic City	C	1450	1.0	1.00	d	Millennium Radio Gr	40	0107		d1	1 News/Talk	150		0.6	0.9	0.6	0.2	0.9	1.6	1.3	2.3	2.4
WUSS	Pleasantville	C	1490	0.4	0.40	c	Green Group	55	9704	180		Black Gospl		1.2	0.0	0.6	1.1	0.9	0.0	0.0	0.0	0.0	
WGYM	Hammonton	D	1580	1.0	0.01	c	Green Group	61	9101	100		Sports	150		0.0	0.0	0.0	0.0	0.5	0.0	0.6	0.4	
# AM Stations -				7	# Combos -				6	AM TOTALS				18.1	11.8	11.4	14.9	13.7	13.6	10.7	13.7	12.5	
AM & FM Stations Profiled -				25	# Duopolies -				9	Total Local Commercial Share				73.7	72.1	73.7	73.1	75.9	72.6	75.0	71.1		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 139

Revenue Rank: 144

# Burlington, VT-Plattsburgh, NY Market Overview



### Metro Counties / Population (000)

Clinton, NY	78.9
Essex, NY	38.9
Addison, VT	36.5
Chittenden, VT	148.3
Franklin, VT	46.4
Grand Isle, VT	7.2
<b>Total</b>	<b>356.2</b>

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

<b>ESTIMATED GROSS REVENUES</b> ★★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$11,000	\$12,100	\$11,600	\$13,000	\$12,600	\$13,500	4.1%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	7.1%	\$14,100	\$14,800	\$15,400	\$16,200	\$17,100	4.9%
Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>			
Revenue/Capita	NA <sup>1/</sup>	\$2.59/1,000	\$2.59/1,000	Local	80%		
	\$31.93	\$37.90	\$47.04	National	20%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	344.5	356.2	0.7%	356.2	363.5	0.4%
Households	124.9	135.5	1.6%	135.5	140.9	0.8%
Retail Sales	NA <sup>1/</sup>	5,216.9	NA <sup>1/</sup>	5,216.9	6,590.6	4.8%
EBI <sup>2/</sup>	4,977.5	5,808.3	3.1%	5,808.3	7,031.2	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)	177.1	27.8	16.0	20.6	24.2	30.0	26.3	32.1
Women (000)	179.1	26.6	15.0	20.2	22.4	29.3	26.1	39.4
Total	356.2	54.3	31.0	40.9	46.6	59.3	52.4	71.6
Percentage	100.0%	15.3%	8.7%	11.5%	13.1%	16.7%	14.7%	20.1%
Per Capita	\$ 16,306	Median Household		\$ 37,439	Avg Household		\$ 42,872	
Ethnic Population:	White 94.8%	Black 1.6%	Asian 1.2%	Hispanic 1.5%				

### Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	4		14	10	18	12	30
Tot 12+	10.4		59.3	65.1	69.7	8.9	78.6
Avg 12+	2.6		4.2	6.5	3.9	0.7	2.6
Tot LCS	13.2		75.4	82.8	88.7	11.3	100.0
Avg LCS	3.3		5.4	8.3	4.9	0.9	3.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WJVT	Port Henry	C3	92.1	18.0	10	h	Clear Channel Comm	82	0101		g	Smooth Jazz	200		0.3	0.4	0.0	0.5	1.0	0.0	0.0	0.0	0.0
WEZF	Burlington	C	92.9	46.0	2704	h	Clear Channel Comm	69	0008		g	1 AC	2,500	1.73	10.7	6.9	7.4	9.6	6.5	8.4	9.5	7.1	8.7
WXAL	Addison	C3	93.7	25.0	289	c	Northeast Bcstg Co	99	0101	434		Hot AC	200	0.74	2.0	1.8	1.5	1.6	0.0	0.0	0.0	0.0	0.0
WXXX	South Burlington	C3	95.5	25.0	236	b	Sison Bcstg Inc	84	9704	2,939	c2	CHR	1,600	0.97	12.2	9.1	9.3	10.1	9.5	13.4	15.3	13.5	14.9
WDEV	Warren	C3	96.1	0.4	2277	d	Radio Vermont Group	89	9210	643		FullService			0.3	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0
• WXZO	Willsboro	A	96.7	1.0	797	h	Clear Channel Comm	95	0008		g	1 Talk	300	1.17	1.9	3.3	2.1	0.9	1.5	0.6	0.0	1.7	1.0
WOKO	Burlington	C1	98.9	100.0	308	a	Hall Communications	62	8312	1,950		Country	2,600	0.82	23.5	18.7	19.5	17.8	14.9	12.3	15.3	14.1	12.8
WBTZ	Plattsburgh	C	99.9	100.0	984	g	Burlington Bcstrs	60				Altve/80Hts	700	0.70	7.4	6.7	5.1	6.6	8.0	7.8	4.7	4.5	6.7
WCPV	Essex	A	101.3	1.0	797	h	Clear Channel Comm	94	0008		g	1 Clsc Rock	1,300	1.42	6.8	6.0	6.1	4.7	9.0	7.8	6.8	10.9	11.3
WCVT	Stowe	C3	101.7	0.5 cp	2067	d	Radio Vermont Group	77	9708	450		Classical	75	0.31	1.8	1.1	2.3	0.5	0.5	2.2	2.1	1.1	3.6
WLFE	St. Albans	A	102.3	0.9 cp	846	c	Northeast Bcstg Co	70	0105	575	c1	3 Country	100	0.35	2.1	1.1	1.7	1.6	0.0	0.0	1.1	0.0	0.0
• WCLX	Westport	A	102.5	0.7 cp	295		Jackson Group	97				Progressive	75			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WLKC	Waterbury	C2	103.3	1.1 cp	2644	c	Northeast Bcstg Co	85	9910	700		Hot AC	200	0.74	2.0	0.9	1.7	1.4	2.0	1.1	2.6	1.5	0.0
WNCS	Montpelier	C2	104.7	1.9	2080	c	Northeast Bcstg Co	77	8702	750		AAA	800	1.48	4.0	3.6	2.8	3.5	3.5	2.8	4.2	5.2	3.1
WKOL	Plattsburgh	C3	105.1	23.5	338	a	Hall Communications	94	9504	1,100		Oldies	1,000	0.93	8.0	5.3	5.9	6.8	6.0	6.1	6.3	7.5	7.2
WLPW	Lake Placid	C3	105.5	25.0 cp	-194	e	Radio Lake Placid	79	8812	1,000	c1	2 Clsc Rock				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WYZY	Saranac Lake	C2	106.3	50.0 cp	394	f	Saranac Lake Radio	89	9806	500	c1	AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WIZN	Vergennes	C2	106.7	50.0	374	g	Burlington Bcstrs	83	8806	2,350		AOR	1,150	1.20	7.1	4.4	5.9	5.4	6.5	7.3	5.3	6.7	5.1
# FM Stations -					18	# Combos -					17	FM TOTALS			90.1	69.7	71.7	71.0	68.9	69.8	73.2	73.8	74.4

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WVMT	Burlington	B	620	5.0	5.00	b	Sison Bcstg Inc	22	9704		c2	Nws/Spt/Tlk	200	0.87	1.7	2.7	1.3	1.4	2.5	1.1	1.1	1.4	2.1
WCHP	Champlain	D	760	35.0	0.01		Champlain Radio Inc	85				Christian				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WIRD	Lake Placid	D	920	5.0	0.09	e	Radio Lake Placid	61	8812		c1	2 Sports				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WEAV	Plattsburgh	B	960	5.0	5.00	h	Clear Channel Comm	35	0201	150		1 Talk			0.9	0.7	0.8	0.7	1.5	2.2	0.0	1.4	0.5
WTWK	Plattsburgh	D	1070	5.0	0.00	c	Northeast Bcstg Co	68	0202	150		3 Talk			0.3	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0
WJOY	Burlington	C	1230	1.0	1.00	a	Hall Communications	46	8312			MOR	100	0.32	2.3	2.2	1.7	1.9	5.5	5.6	4.7	5.8	5.6
• WNBZ	Saranac Lake	C	1240	1.0	1.00	f	Saranac Lake Radio	27	9806	500	c1	AdStd/News				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WIPS	Ticonderoga	D	1250	1.0	0.00		Empire State Radio	55				Nostalgia				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WIRY	Plattsburgh	C	1340	1.0	1.00		Hometown Radio Inc	50	9408	175		AC	200	0.39	3.8	2.2	2.5	3.5	0.0	0.0	0.0	0.0	0.0
WVAA	Burlington	B	1390	5.0	5.00	d	Radio Vermont Group	54	9905	428	na	Nws/Tlk/Spt	150	1.11	1.0	1.1	0.4	1.2	2.5	2.8	2.6	2.3	1.5
WRSA	St. Albans	D	1420	1.0	0.11	c	Northeast Bcstg Co	30	0105		c1	3 Talk/AdStd				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WFAD	Middlebury	C	1490	1.0	1.00	c	Northeast Bcstg Co	65	0107	180		Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -					12	# Combos -					9	AM TOTALS			10.0	8.9	7.1	8.7	12.0	11.7	8.4	10.9	9.7
AM & FM Stations Profiled -					30	# Duopolies -					8	Total Local Commercial Share			78.6	78.8	79.7	80.9	81.5	81.6	84.7	84.1	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 140

Revenue Rank: 139

# Trenton, NJ Market Overview



**Metro Counties / Population (000)**

Mercer, NJ	357.1
	357.1

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

<b>ESTIMATED GROSS REVENUES</b> ★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$14,200	\$16,400	\$13,000	\$14,700	\$13,600	\$14,100	-0.1%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	3.7%	\$14,900	\$15,900	\$16,800	\$17,700	\$18,600	5.7%

Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	<b>Est. Breakout</b>
Revenue/Capita	NA <sup>1/</sup>	\$3.24/1,000	\$3.52/1,000	Local 72%
	\$42.90	\$39.48	\$50.04	National 28%

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	331.0	357.1	1.5%	357.1	371.7	0.8%
Households	118.1	128.4	1.7%	128.4	134.5	0.9%
Retail Sales	NA <sup>1/</sup>	4,347.6	NA <sup>1/</sup>	4,347.6	5,278.3	4.0%
EBI <sup>2/</sup>	6,840.1	8,702.0	4.9%	8,702.0	11,621.1	6.0%

**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)	173.5	29.0	14.7	18.7	24.5	28.4	25.0	33.2
Women (000)	183.6	27.9	13.8	18.2	23.8	28.8	26.7	44.3
Total	357.1	56.9	28.5	37.0	48.3	57.1	51.7	77.6
Percentage	100.0%	15.9%	8.0%	10.4%	13.5%	16.0%	14.5%	21.7%
Per Capita	\$ 24,369							
				Median Household	\$ 52,050		Avg Household	\$ 67,760
Ethnic Population:	White	67.4%	Black	20.2%	Asian	5.3%	Hispanic	10.3%

**Market Summary**

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations		4		3	5	5	10
Tot 12+		17.3		17.3	17.3	4.2	21.5
Avg 12+		4.3		5.8	3.5	0.8	2.2
Tot LCS		80.5		80.5	80.5	19.5	100.0
Avg LCS		20.1		26.8	16.1	3.9	10.0

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# Competitive Overview

Some stations also rated in markets 1, 5, 36, 52.

FM Stations													ARB 12+ Metro Shares (see rights)											
Calls	City of License	FCC Class	Power Freq (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999		
															2002	2002	2001	2001	2000	2000	1999	1999		
WTHK	Trenton	B	94.5	48.0	492	a	Nassau Bcstg Ptrs LP	65	0204	20,000	c2	1	Clsc Rock	3,300	1.54	15.2	3.9	4.2	3.6	4.4	5.9	6.2	6.3	6.1
WPST	Trenton	B	97.5	48.0	430	a	Nassau Bcstg Ptrs LP	49	9508		st	1	CHR	7,600	1.48	36.5	7.3	9.8	8.9	11.7	11.8	10.0	9.5	10.6
WKXW	Trenton	B	101.5	15.5	902	b	Millennium Radio Gr	62	0202				Oldes/Talk	n/a		28.5	6.1	9.1	5.7	6.8	5.6	8.9	5.1	8.7
WPRB	Princeton	B	103.3	14.0	732		Princeton Bcstg Svc	55					Rck/Clsc/Jaz	200		0.0	0.0	0.0	0.0	0.0	0.5	0.4	0.0	
WWPH	Princeton	D	107.9	0.0	36		W Windsor Plainsboro	75					Variety			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# FM Stations -					5	# Combos -				2	FM TOTALS			80.2	17.3	23.1	18.2	22.9	23.3	25.6	21.3	25.4		
AM Stations													ARB 12+ Metro Shares (see rights)											
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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999		
															2002	2002	2001	2001	2000	2000	1999	1999		
• WPHY	Trenton	B	920	1.4	1.00	a	Nassau Bcstg Ptrs LP	42	0204		c2	1	Sports	550		0.0	0.0	0.0	0.0	0.7	0.7	0.0	0.0	
WBUD	Trenton	B	1260	5.0	2.50		Millennium Radio Gr	47	0202		g		Oldes/News	1,000	0.75	9.4	2.2	1.7	3.0	2.8	3.3	3.9	4.0	3.2
WIMG	Ewing	B	1300	3.2	1.30		Morris Bcstg Co	23	9307	450			UrbAC/Gospl	1,000	0.68	10.5	2.0	2.9	2.5	4.2	2.8	2.1	4.3	2.6
WHWH	Princeton	B	1350	5.0	5.00		Multicultural Bcstg	63	0205		sw	1	Bus News	400		0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.8	
WTTM	Princeton	B	1680	10.0	1.00	c	Multicultural Bcstg	99	0205		sw		Asian	50		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					5	# Combos -				1	AM TOTALS			19.9	4.2	4.6	5.5	7.0	7.7	6.7	8.3	6.6		
AM & FM Stations Profiled -					10	# Duopolies -				2	Total Local Commercial Share			21.5	27.7	23.7	29.9	31.0	32.3	29.6	32.0			

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 141

Revenue Rank: 114

# Quad Cities, IA-IL Market Overview



### Metro Counties / Population (000)

Scott, IA	158.5
Henry, IL	50.8
Rock Island, IL	148.3
<b>Total</b>	<b>357.6</b>

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

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$13,000	\$14,600	\$15,100	\$17,000	\$16,200	\$17,500	6.1%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
NA <sup>1/</sup>	\$3.57/1,000	\$3.95/1,000		Local	86%		
Revenue/Capita	1997	2002	2007	National	14%		
\$36.39	\$48.94	\$64.72					

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	357.2	357.6	0.0%	357.6	355.4	-0.1%
Households	139.8	143.1	0.5%	143.1	143.9	0.1%
Retail Sales	NA <sup>1/</sup>	4,908.0	NA <sup>1/</sup>	4,908.0	5,824.3	3.5%
EBI <sup>2/</sup>	5,355.6	6,026.5	2.4%	6,026.5	7,103.9	3.3%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	174.2	29.4	16.5	16.8	22.2	26.1	26.4	36.9
Women (000)	183.4	27.9	15.7	17.2	21.8	27.0	26.4	47.5
Total	357.6	57.3	32.1	34.0	44.0	53.1	52.8	84.4
Percentage	100.0%	16.0%	9.0%	9.5%	12.3%	14.8%	14.8%	23.6%
Per Capita	\$ 16,852	Median Household		\$ 33,049	Avg Household		\$ 42,102	
Ethnic Population:	White 87.9%	Black 6.1%	Asian 1.3%	Hispanic 6.1%				

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4	3	5	9	12	6	18
Tot 12+	6.6	18.0	39.5	63.6	64.1	10.7	74.8
Avg 12+	1.7	6.0	7.9	7.1	5.3	1.8	4.2
Tot LCS	8.8	24.1	52.8	85.0	85.7	14.3	100.0
Avg LCS	2.2	8.0	10.6	9.4	7.1	2.4	5.6

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
KORB	Bettendorf	A	93.5	6.0	318	c	Cumulus Bcstg Inc	84	0010		g	Rock	950	0.58	9.3	6.1	7.3	8.0	5.4	5.2	6.7	4.0	3.3
WJRE	Kewanee	A	93.9	3.1	453	b	Miller Comm Inc	66	9412	400	c3	Lite Rock	100		0.6	0.5	1.0	0.0	0.7	0.0	0.5	0.0	0.0
KMXG	Clinton	C1	96.1	100.0	981	a	Clear Channel Comm	74	0012	85,000	d1	Hot AC	1,850	1.20	8.8	6.6	7.8	6.6	8.4	7.1	5.7	6.4	6.5
WXLP	Moline	B	96.9	50.0	499	c	Cumulus Bcstg Inc	70	0010		g	Clsc Rock	1,025	0.93	6.3	5.1	5.8	4.5	5.4	5.2	5.9	8.9	7.0
WHTS	Rock Island	B	98.9	39.0	899	d	Mercury Bcstg Co Inc	47	0102		c4	CHR	1,650	0.81	11.6	7.6	10.3	8.8	9.1	8.5	10.5	12.4	12.6
KBEA	Muscatine	C1	99.7	100.0	869	c	Cumulus Bcstg Inc	49	0010	1,700	g	Top 40	500	0.40	7.1	3.6	5.0	6.6	6.2	4.5	5.0	2.9	3.0
KUUL	East Moline	B	101.3	50.0	499	a	Clear Channel Comm	76	0012		d1	Oldies	1,100	0.84	7.5	5.3	6.0	6.4	6.2	6.2	6.7	6.7	7.7
WRMJ	Aledo	A	102.3	3.0	299	e	Hoscheldt Bcstg, Inc	79				Country	250			0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.5
• WHHK	Galva	A	102.5	3.0	328	e	Miller Comm Inc	95	0301 p	475	c1	AC	250			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WLLR	Davenport	C	103.7	100.0	1191	a	Clear Channel Comm	48	0012		d1	Country	3,600	1.37	15.0	15.0	12.5	12.2	13.1	14.5	12.6	12.3	12.1
KBOB	De Witt	C3	104.9	12.5	469	c	Cumulus Bcstg Inc	77	0010		g	Country	600	0.86	4.0	3.1	5.0	1.6	1.7	1.9	2.9	3.6	3.5
KCQQ	Davenport	C1	106.5	100.0	896	a	Clear Channel Comm	66	0012		d1	Clsc Hits	3,300	1.65	11.4	11.2	8.5	10.3	12.6	11.4	10.7	10.1	9.8
# FM Stations -				12	# Combos -				12	FM TOTALS				81.6	64.1	69.2	65.0	68.8	64.5	67.2	67.7	66.0	

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
KJOC	Davenport	B	1170	1.0 cp	1.00	c	Cumulus Bcstg Inc	46	0010		g	Sports	175	0.63	1.6	0.8	1.0	1.6	1.0	1.2	1.4	1.5	1.4
WLLR	Moline	C	1230	1.0	1.00	a	Clear Channel Comm	46	0012		d1	News/Cntry	200	0.95	1.2	0.5	0.8	1.1	0.5	0.7	0.5	1.0	0.5
WKBF	Rock Island	B	1270	5.0	5.00	d	Mercury Bcstg Co Inc	25	0102		c4	Big Band	500	0.50	5.7	3.8	3.8	5.6	4.9	4.0	4.5	6.1	4.4
WOC	Davenport	B	1420	5.0	5.00	a	Clear Channel Comm	22	0012		d1	News/Talk	1,300	0.82	9.1	5.1	7.0	8.0	7.4	7.8	7.8	5.8	8.4
WKEI	Kewanee	C	1450	0.5	1.00	b	Miller Comm Inc	52	9412		c3	Nws/Tlk/Spt	100		0.8	0.5	0.5	0.8	0.0	1.7	0.7	0.9	0.5
• WGEN	Geneseo	D	1500	0.3	0.00	e	Miller Comm Inc	63	0301 p		c1	AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -				6	# Combos -				6	AM TOTALS				18.4	10.7	13.1	17.1	13.8	15.4	14.9	15.3	15.2	
AM & FM Stations Profiled -				18	# Duopolies -				7	Total Local Commercial Share				74.8	82.3	82.1	82.6	79.9	82.1	83.0	81.2		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 142

Revenue Rank: 101

# Stamford-Norwalk, CT Market Overview



Metro Counties / Population (000)

Fairfield, CT	358.5
	358.5

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

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$15,600	\$16,300	\$16,600	\$18,000	\$18,700	\$20,400
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	9.1%	\$21,500	\$23,000	\$24,200	\$25,500	\$26,800	5.6%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA <sup>1/</sup>	\$2.77/1,000	\$2.66/1,000	Local	70%		
Revenue/Capita	\$46.57	\$56.90	\$72.47	National	30%		

## Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	335.0	358.5	1.4%	358.5	369.8	0.6%
Households	123.6	131.7	1.3%	131.7	135.8	0.6%
Retail Sales	NA <sup>1/</sup>	7,369.3	NA <sup>1/</sup>	7,369.3	10,090.5	6.5%
EBI <sup>2/</sup>	9,692.2	12,438.2	5.1%	12,438.2	16,333.2	5.6%

## Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	172.9	32.2	14.5	13.0	22.7	29.5	25.2	35.8
Women (000)	185.6	30.6	13.8	12.5	23.7	31.2	27.0	46.8
Total	358.5	62.9	28.3	25.5	46.4	60.6	52.2	82.6
Percentage	100.0%	17.5%	7.9%	7.1%	13.0%	16.9%	14.6%	23.0%
Per Capita	\$ 34,694			Median Household	\$ 65,033		Avg Household	\$ 94,442
Ethnic Population:	White 78.5%	Black 10.2%	Asian 3.5%	Hispanic 12.5%				

## Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2	2		4	4	3	7
Tot 12+	5.5	13.3		18.8	18.8	2.6	21.4
Avg 12+	2.8	6.7		4.7	4.7	0.9	3.1
Tot LCS	25.7	62.1		87.9	87.9	12.1	100.0
Avg LCS	12.9	31.1		22.0	22.0	4.0	14.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in New York & 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
WEFX	Norwalk	A	95.9	3.0	299	b	Cox Radio Inc	66	0008		sw	Clsc Rock	4,000	2.06	9.5	3.4	2.3	1.8	3.4	2.4	3.4	1.5	1.4	
WKHL	Stamford	A	96.7	3.0	328	b	Cox Radio Inc	47	0008		g5	Oldies	3,500	0.87	19.8	2.1	5.0	3.5	3.6	2.8	4.2	2.5	2.8	
WEZN	Bridgeport	B	99.9	27.5	669		Cox Radio Inc	60	9704			AC	n/a		20.1	5.2	3.3	5.3	3.6	4.7	4.7	5.3	4.0	
WEBE	Westport	B	107.9	50.0	384	a	Cumulus Bcstg Inc	82	0203		g	AC	11,400	1.88	29.8	8.1	7.3	5.5	8.3	7.1	9.1	4.8	6.5	
# FM Stations -					4	# Combos -					2	FM TOTALS				79.2	18.8	17.9	16.1	18.9	17.0	21.4	14.1	14.7

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
WNLK	Norwalk	B	1350	1.0	0.50	b	Cox Radio Inc	48	0008		g	News/Talk	500	0.50	4.9	0.8	0.8	1.3	0.5	0.5	0.5	1.2	1.2	
WSTC	Stamford	C	1400	0.8	0.00	b	Cox Radio Inc	41	0003		g5	News/Talk	500	0.25	10.0	1.8	2.0	2.3	1.0	2.1	1.6	3.1	2.6	
WGCH	Greenwich	C	1490	1.0 cp	1.00		Greenwich Bcstg	64				Talk	500	0.42	5.8	0.0	1.0	1.5	0.0	1.4	0.5	0.0	1.9	
# AM Stations -					3	# Combos -					2	AM TOTALS				20.7	2.6	3.8	5.1	1.5	4.0	2.6	4.3	5.7
AM & FM Stations Profiled -					7	# Duopolies -					2	Total Local Commercial Share					21.4	21.7	21.2	20.4	21.0	24.0	18.4	20.4

1/ See introduction section for interpretation of revenue estimates.

**Metro Rank: 143**

Revenue Rank: 134

# Peoria, IL Market Overview



### Metro Counties / Population (000)

Peoria, IL	182.1
Tazewell, IL	127.9
Woodford, IL	36.0
<b>Total</b>	<b>346.0</b>

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

<b>ESTIMATED GROSS REVENUES</b> ★★★	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>Δ 97 - 02</b>
	\$12,100	\$13,800	\$13,300	\$14,000	\$13,800	\$14,900	4.2%
	<b>Δ 01 - 02</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>Δ 02 - 07</b>
	8.0%	\$15,700	\$16,800	\$17,800	\$18,700	\$19,700	5.8%
<b>Revenue/Retail Sales</b>	<b>1997</b>	<b>2002</b>	<b>2007</b>	<b>Est. Breakout</b>			
<b>Revenue/Capita</b>	NA <sup>1/</sup>	\$3.34/1,000	\$3.68/1,000	Local	86%		
	\$34.94	\$43.06	\$57.28	National	14%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<b>1997</b>	<b>2002</b>	<b>Growth Rate</b>	<b>2002</b>	<b>2007</b>	<b>Growth Rate</b>
MSA Population	346.3	346.0	0.0%	346.0	343.9	-0.1%
Households	132.5	136.0	0.5%	136.0	136.7	0.1%
Retail Sales	NA <sup>1/</sup>	4,465.9	NA <sup>1/</sup>	4,465.9	5,347.2	3.7%
EBI <sup>2/</sup>	5,601.2	6,273.0	2.3%	6,273.0	7,633.3	4.0%

### Demographic Breakdown

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	167.8	28.7	15.5	16.5	21.4	24.6	24.8	36.4
Women (000)	178.2	27.5	14.6	16.6	21.3	25.6	25.7	47.0
Total	346.0	56.1	30.1	33.1	42.7	50.1	50.5	83.4
Percentage	100.0%	16.2%	8.7%	9.6%	12.3%	14.5%	14.6%	24.1%
Per Capita	\$ 19,164	Median Household		\$ 38,132	Avg Household		\$ 48,152	
Ethnic Population:	White 87.5%	Black 9.2%	Asian 1.2%	Hispanic 1.6%				

### Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	7	7		11	14	5	19
Tot 12+	18.6	43.5		60.2	62.1	13.1	75.2
Avg 12+	2.7	6.2		5.5	4.4	2.6	4.0
Tot LCS	24.7	57.8		80.1	82.6	17.4	100.0
Avg LCS	3.5	8.3		7.3	5.9	3.5	5.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WZPW	Peoria	B1	92.3	19.2	374	a	AAA Entertainment	92	0010	2,300		CHR	950	0.64	10.0	5.7	7.2	8.5	9.1	3.4	1.9	2.7	2.0
• WPBG	Peoria	B	93.3	41.0	551	c	Triad Bcstg Co	47	0212 p	37,000	d3	Oldies	2,250	1.30	11.6	9.1	9.3	8.8	10.7	11.2	11.4	11.2	11.3
• WPMJ	Chillicothe	A	94.3	6.0	299	a	Kelly Communications	77	0301		sw	AC	100	0.32	2.1	0.3	1.9	1.3	1.6	1.6	1.2	1.2	1.0
WGLO	Pekin	B1	95.5	7.0	620	d	Regent Comm	71	0108	20,000	d2	AOR	1,500	1.27	7.9	7.8	5.9	6.5	6.7	7.3	7.8	7.8	7.1
WJPL	Farmington	A	96.5	4.3	377	a	AAA Entertainment	97	0006	2,625		AC	500		0.5	0.8	0.3	0.5	1.1	1.0	2.2	1.1	2.0
WFYR	Elmwood	B1	97.3	23.5	338	d	Regent Comm	93	0108		d2	Country	750	0.76	6.6	5.5	4.8	5.5	3.2	3.4	4.4	4.8	5.7
WRVP	Eureka	A	98.5	6.0	328	d	Regent Comm	89	0108		d2	Top 40	225	0.60	2.5	2.6	1.9	2.0	2.4	3.6	5.6	5.0	3.4
WIXO	Bartonville	A	99.9	1.5	584	d	Regent Comm	97	0108		d2	Alternative	325	0.43	5.1	5.0	4.0	4.0	3.2	4.2	4.9	4.3	6.9
WPPY	Glasford	A	101.1	3.3	449	d	Regent Comm	99	0108		d2	Top 40			1.8	1.8	1.3	1.5	1.9	2.1	1.9	1.4	0.0
WDOX	Morton	A	102.3	6.0	299	a	AAA Entertainment	76	0101		d1	Clsc Hits	850	1.00	5.7	2.9	4.0	5.0	5.4	3.9	1.9	1.3	5.2
• WXCL	Pekin	A	104.9	3.0	328	b	AAA Entertainment	73	0301	4,000	+	Country	1,100	0.72	10.2	5.2	8.2	7.8	7.5	9.1	7.5	7.8	7.9
WWCT	Peoria	B	105.7	33.0	591	a	AAA Entertainment	71	0006	7,750		Rock & Roll	1,000	1.22	5.5	4.4	5.6	3.0	5.1	5.5	5.1	6.9	5.9
• WSWT	Peoria	B	106.9	50.0	479	c	Triad Bcstg Co	64	0212 p		d3	Lite Rock	2,500	1.31	12.8	10.2	9.6	10.5	9.1	9.4	10.0	9.4	7.4
• WBYS	Canton	B1	107.9	25.0	269		WPW Broadcasting	68	9901	800	c1	Lite AC				0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# FM Stations -				14	# Combos -				13	FM TOTALS				82.3	62.1	64.0	64.9	67.0	65.7	65.8	64.9	65.8	

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
														Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WPEO	Peoria	D	1020	1.0	0.00		Pinebrook Foundation	46	7001				Christian	450	1.68	1.8	1.6	1.1	1.8	1.3	1.6	1.2	0.9	1.7
WVEL	Pekin	D	1140	5.0	0.00	d	Regent Comm	48	0108		d2		Religion	150	0.92	1.1	0.0	0.5	1.3	0.0	0.0	0.0	0.5	0.0
• WWFS	Peoria	B	1290	5.0	5.00	c	Triad Bcstg Co	47	0212 p		d3		Sports	250	0.84	2.0	1.8	2.1	1.0	1.1	3.4	2.9	4.2	3.0
WOAM	Peoria	B	1350	1.0	1.00	b	Kelly Communications	60	8611		c2		Nostalgia	350	0.56	4.2	3.4	3.2	3.3	0.0	0.5	1.0	1.1	0.7
• WMBD	Peoria	B	1470	5.0	5.00	c	Triad Bcstg Co	22	0212 p		d3		News/Talk	1,600	1.26	8.5	6.3	6.1	7.3	7.2	5.5	7.8	6.0	4.7
# AM Stations -				5	# Combos -				4	AM TOTALS				17.6	13.1	13.0	14.7	9.6	11.0	12.9	12.7	10.1		
AM & FM Stations Profiled -				19	# Duopolles -				7	Total Local Commercial Share				75.2	77.0	79.6	76.6	76.7	78.7	77.6	75.9			

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 144

Revenue Rank: 105

# Springfield, MO Market Overview



### Metro Counties / Population (000)

Christian, MO	58.0
Greene, MO	244.1
Webster, MO	32.4
<b>Total</b>	<b>334.5</b>

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$15,900	\$17,700	\$19,000	\$18,700	\$18,400	\$19,700
★★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	7.1%	\$20,600	\$22,000	\$23,300	\$24,500	\$25,800	5.5%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA <sup>1/</sup>	\$3.71/1,000	\$3.88/1,000	Local	90%		
Revenue/Capita	\$53.37	\$58.89	\$72.07	National	10%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	297.9	334.5	2.3%	334.5	358.0	1.4%
Households	113.9	133.5	3.2%	133.5	144.9	1.7%
Retail Sales	NA <sup>1/</sup>	5,303.3	NA <sup>1/</sup>	5,303.3	6,645.0	4.6%
EBI <sup>2/</sup>	4,250.3	5,603.1	5.7%	5,603.1	7,423.5	5.8%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	162.7	26.9	14.0	20.1	22.9	24.6	22.2	32.0
Women (000)	171.8	25.3	13.4	21.2	22.1	24.9	23.3	41.6
Total	334.5	52.2	27.4	41.3	45.0	49.5	45.5	73.6
Percentage	100.0%	15.6%	8.2%	12.3%	13.5%	14.8%	13.6%	22.0%
Per Capita	\$ 16,752		Median Household	\$ 33,248		Avg Household	\$ 41,959	
Ethnic Population:	White 94.2%	Black 1.9%	Asian 1.0%	Hispanic 1.8%				

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		13	13	15	7	22
Tot 12+	8.4		68.2	74.1	76.6	7.7	84.3
Avg 12+	4.2		5.2	5.7	5.1	1.1	3.8
Tot LCS	10.0		80.9	87.9	90.9	9.1	100.0
Avg LCS	5.0		6.2	6.8	6.1	1.3	4.5

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
KOMG	Ozark	C2	92.9	50.0	492	f	Mid-West Family Bcst	95	9912	3,000		AC	400	1.69	1.2	1.4	0.7	1.4	2.3	1.7	1.4	0.0	0.5
KTTS	Springfield	C	94.7	100.0	1102	d	Journal Bcst Group	48	9906		g1	Country	2,800	0.93	15.3	12.4	12.0	14.0	12.6	6.2	10.3	10.3	12.4
KTOZ	Pleasant Hope	C2	95.5	44.0	522	e	Clear Channel Comm	94	0010		g2	Rock AC	1,500	0.92	8.3	6.5	9.1	4.9	5.4	4.2	6.4	7.2	7.8
KSPW	Sparta	C2	96.5	50.0	492	d	Journal Bcst Group	89	9906		g1	CHR	775	0.52	7.5	6.2	6.1	6.6	6.9	3.1	5.0	3.9	1.8
KXUS	Springfield	C1	97.3	100.0	581	e	Clear Channel Comm	69	0010		g2	Clsc Rock	1,550	1.19	6.6	5.6	5.2	6.0	4.6	4.8	5.6	5.4	3.9
KWTO	Springfield	C1	98.7	100.0	551	c	Meyer Comm Inc	67	9501	1,880	c1	Sports	700	1.02	3.5	3.1	2.7	3.2	1.7	2.8	1.7	2.9	1.6
KADI	Republic	A	99.5	6.0	328		Vision Comm (MO)	90	0008	550		ChrsContem	600	1.22	2.5	1.1	1.7	2.6	1.7	2.3	2.2	2.4	2.6
KGMV	Aurora	C2	100.5	33.0	600	e	Clear Channel Comm	68	0010		g2	Country	2,000	1.27	8.0	7.3	7.9	5.7	8.3	7.9	7.5	7.5	8.0
• KTXR	Springfield	C	101.3	100.0 cp	1486	c	Meyer Comm Inc	62				Easy	1,150	0.87	6.7	2.5	6.1	5.2	7.2	5.4	3.6	4.8	4.4
KQRA	Brookline	A	102.1	4.9 cp	361		Mid-West Family Bcst	02				Alternative				7.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KZRQ	Ash Grove	C3	104.1	10.5 cp	505	a	Wilks Bcstg LLC	94	0104	6,000	d1	Rock	800	0.71	5.7	2.5	4.2	5.4	4.3	5.7	6.4	4.7	3.9
KKLH	Marshfield	C2	104.7	34.0	594	f	Mid-West Family Bcst	79	9607	1,800		Clsc Rock	1,000	1.00	5.1	3.4	4.9	3.7	4.3	6.2	3.1	4.4	4.7
KOSP	Willard	C2	105.1	50.0	492	f	Mid-West Family Bcst	92				Oldies	1,050	0.85	6.3	5.4	4.4	6.3	4.3	5.1	4.7	3.0	4.1
KGBX	Nixa	C2	105.9	38.0	558	e	Clear Channel Comm	42	0010		g2	AC	3,300	1.31	12.8	9.6	10.8	10.9	10.6	6.2	7.8	10.5	9.1
KHTO	Mount Vernon	C3	106.7	17.5 cp	394	a	Wilks Bcstg LLC	93	0104		d1	CHR	500	1.02	2.5	2.3	2.2	2.0	4.9	8.2	8.7	7.4	9.1
# FM Stations -					15	# Combos -					13	FM TOTALS			92.0	76.6	78.0	77.9	79.1	69.8	74.4	74.4	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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
KWTO	Springfield	B	560	5.0	4.00	c	Meyer Comm Inc	33	9501		c1	Talk	1,000	1.02	5.0	3.7	4.4	4.0	4.6	8.2	3.1	4.2	4.7
KTOZ	Springfield	D	1060	0.5	0.00		Entertainment Ntwk	72	9406	35	1	MOR	25		0.4	0.6	0.7	0.0	0.9	0.6	0.6	0.5	1.0
KSGF	Springfield	B	1260	5.0	5.00	d	Journal Bcst Group	42	9906		g1	News/Talk	250	0.79	1.6	1.7	0.5	2.3	4.3	6.5	5.0	4.9	3.9
KIDS	Springfield	C	1340	1.0	1.00		Thirteen Forty Prod	49	0006	140		Black Gospt	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KGMV	Springfield	C	1400	1.0	1.00	e	Clear Channel Comm	26	0010		g2	Sports	250	1.15	1.1	1.7	1.0	0.9	1.1	1.7	0.0	1.2	0.8
KMRF	Marshfield	D	1510	5.0 cp	0.00	b	New Life Evangel Ctr	69	9406	28		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KLFJ	Springfield	D	1550	5.0	0.03		127 Inc.	74	9904	432	1	Talk/Info				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -					7	# Combos -					4	AM TOTALS			8.1	7.7	6.6	7.2	10.9	17.0	8.7	10.8	10.4
AM & FM Stations Profiled -					22	# Duopolies -					7	Total Local Commercial Share			84.3	84.6	85.1	90.0	86.8	83.1	85.2	84.3	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 145

Revenue Rank: 146

# Eugene - Springfield, OR Market Overview



**Metro Counties / Population (000)**

Lane, OR	329.3
	329.3

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

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02	
		\$10,200	\$10,700	\$11,400	\$12,600	\$11,800	\$13,300	5.4%
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout				
	NA <sup>1/</sup>	\$2.95/1,000	\$3.21/1,000	Local	75%			
	\$33.01	\$40.39	\$50.59	National	25%			

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	309.0	329.3	1.3%	329.3	345.9	1.0%
Households	121.3	133.6	2.0%	133.6	142.0	1.2%
Retail Sales	NA <sup>1/</sup>	4,512.2	NA <sup>1/</sup>	4,512.2	5,450.5	3.9%
EBI <sup>2/</sup>	4,202.5	5,071.7	3.8%	5,071.7	6,337.5	4.6%

**Demographic Breakdown**

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	161.8	24.2	13.9	20.2	21.4	22.6	25.7	33.8
Women (000)	167.5	23.0	13.4	19.9	19.9	23.4	26.5	41.3
Total	329.3	47.2	27.3	40.1	41.3	46.0	52.2	75.2
Percentage	100.0%	14.3%	8.3%	12.2%	12.5%	14.0%	15.8%	22.8%
Per Capita	\$ 15,403			Median Household	\$ 30,791		Avg Household	\$ 37,959
Ethnic Population:	White 90.2%	Black 0.8%	Asian 2.3%	Hispanic 4.9%				

**Market Summary**

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		9	9	12	10	22
Tot 12+	0.0		55.3	55.3	55.3	18.1	73.4
Avg 12+	0.0		6.1	6.1	4.6	1.8	3.3
Tot LCS	0.0		75.3	75.3	75.3	24.7	100.0
Avg LCS	0.0		8.4	8.4	6.3	2.5	4.5

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
KKNU	Springfield-Euge	C	93.1	43.0	1299	b	McKenzie River Bcstg	58	9212			Country	2,200	1.03	16.1	15.2	12.0	11.5	11.1	12.3	10.7	9.9	12.3
KMGE	Eugene	C1	94.5	21.0	1299	b	McKenzie River Bcstg	65	8609	950		AC	1,400	1.33	7.9	5.9	5.6	6.0	8.2	7.1	8.5	8.2	7.4
• KUJZ	Creswell	C3	95.3	0.6	1207	c	Cumulus Bcstg Inc	83	0010		g3	Smooth Jazz	450	0.72	4.7	3.7	3.7	3.2	1.8	4.4	3.0	5.0	5.2
• KZEL	Eugene	C	96.1	43.0	1093	c	Cumulus Bcstg Inc	62	0010		g3	Clsc Rock	1,150	1.27	6.8	3.7	4.0	6.0	7.0	5.5	7.4	6.3	7.1
• KNRQ	Eugene	C	97.9	75.0	1011	c	Cumulus Bcstg Inc	58	0009	7,780	d3	Alternative	1,225	0.89	10.3	3.7	9.4	5.7	5.6	5.8	5.8	5.7	7.1
KODZ	Eugene	C	99.1	100.0	1631	d	Clear Channel Comm	68	0102		g1	Oldies	800	0.94	6.4	5.3	5.6	3.7	4.7	5.5	7.7	4.5	4.9
KCGR	Cottage Grove	A	100.5	6.0	115	a	O'Renck, Robt&Diane	94				AC/Span				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• KFLY	Corvallis	C0	101.5	28.0	2320	d	Clear Channel Comm	66	9909	2,300	c3	Rock	225			4.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• KEHK	Brownsville	C1	102.3	43.0	919	c	Cumulus Bcstg Inc	91	0009		d3	Clsc Hits	750	0.97	5.8	3.7	5.1	3.4	3.8	4.1	3.8	4.4	4.6
KDUK	Florence	C	104.7	63.0	2326	d	Clear Channel Comm	83	0102		g1	CHR	1,325	0.84	11.8	9.3	8.6	8.6	10.5	8.5	10.4	11.8	11.4
KEUG	Cottage Grove	A	105.5	5.2	345		Signal Comm Inc	98			cp	AC/Sprts				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	9805	400		AC/Cty/Old	400			0.6	0.0	0.8	0.0	0.9	0.0	0.8	0.8
# FM Stations -					12	# Combos -					11	FM TOTALS			70.4	55.3	54.8	48.1	53.6	53.2	58.1	56.6	60.8

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
• KUGN	Eugene	B	590	5.0	5.00	c	Cumulus Bcstg Inc	46	0009		d3	News/Talk	1,200	1.04	8.7	6.9	4.8	8.0	3.5	7.4	5.8	7.7	5.7
KZTU	Junction City	D	660	10.0	0.08		Pamplin Comm Corp	98	9806	100	cp	News/Talk	125	0.94	1.0	1.1	0.5	0.9	0.0	0.0	0.0	0.0	0.0
KKNX	Eugene	D	840	1.0	0.17		Willamette Media Grp	92	9608	150		Oldies	250	0.75	2.5	0.8	0.8	2.9	0.6	0.8	0.0	0.0	0.0
KORE	Springfield-Euge	D	1050	5.0	0.15		Support Chrstn Bcstg	27	8708			Chrst/Talk			1.2	0.8	0.8	0.9	0.6	0.0	0.5	0.7	0.5
KPNW	Eugene	B	1120	50.0	50.00	d	Clear Channel Comm	62	0102		g1	Nws/Tlk/Spt	1,300	1.18	8.3	5.3	6.4	5.7	5.8	6.8	6.8	4.6	7.4
KCST	Florence	D	1250	1.0	0.07	e	Coast Bcstg Co Inc	85	9805			AdStd/BgBnd	100		0.6	0.0	0.8	0.0	1.2	0.0	1.4	0.0	0.0
• KSCR	Eugene	D	1320	1.0	0.05	c	Cumulus Bcstg Inc	62	0010		g3	Sports	100	0.68	1.1	1.3	0.5	1.1	0.6	0.5	0.0	0.0	0.3
KNND	Cottage Grove	C	1400	1.0	0.95	a	O'Renck, Robt&Diane	53	8812	63		Country	100		0.7	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0
KKXO	Eugene	C	1450	1.0	1.00	b	McKenzie River Bcstg	54	8703	185		Nostalgia	150	0.21	5.5	1.9	3.2	4.9	5.3	4.1	3.8	5.0	3.0
KEED	Eugene	B	1600	5.0	1.00	f	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 -					10	# Combos -					6	AM TOTALS			29.6	18.1	17.8	25.5	17.6	19.6	18.3	18.0	16.9
AM & FM Stations Profiled -					22	# Duopolies -					5	Total Local Commercial Share			73.4	72.6	73.6	71.2	72.8	76.4	74.6	77.7	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 146

Revenue Rank: 254

# Ann Arbor, MI Market Overview



**Metro Counties / Population (000)**

Washtenaw, MI	330.2
	330.2

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

**ESTIMATED GROSS REVENUES**

★

Revenue/Retail Sales  
Revenue/Capita

	1997	1998	1999	2000	2001	2002	Δ 97 - 02
ESTIMATED GROSS REVENUES	\$4,600	\$4,800	\$4,900	\$5,400	\$4,900	\$5,200	2.5%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.1%	\$5,500	\$5,900	\$6,200	\$6,600	\$6,900	5.8%
	1997	2002	2007	Est. Breakout			
Revenue/Retail Sales	NA <sup>1/</sup>	\$0.83/1,000	\$0.74/1,000	Local	85%		
Revenue/Capita	\$15.54	\$15.75	\$19.78	National	15%		

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	296.0	330.2	2.2%	330.2	348.9	1.1%
Households	110.1	129.1	3.2%	129.1	138.9	1.5%
Retail Sales	NA <sup>1/</sup>	6,237.3	NA <sup>1/</sup>	6,237.3	9,373.6	8.5%
EBI <sup>2/</sup>	5,838.1	7,946.4	6.4%	7,946.4	11,155.3	7.0%

**Demographic Breakdown**

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	164.0	25.1	12.2	28.2	27.7	24.9	22.7	23.3
Women (000)	166.2	23.7	11.6	28.9	25.4	24.7	23.5	28.4
Total	330.2	48.8	23.8	57.1	53.1	49.6	46.1	51.7
Percentage	100.0%	14.8%	7.2%	17.3%	16.1%	15.0%	14.0%	15.7%
Per Capita	\$ 22,383			Median Household	\$ 47,679		Avg Household	\$ 59,352
Ethnic Population:	White	76.6%	Black	12.6%	Asian	6.7%	Hispanic	2.8%

**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+	2.7	4.9		7.6	7.6	4.5	12.1
Avg 12+	2.7	4.9		3.8	3.8	0.9	1.7
Tot LCS	22.3	40.5		62.8	62.8	37.2	100.0
Avg LCS	22.3	40.5		31.4	31.4	7.4	14.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
WWWW	Ann Arbor	B	102.9	42.0	499	a	Clear Channel Comm	62	0008		sw	Country	2,050	0.99	39.8	4.9	3.9	5.9	4.7	1.9	2.4	2.3	2.0
WQKL	Ann Arbor	A	107.1	3.0	289	a	Clear Channel Comm	67	0008		sw	AC	1,400	1.11	24.3	2.7	2.6	3.3	3.6	4.5	4.9	5.6	2.9
# FM Stations -				2	# Combos -				2	FM TOTALS					64.1	7.6	6.5	9.2	8.3	6.4	7.3	7.9	4.9

## AM Stations

Calls	City of License	FCC Class	Power Day Freq (kW)	Power Night (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
WDEO	Ypsilanti	B	990	9.2	0.25	Ave Marie Found	62	9909	2,500		News/Talk	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WTKA	Ann Arbor	B	1050	10.0	0.50	a	Clear Channel Comm	45	0008		sw	Sprts/Talk	1,100	1.29	16.4	2.1	2.3	1.5	1.5	1.3	1.2	1.7	1.4
WHNE	Saline	D	1290	0.5	0.03	a	Clear Channel Comm	58	0008		sw	Oldies				0.9	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	a	Whitehall Enterprise	47	8309	500		FullService	400	0.39	19.5	1.5	1.6	3.3	2.4	3.5	2.1	2.4	3.5
# AM Stations -				5	# Combos -				3	AM TOTALS					35.9	4.5	3.9	4.8	3.9	4.8	3.3	4.1	4.9
AM & FM Stations Profiled -				7	# Duopolies -				2	Total Local Commercial Share					12.1	10.4	14.0	12.2	11.2	10.6	12.0	9.8	

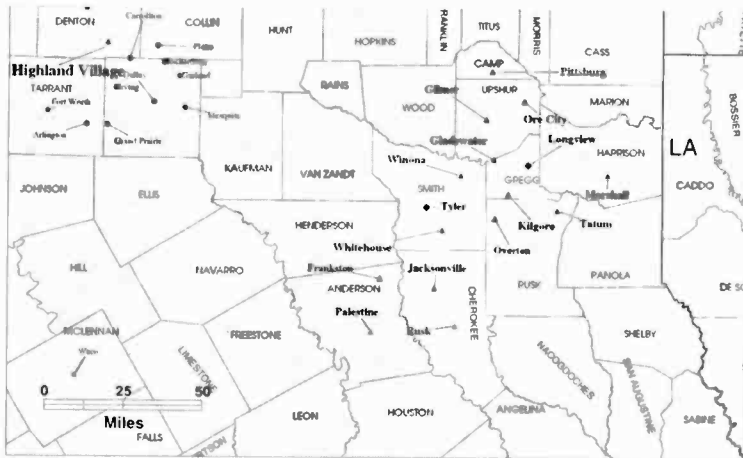
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 147

Revenue Rank: 99

# Tyler - Longview, TX Market Overview



### Metro Counties / Population (000)

Cherokee, TX	48.1
Gregg, TX	112.0
Smith, TX	179.5
<b>Total</b>	<b>339.6</b>

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

<b>ESTIMATED GROSS REVENUES</b> ★	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>Δ 97 - 02</b>
	\$13,100	\$12,900	\$15,200	\$20,200	\$20,500	\$21,400	10.3%
	<b>Δ 01 - 02</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>Δ 02 - 07</b>
	4.4%	\$22,500	\$24,100	\$25,400	\$26,800	\$28,100	5.7%
<b>Revenue/Retail Sales</b>	<b>1997</b>	<b>2002</b>	<b>2007</b>	<b>Est. Breakout</b>			
	NA <sup>1/</sup>	\$3.64/1,000	\$3.47/1,000	Local	85%		
<b>Revenue/Capita</b>	\$40.80	\$63.02	\$78.82	National	15%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<b>1997</b>	<b>2002</b>	<b>Growth Rate</b>	<b>2002</b>	<b>2007</b>	<b>Growth Rate</b>
MSA Population	321.1	339.6	1.1%	339.6	356.5	1.0%
Households	120.5	127.8	1.2%	127.8	134.7	1.1%
Retail Sales	NA <sup>1/</sup>	5,871.6	NA <sup>1/</sup>	5,871.6	8,100.3	6.6%
EBI <sup>2/</sup>	4,639.3	5,824.6	4.7%	5,824.6	7,496.2	5.2%

### Demographic Breakdown

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	164.3	29.8	16.2	17.4	20.8	23.9	21.8	34.4
Women (000)	175.3	28.5	15.4	16.9	21.4	24.5	23.3	45.4
Total	339.6	58.3	31.6	34.4	42.2	48.3	45.1	79.8
Percentage	100.0%	17.2%	9.3%	10.1%	12.4%	14.2%	13.3%	23.5%
Per Capita	\$ 17,151			Median Household	\$ 35,208		Avg Household	\$ 45,574
Ethnic Population:	White 72.4%	Black 18.9%	Asian 0.7%	Hispanic	11.7%			

### Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viab. FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	2		19	13	21	10	31
Tot 12+	0.5		66.4	63.2	66.9	7.7	74.6
Avg 12+	0.3		3.5	4.9	3.2	0.8	2.4
Tot LCS	0.7		89.0	84.7	89.7	10.3	100.0
Avg LCS	0.3		4.7	6.5	4.3	1.0	3.2

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
														Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
KDOK	Tyler	C3	92.1	9.6	443	f	Citadel Comm Corp	75	0004		g1		Oldies	900	0.93	4.5	3.2	2.4	4.2	4.0	3.6	5.5	6.2	4.1
KTYL	Tyler	C1	93.1	82.0	938	d	Clear Channel Comm	66	0008		g		Oldies	800	0.49	7.6	3.7	4.5	6.6	5.3	4.7	6.3	6.1	8.1
KFRO	Gilmer	C3	95.3	5.9	666	e	Waller Bcstg Inc	80	0011		d1		Oldies	275	0.58	2.2	1.6	1.8	1.5	1.3	1.7	1.6	2.1	3.0
KKTX	Kilgore	C2	96.1	32.0	620	d	Clear Channel Comm	76	0008		g		Clsc Rock	900	0.69	6.1	4.3	4.7	4.2	6.0	7.5	3.7	3.7	5.3
KOYE	Frankston	C2	96.7	50.0	492	e	Waller Bcstg Inc	70	0011	793			Mexican	400	0.33	5.6	5.9	5.5	2.7	0.0	0.0	0.0	0.0	0.0
KWRW	Rusk	C3	97.7	14.5	407	g	Whitehead, E.H.	81					Oldies	75		0.3	0.5	0.5	0.0	1.0	0.8	0.0	0.0	0.5
• KYYK	Palestine	C2	98.3	50.0	492	b	Witko Bcstg LLC	76	9809	1,025	g	1	Country				0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.5
KIXK	White Oak	C2	99.3	34.0 cp	541	c	Reynolds, Kenneth	02					Country				1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• KXAL	Tatum	A	100.3	2.5	518	a	Hunt Bcstg Inc	65	9710	1,300			Soft AC				0.5	0.0	0.0	1.0	1.4	0.0	0.0	0.0
KPXI	Overton	C3	100.7	8.1 cp	571	h	Salem Comm Corp	61	0103		sw		Chrst/Talk				0.3	0.0	0.0	0.0	0.0	0.0	1.0	0.5
• KWRD	Highland Village	C	100.7	100.0	1841	h	Salem Comm Corp	88	0012		sw		Chrst/Talk	4,900			0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KNUE	Tyler	C	101.5	100.0	1073	d	Clear Channel Comm	64	0008		g		Country	1,750	0.92	8.9	5.6	5.8	7.2	7.8	6.9	6.1	8.1	12.9
KLJT	Jacksonville	C2	102.3	50.0	492	e	Waller Bcstg Inc	95	0207 p				ChrsContem	250	0.69	1.7	1.6	1.6	0.9	1.8	1.1	1.1	0.9	0.0
KBLZ	Winona	C3	102.7	9.3	532	c	Reynolds, Kenneth	99					Urban/Rhym	950	0.35	12.7	10.1	10.6	8.1	10.6	14.1	10.3	3.0	0.0
• KDVE	Pittsburg	C3	103.1	25.0	302	a	Hunt Bcstg Inc	86	0101				Country				0.5	0.0	0.0	0.3	0.0	0.0	2.9	2.5
• KMHT	Marshall	A	103.9	1.9	423		Hanszen Bcst Group	77	0209		g		Country	50			0.0	0.0	0.0	1.0	0.0	1.3	0.8	0.8
KKUS	Tyler	C2	104.1	50.0	492	e	Waller Bcstg Inc	90	0011		na		Country	950	0.69	6.4	4.5	5.5	3.9	4.0	2.8	3.4	3.2	2.5
KYKX	Longview	C	105.7	100.0	1155	e	Waller Bcstg Inc	63	0107		na		Country	1,900	1.41	6.3	4.0	4.7	4.5	5.8	7.2	7.9	6.1	5.1
KOOI	Jacksonville	C	106.5	100.0	1467	e	Waller Bcstg Inc	67					Soft Rock	4,000	1.34	14.0	9.1	9.5	11.0	10.1	4.2	5.3	7.4	5.6
KAZE	Ore City	C3	106.9	8.2	502	c	Reynolds, Kenneth	91	9612	28			Urban/RhyBl	150	0.15	4.6	2.9	3.2	3.6	1.8	1.4	1.6	0.0	0.0
KISX	Whitehouse	C2	107.3	50.0	486	d	Clear Channel Comm	82	0008		g		CHR	1,700	0.90	8.8	6.4	6.3	6.6	7.3	6.1	8.4	9.5	7.6
# FM Stations -					21	# Combos -					20	FM TOTALS			89.7	66.9	66.6	65.0	69.9	63.5	62.5	61.0	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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
														Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
KTBB	Tyler	B	600	5.0	2.50	f	Citadel Comm Corp	47	0004		g1		Nws/Tlk/Spt	750	0.49	7.1	5.1	5.0	5.4	4.5	3.6	3.9	5.8	4.3
KZEY	Tyler	D	690	1.0	0.09		Community Bcst	58	9307	150			Urban	150	0.39	1.8	1.6	0.5	2.1	1.8	1.7	2.6	3.6	5.1
KOFY	Gilmer	D	1060	10.0	0.00	b	Community Bcst	73	0105				Spanish	100			0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.5
KBGE	Kilgore	C	1240	1.0	1.00	d	Clear Channel Comm	36	0008		g		Clsc Rock				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KGLD	Tyler	D	1330	1.0	0.08	f	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	0011		na		Nostalgia				0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KEBE	Jacksonville	C	1400	1.0	1.00	e	Waller Bcstg Inc	47	5811				FullService				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KEES	Gladewater	B	1430	5.0	1.00	f	Citadel Comm Corp	47	0004		g1		News/Talk	250	0.78	1.5	0.5	1.3	0.9	0.0	0.0	0.8	0.8	1.0
KYZS	Tyler	C	1490	1.0	1.00	f	Citadel Comm Corp	30	0004		g1		Sprts/Talk	75			0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0
KTLU	Rusk	D	1580	0.8	0.17	g	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 -					9	AM TOTALS			10.4	7.7	6.8	8.4	6.8	5.3	7.3	12.0	10.9	
AM & FM Stations Profiled -					31	# Duopolles -					12	Total Local Commercial Share			74.6	73.4	73.4	76.7	68.8	69.8	73.0	69.9		

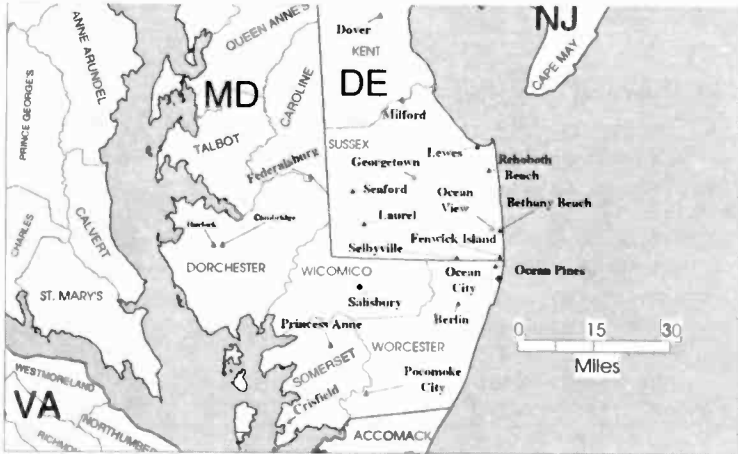
Docket 80-90 Allocations: 97.3, C2, Longview

• Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 148

Revenue Rank: 132

# Salisbury-Ocean City, MD Market Overview



### Metro Counties / Population (000)

Somerset, MD	25.2
Wicomico, MD	87.0
Worcester, MD	48.9
Sussex, DE	164.2
<b>Total</b>	<b>325.3</b>

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

<b>ESTIMATED GROSS REVENUES</b> ***	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>Δ 97 - 02</b>
	\$13,400	\$13,400	\$14,000	\$14,900	\$14,200	\$15,600	3.1%
	<b>Δ 01 - 02</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>Δ 02 - 07</b>
	9.9%	\$16,400	\$17,400	\$18,300	\$19,300	\$20,200	5.3%
Revenue/Retail Sales	<b>1997</b>	<b>2002</b>	<b>2007</b>	<b>Est. Breakout</b>			
Revenue/Capita	NA <sup>1/</sup>	\$3.20/1,000	\$3.34/1,000	Local	80%		
	\$48.29	\$47.96	\$56.54	National	20%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<b>1997</b>	<b>2002</b>	<b>Growth Rate</b>	<b>2002</b>	<b>2007</b>	<b>Growth Rate</b>
MSA Population	277.5	325.3	3.2%	325.3	357.3	1.9%
Households	106.0	128.8	4.0%	128.8	143.8	2.2%
Retail Sales	NA <sup>1/</sup>	4,879.5	NA <sup>1/</sup>	4,879.5	6,051.1	4.4%
EBI <sup>2/</sup>	3,662.1	4,674.8	5.0%	4,674.8	5,813.4	4.5%

### Demographic Breakdown

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	158.4	24.0	13.4	14.6	18.6	23.8	22.3	41.8
Women (000)	166.9	23.0	12.5	14.6	18.2	24.0	23.4	51.2
Total	325.3	47.0	25.9	29.2	36.7	47.9	45.7	93.0
Percentage	100.0%	14.5%	7.9%	9.0%	11.3%	14.7%	14.0%	28.6%
Per Capita	\$ 14,369	Median Household		\$ 30,390	Avg Household		\$ 36,308	
Ethnic Population:	White 76.3%	Black 19.4%	Asian 1.1%	Hispanic 3.4%				

### Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	22	7		15	29	8	37
Tot 12+	43.6	33.2		67.9	76.8	1.8	78.6
Avg 12+	2.0	4.7		4.5	2.6	0.2	2.1
Tot LCS	55.5	42.2		86.4	97.7	2.3	100.0
Avg LCS	2.5	6.0		5.8	3.4	0.3	2.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
														Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WLBW	Fenwick Islan	A	92.1	3.0	469	d	Clear Channel Comm	94	0008		sw		Oldies			3.5	2.8	3.3	2.2	2.8	1.7	2.4	2.4	1.9
WXMD	Pocomoke City	A	92.5	3.0	472	b	Delmarva Bcstg Co	00	0011	425	cp		Rock AC	100		0.9	0.0	0.8	0.7	1.0	0.0	0.0	0.0	0.0
WGMD	Rehoboth Beach	A	92.7	4.5	308		Resort Bcstg Co	75	8007				Nws/Tlk/Inf	1,000	2.29	2.8	5.1	2.0	2.5	2.6	4.5	3.2	2.7	2.9
WZBH	Georgetown	B1	93.5	11.0	486	a	Great Scott Bcstg	69					AOR	1,100	0.86	8.2	5.6	7.0	6.1	5.6	5.8	10.3	6.4	6.4
WINX	Cambridge	A	94.3	4.6	361		CWA Broadcasting Inc	00				2	Christian				0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
WRDX	Dover	B	94.7	50.0	377	c	Clear Channel Comm	56	0008				Clsc Rock	n/a		1.1	0.8	0.8	1.0	1.0	0.8	0.8	0.9	1.6
WQJH	Laurel	A	95.3	6.0	328	a	Great Scott Bcstg	91	9803	1,500			Rhythm/Blue	300	0.69	2.8	0.5	1.0	3.4	2.8	2.5	2.7	2.2	1.1
WOSC	Bethany Beach	B1	95.9	19.0	377	d	Clear Channel Comm	58	0008		sw		Rock	400	0.64	4.0	2.3	2.5	3.9	3.8	2.5	2.4	3.1	2.7
WBEY	Crisfield	A	96.9	2.8	404		Bay Bcstg Inc	95				1	Country	300	1.75	1.1	0.5	0.8	1.0	0.5	0.8	0.5	0.0	0.8
WQJZ	Ocean Pines	A	97.1	4.6	374	b	Delmarva Bcstg Co	94	9708			d2	Jazz	300	1.75	1.1	1.3	0.5	1.2	0.8	1.9	1.9	2.5	2.4
WICO	Salisbury	A	97.5	4.5	299	b	Delmarva Bcstg Co	69	9708			d2	Country	1,550	2.69	3.7	2.0	3.0	2.9	2.6	3.1	2.9	3.7	3.2
WAFL	Milford	A	97.7	3.0	328	b	Delmarva Bcstg Co	73	9708			d2	AC	2,100		1.9	1.3	1.5	1.5	0.8	1.1	1.3	1.6	1.9
WOCM	Selbyville	A	98.1	3.0	469		Irie Radio Inc	93	0208 p	1,078			AAA	200	0.67	1.9	1.0	1.3	1.7	0.0	0.0	0.0	0.0	0.8
WGBG	Seaford	A	98.5	6.0	322	a	Great Scott Bcstg	72	9805	1,200	c1		Clsc Hits	300	0.49	3.9	2.0	3.0	3.2	2.8	2.8	2.9	3.0	2.7
WSBY	Salisbury	A	98.9	6.0	325	d	Clear Channel Comm	89	0008		sw		Urban AC	300	0.36	5.3	5.6	4.0	4.4	5.1	7.0	8.8	0.4	0.3
WWFG	Ocean City	B	99.9	38.0 cp	469	d	Clear Channel Comm	78	0008		sw		Country	1,600	1.08	9.5	8.4	7.5	7.6	9.0	7.8	8.0	8.8	9.4
WAAI	Hurlock	A	100.9	1.3	502	e	MTS Broadcasting	89	9701			g	Country				0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0
WXPZ	Milford	A	101.3	3.0	328		Delmarva Bcstg Co	90	0209 p	1,600			ChrsContem	500	2.91	1.1	1.0	0.8	1.0	1.8	1.9	0.5	0.9	1.6
WZEB	Ocean View	A	101.7	3.3	446	a	Great Scott Bcstg	86	9806	1,500			Clsc Hits	200	0.43	3.0	2.3	2.5	2.2	0.5	0.8	0.5	1.9	1.1
WOLC	Princess Anne	B	102.5	50.0	499		Maranatha Inc	76				2	Christian	300	0.48	4.0	3.0	2.5	3.9	2.8	3.1	2.7	2.9	2.4
WJNE	Bethany Beach	A	103.5	1.5	479	a	Great Scott Bcstg	95					Lite Rock	100	0.31	2.1	1.3	2.3	1.0	1.0	1.4	0.8	0.9	1.3
WOCQ	Berlin	A	103.9	6.0	328	a	Great Scott Bcstg	81	9712	2,800			Top 40	850	0.46	11.9	10.1	9.3	9.6	14.1	7.8	9.0	14.4	11.3
WQHO	Ocean	B	104.7	33.0	610	d	Clear Channel Comm	65	0008		sw		AC	2,100	1.17	11.5	11.6	9.0	9.3	7.7	8.1	7.2	8.3	7.2
WLVW	Salisbury	A	105.5	2.1	384	d	Clear Channel Comm	82	0008		sw		Oldies	550	1.41	2.5	2.5	2.5	1.5	2.6	2.2	2.4	2.3	2.4
WXJN	Lewes	A	105.9	6.0	328	b	Delmarva Bcstg Co	92	9708			d2	Country			3.8	3.3	3.5	2.5	2.6	3.3	2.7	3.5	3.5
● WKHW	Pocomoke City	A	106.5	1.8	341	a	Great Scott Bcstg	92	9909			g	1 Oldies	100		0.3	0.0	0.5	0.0	0.5	0.6	0.0	0.7	1.1
● WRXS	Ocean City	A	106.9	4.5 cp	384		Atlantic Radio Bcstg	94	9805	360			CHR	350		0.9	0.5	0.5	1.0	1.0	0.8	0.8	1.1	0.5
WTDK	Federalburg	A	107.1	3.9	407	e	MTS Broadcasting	78	9701			g	Oldies	200		0.8	0.5	0.5	0.7	0.0	0.6	0.5	0.6	0.8
WKHI	Fruitland	B1	107.5	18.5 cp	338	a	Great Scott Bcstg	72	9909			g	Lite Rock			0.5	1.5	0.8	0.0	0.0	0.0	0.0	0.0	0.0
# FM Stations -					29	# Combos -					21	FM TOTALS			94.1	76.8	73.7	76.0	75.8	72.9	77.1	75.2	71.3	

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 148

Revenue Rank: 132

# Salisbury-Ocean City, MD Market Overview



### Metro Counties / Population (000)

Somerset, MD	25.2
Wicomico, MD	87.0
Worcester, MD	48.9
Sussex, DE	164.2
<b>Total</b>	<b>325.3</b>

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

<b>ESTIMATED GROSS REVENUES</b> ★★★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$13,400	\$13,400	\$14,000	\$14,900	\$14,200	\$15,600	3.1%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	9.9%	\$16,400	\$17,400	\$18,300	\$19,300	\$20,200	5.3%

	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>
Revenue/Retail Sales	NA <sup>1/</sup>	\$3.20/1,000	\$3.34/1,000	Local 80%
Revenue/Capita	\$48.29	\$47.96	\$56.54	National 20%

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	277.5	325.3	3.2%	325.3	357.3	1.9%
Households	106.0	128.8	4.0%	128.8	143.8	2.2%
Retail Sales	NA <sup>1/</sup>	4,879.5	NA <sup>1/</sup>	4,879.5	6,051.1	4.4%
EBI <sup>2/</sup>	3,662.1	4,674.8	5.0%	4,674.8	5,813.4	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)	158.4	24.0	13.4	14.6	18.6	23.8	22.3	41.8
Women (000)	166.9	23.0	12.5	14.6	18.2	24.0	23.4	51.2
Total	325.3	47.0	25.9	29.2	36.7	47.9	45.7	93.0
Percentage	100.0%	14.5%	7.9%	9.0%	11.3%	14.7%	14.0%	28.6%
Per Capita	\$ 14,369							
				Median Household	\$ 30,390		Avg Household	\$ 36,308
Ethnic Population:	White 76.3%	Black 19.4%	Asian 1.1%				Hispanic 3.4%	

### 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	22	7		15	29	8	37
Tot 12+	43.6	33.2		67.9	76.8	1.8	78.6
Avg 12+	2.0	4.7		4.5	2.6	0.2	2.1
Tot LCS	55.5	42.2		86.4	97.7	2.3	100.0
Avg LCS	2.5	6.0		5.8	3.4	0.3	2.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Wilmington, DE.

AM Stations												ARB 12+ Metro Shares (see rights)													
Calls	City of License	FCC Class	Freq	Day	Night	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring		
				Power (kW)	Power (kW)								Revenue (000)1/	Power Ratio		2002	2002	2001	2001	2000	2000	1999	1999		
WDMV	Brinklow	B	540	1.0 cp	1.00		Birach Bcstg Corp	55			1	Nostalgia	100			0.0	0.0	0.0	0.5	1.1	0.8	1.3	0.5		
WJWL	Georgetown	B	900	10.5	1.08	a	Great Scott Bcstg	51	6104			Nostalgia	200	0.51	2.5	1.8	2.5	1.5	2.6	1.1	3.4	2.0	2.9		
WYUS	Milford	D	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		
WTGM	Salisbury	B	960	5.0	5.00	d	Clear Channel Comm	40	0008		sw	Sprts/Talk	100	0.58	1.1	0.0	0.8	1.0	1.0	0.0	0.0	0.7	0.8		
WJWK	Seaford	B	1280	0.8	0.21	a	Great Scott Bcstg	55	9805		c1	Nostalgia			0.4	0.0	0.5	0.2	0.3	0.0	0.0	0.4	0.0		
WICO	Salisbury	D	1320	1.0	0.03	b	Delmarva Bcstg Co	57	9708		d2	Talk/News	300	1.07	1.8	0.0	1.3	1.5	0.8	0.8	1.9	1.2	1.9		
WJDY	Salisbury	D	1470	5.0	0.04	d	Clear Channel Comm	58	0008		sw	Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WKHZ	Ocean City	B	1590	1.0	0.23		Radio Bcst Comm	60	0102	100		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					5.8	1.8	5.1	4.2	5.2	3.0	6.1	5.6	6.1
AM & FM Stations Profiled -					37	# Duopolies -					14	Total Local Commercial Share					78.6	78.8	80.2	81.0	75.9	83.2	80.8	77.4	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 149

Revenue Rank: 240

# Newburgh-Middletown, NY Market Overview



**Metro Counties / Population (000)**

Orange, NY	345.1
	345.1

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

<b>ESTIMATED GROSS REVENUES</b> ★ ★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$3,100	\$3,200	\$3,800	\$4,100	\$4,800	\$5,900	13.5%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	22.9%	\$6,200	\$6,500	\$6,700	\$7,100	\$7,500	5.0%
Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	<b>Est. Breakout</b>			
Revenue/Capita	NA <sup>1/</sup>	\$1.44/1,000	\$1.54/1,000	Local	80%		
	\$9.52	\$17.10	\$21.06	National	20%		

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	325.5	345.1	1.2%	345.1	356.1	0.6%
Households	106.6	116.3	1.8%	116.3	120.7	0.7%
Retail Sales	NA <sup>1/</sup>	4,104.4	NA <sup>1/</sup>	4,104.4	4,883.6	3.5%
EBI <sup>2/</sup>	4,868.3	5,732.3	3.3%	5,732.3	6,903.1	3.8%

**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)	172.2	34.5	17.3	17.1	21.1	28.9	24.6	28.7
Women (000)	173.0	32.1	16.2	13.5	21.5	28.6	24.8	36.3
Total	345.1	66.6	33.5	30.6	42.5	57.5	49.4	65.0
Percentage	100.0%	19.3%	9.7%	8.9%	12.3%	16.7%	14.3%	18.8%
Per Capita	\$ 16,303	Median Household		\$ 40,338	Avg Household		\$ 47,675	
Ethnic Population:	White 83.0%	Black 8.3%	Asian 1.6%	Hispanic 12.4%				

**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	9	3		8	12	5	17
Tot 12+	20.2	23.8		40.2	44.0	0.0	44.0
Avg 12+	2.2	7.9		5.0	3.7	0.0	2.6
Tot LCS	45.9	54.1		91.4	100.0	0.0	100.0
Avg LCS	5.1	18.0		11.4	8.3	0.0	5.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Poughkeepsie and Westchester.

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999		
WRRV	Middletown	A	92.7	6.0 cp	269	b	Cumulus Bcstg Inc	66	0203		g2	Alternative	2,600	3.29	13.4	5.5	6.0	5.1	7.3	4.7	4.1	5.8	5.4		
WPKF	Poughkeepsie	A	96.1	4.4	184	e	Clear Channel Comm	97	0008			CHR	n/a			1.9	0.3	0.0	0.0	0.0	0.0	0.0	0.0		
WTSX	Port Jervis	A	96.7	3.0	299	d	Clear Channel Comm	70	0108 p	3,000	c1	Oldies	925		1.8	2.1	0.5	1.0	0.5	2.4	0.9	0.0	1.0		
WRRB	Arlington	A	96.9	0.3	1007	b	Cumulus Bcstg Inc	89	0203			Alternative	n/a			0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WZAD	Wurtsboro	A	97.3	0.6	719	b	Cumulus Bcstg Inc	91	0203		g2	Oldies	1,075		3.6	1.7	1.5	1.5	2.5	1.8	3.2	3.7	1.5		
WCZX	Hyde Park	A	97.7	0.3	1030	b	Cumulus Bcstg Inc	70	0203			Oldies	n/a		6.9	2.6	2.3	3.4	3.5	1.3	1.8	3.7	5.4		
WSUL	Monticello	A	98.3	2.2	535		Reynolds Comm Inc	77				Hot AC	50		0.6	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0		
WFKP	Ellenville	A	99.3	0.1	1631	e	Clear Channel Comm	70	0008	See (163)		CHR	n/a		4.8	3.3	1.8	2.2	1.8	2.6	1.8	0.7	2.0		
WHUD	Peekskill	B	100.7	50.0	499	a	Pamal Broadcasting	58	9701	See (60)		AC	n/a		18.5	7.4	7.3	8.0	9.1	10.2	9.2	10.0	7.6		
WPDH	Poughkeepsie	B	101.5	4.4	1539	b	Cumulus Bcstg Inc	62	0203			Clsc Rock	n/a		15.4	6.7	7.3	5.4	6.3	7.6	6.2	5.0	8.6		
WGNV	Newburgh	A	103.1	6.0	279	c	Sunrise Bcstg Corp	66	9007		st	Hot AC	750	2.02	6.3	2.9	2.8	2.4	3.5	2.6	3.7	4.4	4.4		
WSPK	Poughkeepsie	B	104.7	7.4	1250	a	Pamal Broadcasting	47	9711	See (163)		CHR	n/a		28.6	9.7	11.3	12.4	13.1	12.9	11.8	15.4	12.3		
# FM Stations -					12	# Combos -					11	FM TOTALS					99.9	44.0	41.1	41.9	47.6	46.1	42.7	48.7	48.2

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999		
WTBQ	Warwick	D	1110	0.3	0.00		FST Bcstg Corp	69	9406	145		Oldes/AC	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WWLE	Cornwall	D	1170	0.8	0.00		Stewart, Charles	69	0001	100		News				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WGNV	Newburgh	D	1220	5.0 cp	0.18	c	Sunrise Bcstg Corp	33	9007		st	News				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	
WALL	Middletown	C	1340	1.0	1.00	b	Cumulus Bcstg Inc	42	0203		g2	Sports	250			0.0	0.0	0.0	0.0	0.5	0.0	1.1	0.7		
WDLC	Port Jervis	C	1490	1.0	1.00	d	Clear Channel Comm	53	0108 p		c1	Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -					5	# Combos -					3	AM TOTALS					0.0	0.0	0.0	0.0	0.0	0.5	0.0	1.1	1.9
AM & FM Stations Profiled -					17	# Duopolies -					5	Total Local Commercial Share					44.0	41.1	41.9	47.6	46.6	42.7	49.8	50.1	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 150

Revenue Rank: 124

# Montgomery, AL Market Overview



### Metro Counties / Population (000)

Autauga, AL	44.8
Elmore, AL	68.3
Montgomery, AL	221.9
<b>Total</b>	<b>335.0</b>

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

<b>ESTIMATED GROSS REVENUES</b> ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$14,500	\$14,900	\$15,600	\$17,200	\$15,900	\$16,900	3.1%
***	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.3%	\$17,800	\$19,000	\$20,100	\$21,200	\$22,300	5.6%
Revenue/Retail Sales	1997	2002	2007	<b>Est. Breakout</b>			
Revenue/Capita	NA <sup>1/</sup>	\$4.44/1,000	\$5.12/1,000	Local	88%		
	\$45.31	\$50.45	\$65.20	National	12%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	320.0	335.0	0.9%	335.0	342.0	0.4%
Households	116.3	126.6	1.7%	126.6	132.1	0.9%
Retail Sales	NA <sup>1/</sup>	3,806.4	NA <sup>1/</sup>	3,806.4	4,355.1	2.7%
EBI <sup>2/</sup>	4,546.3	5,483.6	3.8%	5,483.6	6,788.8	4.4%

### Demographic Breakdown

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	161.6	29.3	15.3	18.8	22.9	24.9	21.7	28.7
Women (000)	173.5	28.3	14.5	17.7	23.7	26.6	23.8	38.9
Total	335.0	57.6	29.8	36.5	46.6	51.5	45.5	67.5
Percentage	100.0%	17.2%	8.9%	10.9%	13.9%	15.4%	13.6%	20.2%
Per Capita	\$ 16,367	Median Household		\$ 34,509	Avg Household		\$ 43,315	
Ethnic Population:	White 58.1%	Black 39.3%	Asian 0.9%	Hispanic 1.3%				

### Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	5		7	11	12	8	20
Tot 12+	20.7		49.1	69.8	69.8	11.5	81.3
Avg 12+	4.1		7.0	6.3	5.8	1.4	4.1
Tot LCS	25.5		60.4	85.9	85.9	14.1	100.0
Avg LCS	5.1		8.6	7.8	7.2	1.8	5.0

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WLWI	Montgomery	C	92.3	100.0	1096	b	Cumulus Bcstg Inc	69	9807		g2	Country	4,150	1.65	14.9	14.1	13.5	10.7	13.5	10.2	11.1	14.4	13.1
WAFX	Prattville	C2	95.1	50.0	476	b	Cumulus Bcstg Inc	77	0105	10,000	d2	Clsc Rock	1,600	1.35	7.0	5.5	6.3	5.0	5.3	6.3	7.1	4.6	3.9
• WKXN	Greenville	A	95.9	4.0	226		Autaugaville Radio	77	9612	288		Urban AC			5.0	3.6	3.6	4.5	3.8	2.9	2.4	1.9	1.9
WQKS	Montgomery	A	96.1	0.9	820	c	Montgomery Bcst Prop	90			1	Clsc Hits	750	1.17	3.8	1.9	3.1	3.0	3.3	2.1	2.1	2.8	1.9
WMCZ	Millbrook	A	97.1	1.3	702	a	Clear Channel Comm	92	0008		g	R&BOd/UrbA	1,150	0.99	6.9	6.9	6.0	5.2	5.8	7.6	5.8	5.2	5.8
WJWZ	Wetumpka	A	97.9	3.0	328	c	Montgomery Bcst Prop	98			1	Urban	400	0.26	9.2	8.3	6.5	8.2	9.8	8.9	6.6	8.2	8.2
WBAM	Montgomery	C1	98.9	100.0	981		Deep South Bcstg Co	61	7809		1	Top 40	900	1.24	4.3	2.2	3.9	3.0	3.0	3.1	3.7	3.4	5.3
WAOQ	Brantley	A	100.3	6.0	328		Alatron Corp Inc	00				Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WHHY	Montgomery	C0	101.9	100.0	1096	b	Cumulus Bcstg Inc	62	0105		d2	CHR	900	1.21	4.4	4.1	3.9	3.2	3.8	5.8	5.8	5.9	5.8
WMXS	Montgomery	C	103.3	100.0	1096	b	Cumulus Bcstg Inc	61	9807		g2	AC	1,500	1.31	6.8	7.7	5.3	5.7	5.8	5.5	5.3	3.9	5.3
WQLD	Luverne	C1	104.3	13.5	1831	a	Clear Channel Comm	97	0008		g	Oldies	800	1.08	4.4	3.9	3.9	3.2	3.0	5.0	5.5	3.1	4.6
WZHT	Troy	C	105.7	100.0	1831	a	Clear Channel Comm	73	0008		g	Urban	3,275	1.09	17.8	11.6	14.9	13.9	14.0	12.6	14.2	10.8	14.0
# FM Stations -					12	# Combos -					9	FM TOTALS			84.5	69.8	70.9	65.6	71.1	70.0	69.6	64.2	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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
• WMSP	Montgomery	B	740	10.0	0.17	b	Cumulus Bcstg Inc	53	9807		g2	Sports	350	0.90	2.3	1.7	1.7	2.0	2.0	1.3	2.1	1.9	3.1
WMGY	Montgomery	D	800	1.0	0.00		GHB Bcstg	46	7507			Christian	100	0.59	1.0	0.8	1.0	0.7	0.8	0.8	0.5	0.7	1.0
• WNZZ	Montgomery	D	950	1.0	0.04	b	Cumulus Bcstg Inc	53	9807		g2	Adlt Stndrd	100	0.24	2.5	1.9	2.4	1.7	1.8	1.8	1.8	2.1	2.7
WACV	Montgomery	B	1170	10.0	1.00	c	Montgomery Bcst Prop	39	9306	125	1	Nws/Tlk/Spt	500	0.90	3.3	1.9	2.9	2.5	2.3	2.4	1.8	5.9	3.9
WAPZ	Wetumpka	D	1250	5.0	0.08		Darity Bcstg Corp	54	8006	295		Gsp/R&B/Ur	150	0.55	1.6	1.1	1.4	1.2	1.3	1.6	1.1	1.4	1.7
WIQR	Prattville	B	1410	5.0	1.00		Star Power Comm	69	0103	167		Talk				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	0105		d2	News	100	0.30	2.0	1.9	1.7	1.5	1.5	1.8	1.6	0.9	0.0
WXVI	Montgomery	B	1600	5.0	1.00		Sunshine 16 Radio	47	9411	225		Gospel	200	0.46	2.6	2.2	1.7	2.5	1.8	2.6	2.4	4.7	2.9
# AM Stations -					8	# Combos -					4	AM TOTALS			15.3	11.5	12.8	12.1	11.5	12.3	11.3	17.6	15.3
AM & FM Stations Profiled -					20	# Duopolies -					6	Total Local Commercial Share			81.3	83.7	77.7	82.6	82.3	80.9	81.8	85.1	

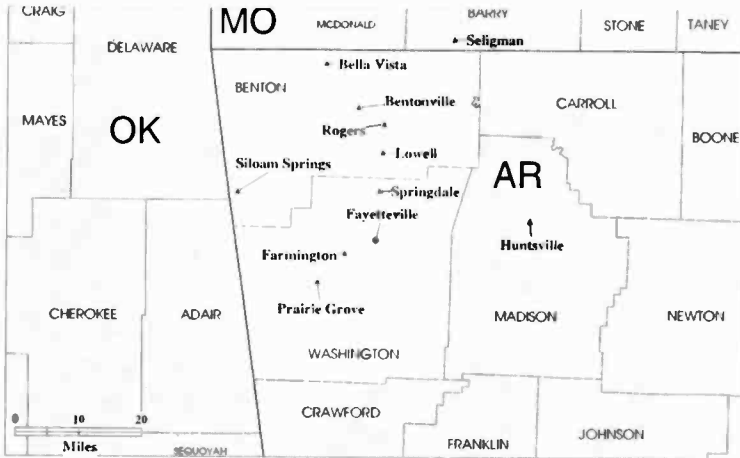
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 151

Revenue Rank: 155

# Fayetteville, AR Market Overview



**Metro Counties / Population (000)**

Benton, AR	161.9
Washington, AR	163.4
<b>Total</b>	<b>325.3</b>

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

<b>ESTIMATED GROSS REVENUES</b> ***	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$9,600	\$11,000	\$12,000	\$12,500	\$10,700	\$12,500	5.4%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	16.8%	\$13,200	\$14,100	\$14,900	\$15,700	\$16,500	5.7%
Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>			
Revenue/Capita	NA <sup>1/</sup>	\$3.25/1,000	\$3.27/1,000	Local	90%		
	\$36.27	\$38.43	\$46.37	National	10%		

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	264.7	325.3	4.2%	325.3	355.8	1.8%
Households	102.4	123.7	3.9%	123.7	135.1	1.8%
Retail Sales	NA <sup>1/</sup>	3,841.3	NA <sup>1/</sup>	3,841.3	5,043.9	5.6%
EBI <sup>2/</sup>	3,826.4	5,102.2	5.9%	5,102.2	6,791.4	5.9%

**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)	161.6	28.6	14.3	20.4	24.5	23.6	19.8	30.4
Women (000)	163.7	27.3	13.5	19.0	22.7	23.1	20.6	37.6
Total	325.3	55.9	27.7	39.4	47.1	46.7	40.4	68.0
Percentage	100.0%	17.2%	8.5%	12.1%	14.5%	14.4%	12.4%	20.9%
Per Capita	\$ 15,686	Median Household		\$ 33,497	Avg Household		\$ 41,248	
Ethnic Population:	White 88.7%	Black 1.4%	Asian 1.7%	Hispanic 9.3%				

**Market Summary**

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	2		11	12	13	7	20
Tot 12+	7.9		58.2	65.2	66.1	7.7	73.8
Avg 12+	4.0		5.3	5.4	5.1	1.1	3.7
Tot LCS	10.7		78.9	88.3	89.6	10.4	100.0
Avg LCS	5.4		7.2	7.4	6.9	1.5	5.0

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
KKEG	Fayetteville	C3	92.1	7.6	532	c	Cumulus Bcstg Inc	64	9902	5,800	d2	AOR	475	1.00	3.8	2.4	2.7	3.2	4.8	1.6	1.5	3.8	3.7
KIGL	Seligman	C1	93.3	100.0	492	a	Clear Channel Comm	86	0008		g	Clsc Rock	1,275	1.23	8.3	7.9	6.8	6.1	5.4	8.4	8.3	8.0	6.7
KAMO	Rogers	C2	94.3	25.0	692	c	Cumulus Bcstg Inc	71	9901	6,525	d1	Country	400	0.64	5.0	5.2	5.2	2.6	4.2	3.2	5.8	3.0	4.6
KDAB	Prairie Grove	C2	94.9	21.0	761	c	Cumulus Bcstg Inc	93	0104	2,000		AC	300	0.96	2.5	2.1	1.9	2.0	2.7	2.9	0.6	0.0	3.4
• KSEC	Bentonville	A	95.7	6.0	328		Bentonville Bcstg					NAC/SJz/8&	125	0.63	1.6	3.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0
KFAY	Bentonville	C1	98.3	100.0	617	c	Cumulus Bcstg Inc	83	9902		d2	Country	500	0.71	5.6	4.6	4.1	4.6	3.9	2.9	6.1	5.3	3.7
KREB	Huntsville	C3	99.5	13.5	443	b	Butler Bcstg Co LLC	55	0002	1,500	d1	Mexican				0.9	0.0	0.0	0.0	0.6	0.6	0.9	0.0
KMXF	Lowell	C2	101.9	23.0	709	a	Clear Channel Comm	92	0008		g	CHR	950	0.71	10.7	7.0	7.4	9.2	8.5	10.6	7.7	4.7	6.7
KKIX	Fayetteville	C1	103.9	100.0	482	a	Clear Channel Comm	66	0008		g	Country	2,750	1.22	18.1	9.5	14.2	13.9	12.4	10.0	14.1	11.6	12.2
KXNA	Springdale	A	104.9	2.8	486	b	Butler Bcstg Co LLC	68	0002		d1	New Rock	700	0.77	7.3	4.9	5.5	5.8	4.2	4.8	3.4	3.1	3.4
KMCK	Siloam Springs	C1	105.7	100.0	476	c	Cumulus Bcstg Inc	47	9901		d1	CHR	1,075	0.79	10.9	4.3	8.8	8.1	6.9	11.6	13.8	10.9	13.1
KBVA	Bella Vista	C2	106.5	37.0	568		Hendren Radio		91			Variety	600	0.60	8.0	5.8	5.5	6.9	7.6	6.8	7.4	6.0	8.5
KEZA	Fayetteville	C	107.9	100.0	1260	a	Clear Channel Comm	83	0008		g	Soft AC	2,250	1.62	11.1	8.5	8.8	8.4	10.0	9.0	7.4	8.2	12.2
# FM Stations -					13	# Combos -					11	FM TOTALS			92.9	66.1	73.4	70.8	70.6	71.8	76.7	65.5	78.2

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
KURM	Rogers	B	790	5.0	0.50		Kerm Inc		79			Nws/Tlk/Spt	250	0.87	2.3	3.7	1.6	2.0	1.5	1.9	2.1	2.8	1.8
KFAY	Farmington	B	1030	10.0	1.00	c	Cumulus Bcstg Inc	46	9902		d2	Talk	350	0.80	3.5	4.0	1.9	3.5	3.3	4.5	2.8	2.8	2.1
KREB	Bentonville-Bella	D	1190	2.5	0.00	b	Butler Bcstg Co LLC	79	0001	100		Sports	100	0.80	1.0	0.0	1.6	0.0	0.9	0.6	0.6	0.0	0.0
KOFC	Fayetteville	D	1250	0.9	0.05		Disney, Wm & Martha	57	8711	135		Gospl/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KUOA	Siloam Springs	D	1290	5.0 cp	0.03		KUOA Inc	23	3303			Country	300		0.4	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0
KZAR	Rogers	D	1390	1.0	0.05	b	Butler Bcstg Co LLC	54	0002		d1	Spn/Nws/Tlk				0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0
KZRA	Springdale	D	1590	2.5	0.06	c	Cumulus Bcstg Inc	66	9901		d1	Spanish	100			0.0	0.0	0.0	0.0	1.6	0.0	2.1	0.0
# AM Stations -					7	# Combos -					4	AM TOTALS			7.2	7.7	5.1	6.1	5.7	9.2	5.5	7.7	3.9
AM & FM Stations Profiled -					20	# Duopolies -					7	Total Local Commercial Share			73.8	78.5	76.9	76.3	81.0	82.2	73.2	82.1	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.



# Competitive Overview

Some stations also rated in Charleston, 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
																	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
WRVC	Catlettsburg	A	92.7	2.4	532	b	KenMar Inc	72	9503	750	c2		Variety	650	1.67	3.0	1.9	2.1	2.6	3.1	3.2	2.1	2.4	2.3	
WDGG	Ashland	C1	93.7	100.0	742	b	KenMar Inc	48	8712	1,900	c1		Country	1,700	1.44	9.1	7.7	7.9	6.7	6.1	6.0	6.7	5.9	4.5	
WBVB	Coal Grove	A	97.1	3.0	472	c	Clear Channel Comm	90	0008		g		Oldies	425	0.52	6.3	4.5	6.0	4.2	5.5	4.4	5.5	4.8	3.7	
WKEE	Huntington	B	100.5	53.0	561	c	Clear Channel Comm	57	0008		g		CHR	3,500	1.24	21.7	15.1	18.7	16.0	20.2	18.4	17.7	18.2	22.0	
WRYV	Gallipolis	B	101.5	50.0	492		Legend Comm LLC	61	9810		g		Clsc Hits	350	0.82	3.3	2.9	2.4	2.9	3.4	3.2	1.8	2.6	1.4	
WUGO	Grayson	A	102.3	4.8	364	d	Carter County Bcst	67					AC	200	0.85	1.8	2.9	1.2	1.6	1.2	1.9	3.7	1.8	2.0	
WTCR	Huntington	B	103.3	50.0	492	c	Clear Channel Comm	66	0008		g		Country	3,200	1.23	20.0	15.1	14.5	17.3	14.4	15.2	15.6	14.1	17.5	
WPAY	Portsmouth	C	104.1	100.0	1001	a	Braden, Ruth & Doug	48					Country	175	0.71	1.9	2.6	1.8	1.3	2.1	1.6	2.1	2.6	1.4	
WKLC	St. Albans	B	105.1	3.6	1663		L. M. Communications	66	8002	See (177)			AOR	n/a		3.5	2.9	3.0	2.6	2.4	2.5	1.8	2.2	2.8	
WLGC	Greenup	C3	105.7	12.5	466	e	Hometown Bcstg Inc	82					Country	400	1.34	2.3	2.9	1.8	1.9	2.1	2.2	2.4	2.5	2.3	
WAMX	Milton	B1	106.3	1.7	1109	c	Clear Channel Comm	80	0008		g		Rock	950	0.70	10.4	7.4	9.4	7.3	8.6	8.6	8.0	8.3	8.7	
WBKS	Ironton	A	107.1	3.0	125	c	Clear Channel Comm	73	0008		g		Clsc Rock	250	0.52	3.7	3.2	3.3	2.6	1.8	1.6	1.2	2.9	1.4	
WEMM	Huntington	B	107.9	50.0	499		Mortenson Bcstg Co	71					Gospel	450	0.94	3.7	2.9	3.3	2.6	2.4	2.9	4.0	4.7	3.1	
# FM Stations -					13	# Combos -					10	FM TOTALS					90.7	72.0	75.4	69.6	73.3	71.7	72.6	73.0	73.1

## AM Stations

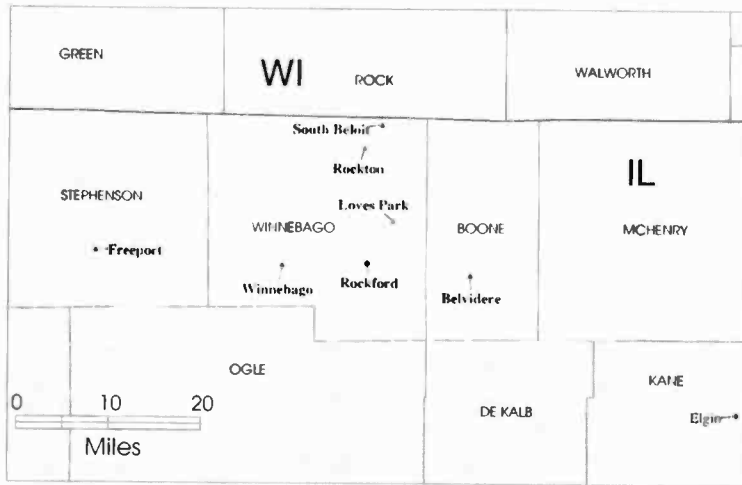
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M	A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)										
																	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999			
WVHU	Huntington	D	800	5.0	0.19	c	Clear Channel Comm	47	0008		g		News/Talk	150	0.35	3.3	3.5	2.7	2.6	1.2	2.9	3.7	2.8	3.4			
WRVC	Huntington	B	930	5.0	1.00	b	KenMar Inc	23	8712		c1		Talk	150	0.72	1.6	1.0	1.2	1.3	0.9	2.9	2.1	1.4	1.4			
WOKT	Cannonsburg	D	1040	2.5	0.00		WOKT Inc	87					Christian			0.4	0.0	0.0	0.6	0.6	0.0	0.6	0.9	0.0			
WIRO	Ironton	C	1230	1.0	1.00	c	Clear Channel Comm	51	0008		g		News/Talk	100		0.4	0.3	0.3	0.3	0.0	0.6	0.9	0.6	0.8			
WCMJ	Ashland	C	1340	0.7	0.70	b	KenMar Inc	35	9503	750	c2		Sports				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WGOH	Grayson	D	1370	5.0	0.02	d	Carter County Bcst	59					Country	100	0.77	1.0	1.9	0.6	1.0	0.0	1.3	0.0	1.5	1.1			
WPAY	Portsmouth	C	1400	1.0 cp	1.00	a	Braden, Ruth & Doug	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 Comm	54	0008		g		ChrsContem	100		0.4	1.0	0.6	0.0	1.2	1.0	0.9	0.8	0.8			
WHRD	Huntington	D	1470	5.0	0.07		Concord Media Group	46	0102	200			Adlt Stndrd	150	0.50	2.3	1.3	2.1	1.6	3.4	0.6	0.0	0.0	0.0			
WLGC	Greenup	D	1520	5.0 cp	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	D	1600	5.0	0.03	c	Clear Channel Comm	73	0008		g		ChrsContem				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
# AM Stations -					11	# Combos -					9	AM TOTALS					9.4	9.0	7.5	7.4	7.3	9.3	8.2	8.0	7.5		
AM & FM Stations Profiled -					24	# Duopolies -					6	Total Local Commercial Share								<b>81.0</b>	<b>82.9</b>	<b>77.0</b>	<b>80.6</b>	<b>81.0</b>	<b>80.8</b>	<b>81.0</b>	<b>80.6</b>

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 153

Revenue Rank: 137

# Rockford, IL Market Overview



**Metro Counties / Population (000)**

Boone, IL	43.5
Winnebago, IL	280.3
<b>Total</b>	<b>323.8</b>

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

<b>ESTIMATED GROSS REVENUES</b> ***	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$11,500	\$12,800	\$13,900	\$15,500	\$14,100	\$14,400	4.6%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	2.1%	\$15,400	\$16,400	\$17,100	\$18,000	\$18,900	5.6%
	<u>1997</u>	<u>2002</u>	<u>2007</u>	<b>Est. Breakout</b>			
Revenue/Retail Sales	NA <sup>1/</sup>	\$3.57/1,000	\$3.93/1,000	Local	90%		
Revenue/Capita	\$37.84	\$44.47	\$56.45	National	10%		

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	303.9	323.8	1.3%	323.8	334.8	0.7%
Households	115.5	124.1	1.4%	124.1	128.7	0.7%
Retail Sales	NA <sup>1/</sup>	4,035.2	NA <sup>1/</sup>	4,035.2	4,808.7	3.6%
EBI <sup>2/</sup>	4,794.5	5,770.2	3.8%	5,770.2	7,048.0	4.1%

**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)	158.7	29.2	15.1	13.9	21.5	25.2	22.6	31.2
Women (000)	165.1	27.8	14.3	13.5	21.5	25.2	23.4	39.4
Total	323.8	57.0	29.4	27.4	43.0	50.4	46.1	70.5
Percentage	100.0%	17.6%	9.1%	8.5%	13.3%	15.6%	14.2%	21.8%
Per Capita	\$ 17,818	Median Household		\$ 38,893	Avg Household		\$ 46,486	
Ethnic Population:	White 82.7%	Black 9.5%	Asian 1.7%	Hispanic 8.3%				

**Market Summary**

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	5	2		7	7	4	11
Tot 12+	27.8	27.9		55.7	55.7	5.9	61.6
Avg 12+	5.6	14.0		8.0	8.0	1.5	5.6
Tot LCS	45.1	45.3		90.4	90.4	9.6	100.0
Avg LCS	9.0	22.6		12.9	12.9	2.4	9.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
WYHY	Winnebago	A	95.3	1.3	512	b	RadioWorks Inc	71	9409		g	Clsc Hits	2,200	1.32	11.6	7.2	7.5	6.7	8.8	8.3	15.1	5.8	6.5	
WKMQ	Loves Park	A	96.7	2.2 cp	551	a	Cumulus Bcstg Inc	64	0010			Oldies	850	0.84	7.0	5.0	4.9	3.7	5.6	4.7	0.0	0.0	0.0	
WZOK	Rockford	B	97.5	50.0	430	a	Cumulus Bcstg Inc	49	0010		g	Top40/CHR	3,325	0.93	24.9	12.5	14.8	15.7	12.6	9.4	11.0	16.2	14.2	
WXXQ	Freeport	B1	98.5	11.0	492	a	Cumulus Bcstg Inc	47	0010		g	Country	2,200	0.99	15.5	15.4	9.1	9.8	9.7	10.6	10.4	10.3	9.6	
WQFL	Rockford	A	100.9	2.7	489		First Assembly God	74	8006	590		ChrsContem	300	0.41	5.1	2.1	3.4	2.8	2.4	2.2	2.1	1.5	3.1	
WGFB	Rockton	A	103.1	1.2	525	b	RadioWorks Inc	63	9910		g5	AC	1,575	1.35	8.1	5.3	5.4	4.5	4.6	5.0	5.2	8.1	8.0	
WXRX	Belvidere	A	104.9	4.0	400	b	RadioWorks Inc	71	8908		c1	Clsc Rock	2,350	1.14	14.3	8.2	8.8	8.7	9.4	7.5	7.8	11.0	10.4	
# FM Stations -													7	# Combos -		6	FM TOTALS							
													86.5	55.7	53.9	51.9	53.1	47.7	51.6	52.9	51.8			

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
														Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WNTA	Rockford	D	1330	1.0	0.09	b	RadioWorks Inc	53	8908		c1	Nws/Tlk/Old	600	0.61	6.8	3.2	4.7	3.7	4.0	3.3	4.4	3.6	4.3	
WTJK	South Beloit	B	1380	5.0	5.00		Good Karma Bcstg	48	0010	236			Sports	100		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WROK	Rockford	B	1440	5.0	0.27	a	Cumulus Bcstg Inc	23	0010		g	News/Talk	900	0.92	6.8	2.7	4.1	4.2	3.5	4.2	3.1	5.3	4.1	
WLUV	Loves Park	D	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																
				13.6	5.9	8.8	7.9	7.5	7.5	7.5	8.9	8.4												
AM & FM Stations Profiled -				11	# Duopolies -		3	Total Local Commercial Share																
				61.6	62.7	59.8	60.6	55.2	59.1	61.8	60.2													

Docket 80-90 Allocations: 106.1, A, Oregon

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 154

Revenue Rank: 136

# Macon, GA Market Overview



**Metro Counties / Population (000)**

Bibb, GA	153.3
Houston, GA	114.7
Jones, GA	24.3
Peach, GA	24.2
<b>Total</b>	<b>316.5</b>

**Market Radio Financials**

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

**ESTIMATED GROSS REVENUES**  
\*\*\*

1997	1998	1999	2000	2001	2002	Δ 97 - 02
\$11,000	\$11,100	\$12,100	\$12,400	\$12,000	\$14,500	5.6%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
20.8%	\$15,300	\$16,400	\$17,300	\$18,200	\$19,100	5.8%

	1997	2002	2007	<b>Est. Breakout</b>
Revenue/Retail Sales	NA <sup>1/</sup>	\$3.86/1,000	\$4.50/1,000	Local 85%
Revenue/Capita	\$36.01	\$45.81	\$58.14	National 15%

**Demographic and Economic Overview**

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

	1997	2002	<b>Growth Rate</b>	2002	2007	<b>Growth Rate</b>
MSA Population	305.5	316.5	0.7%	316.5	328.5	0.7%
Households	112.9	119.9	1.2%	119.9	126.0	1.0%
Retail Sales	NA <sup>1/</sup>	3,761.0	NA <sup>1/</sup>	3,761.0	4,247.9	2.5%
EBI <sup>2/</sup>	3,890.8	5,066.8	5.4%	5,066.8	6,222.4	4.2%

**Demographic Breakdown**

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	150.4	28.7	14.7	15.0	20.2	24.0	21.0	26.8
Women (000)	166.1	27.5	14.5	17.2	22.1	25.7	22.5	36.6
<b>Total</b>	<b>316.5</b>	<b>56.2</b>	<b>29.2</b>	<b>32.3</b>	<b>42.2</b>	<b>49.7</b>	<b>43.5</b>	<b>63.3</b>
Percentage	100.0%	17.7%	9.2%	10.2%	13.3%	15.7%	13.8%	20.0%
Per Capita	\$ 16,009							
				Median Household	\$ 34,793		Avg Household	\$ 42,245
Ethnic Population:	White 58.5%	Black 38.0%	Asian 1.3%				Hispanic 2.3%	

**Market Summary**

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	7		7	12	14	11	25
Tot 12+	21.9		48.2	67.3	70.1	12.8	82.9
Avg 12+	3.1		6.9	5.6	5.0	1.2	3.3
Tot LCS	26.4		58.1	81.2	84.6	15.4	100.0
Avg LCS	3.8		8.3	6.8	6.0	1.4	4.0

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WMKS	Macon	A	92.3	3.0	328	d	Cumulus Bcstg Inc	92	0301	35,500	d1	Clisc Hits	550	0.95	4.0	2.2	2.7	4.0	2.5	2.4	2.0	2.2	2.9
WPEZ	Jeffersonville	C1	93.7	100.0 cp	679	d	Cumulus Bcstg Inc	73	0301		d1	AC/LtRck	1,750	1.44	8.4	6.6	6.1	8.0	9.9	8.7	9.3	8.1	12.5
WMGB	Montezuma	C2	95.1	46.0	390	d	Cumulus Bcstg Inc	93	0301		d1	CHR	1,200	1.13	7.3	5.3	6.1	6.1	8.0	6.5	9.6	6.7	5.6
WYNF	Gray	C3	96.5	8.0	571	c	Clear Channel Comm	94	0102		g1	Talk/MdRck	100		0.9	2.2	0.0	1.6	1.1	2.4	2.0	1.1	0.5
WIBB	Fort Valley	C3	97.9	10.5	499	c	Clear Channel Comm	90	0102		g1	Urban	2,250	1.01	15.3	11.9	12.6	13.0	12.1	12.3	10.8	12.9	9.8
WDEN	Macon	C1	99.1	100.0	581	d	Cumulus Bcstg Inc	47	0301		d1	Country	2,750	1.62	11.7	12.2	8.0	11.7	11.6	12.8	12.3	12.4	13.8
WCOP	Unadilla	A	99.9	6.0	328	e	Toccoa Falls College	95	9512	168		Christian	75		0.8	0.6	0.5	0.8	0.0	0.0	0.5	0.0	0.0
WQMJ	Forsyth	A	100.1	3.0	299	a	Roberts Comm	73	9707	550	c4	R&B Oldies	100	0.69	1.0	2.2	0.8	0.8	0.6	0.0	0.0	1.8	1.6
WPGA	Perry	A	100.9	3.3	446	b	Register Comm Inc	66			nc	Hot AC	300	0.99	2.1	1.9	2.4	1.1	2.2	2.7	1.7	1.7	1.1
WRBV	Warner Robins	A	101.7	4.9	354	c	Clear Channel Comm	69	0102		g1	Urban/AC	700	0.50	9.7	7.2	9.4	6.9	5.8	4.6	5.9	6.5	4.2
WELV	Warner Robins	A	102.5	4.0	328	c	Clear Channel Comm	94	0102		g1	Smooth Jazz	200	0.22	6.4	2.8	5.1	5.6	4.7	6.1	4.2	5.8	2.4
WAYS	Macon	C3	105.5	6.1	659	d	Cumulus Bcstg Inc	68	0301		d1	Oldies	400	0.86	3.2	4.7	2.7	2.7	4.1	3.4	4.7	6.1	6.4
WQBZ	Fort Valley	C2	106.3	50.0	492	c	Clear Channel Comm	81	0102		g1	AOR	1,625	1.62	6.9	5.3	5.6	5.9	5.2	5.8	5.4	6.8	5.8
WFXM	Gordon	A	107.1	2.3	541	a	Roberts Comm	76	9707	575	c1	Urban CHR	400	0.40	6.9	5.0	7.2	4.3	6.3	6.1	7.1	5.9	7.7
# FM Stations -				14	# Combos -				14	FM TOTALS				84.6	70.1	69.2	72.5	74.1	73.8	75.5	78.0	74.3	

## AM Stations

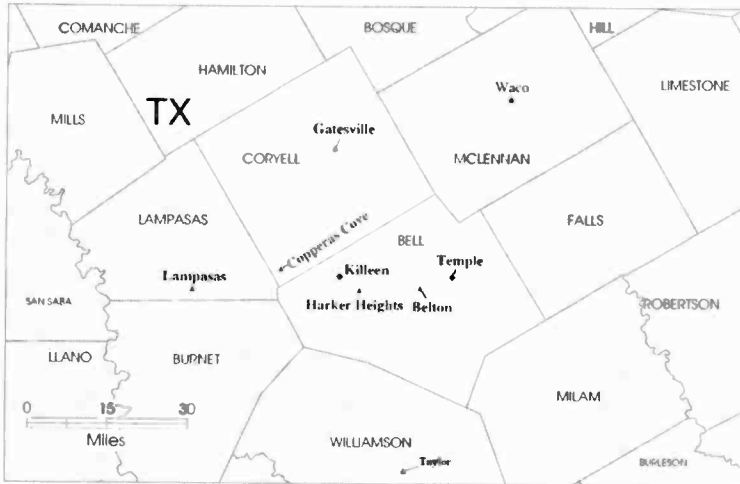
Calls	City of License	FCC Class	Power Freq (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M	A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WBML	Macon	D	900	2.0	0.15		Rodgers Bcstg Corp	40	7909				Religion	200		0.3	0.0	0.0	0.5	0.0	0.0	0.0	0.6	0.0
WMAC	Macon	B	940	50.0	10.00	d	Cumulus Bcstg Inc	22	0301		d1	Nws/Tlk/Spt	750	0.82	6.3	7.5	4.5	6.1	5.0	4.6	3.4	5.3	4.2	
WPGA	Perry	B	980	5.0	0.27	b	Register Comm Inc	55	6006	57			Sports			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WXJO	Gordon	D	1120	10.0	0.00	a	Roberts Comm	69	9707		c1	Black Gospl			0.3	0.3	0.0	0.5	0.0	0.0	0.0	0.0	0.0	
WXKO	Fort Valley	D	1150	1.0	0.06	a	Roberts Comm	51	9707		c4	Black Gospl	50		0.8	0.9	0.5	0.8	1.1	1.7	0.7	0.4	2.1	
WDDO	Macon	C	1240	1.0	1.00	d	Cumulus Bcstg Inc	57	0301		d1	Black Gospl	200	0.30	4.6	1.6	4.8	2.9	4.1	5.8	5.1	4.6	5.0	
WLCG	Macon	D	1280	5.0	0.10	c	Clear Channel Comm	48	0102		g1	Black Gospl	200	0.86	1.6	1.3	2.4	0.3	0.0	0.0	0.0	0.0	0.5	
WNNG	Warner Robins	B	1350	5.0	0.50	e	Chase Bcstg Inc	54	0108	63			Adlt Stndrd	450	2.82	1.1	0.6	1.3	0.5	0.0	0.0	0.0	0.0	0.8
WNEX	Macon	C	1400	1.0	1.00	b	Register Comm Inc	45	0003	170			Sprts/Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WDEN	Macon	D	1500	1.0	0.00	d	Cumulus Bcstg Inc	67	0301		d1	Country			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WRNC	Dry Branch	B	1670	10.0 cp	1.00	c	Clear Channel Comm	66	0102		g1	Gospel	200		0.5	0.6	0.5	0.3	0.0	0.0	0.0	0.0	0.0	
# AM Stations -				11	# Combos -				10	AM TOTALS				15.5	12.8	14.0	11.9	10.2	12.1	9.2	10.9	12.6		
AM & FM Stations Profiled -				25	# Duopolies -				10	Total Local Commercial Share				82.9	83.2	84.4	84.3	85.9	84.7	88.9	86.9			

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 155

Revenue Rank: 243

# Killeen-Temple, TX Market Overview



**Metro Counties / Population (000)**

Bell, TX	245.5
Coryell, TX	76.2
<b>Total</b>	<b>321.7</b>

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

<b>ESTIMATED GROSS REVENUES</b> ***	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$5,300	\$5,800	\$5,900	\$6,000	\$5,400	\$5,800	1.7%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	7.4%	\$6,100	\$6,500	\$6,900	\$7,300	\$7,600	5.7%
	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>			
Revenue/Retail Sales	NA <sup>1/</sup>	\$1.87/1,000	\$1.81/1,000	Local	85%		
Revenue/Capita	\$17.72	\$18.03	\$22.04	National	15%		

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	299.1	321.7	1.5%	321.7	344.8	1.4%
Households	98.4	108.9	2.0%	108.9	117.9	1.6%
Retail Sales	NA <sup>1/</sup>	3,104.6	NA <sup>1/</sup>	3,104.6	4,193.7	6.2%
EBI <sup>2/</sup>	3,524.7	4,472.3	4.9%	4,472.3	5,773.0	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)	162.1	32.2	14.5	27.1	28.6	22.9	16.1	20.7
Women (000)	159.6	30.8	13.9	20.3	26.6	24.4	17.4	26.2
Total	321.7	63.0	28.4	47.3	55.2	47.3	33.6	46.9
Percentage	100.0%	19.6%	8.8%	14.7%	17.2%	14.7%	10.4%	14.6%
Per Capita	\$ 13,902	Median Household		\$ 33,201	Avg Household		\$ 41,084	
Ethnic Population:	White 63.1%	Black 21.0%	Asian 2.9%	Hispanic 16.2%				

**Market Summary**

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	3		7	8	10	4	14
Tot 12+	18.3		27.6	42.7	45.9	3.8	49.7
Avg 12+	6.1		3.9	5.3	4.6	1.0	3.6
Tot LCS	36.8		55.5	85.9	92.4	7.6	100.0
Avg LCS	12.3		7.9	10.7	9.2	1.9	7.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# Competitive Overview

Some stations also rated in Austin.

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
															Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999		
KIIZ	Killeen	A	92.3	3.6	259	b	Clear Channel Comm	91	0008		g	Urban	1,600	1.07	25.9	11.8	14.2	12.1	11.2	13.7	9.4	12.6	13.3	
• KXMG	Cedar Park	C	93.3	100.0 cp	1926		Emmis	61	0303 p			1	CHR/Rhymc	n/a	5.3	3.2	2.0	3.3	2.9	2.3	4.4	2.2	2.2	
• KASZ	Gatesville	A	98.3	0.2	279	b	Educational Media	76	0301 p	100			ChrsContem			0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	
KHHL	Leander	C2	98.9	40.0 cp	404		Amigo Bcstg LP	76	0203	See (42)			Rock AC	n/a	4.6	2.1	2.9	1.8	2.9	1.5	2.9	2.5	3.0	
KLTD	Temple	C3	101.7	16.5	410	a	Cumulus Bcstg Inc	95	0105	1,250			Oldies	650	1.84	6.1	2.9	3.5	2.7	6.4	3.5	3.2	4.0	2.2
KSSM	Copperas Cove	C3	103.1	8.6	558	a	Cumulus Bcstg Inc	77	0004	2,750			Urban AC	825	1.69	8.4	5.3	4.3	4.2	5.8	6.1	4.1	4.7	4.4
KOBT	Taylor	C2	104.3	48.0	492		Infinity Bcstg	75	0102				CHR	n/a		8.2	3.8	4.1	4.2	6.7	4.9	3.5	4.0	4.4
KUSJ	Harker Heights	C2	105.5	33.0	600	a	Cumulus Bcstg Inc	94	0003	2,250			Country	1,000	1.34	12.9	7.1	6.4	6.6	4.5	5.8	5.3	6.8	6.4
KOOC	Belton	C3	106.3	11.5	489	a	Cumulus Bcstg Inc	70	0004	2,750			Hot AC	400	1.15	6.0	3.2	4.1	2.1	3.8	4.7	4.4	5.7	5.5
KLFX	Nolanville	A	107.3	2.0	525	b	Clear Channel Comm	87	0108 p	2,600			Rock	850	0.95	15.5	6.5	8.1	7.6	6.7	8.1	6.7	6.2	8.0
# FM Stations -				10				# Combos -				7				FM TOTALS								
															92.9	45.9	49.6	44.6	50.9	50.6	43.9	48.7	50.5	

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
KREH	Pecan Grove	D	900	5.0	0.01		Bustos Media Holding	52	9905	750		Ethnic				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KTON	Belton	D	940	1.0	0.01		Sheldon Comm Inc	61	9105		c1	Christian				0.0	0.0	0.0	0.0	0.0	1.8	0.5	0.6
KRMY	Killeen	D	1050	0.3	0.00		Martin Bcstg Inc	55	9308	118		Mexican	100			0.0	0.0	0.0	0.6	0.0	1.2	0.0	0.0
KTEM	Temple	C	1400	1.0	1.00	a	Cumulus Bcstg Inc	36	0201	425		Nws/TIK/Spt	350	0.85	7.1	3.8	3.2	3.9	1.9	5.2	2.1	3.7	3.3
# AM Stations -				4				# Combos -				1				AM TOTALS							
															7.1	3.8	3.2	3.9	2.5	5.2	5.1	4.2	3.9
AM & FM Stations Profiled -				14				# Duopolies -				3				Total Local Commercial Share							
															49.7	52.8	48.5	53.4	55.8	49.0	52.9	54.4	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 156

Revenue Rank: 230

# Flagstaff-Prescott, AZ Market Overview



### Metro Counties / Population (000)

Coconino, AZ	120.2
Yavapai, AZ	179.0
<b>Total</b>	<b>299.2</b>

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		N/A	\$6,000	\$6,700	\$7,400	\$6,200	\$6,600
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA <sup>1/</sup>	\$1.92/1,000	\$1.97/1,000	Local	80%		
Revenue/Capita	1997	2002	2007	National	20%		
	N/A	\$22.06	\$25.72				

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	258.1	299.2	3.0%	299.2	338.2	2.5%
Households	95.1	117.4	4.3%	117.4	134.9	2.8%
Retail Sales	NA <sup>1/</sup>	3,442.6	NA <sup>1/</sup>	3,442.6	4,405.7	5.1%
EBI <sup>2/</sup>	3,258.8	4,432.2	6.3%	4,432.2	5,983.8	6.2%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	147.6	23.4	13.7	15.8	16.5	19.3	21.2	37.8
Women (000)	151.6	22.0	12.7	14.8	15.6	21.1	22.3	43.1
Total	299.2	45.4	26.4	30.6	32.0	40.4	43.5	80.9
Percentage	100.0%	15.2%	8.8%	10.2%	10.7%	13.5%	14.5%	27.0%
Per Capita	\$ 14,813	Median Household		\$ 30,599	Avg Household		\$ 37,740	
Ethnic Population:	White 80.1%	Black 0.7%	Asian 0.7%	Hispanic 10.5%				

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		15	13	18	11	29
Tot 12+	1.5		60.6	59.7	62.1	8.1	70.2
Avg 12+	0.5		4.0	4.6	3.5	0.7	2.4
Tot LCS	2.1		86.3	85.0	88.5	11.5	100.0
Avg LCS	0.7		5.8	6.5	4.9	1.0	3.4

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)						
												Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
KSGC	Tusayan	A	92.1	4.1	335	Tusayan Bcstg Co	91				Hot AC	100		6.7	0.0	0.0	0.0	1.9	0.0	0.0	0.0
KAFF	Flagstaff	C	92.9	100.0	1513	a Guyann Corporation	68				Country	700	1.58	6.7	5.7	5.1	4.5	5.7	3.6	0.0	0.0
KXAZ	Page	C2	93.3	12.5	922	g Lake Powell Comm	80				AC	50		0.8	0.6	1.1	0.0	0.0	0.0	0.0	0.0
KMGN	Flagstaff	C	93.9	100.0	1509	a Guyann Corporation	75				Clsc Rock	300	0.69	6.6	5.7	4.3	5.1	5.1	4.2	0.0	0.0
KZGL	Cottonwood	C1	95.9	9.0	2494	c Halley, W. Grant	83	0008		d1	AOR	550	0.80	10.4	7.4	7.1	7.8	6.2	6.3	0.0	0.0
KWMX	Williams	C2	96.7	10.5	1066	e Red Rock Comm Ltd	97	9802	385		Oldies	175	1.06	2.5	2.7	2.0	1.5	1.1	2.1	0.0	0.0
• KVNA	Flagstaff	C	97.5	43.0	1509	c 3 Points Media	88	0212 p	4,650		AC	150	0.58	3.9	2.1	2.3	3.3	3.2	2.7	0.0	0.0
KKLD	Prescott Valley	C2	98.3	0.9	2546	3 Points Media	96	0207	8,000		Oldies	550	1.57	5.3	2.4	3.4	4.2	2.4	5.1	0.0	0.0
KNOT	Prescott	A	99.1	6.0	200	d Payne-Prescott Bcstg	77				Country	250	1.31	2.9	1.5	1.7	2.4	1.9	2.1	0.0	0.0
KLOD	Flagstaff	C2	100.1	5.3	1434	h Rocket Radio Corp	99				Jazz	100	0.95	1.6	0.6	1.4	0.9	1.1	1.8	0.0	0.0
KAHM	Prescott	C	102.1	58.0	2526	SW FM Bcstg	81				Easy	500	0.56	13.5	8.9	11.4	7.8	10.0	10.2	0.0	0.0
KQST	Sedona	C	102.9	100.0	1434	h Rocket Radio Corp	84	9411	378		Modern AC	600	0.74	12.3	8.0	7.1	10.5	11.9	9.6	0.0	0.0
KZKE	Seligman	A	103.3	1.8	423	Route 66 Bcstg LLC	95	9805	175		Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0
KFPB	Chino Valley	C3	103.9	8.1	568	Prescott Radio LLC	98				AC	50	0.76	1.0	1.2	1.4	0.0	0.0	0.0	0.0	0.0
KFLX	Kachina Village	C2	105.1	5.0	1457	e Red Rock Comm Ltd	94				Rock	200	0.78	3.9	3.3	2.9	2.7	1.4	0.9	0.0	0.0
KVRD	Cottonwood	C3	105.7	0.3	2556	b Halley, W. Grant	91	9509	750	c1	Country	200	0.52	5.8	3.9	4.6	3.6	5.4	6.9	0.0	0.0
KPPV	Prescott Valley	C2	106.7	3.7	1618	f Prescott Valley Bcst	85				AC	300	0.83	5.5	2.7	3.1	4.8	3.5	2.4	0.0	0.0
KSED	Sedona	C	107.5	100.0	1463	e Red Rock Comm Ltd	93	9212	100	cp	Country	250	0.71	5.3	5.4	3.4	4.2	5.1	3.9	0.0	0.0
# FM Stations -				18	# Combos -				13	FM TOTALS				88.0	62.1	62.3	63.3	65.9	61.8	0.0	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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)						
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
• KVNA	Flagstaff	D	600	1.0	0.05	c	Halley, W. Grant	50	0008		d1	Nws/Tlk/Spt	150	1.08	2.1	0.9	0.6	2.4	0.8	0.6	0.0	0.0
• KMIA	Black Canyon	B	710	22.0	3.90		Entravision Comm Co	81	0008		g4	Adlt Stndrd				0.0	0.0	0.0	0.0	0.0	0.0	0.0
KAZM	Sedona	B	780	5.0	0.25		Tabback Bcstg Co	74				Nws/Tlk/Spt	875		1.4	1.2	1.1	0.9	0.5	0.6	0.0	0.0
KAFF	Flagstaff	D	930	5.0	0.03	a	Guyann Corporation	63				Country	150	0.99	2.3	1.2	0.9	2.4	1.1	2.4	0.0	0.0
KTBA	Tuba City	D	1050	5.0	0.01		Western Indian Minst	80				Religion				0.0	0.0	0.0	0.0	0.0	0.0	
KONA	Prescott Valley	D	1130	1.0	0.00	f	Prescott Valley Bcst	86				News/Talk			0.4	0.0	0.0	0.6	0.0	0.0	0.0	0.0
KYET	Williams	B	1180	10.0	0.25		Grand Canyon	92	9710	290		DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0
KPGE	Page	C	1340	1.0	1.00	g	Lake Powell Comm	71				Oldies			1.0	0.6	1.4	0.0	0.0	0.0	0.0	0.0
KNOT	Prescott	C	1450	1.0	1.00	d	Payne-Prescott Bcstg	57				Adlt Stndrd	100	0.95	1.6	0.9	1.4	0.9	1.1	0.6	0.0	0.0
KYCA	Prescott	C	1490	1.0	1.00		SW Bcst Co	40	7104	125		Nws/Tlk/Spt	200	1.26	2.4	2.7	1.4	2.1	3.5	2.1	0.0	0.0
KYBC	Cottonwood	D	1600	1.0	0.05	b	Halley, W. Grant	64	9509		c1	Adlt Stndrd	100		0.6	0.6	0.9	0.0	1.9	2.1	0.0	0.0
# AM Stations -				11	# Combos -				6	AM TOTALS				11.8	8.1	7.7	9.3	8.9	8.4	0.0	0.0	
AM & FM Stations Profiled -				29	# Duopolies -				6	Total Local Commercial Share				70.2	70.0	72.6	74.8	70.2	0.0	0.0		

NOTE: Market first rated Fall 2000

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 157

Revenue Rank: 122

# Evansville, IN Market Overview



### Metro Counties / Population (000)

Posey, IN	27.0
Vanderburgh, IN	171.6
Warrick, IN	53.3
Henderson, KY	44.7
<b>Total</b>	<b>296.6</b>

### Market Radio Financials

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

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$12,100	\$15,600	\$17,200	\$18,200	\$16,200	\$17,100
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.6%	\$18,000	\$19,300	\$20,300	\$21,400	\$22,500	5.7%
Revenue/Retail Sales	1997 NA <sup>1/</sup>	2002 \$3.84/1,000	2007 \$3.94/1,000	Est. Breakout			
Revenue/Capita	\$41.71	\$57.65	\$75.30	Local	80%		
				National	20%		

### Demographic and Economic Overview

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

MSA	1997	2002	Growth Rate	2002	2007	Growth Rate
	Population	290.1	296.6	0.4%	296.6	298.8
Households	114.0	119.2	0.9%	119.2	121.7	0.4%
Retail Sales	NA <sup>1/</sup>	4,450.7	NA <sup>1/</sup>	4,450.7	5,715.5	5.1%
EBI <sup>2/</sup>	4,470.2	5,303.0	3.5%	5,303.0	6,504.4	4.2%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	142.5	23.7	12.9	14.2	17.7	22.9	21.3	29.8
Women (000)	154.1	22.5	12.7	15.5	18.2	23.5	21.9	39.8
Total	296.6	46.2	25.6	29.7	36.0	46.4	43.2	69.6
Percentage	100.0%	15.6%	8.6%	10.0%	12.1%	15.6%	14.6%	23.5%
Per Capita	\$ 17,881	Median Household		\$ 36,254	Avg Household		\$ 44,506	
Ethnic Population:	White 91.6%	Black 6.2%	Asian 0.7%	Hispanic 0.9%				

### 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+	28.1	28.0	18.0	71.3	74.1	12.4	86.5
Avg 12+	4.7	9.3	6.0	7.9	6.2	1.6	4.3
Tot LCS	32.5	32.4	20.8	82.4	85.7	14.3	100.0
Avg LCS	5.4	10.8	6.9	9.2	7.1	1.8	5.0

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

## FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)									Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
• WBKR	Owensboro	C1	92.5	96.0 cp	1001		Regent Comm	48	0302		g2	Country	3,400		1.8	1.4	1.2	1.8	1.1	1.5	2.2	2.6	2.4
WJPS	Chandler	A	93.5	3.2 cp	446	b	South Central Comm	94				Oldies	1,300	1.21	6.3	4.6	5.2	5.6	5.1	6.5	7.8	3.9	6.2
• WKRI	Mount Carmel	B	94.9	50.0	420	a	Regent Comm	60	0302 p	2,700	sw	Clsc Rock	400	1.38	1.7	1.4	1.7	1.2	2.5	2.6	2.8	2.0	1.9
WSTO	Owensboro	C	96.1	100.0	1001	b	South Central Comm	48	0209 p	13,000		CHR	1,700	1.36	7.3	5.4	6.3	6.2	7.6	10.6	9.5	11.5	7.6
WKDQ	Henderson	C	99.5	100.0	984		Regent Comm	47	0302		g2	Country	2,200	1.09	11.8	11.2	7.8	12.4	8.8	9.7	11.5	11.0	8.9
• WGBF	Henderson	A	103.1	3.2	453	a	Regent Comm	71	0302 p		sw	AOR	1,675	1.21	8.1	6.0	8.1	5.6	5.9	5.9	7.5	7.5	7.6
WIKY	Evansville	B	104.1	39.0	571	b	South Central Comm	48				FuSvc/AC	4,400	1.15	22.4	19.2	19.3	18.9	19.8	20.0	19.3	21.8	18.4
• WYNG	Evansville	B	105.3	50.0	492	a	Regent Comm	64	0302 p		sw	Country	1,000	0.84	7.0	7.4	5.8	6.2	6.5	5.6	6.1	5.7	8.4
• WDKS	Newburgh	A	106.1	6.0	328	a	Regent Comm	91	0302 p		sw	Top 40	900	0.60	8.7	8.9	7.5	7.4	9.6	4.1	2.5	2.7	3.8
WYFX	Mount Vernon	A	106.7	3.0	295	d	The Original Co Inc	92	9904	360	c1	AC	100		0.4	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0
WYXY	Boonville	A	107.1	1.6	640	e	Engelbrecht, John P	67	0009	400	c2	Clsc Hits	500	0.73	4.0	4.3	3.5	3.3	0.6	0.0	0.0	0.0	0.0
WABX	Evansville	A	107.5	2.0	561	b	South Central Comm	96				Rock	1,400	0.94	8.7	4.3	8.1	6.8	6.2	6.8	5.6	6.3	7.6
# FM Stations -					12	# Combos -					10	FM TOTALS			88.2	74.1	75.1	75.4	73.7	73.3	74.8	75.0	72.8

## AM Stations

Calls	City of License	FCC Class	Day Power		Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)									Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WSWI	Evansville	D	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
WSON	Henderson	B	860	0.5	0.50		Lackey, Henry G	41	7907			Adlt Stndrd	350	0.93	2.2	2.6	2.0	1.8	2.8	2.9	1.7	1.9	1.6
WGAB	Newburgh	D	1180	0.7	0.00	c	Newburgh Bcstg Co	84				Adlt Stndrd	300	0.67	2.6	0.9	1.2	3.3	3.4	2.6	3.1	2.2	1.4
• WGBF	Evansville	B	1280	5.0	1.00	a	Regent Comm	23	0302 p		sw	News/Talk	300	0.40	4.4	4.0	3.7	3.8	3.4	5.0	3.4	3.1	3.5
WVHI	Evansville	B	1330	5.0	1.00		Word Broadcasting	48	9906	440		Religion	150		0.6	0.6	0.0	0.0	0.6	0.9	0.6	0.0	0.0
WEOA	Evansville	C	1400	1.0	1.00	b	South Central Comm	36	8111	1,000		Urban	350	0.79	2.6	4.3	1.7	2.7	2.0	1.8	2.0	3.0	4.1
WBNL	Boonville	D	1540	0.3	0.00	e	Turpen	50	0106			Easy				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WRCY	Mt. Vernon	D	1590	0.5	0.04	d	The Original Co Inc	55	9904		c1	Country	75			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -					8	# Combos -					4	AM TOTALS			11.8	12.4	8.6	11.6	12.2	13.2	10.8	10.2	10.6
AM & FM Stations Profiled -					20	# Duopolies -					5	Total Local Commercial Share			86.5	83.7	87.0	85.9	86.5	85.6	85.2	83.4	

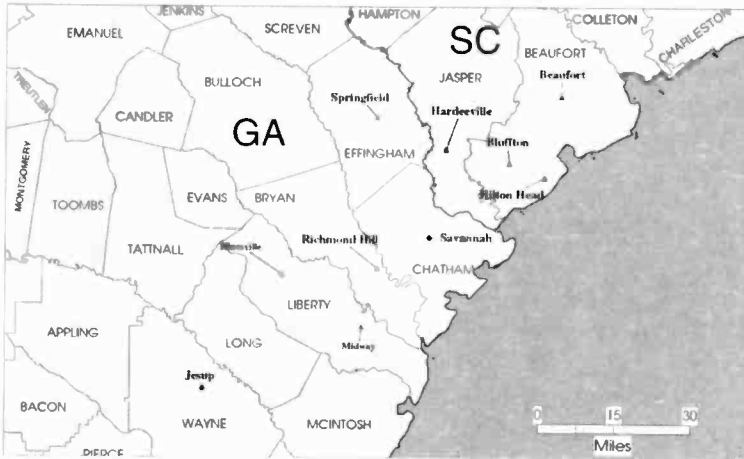
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 158

Revenue Rank: 104

# Savannah, GA Market Overview



### Metro Counties / Population (000)

Bryan, GA	24.8
Chatham, GA	234.4
Effingham, GA	40.1
<b>Total</b>	<b>299.3</b>

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

<b>ESTIMATED GROSS REVENUES</b> ***	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>Δ 97 - 02</b>
	\$14,300	\$17,100	\$18,600	\$20,100	\$17,700	\$19,800	6.7%
	<b>Δ 01 - 02</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>Δ 02 - 07</b>
	11.9%	\$20,900	\$22,400	\$23,600	\$24,900	\$26,100	5.7%
Revenue/Retail Sales	<b>1997</b>	<b>2002</b>	<b>2007</b>	<b>Est. Breakout</b>			
Revenue/Capita	NA <sup>1/</sup>	\$4.68/1,000	\$4.69/1,000	Local	85%		
	\$50.16	\$66.15	\$82.80	National	15%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<b>1997</b>	<b>2002</b>	<b>Growth Rate</b>	<b>2002</b>	<b>2007</b>	<b>Growth Rate</b>
MSA Population	285.1	299.3	1.0%	299.3	315.2	1.0%
Households	104.8	114.1	1.7%	114.1	121.7	1.3%
Retail Sales	NA <sup>1/</sup>	4,233.6	NA <sup>1/</sup>	4,233.6	5,560.9	5.6%
EBI <sup>2/</sup>	3,674.4	4,809.0	5.5%	4,809.0	6,074.3	4.8%

### Demographic Breakdown

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	145.0	26.3	13.6	16.3	20.6	22.1	19.2	26.9
Women (000)	154.3	25.2	12.8	16.1	21.0	23.3	21.1	34.8
Total	299.3	51.4	26.5	32.3	41.6	45.4	40.4	61.7
Percentage	100.0%	17.2%	8.8%	10.8%	13.9%	15.2%	13.5%	20.6%
Per Capita	\$ 16,069							
				Median Household	\$ 34,452		Avg Household	\$ 42,163
Ethnic Population:	White 60.7%	Black 35.2%	Asian 1.6%	Hispanic 2.3%				

### Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations			16	13	16	5	21
Tot 12+			71.9	68.0	71.9	14.1	86.0
Avg 12+			4.5	5.2	4.5	2.8	4.1
Tot LCS			83.6	79.1	83.6	16.4	100.0
Avg LCS			5.2	6.1	5.2	3.3	4.8

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

## FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)									Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
• WSKX	Hinesville	C2	92.3	50.0	482		Tama Broadcasting	82	0211 p	2,852		Hot AC	100	0.76	0.8	0.6	0.6	0.8	0.0	1.1	1.4	0.0	0.0
WEAS	Savannah	C1	93.1	100.0	981	c	Cumulus Bcstg Inc	67	9810	5,250	c4	Urban	2,575	0.76	17.2	10.1	12.1	17.0	18.3	16.2	14.3	17.2	15.7
• WQBT	Savannah	C0	94.1	100.0	1299	a	Clear Channel Comm	46	0008		g	Urban	1,000	0.74	6.8	9.0	9.4	2.2	3.0	3.6	3.9	6.2	4.3
WIXV	Savannah	C1	95.5	100.0	856	c	Cumulus Bcstg Inc	72	9808		d2	Rock	1,450	1.63	4.5	3.6	4.4	3.3	3.9	6.1	3.4	4.5	3.2
WJCL	Savannah	C	96.5	100.0	1161	c	Cumulus Bcstg Inc	72	9804	7,250		Country	2,450	1.55	8.0	8.1	7.9	5.6	5.0	6.7	5.1	4.6	8.4
WAEV	Savannah	C0	97.3	100.0 cp	1299	a	Clear Channel Comm	69	0008		g	AC	1,200	2.02	3.0	3.3	2.9	2.2	3.6	3.9	5.3	6.6	6.4
WGCO	Midway	C1	98.3	100.0	981	b	Triad Bcstg Co	74	0009		g3	1 Oldies	1,400	1.12	6.3	3.0	5.6	5.0	3.9	3.3	2.0	4.3	3.5
WYKZ	Beaufort	C1	98.7	100.0	715	a	Clear Channel Comm	62	0008		g	AC/LtRck	1,500	1.26	6.0	3.9	4.1	6.1	3.6	2.8	4.8	5.5	5.2
WLVH	Hardeeville	C2	101.1	50.0	476	a	Clear Channel Comm	92	0008		g	AC	2,025	1.40	7.3	7.2	5.6	6.7	8.6	7.8	9.3	8.4	8.1
WZAT	Savannah	C	102.1	100.0	1322	c	Cumulus Bcstg Inc	71	9810	3,500		CHR	850	1.05	4.1	4.2	3.8	3.1	6.4	4.5	5.3	4.9	5.5
WGZO	Parris Island	C3	103.1	17.5	328		Zip Communications	85	0108	100	1	80s Hits	250	0.84	1.5	2.4	0.9	1.7	1.4	1.7	0.8	0.0	0.0
WSIS	Springfield	C3	103.9	14.0	328	c	Cumulus Bcstg Inc	77	9808		d2	R&B0d/BkG	150	0.36	2.1	0.9	1.8	1.7	1.4	1.9	4.2	0.7	0.6
WRHQ	Richmond Hill	C3	105.3	11.0	486		Thoroughbred Comm	91				Rock AC	1,400	1.31	5.4	4.5	4.4	4.7	2.5	3.3	2.8	2.1	2.6
WFXH	Hilton Head	C2	106.1	25.0	594	b	Triad Bcstg Co	73	0009		g3	1 Rock	550	0.79	3.5	4.8	2.9	3.1	4.4	2.8	2.0	2.1	2.6
WWVV	Bluffton	C1	106.9	100.0	801	b	Triad Bcstg Co	89	0009		g3	1 AOR	675	1.07	3.2	1.8	2.4	3.1	1.9	3.1	3.7	3.1	2.0
WLOW	Hilton Head	C2	107.9	24.0	725	b	Triad Bcstg Co	88	0009		g3	1 Adlt Stndrd	800	0.82	4.9	4.5	4.4	3.9	3.9	2.5	4.2	3.5	4.6
# FM Stations -					16	# Combos -		13	FM TOTALS				84.6	71.9	73.2	70.2	71.8	71.3	72.5	73.7	72.7		

## AM Stations

Calls	City of License	FCC Class	Freq	Power		C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
				Day (kW)	Night (kW)								Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WBMQ	Savannah	B	630	5.0	5.00	c	Cumulus Bcstg Inc	39	9808		d2	News/Talk	575	0.76	3.8	2.1	2.6	3.9	3.3	3.6	2.8	4.4	4.9
WJLG	Savannah	D	900	4.4	0.15	c	Cumulus Bcstg Inc	50	9810		c4	Gospel	125	0.26	2.4	1.8	2.4	1.7	2.2	1.7	2.2	1.8	2.0
WSOK	Savannah	C	1230	1.0	1.00	a	Clear Channel Comm	46	0008		g	Gospel	400	0.30	6.7	6.9	4.4	7.0	6.4	7.0	7.9	6.5	7.8
WTKS	Savannah	B	1290	5.0	5.00	a	Clear Channel Comm	29	0008		g	Talk	100		0.9	2.1	1.5	0.0	0.6	0.0	0.6	0.0	0.0
WHGM	Savannah	C	1400	0.7	0.65		Gilliam Comm Inc	56	9909	500		Black Gospl	225	0.76	1.5	1.2	0.9	1.7	0.8	1.9	0.8	1.4	0.0
# AM Stations -					5	# Combos -		4	AM TOTALS				15.3	14.1	11.8	14.3	13.3	14.2	14.3	14.1	14.7		
AM & FM Stations Profiled -					21	# Duopolies -		8	Total Local Commercial Share				86.0	85.0	84.5	85.1	85.5	86.8	87.8	87.4			

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 159

Revenue Rank: 181

# Utica - Rome, NY Market Overview



### Metro Counties / Population (000)

Herkimer, NY	63.4
Oneida, NY	231.4
<b>Total</b>	<b>294.8</b>

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$8,000	\$9,100	\$9,800	\$10,600	\$9,500	\$9,900
Revenue/Retail Sales	1997	2002	2007		Est. Breakout		
	NA <sup>1/</sup>	\$3.14/1,000	\$3.65/1,000	Local	87%		
Revenue/Capita	1997	2002	2007		National	13%	
	\$26.64	\$33.58	\$46.31				

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	300.3	294.8	-0.4%	294.8	282.9	-0.8%
Households	110.8	115.0	0.7%	115.0	112.2	-0.5%
Retail Sales	NA <sup>1/</sup>	3,148.0	NA <sup>1/</sup>	3,148.0	3,589.8	2.7%
EBI <sup>2/</sup>	3,667.8	4,089.3	2.2%	4,089.3	4,501.2	1.9%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	145.4	22.4	13.6	13.6	18.4	22.9	20.9	33.6
Women (000)	149.4	21.6	12.7	12.0	16.5	21.4	20.9	44.3
Total	294.8	44.0	26.2	25.6	34.9	44.3	41.8	77.9
Percentage	100.0%	14.9%	8.9%	8.7%	11.8%	15.0%	14.2%	26.4%
Per Capita	\$ 13,873							
				Median Household	\$ 29,557		Avg Household	\$ 35,561
Ethnic Population:	White	91.3%	Black	4.9%	Asian	1.1%	Hispanic	2.9%

### Market Summary

FM Classes	Class A	Class B	Class C	Viab. FMs	All FMs	All AMs	Total
# Stations	9	7		11	16	9	25
Tot 12+	15.1	49.4		61.7	64.5	11.0	75.5
Avg 12+	1.7	7.1		5.6	4.0	1.2	3.0
Tot LCS	20.0	65.4		81.7	85.4	14.6	100.0
Avg LCS	2.2	9.3		7.4	5.3	1.6	4.0

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# Competitive Overview

Some stations also rated in Albany & 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
WXUR	Herkimer	A	92.7	3.0	299	b	Arjuna Bcstg Corp	79	9403	118	c1	Oldies	225	0.91	2.5	1.0	2.0	1.8	1.4	1.9	1.3	1.3	1.7
• WUCL	Remsen	A	93.5	1.2	748	c	Clear Channel Comm	83	9906		g1	Oldies	300	1.01	3.0	3.4	2.0	2.6	2.2	2.2	2.3	3.4	2.5
WKLL	Frankfort	B	94.9	34.0	568	e	Galaxy Comm	90	9004	165	cp	Modern Rock	525	0.74	7.2	4.7	3.8	7.3	6.1	5.1	5.7	5.9	5.0
WODZ	Rome	B1	96.1	7.4	604	a	Regent Comm	68	0001		g5	Oldies	400	0.62	6.5	5.8	5.3	4.7	5.8	6.2	6.5	4.3	4.7
WOUR	Utica	B	96.9	19.5	791	c	Clear Channel Comm	67	9906		g1	AdStd/NwRc	950	1.10	8.7	6.5	7.4	6.0	8.0	6.2	9.1	6.0	6.3
WSKS	Whitesboro	A	97.9	1.5	669	c	Clear Channel Comm	94	0103		g3	Adult CHR	725	1.02	7.2	5.0	4.3	6.8	8.3	5.7	8.1	6.1	6.1
WLZW	Utica	B	98.7	25.0	659	a	Regent Comm	74	0001		g5	AC	2,200	1.41	15.8	12.8	11.7	12.6	9.4	11.1	11.7	10.2	9.9
WLLG	Lowville	A	99.3	1.0	561	d	Flack Bctg Group LLC	87	9809		g	Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WBGK	Newport Village	A	99.7	1.4	676	f	Roser	00	0105	575		Country	200	0.81	2.5	1.0	1.5	2.4	1.7	0.3	0.0	0.0	0.0
WKVU	Utica	A	100.7	1.6	627	e	Educational Media	94	0108	1,250		ChrsContem				0.0	0.0	0.0	1.7	2.2	0.5	0.8	1.1
WBUG	Fort Plain	A	101.1	1.3	719	f	Roser	91	9411	See (64)		Country	n/a		1.2	1.0	0.8	1.0	1.1	1.3	0.5	0.7	0.6
WBRV	Boonville	A	101.3	5.5	341	d	Flack Bctg Group LLC	89	9809		g2	Country	100		0.9	0.8	0.8	0.5	0.6	0.0	0.8	0.0	0.3
WRBY	Rome	B	102.5	27.0	650	c	Clear Channel Comm	82	9906		g1	Country	300	0.84	3.6	3.9	3.1	2.4	2.8	1.6	1.3	1.3	2.2
WFRG	Utica	B	104.3	100.0	495	a	Regent Comm	48	0001		g5	Country	1,800	1.15	15.8	9.7	11.7	12.6	13.3	15.6	13.3	17.2	16.0
WSKU	Little Falls	A	105.5	2.3	528	c	Clear Channel Comm	92	0103		g3	CHR	400	0.96	4.2	2.9	4.6	1.8	1.7	1.3	1.3	1.5	1.1
WRCK	Utica	B	107.3	50.0	499	e	Galaxy Comm	62	9409	1,000	c5	Clsc Rock	750	1.10	6.9	6.0	4.8	5.8	5.5	4.9	4.9	6.2	7.7
# FM Stations -				16	# Combos -				14	FM TOTALS				86.0	64.5	63.8	68.3	69.6	65.6	67.3	64.9	65.2	

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WBRV	Boonville	D	900	1.0	0.05	d	Flack Bctg Group LLC	55	9809		g2	Country				0.5	0.0	0.0	0.0	0.0	0.3	0.0	0.6
WIBX	Utica	B	950	5.0	5.00	a	Regent Comm	25	0001		g5	News/Talk	700	0.92	7.7	6.3	5.3	6.5	5.8	6.5	6.5	7.2	9.1
WRUN	Utica	B	1150	5.0	1.00	a	Regent Comm	48	0001		g5	Chrst/Talk			0.5	0.0	0.5	0.3	0.6	0.0	0.3	0.5	0.0
WLFH	Little Falls	C	1230	1.0	1.00	c	Clear Channel Comm	52	0103		g3	Sports	50			0.0	0.0	0.0	0.3	0.3	0.8	0.7	1.1
WTLB	Utica	B	1310	5.0	0.50	e	Galaxy Comm	46	9409		c5	Nostalgia	50	0.09	5.6	3.7	5.1	3.4	3.6	4.0	3.6	3.5	3.9
• WRNY	Rome	D	1350	0.5	0.06	c	Clear Channel Comm	59	9906		g1	Sports	150			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
WNRS	Herkimer	D	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
• WADR	Remsen	D	1480	5.0	0.00	c	Clear Channel Comm	66	9906		g1	Sports				0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0
• WUTQ	Utica	D	1550	1.0	0.00	c	Clear Channel Comm	62	9906		g1	Sports	100		0.3	0.5	0.5	0.0	0.0	0.0	0.0	0.4	0.3
# AM Stations -				9	# Combos -				9	AM TOTALS				14.1	11.0	11.4	10.2	10.6	10.8	11.5	12.3	15.6	
AM & FM Stations Profiled -				25	# Duopolies -				10	Total Local Commercial Share				75.5	75.2	78.5	80.2	76.4	78.8	77.2	80.8		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 160

Revenue Rank: 171

# Asheville, NC Market Overview



### Metro Counties / Population (000)

Buncombe, NC	210.4
Haywood, NC	55.0
Madison, NC	20.0
<b>Total</b>	<b>285.4</b>

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

<b>ESTIMATED GROSS REVENUES</b> ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$8,200	\$9,200	\$9,700	\$10,900	\$10,700	\$11,100	6.2%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	3.7%	\$11,700	\$12,500	\$13,200	\$13,900	\$14,600	5.7%
Revenue/Retail Sales	1997	2002	2007	<b>Est. Breakout</b>			
Revenue/Capita	NA <sup>1/</sup>	\$2.96/1,000	\$3.28/1,000	Local	80%		
	\$31.29	\$38.89	\$48.63	National	20%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	262.1	285.4	1.7%	285.4	300.2	1.0%
Households	107.1	119.8	2.3%	119.8	127.9	1.3%
Retail Sales	NA <sup>1/</sup>	3,752.7	NA <sup>1/</sup>	3,752.7	4,450.1	3.5%
EBI <sup>2/</sup>	3,720.1	4,697.3	4.8%	4,697.3	5,989.4	5.0%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	137.1	20.5	11.1	12.0	18.5	20.7	20.9	33.3
Women (000)	148.3	19.3	10.5	12.0	18.1	21.7	22.7	44.0
Total	285.4	39.8	21.6	24.0	36.6	42.4	43.6	77.4
Percentage	100.0%	13.9%	7.6%	8.4%	12.8%	14.9%	15.3%	27.1%
Per Capita	\$ 16,458	Median Household		\$ 32,298	Avg Household		\$ 39,198	
Ethnic Population:	White 90.9%	Black 5.8%	Asian 0.6%	Hispanic 2.7%				

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		7	7	10	11	21
Tot 12+	7.6		46.0	51.0	53.6	11.3	64.9
Avg 12+	2.5		6.6	7.3	5.4	1.0	3.1
Tot LCS	11.7		70.9	78.6	82.6	17.4	100.0
Avg LCS	3.9		10.1	11.2	8.3	1.6	4.8

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Greenville-Spartanburg, SC.

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
															Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WESC	Greenville	C	92.5	100.0	2001	b	Clear Channel Comm	48	9807		Country	n/a		2.1	1.3	1.6	1.1	1.2	1.2	2.1	2.1	0.8
WTP1	Forest City	C	93.3	93.0	2031	c	Barnstable Bcstg Inc	47	0008		Rock	n/a		7.6	4.3	4.8	5.1	4.4	2.0	2.5	4.1	4.0
WFBC	Greenville	C	93.7	97.0	1850	a	Entercom	47	9912		Top 40	n/a		10.9	6.3	6.5	7.6	6.0	6.0	6.7	6.4	8.1
WOXL	Biltmore Forest	C3	96.5	1.9	1171		Liberty Productions	02			1 Oldies	1,350	1.01	12.0	10.6	15.3	0.0	0.0	0.0	0.0	0.0	0.0
WZLS	Biltmore Forest	A	96.5	0.5	1116		Orion Comm Ltd	94			DARK	100	0.26	3.4	0.0	0.0	4.4	6.0	5.6	5.9	4.9	3.2
WSPA	Spartanburg	C	98.9	100.0	1903		Entercom	46	9912		Lite AC	n/a		4.3	2.3	2.0	3.6	2.0	1.6	2.5	3.6	2.8
WKSF	Asheville	C	99.9	53.0	2622	d	Clear Channel Comm	47	0008	g	Country	5,600	2.73	18.5	18.2	13.7	10.2	14.7	16.1	17.6	14.4	15.7
WMYI	Hendersonville	C1	102.5	19.0	1811		Clear Channel Comm	58	0008		AC	n/a		9.9	3.0	4.8	8.0	5.6	7.7	6.3	9.1	9.3
WQNQ	Old Fort	A	104.3	0.6	1043	d	Clear Channel Comm	91	0112	7,500	d1	Clisc Rock	1.01	2.9	1.3	1.6	2.2	0.8	2.4	0.4	0.5	1.2
WQNS	Waynesville	A	104.9	0.3	1581	d	Clear Channel Comm	79	0112		d1	Clisc Rock	1.18	4.4	6.3	2.8	2.9	2.8	0.8	4.2	2.1	1.2
# FM Stations -				10	# Combos -				3	FM TOTALS				76.0	53.6	53.1	45.1	43.5	43.4	48.2	47.2	46.3

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WWNC	Asheville	B	570	5.0	5.00	d	Clear Channel Comm	27	0008		g	News/Talk	1,300	1.08	10.8	5.6	5.6	8.4	10.8	10.1	10.0	11.3	13.7
WPEK	Fairview	D	880	5.0	0.00	d	Clear Channel Comm	97	0112		d1	Country	700	0.93	6.8	1.7	1.6	7.3	7.6	5.2	2.9	3.6	4.0
WPTL	Canton	D	920	0.5	0.00		Skycountry Bcstg Inc	63				Country				1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WWIT	Canton	D	970	5.0	0.03		Saga Comm Inc	54	0301 p	311	0	DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WSKY	Asheville	C	1230	1.0	1.00		Wilkins Comm	47	9606	150		Chrst/Talk	300		0.3	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.4
WISE	Asheville	B	1310	5.0	1.00		Seeger, Guest & Fort	39	0205	1,700	1	Talk	500	0.80	5.6	1.3	3.6	3.6	2.8	4.8	5.0	5.8	3.2
• WWRN	Black Mountain	D	1350	1.0 cp	0.04		Lucky Stone Mgmt Inc	66	0105	35	na	Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WKJV	Asheville	B	1380	25.0	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
WMXF	Waynesville	C	1400	1.0	1.00	d	Clear Channel Comm	47	0112		d1	AC				1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WHBK	Marshall	D	1460	5.0	0.14		Southern Bcstg Inc	56	9110		na	Gospel	75		0.5	0.0	0.0	0.7	0.0	1.2	0.0	1.3	1.6
WTZQ	Hendersonville	D	1600	1.0	0.01		Houston Bcstg Inc	64	0205	750		Easy	250			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -				11	# Combos -				3	AM TOTALS				24.0	11.3	10.8	20.4	21.2	21.3	17.9	22.0	22.9	
AM & FM Stations Profiled -				21	# Duopolies -				5	Total Local Commercial Share				64.9	63.9	65.5	64.7	64.7	66.1	69.2	69.2		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 161

Revenue Rank: 131

# Tallahassee, FL Market Overview



### Metro Counties / Population (000)

Leon, FL	254.3
Wakulla, FL	25.0
<b>Total</b>	<b>279.3</b>

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

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$11,100	\$12,300	\$14,800	\$15,800	\$15,400	\$15,900
***	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	3.2%	\$16,700	\$17,900	\$18,900	\$19,900	\$20,900	5.6%
Revenue/Retail Sales	NA <sup>1/</sup>	\$4.93/1,000	\$4.95/1,000				<b>Est. Breakout</b>
Revenue/Capita	\$45.66	\$56.93	\$65.62				Local 85%
							National 15%

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	243.1	279.3	2.8%	279.3	318.5	2.7%
Households	93.6	112.8	3.8%	112.8	131.3	3.1%
Retail Sales	NA <sup>1/</sup>	3,227.1	NA <sup>1/</sup>	3,227.1	4,219.7	5.5%
EBI <sup>2/</sup>	3,947.3	5,450.2	6.7%	5,450.2	7,921.4	7.8%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	134.1	20.2	11.0	26.5	19.5	18.6	18.4	20.0
Women (000)	145.2	19.3	10.4	30.4	19.6	20.5	19.8	25.3
Total	279.3	39.5	21.4	56.8	39.1	39.1	38.2	45.2
Percentage	100.0%	14.1%	7.7%	20.3%	14.0%	14.0%	13.7%	16.2%
Per Capita	\$ 19,510			Median Household	\$ 37,193		Avg Household	\$ 48,318
Ethnic Population:	White 67.3%	Black 28.3%	Asian 1.9%				Hispanic 3.5%	

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		12	13	15	5	20
Tot 12+	3.4		63.8	64.7	67.2	8.8	76.0
Avg 12+	1.1		5.3	5.0	4.5	1.8	3.8
Tot LCS	4.5		83.9	85.1	88.4	11.6	100.0
Avg LCS	1.5		7.0	6.5	5.9	2.3	5.0

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
												Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WGWD	Gretna	C3	93.3	8.7	499	De-Col Inc	89				Country	100	0.23	2.7	3.8	2.2	1.7	2.7	1.4	1.9	2.2	1.0
WAKU	Crawfordville	A	94.1	3.0	459	Altrua Investments	95	9808	550		ChrsContem	300	0.79	2.4	0.6	1.3	2.1	1.0	2.8	0.6	1.3	0.6
WTNT	Tallahassee	C1	94.9	100.0	840	a Clear Channel Comm	67	9712		g2	Country	1,900	1.68	7.1	4.7	4.1	6.2	5.5	6.4	3.8	7.5	6.8
WHBX	Tallahassee	C2	96.1	37.0	479	b Cumulus Bcstg Inc	82	9711	15,400	d1	Urban AC	3,100	1.13	17.2	9.2	12.7	12.4	12.6	11.3	11.8	10.5	15.2
WBZE	Tallahassee	C1	98.9	100.0	604	b Cumulus Bcstg Inc	62	9711		d1	AC	1,625	1.42	7.2	5.1	5.7	4.8	7.2	5.0	6.7	6.2	9.1
WEGT	Lafayette	C2	99.9	50.0	492	c Triad Bcstg Co	89	0008	15,000	d2	Oldies	600	0.99	3.8	2.8	3.2	2.4	3.8	2.8	4.5	5.0	4.9
WBWT	Midway	C3	100.7	11.5	489	a Clear Channel Comm	95	9712		g2	CHR/Rhymc	850	0.81	6.6	8.5	6.7	3.1	4.1	5.0	4.2	5.5	3.6
WXSR	Quincy	C2	101.5	37.0	489	a Clear Channel Comm	66	9712		g2	Alternative	1,175	1.17	6.3	6.0	5.1	4.1	4.8	4.6	4.5	3.2	5.8
• WWLD	Cairo	C2	102.3	27.0 cp	604	b Cumulus Bcstg Inc	83	0111	1,528		Rhymc/Oldes	900	1.01	5.6	2.5	4.4	3.8	4.4	2.8	6.7	3.5	4.2
WAIB	Tallahassee	C2	103.1	42.0	541	c Triad Bcstg Co	76	0008		d2	Country	825	0.91	5.7	6.0	5.7	2.7	3.4	3.5	5.8	3.9	4.9
WGLF	Tallahassee	C	104.1	100.0	1394	b Cumulus Bcstg Inc	67	0003	4,000		Clsc Rock	1,700	1.23	8.7	5.4	7.3	5.5	6.5	7.4	4.8	6.3	8.4
WHTF	Havana	C2	104.9	47.0	505	c Triad Bcstg Co	84	0008		d2	Top 40	900	0.71	8.0	4.4	5.1	6.5	6.5	7.1	6.4	6.4	4.5
• WVHT	Monticello	A	105.7	2.5 cp	515	Wilson Bcstg Inc	89	9902		na	Urban	350	0.71	3.1	0.9	1.3	3.1	2.0	2.1	2.9	2.2	0.0
• WUTL	Tallahassee	A	106.1	6.0	328	c Triad Bcstg Co	92	0107	1,725		Clsc Rock				1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WTLY	Thomasville	C1	107.1	100.0	824	a Clear Channel Comm	95	9712		g2	Soft AC	850	0.84	6.4	5.4	3.8	5.5	4.4	5.0	3.5	4.5	4.9
# FM Stations -				15	# Combos -				12	FM TOTALS				90.8	67.2	68.6	63.9	68.9	67.2	68.1	68.2	73.9

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
												Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WFRF	Tallahassee	D	1070	10.0	0.00	Faith Radio Ntwk Inc	74	9710	150		Christian	200	0.79	1.6	1.6	1.6	0.7	0.7	0.7	2.6	1.3	0.6
WNLS	Tallahassee	B	1270	5.0	5.00	a Clear Channel Comm	46	9712		g2	Sprts/Talk	400	0.70	3.6	3.8	2.9	2.4	3.1	2.1	2.2	2.5	1.6
WCVC	Tallahassee	D	1330	5.0	0.00	Borrink, Wendell	53	8509	500		Cst/Tik/Gsp	50		0.5	0.0	0.0	0.7	1.7	0.0	0.0	0.0	0.0
• WHBT	Tallahassee	D	1410	5.0	0.02	b Cumulus Bcstg Inc	59	9711		d1	Gospel			3.0	2.5	2.2	2.1	2.7	2.5	3.2	3.9	1.3
WTAL	Tallahassee	C	1450	1.0	1.00	Live Communicatons	35	0110	400		Talk	75		0.5	0.9	0.0	0.7	0.0	3.5	2.2	4.1	0.6
# AM Stations -				5	# Combos -				2	AM TOTALS				9.2	8.8	6.7	6.6	8.2	8.8	10.2	11.8	4.1
AM & FM Stations Profiled -				20	# Duopolies -				6	Total Local Commercial Share				76.0	75.3	70.5	77.1	76.0	78.3	80.0	78.0	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 162

Revenue Rank: 149

# Palm Springs, CA Market Overview



**Metro Counties / Population (000)**

Riverside, CA	302.6
	302.6

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

<b>ESTIMATED GROSS REVENUES</b> ★	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>Δ 97 - 02</b>
	\$10,700	\$12,300	\$13,100	\$13,500	\$12,700	\$13,200	4.3%
	<b>Δ 01 - 02</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>Δ 02 - 07</b>
	3.9%	\$13,900	\$14,900	\$15,700	\$16,600	\$17,400	5.6%
<b>Revenue/Retail Sales</b>	<b>1997</b>	<b>2002</b>	<b>2007</b>	<b>Est. Breakout</b>			
	NA <sup>1/</sup>	\$3.36/1,000	\$3.15/1,000	Local	80%		
<b>Revenue/Capita</b>	\$39.59	\$43.62	\$52.65	National	20%		

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	<b>1997</b>	<b>2002</b>	<b>Growth Rate</b>	<b>2002</b>	<b>2007</b>	<b>Growth Rate</b>
MSA Population	270.3	302.6	2.3%	302.6	330.5	1.8%
Households	88.9	98.5	2.1%	98.5	106.0	1.5%
Retail Sales	NA <sup>1/</sup>	3,923.3	NA <sup>1/</sup>	3,923.3	5,523.9	7.1%
EBI <sup>2/</sup>	3,424.9	4,463.7	5.4%	4,463.7	5,336.9	3.6%

**Demographic Breakdown**

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	150.5	31.3	15.5	14.8	19.6	23.2	17.9	28.2
Women (000)	152.0	29.9	14.8	13.7	19.1	22.7	17.9	34.0
Total	302.6	61.2	30.3	28.4	38.7	45.9	35.8	62.3
Percentage	100.0%	20.2%	10.0%	9.4%	12.8%	15.2%	11.8%	20.6%
Per Capita	\$ 14,753	Median Household		\$ 37,480	Avg Household		\$ 45,311	
Ethnic Population:	White 88.1%	Black 5.9%	Asian 4.9%	Hispanic 34.2%				

**Market Summary**

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	7	6		12	13	8	21
Tot 12+	48.3	28.2		74.7	76.5	7.5	84.0
Avg 12+	6.9	4.7		6.2	5.9	0.9	4.0
Tot LCS	57.5	33.6		88.9	91.1	8.9	100.0
Avg LCS	8.2	5.6		7.4	7.0	1.1	4.8

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
KKUU	Indio	A	92.7	6.0	328	c	MCC Radio LLC	84	9805	7,250	d4	Hip Hop	550	0.39	10.6	9.1	8.0	10.1	5.1	6.8	8.9	5.5	8.5
KCLB	Coachella	B	93.7	26.5	646	c	MCC Radio LLC	60	9805	7,000	d3	AOR	1,000	1.18	6.4	6.5	5.5	5.5	8.6	4.3	8.1	6.8	7.3
KLOB	Thousand Palms	A	94.7	1.7	640		Entravision Comm Co	94	9704		nc	Span/CHR	1,150	0.78	11.1	9.4	9.0	9.9	7.0	7.3	6.1	6.8	5.8
KUNA	La Quinta	A	96.7	1.0	581	d	News-Press & Gazette	87	9703	1,825	c2	Span/Mexcn	1,950	0.86	17.1	15.7	15.7	13.5	14.3	13.9	8.9	10.9	8.0
KRCK	Mecca	A	97.7	1.3	719		Royce Intl Bcstg Co	01				80s Hits	300	0.91	2.5	1.8	1.7	2.6	0.0	0.0	0.0	0.0	0.0
KWXY	Cathedral City	B	98.5	50.0	499	a	Glen Barnett Inc	69				Btfl Music	1,400	1.12	9.5	6.3	7.7	8.6	11.1	7.6	7.4	6.6	6.8
KMRJ	Rancho Mirage	A	99.5	3.0	328		Mitchell, Daniel P	98				Modern Rock	700	1.10	4.8	3.4	5.0	3.1	4.6	4.3	5.1	4.3	6.8
KPSI	Palm Springs	B1	100.5	25.0	121	b	KPSI Radio Corp	81				Hot AC	1,000	1.08	7.0	4.7	5.5	6.5	5.7	7.1	8.4	8.5	9.3
KJJZ	Indio	A	102.3	2.6	331	e	RM Bcstg LLC	93	9701	1,400		NAC	800	1.64	3.7	3.4	2.7	3.6	2.7	3.5	2.0	4.2	5.3
KEZN	Palm Desert	A	103.1	1.9	591		Infinity Bcstg	77	0102		g	Soft AC	1,300	1.41	7.0	5.5	6.5	5.5	4.9	4.3	5.8	5.2	8.0
KDES	Palm Springs	B	104.7	42.0	541	b	KPSI Radio Corp	63	9608	2,000	c1	Oldies	900	1.10	6.2	3.9	5.7	4.9	7.3	5.8	9.6	7.8	7.5
KPLM	Palm Springs	B	106.1	50.0	397	e	RM Bcstg LLC	83	9512	1,550		Country	700	1.36	3.9	4.7	4.0	2.6	6.2	8.1	4.3	6.8	4.8
KYOR	Yucca Valley	B	106.9	4.0	1371	c	MCC Radio LLC	88	9801		d4	CHR	300	0.95	2.4	2.1	2.0	2.1	3.5	2.8	2.0	2.1	2.0
# FM Stations -					13	# Combos -				9	FM TOTALS			92.2	76.5	79.0	78.5	81.0	75.8	76.6	75.5	80.1	

## AM Stations

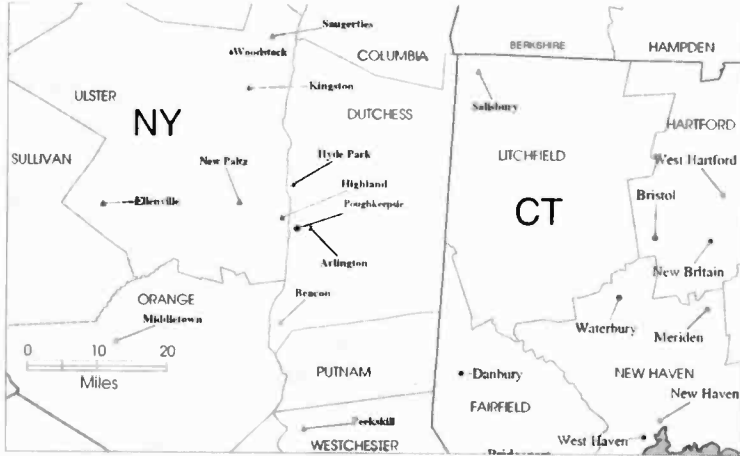
Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
KPSI	Palm Springs	B	920	5.0	1.00	b	KPSI Radio Corp	56	9608		c1	News/Talk	300	0.69	3.3	2.3	2.0	3.6	3.0	2.8	1.8	3.7	2.0
KNWZ	Coachella	B	970	5.0	1.00	c	MCC Radio LLC	54	9805		d3	News/Talk	400	2.33	1.3	0.8	1.0	1.3	0.5	1.8	2.3	1.4	2.3
KXPS	Thousand Palms	B	1010	3.6	0.40	c	MCC Radio LLC	92	9801		d4	Sports	75		0.3	1.0	0.0	0.5	0.5	0.0	0.8	0.4	0.0
KNWQ	Palm Springs	B	1140	10.0	2.50	c	MCC Radio LLC	46	9801		d4	News/Talk	100		0.7	0.5	0.7	0.5	0.5	0.8	0.5	0.7	0.5
KCMJ	Thousand Palms	B	1270	5.0	0.75	c	MCC Radio LLC	63	9801		d4	Adlt Stndrd	100		0.3	0.8	0.0	0.5	1.1	3.0	1.5	1.1	1.5
KWXY	Cathedral City	C	1340	1.0	1.00	a	Glen Barnett Inc	64				Btfl Music	100		0.9	0.8	0.7	0.8	0.0	0.5	1.0	1.1	0.0
KESQ	Indio	C	1400	1.0	1.00	d	News-Press & Gazette	46	9703		c2	Span/RlgMs	50		0.4	0.5	0.7	0.0	0.0	0.0	0.0	0.0	0.0
KGAM	Palm Springs	C	1450	1.0	0.96	b	KPSI Radio Corp	54				News/Talk	50		0.5	0.8	0.0	0.8	0.0	0.5	0.8	0.7	1.3
# AM Stations -					8	# Combos -				8	AM TOTALS			7.7	7.5	5.1	8.0	5.6	9.4	8.7	9.1	7.6	
AM & FM Stations Profiled -					21	# Duopolies -				6	Total Local Commercial Share			84.0	84.1	86.5	86.6	85.2	85.3	84.6	87.7		

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 163

Revenue Rank: 85

# Poughkeepsie, NY Market Overview



**Metro Counties / Population (000)**

Dutchess, NY	284.7
	284.7

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

<b>ESTIMATED GROSS REVENUES</b> ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$12,500	\$16,000	\$17,100	\$20,000	\$20,800	\$24,000	13.9%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	15.4%	\$25,300	\$27,100	\$28,600	\$30,100	\$31,600	5.7%
Revenue/Retail Sales	1997	2002	2007	<b>Est. Breakout</b>			
Revenue/Capita	NA <sup>1/</sup>	\$7.27/1,000	\$7.73/1,000	Local	80%		
	\$47.47	\$84.30	\$106.76	National	20%		

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	263.3	284.7	1.6%	284.7	296.0	0.8%
Households	90.8	101.6	2.3%	101.6	106.8	1.0%
Retail Sales	NA <sup>1/</sup>	3,301.4	NA <sup>1/</sup>	3,301.4	4,085.5	4.4%
EBI <sup>2/</sup>	4,283.3	5,419.2	4.8%	5,419.2	6,665.1	4.2%

**Demographic Breakdown**

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	142.2	23.9	12.6	14.0	17.7	25.1	21.1	27.7
Women (000)	142.5	22.6	11.9	13.1	16.7	23.7	20.8	33.7
Total	284.7	46.5	24.5	27.1	34.4	48.8	41.9	61.5
Percentage	100.0%	16.3%	8.6%	9.5%	12.1%	17.1%	14.7%	21.6%
Per Capita	\$ 19,031		Median Household	\$ 46,068		Avg Household	\$ 53,332	
Ethnic Population:	White 83.0%	Black 9.6%	Asian 2.6%	Hispanic 6.9%				

**Market Summary**

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	12	2		10	14	6	20
Tot 12+	45.8	14.5		53.1	60.3	3.6	63.9
Avg 12+	3.8	7.3		5.3	4.3	0.6	3.2
Tot LCS	71.7	22.7		83.1	94.4	5.6	100.0
Avg LCS	6.0	11.3		8.3	6.7	0.9	5.0

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
WRNO	Poughkeepsie	A	92.1	0.5	1030	c	Clear Channel Comm	89	0008			g1	Soft Rock	2,500	1.05	9.9	8.1	6.6	4.9	3.3	5.9	7.5	4.7	5.3
WRRV	Middletown	A	92.7	6.0 cp	269	a	Cumulus Bcstg Inc	66	0203				Alternative	n/a		7.5	3.3	4.4	4.3	4.4	3.6	1.4	2.6	2.7
WRKW	Saugerties	A	92.9	6.0	289	c	Clear Channel Comm	99	0008			g1	Rock	100		0.5	2.2	0.6	0.0	0.8	0.0	0.8	0.0	0.0
WBWZ	New Paltz	A	93.3	0.4	948	c	Clear Channel Comm	92	0102			g3	Hot AC	1,900	1.01	7.8	3.3	5.0	4.0	4.1	3.9	5.0	4.9	6.5
● WBPM	Kingston	A	94.3	2.3 cp	545		Cumulus Bcstg Inc	65	0302 p	3,500			Oldies	200	0.56	1.5	1.9	0.6	1.1	1.6	2.1	3.0	2.0	2.4
WPKF	Poughkeepsie	A	96.1	4.4	184	c	Clear Channel Comm	97	0008			g1	CHR	1,600	0.83	8.0	7.8	5.3	4.0	5.5	1.8	0.8	1.2	0.6
WRRB	Arlington	A	96.9	0.3	1007	a	Cumulus Bcstg Inc	89	0203			g2	Alternative	750	0.89	3.5	2.2	2.2	1.9	2.5	2.4	2.5	4.2	4.1
WCZX	Hyde Park	A	97.7	0.3	1030	a	Cumulus Bcstg Inc	70	0203			g2	Oldies	3,600	1.42	10.6	7.8	5.3	7.0	9.6	8.9	5.8	4.8	6.8
WKZE	Salisbury	A	98.1	1.8	604		Johnson Development	92	9703	2,000	c1	AAA				1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.6	
WFKP	Ellenville	A	99.3	0.1	1631	c	Clear Channel Comm	70	0008	18,400	g1	CHR			0.3	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	
WDST	Woodstock	A	100.1	3.0	315		CHET-5 Bcstg LP	80	9301	1,650			AAA	2,100	2.19	4.0	1.7	3.1	1.6	0.8	0.6	1.4	1.1	5.3
WPDH	Poughkeepsie	B	101.5	4.4	1539	a	Cumulus Bcstg Inc	62	0203			g2	Clsc Rock	4,200	1.36	12.9	5.3	5.6	9.4	7.1	9.2	8.3	9.9	9.5
WSPK	Poughkeepsie	B	104.7	7.4	1250	b	Pamal Broadcasting	47	9711	14,000	c2	CHR			15.9	9.2	10.0	8.4	7.9	15.1	16.0	13.6	10.9	
WRWD	Highland	A	107.3	0.3	968	c	Clear Channel Comm	89	0102			g3	Country	2,000	0.65	12.8	5.8	7.8	7.0	4.6	5.3	7.2	5.4	5.0
# FM Stations -					14	# Combos -					11	FM TOTALS			95.2	60.3	56.8	53.6	52.2	58.8	59.7	54.4	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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
● WGHO	Kingston	D	920	5.0	0.08	c	Clear Channel Comm	56	0102			g3	Adlt Stndrd	200	0.44	1.9	0.0	0.0	2.2	0.0	0.0	0.0	0.0	0.0
WHVW	Hyde Park	D	950	0.5	0.06		Ferraro, Joseph-Paul	63	9203	350			MOR	50			0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0
WBNR	Beacon	B	1260	1.0	0.40	b	Pamal Broadcasting	59	9711			c2	Adlt Stndrd	200		0.7	0.8	0.0	0.8	1.6	1.5	1.7	2.9	0.0
● WEOK	Poughkeepsie	D	1390	5.0	0.11	a	Cumulus Bcstg Inc	49	0203			g2	Sports	250	0.95	1.1	1.4	1.3	0.0	1.4	1.2	1.7	0.9	2.1
WLNA	Peekskill	B	1420	5.0	1.00	b	Pamal Broadcasting	48	9701			c2	Adlt Stndrd	250			0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0
WKIP	Poughkeepsie	C	1450	1.0	1.00	c	Clear Channel Comm	40	0008			g1	News/Talk	200	0.76	1.1	1.4	0.0	1.3	1.6	1.2	1.1	1.6	2.4
# AM Stations -					6	# Combos -					5	AM TOTALS			4.8	3.6	1.3	4.3	6.0	3.9	4.5	5.4	4.5	
AM & FM Stations Profiled -					20	# Duopolies -					7	Total Local Commercial Share			63.9	58.1	57.9	58.2	62.7	64.2	59.8	64.2		

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 164

Revenue Rank: 171

# Erie, PA Market Overview



Metro Counties / Population (000)

Erie, PA	279.0
	279.0

## Market Radio Financials

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

**ESTIMATED GROSS REVENUES**  
\*\*\*

1997	1998	1999	2000	2001	2002	Δ 97 - 02
\$10,200	\$10,700	\$9,700	\$10,800	\$10,400	\$11,100	1.6%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
6.7%	\$11,700	\$12,500	\$13,300	\$14,100	\$14,800	6.0%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA <sup>1/</sup>	\$3.55/1,000	\$4.19/1,000	Local 80%
Revenue/Capita	\$36.36	\$39.78	\$53.70	National 20%

## Demographic and Economic Overview

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

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	280.5	279.0	-0.1%	279.0	275.6	-0.2%
Households	104.1	106.5	0.5%	106.5	106.8	0.1%
Retail Sales	NA <sup>1/</sup>	3,125.8	NA <sup>1/</sup>	3,125.8	3,528.3	2.5%
EBI <sup>2/</sup>	4,151.2	4,376.0	1.1%	4,376.0	5,109.8	3.1%

## Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	135.8	23.0	12.9	15.0	17.2	20.2	19.6	28.0
Women (000)	143.3	21.6	12.0	15.3	16.7	20.7	19.8	37.1
Total	279.0	44.6	24.9	30.2	33.9	40.9	39.4	65.2
Percentage	100.0%	16.0%	8.9%	10.8%	12.1%	14.7%	14.1%	23.4%
Per Capita	\$ 15,682		Median Household	\$ 33,592		Avg Household	\$ 41,103	
Ethnic Population:	White 90.5%		Black 6.4%		Asian 0.8%		Hispanic 2.4%	

## Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4	4		8	8	6	14
Tot 12+	28.9	39.6		68.5	68.5	13.2	81.7
Avg 12+	7.2	9.9		8.6	8.6	2.2	5.8
Tot LCS	35.4	48.5		83.8	83.8	16.2	100.0
Avg LCS	8.8	12.1		10.5	10.5	2.7	7.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WRPL	Fairview	A	93.9 3.0	469	b	NextMedia Group	01	0107				Alternative	400	0.58	6.2	7.2	6.0	4.5	0.0	0.0	0.0	0.0	0.0
WFGO	Erie	A	94.7 1.7	614	b	NextMedia Group	93	0008	10,000	d3		Oldies	1,550	1.07	13.1	8.8	9.8	12.4	11.5	10.8	10.9	7.0	9.1
WXTA	Edinboro	B1	97.9 10.0	505	a	Regent Comm	88	9909		c1		Country	1,400	0.89	14.1	12.9	12.8	11.2	13.1	12.7	9.1	9.9	12.9
WXKC	Erie	B	99.9 50.0	492	a	Regent Comm	49	9909	13,500	c1		AC	1,500	1.16	11.6	6.6	8.6	11.2	9.2	9.2	11.2	10.7	7.9
WRKT	North East	B1	100.9 4.2	797	b	NextMedia Group	70	0004	15,000	d1		Clsc Rock	1,675	1.40	10.8	7.5	8.9	9.4	9.9	14.0	14.5	11.8	12.6
WQHZ	Erie	A	102.3 1.7	614	a	Regent Comm	71	0110	5,000			Clsc Rock	700	0.83	7.6	9.4	6.3	6.6	6.1	4.4	4.1	7.3	6.0
WRTS	Erie	B	103.7 50.0	499	b	NextMedia Group	69	0004		d1		Hot AC	2,500	1.17	19.2	12.6	15.8	16.9	13.4	18.4	16.8	19.3	17.0
WCTL	Unlon City	A	106.3 3.4	430		Inspiration Time	67	7203				ChrsContem	250	0.61	3.7	3.5	4.5	1.8	2.5	1.3	2.4	1.3	2.2
# FM Stations -				8	# Combos -				7	FM TOTALS				86.3	68.5	72.7	74.0	65.7	70.8	69.0	67.3	67.7	

## AM Stations

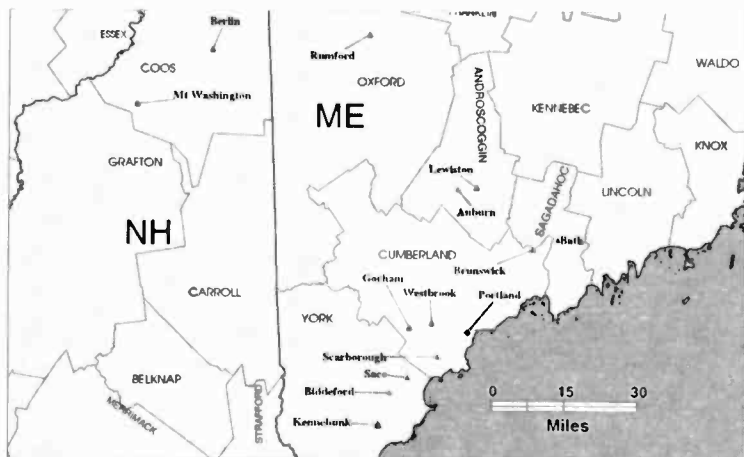
Calls	City of License	FCC Class	Day Power Freq (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M	A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WRIE	Erie	B	1260 5.0	5.00	a	Regent Comm	41	9909		c1		Nostalgia	150	0.23	5.8	6.9	5.1	4.8	7.6	6.3	6.2	5.7	6.6
WFNN	Erie	B	1330 5.0	5.00	b	NextMedia Group	47	0004		d1		Sports	200	1.00	1.8	1.3	1.2	1.8	1.0	1.9	2.1	3.5	1.9
WWCB	Corry	B	1370 1.0	0.50	c	Corry Comm Corp	55	8912	190			Oldes/AC			0.5	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0
WJET	Erie	C	1400 1.0	1.00	b	NextMedia Group	51	0004		d1		News/Talk	450	0.83	4.9	5.0	4.5	3.9	4.1	4.4	3.2	3.4	4.4
WPSE	Erie	C	1450 1.0	1.00		Penn State Univ	35	8905	25			BusNw/Sprts	75		0.7	0.0	0.6	0.6	0.6	0.6	1.2	0.6	0.9
WEYZ	North East	D	1530 1.0	0.00	c	Corry Comm Corp	66	9512		na		Oldes/AC	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -				6	# Combos -				5	AM TOTALS				13.7	13.2	12.3	11.1	13.3	13.2	12.7	13.2	13.8	
AM & FM Stations Profiled -				14	# Duopolies -				5	Total Local Commercial Share				81.7	85.0	85.1	79.0	84.0	81.7	80.5	81.5		

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 165

Revenue Rank: 119

# Portland, ME Market Overview



### Metro Counties / Population (000)

Cumberland, ME	270.9
	270.9

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

<b>ESTIMATED GROSS REVENUES</b> ★★★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$14,600	\$15,300	\$16,100	\$17,200	\$16,700	\$17,400	3.5%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	4.2%	\$18,300	\$19,600	\$20,700	\$21,800	\$22,900	5.7%
Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>			
Revenue/Capita	NA <sup>1/</sup>	\$2.87/1,000	\$2.78/1,000	Local	90%		
	\$57.66	\$64.23	\$80.75	National	10%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	253.2	270.9	1.4%	270.9	283.6	0.9%
Households	99.4	111.0	2.2%	111.0	118.4	1.3%
Retail Sales	NA <sup>1/</sup>	6,054.8	NA <sup>1/</sup>	6,054.8	8,229.4	6.3%
EBI <sup>2/</sup>	4,242.1	5,550.4	5.5%	5,550.4	7,215.5	5.4%

### 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)	130.9	21.0	11.6	11.4	17.8	22.1	20.6	26.3
Women (000)	140.0	19.5	10.8	11.5	18.4	23.5	21.4	34.9
Total	270.9	40.5	22.4	22.9	36.3	45.7	42.0	61.2
Percentage	100.0%	15.0%	8.3%	8.5%	13.4%	16.9%	15.5%	22.6%
Per Capita	\$ 20,490	Median Household		\$ 41,235	Avg Household		\$ 50,015	
Ethnic Population:	White 95.5%	Black 1.1%	Asian 1.5%	Hispanic 1.0%				

### Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viab. FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	5	9	4	12	18	7	25
Tot 12+	8.0	36.9	18.0	59.3	62.9	13.9	76.8
Avg 12+	1.6	4.1	4.5	4.9	3.5	2.0	3.1
Tot LCS	10.4	48.0	23.4	77.2	81.9	18.1	100.0
Avg LCS	2.1	5.3	5.9	6.4	4.6	2.6	4.0

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Augusta-Waterville & Lewiston-Auburn, ME.

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
WMGX	Portland	B	93.1	50.0	443	a	Saga Comm Inc	77	9011		g1	Hot AC	3,100	2.28	7.8	5.6	6.0	6.2	5.9	6.2	7.3	5.5	6.3
WCYI	Lewiston	B	93.9	27.5	633	c	Citadel Comm Corp	48	9909		g2	Modern Rock	100		0.6	0.6	0.6	0.3	1.0	0.7	0.6	0.2	0.6
WCYY	Biddeford	B1	94.3	11.5	482	c	Citadel Comm Corp	72	9909		g2	Modern Rock	700	0.46	8.8	5.9	7.3	6.5	6.9	6.6	5.3	5.7	6.6
WHOM	Mt. Washington	C	94.9	50.0	3744	c	Citadel Comm Corp	58	9909		g2	Soft AC	1,500	1.37	6.3	5.0	4.7	5.2	5.6	4.9	5.0	4.6	4.8
WJJB	Topsham	A	95.5	3.0	456	b	Atlantic Coast Radio	93	9910	1,300		Sports	200	1.15	1.0	0.6	0.9	0.7	1.7	0.3	1.5	0.0	0.6
• WRED	Saco	A	95.9	1.4	299	b	Atlantic Coast Radio	82	9908	1,150		CHR	600	0.60	5.7	3.4	5.0	3.9	3.3	2.3	2.6	3.1	1.5
WLOB	Rumford	C	96.3	100.0	1434	b	Atlantic Coast Radio	75	0011			Talk	n/a			0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WJBO	Portland	B	97.9	16.0	889	c	Citadel Comm Corp	60	9909		g2	CHR	800	0.50	9.2	5.6	7.9	6.5	7.3	6.6	7.3	9.5	9.7
WCLZ	Brunswick	B	98.9	50.0 cp	492	c	Citadel Comm Corp	65	9909		g2	AAA	300	0.52	3.3	3.1	2.8	2.3	1.7	2.0	1.8	3.0	2.4
WBQQ	Kennebunk	A	99.3	3.0	328	e	Mariner Bcstg Ltd	91	9707	1,600	c1	Classical				0.6	0.0	0.0	0.7	0.0	0.0	0.6	0.0
WMEK	Auburn	B	99.9	28.5	643	d	WMTW Bcst Group	77	0004		g3	Hot AC	700	0.96	4.2	2.5	3.2	3.3	3.3	2.0	3.2	3.5	1.2
WYNZ	Westbrook	B1	100.9	25.0	328	a	Saga Comm Inc	76	9306	850	c3	Oldies	1,150	0.85	7.8	5.9	6.3	5.9	7.3	4.6	6.7	4.7	4.8
WPOR	Portland	B	101.9	33.0 cp	604	a	Saga Comm Inc	67	9606	10,000	c4	Country	2,400	1.30	10.6	7.1	8.5	8.1	6.9	9.8	8.2	9.4	10.0
WBLM	Portland	C	102.9	100.0 cp	1427	c	Citadel Comm Corp	67	9909		g2	Cisc Rock	2,700	1.36	11.4	9.0	9.1	8.8	12.5	8.2	9.1	8.7	13.0
WBCL	Bath	B	105.9	50.0	499		Blount Comm Group	71	9504	375		Chrst/Talk			0.8	0.6	0.6	0.7	0.7	0.7	0.0	0.7	0.9
WBQW	Scarborough	A	106.3	3.0	299	e	Mariner Bcstg Ltd	60	9805	1,030		Classical	500	1.15	2.5	2.8	1.6	2.3	2.3	2.3	1.8	1.9	3.0
WMTW	North Windham	A	106.7	0.8	623	d	WMTW Bcst Group	94	0004		g3	News	300		0.8	0.6	0.6	0.7	1.7	2.0	4.4	4.3	3.3
WTHH	Lewiston	C1	107.5	100.0 cp	929	d	WMTW Bcst Group	73	0004		g3	Country	1,500	2.33	3.7	3.4	3.5	2.3	1.7	4.9	3.5	3.6	2.4
# FM Stations -				18				# Combos -				17				FM TOTALS							
															84.5	62.9	68.6	63.7	70.5	64.1	68.3	69.0	71.1

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WGAN	Portland	B	560	5.0	5.00	a	Saga Comm Inc	38	9011		g1	News/Talk	1,150	0.93	7.1	5.9	3.8	7.2	5.3	6.6	6.7	6.3	7.3
WMTW	Gorham	B	870	10.0	1.00	d	WMTW Bcst Group	80	0004		g3	News	200		0.4	0.3	0.3	0.3	0.3	3.3	2.0	1.6	1.5
WJJB	Brunswick	D	900	0.6 cp	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	450	0.89	2.9	3.7	1.6	2.9	2.6	2.0	1.8	3.5	1.2
WLOB	Portland	B	1310	5.0	5.00	b	Atlantic Coast Radio	67	0011			Talk				0.3	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	100	0.48	1.2	0.9	0.9	1.0	1.3	1.0	1.2	0.9	1.2
WBAE	Portland	C	1490	1.0	1.00	a	Saga Comm Inc	46	9606		c4	Adlt Stndrd	100	0.15	3.9	2.8	4.1	2.0	2.3	1.0	1.2	0.0	0.0
# AM Stations -				7				# Combos -				7				AM TOTALS							
															15.5	13.9	10.7	13.4	11.8	13.9	12.9	12.3	11.2
AM & FM Stations Profiled -				25				# Duopolies -				11				Total Local Commercial Share							
															76.8	79.3	77.1	82.3	78.0	81.2	81.3	82.3	

NOTE: \$1.2 M revenues reflected in Lewiston market.

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 166

Revenue Rank: 186

# Fredericksburg, VA Market Overview



### Metro Counties / Population (000)

Caroline, VA	22.6
Fredericksburg city	19.8
King George, VA	17.2
Orange, VA	26.5
Spotsylvania, VA	96.1
Stafford, VA	96.8
<b>Total</b>	<b>279.0</b>

### Market Radio Financials

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

#### ESTIMATED GROSS REVENUES \*\*\*

<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>Δ 97 - 02</b>
N/A	N/A	\$4,200	\$8,100	\$8,400	\$9,700	
<b>Δ 01 - 02</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>Δ 02 - 07</b>
15.5%	\$10,400	\$11,000	\$11,600	\$12,300	\$12,900	5.9%

#### Revenue/Retail Sales Revenue/Capita

<b>1997</b>	<b>2002</b>	<b>2007</b>	<b>Est. Breakout</b>
NA <sup>1/</sup>	\$3.08/1,000	\$3.08/1,000	Local 75%
N/A	\$34.77	\$41.53	National 25%

### Demographic and Economic Overview

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

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	243.7	279.0	2.7%	279.0	310.6	2.2%
Households	82.9	98.7	3.6%	98.7	111.6	2.5%
Retail Sales	NA <sup>1/</sup>	3,151.5	NA <sup>1/</sup>	3,151.5	4,189.6	5.9%
EBI <sup>2/</sup>	3,454.1	4,707.6	6.4%	4,707.6	6,047.0	5.1%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	137.4	26.6	14.0	12.0	18.1	23.9	19.9	22.9
Women (000)	141.5	25.3	13.2	12.4	18.8	24.7	20.2	27.0
Total	279.0	51.9	27.2	24.4	36.9	48.6	40.1	49.9
Percentage	100.0%	18.6%	9.7%	8.8%	13.2%	17.4%	14.4%	17.9%
Per Capita	\$ 16,876							
				Median Household	\$ 41,849		Avg Household	\$ 47,696
Ethnic Population:	White 79.6%	Black 15.4%	Asian 1.4%				Hispanic 3.1%	

### 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+	12.0	23.4		33.6	35.4	1.5	36.9
Avg 12+	2.4	11.7		5.6	5.1	0.5	3.7
Tot LCS	32.5	63.4		91.1	95.9	4.1	100.0
Avg LCS	6.5	31.7		15.2	13.7	1.4	10.0

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Washington, DC.

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001	
WFLS	Fredericksburg	B	93.3	50.0	492	a	Free Lance-Star	62			Country	2,800	0.69	41.7	13.4	14.7	17.9	17.9	17.2	15.5	19.1	0.0	
WGRQ	Colonial Beach	A	95.9	2.4	525	b	Telemedia Bcstg	86	8805	350	Oldies	1,500	1.89	8.2	2.1	3.9	3.4	2.4	3.7	2.5	3.6	0.0	
WWUZ	Bowling Green	A	96.9	3.0	472	a	Free Lance-Star	98	0110	2,150	Clisc Hits	400	0.75	5.5	1.8	3.3	2.8	1.0	2.0	1.9	3.0	0.0	
• WJMA	Orange	A	98.9	3.1	322	d	Joyner Radio Inc	71	0212 p		sw	Country	500	1.43	3.6	1.8	1.0	1.3	2.4	1.1	1.6	0.9	0.0
• WYSK	Spotsylvania	A	99.3	3.0	328	a	Free Lance-Star	88	9304	200	Modern Rock	650	1.06	6.3	3.6	3.3	2.2	2.7	2.0	1.6	0.6	0.0	
WBQB	Fredericksburg	B	101.5	50.0	492	c	Mid Atlantic Network	60			Hot AC	2,800	1.29	22.3	10.0	9.8	8.5	8.6	9.3	12.4	9.7	0.0	
WGRX	Falmouth	A	104.5	2.7 cp	492	b	Telemedia Bcstg	01	0103	1,800 cp	Country	525	0.93	5.8	2.7	2.0	4.4	2.1	1.1	1.2	0.6	0.0	
# FM Stations - 7 # Combos - 7														FM TOTALS									
														93.4	35.4	38.0	40.5	37.1	36.4	36.7	37.5	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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
												Revenue (000)1/	Power Ratio		Fall 2002	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001	Spring 2001	Winter 2001
WFVA	Fredericksburg	C	1230	1.0	1.00	c	Mid Atlantic Network	39			AdStd/Talk	500	0.79	6.5	1.5	2.9	3.4	2.4	2.0	2.2	1.8	0.0
WVCV	Orange	C	1340	1.0	1.00	d	Piedmont Comm Inc	49	9301		c1	Talk/Oldies			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WYSK	Fredericksburg	D	1350	1.0	0.04	a	Free Lance-Star	60			Modern Rock				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations - 3 # Combos - 3														AM TOTALS								
AM & FM Stations Profiled - 10 # Duopolies - 2														6.5	1.5	2.9	3.4	2.4	2.0	2.2	1.8	0.0
Total Local Commercial Share														36.9	40.9	43.9	39.5	38.4	38.9	39.3	0.0	

NOTE: Market first rated Spring 2001

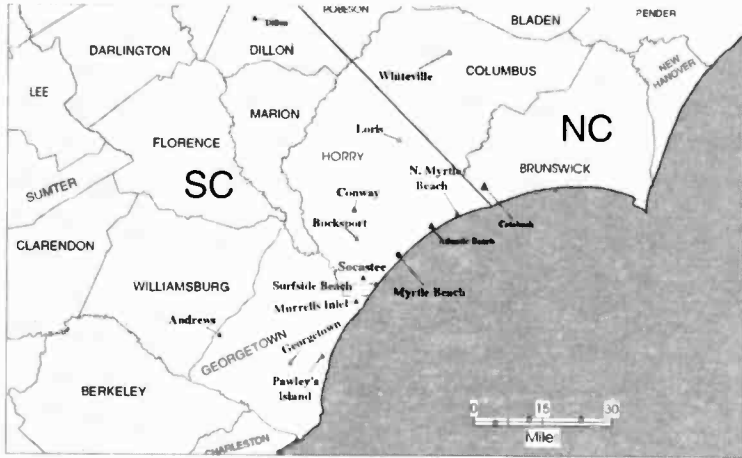
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 167

Revenue Rank: 163

# Myrtle Beach, SC Market Overview



### Metro Counties / Population (000)

Georgetown, SC	57.7
Horry, SC	206.3
<b>Total</b>	<b>264.0</b>

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

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02	
		\$9,100	\$9,200	\$10,600	\$12,100	\$11,300	\$11,800	5.2%
***	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07	
	4.4%	\$12,400	\$13,300	\$14,000	\$14,800	\$15,500	5.7%	
Revenue/Retail Sales	NA <sup>1/</sup>	2002	2007	Est. Breakout				
Revenue/Capita	\$41.69	\$2.55/1,000	\$2.64/1,000	\$52.83	Local	90%	National	10%

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	218.3	264.0	3.9%	264.0	293.4	2.1%
Households	85.4	109.3	5.1%	109.3	124.6	2.7%
Retail Sales	NA <sup>1/</sup>	4,631.1	NA <sup>1/</sup>	4,631.1	5,867.8	4.8%
EBI <sup>2/</sup>	2,954.3	4,666.9	9.6%	4,666.9	6,652.9	7.3%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	128.7	19.5	10.2	12.1	17.7	18.6	18.1	32.4
Women (000)	135.3	18.4	9.8	12.0	17.1	19.4	20.0	38.6
Total	264.0	38.0	20.1	24.1	34.7	37.9	38.1	71.1
Percentage	100.0%	14.4%	7.6%	9.1%	13.2%	14.4%	14.4%	26.9%
Per Capita	\$ 17,678	Median Household		\$ 34,265	Avg Household		\$ 42,696	
Ethnic Population:	White 76.4%	Black 20.4%	Asian 0.7%	Hispanic 2.6%				

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		17	13	20	8	28
Tot 12+	1.5		66.9	62.8	68.4	1.4	69.8
Avg 12+	0.5		3.9	4.8	3.4	0.2	2.5
Tot LCS	2.1		95.8	90.0	98.0	2.0	100.0
Avg LCS	0.7		5.6	6.9	4.9	0.3	3.6

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# Competitive Overview

Some stations also rated in 127 and 210.

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)													
												Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999						
WMYB	Myrtle Beach	C2	92.1	50.0	351	b	NextMedia Group	65	0008		na	AC	1,075	1.05	8.7	7.5	3.9	8.2	4.2	4.3	4.9	3.2	2.0					
• WEGX	Dillon	C	92.9	100.0	1801	d	Qantum Comm	54	0303 p			Country	n/a		1.3	1.7	0.6	1.2	0.6	0.7	1.8	1.0	1.7					
• WXJY	Georgetown	A	93.7	6.0	328	c	Cumulus Bcstg Inc	90	9802		d2	Sports				0.0	0.0	0.0	0.0	0.0	0.4	0.3	0.3					
• WJXY	Conway	A	93.9	3.7	420	c	Cumulus Bcstg Inc	90	9802	2,300	d2	Sports	200	0.89	1.9	0.6	0.6	2.1	1.9	3.9	2.5	1.7	2.3					
WYEZ	Murrells Inlet	C3	94.5	25.0	328	a	Fidelity Bcstg	91	0011	1,000		Easy	300	0.44	5.8	1.7	6.0	2.1	3.5	2.1	8.1	0.0	0.0					
• WVCO	Loris	C3	94.9	11.0	489		Carolina Beach Music	93	0302 p	2,200		Oldes/Beach	100		0.6	0.9	0.0	0.9	1.6	1.1	1.4	0.9	1.0					
• WWXM	Garden City	C1	97.7	100.0	719	d	Qantum Comm	71	0303 p		g1	Mix AC	1,775	1.73	8.7	5.5	3.9	8.2	4.8	7.8	7.4	8.7	7.4					
WDAI	Pawleys Island	C3	98.5	6.1	666	c	Cumulus Bcstg Inc	93	9803	8,000	d7	Urban	950	0.86	9.4	3.8	5.4	7.6	6.1	7.4	7.0	5.8	8.1					
• WZFX	Whiteville	C1	99.1	100.0	981		Beasley Bcst Group	62	9705	See (127)		Urban	n/a		1.5	0.6	0.0	2.1	1.0	0.7	1.1	1.1	2.0					
WRNN	Socastee	C3	99.5	13.5	446	b	NextMedia Group	95	0008		g3	News/Talk	725	0.57	10.8	5.8	8.2	6.8	4.5	7.8	6.7	8.3	5.0					
WSEA	Atlantic Beach	C3	100.3	12.0	476	c	Cumulus Bcstg Inc	98	9804	1,300	cp	Top 40	200		0.6	0.9	0.3	0.6	1.9	2.8	1.8	1.5	3.0					
WGTV	Andrews	A	100.7	3.1	446	e	Coastline Comm	85	0009	800		70s & 80s	100	0.65	1.3	0.9	0.9	0.9	0.6	0.0	0.0	0.0	0.3					
WKZQ	Myrtle Beach	C2	101.7	38.0	558	b	NextMedia Group	69	0008		na	AOR	950	1.07	7.5	5.5	5.7	4.7	4.8	5.7	4.6	5.7	3.7					
WYAK	Surfside Beach	C3	103.1	8.0	545	c	Cumulus Bcstg Inc	77	0104		sw	Country	150	0.36	3.5	4.3	2.7	2.1	2.9	1.4	3.2	4.0	4.0					
WYAV	Myrtle Beach	C1	104.1	100.0	981	b	NextMedia Group	64	0008		g3	Clsc Rock	650	1.22	4.5	4.6	3.3	2.9	4.8	3.5	4.6	5.6	3.4					
WYNA	Calabash	C3	104.9	23.5	338	e	Coastline Comm	64	9902	1,100		70s & 80s	500	1.09	3.9	2.9	3.9	1.5	4.5	3.2	4.6	3.3	3.7					
WEZV	North Myrtle	C3	105.9	17.0	361	a	Fidelity Bcstg	72	0003	2,600	c3	Easy	675	1.08	5.3	6.1	4.2	3.2	4.8	3.5	0.7	1.8	1.7					
WSYN	Georgetown	C2	106.5	50.0	492	c	Cumulus Bcstg Inc	73	9803		d7	Oldies	1,250	1.23	8.6	7.0	6.3	5.6	6.5	6.0	6.3	6.7	6.0					
• WWSK	Briarcliff Acres	C2	107.1	50.0	492	d	Qantum Comm	75	0303 p		g1	Clsc Rock	400	0.85	4.0	2.0	3.0	2.6	2.3	1.4	2.1	3.1	3.0					
• WGTR	Bucksport	C2	107.9	20.0	784	d	Qantum Comm	93	0303 p		g1	Country	1,500	1.48	8.6	6.1	6.6	5.3	5.8	8.2	6.7	8.0	7.4					
# FM Stations -				20				# Combos -				18				FM TOTALS				96.5	68.4	65.5	68.6	67.1	71.5	75.9	70.7	66.0

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)												
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999					
WNMB	North Myrtle	B	900	0.5	0.50	a	Fidelity Bcstg	83	0003		c3	Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0				
• WIQB	Charleston	B	1040	25.0	1.00	c	Cumulus Bcstg Inc	77	9802		d2	Oldies			1.1	0.0	0.6	0.9	0.6	1.1	0.7	0.0	1.0					
WMIR	Atlantic Beach	D	1200	6.5	0.01		Altman, Gardner	97				Gospel				0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0					
WLSC	Loris	C	1240	1.0	0.01		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	D	1330	5.0	0.03		WPJS Bcstg Inc	45	9606		nc	Gospel			1.3	0.0	1.8	0.0	1.9	0.4	1.4	1.2	0.0					
WGTV	Georgetown	C	1400	1.0	1.00		Stalvey, RJ	49	0101	100		Talk/Oldes	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
WQJM	Myrtle Beach	C	1450	1.0	1.00	b	NextMedia Group	65	0008		na	Sports	50			0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0					
WLMC	Georgetown	D	1470	1.0	0.00		Altman, Gardner	62	0210 p	200		Gospl/Insp	100	0.77	1.1	1.4	1.5	0.0	1.6	1.1	0.0	0.6	0.0					
# AM Stations -				8				# Combos -				3				AM TOTALS				3.5	1.4	3.9	0.9	5.1	2.6	2.5	1.8	1.0
AM & FM Stations Profiled -				28				# Duopolies -				10				Total Local Commercial Share				69.8	69.4	69.5	72.2	74.1	78.4	72.5	67.0	

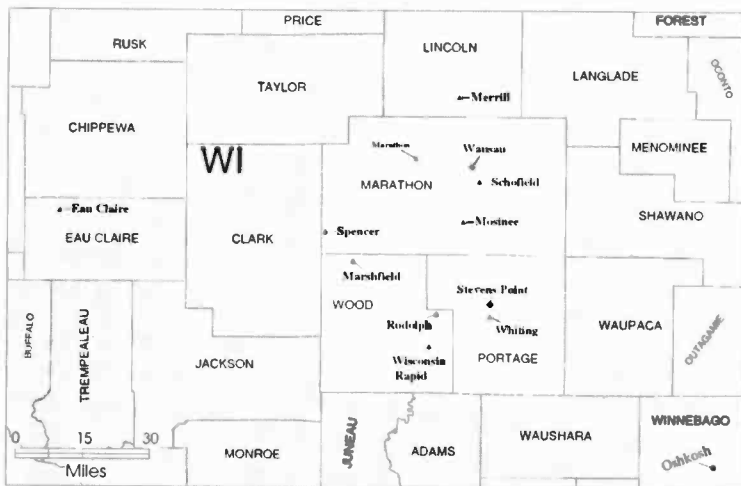
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 168

Revenue Rank: 155

# Wausau-Stevens Point, WI Market Overview



### Metro Counties / Population (000)

Marathon, WI	126.9
Portage, WI	67.8
Wood, WI	75.4
<b>Total</b>	<b>270.1</b>

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$10,600	\$11,300	\$12,300	\$12,700	\$12,000	\$12,500
★★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	4.2%	\$13,300	\$14,200	\$15,200	\$16,000	\$16,800	6.2%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA <sup>1/</sup>	\$3.00/1,000	\$3.19/1,000	Local	75%		
Revenue/Capita	\$40.00	\$46.28	\$61.09	National	25%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	265.0	270.1	0.4%	270.1	275.0	0.4%
Households	96.2	104.4	1.6%	104.4	108.9	0.8%
Retail Sales	NA <sup>1/</sup>	4,160.2	NA <sup>1/</sup>	4,160.2	5,263.2	4.8%
EBI <sup>2/</sup>	3,866.7	4,531.4	3.2%	4,531.4	5,749.4	4.9%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	134.0	22.3	13.4	14.0	16.7	21.2	19.6	26.8
Women (000)	136.2	20.8	12.7	13.6	16.0	21.1	18.9	33.0
Total	270.1	43.1	26.1	27.6	32.7	42.2	38.6	59.7
Percentage	100.0%	15.9%	9.7%	10.2%	12.1%	15.6%	14.3%	22.1%
Per Capita	\$ 16,776	Median Household		\$ 36,905	Avg Household		\$ 43,387	
Ethnic Population:	White 94.7%	Black 0.3%	Asian 3.5%	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+	0.9		68.4	68.4	69.3	11.5	80.8
Avg 12+	0.9		5.3	5.7	5.0	1.9	4.0
Tot LCS	1.1		84.7	84.7	85.8	14.2	100.0
Avg LCS	1.1		6.5	7.1	6.1	2.4	5.0

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Eau Claire.

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
															Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999		
WOSQ	Spencer	A	92.3	6.0	299	a	NewRadio Group	84	0210 p		g	Country	150	0.75	1.6	0.9	1.8	0.9	0.0	0.0	0.0	0.0	0.0	1.0
WMMA	Nekoosa	C3	93.9	25.0	66		Starboard Bcstg Inc	00	0112	1,300	1	DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WOFM	Mosinee	C2	94.7	50.0	492	c	Midwest Comm Inc	92	9710	1,400		Oldies	750	1.33	4.5	3.8	3.9	3.6	3.4	5.1	4.3	3.0	3.7	
WIFC	Wausau	C	95.5	100.0	1079	c	Midwest Comm Inc	47	9608	3,500	c3	CHR	2,100	1.10	15.3	12.4	13.6	11.8	14.8	15.2	16.1	16.0	15.4	
WYTE	Whiting	C2	96.7	50.0	492	a	NewRadio Group	85	0210 p		g	Country	1,200	0.78	12.3	10.0	11.0	9.4	8.9	4.2	3.7	5.0	6.3	
WSPT	Stevens Point	C1	97.9	100.0	338	e	Muzzy Broadcasting	68	9603	1,200	c2	AC	300	0.77	3.1	4.1	3.0	2.1	2.5	2.3	2.9	2.1	3.1	
WIZD	Rudolph	C3	99.9	13.0	453	c	Midwest Comm Inc	90	9901	1,400		Oldies	800	1.31	4.9	4.7	4.2	3.9	5.3	5.6	5.2	6.1	5.5	
WDEZ	Wausau	C	101.9	100.0	1079	c	Midwest Comm Inc	64				Country	1,700	1.05	12.9	10.6	8.9	12.4	8.7	13.2	14.7	16.8	14.4	
WGLX	Wisconsin	C1	103.3	100.0	325	b	Bliss Communications	46	8201	1,145	c1	Clsc Rock	1,200	1.68	5.7	4.1	4.7	4.8	6.1	5.4	4.9	4.1	2.9	
WMZK	Merrill	C2	104.1	24.0	617		Badger Comm LLC	68	0108		g	AOR	1,100	0.99	8.9	4.4	5.6	9.1	6.4	6.5	8.9	9.1	6.3	
• WAXX	Eau Claire	C	104.5	100.0	1801		Maverick Media	65	0212 p			Country	n/a		5.1	3.2	3.6	4.8	3.4	4.2	3.2	1.2	4.2	
WKQH	Marathon	C3	104.9	21.0	358	e	Muzzy Broadcasting	88	9402	150		Clsc Rock	400	0.76	4.2	2.6	3.6	3.3	4.7	2.5	2.6	4.9	3.1	
WLJY	Marshfield	C1	106.5	100.0	801	a	NewRadio Group	65	0210 p		g2	Easy	800	0.98	6.5	5.0	5.6	5.2	3.4	4.2	4.0	3.5	5.5	
WYCO	Wausau	C	107.9	100.0	1030	d	Seehafer Bcstg Corp	85				Hot AC	500	1.05	3.8	3.5	3.3	3.0	2.0	2.3	1.7	1.5	1.8	
# FM Stations -				14	# Combos -				11	FM TOTALS				88.8	69.3	72.8	74.3	69.6	70.7	72.2	73.3	73.2		

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
• WSAU	Wausau	B	550	15.0	20.00	c	Midwest Comm Inc	37	9608		c3	News/Talk	550	0.98	4.5	4.4	3.6	3.9	3.4	3.7	4.3	3.5	2.9
WSPT	Stevens Point	D	1010	10.0	0.01	e	Muzzy Broadcasting	49	9603		c2	Nws/Tlk/Spt	150	1.09	1.1	0.6	0.9	0.9	0.8	1.1	1.2	0.9	1.0
• WXCO	Wausau	C	1230	1.0	1.00	d	Seehafer Bcstg Corp	53	7309			Sports	100		0.4	1.2	0.6	0.0	0.6	0.0	0.6	1.4	1.6
WFHR	Wisconsin	B	1320	5.0	0.50	b	Bliss Communications	40	8201		c1	News/Talk	250	1.00	2.0	2.6	1.5	1.8	2.5	2.3	1.7	2.2	1.3
WRIG	Schofield	B	1390	5.0	5.00	c	Midwest Comm Inc	58				Nostalgia	100	0.57	1.4	1.2	1.2	1.2	1.4	0.8	0.9	1.1	1.6
WDLB	Marshfield	C	1450	0.8	1.00	a	NewRadio Group	47	0210 p		g2	Nws/Tlk/Spt	300	1.33	1.8	1.5	2.4	0.6	2.2	2.5	2.0	2.3	3.1
# AM Stations -				6	# Combos -				6	AM TOTALS				11.2	11.5	10.2	8.4	10.9	10.4	10.7	11.4	11.5	
AM & FM Stations Profiled -				20	# Duopolies -				5	Total Local Commercial Share				80.8	83.0	82.7	80.5	81.1	82.9	84.7	84.7		

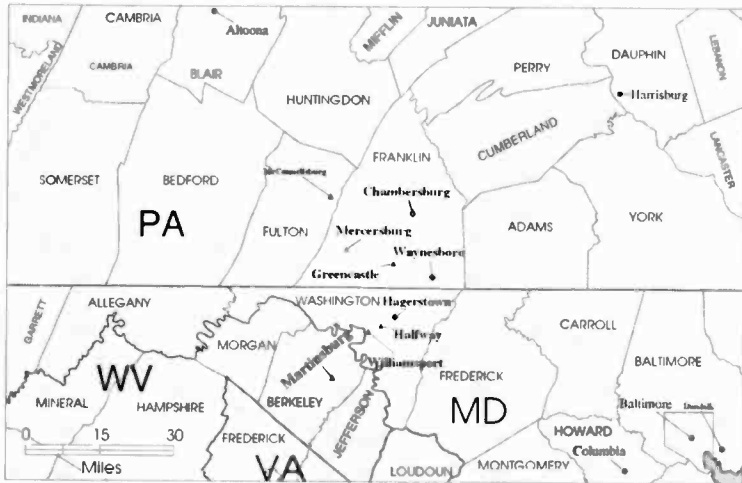
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 169

Revenue Rank: 178

# Hagerstown-Chambersburg-Waynesboro, MD-PA



**Metro Counties / Population (000)**

Washington, MD	134.6
Franklin, PA	130.3
<b>Total</b>	<b>264.9</b>

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

<b>ESTIMATED GROSS REVENUES</b> ★★	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>Δ 97 - 02</b>
	\$7,700	\$9,400	\$10,300	\$10,800	\$9,700	\$10,200	5.7%
	<b>Δ 01 - 02</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>Δ 02 - 07</b>
	5.2%	\$10,700	\$11,400	\$12,100	\$12,700	\$13,400	5.6%
<b>Revenue/Retail Sales</b>	<b>1997</b>	<b>2002</b>	<b>2007</b>	<b>Est. Breakout</b>			
<b>Revenue/Capita</b>	NA <sup>1/</sup>	\$3.15/1,000	\$3.36/1,000	Local	80%		
	\$30.23	\$38.51	\$48.91	National	20%		

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	<b>1997</b>	<b>2002</b>	<b>Growth Rate</b>	<b>2002</b>	<b>2007</b>	<b>Growth Rate</b>
MSA Population	254.7	264.9	0.8%	264.9	274.0	0.7%
Households	95.6	102.4	1.4%	102.4	107.4	1.0%
Retail Sales	NA <sup>1/</sup>	3,234.3	NA <sup>1/</sup>	3,234.3	3,993.3	4.3%
EBI <sup>2/</sup>	3,526.7	4,085.9	3.0%	4,085.9	4,895.5	3.7%

**Demographic Breakdown**

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	132.0	20.8	11.3	11.5	18.6	21.2	19.1	29.5
Women (000)	132.9	19.8	10.7	10.2	16.4	19.9	18.8	37.3
<b>Total</b>	<b>264.9</b>	<b>40.6</b>	<b>22.0</b>	<b>21.7</b>	<b>35.0</b>	<b>41.1</b>	<b>37.9</b>	<b>66.8</b>
Percentage	100.0%	15.3%	8.3%	8.2%	13.2%	15.5%	14.3%	25.2%
Per Capita	\$ 15,422	Median Household		\$ 33,813	Avg Household		\$ 39,913	
Ethnic Population:	White 92.2%	Black 5.2%	Asian 0.8%	Hispanic 1.6%				

**Market Summary**

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	5	5		10	10	6	16
Tot 12+	14.4	34.4		48.8	48.8	10.7	59.5
Avg 12+	2.9	6.9		4.9	4.9	1.8	3.7
Tot LCS	24.2	57.8		82.0	82.0	18.0	100.0
Avg LCS	4.8	11.6		8.2	8.2	3.0	6.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
WSRT	Mercersburg	A	92.1	4.0	295	c	VerStandig Bcstg	76	9308	1,600	c1	Clsc Rock	650	0.87	7.3	2.9	5.2	3.3	3.1	4.7	5.4	4.6	8.1	
WOCM	Greencastle	A	94.3	3.5	430	a	Dame Broadcasting	67	0005	8,300	d3	Rock	850	1.28	6.5	3.8	3.7	3.9	5.2	4.1	3.8	2.7	4.6	
WIKZ	Chambersburg	B	95.1	42.0	449	a	Dame Broadcasting	48	0004		d3	AC	1,750	1.56	11.0	7.0	6.4	6.5	5.2	8.8	9.1	8.2	8.9	
WKMZ	Williamsport	A	95.9	3.3	299	d	Prettyman Bcstg Co	72	9804	1,050		Clsc Rock	1,100	2.63	4.1	1.3	2.5	2.3	1.8	2.0	2.8	2.0	2.0	
WDLD	Halfway	A	96.7	4.8	164	a	Dame Broadcasting	65	0110	3,400	C2	RhyBl/HpHop	275	0.66	4.1	5.1	2.8	2.0	1.8	2.4	3.2	3.5	2.0	
WLTF	Martinsburg	B	97.5	12.5	1007	d	Prettyman Bcstg Co	49	8610			Soft AC	800	0.81	9.7	5.4	5.2	6.2	4.0	3.7	3.8	4.7	3.2	
WWMD	Waynesboro	B	101.5	48.0	230	c	VerStandig Bcstg	46	9811	550		CHR	1,000	0.71	13.8	6.4	8.3	7.8	5.5	3.4	9.5	9.6	8.1	
WEEO	McConnellsburg	A	103.7	0.1	1555		Allegheny Mtn Ntwk	97				Modern Rock	500	0.66	7.4	1.3	5.8	2.9	4.0	5.4	4.1	4.7	3.5	
WAYZ	Hagerstown	B	104.7	8.3	1378	c	VerStandig Bcstg	46	0008	500		Country	1,200	1.16	10.1	12.4	4.6	7.2	8.9	9.8	5.7	6.1	4.9	
WARX	Hagerstown	B	106.9	15.5 cp	853	b	Manning Bcstg Inc	57	8210	730		Oldies	1,300	1.27	10.0	3.2	4.9	6.8	6.8	7.5	5.7	6.0	4.3	
# FM Stations -					10	# Combos -					9	FM TOTALS				84.0	48.8	49.4	48.9	46.3	51.8	53.1	52.1	49.6

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
WCHA	Chambersburg	D	800	1.0	0.20	a	Dame Broadcasting	46	0004		d3	News/Sprts	250	0.60	4.1	1.9	2.5	2.3	2.2	2.7	2.2	1.8	2.0	
WJEJ	Hagerstown	C	1240	1.0	1.00		Hagerstown Bcstg Co	32	7212			Easy	100	0.13	7.3	5.7	4.3	4.2	4.0	6.1	2.2	2.2	3.2	
WHGT	Waynesboro	D	1380	1.0	0.00	c	VerStandig Bcstg	53	8110			Clsc Rock				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WHAG	Halfway	D	1410	1.0	0.10	a	Dame Broadcasting	62	0110		c2	Nws/Tlk/Spt	200	0.93	2.1	1.9	1.2	1.3	3.1	1.4	1.6	1.9	2.3	
WARK	Hagerstown	C	1490	0.9 cp	0.00	b	Manning Bcstg Inc	47	8210			Talk/Oldes	100	0.61	1.6	0.6	0.9	1.0	0.9	1.0	1.3	0.7	1.4	
WCBG	Chambersburg	B	1590	5.0	1.00	c	VerStandig Bcstg	56	9308		c1	News/Talk	100		0.9	0.6	0.0	1.0	0.6	0.0	0.0	0.7	0.0	
# AM Stations -					6	# Combos -					5	AM TOTALS				16.0	10.7	8.9	9.8	10.8	11.2	7.3	7.3	8.9
AM & FM Stations Profiled -					16	# Duopolles -					6	Total Local Commercial Share				59.5	58.3	58.7	57.1	63.0	60.4	59.4	58.5	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 170

Revenue Rank: 196

# San Luis Obispo, CA Market Overview



**Metro Counties / Population (000)**

San Luis Obispo	254.6
	254.6

**Market Radio Financials**

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

<b>ESTIMATED GROSS REVENUES</b> ★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$6,700	\$7,100	\$8,200	\$9,000	\$8,000	\$8,500	4.9%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	6.3%	\$9,000	\$9,600	\$10,100	\$10,700	\$11,200	5.7%

Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	<b>Est. Breakout</b>
Revenue/Capita	NA <sup>1/</sup>	\$2.59/1,000	\$2.34/1,000	Local 85%
	\$28.23	\$33.39	\$41.00	National 15%

**Demographic and Economic Overview**

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

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	237.3	254.6	1.4%	254.6	273.2	1.4%
Households	87.1	96.1	2.0%	96.1	104.2	1.6%
Retail Sales	NA <sup>1/</sup>	3,286.3	NA <sup>1/</sup>	3,286.3	4,791.8	7.8%
EBI <sup>2/</sup>	3,481.4	4,617.6	5.8%	4,617.6	5,922.3	5.1%

**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)	129.7	17.8	10.9	19.3	15.7	19.8	19.3	26.9
Women (000)	124.9	16.8	9.9	15.5	12.3	18.4	19.0	33.0
Total	254.6	34.6	20.8	34.8	28.0	38.2	38.3	60.0
Percentage	100.0%	13.6%	8.2%	13.7%	11.0%	15.0%	15.0%	23.6%
Per Capita	\$ 18,137			Median Household	\$ 39,906		Avg Household	\$ 48,028
Ethnic Population:	White 84.1%		Black 2.0%		Asian 2.8%		Hispanic 16.8%	

**Market Summary**

<b>FM Classes</b>	<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	5	12		14	17	8	25
Tot 12+	9.5	49.1		56.2	58.6	10.2	68.8
Avg 12+	1.9	4.1		4.0	3.4	1.3	2.8
Tot LCS	13.8	71.4		81.7	85.2	14.8	100.0
Avg LCS	2.8	5.9		5.8	5.0	1.9	4.0

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Santa Maria-Lompoc.  
ARB 12+ Metro Shares (see rights)

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
KWSR	Paso Robles	B	92.5	4.8	1486	Lagnlappe Bcstg Inc	72	9605	675	1	Hot AC	400	1.47	3.2	3.4	1.7	2.8	3.2	2.4	3.3	3.3	4.6	
KZOZ	San Luis Obispo	B	93.3	23.0	1549	a Amer General Media	62	8906	2,000	1	Clsc Rock	750	1.03	8.6	7.8	4.6	7.4	6.8	4.5	6.2	8.6	7.6	
KLMM	Morro Bay	A	94.1	0.9 cp	863	c Lazer Bcstg Corp	97	0009	1,150	c1	Mexican	75		0.8	1.0	0.7	0.4	1.1	0.7	0.0	1.5	0.0	
KOTR	Cambria	B1	94.9	25.0	328	d Mapleton Comm	84	0207	600		AAA	350	1.03	4.0	1.7	4.0	1.8	2.5	3.5	2.3	1.7	3.6	
KXTZ	Pismo Beach	A	95.3	4.2	390	d Mapleton Comm	74	0207	600		Clsc Rock	150	1.04	1.7	2.7	1.3	1.1	3.6	2.1	3.6	2.5	1.7	
KSLY	San Luis Obispo	B	96.1	3.4 cp	1686	b Clear Channel Comm	59	0012		g1	Top 40	1,000	1.31	9.0	5.4	5.6	7.1	6.4	9.4	6.6	8.4	8.9	
KLRM	San Luis Obispo	B1	97.1	1.2	1457	Hutton Media LLC	95	0103	1,000		Spanish AC	125	0.87	1.7	1.7	1.7	0.7	1.8	0.3	0.3	0.6	0.0	
KKJG	San Luis Obispo	B	98.1	4.5	1519	a Amer General Media	84	9707	1,500	1	Country	1,400	1.34	12.3	8.1	9.6	7.8	8.9	8.0	9.8	7.0	8.9	
KKAL	Morro Bay	A	99.7	0.3	1490	f Salisbury Bcstg Corp	93	9406	185		Talk/Sprts	150	0.88	2.0	1.4	1.0	1.8	1.1	0.7	0.7	1.3	1.0	
KXDZ	Templeton	A	100.5	1.4	361	d Mapleton Comm	01	0207	600		Clsc Rock	250	1.23	2.4	2.7	2.3	1.1	0.0	0.0	0.0	0.0	0.0	
KSTT	Los	B	101.3	3.4	1686	b Clear Channel Comm	87	0012		g1	AC	825	1.65	5.9	5.4	3.0	5.3	4.3	4.2	7.2	8.5	5.3	
KSNI	Santa Maria	B	102.5	13.5	860	e Clear Channel Comm	60	0012			Country	n/a		2.2	1.7	1.7	1.4	2.5	1.0	1.3	1.2	0.7	
KLUN	Paso Robles	A	103.1	1.1	761	c Lazer Bcstg Corp	95	0009		c1	Mexican	100	0.84	1.4	1.7	1.3	0.7	0.7	0.7	0.0	0.0	0.0	
KIQO	Atascadero	B	104.5	4.7 cp	1444	a Amer General Media	79	9903	1,500	1	Oldies	800	0.93	10.1	5.1	7.9	6.4	4.3	5.9	4.9	6.6	5.9	
KWWW	Santa Margarita	B1	106.1	1.1 cp	1447	f Salisbury Bcstg Corp	86	9901	1,000		CHR	225	0.47	5.6	4.7	3.6	4.3	5.4	4.5	4.9	4.8	7.3	
KSMY	Lompoc	B1	106.7	3.5	879	Clear Channel Comm	98	0012			Hot AC	n/a		0.5	0.0	0.7	0.0	0.7	0.0	0.0	0.0	0.0	
KURQ	Grover Beach	B	107.3	3.5	1650	b Clear Channel Comm	84	0012		g1	Rock	650	1.06	7.2	4.1	5.6	4.6	7.9	8.7	5.9	4.7	3.3	
# FM Stations - 17														# Combos - 14		FM TOTALS							
														78.6	58.6	56.3	54.7	61.2	56.6	57.0	60.7	58.8	

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
KVEC	San Luis Obispo	B	920	1.0	0.50	b Clear Channel Comm	37	0102	950		Nws/Tlk/Spt	400	0.92	5.1	4.1	4.0	3.2	3.2	2.4	4.6	2.5	2.3	
KJDJ	San Luis Obispo	B	1030	2.5	0.70	Augirre, Vicente	88	0208 p	400		Mexican				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
● KPRL	Paso Robles	C	1230	1.0	1.00	No County Comm	46	0301 p	900		Nws/Tlk/Spt	400	0.87	5.4	2.7	3.0	4.6	3.9	3.5	3.3	1.8	3.0	
● KSMA	Santa Maria	C	1240	1.0	1.00	e Clear Channel Comm	46	0012			Nws/Tlk/Spt	n/a		1.7	0.0	1.3	1.1	0.7	0.7	0.7	1.4	0.0	
KXTK	Arroyo Grande	B	1280	10.0	2.50	Pamplin Comm Corp	62	9905	550	na	Talk	50	0.35	1.7	0.0	1.3	1.1	0.7	0.0	0.0	0.0	0.0	
● KGLW	San Luis Obispo	C	1340	0.8	0.79	Mapleton Comm	49	0301 p	370		Talk	100	0.98	1.2	0.7	1.7	0.0	1.1	2.1	1.3	2.3	2.0	
● KKJL	San Luis Obispo	C	1400	1.0	1.00	San Luis Obispo Bcg	60	9612			Adlt Stndrd	300	0.74	4.8	2.7	4.0	2.8	3.6	3.8	4.3	4.6	3.6	
● KUHL	Santa Maria	B	1440	5.0	1.00	Mapleton Comm	46	0301 p			Talk	n/a		1.7	0.0	1.7	0.7	2.9	2.8	1.3	3.4	1.3	
# AM Stations - 8														# Combos - 2		AM TOTALS							
AM & FM Stations Profiled - 25														# Duopolies - 9		Total Local Commercial Share							
														21.6	10.2	17.0	13.5	16.1	15.3	15.5	16.0	12.2	
														68.8	73.3	68.2	77.3	71.9	72.5	76.7	71.0		

Other Rulemaking: 103.5, A, Cambria

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 171

Revenue Rank: 120

# South Bend, IN Market Overview



### Metro Counties / Population (000)

St. Joseph, IN	266.2
	266.2

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

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$15,000	\$17,100	\$17,400	\$19,100	\$16,400	\$17,300
***	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.5%	\$18,300	\$19,500	\$20,600	\$21,700	\$22,800	5.7%
Revenue/Retail Sales	1997 NA <sup>1/</sup>	2002 \$4.99/1,000	2007 \$5.69/1,000			Est. Breakout	
Revenue/Capita	\$57.58	\$64.99	\$84.63			Local	88%
						National	12%

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	260.5	266.2	0.4%	266.2	269.4	0.2%
Households	98.7	101.3	0.5%	101.3	103.1	0.4%
Retail Sales	NA <sup>1/</sup>	3,466.9	NA <sup>1/</sup>	3,466.9	4,010.2	3.0%
EBI <sup>2/</sup>	4,014.7	4,523.7	2.4%	4,523.7	5,438.2	3.8%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	128.3	22.8	11.9	15.5	16.9	18.8	17.9	24.5
Women (000)	137.9	22.3	11.2	16.5	17.1	19.3	18.3	33.3
Total	266.2	45.1	23.1	32.0	34.0	38.0	36.2	57.9
Percentage	100.0%	16.9%	8.7%	12.0%	12.8%	14.3%	13.6%	21.7%
Per Capita	\$ 16,991	Median Household		\$ 36,411	Avg Household		\$ 44,678	
Ethnic Population:	White 81.5%	Black 11.9%	Asian 1.5%	Hispanic 5.2%				

### Market Summary

FM Classes	Class A	Class B	Class C	Viabie FMs	All FMs	All AMs	Total
# Stations	8	6		12	14	7	21
Tot 12+	26.5	40.3		66.8	66.8	11.6	78.4
Avg 12+	3.3	6.7		5.6	4.8	1.7	3.7
Tot LCS	33.8	51.4		85.2	85.2	14.8	100.0
Avg LCS	4.2	8.6		7.1	6.1	2.1	4.8

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# 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	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
															Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999		
WNDV	South Bend	B	92.9	12.0	cp	879	c	Artistic Media Ptnrs	62	9811	6,123	c1	Top 40	3,200	1.31	14.1	12.3	11.6	11.7	12.6	14.5	14.9	13.6	12.5
WZOC	Plymouth	B1	94.3	11.5		492	c	Plymouth Bcstg Inc	66	9610	575	2	Oldies	1,400	1.09	7.4	4.0	6.0	6.3	5.0	5.7	4.7	4.8	6.2
WAOR	Niles	A	95.3	5.5	cp	276	b	Federated Media	68	9908	2,000	c2	1 AOR/CIRck	1,100	0.95	6.7	3.3	5.0	6.0	6.0	4.7	6.0	5.5	7.5
WHPZ	Bremen	A	96.9	2.0		463	e	LeSea Bcstg Corp	93	0002	280		ChrsContem	300	1.08	1.6	1.3	2.0	0.6	0.9	0.3	0.0	0.2	0.6
WZOW	Goshen	A	97.7	2.9		482	c	Artistic Media Ptnrs	77	0204	925		Cisc Rock	450	0.90	2.9	3.0	2.0	2.8	2.5	1.7	2.2	2.4	2.2
WSMK	Buchanan	A	99.1	3.0		328		Williams, Marion R.	91				Urban	200	0.20	5.9	8.0	4.3	5.4	4.4	4.1	4.1	3.1	3.4
WHFB	Benton Harbor	B	99.9	50.0		407		WinCom Comm	47				2 Country	350	0.88	2.3	1.7	2.3	1.6	0.6	1.7	1.3	1.7	0.9
WBYT	Elkhart	B	100.7	15.0		909	b	Federated Media	47				1 Country	2,000	1.04	11.1	9.0	10.3	8.2	10.7	11.5	9.2	13.7	11.8
WNSN	South Bend	B	101.5	13.0		971	a	Schurz Comm Inc	62				2 AC	2,500	1.21	11.9	11.6	9.3	10.4	10.4	9.1	10.4	10.5	10.0
WZUW	New Carlisle	A	102.3	2.0		397	c	Artistic Media Ptnrs	84	0203	1,500		Country	450	2.36	1.1	0.0	1.0	0.9	1.3	1.7	0.6	1.0	0.9
WHME	South Bend	A	103.1	3.0		299	e	LeSea Bcstg Corp	68				ChrsContem	200		0.4	0.0	0.7	0.0	0.6	0.0	0.0	0.0	0.6
WRBR	South Bend	A	103.9	3.0		328		Dille & Erlacher	65	0206		st	1 Rock	1,600	0.98	9.4	5.6	8.6	7.0	7.2	6.4	7.6	7.2	6.2
WFRN	Elkhart	B	104.7	50.0		459	d	Progressive Bcst Sys	63				ChrsContem	1,000	1.93	3.0	1.7	2.7	2.2	1.9	1.4	1.9	3.0	1.2
WUBU	South Bend	A	106.3	3.0		292	b	Federated Media	93	0001		na	1 Urban	850	0.72	6.8	5.3	6.6	4.7	5.3	4.7	5.4	4.3	5.0
# FM Stations -				14	# Combos -				10	FM TOTALS				84.6	66.8	72.4	67.8	69.4	67.5	68.3	71.0	69.0		

## 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	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WSBT	South Bend	B	960	5.0	5.00	a	Schurz Comm Inc	22	7609			2 News/Talk	1,200	0.74	9.4	7.6	7.3	8.2	8.2	7.1	7.3	8.0	7.2
WFRN	Elkhart	B	1270	5.0	cp	1.00	d	Progressive Bcst Sys	56				ChrsContem	100		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WNIL	Niles	D	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
• WTRC	Elkhart	C	1340	1.0	1.00	b	Federated Media	31				1 FullService				0.0	0.0	0.0	0.0	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				0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
WHLY	South Bend	B	1580	1.0	0.50	c	Artistic Media Ptnrs	47	9912	750	c2	Adlt Stndrd	100	0.11	5.3	3.3	4.3	4.4	4.7	3.4	3.8	4.0	5.6
WDND	South Bend	B	1620	10.0	1.00	c	Artistic Media Ptnrs	98	9912		c2	Sports	200		0.8	0.7	0.7	0.6	0.0	1.0	0.9	1.6	1.6
# AM Stations -				7	# Combos -				7	AM TOTALS				15.5	11.6	12.3	13.2	12.9	11.5	12.0	13.7	14.4	
AM & FM Stations Profiled -				21	# Duopolies -				6	Total Local Commercial Share				78.4	84.7	81.0	82.3	79.0	80.3	84.7	83.4		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 172

Revenue Rank: 254

# New Bedford-Fall River, MA Market Overview



**Metro Counties / Population (000)**

Bristol, MA	260.8
	260.8

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$4,000	\$4,500	\$5,200	\$5,700	\$5,000	\$5,200
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07	
	4.0%	\$5,400	\$5,800	\$6,100	\$6,500	\$6,800	5.7%
Revenue/Retail Sales	1997 NA <sup>1/</sup>	2002 \$1.56/1,000	2007 \$1.75/1,000	<b>Est. Breakout</b>			
Revenue/Capita	\$16.04	\$19.94	\$25.54	Local	85%		
				National	15%		

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	249.3	260.8	0.9%	260.8	266.2	0.4%
Households	92.8	100.8	1.7%	100.8	104.5	0.7%
Retail Sales	NA <sup>1/</sup>	3,341.2	NA <sup>1/</sup>	3,341.2	3,880.6	3.0%
EBI <sup>2/</sup>	3,673.5	4,482.9	4.1%	4,482.9	5,509.6	4.2%

**Demographic Breakdown**

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	125.1	21.6	11.1	11.2	17.2	20.4	17.8	25.8
Women (000)	135.8	20.5	10.7	11.5	18.0	21.3	18.8	35.0
Total	260.8	42.1	21.8	22.7	35.2	41.6	36.6	60.8
Percentage	100.0%	16.1%	8.4%	8.7%	13.5%	16.0%	14.1%	23.3%
Per Capita	\$ 17,187							
				Median Household	\$ 37,513		Avg Household	\$ 44,464
Ethnic Population:	White 90.4%	Black 2.2%	Asian 1.4%				Hispanic 3.8%	

**Market Summary**

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2	5		6	7	5	12
Tot 12+	12.6	27.0		38.1	39.6	10.5	50.1
Avg 12+	6.3	5.4		6.4	5.7	2.1	4.2
Tot LCS	25.1	53.9		76.0	79.0	21.0	100.0
Avg LCS	12.6	10.8		12.7	11.3	4.2	8.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Providence-Warwick-Pawtucket.

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
												Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
• WSNE	Taunton	B	93.3	30.0	620	d	Clear Channel Comm	66	0008		Hot AC	n/a	4.8	4.5	1.1	3.0	1.9	4.8	5.1	4.7	3.1	
WHJY	Providence	B	94.1	50.0	456	d	Clear Channel Comm	66	0008		AOR	n/a	14.6	6.6	6.3	6.5	3.5	7.7	7.7	5.4	7.4	
WJFD	New Bedford	B	97.3	50.0	499		Dinls, Edmund	49			Portuguese	600	3.5	1.5	0.9	2.1	0.8	3.6	2.3	2.4	2.0	
WCTK	New Bedford	B	98.1	47.0	509	a	Hall Communications	46	6610		Country	n/a	14.8	7.2	7.2	5.9	4.3	7.4	6.3	5.8	8.9	
• WKKB	Middletown	A	100.3	1.6	656		Citadel Comm Corp	78	9806		Rock	n/a	4.6	2.1	2.3	1.8	1.9	0.3	0.6	0.2	0.0	
WWLI	Providence	B	105.1	50.0	499	b	Citadel Comm Corp	48	9707		AC	n/a	13.4	7.2	6.6	5.3	5.9	7.1	7.4	7.9	8.9	
WFHN	Fairhaven	A	107.1	6.0 cp	325	b	Citadel Comm Corp	89	0004	g1	CHR	2,875	2.17	25.5	10.5	13.5	9.2	6.5	10.1	10.0	12.2	10.6
# FM Stations -				7	# Combos -				5	FM TOTALS				81.2	39.6	37.9	33.8	24.8	41.0	39.4	38.6	40.9

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WNBH	New Bedford	C	1340	1.0	1.00		Hall Communications	21	6610			Adlt Stndrd	150	2.06	1.4	0.9	0.0	1.2	1.4	1.5	0.0	1.9	1.1
WHTB	Fall River	C	1400	1.0	1.00	c	Karam, Bob & James	48	8905	650		Portuguese	100			0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0
WBSM	New Bedford	B	1420	5.0	1.00	b	Citadel Comm Corp	49	0004		g1	Nws/Tik/Spt	925	1.24	14.4	8.4	7.8	5.0	7.0	6.0	4.3	7.7	5.7
WLKW	West Warwick	C	1450	1.0	1.00	a	Hall Communications	56	0106	See (34)		Adlt Stndrd				0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WSAR	Fall River	B	1480	5.0	5.00	c	Karam, Bob & James	21	9211	550		Nws/Tik/Spt	500	3.21	3.0	0.9	1.1	1.5	1.9	2.1	3.4	4.4	2.0
# AM Stations -				5	# Combos -				4	AM TOTALS				18.8	10.5	8.9	7.7	10.8	9.6	7.7	14.0	8.8	
AM & FM Stations Profiled -				12	# Duopolies -				4	Total Local Commercial Share				50.1	46.8	41.5	35.6	50.6	47.1	52.6	49.7		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 173

Revenue Rank: 179

# New London, CT Market Overview



### Metro Counties / Population (000)

New London, CT	260.1
	260.1

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$7,100	\$7,900	\$9,100	\$10,400	\$9,600	\$10,000	7.0%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07	
4.2%	\$10,400	\$10,800	\$11,200	\$11,900	\$12,500	4.6%	
Revenue/Retail Sales	NA <sup>1/</sup>	\$3.23/1,000	\$3.45/1,000				<b>Est. Breakout</b>
Revenue/Capita	\$28.13	\$38.45	\$47.60				Local 85%
							National 15%

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	252.4	260.1	0.6%	260.1	262.6	0.2%
Households	93.2	100.9	1.6%	100.9	103.7	0.5%
Retail Sales	NA <sup>1/</sup>	3,091.5	NA <sup>1/</sup>	3,091.5	3,625.3	3.2%
EBI <sup>2/</sup>	4,779.0	5,466.7	2.7%	5,466.7	6,714.6	4.2%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	128.5	21.0	10.9	12.4	17.2	22.2	18.8	26.0
Women (000)	131.5	20.6	10.6	10.3	16.9	22.0	18.7	32.4
Total	260.1	41.6	21.5	22.7	34.1	44.2	37.6	58.4
Percentage	100.0%	16.0%	8.3%	8.7%	13.1%	17.0%	14.4%	22.5%
Per Capita	\$ 21,021							
				Median Household	\$ 45,934		Avg Household	\$ 54,175
Ethnic Population:	White	86.4%	Black	5.5%	Asian	2.2%	Hispanic	5.4%

### Market Summary

FM Classes	Class A	Class B	Class C	Viab. FMs	All FMs	All AMs	Total
# Stations	9			8	9	2	11
Tot 12+	48.2			47.5	48.2	3.3	51.5
Avg 12+	5.4			5.9	5.4	1.7	4.7
Tot LCS	93.6			92.2	93.6	6.4	100.0
Avg LCS	10.4			11.5	10.4	3.2	9.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)																						
															Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999															
WCTY	Norwich	A	97.7	1.9	410	b	Hall Communications	68			Country	1,650	0.99	16.6	6.7	10.4	6.6	5.9	9.4	12.5	12.0	9.4															
WNLC	East Lyme	A	98.7	5.5	269	d	Hall Communications	94	9707	2,000	Adlt Stndrd	650	0.41	15.9	7.0	6.1	10.4	11.4	9.4	6.6	7.5	10.0															
WKNL	New London	A	100.9	3.0	299	d	Hall Communications	70	9503	3,500	c1	Oldies	650	0.64	10.1	6.0	4.6	5.9	4.6	8.0	5.6	4.6	6.7														
WBEA	Southold	A	101.7	5.5	341	e	AAA Entertainment	85	0010		na	Hot AC	400		0.7	0.0	0.0	1.0	1.7	1.3	1.4	0.0															
• WXLN	Stonington	A	102.3	3.0	328	c	Citadel Comm Corp	81	0004		g1	AC	725	1.32	5.5	3.7	3.2	2.4	2.3	5.2	4.0	4.4	3.3														
• WMOS	Montauk	A	104.7	6.0	315	e	Citadel Comm Corp	93	0301 p		g	Clsc Rock	975	1.32	7.4	5.4	2.5	5.2	0.0	0.0	0.0	0.0	0.0														
WQGN	Groton	A	105.5	3.0	276	c	Citadel Comm Corp	71	0004		g1	CHR	1,800	1.08	16.7	7.0	8.9	8.3	9.5	9.1	9.9	8.8	10.0														
• WBMW	Ledyard	A	106.5	3.1	459	a	Red Wolf Bcstg	92	9312		st	AC	1,900	1.17	16.2	6.0	7.5	9.3	11.8	5.2	7.3	4.9	3.3														
• WHJM	Pawcatuck	A	107.7	1.9	400	a	Red Wolf Bcstg	95	0212	3,750		Rhymc/Top4	800	1.03	7.8	5.7	3.9	4.2	5.2	4.5	5.0	7.8	6.4														
# FM Stations -														9	# Combos -														9								
															FM TOTALS														96.2	48.2	47.1	52.3	51.7	52.5	52.2	51.4	49.1

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)																																				
															Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999																													
WSUB	Groton	D	980	1.0	0.07	c	Citadel Comm Corp	58	0004		g1	News/Talk	100			1.0	0.0	0.0	0.0	0.0	1.0	0.0	1.0																												
WICH	Norwich	B	1310	5.0	5.00	b	Hall Communications	46				AC/Talk	300	0.79	3.8	2.3	2.9	1.0	1.3	1.0	2.3	1.9	2.0																												
# AM Stations -														2	# Combos -														2																						
															AM TOTALS														3.8	3.3	2.9	1.0	1.3	1.0	3.3	1.9	3.0														
AM & FM Stations Profiled -														11	# Duopolies -														4	Total Local Commercial Share														51.5	50.0	53.3	53.0	53.5	55.5	53.3	52.1

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 174

Revenue Rank: 209

# Ft. Smith, AR Market Overview



### Metro Counties / Population (000)

Crawford, AR	54.9
Sebastian, AR	116.5
Le Flore, OK	48.9
Sequoyah, OK	39.8
<b>Total</b>	<b>260.1</b>

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

<b>ESTIMATED GROSS REVENUES</b> ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$4,700	\$6,600	\$7,000	\$8,000	\$7,100	\$7,700	10.4%
***	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	8.5%	\$8,100	\$8,700	\$9,100	\$9,600	\$10,100	5.6%
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	<b>Est. Breakout</b>			
	NA <sup>1/</sup>	\$2.78/1,000	\$3.14/1,000	Local	90%		
	\$19.71	\$29.60	\$37.52	National	10%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	238.4	260.1	1.8%	260.1	269.2	0.7%
Households	90.1	99.6	2.0%	99.6	103.8	0.8%
Retail Sales	NA <sup>1/</sup>	2,766.4	NA <sup>1/</sup>	2,766.4	3,214.9	3.1%
EBI <sup>2/</sup>	3,039.3	3,790.9	4.5%	3,790.9	4,778.4	4.7%

### Demographic Breakdown

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	127.8	23.0	12.5	12.3	16.9	19.1	17.5	26.6
Women (000)	132.3	21.8	11.6	11.6	16.6	19.2	18.2	33.3
Total	260.1	44.9	24.1	23.9	33.4	38.3	35.7	59.9
Percentage	100.0%	17.2%	9.3%	9.2%	12.9%	14.7%	13.7%	23.0%
Per Capita	\$ 14,576	Median Household		\$ 30,901	Avg Household		\$ 38,044	
Ethnic Population:	White 81.2%	Black 3.7%	Asian 2.0%	Hispanic 5.3%				

### Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viab. FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	2		13	12	15	9	24
Tot 12+	4.2		67.1	67.9	71.3	9.2	80.5
Avg 12+	2.1		5.2	5.7	4.8	1.0	3.4
Tot LCS	5.2		83.4	84.3	88.6	11.4	100.0
Avg LCS	2.6		6.4	7.0	5.9	1.3	4.2

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Fayetteville-Springdale.

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)																
												Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999									
KREU	Roland	A	92.3	0.7	932	Sequoya Comm Corp	95			1	70s Oldies	175	0.78	2.9	3.1	2.5	2.3	3.3	4.1	1.6	1.2	3.5									
KPRV	Heavener	A	92.5	1.6	640	e Billy, Leroy	89				Country	50		0.4	1.1	0.7	0.0	0.0	0.0	1.2	0.7	0.0									
KISR	Fort Smith	C	93.7	100.0	1250	a Baker, Fred, et al	72			1	CHR	900	1.16	10.1	8.4	7.2	9.7	11.5	11.1	13.4	10.7	9.3									
KOLX	Barling	C2	94.5	31.0	502	f Pharis Bcstg Inc	88	0203	850	c2	Country	100			0.8	0.0	0.0	0.7	2.5	1.6	1.9	2.7									
KERX	Paris	C2	95.3	50.0 cp	459	Pearson, Max H.	81	9310		g	Clsc Rock	75		0.7	1.5	1.1	0.0	0.0	1.2	0.0	1.2	1.2									
KKBD	Sallisaw	C2	95.9	30.0	623	c Clear Channel Comm	72	0008		g	Clsc Rock	900	0.99	11.8	7.3	9.8	10.0	6.3	6.1	3.9	3.7	0.4									
KZBB	Poteau	C	97.9	100.0	2001	c Clear Channel Comm	67	0008		g	CHR	1,100	1.22	11.7	7.6	12.0	7.7	8.6	7.4	9.8	13.2	11.2									
KMAG	Fort Smith	C	99.1	100.0	1969	c Clear Channel Comm	64	0008		g	Country	1,550	1.99	10.1	8.0	7.2	9.7	12.6	10.2	13.0	10.3	11.2									
KTCS	Fort Smith	C	99.9	100.0	1919	d Big Chief Bcstg Co	64	6106		c3	Country	700	0.64	14.1	7.6	10.1	13.5	7.4	8.2	8.7	15.5	12.4									
KBBQ	Fort Smith	C2	100.7	50.0	459	b Cumulus Bcstg Inc	78	9908	1,000	nc	Oldies	575	1.27	5.9	3.8	6.5	3.5	5.2	3.7	5.5	5.2	3.5									
KLSZ	Van Buren	C2	102.7	27.5 cp	476	b Cumulus Bcstg Inc	83	9906	2,100	c1	Clsc Rock	100	0.39	3.3	2.7	2.5	3.1	4.1	2.5	5.1	3.1	5.4									
KRBK	Booneville	C2	104.7	50.0	492	f Pharis Bcstg Inc	81	9712	800		Oldies	125	1.01	1.6	2.3	1.1	1.5	4.5	0.8	0.8	1.4	3.1									
KZKZ	Greenwood	C3	106.3	15.0	397	Family Comm Inc	81	9305	5	d	2 ChrsContem	150	0.81	2.4	3.4	2.5	1.5	2.6	2.9	2.4	1.3	4.3									
KOMS	Poteau	C	107.3	100.0	1811	b Cumulus Bcstg Inc	69	9906	520	c1	Country	750	0.89	11.0	9.9	9.1	9.3	10.4	8.6	7.1	7.1	5.8									
KEZA	Fayetteville	C	107.9	100.0	1260	Clear Channel Comm	83	0008			Soft AC	n/a		4.8	3.8	1.8	6.2	3.3	5.7	3.9	3.0	4.3									
# FM Stations -														15	# Combos -		11	FM TOTALS													

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)															
												Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999								
KFSA	Fort Smith	B	950	1.0	0.50	a Baker, Fred, et al	47	8111	297	2	Religion			0.4	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
• KAYR	Van Buren	D	1060	0.5	0.00	b Cumulus Bcstg Inc	79	0003	160		Spanish				1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							
• KFPW	Fort Smith	C	1230	1.0 cp	1.00	f Pharis Bcstg Inc	30	0203		c2	Adlt Stndrd	150	0.89	2.2	1.5	2.2	1.5	0.7	2.0	2.0	1.9	2.3								
KPRV	Poteau	D	1280	1.0	0.11	e Billy, Leroy	53	8805	45		AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
KYHN	Fort Smith	B	1320	5.0	5.00	c Clear Channel Comm	47	0008		g	Nws/Tlk/Spt			1.1	2.7	1.1	0.8	0.4	0.0	0.0	0.0	0.0								
KTCS	Fort Smith	D	1410	1.0	0.00	d Blg Chief Bcstg Co	56	6106		c3	Country			1.5	0.0	2.5	0.0	0.0	0.0	0.4	0.0	0.0								
KKUZ	Sallisaw	D	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								
• KHGG	Van Buren	D	1580	1.0	0.05	f Pharis Bcstg Inc	58	9309	110		Sprts/Talk	100	0.87	1.5	0.8	1.4	1.2	0.0	1.2	0.0	0.6	0.0								
KWHN	Fort Smith	B	1650	10.0	1.00	c Clear Channel Comm	00				Nws/Tlk/Spt	200	1.00	2.6	2.7	2.5	1.9	2.6	6.1	4.3	3.6	3.1								
# AM Stations -														9	# Combos -		8	AM TOTALS												
AM & FM Stations Profiled -														24	# Duopolies -		6	Total Local Commercial Share												

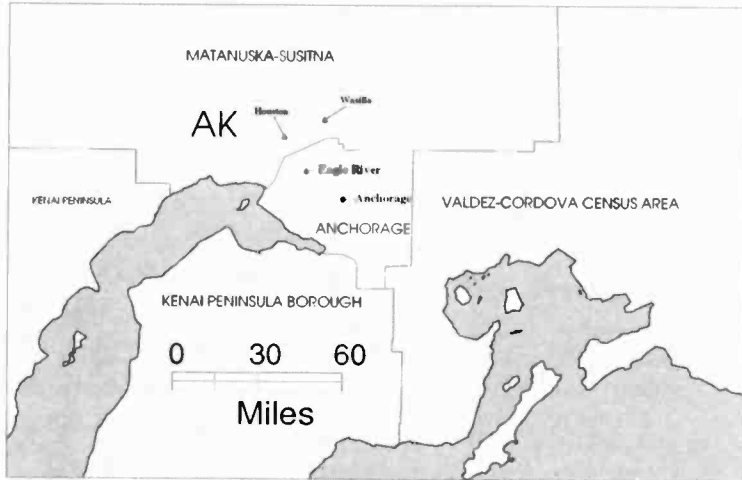
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 175

Revenue Rank: 114

# Anchorage, AK Market Overview



**Metro Counties / Population (000)**

Anchorage, AK	265.4
	265.4

**Market Radio Financials**

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

<b>ESTIMATED GROSS REVENUES</b>	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$14,800	\$15,300	\$15,900	\$18,100	\$16,600	\$17,500	3.4%
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.4%	\$18,500	\$19,700	\$20,800	\$22,000	\$23,100	5.7%
Revenue/Retail Sales	1997	2002	2007	<b>Est. Breakout</b>			
Revenue/Capita	NA <sup>1/</sup>	\$4.32/1,000	\$4.90/1,000	Local	90%		
	\$59.18	\$65.94	\$82.86	National	10%		

**Demographic and Economic Overview**

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

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	250.1	265.4	1.2%	265.4	278.8	1.0%
Households	91.6	96.8	1.1%	96.8	101.8	1.0%
Retail Sales	NA <sup>1/</sup>	4,051.3	NA <sup>1/</sup>	4,051.3	4,712.3	3.1%
EBI <sup>2/</sup>	4,905.5	7,104.3	7.7%	7,104.3	9,292.5	5.5%

**Demographic Breakdown**

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	134.1	25.9	13.3	13.4	20.2	23.7	21.0	16.5
Women (000)	131.3	25.0	12.8	12.5	19.4	23.9	20.0	17.8
Total	265.4	51.0	26.1	25.9	39.6	47.6	41.0	34.3
Percentage	100.0%	19.2%	9.8%	9.8%	14.9%	17.9%	15.4%	12.9%
Per Capita	\$ 26,770	Median Household		\$ 58,342	Avg Household		\$ 73,430	
Ethnic Population:	White 71.4%	Black 5.9%	Asian 6.8%	Hispanic 5.9%				

**Market Summary**

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viab. FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations			17	15	17	8	25
Tot 12+			68.8	68.8	68.8	15.4	84.2
Avg 12+			4.0	4.6	4.0	1.9	3.4
Tot LCS			81.7	81.7	81.7	18.3	100.0
Avg LCS			4.8	5.4	4.8	2.3	4.0

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
KQEZ	Houston	C2	92.1	10.0	cp	886 f	New NW Bcstrs	97	9909	1,300		Soft Rock	800	0.88	5.2	5.2	4.4	4.3	2.9	6.3	3.9	4.0	4.0
KFAT	Anchorage	C2	92.9	10.0	cp	886 f	New NW Bcstrs	99	9908	1,250	na	Rhymc/HpHo	950	0.75	7.2	8.0	6.9	5.0	7.2	6.6	10.9	10.4	5.0
KAFC	Anchorage	C2	93.7	27.0		663 d	Christian Bcstg, Inc	99				ChrsContem			2.5	2.5	1.9	2.3	2.9	2.5	1.0	3.2	0.0
KADX	Houston	C1	94.7	51.0	cp	371 e	Amer Radio Brokers	94				Talk	775	3.16	1.4	0.0	1.3	1.0	1.3	1.3	0.0	0.0	0.0
KRPM	Houston	C2	96.3	10.0	cp	886 f	New NW Bcstrs	99				80s Hits	400	0.65	3.5	2.8	2.5	3.3	3.9	3.5	3.9	1.0	0.0
KEAG	Anchorage	C1	97.3	100.0		594 b	MCC Radio LLC	86	9812		g3	Oldies	1,500	1.06	8.1	4.6	7.9	5.6	6.2	4.7	6.6	5.1	5.0
KLEF	Anchorage	C1	98.1	25.0		30 c	Chinook Concert Bcst	88				Classical	625	0.81	4.4	2.5	4.1	3.3	2.6	3.2	3.0	3.9	3.7
KYMG	Anchorage	C1	98.9	51.0		-151 a	Clear Channel Comm	89	0008		g	AC	1,000	1.06	5.4	6.4	3.8	5.3	4.9	7.9	8.2	4.5	5.0
KMBQ	Wasilla	C1	99.7	51.0		-157 b	KMBQ Bcstg Corp	85	0003	2,000		AC	1,025		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KBFX	Anchorage	C3	100.5	25.0		174 a	Clear Channel Comm	78	0008		g	Clsc Rock	1,200	0.99	6.9	4.6	5.0	6.6	7.2	6.6	5.3	5.8	6.0
KGOT	Anchorage	C2	101.3	26.0		-66 a	Clear Channel Comm	75	0008		g	CHR	850	0.84	5.8	5.5	5.0	4.6	6.5	6.0	5.6	6.3	11.0
• KDBZ	Anchorage	C3	102.1	23.0		82 f	New NW Bcstrs	73	9909	1,500		Modern AC	650	0.76	4.9	5.2	4.1	4.0	3.6	2.8	3.9	3.1	4.0
KMXS	Anchorage	C1	103.1	51.0	cp	7 b	MCC Radio LLC	87	9812		g3	Hot AC	1,075	1.50	4.1	2.8	3.5	3.3	4.2	2.8	3.9	7.2	6.0
KBRJ	Anchorage	C1	104.1	55.0		62 b	MCC Radio LLC	66	9812		g3	Country	1,700	1.20	8.1	5.8	6.3	7.3	6.2	6.3	7.9	6.5	7.0
KNIK	Anchorage	C1	105.7	51.0		1070	Ubik Corporation	60	9912	950		Smooth Jazz	500	0.82	3.5	4.3	3.8	2.0	3.6	4.4	3.3	4.1	5.0
KWHL	Anchorage	C1	106.5	100.0		66 b	MCC Radio LLC	82	9812		g3	Rock	1,450	1.34	6.2	3.1	5.0	5.3	5.6	4.4	4.3	7.9	10.0
KASH	Anchorage	C1	107.5	68.0		-289 a	Clear Channel Comm	85	0008		g	Country	825	0.75	6.3	5.5	5.0	5.6	5.6	4.7	5.9	4.8	5.6
# FM Stations -				17	# Combos -				15	FM TOTALS				83.5	68.8	70.5	68.8	74.4	74.0	77.6	77.8	77.3	

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
KTZN	Anchorage	B	550	5.0	5.00	a	Clear Channel Comm	48	0008		g	Sports	300	0.86	2.0	0.9	1.6	1.7	1.3	2.2	0.7	0.8	0.3
KHAR	Anchorage	B	590	5.0	5.00	b	MCC Radio LLC	61	9812		g3	Nostalgia	200	0.50	2.3	2.5	1.6	2.3	2.3	1.9	3.0	2.6	3.0
KENI	Anchorage	A	650	50.0	50.00	a	Clear Channel Comm	67	0008		g	Talk	300	0.27	6.4	6.4	3.8	7.0	4.2	5.7	4.3	5.3	6.3
KBYR	Anchorage	A	700	10.0	10.00		Cobb Comm	48	0206	270		Talk	100		0.6	2.8	0.9	0.0	1.0	0.6	0.7	1.0	0.7
KFQD	Anchorage	A	750	50.0	50.00	b	MCC Radio LLC	24	9812		g3	News/Talk	725	0.99	4.2	2.8	2.8	4.3	3.6	3.5	3.0	3.4	2.0
• KCKC	Long Island	A	840	10.0	10.00	e	Amer Radio Brokers	93				DARK			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KAXX	Eagle River	A	1020	10.0	10.00	e	Amer Radio Brokers	86	9702	150		Sports	400		0.0	0.0	0.0	0.7	0.0	0.7	0.0	0.3	
KUDO	Anchorage	A	1080	10.0	10.00	c	Chinook Concert Bcst	75	9811	135		News/Talk	150	0.86	1.0	0.0	0.6	1.0	1.0	0.6	0.0	0.5	0.3
# AM Stations -				8	# Combos -				7	AM TOTALS				16.5	15.4	11.3	16.3	14.1	14.5	12.4	13.6	12.9	
AM & FM Stations Profiled -				25	# Duopolies -				9	Total Local Commercial Share				84.2	81.8	85.1	88.5	88.5	90.0	91.4	90.2		

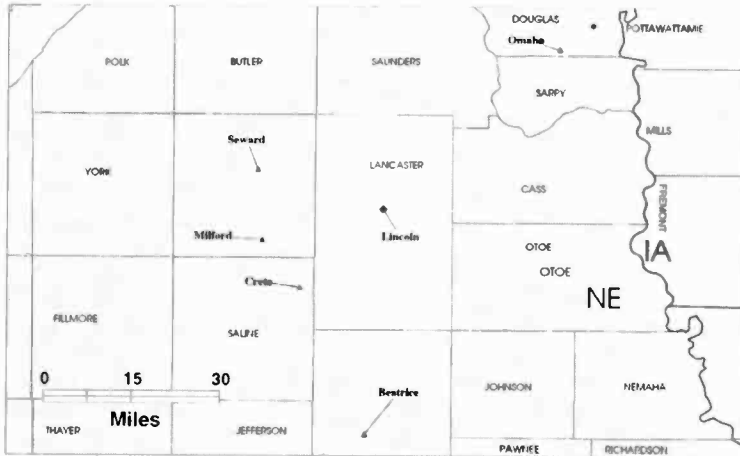
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 176

Revenue Rank: 135

# Lincoln, NE Market Overview



**Metro Counties / Population (000)**

Lancaster, NE	254.7
	254.7

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

<b>ESTIMATED GROSS REVENUES</b> ***	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$10,900	\$12,000	\$13,400	\$14,800	\$13,700	\$14,800	6.2%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	8.0%	\$15,700	\$16,800	\$17,800	\$18,800	\$19,700	6.0%
	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>			
Revenue/Retail Sales	NA <sup>1/</sup>	\$4.66/1,000	\$5.16/1,000	Local	85%		
Revenue/Capita	\$46.76	\$58.11	\$76.62	National	15%		

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	233.1	254.7	1.8%	254.7	257.1	0.2%
Households	90.1	101.3	2.4%	101.3	103.0	0.3%
Retail Sales	NA <sup>1/</sup>	3,175.4	NA <sup>1/</sup>	3,175.4	3,818.1	3.8%
EBI <sup>2/</sup>	4,296.7	4,928.8	2.8%	4,928.8	6,348.5	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)	127.0	20.2	10.2	20.6	19.8	19.0	17.1	20.0
Women (000)	127.7	19.3	10.0	19.3	17.7	18.4	17.4	25.6
Total	254.7	39.4	20.2	39.9	37.5	37.4	34.5	45.7
Percentage	100.0%	15.5%	7.9%	15.7%	14.7%	14.7%	13.6%	17.9%
Per Capita	\$ 19,355		Median Household	\$ 40,102		Avg Household	\$ 48,672	
Ethnic Population:	White 89.5%	Black 3.0%	Asian 3.1%	Hispanic 3.6%				

**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	1		10	10	11	3	14
Tot 12+	4.5		50.4	53.3	54.9	16.9	71.8
Avg 12+	4.5		5.0	5.3	5.0	5.6	5.1
Tot LCS	6.3		70.2	74.2	76.5	23.5	100.0
Avg LCS	6.3		7.0	7.4	7.0	7.8	7.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)												
												Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999					
KTGL	Beatrice	C1	92.9	100.0		810 c					Clear Channel Comm	62	0008		g	Clsc Rock	1,000	1.13	6.0	4.2	5.2	3.4	3.2	3.2	5.8	3.6	3.5
KOCH	Omaha	C	94.1	100.0		1184					Journal Bcst Group	59	9906			CHR	n/a		5.0	3.2	3.8	3.4	3.6	3.5	3.6	3.4	2.5
• KRKR	Lincoln	C2	95.1	50.0		285 d					Three Eagles Comm	75	9608		g1	Clsc Rock	700	0.93	5.1	5.1	4.2	3.1	5.0	3.2	3.3	4.6	3.9
KZKX	Seward	C1	96.9	100.0		581 c					Clear Channel Comm	76	0008		g	Country	3,500	2.46	9.6	8.0	7.3	6.5	8.2	10.3	6.2	7.9	7.0
KFGE	Milford	C1	98.1	100.0		981 b					Triad Bcstg Co	96	0005		g2	Country	950	1.26	5.1	5.8	4.2	3.1	5.3	5.3	3.3	4.9	4.9
KLTO	Lincoln	C0	101.9	100.0		1198					Waitt Radio Inc	58	0201			AC	n/a		3.4	2.6	2.4	2.4	1.8	2.1	2.2	3.2	3.5
• KFRX	Lincoln	C1	102.7	100.0		430 d			5,300	c1	Three Eagles Comm	65	9612		g	CHR	1,200	0.79	10.2	5.8	7.0	7.6	7.5	5.7	9.5	9.5	11.2
KSLI	Crete	C2	104.1	31.0		614 c				g	Clear Channel Comm	76	0008		g	CHR	300	1.01	2.0	1.6	1.4	1.4	2.1	3.2	5.1	3.6	3.2
KKUL	Lincoln	A	105.3	6.0		328 b				g2	Triad Bcstg Co	92	0005		g	Oldies	800	0.72	7.5	4.5	5.2	5.5	3.9	5.3	4.7	5.1	4.6
KIBZ	Lincoln	C1	106.3	100.0		702 a				g	Clear Channel Comm	73	0008		g	Rock	1,300	0.74	11.8	7.7	8.7	8.2	8.2	6.4	6.9	8.9	7.4
KBBK	Lincoln	C1	107.3	100.0		551 b				g2	Triad Bcstg Co	68	0005		g2	Hot AC	1,700	1.47	7.8	6.4	5.9	5.2	7.1	5.3	4.4	4.3	5.6
# FM Stations -				11	# Combos -				8	FM TOTALS				73.5	54.9	55.3	49.8	55.9	53.5	55.0	59.0	57.3					

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
• KFOR	Lincoln	C	1240	1.0	1.00	d	Three Eagles Comm	24	9612		c1	AC/Nws/Spt	1,700	0.86	13.3	9.3	9.4	9.6	11.0	9.6	10.5	8.0	9.1
KLIN	Lincoln	C	1400	0.7	0.00	b	Triad Bcstg Co	47	0005		g2	Nws/Tlk/Spt	1,200	0.72	11.3	5.4	8.0	8.2	4.3	6.4	4.7	6.0	4.6
• KLMS	Lincoln	B	1480	1.0	0.75	d	Three Eagles Comm	49	9608		g1	Sports	400	1.42	1.9	2.2	1.0	1.7	1.8	2.1	1.5	2.2	1.8
# AM Stations -				3	# Combos -				3	AM TOTALS				26.5	16.9	18.4	19.5	17.1	18.1	16.7	16.2	15.5	
AM & FM Stations Profiled -				14	# Duopolies -				5	Total Local Commercial Share				71.8	73.7	69.3	73.0	71.6	71.7	75.2	72.8		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 177

Revenue Rank: 138

# Charleston, WV Market Overview



**Metro Counties / Population (000)**

Kanawha, WV	196.5
Putnam, WV	52.8
<b>Total</b>	<b>249.3</b>

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

<b>ESTIMATED GROSS REVENUES</b> ★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$13,000	\$12,300	\$13,600	\$14,300	\$13,500	\$14,200	1.8%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	5.2%	\$15,000	\$16,100	\$16,900	\$17,900	\$18,800	5.7%
Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	<b>Est. Breakout</b>			
Revenue/Capita	NA <sup>1/</sup>	\$3.68/1,000	\$4.03/1,000	Local	85%		
	\$50.86	\$56.96	\$76.86	National	15%		

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	255.6	249.3	-0.5%	249.3	244.6	-0.4%
Households	104.0	106.1	0.4%	106.1	106.3	0.0%
Retail Sales	NA <sup>1/</sup>	3,858.7	NA <sup>1/</sup>	3,858.7	4,661.9	3.9%
EBI <sup>2/</sup>	4,002.1	4,473.6	2.3%	4,473.6	5,362.9	3.7%

**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)	119.3	18.1	9.9	10.4	15.0	18.4	19.6	27.8
Women (000)	130.0	17.2	9.4	10.5	15.6	19.7	20.5	37.1
Total	249.3	35.3	19.2	20.9	30.6	38.1	40.2	64.9
Percentage	100.0%	14.2%	7.7%	8.4%	12.3%	15.3%	16.1%	26.0%
Per Capita	\$ 17,946	Median Household		\$ 33,394	Avg Household		\$ 42,167	
Ethnic Population:	White 91.7%	Black 5.8%	Asian 0.9%	Hispanic 0.6%				

**Market Summary**

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	2	7		8	9	8	17
Tot 12+	10.1	62.1		70.5	72.2	13.8	86.0
Avg 12+	5.1	8.9		8.8	8.0	1.7	5.1
Tot LCS	11.7	72.2		82.0	84.0	16.0	100.0
Avg LCS	5.9	10.3		10.2	9.3	2.0	5.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Huntington, WV-Ashland, KY.

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
												Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999		
WZJO	Dunbar	B1	94.5	9.6	525	a	Nininger Stations	89	9604		c1	Oldies	450	0.67	4.7	4.0	4.6	3.3	3.3	2.0	3.9	5.2	3.7	
WKWS	Charleston	B	96.1	45.0	515	b	West Virginia Radio	69	9206	1,744	c3	Country	1,700	1.43	8.4	6.0	7.5	6.7	6.5	8.3	6.0	4.8	8.6	
WQBE	Charleston	B	97.5	50.0	499	a	Nininger Stations	59				Country	3,050	1.00	21.4	19.1	18.0	18.1	16.0	20.5	18.7	15.2	20.3	
WRVZ	Pocatalico	A	98.7	0.6	617	b	West Virginia Radio	94	0105	800		Urban	1,250	1.01	8.7	8.4	6.9	7.7	9.8	7.3	8.1	2.3	3.3	
WVAF	Charleston	B	99.9	50.0	430	b	West Virginia Radio	65	9307	1,600	c4	Hot AC	1,800	1.07	11.8	10.1	10.2	9.7	8.0	6.3	6.3	4.1	4.3	
• WJYP	South Charleston	A	100.9	3.0	299	c	L. M. Communications	85	0209			g1	Inspr/Lt AC	300	1.17	1.8	1.7	2.0	1.0	2.5	1.7	3.2	1.9	1.7
WVSR	Charleston	B	102.7	50.0	404	a	Nininger Stations	64	9906	2,800	c1	CHR	1,400	0.74	13.3	8.1	11.1	11.4	12.7	14.2	11.3	19.2	17.9	
WKLC	St. Albans	B	105.1	3.6	1663	c	L. M. Communications	66	8002	287	c2	AOR	1,000	0.86	8.2	7.4	7.5	6.4	8.0	5.6	7.0	10.4	6.3	
WKAZ	Miami	B	107.3	23.5	676	b	West Virginia Radio	85	9707	2,140	c5	Oldies	1,000	0.93	7.6	7.4	6.9	6.0	5.5	6.3	8.1	8.6	7.6	
# FM Stations -				9				# Combos -				9				FM TOTALS								
															85.9	72.2	74.7	70.3	72.3	72.2	72.6	71.7	73.7	

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
WCHS	Charleston	B	580	5.0	5.00	b	West Virginia Radio	27	9206		c3	Nws/Tlk/Spt	1,550	1.16	9.4	8.7	7.5	8.4	8.4	8.9	6.0	10.4	7.3
WCAW	Charleston	B	680	10.0	0.22	b	West Virginia Radio	46	9307		c4	Nostalgia	200	0.94	1.5	1.7	1.3	1.3	1.1	1.3	1.4	1.6	2.0
WVTS	Charleston	B	950	5.0	1.00	a	Nininger Stations	57	6405			Talk	150	0.66	1.6	1.7	2.0	0.7	0.7	0.0	0.7	1.4	1.7
WOKU	Hurricane	D	1080	1.0	0.00		Baker Family Stns	71	9607	20		ChrsContem				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	Sprts/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WJYP	St. Albans	D	1300	1.0	0.05	c	L. M. Communications	56	8002		c2	AOR				0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
WSCW	South Charleston	D	1410	5.0	0.00	c	L. M. Communications	63	0209		g1	Gospel	150	0.88	1.2	0.7	0.0	2.0	0.0	0.0	0.0	0.0	1.0
WSWW	Charleston	C	1490	1.0	1.00	b	West Virginia Radio	39	9707		c5	Sports	200		0.4	1.0	0.0	0.7	0.7	0.0	0.0	0.0	0.7
# AM Stations -				8				# Combos -				7				AM TOTALS							
															14.1	13.8	10.8	13.1	10.9	10.2	8.1	13.5	12.7
AM & FM Stations Profiled -				17				# Duopolies -				8				Total Local Commercial Share							
															86.0	85.5	83.4	83.2	82.4	80.7	85.2	86.4	

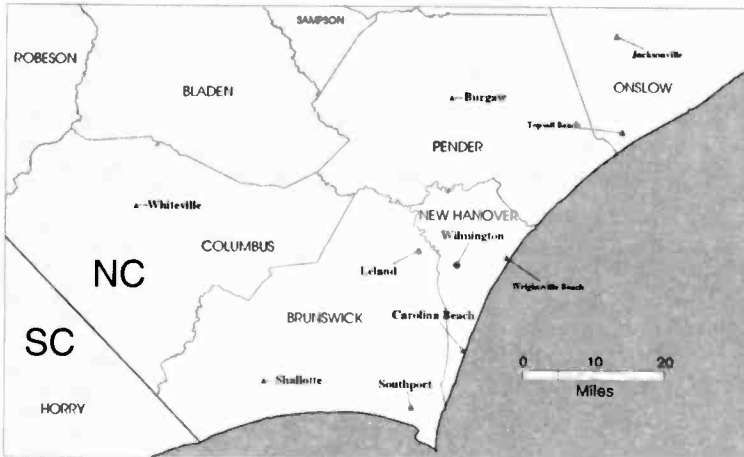
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 178

Revenue Rank: 154

# Wilmington, NC Market Overview



### Metro Counties / Population (000)

Brunswick, NC	77.5
New Hanover, NC	165.6
<b>Total</b>	<b>243.1</b>

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

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$9,300	\$9,800	\$12,000	\$12,900	\$11,700	\$12,600
Δ 01 - 02	7.7%						
***		\$13,300	\$14,100	\$14,900	\$15,700	\$16,500	Δ 02 - 07 5.5%
Revenue/Retail Sales	NA <sup>1/</sup>	\$3.12/1,000	\$3.27/1,000				<b>Est. Breakout</b>
Revenue/Capita	\$44.50	\$51.83	\$61.48				Local 85%
							National 15%

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	209.0	243.1	3.1%	243.1	268.4	2.0%
Households	83.9	103.7	4.3%	103.7	117.4	2.5%
Retail Sales	NA <sup>1/</sup>	4,041.2	NA <sup>1/</sup>	4,041.2	5,038.3	4.5%
EBI <sup>2/</sup>	2,982.9	4,245.4	7.3%	4,245.4	5,786.1	6.4%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	117.7	17.1	8.7	12.6	16.8	17.0	16.9	28.6
Women (000)	125.3	16.4	8.5	13.2	16.0	17.9	19.0	34.4
Total	243.1	33.5	17.2	25.7	32.8	34.9	35.9	63.1
Percentage	100.0%	13.8%	7.1%	10.6%	13.5%	14.3%	14.8%	25.9%
Per Capita	\$ 17,467							
				Median Household	\$ 33,050		Avg Household	\$ 40,946
Ethnic Population:	White 80.7%	Black 15.9%	Asian 0.7%				Hispanic 2.4%	

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6		11	12	17	6	23
Tot 12+	18.1		45.2	56.8	63.3	8.4	71.7
Avg 12+	3.0		4.1	4.7	3.7	1.4	3.1
Tot LCS	25.2		63.0	79.2	88.3	11.7	100.0
Avg LCS	4.2		5.7	6.6	5.2	2.0	4.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in markets 84, 127 and 210

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
												Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999		
• WDZD	Ocean Isle	A	93.5	6.0	328	Quantum Comm	99	0303 p		g	Soft AC	100	0.66	1.2	1.1	0.7	1.1	0.4	0.0	0.0	0.5	0.0		
WBNE	Wrightsville	A	93.7	6.0	328	b Sea-Comm Inc	00	0007	1,200		Clsc Rock	250	0.68	2.9	4.2	3.0	1.4	2.5	0.0	0.0	0.0	0.0		
WKXS	Leland	A	94.1	5.0	135	c Cumulus Bcstg Inc	94	9708	1,600	c2	Urban	125	0.55	1.8	1.1	1.3	1.4	2.2	3.8	2.5	2.6	3.4		
WMNX	Wilmington	C1	97.3	100.0	883	c Cumulus Bcstg Inc	70	0105		g4	Urban AC	1,425	0.97	11.7	9.5	6.1	11.4	9.1	10.5	13.1	8.5	10.3		
WAZO	Oak Island	C3	98.3	18.5	381	d Padner Group LLC	00	0205	6,800	c4	CHR	700	1.09	5.1	4.6	3.7	3.9	3.3	2.8	0.0	0.0	0.0		
WKOO	Jacksonville	C1	98.7	100.0	974	NextMedia Group	65	0008			Oldies	n/a		6.0	2.8	4.0	5.0	3.6	5.2	6.0	5.1	6.1		
• WZFX	Whiteville	C1	99.1	100.0	981	Beasley Bcst Group	62	9705	See (127)		Urban	n/a		2.3	1.4	1.7	1.8	1.8	2.4	5.0	3.4	1.9		
• WKXB	Burgaw	C1	99.9	100.0	774	b Sea-Comm Inc	64	9302	600		Rhymc/Oldes	1,700	1.98	6.8	5.6	3.4	6.8	5.8	8.0	5.0	8.9	11.4		
WWQQ	Wilmington	C2	101.3	40.0	545	c Cumulus Bcstg Inc	69	9708		g	Country	1,500	1.23	9.7	6.0	7.4	7.1	5.4	9.8	4.3	7.1	8.7		
WGNI	Wilmington	C1	102.7	100.0	981	c Cumulus Bcstg Inc	70	0105		g4	AC	2,150	1.34	12.7	5.3	10.4	8.5	8.3	5.6	7.8	8.2	8.4		
WLTT	Shallotte	C3	103.7	25.0 cp	325	f Burns Media Stratgis	77	0204	1,200	c3	Talk	100	0.26	3.0	3.2	2.4	2.1	1.4	0.7	1.4	1.4	0.8		
WZXS	Topsail Beach	C3	103.9	21.5	328	e Jacksonville-Topsail	93	9802	See (84)		Adlt Stndrd	n/a		2.5	1.8	2.4	1.4	2.5	2.4	2.1	1.3	2.3		
WRQR	Wilmington	A	104.5	3.1	449	d Padner Group LLC	94	0205		c4	AOR	1,850	2.26	6.5	6.0	5.1	4.6	6.5	4.9	8.2	7.4	6.1		
WXQR	Jacksonville	C2	105.5	19.0	794	NextMedia Group	66	0104			Clsc Rock	n/a		2.3	1.1	2.0	1.4	2.2	1.0	2.8	2.4	2.7		
WCCA	Shallotte	A	106.3	6.0	305	f Burns Media Stratgis	86	0204		c3	Country	250	0.35	5.6	3.2	4.7	3.6	1.4	1.7	2.5	2.4	1.9		
WJZY	Carolina Beach	A	106.7	5.6	341	d Ocean Bcstg LLC	96	0205	480		Smooth Jazz	375	0.85	3.5	2.5	2.4	2.8	2.9	1.4	2.1	0.8	2.3		
WSFM	Southport	C2	107.5	32.0	594	b Sea-Comm Inc	78	8710	1,300		Modern Rock	1,100	1.75	5.0	3.9	4.7	2.8	4.7	6.3	6.7	9.0	9.1		
# FM Stations -				17				# Combos - 12				FM TOTALS				88.6	63.3	65.4	67.1	64.0	66.5	69.5	69.0	75.4

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
WMFD	Wilmington	B	630	0.8 cp	1.00	d	Ocean Bcstg LLC	35	9610		c1	Sprts/Talk			1.6	0.7	1.0	1.4	0.0	0.0	0.0	0.0	0.0	1.9
WAAV	Leland	B	980	5.0	5.00	c	Cumulus Bcstg Inc	57	9708		c2	Nws/Tik/Spt	750	0.73	8.1	5.6	7.1	5.0	6.5	4.5	2.8	4.0	3.0	
WMYT	Carolina Beach	D	1180	10.0	0.00	a	Family Radio Network	89	0104		g	Span/CCtmp	100			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 Network	46	0007		na	Gospel				0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WVCB	Shallotte	D	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 Network	63	9211	35		Gospel	100	0.50	1.6	1.4	1.0	1.4	1.8	1.0	0.0	0.0	0.0	
# AM Stations -				6				# Combos - 5				AM TOTALS				11.3	8.4	9.1	7.8	8.3	5.5	2.8	4.0	4.9
AM & FM Stations Profiled -				23				# Duopolies - 8				Total Local Commercial Share				71.7	74.5	74.9	72.3	72.0	72.3	73.0	80.3	

• 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)											
												Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999				
WKGB	Conklin	A	92.5	1.5	cp	676	c	Clear Channel Comm	89	0005	20,000	d3	AOR	1,100	0.99	9.7	8.9	6.7	8.8	4.5	6.6	5.0	4.3	5.4		
WIYN	Deposit	A	94.7	0.8		643		BanJo Comm Group	91	0011		g	Oldies				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	1,800	1.05	14.9	8.9	13.4	10.2	8.6	9.6	13.0	12.3	16.4		
WAAL	Binghamton	B	99.1	7.1		1089	a	Citadel Comm Corp	54	9906		g1	Clisc Rock	1,800	1.51	10.4	8.5	7.7	8.8	7.0	10.3	7.7	10.8	14.7		
WCDW	Conklin	A	100.5	1.4		692		Equinox Bcstg Corp	94	9410	70	cp	Oldies	100	0.46	1.9	2.7	2.3	0.7	1.6	1.7	1.5	2.2	2.7		
WLTB	Johnson City	A	101.7	1.3		699		G M Broadcasting Inc	72	9309		st	AC	1,200	2.22	4.7	4.8	4.3	3.1	5.7	4.7	5.3	3.3	3.3		
WAVR	Waverly	A	102.1	4.1		400	b	WATS Bcstg Inc	74	8610	470	c1	AC	200			0.0	0.0	0.0	1.0	1.3	0.3	0.0	0.7		
• WMXW	Vestal	A	103.3	0.6		1014	c	Clear Channel Comm	89	0005		d3	AC/Oldies	1,100	0.87	11.0	8.2	8.7	8.8	5.4	6.6	7.1	6.3	4.0		
WWYL	Chenango Bridge	A	104.1	0.9		833	a	Citadel Comm Corp	96	9906		g1	CHR	100	0.16	5.6	8.5	6.4	2.4	3.5	1.0	2.2	2.1	2.7		
WMRV	Endicott	B	105.7	35.0		571	c	Clear Channel Comm	69	0005		d3	Adult CHR	1,300	0.84	13.4	6.8	8.4	12.9	17.5	15.0	17.6	14.0	14.4		
WBBI	Endwell	A	107.5	1.1		545	c	Clear Channel Comm	98	0005			Country	700	0.98	6.2	3.4	5.4	4.4	7.0	7.3	2.5	3.3	4.3		
# FM Stations -				11				# Combos -				8				FM TOTALS		77.8	60.7	63.3	60.1	61.8	64.1	62.2	58.6	68.6

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)											
												Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999				
WINR	Binghamton	B	680	5.0	0.50	c	Clear Channel Comm	46	0102	1,000		News/AdStd	350	0.80	3.8	4.1	3.0	3.1	3.2	4.0	2.5	3.5	1.7			
WATS	Sayre	D	960	5.0	0.05	b	WATS Bcstg Inc	50	8610		c1	AC				0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0			
WNBF	Binghamton	B	1290	9.3	5.00	a	Citadel Comm Corp	28	9906		g1	News/Talk	800	0.70	10.0	9.9	8.4	7.5	8.3	6.6	8.0	8.6	6.0			
WEBO	Owego	D	1330	5.0	0.05		Tioga Media	57	0008		dn	News/Jazz				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
WYOS	Binghamton	B	1360	5.0	0.50	a	Citadel Comm Corp	47	9912		sw	Oldies	650	0.99	5.7	1.0	1.3	7.8	6.7	5.6	4.3	6.4	4.0			
WENE	Endicott	B	1430	5.0	5.00	c	Clear Channel Comm	47	0005		d3	Sports	275	0.85	2.8	2.7	2.0	2.4	2.5	2.0	1.9	2.9	2.3			
# AM Stations -				6				# Combos -				5				AM TOTALS		22.3	17.7	14.7	20.8	20.7	18.2	17.0	21.4	14.0
AM & FM Stations Profiled -				17				# Duopolies -				5				Total Local Commercial Share		78.4	78.0	80.9	82.5	82.3	79.2	80.0	82.6	

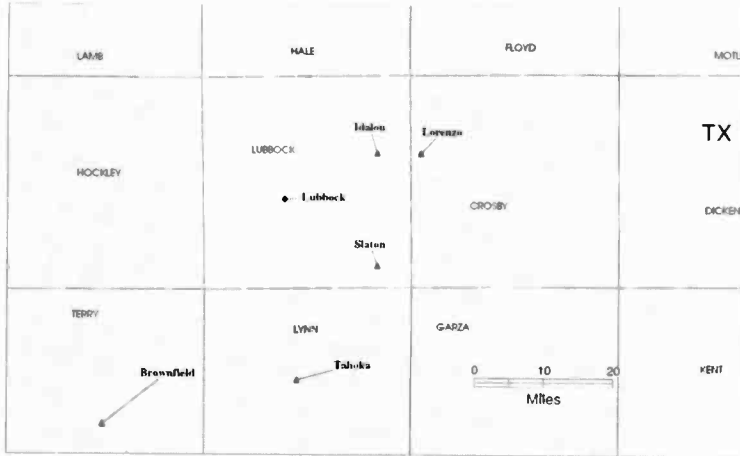
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 180

Revenue Rank: 160

# Lubbock, TX Market Overview



**Metro Counties / Population (000)**

Lubbock, TX	246.7
	246.7

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

<b>ESTIMATED GROSS REVENUES</b> ★★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$10,400	\$11,300	\$12,000	\$12,600	\$11,500	\$12,200	3.2%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	6.1%	\$12,800	\$13,700	\$14,500	\$15,300	\$16,000	5.7%
Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>			
Revenue/Capita	NA <sup>1/</sup>	\$3.34/1,000	\$3.81/1,000	Local	90%		
	\$44.39	\$49.45	\$62.28	National	10%		

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	234.3	246.7	1.0%	246.7	256.9	0.8%
Households	84.6	94.7	2.3%	94.7	100.1	1.1%
Retail Sales	NA <sup>1/</sup>	3,654.9	NA <sup>1/</sup>	3,654.9	4,196.0	2.8%
EBI <sup>2/</sup>	3,138.0	4,061.4	5.3%	4,061.4	5,106.7	4.7%

**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)	120.4	21.1	11.2	20.5	16.7	16.5	14.4	19.9
Women (000)	126.3	20.0	10.5	20.4	16.3	17.0	15.4	26.7
Total	246.7	41.1	21.7	40.9	33.0	33.5	29.9	46.6
Percentage	100.0%	16.7%	8.8%	16.6%	13.4%	13.6%	12.1%	18.9%
Per Capita	\$ 16,463		Median Household	\$ 32,420		Avg Household	\$ 42,910	
Ethnic Population:	White 73.6%	Black 7.8%	Asian 1.4%	Hispanic 28.2%				

**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	1		12	11	13	7	20
Tot 12+	1.7		73.4	72.8	75.1	11.9	87.0
Avg 12+	1.7		6.1	6.6	5.8	1.7	4.4
Tot LCS	2.0		84.4	83.7	86.3	13.7	100.0
Avg LCS	2.0		7.0	7.6	6.6	2.0	5.0

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
															Freq	Power (kW)	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000
KJAK	Slaton	C1	92.7	100.0	584	Williams Bcstg	78	8106	575		Religion	500	2.93	1.4	1.0	1.0	1.4	1.3	1.7	1.0	1.0	0.6
KXTQ	Lubbock	C1	93.7	100.0	742	c Ramar	63	9308	363	c2	Tejano	750	1.31	4.7	3.0	4.1	3.8	5.2	3.4	4.3	3.5	3.7
KFMX	Lubbock	C1	94.5	100.0	817	a Clear Channel Comm	66	0008		g	AOR	1,400	1.08	10.6	8.3	9.2	8.7	5.6	8.4	8.5	9.3	7.7
KLLL	Lubbock	C1	96.3	100.0	817	b NextMedia Group	58	0008		g3	Country	2,100	1.39	12.4	12.2	9.8	11.1	17.3	11.8	14.4	14.6	18.2
KKCL	Lorenzo	C2	98.1	36.0 cp	574	a Clear Channel Comm	87	0008		g	Oldies	1,000	0.99	8.3	8.3	6.7	7.3	6.2	6.1	6.9	7.7	6.8
KQBR	Lubbock	C1	99.5	100.0	817	a Clear Channel Comm	64	0008		g	Country	300	0.46	5.3	5.3	4.1	4.8	5.9	4.1	5.2	4.1	4.3
KMMX	Tahoka	C1	100.3	100.0	883	b NextMedia Group	87	0008		g3	AC/Varty	725	0.78	7.6	6.3	7.0	5.9	6.5	6.4	5.9	5.0	4.3
KONE	Lubbock	C1	101.1	100.0	883	b NextMedia Group	75	0008		g3	Rock	450	0.72	5.1	6.3	4.1	4.5	4.2	7.1	5.2	4.1	3.4
KZII	Lubbock	C1	102.5	100.0	817	a Clear Channel Comm	82	0008		g	CHR	2,100	1.34	12.8	15.5	13.7	8.0	9.5	11.1	10.5	11.3	9.6
KAMZ	Tahoka	C3	103.5	20.0 cp	328	Benavides, Albert	01				Mexican	300	1.02	2.4	1.3	1.6	2.4	3.6	0.0	0.0	0.0	0.0
• KLZK	Brownfield	C2	104.3	50.0	476	c Ramar	94	9904	1,025		CHR	500	0.55	7.5	3.3	5.1	7.6	5.6	7.8	8.2	7.1	8.3
KRBL	Idalou	A	105.7	5.5	328	Ramsey, Kenneth	95	9506		cp	Country	200	0.36	4.5	1.7	3.8	3.8	2.6	2.0	4.6	2.3	3.7
KEJS	Lubbock	C2	106.5	34.0	587	Barton Bcstg Co	92				Tejano	300	0.85	2.9	2.6	2.5	2.4	2.6	3.0	2.6	2.4	2.5
# FM Stations -				13	# Combos -				9	FM TOTALS				85.5	75.1	72.7	71.7	76.1	72.9	77.3	72.4	73.1

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Freq	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
KRFE	Lubbock	B	580	0.5	0.29	KRFE Radio Inc	53	9402	75		Nostalgia	175	0.72	2.0	2.0	1.6	1.7	2.0	2.0	2.0	2.7	3.1	
KFYO	Lubbock	B	790	5.0	1.00	a Clear Channel Comm	27	0008		g	Nws/Tik/Spt	675	1.13	4.9	4.3	3.8	4.5	3.9	5.4	3.6	2.7	3.1	
KJTV	Lubbock	B	950	5.0	0.50	c Ramar	46	9308		c2	News	150	1.02	1.2	1.3	1.0	1.0	0.3	0.7	1.0	0.5	0.6	
KKAM	Lubbock	C	1340	1.0	1.00	a Clear Channel Comm	55	0008		g	Sports	300	0.66	3.7	2.3	3.2	3.1	2.0	2.4	1.3	2.3	1.2	
KLFR	Lubbock	B	1420	0.5	0.50	Ballard Broadcasting	66	9103		st	Span/Chrst				1.0	0.0	0.0	0.0	0.0	0.0	1.7	1.5	
KBZO	Lubbock	B	1460	1.0	0.24	Entravision Comm Co	53	9910	2,300		Mexican	175	1.02	1.4	0.0	1.0	1.4	1.0	1.0	0.7	2.1	1.9	
• KDAV	Lubbock	B	1590	1.0	1.00	Renaissance Bcstg	47	9808	150		Oldies	75	0.44	1.4	1.0	1.6	0.7	2.3	1.0	1.6	1.5	0.9	
# AM Stations -				7	# Combos -				3	AM TOTALS				14.6	11.9	12.2	12.4	11.5	12.5	10.2	13.5	12.3	
AM & FM Stations Profiled -				20	# Duopolies -				5	Total Local Commercial Share				87.0	84.9	84.1	87.6	85.4	87.5	85.9	85.4		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 181

Revenue Rank: 150

# Columbus, GA Market Overview



**Metro Counties / Population (000)**

Chattahoochee, GA	14.6
Muscogee, GA	186.4
Russell, AL	49.6
<b>Total</b>	<b>250.6</b>

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

<b>ESTIMATED GROSS REVENUES</b> ***	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$9,700	\$10,600	\$10,700	\$12,700	\$12,000	\$13,000	5.9%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	8.3%	\$13,700	\$14,700	\$15,500	\$16,300	\$17,100	5.8%
Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>			
Revenue/Capita	NA <sup>1/</sup>	\$4.26/1,000	\$4.72/1,000	Local	87%		
	\$38.61	\$51.88	\$68.18	National	13%		

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	251.2	250.6	0.0%	250.6	250.8	0.0%
Households	88.9	92.9	0.9%	92.9	94.3	0.3%
Retail Sales	NA <sup>1/</sup>	3,048.3	NA <sup>1/</sup>	3,048.3	3,626.2	3.5%
EBI <sup>2/</sup>	3,048.2	3,643.5	3.6%	3,643.5	4,414.4	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)	123.5	22.6	11.4	18.8	18.7	17.7	14.5	19.7
Women (000)	127.2	21.9	10.9	12.8	17.4	18.7	16.3	29.0
Total	250.6	44.5	22.4	31.6	36.2	36.4	30.9	48.7
Percentage	100.0%	17.7%	8.9%	12.6%	14.4%	14.5%	12.3%	19.5%
Per Capita	\$ 14,538	Median Household		\$ 31,357	Avg Household		\$ 39,219	
Ethnic Population:	White 51.0%	Black 43.3%	Asian 1.5%	Hispanic 4.5%				

**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	4		8	11	12	6	18
Tot 12+	38.3		32.6	69.9	70.9	14.3	85.2
Avg 12+	9.6		4.1	6.4	5.9	2.4	4.7
Tot LCS	45.0		38.3	82.0	83.2	16.8	100.0
Avg LCS	11.2		4.8	7.5	6.9	2.8	5.6

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
WIOU	Eufaula	C2	92.7	39.0	551	Woodfin Group	69	9705	275		Clisc Rock	500	1.01	3.8	2.4	3.4	3.1	6.2	0.0	0.0	0.0	0.0	
• WRLD	Valley	C3	95.3	25.0 cp	328	b Archway Broadcast	93	0212 p	15,000	d1	Oldies	550	1.01	4.2	2.4	3.1	4.2	5.5	3.5	2.2	0.0	0.0	
WKZJ	Greenville	C3	95.7	3.4	876	a Davis Bcstg	95	9712	450		Urban AC	300	0.92	2.5	5.2	2.4	1.9	2.4	1.8	2.9	3.4	2.3	
WAGH	Fort Mitchell	A	98.3	6.0	328	c Clear Channel Comm	89	0204		g1	Urban AC	1,100	0.98	8.6	8.0	7.2	7.7	6.9	6.3	5.9	7.0	9.7	
• WKCN	Lumpkin	C2	99.3	50.0	492	b Archway Broadcast	92	0212 p		d1	Country	800	1.18	5.2	5.2	5.5	3.5	5.5	6.7	6.6	5.1	7.1	
WGSY	Phenix City	A	100.1	6.0	328	c Clear Channel Comm	71	0204		g1	AC	1,200	1.25	7.4	8.4	5.5	7.3	5.5	5.6	5.1	7.2	4.2	
WMRZ	Cuthbert	C3	100.7	11.5	479	Popwell Corp Gr	01				Adlt Stndrd	100	0.45	1.7	1.0	1.4	1.5	0.0	0.0	0.0	0.0	0.0	
WBFA	Smiths	A	101.3	6.0 cp	328	c Clear Channel Comm	98	0204		g1	Top 40	700	0.82	6.6	3.8	6.1	5.4	6.2	6.3	7.4	8.1	5.8	
WVRK	Columbus	C	102.9	100.0	1519	c Clear Channel Comm	46	0204		g1	Rock	1,600	1.60	7.7	6.3	6.5	6.9	5.2	7.0	6.3	6.7	6.8	
WFXE	Columbus	A	104.9	6.0	289	a Davis Bcstg	69	8605		g1	Urban	2,300	0.74	24.0	18.1	20.8	20.8	19.7	21.1	18.0	18.9	18.5	
WSTH	Alexander City	C1	106.1	86.0	1047	c Clear Channel Comm	49	0202 p	2,725	c1	Country	900	2.10	3.3	3.1	3.1	2.7	4.2	2.8	4.4	3.4	3.6	
• WCGQ	Columbus	C	107.3	100.0	1011	b Archway Broadcast	66	0212 p		d1	AC	1,250	1.78	5.4	7.0	5.8	3.5	4.2	7.0	6.6	4.4	7.8	
# FM Stations -					12	# Combos -				10	FM TOTALS				80.4	70.9	70.8	68.5	71.5	68.1	65.4	64.2	65.8

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WDAK	Columbus	B	540	5.0	0.50	c	Clear Channel Comm	40	0202 p		c1	News/Talk	200	0.81	1.9	1.4	1.4	1.9	1.0	1.1	1.1	0.8	1.0
WMLF	Columbus	D	1270	5.0	0.19	c	Clear Channel Comm	47	0204		g1	Sports	100		0.9	0.0	0.7	0.8	1.0	2.8	2.2	2.7	2.9
WOKS	Columbus	C	1340	1.0	1.00	a	Davis Bcstg	59	8605		g1	Urb/Old/Gsp	400	0.53	5.8	4.5	5.5	4.6	4.8	4.2	5.9	3.9	3.2
• WRCG	Columbus	B	1420	5.0	5.00	b	Archway Broadcast	28	0212 p		d1	Nws/Tlk/Spt	300	0.56	4.1	2.8	2.0	5.0	3.5	6.0	5.5	5.6	5.5
WPNX	Phenix	B	1460	4.0	0.14	c	Clear Channel Comm	51	0204		g1	Gospel	200	1.18	1.3	1.4	1.4	0.8	2.1	1.1	0.7	2.0	1.6
WEAM	Columbus	B	1580	2.3	1.00	a	Davis Bcstg	54	0105	400		Gospel	450	0.62	5.6	4.2	5.5	4.2	5.5	4.6	4.8	5.0	4.2
# AM Stations -					6	# Combos -				6	AM TOTALS				19.6	14.3	16.5	17.3	17.9	19.8	20.2	20.0	18.4
AM & FM Stations Profiled -					18	# Duopolies -				7	Total Local Commercial Share				85.2	87.3	85.8	89.4	87.9	85.6	84.2	84.2	

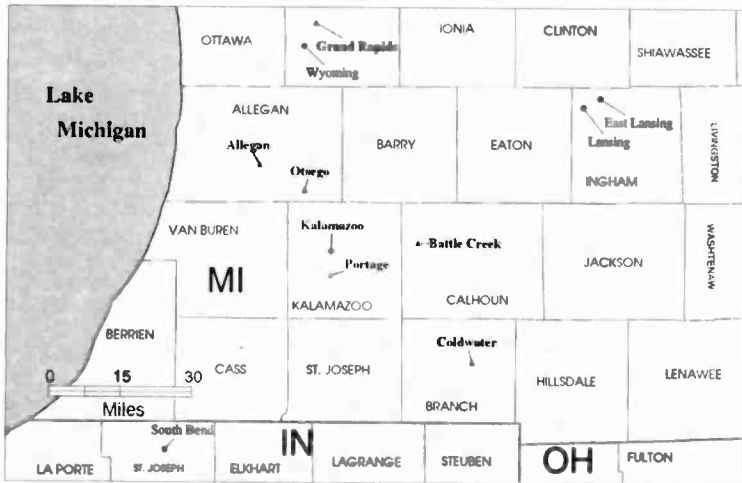
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates

Metro Rank: 182

Revenue Rank: 142

# Kalamazoo, MI Market Overview



Metro Counties / Population (000)

Kalamazoo, MI	240.3
	240.3

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

**ESTIMATED GROSS REVENUES**  
\*\*\*

<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
\$10,100	\$11,700	\$13,000	\$13,400	\$12,700	\$13,800	6.4%
<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
8.7%	\$14,500	\$15,500	\$16,400	\$17,300	\$18,100	5.7%

	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>
Revenue/Retail Sales	NA <sup>1/</sup>	\$4.97/1,000	\$5.85/1,000	Local 86%
Revenue/Capita	\$43.57	\$57.43	\$73.82	National 14%

## Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	231.8	240.3	0.7%	240.3	245.2	0.4%
Households	87.2	94.8	1.7%	94.8	98.5	0.8%
Retail Sales	NA <sup>1/</sup>	2,774.0	NA <sup>1/</sup>	2,774.0	3,096.3	2.2%
EBI <sup>2/</sup>	3,710.6	4,380.6	3.4%	4,380.6	5,352.3	4.1%

## 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)	116.0	19.3	9.9	17.9	15.7	16.8	15.9	20.5
Women (000)	124.3	18.5	9.5	19.1	15.7	17.4	17.1	27.0
Total	240.3	37.9	19.4	37.0	31.4	34.2	33.0	47.5
Percentage	100.0%	15.8%	8.1%	15.4%	13.1%	14.2%	13.7%	19.8%
Per Capita	\$ 16,698			Median Household	\$ 35,046		Avg Household	\$ 42,826
Ethnic Population:	White 84.1%		Black 10.0%		Asian 1.9%		Hispanic 2.8%	

## Market Summary

<u>FM Classes</u>	<u>Class A</u>	<u>Class B</u>	<u>Class C</u>	<u>Viabie FMs</u>	<u>All FMs</u>	<u>All AMs</u>	<u>Total</u>
# Stations	3	5		7	8	8	16
Tot 12+	10.5	36.4		45.3	46.9	17.9	64.8
Avg 12+	3.5	7.3		6.5	5.9	2.2	4.1
Tot LCS	16.2	56.2		69.9	72.4	27.6	100.0
Avg LCS	5.4	11.2		10.0	9.0	3.5	6.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Grand Rapids and Battle Creek.

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
WZUU	Allegan	A	92.3	0.9	600	b Forum	91	9707	425		Rock	250	1.13	1.6	1.6	1.5	0.7	1.9	1.9	1.9	1.3	1.5	
WBCT	Grand Rapids	B	93.7	320.0	781	Clear Channel Comm	51	9604	See (66)		Country	n/a		10.8	5.8	8.4	6.3	10.1	6.9	9.0	6.5	8.4	
WFAT	Portage	A	96.5	3.6	259	d Midwest Comm Inc	91	9505		g1	Clsc Hits	1,475	1.34	8.0	5.8	6.9	4.0	4.7	5.0	7.1	5.2	8.8	
WNWN	Coldwater	B	98.5	50.0	469	d Midwest Comm Inc	50	9505		g1	Country	950	1.03	6.7	2.3	4.7	4.4	5.0	5.8	4.1	4.0	3.4	
WQXC	Otsego	A	100.9	3.0 cp	299	b Forum	81	8303	445		Oldies	500	0.74	4.9	3.1	2.9	3.7	2.7	3.1	3.4	4.5	3.1	
WKFR	Battle Creek	B	103.3	50.0	482	c Cumulus Bcstg Inc	63	9809	14,000	d1	CHR	2,900	1.16	18.1	12.8	12.0	12.5	12.8	14.7	13.5	11.7	12.6	
WQLR	Kalamazoo	B	106.5	33.0	600	a Fairfield Bcstg Co	64	7206	150		AC	2,350	1.79	9.5	5.0	5.5	7.4	6.2	5.4	7.1	7.0	5.7	
WRKR	Portage	B	107.7	50.0	486	c Cumulus Bcstg Inc	88	9809		d1	AOR/CIRck	2,650	1.27	15.1	10.5	9.8	10.7	10.5	10.4	10.5	10.8	9.9	
# FM Stations -				8		# Combos -				7		FM TOTALS			74.7	46.9	51.7	49.7	53.9	53.2	56.6	51.0	53.4

## AM Stations

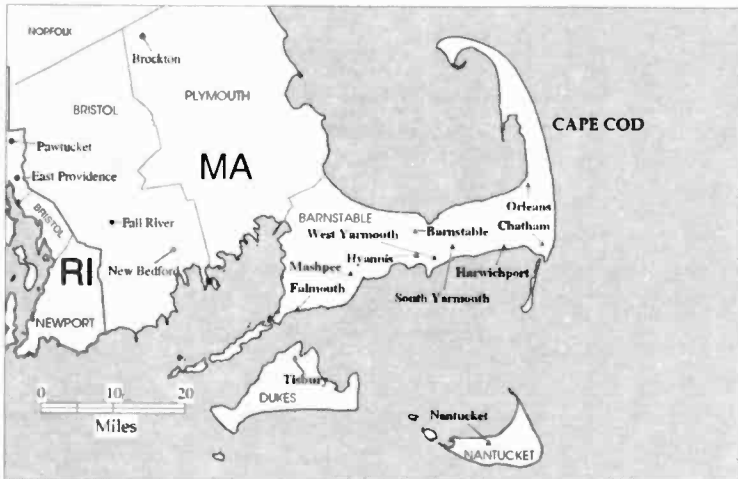
Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
WKZO	Kalamazoo	B	590	5.0	5.00	a Fairfield Bcstg Co	31	9512	900		News/Talk	1,150	1.39	6.0	4.7	4.4	3.7	3.5	5.0	3.7	6.3	3.1	
WBCK	Battle Creek	B	930	5.0	1.00	Clear Channel Comm	48	0008			News/Talk	n/a		0.5	0.8	0.7	0.0	0.4	0.4	0.0	0.9	0.4	
WAKV	Otsego	D	980	1.0	0.00	Vintage Radio Enterp	58	9808	18		Adlt Stndrd	150	0.60	1.8	0.8	1.8	0.7	0.8	0.8	1.9	1.6	1.5	
WKMI	Kalamazoo	B	1360	5.0 cp	1.00	c Cumulus Bcstg Inc	47	9809		d1	Talk	575	0.74	5.6	5.4	3.6	4.0	2.7	3.1	4.1	3.1	4.6	
WKPR	Kalamazoo	D	1420	1.0	0.00	Kuiper Stations	60				Religion	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	
WKLZ	Kalamazoo	B	1470	0.8	1.00	a Fairfield Bcstg Co	56	8506	130		Talk	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	
WNWN	Portage	D	1560	4.1	0.00	d Midwest Comm Inc	66	9505		g1	Urban AC	450	0.33	10.0	5.0	5.8	7.7	4.7	4.6	2.2	1.6	3.4	
WQSN	Kalamazoo	B	1660	10.0 cp	1.00	a Fairfield Bcstg Co	98				Sports	200	1.11	1.3	1.2	1.1	0.7	0.4	0.8	0.7	0.6	0.8	
# AM Stations -				8		# Combos -				5		AM TOTALS			25.2	17.9	17.4	16.8	12.5	14.7	12.6	14.1	14.6
AM & FM Stations Profiled -				16		# Duopolies -				4		Total Local Commercial Share			64.8	69.1	66.5	66.4	67.9	69.2	65.1	68.0	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 183

Revenue Rank: 145

# Cape Cod, MA Market Overview



**Metro Counties / Population (000)**

Barnstable, MA	228.4
	228.4

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

<b>ESTIMATED GROSS REVENUES</b> ★ ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$10,500	\$12,000	\$12,500	\$14,000	\$12,200	\$13,400	4.9%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	9.8%	\$14,100	\$14,900	\$15,800	\$16,600	\$17,500	5.5%
Revenue/Retail Sales	1997	2002	2007	<b>Est. Breakout</b>			
Revenue/Capita	NA <sup>1/</sup>	\$3.18/1,000	\$3.11/1,000	Local	90%		
	\$51.65	\$58.67	\$71.69	National	10%		

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	203.3	228.4	2.4%	228.4	244.1	1.3%
Households	85.7	98.0	2.7%	98.0	106.1	1.6%
Retail Sales	NA <sup>1/</sup>	4,208.4	NA <sup>1/</sup>	4,208.4	5,619.0	6.0%
EBI <sup>2/</sup>	3,377.7	4,652.5	6.6%	4,652.5	6,044.7	5.4%

**Demographic Breakdown**

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	108.0	15.2	8.7	6.5	10.2	16.0	16.6	34.8
Women (000)	120.4	14.2	8.2	5.7	11.2	17.6	18.3	45.2
Total	228.4	29.4	16.9	12.2	21.3	33.7	34.9	80.0
Percentage	100.0%	12.9%	7.4%	5.3%	9.3%	14.7%	15.3%	35.0%
Per Capita	\$ 20,371			Median Household	\$ 38,586		Avg Household	\$ 47,493
Ethnic Population:	White 94.0%	Black 1.9%	Asian 0.7%	Hispanic 1.4%				

**Market Summary**

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	5	7		11	12	0	12
Tot 12+	20.5	41.5		61.3	62.0	0.0	62.0
Avg 12+	4.1	5.9		5.6	5.2	0.0	5.2
Tot LCS	33.1	66.9		98.9	100.0	0.0	100.0
Avg LCS	6.6	9.6		9.0	8.3	0.0	8.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
												Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WMVY	Tisbury	A	92.7	3.0	315	Aritaur Comm Inc	81	9807	1,000		AAA	800	1.17	5.1	3.1	3.0	3.5	2.6	2.5	3.5	1.4	2.9
• WDTV	Harwich Port	A	93.5	3.0	328	a Boch Bcstg LP	89	9607	3,100	d1	Oldies			1.8	0.7	1.2	1.1	0.6	1.6	2.5	0.9	0.3
WXTK	West Yarmouth	B	95.1	50.0	262	a Boch Bcstg LP	48	9209	800	c1	News/Talk	1,200	0.79	11.4	7.7	8.4	6.4	10.2	7.5	6.0	7.3	6.4
• WRZE	Nantucket	B	96.3	32.0 cp	430	b Qantum Comm	81	0301 p	32,000	d2	CHR	1,475	1.16	9.5	6.6	6.6	5.7	6.1	8.7	6.3	7.1	5.4
WQRC	Barnstable	B	99.9	50.0	381	c Sandab Comm LP	70	9112		g	AC/News	2,475	1.37	13.5	7.7	7.8	9.5	8.6	9.7	9.5	9.9	11.5
• WTWV	Mashpee	A	101.1	6.0	272	a Boch Bcstg LP	87	9607		d1	Oldies	500	1.10	3.4	2.4	1.8	2.5	2.6	1.9	3.2	1.2	1.9
• WCIB	Falmouth	B	101.9	50.0	479	b Qantum Comm	70	0301 p		d2	AC/Sprts	1,550	1.45	8.0	4.5	4.5	5.7	4.5	6.9	6.3	6.0	6.7
• WPXC	Hyannis	A	102.9	3.1	463	b Qantum Comm	87	0301 p		d2	Rock	1,800	1.43	9.4	5.2	5.7	6.4	5.8	4.7	6.3	6.8	4.8
WOCN	South Yarmouth	A	103.9	5.5 cp	341	c Sandab Comm LP	92	9805	1,200		Nostalgia	800	0.43	13.9	9.1	11.7	6.4	7.0	9.3	8.9	9.1	7.4
WKPE	Orleans	B	104.7	36.0	459	d Charles River Bcstg	74	9908	2,800		Clsc Rock	950	0.80	8.9	2.1	4.2	7.1	4.8	4.4	3.5	4.2	4.5
• WCOD	Hyannis	B	106.1	45.0	430	a Boch Bcstg LP	67	9607		d1	Hot AC	1,200	1.47	6.1	4.5	5.1	2.8	7.7	3.4	5.4	4.1	5.8
WFCC	Chatham	B	107.5	50.0	341	d Charles River Bcstg	87	9607	1,190		Classical	600	0.49	9.1	8.4	6.9	4.9	5.8	5.9	7.6	8.1	9.0
# FM Stations -				12	# Combos -				11	FM TOTALS				100.1	62.0	66.9	62.0	66.3	66.5	69.0	66.1	66.6

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 184

Revenue Rank: 228

# Johnstown, PA Market Overview



**Metro Counties / Population (000)**

Cambria, PA	149.5
Somerset, PA	80.0
<b>Total</b>	<b>229.5</b>

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

<b>ESTIMATED GROSS REVENUES</b> ***	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$6,200	\$6,300	\$6,600	\$6,900	\$5,900	\$6,700	1.4%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	13.6%	\$7,000	\$7,500	\$7,900	\$8,300	\$8,800	5.7%
Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	<b>Est. Breakout</b>			
Revenue/Capita	NA <sup>1/</sup>	\$3.26/1,000	\$3.87/1,000	Local	82%		
	\$26.01	\$29.19	\$39.60	National	18%		

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	238.4	229.5	-0.8%	229.5	222.2	-0.6%
Households	90.8	91.3	0.1%	91.3	90.3	-0.2%
Retail Sales	NA <sup>1/</sup>	2,052.5	NA <sup>1/</sup>	2,052.5	2,274.0	2.1%
EBI <sup>2/</sup>	2,978.4	2,868.0	-0.8%	2,868.0	3,171.2	2.0%

**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)	112.1	15.6	9.5	10.4	13.8	17.0	17.5	28.4
Women (000)	117.4	15.0	9.0	9.6	12.3	16.1	16.8	38.7
Total	229.5	30.5	18.4	20.0	26.1	33.2	34.3	67.1
Percentage	100.0%	13.3%	8.0%	8.7%	11.4%	14.5%	14.9%	29.3%
Per Capita	\$ 12,494	Median Household		\$ 25,823	Avg Household		\$ 31,412	
Ethnic Population:	White 96.1%	Black 2.5%	Asian 0.4%	Hispanic 0.9%				

**Market Summary**

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	7	4		7	11	10	21
Tot 12+	24.3	37.4		56.9	61.7	6.5	68.2
Avg 12+	3.5	9.4		8.1	5.6	0.7	3.2
Tot LCS	35.6	54.8		83.4	90.5	9.5	100.0
Avg LCS	5.1	13.7		11.9	8.2	1.0	4.8

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Altoona.

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
WQKK	Johnstown	A	92.1	0.6	1043	d	Dame Broadcasting	62	0004		g2	Rock	475	0.72	9.9	6.6	6.2	7.3	4.5	6.5	6.8	7.3	7.8
WQZS	Meyersdale	A	93.3	0.6	965		Wahl, Roger & Helen	91				Oldies	350	1.63	3.2	2.8	1.5	3.0	3.5	3.3	2.8	2.1	1.3
• WHPA	Barnesboro	A	93.5	1.3	499	e	Vernal Enterprises	99				Clsc Hits	50			0.0	0.0	0.0	0.0	0.7	1.5	2.0	0.0
WBXQ	Cresson	A	94.7	1.0	794		Sounds Good Inc	81				Clsc Rock	n/a		1.2	0.3	0.9	0.7	0.6	1.6	0.9	1.8	2.0
WKYE	Johnstown	B	95.5	57.0	1060	b	Forever Bcstg Inc	49	9709		st	AC	1,975	1.88	15.7	11.1	10.5	11.0	11.0	12.4	13.2	11.2	15.7
WMTZ	Johnstown	B	96.5	50.0	489	a	Clear Channel Comm	73	9906		g1	Country	1,400	0.92	22.6	16.3	14.9	15.9	9.4	13.1	12.9	15.2	16.3
WUZY	Somerset	A	97.7	3.5	430	b	Forever Bcstg Inc	66	9709		st	Clsc Hits	225	0.60	5.6	3.5	3.7	4.0	1.9	2.0	5.5	3.1	3.3
WGLU	Ebensburg	B	99.1	50.0	499	d	Dame Broadcasting	74	0004		g2	CHR	650	0.73	13.2	8.3	8.4	9.6	10.6	11.4	8.6	9.1	10.1
WCCL	Central City	A	101.7	0.7	643	d	Dame Broadcasting	72	0012	1,800	c1	Oldies	375	0.48	11.7	7.6	7.7	8.3	9.4	3.9	4.3	3.8	5.6
WFRB	Frostburg	B	105.3	13.5	958	c	Dix Communications	65	9705	3,325	c4	Country	200	0.96	3.1	1.7	1.9	2.3	1.6	2.3	1.2	1.9	1.0
WUZI	Portage	A	105.7	3.0	322	b	Forever Bcstg Inc	90	9801	325	c2	Clsc Hits	375	1.14	4.9	3.5	2.8	4.0	4.5	4.2	4.3	0.0	0.0
# FM Stations -				11		# Combos -				9		FM TOTALS		91.1	61.7	58.5	66.1	57.0	61.4	62.0	57.5	63.1	

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
WFRB	Frostburg	D	560	5.0	0.00	c	Dlx Communications	58	9705		c4	Country				0.0	0.0	0.0	0.6	0.0	0.0	0.7	0.0
• WFJY	Wilkesburg	D	660	0.2 cp	0.00		Langer Bcstg Corp	60	9806	25		Clsc Hits				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WLYE	Johnstown	B	850	10.0	10.00	b	Forever Bcstg Inc	25	9708		st	Country	75		0.7	2.8	0.6	0.3	1.0	1.6	3.7	1.8	2.3
WNCC	Barnesboro	D	950	0.5	0.00	e	Cambria Radiowerks	50	0208	320	c3	Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WVSC	Somerset	D	990	10.0	0.10	b	Forever Bcstg Inc	51	9708		st	Country	25			0.3	0.0	0.0	0.0	1.6	0.9	0.0	0.7
• WCRO	Johnstown	C	1230	1.0	1.00		Johnstown School Dst	47	9902	85		Adlt Stndrd	100	0.29	5.2	1.7	4.3	2.7	3.9	1.0	3.1	1.8	0.0
WYSN	Somerset	D	1330	5.0	0.04	d	Dame Broadcasting	81	0012		c1	Talk	25		0.7	0.3	0.0	1.0	1.6	0.7	1.5	1.8	2.3
WBZV	Loretto	C	1400	1.0	1.00		Penn Radiowerks	63	0006	160		Nws/Tlk/Spt	225			0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0
WNTJ	Johnstown	C	1490	1.0	1.00	a	Clear Channel Comm	46	9906		g1	Nws/Tlk/Spt	125	0.81	2.3	1.4	1.5	1.7	2.3	1.6	1.8	1.4	0.7
WRDD	Ebensburg	D	1580	1.0	0.00	e	Cambria Radiowerks	61	0208		c3	Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -				10		# Combos -				7		AM TOTALS		8.9	6.5	6.4	5.7	9.4	6.8	11.0	7.5	6.0	
AM & FM Stations Profited -				21		# Duopolies -				5		Total Local Commercial Share		68.2	64.9	71.8	66.4	68.2	73.0	65.0	69.1		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 185

Revenue Rank: 224

# Tupelo, MS Market Overview



### Metro Counties / Population (000)

Chickasaw, MS	19.6
Itawamba, MS	23.1
Lee, MS	76.6
Monroe, MS	38.1
Pontotoc, MS	27.5
Prentiss, MS	25.7
Union, MS	25.8
<b>Total</b>	<b>236.4</b>

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

<b>ESTIMATED GROSS REVENUES</b> ★ ★	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>Δ 97 - 02</b>
	\$5,600	\$5,400	\$6,200	\$7,200	\$6,000	\$6,900	4.1%
	<b>Δ 01 - 02</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>Δ 02 - 07</b>
	15.0%	\$7,200	\$7,700	\$8,100	\$8,600	\$9,000	5.6%
<b>Revenue/Retail Sales</b>	<b>1997</b>	<b>2002</b>	<b>2007</b>	<b>Est. Breakout</b>			
<b>Revenue/Capita</b>	NA <sup>1/</sup>	\$2.78/1,000	\$2.95/1,000	Local	70%		
	\$25.19	\$29.19	\$37.25	National	30%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<b>1997</b>	<b>2002</b>	<b>Growth Rate</b>	<b>2002</b>	<b>2007</b>	<b>Growth Rate</b>
MSA Population	222.3	236.4	1.2%	236.4	241.6	0.4%
Households	83.7	91.1	1.7%	91.1	94.5	0.7%
Retail Sales	NA <sup>1/</sup>	2,483.9	NA <sup>1/</sup>	2,483.9	3,050.9	4.2%
EBI <sup>2/</sup>	2,837.6	3,384.3	3.6%	3,384.3	4,229.8	4.6%

### Demographic Breakdown

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	113.5	21.2	11.2	11.0	15.3	16.7	15.4	22.6
Women (000)	123.0	20.2	10.5	11.3	16.1	17.6	16.0	31.3
<b>Total</b>	<b>236.4</b>	<b>41.4</b>	<b>21.7</b>	<b>22.3</b>	<b>31.5</b>	<b>34.3</b>	<b>31.4</b>	<b>53.9</b>
Percentage	100.0%	17.5%	9.2%	9.4%	13.3%	14.5%	13.3%	22.8%
Per Capita	\$ 14,314	Median Household		\$ 30,321	Avg Household		\$ 37,137	
Ethnic Population:	White 76.5%	Black 21.9%	Asian 0.3%	Hispanic 1.4%				

### Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	7		12	10	19	10	29
Tot 12+	22.1		52.5	64.2	74.6	2.4	77.0
Avg 12+	3.2		4.4	6.4	3.9	0.2	2.7
Tot LCS	28.7		68.2	83.4	96.9	3.1	100.0
Avg LCS	4.1		5.7	8.3	5.1	0.3	3.4

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Columbus-Starkville-West Point

FM Stations														ARB 12+ Metro Shares (see rights)									
Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
			Freq	(kW)									Revenue (000)1/	Power Ratio									
WUMS	University	A	92.1	2.9	476		Std Med Ctr Univ MS	89				Alternative			0.5	0.0	0.8	0.0	0.0	0.8	0.7	0.0	0.0
WESE	Baldwyn	A	92.5	5.4	328	e	Clear Channel Comm	80	0101		sw	Urban	500	0.58	12.4	10.9	9.7	9.4	9.4	8.4	11.1	10.3	9.2
WSYE	Houston	C	93.3	100.0	1805		Dowdy & Dowdy	68	9910	3,100		AC	600	1.19	7.3	3.2	6.2	5.1	5.9	4.2	4.8	7.0	6.2
• WXRZ	Corinth	C3	94.3	25.0	328		TeleSouth Comm Inc	67	0211 p		g	Oldies	100	0.91	1.6	1.2	1.6	0.8	0.0	0.8	1.5	0.0	0.0
WCMR	Bruce	A	94.5	5.1	358		Humphrey,R &	94				Country			0.5	0.4	0.4	0.4	0.4	0.0	0.0	0.3	0.0
WKOR	Columbus	C2	94.9	50.0 cp	361	f	Cumulus Bcstg Inc	92	0204			Country	n/a		0.8	1.2	0.0	1.2	0.8	0.4	0.7	0.5	0.0
WAFM	Amory	A	95.3	6.0	272	a	Stanford Comm Inc	74	9208	85	c2	Oldies	175	0.87	2.9	1.6	1.6	2.8	1.6	2.7	1.9	1.5	0.8
WCNA	Potts Camp	C3	95.9	14.0	436	b	Air South Radio Inc	95				Clsc Rock	400	2.07	2.8	1.6	1.9	2.4	1.6	0.8	0.4	0.8	1.2
WSEL	Pontotoc	A	96.7	3.0	299	c	Tupelo Comm	66	8905	323	c4	Gospel	300	1.21	3.6	2.0	2.7	2.8	1.6	2.7	2.6	1.7	0.8
WWMS	Oxford	C1	97.5	100.0	981	d	San-Dow Bcstg Inc	69	8505			Country	700	1.54	6.6	5.7	5.4	4.7	5.5	8.8	6.3	8.2	6.9
WZLQ	Tupelo	C1	98.5	100.0	981	d	San-Dow Bcstg Inc	68	9312	890	c5	Hot AC	450	1.42	4.6	4.0	2.7	4.3	4.7	5.4	5.2	5.6	5.4
WBIP	Booneville	A	99.3	6.0	299	e	Clear Channel Comm	76	0110	700		Gospel	375	0.92	5.9	3.6	3.9	5.1	3.5	3.4	4.4	2.4	3.8
WSMS	Artesia	C2	99.9	47.0	505		Cumulus Bcstg Inc	85	0204		g1	Rock	300	0.69	6.3	5.7	5.4	4.3	5.9	8.0	9.3	8.2	8.5
WFTA	Fulton	C2	101.9	50.0	479	b	Air South Radio Inc	76				AC	350	0.91	5.6	3.2	3.5	5.1	5.5	2.3	4.4	2.8	3.1
WKZU	Ripley	A	102.3	3.5 cp	433		Kudzu	79	9808	400		Country	100	0.56	2.6	3.6	1.6	2.4	2.0	3.1	1.5	1.5	0.4
WACR	Columbus	C2	103.9	50.0	492	T	W Comm Inc	78				Urban AC	n/a		2.1	0.8	1.6	1.6	1.2	1.5	1.9	2.3	1.2
WWKZ	Aberdeen	C2	105.3	27.5	673	e	Clear Channel Comm	75	0101		sw	CHR	1,100	1.19	13.4	13.4	11.3	9.4	10.2	8.4	6.3	6.9	9.6
WMXU	Starkville	C2	106.1	40.0	502	f	Cumulus Bcstg Inc	68	0204			Urban	n/a		1.7	1.6	1.9	0.8	2.0	2.7	1.5	2.3	1.5
WWZD	New Albany	C2	106.7	28.0	656	e	Clear Channel Comm	86	0101		sw	Country	1,200	1.16	15.0	10.9	12.1	11.0	12.6	11.1	12.6	12.4	11.5
# FM Stations -					19	# Combos -					12	FM TOTALS			96.2	74.6	74.3	73.6	74.4	75.5	77.1	74.7	70.1

AM Stations														ARB 12+ Metro Shares (see rights)									
Calls	City of License	FCC Class	Day Power		Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
			Freq	(kW)									Revenue (000)1/	Power Ratio									
WELO	Tupelo	D	580	0.8	0.10	d	San-Dow Bcstg Inc	44	9312		c5	Nostalgia			0.3	0.0	0.0	0.4	1.2	0.8	0.4	0.0	0.0
WCPC	Houston	B	940	50.0	0.25		WCPC Bcstg	55				Cntry/Gospl	50	0.56	1.3	1.2	0.8	1.2	2.0	2.3	0.4	1.7	1.2
• WKMQ	Tupelo	D	1060	1.0	0.00	e	Clear Channel Comm	44	0101		sw	News/Talk	100	1.45	1.0	1.2	0.8	0.8	0.0	0.0	0.0	0.3	1.5
WWZQ	Aberdeen	C	1240	1.0	1.00	a	Stanford Comm Inc	52	0001			News/Sprts			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WFTO	Fulton	D	1330	5.0	0.00	b	Air South Radio Inc	67				DARK			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WBIP	Booneville	C	1400	1.0	1.00		Community Bctg of MS	50	9509		c6	Sprts/Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WSEL	Pontotoc	D	1440	1.0	0.07	c	Tupelo Comm	62	8905		c4	Gospel			0.0	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		Oldies			0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0
WTUP	Tupelo	C	1490	1.0	1.00	e	Clear Channel Comm	53	0101		sw	Sprts/Talk	50		0.5	0.0	0.8	0.0	0.0	0.4	0.7	1.3	1.2
WAMY	Amory	D	1580	1.0	0.02	a	Stanford Comm Inc	55	9208		c2	Nws/Tlk/Spt			0.8	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -					10	# Combos -					7	AM TOTALS			3.9	2.4	3.6	2.4	3.2	4.3	1.5	3.3	3.9
AM & FM Stations Profiled -					29	# Duopolies -					7	Total Local Commercial Share			77.0	77.9	76.0	77.6	79.8	78.6	78.0	74.0	

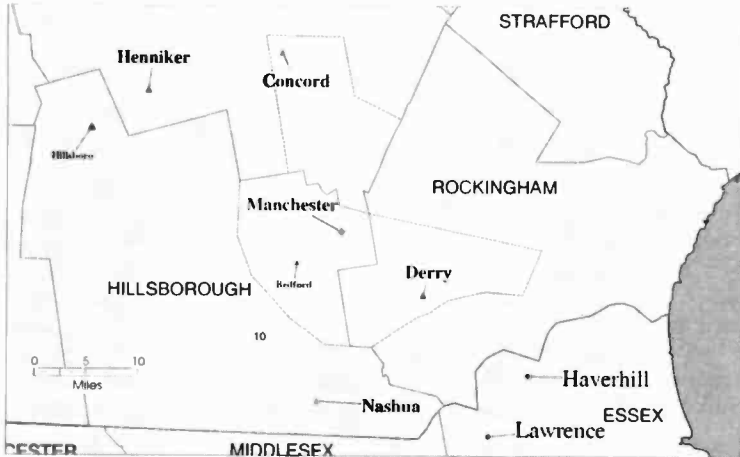
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 186

Revenue Rank: 103

# Manchester, NH Market Overview



### Metro Counties / Population (000)

Hillsborough, NH	145.2
Merrimack, NH	28.0
Rockingham, NH	59.3
<b>Total</b>	<b>232.5</b>

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$15,000	\$15,900	\$16,900	\$19,000	\$18,500	\$20,100	6.0%
★ ★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	8.6%	\$21,200	\$22,700	\$23,900	\$25,200	\$26,500	5.7%
Revenue/Retail Sales	1997 NA <sup>1/</sup>	2002 \$4.45/1,000	2007 \$4.31/1,000			Est. Breakout	
Revenue/Capita	\$70.85	\$86.45	\$106.17			Local	80%
						National	20%

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	211.7	232.5	1.9%	232.5	249.6	1.4%
Households	78.6	88.5	2.4%	88.5	96.1	1.7%
Retail Sales	NA <sup>1/</sup>	4,521.7	NA <sup>1/</sup>	4,521.7	6,143.5	6.3%
EBI <sup>2/</sup>	3,964.9	5,430.8	6.5%	5,430.8	7,353.5	6.2%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	114.6	20.4	10.7	8.8	15.4	21.1	17.9	20.5
Women (000)	118.0	19.4	10.2	8.6	15.6	21.1	17.8	25.3
Total	232.5	39.8	20.8	17.4	30.9	42.2	35.7	45.7
Percentage	100.0%	17.1%	9.0%	7.5%	13.3%	18.1%	15.4%	19.7%
Per Capita	\$ 23,355	Median Household		\$ 50,967	Avg Household		\$ 61,354	
Ethnic Population:	White 94.7%	Black 1.1%	Asian 1.8%	Hispanic 2.6%				

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	7	2		4	9	8	17
Tot 12+	11.3	26.9		35.5	38.2	7.9	46.1
Avg 12+	1.6	13.5		8.9	4.2	1.0	2.7
Tot LCS	24.5	58.4		77.0	82.9	17.1	100.0
Avg LCS	3.5	29.2		19.3	9.2	2.1	5.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Boston & Portsmouth-Dover-Rochester.

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
WNHI	Belmont	A	93.3	0.3	1020	c	Vox Media Corp	96	0001	3,600	d3	Clisc Rock	400	1.66	1.2	0.4	1.1	0.0	0.4	1.1	0.0	0.4	0.4
WZID	Manchester	B	95.7	14.5	925	b	Saga Comm Inc	48	9011		g1	AC	7,750	0.94	41.0	17.9	18.0	18.9	21.7	20.5	16.8	19.7	21.5
WQLL	Bedford	A	96.5	0.7	935	b	Saga Comm Inc	96	9711	3,300		Oldies	1,400	0.87	8.0	6.8	4.0	3.2	5.1	4.5	4.6	3.4	3.2
WNNH	Henniker	A	99.1	2.8	479	e	Tele-Media Bcstg Co	89	0006	2,500		Oldies	900	3.73	1.2	0.4	0.4	0.7	0.7	1.1	0.8	0.5	0.7
WGIR	Manchester	B	101.1	11.5	1027	a	Clear Channel Comm	63	0008		g	Rock	4,900	1.40	17.4	9.0	8.6	7.1	10.1	8.6	9.5	9.7	10.6
WOTX	Concord	A	102.3	3.0	285	c	Vox Media Corp	72	9906	1,500	c3	Country	450	0.80	2.8	0.4	1.4	1.1	0.4	1.1	0.8	0.0	0.0
WJYY	Concord	A	105.5	1.6	456	c	Vox Media Corp	83	0001		d3	Hot AC	800	0.78	5.1	1.8	1.8	2.8	2.9	2.2	1.9	3.6	1.8
WHOB	Nashua	A	106.3	1.0	541	e	Tele-Media Bcstg Co	87	0007	5,000		Hot AC	1,175	1.46	4.0	1.1	1.8	1.8	2.5	2.2	1.5	1.5	1.1
WTPL	Hillsboro	A	107.7	0.6	738	c	Vox Media Corp	89	9911		d3	Nws/Tlk/Spt	50		0.4	0.4	0.4	0.0	0.0	0.4	0.0	0.2	0.4
# FM Stations -				9				# Combos -				9				FM TOTALS							
															81.1	38.2	37.5	35.6	43.8	41.7	35.9	39.0	39.7

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
WGIR	Manchester	B	610	5.0	1.00	a	Clear Channel Comm	41	0008		g	News/Talk	1,000	0.62	8.0	2.9	2.9	4.3	2.9	2.2	5.0	5.2	3.5
WOTW	Nashua	D	900	0.9	0.00		Anastos Bcst Group	91	0108		g	News/Talk				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 Corp	66				Nostalgia	425			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	170		News/Talk	200	0.62	1.6	0.0	0.0	1.4	0.0	0.7	0.8	1.0	0.0
WDER	Derry	B	1320	10.0	1.00		Blount Comm Group	83	0009	793		Christian	250	1.04	1.2	0.7	0.7	0.4	0.0	0.0	0.4	0.3	0.0
WFEA	Manchester	B	1370	5.0	5.00	b	Saga Comm Inc	32	9011		g1	Adlt Strndr	350	0.23	7.6	4.3	3.6	3.2	2.9	3.7	4.6	3.7	4.2
WKXL	Concord	C	1450	1.0	1.00	c	Embro Comm LLC	46	0208 p	370		Nws/Tlk/Spt	50		0.4	0.0	0.4	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
# AM Stations -				8				# Combos -				3				AM TOTALS							
															18.8	7.9	7.6	9.3	5.8	6.6	10.8	10.2	7.7
AM & FM Stations Profiled -				17				# Duopolies -				4				Total Local Commercial Share							
															46.1	45.1	44.9	49.6	48.3	46.7	49.2	47.4	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 187

Revenue Rank: 155

# Green Bay, WI Market Overview



**Metro Counties / Population (000)**

Brown, WI	231.3
	231.3

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

<b>ESTIMATED GROSS REVENUES</b> ★ ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$10,500	\$11,700	\$12,400	\$12,700	\$12,300	\$12,500	3.5%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	1.6%	\$13,200	\$14,100	\$14,900	\$15,700	\$16,500	5.8%

Revenue/Retail Sales	1997	2002	2007	<b>Est. Breakout</b>
Revenue/Capita	NA <sup>1/</sup>	\$3.68/1,000	\$3.93/1,000	Local 95%
	\$48.97	\$54.04	\$67.85	National 5%

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	214.4	231.3	1.5%	231.3	243.2	1.0%
Households	80.3	89.7	2.2%	89.7	96.1	1.4%
Retail Sales	NA <sup>1/</sup>	3,399.3	NA <sup>1/</sup>	3,399.3	4,201.0	4.3%
EBI <sup>2/</sup>	3,466.1	4,274.8	4.3%	4,274.8	5,657.8	5.8%

**Demographic Breakdown**

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	114.9	20.2	10.5	12.5	17.3	19.4	16.1	18.9
Women (000)	116.4	19.1	10.2	12.1	15.9	18.9	16.0	24.2
Total	231.3	39.3	20.7	24.6	33.1	38.3	32.1	43.1
Percentage	100.0%	17.0%	8.9%	10.6%	14.3%	16.6%	13.9%	18.6%
Per Capita	\$ 18,485		Median Household	\$ 40,195		Avg Household	\$ 47,669	
Ethnic Population:	White 90.5%	Black 1.2%	Asian 2.4%			Hispanic 4.3%		

**Market Summary**

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viab. FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	1		11	11	12	3	15
Tot 12+	0.4		64.2	64.2	64.6	12.2	76.8
Avg 12+	0.4		5.8	5.8	5.4	4.1	5.1
Tot LCS	0.5		83.6	83.6	84.1	15.9	100.0
Avg LCS	0.5		7.6	7.6	7.0	5.3	6.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# Competitive Overview

Some stations also rated in Appleton-Oshkosh.

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
												Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
• WAUN	Kewaunee	A	92.7	6.0	328	Magnum Radio Inc	73	9901	105		Country	100	0.62	1.3	0.4	1.0	1.1	0.0	1.3	0.4	0.0	0.0
WOZZ	New London	C2	93.5	50.0	492	a Midwest Comm Inc	67	9307			Clsc Rock	n/a		4.6	2.2	4.5	2.8	3.2	3.3	2.6	4.3	3.9
WZOR	Mishicot	C3	94.7	21.5	354	d Woodward Comm Inc	94	0003	2,100		Rock	425	0.97	3.5	3.0	2.4	3.2	4.3	2.3	4.1	1.5	1.8
WKSZ	De Pere	C3	95.9	4.5	774	d Woodward Comm Inc	84	9510	2,265		Top 40	950	1.01	7.5	4.5	4.8	7.1	6.8	6.0	7.4	6.6	4.6
WQLH	Green Bay	C1	98.5	100.0	499	c Cumulus Bcstg Inc	67	0207	6,000	c1	CHR	2,100	1.70	9.9	7.4	8.3	7.5	6.5	5.0	6.7	5.1	3.2
WLYD	Sturgeon Bay	C2	99.7	46.0	512	b Midwest Comm Inc	82	9306		g	Top 40	625	1.52	3.3	6.3	4.1	1.1	3.9	2.3	3.7	3.3	5.7
WNCY	Neenah-Menash	C2	100.3	45.0	489	b Midwest Comm Inc	77	9702			Country	n/a		14.9	11.9	13.4	10.3	11.8	10.4	10.4	10.1	7.5
WIXX	Green Bay	C	101.1	100.0	1079	b Midwest Comm Inc	60				CHR	3,800	2.08	14.6	10.8	11.0	12.1	11.1	13.7	12.6	14.5	14.6
WOGB	Kaukauna	C3	103.1	3.6	879	c Cumulus Bcstg Inc	96	9709		d1	Oldies	1,300	0.87	11.9	7.4	9.3	9.6	6.5	6.7	7.8	5.4	7.9
• WAPL	Appleton	C	105.7	100.0	1175	Woodward Comm Inc	65	7506			Clsc Rock	n/a		6.4	3.3	5.5	4.6	5.4	7.0	5.9	6.9	8.9
WJLW	Allouez	C3	106.7	25.0	328	c Cumulus Bcstg Inc	96	9810	2,500		Clsc Rock	350	0.76	3.7	4.1	3.4	2.5	3.6	5.0	4.1	6.5	5.7
• WXWX	Brillion	C3	107.5	3.6	879	c Cumulus Bcstg Inc	92	9809	2,065		Rock	500	0.95	4.2	3.3	3.1	3.6	2.2	3.0	3.0	5.0	4.3
# FM Stations -				12	# Combos -				9	FM TOTALS				85.8	64.6	70.8	65.5	65.3	66.0	68.7	69.2	68.1

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
												Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WGEE	Green Bay	B	1360	5.0	5.00	b Midwest Comm Inc	25	7506			News/Info	950	1.27	6.0	4.8	3.8	5.7	5.0	5.4	5.9	3.4	6.4
WDUZ	Green Bay	C	1400	1.0	1.00	c Cumulus Bcstg Inc	47	0207		c1	Sports	900	1.41	5.1	4.8	3.1	5.0	2.5	4.3	2.6	2.6	3.2
WNFL	Green Bay	B	1440	5.0	0.50	b Midwest Comm Inc	47	9702		sw	Nws/Tik/Spt	475	1.23	3.1	2.6	2.1	2.8	2.9	2.3	2.2	5.8	3.6
# AM Stations -				3	# Combos -				3	AM TOTALS				14.2	12.2	9.0	13.5	10.4	12.0	10.7	11.8	13.2
AM & FM Stations Profiled -				15	# Duopolies -				6	Total Local Commercial Share				76.8	79.8	79.0	75.7	78.0	79.4	81.0	81.3	

Docket 80-90 Allocations: 104.3, A, Seymour

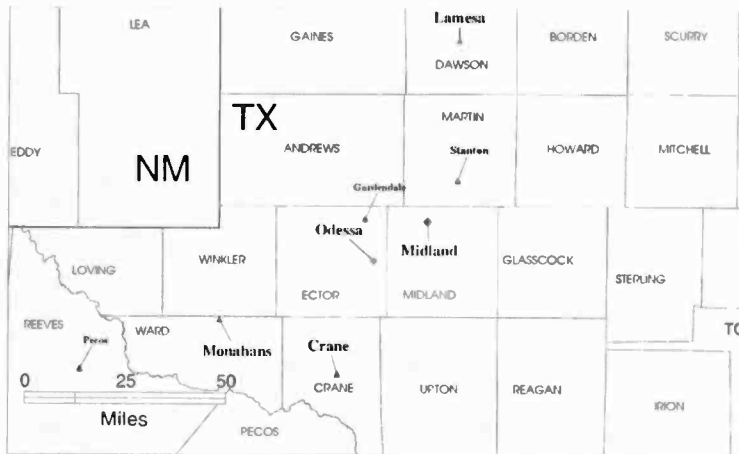
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 188

Revenue Rank: 191

# Odessa - Midland, TX Market Overview



### Metro Counties / Population (000)

Ector, TX	121.1
Midland, TX	117.0
<b>Total</b>	<b>238.1</b>

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

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$8,100	\$9,100	\$8,800	\$9,100	\$8,000	\$9,200
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout			
	NA <sup>1/</sup>	\$2.54/1,000	\$2.56/1,000	Local	80%		
	\$33.68	\$38.64	\$50.21	National	20%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	240.5	238.1	-0.2%	238.1	241.0	0.2%
Households	86.8	87.2	0.1%	87.2	88.9	0.4%
Retail Sales	NA <sup>1/</sup>	3,622.3	NA <sup>1/</sup>	3,622.3	4,723.8	5.5%
EBI <sup>2/</sup>	3,388.7	3,928.7	3.0%	3,928.7	4,633.8	3.4%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	115.2	23.3	13.2	11.4	13.8	17.5	15.7	20.4
Women (000)	122.8	22.4	12.8	12.1	14.8	18.8	16.1	25.8
Total	238.1	45.7	26.0	23.5	28.6	36.3	31.8	46.2
Percentage	100.0%	19.2%	10.9%	9.9%	12.0%	15.2%	13.4%	19.4%
Per Capita	\$ 16,502	Median Household		\$ 33,344	Avg Household		\$ 45,053	
Ethnic Population:	White 75.0%	Black 5.8%	Asian 0.9%	Hispanic 37.4%				

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			16	14	16	7	23
Tot 12+			72.1	71.8	72.1	9.4	81.5
Avg 12+			4.5	5.1	4.5	1.3	3.5
Tot LCS			88.5	88.1	88.5	11.5	100.0
Avg LCS			5.5	6.3	5.5	1.6	4.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
KNFM	Midland	C	92.3	100.0	984	c	Cumulus Bcstg Inc	59	9807	13,500	d1	Country	800	1.47	5.9	5.4	4.6	5.5	10.4	6.6	7.4	5.2	6.8
KBAT	Midland	C1	93.3	100.0	440	c	Cumulus Bcstg Inc	74	9807		d1	CHR	500	1.07	5.1	3.4	4.9	3.8	6.0	12.8	12.9	13.9	12.1
KQRX	Midland	C3	95.1	10.5	505	a	Encore Bcstg LLC	96	0103	1,200		Alternative	375	0.62	6.6	7.1	6.8	4.5	4.0	4.5	3.7	3.7	3.6
KMRK	Odessa	C1	96.1	100.0 cp	492	b	Clear Channel Comm	91	0008		g	Urban	550	0.68	8.8	6.1	8.5	6.6	6.7	7.6	4.0	4.4	4.6
KMCM	Odessa	C1	96.9	100.0	420	a	Encore Bcstg LLC	61	0209	2,500		Oldies	650	1.00	7.1	5.4	5.5	6.6	7.4	4.9	4.9	4.7	8.1
KKLY	Pecos	C1	97.3	100.0	413		Cumulus Bcstg Inc	00	0206	1,300		Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KODM	Odessa	C1	97.9	100.0	361	c	Cumulus Bcstg Inc	65	9807		d1	AC	900	1.46	6.7	6.1	6.2	5.2	8.1	5.2	7.1	4.7	6.5
KHKX	Odessa	C1	99.1	100.0 cp	430	a	Encore Bcstg LLC	77	0105	1,475		Country	500	1.29	4.2	4.7	3.6	3.5	0.0	0.0	0.0	0.0	0.0
KGEE	Monahans	C1	99.9	100.0	574	c	Cumulus Bcstg Inc	83	9807		d1	Country	850	1.38	6.7	4.4	5.2	6.2	6.4	5.9	7.7	7.8	9.8
KKKK	Crane	C1	101.3	100.0	486		Cook, Don L.	95				Relig Music	200	2.17	1.0	0.3	0.3	1.4	0.3	0.7	0.3	0.9	1.0
KFZX	Gardendale	C	102.1	100.0	984	b	Clear Channel Comm	84	0008		g	Clsc Rock	750	1.20	6.8	6.8	6.8	4.8	5.7	8.0	7.4	7.3	7.2
KCRS	Midland	C1	103.3	100.0	919	b	Clear Channel Comm	76	0009	2,700	c2	CHR	550	0.92	6.5	4.4	4.9	6.2	6.0	5.9	5.2	5.2	2.9
KTXC	Lamesa	C1	104.7	100.0	794		Midessa Bcstg LP	77	0208 p	740		Spanish	600	0.72	9.0	6.8	8.8	6.6	1.7	1.0	4.0	2.1	1.3
KKJW	Stanton	C2	105.9	32.0	440		Unique Bcstg LLC	97				Country	200	0.56	3.9	1.7	3.9	2.8	2.3	5.2	2.8	4.4	5.9
KCHX	Midland	C1	106.7	100.0	679	b	Clear Channel Comm	89	0008		g	Rhythmic	500	1.26	4.3	3.1	2.9	4.5	7.0	7.3	5.8	9.0	6.5
• KQLM	Odessa	C1	107.9	100.0	846		Stellar Media Inc	96	0211 p		nc 1	Mexican	475	0.65	8.0	6.4	7.5	6.2	7.4	5.9	6.7	5.8	6.5
# FM Stations -					16	# Combos -					11	FM TOTALS			90.6	72.1	80.4	74.4	79.4	81.5	79.9	79.1	82.8

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
KCRS	Midland	B	550	5.0	1.00	b	Clear Channel Comm	35	0009		c2	News/Talk	350	0.79	4.8	6.4	3.6	4.5	5.0	1.4	1.2	1.8	1.0
KXOI	Crane	B	810	1.0	0.50		Hispanic Outreach	59	9102	120		Span/Reign			1.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0
KWEL	Midland	D	1070	2.5	0.00		Qulroz, Faustino	57	9303	140		Mexican	100	0.78	1.4	0.0	1.0	1.4	1.3	0.0	1.8	0.0	1.0
KJBC	Midland	D	1150	1.0	0.00		La Promesa Found	50	0201	85		Chrst/Talk	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KOZA	Odessa	C	1230	1.0	1.00		Mesa Entertainment	47	8903	85	1	Mexican	100		0.2	0.7	0.3	0.0	1.3	2.1	1.8	0.0	2.9
KRIL	Odessa	B	1410	1.0	1.00	c	Cumulus Bcstg Inc	46	9909	110	na	Nws/Tlk/Spt			0.8	0.3	0.7	0.7	0.3	0.7	0.3	0.0	0.0
• KMND	Midland	D	1510	2.4	0.00	c	Cumulus Bcstg Inc	63	9807		d1	News/Talk	100	0.91	1.2	2.0	0.7	1.4	1.3	3.1	3.4	5.8	2.6
# AM Stations -					7	# Combos -					3	AM TOTALS			9.4	9.4	6.3	9.7	9.2	7.3	8.5	7.6	7.5
AM & FM Stations Profiled -					23	# Duopolies -					7	Total Local Commercial Share			81.5	86.7	84.1	88.6	88.8	88.4	86.7	90.3	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 189

Revenue Rank: 259

# Merced, CA Market Overview



### Metro Counties / Population (000)

Mariposa, CA	17.8
Merced, CA	219.7
<b>Total</b>	<b>237.5</b>

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

ESTIMATED GROSS REVENUES ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$4,100	\$4,400	\$4,700	\$4,700	\$4,700	\$4,900	\$4,900
Δ 01 - 02	2003	2004	2005	2006	2007	2007	Δ 02 - 07
4.3%	\$5,200	\$5,600	\$5,900	\$6,200	\$6,500	\$6,500	5.8%
Revenue/Retail Sales	1997 NA <sup>1/</sup>	2002 \$2.52/1,000	2007 \$2.45/1,000	Est. Breakout			
Revenue/Capita	\$18.68	\$20.63	\$24.94	Local	80%		
				National	20%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	219.5	237.5	1.6%	237.5	260.6	1.9%
Households	68.2	73.3	1.5%	73.3	79.8	1.7%
Retail Sales	NA <sup>1/</sup>	1,944.0	NA <sup>1/</sup>	1,944.0	2,652.8	6.4%
EBI <sup>2/</sup>	2,175.3	2,503.8	2.9%	2,503.8	2,922.8	3.1%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	118.5	26.4	14.1	12.9	15.2	16.5	14.0	19.4
Women (000)	119.0	25.4	13.3	11.4	15.0	16.8	13.8	23.2
Total	237.5	51.9	27.4	24.3	30.2	33.3	27.8	42.7
Percentage	100.0%	21.8%	11.5%	10.2%	12.7%	14.0%	11.7%	18.0%
Per Capita	\$ 10,542	Median Household		\$ 27,266	Avg Household		\$ 34,169	
Ethnic Population:	White 57.6%	Black 3.6%	Asian 6.4%	Hispanic 44.1%				

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	8	10		11	18	4	22
Tot 12+	16.1	32.1		44.2	48.2	3.5	51.7
Avg 12+	2.0	3.2		4.0	2.7	0.9	2.4
Tot LCS	31.1	62.1		85.5	93.2	6.8	100.0
Avg LCS	3.9	6.2		7.8	5.2	1.7	4.5

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Fresno and Modesto.  
ARB 12+ Metro Shares (see rights)

## FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
			Freq	(kW)									Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999		
• KBRE	Atwater	A	92.5	6.0	328	b	Mapleton Comm	95	0206	2,800	d2	Rock	350	1.05	6.8	3.1	5.0	2.4	2.4	2.2	3.8	1.9	2.8		
KNT0	Chowchilla	A	93.3	3.0 cp	335	a	Gomez, Nelson F.	93	0104	450		Span/Mexcn			2.6	1.2	1.2	1.6	1.2	1.1	1.1	0.0	0.0		
KSKS	Fresno	B	93.7	68.0	1903		Infinity Bcstg	46	0102			Country	n/a		4.4	2.0	2.3	2.4	4.0	4.1	3.0	2.7	3.2		
KBKY	Merced	A	94.1	6.0	328		KM Comm Inc		01			Sports				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KHOP	Oakdale	B	95.1	29.5	633	c	Citadel Comm Corp	85	9703	See (122)		Hot AC	n/a		5.1	3.1	2.7	2.8	4.8	6.7	6.8	4.3	5.3		
KSKD	Dos Palos	A	95.9	3.3 cp	443	a	Gomez, Nelson F.	85	9302	198		Span/Mexcn	600	4.22	2.9	0.8	1.5	1.6	1.2	0.7	1.1	1.9	2.0		
KUBB	Mariposa	B	96.3	1.9	2097	d	Buckley Bcstg Corp	77	8507			Country	475	1.35	7.2	5.1	4.6	3.2	6.3	6.7	5.3	4.6	5.3		
KABX	Merced	B	97.5	8.8	1161	b	Mapleton Comm	36	0205	4,300	d1	Oldies	1,100	1.77	12.7	3.9	7.7	6.0	4.0	7.1	6.8	8.0	6.9		
KLOQ	Winton	A	98.7	6.0	299	b	Mapleton Comm	94	0206		d2	Spanish	450	1.15	8.0	8.6	4.6	4.0	1.6	3.7	3.0	2.5	2.0		
KCIV	Mount Bullion	B	99.9	1.9	2100		Bott Radio Network	89				Relgn/Talk	150	2.04	1.5	2.0	1.2	0.4	2.4	0.7	0.8	1.5	2.0		
KAMB	Merced	B	101.5	1.9	2093		Central Valley Bcstg	67	9609		st	ChrsContem				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		6.3	2.3	3.1	3.6	3.6	4.1	4.9	3.9	4.0		
KDJK	Mariposa	A	103.9	0.1	2047	c	Citadel Comm Corp	92	9308			Clsc Hits			1.7	1.6	1.5	0.4	1.6	0.4	1.5	0.4	0.4		
KHKK	Modesto	B	104.1	50.0	499	c	Citadel Comm Corp	49	9308			Clsc Hits	n/a		4.3	2.0	2.7	2.0	2.4	3.0	1.5	2.6	3.6		
KHTN	Los Banos	B	104.7	50.0	469	d	Buckley Bcstg Corp	66	9508	510		Rhymc/CHR	900	0.73	25.0	10.5	13.9	12.9	10.7	11.6	13.9	9.5	10.1		
KIBG	Merced	A	106.3	3.0	476	b	Mapleton Comm	89	0205		d1	AC	375	1.47	5.2	0.8	2.3	3.2	2.8	3.7	2.6	4.2	4.5		
KQLB	Los Banos	A	106.9	6.0	328		VLB Bcstg Inc	92	9112		na	Portuguese	100			0.0	0.0	0.0	0.0	1.9	3.4	1.0	1.6		
KZOL	North Fork	B1	107.9	1.8	1227	b	Univision Comm Inc	94	0206 p			Mexican	n/a		1.6	1.2	0.0	1.6	2.8	1.1	2.3	3.1	2.4		
# FM Stations -					18	# Combos -					13	FM TOTALS					95.3	48.2	54.3	48.1	51.8	58.8	61.8	52.1	56.1

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
			Freq	(kW)	(kW)	(kW)								Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
KLBS	Los Banos	B	1330	0.4	5.00		Ethnic Radio Inc	61	8205			Portuguese	100				0.0	0.0	0.0	0.0	0.7	1.9	0.0	0.0	
KYOS	Merced	B	1480	5.0	5.00	b	Mapleton Comm	83	0205		d1	News/Talk	200	0.85	4.8	3.5	2.3	2.8	3.6	4.1	3.4	4.6	2.8		
• KVVY	Merced	B	1580	1.0	0.30	b	Mapleton Comm	56	0206		d2	Country	100				0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	
• KTIQ	Merced	B	1660	10.0	1.00	b	Mapleton Comm	01	0206		d2	Sports					0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					4	# Combos -					3	AM TOTALS					4.8	3.5	2.3	2.8	3.6	4.8	5.3	5.3	2.8
AM & FM Stations Profiled -					22	# Duopolies -					7	Total Local Commercial Share						51.7	56.6	50.9	55.4	63.6	67.1	57.4	58.9

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 190

Revenue Rank: 189

# Topeka, KS Market Overview



### Metro Counties / Population (000)

Jackson, KS	12.7
Jefferson, KS	18.8
Osage, KS	16.8
Shawnee, KS	169.7
Wabaunsee, KS	6.9
<b>Total</b>	<b>224.9</b>

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

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$8,300	\$9,000	\$9,800	\$10,300	\$9,100	\$9,400
Revenue/Retail Sales							Est. Breakout
Revenue/Capita	NA <sup>1/</sup>	\$3.06/1,000	\$3.04/1,000	\$54.82			Local 75%
	\$37.92	\$41.80					National 25%

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	218.9	224.9	0.5%	224.9	226.2	0.1%
Households	85.2	90.0	1.1%	90.0	91.4	0.3%
Retail Sales	NA <sup>1/</sup>	3,076.7	NA <sup>1/</sup>	3,076.7	4,078.2	5.8%
EBI <sup>2/</sup>	3,169.2	3,805.8	3.7%	3,805.8	4,484.6	3.3%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	109.5	18.9	10.9	9.5	13.1	16.6	16.8	23.7
Women (000)	115.4	17.9	10.1	9.5	13.5	17.7	17.0	29.7
Total	224.9	36.8	21.0	19.0	26.6	34.3	33.8	53.4
Percentage	100.0%	16.3%	9.3%	8.5%	11.8%	15.2%	15.0%	23.8%
Per Capita	\$ 16,924							
				Median Household	\$ 35,690		Avg Household	\$ 42,273
Ethnic Population:	White 85.4%	Black 7.1%	Asian 0.8%				Hispanic 6.2%	

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		11	9	12	3	15
Tot 12+	6.3		53.3	57.6	59.6	11.2	70.8
Avg 12+	6.3		4.8	6.4	5.0	3.7	4.7
Tot LCS	8.9		75.3	81.4	84.2	15.8	100.0
Avg LCS	8.9		6.8	9.0	7.0	5.3	6.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Kansas City.

## FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M	A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)										Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
KCVT	Silver Lake	C3	92.5	6.7	387		Bott Radio Network	96					Relgn/Talk	75		0.6	0.4	0.4	0.4	0.4	0.7	0.4	0.7	0.7
KANS	Osage City	C3	92.9	7.9 cp	538		C & C Consulting Inc	82	9503	175			Oldies	50			0.4	0.0	0.0	0.4	0.4	0.4	0.0	0.3
WIBW	Topeka	C	94.5	100.0 cp	1161	c	MCC Radio LLC	61	9612		g1		Country	2,400	1.14	22.3	13.1	16.8	14.9	19.6	18.5	15.2	18.4	16.5
KCHZ	Ottawa	C1	95.7	98.0	981		Syncom Radio Corp	62	9905	See (29)			Top 40	n/a		7.0	4.4	6.2	3.8	5.1	4.7	4.6	3.8	1.7
KQRC	Leavenworth	C	98.9	100.0	1056	a	Entercom	62	0007				AOR	n/a		4.8	3.6	2.6	4.2	3.6	3.2	3.8	3.5	2.7
KWIC	Topeka	A	99.3	6.0	292	b	Cumulus Bcstg Inc	93	0105	3,000	c3		Oldies	700	0.89	8.4	6.3	6.2	5.7	6.2	4.0	5.3	3.8	5.8
KDVV	Topeka	C	100.3	100.0	984	b	Cumulus Bcstg Inc	60	9810	10,440	d1		Rock	1,300	0.92	15.1	8.7	10.3	11.1	6.5	7.2	5.3	6.6	5.5
KMKF	Manhattan	C2	101.5	36.0	577		Seaton Stations	72					Rock	100	0.82	1.3	1.2	0.7	1.1	0.7	1.1	0.8	1.2	0.7
• KQTP	St. Marys	C2	102.9	50.0	322	b	Cumulus Bcstg Inc	94	0105		c3		Country	225	0.83	2.9	3.2	2.6	1.5	4.0	2.2	3.8	3.9	5.2
KLZR	Lawrence	C1	105.9	100.0	774		Zimmer Radio Group	63	9808	3,000	c1		Top 40	950	2.25	4.5	5.2	3.3	3.1	4.0	3.6	4.2	3.4	5.8
KTPK	Topeka	C	106.9	100.0	1211		Kansas Capital Bcstg	74	9706	2,900			Country	825	1.76	5.0	3.6	3.3	3.8	4.0	5.8	6.8	6.0	5.8
KMAJ	Topeka	C	107.7	100.0 cp	988	b	Cumulus Bcstg Inc	71	9810		d1		AC	1,225	0.93	14.0	9.5	9.5	10.3	10.9	12.3	11.8	9.1	13.7
# FM Stations -					12	# Combos -					5	FM TOTALS				85.9	59.6	61.9	59.9	65.4	63.7	62.4	60.4	64.4

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)	(kW)										Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WIBW	Topeka	B	580	5.0	5.00	c	MCC Radio LLC	27	9612		g1		Nws/Tlk/Spt	1,200	2.41	5.3	3.6	3.7	3.8	4.7	5.4	4.6	4.8	4.8	
KMAJ	Topeka	B	1440	5.0	1.00	b	Cumulus Bcstg Inc	47	9810		d1		Nws/Tlk/Spt	300	0.76	4.2	4.4	2.9	3.1	3.6	3.6	3.0	2.1	3.1	
KTOP	Topeka	C	1490	1.0	1.00	b	Cumulus Bcstg Inc	47	9810		d1		Nostalgia	75	0.17	4.7	3.2	3.3	3.4	3.3	1.4	2.7	3.4	2.1	
# AM Stations -					3	# Combos -					3	AM TOTALS				14.2	11.2	9.9	10.3	11.6	10.4	10.3	10.3	10.0	
AM & FM Stations Profiled -					15	# Duopolies -					3	Total Local Commercial Share				70.8	71.8	70.2	77.0	74.1	72.7	70.7	74.4		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 191

Revenue Rank: 193

# Dothan, AL Market Overview



### Metro Counties / Population (000)

Coffee, AL	43.4
Dale, AL	48.5
Geneva, AL	26.0
Henry, AL	16.4
Houston, AL	89.5
<b>Total</b>	<b>223.8</b>

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

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$7,800	\$7,900	\$8,500	\$9,200	\$8,300	\$8,800	2.4%
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.0%	\$9,300	\$10,000	\$10,500	\$11,100	\$11,600	5.7%
Revenue/Retail Sales	1997 NA <sup>1/</sup>	2002 \$3.42/1,000	2007 \$3.99/1,000	Est. Breakout			
Revenue/Capita	\$35.75	\$39.32	\$51.49	Local	90%		
				National	10%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	218.2	223.8	0.5%	223.8	225.3	0.1%
Households	82.8	90.1	1.7%	90.1	92.9	0.6%
Retail Sales	NA <sup>1/</sup>	2,574.0	NA <sup>1/</sup>	2,574.0	2,907.0	2.5%
EBI <sup>2/</sup>	2,848.0	3,225.9	2.5%	3,225.9	3,800.8	3.3%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	108.0	18.7	10.4	9.9	14.3	16.0	15.4	23.4
Women (000)	115.7	17.6	9.8	9.7	14.6	16.7	16.3	31.0
Total	223.8	36.3	20.2	19.6	28.8	32.7	31.7	54.4
Percentage	100.0%	16.2%	9.0%	8.7%	12.9%	14.6%	14.2%	24.3%
Per Capita	\$ 14,417	Median Household		\$ 29,456	Avg Household		\$ 35,821	
Ethnic Population:	White 74.6%	Black 21.8%	Asian 0.8%	Hispanic 2.3%				

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6		11	12	17	9	26
Tot 12+	12.0		62.6	71.5	74.6	3.9	78.5
Avg 12+	2.0		5.7	6.0	4.4	0.4	3.0
Tot LCS	15.3		79.7	91.1	95.0	5.0	100.0
Avg LCS	2.5		7.2	7.6	5.6	0.6	3.8

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# Competitive Overview

Some stations also rated in Montgomery and Panama City.

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
WJJN	Columbia	A	92.1	2.6	499	a	Wilson Bcstg Inc	95			Urban	500	0.81	7.0	5.8	4.8	6.1	6.5	5.3	4.5	5.9	7.1	
WRJM	Geneva	C1	93.7	100.0	853		Stage Door Developmnt	69	8710	242	c1	Talk	200	1.03	2.2	2.3	2.2	1.2	3.0	1.6	3.4	2.1	1.9
• WIZB	Abbeville	C3	94.3	19.5	371		Celebration Comm Co	68	9808	540		ChrsContem	250	1.29	2.2	0.4	2.6	0.8	1.9	1.6	1.9	1.8	2.2
WTVY	Dothan	C0	95.5	100.0	1060	b	Styles Bcstg Inc	68	0107			Country	950	1.06	10.2	5.8	7.4	8.5	7.2	6.6	5.6	9.8	5.9
WDJR	Enterprise	C	96.9	100.0	1516	f	Gulf South Comm Inc	68	9207	700		Country	1,600	1.13	16.1	14.3	12.9	12.1	12.9	11.1	10.1	12.2	13.4
WYYX	Bonifay	C1	97.7	100.0	830		Styles Bcstg Inc	83	0206	p See (237)		Rock	n/a		3.5	2.7	2.6	2.8	2.3	2.9	2.6	2.1	2.6
WOOF	Dothan	C1	99.7	100.0	981	d	WOOF Inc	64				AC	1,400	1.53	10.4	9.7	8.9	7.3	9.1	7.8	10.1	7.5	8.9
WXUS	Fort Rucker	A	100.5	2.8	476		Sky Way Bcstg Ltd	91				Oldies	175	1.33	1.5	1.9	1.1	1.2	3.0	1.6	2.6	1.6	2.6
WZTZ	Elba	A	101.1	0.6	682	e	Elba Radio Co	86				Country	200		0.5	0.4	0.4	0.4	1.1	2.5	1.1	0.9	0.7
WAGF	Dothan	A	101.3	1.2	535	a	Wilson Bcstg Inc	91				Urban AC	400	0.89	5.1	3.5	3.0	4.9	3.4	2.5	1.9	2.2	1.5
• WTOT	Graceville	A	101.7	6.0	328		BRO Management Inc	96	9612	175	cp	CHR	50		0.5	0.4	0.4	0.4	0.4	0.8	0.4	0.3	0.4
WESP	Dothan	C3	102.5	16.5	cp	404	f	Gulf South Comm Inc	90	9903		Rock	575	0.98	6.7	5.8	4.4	6.1	5.7	5.3	5.6	5.3	6.7
WJRL	Ozark	C3	103.9	25.0	292	b	Styles Bcstg Inc	68	0208		c2	Country	400	0.81	5.6	2.3	5.5	3.2	0.4	0.8	1.1	0.9	0.7
WOAB	Ozark	A	104.9	6.0	269	c	Ozark Bcstg Corp	67				Country	100	0.60	1.9	0.0	1.8	1.2	0.4	0.0	0.0	0.0	0.0
WZND	Headland	C3	105.3	11.5	486	f	Gulf South Comm Inc	92	9702	745		CHR	550	0.77	8.1	5.0	4.1	8.5	5.3	6.1	3.7	4.2	4.8
WZHT	Troy	C	105.7	100.0	1831		Clear Channel Comm	73	0008			Urban	n/a		7.2	5.8	6.3	4.9	6.5	8.2	7.1	5.5	9.3
WKMX	Enterprise	C	106.7	100.0	1070		WKMX Inc	74	7908			HotAC/Top4	1,000	1.42	8.0	8.5	6.3	6.1	9.9	9.8	10.1	15.3	10.8
# FM Stations -				17	# Combos -				10	FM TOTALS				96.7	74.6	74.7	75.7	79.0	74.5	71.8	77.6	79.5	

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WOOF	Dothan	D	560	5.0	0.00	d	WOOF Inc	47				Sprts/Talk	100	0.95	1.2	0.8	0.7	1.2	1.1	1.6	0.7	1.7	0.7
WGZS	Dothan	D	700	1.6	0.00		Lee, James	95	0207	p	140	ChrsContem	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WOZK	Ozark	D	900	1.0	0.07	c	Ozark Bcstg Corp	53				Easy	50			0.0	0.0	0.0	1.1	0.8	0.0	0.0	1.1
WGEA	Geneva	D	1150	1.0	0.04		Shelley Bcstg Co	53	8710		c1	Cntry/Gospl	50			0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0
WQLS	Ozark	B	1200	10.0	0.00	b	Styles Bcstg Inc	68	0208			Gospel			0.8	1.2	0.0	1.2	0.8	1.2	1.1	1.2	0.0
WAGF	Dothan	D	1320	2.5	cp	0.09	a	Wilson Bcstg Inc	32	9208	60	Gospel			0.8	1.2	0.0	1.2	0.8	1.2	1.1	1.2	0.0
WELB	Elba	D	1350	1.0	0.04	e	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	150	1.42	1.2	1.9	1.1	0.8	1.5	2.5	2.2	1.8	1.5
WTKN	Daleville	D	1560	5.0	0.00		News/Talk 1560 Inc	83				Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -				9	# Combos -				5	AM TOTALS				3.2	3.9	1.8	3.2	4.5	6.1	5.1	4.7	3.3	
AM & FM Stations Profiled -				26	# Duopolies -				4	Total Local Commercial Share				78.5	76.5	78.9	83.5	80.6	76.9	82.3	82.8		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 192

Revenue Rank: 152

# Traverse City-Petoskey, MI Market Overview



### Metro Counties / Population (000)

Antrim, MI	24.2
Benzie, MI	16.7
Charlevoix, MI	26.8
Emmet, MI	32.5
Grand Traverse, MI	80.1
Kalkaska, MI	17.2
Leelanau, MI	21.8
<b>Total</b>	<b>219.3</b>

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

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$8,800	\$9,600	\$11,000	\$12,800	\$12,300	\$12,900
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout			
	NA <sup>1/</sup>	\$3.67/1,000	\$3.57/1,000	Local	89%		
	\$45.50	\$58.82	\$71.49	National	11%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	193.4	219.3	2.5%	219.3	237.8	1.6%
Households	73.7	87.6	3.5%	87.6	96.9	2.0%
Retail Sales	NA <sup>1/</sup>	3,512.1	NA <sup>1/</sup>	3,512.1	4,759.0	6.3%
EBI <sup>2/</sup>	2,799.0	3,767.8	6.1%	3,767.8	5,129.6	6.4%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	108.1	17.8	10.4	8.1	12.2	17.0	16.9	25.7
Women (000)	111.2	16.6	9.9	7.7	12.1	17.6	17.0	30.3
Total	219.3	34.4	20.4	15.8	24.4	34.5	33.9	56.0
Percentage	100.0%	15.7%	9.3%	7.2%	11.1%	15.7%	15.5%	25.5%
Per Capita	\$ 17,183							
			Median Household	\$ 34,929			Avg Household	\$ 43,032
Ethnic Population:	White	95.9%	Black	0.3%	Asian	0.4%	Hispanic	1.5%

### Market Summary

FM Classes	Class A	Class B	Class C	Viab. FMs	All FMs	All AMs	Total
# Stations	4		20	13	24	10	34
Tot 12+	0.3		70.9	67.6	71.2	9.6	80.8
Avg 12+	0.1		3.5	5.2	3.0	1.0	2.4
Tot LCS	0.4		87.7	83.7	88.1	11.9	100.0
Avg LCS	0.1		4.4	6.4	3.7	1.2	2.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WOUF	Beulah	A	92.1	1.6	600	f	Henderson, Roy E	99	0010	590		AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WBYC	Atlanta	C1	92.5	100.0	869	c	Northern Bcstg	75	9401	965		Country	1.5		1.5	0.0	1.1	1.2	0.4	0.0	0.4	0.2	0.7
WJZQ	Cadillac	C1	92.9	100.0	912	b	Midwestern Bcstg Co	61				NAC/SmJaz	200		0.4	1.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0
WBCM	Boyerne City	C2	93.5	14.0	929	b	Midwestern Bcstg Co	78	9009	250		Country	200	1.29	1.2	1.3	1.1	0.8	2.0	0.7	0.4	1.0	1.5
WAVC	Mio	C2	93.9	50.0	433	d	Northern Star Bcstg	94	9809		g1	Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WBYB	Leland	C2	94.3	20.5	764	c	Northern Bcstg	91	9401	200		Country	500	1.38	2.8	4.0	3.2	1.2	3.1	2.6	2.8	2.5	1.8
WLJZ	Mackinaw City	C2	94.5	40.0	381	d	Northern Star Bcstg	89	9809		g1	Modern Rock			1.5	0.7	1.1	1.2	0.4	0.0	0.4	0.4	1.5
WJZJ	Glen Arbor	C2	95.5	21.0	738	d	Northern Star Bcstg	97	9809		g1	Modern Rock	750	1.04	5.6	5.3	3.9	4.6	6.3	3.7	2.8	4.2	3.3
WLXT	Petoskey	C1	96.3	100.0	981	a	MacDonald Garber	67	9812		g2	Soft AC	450	1.16	3.0	4.0	1.4	3.1	3.9	3.7	5.6	3.8	4.4
WLXV	Cadillac	C3	96.7	7.2	604	a	MacDonald Garber	74	9812		g2	Soft AC	150	0.83	1.4	0.0	1.4	0.8	0.8	0.0	0.4	1.2	0.4
WKLT	Kalkaska	C2	97.5	32.0	617	c	Northern Bcstg	79				AOR/CIRck	1,300	1.63	6.2	5.0	3.6	5.8	6.3	7.0	8.0	6.8	8.4
WGFM	Glen Arbor	C2	98.1	21.0	738	d	Northern Star Bcstg	91	9809		g1	Cisc Rock	550	0.69	6.2	4.0	5.3	4.2	5.1	6.3	5.6	3.6	4.7
WKLZ	Petoskey	C1	98.9	100.0	801	c	Northern Bcstg	65	9107	800		AOR/CIRck	300	1.22	1.9	1.3	1.4	1.5	2.7	1.5	1.2	2.1	2.6
WBNZ	Frankfort	C2	99.3	27.0 cp	571	f	Henderson, Roy E	78	0109			Hot AC	125	0.97	1.0	0.3	0.7	0.8	1.2	0.4	1.2	0.0	1.1
WKVK	Honor	A	100.7	4.7	367	c	Northern Bcstg	02				CHR				0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WLDR	Traverse City	C1	101.9	100.0	630	f	Henderson, Roy E	66	0106	3,600		AC	1,000	0.88	8.8	3.7	5.7	7.7	5.5	4.0	5.2	5.0	3.6
WMKC	St. Ignace	C	102.9	100.0	1102	d	Northern Star Bcstg	82	9809		g1	Country	450	0.94	3.7	5.0	4.3	1.5	5.1	2.9	2.0	3.7	1.8
WTCM	Traverse City	C	103.5	100.0	991	b	Midwestern Bcstg Co	65				Country	2,200	1.11	15.3	12.0	13.9	9.6	11.3	11.0	13.2	16.0	12.8
WGFM	Cheboygan	C1	105.1	100.0	610	d	Northern Star Bcstg	68	9809		g1	Cisc Rock	500	1.05	3.7	2.3	2.5	3.1	2.7	1.5	3.6	1.4	2.9
WKHQ	Charlevoix	C1	105.9	100.0	892	a	MacDonald Garber	80	9812		g2	CHR/AC	950	1.00	7.4	6.7	6.0	5.4	5.1	5.9	5.2	4.6	5.8
WKPK	Gaylord	C1	106.7	100.0	581	c	Northern Bcstg	72	9610		g	CHR	700	0.92	5.9	5.3	2.8	6.2	5.1	5.9	4.4	7.2	6.9
WCKC	Cadillac	A	107.1	2.8	482	d	Northern Star Bcstg	85	9809		g1	Cisc 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	b	Midwestern Bcstg Co	67	9610	2,200	c4	Oldies	1,350	0.98	10.7	9.0	10.3	6.2	5.9	7.0	4.0	5.6	8.4
● WCZW	Charlevoix	A	107.9	5.0	164	b	Midwestern Bcstg Co	03				Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
					# FM Stations -	24	# Combos -	24	FM TOTALS					88.2	71.2	70.4	64.9	72.9	64.1	66.4	69.3	72.6	

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 192

Revenue Rank: 152

# Traverse City-Petoskey, MI Market Overview



### Metro Counties / Population (000)

Antrim, MI	24.2
Benzie, MI	16.7
Charlevoix, MI	26.8
Emmet, MI	32.5
Grand Traverse, MI	80.1
Kalkaska, MI	17.2
Leelanau, MI	21.8
<b>Total</b>	<b>219.3</b>

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

<b>ESTIMATED GROSS REVENUES</b> ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$8,800	\$9,600	\$11,000	\$12,800	\$12,300	\$12,900	7.9%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	4.9%	\$13,600	\$14,600	\$15,400	\$16,200	\$17,000	5.7%
Revenue/Retail Sales	1997	2002	2007	<b>Est. Breakout</b>			
Revenue/Capita	NA <sup>1/</sup>	\$3.67/1,000	\$3.57/1,000	Local	89%		
	\$45.50	\$58.82	\$71.49	National	11%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	193.4	219.3	2.5%	219.3	237.8	1.6%
Households	73.7	87.6	3.5%	87.6	96.9	2.0%
Retail Sales	NA <sup>1/</sup>	3,512.1	NA <sup>1/</sup>	3,512.1	4,759.0	6.3%
EBI <sup>2/</sup>	2,799.0	3,767.8	6.1%	3,767.8	5,129.6	6.4%

### Demographic Breakdown

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	108.1	17.8	10.4	8.1	12.2	17.0	16.9	25.7
Women (000)	111.2	16.6	9.9	7.7	12.1	17.6	17.0	30.3
Total	219.3	34.4	20.4	15.8	24.4	34.5	33.9	56.0
Percentage	100.0%	15.7%	9.3%	7.2%	11.1%	15.7%	15.5%	25.5%
Per Capita	\$ 17,183		Median Household	\$ 34,929		Avg Household	\$ 43,032	
Ethnic Population:	White 95.9%	Black 0.3%	Asian 0.4%	Hispanic 1.5%				

### Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	4		20	13	24	10	34
Tot 12+	0.3		70.9	67.6	71.2	9.6	80.8
Avg 12+	0.1		3.5	5.2	3.0	1.0	2.4
Tot LCS	0.4		87.7	83.7	88.1	11.9	100.0
Avg LCS	0.1		4.4	6.4	3.7	1.2	2.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
																2002	2002	2001	2001	2000	2000	1999	1999
WTCM	Traverse City	B	580	15.0	0.80	b	Midwestern Bcstg Co	41				News/Talk	800	0.61	10.2	8.3	7.1	8.5	5.5	7.7	8.8	6.0	8.8
WWKK	Petoskey	B	750	1.0	0.33	e	Basic Licensing Inc	99	0208 p	900	c1	Sprts/Talk	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WIDG	St. Ignace	D	940	5.0	0.00	d	Northern Star Bcstg	66	9809		g1	Sports				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WJML	Petoskey	D	1110	10.0	0.01	e	Basic Licensing Inc	66	0208 p		c1	News/Talk	200			0.0	0.0	0.0	1.2	0.0	0.0	1.4	0.0
WLDR	Kingsley	D	1210	50.0	0.00	f	Henderson, Roy E	56	0106	225		News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WCBY	Cheboygan	C	1240	1.0	1.00	d	Northern Star Bcstg	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	a	MacDonald Garber	74	9812		g2	News/Talk			0.3	0.3	0.4	0.0	0.0	0.0	0.0	0.0	0.0
• WCCW	Traverse City	D	1310	5.0	0.00	b	Midwestern Bcstg Co	60	9610		c4	Sports	100		0.8	1.0	0.0	1.2	2.3	2.2	2.8	3.3	2.9
WMBN	Petoskey	C	1340	1.0	1.00	a	MacDonald Garber	46	9812		g2	Oldies	50		0.3	0.0	0.4	0.0	0.8	0.0	1.2	2.0	1.5
• WKJF	Cadillac	B	1370	5.0	1.00	b	Midwestern Bcstg Co	68				Sports			0.3	0.0	0.0	0.4	0.0	0.4	0.0	0.0	0.0
				# AM Stations -		10		# Combos -		10		AM TOTALS		11.9		9.6	7.9	10.1	9.8	10.3	12.8	12.7	13.2
				AM & FM Stations Profiled -		34		# Duopolies -		16		Total Local Commercial Share		80.8		78.3	75.0	82.7	74.4	79.2	82.0	85.8	

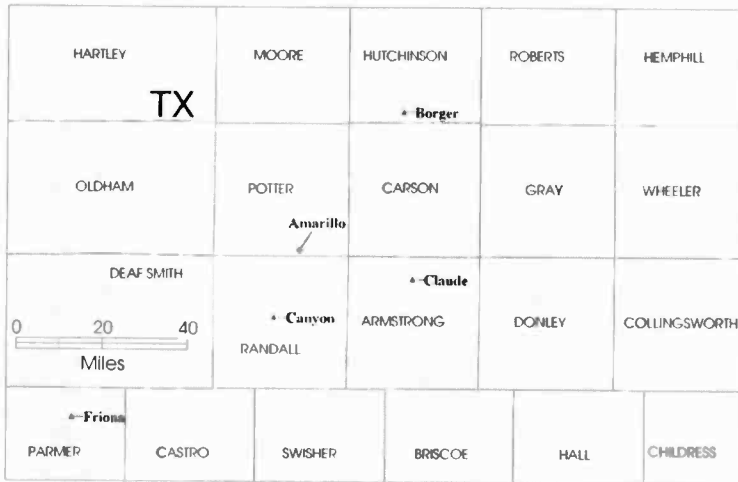
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 193

Revenue Rank: 181

# Amarillo, TX Market Overview



**Metro Counties / Population (000)**

Potter, TX	116.0
Randall, TX	107.1
<b>Total</b>	<b>223.1</b>

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

<b>ESTIMATED GROSS REVENUES</b> ***	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$6,900	\$7,000	\$8,100	\$8,600	\$8,600	\$9,900	7.5%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	15.1%	\$10,500	\$11,200	\$11,900	\$12,500	\$13,100	5.8%
Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	<b>Est. Breakout</b>			
Revenue/Capita	NA <sup>1/</sup>	\$3.19/1,000	\$3.32/1,000	Local	90%		
	\$32.89	\$44.37	\$55.53	National	10%		

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	209.8	223.1	1.2%	223.1	235.9	1.1%
Households	78.7	84.1	1.3%	84.1	89.3	1.2%
Retail Sales	NA <sup>1/</sup>	3,100.5	NA <sup>1/</sup>	3,100.5	3,943.7	4.9%
EBI <sup>2/</sup>	3,042.2	3,730.7	4.2%	3,730.7	4,720.2	4.8%

**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)	110.0	20.4	10.3	12.7	15.2	17.1	14.6	19.7
Women (000)	113.1	19.5	10.1	12.5	14.5	16.3	14.6	25.5
Total	223.1	39.9	20.4	25.3	29.7	33.4	29.2	45.2
Percentage	100.0%	17.9%	9.2%	11.3%	13.3%	15.0%	13.1%	20.3%
Per Capita	\$ 16,725	Median Household		\$ 34,646	Avg Household		\$ 44,361	
Ethnic Population:	White 78.5%	Black 5.9%	Asian 1.9%	Hispanic 20.5%				

**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	1		13	13	14	7	21
Tot 12+	9.3		66.8	76.1	76.1	11.8	87.9
Avg 12+	9.3		5.1	5.9	5.4	1.7	4.2
Tot LCS	10.6		76.0	86.6	86.6	13.4	100.0
Avg LCS	10.6		5.8	6.7	6.2	1.9	4.8

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
KOIZ	Amarillo	C1	93.1	100.0	699	b	Cumulus Bcstg Inc	76	9804	3,140		CHR/Rhymc	525	0.58	9.1	7.2	8.5	6.3	7.5	6.2	3.2	5.0	7.6
• KMXJ	Amarillo	C	94.1	100.0	1083	a	Clear Channel Comm	46	0008		g	AC	950	1.03	9.3	5.0	6.4	8.6	3.2	5.4	6.0	3.7	4.8
KGRW	Friona	C2	94.7	50.0	331	d	Amigo Bcstg LP	94	0007		d4	1 Mexican				0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
KARX	Claude	C1	95.7	100.0	390	b	Cumulus Bcstg Inc	92	9803	675		Clsc Rock	1,100	1.05	10.6	4.3	8.9	8.2	8.2	6.2	5.0	3.1	6.9
• KMML	Amarillo	C1	96.9	100.0	614	a	Clear Channel Comm	85	0008		g	Country	750	1.00	7.6	5.7	5.3	7.0	5.4	7.0	6.4	5.8	8.6
KGNC	Amarillo	C	97.9	100.0	1283	c	MCC Radio LLC	58	9612		g1	Country	850	1.30	6.6	7.2	6.0	4.7	9.3	7.4	8.5	9.5	7.9
• KPRF	Amarillo	C1	98.7	100.0	469	a	Clear Channel Comm	79	0008		g	Hot AC	675	0.87	7.8	6.5	6.0	6.6	6.5	8.9	10.7	10.3	11.0
• KBZD	Amarillo	C3	99.7	21.5	351	d	Amigo Bcstg LP	93	0210	1,100	c2	1 Hot AC	25		0.4	2.2	0.7	0.0	0.4	1.6	2.1	1.2	2.8
• KXGL	Amarillo	C1	100.9	100.0	591		Feuer & McCord	97	0205 p	3,000		Clsc Rock	100			4.7	0.0	0.0	2.2	2.7	1.1	1.7	2.1
• KATP	Amarillo	C1	101.9	100.0	935	a	Clear Channel Comm	76	0105	1,500		Country	550	0.88	6.3	6.1	6.7	3.5	3.6	3.9	3.6	6.8	3.4
KQFX	Borger	C1	104.3	100.0	574	d	Amigo Bcstg LP	75	0007	1,000	d4	1 Mexican	900	1.98	4.6	5.0	2.8	4.7	2.5	1.2	2.1	1.0	2.8
KAEZ	Amarillo	C2	105.7	43.0 cp	525		Stephens Family LP	91	9911	750		ChrsContem	100	0.32	3.2	3.6	2.5	2.7	3.6	3.5	3.6	4.9	6.2
KPUR	Canyon	A	107.1	6.0	315	b	Cumulus Bcstg Inc	81	9804	820	c1	Oldies	1,000	1.10	9.2	9.3	7.1	7.8	9.0	5.0	10.0	6.9	4.1
KZRK	Canyon	C1	107.9	100.0	476	b	Cumulus Bcstg Inc	81	9804	1,000	c3	Rock	700	0.75	9.4	9.3	8.9	6.3	8.2	7.8	7.8	7.9	5.9
# FM Stations -				14	# Combos -				12	FM TOTALS				84.1	76.1	69.8	66.4	69.6	66.8	70.1	68.1	74.1	

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
KGNC	Amarillo	B	710	10.0	10.00	c	MCC Radio LLC	22	9612		g1	Nws/Tlk/Spt	1,100	1.54	7.2	6.1	5.3	6.3	6.8	5.8	7.1	7.3	8.6
KIXZ	Amarillo	B	940	5.0 cp	1.00	a	Clear Channel Comm	47	0008		g	Adlt Stndrd	125	0.25	5.1	3.2	3.5	4.7	4.7	5.4	5.7	4.6	2.8
KTNZ	Amarillo	B	1010	5.0	0.50	d	Amigo Bcstg LP	46	0210		c2	1 Mexican			0.5	0.7	0.4	0.4	0.0	0.4	0.0	0.0	0.3
KZIP	Amarillo	D	1310	1.0	0.00		Del Norte Inc	55				1 Tejano	200			0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.7
KDJW	Amarillo	D	1360	0.5	0.14		New Life Comm	55	8610	200		Country	100	0.84	1.2	0.0	0.4	1.6	1.1	1.2	0.0	1.8	1.4
KPUR	Amarillo	B	1440	5.0	1.00	b	Cumulus Bcstg Inc	39	9804		c1	Sports	125	0.74	1.7	1.1	1.1	1.6	0.4	1.6	1.1	1.3	0.3
KZRK	Canyon	B	1550	1.0	0.22	b	Cumulus Bcstg Inc	62	9804		c3	News/Talk	50		0.2	0.0	0.0	0.4	0.7	1.2	0.0	0.7	0.3
# AM Stations -				7	# Combos -				5	AM TOTALS				15.9	11.8	10.7	15.0	13.7	15.6	13.9	15.7	14.4	
AM & FM Stations Profiled -				21	# Duopolies -				6	Total Local Commercial Share				87.9	80.5	81.4	83.3	82.4	84.0	83.8	88.5		

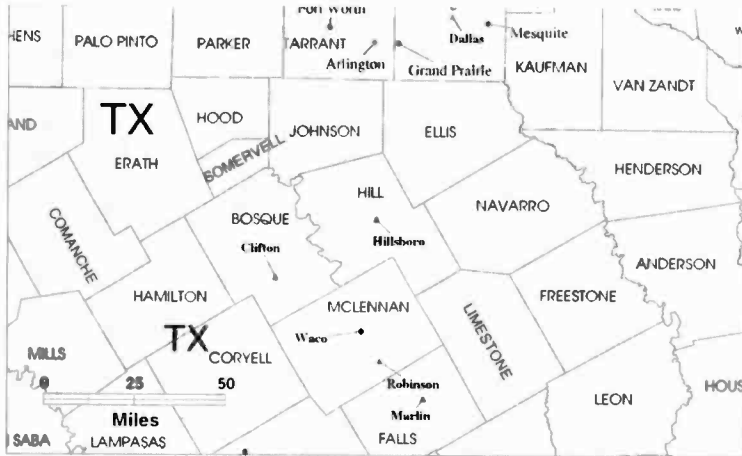
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

**Metro Rank: 194**

Revenue Rank: 201

# Waco, TX Market Overview



Metro Counties / Population (000)	Population (000)
McLennan, TX	218.1
	218.1

## Market Radio Financials

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

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$6,800	\$7,300	\$7,900	\$8,000	\$7,600	\$8,100	3.4%
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.6%	\$8,500	\$9,100	\$9,600	\$10,100	\$10,600	5.7%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA <sup>1/</sup>	\$3.29/1,000	\$3.58/1,000	Local	85%		
Revenue/Capita	\$33.55	\$37.14	\$46.19	National	15%		

## Demographic and Economic Overview

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

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	202.7	218.1	1.5%	218.1	229.5	1.0%
Households	75.2	80.6	1.4%	80.6	84.9	1.0%
Retail Sales	NA <sup>1/</sup>	2,461.2	NA <sup>1/</sup>	2,461.2	2,963.4	3.8%
EBI <sup>2/</sup>	2,713.1	3,496.2	5.2%	3,496.2	4,563.7	5.5%

## Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	105.7	19.1	10.6	16.1	12.9	14.3	13.0	19.5
Women (000)	112.4	18.1	10.0	16.2	13.2	15.1	13.5	26.4
Total	218.1	37.2	20.5	32.3	26.2	29.4	26.6	45.9
Percentage	100.0%	17.1%	9.4%	14.8%	12.0%	13.5%	12.2%	21.0%
Per Capita	\$ 16,032			Median Household	\$ 33,510		Avg Household	\$ 43,384
Ethnic Population:	White	71.4%	Black	15.3%	Asian	1.2%	Hispanic	18.8%

## Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		7	9	9	5	14
Tot 12+	5.4		58.5	63.9	63.9	4.7	68.6
Avg 12+	2.7		8.4	7.1	7.1	0.9	4.9
Tot LCS	7.9		85.3	93.1	93.1	6.9	100.0
Avg LCS	3.9		12.2	10.3	10.3	1.4	7.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# Competitive Overview

Some stations also rated in Dallas.

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
KLRK	Marlin	C2	92.9	50.0	492	c	77	8812	410		AC	400	1.45	3.4	2.9	2.0	2.6	2.6	1.3	3.4	0.4	0.4	
KBCT	Waco	A	94.5	3.2	453						Smooth Jazz	350	0.77	5.6	2.1	3.6	3.9	2.2	3.4	2.9	3.5	4.1	
• KBGO	Waco	C2	95.7	24.0	505	b				g	1 Oldies	700	0.66	13.0	10.0	9.3	8.2	10.6	6.8	7.3	4.3	7.3	
KWTX	Waco	C	97.5	100.0	1479	b				g	1 CHR	1,900	1.58	14.8	10.0	10.5	9.4	10.1	11.5	12.2	14.3	11.0	
WACO	Waco	C	99.9	90.0	1660	b				g	1 Country	2,400	1.16	25.6	17.2	16.9	17.6	17.6	18.4	16.1	17.4	13.4	
KBRQ	Hillsboro	C1	102.5	100.0	449					g	1 Rock	1,100	1.26	10.8	7.1	7.3	7.3	7.5	9.8	11.2	7.3	11.8	
KWOW	Clifton	C2	104.1	16.0	459				2,000		Country	450	0.82	6.8	3.8	5.2	3.9	5.7	4.3	5.4	5.4	4.1	
KKDA	Dallas	C	104.5	100.0 cp	1667						Urban	n/a		9.2	7.5	6.0	6.4	7.5	8.5	10.2	11.3	11.0	
KDOS	Robinson	A	107.9	6.0	328					st	Mexican	100	0.82	1.5	3.3	2.0	0.0	0.0	0.0	0.0	0.0	0.0	
# FM Stations - 9														# Combos - 4		FM TOTALS							
														90.7	63.9	62.8	59.3	63.8	64.0	68.7	63.9	63.1	

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
KBBW	Waco-Marlin	B	1010	10.0	2.50		Amer Bcstg of TX	53	8604	600		Chrst/Talk	150		0.6	0.4	0.8	0.0	0.0	1.3	1.0	0.7	1.2
KWTX	Waco	C	1230	1.0	1.00	b	Clear Channel Comm	46	0008		g	1 News/Talk	150	0.74	2.5	1.3	1.6	1.7	0.4	0.0	1.0	0.5	0.4
KTFW	Burleson	B	1460	3.5 cp	0.70	a	M&M Broadcasters Ltd	22	9905	450		Spanish	100	0.43	2.9	1.7	0.0	3.9	1.8	2.6	0.0	1.0	0.4
KRZI	Waco	B	1580	1.0	0.50	c	Goodall, Van Jr	62	8609	340		Nws/Tlk/Spt	200	0.91	2.7	1.3	2.4	1.3	1.8	2.6	2.0	3.2	2.8
KRZX	Waco	B	1660	10.0	1.00	c	Goodall, Van Jr		99			Nws/Tlk/Spt	50		0.6	0.0	0.4	0.4	0.0	0.9	0.0	0.0	0.0
# AM Stations - 5														# Combos - 3		AM TOTALS							
														9.3	4.7	5.2	7.3	4.0	7.4	4.0	5.4	4.8	
AM & FM Stations Profiled - 14														# Duopolies - 2		Total Local Commercial Share							
														68.6	68.0	66.6	67.8	71.4	72.7	69.3	67.9		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 195

Revenue Rank: 244

# Chico, CA Market Overview



### Metro Counties / Population (000)

Butte, CA	209.5
	209.5

### Market Radio Financials

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

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$4,200	\$4,400	\$4,600	\$5,500	\$5,600	\$5,700
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout			
	NA <sup>1/</sup>	\$2.68/1,000	\$2.70/1,000	Local	75%		
	\$20.49	\$27.21	\$32.14	National	25%		

### Demographic and Economic Overview

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

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	205.0	209.5	0.4%	209.5	224.0
Households	80.0	82.1	0.5%	82.1	87.9	1.4%
Retail Sales	NA <sup>1/</sup>	2,124.2	NA <sup>1/</sup>	2,124.2	2,662.0	4.6%
EBI <sup>2/</sup>	2,424.8	3,033.3	4.6%	3,033.3	3,740.6	4.3%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	102.3	16.3	9.7	14.3	11.8	13.2	14.1	23.0
Women (000)	107.2	15.1	8.9	14.4	11.1	14.0	14.6	29.1
Total	209.5	31.3	18.7	28.7	22.9	27.1	28.7	52.0
Percentage	100.0%	14.9%	8.9%	13.7%	10.9%	13.0%	13.7%	24.8%
Per Capita	\$ 14,480			Median Household	\$ 29,570		Avg Household	\$ 36,953
Ethnic Population:	White 83.8%	Black 1.4%	Asian 3.6%	Hispanic 11.0%				

### Market Summary

FM Classes	Class A	Class B	Class C	Viabie FMs	All FMs	All AMs	Total
# Stations	4	10		11	14	3	17
Tot 12+	10.5	38.9		46.4	49.4	9.2	58.6
Avg 12+	2.6	3.9		4.2	3.5	3.1	3.4
Tot LCS	17.9	66.4		79.2	84.3	15.7	100.0
Avg LCS	4.5	6.6		7.2	6.0	5.2	5.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
KLRS	Chico	A	92.7	1.5	643	d	Results Radio LLC	93	9909		g2	Top 40	400	0.55	12.7	7.5	8.0	6.6	6.7	7.0	6.5	10.8	9.4	
KFMF	Chico	B1	93.9	2.0	1129	c	Regent Comm	68	9806		g2	AOR	600	1.24	8.5	4.2	7.6	2.6	3.1	4.8	4.1	3.4	3.1	
KMXI	Chico	B	95.1	8.7	1171	a	Clear Channel Comm	72	0102		g1	AC	350	0.69	8.9	3.3	4.2	5.7	2.2	5.2	4.1	2.8	5.9	
KALF	Red Bluff	B	95.7	7.0	1266	c	Regent Comm	78	9806		g2	Country	1,000	1.50	11.7	7.5	6.7	6.6	9.4	9.2	8.5	6.1	6.7	
• KZAP	Paradise	B1	96.7	1.5	1289	c	Regent Comm	77	0009	1,400	st	CHR/Rhymc	200	1.10	3.2	2.5	1.3	2.2	1.3	2.2	2.0	1.4	2.0	
KHHZ	Oroville	B1	97.7	1.5	1276	a	Clear Channel Comm	79	0106		c1	Spanish AC	400	2.13	3.3	1.7	2.1	1.7	0.4	0.9	4.5	0.0	0.8	
KTHU	Corning	B	100.7	50.0	272	d	Results Radio LLC	98	9909		g2	Clsc Rock	400	0.83	8.5	4.2	3.8	5.7	5.4	4.8	3.7	4.8	4.3	
KMJE	Gridley	A	101.5	0.1	1975	d	Results Radio LLC	96	9909		g2	AC	200	3.51	1.0	0.4	1.3	0.0	1.3	2.6	0.8	1.0	0.8	
KCEZ	Los Molinos	B1	102.1	25.0 cp	266	d	Results Radio LLC	88	9909		g2	70s Oldies	300	0.91	5.8	4.2	4.2	2.6	3.6	3.1	3.7	5.6	3.5	
KKCY	Colusa	A	103.1	0.1	1965	d	Results Radio LLC	92	9909		g2	Country	300	2.77	1.9	1.3	0.8	1.3	3.6	2.6	1.6	3.3	2.0	
KHSL	Paradise	B1	103.5	1.6	1250	a	Clear Channel Comm	83	0102		g1	Country	350	0.84	7.3	4.2	5.0	3.5	4.5	3.5	6.5	4.0	5.1	
KYIX	South Oroville	A	104.9	0.3	1549	b	Butte Bcstg Co	95		40	cp	ChrsContem	50		0.9	1.3	0.0	0.9	1.3	0.9	0.8	0.0	1.6	
KRQR	Orland	B	106.7	50.0	308	d	Results Radio LLC	94	9909		g2	Rock/Altve	200	0.41	8.6	4.2	7.1	3.1	4.5	3.1	3.3	4.4	4.3	
KQPT	Colusa	B	107.5	28.0	633	c	Regent Comm	86	9806		g2	Modern AC	475	1.30	6.4	2.9	3.8	3.5	6.3	4.4	4.1	3.3	4.7	
# FM Stations -					14	# Combos -					14	FM TOTALS				88.7	49.4	55.9	46.0	53.6	54.3	54.2	50.9	54.2

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
KKXX	Paradise	D	930	1.0	0.04	b	Butte Bcstg Co	60	6612			Sports				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
KPAY	Chico	B	1290	5.0	5.00	a	Clear Channel Comm	59	0102		g1	Nws/Tlk/Spt	475	0.96	8.7	6.3	4.6	5.2	6.3	7.9	6.9	5.8	11.0	
• KEWE	Oroville	C	1340	1.0	1.00	a	Clear Channel Comm	62	0106		c1	Big Band			2.7	2.9	3.4	0.0	0.0	2.6	3.3	2.7	3.1	
# AM Stations -					3	# Combos -					3	AM TOTALS				11.4	9.2	8.0	5.2	6.3	10.5	10.2	8.5	14.5
AM & FM Stations Profiled -					17	# Duopolies -					7	Total Local Commercial Share				58.6	63.9	51.2	59.9	64.8	64.4	59.4	68.7	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 196

Revenue Rank: 163

# Morgantown-Clarksburg-Fairmont, WV Market



### Metro Counties / Population (000)

Harrison, WV	68.0
Marion, WV	56.3
Monongalia, WV	82.6
<b>Total</b>	<b>206.9</b>

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

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$9,600	\$9,900	\$10,700	\$11,900	\$11,100	\$11,800	4.2%
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.3%	\$12,500	\$13,300	\$14,100	\$14,800	\$15,600	5.7%
Revenue/Retail Sales	1997 NA <sup>1/</sup>	2002 \$4.90/1,000	2007 \$5.54/1,000	<b>Est. Breakout</b>			
Revenue/Capita	\$46.40	\$57.03	\$75.36	Local	85%	National	15%

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	206.9	206.9	0.0%	206.9	207.0	0.0%
Households	81.7	85.6	0.9%	85.6	87.3	0.4%
Retail Sales	NA <sup>1/</sup>	2,408.9	NA <sup>1/</sup>	2,408.9	2,814.6	3.2%
EBI <sup>2/</sup>	2,732.5	3,195.0	3.2%	3,195.0	3,959.8	4.4%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	100.7	13.7	7.8	16.0	13.7	13.9	14.5	21.2
Women (000)	106.2	13.2	7.4	15.1	12.8	14.3	14.8	28.7
Total	206.9	26.8	15.2	31.1	26.5	28.1	29.3	49.9
Percentage	100.0%	13.0%	7.3%	15.0%	12.8%	13.6%	14.2%	24.1%
Per Capita	\$ 15,442	Median Household		\$ 29,622	Avg Household		\$ 37,345	
Ethnic Population:	White 94.2%	Black 2.9%	Asian 1.4%	Hispanic 0.9%				

### Market Summary

FM Classes	Class A	Class B	Class C	Viab. FMs	All FMs	All AMs	Total
# Stations	10	6		9	16	7	23
Tot 12+	24.9	44.7		60.8	69.6	13.4	83.0
Avg 12+	2.5	7.5		6.8	4.4	1.9	3.6
Tot LCS	30.0	53.9		73.3	83.9	16.1	100.0
Avg LCS	3.0	9.0		8.1	5.2	2.3	4.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
WGIE	Clarksburg	A	92.7	0.6	669	e	Burbach WV LLC	75	0012		c2	Bright AC	200	1.54	1.1	0.9	0.9	0.9	0.4	0.9	1.3	1.2	1.2
WVUC	Barrackville	A	93.1	2.6	495	f	McGraw, R. & K.	94	9611		g1	Country	100		0.9	0.0	0.9	0.5	0.0	0.4	0.0	0.9	0.8
WRLF	Fairmont	A	94.3	3.6	249	a	Fantasia Bcstg Inc	48				Clsc Rock	300	1.82	1.4	2.3	0.9	1.4	1.3	2.7	1.3	0.8	2.0
WOTR	Lost Creek	A	96.3	3.0	302		Allman, James W	91				Gsp/Tlk/Cst	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	0010	1,500	1	Country	2,700	1.06	21.5	16.1	15.9	18.9	17.2	14.2	16.5	17.4	18.0
WCLG	Morgantown	A	100.1	6.0	299	b	Bowers Bcstg Corp	74				Clsc Rock	900	1.00	7.6	8.3	5.8	6.5	9.9	10.2	9.7	8.2	6.5
WZST	Westover	A	100.9	3.0	266	c	Tschudy Comm Corp	83	8805			Country	125	0.96	1.1	0.5	0.9	0.9	0.9	0.4	1.3	1.3	1.6
WBRB	Buckhannon	B	101.3	50.0	492	f	McGraw, R. & K.	90	9611		g1	Country	350	0.96	3.1	1.4	2.7	2.3	3.4	4.4	2.5	2.0	3.7
WVAQ	Morgantown	B	101.9	50.0	499	d	West Virginia Radio	48			1	CHR	2,500	0.96	22.0	18.9	21.2	14.3	15.0	15.9	17.7	12.8	13.5
WFBY	Weston	B1	102.3	10.0	509	d	West Virginia Radio	72	9406	250	1	ClRck/Rock	1,075	1.25	7.3	3.2	6.6	5.1	7.7	4.9	7.6	6.0	6.9
WGYE	Mannington	A	102.7	3.2	453	e	Burbach WV LLC	92	9902	575		Country	400	0.75	4.5	4.6	4.0	3.2	3.0	2.2	3.0	3.7	3.3
WAJR	Salem	A	103.3	1.8	587	d	West Virginia Radio	99			1	News/Talk	400	1.54	2.2	2.3	1.3	2.3	1.3	1.8	0.4	1.1	0.8
WDCI	Bridgeport	A	104.1	2.5	518		Coshocton Bcstg Co	91	9809	405		Soft AC	250	0.36	5.9	3.2	3.5	6.0	3.9	4.0	4.2	4.2	4.1
WPDX	Clarksburg	B1	104.9	7.4	597	c	Tschudy Comm Corp	74	9111	405	c1	Country	350	0.90	3.3	1.4	3.5	1.8	4.7	5.3	4.2	5.2	2.4
WOBG	Salem	A	105.7	2.0	581	e	Burbach WV LLC	90	9810	625	c3	Oldies	300	0.77	3.3	2.8	2.2	3.2	2.6	3.5	4.2	1.7	4.9
WWLW	Clarksburg	B	106.5	28.0	653	d	West Virginia Radio	73	9303	1,200	1	AC	150	0.75	1.7	3.7	1.3	1.4	2.1	0.9	1.3	1.8	2.0
# FM Stations -				16	# Combos -				13	FM TOTALS				86.9	69.6	71.6	68.7	73.4	71.7	75.2	68.3	71.7	

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
												Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999		
WPDX	Clarksburg	D	750	1.0	0.00	c	Tschudy Comm Corp	47	9111		c1	Nostalgia				1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
WMMN	Fairmont	D	920	5.0	0.20	a	Fantasia Bcstg Inc	28	9211	80		News/Info	125	0.96	1.1	0.9	0.9	0.9	0.4	0.9	0.8	0.9	0.4	
WCLG	Morgantown	D	1300	2.5	0.04	b	Bowers Bcstg Corp	54	5912			Oldies	250	1.06	2.0	3.7	0.9	2.3	1.3	2.7	1.7	3.3	2.0	
WXKX	Clarksburg	C	1340	1.0	1.00	e	Burbach WV LLC	46	0012		c2	Nws/Tlk/Spt	50		0.3	0.0	0.0	0.5	0.0	0.9	0.8	0.5	1.2	
WOBG	Clarksburg	C	1400	1.0	1.00	e	Burbach WV LLC	36	9810		c3	Adlt Stndrd	50		0.3	0.5	0.0	0.5	0.0	0.9	1.3	0.0	0.0	
WAJR	Morgantown	B	1440	5.0	0.50	d	West Virginia Radio	40			1	FullService	1,000	0.95	8.9	6.0	6.2	8.3	6.9	6.6	5.9	5.0	7.3	
WTCS	Fairmont	C	1490	1.0	1.00	a	Fantasia Bcstg Inc	48	5605			Oldies	200		0.5	0.5	0.0	0.9	0.0	0.0	0.0	0.0	0.0	
# AM Stations -				7	# Combos -				7	AM TOTALS				13.1	13.4	8.0	13.4	8.6	12.0	10.5	9.7	11.7		
AM & FM Stations Profiled -				23	# Duopolies -				7	Total Local Commercial Share				83.0	79.6	82.1	82.0	83.7	85.7	78.0	83.4			

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 197

Revenue Rank: 175

# Danbury, CT Market Overview



### Metro Counties / Population (000)

Fairfield, CT	187.7
Litchfield, CT	29.0
<b>Total</b>	<b>216.7</b>

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

<b>ESTIMATED GROSS REVENUES</b> ★★★	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>Δ 97 - 02</b>
	\$7,100	\$7,600	\$8,000	\$9,600	\$9,900	\$10,700	8.5%
	<b>Δ 01 - 02</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>Δ 02 - 07</b>
	8.1%	\$11,300	\$12,100	\$12,700	\$13,400	\$14,100	5.7%
<b>Revenue/Retail Sales</b>	<b>1997</b>	<b>2002</b>	<b>2007</b>	<b>Est. Breakout</b>			
	NA <sup>1/</sup>	\$2.51/1,000	\$2.42/1,000	Local	85%		
<b>Revenue/Capita</b>	\$34.80	\$49.38	\$63.17	National	15%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<b>1997</b>	<b>2002</b>	<b>Growth Rate</b>	<b>2002</b>	<b>2007</b>	<b>Growth Rate</b>
MSA Population	204.0	216.7	1.2%	216.7	223.2	0.6%
Households	75.7	80.4	1.2%	80.4	82.9	0.6%
Retail Sales	NA <sup>1/</sup>	4,261.4	NA <sup>1/</sup>	4,261.4	5,814.8	6.4%
EBI <sup>2/</sup>	5,632.7	7,168.7	4.9%	7,168.7	9,321.9	5.4%

### Demographic Breakdown

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	104.7	19.2	8.9	7.7	13.5	18.0	15.6	21.9
Women (000)	112.0	18.3	8.4	7.4	14.1	18.9	16.5	28.5
Total	216.7	37.5	17.3	15.0	27.6	36.8	32.1	50.4
Percentage	100.0%	17.3%	8.0%	6.9%	12.7%	17.0%	14.8%	23.3%
Per Capita	\$ 33,074							
				Median Household	\$ 62,453		Avg Household	\$ 89,149
Ethnic Population:	White	80.8%	Black	9.0%	Asian	3.2%	Hispanic	11.1%

### Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	2	3		5	5	4	9
Tot 12+	13.0	20.4		33.4	33.4	7.7	41.1
Avg 12+	6.5	6.8		6.7	6.7	1.9	4.6
Tot LCS	31.6	49.6		81.3	81.3	18.7	100.0
Avg LCS	15.8	16.5		16.3	16.3	4.7	11.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Bridgeport & Stamford.

## FM Stations

Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
WRKI	Brookfield	B	95.1	29.5	637	b	Cumulus Bcstg Inc	57	0203		g1	AOR	3,675	1.93	17.8	11.0	6.7	8.1	8.5	8.1	7.7	5.9	8.8
WDAQ	Danbury	A	98.3	0.9 cp	551	a	Berkshire Bcstg Corp	53				Hot AC	4,175	1.55	25.2	11.0	9.5	11.5	12.0	14.1	14.4	11.8	12.5
WEZN	Bridgeport	B	99.9	27.5	669		Cox Radio Inc	60	9704			AC	n/a		15.8	4.9	6.7	6.5	4.6	8.9	7.0	7.1	6.6
• WDBY	Patterson	A	105.5	0.9	610	b	Cumulus Bcstg Inc	64	0203		g1	Hot AC	850	1.05	7.6	2.0	3.6	2.7	3.1	4.0	3.0	2.7	3.7
WEBE	Westport	B	107.9	50.0	384	b	Cumulus Bcstg Inc	82	0203			AC	n/a		10.2	4.5	4.7	3.8	3.1	4.0	2.6	2.2	1.8
# FM Stations -					5	# Combos -				4	FM TOTALS				76.6	33.4	31.2	32.6	31.3	39.1	34.7	29.7	33.4

## 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	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
WLAD	Danbury	B	800	1.0	0.29	a	Berkshire Bcstg Corp	47				FullService	1,200	0.89	12.6	4.9	5.5	5.0	6.6	5.6	3.7	7.9	5.9
WREF	Ridgefield	D	850	2.5	0.00	a	Berkshire Bcstg Corp	82	9701	550		Oldies	200	0.36	5.2	0.8	2.0	2.3	0.0	0.0	0.7	0.0	1.1
• WINE	Brookfield	D	940	0.7	0.00	b	Cumulus Bcstg Inc	66	0203		g1	Adlt Stndrd	600	1.00	5.6	2.0	2.8	1.9	3.9	2.8	0.7	0.7	0.4
WPUT	Brewster	D	1510	1.0	0.00	b	Cumulus Bcstg Inc	58	0203		g1	Adlt Stndrd			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -					4	# Combos -				4	AM TOTALS				23.4	7.7	10.3	9.2	10.5	8.4	5.1	8.6	7.4
AM & FM Stations Profiled -					9	# Duopolies -				3	Total Local Commercial Share				41.1	41.5	41.8	41.8	47.5	39.8	38.3	40.8	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 198

Revenue Rank: 193

# Yakima, WA Market Overview



**Metro Counties / Population (000)**

Yakima, WA	223.3
	223.3

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

<b>ESTIMATED GROSS REVENUES</b> ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$7,000	\$7,600	\$8,000	\$8,500	\$8,400	\$8,800	4.6%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	4.8%	\$9,300	\$10,000	\$10,500	\$11,100	\$11,600	5.8%
Revenue/Retail Sales	1997	2002	2007	<b>Est. Breakout</b>			
Revenue/Capita	NA <sup>1/</sup>	\$4.21/1,000	\$5.03/1,000	Local	85%		
	\$32.29	\$39.41	\$50.85	National	15%		

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	216.8	223.3	0.6%	223.3	228.1	0.4%
Households	74.9	73.6	-0.3%	73.6	73.8	0.1%
Retail Sales	NA <sup>1/</sup>	2,088.3	NA <sup>1/</sup>	2,088.3	2,304.3	2.0%
EBI <sup>2/</sup>	2,808.1	3,058.1	1.7%	3,058.1	3,549.9	3.0%

**Demographic Breakdown**

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	111.4	24.1	12.1	11.8	14.7	15.4	13.7	19.5
Women (000)	111.9	23.0	11.3	10.7	14.1	15.1	14.0	23.7
Total	223.3	47.1	23.5	22.5	28.8	30.5	27.7	43.2
Percentage	100.0%	21.1%	10.5%	10.1%	12.9%	13.7%	12.4%	19.4%
Per Capita	\$ 13,698			Median Household	\$ 32,539		Avg Household	\$ 41,525
Ethnic Population:	White	64.5%	Black	1.0%	Asian	1.1%	Hispanic	37.7%

**Market Summary**

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	3		9	11	12	8	20
Tot 12+	10.9		56.3	67.2	67.2	15.3	82.5
Avg 12+	3.6		6.3	6.1	5.6	1.9	4.1
Tot LCS	13.2		68.2	81.5	81.5	18.5	100.0
Avg LCS	4.4		7.6	7.4	6.8	2.3	5.0

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# Competitive Overview

Some stations also rated in Richland-Kennewick-Pasco.

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
KDBL	Toppenish	C2	92.9	17.0	843	a	Clear Channel Comm	00	9911		g5	Country	350	0.99	4.0	4.0	4.4	2.1	3.9	0.0	0.0	0.0	0.0
KATS	Yakima	C1	94.5	100.0	909	a	Clear Channel Comm	68	9911	19,710	g5	AOR/CIRck	900	1.04	9.8	10.1	9.5	6.7	7.5	9.6	9.9	7.5	9.9
• KZTB	Benton City	A	96.7	1.4 cp	692	b	Butterfield Bcstg	74	9710	425	c1	Spanish	100	0.39	2.6	2.4	2.2	2.1	2.0	1.4	2.8	2.1	2.4
KZTA	Naches	A	96.9	0.5 cp	1063	b	Butterfield Bcstg	88	9410	247		Spanish	550	1.60	3.9	4.5	3.3	3.2	2.4	1.8	3.2	2.0	1.2
• KLES	Mabton	C2	98.7	11.5 cp	873		Hunt Bcstg Inc	98	0101	500		Top 40	100			0.0	0.0	0.0	0.0	0.0	0.4	0.3	0.0
KQSN	Naches	A	99.3	0.8	899	a	Clear Channel Comm	77	0104	1,300		AC	325	1.06	3.5	4.0	3.3	2.5	3.5	2.9	3.6	3.1	3.6
KHHK	Yakima	C3	99.7	4.1	804	c	New NW Bcstrs	84	9905	8,700	d4	CHR	350	0.43	9.3	9.7	9.1	6.3	7.5	1.1	3.2	2.8	3.6
KARY	Grandview	C2	100.9	6.9	1270	c	New NW Bcstrs	89	9509			Oldies	500	0.95	6.0	4.9	4.4	5.6	3.5	3.9	5.1	5.9	5.5
KMNA	Prosser	C3	101.7	3.5	869		Moon Bcstg Corp	62	0005	1,250	c2	Spanish	700	1.56	5.1	5.3	2.5	6.0	3.5	6.4	1.2	0.9	0.0
KXDD	Yakima	C1	104.1	100.0	804	c	New NW Bcstrs	71	9905		d4	Country	1,900	1.35	16.0	9.7	12.7	13.7	11.8	15.7	15.4	13.9	16.2
KRSE	Yakima	C1	105.7	100.0 cp	545	c	New NW Bcstrs	77	9808		d1	AC	325	0.60	6.2	4.9	4.7	5.6	3.1	3.9	3.2	4.3	3.2
KFFM	Yakima	C	107.3	100.0	1513	a	Clear Channel Comm	70	9911		g5	CHR	900	1.16	8.8	7.7	6.5	8.1	6.7	15.7	14.2	16.8	11.9
# FM Stations -				12		# Combos -				10		FM TOTALS		75.2	67.2	62.6	61.9	55.4	62.4	62.2	59.6	57.5	

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
KYAK	Yakima	D	930	10.0 cp	0.13		Read Bcstg Network	62	9803	150		Religion	100		0.2	0.0	0.0	0.4	0.0	0.0	0.0	1.1	0.0
KJOX	Selah	B	980	5.0	0.50	c	New NW Bcstrs	55	9905		d4	Sprts/Talk	50		0.7	2.0	0.7	0.4	1.2	0.4	0.0	0.9	0.0
KYXE	Union Gap	B	1020	4.0 cp	0.40	b	Butterfield Bcstg	83	9811		c3	Mexican	250	1.09	2.6	1.6	1.1	3.2	1.6	1.4	0.0	1.6	2.0
KZTS	Sunnyside	B	1210	10.0	1.00	b	Butterfield Bcstg	50	9710		c1	Spanish			0.7	0.4	0.7	0.4	0.4	0.0	0.8	0.0	3.6
KIT	Yakima	B	1280	5.0	1.00	a	Clear Channel Comm	29	9911		g5	News/Talk	1,100	0.84	14.9	8.1	11.6	13.0	11.0	11.8	11.9	11.7	13.4
KBBO	Yakima	B	1390	5.0	0.50	c	New NW Bcstrs	47	9812		d1	Religion	75		0.9	0.0	1.1	0.4	1.6	0.4	0.4	0.5	1.6
KUTI	Yakima	B	1460	5.0	3.70	a	Clear Channel Comm	44	9911		g5	Country	200	0.48	4.7	3.2	3.6	4.2	3.9	3.2	2.0	1.5	2.0
KOTY	Toppenish	C	1490	1.0	1.00		Yakama Nation Confed	53	0102	300		Variety	100			0.0	0.0	0.0	0.0	0.0	3.2	1.0	0.0
# AM Stations -				8		# Combos -				6		AM TOTALS		24.7	15.3	18.8	22.0	19.7	17.2	18.3	18.3	22.6	
AM & FM Stations Profiled -				20		# Duopolies -				8		Total Local Commercial Share		<b>82.5</b>	<b>81.4</b>	<b>83.9</b>	<b>75.1</b>	<b>79.6</b>	<b>80.5</b>	<b>77.9</b>	<b>80.1</b>		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 199

Revenue Rank: 167

# Santa Barbara, CA Market Overview



### Metro Counties / Population (000)

Santa Barbara, CA	209.7
	209.7

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

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$9,300	\$9,000	\$9,500	\$11,000	\$10,200	\$11,700	4.7%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07	
14.7%	\$12,400	\$13,400	\$14,400	\$15,200	\$16,000	6.5%	
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
NA <sup>1/</sup>	\$4.12/1,000	\$4.02/1,000		Local	86%		
Revenue/Capita	\$45.81	\$55.79	\$71.68	National	14%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	203.0	209.7	0.7%	209.7	223.2	1.3%
Households	69.6	71.5	0.5%	71.5	75.6	1.1%
Retail Sales	NA <sup>1/</sup>	2,841.1	NA <sup>1/</sup>	2,841.1	3,982.3	7.0%
EBI <sup>2/</sup>	3,170.7	3,780.6	3.6%	3,780.6	4,581.3	3.9%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	104.7	17.8	9.0	14.4	15.0	15.6	13.3	19.6
Women (000)	105.0	16.9	8.3	13.8	13.3	15.0	13.3	24.5
Total	209.7	34.7	17.3	28.3	28.3	30.5	26.7	44.0
Percentage	100.0%	16.5%	8.2%	13.5%	13.5%	14.6%	12.7%	21.0%
Per Capita	\$ 18,027			Median Household	\$ 41,440		Avg Household	\$ 52,847
Ethnic Population:	White 72.3%	Black 2.3%	Asian 4.4%	Hispanic 35.4%				

### 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+	17.8	31.1		48.0	48.9	18.2	67.1
Avg 12+	4.5	5.2		5.3	4.9	3.6	4.5
Tot LCS	26.5	46.3		71.5	72.9	27.1	100.0
Avg LCS	6.6	7.7		7.9	7.3	5.4	6.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
KJEE	Montecito	A	92.9	0.8	886		Montecito FM Inc	94				Modern Rock	1,000	0.64	13.4	8.9	8.9	8.1	6.4	4.5	7.1	5.4	6.9	
KDB	Santa Barbara	B	93.7	12.5	869		Pacific Bcstg Co	60	7104			Classical	300	0.43	6.0	2.7	3.8	3.8	3.4	3.7	5.1	8.5	5.4	
• KSPE	Ellwood	B	94.5	0.9	2950	b	Clear Channel Comm	89	9905		g1	Mexican	800	1.71	4.0	6.2	2.5	2.6	3.8	2.1	2.4	5.7	6.2	
KMGQ	Santa Barbara	B	97.5	17.5	2920	a	Cumulus Bcstg Inc	57	0104	6,524	d1	Smooth Jazz	400	0.60	5.7	3.6	3.4	3.8	3.8	5.8	5.5	3.8	5.4	
• KTYD	Santa Barbara	B	99.9	34.0	1280	b	Clear Channel Comm	62	9905		g1	AOR	1,800	1.71	9.0	7.1	5.5	6.0	6.4	8.3	6.3	8.5	6.9	
KSBL	Carpinteria	A	101.7	1.0	804	b	Clear Channel Comm	81	9905		g1	AC	1,800	1.24	12.4	4.4	7.2	8.5	5.1	6.2	7.9	8.0	5.8	
KRUZ	Santa Barbara	B	103.3	105.0	2969	a	Cumulus Bcstg Inc	61	0004	10,000		Hot AC	1,750	1.78	8.4	6.2	4.7	6.0	5.1	5.8	5.5	7.8	6.2	
KRAZ	Santa Ynez	A	105.9	0.1 cp	2933		Knight Bcstg Inc	01	0105	325	cp	Country	400		0.3	0.9	0.4	0.0	0.0	0.0	0.0	0.0	0.0	
KKSB	Goleta	A	106.3	0.9	827	a	Cumulus Bcstg Inc	82	0104		d1	Oldies	400	0.60	5.7	3.6	5.1	2.1	2.6	2.5	2.4	2.2	3.5	
KIST	Santa Barbara	B1	107.7	0.9	1627	b	Clear Channel Comm	97	9905		g1	CHR	850	0.81	9.0	5.3	6.4	5.1	6.8	4.1	5.5	4.0	4.6	
# FM Stations -					10	# Combos -					7	FM TOTALS				73.9	48.9	47.9	46.0	43.4	43.0	47.7	53.9	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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
KTMS	Santa Barbara	B	990	5.0	0.50	b	Clear Channel Comm	62	9905		g1	News/Talk	700	0.59	10.1	6.2	5.5	7.3	6.4	5.4	5.1	6.1	4.6	
KEYT	Santa Barbara	B	1250	2.5	1.00		Smith Bcstg Group	37	9904	1,600		News	500	1.16	3.7	2.7	3.0	1.7	3.0	2.9	2.4	2.3	1.9	
KZBN	Santa Barbara	D	1290	0.5	0.12		Rotijefco Inc	61	9411	299		Adlt Stndrd	150	0.26	5.0	2.2	3.0	3.4	4.3	4.5	3.1	2.0	3.5	
• KIST	Santa Barbara	C	1340	0.7	0.00	b	Clear Channel Comm	46	9905		g1	Sprts/Talk	125		0.9	0.9	0.8	0.4	1.3	0.8	1.6	0.8	0.4	
KBKO	Santa Barbara	C	1490	1.0	1.00	b	Clear Channel Comm	26	9905		g1	Mexican	700	0.93	6.4	6.2	3.4	4.7	3.0	2.9	2.4	3.2	3.5	
# AM Stations -					5	# Combos -					3	AM TOTALS				26.1	18.2	15.7	17.5	18.0	16.5	14.6	14.4	13.9
AM & FM Stations Profiled -					15	# Duopolies -					5	Total Local Commercial Share				67.1	63.6	63.5	61.4	59.5	62.3	68.3	64.8	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 200

Revenue Rank: 226

# Terre Haute, IN Market Overview



### Metro Counties / Population (000)

Clay, IN	26.8
Sullivan, IN	21.9
Vermillion, IN	16.7
Vigo, IN	104.5
Clark, IL	17.2
Edgar, IL	19.6
<b>Total</b>	<b>206.7</b>

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

<b>ESTIMATED GROSS REVENUES</b> ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$5,900	\$6,100	\$6,900	\$7,200	\$6,200	\$6,800	2.7%
***	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	9.7%	\$7,100	\$7,600	\$8,000	\$8,500	\$8,900	5.7%
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	<b>Est. Breakout</b>			
	NA <sup>1/</sup>	\$2.05/1,000	\$2.42/1,000	Local	75%		
	\$28.71	\$32.90	\$43.37	National	25%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	205.5	206.7	0.1%	206.7	205.2	-0.1%
Households	79.1	80.5	0.4%	80.5	80.5	0.0%
Retail Sales	NA <sup>1/</sup>	3,311.6	NA <sup>1/</sup>	3,311.6	3,677.6	2.1%
EBI <sup>2/</sup>	2,851.5	2,946.1	0.7%	2,946.1	3,393.6	2.9%

### Demographic Breakdown

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	102.0	15.8	9.0	12.8	13.5	15.3	14.4	21.3
Women (000)	104.7	15.2	8.3	11.2	11.9	14.4	14.1	29.5
<b>Total</b>	<b>206.7</b>	<b>31.0</b>	<b>17.3</b>	<b>24.0</b>	<b>25.4</b>	<b>29.7</b>	<b>28.5</b>	<b>50.8</b>
Percentage	100.0%	15.0%	8.4%	11.6%	12.3%	14.4%	13.8%	24.6%
Per Capita	\$ 14,253		Median Household	\$ 30,005		Avg Household	\$ 36,599	
Ethnic Population:	White 93.7%	Black 3.9%	Asian 0.7%	Hispanic 1.0%				

### Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	7	6		8	13	7	20
Tot 12+	25.2	49.8		69.8	75.0	0.5	75.5
Avg 12+	3.6	8.3		8.7	5.8	0.1	3.8
Tot LCS	33.4	66.0		92.5	99.3	0.7	100.0
Avg LCS	4.8	11.0		11.6	7.6	0.1	5.0

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
WQTY	Linton	B1	93.3	12.0	476	f	The Original Co Inc	70	9906	350	c5	Nostalgia	200	1.09	2.7	0.5	2.2	2.1	1.9	1.3	1.6	2.0	0.4
WPFR	Clinton	A	93.9	2.4 cp	528	g	Word Power Inc	00				Christian			0.8	0.0	0.9	0.4	0.0	0.0	0.0	0.0	0.0
WNDI	Sullivan	A	95.3	6.0 cp	328	e	JTM Bcstg Corp	82	9407	237	c4	Country	100		0.3	0.9	0.0	0.4	0.5	0.0	0.4	0.7	0.0
WWSY	Seelyville	A	95.9	4.1	397	a	Bright Tower Comm	95	9909	665		Hot AC	200	0.98	3.0	1.4	2.6	2.1	2.4	2.6	2.4	2.7	2.1
WSDM	Brazil	A	97.7	6.0	299	b	Crossroads Investmnt	73	9007	350	c1	Oldies	400	1.03	5.7	6.5	5.2	3.8	5.3	3.5	5.7	3.1	5.0
WACF	Paris	B	98.5	50.0	499	d	Key Bcstg Inc	52	9402	675	c3	Country	390	1.64	3.5	2.3	2.2	3.3	1.9	2.2	3.3	3.3	4.1
WTHI	Terre Haute	B	99.9	50.0	489	c	Emmis	48	9810		g1	Country	2,000	1.11	26.6	22.8	21.2	20.5	23.1	22.3	21.1	17.3	20.3
WMGI	Terre Haute	B	100.7	50.0	499	a	Bright Tower Comm	60	8505	750		CHR	1,150	0.78	21.7	14.9	17.3	16.7	15.4	14.4	14.2	13.0	15.4
• WLEZ	Terre Haute	B	102.7	28.0	659		Crossroads Investmnt	62	0301 p	2,092		Soft AC	500	0.97	7.6	7.4	4.8	7.1	4.8	3.5	3.7	5.8	3.7
WCBH	Casey	B1	104.3	11.0	495		Cromwell Group	89	0202		g	Lite AC	225	2.07	1.6	1.9	1.7	0.8	0.0	0.4	1.2	0.8	0.4
WAXI	Rockville	A	104.9	1.2	440	b	Crossroads Investmnt	77	9805	485		Adlt Stndrd	275	0.62	6.5	4.7	4.8	5.4	4.3	3.1	4.1	5.1	5.0
WWVR	West Terre	A	105.5	3.3	295	c	Emmis	67	9810		g1	Clsc Rock	985	0.85	17.1	9.8	14.7	12.1	7.7	12.2	8.9	7.8	7.1
WMMC	Marshall	A	105.9	2.3 cp	525		JDL Broadcasting Inc	89	9810	300		AC	50	0.33	2.2	1.9	0.9	2.5	2.4	1.3	0.8	1.3	0.4
# FM Stations -				13	# Combos -				10	FM TOTALS				99.3	75.0	78.5	77.2	69.7	66.8	67.4	62.9	63.9	

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WKZI	Casey	B	800	0.3	0.25	g	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	D	1130	0.5	0.00	b	Crossroads Investmnt	59	9007		c1	Sports				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WBOW	Terre Haute	D	1300	0.5	0.08	b	Crossroads Investmnt	58	9709	56		Sports	175		0.3	0.5	0.0	0.4	0.0	0.4	0.4	0.0	0.4
WPRS	Paris	B	1440	1.0	0.25	d	Key Bcstg Inc	51	9402		c3	Old/Nws/Tlk	100		0.3	0.0	0.4	0.0	0.0	0.0	0.0	0.5	1.2
WPFR	Terre Haute	B	1480	5.0	1.00	g	Word Power Inc	48	0001		na	Christian				0.0	0.0	0.0	0.0	0.0	0.0	1.6	1.7
WNDI	Sullivan	D	1550	0.3	0.00	e	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	D	1600	0.5	0.03	f	The Original Co Inc	53	9906		c5	Nostalgia				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -				7	# Combos -				7	AM TOTALS				0.6	0.5	0.4	0.4	0.0	0.4	0.4	2.1	3.3	
AM & FM Stations Profiled -				20	# Duopolies -				5	Total Local Commercial Share				75.5	78.9	77.6	69.7	67.2	67.8	65.0	67.2		

Other Rulemaking: 107.5, B, Terre Haute

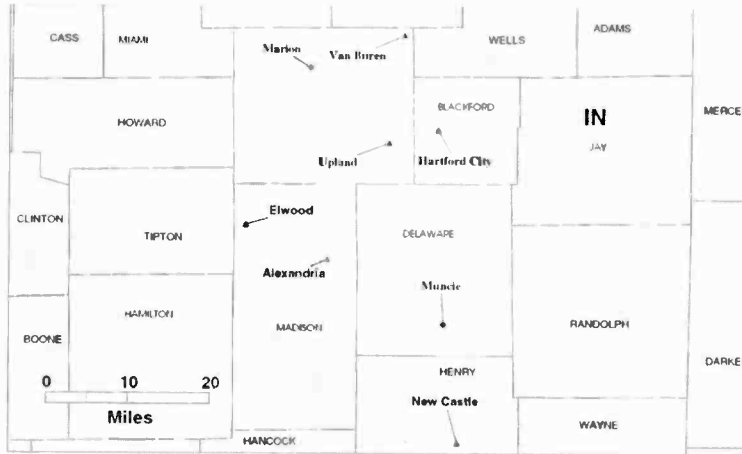
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 201

Revenue Rank: 219

# Muncie-Marion, IN Market Overview



### Metro Counties / Population (000)

Blackford, IN	14.0
Delaware, IN	117.7
Grant, IN	72.7
<b>Total</b>	<b>204.4</b>

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

<b>ESTIMATED GROSS REVENUES</b> ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	N/A	N/A	N/A	N/A	\$6,500	\$7,200	
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	10.8%	\$7,600	\$8,100	\$8,600	\$9,100	\$9,500	5.7%
Revenue/Retail Sales	1997	2002	2007	<b>Est. Breakout</b>			
Revenue/Capita	NA <sup>1/</sup>	\$2.94/1,000	\$3.40/1,000	Local	80%		
	N/A	\$35.23	\$47.36	National	20%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	205.5	204.4	-0.1%	204.4	200.6	-0.4%
Households	77.8	80.9	0.8%	80.9	80.7	0.0%
Retail Sales	NA <sup>1/</sup>	2,449.4	NA <sup>1/</sup>	2,449.4	2,793.5	2.7%
EBI <sup>2/</sup>	2,927.3	3,075.2	1.0%	3,075.2	3,518.1	2.7%

### Demographic Breakdown

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	98.0	15.3	8.2	14.4	11.9	13.2	13.3	21.7
Women (000)	106.3	14.9	7.8	15.6	11.9	13.8	14.2	28.2
Total	204.4	30.1	16.0	30.0	23.8	27.1	27.5	49.8
Percentage	100.0%	14.7%	7.9%	14.7%	11.7%	13.3%	13.4%	24.4%
Per Capita	\$ 15,046	Median Household		\$ 31,145	Avg Household		\$ 38,001	
Ethnic Population:	White 90.4%	Black 6.6%	Asian 0.7%	Hispanic 1.6%				

### Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	5	3		6	8	4	12
Tot 12+	14.9	26.5		40.4	41.4	3.8	45.2
Avg 12+	3.0	8.8		6.7	5.2	1.0	3.8
Tot LCS	33.0	58.6		89.4	91.6	8.4	100.0
Avg LCS	6.6	19.5		14.9	11.4	2.1	8.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999		
WHTY	Hartford City	A	93.5	3.9 cp	407	c	Backyard Bcstg	65	0210		st	Clisc Hits	500			4.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• WHTI	Alexandria	A	96.7	2.5	351	c	Backyard Bcstg	80	0210		st	Clisc Hits	300			1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WCJC	Van Buren	A	99.3	3.0	328	a	Mid-Amer Radio Grp	89				Country	1,100			6.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• WURK	Elwood	A	101.7	3.0	328	c	Backyard Bcstg	64	0210		st	Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• WMDH	New Castle	B	102.5	50.0	499		Citadel Comm Corp	47	9906		c1	Country	1,700			11.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WLBC	Muncie	B	104.1	41.0	459	c	Backyard Bcstg	47	0210		st	AC	1,500			11.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
WERK	Muncie	A	104.9	3.0	328	c	Backyard Bcstg	86	0210		st	Oldies	500			2.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
• WMRI	Marion	B	106.9	50.0	499	b	Mid-Amer Radio Grp	48	0301 p	1,634	c1	Lite AC	800			4.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
# FM Stations -					8	# Combos -					7	FM TOTALS					0.0	41.4	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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999		
• WGOM	Marion	B	860	1.0	0.50	b	Mid-Amer Radio Grp	55	0301 p		c1	Talk/Sprts	400			1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WLHN	Muncie	D	990	0.3	0.00		Electronic App	65	9904			Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WXFN	Muncie	C	1340	1.0	1.00	c	Backyard Bcstg	26	0210		st	Sports	100			0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WBAT	Marion	C	1400	1.0	1.00	a	Mid-Amer Radio Grp	47				Oldies	300			1.9	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	3.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
AM & FM Stations Profiled -					12	# Duopolies -					4	Total Local Commercial Share					45.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

NOTE: Market first rated Fall 2002

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 202

Revenue Rank: 198

# Duluth, MN - Superior, WI Market Overview



### Metro Counties / Population (000)

Carlton, MN	32.1
St. Louis, MN	123.8
Douglas, WI	43.3
<b>Total</b>	<b>199.2</b>

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

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$6,600	\$7,500	\$8,000	\$8,300	\$7,900	\$8,400	4.9%
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.3%	\$8,900	\$9,500	\$10,000	\$10,600	\$11,100	5.7%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA <sup>1/</sup>	\$3.47/1,000	\$3.74/1,000	Local	80%		
Revenue/Capita	\$33.83	\$42.17	\$55.47	National	20%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	195.1	199.2	0.4%	199.2	200.1
Households	77.5	81.6	1.0%	81.6	83.4	0.4%
Retail Sales	NA <sup>1/</sup>	2,417.9	NA <sup>1/</sup>	2,417.9	2,968.3	4.2%
EBI <sup>2/</sup>	2,524.3	3,133.6	4.4%	3,133.6	3,925.0	4.6%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	98.3	14.4	9.2	10.9	11.0	15.0	15.7	22.0
Women (000)	100.9	13.5	8.6	10.4	10.5	14.9	14.9	28.0
Total	199.2	27.9	17.8	21.3	21.5	30.0	30.7	50.0
Percentage	100.0%	14.0%	8.9%	10.7%	10.8%	15.0%	15.4%	25.1%
Per Capita	\$ 15,733	Median Household		\$ 32,570	Avg Household		\$ 38,397	
Ethnic Population:	White 94.2%	Black 0.9%	Asian 0.7%	Hispanic 0.8%				

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		13	8	14	7	21
Tot 12+	0.0		57.7	53.9	57.7	18.8	76.5
Avg 12+	0.0		4.4	6.7	4.1	2.7	3.6
Tot LCS	0.0		75.4	70.5	75.4	24.6	100.0
Avg LCS	0.0		5.8	8.8	5.4	3.5	4.8

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
														Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WWAX	Hermantown	C3	92.1	5.4	705	c	Red Rock Radio Corp	96	9910	2,100	c1		AC	300	0.40	8.9	8.0	6.8	7.0	9.3	8.9	9.1	9.0	9.2
KQDS	Duluth	C1	94.9	100.0 cp	846	c	Red Rock Radio Corp	76	9811		g1		Clsc Hits	1,400	1.30	12.8	7.6	10.1	9.8	11.1	10.3	9.1	8.1	5.3
KDAL	Duluth	C1	95.7	100.0	804	b	Midwest Comm Inc	85	0109	7,500	d1		AC	700	1.44	5.8	4.2	4.3	4.7	5.1	5.6	6.3	6.8	7.2
• WKLK	Cloquet	C3	96.5	25.0	315	d	Quarnstrom, Alan		92				Clsc Rock				1.3	0.5	0.5	0.5	0.0	0.0	0.0	1.0
KTCO	Duluth	C1	98.9	100.0	600	b	Midwest Comm Inc	72	0109		d1		Country	700	0.98	8.5	5.5	6.3	7.0	5.6	5.1	3.8	5.3	6.3
• KLDJ	Duluth	C2	101.7	18.5	824	a	Clear Channel Comm	94	0302 p		sw		Oldies	900	1.07	10.0	5.9	8.2	7.4	6.0	7.0	6.7	6.6	7.7
KRBR	Superior	C1	102.5	100.0	600	b	Midwest Comm Inc	79	0109		d1		CHR	600	0.75	9.5	8.8	8.7	6.0	6.5	6.5	6.7	6.4	6.8
KZIO	Two Harbors	C2	104.3	50.0	397	c	Red Rock Radio Corp	95	9910		c1		Clsc Hits	75	0.50	1.8	1.7	1.9	0.9	0.9	1.4	2.9	3.2	4.8
• KKCB	Duluth	C1	105.1	100.0	791	a	Clear Channel Comm	66	0302 p		sw		Country	1,700	1.67	12.1	10.5	8.7	10.2	9.3	9.8	11.5	10.0	11.1
KBAJ	Deer River	C1	105.5	100.0	509	c	Red Rock Radio Corp		99				Clsc Hits				0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0
KAOD	Babbitt	C2	106.7	33.0	430	c	Red Rock Radio Corp		99				Clsc Hits				0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
• WMOZ	Moose Lake	A	106.9	6.0 cp	164	d	Quarnstrom, Alan		00				Clsc Rock				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WNXR	Iron River	C3	107.3	21.0	361		Bay Broadcasting	94	9909	300			Oldies	100		0.6	0.8	0.5	0.5	0.5	0.5	0.5	0.4	0.5
• KBMX	Proctor	C2	107.7	7.7	912	a	Clear Channel Comm	94	0302 p		sw		Modern AC	350	0.97	4.3	3.4	3.9	2.8	4.6	4.7	3.4	2.4	2.9
# FM Stations -					14	# Combos -					13	FM TOTALS			74.3	57.7	59.9	56.8	59.4	59.8	60.5	58.3	62.8	

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
														Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
• WEBC	Duluth	B	560	50.0 cp	5.00	a	Clear Channel Comm	24	0302 p		sw		Talk	575	0.83	8.2	5.0	6.8	6.0	5.1	5.1	4.8	4.2	5.8
KDAL	Duluth	B	610	5.0	5.00	b	Midwest Comm Inc	36	0109		d1		FullService	725	0.71	12.1	10.1	8.7	10.2	10.2	7.9	7.7	9.3	10.6
WDSM	Superior	B	710	10.0	5.00	b	Midwest Comm Inc	39	0109		d1		Talk	150	0.94	1.9	0.8	1.0	1.9	1.9	2.3	2.9	2.6	2.4
WWJC	Duluth	D	850	10.0	0.00		WWJC Inc	63	8309	515			Chrst/Talk	50		0.6	0.4	0.0	0.9	0.9	0.0	1.9	2.1	0.5
KXTP	Superior	D	970	1.0	0.03	b	Midwest Comm Inc	59	0109		d1		Talk			0.6	0.0	0.5	0.5	0.0	0.5	0.5	0.5	0.5
• WKLK	Cloquet	C	1230	0.7	0.00	d	Quarnstrom, Alan		50				Nostalgia				2.1	3.4	0.9	0.9	1.9	1.9	1.4	1.0
KQDS	Duluth	C	1490	1.0	1.00	c	Red Rock Radio Corp	63	9811		g1		News	75	0.43	2.1	0.4	0.0	3.3	3.2	2.8	1.9	0.0	0.0
# AM Stations -					7	# Combos -					6	AM TOTALS			25.5	18.8	20.4	23.7	22.2	20.5	21.6	20.1	20.8	
AM & FM Stations Profiled -					21	# Duopolis -					8	Total Local Commercial Share			76.5	80.3	80.5	81.6	80.3	82.1	78.4	83.6		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 203

Revenue Rank: 217

# Frederick, MD Market Overview



**Metro Counties / Population (000)**

Frederick, MD	205.4
	205.4

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

<b>ESTIMATED GROSS REVENUES</b> ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$5,100	\$5,800	\$6,500	\$6,200	\$6,700	\$7,300	7.3%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	9.0%	\$7,700	\$8,200	\$8,600	\$9,100	\$9,600	5.7%
	1997	2002	2007	<b>Est. Breakout</b>			
Revenue/Retail Sales	NA <sup>1/</sup>	\$2.15/1,000	\$1.82/1,000	Local	86%		
Revenue/Capita	\$28.21	\$35.54	\$41.70	National	14%		

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	180.8	205.4	2.6%	205.4	230.2	2.3%
Households	63.9	74.1	3.0%	74.1	83.9	2.5%
Retail Sales	NA <sup>1/</sup>	3,392.2	NA <sup>1/</sup>	3,392.2	5,279.9	9.3%
EBI <sup>2/</sup>	2,952.9	4,375.6	8.2%	4,375.6	6,145.6	7.0%

**Demographic Breakdown**

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	101.0	19.2	9.8	7.6	13.4	18.6	15.6	16.8
Women (000)	104.4	18.3	9.3	7.9	14.1	18.9	15.4	20.5
Total	205.4	37.5	19.1	15.5	27.6	37.5	31.0	37.3
Percentage	100.0%	18.2%	9.3%	7.6%	13.4%	18.3%	15.1%	18.1%
Per Capita	\$ 21,297	Median Household		\$ 51,780	Avg Household		\$ 59,085	
Ethnic Population:	White 88.9%	Black 6.5%	Asian 1.8%	Hispanic 2.5%				

**Market Summary**

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	2	3		4	5	5	10
Tot 12+	8.4	21.5		29.1	29.9	2.9	32.8
Avg 12+	4.2	7.2		7.3	6.0	0.6	3.3
Tot LCS	25.6	65.5		88.7	91.2	8.8	100.0
Avg LCS	12.8	21.8		22.2	18.2	1.8	10.0

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
WFRE	Frederick	B	99.9	7.9	1165	a	Clear Channel Comm	61	0008		g	Country	4,500	1.43	43.2	16.5	16.9	15.5	18.5	12.7	16.3	16.2	17.2
WAFY	Middletown	A	103.1	1.0	571		Frederick Bcstg LLC	90				AC	1,525	1.04	20.1	4.6	8.0	7.1	6.6	10.0	6.4	7.9	5.9
WWVZ	Braddock	A	103.9	0.4	912	b	Bonneville Intl	72	9607			Hot AC			9.3	3.8	4.8	2.2	2.3	2.3	3.4	2.2	4.2
WWZZ	Waldorf	B	104.1	20.0	801	b	Bonneville Intl	65	9607			Hot AC	n/a		3.5	0.8	0.8	1.8	3.1	5.4	4.3	2.5	1.3
WARX	Hagerstown	B	106.9	15.5 cp	853		Manning Bcstg Inc	57	8210	See (169)		Oldies	n/a		10.7	4.2	4.0	4.0	5.4	4.1	4.3	3.2	3.8
# FM Stations -				5		# Combos -		3		FM TOTALS				86.8	29.9	34.5	30.6	35.9	34.5	34.7	32.0	32.4	

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WGOP	Poolesville	D	700	25.0 cp	0.00		Birach Bcstg Corp	95	9401	See (8)		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		Bonneville Intl	60	9607		g1	News			2.3	0.4	0.8	0.9	0.0	0.5	0.9	0.0	0.0
WFMD	Frederick	B	930	5.0	2.50	a	Clear Channel Comm	36	0008		g	News/Talk	1,100	1.38	10.9	2.5	3.2	4.9	3.5	4.1	5.2	5.9	5.5
WTHU	Thurmont	C	1450	0.5	0.40		Walmer, Charles	67	9204	125		Adlt Stndrd	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WTRI	Brunswick	D	1520	17.0 cp	0.00		JMK Communications	66	0005	900		Korean	25			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -				5		# Combos -		1		AM TOTALS				13.2	2.9	4.0	5.8	3.5	4.6	6.1	5.9	5.5	
AM & FM Stations Profiled -				10		# Duopolles -		1		Total Local Commercial Share					<b>32.8</b>	<b>38.5</b>	<b>36.4</b>	<b>39.4</b>	<b>39.1</b>	<b>40.8</b>	<b>37.9</b>	<b>37.9</b>	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 204

Revenue Rank: 259

# Clarksville-Hopkinsville, TN-KY Market Overview



### Metro Counties / Population (000)

Christian, KY	72.0
Montgomery, TN	139.1
<b>Total</b>	<b>211.1</b>

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

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		N/A	N/A	\$3,200	\$3,900	\$4,400	\$4,900
***	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	11.4%	\$5,200	\$5,500	\$5,800	\$6,200	\$6,500	5.7%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA <sup>1/</sup>	\$2.08/1,000	\$2.22/1,000	Local 90%
Revenue/Capita	N/A	\$23.21	\$29.29	National 10%

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	188.5	211.1	2.3%	211.1	221.9	1.0%
Households	63.0	74.8	3.5%	74.8	79.3	1.2%
Retail Sales	NA <sup>1/</sup>	2,355.0	NA <sup>1/</sup>	2,355.0	2,927.7	4.4%
EBI <sup>2/</sup>	2,377.4	2,940.8	4.3%	2,940.8	3,705.9	4.7%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	107.0	21.8	9.0	16.6	19.4	15.3	10.9	14.1
Women (000)	104.0	20.5	8.5	12.5	17.3	15.4	11.5	18.3
Total	211.1	42.3	17.5	29.1	36.7	30.7	22.4	32.4
Percentage	100.0%	20.0%	8.3%	13.8%	17.4%	14.5%	10.6%	15.4%
Per Capita	\$ 13,933			Median Household	\$ 32,752		Avg Household	\$ 39,295
Ethnic Population:	White 71.5%	Black 20.9%	Asian 1.8%				Hispanic 5.3%	

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		4	5	5	6	11
Tot 12+	7.9		35.5	43.4	43.4	9.0	52.4
Avg 12+	7.9		8.9	8.7	8.7	1.5	4.8
Tot LCS	15.1		67.7	82.8	82.8	17.2	100.0
Avg LCS	15.1		16.9	16.6	16.6	2.9	9.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
WZZP	Hopkinsville	A	97.5	6.0	328	c	Saga Comm Inc	00	0102		d1	Clisc Hits	475	1.51	6.4	7.9	3.7	2.0	3.5	0.0	0.0	0.0	0.0
• WHOP	Hopkinsville	C1	98.7	100.0	295	b	Key Bcstg Inc	48	9911	2,740	c1	Lite AC	700	1.25	11.4	6.4	4.6	5.4	7.0	7.1	0.0	0.0	0.0
WVVR	Hopkinsville	C	100.3	100.0	1001	c	Saga Comm Inc	60	0102	7,000		Country	1,400	2.38	12.0	9.4	7.3	3.4	9.3	7.6	0.0	0.0	0.0
WUBT	Russellville	C1	101.1	47.0	1289	a	Clear Channel Comm	65	0008			Urban	n/a		32.2	13.3	14.2	14.2	3.1	2.2	0.0	0.0	0.0
WCVQ	Fort Campbell	C1	107.9	100.0	902	c	Saga Comm Inc	69	0102	6,700	d1	AC	1,300	1.83	14.5	6.4	6.4	6.4	7.9	6.2	0.0	0.0	0.0
# FM Stations -				5	# Combos -				4	FM TOTALS				76.5	43.4	36.2	31.4	30.8	23.1	0.0	0.0	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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WDXN	Clarksville	D	540	1.0	0.06	c	Saga Comm Inc	54	0102		d1	ChrsContem	75			0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0
WHOP	Hopkinsville	C	1230	1.0	1.00	b	Key Bcstg Inc	40	9911		c1	Nws/Tlk/Spt	100	0.38	5.4	1.5	2.3	2.5	2.2	2.7	0.0	0.0	0.0
• WJMR	Fort Campbell	D	1370	1.0	0.05	c	Saga Comm Inc	63	0102		d1	Urban	200	0.46	8.8	2.0	2.8	4.9	4.8	4.9	0.0	0.0	0.0
WJZM	Clarksville	C	1400	1.0	1.00		Comberland Radio	41	9004	210		Nws/Spt/Tlk	150	0.93	3.3	2.0	1.4	1.5	2.2	1.8	0.0	0.0	0.0
WHVO	Hopkinsville	D	1480	1.0	0.02		Ham Bcstg Co Inc	54	9509	90		Oldies	150	1.80	1.7	1.0	0.5	1.0	1.3	0.4	0.0	0.0	0.0
WCTZ	Clarksville	B	1550	2.5 cp	0.01		Cromwell Group	80				Black Gospl	350	1.66	4.3	2.5	2.3	1.5	1.3	0.9	0.0	0.0	0.0
# AM Stations -				6	# Combos -				3	AM TOTALS				23.5	9.0	9.3	11.4	11.8	11.6	0.0	0.0	0.0	
AM & FM Stations Profiled -				11	# Duopolies -				2	Total Local Commercial Share					52.4	45.5	42.8	42.6	34.7	0.0	0.0	0.0	

NOTE: Market first rated Fall 2000

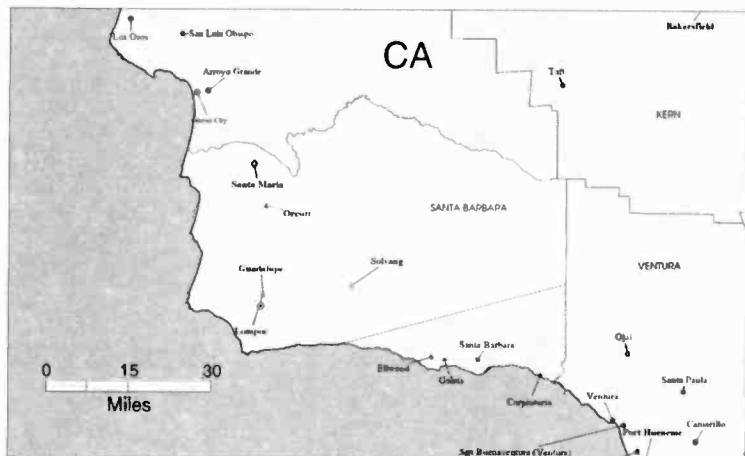
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 205

Revenue Rank: 264

# Santa Maria-Lompoc, CA Market Overview



**Metro Counties / Population (000)**

Santa Barbara, CA	201.5
	201.5

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

**ESTIMATED GROSS REVENUES**  
★★

1997	1998	1999	2000	2001	2002	Δ 97 - 02
\$3,200	\$3,400	\$4,200	\$5,200	\$4,700	\$4,700	7.9%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	\$4,900	\$5,200	\$5,600	\$5,900	\$6,200	5.8%

Revenue/Retail Sales  
Revenue/Capita

1997	2002	2007	Est. Breakout	
NA <sup>1/</sup>	\$1.72/1,000	\$1.62/1,000	Local	88%
\$16.41	\$23.33	\$28.90	National	12%

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	195.0	201.5	0.7%	201.5	214.5	1.3%
Households	66.8	68.7	0.6%	68.7	72.6	1.1%
Retail Sales	NA <sup>1/</sup>	2,729.7	NA <sup>1/</sup>	2,729.7	3,826.2	7.0%
EBI <sup>2/</sup>	3,046.3	3,632.4	3.6%	3,632.4	4,401.7	3.9%

**Demographic Breakdown**

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	100.6	17.1	8.6	13.9	14.4	14.9	12.8	18.8
Women (000)	100.9	16.2	8.0	13.3	12.7	14.4	12.8	23.5
Total	201.5	33.3	16.6	27.2	27.2	29.3	25.6	42.3
Percentage	100.0%	16.5%	8.2%	13.5%	13.5%	14.5%	12.7%	21.0%
Per Capita	\$ 18,027			Median Household	\$ 41,440		Avg Household	\$ 52,847
Ethnic Population:	White 89.6%	Black 2.8%	Asian 5.2%				Hispanic 34.8%	

**Market Summary**

FM Classes	Class A	Class B	Class C	Viabie FMs	All FMs	All AMs	Total
# Stations	3	7		6	10	6	16
Tot 12+	6.5	33.4		35.6	39.9	8.3	48.2
Avg 12+	2.2	4.8		5.9	4.0	1.4	3.0
Tot LCS	13.5	69.3		73.9	82.8	17.2	100.0
Avg LCS	4.5	9.9		12.3	8.3	2.9	6.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
KPAT	Orcutt	B1	95.7	3.3	cp	883 c	Amer General Media	87	0001	900		Oldies	250	0.84	6.3	7.8	3.3	2.8	3.2	3.1	2.0	3.9	0.4
KSYV	Solvang	A	96.7	5.8		-52	Knight Bcstg Inc	82	0112	655		AC	175		0.9	0.0	0.9	0.0	0.0	0.8	0.0	1.9	0.0
KLRM	San Luis Obispo	B1	97.1	1.2		1457	Hutton Media LLC	95	0103	See (170)		Spanish AC	n/a		3.6	1.7	2.3	1.2	6.3	0.0	0.0	0.0	0.0
KXFM	Santa Maria	B	99.1	2.3		1906 a	Clear Channel Comm	59	0012		g1	Clsc Rock	500	0.93	11.5	7.8	3.7	7.6	2.4	3.9	4.7	5.0	4.5
KROK	Lompoc	B1	100.3	3.6	cp	853 c	Amer General Media	79	9912	1,300		Mexican	500	0.84	12.7	4.3	7.5	4.8	2.0	5.0	2.7	6.1	3.7
KSNL	Santa Maria	B	102.5	13.5		860 a	Clear Channel Comm	60	0012		g1	Country	500	1.00	10.6	4.8	5.1	5.2	6.3	6.2	12.5	5.3	5.4
KBOX	Lompoc	B1	104.1	3.9	cp	824 c	Amer General Media	68	0004		na	AC	450	1.41	6.8	5.7	2.3	4.4	4.4	3.1	2.8	4.5	
• KWSZ	Lompoc	A	105.1	0.4		1217	Mapleton Comm	99	0301 p	1,050		Lite Rock	100	1.01	2.1	1.3	0.9	1.2	0.0	1.2	0.0	0.0	0.0
KIDI	Guadalupe	A	105.5	0.4		1342 b	Emerald Wave Media	92	0204		st	Spn/Mex/VHt	650	0.99	14.0	5.2	8.4	5.2	6.7	10.5	1.6	4.4	5.8
KSMY	Lompoc	B1	106.7	3.5		879 a	Clear Channel Comm	98	0012		g1	Hot AC	150	0.73	4.4	1.3	1.9	2.4	2.8	1.6	2.7	0.7	0.0
# FM Stations -				10				# Combos -				7				FM TOTALS							
															72.9	39.9	36.3	34.8	34.1	36.6	29.3	30.1	24.3

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
KGDP	Orcutt	B	660	10.0	1.00		Radio Reps Inc	87				Chrst/Talk	350	2.86	2.6	0.9	0.9	1.6	0.4	0.8	0.0	0.6	1.2
• KSMA	Santa Maria	C	1240	1.0	1.00	a	Clear Channel Comm	46	0012		g1	Nws/Tlk/Spt	350	1.24	6.0	3.9	1.9	4.0	3.6	3.1	2.0	2.0	2.1
• KTME	Lompoc	D	1410	0.5	0.08	d	Mapleton Comm	63	0301 p	1,300	c1	Talk			1.2	0.0	0.0	1.2	0.8	0.8	1.2	0.0	0.4
• KUHL	Santa Maria	B	1440	5.0	1.00	d	Mapleton Comm	46	0301 p		c1	Talk	500	0.90	11.8	2.2	4.7	6.8	7.1	7.8	6.6	4.6	5.8
KSBQ	Santa Maria	D	1480	1.0	0.06		Lazer Bcstg Corp	61	0002	225		Mexican			1.5	0.0	1.4	0.0	0.0	0.8	0.0	0.0	0.0
KTAP	Santa Maria	D	1600	0.5	0.00	b	Emerald Wave Media	62	0204		st	Mexican	200	1.04	4.1	1.3	2.8	1.2	0.0	3.5	0.0	0.0	1.7
# AM Stations -				6				# Combos -				4				AM TOTALS							
															27.2	8.3	11.7	14.8	11.9	16.8	9.8	7.2	11.2
AM & FM Stations Profiled -				16				# Duopolies -				4				Total Local Commercial Share							
															48.2	48.0	49.6	46.0	53.4	39.1	37.3	35.5	

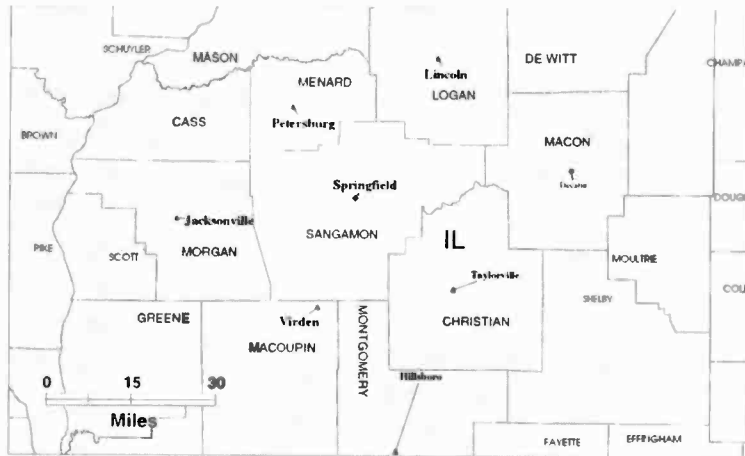
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 206

Revenue Rank: 159

# Springfield, IL Market Overview



### Metro Counties / Population (000)

Menard, IL	12.6
Sangamon, IL	188.7
<b>Total</b>	<b>201.3</b>

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

<b>ESTIMATED GROSS REVENUES</b> ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$9,900	\$11,100	\$10,800	\$11,100	\$11,700	\$12,300	4.4%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.1%	\$12,900	\$13,800	\$14,600	\$15,400	\$16,100	5.7%
Revenue/Retail Sales	1997	2002	2007	<b>Est. Breakout</b>			
Revenue/Capita	NA <sup>1/</sup>	\$6.05/1,000	\$7.23/1,000	Local	91%		
	\$48.34	\$61.10	\$79.62	National	9%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	204.8	201.3	-0.3%	201.3	202.2	0.1%
Households	82.8	83.9	0.3%	83.9	85.3	0.3%
Retail Sales	NA <sup>1/</sup>	2,034.0	NA <sup>1/</sup>	2,034.0	2,227.1	1.8%
EBI <sup>2/</sup>	3,467.1	3,801.8	1.9%	3,801.8	4,541.6	3.6%

### Demographic Breakdown

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	96.2	16.5	9.1	8.1	12.5	15.5	14.8	19.6
Women (000)	105.1	15.6	8.8	8.3	13.0	16.6	16.1	26.7
Total	201.3	32.1	17.9	16.4	25.5	32.1	30.9	46.2
Percentage	100.0%	16.0%	8.9%	8.2%	12.7%	16.0%	15.4%	23.0%
Per Capita	\$ 18,887	Median Household		\$ 37,421	Avg Household		\$ 45,295	
Ethnic Population:	White 87.6%	Black 9.5%	Asian 1.1%	Hispanic 1.1%				

### Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	2	8		9	10	4	14
Tot 12+	7.5	55.2		61.4	62.7	15.8	78.5
Avg 12+	3.8	6.9		6.8	6.3	4.0	5.6
Tot LCS	9.6	70.3		78.2	79.9	20.1	100.0
Avg LCS	4.8	8.8		8.7	8.0	5.0	7.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WQLZ	Taylorville	B1	92.7	11.5	482	b	Mid-West Family Bcst	67	9211	1,000		AOR	1,000	0.80	10.2	6.7	7.9	7.6	6.9	6.4	8.1	9.8	11.9
WMHX	Lincoln	B1	93.9	15.0	430	c	Saga Comm Inc	93	9705	6,000	c2	Hot AC	400	1.05	3.1	1.3	2.2	2.5	4.9	4.4	2.7	5.0	5.1
WCVS	Viriden	A	96.7	6.0	328	a	Clear Channel Comm	82	0008		g	Clsc Rock	600	1.43	3.4	3.3	2.6	2.5	5.7	3.6	4.3	3.7	3.4
• WYVR	Petersburg	A	97.7	6.0	328	b	Mid-West Family Bcst		02			Hot AC	300	1.22	2.0	4.2	3.1	0.0	0.0	0.0	0.0	0.0	0.0
WNNS	Springfield	B	98.7	50.0	469	b	Mid-West Family Bcst	80	8502			AC	1,650	1.20	11.2	7.1	8.7	8.4	7.3	9.6	10.9	7.3	9.4
WXAJ	Hillsboro	B	99.7	50.0	492	a	Clear Channel Comm	01	0108	2,800		CHR	300	0.41	5.9	4.2	5.2	3.8	0.0	0.0	0.0	0.0	0.0
WYMG	Jacksonville	B	100.5	45.0	492	c	Saga Comm Inc	48	8608		g	Clsc Rock	1,300	1.70	6.2	7.1	3.9	5.5	5.7	9.6	7.4	9.1	6.0
WQQL	Springfield	B	101.9	50.0	272	c	Saga Comm Inc	65	9309	1,500	e	Oldies	900	0.87	8.4	10.0	7.4	5.5	8.1	7.2	7.0	5.1	5.5
WDBR	Springfield	B	103.7	20.0 cp	768	c	Saga Comm Inc	48	9705		c2	CHR	1,775	1.28	11.3	9.2	7.4	9.7	13.0	14.3	14.7	12.2	13.6
WFMB	Springfield	B	104.5	43.0	430	a	Clear Channel Comm	65	0008		g	Country	2,000	0.75	21.7	9.6	17.5	15.5	15.0	9.6	12.0	12.0	7.7
# FM Stations -				10	# Combos -				10	FM TOTALS				83.4	62.7	65.9	61.0	66.6	64.7	67.1	64.2	62.6	

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WMAY	Springfield	B	970	1.0	0.50	b	Mid-West Family Bcst	50	7612			News/Talk	850	1.17	5.9	8.3	5.2	3.8	4.9	6.8	6.2	6.7	8.1
WTAX	Springfield	C	1240	1.0	1.00	c	Saga Comm Inc	30	9705		c2	Nws/Tlk/Spt	725	0.83	7.1	5.0	4.8	5.9	5.7	6.0	5.8	6.9	7.7
• WLLM	Lincoln	D	1370	1.0	0.04		Cornerstone Comm	51	0302 p	275		Big Band	50		0.6	0.4	0.9	0.0	1.2	1.2	0.4	0.0	0.0
WFMB	Springfield	C	1450	1.0	1.00	a	Clear Channel Comm	22	0008		g	Sports	300	0.79	3.1	2.1	2.6	2.1	2.4	2.4	2.3	2.7	1.7
# AM Stations -				4	# Combos -				3	AM TOTALS				16.7	15.8	13.5	11.8	14.2	16.4	14.7	16.3	17.5	
AM & FM Stations Profiled -				14	# Duopolies -				5	Total Local Commercial Share				78.5	79.4	72.8	80.8	81.1	81.8	80.5	80.1		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 207

Revenue Rank: 270

# Olean, NY Market Overview



Metro Counties / Population (000)

Allegany, NY	49.4
Cattaraugus, NY	83.1
McKean, PA	45.3
Potter, PA	18.3
<b>Total</b>	<b>196.1</b>

## Market Radio Financials

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

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		N/A	N/A	N/A	N/A	\$3,300	\$4,000
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	21.2%	\$4,200	\$4,500	\$4,700	\$5,000	\$5,200	5.7%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA <sup>1/</sup>	\$2.59/1,000	\$2.91/1,000	Local	80%		
Revenue/Capita	N/A	\$20.40	\$27.03	National	20%		

## Demographic and Economic Overview

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

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	201.8	196.1	-0.6%	196.1	192.4	-0.4%
Households	72.9	74.9	0.5%	74.9	74.9	0.0%
Retail Sales	NA <sup>1/</sup>	1,546.3	NA <sup>1/</sup>	1,546.3	1,788.4	3.0%
EBI <sup>2/</sup>	2,344.5	2,493.5	1.2%	2,493.5	2,844.9	2.7%

## Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	96.9	15.5	9.8	10.4	11.0	14.2	14.0	22.1
Women (000)	99.2	14.6	9.2	9.9	10.6	14.1	13.8	27.0
Total	196.1	30.1	19.0	20.3	21.5	28.2	27.8	49.1
Percentage	100.0%	15.3%	9.7%	10.4%	11.0%	14.4%	14.2%	25.1%
Per Capita	\$ 12,716			Median Household	\$ 28,141		Avg Household	\$ 33,289
Ethnic Population:	White 95.8%	Black 1.2%	Asian 0.5%	Hispanic	1.0%			

## Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	9	3		9	12	6	18
Tot 12+	24.5	29.9		52.1	54.4	6.9	61.3
Avg 12+	2.7	10.0		5.8	4.5	1.2	3.4
Tot LCS	40.0	48.8		85.0	88.7	11.3	100.0
Avg LCS	4.4	16.3		9.4	7.4	1.9	5.6

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

## FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M	A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
			Freq	(kW)													Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
WBUF	Buffalo	B	92.9	49.0	581		Infinity Bcstg	47	0102				Rock	n/a			5.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WHKS	Port Allegany	A	94.9	1.2	758		L-Com Incorporated	91					Soft AC	125			3.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WPIG	Olean	B	95.7	43.0	742	e	Backyard Bcstg	49	0210		st		Country	1,000			19.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WFRM	Coudersport	A	96.7	1.5	666	a	Allegheny Mtn Ntwk	85					Bright AC	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WQRT	Salamanca	A	98.3	3.2 cp	443	f	Washington, Michael	88					Clsc Rock	375			5.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WBRR	Bradford	A	100.1	1.7	525	d	Radio Stn WESB Inc	87					70s & 80s	600			3.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WMXO	Olean	A	101.5	1.5	404	b	Vox Media Corp	78	0010	790	c1		Hot AC	500			3.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WZKZ	Alfred	A	101.9	1.0	801		Pembrook Pines Inc	99					Country	100			1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WTSS	Buffalo	B	102.5	110.0	1165		Entercom	46	9912				Hot AC	n/a			5.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WJQZ	Wellsville	A	103.5	1.7	620	c	DBM Comm Inc	86	9810	850	c1		Oldies	200			3.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WLMI	Kane	A	103.9	3.0	289		Beech Tree Bcstg Co	84	9212	245			Country	250			2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WORM	Smethport	A	106.3	1.0 cp	787		Allegheny Mtn Ntwk	90					Adlt Stndrd	50			0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# FM Stations -					12	# Combos -					6	FM TOTALS					0.0	54.4	0.0	0.0	0.0	0.0	0.0	0.0	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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)	(kW)													Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WFRM	Coudersport	D	600	1.0	0.05	a	Allegheny Mtn Ntwk	53					Cntry/News	200			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WLSV	Wellsville	D	790	1.0	0.04	c	DBM Comm Inc	55	9810			c1	Country	150			2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WOEN	Olean	D	1360	1.0	0.03	b	Vox Media Corp	57	0010			c1	Nostalgia	100			1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WHDL	Olean	C	1450	1.0	1.00	e	Backyard Bcstg	29	0210			st	Oldies	100			0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WESB	Bradford	C	1490	1.0	1.00	d	Radio Stn WESB Inc	47					AC	150			2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WGGO	Salamanca	D	1590	5.0	0.00	f	Washington, Michael	57					Adlt Stndrd				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					6	# Combos -					6	AM TOTALS					0.0	6.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
AM & FM Stations Profiled -					18	# Duopolies -					1	Total Local Commercial Share					61.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

NOTE: Market first rated Fall 2002. Some stations also rated in Buffalo.

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 208

Revenue Rank: 244

# Bowling Green, KY Market Overview



## Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		N/A	N/A	\$4,800	\$5,400	\$5,300	\$5,700
Revenue/Retail Sales	1997	2002	2007		Est. Breakout		
	NA <sup>1/</sup>	\$2.51/1,000	\$2.71/1,000		Local 75%		
Revenue/Capita	N/A	\$29.84	\$37.37		National 25%		

Metro Counties / Population (000)	
Allen, KY	18.1
Barren, KY	38.6
Edmonson, KY	11.9
Hart, KY	17.8
Metcalfe, KY	10.2
Warren, KY	94.4
<b>Total</b>	<b>191.0</b>

## Demographic and Economic Overview

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

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	175.0	191.0	1.8%	191.0	200.7	1.0%
Households	66.9	74.8	2.3%	74.8	79.6	1.3%
Retail Sales	NA <sup>1/</sup>	2,273.3	NA <sup>1/</sup>	2,273.3	2,767.3	4.0%
EBI <sup>2/</sup>	2,234.2	2,695.7	3.8%	2,695.7	3,476.3	5.2%

## Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	93.3	15.3	8.1	11.9	12.6	13.9	12.8	18.7
Women (000)	97.7	14.3	7.7	12.0	12.5	14.1	13.2	23.8
Total	191.0	29.6	15.8	23.9	25.1	28.0	26.0	42.5
Percentage	100.0%	15.5%	8.3%	12.5%	13.2%	14.7%	13.6%	22.3%
Per Capita	\$ 14,115	Median Household		\$ 28,684	Avg Household		\$ 36,037	
Ethnic Population:	White 91.0%	Black 5.9%	Asian 0.9%	Hispanic 1.9%				

## Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	5		8	10	13	6	19
Tot 12+	11.0		55.0	60.2	66.0	4.7	70.7
Avg 12+	2.2		6.9	6.0	5.1	0.8	3.7
Tot LCS	15.6		77.8	85.1	93.4	6.6	100.0
Avg LCS	3.1		9.7	8.5	7.2	1.1	5.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
												Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WDNS	Bowling Green	C3	93.3	12.0	472	d	Daily News Bcstg Co	73			Clsc Rock	350	0.80	7.7	5.7	5.6	5.2	5.3	6.3	7.5	0.0	0.0
WGBV	Glasgow	A	94.1	4.5	299	a	Forever Bcstg Inc	97	416		Country			1.4	2.1	1.0	1.0	1.6	0.6	3.0	0.0	0.0
WGGC	Glasgow	C0	95.1	100.0	988		Skytower Comm Inc	61		st	Country	900	0.97	16.3	7.8	10.6	12.6	10.0	12.6	11.6	0.0	0.0
WBVR	Auburn	C2	96.7	48.0 cp	410	a	Forever Bcstg Inc	65		nc	Country	1,475	1.84	14.1	10.9	8.1	12.0	9.5	10.9	12.6	0.0	0.0
WKNK	Edmonton	A	99.1	6.0	328	c	Hart County Comm Inc	90	350		Country	300	0.86	6.1	2.1	3.0	5.8	4.7	4.6	4.5	0.0	0.0
WVLE	Scottsville	A	99.3	6.0	328	g	Sherandan Bcstg Co	67			Country	250	1.02	4.3	3.1	3.0	3.1	3.2	4.6	3.0	0.0	0.0
WKLX	Brownsville	C3	100.7	8.0	584		Anderson, Charles	99		1	Hot AC	200	0.69	5.1	4.1	3.0	4.2	4.7	5.2	5.5	0.0	0.0
WUBT	Russellville	C1	101.1	47.0	1289	b	Clear Channel Comm	65			Urban	n/a		8.4	7.3	6.1	5.8	1.1	2.9	1.0	0.0	0.0
WCLU	Munfordville	A	102.3	2.8	410	f	Royse Radio Inc	64	226		Lite Rock	100	0.80	2.2	1.6	1.0	2.1	1.6	1.7	1.0	0.0	0.0
WPTQ	Cave City	C3	103.7	13.5	449	e	Commonwealth Bcstg	88		c1	1 Clsc Rock	300	0.60	8.7	6.7	5.6	6.8	4.2	3.4	3.5	0.0	0.0
WOVO	Glasgow	C3	105.3	25.0	318	e	Commonwealth Bcstg	72		c1	1 Variety Hit	300	1.46	3.6	4.7	3.0	2.1	2.6	2.9	3.5	0.0	0.0
WHHT	Horse Cave	A	106.7	2.9	476	e	Commonwealth Bcstg	94		c1	1 Country	125	0.76	2.9	2.1	1.5	2.6	2.1	0.0	0.5	0.0	0.0
WUHU	Smiths Grove	C2	107.1	50.0	492	a	Forever Bcstg Inc	86		g1	Hot AC	875	1.23	12.5	7.8	11.1	6.3	5.8	4.6	5.0	0.0	0.0
# FM Stations -					13	# Combos -				10	FM TOTALS			93.3	66.0	62.6	69.6	56.4	60.3	62.2	0.0	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	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WKCT	Bowling Green	B	930	5.0	0.50	d	Daily News Bcstg Co	47				News/Talk	50	0.35	2.5	1.6	2.5	1.0	2.6	2.3	2.0	0.0	0.0
WLOC	Munfordville	B	1150	1.0	0.06	c	Hart County Comm Inc	93	9806	35		Cty/Gsp/Old	200	2.51	1.4	0.0	1.0	1.0	1.1	0.6	0.0	0.0	0.0
WLCK	Scottsville	D	1250	0.9	0.08	g	Sherandan Bcstg Co	58				Gospel	50		0.7	0.5	0.0	1.0	2.6	1.7	0.0	0.0	
WBGH	Bowling Green	C	1340	1.0	1.00	a	Forever Bcstg Inc	59	0102		g1	Talk/Sprts	150		0.7	1.0	0.5	0.5	1.6	1.7	1.5	0.0	0.0
WCDS	Glasgow	D	1440	0.5	0.03	e	Commonwealth Bcstg	62	9801		c1	1 Nostalgia				0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WCLU	Glasgow	C	1490	1.0 cp	1.00	f	Royse Radio Inc	46				Oldies	50	0.63	1.4	1.6	1.0	1.0	2.1	1.1	2.0	0.0	0.0
# AM Stations -					6	# Combos -				6	AM TOTALS			6.7	4.7	5.0	4.5	10.0	7.4	5.5	0.0	0.0	
AM & FM Stations Profiled -					19	# Duopolies -				3	Total Local Commercial Share				70.7	67.6	74.1	66.4	67.7	67.7	0.0	0.0	

NOTE: Market first rated Spring 2000

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 209

Revenue Rank: 140

# Cedar Rapids, IA Market Overview



**Metro Counties / Population (000)**

Linn, IA	194.3
	194.3

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$12,700	\$13,600	\$14,500	\$15,500	\$13,400	\$14,000	1.9%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07	
4.5%	\$14,700	\$15,700	\$16,600	\$17,500	\$18,400	5.7%	

	1997	2002	2007	Est Breakout
Revenue/Retail Sales	NA <sup>1/</sup>	\$4.87/1,000	\$5.14/1,000	Local 86%
Revenue/Capita	\$69.90	\$72.05	\$91.18	National 14%

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	181.7	194.3	1.3%	194.3	201.8	0.8%
Households	70.8	78.2	2.0%	78.2	82.3	1.0%
Retail Sales	NA <sup>1/</sup>	2,874.5	NA <sup>1/</sup>	2,874.5	3,578.4	4.5%
EBI <sup>2/</sup>	3,019.9	3,880.3	5.1%	3,880.3	5,015.3	5.3%

**Demographic Breakdown**

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	95.1	16.7	8.2	9.8	13.5	15.0	13.6	18.2
Women (000)	99.2	16.0	7.8	10.2	13.3	15.0	13.9	23.0
Total	194.3	32.7	16.0	20.0	26.9	30.0	27.5	41.2
Percentage	100.0%	16.9%	8.2%	10.3%	13.8%	15.4%	14.1%	21.2%
Per Capita	\$ 19,970		Median Household	\$ 42,431		Avg Household	\$ 49,611	
Ethnic Population:	White 93.6%	Black 2.7%	Asian 1.5%	Hispanic 1.5%				

**Market Summary**

FM Classes	Class A	Class B	Class C	Viabie FMs	All FMs	All AMs	Total
# Stations			8	8	8	5	13
Tot 12+			58.2	58.2	58.2	19.9	78.1
Avg 12+			7.3	7.3	7.3	4.0	6.0
Tot LCS			74.5	74.5	74.5	25.5	100.0
Avg LCS			9.3	9.3	9.3	5.1	7.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Waterloo-Cedar Falls.  
ARB 12+ Metro Shares (see rights)

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)																	
															Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999										
KRNA	Iowa City	C1	94.1	100.0	981	b	Cumulus Bcstg Inc	74	0008		g	Rock	1,100	1.48	5.3	5.2	4.8	3.7	5.4	6.4	6.3	5.9	5.7									
WMT	Cedar Rapids	C1	96.5	100.0	518	a	Clear Channel Comm	63	9905		g1	AC	1,800	1.26	10.2	3.8	8.2	8.3	6.3	7.3	8.4	7.2	9.0									
KHAK	Cedar Rapids	C1	98.1	100.0	459	b	Cumulus Bcstg Inc	61	0008		g	Country	2,300	1.21	13.6	11.4	10.4	11.6	11.7	12.7	14.2	12.4	14.3									
KKRQ	Iowa City	C1	100.7	100.0	532	a	Clear Channel Comm	66	9905		g1	Clsc Hlts	1,700	1.17	10.4	6.6	8.2	8.7	9.9	8.2	7.9	8.9	11.0									
KZIA	Cedar Rapids	C1	102.9	100.0	942		KZIA Inc	75	9405	2,000		CHR	2,250	1.09	14.7	13.7	12.6	11.2	9.9	12.7	10.9	11.8	13.9									
KDAT	Cedar Rapids	C1	104.5	100.0	551	b	Cumulus Bcstg Inc	71	0008		g	Soft Rock	1,300	0.97	9.6	7.1	6.9	8.7	6.7	9.1	9.2	10.2	8.2									
KOKZ	Waterloo	C	105.7	100.0	1322		Bahakel Comm	62				Oldies	n/a		5.2	3.8	3.5	5.0	4.5	3.6	2.9	2.9	4.5									
KFMW	Waterloo	C	107.9	100.0	1805	c	Bahakel Comm	68	9608	See (240)		Adult Rock	n/a		8.2	6.6	8.2	5.0	4.9	2.3	3.3	4.5	4.1									
# FM Stations -														8	# Combos -				5	FM TOTALS				77.2	58.2	62.8	62.2	59.3	62.3	63.1	63.8	70.7

## AM Stations

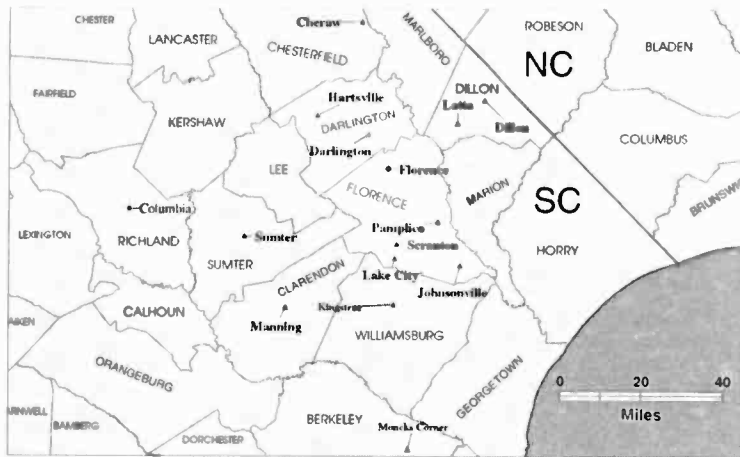
Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)																	
															Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999										
WMT	Cedar Rapids	B	600	5.0	5.00	a	Clear Channel Comm	22	9905		g1	FullService	2,300	1.49	11.0	9.5	7.4	10.4	9.4	11.8	10.0	11.7	9.4									
KXIC	Iowa City	D	800	1.0	0.20	a	Clear Channel Comm	48	9905		g1	Nws/Tlk/Spt	100			0.5	0.0	0.0	0.4	0.5	0.4	0.3	0.4									
KMJM	Cedar Rapids	D	1360	1.0	0.12	a	Clear Channel Comm	61	0008		g	ChrsContem			1.1	0.9	1.7	0.0	0.0	0.0	0.0	0.0	0.0									
KMRY	Cedar Rapids	C	1450	1.0	1.00		Sellers Bcstg Inc	49	9804	475		Adlt Stndrd	600	0.58	7.4	6.2	6.1	5.8	6.7	6.4	6.3	5.3	4.5									
KCRG	Cedar Rapids	B	1600	5.0	5.00		Cedar Rapids TV Co	47				Sprts/News	500	1.05	3.4	2.8	2.2	3.3	1.8	2.7	1.7	3.0	2.4									
# AM Stations -														5	# Combos -				3	AM TOTALS				22.9	19.9	17.4	19.5	18.3	21.4	18.4	20.3	16.7
AM & FM Stations Profiled -														13	# Duopolies -				5	Total Local Commercial Share				78.1	80.2	81.7	77.6	83.7	81.5	84.1	87.4	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 210

Revenue Rank: 181

# Florence, SC Market Overview



### Metro Counties / Population (000)

Darlington, SC	67.9
Florence, SC	126.7
<b>Total</b>	<b>194.6</b>

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

<b>ESTIMATED GROSS REVENUES</b> ★★★	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>Δ 97 - 02</b>
	\$6,800	\$7,000	\$8,500	\$9,600	\$9,300	\$9,900	7.7%
	<b>Δ 01 - 02</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>Δ 02 - 07</b>
	6.5%	\$10,400	\$11,100	\$11,700	\$12,400	\$13,000	5.7%
<b>Revenue/Retail Sales</b>	<b>1997</b>	<b>2002</b>	<b>2007</b>	<b>Est. Breakout</b>			
	NA <sup>1/</sup>	\$4.46/1,000	\$5.17/1,000	Local	80%		
<b>Revenue/Capita</b>	\$35.86	\$50.87	\$65.33	National	20%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<b>1997</b>	<b>2002</b>	<b>Growth Rate</b>	<b>2002</b>	<b>2007</b>	<b>Growth Rate</b>
MSA Population	189.6	194.6	0.5%	194.6	199.0	0.4%
Households	67.9	74.2	1.8%	74.2	77.9	1.0%
Retail Sales	NA <sup>1/</sup>	2,218.1	NA <sup>1/</sup>	2,218.1	2,515.4	2.5%
EBI <sup>2/</sup>	2,295.2	2,873.6	4.6%	2,873.6	3,565.4	4.4%

### Demographic Breakdown

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	91.6	16.7	8.9	9.0	11.9	13.3	14.0	17.8
Women (000)	103.0	16.2	8.5	9.8	13.4	15.2	15.3	24.6
<b>Total</b>	<b>194.6</b>	<b>32.9</b>	<b>17.4</b>	<b>18.7</b>	<b>25.3</b>	<b>28.5</b>	<b>29.4</b>	<b>42.4</b>
Percentage	100.0%	16.9%	8.9%	9.6%	13.0%	14.6%	15.1%	21.8%
Per Capita	\$ 14,768	Median Household		\$ 30,885	Avg Household		\$ 38,709	
Ethnic Population:	White 57.5%	Black 40.6%	Asian 0.6%	Hispanic 1.2%				

### Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	6		8	11	14	9	23
Tot 12+	31.9		31.8	62.0	63.7	9.1	72.8
Avg 12+	5.3		4.0	5.6	4.6	1.0	3.2
Tot LCS	43.8		43.7	85.2	87.5	12.5	100.0
Avg LCS	7.3		5.5	7.7	6.3	1.4	4.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# Competitive Overview

Some stations also rated in 90, 127 and 178.

## FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)									Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WCSQ	Moncks Corner	C	92.5	100.0 cp	778		Apex Bcstg Inc	73	0111	3,000		Hot AC	400	1.04	3.9	0.4	3.2	2.7	3.7	1.3	1.3	1.9	1.4
• WEGX	Dillon	C	92.9	100.0 cp	1801	b	Qantum Comm	54	0303 p		g1	Country	825	1.41	5.9	3.5	3.6	5.4	6.5	4.9	4.9	5.1	4.1
• WGSS	Kingstree	A	94.1	6.0	328	b	Qantum Comm	98	0303 p		g1	Gospel	300	0.98	3.1	1.3	1.4	3.2	1.4	1.8	0.0	1.5	0.0
WCMG	Latta	C3	94.3	10.5	502	a	Cumulus Bcstg Inc	70	9904	525		R&B Oldies	500	1.53	3.3	2.6	2.7	2.3	3.2	4.0	1.8	2.6	1.4
WBZF	Hartsville	A	98.5	6.0 cp	328	a	Cumulus Bcstg Inc	92	9806	700	c1	Gospel	500	0.73	6.9	6.1	3.2	7.2	3.7	8.9	6.7	4.0	2.8
• WWFN	Lake City	A	100.1	3.3	433	a	Cumulus Bcstg Inc	77	0104	850		Top 40	275	0.66	4.2	1.7	4.1	2.3	3.7	3.1	2.2	2.8	1.8
• WHLZ	Marion	C3	100.5	25.0 cp	328	a	Cumulus Bcstg Inc	91	9904	3,800	d3	Country	975	1.03	9.6	8.3	5.5	9.0	6.5	5.3	5.8	6.0	6.4
WWDW	Sumter	C	101.3	82.0	1322		Inner City Bcstg	61	0008			Urban	n/a		5.6	2.6	4.5	4.1	3.7	4.0	5.8	6.7	5.0
WMTX	Pamplico	C2	102.1	49.0	479	a	Cumulus Bcstg Inc	90	9904		d3	Cisc Rock	1,250	1.56	8.1	5.2	6.4	5.9	6.9	8.0	4.5	5.1	5.5
• WSQN	Scranton	A	102.9	2.9	466	b	Qantum Comm	91	0303 p		g1	Oldies	250	0.77	3.3	3.1	3.2	1.8	3.7	3.1	2.7	4.4	3.7
• WJMX	Cheraw	C2	103.3	50.0	492	b	Qantum Comm	79	0303 p		g1	CHR	1,550	1.44	10.9	6.1	9.5	7.2	7.4	8.0	9.4	7.8	8.3
WPDT	Johnsonville	A	105.1	4.4	374		Glory Communications	95	0207	200		DARK				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	Qantum Comm	65	0303 p		g1	Soft AC	500	1.05	4.8	3.1	4.1	3.2	5.1	2.7	5.4	3.7	4.1
WYNN	Florence	A	106.3	6.0	328	a	Cumulus Bcstg Inc	64	9803	4,100	c2	Urban	1,600	0.88	18.4	19.7	15.9	12.2	15.2	14.7	11.2	10.6	13.3
# FM Stations -					14	# Combos -					11	FM TOTALS			88.0	63.7	67.3	66.5	70.7	69.8	61.7	62.2	57.8

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)	(kW)									Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
• WYNN	Florence	D	540	0.3	0.17	a	Cumulus Bcstg Inc	58	9803		c2	Gospel	375	0.47	8.0	3.5	6.8	5.4	5.5	4.9	8.1	6.2	10.6	
• WDSC	Dillon	B	800	1.0	0.38	b	Qantum Comm	46	0303 p		g1	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	Qantum Comm	47	0303 p		g1	Nws/Tlk/Spt	200	0.56	3.6	3.9	3.2	2.3	3.2	2.7	2.2	3.1	2.8	
WOLS	Florence	C	1230	1.0	1.00	c	GHB Bcstg	37	8712	20		Nostalgia	100		0.3	1.7	0.5	0.0	1.8	1.3	0.9	0.0	1.8	
WHYM	Lake City	D	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	C	1400	1.0	1.00	b	Qantum Comm	55	0303 p		g1	Gospel				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	Top 40			0.3	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	
WJDJ	Hartsville	C	1490	1.0	1.00		Beaver Comm	72	0204	20		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					9	# Combos -					8	AM TOTALS			12.2	9.1	11.0	7.7	10.5	8.9	11.2	9.3	15.2	
AM & FM Stations Profiled -					23	# Duopolies -					9	Total Local Commercial Share			72.8	78.3	74.2	81.2	78.7	72.9	71.5	73.0		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 211

Revenue Rank: 181

# Richland-Kennewick-Pasco, WA Market Overview



### Metro Counties / Population (000)

Benton, WA	147.1
Franklin, WA	50.5
<b>Total</b>	<b>197.6</b>

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

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$5,700	\$7,100	\$7,600	\$8,600	\$9,300	\$9,900
***	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.5%	\$10,500	\$11,300	\$12,000	\$12,600	\$13,300	6.1%
Revenue/Retail Sales	1997 NA <sup>1/</sup>	2002 \$4.06/1,000	2007 \$4.22/1,000			Est. Breakout	
Revenue/Capita	\$31.16	\$50.10	\$62.35			Local	75%
						National	25%

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	182.9	197.6	1.6%	197.6	213.3
Households	66.0	69.5	1.0%	69.5	74.5	1.4%
Retail Sales	NA <sup>1/</sup>	2,440.6	NA <sup>1/</sup>	2,440.6	3,150.6	5.2%
EBI <sup>2/</sup>	3,073.0	3,287.1	1.4%	3,287.1	4,170.2	4.9%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	99.4	20.3	11.1	9.5	12.5	14.8	14.3	16.8
Women (000)	98.2	19.1	10.4	8.9	12.2	14.7	13.6	19.2
Total	197.6	39.4	21.5	18.4	24.7	29.5	28.0	36.0
Percentage	100.0%	20.0%	10.9%	9.3%	12.5%	14.9%	14.2%	18.2%
Per Capita	\$ 16,636							
				Median Household	\$ 39,543		Avg Household	\$ 47,264
Ethnic Population:	White	79.3%	Black	1.3%	Asian	2.2%	Hispanic	22.3%

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		15	12	16	5	21
Tot 12+	2.8		60.7	56.5	63.5	13.9	77.4
Avg 12+	2.8		4.0	4.7	4.0	2.8	3.7
Tot LCS	3.6		78.4	73.0	82.0	18.0	100.0
Avg LCS	3.6		5.2	6.1	5.1	3.6	4.8

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
• KZHR	Dayton	C1	92.5	54.0	1243		Commonwealth Comm	92	0212 p	1,000		Spanish	400	1.15	3.5	3.3	3.3	2.4	1.4	2.8	1.3	3.4	4.3	
KRKL	Walla Walla	C1	93.3	42.0	1378		Educational Media	77	0204	1,000		ChrsContem			3.5	0.0	2.3	3.3	2.8	2.3	1.3	1.5	2.4	
KGSG	Pasco	A	93.7	0.6	958		Gospel Music Bcstg	97				Gospel	100	0.72	1.4	2.8	2.3	0.0	0.0	0.9	0.4	0.7	0.0	
KIOK	Richland	C	94.9	100.0	1250	b	New NW Bcstrs	78	0001		g1	Country	1,300	2.53	5.2	2.8	5.6	2.9	6.0	5.6	5.8	3.8	6.2	
KNLT	Walla Walla	C	95.7	100.0	1401	b	New NW Bcstrs	80	0002			Oldies	800	1.52	5.3	5.6	4.7	3.8	3.2	6.0	4.0	5.0	6.2	
KRCW	Royal City	C2	96.3	19.5	791		Radio Campesina Inc	99	9711	74		Mexican	200	0.53	3.8	1.9	3.7	2.4	3.2	0.5	1.3	0.0	0.0	
KXRX	Walla Walla	C	97.1	50.0	1339	a	Clear Channel Comm	77	0102		g	Rock	850	1.28	6.7	5.6	6.5	4.3	5.6	7.9	6.7	6.5	5.7	
KTHK	Milton-Freewater	C1	97.9	20.0	1322	a	Clear Channel Comm	92	0102		g	Clsc Hits	400	0.75	5.4	2.8	3.3	5.3	2.3	4.2	3.1	2.3	1.4	
KEYW	Pasco	C2	98.3	12.5	997	a	Clear Channel Comm	87	0102		g	Hot AC	750	1.31	5.8	7.0	5.1	4.3	6.5	4.6	8.1	8.1	7.7	
KUJ	Walla Walla	C1	99.1	100.0 cp	738		Hodgins, Tom	97				CHR	750	0.81	9.4	8.4	6.5	8.6	7.4	8.8	9.4	8.4	8.6	
KGDN	Pasco	C3	101.3	2.8	1001		Read Bcstg Network	92				Christian				0.0	0.0	0.0	0.0	0.0	0.4	0.8	0.0	
KMNA	Prosser	C3	101.7	3.5	869		Moon Bcstg Corp	62	0005	See (198)		Spanish	n/a		2.0	0.9	1.9	1.4	0.9	1.4	0.9	0.0	0.5	
KZZM	Weston	C2	101.9	13.5	958		Butterfield Bcstg	97	9904	425		Spanish	200	0.63	3.2	3.3	2.8	2.4	1.9	1.9	0.0	0.0	0.0	
KORD	Richland	C	102.7	100.0	1099	a	Clear Channel Comm	65	0102		g	Country	1,200	1.14	10.6	9.8	7.9	9.1	9.3	8.8	11.7	9.2	7.2	
KONA	Kennewick	C	105.3	100.0	1139	c	Commonwealth Comm	69	0205	4,125	c1	Easy	550	0.41	13.4	6.5	11.2	10.5	6.5	8.3	8.1	7.6	6.7	
KEGX	Richland	C	106.5	100.0	1050	b	New NW Bcstrs	77	0003		g1	Clsc Rock	1,000	2.46	4.1	2.8	3.3	3.3	5.6	3.7	4.5	7.5	7.2	
# FM Stations -					16	# Combos -					8	FM TOTALS				83.3	63.5	70.4	64.0	62.6	67.7	67.0	64.8	64.1

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
KONA	Kennewick-Richl	B	610	5.0	5.00	c	Commonwealth Comm	48	0205		c1	Nws/Tlk/Spt	400	0.68	5.9	6.0	4.2	5.3	7.9	6.0	5.8	7.3	9.1	
KFLD	Pasco	B	870	10.0	0.25	a	Clear Channel Comm	56	0102		g	Talk/Sprts	250	0.50	5.1	2.8	3.3	4.8	5.1	1.9	2.7	1.3	2.9	
KALE	Richland	B	960	5.0	1.00	b	New NW Bcstrs	50	0001		g1	Nostalgia	125	0.39	3.2	2.3	2.8	2.4	1.9	2.8	3.6	2.6	3.8	
KZXR	Prosser	D	1310	5.0	0.07		Moon Bcstg Corp	56	0002		c2	Nws/Tlk/Spt	150			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	325	1.26	2.6	2.8	2.8	1.4	4.2	3.7	2.2	3.3	3.3	
# AM Stations -					5	# Combos -					4	AM TOTALS				16.8	13.9	13.1	13.9	19.1	14.4	14.3	14.5	19.1
AM & FM Stations Profiled -					21	# Duopolies -					5	Total Local Commercial Share				77.4	83.5	77.9	81.7	82.1	81.3	79.3	83.2	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 212

Revenue Rank: 209

# Medford-Ashland, OR Market Overview



**Metro Counties / Population (000)**

Jackson, OR	186.4
	186.4

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

<b>ESTIMATED GROSS REVENUES</b> ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$6,200	\$6,800	\$7,100	\$7,700	\$7,100	\$7,700	4.4%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	8.5%	\$8,100	\$8,700	\$9,100	\$9,600	\$10,000	5.5%

	1997	2002	2007	<b>Est. Breakout</b>
Revenue/Retail Sales	NA <sup>1/</sup>	\$1.95/1,000	\$1.76/1,000	Local 80%
Revenue/Capita	\$36.45	\$41.31	\$49.98	National 20%

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	170.1	186.4	1.8%	186.4	200.1	1.4%
Households	66.8	73.6	2.0%	73.6	79.3	1.5%
Retail Sales	NA <sup>1/</sup>	3,946.9	NA <sup>1/</sup>	3,946.9	5,668.2	7.5%
EBI <sup>2/</sup>	2,259.6	2,728.3	3.8%	2,728.3	3,408.7	4.6%

**Demographic Breakdown**

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	90.3	14.6	8.5	8.1	10.0	12.3	14.5	22.3
Women (000)	96.0	14.0	8.1	8.4	10.2	13.5	15.1	26.8
Total	186.4	28.6	16.6	16.5	20.2	25.8	29.6	49.1
Percentage	100.0%	15.3%	8.9%	8.8%	10.8%	13.8%	15.9%	26.4%
Per Capita	\$ 14,640			Median Household	\$ 30,016		Avg Household	\$ 37,047
Ethnic Population:	White 91.3%	Black 0.4%	Asian 1.1%	Hispanic 7.1%				

**Market Summary**

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	1		10	11	11	6	17
Tot 12+	3.7		64.3	68.0	68.0	12.9	80.9
Avg 12+	3.7		6.4	6.2	6.2	2.2	4.8
Tot LCS	4.6		79.5	84.1	84.1	15.9	100.0
Avg LCS	4.6		7.9	7.6	7.6	2.7	5.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
KTMT	Medford	C	93.7	31.0	3265	b	Mapleton Comm	70	0111	8,850	d1	Top 40	400	0.72	7.2	6.4	6.6	3.7	4.6	3.8	8.0	8.5	8.4
KRRM	Rogue River	A	94.7	0.1	2044		Bell, Shirley M.	94				Country	125	0.71	2.3	3.7	1.0	2.3	0.0	2.4	1.5	1.6	3.1
KBOY	Medford	C1	95.7	60.0	981	b	Mapleton Comm	58	0111		d1	Clsc Rock	950	1.18	10.5	5.5	8.6	6.5	6.4	4.3	5.5	7.9	6.2
KROG	Grants Pass	C	96.9	25.0	2228	a	Opus Bcstg Systems	81	9609	550	c3	Hot AC	300	1.44	2.7	4.1	1.5	2.3	2.3	2.9	3.5	4.7	3.5
KRWQ	Gold Hill	C1	100.3	30.0	991	c	Clear Channel Comm	80	9905		g2	Country	1,700	1.86	11.9	10.1	7.6	9.3	12.4	13.3	11.5	8.8	14.1
KCMX	Ashland	C	101.9	42.0	1437	b	Mapleton Comm	78	0111		d1	AC	800	0.93	11.2	10.6	7.6	8.4	8.7	6.7	6.5	7.0	5.3
KCNA	Cave Junction	C	102.7	100.0	1975	a	Opus Bcstg Systems	85	9609	750		Oldies	400	1.53	3.4	2.8	3.0	1.9	5.5	2.9	3.0	3.1	3.5
KLDZ	Medford	C1	103.5	100.0	440	c	Clear Channel Comm	91	9905		g2	Oldies	650	0.77	10.9	2.8	8.1	7.5	4.1	7.1	4.5	3.7	2.6
KAKT	Phoenix	C1	105.1	52.0	545	b	Mapleton Comm	91	0111		d1	Country	275	0.50	7.2	5.5	6.1	4.2	3.7	4.8	3.0	3.9	3.5
KZZE	Eagle Point	C3	106.3	0.9	1591	c	Clear Channel Comm	94	9905		g2	Rock	600	1.15	6.8	8.7	6.1	3.7	7.3	9.5	7.0	7.3	7.0
KIFS	Ashland	C2	107.5	5.3	1421	c	Clear Channel Comm	96	9905		g2	CHR	350	0.55	8.2	7.8	6.6	5.1	5.0	4.8	6.5	3.5	3.5
# FM Stations -				11	# Combos -				10	FM TOTALS				82.3	68.0	62.8	54.9	60.0	62.5	60.5	60.0	60.7	

## AM Stations

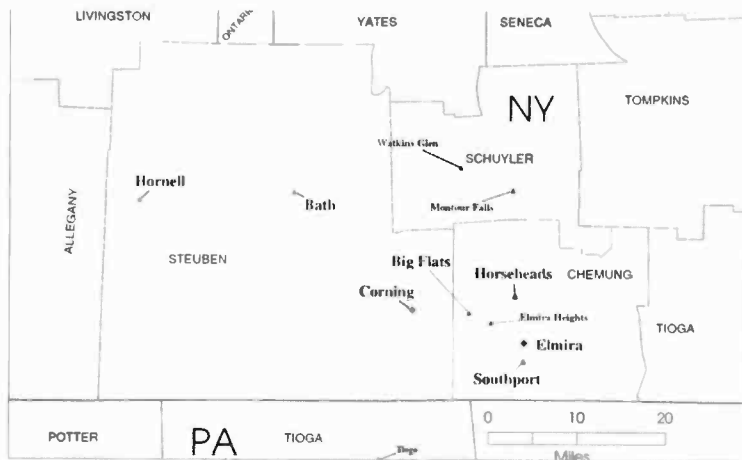
Calls	City of License	FCC Class	Power Freq (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
KTMT	Ashland	B	580	1.0	1.00	b	Mapleton Comm	46	0111		d1	Sports	125	0.77	2.1	3.2	1.0	1.9	2.8	1.4	2.5	2.6	1.8
KRTA	Medford	B	610	2.5	5.00	a	Opus Bcstg Systems	47	9609		c3	Mexcn/Span	200			1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.9
KLVB	Medford	D	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	Mapleton Comm	62	0111		d1	News/Talk	400	0.67	7.7	3.7	4.5	6.5	5.5	8.1	7.5	6.1	7.0
KAPL	Phoenix	B	1300	20.0	5.00		Applegate Media Inc	77	9504	375	st	Christian				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 Comm	22	9905		g2	News/Talk	400	0.66	7.9	4.6	5.1	6.1	3.2	4.8	6.5	8.2	5.7
# AM Stations -				6	# Combos -				4	AM TOTALS				17.7	12.9	10.6	14.5	11.5	14.3	16.5	16.9	15.4	
AM & FM Stations Profiled -				17	# Duopolies -				6	Total Local Commercial Share				80.9	73.4	69.4	71.5	76.8	77.0	76.9	76.1		

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 213

Revenue Rank: 228

# Elmira-Corning, NY Market Overview



### Metro Counties / Population (000)

Chemung, NY	89.7
Steuben, NY	98.2
<b>Total</b>	<b>187.9</b>

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

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$4,900	\$5,200	\$5,900	\$6,600	\$6,200	\$6,700
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	8.1%	\$7,100	\$7,600	\$8,000	\$8,400	\$8,800	5.6%
Revenue/Retail Sales	1997 NA <sup>1/</sup>	2002 \$3.14/1,000	2007 \$3.53/1,000			Est. Breakout	
Revenue/Capita	\$25.49	\$35.66	\$47.93			Local	85%
						National	15%

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	192.2	187.9	-0.5%	187.9	183.6	-0.5%
Households	72.1	73.9	0.5%	73.9	73.5	-0.1%
Retail Sales	NA <sup>1/</sup>	2,131.3	NA <sup>1/</sup>	2,131.3	2,493.2	3.2%
EBI <sup>2/</sup>	2,413.7	2,736.9	2.5%	2,736.9	3,134.0	2.7%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	92.2	15.2	8.9	7.8	11.1	14.3	13.9	21.0
Women (000)	95.7	14.5	8.4	7.7	10.5	14.2	13.8	26.5
Total	187.9	29.7	17.3	15.5	21.7	28.5	27.7	47.6
Percentage	100.0%	15.8%	9.2%	8.2%	11.5%	15.2%	14.7%	25.3%
Per Capita	\$ 14,566	Median Household		\$ 30,517	Avg Household		\$ 37,045	
Ethnic Population:	White 93.6%	Black 3.6%	Asian 0.9%	Hispanic 1.3%				

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	9	3		10	12	11	23
Tot 12+	41.2	19.8		58.4	61.0	4.3	65.3
Avg 12+	4.6	6.6		5.8	5.1	0.4	2.8
Tot LCS	63.1	30.3		89.4	93.4	6.6	100.0
Avg LCS	7.0	10.1		8.9	7.8	0.6	4.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
														Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WCKR	Homell	A	92.1	2.6	cp	509	a	Doran, Kevin	49	9010	538	c3	Country	150	0.40	5.6	1.3	2.8	4.7	4.8	2.2	5.4	1.8	4.6
WENY	Elmira	A	92.7	1.2		715	c	Eolin Bcstg Inc	65	0110	2,200	c2	Lite AC	600	1.49	6.0	2.6	5.2	2.6	0.9	3.1	4.0	3.1	3.7
WLKY	Elmira	A	94.3	1.8		499	b	Pembrook Pines Inc	66	7710		c5	CHR	600	0.69	12.9	12.4	6.1	11.1	13.9	13.4	11.7	8.6	9.6
WPHD	Tioga	B1	94.7	12.0		482		Europa Comm Inc	91				AAA/CRk/RA	250	0.50	7.5	4.7	5.2	4.7	4.8	4.5	4.5	6.1	2.8
WGMM	Big Flats	A	97.7	0.6		722	c	Eolin Bcstg Inc	89	9604	425		Rock/Oldes	250	0.60	6.2	6.0	4.7	3.4	5.2	3.6	6.7	5.6	5.5
WVIN	Bath	A	98.3	4.5	cp	367	b	Pembrook Pines Inc	71	9004	225	c1	Soft AC	400	0.62	9.6	4.7	6.6	6.0	3.9	2.7	3.6	4.2	3.2
WCBA	Corning	A	98.7	1.2	cp	722	c	Eolin Bcstg Inc	48	9006	790	c2	AC	300	2.13	2.1	1.3	1.9	0.9	2.6	1.3	0.9	2.6	1.4
WOKN	Southport	A	99.5	1.3	cp	725	b	Pembrook Pines Inc	93	9512	77		Country	400	0.83	7.2	4.3	5.7	3.8	8.3	6.3	8.5	5.2	7.8
WPGI	Horseheads	A	100.9	3.8		246	e	Backyard Bcstg	70	0210		st	Country	250	0.52	7.2	4.3	5.2	4.3	6.5	3.1	4.0	1.6	6.4
WNGZ	Montour Falls	A	104.9	1.0		479	e	Backyard Bcstg	73	0210		st	Clsc Rock	325	0.60	8.1	4.3	4.7	6.0	6.5	4.9	3.6	2.7	3.7
WKPQ	Homell	B	105.3	43.0		532	d	Bilbat Radio Inc	46	8306	450	c4	Adult Hits	725	2.64	4.1	5.2	2.8	2.6	2.6	3.1	2.2	1.4	4.6
WNKI	Corning	B	106.1	40.0		532	e	Backyard Bcstg	47	0210		st	CHR	1,650	1.94	12.7	9.9	6.6	10.3	8.7	11.6	9.0	10.3	9.2
# FM Stations -					12	# Combos -					11	FM TOTALS			89.2	61.0	57.5	60.4	68.7	59.8	64.1	53.2	62.5	

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
														Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
WWLZ	Horseheads	B	820	4.1	0.85	e	Backyard Bcstg	66	0210		st		Nws/Tlk/Spt	225	0.78	4.3	2.6	1.9	3.8	2.2	2.2	0.9	1.3	1.4	
WLNL	Horseheads	D	1000	5.0	0.00		Lighthouse Media	67	9110	256			Relgn/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	c	Eolin Bcstg Inc	39	0110		c2		Oldies	100		0.3	0.0	0.0	0.4	0.0	2.7	1.3	1.5	0.9	
WHHO	Homell	D	1320	5.0	0.02	d	Bilbat Radio Inc	49	8306		c4		Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	
WCBA	Corning	D	1350	1.0	0.04	c	Eolin Bcstg Inc	48	9006		c2		Nostalgia				0.0	0.0	0.0	0.0	1.3	0.9	1.3	0.0	
WABH	Bath	B	1380	2.5	0.12	b	Pembrook Pines Inc	62	9004		c1		Oldies	100		0.4	0.0	0.5	0.0	0.0	0.0	0.4	1.9	0.0	
WELM	Elmira	B	1410	5.0	1.00	b	Pembrook Pines Inc	47	7710		c5		Sports	175	1.00	2.6	0.0	0.9	2.6	1.3	1.8	1.3	0.5	0.5	
WCLI	Corning	C	1450	1.0	0.93	c	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	Homell	D	1480	2.5	0.02	a	Doran, Kevin	51	9010		c3		AC	50			1.7	0.0	0.0	0.0	0.4	1.3	2.5	2.8	
WGFM	Watkins Glen	C	1490	0.4	0.00	e	Backyard Bcstg	68	0210		st		Country				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WEHH	Elmira	B	1600	5.0	cp	0.17	b	Pembrook Pines Inc	56	8210	150		Adlt Stndrd	100	0.47	3.2	0.0	3.3	0.9	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -					11	# Combos -					10	AM TOTALS			10.8	4.3	6.6	7.7	3.5	8.4	6.1	9.7	5.6		
AM & FM Stations Profiled -					23	# Duopolies -					8	Total Local Commercial Share			65.3	64.1	68.1	72.2	68.2	70.2	62.9	68.1			

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 214

Revenue Rank: 196

# Bangor, ME Market Overview



**Metro Counties / Population (000)**

Penobscot, ME	145.8
Waldo, ME	37.2
<b>Total</b>	<b>183.0</b>

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

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$7,000	\$7,300	\$8,000	\$8,200	\$8,000	\$8,500
***	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.3%	\$9,000	\$9,600	\$10,100	\$10,700	\$11,200	5.7%

	1997	2002	2007	Est. Breakout	
Revenue/Retail Sales	NA <sup>1/</sup>	\$2.99/1,000	\$3.12/1,000	Local	85%
Revenue/Capita	\$38.67	\$46.45	\$59.99	National	15%

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	181.0	183.0	0.2%	183.0	186.7	0.4%
Households	68.0	74.3	1.8%	74.3	77.8	0.9%
Retail Sales	NA <sup>1/</sup>	2,845.0	NA <sup>1/</sup>	2,845.0	3,591.4	4.8%
EBI <sup>2/</sup>	2,325.7	2,611.8	2.3%	2,611.8	3,100.1	3.5%

**Demographic Breakdown**

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	89.3	13.5	8.1	9.8	10.7	14.1	14.2	19.0
Women (000)	93.6	12.6	7.8	9.6	11.2	14.9	14.4	23.2
Total	183.0	26.1	15.9	19.4	21.9	29.0	28.5	42.2
Percentage	100.0%	14.2%	8.7%	10.6%	12.0%	15.8%	15.6%	23.1%
Per Capita	\$ 14,275			Median Household	\$ 29,337		Avg Household	\$ 35,156
Ethnic Population:	White 96.7%		Black 0.5%		Asian 0.7%		Hispanic 0.6%	

**Market Summary**

FM Classes	Class A	Class B	Class C	Viab. FMs	All FMs	All AMs	Total
# Stations		9	6	11	15	4	19
Tot 12+		39.7	30.2	67.5	69.9	4.8	74.7
Avg 12+		4.4	5.0	6.1	4.7	1.2	3.9
Tot LCS		53.1	40.4	90.4	93.6	6.4	100.0
Avg LCS		5.9	6.7	8.2	6.2	1.6	5.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# Competitive Overview

Some stations also rated in Augusta, ME

FM Stations		ARB 12+ Metro Shares (see rights)																						
Calls	City of License	FCC Class	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)				ARB 12+ Metro Shares (see rights)					
												Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999		
WEZQ	Bangor	B	92.9	20.0	787	a	Cumulus Bcstg Inc	76	9903	4,000	d3	Soft AC	600	1.10	6.4	5.7	5.8	4.4	4.1	6.6	8.7	6.8	6.7	
• WKSQ	Ellsworth	B	94.5	11.5	1027	d	Clear Channel Comm	82	0011		g1	AC	1,300	2.59	5.9	5.2	4.5	4.8	4.1	4.7	5.4	3.4	6.7	
WSYY	Millinocket	C2	94.9	25.0	692	c	Katahdin Comm Inc		78			Country	75		0.2	0.5	0.4	0.0	0.9	0.0	0.0	0.0	0.0	
WWMJ	Ellsworth	B	95.7	11.5	1030	a	Cumulus Bcstg Inc	65	9903		d3	Oldies	475	1.12	5.0	4.7	4.5	3.5	2.7	6.6	8.7	4.3	4.8	
WWBX	Bangor	B	97.1	6.5	1230	d	Clear Channel Comm	61	0108	3,750	c2	CHR	450	0.79	6.7	6.6	5.8	4.8	7.3	5.7	7.6	8.5	7.7	
WNSX	Winter Harbor	B	97.7	50.0	489	d	Clear Channel Comm	00	0102	1,000		AOR				0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	
WKIT	Brewer	B	100.3	16.0	883	b	Zone Corp	79	9510	450		AOR	1,000	1.05	11.2	8.0	9.9	7.9	7.3	13.2	9.8	7.4	7.7	
WFZX	Searsport	B1	101.7	2.7 cp	1004	d	Clear Channel Comm	94	0011		g1	Clsc Rock	500	1.00	5.9	3.8	5.4	3.9	5.0	0.0	1.1	0.0	0.0	
WGUY	Dexter	C2	102.1	23.0	673		Concord Media Group	93	0108	1,000		Oldies	325	1.23	3.1	1.4	1.3	3.5	1.8	2.8	2.2	1.3	1.0	
WVOM	Howland	C	103.9	89.9	1509	d	Clear Channel Comm	93	0011		g1	News/Talk	700	1.13	7.3	6.1	4.5	7.0	6.4	4.7	4.3	8.3	5.8	
WBFB	Belfast	B	104.7	10.0	1099	d	Clear Channel Comm	86	0011		g1	Country	525	0.74	8.3	5.2	5.8	7.4	4.5	4.7	5.4	8.1	6.7	
WTOS	Skowhegan	C	105.1	50.0	2431	a	Clear Channel Comm	69	0101			AOR	n/a		5.9	3.8	5.4	3.9	6.4	2.8	3.3	4.8	7.7	
WBYA	Islesboro	B1	105.5	20.0 cp	305		Mariner Bcstg Ltd	99	0209 p	1,150		Big Band			1.1	0.5	0.9	0.9	0.5	0.0	0.0	0.0	0.0	
WQCB	Brewer	C	106.5	100.0	1079	a	Cumulus Bcstg Inc	86	9807	500	d1	Country	1,625	1.14	16.8	12.7	12.6	14.0	13.2	8.5	10.9	13.9	11.5	
WBZN	Old Town	C2	107.3	50.0	436	a	Cumulus Bcstg Inc	95	9807		d1	CHR	500	0.70	8.4	5.7	6.3	7.0	7.7	6.6	9.8	7.1	7.7	
# FM Stations -					15	# Combos -					13	FM TOTALS				92.2	69.9	73.1	73.0	72.4	66.9	77.2	73.9	74.0

AM Stations		ARB 12+ Metro Shares (see rights)																						
Calls	City of License	FCC Class	Power (kW)		C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)				ARB 12+ Metro Shares (see rights)					
			Day	Night								Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999		
WZON	Bangor	B	620	5.0	5.00	b	Zone Corp	26	9309	236		Sports	200	0.78	3.0	2.4	3.1	1.7	3.2	2.8	3.3	4.1	3.8	
WABI	Bangor	B	910	5.0	5.00	d	Clear Channel Comm	24	0108		c2	Nostalgia	200	0.49	4.8	2.4	4.5	3.1	4.1	8.5	5.4	6.0	7.7	
• WSYY	Millinocket	C	1240	1.0	1.00	c	Katahdin Comm Inc		63			Sprts/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WDEA	Ellsworth	B	1370	5.0	5.00	a	Cumulus Bcstg Inc	58	9903		d3	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				7.8	4.8	7.6	4.8	7.3	11.3	8.7	10.1	11.5
AM & FM Stations Profiled -					19	# Duopolles -					5	Total Local Commercial Share				74.7	80.7	77.8	79.7	78.2	85.9	84.0	85.5	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 215

Revenue Rank: 268

# Laredo, TX Market Overview



Metro Counties / Population (000)

Webb, TX	204.4
	204.4

## Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$3,100	\$3,300	\$3,700	\$4,100	\$3,900	\$4,200
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	7.7%	\$4,400	\$4,700	\$4,900	\$5,200	\$5,500	5.7%

	1997	2002	2007	Est. Breakout	
Revenue/Retail Sales	NA <sup>1/</sup>	\$1.59/1,000	\$1.39/1,000	Local	75%
Revenue/Capita	\$17.32	\$20.55	\$23.63	National	25%

## Demographic and Economic Overview

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

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	179.0	204.4	2.7%	204.4	232.8	2.6%
Households	45.3	53.9	3.5%	53.9	61.9	2.8%
Retail Sales	NA <sup>1/</sup>	2,639.2	NA <sup>1/</sup>	2,639.2	3,961.4	8.5%
EBI <sup>2/</sup>	1,536.6	1,965.4	5.0%	1,965.4	2,706.5	6.6%

## Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	98.4	25.7	11.7	11.7	15.0	12.8	9.7	11.9
Women (000)	106.0	25.3	11.2	12.1	16.6	13.7	10.7	16.3
Total	204.4	51.0	22.9	23.8	31.6	26.5	20.4	28.2
Percentage	100.0%	24.9%	11.2%	11.6%	15.5%	13.0%	10.0%	13.8%
Per Capita	\$ 9,616			Median Household	\$ 26,327		Avg Household	\$ 36,468
Ethnic Population:	White 83.4%		Black 0.4%		Asian 0.5%		Hispanic 94.3%	

## 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+	23.5		35.4	58.9	58.9	3.7	62.6
Avg 12+	11.8		11.8	11.8	11.8	1.2	7.8
Tot LCS	37.5		56.5	94.1	94.1	5.9	100.0
Avg LCS	18.8		18.8	18.8	18.8	2.0	12.5

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
KJBZ	Laredo	A	92.7	3.0	289	a	Guerra Enterprises	82	8912	750	Tejano	1,100	1.25	21.0	10.6	12.1	15.4	14.5	15.5	16.6	13.8	20.9	
KQUR	Laredo	C1	94.9	100.0	810		Border Bcstrs Inc	52			1 70s & 80s	700	1.11	15.0	9.2	9.5	10.2	14.1	10.9	12.0	12.2	5.7	
KRRG	Laredo	C1	98.1	100.0	699	a	Guerra Enterprises	82	9211	1,200	CHR	900	0.94	22.7	12.4	17.7	12.2	17.6	18.8	23.2	15.8	12.3	
KBDR	Mirando City	C2	100.5	42.0	535		BMP Radio LP	93	0207 p		g Mexican	500	0.69	17.2	13.8	9.5	13.0	8.8	8.8	4.1	5.5	7.4	
KNEX	Laredo	A	106.1	6.0	174	b	Amigo Bcstg LP	93	0005	3,000	c3 1 Spn/T40/Dnc	800	0.94	20.2	12.9	16.0	10.6	12.3	10.5	10.0	10.9	11.9	
# FM Stations -					5	# Combos -				3	FM TOTALS				96.1	58.9	64.8	61.4	67.3	64.5	65.9	58.2	58.2

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
KVOZ	Del Mar Hills	B	890	10.0	1.00	La Radio Cristiana	52	9704	1,850		Span/Chrst				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KLAR	Laredo	D	1300	1.0	0.08	Falth & Power Comm	56	9603	450		Span/Chrst	50	0.63	1.9	0.9	1.3	1.2	1.3	0.0	1.2	1.1	2.5	
• KLNT	Laredo	C	1490	1.0	1.00	b Amigo Bcstg LP	90	0005		c3 1	Talk	100	1.25	1.9	2.8	0.9	1.6	0.9	1.7	2.1	2.2	2.0	
# AM Stations -					3	# Combos -				1	AM TOTALS				3.8	3.7	2.2	2.8	2.2	1.7	3.3	3.3	4.5
AM & FM Stations Profiled -					8	# Duopolies -				1	Total Local Commercial Share				62.6	67.0	64.2	69.5	66.2	69.2	61.5	62.7	

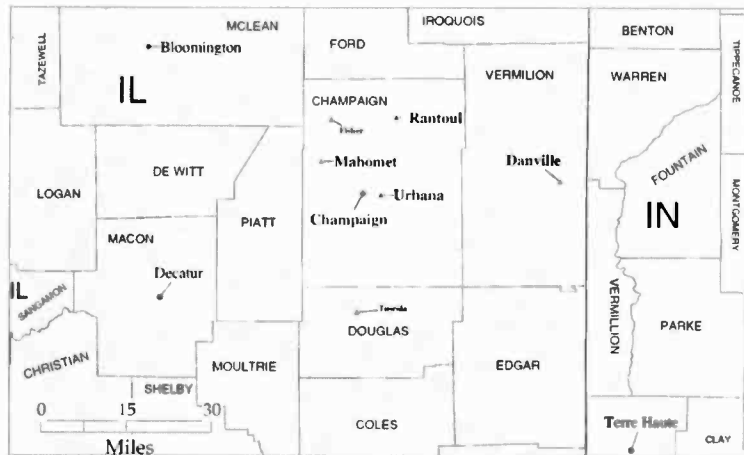
• Indicates a change since last edition

1/ See Introduction section for interpretation of revenue estimates.

Metro Rank: 216

Revenue Rank: 153

# Champaign, IL Market Overview



Metro Counties / Population (000)

Champaign, IL	180.4
	180.4

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

ESTIMATED GROSS REVENUES ★ ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$8,700	\$10,700	\$11,900	\$13,400	\$12,400	\$12,700
★ ★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	2.4%	\$13,300	\$14,200	\$15,000	\$15,800	\$16,600	5.6%
Revenue/Retail Sales	1997		2002		2007		Est. Breakout
Revenue/Capita	NA <sup>1/</sup>		\$6.43/1,000		\$7.15/1,000		Local 88%
	\$51.91		\$70.40		\$90.76		National 12%

## Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	167.6	180.4	1.5%	180.4	182.9	0.3%
Households	62.3	71.3	2.7%	71.3	73.5	0.6%
Retail Sales	NA <sup>1/</sup>	1,976.5	NA <sup>1/</sup>	1,976.5	2,323.1	3.3%
EBI <sup>2/</sup>	2,587.4	3,032.1	3.2%	3,032.1	3,757.3	4.4%

## Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	90.4	12.8	6.6	22.6	13.3	11.6	10.5	13.1
Women (000)	90.0	12.1	6.2	19.8	12.3	11.9	10.9	16.9
Total	180.4	24.9	12.8	42.4	25.6	23.5	21.4	29.9
Percentage	100.0%	13.8%	7.1%	23.5%	14.2%	13.0%	11.8%	16.6%
Per Capita	\$ 16,805			Median Household	\$ 33,486		Avg Household	\$ 42,509
Ethnic Population:	White 77.9%	Black 11.6%	Asian 6.8%			Hispanic 3.1%		

## Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6	5		10	11	3	14
Tot 12+	15.7	35.2		50.9	50.9	14.5	65.4
Avg 12+	2.6	7.0		5.1	4.6	4.8	4.7
Tot LCS	24.0	53.8		77.8	77.8	22.2	100.0
Avg LCS	4.0	10.8		7.8	7.1	7.4	7.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
WKIO	Urbana	B1	92.5	16.0	410	a	Saga Comm Inc	67	0006	7,000		Oldies	750	0.55	10.7	7.9	6.7	7.0	5.6	5.4	6.8	6.9	8.7
WEBX	Tuscola	A	93.5	6.0	308	c	AAA Entertainment	70	0006	500		AOR	400	0.64	4.9	0.6	1.9	4.5	1.7	2.7	3.7	2.6	0.5
• WLRW	Champaign	B	94.5	50.0 cp	390	a	Saga Comm Inc	63	8610		g	Adult CHR	1,250	0.96	10.3	6.1	6.7	6.5	5.0	8.1	8.9	6.2	12.3
WEVX	Rantoul	A	95.3	1.9	413	c	AAA Entertainment	72	0006	5,300	d1	Country	400	1.02	3.1	1.2	2.9	1.0	1.7	1.1	2.6	3.1	3.6
WQQB	Rantoul	A	96.1	3.8	404	c	AAA Entertainment	93	0006		d1	Top 40	800	0.66	9.6	5.5	6.2	6.0	7.3	7.6	8.9	5.9	7.2
WHMS	Champaign	B	97.5	50.0	358	b	DWS Inc	49				Lite Rock	1,000	0.82	9.6	8.5	6.2	6.0	6.7	6.5	5.2	6.6	5.6
WIAI	Danville	B	99.1	50.0	499		Key Bcstg Inc	70	9304	1,300		Clsc Hits	1,100	3.21	2.7	2.4	2.4	1.0	1.7	1.1	0.5	1.5	1.0
WIXY	Champaign	B1	100.3	13.0	453	a	Saga Comm Inc	92	9211	250		Country	2,200	1.03	16.8	10.3	10.0	11.5	13.4	11.9	11.0	13.0	10.8
WGNN	Fisher	A	102.5	6.0	328	d	Good News Radio Inc	93	9607	310		Religion	500			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WGKC	Mahomet	A	105.9	2.5 cp	512	c	AAA Entertainment	90	0006		d1	Clsc Rock	1,100	1.08	8.0	4.8	5.2	5.0	5.0	6.5	8.9	6.6	5.6
WPGU	Urbana	A	107.1	3.0	236		Illini Media Co	67				Alternative	950	1.08	6.9	3.6	4.8	4.0	4.5	4.3	3.7	5.1	6.2
# FM Stations -					11	# Combos -				9	FM TOTALS				82.6	50.9	53.0	52.5	52.6	55.2	60.2	57.5	61.5

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WDWS	Champaign	C	1400	1.0	1.00	b	DWS Inc	37				News/Talk	1,400	0.79	14.0	11.5	7.1	11.0	10.6	11.9	7.3	9.9	8.2
WJCI	Rantoul	D	1460	0.5	0.07		Vanguard Bcstg Inc	63	9912	175		Adlt Stndrd	100		0.8	0.6	0.0	1.0	0.0	0.0	0.0	0.0	0.0
WBCP	Urbana	D	1580	0.3	0.01		WBCP Inc	48	9003	135		Urban AC	700	2.12	2.6	2.4	1.4	2.0	2.8	1.1	1.6	2.4	1.0
# AM Stations -					3	# Combos -				1	AM TOTALS				17.4	14.5	8.5	14.0	13.4	13.0	8.9	12.3	9.2
AM & FM Stations Profiled -					14	# Duopolies -				3	Total Local Commercial Share				65.4	61.5	66.5	66.0	68.2	69.1	69.8	70.7	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 217

Revenue Rank: 235

# Alexandria, LA Market Overview



### Metro Counties / Population (000)

Avoyelles, LA	41.8
Grant, LA	18.9
Rapides, LA	125.1
<b>Total</b>	<b>185.8</b>

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

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$4,900	\$5,000	\$5,600	\$6,200	\$5,900	\$6,100
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	3.4%	\$6,500	\$6,900	\$7,300	\$7,700	\$8,100	5.8%
Revenue/Retail Sales	1997 NA <sup>1/</sup>	2002 \$3.10/1,000	2007 \$3.49/1,000			Est. Breakout	
Revenue/Capita	\$26.19	\$32.83	\$44.02			Local	85%
						National	15%

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	187.1	185.8	-0.1%	185.8	184.0	-0.2%
Households	65.8	69.3	1.0%	69.3	70.3	0.3%
Retail Sales	NA <sup>1/</sup>	1,970.8	NA <sup>1/</sup>	1,970.8	2,319.2	3.3%
EBI <sup>2/</sup>	2,119.9	2,438.2	2.8%	2,438.2	2,931.6	3.8%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	89.3	16.4	9.2	8.7	11.4	13.2	12.1	18.3
Women (000)	96.5	15.9	9.1	8.8	11.6	13.9	12.8	24.3
Total	185.8	32.3	18.3	17.5	23.1	27.1	25.0	42.5
Percentage	100.0%	17.4%	9.9%	9.4%	12.4%	14.6%	13.4%	22.9%
Per Capita	\$ 13,125	Median Household		\$ 27,293	Avg Household		\$ 35,184	
Ethnic Population:	White 68.1%	Black 28.9%	Asian 0.7%	Hispanic 1.3%				

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6		7	10	13	4	17
Tot 12+	18.6		48.7	63.6	67.3	5.5	72.8
Avg 12+	3.1		7.0	6.4	5.2	1.4	4.3
Tot LCS	25.5		66.9	87.4	92.4	7.6	100.0
Avg LCS	4.3		9.6	8.7	7.1	1.9	5.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
KLIL	Moreauville	A	92.1	6.0	299	c	Cajun Bcstg Corp	80	8609			Oldies	450	1.51	4.9	2.3	3.1	3.8	2.8	3.5	5.2	3.3	2.8
KQID	Alexandria	C	93.1	100.0	1522	a	Cenla Bcstg Co Inc	78	8008	600	2	CHR	700	1.21	9.5	8.4	5.8	7.7	5.7	4.0	5.6	9.0	6.3
KFAD	Alexandria	A	93.9	6.0	328		FM Bcstg Corp	93	9306			Urban/Oldes	150	1.89	1.3	1.4	0.9	0.9	4.3	5.1	3.3	3.5	1.2
KZLG	Mansura	A	95.9	6.0	322	c	Cajun Bcstg Corp		01			AC	25		0.3	0.9	0.4	0.0	0.5	0.0	0.0	0.0	0.0
KZMZ	Alexandria	C0	96.9	100.0 cp	1053	b	Clear Channel Comm	47	0008		g	Clsc Rock	675	1.12	9.9	7.4	6.3	7.7	7.1	7.1	7.0	5.2	9.5
KAPB	Marksville	A	97.7	6.0 cp	328		Radio Group	71	8811	350	c1	Country	600	1.23	8.0	3.3	7.6	3.8	3.8	4.0	4.7	4.1	3.2
KKST	Oakdale	C1	98.7	35.0	1053	b	Clear Channel Comm	72	0008		g	AC	425	1.24	5.6	7.4	3.6	4.3	5.7	3.5	2.8	4.9	4.4
KRRV	Alexandria	C	100.3	100.0	1053	b	Clear Channel Comm	69	0008		g	Country	900	1.33	11.1	7.9	7.2	8.5	10.9	11.6	15.0	13.0	9.5
KBCE	Boyce	C3	102.3	21.0	289		URBan Radio Bcstg	82	0206	1,450	st 1	Urban AC	475	0.53	14.8	7.4	10.3	10.7	8.1	11.1	10.3	20.8	19.8
KLAA	Tioga	C2	103.5	50.0	476	d	Cajun Comm TX Inc	84	9212	7	e	Country	400	0.85	7.7	4.2	6.3	4.7	7.1	6.1	7.0	8.1	8.3
KEZP	Bunkle	C3	104.3	18.0	384		Owensville Comm		91			Oldies	400	1.07	6.1	6.0	4.0	4.7	7.6	9.1	8.0	4.1	3.6
KHFX	Ball	A	105.5	6.0 cp	318	d	Cajun Comm TX Inc	98	9810		cp	AC	200	1.31	2.5	1.4	2.2	1.3	2.8	2.0	0.9	1.6	2.8
KEDG	Alexandria	A	106.9	6.0	328		Flinn Bcstg Corp		00			2 Urban	300	0.39	12.7	9.3	10.3	7.7	10.0	7.6	8.9	0.0	0.0
# FM Stations -					13	# Combos -					8	FM TOTALS			94.4	67.3	68.0	65.8	76.4	74.7	78.7	77.6	71.4

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
KWDF	Ball	D	840	8.0	0.00		Moore, A. T.		87			Gospel			0.9	0.9	1.3	0.0	0.0	0.5	0.0	0.0	0.8
KSYL	Alexandria	B	970	1.0	1.00	a	Cenla Bcstg Co Inc	47	8008			2 Nws/Tlk/Spt	350	1.25	4.6	3.7	2.7	3.8	0.9	4.0	1.4	1.3	1.6
KTPP	Pineville	D	1110	2.0	0.00		Peoples Bcstg Ntwk	74	0008	180		Ethnc/Gospl			0.3	0.0	0.0	0.4	1.4	2.5	0.0	0.0	0.0
KDBS	Alexandria	D	1410	1.0	0.05	b	Clear Channel Comm	53	0008		g	Sports	25			0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.8
# AM Stations -					4	# Combos -					2	AM TOTALS			5.8	5.5	4.0	4.2	2.3	7.0	1.4	1.3	3.2
AM & FM Stations Profiled -					17	# Duopolies -					3	Total Local Commercial Share			72.8	72.0	70.0	78.7	81.7	80.1	78.9	74.6	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 218

Revenue Rank: 192

# Lake Charles, LA Market Overview



**Metro Counties / Population (000)**

Calcasieu, LA	184.7
	184.7

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

<b>ESTIMATED GROSS REVENUES</b> ***	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>Δ 97 - 02</b>
	\$5,900	\$6,400	\$7,500	\$8,000	\$7,500	\$9,000	8.9%
	<b>Δ 01 - 02</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>Δ 02 - 07</b>
	20.0%	\$9,500	\$10,100	\$10,700	\$11,300	\$11,800	5.5%
<b>Revenue/Retail Sales</b>	<b>1997</b>	<b>2002</b>	<b>2007</b>	<b>Est. Breakout</b>			
<b>Revenue/Capita</b>	NA <sup>1/</sup>	\$4.08/1,000	\$4.38/1,000	Local	90%		
	\$32.74	\$48.73	\$62.63	National	10%		

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	<b>1997</b>	<b>2002</b>	<b>Growth Rate</b>	<b>2002</b>	<b>2007</b>	<b>Growth Rate</b>
MSA Population	180.2	184.7	0.5%	184.7	188.4	0.4%
Households	65.0	69.6	1.4%	69.6	72.4	0.8%
Retail Sales	NA <sup>1/</sup>	2,208.5	NA <sup>1/</sup>	2,208.5	2,694.3	4.1%
EBI <sup>2/</sup>	2,498.4	2,942.4	3.3%	2,942.4	3,713.6	4.8%

**Demographic Breakdown**

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	89.6	16.7	9.1	9.5	11.2	13.7	12.4	16.9
Women (000)	95.1	15.8	8.9	9.6	11.8	14.4	12.9	21.8
Total	184.7	32.4	18.0	19.2	23.1	28.1	25.3	38.7
Percentage	100.0%	17.6%	9.7%	10.4%	12.5%	15.2%	13.7%	20.9%
Per Capita	\$ 15,930			Median Household	\$ 34,100		Avg Household	\$ 42,289
Ethnic Population:	White 73.0%	Black 24.4%	Asian 0.7%	Hispanic 1.4%				

**Market Summary**

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations			8	8	8	5	13
Tot 12+			65.5	65.5	65.5	8.1	73.6
Avg 12+			8.2	8.2	8.2	1.6	5.7
Tot LCS			89.0	89.0	89.0	11.0	100.0
Avg LCS			11.1	11.1	11.1	2.2	7.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)										
															Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999			
• KHLA	Jennings	C2	92.9	30.0	640	c	Apex Bcstg Inc	63	0010	865	c1	Gospel	1,000	1.44	7.7	6.2	6.8	4.2	1.5	2.6	1.9	1.5	1.0		
• KYKZ	Lake Charles	C1	96.1	100.0	479	a	Cumulus Bcstg Inc	76	9806	14,848	d1	Country	2,100	1.03	22.7	19.1	14.5	17.9	23.1	24.5	21.7	19.3	20.3		
• KQLK	De Ridder	C2	97.9	50.0	492	d	Pittman Bcst Service	91	9803	243		Top 40	500	0.88	6.3	1.5	4.3	4.7	4.0	0.0	0.0	0.0	0.0		
• KBXG	Lake Charles	C1	99.5	100.0	955	b	Apex Bcstg Inc	65	0009			Country	1,200	1.33	10.0	6.2	9.7	4.7	6.5	8.3	12.1	8.8	9.4		
• KKGB	Sulphur	C3	101.3	25.0	289	a	Cumulus Bcstg Inc	77	9806		d1	Clsc Rock	1,000	1.11	10.0	7.2	6.3	8.0	8.0	6.8	10.1	9.5	12.0		
KBIU	Lake Charles	C1	103.7	100.0	489	a	Cumulus Bcstg Inc	76	9806		d1	Hot AC	1,100	1.04	11.7	5.7	9.2	7.5	6.5	9.9	7.7	6.8	9.9		
KZWA	Moss Bluff	C3	104.9	25.0 cp	328		B & C Bcstg Inc	94				Urban AC	850	0.91	10.4	10.8	6.3	8.5	9.0	7.8	10.1	12.6	8.9		
KVEE	Lake Arthur	C2	107.5	50.0	463	b	Apex Bcstg Inc	98	9707	74	cp	Urban AC	550	0.51	12.1	8.8	8.7	8.5	7.5	9.4	4.8	2.5	3.1		
# FM Stations -														8	# Combos -		6	FM TOTALS							
														90.9	65.5	65.8	64.0	66.1	69.3	68.4	61.0	64.6			

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)										
															Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999			
• KJEF	Jennings	B	1290	1.0	0.28	b	Apex Bcstg Inc	50	0010		c1	Nws/Tlk/Spt			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
KEZM	Sulphur	D	1310	0.5	0.05		Merchant Bcstg Inc	55	9803	75		Sports	25	0.4	1.0	0.0	0.5	1.0	0.5	1.9	1.3	1.6			
KAOK	Lake Charles	C	1400	1.0	1.00	d	Pittman Bcst Service	47	9803	150		News/Talk	150	0.98	1.7	1.5	1.9	0.5	0.0	3.1	4.3	3.4	1.6		
KLCL	Lake Charles	B	1470	5.0	0.50	b	Apex Bcstg Inc	35	0008			Nws/Tlk/Spt	175		1.0	0.0	0.0	1.5	0.0	1.9	1.1	1.0			
KXZZ	Lake Charles	B	1580	1.0	1.00	a	Cumulus Bcstg Inc	47	9806		d1	Urban AC	375	0.60	7.0	4.6	4.8	5.2	7.5	4.7	3.4	3.6	3.6		
# AM Stations -														5	# Combos -		4	AM TOTALS							
AM & FM Stations Profiled -														13	# Duopolies -		4	Total Local Commercial Share							
														9.1	8.1	6.7	6.2	10.0	8.3	11.5	9.4	7.8			
														73.6	72.5	70.2	76.1	77.6	79.9	70.4	72.4				

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 219

Revenue Rank: 199

# Ft. Walton Beach, FL Market Overview



**Metro Counties / Population (000)**

Okaloosa, FL	178.5
	178.5

**Market Radio Financials**

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

**ESTIMATED GROSS REVENUES**

★★

Revenue/Retail Sales  
Revenue/Capita

1997	1998	1999	2000	2001	2002	Δ 97 - 02
\$5,100	\$5,200	\$5,500	\$5,700	\$7,600	\$8,300	10.3%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
9.2%	\$8,900	\$9,500	\$10,000	\$10,600	\$11,100	6.0%

1997	2002	2007	Est. Breakout
NA <sup>1/</sup>	\$3.21/1,000	\$3.22/1,000	Local 93%
\$30.59	\$46.50	\$56.29	National 7%

**Demographic and Economic Overview**

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

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	166.7	178.5	1.4%	178.5	197.2	2.0%
Households	61.5	70.0	2.6%	70.0	78.8	2.4%
Retail Sales	NA <sup>1/</sup>	2,582.6	NA <sup>1/</sup>	2,582.6	3,448.8	6.0%
EBI <sup>2/</sup>	2,466.9	3,071.2	4.5%	3,071.2	4,062.1	5.8%

**Demographic Breakdown**

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	89.8	14.4	8.1	9.7	12.4	15.2	11.9	18.0
Women (000)	88.8	13.9	7.7	7.9	11.4	14.4	12.3	21.3
Total	178.5	28.3	15.8	17.5	23.8	29.7	24.2	39.2
Percentage	100.0%	15.9%	8.9%	9.8%	13.3%	16.6%	13.6%	22.0%
Per Capita	\$ 17,202							
				Median Household	\$ 35,553		Avg Household	\$ 43,903
Ethnic Population:	White 83.0%	Black 9.2%	Asian 2.7%				Hispanic 4.4%	

**Market Summary**

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		10	11	12	5	17
Tot 12+	6.9		53.3	59.7	60.2	7.5	67.7
Avg 12+	3.5		5.3	5.4	5.0	1.5	4.0
Tot LCS	10.2		78.7	88.2	88.9	11.1	100.0
Avg LCS	5.1		7.9	8.0	7.4	2.2	5.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Pensacola.

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
• WMMK	Destin	C3	92.1	25.0	200	a	Gulf Breeze Media	81	9709	1,200		Hot AC	300	3.01	1.2	3.2	1.1	0.5	1.0	3.0	4.0	2.9	4.8	
WMEZ	Pensacola	C0	94.1	100.0	1329		Pamal Broadcasting	60	0012	See (124)		AC	n/a		1.6	0.5	1.1	1.0	1.5	0.5	1.5	1.4	0.0	
• WZNS	Fort Walton	C1	96.5	100.0 cp	440	c	Cumulus Bcstg Inc	97	0212	30,000	d1	Top 40	1,000	0.66	18.2	13.4	12.2	12.4	13.4	12.6	10.9	14.3	12.9	
• WTKE	Holt	C1	98.1	100.0 cp	482		Star Broadcasting	50	0212 p			Sports	n/a		3.5	5.3	2.6	2.1	1.5	2.0	1.5	1.9	1.4	
• WKSM	Fort Walton	C2	99.5	50.0 cp	440	c	Cumulus Bcstg Inc	65	0212		d1	Rock	1,250	1.05	14.3	11.2	10.6	8.8	10.9	10.6	15.8	7.3	14.3	
• WNCV	Niceville	A	100.3	3.5	440	c	Cumulus Bcstg Inc	93	0212		d1	Soft AC	1,150	1.25	11.1	5.3	6.9	8.2	6.9	5.0	5.0	9.2	5.2	
WTKX	Pensacola	C	101.5	100.0	1329		Clear Channel Comm	71	9712			Rock	n/a		2.7	2.7	1.6	2.1	2.5	3.0	2.5	3.4	1.9	
• WWAV	Santa Rosa	C2	102.1	50.0 cp	374	d	Qantum Comm	85	0303 p		g1	Cisc Rock	500	0.97	6.2	3.7	3.2	5.2	3.5	5.5	2.0	4.7	2.4	
• WMXZ	De Funiak	C2	103.1	50.0	482	d	Qantum Comm	74	0303 p		g1	Hot AC	1,000	1.94	6.2	3.2	3.2	5.2	2.5	4.0	5.4	3.8	7.1	
WAAZ	Crestview	C1	104.7	100.0 cp	486	b	Crestview Bcstg Co	65	7008			Country	200	0.80	3.0	2.1	2.6	1.5	0.5	3.5	2.0	1.5	3.3	
• WYZB	Mary Esther	C3	105.5	25.0	305	c	Cumulus Bcstg Inc	86	0212		d1	Country	1,950	1.42	16.6	8.0	10.6	11.9	10.9	13.1	7.4	7.9	8.6	
WSBZ	Miramar Beach	A	106.3	3.0	328		Carter Broadcasting	94				Smooth Jazz	150	0.31	5.8	1.6	4.2	3.6	2.5	1.5	1.5	4.6	1.9	
# FM Stations -					12	# Combos -					8	FM TOTALS				90.4	60.2	59.9	62.5	57.6	64.3	59.5	62.9	63.8

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
WJSB	Crestview	D	1050	3.1	0.00	b	Crestview Bcstg Co	54	7008			Country	100	0.63	1.9	1.1	1.6	1.0	1.0	0.0	0.5	1.7	0.0	
WBZR	Destin	D	1120	2.2 cp	0.00		Destiny Comm Corp	88	0110	75	1	Talk/News				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WFTW	Fort Walton	D	1260	2.5	0.13	c	Cumulus Bcstg Inc	53	0212		d1	News/Talk	625	1.23	6.1	4.8	4.2	4.1	4.0	4.0	1.5	2.9	2.4	
WFSH	Valparaiso-Nicevi	C	1340	1.0	1.00		Bayou	58	8312	350	1	Oldies			1.6	1.6	1.1	1.0	1.0	0.0	0.5	0.0	0.0	
WJGC	Fort Walton	C	1400	1.0	1.00	a	Gulf Breeze Media	56	0102	500		Urban	100			0.0	0.0	0.0	3.0	1.5	0.5	1.0	1.4	
# AM Stations -					5	# Combos -					3	AM TOTALS				9.6	7.5	6.9	6.1	9.0	5.5	3.0	5.6	3.8
AM & FM Stations Profiled -					17	# Duopolies -					3	Total Local Commercial Share				67.7	66.8	68.6	66.6	69.8	62.5	68.5	67.6	

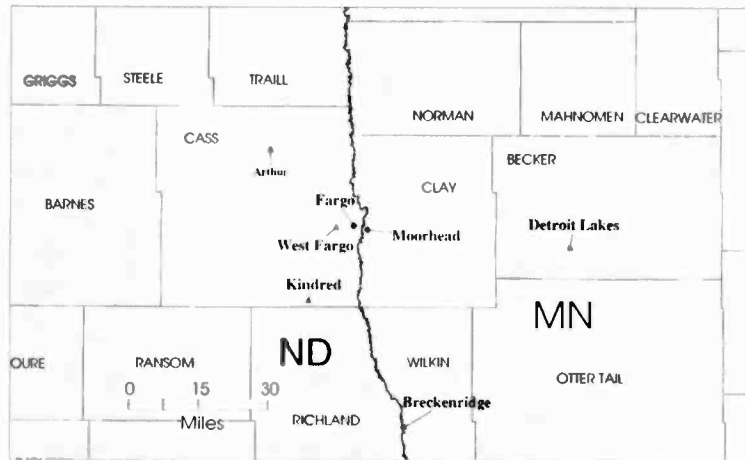
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 220

Revenue Rank: 161

# Fargo, ND - Moorhead, MN Market Overview



### Metro Counties / Population (000)

Cass, ND	125.4
Clay, MN	51.2
<b>Total</b>	<b>176.6</b>

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$11,100	\$12,000	\$12,900	\$13,500	\$11,500	\$12,100
★★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.2%	\$12,800	\$13,700	\$14,400	\$15,200	\$16,000	5.7%
Revenue/Retail Sales	NA <sup>1/</sup>	\$4.18/1,000	\$4.45/1,000				<b>Est. Breakout</b>
Revenue/Capita	\$66.47	\$68.52	\$87.29				Local 65%
							National 35%

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	167.0	176.6	1.1%	176.6	183.3	0.7%
Households	63.6	71.5	2.4%	71.5	75.9	1.2%
Retail Sales	NA <sup>1/</sup>	2,898.2	NA <sup>1/</sup>	2,898.2	3,596.2	4.4%
EBI <sup>2/</sup>	2,552.6	3,270.2	5.1%	3,270.2	4,365.5	5.9%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	87.4	14.0	7.5	14.4	12.9	13.0	11.8	13.8
Women (000)	89.2	13.5	7.1	14.8	11.9	13.0	11.4	17.5
Total	176.6	27.4	14.6	29.2	24.7	26.0	23.3	31.4
Percentage	100.0%	15.5%	8.3%	16.5%	14.0%	14.7%	13.2%	17.8%
Per Capita	\$ 18,516			Median Household	\$ 37,192		Avg Household	\$ 45,723
Ethnic Population:	White 94.5%	Black 0.8%	Asian 1.2%				Hispanic 2.1%	

### 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+	1.7		51.7	50.4	53.4	29.6	83.0
Avg 12+	1.7		5.7	6.3	5.3	7.4	5.9
Tot LCS	2.0		62.3	60.7	64.3	35.7	100.0
Avg LCS	2.0		6.9	7.6	6.4	8.9	7.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

## FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)									Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
KFAB	Kindred	C3	92.7	25.0	328	c	Clear Channel Comm	93	0012		g2	Country	100	0.25	3.3	3.5	2.1	3.5	4.8	4.0	5.3	3.6	3.0
WDAY	Fargo	C	93.7	100.0	1030	c	Clear Channel Comm	65	0012		g2	CHR	800	0.64	10.3	10.0	9.1	8.4	10.0	8.9	11.0	9.8	8.9
KRVI	Detroit Lakes	C1	95.1	100.0	971	c	Clear Channel Comm	76	0012		g2	Soft AC	800	1.08	6.1	4.3	5.4	4.9	4.8	4.5	5.3	4.1	5.1
KVMI	Arthur	A	96.7	5.0	361	a	Ingstad, Tom	94	0208 p	800		Oldies	150		0.7	1.7	0.8	0.4	1.6	1.3	0.9	2.6	0.4
KQWB	Moorhead	C1	98.7	100.0	581	b	Triad Bcstg Co	66	9909		g1	Modern Rock	900	0.63	11.8	8.3	10.4	9.7	12.4	8.9	9.7	6.0	7.6
KVOX	Moorhead	C1	99.9	100.0	381	b	Triad Bcstg Co	66	9909		g1	Country	1,350	1.01	11.1	11.3	9.1	9.7	8.0	8.0	10.1	10.4	9.3
• KGBZ	Harwood	C3	100.7	25.0	328	a	Ingstad, Tom	01	0207	1,090		Rock	500	0.90	4.6	1.3	2.9	4.9	0.0	0.0	0.0	0.0	0.0
KKBX	Fargo	C1	101.9	93.0	1001	c	Clear Channel Comm	84	0012		g2	Country	400	0.69	4.8	3.5	4.6	3.5	4.4	4.9	6.2	6.3	7.6
KLTA	Breckenridge	C1	105.1	100.0	650	b	Triad Bcstg Co	70	9909		g1	AC	1,250	1.52	6.8	5.2	6.2	5.3	4.8	5.4	5.7	9.3	9.3
KPFX	Fargo	C1	107.9	100.0	656	b	Triad Bcstg Co	93	9909		g1	Clsc Rock	1,200	1.15	8.6	4.3	7.1	7.5	9.6	7.6	7.0	7.5	9.7
# FM Stations -					10	# Combos -					10	FM TOTALS		68.1	53.4	57.7	57.8	60.4	53.5	61.2	59.6	60.9	

## AM Stations

Calls	City of License	FCC Class	Day Power		Night Power		Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
			Freq	(kW)	(kW)	C						Owner	Revenue (000)1/		Power Ratio	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
KFGO	Fargo	B	790	5.0	5.00	c	Clear Channel Comm	48	0012		g2	News/Talk	3,600	1.47	20.2	17.4	17.0	17.3	15.9	18.8	16.7	15.8	14.8
WDAY	Fargo	B	970	5.0	5.00		Forum Comm Co	22				News/Talk	750	0.87	7.1	7.0	6.2	5.8	5.6	7.6	6.2	6.1	6.8
KVOX	Moorhead	B	1280	5.0	1.00	c	Clear Channel Comm	37	0012		g2	Sports	175	0.72	2.0	2.6	2.1	1.3	2.0	2.7	2.6	1.9	2.5
KQWB	West Fargo	B	1660	10.0	1.00	b	Triad Bcstg Co	00	9909		g1	Nostalgia	150	0.44	2.8	2.6	2.5	2.2	2.4	1.3	2.2	2.5	2.1
# AM Stations -					4	# Combos -					3	AM TOTALS		32.1	29.6	27.8	26.6	25.9	30.4	27.7	26.3	26.2	
AM & FM Stations Profiled -					14	# Duopolies -					6	Total Local Commercial Share		83.0	85.5	84.4	86.3	83.9	88.9	85.9	87.1		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 221

Revenue Rank: 285

# Blacksburg-Christiansburg-Radford-Pulaski Market



### Metro Counties / Population (000)

Floyd, VA	14.4
Giles, VA	17.0
Montgomery, VA	86.3
Pulaski, VA	35.3
Radford city, VA	15.9
<b>Total</b>	<b>168.9</b>

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

<b>ESTIMATED GROSS REVENUES</b> ★	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>Δ '97 - '02</b>
	\$2,300	\$2,500	\$2,500	\$2,300	\$1,900	\$2,000	-2.5%
	<b>Δ '01 - '02</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>Δ '02 - '07</b>
	5.3%	\$2,200	\$2,300	\$2,400	\$2,600	\$2,700	5.8%
Revenue/Retail Sales	<b>1997</b>	<b>2002</b>	<b>2007</b>	<b>Est. Breakout</b>			
Revenue/Capita	NA <sup>1/</sup>	\$1.18/1,000	\$1.35/1,000	Local	90%		
	\$14.65	\$11.84	\$15.21	National	10%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<b>1997</b>	<b>2002</b>	<b>Growth Rate</b>	<b>2002</b>	<b>2007</b>	<b>Growth Rate</b>
MSA Population	157.0	168.9	1.5%	168.9	177.5	1.0%
Households	57.7	66.3	2.8%	66.3	71.2	1.4%
Retail Sales	NA <sup>1/</sup>	1,689.6	NA <sup>1/</sup>	1,689.6	1,998.8	3.4%
EBI <sup>2/</sup>	1,759.7	2,276.8	5.3%	2,276.8	2,833.0	4.5%

### Demographic Breakdown

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	85.1	10.3	5.5	21.3	11.6	10.2	10.5	15.6
Women (000)	83.8	9.8	5.2	17.6	10.4	10.4	10.9	19.4
Total	168.9	20.1	10.7	39.0	22.1	20.6	21.4	35.0
Percentage	100.0%	11.9%	6.3%	23.1%	13.1%	12.2%	12.6%	20.7%
Per Capita	\$ 13,483	Median Household		\$ 28,184	Avg Household		\$ 34,359	
Ethnic Population:	White 91.5%	Black 4.2%	Asian 2.3%	Hispanic 1.4%				

### Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	4		6	7	10	8	18
Tot 12+	5.0		59.4	62.4	64.4	3.5	67.9
Avg 12+	1.3		9.9	8.9	6.4	0.4	3.8
Tot LCS	7.4		87.5	91.9	94.8	5.2	100.0
Avg LCS	1.8		14.6	13.1	9.5	0.6	5.6

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)									Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WXLK	Roanoke	C	92.3	88.0	2051		Wheeler, Mel	60	9702	See (110)		CHR	n/a		20.3	10.7	12.9	14.4	12.7	14.9	15.3	13.0	15.0
WSLC	Roanoke	C	94.9	100.0	1982		Wheeler, Mel	48	0005	See (110)		Country	n/a		18.5	15.7	15.4	9.9	11.0	10.7	5.6	3.1	4.4
WROV	Martinsville	C1	96.3	14.0	2077		Clear Channel Comm	50	0008			AOR	n/a		7.9	5.1	4.5	6.1	5.0	6.0	8.5	5.1	8.9
WSLQ	Roanoke	C	99.1	200.0	1992		Wheeler, Mel	47				AC	n/a		16.9	13.7	12.4	10.5	11.0	14.3	14.1	12.4	10.6
WFNR	Christiansburg	A	100.7	0.8	886	a	New River Valley Rad	90	9906	6,455	d1	Talk/Sprts	275	4.91	2.8	1.5	1.5	2.2	0.6	1.8	0.0	2.5	3.3
WZFM	Narrows	A	101.3	0.2 cp	1201		Old Dominion Media	91	9501	34		DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WWBU	Radford	A	101.7	5.8	66	a	New River Valley Rad	65	9906		d1	Country	150	3.13	2.4	3.0	1.5	1.7	2.2	1.8	1.7	1.2	2.8
WBRW	Blacksburg	C3	105.3	12.0	479	a	New River Valley Rad	64	9906		d1	Clsc Rock	650	3.19	10.2	6.6	6.5	7.2	5.5	6.5	4.0	3.3	3.3
WBWR	Bedford	A	106.9	0.3	1276		Hammond Radio Ptrs	92	0010	See (110)		Clsc Rock	n/a			0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WPSK	Pulaski	C3	107.1	1.8	1207	a	New River Valley Rad	67	9906		d1	Country	550	2.15	12.8	7.6	8.5	8.8	11.0	7.1	13.6	17.1	17.2
# FM Stations -					10	# Combos -					4	FM TOTALS			91.8	64.4	63.2	60.8	59.0	63.1	62.8	57.7	65.5

## AM Stations

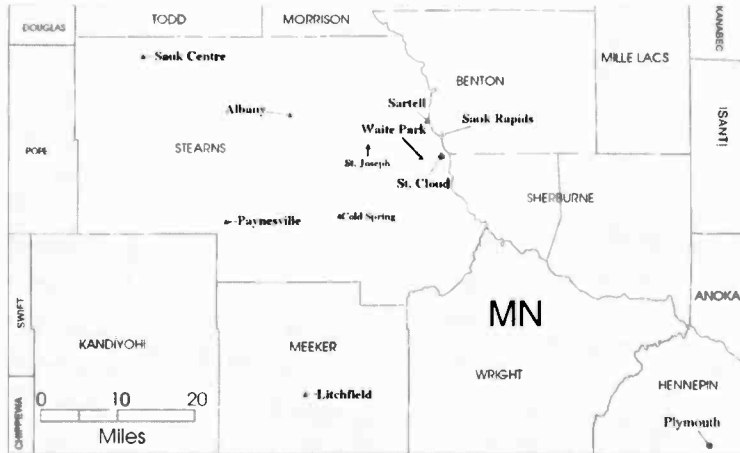
Calls	City of License	FCC Class	Day Power		Night Power		C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)	(kW)									Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WFNR	Blacksburg	D	710	10.0	0.00	a	New River Valley Rad	73	9906		d1	1	Nws/Tlk/Spt	100	1.35	3.7	2.0	4.0	1.1	2.2	3.0	1.1	3.3	3.9
WPIN	Dublin	D	810	4.2	0.00	b	Baker Family Stns	95					Chrst/CCtmp	25			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WKNV	Fairlawn	D	890	10.0	0.00	b	Baker Family Stns	98					Gospel			0.7	0.0	1.0	0.0	1.1	0.0	1.7	1.0	0.6
WNRV	Narrows-Pearisb	D	990	5.0	0.00		Perception Media Grp	53	9907				Gospel	n/a			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WGFC	Floyd	D	1030	1.0	0.00		New Life Church &Min	85	0207	15			Cty/BGs/Gsp	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	100	2.08	2.4	0.0	1.5	1.7	2.2	1.2	1.7	4.6	2.8
WKEX	Blacksburg	D	1430	1.0	0.06	b	Baker Family Stns	69	9808	60			Blue Grass	50		0.4	0.5	0.5	0.0	1.7	0.0	2.3	1.3	1.7
WRAD	Radford	B	1460	5.0	0.50	a	New River Valley Rad	50	9906		d1	1	Adlt Stndrd	100	4.17	1.2	1.0	1.0	0.6	0.0	0.0	0.0	0.0	0.0
# AM Stations -					8	# Combos -					5	AM TOTALS			8.4	3.5	8.0	3.4	7.2	4.2	6.8	10.2	9.0	
AM & FM Stations Profiled -					18	# Duopolles -					6	Total Local Commercial Share			67.9	71.2	64.2	66.2	67.3	69.6	67.9	74.5		

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 222

Revenue Rank: 176

# St. Cloud, MN Market Overview



### Metro Counties / Population (000)

Benton, MN	35.0
Sherburne, MN	17.4
Stearns, MN	125.3
<b>Total</b>	<b>177.7</b>

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

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$9,100	\$8,700	\$8,500	\$9,600	\$9,900	\$10,400
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.1%	\$10,900	\$11,700	\$12,300	\$13,000	\$13,600	5.7%
Revenue/Retail Sales	1997 NA <sup>1/</sup>	2002 \$3.08/1,000	2007 \$2.82/1,000			Est. Breakout	
Revenue/Capita	\$54.85	\$58.53	\$72.57			Local	70%
						National	30%

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	165.9	177.7	1.4%	177.7	187.4	1.1%
Households	56.4	64.6	2.8%	64.6	69.8	1.6%
Retail Sales	NA <sup>1/</sup>	3,378.9	NA <sup>1/</sup>	3,378.9	4,815.5	7.3%
EBI <sup>2/</sup>	2,076.3	2,697.5	5.4%	2,697.5	3,470.1	5.2%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	89.2	15.2	9.0	13.4	12.1	13.7	11.3	14.5
Women (000)	88.5	14.4	8.4	13.1	11.2	13.1	10.8	17.5
Total	177.7	29.6	17.4	26.5	23.4	26.8	22.1	31.9
Percentage	100.0%	16.6%	9.8%	14.9%	13.1%	15.1%	12.4%	18.0%
Per Capita	\$ 15,181			Median Household	\$ 36,006		Avg Household	\$ 41,756
Ethnic Population:	White 95.8%		Black 0.9%		Asian 1.6%		Hispanic	1.4%

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		9	8	11	6	17
Tot 12+	5.8		41.6	45.2	47.4	17.7	65.1
Avg 12+	2.9		4.6	5.7	4.3	3.0	3.8
Tot LCS	8.9		63.9	69.4	72.8	27.2	100.0
Avg LCS	4.5		7.1	8.7	6.6	4.5	5.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# Competitive Overview

## FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)									Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
KKJM	St. Joseph	C3	92.9	25.0	328		St. Cloud Diocese	96	0001		dn	Christian	100	0.46	2.1	1.3	2.2	0.4	0.9	0.9	1.8	2.8	1.8
KMSR	Alexandria	C3	94.3	12.0 cp	466		Omni Bcstg Co	76	0112	700		DARK				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	650	1.36	4.6	3.1	3.6	2.1	2.3	4.7	2.3	1.3	2.2
KKSR	Sartell	C2	96.7	50.0	453	d	Regent Comm	88	0105		d1	Dance/CHR	150	0.47	3.1	3.1	1.8	2.1	3.7	3.0	0.9	1.3	1.8
WWJO	St. Cloud	C	98.1	100.0	1001	d	Regent Comm	75	9905			Country	1,900	1.49	12.3	9.7	7.1	8.2	9.3	10.3	10.0	10.9	10.1
KZPK	Paynesville	C2	98.9	47.0	499	b	Leighton Broadcastin	95	9705	1,000		Country	1,600	1.33	11.6	7.5	7.1	7.3	7.0	9.0	8.7	8.9	6.6
KCML	St. Joseph	A	99.9	2.9	476	b	Leighton Broadcastin	98				Soft Hits	900	1.24	7.0	4.9	3.1	5.6	4.2	3.8	4.1	2.9	2.6
WHMH	Sauk Rapids	C2	101.7	50.0 cp	476	c	Hoppe, Herbert M	75				AOR	100	0.11	8.8	6.2	5.8	5.2	6.1	6.0	6.4	7.1	6.2
KLZZ	Waite Park	C3	103.7	9.0	413	d	Regent Comm	90	0105	5,000	d1	Clsc Rock	875	0.85	9.9	4.9	6.7	5.6	6.5	4.3	4.6	8.3	4.8
KCLD	St. Cloud	C	104.7	100.0	984	b	Leighton Broadcastin	48	7509			CHR	1,800	1.70	10.2	5.8	6.3	6.4	6.1	5.6	12.8	9.2	9.7
KDDG	Albany	A	105.5	6.0	328	a	Starcom	93	9612	1,250	c2	Oldies	150	1.03	1.4	0.9	0.9	0.9	1.4	1.3	1.4	1.0	0.0
# FM Stations -					11	# Combos -					9	FM TOTALS			71.0	47.4	44.6	43.8	47.5	48.9	53.0	53.7	45.8

## AM Stations

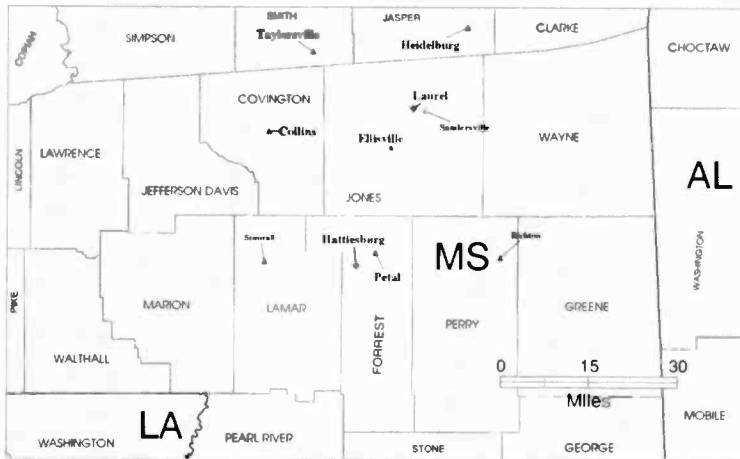
Calls	City of License	FCC Class	Day Power		Night Power		C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)	(kW)									Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WBHR	Sauk Rapids	B	660	10.0	0.25	c	Hoppe, Herbert M	63				Sports				3.5	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WVAL	Sauk Rapids	B	800	2.6	0.85	c	Hoppe, Herbert M	99				Country	175	0.48		2.2	2.2	2.1	3.3	3.0	1.4	2.5	1.8	
KASM	Albany	D	1150	2.1	0.02	a	Starcom	50	9612		c2	FullService	300	0.33	8.8	6.2	4.5	6.4	5.1	6.0	2.3	6.2	7.5	
WJON	St. Cloud	C	1240	1.0	1.00	d	Regent Comm	50	9905		c1	News	1,100	1.20	8.8	7.1	5.4	5.6	4.7	3.8	5.5	6.6	6.2	
KXSS	Waite Park	B	1390	2.5	1.00	d	Regent Comm	81	0105		d1	Country	50	0.34	1.4	0.4	0.9	0.9	1.9	0.9	0.9	0.8	1.3	
KNSI	St. Cloud	C	1450	1.0	1.00	b	Leighton Broadcastin	38	7509			Talk	500	0.75	6.4	0.9	4.5	3.4	2.8	3.0	1.4	1.1	1.8	
# AM Stations -					6	# Combos -					6	AM TOTALS			28.9	17.7	17.5	18.4	17.8	16.7	11.5	17.2	18.6	
AM & FM Stations Profiled -					17	# Duopolies -					5	Total Local Commercial Share			65.1	62.1	62.2	65.3	65.6	64.5	70.9	64.4		

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 223

Revenue Rank: 244

# Laurel-Hattiesburg, MS Market Overview



### Metro Counties / Population (000)

Forrest, MS	73.0
Jones, MS	64.7
Lamar, MS	40.5
<b>Total</b>	<b>178.2</b>

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$4,800	\$5,100	\$5,300	\$5,800	\$5,500	\$5,700
Revenue/Retail Sales Revenue/Capita	1997	2002	2007		Est. Breakout		
	NA <sup>1/</sup>	\$2.64/1,000	\$2.87/1,000		Local	80%	
	\$28.10	\$31.99	\$41.41		National	20%	

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
	MSA Population	170.8	178.2	0.9%	178.2	181.1
Households	62.6	66.7	1.3%	66.7	68.6	0.6%
Retail Sales	NA <sup>1/</sup>	2,155.1	NA <sup>1/</sup>	2,155.1	2,617.1	4.0%
EBI <sup>2/</sup>	2,107.8	2,546.9	3.9%	2,546.9	3,203.0	4.7%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	85.1	15.3	7.9	11.6	11.7	12.0	10.9	15.6
Women (000)	93.1	14.7	7.8	12.8	12.0	12.8	11.6	21.3
Total	178.2	30.0	15.8	24.4	23.7	24.9	22.5	36.9
Percentage	100.0%	16.8%	8.8%	13.7%	13.3%	14.0%	12.6%	20.7%
Per Capita	\$ 14,295							
		Median Household	\$ 29,477					
						Avg Household	\$ 38,162	
Ethnic Population:	White	71.0%	Black	26.7%	Asian	0.6%	Hispanic	1.6%

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6		8	13	14	5	19
Tot 12+	21.6		58.8	78.2	80.4	5.1	85.5
Avg 12+	3.6		7.4	6.0	5.7	1.0	4.5
Tot LCS	25.3		68.8	91.5	94.0	6.0	100.0
Avg LCS	4.2		8.6	7.0	6.7	1.2	5.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
WJMG	Hattiesburg	A	92.1	6.0	299	b	Floyd, Vernon C	82	8610		Urban	350	1.06	5.8	4.4	5.6	4.1	3.6	5.9	9.0	7.5	8.3	
WKZW	Sandersville	C2	94.3	50.0	492	d	Blakeney Comm Inc	75	9803	553	Hot AC	200	1.10	3.2	4.4	3.2	2.1	3.6	2.2	2.0	3.7	1.9	
WBBN	Taylorville	C2	95.9	31.0	623	d	Blakeney Comm Inc	85			Country	1,300	1.71	13.3	11.1	10.2	11.9	12.8	14.1	10.4	13.7	13.1	
WXHB	Richton	A	96.5	6.0	328	a	Blakeney Comm Inc	95	0209 p	650	Gospel	75	0.21	6.2	2.8	5.1	5.2	3.1	3.2	2.0	2.6	2.4	
WFMM	Sumrall	A	97.3	6.0 cp	328		TeleSouth Comm Inc	98	9902	200	News/Talk	100	0.60	2.9	2.2	2.8	2.1	1.5	0.5	0.0	0.0	0.0	
WMXI	Laurel	A	98.1	2.6	512	a	Rainey Bcstg Inc	89	9611	75	1 Talk	150	1.46	1.8	2.2	1.4	1.6	1.0	3.8	6.0	4.3	1.0	
WHER	Heidelberg	C2	99.3	50.0	492	c	Clear Channel Comm	80	0101		sw Oldies	550	1.56	6.2	3.9	5.6	4.7	6.1	3.8	4.5	1.6	6.3	
WNSL	Laurel	C	100.3	100.0	1066	c	Clear Channel Comm	59	0101		sw Top 40	800	1.28	11.0	10.0	10.6	7.8	13.3	13.5	12.9	9.4	13.1	
WJKX	Ellisville	C2	102.5	50.0	492	c	Clear Channel Comm	73	0101		sw Urban	650	1.20	9.5	11.7	6.9	8.8	9.7	14.6	11.9	11.0	8.3	
WUSW	Hattiesburg	C	103.7	100.0 cp	1056	c	Clear Channel Comm	66	0101		sw Country	300	0.97	5.4	4.4	3.7	5.2	4.1	3.8	3.0	5.0	6.8	
WXRR	Hattiesburg	C1	104.5	100.0	981	d	Blakeney Comm Inc	67	9410	450	Clsc Rock	550	1.03	9.4	8.9	7.9	7.8	5.6	6.5	8.5	10.2	9.7	
WZLD	Petal	A	106.3	1.8	400	c	Clear Channel Comm	86	0101		sw Rock/RhyBl	300	0.39	13.6	8.3	13.4	9.3	9.7	2.2	4.5	2.3	2.4	
WKNZ	Collins	A	107.1	2.3	541	a	Rainey Bcstg Inc	78	0011	690	c1 Soft AC	225	1.04	3.8	1.7	4.2	2.1	1.0	1.1	1.0	1.5	1.0	
WZKX	Bay St. Louis	C	107.9	100.0	1460		Dowdy & Dowdy	66			Country	n/a		5.7	4.4	3.7	5.7	3.6	3.2	6.5	4.9	3.9	
# FM Stations -				14				# Combos -				12				FM TOTALS							
														97.8	80.4	84.3	78.4	78.7	78.4	82.2	77.7	78.2	

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WEEZ	Laurel	D	890	10.0	0.00	c	Clear Channel Comm	57	0101		sw	Urban/Gospl	50			0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WBKH	Hattiesburg	D	950	5.0	0.00		Southern Air Comm	54	8911			Gospel			0.3	1.1	0.0	0.5	0.0	0.0	0.0	0.0	0.0
WAML	Laurel	C	1340	1.0	1.00		Williams, Gerald	32	9112		st	Gospel	50			1.7	0.0	0.0	0.0	0.0	1.0	0.8	0.0
• WFOR	Hattiesburg	C	1400	1.0	1.00	c	Clear Channel Comm	24	0101		sw	Sports				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WORV	Hattiesburg	D	1580	1.0	0.09	b	Floyd, Vernon C	69	8610			Gospel	50	0.46	1.9	1.7	0.5	2.6	3.1	3.8	3.0	3.3	4.9
# AM Stations -				5				# Combos -				3				AM TOTALS							
														2.2	5.1	0.5	3.1	3.1	3.8	4.0	4.1	4.9	
AM & FM Stations Profiled -				19				# Duopolies -				6				Total Local Commercial Share							
														85.5	84.8	81.5	81.8	82.2	86.2	81.8	83.1		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 224

Revenue Rank: 231

# Charlottesville, VA Market Overview



### Metro Counties / Population (000)

Albemarle, VA	81.6
Charlottesville city	46.1
Fluvanna, VA	21.3
Greene, VA	16.1
<b>Total</b>	<b>165.1</b>

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

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$5,400	\$6,000	\$6,400	\$6,600	\$6,000	\$6,500
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
		8.3%	\$6,800	\$7,300	\$7,700	\$8,100	\$8,500
Revenue/Retail Sales	1997 NA <sup>1/</sup>	2002 \$2.60/1,000	2007 \$2.46/1,000			Est. Breakout	
Revenue/Capita	\$37.19	\$39.37	\$47.49			Local	80%
						National	20%

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	145.2	165.1	2.6%	165.1	179.0	1.6%
Households	54.0	64.3	3.6%	64.3	71.0	2.0%
Retail Sales	NA <sup>1/</sup>	2,501.8	NA <sup>1/</sup>	2,501.8	3,458.7	6.7%
EBI <sup>2/</sup>	2,346.5	3,283.2	6.9%	3,283.2	4,504.0	6.5%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	78.5	12.4	6.3	11.4	11.0	11.7	10.8	15.0
Women (000)	86.6	11.8	6.0	12.6	11.8	13.1	11.9	19.3
Total	165.1	24.3	12.3	24.0	22.7	24.8	22.7	34.4
Percentage	100.0%	14.7%	7.4%	14.5%	13.8%	15.0%	13.7%	20.8%
Per Capita	\$ 19,882			Median Household	\$ 40,401		Avg Household	\$ 51,044
Ethnic Population:	White 80.3%		Black 14.1%		Asian 3.0%		Hispanic	2.4%

### 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+	26.9	16.8		43.7	43.7	12.8	56.5
Avg 12+	4.5	8.4		6.2	5.5	3.2	4.7
Tot LCS	47.6	29.7		77.3	77.3	22.7	100.0
Avg LCS	7.9	14.9		11.0	9.7	5.7	8.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WUVA	Charlottesville	A	92.7	0.8	899		WUVA Inc	79			1	Urban AC	400	0.50	12.4	6.0	9.6	6.0	8.6	13.1	11.5	10.1	10.6
WQMZ	Charlottesville	A	95.1	6.0	325	a	Eure Communications	54	9710		st	1 AC	1,100	1.21	14.0	7.4	8.4	9.0	6.8	7.6	7.9	5.7	4.7
WWWV	Charlottesville	B	97.5	8.9	1132	a	Eure Communications	59	9712		st	Classic MOR	1,200	1.15	16.0	8.7	7.8	12.0	9.9	8.3	11.5	7.7	11.8
WCYK	Staunton	B	99.7	3.3	1693	b	Clear Channel Comm	84	9909	6,350	c3	Country	1,275	0.97	20.2	8.1	13.8	11.4	8.6	8.3	12.1	11.6	10.0
WHITE	Ruckersville	A	101.9	6.0	223	b	Clear Channel Comm	90	9909		c3	CHR/Top40	250	0.42	9.1	8.1	7.2	4.2	7.4	1.4	3.6	3.1	2.9
WFFX	Crozet	A	102.3	4.9	354	b	Clear Channel Comm	80	9909		c3	Clsc Rock	375	1.34	4.3	2.0	2.4	3.0	4.3	3.4	3.0	3.6	2.9
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	0.0	0.0
WUMX	Charlottesville	A	107.5	0.2 cp	1109	b	Clear Channel Comm	95	0005 p	5,900		Hot AC	1,000	2.70	5.7	3.4	4.8	2.4	4.9	3.4	4.8	4.0	5.3
# FM Stations -					8	# Combos -					6	FM TOTALS			81.7	43.7	54.0	48.0	50.5	45.5	54.4	45.8	48.2

## AM Stations

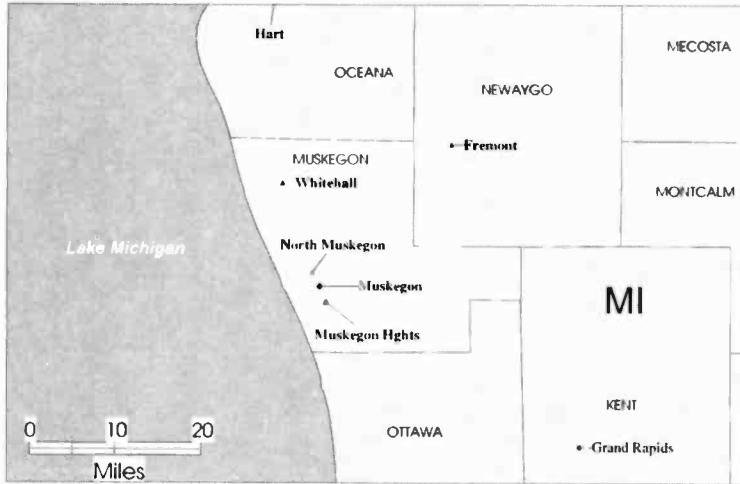
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WKTR	Earlsville	D	840	8.2	0.00		Baker Family Stns	91				Religion				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
WINA	Charlottesville	B	1070	5.0	5.00	a	Eure Communications	49	0007		st	Nws/Tlk/Spt	700	0.82	13.1	8.1	6.6	9.6	7.4	7.6	7.9	12.4	8.8
WCHV	Charlottesville	B	1260	5.0	2.50	b	Clear Channel Comm	30	0007	900	d2	News/Talk	100	0.81	1.9	2.7	1.2	1.2	0.6	0.0	1.2	0.0	1.2
WKAV	Charlottesville	C	1400	1.0	1.00	b	Clear Channel Comm	57	0007	450		Sports	75	0.34	3.4	2.0	2.4	1.8	3.1	4.1	4.2	3.7	4.1
# AM Stations -					4	# Combos -					3	AM TOTALS			18.4	12.8	10.2	12.6	11.1	11.7	13.3	16.1	14.7
AM & FM Stations Profiled -					12	# Duopolies -					4	Total Local Commercial Share			56.5	64.2	60.6	61.6	57.2	67.7	61.9	62.9	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 225

Revenue Rank: 276

# Muskegon, MI Market Overview



**Metro Counties / Population (000)**

Muskegon, MI	171.8
	171.8

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

<b>ESTIMATED GROSS REVENUES</b> ★ ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$5,500	\$3,200	\$3,100	\$3,900	\$3,200	\$3,700	-7.7%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	15.6%	\$3,900	\$4,100	\$4,400	\$4,600	\$4,800	5.7%
Revenue/Retail Sales	1997	2002	2007	<b>Est. Breakout</b>			
Revenue/Capita	NA <sup>1/</sup>	\$2.05/1,000	\$2.27/1,000	Local	90%		
	\$32.74	\$21.54	\$27.26	National	10%		

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	168.0	171.8	0.4%	171.8	176.1	0.5%
Households	61.6	64.2	0.8%	64.2	66.6	0.7%
Retail Sales	NA <sup>1/</sup>	1,803.7	NA <sup>1/</sup>	1,803.7	2,113.7	3.2%
EBI <sup>2/</sup>	2,707.0	2,484.8	-1.7%	2,484.8	3,019.9	4.0%

**Demographic Breakdown**

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	84.7	15.8	8.6	7.7	11.2	13.3	11.9	16.2
Women (000)	87.2	14.8	8.1	7.6	10.4	13.2	12.1	21.0
Total	171.8	30.5	16.7	15.3	21.7	26.5	24.0	37.2
Percentage	100.0%	17.8%	9.7%	8.9%	12.6%	15.4%	14.0%	21.6%
Per Capita	\$ 14,460	Median Household		\$ 32,760	Avg Household		\$ 38,687	
Ethnic Population:	White	80.8%	Black	14.5%	Asian	0.5%	Hispanic	3.7%

**Market Summary**

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	4	4	1	5	9	5	14
Tot 12+	7.0	38.4	1.6	43.8	47.0	6.5	53.5
Avg 12+	1.8	9.6	1.6	8.8	5.2	1.3	3.8
Tot LCS	13.1	71.8	3.0	81.9	87.9	12.1	100.0
Avg LCS	3.3	17.9	3.0	16.4	9.8	2.4	7.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Grand Rapids.

## FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)									Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WGVS	Whitehall	A	95.3	2.0	361	d	Grand Valley St Univ	75	9503		dn	Jaz/Nws/Tlk	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	e	Unity Bcstg Inc	91	0204 p	635	d	Country	200	1.46	3.7	1.1	1.1	3.2	4.4	4.9	3.9	3.4	1.9
WLCS	North Muskegon	A	98.3	2.6	322	e	Unity Bcstg Inc	83	0204 p		d	Oldies	250	0.76	8.9	5.4	5.1	4.8	5.9	5.4	5.6	4.8	4.8
WSHN	Holton	A	100.1	2.9 cp	472	c	Noordyk Broadcasting	71	9604		st	Top 40	150			0.5	0.0	0.0	0.5	0.0	1.1	0.0	0.5
WMRR	Muskegon	B1	101.7	12.0	476	b	Clear Channel Comm	74	0010		g1	Cisc Rock	775	1.55	13.5	9.2	7.9	7.0	8.3	9.8	9.6	7.8	9.2
WSNX	Muskegon	B	104.5	32.0	620	a	Clear Channel Comm	71	9910	See (66)		CHR	n/a		20.4	9.2	9.6	13.4	15.1	13.2	13.5	11.2	11.6
WCXT	Hart	C2	105.3	50.0 cp	492		Waters Bcstg Corp	83				Lite AC	75	0.84	2.4	1.6	1.1	1.6	2.4	2.4	2.8	2.1	3.4
WMUS	Muskegon	B	106.9	50.0	479	b	Clear Channel Comm	62	0010		g1	Country	1,800	1.95	25.0	12.4	12.4	15.6	13.2	10.7	15.7	16.9	17.9
WSHZ	Muskegon	B1	107.9	15.0	420	b	Clear Channel Comm	95	0010		g1	Bright AC	300	0.56	14.4	7.6	8.4	7.5	3.4	3.4	3.9	4.2	6.3
# FM Stations -					9	# Combos -		6		FM TOTALS					88.3	47.0	45.6	53.1	53.2	49.8	56.1	50.4	55.6

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)	(kW)	Revenue (000)1/								Power Ratio	Fall 2002		Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
• WGVS	Muskegon	B	850	1.0	1.00	d	Grand Valley St Univ	26	9503		dn	News/Talk	25			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WMUS	Muskegon	D	1090	1.0	0.00	b	Clear Channel Comm	47	0010		g1	Talk			4.0	2.7	2.2	2.2	1.5	0.0	0.0	1.4	1.0	
WUBR	Whitehall	C	1490	1.0	1.00	e	Unity Bcstg Inc	59	0204 p		d	Adlt Stndrd	25			0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0	
WKBZ	Muskegon	B	1520	10.0	1.00		WLC Bcstg Inc	63	9701	400		DARK				0.0	0.0	0.0	0.0	2.0	3.4	3.4	1.9	
• WMHG	Muskegon	B	1600	5.0	5.00	b	Clear Channel Comm	49	0010		g1	MOR	50	0.17	7.8	3.8	3.4	5.4	4.9	2.4	2.8	2.5	4.3	
# AM Stations -					5	# Combos -		4		AM TOTALS					11.8	6.5	5.6	7.6	6.4	4.4	6.2	9.1	7.2	
AM & FM Stations Profiled -					14	# Duopolies -		4		Total Local Commercial Share						53.5	51.2	60.7	59.6	54.2	62.3	59.5	62.8	

NOTE: Market reinstated with Spring 1999 period.

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.





# Competitive Overview

Some stations also rated in Harrisonburg.

## FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)									Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WINC	Winchester	B	92.5	22.0	1424	c	Mid Atlantic Network	46				AC	2,575	1.27	27.7	9.3	12.8	15.4	14.3	17.2	17.0	11.4	13.2
WAZR	Woodstock	B1	93.7	8.5 cp	420	b	Clear Channel Comm	85	0206	See (263)		Top 40	n/a		5.0	0.9	2.4	2.7	3.4	3.0	3.9	4.4	2.6
WZRV	Front Royal	A	95.3	6.0	299	a	Royal Broadcasting	81	0007	950	c2	Oldies	350	1.17	4.1	1.8	1.9	2.3	3.0	3.5	2.9	2.5	1.6
WSIG	Mount Jackson	B1	96.9	5.3 cp	712	d	Shenandoah Valley TV	88	0205	675	c1	Country	300	0.76	5.4	3.6	1.4	4.1	3.9	2.0	3.4	2.5	5.8
WFQX	Front Royal	A	99.3	3.0	269	b	Clear Channel Comm	73	0008		g	Clsc Rock	400	0.55	9.9	5.8	3.8	6.3	5.4	5.6	4.4	6.8	4.2
WUSQ	Winchester	B	102.5	32.0	630	b	Clear Channel Comm	65	0008		g	Country	2,600	1.05	33.9	21.3	19.0	15.4	16.7	17.7	14.1	19.7	22.1
WWRT	Strasburg	A	104.9	4.1	220	c	Mid Atlantic Network	87	9707	850	d1	Clsc Rock	250	1.04	3.3	1.8	1.9	1.4	2.0	1.5	1.5	1.0	1.6
WWRE	Berryville	A	105.5	3.0	299	c	Mid Atlantic Network	80	9707		d1	Clsc Rock	500	1.34	5.1	2.2	4.3	0.9	2.5	1.0	1.0	1.7	2.6
# FM Stations -					8	# Combos -		8		FM TOTALS			94.4	46.7	47.5	48.5	51.2	51.5	48.2	50.0	53.7		

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)	(kW)									Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WTFX	Winchester	B	610	0.5	0.50	b	Clear Channel Comm	61	0008		g	ChrsContem	50			0.4	0.0	0.0	0.0	0.5	0.0	0.6	0.5	
WSVG	Mount Jackson	D	790	1.0	0.04	d	Shenandoah Valley TV	54	0205		c1	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		Hometown Bcstg LLC	81	0207 p	140		Soft AC				0.4	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	225	0.62	5.0	1.8	2.4	2.7	3.0	1.5	1.0	1.1	2.1	
WFTR	Front Royal	C	1450	1.0	1.00	a	Royal Broadcasting	48	0007		c2	Nws/Tlk/Spt	25		0.5	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					5	# Combos -		4		AM TOTALS			5.5	2.6	2.9	2.7	3.0	2.0	1.0	1.7	2.6			
AM & FM Stations Profiled -					13	# Duopolies -		3		Total Local Commercial Share			49.3	50.4	51.2	54.2	53.5	49.2	51.7	56.3				

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 227

Revenue Rank: 250

# Redding, CA Market Overview



**Metro Counties / Population (000)**

Shasta, CA	166.9
	166.9

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

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$5,300	\$5,500	\$4,700	\$5,600	\$5,100	\$5,400	0.2%
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.9%	\$5,600	\$6,000	\$6,400	\$6,700	\$7,000	5.6%
Revenue/Retail Sales	1997 NA <sup>1/</sup>	2002 \$2.58/1,000	2007 \$2.59/1,000	Est. Breakout			
Revenue/Capita	\$31.70	\$32.35	\$39.86	Local	77%		
				National	23%		

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	167.2	166.9	0.0%	166.9	175.6	1.0%
Households	63.5	65.1	0.5%	65.1	69.1	1.2%
Retail Sales	NA <sup>1/</sup>	2,091.5	NA <sup>1/</sup>	2,091.5	2,707.9	5.3%
EBI <sup>2/</sup>	1,981.9	2,320.9	3.2%	2,320.9	2,717.4	3.2%

**Demographic Breakdown**

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	81.2	13.7	8.6	7.0	8.1	11.5	12.4	19.9
Women (000)	85.7	12.8	8.1	6.8	8.5	12.6	13.0	23.9
Total	166.9	26.5	16.7	13.8	16.6	24.0	25.4	43.7
Percentage	100.0%	15.9%	10.0%	8.3%	10.0%	14.4%	15.2%	26.2%
Per Capita	\$ 13,909	Median Household		\$ 29,242	Avg Household		\$ 35,664	
Ethnic Population:	White 88.9%	Black 0.8%	Asian 2.1%	Hispanic 5.8%				

**Market Summary**

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1	1	10	8	12	5	17
Tot 12+	2.0	1.0	53.4	53.4	56.4	18.8	75.2
Avg 12+	2.0	1.0	5.3	6.7	4.7	3.8	4.4
Tot LCS	2.7	1.3	71.0	71.0	75.0	25.0	100.0
Avg LCS	2.7	1.3	7.1	8.9	6.3	5.0	5.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Chico.

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
KEWB	Anderson	C2	94.7	4.2	1565	b	Results Radio LLC	83	0007		d4	CHR	500	1.06	8.7	5.1	5.6	7.1	6.6	6.3	10.7	8.7	4.4
KALF	Red Bluff	B	95.7	7.0	1266	c	Regent Comm	78	9806			Country	n/a		2.1	1.0	2.6	0.5	1.7	1.0	1.0	0.8	0.9
KKXS	Shingletown	A	96.1	0.5	1175	b	Results Radio LLC	01				Country			1.4	2.0	1.0	1.0	0.0	0.0	0.0	0.0	0.0
KNCQ	Redding	C	97.3	28.0	3570	b	Results Radio LLC	85	0007		d4	Country	1,100	1.11	18.3	9.6	14.3	12.7	7.2	10.2	7.8	13.9	7.1
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	0.0
KNNN	Shasta Lake City	C2	99.3	1.6	1526	c	Regent Comm	89	9806	3,500	d2	Top 40	600	1.59	7.0	3.6	4.1	6.1	7.2	6.8	6.8	7.0	14.2
KLVB	Red Bluff	C2	102.7	5.5	1414		Educational Media	85	0007	750		ChrsContem			0.0	0.0	0.0	0.0	1.0	2.9	1.6	5.8	
KHRD	Weaverville	C2	103.1	0.6	3593	b	Results Radio LLC	99				Rock	250	1.01	4.6	4.6	2.6	4.1	3.9	1.9	3.4	0.0	0.0
KSHA	Redding	C	104.3	100.0	1558	c	Regent Comm	81	9806		g1	Soft Rock	700	1.10	11.8	9.1	7.7	9.6	8.8	7.8	7.8	9.1	9.8
KRDG	Shingletown	C1	105.3	28.0 cp	1243	c	Regent Comm	94	9806		d2	Oldies	450	0.80	10.4	11.7	8.7	6.6	5.5	7.8	5.8	6.2	6.7
KRRX	Burney	C	106.1	100.0	1969	c	Regent Comm	85	9806		d2	Rock & Roll	500	0.87	10.7	5.6	9.2	6.6	8.8	8.3	9.7	5.5	6.7
KESR	Shasta Lake City	C3	107.1	1.4	1362	b	Results Radio LLC	98	0007		d4	Modern AC	350	1.20	5.4	4.1	5.6	2.5	5.0	4.9	1.9	1.9	6.2
# FM Stations -				12	# Combos -				11	FM TOTALS					80.4	56.4	61.4	56.8	54.7	56.0	57.8	54.7	61.8

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
KVIP	Redding	D	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	0.0
KLXR	Redding	C	1230	1.0	1.00	b	Quinn, Michael	56	9912	125	na	Adlt Stndrd	75	0.31	4.5	5.6	3.6	3.0	2.8	6.8	4.4	5.8	4.9
KQMS	Redding	C	1400	1.0	1.00	c	Regent Comm	54	9806		g1	News/Talk	700	0.99	13.1	12.2	9.7	9.6	15.5	14.6	10.2	12.5	11.1
KCNR	Shasta	B	1460	0.8	0.75		M C Allen Production	67	9610	35		Sprts/Talk			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KNRO	Redding	B	1670	10.0 cp	1.00	c	Regent Comm	01				Sports	125	1.16	2.0	1.0	2.0	1.0	0.6	1.9	0.0	0.0	2.2
# AM Stations -				5	# Combos -				3	AM TOTALS					19.6	18.8	15.3	13.6	18.9	23.3	14.6	18.3	18.2
AM & FM Stations Profiled -				17	# Duopolles -				6	Total Local Commercial Share					75.2	76.7	70.4	73.6	79.3	72.4	73.0	80.0	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 228

Revenue Rank: 215

# Tuscaloosa, AL Market Overview



### Metro Counties / Population (000)

Tuscaloosa, AL	166.4
	166.4

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

ESTIMATED GROSS REVENUES ★ ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$5,800	\$6,600	\$7,200	\$7,200	\$6,900	\$7,400
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	7.2%	\$7,800	\$8,300	\$8,800	\$9,300	\$9,800	5.8%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA <sup>1/</sup>	\$3.69/1,000	\$4.16/1,000	Local	90%		
Revenue/Capita	\$36.20	\$44.47	\$57.41	National	10%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	160.2	166.4	0.8%	166.4	170.7	0.5%
Households	59.6	65.7	2.0%	65.7	68.8	0.9%
Retail Sales	NA <sup>1/</sup>	2,003.8	NA <sup>1/</sup>	2,003.8	2,354.6	3.3%
EBI <sup>2/</sup>	2,209.4	2,650.6	3.7%	2,650.6	3,351.6	4.8%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	80.1	13.1	6.7	13.3	11.1	10.9	10.9	14.1
Women (000)	86.3	12.5	6.4	14.7	11.2	11.8	11.5	18.3
Total	166.4	25.6	13.1	28.0	22.3	22.7	22.4	32.4
Percentage	100.0%	15.4%	7.9%	16.8%	13.4%	13.6%	13.4%	19.5%
Per Capita	\$ 15,931			Median Household	\$ 31,258		Avg Household	\$ 40,367
Ethnic Population:	White 67.5%	Black 29.8%	Asian 1.0%	Hispanic 1.4%				

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		9	10	11	5	16
Tot 12+	8.2		45.4	53.6	53.6	13.8	67.4
Avg 12+	4.1		5.0	5.4	4.9	2.8	4.2
Tot LCS	12.2		67.4	79.5	79.5	20.5	100.0
Avg LCS	6.1		7.5	8.0	7.2	4.1	6.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Birmingham & Columbus-Starkville

FM Stations														ARB 12+ Metro Shares (see rights)									
Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
			Freq	(kW)									Revenue (000)1/	Power Ratio									
WTUG	Tuscaloosa	C1	92.9	100.0	981	b	Radio South Inc	79	9302		st	Urban AC	1,400	1.47	12.9	7.1	7.9	10.3	13.4	9.9	10.8	10.9	10.3
WZBQ	Carrollton	C	94.1	100.0	1007	a	Clear Channel Comm	70	0008		g	CHR	1,250	1.40	12.1	7.1	9.8	7.5	8.4	9.4	9.2	5.7	9.2
WBHJ	Tuscaloosa	C1	95.7	100.0	981		Cox Radio Inc	52	9811	See (57)		HpHop/RhyBl	n/a		16.4	8.2	12.6	10.9	10.1	9.9	10.3	14.5	12.8
WTXT	Fayette	C1	98.1	100.0	906	a	Clear Channel Comm	77	0008		g	Country	1,700	1.98	11.6	9.7	7.9	8.6	11.2	8.8	11.9	8.3	9.7
WDGM	Greensboro	C3	99.1	3.2	623		Warrior Bcstg Inc	02				Oldies	200	0.79	3.4	4.1	5.1	0.0	0.0	0.0	0.0	0.0	0.0
• WANZ	Northport	C1	100.5	85.0 cp	912	b	Radio South Inc	91				Alternative	600	1.40	5.8	2.0	4.2	4.0	2.8	4.4	4.9	1.7	5.6
• WTID	Reform	C2	101.7	22.5	725	b	Radio South Inc	91	9607	800		AC	400	1.50	3.6	4.1	2.8	2.3	4.5	4.4	3.8	5.2	4.6
WDXB	Jasper	C1	102.5	90.0 cp	1027		Clear Channel Comm	62	0008			Country	n/a		5.9	3.1	5.1	3.4	2.2	3.9	5.9	7.1	1.5
WNPT	Linden	C2	102.9	40.0	551	d	Schmitt, Jason	90	0106 p		na	DARK				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WQZZ	Eutaw	A	104.3	4.7	371	c	Lawson Comm	90	9211	160		Rhythm/Blue	350	1.15	4.1	5.1	4.2	1.7	1.1	0.6	0.0	0.5	0.0
WRTR	Tuscaloosa	A	105.5	6.0	299	a	Clear Channel Comm	66	0008		g	Rock	500	1.21	5.6	3.1	3.3	4.6	2.8	4.4	3.8	3.6	1.5
# FM Stations -					11	# Combos -			8	FM TOTALS					81.4	53.6	62.9	53.3	56.5	55.7	60.6	57.5	55.2

AM Stations														ARB 12+ Metro Shares (see rights)										
Calls	City of License	FCC Class	Day Power		Night Power		C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
			Freq	(kW)	(kW)	Revenue (000)1/								Power Ratio										
WTSK	Tuscaloosa	D	790	5.0	0.04	b	Radio South Inc	58	7707			Gospel	300	0.61	6.7	6.1	3.7	5.7	3.9	7.2	5.9	4.7	6.7	
• WSPZ	Tuscaloosa	B	1150	5.0	1.00	d	Radio South Inc	36	0112 p	125		Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WTBC	Tuscaloosa	C	1230	1.0	1.00		John Sisty Enterpris	46	0203		na	News/Talk	250	0.69	4.9	3.1	2.3	4.6	3.9	2.2	2.2	1.8	2.6	
WWPG	Tuscaloosa	B	1280	5.0	0.50	c	Lawson Comm	51	9303	160		Gospel	150	0.81	2.5	2.0	1.9	1.7	0.6	1.1	1.1	1.4	2.1	
WACT	Tuscaloosa	D	1420	5.0	0.11	a	Clear Channel Comm	58	0008		g	Gospel	275	0.81	4.6	2.6	3.7	2.9	3.4	3.9	3.2	4.6	5.1	
# AM Stations -					5	# Combos -			4	AM TOTALS					18.7	13.8	11.6	14.9	11.8	14.4	12.4	12.5	16.5	
AM & FM Stations Profiled -					16	# Duopolies -			4	Total Local Commercial Share					67.4	74.5	68.2	68.3	70.1	73.0	70.0	71.7		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 229

Revenue Rank: 185

# Rochester, MN Market Overview



### Metro Counties / Population (000)

Dodge, MN	18.2
Olmsted, MN	127.0
Wabasha, MN	22.0
<b>Total</b>	<b>167.2</b>

### Market Radio Financials

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

<b>ESTIMATED GROSS REVENUES</b> ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$8,100	\$8,400	\$8,900	\$9,600	\$9,400	\$9,800	3.9%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	4.3%	\$10,400	\$11,100	\$11,700	\$12,300	\$12,900	5.7%

Revenue/Retail Sales	1997	2002	2007	<b>Est. Breakout</b>
Revenue/Capita	NA <sup>1/</sup>	\$3.42/1,000	\$3.08/1,000	Local 85%
	\$53.32	\$58.61	\$73.13	National 15%

### Demographic and Economic Overview

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

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	151.9	167.2	1.9%	167.2	176.4	1.1%
Households	56.8	64.1	2.4%	64.1	68.4	1.3%
Retail Sales	NA <sup>1/</sup>	2,866.0	NA <sup>1/</sup>	2,866.0	4,190.5	7.9%
EBI <sup>2/</sup>	2,427.3	3,433.3	7.2%	3,433.3	4,609.4	6.1%

### Demographic Breakdown

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	82.3	14.8	8.5	7.1	11.2	14.0	11.5	15.3
Women (000)	84.9	14.1	8.1	6.9	11.2	14.2	11.6	18.8
Total	167.2	28.9	16.6	14.0	22.3	28.1	23.0	34.1
Percentage	100.0%	17.3%	9.9%	8.4%	13.4%	16.8%	13.8%	20.4%
Per Capita	\$ 20,538		Median Household	\$ 44,505		Avg Household	\$ 53,524	
Ethnic Population:	White 91.4%	Black 2.3%	Asian 3.5%	Hispanic 2.6%				

### Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	3		7	7	10	5	15
Tot 12+	3.0		51.6	52.2	54.6	11.3	65.9
Avg 12+	1.0		7.4	7.5	5.5	2.3	4.4
Tot LCS	4.6		78.3	79.2	82.9	17.1	100.0
Avg LCS	1.5		11.2	11.3	8.3	3.4	6.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Mason City, IA.

## FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
			Freq	(kW)									Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
KFSI	Rochester	A	92.9	6.0	318		Faith Sound Inc	81				ChrsContem				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KLCH	Lake City	A	94.9	5.0	328		Waitt Radio Inc	01	0207	280	1	Lite Rock				0.0	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	Bill, Howard G.	67				Country	1,575	1.37	11.7	6.5	8.2	7.5	9.0	9.2	8.8	8.4	0.0	
KNXR	Rochester	C	97.5	100.0	1040		United Audio Corp	65				Adlt Stndrd	600	0.46	13.4	7.7	9.4	8.6	7.2	7.5	11.8	10.2	0.0	
KRCH	Rochester	C2	101.7	39.0	554	b	Clear Channel Comm	68	0010		g1	Cisc Rock	1,500	1.28	12.0	10.7	8.2	8.0	12.6	10.3	11.2	8.8	0.0	
KMFX	Lake City	C3	102.5	9.4	528	b	Clear Channel Comm	93	0010		g1	Country	950	0.94	10.3	7.1	7.6	6.3	6.6	5.2	8.8	7.1	0.0	
KVGO	Spring Valley	C3	104.3	10.0	512		KFIL Inc	94	9701	150		Oldies	150	1.18	1.3	2.4	1.2	0.6	3.0	2.9	3.5	3.3	0.0	
KYBA	Stewartville	C2	105.3	50.0	492	c	Southern Minn Bcstg	92	9307	125		Soft AC	1,425	1.35	10.8	8.3	7.0	7.5	7.8	8.6	5.9	5.5	0.0	
KROC	Rochester	C0	106.9	100.0	1109	c	Southern Minn Bcstg	65				Top 40	1,450	0.80	18.5	8.9	13.5	11.5	13.2	14.4	12.4	12.9	0.0	
KLCX	St. Charles	A	107.7	2.0	571	a	Bill, Howard G.	97	9808	67		Oldies	600	0.94	6.5	3.0	4.7	4.0	3.0	1.7	1.8	2.8	0.0	
# FM Stations -					10	# Combos -					6	FM TOTALS			84.5	54.6	59.8	54.0	62.4	59.8	64.2	59.0	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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)	(kW)									Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
• KNFX	Austin	B	970	5.0	0.50	b	Clear Channel Comm	60	0010		g1	Nws/Spt/Tlk	100	0.49	2.1	1.2	1.8	1.1	1.8	1.1	0.6	0.0	0.0	
• KMFX	Wabasha	D	1190	1.0	0.00	b	Clear Channel Comm	76	0010		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 Comm	57	0010		g1	Sports	250	1.50	1.7	2.4	0.6	1.7	1.2	1.1	1.2	0.9	0.0	
KROC	Rochester	C	1340	1.0	1.00	c	Southern Minn Bcstg	35				News/Talk	1,000	0.98	10.4	7.7	6.4	7.5	6.0	5.2	5.3	7.5	0.0	
KOLM	Rochester	D	1520	10.0	0.80	a	Bill, Howard G.	63				Adlt Stndrd	200	1.57	1.3	0.0	0.6	1.1	0.0	1.1	0.6	0.8	0.0	
# AM Stations -					5	# Combos -					5	AM TOTALS			15.5	11.3	9.4	11.4	9.0	8.5	7.7	9.2	0.0	
AM & FM Stations Profiled -					15	# Duopolies -					4	Total Local Commercial Share			65.9	69.2	65.4	71.4	68.3	71.9	68.2	0.0		

NOTE: Market reinstated with Fall 1999 period.

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 230

Revenue Rank: 209

# Bryan-College Station, TX Market Overview



### Metro Counties / Population (000)

Brazos, TX	158.6
	158.6

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

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$5,600	\$6,100	\$6,700	\$7,100	\$7,300	\$7,700	6.4%
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.5%	\$8,100	\$8,600	\$9,100	\$9,600	\$10,100	5.6%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
Revenue/Capita	NA <sup>1/</sup>	\$3.46/1,000	\$3.27/1,000	Local	70%		
	\$42.39	\$48.55	\$58.11	National	30%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	132.1	158.6	3.7%	158.6	173.8	1.8%
Households	47.1	57.6	4.1%	57.6	63.5	2.0%
Retail Sales	NA <sup>1/</sup>	2,225.7	NA <sup>1/</sup>	2,225.7	3,088.3	6.8%
EBI <sup>2/</sup>	1,768.8	2,534.3	7.5%	2,534.3	3,596.7	7.3%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	80.0	11.6	6.0	26.5	11.7	8.7	7.0	8.5
Women (000)	78.6	10.9	5.4	24.6	10.7	8.8	7.3	11.0
Total	158.6	22.5	11.4	51.0	22.3	17.6	14.2	19.5
Percentage	100.0%	14.2%	7.2%	32.2%	14.1%	11.1%	9.0%	12.3%
Per Capita	\$ 15,981			Median Household	\$ 30,992		Avg Household	\$ 43,997
Ethnic Population:	White	74.0%	Black	10.7%	Asian	4.2%	Hispanic	18.5%

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4		6	8	10	5	15
Tot 12+	24.3		29.8	52.9	54.1	18.0	72.1
Avg 12+	6.1		5.0	6.6	5.4	3.6	4.8
Tot LCS	33.7		41.3	73.4	75.0	25.0	100.0
Avg LCS	8.4		6.9	9.2	7.5	5.0	6.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
												Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
KMBV	Navasota	A	92.5	2.5 cp	459	Henderson, Roy E	89	0108	900		Soft AC	100		8.3	0.0	0.0	0.0	0.0	0.0	1.2	1.0	0.0
• KNDE	College Station	C2	95.1	36.0 cp	571	b Bryan Bcstg Lic	64	9708	500	c3	Top 40	650	1.02	8.3	6.8	6.3	5.3	7.2	7.7	9.6	8.9	6.7
KAGG	Madisonville	C2	96.1	40.0	538	c Clear Channel Comm	89	0010		g1	Country	1,150	1.30	11.5	8.7	7.0	9.2	10.5	11.3	11.4	10.8	6.0
KORA	Bryan	A	98.3	0.9	528	a Equicom, Inc	66	9711		c1	Country	900	1.22	9.6	10.6	7.6	5.9	9.2	7.7	13.9	7.2	9.7
KNFX	Bryan	A	99.5	3.0	328	c Clear Channel Comm	92	0108	2,500		Clsc Rock	825	0.83	12.9	6.2	8.2	9.9	3.3	4.9	7.2	6.1	4.5
KZTR	Franklin	C3	101.9	25.0 cp	328	a Equicom, Inc	94	9902	1,000		Soft AC	275	0.87	4.1	1.9	3.2	2.6	1.3	3.5	4.2	4.0	5.2
KVJM	Hearne	A	103.1	4.9	361	Marshall Media Group	85	9411	187	e	Urban	300	0.44	8.8	7.5	5.7	6.6	7.2	5.6	6.6	7.5	12.7
KXCS	Cameron	C2	103.9	25.0	696	a Equicom, Inc	85	9711			Altve/MdRck	450	0.66	8.8	3.1	7.0	5.3	4.6	8.5	4.8	5.1	4.5
KKYS	Bryan	C2	104.7	50.0	285	c Clear Channel Comm	84	0010		g1	Hot AC	1,400	1.10	16.6	8.1	10.8	12.5	17.6	17.6	16.3	13.1	15.7
KTTX	Brenham	C2	106.1	50.0	492	Tom S. Whitehead Inc	64				Country	125	0.71	2.3	1.2	1.9	1.3	5.2	2.1	3.6	3.3	3.7
# FM Stations -				10	# Combos -				7	FM TOTALS				82.9	54.1	57.7	58.6	66.1	68.9	78.8	67.0	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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
KZNE	College Station	B	1150	1.0	0.50	b Bryan Bcstg Lic	00	9708	300		Sports	325	2.22	1.9	3.1	1.3	1.3	0.7	1.4	0.6	0.0	0.0	
KTAM	Bryan	C	1240	0.4	0.00	a Equicom, Inc	47	9711		c1	Spanish	275	0.52	6.9	5.6	3.8	5.9	5.2	2.8	1.8	2.6	3.7	
KAGC	Bryan	D	1510	0.5	0.00	Divcon Associates	77	8703	300		ChrsContem			0.4	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.7	
• KWBC	Navasota	D	1550	0.3	0.00	Hereford Agri-Fuels	89	0211 p		st	1 News/Talk	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	250	c3	1 News/Talk	775	1.27	7.9	9.3	5.7	5.3	3.3	7.7	3.0	6.1	6.0	
# AM Stations -				5	# Combos -				3	AM TOTALS				17.1	18.0	11.4	12.5	9.2	11.9	5.4	8.7	10.4	
AM & FM Stations Profiled -				15	# Duopolies -				4	Total Local Commercial Share				72.1	69.1	71.1	75.3	80.8	84.2	75.7	79.1		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 231

Revenue Rank: 200

# Marion-Carbondale, IL Market Overview



### Metro Counties / Population (000)

Franklin, IL	38.5
Jackson, IL	59.1
Williamson, IL	61.5
<b>Total</b>	<b>159.1</b>

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

<b>ESTIMATED GROSS REVENUES</b> ***	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>Δ 97 - 02</b>
	\$6,000	\$6,800	\$7,200	\$7,900	\$7,700	\$8,200	6.4%
	<b>Δ 01 - 02</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>Δ 02 - 07</b>
	6.5%	\$8,700	\$9,300	\$9,800	\$10,300	\$10,800	5.8%
Revenue/Retail Sales	<b>1997</b>	<b>2002</b>	<b>2007</b>	<b>Est. Breakout</b>			
Revenue/Capita	NA <sup>1/</sup>	\$4.78/1,000	\$5.58/1,000	Local	80%		
	\$36.88	\$51.54	\$68.53	National	20%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<b>1997</b>	<b>2002</b>	<b>Growth Rate</b>	<b>2002</b>	<b>2007</b>	<b>Growth Rate</b>
MSA Population	162.7	159.1	-0.4%	159.1	157.6	-0.2%
Households	64.5	66.0	0.5%	66.0	66.2	0.1%
Retail Sales	NA <sup>1/</sup>	1,717.0	NA <sup>1/</sup>	1,717.0	1,934.3	2.4%
EBI <sup>2/</sup>	1,959.6	2,118.9	1.6%	2,118.9	2,484.6	3.2%

### Demographic Breakdown

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	78.3	10.9	6.5	12.8	10.4	10.4	10.3	16.9
Women (000)	80.8	10.7	5.9	11.3	9.6	10.4	10.5	22.4
Total	159.1	21.6	12.4	24.1	20.0	20.9	20.8	39.3
Percentage	100.0%	13.6%	7.8%	15.2%	12.6%	13.1%	13.1%	24.7%
Per Capita	\$ 13,318	Median Household		\$ 25,179	Avg Household		\$ 32,122	
Ethnic Population:	White 90.4%	Black 6.1%	Asian 1.4%	Hispanic 1.6%				

### Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	4	7		9	11	6	17
Tot 12+	11.2	55.0		62.6	66.2	12.4	78.6
Avg 12+	2.8	7.9		7.0	6.0	2.1	4.6
Tot LCS	14.2	70.0		79.6	84.2	15.8	100.0
Avg LCS	3.6	10.0		8.8	7.7	2.6	5.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
WVZA	Herrin	B1	92.7	25.0	328	a	Clear Channel Comm	94	0101		sw	CHR	300	1.02	3.6	4.1	3.2	2.3	5.5	1.8	4.1	2.6	3.7
• WUEZ	Cartersville	B1	95.1	17.6	390	b	Zimmer Radio Group	92	9706	1,250	c3	AC	850	1.07	9.7	7.0	7.5	7.5	6.0	5.9	3.1	5.1	4.8
WQUL	West Frankfort	A	97.7	3.5	433	a	Clear Channel Comm	72	0101		sw	Clsc Rock	275	0.56	6.0	4.7	5.9	3.4	3.8	4.1	4.1	3.7	4.8
WOOZ	Harrisburg	B	99.9	32.0	620	b	Zimmer Radio Group	47	8907	713		Country	1,025	0.83	15.1	12.9	11.3	12.1	11.5	10.1	7.2	8.1	11.2
• WCIL	Carbondale	B	101.5	28.5	653	b	Zimmer Radio Group	68	9608	1,765	c1	CHR	900	1.14	9.6	7.6	9.1	5.7	8.7	11.8	10.8	13.0	12.3
• WXLT	Christopher	A	103.5	6.0	328	b	Zimmer Radio Group	91	9805	675		Alternative	300	1.26	2.9	1.8	1.6	2.9	3.3	2.4	3.6	3.7	5.3
WXAN	Ava	A	103.9	2.9	469		Lawder, Harold L	82				Gospel	200	0.84	2.9	2.9	2.2	2.3	1.6	2.4	2.1	3.9	1.6
WBVN	Carrier Mills	A	104.5	6.0	328		Anderson, K & J	90				Hot AC	100	0.49	2.5	1.8	2.2	1.7	1.6	1.2	1.5	1.6	2.1
WTAO	Murphysboro	B1	105.1	25.0	308	a	Clear Channel Comm	72	0101		sw	Adult Rock	1,000	1.14	10.7	8.8	8.6	8.0	12.0	8.9	11.9	10.2	7.5
WQRL	Benton	B1	106.3	12.5	459		Dana Comm Corp	73	9204	250		Oldies	525	0.94	6.8	4.7	4.3	6.3	4.9	4.7	4.1	3.4	3.2
WDDD	Marion	B	107.3	50.0	492	a	Clear Channel Comm	70	0101		sw	Country	1,700	1.30	15.9	9.9	10.2	14.4	10.9	17.8	11.3	12.4	9.6
# FM Stations -					11	# Combos -			8	FM TOTALS				85.7	66.2	66.1	66.6	69.8	71.1	63.8	67.7	66.1	

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WDDD	Johnston City	B	810	0.3	0.25	a	Clear Channel Comm	79	0101		sw	Country			0.7	0.6	0.5	0.6	0.0	0.6	1.0	0.5	0.5
WCIL	Carbondale	D	1020	1.0	0.00	b	Zimmer Radio Group	46	9608		c1	News			1.4	1.8	1.1	1.1	0.5	0.6	1.0	0.5	0.5
WGGH	Marion	D	1150	5.0	0.00		Vine Bcstg Inc	49	9204	396		Gospel	175	1.26	1.7	0.6	1.6	1.1	1.1	0.6	1.0	1.7	0.0
• WFRX	West Frankfort	D	1300	1.0	0.06	a	Clear Channel Comm	51	0101		sw	Adlt Stndrd	200	0.68	3.6	4.1	2.2	3.4	2.7	2.4	2.6	3.4	2.7
WJPF	Herrin	C	1340	0.8	0.00	b	Zimmer Radio Group	40	9706		c3	News/Talk	500	1.30	4.7	4.1	3.8	3.4	4.4	2.4	3.1	2.6	2.7
WINI	Murphysboro	B	1420	0.4	0.50		Radio Station WINI	54	6807			Nws/Tlk/Spt	125	0.73	2.1	1.2	1.6	1.7	0.0	1.2	0.5	1.4	2.1
# AM Stations -					6	# Combos -			4	AM TOTALS				14.2	12.4	10.8	11.3	8.7	7.8	9.2	10.1	8.5	
AM & FM Stations Profiled -					17	# Duopolies -			6	Total Local Commercial Share				78.6	76.9	77.9	78.5	78.9	73.0	77.8	74.6		

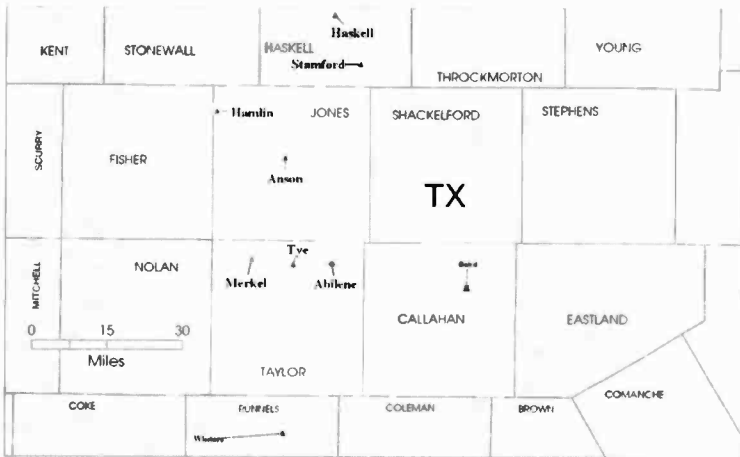
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 232

Revenue Rank: 234

# Abilene, TX Market Overview



**Metro Counties / Population (000)**

Callahan, TX	13.2
Jones, TX	21.6
Taylor, TX	127.4
<b>Total</b>	<b>162.2</b>

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

<b>ESTIMATED GROSS REVENUES</b> ***	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	$\Delta$ <u>97 - 02</u>
	\$4,900	\$5,500	\$5,800	\$5,900	\$5,300	\$6,300	5.2%
***	$\Delta$ <u>01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	$\Delta$ <u>02 - 07</u>
	18.9%	\$6,800	\$7,200	\$7,600	\$8,000	\$8,400	5.9%
Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	<b>Est. Breakout</b>			
Revenue/Capita	NA <sup>1/</sup>	\$3.15/1,000	\$3.70/1,000	Local	80%		
	\$32.17	\$38.84	\$50.36	National	20%		

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	152.3	162.2	1.3%	162.2	166.8	0.6%
Households	55.2	59.4	1.5%	59.4	61.8	0.8%
Retail Sales	NA <sup>1/</sup>	1,998.2	NA <sup>1/</sup>	1,998.2	2,271.0	2.6%
EBI <sup>2/</sup>	1,892.3	2,385.1	4.7%	2,385.1	2,885.6	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)	80.8	13.5	8.0	11.4	10.9	12.1	9.8	15.2
Women (000)	81.4	13.0	7.4	9.9	9.6	11.4	10.0	20.0
Total	162.2	26.5	15.4	21.3	20.5	23.5	19.8	35.2
Percentage	100.0%	16.4%	9.5%	13.1%	12.6%	14.5%	12.2%	21.7%
Per Capita	\$ 14,708	Median Household		\$ 31,289	Avg Household		\$ 40,136	
Ethnic Population:	White 81.2%	Black 6.9%	Asian 1.2%	Hispanic 17.7%				

**Market Summary**

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations			13	10	13	6	19
Tot 12+			76.0	71.2	76.0	9.2	85.2
Avg 12+			5.8	7.1	5.8	1.5	4.5
Tot LCS			89.2	83.6	89.2	10.8	100.0
Avg LCS			6.9	8.4	6.9	1.8	5.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
KULL	Abilene	C2	92.5	44.0	525	b	Clear Channel Comm	97	0012		g1	Oldies	300	0.90	5.3	5.4	5.2	3.8	7.2	5.7	6.1	6.8	9.7
• KNCE	Baird	C1	95.1	100.0	742	a	Doud Media Group	81	0211	900		AC	250	0.84	4.7	1.6	3.1	4.9	3.1	2.6	3.3	2.9	0.0
• KORQ	Winters	C2	96.1	50.0	492	a	Doud Media Group	99	0209	500		CHR	250	1.04	3.8	2.2	2.6	3.8	2.1	3.1	1.7	0.0	0.0
KVRP	Haskell	C1	97.1	100.0	532	c	Rolling Plains Bcstg	81				Country	325	2.72	1.9	1.6	2.1	1.1	1.0	2.6	0.0	0.9	0.0
KFOX	Anson	C1	98.1	100.0 cp	295	d	Cumulus Bcstg Inc	88	9911	200	sw	Mix AC	200	1.13	2.8	6.0	2.6	2.2	2.1	3.1	2.2	4.4	1.4
KBCY	Tye	C1	99.7	100.0	745	d	Cumulus Bcstg Inc	83	9803	1,812	d1	Country	775	0.86	14.3	12.5	14.4	9.8	9.7	8.9	8.3	7.2	3.7
KHYS	Abilene	C	100.7	100.0	1280	b	Clear Channel Comm	74	0012		g1	Hot AC	325	0.69	7.5	6.0	7.2	5.5	7.7	7.3	9.4	8.1	5.6
KHXS	Merkel	C1	102.7	66.0	1148	d	Cumulus Bcstg Inc	76	9806	1,600		Clsc Rock	750	1.23	9.7	9.2	7.7	8.7	6.7	6.8	2.2	5.7	3.7
KCDD	Hamlin	C	103.7	100.0	984	d	Cumulus Bcstg Inc	87	9803		d1	CHR	625	0.90	11.0	7.1	8.8	9.8	10.8	9.9	12.2	11.2	15.7
KEAN	Abilene	C1	105.1	100.0	886	b	Clear Channel Comm	69	0012		g1	Country	950	1.09	13.8	12.5	10.8	12.6	11.8	15.1	17.1	16.6	22.7
KKHR	Abilene	C2	106.3	50.0 cp	184		Powell Meredith	89	0005		sw	Tejano	400	0.87	7.3	4.9	3.6	8.7	4.1	3.1	3.9	3.4	3.7
KOES	Stamford	C2	106.9	40.0	548		Texas Gulfwest Comm	99	0106	400		Country	125	0.90	2.2	1.6	2.6	1.1	4.1	2.1	1.7	1.5	1.4
KEYJ	Abilene	C1	107.9	100.0	886	b	Clear Channel Comm	61	0012		g1	Rock	550	0.97	9.0	5.4	9.8	5.5	8.2	8.9	6.6	6.9	8.8
# FM Stations -					13	# Combos -					11	FM TOTALS			93.3	76.0	80.5	77.5	78.6	79.2	74.7	75.6	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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
KSLI	Abilene	B	1280	0.5	0.23	b	Clear Channel Comm	57	0012		g1	Easy	100	1.06	1.5	2.2	1.5	1.1	1.0	0.0	0.0	0.0	0.9	
KWKC	Abilene	C	1340	1.0	1.00	e	Dynamic Bcstg Co	48	9901	100		News/Talk	250	1.13	3.5	4.3	2.1	3.8	3.1	3.6	3.9	2.3	2.3	
KVRP	Stamford	C	1400	1.0	1.00	c	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	b	Clear Channel Comm	36	0007		g1	Country			0.6	1.6	0.5	0.5	0.5	0.5	0.0	0.4	0.0	
KMXO	Merkel	D	1500	0.3	0.00		Silva, Ray R	63	8602		1	Span/CCTmp	50			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KZQQ	Abilene	D	1560	0.5	0.00	e	Dynamic Bcstg Co	62	8204			Sprts/Talk	100		0.9	1.1	0.5	1.1	0.0	0.0	0.0	0.0	3.6	1.4
# AM Stations -					6	# Combos -					5	AM TOTALS			6.5	9.2	4.6	6.5	4.6	4.1	3.9	6.3	4.6	
AM & FM Stations Profiled -					19	# Duopolies -					7	Total Local Commercial Share			85.2	85.1	84.0	83.2	83.3	78.6	81.9	81.0		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 233

Revenue Rank: 235

# Dubuque, IA Market Overview



### Metro Counties / Population (000)

Dubuque, IA	88.6
Grant, WI	49.5
Jo Daviess, IL	22.4
<b>Total</b>	<b>160.5</b>

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$5,800	\$5,700	\$5,700	\$5,600	\$5,900	\$6,100
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout			
	NA <sup>1/</sup>	\$3.02/1,000	\$50.13	Local	88%	National	12%

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

MSA Population	1997	2002	Growth Rate	2002	2007	Growth Rate
	Households	161.2	160.5	-0.1%	160.5	159.6
Retail Sales	58.3	61.8	1.2%	61.8	63.0	0.4%
EBI <sup>2/</sup>	NA <sup>1/</sup>	2,018.7	NA <sup>1/</sup>	2,018.7	2,410.1	3.6%
	2,190.2	2,501.3	2.7%	2,501.3	3,025.6	3.9%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	79.1	12.7	7.5	9.7	8.9	11.6	11.1	17.6
Women (000)	81.3	12.0	7.2	8.3	8.6	11.5	11.1	22.6
Total	160.5	24.7	14.6	18.0	17.5	23.2	22.2	40.2
Percentage	100.0%	15.4%	9.1%	11.2%	10.9%	14.4%	13.8%	25.0%
Per Capita	\$ 15,588	Median Household		\$ 33,803	Avg Household		\$ 40,505	
Ethnic Population:	White 97.5%	Black 0.7%	Asian 0.6%	Hispanic 1.2%				

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6		5	8	11	4	15
Tot 12+	18.0		38.6	53.1	56.6	13.6	70.2
Avg 12+	3.0		7.7	6.6	5.1	3.4	4.7
Tot LCS	25.6		55.0	75.6	80.6	19.4	100.0
Avg LCS	4.3		11.0	9.5	7.3	4.8	6.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
KATF	Dubuque	C1	92.9	100.0	469	c	Radio Dubuque Inc	67	0006	3,680	c3	AC	1,000	1.26	13.0	8.0	9.8	9.0	9.0	8.4	9.1	8.6	10.5
KGRR	Epworth	C3	97.3	19.0	381	c	Radio Dubuque Inc	94	0006	1,500		Clsc Rock	350	0.93	6.2	5.5	3.4	5.7	4.3	6.5	7.2	6.5	6.1
WGLR	Lancaster	C3	97.7	11.5 cp	482	a	Television Wisconsin	82	9806	1,660	c1	Country	700	1.11	10.3	5.5	6.9	8.1	5.1	6.1	6.7	4.8	6.6
KDST	Dyersville	A	99.3	3.0	299		Design Homes Inc	85	8811	22		Country	325	1.97	2.7	2.5	2.5	1.4	1.7	2.3	2.4	3.4	1.3
• WQLF	Lena	A	102.1	5.2	351		Thompson & Spielman	02	0203	170	cp	Clsc Hits			1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KXGE	Dubuque	A	102.3	2.0	308	b	Cumulus Bcstg Inc	80	9810	6,000	d3	AOR	500	0.88	9.3	6.5	5.9	7.6	5.1	7.9	7.2	4.6	7.5
WJOD	Asbury	C3	103.3	6.6	643	b	Cumulus Bcstg Inc	94	9803	1,350		Country	1,025	0.88	19.2	9.5	11.3	16.6	12.0	11.7	11.5	16.4	10.1
KLYV	Dubuque	C2	105.3	50.0	331	b	Cumulus Bcstg Inc	65	9810		d3	Top 40	700	0.80	14.4	10.1	12.3	8.5	13.2	10.3	10.5	10.1	11.4
KIYX	Sageville	A	106.1	4.2	394	a	Television Wisconsin	99				Lite AC	100	1.26	1.3	1.0	0.5	1.4	1.3	0.9	0.5	1.5	0.0
WPVL	Platteville	A	107.1	4.2	394	a	Television Wisconsin	66	9804	825	c2	Oldies	425		0.7	1.5	0.5	0.5	0.4	0.5	1.0	1.4	1.3
WDBO	Galena	A	107.5	6.0	328	b	Cumulus Bcstg Inc	89	9810		d3	Oldies	150	0.41	6.0	5.5	4.9	3.8	6.4	5.6	6.2	5.5	3.9
# FM Stations -					11	# Combos -					9	FM TOTALS			83.1	56.6	58.0	62.6	58.5	60.2	62.3	62.8	58.7

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WGLR	Lancaster	D	1280	0.5	0.02	a	Television Wisconsin	77	9804		c1	Country				0.0	0.0	0.0	0.0	0.5	0.5	0.2	0.0
KDTH	Dubuque	B	1370	5.0	5.00	c	Radio Dubuque Inc	41	0006		c3	Adlt Stndrd	600	0.80	12.3	10.1	9.3	8.5	8.1	10.3	7.2	7.3	8.3
WDBO	Dubuque	C	1490	1.0	1.00	b	Cumulus Bcstg Inc	33	9810		d3	Nws/Tlk/Spt	175	0.87	3.3	3.0	2.9	1.9	2.6	1.9	1.9	1.8	1.8
WPVL	Platteville	B	1590	1.0	0.50	a	Television Wisconsin	55	9804		c2	Oldies			1.3	0.5	1.0	0.9	1.7	0.9	1.4	0.9	1.8
# AM Stations -					4	# Combos -					4	AM TOTALS			16.9	13.6	13.2	11.3	12.4	13.6	11.0	10.2	11.9
AM & FM Stations Profiled -					15	# Duopoiles -					5	Total Local Commercial Share			70.2	71.2	73.9	70.9	73.8	73.3	73.0	70.6	

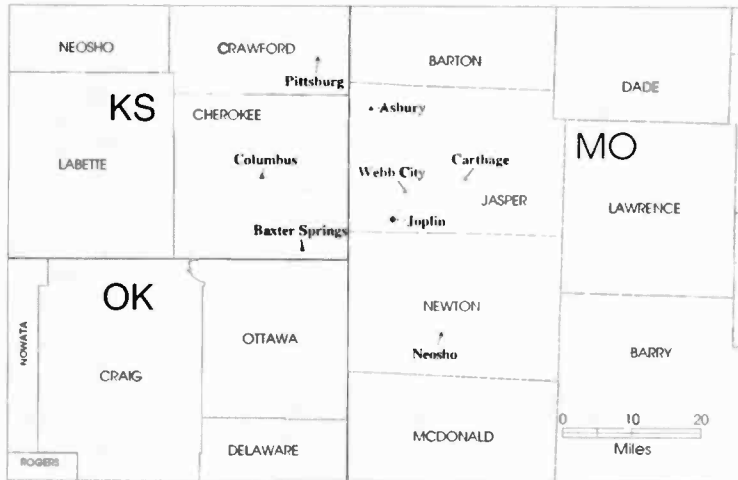
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 234

Revenue Rank: 222

# Joplin, MO Market Overview



**Metro Counties / Population (000)**

Jasper, MO	106.8
Newton, MO	53.8
<b>Total</b>	<b>160.6</b>

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

<b>ESTIMATED GROSS REVENUES</b> ★ ★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$5,500	\$6,500	\$6,900	\$7,000	\$6,900	\$7,100	5.2%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	2.9%	\$7,500	\$8,000	\$8,500	\$8,900	\$9,400	5.8%
Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>			
Revenue/Capita	NA <sup>1/</sup>	\$3.47/1,000	\$3.63/1,000	Local	60%		
	\$37.47	\$44.21	\$55.56	National	40%		

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	146.8	160.6	1.8%	160.6	169.2	1.0%
Households	57.9	62.8	1.6%	62.8	66.2	1.1%
Retail Sales	NA <sup>1/</sup>	2,043.9	NA <sup>1/</sup>	2,043.9	2,592.1	4.9%
EBI <sup>2/</sup>	1,916.7	2,432.2	4.9%	2,432.2	3,129.6	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)	77.8	14.0	7.3	8.3	9.9	11.4	10.5	16.5
Women (000)	82.7	13.2	6.8	8.5	10.1	11.6	11.0	21.6
Total	160.6	27.2	14.1	16.7	20.0	23.0	21.5	38.0
Percentage	100.0%	17.0%	8.8%	10.4%	12.4%	14.3%	13.4%	23.7%
Per Capita	\$ 15,149							
				Median Household	\$ 31,045		Avg Household	\$ 38,718
Ethnic Population:	White	92.4%	Black	1.2%	Asian	0.7%	Hispanic	3.4%

**Market Summary**

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	3		8	11	11	7	18
Tot 12+	13.2		51.7	64.9	64.9	8.4	73.3
Avg 12+	4.4		6.5	5.9	5.9	1.2	4.1
Tot LCS	18.0		70.5	88.5	88.5	11.5	100.0
Avg LCS	6.0		8.8	8.0	8.0	1.6	5.6

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
KSYN	Joplin	C1	92.5	100.0	407	a	Zimmer Radio Group	60	9707	10,800	d1	Adult CHR	950	1.15	11.6	6.6	8.5	8.1	14.6	15.2	15.4	15.9	14.9
KJMK	Webb City	C2	93.9	48.0	505	a	Zimmer Radio Group	85	9707		d1	Soft Rock	525	1.30	5.7	6.0	3.4	4.7	4.9	4.9	6.0	4.3	3.4
KMXL	Carthage	C2	95.1	50.0	472	b	Petersen, Ronald L.	72	7512			Lite AC	450	1.06	6.0	2.4	5.1	3.5	6.7	4.9	4.4	6.5	5.7
KKOW	Pittsburg	C1	96.9	100.0	912	c	American Media Invst	75	8605	747		Country	575	1.69	4.8	5.4	3.4	3.5	3.7	3.0	6.0	4.4	4.6
KXDG	Webb City	A	97.9	3.4	443	a	Zimmer Radio Group	88	9707		d1	Clsc Rock	900	1.26	10.1	8.4	7.4	7.0	4.9	7.9	11.5	9.6	8.0
KBTN	Neosho	C3	99.7	16.5	404	d	Petracom Media LLC	95	0007	1,300	c4	Country	275	0.48	8.0	7.2	6.8	4.7	6.1	4.9	3.3	4.0	1.7
KIXQ	Joplin	C1	102.5	100.0	410	a	Zimmer Radio Group	74	9707		d1	Country	1,275	0.83	21.7	15.7	14.8	16.3	17.1	14.6	14.3	17.5	21.3
KWXD	Asbury	C3	103.5	16.0	413		Innovative Bcstg	93				Oldies	350	1.33	3.7	0.6	1.1	4.1	3.7	3.0	4.9	1.4	1.1
KCAR	Galena	A	104.3	6.0	328	d	Petracom Media LLC	99	0007		d3	Clsc Rock	175	0.80	3.1	3.0	2.8	1.7	1.8	0.6	1.1	0.0	0.0
KJML	Columbus	C3	105.3	12.5	289	d	Petracom Media LLC	82	0007		d3	Modern Rock	275	0.48	8.0	7.8	7.4	4.1	3.7	4.3	4.4	3.4	2.9
KMOQ	Baxter Springs	A	107.1	6.0	299	d	Petracom Media LLC	79	0007	3,200	d3	CHR	275	0.61	6.4	1.8	4.0	5.2	2.4	1.8	2.7	1.5	1.7
# FM Stations -					11	# Combos -					10	FM TOTALS			89.1	64.9	64.7	62.9	69.6	65.1	74.0	68.5	65.3

## AM Stations

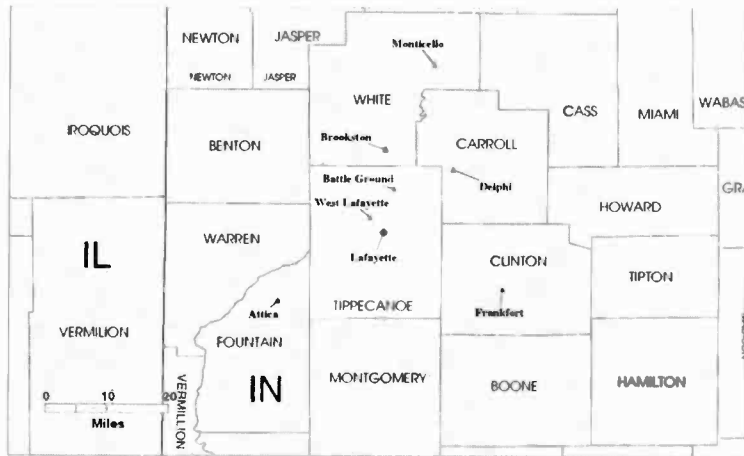
Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
KKOW	Pittsburg	B	860	10.0	5.00	c	American Media Invst	37	8105			Country	400	2.35	2.4	0.6	1.7	1.7	2.4	1.2	1.6	2.4	1.7	
KKLL	Webb City	D	1100	5.0	0.00	e	New Life Evangel Ctr	84	9809	730	d2	Christian				1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0
KWAS	Joplin	C	1230	1.0	1.00	e	New Life Evangel Ctr	46	9809		d2	Christian	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KBTN	Neosho	B	1420	1.0	0.50	d	Petracom Media LLC	54	0007		c4	Country	275	2.42	1.6	0.6	1.1	1.2	1.2	0.0	0.0	0.9	1.1	
KQYX	Joplin	C	1450	1.0	1.00	d	Petracom Media LLC	27	0007		d3	News/Talk	100	0.34	4.1	3.0	2.3	3.5	1.2	3.7	2.2	2.2	3.4	
KDMO	Carthage	C	1490	1.0	1.00	b	Petersen, Ronald L.	47	7512			Easy/Oldes	150	0.88	2.4	1.2	2.3	1.2	1.8	1.2	1.6	1.1	1.7	
WMBH	Joplin	D	1560	0.3	0.01	d	Petracom Media LLC	62	0007		d3	Sports	50		0.4	1.8	0.6	0.0	1.2	1.2	0.5	1.1	1.7	
# AM Stations -					7	# Combos -					7	AM TOTALS			10.9	8.4	8.0	7.6	7.8	7.3	5.9	8.3	9.6	
AM & FM Stations Profiled -					18	# Duopolies -					6	Total Local Commercial Share			73.3	72.7	70.5	77.4	72.4	79.9	76.8	74.9		

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 235

Revenue Rank: 201

# Lafayette, IN Market Overview



### Metro Counties / Population (000)

Tippecanoe, IN	152.0
	152.0

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

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$7,300	\$8,200	\$8,500	\$8,700	\$7,400	\$8,100
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07	
	9.5%	\$8,500	\$9,100	\$9,600	\$10,100	\$10,600	5.5%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA <sup>1/</sup>	\$3.63/1,000	\$3.68/1,000	Local	60%		
Revenue/Capita	\$52.59	\$53.29	\$66.17	National	40%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	138.8	152.0	1.8%	152.0	160.2	1.1%
Households	49.7	56.8	2.7%	56.8	60.9	1.4%
Retail Sales	NA <sup>1/</sup>	2,228.7	NA <sup>1/</sup>	2,228.7	2,877.9	5.2%
EBI <sup>2/</sup>	2,143.2	2,584.9	3.8%	2,584.9	3,412.6	5.7%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	77.9	10.9	5.4	21.7	11.6	9.2	8.3	10.7
Women (000)	74.2	10.4	5.0	17.2	10.0	9.2	8.9	13.5
Total	152.0	21.4	10.4	38.9	21.6	18.4	17.2	24.3
Percentage	100.0%	14.1%	6.8%	25.6%	14.2%	12.1%	11.3%	16.0%
Per Capita	\$ 16,652							
			Median Household	\$ 35,953			Avg Household	\$ 44,655
Ethnic Population:	White	88.2%	Black	2.6%	Asian	4.7%	Hispanic	5.8%

### Market Summary

FM Classes	Class A	Class B	Class C	Viabie FMs	All FMs	All AMs	Total
# Stations	7	3		8	10	3	13
Tot 12+	46.5	23.6		68.7	70.1	1.4	71.5
Avg 12+	6.6	7.9		8.6	7.0	0.5	5.5
Tot LCS	65.0	33.0		96.1	98.0	2.0	100.0
Avg LCS	9.3	11.0		12.0	9.8	0.7	7.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

## FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)									Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WKHY	Lafayette	A	93.5	6.0	246	d	RadioWorks Inc	70	9908		c1	AOR/CIRck	900	0.89	12.5	10.7	9.4	9.2	10.7	13.8	10.1	12.0	9.7
WLFF	Brookston	A	95.3	2.3	505	c	Artistic Media Ptnrs	67	9810	1,800		Country	300	0.65	5.7	4.3	4.3	4.2	4.0	4.3	3.6	3.2	4.2
WSHP	Attica	A	95.7	3.1	433	c	Artistic Media Ptnrs	90	9412	410		Clsc Rock	900	0.97	11.5	7.9	8.7	8.5	8.1	8.7	10.9	10.2	9.7
WAZY	Lafayette	B	96.5	50.0	499	c	Artistic Media Ptnrs	65	8808	3,360		Top 40	1,300	0.98	16.3	12.9	12.3	12.0	18.8	8.7	11.6	12.3	11.1
WASK	Battle Ground	A	98.7	4.4	384	a	Schurz Comm Inc	93	9503	860		Oldies	1,100	1.01	13.4	7.9	10.1	9.9	10.7	9.4	8.7	8.9	9.7
WSHW	Frankfort	B	99.7	50.0	459	b	Kaspar Bcstg Co	62				AC	275	2.43	1.4	0.7	0.7	1.4	1.3	2.2	1.4	1.7	2.1
WXXB	Delphi	A	102.9	2.8	489	d	RadioWorks Inc	89	9910	1,000		CHR	400	0.37	13.4	10.7	10.1	9.9	2.0	2.2	2.2	2.0	2.1
WKOA	Lafayette	B	105.3	50.0	308	a	Schurz Comm Inc	63	9101	8,500	c1	Country	2,050	1.77	14.3	10.0	8.7	12.7	10.1	13.8	14.5	14.3	14.6
WGLM	West Lafayette	A	106.7	6.0	328		KVB Bcstg	92	9112		st	AC	900	1.46	7.6	4.3	6.5	4.9	5.4	6.5	7.2	7.2	7.6
• WMRS	Monticello	A	107.7	2.5	515		Quinn, Gerald Norman	89				AC				0.7	0.0	0.7	0.0	0.0	0.0	0.0	0.7
# FM Stations -					10	# Combos -					8	FM TOTALS			96.1	70.1	70.8	73.4	71.1	69.6	70.2	71.8	71.5

## AM Stations

Calls	City of License	FCC Class	Day Power		Night Power		Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)	(kW)	C							Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WLAS	Lafayette	D	1410	1.0	0.06	c	Artistic Media Ptnrs	59	9808	400		Adlt Stndrd			1.9	0.0	1.4	1.4	1.3	1.4	0.0	0.5	2.1
WASK	Lafayette	C	1450	1.0	1.00	a	Schurz Comm Inc	42	9101 p		c1	Oldies			1.9	1.4	2.2	0.7	2.0	1.4	3.6	2.1	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			3.8	1.4	3.6	2.1	3.3	2.8	3.6	2.6	4.2
AM & FM Stations Profiled -					13	# Duopolles -					3	Total Local Commercial Share				71.5	74.4	75.5	74.4	72.4	73.8	74.4	75.7

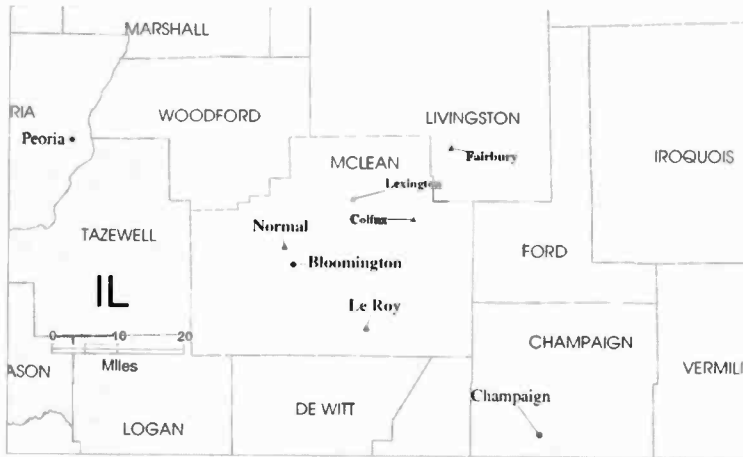
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 236

Revenue Rank: 204

# Bloomington, IL Market Overview



### Metro Counties / Population (000)

McLean, IL	153.5
	153.5

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

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02	
		\$6,700	\$7,500	\$7,800	\$8,500	\$7,800	\$8,000	3.6%
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout				
	NA <sup>1/</sup>	\$3.91/1,000	\$4.07/1,000	Local	80%			National
	\$47.45	\$52.12	\$65.51					

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	141.2	153.5	1.7%	153.5	161.8	1.1%
Households	51.8	58.2	2.4%	58.2	62.3	1.4%
Retail Sales	NA <sup>1/</sup>	2,047.5	NA <sup>1/</sup>	2,047.5	2,606.0	4.9%
EBI <sup>2/</sup>	2,459.3	3,068.5	4.5%	3,068.5	4,219.7	6.6%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	74.2	12.3	6.1	13.3	10.6	11.0	9.6	11.3
Women (000)	79.3	11.7	5.8	15.4	10.5	11.4	9.8	14.7
Total	153.5	24.0	11.9	28.7	21.1	22.4	19.4	26.0
Percentage	100.0%	15.6%	7.7%	18.7%	13.8%	14.6%	12.6%	17.0%
Per Capita	\$ 19,989			Median Household	\$ 42,164		Avg Household	\$ 52,693
Ethnic Population:	White	88.6%	Black	6.5%	Asian	2.2%	Hispanic	2.7%

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3	3		5	6	1	7
Tot 12+	15.8	26.4		41.5	42.2	9.9	52.1
Avg 12+	5.3	8.8		8.3	7.0	9.9	7.4
Tot LCS	30.3	50.7		79.7	81.0	19.0	100.0
Avg LCS	10.1	16.9		15.9	13.5	19.0	14.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

## FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)									Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WRPW	Colfax	A	92.9	6.0	328	a	AAA Entertainment	98	0101	3,057	d1	R&BOd/HpH	100	0.12	10.4	5.3	5.8	5.5	4.9	1.3	2.5	2.7	1.8
WIHN	Normal	A	96.7	3.9	410	a	AAA Entertainment	73	0101		d1	Modern Rock	150	0.23	8.1	4.6	3.9	4.9	6.7	3.8	5.0	6.2	6.7
WDQZ	Lexington	A	99.5	6.0	328	a	AAA Entertainment	01	0009	1,300		Clsc Hits	775	1.04	9.3	5.9	6.5	3.7	0.0	0.0	0.0	0.0	0.0
• WBNQ	Bloomington	B	101.5	50.0	466	b	Citadel Comm Corp	47	0007		g4	Hot AC	2,600	1.25	26.0	13.2	13.6	14.7	16.5	13.9	14.5	16.0	14.1
WBWN	Le Roy	B1	104.1	25.0	328	b	Citadel Comm Corp	79	0007		g4	Country	2,075	1.21	21.5	12.5	14.3	9.2	12.8	15.2	16.4	14.5	16.6
WYST	Fairbury	B1	107.7	6.0	564	a	AAA Entertainment	00	0204	1,700		Clsc Hits			2.3	0.7	1.3	1.2	1.2	1.3	0.0	0.0	0.0
# FM Stations -					6	# Combos -					6	FM TOTALS		77.6	42.2	45.4	39.2	42.1	35.5	38.4	39.4	39.2	

## AM Stations

Calls	City of License	FCC Class	Day Power		Night Power		Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
			Freq	(kW)	(kW)	C						Owner	Revenue (000)1/		Power Ratio	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WJBC	Bloomington	C	1230	1.0	1.00	b	Citadel Comm Corp	25	0007		g4	FullService	2,300	1.28	22.4	9.9	9.7	14.7	11.6	16.5	17.6	16.0	16.0
# AM Stations -					1	# Combos -					1	AM TOTALS		22.4	9.9	9.7	14.7	11.6	16.5	17.6	16.0	16.0	
AM & FM Stations Profiled -					7	# Duopolies -					3	Total Local Commercial Share		52.1	55.1	53.9	53.7	52.0	56.0	55.4	55.2		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 237

Revenue Rank: 214

# Panama City, FL Market Overview



### Metro Counties / Population (000)

Bay, FL	152.4
	152.4

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

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$5,700	\$6,000	\$6,700	\$7,300	\$7,000	\$7,600
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	8.6%	\$8,000	\$8,500	\$9,000	\$9,500	\$10,000	5.7%
	1997	2002	2007				Est. Breakout
Revenue/Retail Sales	NA <sup>1/</sup>	\$3.85/1,000	\$4.28/1,000				Local 90%
Revenue/Capita	\$39.07	\$49.87	\$61.35				National 10%

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	145.9	152.4	0.9%	152.4	163.0	1.4%
Households	55.6	61.7	2.1%	61.7	67.2	1.7%
Retail Sales	NA <sup>1/</sup>	1,975.9	NA <sup>1/</sup>	1,975.9	2,336.3	3.4%
EBI <sup>2/</sup>	2,039.4	2,460.3	3.8%	2,460.3	3,128.5	4.9%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	75.3	12.2	6.6	6.9	9.9	12.3	10.7	16.7
Women (000)	77.1	11.4	6.4	6.5	9.6	12.4	11.1	19.8
Total	152.4	23.6	13.0	13.4	19.5	24.7	21.7	36.5
Percentage	100.0%	15.5%	8.5%	8.8%	12.8%	16.2%	14.2%	24.0%
Per Capita	\$ 16,139							
			Median Household	\$ 31,961			Avg Household	\$ 39,853
Ethnic Population:	White	83.9%	Black	10.7%	Asian	1.9%	Hispanic	2.5%

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			13	13	13	3	16
Tot 12+			81.0	81.0	81.0	3.0	84.0
Avg 12+			6.2	6.2	6.2	1.0	5.3
Tot LCS			96.4	96.4	96.4	3.6	100.0
Avg LCS			7.4	7.4	7.4	1.2	6.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Dothan.

## FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)									Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WPAP	Panama City	C1	92.5	82.0 cp	1066	a	Clear Channel Comm	67	9712		g1	Country	1,600	1.22	17.2	16.1	18.2	12.0	17.2	14.3	17.7	12.0	16.4
WEBZ	Port St. Joe	C2	93.5	14.5	669	a	Clear Channel Comm	90	9909	1,000		RhyBl/HpHop	400	0.54	9.7	6.0	7.7	9.3	9.4	8.0	8.6	6.5	0.0
WFBX	Parker	C	94.5	100.0	991	a	Clear Channel Comm	77	9712		g1	Clsc Rock	325	1.22	3.5	4.2	2.8	3.3	5.0	5.1	4.3	3.5	1.8
WRBA	Springfield	C2	95.9	50.0	282	c	Waitt Radio Inc	87	9910	6,500	d1	Clsc Rock	450	0.90	6.6	4.8	6.1	5.5	6.1	7.4	4.3	5.0	6.4
WYYX	Bonifay	C1	97.7	100.0	830	b	Styles Bcstg Inc	83	0206 p	5,250	d4	Rock	500	1.04	6.3	7.1	5.0	6.0	5.0	3.4	6.5	5.2	5.8
WFSY	Panama City	C0	98.5	100.0 cp	1066	a	Clear Channel Comm	71	9712		g1	AC	1,050	1.30	10.6	7.1	7.7	10.9	9.4	14.3	9.7	10.7	9.4
WPBH	Mexico Beach	C2	99.3	50.0	492	a	Clear Channel Comm	90	9712		g1	Oldies	350	0.92	5.0	3.6	3.9	4.9	6.1	3.4	3.2	4.3	5.8
WVVE	Panama City	C3	100.1	12.0 cp	404	b	Styles Bcstg Inc	89	0206 p		d4	Easy	650	1.43	6.0	6.5	6.1	4.4	1.7	1.7	6.5	2.4	4.1
WYOO	Springfield	C3	101.1	12.0 cp	404	b	Styles Bcstg Inc	92	0206 p		d4	News/Talk	500	0.91	7.2	5.4	5.0	7.7	3.3	2.3	3.2	6.5	6.4
WMXP	Callaway	C1	103.5	100.0 cp	748	c	Waitt Radio Inc	90	9910		d1	Country	150	0.58	3.4	3.6	3.3	2.7	2.2	4.0	1.1	1.8	4.1
WASJ	Panama City	C2	105.1	50.0	335	c	Waitt Radio Inc	93	9910		d1	Smooth Jazz	325	0.68	6.3	6.5	6.1	4.9	2.8	8.6	7.0	6.1	7.0
WILN	Panama City	C2	105.9	50.0	384	b	Styles Bcstg Inc	85	0206 p		d4	CHR	600	1.05	7.5	6.5	6.1	7.1	7.8	5.1	8.1	8.9	12.3
● WLHR	Panama City	C1	107.9	100.0	781	c	Waitt Radio Inc	63	9910		d1	Dance/Top40	350	0.98	4.7	3.6	3.9	4.4	5.6	2.9	3.8	4.0	1.8
# FM Stations -					13	# Combos -					13	FM TOTALS		94.0	81.0	81.9	83.1	81.6	80.5	84.0	76.9	81.3	

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)	(kW)	Revenue (000)1/								Power Ratio	Fall 2002		Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
WDIZ	Panama City	B	590	1.7	2.50	a	Clear Channel Comm	40	9712		g1	Sports	100	0.32	4.1	0.0	3.9	3.3	5.0	4.6	3.2	5.6	5.3	
WPCF	Panama City	D	1290	0.3	0.06	b	Styles Bcstg Inc	58	0206 p		d4	Christian	50			0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	
WLTG	Panama City	B	1430	5.0	5.00		Hour Group Bcstg Inc	49	9010	212	al	News/Talk	150	0.90	2.2	3.0	2.2	1.6	3.3	1.7	1.1	2.1	2.3	
# AM Stations -					3	# Combos -					2	AM TOTALS		6.3	3.0	6.1	4.9	8.3	6.3	5.4	7.7	7.6		
AM & FM Stations Profiled -					16	# Duopolies -					6	Total Local Commercial Share		84.0	88.0	88.0	80.0	86.8	89.4	84.6	88.0			

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 238

Revenue Rank: 238

# Wheeling, WV Market Overview



**Metro Counties / Population (000)**

Marshall, WV	34.9
Ohio, WV	46.4
Belmont, OH	69.0

150.3

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$5,100	\$5,600	\$5,300	\$5,600	\$5,800	\$6,000
★★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	3.4%	\$6,300	\$6,800	\$7,100	\$7,500	\$7,900	5.7%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA <sup>1/</sup>	\$3.47/1,000	\$3.94/1,000	Local	85%		
Revenue/Capita	\$32.69	\$39.92	\$54.94	National	15%		

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	156.0	150.3	-0.7%	150.3	143.8	-0.9%
Households	62.3	61.5	-0.3%	61.5	59.8	-0.6%
Retail Sales	NA <sup>1/</sup>	1,727.0	NA <sup>1/</sup>	1,727.0	2,005.0	3.0%
EBI <sup>2/</sup>	2,005.4	2,173.2	1.6%	2,173.2	2,433.2	2.3%

**Demographic Breakdown**

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	72.5	10.4	6.4	6.7	8.7	10.8	11.8	17.8
Women (000)	77.8	9.8	6.0	6.3	8.2	11.1	11.8	24.6
Total	150.3	20.2	12.4	13.1	16.9	21.9	23.6	42.4
Percentage	100.0%	13.4%	8.2%	8.7%	11.2%	14.5%	15.7%	28.2%
Per Capita	\$ 14,458	Median Household		\$ 28,228	Avg Household		\$ 35,352	
Ethnic Population:	White 95.4%	Black 3.0%	Asian 0.5%	Hispanic 0.5%				

**Market Summary**

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4	6		7	10	6	16
Tot 12+	7.6	59.9		65.1	67.5	17.4	84.9
Avg 12+	1.9	10.0		9.3	6.8	2.9	5.3
Tot LCS	9.0	70.6		76.7	79.5	20.5	100.0
Avg LCS	2.2	11.8		11.0	8.0	3.4	6.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# Competitive Overview

Some stations also rated in Pittsburgh

## FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)									Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WBNV	Barnesville	A	93.5	2.5	489		Hafley, W. Grant	92				Soft Hits	50	0.9	0.9	1.2	1.0	0.6	1.7	1.2	1.1	1.9	1.1
WEEL	Shadyside	A	95.7	1.7	627		Ohio Valley Comm Inc	91	9302		sw	1 Oldies	200	0.46	7.2	5.2	5.7	6.7	6.6	6.9	4.2	4.9	5.1
WRKP	Moundsville	A	96.5	1.5 cp	594		RKP International	90				ChrsContem	50	0.9	0.0	0.5	1.1	1.1	0.6	1.1	1.6	0.6	
WKWK	Wheeling	B	97.3	50.0	420	a	Clear Channel Comm	48	0008		g	1 Lite Rock	500	0.81	10.3	7.0	9.3	8.4	6.6	7.5	9.5	9.8	8.0
WOVK	Wheeling	B	98.7	50.0	390	a	Clear Channel Comm	47	0008		g	1 Country	1,500	1.18	21.1	16.9	19.1	17.4	19.9	18.5	19.6	18.2	17.6
WOMP	Bellaire	B	100.5	48.0	499	b	Keymarket Licenses	47	0003		g4	Hot AC	1,600	2.38	11.2	11.0	10.3	9.0	11.0	11.6	13.2	15.3	15.3
WOGH	Burgettstown	B	103.5	16.0	879	b	Keymarket Licenses	47	0003			Country	n/a	7.5	7.0	6.7	6.2	6.1	6.4	5.3	6.1	5.1	
WVKF	Bethlehem	B1	105.5	13.5	312	a	Clear Channel Comm	85	0008		g	1 CHR	100	0.30	5.6	5.2	4.6	5.1	7.2	5.8	5.8	5.5	5.7
WCDK	Cadiz	A	106.3	2.7	495		Priority Comm Inc	85	9812	475	c1	Oldies	200	1.75	1.9	1.2	1.5	1.7	1.1	1.7	1.6	0.6	1.1
WEGW	Wheeling	B	107.5	16.0 cp	883	a	Clear Channel Comm	66	0008		g	1 New Rock	900	1.01	14.9	12.8	13.4	12.4	12.2	9.8	11.1	10.1	6.8
# FM Stations -					10	# Combos -		6		FM TOTALS			81.5	67.5	72.1	68.6	73.5	70.0	72.5	74.0	66.4		

## AM Stations

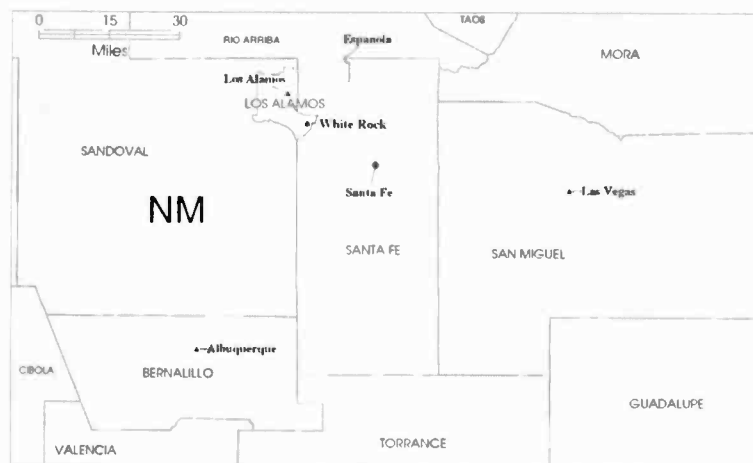
Calls	City of License	FCC Class	Day		Night		Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
			Freq	Power (kW)	Power (kW)	C						Owner	Revenue (000)1/		Power Ratio	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WWVA	Wheeling	A	1170	50.0	50.00	a	Clear Channel Comm	26	0008		g	1 Talk/Relgn	500	0.86	9.7	9.3	6.7	10.1	8.3	6.9	7.4	6.9	5.7
WOMP	Bellaire	D	1290	1.0	0.03	b	Keymarket Licenses	47	0003		g4	News/Talk	50	0.33	2.5	1.7	2.1	2.2	2.8	5.2	5.3	4.4	6.3
WSTV	Steubenville	C	1340	1.0	1.00	b	Keymarket Licenses	40	0003		g4	News/Talk	225		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WVLY	Moundsville	D	1370	5.0	0.02	c	Scott Radio Group	50	0203	160		Nws/Tlk/Inf	50	0.83	1.0	0.6	0.0	1.7	0.6	0.0	0.0	0.0	0.0
WBBD	Wheeling	C	1400	1.0	1.00	a	Clear Channel Comm	41	0008		g	1 Nostalgia	50	0.16	5.3	5.2	5.2	3.9	5.0	4.0	3.2	5.1	6.3
WKKX	Wheeling	D	1600	5.0	0.03	c	Scott Radio Group	63	0205	130		Sprts/Talk	25		0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -					6	# Combos -		6		AM TOTALS			18.5	17.4	14.0	17.9	16.7	16.1	15.9	16.4	18.3		
AM & FM Stations Profiled -					16	# Duopolies -		6		Total Local Commercial Share			04.9	06.1	06.5	09.2	06.1	00.4	09.4	04.7			

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 239

Revenue Rank: 273

# Santa Fe, NM Market Overview



### Metro Counties / Population (000)

Los Alamos, NM	18.1
Santa Fe, NM	132.8
<b>Total</b>	<b>150.9</b>

### Market Radio Financials

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

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$3,400	\$3,400	\$3,700	\$4,000	\$3,500	\$3,800	2.0%
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	8.6%	\$4,000	\$4,200	\$4,500	\$4,700	\$4,900	5.7%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
Revenue/Capita	NA <sup>1/</sup>	\$1.81/1,000	\$1.96/1,000	Local	75%		
	\$24.50	\$25.18	\$31.39	National	25%		

### Demographic and Economic Overview

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

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	138.8	150.9	1.7%	150.9	156.1	0.7%
Households	53.8	61.8	2.8%	61.8	65.2	1.1%
Retail Sales	NA <sup>1/</sup>	2,095.2	NA <sup>1/</sup>	2,095.2	2,505.8	3.6%
EBI <sup>2/</sup>	2,586.5	3,387.1	5.5%	3,387.1	4,413.1	5.4%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	74.0	11.8	6.8	6.2	9.4	11.9	12.9	15.0
Women (000)	76.9	11.4	6.4	5.6	9.3	12.4	14.0	17.7
Total	150.9	23.2	13.3	11.8	18.6	24.3	27.0	32.7
Percentage	100.0%	15.4%	8.8%	7.8%	12.3%	16.1%	17.9%	21.7%
Per Capita	\$21,548	Median Household		\$41,152	Avg Household		\$52,644	
Ethnic Population:	White 74.9%	Black 0.6%	Asian 1.4%	Hispanic 44.6%				

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			16	12	16	6	22
Tot 12+			54.1	51.1	54.1	9.2	63.3
Avg 12+			3.4	4.3	3.4	1.5	2.9
Tot LCS			85.5	80.7	85.5	14.5	100.0
Avg LCS			5.3	6.7	5.3	2.4	4.5

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Albuquerque.

## FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
			Freq	(kW)									Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
KRST	Albuquerque	C	92.3	22.0	4160	h	Citadel Comm Corp	65	9610			Country	n/a		5.9	3.1	4.1	3.2	5.6	3.1	4.0	2.6	4.5	
KYBR	Espanola	C3	92.9	9.1	538	f	Garcia, Richard L	81	9506	50		Mexican				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	
• KKOB	Albuquerque	C	93.3	21.5	4150		Citadel Comm Corp	67	9403	See (71)		Hot AC	n/a		4.2	1.5	3.1	2.1	2.8	3.1	1.7	4.0	4.0	
KZRR	Albuquerque	C	94.1	22.5	4131	g	Clear Channel Comm	61	9911			AOR	n/a		9.0	5.6	4.6	6.8	3.4	7.3	4.6	2.7	7.3	
KBOM	Santa Fe	C1	94.7	100.0	787	e	Amer General Media	00	0012	7,000	d1	Hip Hop	700	4.28	4.3	1.5	3.6	1.6	1.1	3.1	4.0	2.3	2.8	
KHFM	Santa Fe	C1	95.5	19.0	1791		Amer General Media	65	9609	See (71)		Classical	n/a		9.3	8.7	3.1	8.9	5.1	2.1	4.6	4.7	4.5	
• KKSS	Santa Fe	C	97.3	100.0	1877	c	Univision Comm Inc	69	0206	p		CHR/Rhymc	n/a		9.6	4.1	6.2	5.8	4.0	7.3	4.6	4.3	5.6	
KLSK	Las Vegas	C	98.1	100.0	1037	g	Clear Channel Comm	89	0009			Clsc Rock	n/a		5.5	0.0	4.6	2.1	4.0	3.1	2.9	5.0	2.3	
KABG	Los Alamos	C	98.5	100.0	1906	d	Amer General Media	56	9609			Oldies	n/a		8.1	5.1	6.2	3.7	5.1	6.3	2.9	2.5	3.4	
KSFQ	White Rock	C3	101.1	0.6	1864		Clear Channel Comm	90	0009		g	AC	350	3.29	2.8	1.5	1.0	2.6	1.1	0.5	1.1	0.6	1.7	
• KBAC	Santa Fe	C	104.1	100.0	1877	i	Clear Channel Comm	84	9911			AAA	n/a		8.5	4.6	2.6	8.4	3.4	3.7	5.2	3.5	2.8	
• KAJZ	Santa Fe	C	105.1	100.0	1936	c	Univision Comm Inc	85	0206	p		Smooth Jazz	n/a			4.6	2.0	0.0	0.0	0.0	0.0	0.0	0.0	
KRZY	Santa Fe	C	105.9	100.0	1919	h	Entravision Comm Co	83	0004			Spanish AC	n/a		3.2	4.6	1.5	2.6	3.4	2.1	2.3	4.8	2.3	
KZNM	Los Alamos	C1	106.7	15.5	1949	e	Amer General Media	86	0012			Span/Varty	n/a		3.4	2.6	2.1	2.1	1.7	0.0	0.0	0.0	0.0	
KOBA	Los Alamos	C1	107.5	100.0	797		Hutton Media LLC	00	0012		1	Rock	150	1.16	3.4	1.5	2.1	2.1	2.3	0.0	0.0	0.0	0.0	
KBQI	Albuquerque	C	107.9	22.5	4131	a	Clear Channel Comm	87	9911			Country	n/a		6.2	5.1	3.6	4.2	2.8	2.1	4.0	0.0	0.0	
# FM Stations -					16	# Combos -		9		FM TOTALS														
													83.4	54.1	50.4	56.2	45.8	43.8	41.9	37.0	41.8			

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
			Freq	(kW)	(kW)									Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999		
KKOB	Santa Fe	D	770	0.2	0.23	b	Citadel Comm Corp	22	9403			News/Talk	n/a		8.8	7.7	6.2	4.7	5.6	6.8	3.4	6.3	7.4			
KSWV	Santa Fe	D	810	5.0	0.00		La Voz Bcstg Co Inc	66	9010	113		Easy/Span	475	3.91	3.2	0.0	1.0	3.2	3.4	1.6	1.7	3.6	3.4			
KDCE	Espanola	D	950	4.2	0.08	f	Garcia, Richard L	63	8211	625		Span/Mexcn	150	3.04	1.3	0.0	1.5	0.0	0.6	0.5	0.0	1.4	1.1			
KTRC	Santa Fe	B	1260	5.0	1.00	e	Amer General Media	35	0012		d1	1 Talk	75	0.99	2.0	0.5	1.0	1.6	1.7	1.6	4.0	2.4	1.7			
KVSF	Santa Fe	C	1400	1.0	1.00	e	Amer General Media	46	0012		d1	1 Country	200		0.8	0.5	0.0	1.1	0.0	0.5	1.7	1.1	0.6			
KRSN	Los Alamos	C	1490	1.0	1.00		RealRadio, LLC	49	9607		na	Nws/Tlk/Inf	275		0.4	0.5	0.0	0.5	0.6	1.0	2.9	1.1	0.6			
# AM Stations -					6	# Combos -		3		AM TOTALS																
AM & FM Stations Profiled -													16.5	9.2	9.7	11.1	11.9	12.0	13.7	15.9	14.8					
													Total Local Commercial Share			63.3	60.1	67.3	57.7	55.8	55.6	52.9	56.6			

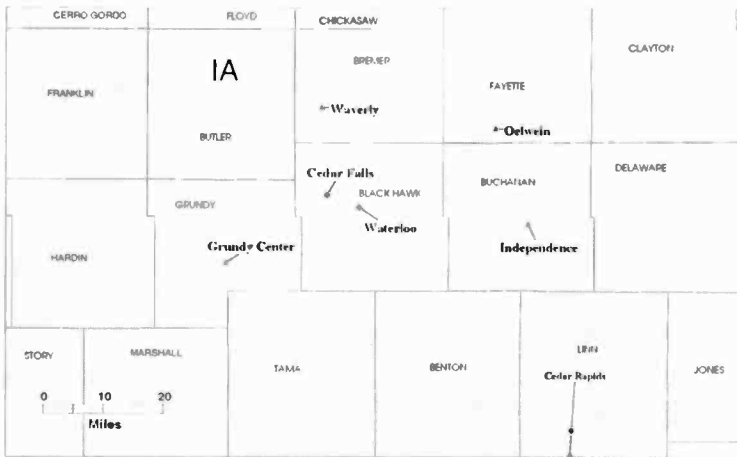
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 240

Revenue Rank: 219

# Waterloo-Cedar Falls, IA Market Overview



**Metro Counties / Population (000)**

Black Hawk, IA	127.3
Bremer, IA	23.2
<b>Total</b>	<b>150.5</b>

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

<b>ESTIMATED GROSS REVENUES</b> ★ ★	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>Δ 97 - 02</b>
	\$5,800	\$6,100	\$6,500	\$6,900	\$7,200	\$7,200	4.3%
	<b>Δ 01 - 02</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>Δ 02 - 07</b>
		\$7,600	\$8,100	\$8,600	\$9,100	\$9,500	5.8%
<b>Revenue/Retail Sales</b>	<b>1997</b>	<b>2002</b>	<b>2007</b>	<b>Est. Breakout</b>			
<b>Revenue/Capita</b>	NA <sup>1/</sup>	\$3.77/1,000	\$4.35/1,000	Local	90%		
	\$39.78	\$47.84	\$63.63	National	10%		

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	<b>1997</b>	<b>2002</b>	<b>Growth Rate</b>	<b>2002</b>	<b>2007</b>	<b>Growth Rate</b>
MSA Population	145.8	150.5	0.6%	150.5	149.3	-0.2%
Households	55.4	58.4	1.1%	58.4	58.5	0.0%
Retail Sales	NA <sup>1/</sup>	1,908.1	NA <sup>1/</sup>	1,908.1	2,184.4	2.7%
EBI <sup>2/</sup>	2,130.3	2,388.4	2.3%	2,388.4	2,854.2	3.6%

**Demographic Breakdown**

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	72.2	11.4	6.4	10.8	8.5	9.4	10.4	15.2
Women (000)	78.3	10.7	6.2	12.4	8.4	10.1	10.7	19.9
Total	150.5	22.1	12.6	23.2	16.9	19.5	21.1	35.2
Percentage	100.0%	14.7%	8.4%	15.4%	11.2%	13.0%	14.0%	23.4%
Per Capita	\$ 15,870	Median Household		\$ 34,174	Avg Household		\$ 40,884	
Ethnic Population:	White 89.5%	Black 7.0%	Asian 1.0%	Hispanic 1.8%				

**Market Summary**

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	3		6	7	9	8	17
Tot 12+	8.1		53.0	59.4	61.1	9.9	71.0
Avg 12+	2.7		8.8	8.5	6.8	1.2	4.2
Tot LCS	11.4		74.6	83.7	86.1	13.9	100.0
Avg LCS	3.8		12.4	12.0	9.6	1.7	5.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Cedar Rapids.

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
KOEL	Oelwein	C	92.3	100.0	1969	c	Cumulus Bcstg Inc	71	0010		g	Country	700	0.79	12.3	8.7	9.8	8.3	7.1	7.4	10.7	7.7	11.6
KQMG	Independence	A	95.3	2.9	410	d	Keene of Iowa Inc	75	9710	477		Soft AC				0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0
KCVM	Hudson	A	96.1	6.0	328	e	Fife Comm Co LC	97	9507			Hot AC	750	1.13	9.2	6.4	5.8	7.7	7.7	8.0	8.3	8.9	7.3
KCRR	Grundy Center	C3	97.7	16.0	407	c	Cumulus Bcstg Inc	83	0010		g	Clsc Rock	775	0.94	11.5	7.6	9.8	7.1	8.3	8.0	7.7	7.5	7.3
KKCV	Cedar Falls	C3	98.5	15.0	423	c	Cumulus Bcstg Inc	93	0010		g	Country	1,050	1.09	13.4	7.6	8.7	10.9	8.9	10.5	9.5	16.5	12.2
KWAY	Waverly	A	99.3	4.6	180	b	Suhr, Aelvin Edwin	71	8410	844	c1	AC	225	2.60	1.2	1.7	1.2	0.6	0.6	1.2	1.2	2.3	1.8
KZIA	Cedar Rapids	C1	102.9	100.0	942		KZIA Inc	75	9405	See (209)		CHR	n/a		9.5	8.7	7.5	6.4	7.7	6.2	8.3	3.7	3.7
KOKZ	Waterloo	C	105.7	100.0	1322	a	Bahakel Comm	62				Oldies	1,400	1.26	15.4	10.5	10.4	12.2	11.8	8.0	8.9	7.0	8.5
KFMW	Waterloo	C	107.9	100.0	1805	a	Bahakel Comm	68	9608	3,500	c2	Adult Rock	1,350	1.29	14.5	9.9	11.0	10.3	10.1	12.3	10.1	8.8	11.6
# FM Stations -					9	# Combos -					8	FM TOTALS			87.0	61.1	64.2	63.5	62.2	61.6	64.7	62.8	64.0

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
KWOF	Waterloo	D	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
KOEL	Oelwein	B	950	5.0	0.50	c	Cumulus Bcstg Inc	50	0010		g	Information	25		0.8	1.2	0.6	0.6	1.2	1.2	0.6	2.6	0.6
KQMG	Independence	D	1220	0.3	0.13	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
KCNZ	Cedar Falls	B	1250	0.5	0.50	e	Fife Comm Co LC	58	9508	100		Nws/Tlk/Spt	100		0.8	0.6	0.6	0.6	1.2	0.6	0.6	0.7	0.6
KWLO	Waterloo	B	1330	5.0	5.00	a	Bahakel Comm	47	9608		c2	Nostalgia	425	0.79	7.5	5.2	5.2	5.8	5.9	4.9	7.1	4.9	5.5
KWAY	Waverly	D	1470	1.0	0.06	b	Suhr, Aelvin Edwin	58	8410		c1	Country	75			0.0	0.0	0.0	0.6	1.2	0.0	0.0	0.0
KXEL	Waterloo	A	1540	50.0	50.00	a	Bahakel Comm	42	5801			News/Talk	225	1.08	2.9	2.3	1.7	2.6	2.4	2.5	2.4	2.2	1.8
KDNZ	Cedar Falls	B	1650	10.0 cp	1.00	e	Fife Comm Co LC	98				Nws/Tlk/Spt			0.8	0.6	1.2	0.0	0.6	0.0	0.6	0.2	0.6
# AM Stations -					8	# Combos -					7	AM TOTALS			12.8	9.9	9.3	9.6	11.9	10.4	11.3	10.6	9.1
AM & FM Stations Profiled -					17	# Duopolies -					4	Total Local Commercial Share				71.0	73.5	73.1	74.1	72.0	76.0	73.4	73.1

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 241

Revenue Rank: 240

# Parkersburg-Marietta, WV-OH Market Overview



### Metro Counties / Population (000)

Washington, OH	63.0
Wood, WV	87.2
<b>Total</b>	<b>150.2</b>

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

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$5,000	\$5,300	\$6,000	\$6,500	\$5,900	\$5,900
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
		\$6,200	\$6,600	\$7,000	\$7,300	\$7,700	5.5%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA <sup>1/</sup>	\$3.31/1,000	\$3.87/1,000	Local	82%		
Revenue/Capita	\$32.85	\$39.28	\$51.96	National	18%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	152.2	150.2	-0.3%	150.2	148.2	-0.3%
Households	59.7	61.4	0.6%	61.4	61.8	0.1%
Retail Sales	NA <sup>1/</sup>	1,785.1	NA <sup>1/</sup>	1,785.1	1,989.1	2.2%
EBI <sup>2/</sup>	2,128.5	2,291.7	1.5%	2,291.7	2,661.1	3.0%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	72.4	11.2	6.4	6.4	8.7	11.1	11.1	17.5
Women (000)	77.8	10.7	6.1	6.4	9.0	11.5	11.7	22.3
Total	150.2	21.9	12.6	12.8	17.7	22.6	22.8	39.8
Percentage	100.0%	14.6%	8.4%	8.5%	11.8%	15.1%	15.2%	26.5%
Per Capita	\$ 15,154	Median Household		\$ 32,232	Avg Household		\$ 40,011	
Ethnic Population:	White 97.2%	Black 1.0%	Asian 0.6%	Hispanic 0.6%				

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	6	4		8	10	6	16
Tot 12+	49.1	28.7		74.6	77.8	9.5	87.3
Avg 12+	8.2	7.2		9.3	7.8	1.6	5.5
Tot LCS	56.2	32.9		85.5	89.1	10.9	100.0
Avg LCS	9.4	8.2		10.7	8.9	1.8	6.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

## FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)												Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WRRR	St. Marys	B1	93.9	17.0	390		Daugherty Bcstg Co	83	0210	p		AC	100		0.7	1.3	0.6	0.6	2.2	1.4	1.2	0.0	1.3
WXIL	Parkersburg	B	95.1	50.0	499	c	Burbach WV LLC	75	8009			Hot AC	500	1.37	6.2	5.1	5.6	5.0	6.1	9.8	11.0	11.8	11.7
WVVV	Williamstown	A	96.9	3.5	423		Bennco Inc	00	0111		1	Variety Hit	350	0.96	6.2	5.1	4.3	6.2	2.8	3.5	0.0	0.0	0.0
WGGE	Parkersburg	B1	99.1	11.5	486	c	Burbach WV LLC	65	9805		c4	Country	400	0.66	10.2	9.6	9.9	7.5	7.8	9.1	8.5	8.5	5.2
WDMX	Vienna	A	100.1	1.7	440	a	Clear Channel Comm	89	0105		g3	1 Oldies	700	1.16	10.2	8.3	9.9	7.5	7.8	7.0	10.4	7.3	10.4
WJAW	McConnelsville	A	100.9	0.9	577	b	JAWCO Inc	92	9707		c5	Sports	75		0.4	1.9	0.0	0.6	0.6	0.7	1.2	0.0	0.0
WRVB	Marietta	B1	102.1	11.0	492	a	Clear Channel Comm	64	0105		g3	1 AC	1,000	1.01	16.8	12.7	14.3	14.3	15.1	13.3	14.0	11.9	13.6
WHBR	Parkersburg	A	103.1	2.2	551	c	Burbach WV LLC	67	9612		c1	AC	550	0.64	14.6	8.3	9.9	14.9	11.2	9.1	9.1	11.0	14.9
WRZZ	Elizabeth	A	106.1	3.0	469	a	Clear Channel Comm	89	0105		g3	1 Clsc Rock	600	1.27	8.0	7.0	6.8	6.8	6.1	5.6	6.7	5.4	7.1
WNUS	Belpre	A	107.1	4.7	351	a	Clear Channel Comm	81	0105		g3	1 Country	900	0.82	18.5	18.5	18.0	13.7	12.8	16.1	17.7	19.8	13.0
# FM Stations -					10	# Combos -			8	FM TOTALS					91.8	77.8	79.3	77.1	72.5	75.6	79.8	75.7	77.2

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)	(kW)	Fall 2002											Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
WJAW	St. Marys	D	630	1.0	0.04	b	JAWCO Inc	84	0101	25		Sports				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
• WBRJ	Marietta	D	910	5.0	0.04	a	Clear Channel Comm	64	0210	450		1 Sports				0.0	0.0	0.0	0.0	0.0	0.0	1.1	1.9	
WADC	Parkersburg	D	1050	5.0	0.00	c	Burbach WV LLC	54	9805		c4	Nostalgia	100	0.47	3.6	3.2	3.1	3.1	5.0	3.5	2.4	5.3	4.5	
WKYG	Parkersburg	C	1230	1.0	1.00	c	Burbach WV LLC	47	9612		c1	Children	50		0.3	0.0	0.6	0.0	0.6	0.7	0.6	0.5	1.3	
WLTP	Parkersburg	C	1450	1.0	1.00	a	Clear Channel Comm	35	0105		g3	1 Nws/Tlk/Spt	175	1.35	2.2	3.8	1.9	1.9	4.5	4.2	1.8	0.9	2.6	
WMOA	Marietta	C	1490	1.0	1.00	b	JAWCO Inc	46	9707		c5	Soft AC	400	3.08	2.2	2.5	1.2	2.5	1.7	2.1	2.4	2.0	0.6	
# AM Stations -					6	# Combos -			6	AM TOTALS					8.3	9.5	6.8	7.5	11.8	10.5	7.2	9.8	10.9	
AM & FM Stations Profiled -					16	# Duopolies -			6	Total Local Commercial Share					87.3	86.1	84.6	84.3	86.1	87.0	85.5	88.1		

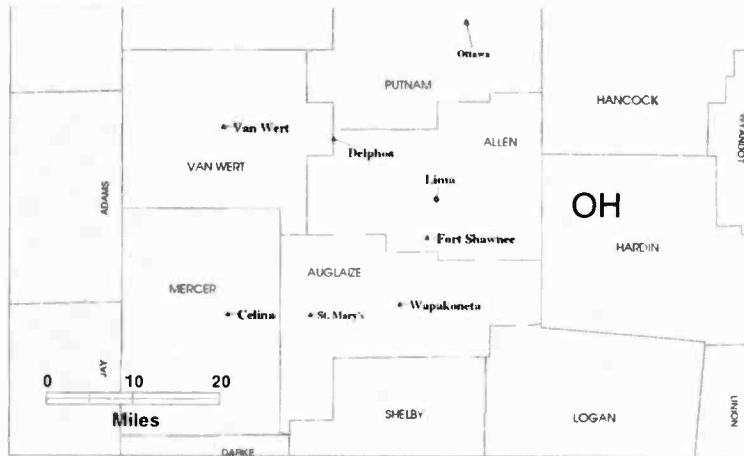
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 242

Revenue Rank: 247

# Lima, OH Market Overview



**Metro Counties / Population (000)**

Allen, OH	107.6
Auglaize, OH	46.7
<b>Total</b>	<b>154.3</b>

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

<b>ESTIMATED GROSS REVENUES</b> ★ ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$5,600	\$5,500	\$5,200	\$5,500	\$5,100	\$5,600	0.1%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	9.8%	\$6,000	\$6,400	\$6,700	\$7,100	\$7,400	5.8%
Revenue/Retail Sales	1997	2002	2007	<b>Est. Breakout</b>			
Revenue/Capita	NA <sup>1/</sup>	\$2.55/1,000	\$2.90/1,000	Local	89%		
	\$36.06	\$36.29	\$48.43	National	11%		

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	155.3	154.3	-0.1%	154.3	152.8	-0.2%
Households	55.7	58.2	0.9%	58.2	58.8	0.2%
Retail Sales	NA <sup>1/</sup>	2,199.0	NA <sup>1/</sup>	2,199.0	2,548.5	3.0%
EBI <sup>2/</sup>	2,111.6	2,278.9	1.5%	2,278.9	2,617.3	2.8%

**Demographic Breakdown**

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	76.4	13.4	7.5	7.7	9.4	11.8	11.0	15.5
Women (000)	78.0	12.7	7.1	6.8	8.9	11.3	10.8	20.4
Total	154.3	26.1	14.6	14.6	18.3	23.1	21.8	35.9
Percentage	100.0%	16.9%	9.5%	9.4%	11.9%	14.9%	14.1%	23.3%
Per Capita	\$ 14,765							
				Median Household	\$ 33,856		Avg Household	\$ 39,160
Ethnic Population:	White	88.6%	Black	8.8%	Asian	0.5%	Hispanic	1.3%

**Market Summary**

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	9	2		8	11	2	13
Tot 12+	42.5	16.9		57.6	59.4	8.1	67.5
Avg 12+	4.7	8.5		7.2	5.4	4.1	5.2
Tot LCS	63.0	25.0		85.3	88.0	12.0	100.0
Avg LCS	7.0	12.5		10.7	8.0	6.0	7.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# Competitive Overview

Some stations also rated in Ft Wayne.

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)										
												Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999			
WZOQ	Wapakoneta	A	92.1	3.0	328	b	64	9404		st	CHR	825	0.90	16.3	11.6	10.9	10.5	13.4	9.7	10.0	9.1	7.4			
WFGF	Lima	A	93.1	3.0	318	b	92	9404		st	Country	475	0.71	11.9	9.3	8.0	7.6	4.7	8.0	5.0	8.5	8.6			
WKKI	Cellna	A	94.3	1.2	449		60	9203			AC	75		0.5	0.6	0.0	0.6	0.6	1.1	0.6	0.8	0.0			
WCSM	Celina	A	96.7	3.0	328		68				AC	75			0.0	0.0	0.0	0.6	0.6	0.0	0.9	1.1			
WBYS	Van Wert	B	98.9	50.0	453		62	9610	See (103)	1	Clsc Rock	n/a		13.1	4.7	10.3	7.0	12.2	9.7	8.8	11.1	9.1			
WIMT	Lima	B	102.1	11.0	1060	a	48	9905		g1	Country	1,300	1.33	17.4	12.2	9.2	13.5	14.0	10.8	11.3	14.5	12.0			
• WMLX	St. Marys	A	103.3	2.0	558	a	98	9905		g1	Hot AC	275	0.76	6.5	4.7	6.9	1.8	5.2	8.5	6.9	6.0	7.4			
WUZZ	Lima	A	104.9	3.0	220	b	70	9708	1,050	c1	Clsc Hits	350	0.68	9.2	2.9	6.9	5.3	2.9	5.1	3.8	3.7	5.1			
WBUK	Ottawa	A	106.3	1.4 cp	489	a	77	9905		g	Oldies	450	1.02	7.9	3.5	6.3	4.1	6.4	8.5	5.6	4.9	6.3			
WDOH	Delphos	A	107.1	3.3	299		72				Country	500	3.43	2.6	1.2	1.1	2.3	1.2	2.3	1.9	1.1	2.9			
WZRZ	Fort Shawnee	A	107.5	1.3	495	a	92	9905		g1	Rock				8.7	4.6	2.3	4.1	2.3	4.4	3.3	3.4			
# FM Stations -														11	# Combos -		7	FM TOTALS							
															85.4	59.4	64.2	55.0	65.3	66.6	58.3	63.9	63.3		

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999		
WLJM	Lima	D	940	0.3	0.01	b	Forever Bcstg Inc	63	9708		c1	Urban	150	1.03	2.6	0.0	2.3	1.2	3.5	3.4	3.8	3.3	5.1		
WIMA	Lima	B	1150	1.0	1.00	a	Clear Channel Comm	48	9905		g1	Nws/Tik/Spt	1,150	1.71	12.0	8.1	6.3	9.4	8.1	8.5	8.1	8.0	7.4		
# AM Stations -														2	# Combos -		2	AM TOTALS							
AM & FM Stations Profiled -														13	# Duopolies -		3	Total Local Commercial Share							
															14.6	8.1	8.6	10.6	11.6	11.9	11.9	11.3	12.5		
															67.5	72.8	65.6	76.9	78.5	70.2	75.2	75.8			

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 243

Revenue Rank: 176

# Eau Claire, WI Market Overview



### Metro Counties / Population (000)

Chippewa, WI	55.8
Eau Claire, WI	94.0
<b>Total</b>	<b>149.8</b>

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

ESTIMATED GROSS REVENUES ★ ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02	
		\$9,500	\$10,100	\$9,700	\$10,100	\$9,500	\$10,400	1.8%
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout				
	NA <sup>1/</sup>	\$3.93/1,000	\$3.70/1,000	Local	81%			
	\$66.02	\$69.43	\$89.84	National	19%			

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	143.9	149.8	0.8%	149.8	153.6	0.5%
Households	52.9	58.2	1.9%	58.2	60.9	0.9%
Retail Sales	NA <sup>1/</sup>	2,643.8	NA <sup>1/</sup>	2,643.8	3,734.0	7.1%
EBI <sup>2/</sup>	1,899.3	2,365.1	4.5%	2,365.1	3,057.6	5.3%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	73.1	11.8	7.0	9.8	9.1	10.9	10.4	14.1
Women (000)	76.6	11.1	6.7	10.9	8.7	10.8	10.5	18.0
Total	149.8	22.8	13.7	20.7	17.8	21.7	21.0	32.1
Percentage	100.0%	15.2%	9.2%	13.8%	11.9%	14.5%	14.0%	21.4%
Per Capita	\$ 15,794			Median Household	\$ 33,950		Avg Household	\$ 40,644
Ethnic Population:	White	95.8%	Black	0.4%	Asian	2.0%	Hispanic	0.8%

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		11	10	12	6	18
Tot 12+	6.1		70.8	75.8	76.9	9.5	86.4
Avg 12+	6.1		6.4	7.6	6.4	1.6	4.8
Tot LCS	7.1		81.9	87.7	89.0	11.0	100.0
Avg LCS	7.1		7.4	8.8	7.4	1.8	5.6

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Wausau-Stevens Pt.

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
															Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999		
WMEQ	Menomonie	C2	92.1	17.5	719	b	Clear Channel Comm	67	0009		sw	Clsc Rock	700	0.82	8.2	8.4	8.7	5.3	8.9	8.4	5.8	7.9	5.6	
• WECL	Elk Mound	A	92.9	3.3	446	a	Maverick Media	91	0212 p	18,000	d1	Oldies	800	0.87	8.8	6.1	7.7	7.4	6.7	8.9	8.4	6.3	8.1	
• WIAL	Eau Claire	C1	94.1	84.0	351	a	Maverick Media	48	0212 p		d1	AC	800	0.84	9.2	6.7	6.6	9.0	11.2	12.4	12.6	8.4	10.6	
WORB	Bloomer	C3	95.1	8.9	545	b	Clear Channel Comm	92	0009		sw	Country	1,400	1.02	13.2	11.2	13.1	9.5	12.8	8.4	10.5	11.4	11.6	
• WISM	Altoona	C3	98.1	10.0	174	b	Clear Channel Comm	92	0211	2,400		AC	300	0.93	3.1	3.9	3.8	1.6	3.9	4.0	4.7	2.4	2.0	
• WDRK	Cornell	C3	99.9	25.0	328	a	Maverick Media	01	0212 p		d1	Rock	1,000	0.87	11.0	7.8	8.2	10.6	0.0	0.0	0.0	0.0	0.0	0.0
WBIZ	Eau Claire	C1	100.7	100.0	482	b	Clear Channel Comm	67	0008		sw	CHR	500	0.70	6.9	6.1	5.5	6.3	6.1	8.9	7.4	12.1	9.1	
WWIB	Hallie	C1	103.7	100.0	679	c	Stewards of Sound	72				ChrsContem	800	4.05	1.9	1.1	1.6	1.6	1.7	1.5	3.7	1.8	1.5	
• WAXX	Eau Claire	C	104.5	100.0	1801	a	Maverick Media	65	0212 p		d1	Country	1,700	1.27	12.9	13.4	12.0	10.1	14.0	11.4	15.3	17.7	18.2	
WCFW	Chippewa Falls	C3	105.7	25.0	305		Bushland Radio	68				Lite AC	400	0.77	5.0	6.1	4.4	4.2	3.4	3.5	4.2	2.5	4.5	
WATQ	Chetek	C2	106.7	35.0	584	b	Clear Channel Comm	97	0009		sw	Country	450	0.46	9.4	6.1	8.2	7.9	8.9	11.4	1.6	8.2	4.0	
WCCN	Neillsville	C1	107.5	100.0	577		Central WI Bcstg Inc	64				Clsc Rock	300		0.3	0.0	0.5	0.0	1.7	1.0	1.1	0.0	0.0	
# FM Stations -					12	# Combos -				10	FM TOTALS				89.9	76.9	80.3	73.5	79.3	79.8	75.3	78.7	75.2	

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WOGO	Hallie	B	680	2.5	0.50	c	Stewards of Sound	85				ChrsContem				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WAYY	Eau Claire	B	790	5.0	5.00	a	Maverick Media	37	0212 p		d1	Nws/Tlk/Spt	350	0.82	4.1	3.9	2.7	4.2	2.2	3.0	4.2	1.9	2.5
WMEQ	Menomonie	B	880	10.0	0.21	b	Clear Channel Comm	51	0009		sw	News/Talk	300	1.31	2.2	2.8	1.6	2.1	1.1	1.0	1.6	1.1	1.5
WDVM	Eau Claire	B	1050	1.0	0.50		Starboard Bcstg Inc	48	0109		dn	Relgn/Chrst	175		0.3	0.0	0.0	0.5	0.0	0.5	0.5	0.6	0.5
• WEAQ	Chippewa Falls	D	1150	5.0	0.05	a	Maverick Media	58	0212 p		d1	Easy	225	0.98	2.2	2.2	1.1	2.6	2.8	3.0	3.2	2.4	4.5
WBIZ	Eau Claire	C	1400	1.0	1.00	b	Clear Channel Comm	47	0008		sw	Sports	200	1.48	1.3	0.6	1.1	1.1	2.2	1.5	2.1	1.1	1.0
# AM Stations -					6	# Combos -				5	AM TOTALS				10.1	9.5	6.5	10.5	8.3	9.0	11.6	7.1	10.0
AM & FM Stations Profiled -					18	# Duopolies -				6	Total Local Commercial Share				86.4	86.8	84.0	87.6	88.8	86.9	85.8	85.2	

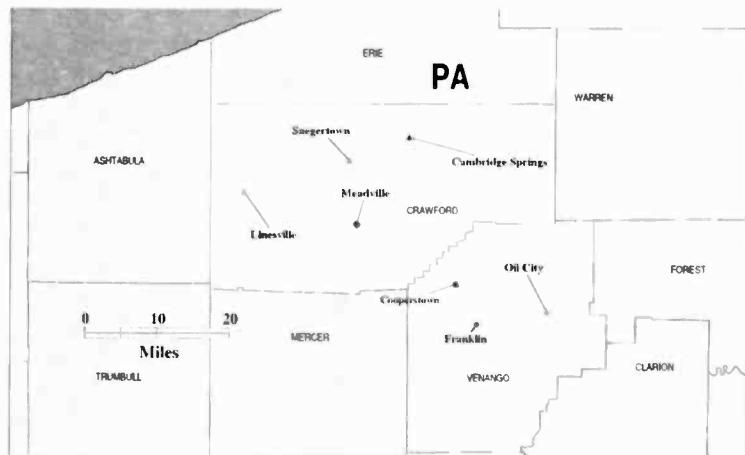
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 244

Revenue Rank: 277

# Meadville-Franklin, PA Market Overview



### Metro Counties / Population (000)

Crawford, PA	90.7
Venango, PA	57.2
<b>Total</b>	<b>147.9</b>

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

<b>ESTIMATED GROSS REVENUES</b> ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	N/A	N/A	N/A	\$3,500	\$3,000	\$3,600	
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	20.0%	\$3,800	\$4,000	\$4,200	\$4,500	\$4,700	5.7%
Revenue/Retail Sales	1997	2002	2007	<b>Est. Breakout</b>			
Revenue/Capita	NA <sup>1/</sup>	\$2.76/1,000	\$3.18/1,000	Local	90%		
	N/A	\$24.34	\$31.78	National	10%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	148.4	147.9	-0.1%	147.9	147.9	0.0%
Households	56.0	57.8	0.6%	57.8	58.8	0.3%
Retail Sales	NA <sup>1/</sup>	1,306.5	NA <sup>1/</sup>	1,306.5	1,478.5	2.5%
EBI <sup>2/</sup>	1,886.4	1,996.5	1.1%	1,996.5	2,315.7	3.0%

### Demographic Breakdown

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	72.0	11.5	7.1	6.4	8.1	10.4	11.0	17.4
Women (000)	75.9	10.9	6.5	6.2	8.2	11.2	11.1	21.7
Total	147.9	22.4	13.6	12.6	16.4	21.6	22.1	39.1
Percentage	100.0%	15.2%	9.2%	8.5%	11.1%	14.6%	14.9%	26.4%
Per Capita	\$ 13,501	Median Household		\$ 28,253	Avg Household		\$ 34,552	
Ethnic Population:	White	97.1%	Black	1.5%	Asian	0.3%	Hispanic	0.6%

### Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	5	3		8	8	5	13
Tot 12+	26.9	28.9		55.8	55.8	5.7	61.5
Avg 12+	5.4	9.6		7.0	7.0	1.1	4.7
Tot LCS	43.7	47.0		90.7	90.7	9.3	100.0
Avg LCS	8.7	15.7		11.3	11.3	1.9	7.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

## FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
			Freq	(kW)									Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
WHUZ	Saegertown	A	94.3	2.2	551	a	Forever Bcstg Inc	79	0008	4,950	d3	Clsc Hits	450	0.77	16.2	7.1	7.1	11.8	8.2	0.0	0.0	0.0	0.0	
WKQW	Oil City	A	96.3	6.0	328	b	Olszowka, Stephen A.	92				Oldies	250	0.87	8.0	5.1	4.4	5.0	4.1	0.0	0.0	0.0	0.0	
WGXI	Oil City	B1	98.5	20.0	299	a	Forever Bcstg Inc	57	0008		g1	Country	475	1.13	11.7	6.4	8.2	5.6	6.5	0.0	0.0	0.0	0.0	
WOXX	Franklin	B1	99.3	7.3	600	a	Forever Bcstg Inc	71	0008		g1	Hot AC	550	1.10	13.9	12.2	8.2	8.1	10.0	0.0	0.0	0.0	0.0	
WGYY	Meadville	B	100.3	20.0	587	a	Forever Bcstg Inc	48	0008		d3	Country	825	1.12	20.4	10.3	11.5	12.4	10.0	0.0	0.0	0.0	0.0	
• WVCC	Linesville	A	101.7	3.0	220		Vilkie Comm Inc	70	0212 p	330		Adlt Stndrd	100	0.52	5.3	1.9	3.8	2.5	1.2	0.0	0.0	0.0	0.0	
WXXO	Cambridge	A	104.5	2.6	512	a	Forever Bcstg Inc	98	0008		g1	Hot AC	325	1.07	8.4	5.1	4.9	5.0	8.2	0.0	0.0	0.0	0.0	
WUUZ	Cooperstown	A	107.7	4.5	377	a	Forever Bcstg Inc	02	0108	342	cp	Clsc Rock	125	0.85	4.1	7.7	4.9	0.0	0.0	0.0	0.0	0.0	0.0	
# FM Stations -					8	# Combos -					7	FM TOTALS				88.0	55.8	53.0	50.4	48.2	0.0	0.0	0.0	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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)	(kW)									Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WKQW	Oil City	D	1120	0.9 cp	0.00	b	Olszowka, Stephen A.	86				AC					0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WTIV	Titusville	C	1230	1.0 cp	1.00	a	Forever Bcstg Inc	55	0008		g1	MOR	100	0.79	3.5	0.6	1.6	2.5	2.4	0.0	0.0	0.0	0.0	0.0
WOYL	Oil City	C	1340	1.0	1.00	a	Forever Bcstg Inc	46	0008		g1	News/Talk	50	0.58	2.4	1.3	2.2	0.6	1.2	0.0	0.0	0.0	0.0	0.0
WFRA	Franklin	C	1450	1.0 cp	0.99	a	Forever Bcstg Inc	58	0008		g1	Nostalgia	75	1.04	2.0	0.6	1.1	1.2	0.6	0.0	0.0	0.0	0.0	0.0
WMGW	Meadville	C	1490	1.0	1.00	a	Forever Bcstg Inc	47	0008		d3	Nws/Tlk/Spt	225	1.56	4.0	3.2	2.2	2.5	3.5	0.0	0.0	0.0	0.0	0.0
# AM Stations -					5	# Combos -					5	AM TOTALS				11.9	5.7	7.1	6.8	7.7	0.0	0.0	0.0	0.0
AM & FM Stations Profiled -					13	# Duopolies -					5	Total Local Commercial Share				61.5	60.1	57.2	55.9	0.0	0.0	0.0	0.0	

NOTE: Market first rated Spring 2001

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 245

Revenue Rank: 215

# Florence-Muscle Shoals, AL Market Overview



**Metro Counties / Population (000)**

Colbert, AL	54.7
Lauderdale, AL	89.1
<b>Total</b>	<b>143.8</b>

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

<b>ESTIMATED GROSS REVENUES</b> ★	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>Δ 97 - 02</b>
	N/A	\$4,800	\$6,600	\$7,200	\$7,000	\$7,400	
	<b>Δ 01 - 02</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>Δ 02 - 07</b>
	5.7%	\$7,800	\$8,300	\$8,800	\$9,300	\$9,800	5.7%

Revenue/Retail Sales	<b>1997</b>	<b>2002</b>	<b>2007</b>	<b>Est. Breakout</b>
Revenue/Capita	NA <sup>1/</sup>	\$4.87/1,000	\$5.68/1,000	Local 80%
	N/A	\$51.46	\$66.89	National 20%

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	<b>1997</b>	<b>2002</b>	<b>Growth Rate</b>	<b>2002</b>	<b>2007</b>	<b>Growth Rate</b>
MSA Population	136.0	143.8	1.1%	143.8	146.5	0.4%
Households	53.5	59.4	2.1%	59.4	61.9	0.8%
Retail Sales	NA <sup>1/</sup>	1,520.2	NA <sup>1/</sup>	1,520.2	1,725.3	2.6%
EBI <sup>2/</sup>	1,971.3	2,144.8	1.7%	2,144.8	2,556.2	3.6%

**Demographic Breakdown**

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	68.7	10.9	6.1	6.7	8.8	10.1	9.9	16.3
Women (000)	75.1	10.6	5.7	7.0	9.0	10.7	10.6	21.4
Total	143.8	21.5	11.8	13.7	17.8	20.8	20.6	37.7
Percentage	100.0%	14.9%	8.2%	9.5%	12.4%	14.5%	14.3%	26.2%
Per Capita	\$ 14,915			Median Household	\$ 28,209		Avg Household	\$ 36,100
Ethnic Population:	White	85.5%	Black	12.6%	Asian	0.4%	Hispanic	1.2%

**Market Summary**

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	3		5	7	8	7	15
Tot 12+	12.1		42.2	52.6	54.3	8.1	62.4
Avg 12+	4.0		8.4	7.5	6.8	1.2	4.2
Tot LCS	19.4		67.6	84.3	87.0	13.0	100.0
Avg LCS	6.5		13.5	12.0	10.9	1.9	6.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Huntsville

## FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)									Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WYTK	Rogersville	A	93.9	2.3	532		Valley Broadcasting	93	0208	900		AC	150	1.01	2.0	1.7	1.2	1.2	1.9	0.6	2.4	2.4	0.0
WMSR	Collinwood	C3	94.9	7.7	594		Malkan Bcst Assoc	94	9708	1,500		Soft Hits	1,000	0.99	13.6	7.5	9.4	7.4	11.4	10.8	7.2	4.8	0.0
WXFL	Florence	C2	96.1	20.5	781	a	Big River Bcstg Corp	92	9508	566		Country	900	0.93	13.1	10.4	10.0	6.2	7.0	8.9	5.4	8.1	0.0
WKGL	Russellville	A	97.7	3.5	430	b	Clear Channel Comm	86	0101		sw	Oldies	850	1.47	7.8	3.5	5.3	4.3	5.1	3.2	4.8	4.9	0.0
WLAY	Tuscumbia	C1	100.3	83.0	246	b	Clear Channel Comm	62	0101		sw	Country	1,100	1.58	9.4	5.8	5.3	6.2	5.1	7.0	5.4	5.5	0.0
WVNA	Muscle Shoals	A	105.5	1.1	742	b	Clear Channel Comm	64	0101		sw	Clsc Rock	700	0.96	9.9	6.9	4.7	7.4	5.1	8.3	6.6	7.5	0.0
WBTG	Sheffield	C3	106.3	6.0	682	c	Slatton & Assoc	69				Gospel	300	0.60	6.8	6.4	3.5	4.9	4.4	5.1	3.0	5.6	0.0
WQLT	Florence	C1	107.3	93.0	1017	a	Big River Bcstg Corp	67	7302			AC	1,700	1.27	18.1	12.1	10.0	12.3	9.5	7.6	13.2	11.4	0.0
# FM Stations -					8		# Combos -	6		FM TOTALS			80.7	54.3	49.4	49.9	49.5	51.5	48.0	50.2	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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)	(kW)									Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
• WZNN	Lexington	D	620	5.0	0.10		Huerta, Manuel	81	0205	100		Mexican				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	7708			Nws/Tlk/Spt	100	0.56	2.4	1.2	1.8	1.2	1.3	1.3	1.2	0.0	0.0	
WBTG	Sheffield	D	1290	1.0	0.08	c	Slatton & Assoc	63				Chrst/Talk			2.9	0.0	2.4	1.2	1.3	0.6	1.2	1.5	0.0	
WSBM	Florence	C	1340	1.0	1.00	a	Big River Bcstg Corp	46	7302			Urban AC	200	0.60	4.5	2.9	2.4	3.1	3.2	3.8	6.0	3.4	0.0	
WZZA	Tuscumbia	D	1410	0.5	0.05		Muscle Shoals Bcstg	72				Urban/Gospl	150	0.58	3.5	1.7	1.8	2.5	1.9	3.2	2.4	4.7	0.0	
WLAY	Muscle Shoals	C	1450	1.0	1.00	b	Clear Channel Comm	33	0101		sw	Country			2.4	0.6	1.8	1.2	3.2	2.5	1.2	2.5	0.0	
WVNA	Tuscumbia	B	1590	5.0	1.00	b	Clear Channel Comm	55	0101		sw	Nws/Tlk/Spt	250	0.97	3.5	1.7	2.4	1.9	2.5	1.9	2.4	2.9	0.0	
# AM Stations -					7		# Combos -	4		AM TOTALS			19.2	8.1	12.6	11.1	13.4	13.3	14.4	15.0	0.0			
AM & FM Stations Profiled -					15		# Duopolies -	3		Total Local Commercial Share			62.4	62.0	61.0	62.9	64.8	62.4	65.2	0.0				

NOTE: Market first rated Fall 1999

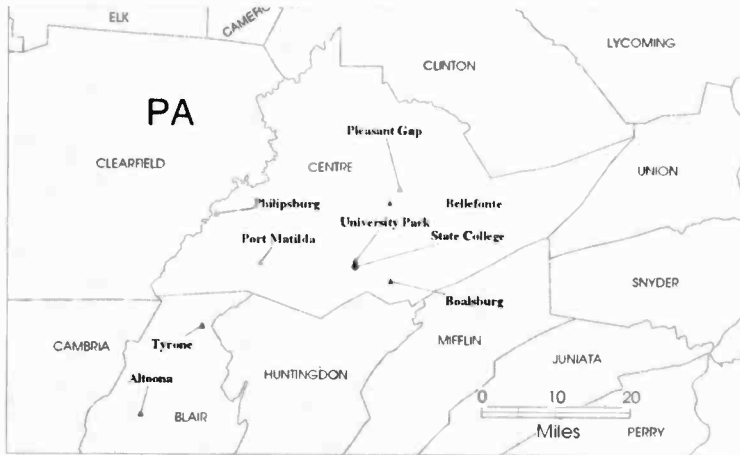
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 246

Revenue Rank: 250

# State College, PA Market Overview



### Metro Counties / Population (000)

Centre, PA	137.5
	137.5

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

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$4,800	\$5,000	\$5,100	\$5,600	\$5,200	\$5,400
★★★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
		3.8%	\$5,700	\$6,100	\$6,400	\$6,800	\$7,100
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
Revenue/Capita	NA <sup>1/</sup>	\$3.85/1,000	\$4.30/1,000	Local	75%		
	\$36.45	\$39.27	\$49.96	National	25%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	131.7	137.5	0.9%	137.5	142.1	0.7%
Households	45.1	50.3	2.2%	50.3	52.9	1.0%
Retail Sales	NA <sup>1/</sup>	1,404.0	NA <sup>1/</sup>	1,404.0	1,649.5	3.3%
EBI <sup>2/</sup>	1,810.5	2,022.5	2.2%	2,022.5	2,503.8	4.4%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	70.0	8.2	4.4	19.7	9.7	8.9	8.1	11.1
Women (000)	67.4	7.8	4.3	17.7	8.1	8.3	7.8	13.5
Total	137.5	16.0	8.7	37.3	17.8	17.2	15.9	24.6
Percentage	100.0%	11.6%	6.3%	27.2%	12.9%	12.5%	11.5%	17.9%
Per Capita	\$ 14,714			Median Household	\$ 31,915		Avg Household	\$ 40,213
Ethnic Population:	White	91.1%	Black	2.7%	Asian	4.2%	Hispanic	1.7%

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	8	2		8	10	4	14
Tot 12+	46.0	17.5		61.3	63.5	8.0	71.5
Avg 12+	5.8	8.8		7.7	6.4	2.0	5.1
Tot LCS	64.3	24.5		85.7	88.8	11.2	100.0
Avg LCS	8.0	12.2		10.7	8.9	2.8	7.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# Competitive Overview

Some stations also rated in Altoona.

## FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
			Freq	(kW)									Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
WBUS	Boalsburg	A	93.7	0.3	1362	b	Dame Broadcasting	98	0202	4,000		Clsc Rock	925	1.26	13.6	8.0	12.1	9.0	14.0	8.8	9.5	3.9	5.9	
WLTS	State College	A	94.5	1.9	587	d	Forever Bcstg Inc	91	9312		na	Soft AC	150	0.56	5.0	4.4	4.8	3.0	4.0	1.3	4.4	3.2	2.6	
• WZWW	Bellefonte	A	95.3	0.8	637		First Media	86	0009	6,000		Hot AC	1,300	1.59	15.1	8.8	9.1	14.3	14.0	11.9	15.3	14.3	13.8	
WQWK	University Park	A	97.1	2.0	404	b	Dame Broadcasting	65	0004		g1	Modern Rock	375	0.83	8.4	10.2	8.5	4.5	4.0	10.7	5.8	12.4	9.2	
WFGY	Altoona	B	98.1	30.0	942	a	Forever Bcstg Inc	60	9012	See (255)		Country	n/a		13.2	13.1	8.5	12.0	6.7	8.2	10.9	11.1	9.9	
WOJZ	Pleasant Gap	A	98.7	2.2	551	d	Forever Bcstg Inc	96	9902	485		Smooth Jazz	150	1.74	1.6	0.7	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WGMR	Tyrone	B	101.1	8.5	1171		Allegheny Mtn Ntwk	61				Modern Rock	n/a		5.7	4.4	3.6	5.3	6.7	5.0	7.3	4.5	6.6	
WBHV	State College	A	103.1	0.4	1306	d	Forever Bcstg Inc	65	9805	2,900	c1	CHR	1,175	1.41	15.4	7.3	10.3	13.5	12.7	12.6	10.2	11.8	14.5	
WUBZ	Philipsburg	A	105.9	0.7	951	c	Moshannon Valley Net	96	9610	350	c2	Modern Rock	100	0.97	1.9	1.5	0.6	2.3	0.7	0.0	0.7	0.0	0.7	
WJHT	Port Matilda	A	107.9	0.5	1175	b	Dame Broadcasting	94	0004		g1	Hip Hop	150	0.50	5.6	5.1	4.2	4.5	2.7	3.8	5.1	6.1	6.6	
# FM Stations -					10	# Combos -					7	FM TOTALS				85.5	63.5	64.1	68.4	65.5	62.3	69.2	67.3	69.8

## AM Stations

Calls	City of License	FCC Class	Day Power		Night Power		Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
			Freq	(kW)	(kW)	C						Owner	Revenue (000)1/		Power Ratio	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
WBLF	Bellefonte	D	970	1.0	0.07	b	Dame Broadcasting	58	0004		g1	Nws/Spt/Tlk			0.4	0.7	0.6	0.0	0.0	0.0	0.0	0.0	0.3	0.7
WPHB	Philipsburg	D	1260	5.0	0.03	c	Moshannon Valley Net	56	9610		c2	Country	100	0.81	2.3	0.0	3.6	0.0	0.0	3.1	0.0	0.0	0.0	0.0
WRSC	State College	B	1390	2.0	1.00	b	Dame Broadcasting	61	0004		g1	Nws/Tlk/Spt	225	0.54	7.7	5.1	6.7	5.3	3.3	4.4	3.6	6.2	2.6	
WMAJ	State College	C	1450	1.0	1.00	d	Forever Bcstg Inc	45	9805		c1	Nws/Tlk/Spt	250	1.16	4.0	2.2	2.4	3.8	1.3	3.8	2.9	2.0	2.0	
# AM Stations -					4	# Combos -					4	AM TOTALS				14.4	8.0	13.3	9.1	4.6	11.3	6.5	8.5	5.3
AM & FM Stations Profiled -					14	# Duopolies -					4	Total Local Commercial Share				71.5	77.4	77.5	70.1	73.6	75.7	75.8	75.1	

Note: Includes \$500K revenues from Altoona Station

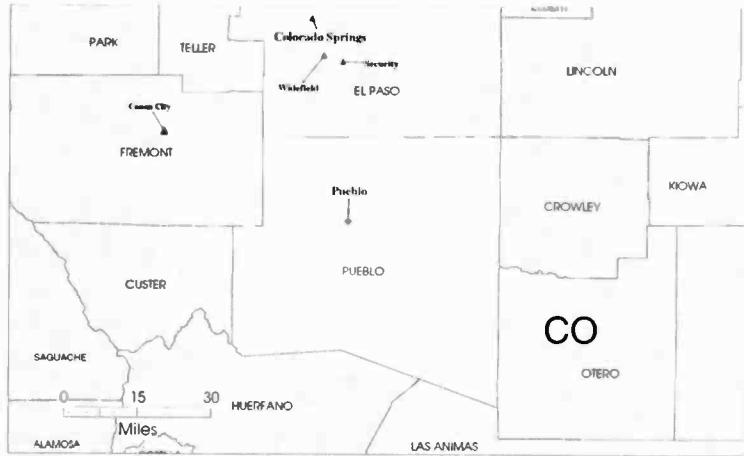
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 247

Revenue Rank: 283

# Pueblo, CO Market Overview



**Metro Counties / Population (000)**

Pueblo, CO	144.6
	144.6

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

<b>ESTIMATED GROSS REVENUES</b> ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$3,900	\$4,000	\$3,300	\$2,800	\$2,300	\$2,400	-9.3%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	4.3%	\$2,600	\$2,700	\$2,900	\$3,000	\$3,200	5.8%
Revenue/Retail Sales	1997	2002	2007	<b>Est. Breakout</b>			
Revenue/Capita	NA <sup>1/</sup>	\$1.46/1,000	\$1.66/1,000	Local	90%		
	\$29.68	\$16.60	\$20.97	National	10%		

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	131.4	144.6	1.9%	144.6	152.6	1.1%
Households	50.5	56.0	2.1%	56.0	59.5	1.2%
Retail Sales	NA <sup>1/</sup>	1,641.5	NA <sup>1/</sup>	1,641.5	1,932.2	3.3%
EBI <sup>2/</sup>	1,514.0	1,976.0	5.5%	1,976.0	2,500.1	4.8%

**Demographic Breakdown**

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	70.7	12.2	6.8	7.0	8.7	10.2	10.0	15.7
Women (000)	73.9	11.6	6.4	6.9	8.6	10.5	10.2	19.8
Total	144.6	23.8	13.2	13.9	17.3	20.7	20.2	35.5
Percentage	100.0%	16.5%	9.1%	9.6%	12.0%	14.3%	14.0%	24.5%
Per Capita	\$ 13,663			Median Household	\$ 29,014		Avg Household	\$ 35,317
Ethnic Population:	White	78.8%	Black	1.9%	Asian	0.8%	Hispanic	38.4%

**Market Summary**

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	1		12	9	13	5	18
Tot 12+	2.2		55.5	50.6	57.7	7.5	65.2
Avg 12+	2.2		4.6	5.6	4.4	1.5	3.6
Tot LCS	3.4		85.1	77.6	88.5	11.5	100.0
Avg LCS	3.4		7.1	8.6	6.8	2.3	5.6

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Colorado Springs.

## FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
			Freq	(kW)												Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
KILO	Colorado Springs	C	94.3	83.0	2110		Bahakel Comm	66	8408	See (96)		AOR	n/a		8.9	6.5	5.7	6.4	6.4	7.2	7.7	4.5	7.5	
KRDO	Colorado Springs	C	95.1	65.0	2093		Pikes Peak Bcstg	69			1	AC	n/a		2.5	2.7	1.7	1.7	1.8	2.2	1.1	1.8	1.1	
KCCY	Pueblo	C	96.9	40.0	2280	b	Clear Channel Comm	75	0102			Country	n/a		12.6	9.7	8.0	9.2	9.4	14.4	10.5	11.9	17.8	
KKFM	Colorado Springs	C	98.1	71.0	2290	a	Citadel Comm Corp	58	9212			Clsc Rock	n/a		7.2	4.8	5.1	4.6	7.0	5.0	5.0	6.8	6.9	
KKMG	Pueblo	C	98.9	72.0	2280	a	Citadel Comm Corp	67	9403	See (96)		CHR	n/a		9.2	7.5	5.7	6.9	11.7	8.3	8.3	8.8	9.2	
KVUU	Pueblo	C	99.9	79.0	2198	b	Clear Channel Comm	76	0008			Modern AC	n/a		5.1	2.7	3.4	3.5	2.9	2.2	2.8	2.8	2.9	
KGFT	Pueblo	C	100.7	78.0	2218		Salem Comm Corp	76	9603	See (96)		Chrst/Talk	n/a		1.7	1.1	1.1	1.2	0.6	1.1	1.1	1.2	0.6	
KYZX	Pueblo	C2	103.9	1.8	2159		Bahakel Comm	92	9903	See (96)		Clsc Rock	n/a		3.4	3.8	2.8	1.7	2.3	1.7	2.2	3.6	0.6	
KSTY	Canon City	A	104.5	6.0	46		Royal Gorge Bcstg	75	0001		g	Country	75	1.56	2.0	2.2	1.1	1.7	1.2	0.6	0.6	0.7	0.0	
KSKX	Security	C3	105.5	0.4	2228		Optima Comm	73	8902	See (96)	1	Smooth Jazz	n/a		6.9	1.1	5.7	3.5	1.8	2.2	3.3	3.0	2.9	
KKLI	Widefield	C2	106.3	1.6	2225	b	Clear Channel Comm	87	0008			Soft AC	n/a		7.1	3.8	4.5	5.2	2.9	4.4	5.0	3.3	2.9	
KNKN	Pueblo	C2	107.1	50.0	312	d	Metropolitan Radio	79	9708	725	c1	Span/Varty	450	3.75	5.0	1.6	2.3	4.6	2.9	3.3	6.6	3.1	3.4	
KDZA	Pueblo	C1	107.9	100.0	240	c	Clear Channel Comm	88	0102		g1	Oldies	1,100	2.96	15.5	10.2	9.1	12.1	11.1	11.0	8.8	8.0	7.5	
# FM Stations -					13		# Combos -	7		FM TOTALS						87.1	57.7	56.2	62.3	62.0	63.6	63.0	59.5	63.3

## AM Stations

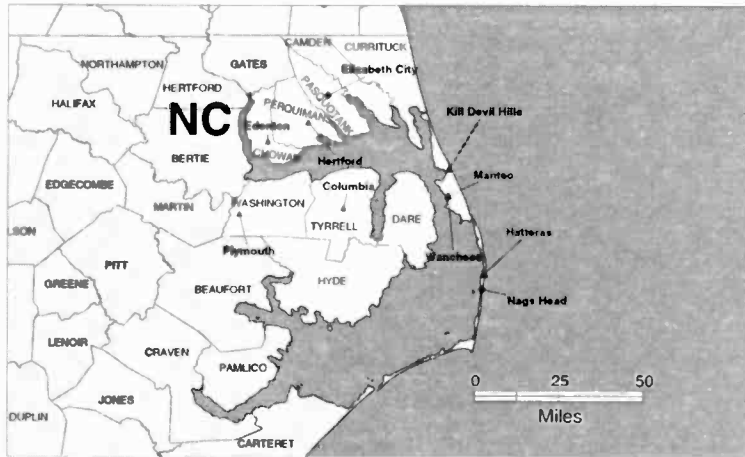
Calls	City of License	FCC Class	Day Power		Night Power		C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)	(kW)	(kW)											Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
KCSJ	Pueblo	B	590	1.0	1.00	c	Clear Channel Comm	47	0108		g1	Nws/Tlk/Spt	375	2.84	5.5	4.8	4.5	2.9	4.1	3.3	4.4	5.2	4.6	
KRMX	Pueblo	D	690	0.3	0.02	d	Metropolitan Radio	58	9711	172		Spanish	125	4.01	1.3	1.6	1.1	0.6	0.6	0.6	0.6	0.9	1.7	
KFEL	Pueblo	D	970	3.2	0.18		Wellspring Harvest	56	9812	390	KF	Christian			0.5	0.0	0.6	0.0	0.0	0.0	0.6	0.0	0.0	
KGHF	Pueblo	B	1350	5.0	0.28	c	Clear Channel Comm	28	0108		g1	Sports	275	2.55	4.5	1.1	1.7	4.6	4.7	2.8	3.9	5.7	5.2	
• KAVA	Pueblo	D	1480	1.0	0.11		Latino Comm	63	0212 p	350	d1	Spanish			1.2	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					5		# Combos -	3		AM TOTALS						13.0	7.5	7.9	9.8	9.4	6.7	9.5	11.8	11.5
AM & FM Stations Profiled -					18		# Duopolies -	5		Total Local Commercial Share						65.2	64.1	72.1	71.4	70.3	72.5	71.3	74.8	

• Indicates a change since last edition  
 1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 248

Revenue Rank: 279

# Elizabeth City-Nags Head, NC Market Overview



### Metro Counties / Population (000)

Camden, NC	7.0
Chowan, NC	14.6
Currituck, NC	18.9
Dare, NC	31.4
Hyde, NC	5.8
Pasquotank, NC	35.1
Perquimans, NC	11.4
Tyrell, NC	4.2
Washington, NC	13.6
<b>Total</b>	<b>142.0</b>

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

<b>ESTIMATED GROSS REVENUES</b> ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	N/A	N/A	\$4,200	\$4,800	\$3,500	\$3,500	
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
		\$3,700	\$4,000	\$4,200	\$4,400	\$4,700	5.7%
Revenue/Retail Sales	1997	2002	2007	<b>Est. Breakout</b>			
Revenue/Capita	NA <sup>1/</sup>	\$1.89/1,000	\$1.97/1,000	Local	85%		
	N/A	\$24.65	\$31.63	National	15%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	134.0	142.0	1.2%	142.0	148.6	0.9%
Households	50.6	55.8	2.0%	55.8	59.5	1.3%
Retail Sales	NA <sup>1/</sup>	1,853.5	NA <sup>1/</sup>	1,853.5	2,381.6	5.1%
EBI <sup>2/</sup>	1,700.4	1,983.1	3.1%	1,983.1	2,434.7	4.2%

### Demographic Breakdown

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	69.5	10.8	6.3	6.3	8.4	11.0	10.2	16.4
Women (000)	72.5	10.3	6.1	5.8	8.1	11.3	10.6	20.4
Total	142.0	21.2	12.3	12.0	16.5	22.4	20.8	36.7
Percentage	100.0%	14.9%	8.7%	8.5%	11.7%	15.7%	14.6%	25.9%
Per Capita	\$ 13,966	Median Household		\$ 29,557	Avg Household		\$ 35,511	
Ethnic Population:	White 71.5%	Black 25.8%	Asian 0.6%	Hispanic 1.8%				

### Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	2		11	8	13	5	18
Tot 12+	0.7		40.8	37.4	41.5	4.0	45.5
Avg 12+	0.4		3.7	4.7	3.2	0.8	2.5
Tot LCS	1.5		89.7	82.2	91.2	8.8	100.0
Avg LCS	0.8		8.2	10.3	7.0	1.8	5.6

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

## FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)									Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WYND	Nags Head	C3	92.3	18.0	384	b	Convergent Bcstg LLC	90	0209	p	d1	Easy/Oldes	250	1.62	4.4	0.7	1.1	2.9	2.9	2.4	2.5	0.0	0.0
• WWOC	Hatteras	C1	94.5	100.0	981	a	Max Media Properties	99	0210		g1	Country	50	0.33	4.3	2.0	2.2	1.7	1.7	1.8	1.8	0.0	0.0
WOBR	Wanchese	C3	95.3	25.0	295	d	East Carolina Radio	73	9606	600	c1	Clsc Rock	450	2.07	6.2	7.3	2.8	2.9	6.3	3.6	4.9	0.0	0.0
WPNC	Plymouth	A	95.9	2.6	331		Durlyn Bcstg	79	9603		na	Lite AC	100			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	d	East Carolina Radio	84	9806	475		Rock	125	1.88	1.9	0.7	0.6	1.1	0.6	1.2	1.2	0.0	0.0
WNHW	Hatteras	C1	97.1	48.0	558	b	Convergent Bcstg LLC	95	0209	p	d1	Country	50	0.48	3.0	2.0	1.7	1.1	0.6	1.2	1.8	0.0	0.0
WOBX	Manteo	C2	98.1	40.0	233	d	East Carolina Radio	01				AC	125	1.19	3.0	0.7	2.2	0.6	0.0	0.0	0.0	0.0	0.0
WVOD	Manteo	C2	99.1	50.0	492		Convergent Bcstg LLC	86	0301	1,000		AAA	350	1.37	7.3	2.7	3.3	3.4	2.9	3.0	3.7	0.0	0.0
WBXB	Edenton	C2	100.1	50.0 cp	492	c	Willis Family Bcstg	76	9202	550		Gospel	75	0.22	9.8	5.3	3.3	5.7	4.0	4.2	2.5	0.0	0.0
WERX	Columbia	C1	102.5	64.0	689	d	East Carolina Radio	83	9005	400	c1	Oldies	550	1.22	12.9	4.7	4.4	7.4	8.0	7.2	6.1	0.0	0.0
• WCXL	Kill Devil Hills	C1	104.1	100.0	981	a	Max Media Properties	93	0210		g1	AC	250	0.51	14.1	4.0	7.8	5.1	5.7	4.2	4.9	0.0	0.0
WFMZ	Hertford	C2	104.9	50.0	492		Maranatha Bcstg Co	97				ChrsContem	150	0.77	5.6	4.7	2.8	2.3	1.7	3.6	1.2	0.0	0.0
WRSF	Columbia	C1	105.7	100.0	614	d	East Carolina Radio	83	9512	950		Country	600	0.85	20.2	6.7	9.4	9.1	6.3	7.8	5.5	0.0	0.0
# FM Stations -					13	# Combos -					9	FM TOTALS			92.7	41.5	41.6	43.3	40.7	40.2	36.1	0.0	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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)	(kW)									Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
• WGAI	Elizabeth City	B	560	1.0	0.50	a	Max Media Properties	47	0210		g1	Nws/Tlk/Spt	125	2.75	1.3	1.3	0.6	0.6	0.6	0.6	0.6	0.6	0.0	0.0
WCNC	Elizabeth City	C	1240	1.0	1.00	d	East Carolina Radio	39	9808	230		Adlt Stndrd	150	0.79	5.4	2.7	3.3	1.7	1.1	2.4	3.1	0.0	0.0	
WZBO	Edenton	D	1260	1.0	0.00	d	East Carolina Radio	55	9005		c1	Adlt Stndrd	50		0.7	0.0	0.6	0.0	0.0	0.0	1.8	0.0	0.0	
WJPI	Plymouth	D	1470	5.0	0.00		Free Temple Ministry	59	9901		na	Gospel				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WOBX	Wanchese	D	1530	1.0	0.00	d	East Carolina Radio	70	9606		c1	Gospel	75			0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	
# AM Stations -					5	# Combos -					4	AM TOTALS			7.4	4.0	4.5	2.3	1.7	3.0	6.7	0.0	0.0	
AM & FM Stations Profiled -					18	# Duopolies -					6	Total Local Commercial Share			45.5	46.1	45.6	42.4	43.2	42.8	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: 249

Revenue Rank: 257

# Sussex, NJ Market Overview



Metro Counties / Population (000)

Sussex, NJ	146.3
	146.3

## Market Radio Financials

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

<b>ESTIMATED GROSS REVENUES</b> ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$2,800	\$4,200	\$4,500	\$5,400	\$4,900	\$5,100	12.7%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	4.1%	\$5,400	\$5,800	\$6,100	\$6,400	\$6,800	5.8%

Revenue/Retail Sales	1997	2002	2007	<b>Est. Breakout</b>
Revenue/Capita	NA <sup>1/</sup>	\$3.79/1,000	\$4.09/1,000	Local 85%
	\$19.65	\$34.86	\$44.80	National 15%

## Demographic and Economic Overview

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

	1997	2002	<b>Growth Rate</b>	2002	2007	<b>Growth Rate</b>
MSA Population	142.5	146.3	0.5%	146.3	151.8	0.7%
Households	48.3	51.9	1.4%	51.9	54.6	1.0%
Retail Sales	NA <sup>1/</sup>	1,346.8	NA <sup>1/</sup>	1,346.8	1,664.4	4.3%
EBI <sup>2/</sup>	2,625.3	3,054.1	3.1%	3,054.1	3,715.0	4.0%

## Demographic Breakdown

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	72.4	13.4	7.3	4.8	8.3	13.5	12.3	12.7
Women (000)	73.9	12.9	6.9	4.5	8.9	13.9	12.3	14.6
Total	146.3	26.4	14.1	9.3	17.2	27.4	24.6	27.3
Percentage	100.0%	18.0%	9.6%	6.3%	11.7%	18.7%	16.8%	18.7%
Per Capita	\$ 20,882		Median Household	\$ 50,777		Avg Household	\$ 58,888	
Ethnic Population:	White 95.5%		Black 1.1%		Asian 1.3%		Hispanic 3.5%	

## Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	2	1		3	3	1	4
Tot 12+	17.5	8.4		25.9	25.9	0.0	25.9
Avg 12+	8.8	8.4		8.6	8.6	0.0	6.5
Tot LCS	67.6	32.4		**	100.0	0.0	100.0
Avg LCS	33.8	32.4		33.3	33.3	0.0	25.0

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Wilkes-Barre.

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
															Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999		
WSUS	Franklin	A	102.3	0.6	745	a	Clear Channel Comm	65	0102			g1	AC	1,900	0.79	47.4	13.9	15.0	11.4	12.0	12.0	11.6	12.7	11.9
• WNNJ	Newton	B1	103.7	2.3	892	a	Clear Channel Comm	61	0102			g1	Clsc Hits	2,100	1.30	31.7	8.4	8.1	9.2	7.6	9.4	7.9	12.2	9.6
WHCY	Blairstown	A	106.3	0.4	860	a	Clear Channel Comm	73	0102			g1	CHR	975	1.12	17.1	3.6	5.2	4.3	6.0	3.1	4.8	3.6	8.5
# FM Stations -					3	# Combos -					3	FM TOTALS				96.2	25.9	28.3	24.9	25.6	24.5	24.3	28.5	30.0

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
															Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999		
• WNNJ	Newton	B	1360	2.0	0.32	a	Clear Channel Comm	53	0102			g1	Nostalgia	125	0.64	3.8	0.0	2.3	0.0	2.7	3.1	4.8	3.1	2.3
# AM Stations -					1	# Combos -					1	AM TOTALS				3.8	0.0	2.3	0.0	2.7	3.1	4.8	3.1	2.3
AM & FM Stations Profiled -					4	# Duopolies -					1	Total Local Commercial Share				25.9	30.6	24.9	28.3	27.6	29.1	31.6	32.3	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 250

Revenue Rank: 171

# Monroe, LA Market Overview



Metro Counties / Population (000)

Ouachita, LA	146.2
	146.2

## Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$10,200	\$10,200	\$11,500	\$11,600	\$10,700	\$11,100
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	3.7%	\$11,700	\$12,500	\$13,200	\$13,900	\$14,600	5.6%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA <sup>1/</sup>	\$5.73/1,000	\$6.67/1,000	Local	90%		
Revenue/Capita	\$69.01	\$75.92	\$100.97	National	10%		

## Demographic and Economic Overview

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

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	147.8	146.2	-0.2%	146.2	144.6	-0.2%
Households	52.2	55.3	1.2%	55.3	55.8	0.2%
Retail Sales	NA <sup>1/</sup>	1,937.7	NA <sup>1/</sup>	1,937.7	2,188.7	2.5%
EBI <sup>2/</sup>	1,815.9	2,194.0	3.9%	2,194.0	2,657.5	3.9%

## Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	68.9	13.2	7.3	8.5	9.0	9.7	8.7	12.4
Women (000)	77.3	12.8	7.3	9.4	10.0	10.7	9.8	17.4
Total	146.2	26.0	14.6	17.9	19.0	20.3	18.5	29.8
Percentage	100.0%	17.8%	10.0%	12.2%	13.0%	13.9%	12.6%	20.4%
Per Capita	\$ 15,009	Median Household		\$ 30,435	Avg Household		\$ 39,710	
Ethnic Population:	White	63.9%	Black	34.1%	Asian	0.7%	Hispanic	1.3%

## Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4		11	9	15	6	21
Tot 12+	13.7		67.0	73.5	80.7	7.2	87.9
Avg 12+	3.4		6.1	8.2	5.4	1.2	4.2
Tot LCS	15.6		76.2	83.6	91.8	8.2	100.0
Avg LCS	3.9		6.9	9.3	6.1	1.4	4.8

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
KMYV	Rayville	C3	92.3	11.5	486	e	Monroe Radio Ptnrs	84	0104		g1	Country	700	1.91	3.3	2.4	1.9	3.7	3.5	5.7	2.3	4.0	4.6
KWJM	Farmerville	A	92.7	6.0	328		Union Bcstg Co Inc	79				AC	250	0.98	2.3	3.0	2.6	1.2	1.2	1.3	1.7	2.6	2.9
KTRY	Bastrop	A	94.3	3.0	325		Cotton Comm	74	8502	456	e	UrbAC/RhyBl	100			0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0
KJMG	Bastrop	A	97.3	5.9	328	d	Holladay Bcstg	96	9811	700		Urban AC	900	0.57	14.2	8.9	12.9	11.0	10.5	6.9	12.1	9.9	9.8
KPCH	Dubach	C1	97.7	60.0 cp	509		Brown, William W.	84	8612	355		Oldies	200	1.00	1.8	0.6	0.6	2.5	0.6	0.6	1.7	0.0	1.7
KZRZ	West Monroe	C2	98.3	50.0	492	e	Monroe Radio Ptnrs	67	0104		g1	AC	600	1.29	4.2	3.0	3.9	3.1	6.4	5.0	4.0	3.3	10.9
KNBB	Ruston	C3	99.3	15.5 cp	331	c	Comm Capital Mgrs	99	0111	2,970	d1	Hot AC	50			1.2	0.0	0.0	0.6	0.0	0.0	0.0	0.0
KRVV	Bastrop	C2	100.1	50.0	492	d	Holladay Bcstg	77	9110	1,036	1	Urban	1,300	0.45	26.0	20.1	18.7	25.2	19.8	19.5	20.2	15.5	15.5
KHLL	Richwood	A	100.9	6.0	328		Gilliland, Dan	94				ChrsContem	200	1.00	1.8	1.8	1.3	1.8	1.7	3.1	1.7	4.0	2.9
KNOE	Monroe	C	101.9	99.0	1516	b	Noe, James A	67				Adult CHR	1,800	2.08	7.8	5.3	6.5	6.7	6.4	8.2	8.1	6.3	10.9
KQLQ	Columbia	C3	103.1	25.0	328	e	Monroe Radio Ptnrs	80	0104		g1	Oldies	300	1.23	2.2	1.8	1.9	1.8	2.3	3.1	2.9	4.4	4.0
KJLO	Monroe	C	104.1	100.0	1017	a	New South Comm Inc	46	8601	1,700	1	Country	1,800	0.99	16.4	13.6	13.5	14.1	11.0	10.1	14.5	13.8	10.9
KLIP	Monroe	C2	105.3	50.0	433	a	New South Comm Inc	93	9710	400	1	Clsc Hits	700	1.29	4.9	6.5	3.9	4.3	6.4	7.5	5.8	6.0	5.7
KXRR	Monroe	C	106.1	100.0	1017	e	Monroe Radio Ptnrs	65	0104		g1	Clsc Rock	350	0.85	3.7	10.7	3.2	3.1	4.1	4.4	4.6	3.5	0.6
KXKZ	Ruston	C	107.5	100.0	1066	c	Comm Capital Mgrs	66	0111		d1	Country	550	2.75	1.8	1.8	1.3	1.8	1.7	3.8	2.3	2.5	2.3
# FM Stations -				15	# Combos -				11	FM TOTALS				90.4	80.7	72.2	80.3	77.9	79.2	81.9	75.8	82.7	

## AM Stations

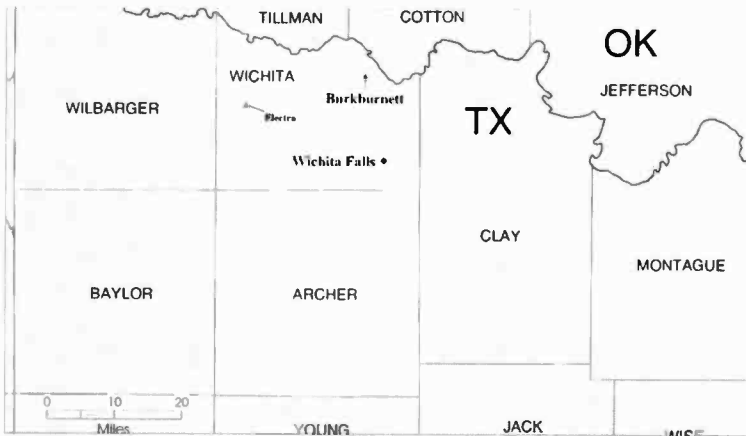
Calls	City of License	FCC Class	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
															Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999		
KNOE	Monroe	B	540	5.0	1.00	b	Noe, James A	44				Country	600	1.80	3.0	1.2	1.9	3.1	1.2	1.3	1.2	3.5	0.0	
KLIC	Monroe	C	1230	1.0	1.00		Media Ministries	50	9211	165		News/Talk	50		0.3	0.0	0.0	0.6	0.6	1.3	0.0	0.0	0.6	
KMRS	West Monroe	D	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 Inc	30	8601			1 Talk/Sprts	275	1.13	2.2	3.0	1.9	1.8	4.1	4.4	4.0	3.3	2.3	
KRUS	Ruston	C	1490	1.0	1.00	c	Comm Capital Mgrs	47	0111		d1	Urban				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KRJO	Monroe	B	1680	10.0	1.00	a	New South Comm Inc	01				1 Black Gospl	400	0.92	3.9	3.0	6.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -				6	# Combos -				4	AM TOTALS				9.4	7.2	10.3	5.5	5.9	7.0	5.2	6.8	2.9		
AM & FM Stations Profiled -				21	# Duopolies -				6	Total Local Commercial Share				87.9	82.5	85.8	83.8	86.2	87.1	82.6	85.6			

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 251

Revenue Rank: 263

# Wichita Falls, TX Market Overview



### Metro Counties / Population (000)

Archer, TX	9.0
Wichita, TX	132.7
<b>Total</b>	<b>141.7</b>

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

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$3,400	\$4,100	\$4,300	\$4,900	\$4,500	\$4,800
***	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.7%	\$5,100	\$5,400	\$5,700	\$6,000	\$6,300	5.7%
Revenue/Retail Sales	1997 NA <sup>1/</sup>	2002 \$2.81/1,000	2007 \$3.02/1,000	Est. Breakout			
Revenue/Capita	\$24.89	\$33.87	\$43.54	Local	80%		
				National	20%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	136.6	141.7	0.7%	141.7	144.7	0.4%
Households	51.2	52.5	0.5%	52.5	54.2	0.6%
Retail Sales	NA <sup>1/</sup>	1,705.4	NA <sup>1/</sup>	1,705.4	2,088.8	4.1%
EBI <sup>2/</sup>	1,912.0	2,116.0	2.0%	2,116.0	2,541.7	3.7%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	71.7	11.9	6.4	11.4	9.7	10.8	8.6	12.9
Women (000)	70.0	11.4	6.0	7.8	8.6	10.2	8.7	17.2
Total	141.7	23.3	12.4	19.2	18.3	21.1	17.3	30.2
Percentage	100.0%	16.5%	8.8%	13.5%	12.9%	14.9%	12.2%	21.3%
Per Capita	\$ 14,931			Median Household	\$ 31,752		Avg Household	\$ 40,334
Ethnic Population:	White 79.2%	Black 9.7%	Asian 1.9%	Hispanic	12.3%			

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			7	7	7	1	8
Tot 12+			60.9	60.9	60.9	1.9	62.8
Avg 12+			8.7	8.7	8.7	1.9	7.9
Tot LCS			97.0	97.0	97.0	3.0	100.0
Avg LCS			13.9	13.9	13.9	3.0	12.5

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
KNIN	Wichita Falls	C1	92.9	100.0	919	a	Clear Channel Comm	75	0012	6,500	d2	CHR	750	1.03	15.2	9.0	11.9	8.6	9.4	13.9	12.6	12.3	14.4	
KOLI	Electra	C2	94.9	50.0	492	b	Cumulus Bcstg Inc	98	9806	238	cp	Country	400	0.80	10.4	3.2	5.9	7.9	9.4	2.2	2.4	2.7	1.2	
KLUR	Wichita Falls	C1	99.9	100.0	830	b	Cumulus Bcstg Inc	63	9711	6,000	c1	Country	1,350	1.00	28.1	17.3	19.3	18.4	19.5	16.1	18.9	24.9	24.6	
KWFS	Wichita Falls	C1	102.3	100.0	449	a	Clear Channel Comm	61	0012		d2	Country	625	1.25	10.4	7.1	5.9	7.9	6.0	10.9	15.7	10.0	9.0	
● KQXC	Wichita Fall	C2	103.9	19.0 cp	807	b	Cumulus Bcstg Inc	93	9711		c1	Dance/CHR	500	0.69	15.1	12.8	11.1	9.2	16.8	10.2	3.9	4.3	3.6	
KYYI	Burkburnett	C1	104.7	92.0	1017	b	Cumulus Bcstg Inc	90	9711		c1	Clsc Rock	650	1.08	12.5	7.7	11.1	5.9	6.7	10.9	11.0	10.5	7.2	
KTLT	Wichita Falls	C2	106.3	33.0 cp	600	a	Clear Channel Comm	84	0012		d2	AC	425	1.30	6.8	3.8	3.7	5.3	6.0	5.8	7.1	7.2	9.6	
# FM Stations -					7	# Combos -					7	FM TOTALS				98.5	60.9	68.9	63.2	73.8	70.0	71.6	71.9	69.6

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
KWFS	Wichita Falls	D	1290	5.0	0.07	a	Clear Channel Comm	48	0012		d2	News/Talk	100	1.39	1.5	1.9	0.7	1.3	0.0	1.5	0.0	1.7	1.2	
# AM Stations -					1	# Combos -					1	AM TOTALS				1.5	1.9	0.7	1.3	0.0	1.5	0.0	1.7	1.2
AM & FM Stations Profiled -					8	# Duopolies -					3	Total Local Commercial Share				62.8	69.6	64.5	73.8	71.5	71.6	73.6	70.8	

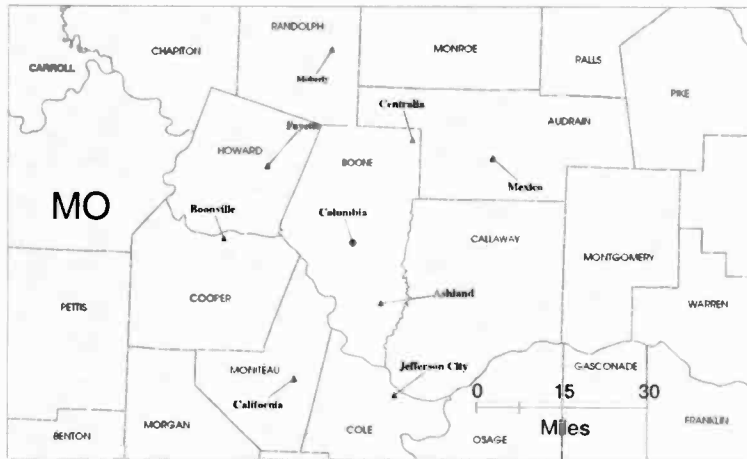
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 252

Revenue Rank: 162

# Columbia, MO Market Overview



**Metro Counties / Population (000)**

Boone, MO	138.5
	138.5

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

<b>ESTIMATED GROSS REVENUES</b> ★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$7,400	\$9,000	\$10,700	\$11,300	\$11,200	\$12,000	10.2%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	7.1%	\$12,700	\$13,500	\$14,300	\$15,100	\$15,800	5.6%
Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>			
Revenue/Capita	NA <sup>1/</sup>	\$5.95/1,000	\$6.29/1,000	Local	90%		
	\$58.54	\$86.64	\$107.48	National	10%		

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	126.4	138.5	1.8%	138.5	147.0	1.2%
Households	48.0	54.5	2.6%	54.5	58.5	1.4%
Retail Sales	NA <sup>1/</sup>	2,016.9	NA <sup>1/</sup>	2,016.9	2,511.3	4.5%
EBI <sup>2/</sup>	1,917.6	2,526.8	5.7%	2,526.8	3,436.5	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)	66.8	10.6	5.3	13.2	10.2	9.4	8.5	9.5
Women (000)	71.7	10.3	5.2	14.7	10.2	10.2	9.0	12.1
Total	138.5	20.9	10.5	27.9	20.4	19.7	17.5	21.6
Percentage	100.0%	15.1%	7.6%	20.1%	14.7%	14.2%	12.6%	15.6%
Per Capita	\$ 18,250		Median Household	\$ 36,650		Avg Household	\$ 46,369	
Ethnic Population:	White 85.0%	Black 8.8%	Asian 3.1%	Hispanic 1.9%				

**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	2		10	9	12	4	16
Tot 12+	3.1		60.1	60.0	63.2	13.3	76.5
Avg 12+	1.6		6.0	6.7	5.3	3.3	4.8
Tot LCS	4.1		78.6	78.4	82.6	17.4	100.0
Avg LCS	2.0		7.9	8.7	6.9	4.3	6.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

## FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M	A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)													Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
KMFC	Centralia	A	92.1	3.9 cp	400		Clair Group Ltd	88					ChrsContem	125	1.04	1.0	0.6	0.7	0.7	1.3	1.5	0.6	0.7	0.6
KWRT	Boonville	A	93.1	3.8 cp	413		Big Country of MO	00					Adlt Stndrd	50	0.15	2.8	2.5	1.4	2.7	3.2	2.3	0.0	0.0	0.0
KSSZ	Fayette	C3	93.9	25.0	328	a	Zimmer Radio Group	94	9610	550			Talk	100	0.46	1.8	4.4	1.4	1.3	1.9	2.3	1.9	1.1	1.3
KATI	California	C2	94.3	50.0	492	a	Zimmer Radio Group	84	0002	1,050			Country	1,100		1.0	1.3	0.7	0.7	0.6	0.8	1.9	0.6	0.0
KWWR	Mexico	C	95.7	100.0	1181	b	KXEO Radio Inc	66	8605	385	e		Country	725	1.01	6.0	2.5	4.8	4.0	3.2	2.3	4.4	2.9	1.9
KCMQ	Columbia	C1	96.7	100.0	912	a	Zimmer Radio Group	72	9308	625	c1		Rock	1,100	0.95	9.7	9.5	7.5	6.7	8.4	3.0	6.3	5.7	8.9
KCLR	Boonville	C2	99.3	33.0	591	a	Zimmer Radio Group	74	9006	1,500			Country	2,200	1.22	15.0	10.1	8.2	14.1	9.7	8.3	11.9	14.8	10.8
KPLA	Columbia	C1	101.5	42.0	1063	c	Premier Marketing	83					AC	1,475	1.05	11.7	8.9	11.6	5.4	7.8	10.6	8.1	9.0	10.1
KBXR	Columbia	C3	102.3	3.5	856	c	Premier Marketing	94	9709	650			AAA	900	0.82	9.1	6.3	6.1	7.4	3.9	6.1	8.8	4.0	3.8
KZTZ	Moberly	C2	105.5	50.0 cp	492		Best Broadcast Group	87	9708		st		Oldies	100	0.64	1.3	1.3	0.7	1.3	0.6	0.0	0.0	0.4	0.0
KOQL	Ashland	C1	106.1	69.0	958	c	Premier Marketng	93	9408	400			Rock	1,000	0.91	9.2	8.2	7.5	6.0	3.2	3.8	5.6	4.0	3.8
KTXV	Jefferson City	C	106.9	100.0	1250	a	Zimmer Radio Group	69	0002		g		Top 40	1,700	0.86	16.4	7.6	9.5	14.8	15.6	15.2	14.4	13.6	16.5
# FM Stations -					12		# Combos -	9	FM TOTALS							85.0	63.2	60.1	65.1	59.4	56.2	63.9	56.8	57.7

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)	(kW)	(kW)												Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
KFAL	Fulton	D	900	1.0	0.14	a	Zimmer Radio Group	50	9912		c1		Country	100				0.0	0.0	0.0	0.6	0.0	0.0	0.4	0.0
KXEO	Mexico	C	1340	1.0	0.96	b	KXEO Radio Inc	48					Variety					0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KFRU	Columbia	C	1400	1.0 cp	1.00	c	Premier Marketing	25	9207	449			Nws/Tlk/Spt	1,200	0.75	13.3	10.1	9.5	10.1	11.7	12.9	9.4	14.0	12.0	
KTGR	Columbia	D	1580	0.3	0.02	a	Zimmer Radio Group	55	9402		c1		Sports	150	0.69	1.8	3.2	1.4	1.3	1.3	3.0	1.3	1.2	0.6	
# AM Stations -					4		# Combos -	4	AM TOTALS							15.1	13.3	10.9	11.4	13.6	15.9	10.7	15.6	12.6	
AM & FM Stations Profiled -					16		# Duopolies -	5	Total Local Commercial Share							76.5	71.0	76.5	73.0	72.1	74.6	72.4	70.3		

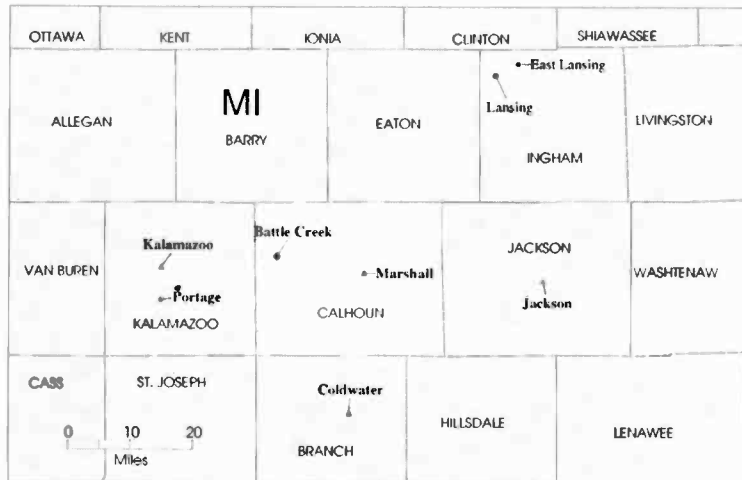
Other Rulemaking: 98.3, C2, Columbia

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 253

Revenue Rank: 284

# Battle Creek, MI Market Overview



**Metro Counties / Population (000)**

Calhoun, MI	138.0
	138.0

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

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$2,000	\$2,300	\$2,500	\$2,800	\$2,300	\$2,300
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
		\$2,400	\$2,600	\$2,700	\$2,900	\$3,000	5.7%
Revenue/Retail Sales	1997 NA <sup>1/</sup>	2002 \$1.19/1,000	2007 \$1.17/1,000	Est. Breakout			
Revenue/Capita	\$14.04	\$16.67	\$21.69	Local	90%	National	10%

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	142.4	138.0	-0.6%	138.0	138.3	0.0%
Households	54.9	54.3	-0.2%	54.3	55.0	0.3%
Retail Sales	NA <sup>1/</sup>	1,938.0	NA <sup>1/</sup>	1,938.0	2,560.6	5.7%
EBI <sup>2/</sup>	2,039.3	2,163.4	1.2%	2,163.4	2,529.5	3.2%

**Demographic Breakdown**

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	67.0	11.7	6.6	6.1	8.5	10.1	9.9	14.0
Women (000)	71.0	11.3	5.9	6.5	8.7	10.3	10.1	18.2
Total	138.0	23.0	12.6	12.6	17.2	20.4	20.0	32.3
Percentage	100.0%	16.7%	9.1%	9.1%	12.5%	14.8%	14.5%	23.4%
Per Capita	\$ 15,675			Median Household	\$ 33,466		Avg Household	\$ 39,812
Ethnic Population:	White	83.4%	Black	11.1%	Asian	1.2%	Hispanic	3.4%

**Market Summary**

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2	6		5	8	3	11
Tot 12+	6.3	48.4		47.8	54.7	14.5	69.2
Avg 12+	3.2	8.1		9.6	6.8	4.8	6.3
Tot LCS	9.1	69.9		69.1	79.0	21.0	100.0
Avg LCS	4.6	11.7		13.8	9.9	7.0	9.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
WVIC	Jackson	B	94.1	40.0	551	a	Rubber City Radio	55	0010	See (120)	Rock	n/a		3.6	2.5	2.6	2.6	3.5	1.3	1.1	1.2	1.2	
WBXX	Battle Creek	A	95.3	3.0 cp	269	c	Clear Channel Comm	75	0008		g	AC	425	4.11	4.5	1.9	2.6	4.0	4.7	7.0	2.9	9.7	3.5
WNWN	Coldwater	B	98.5	50.0	469		Midwest Comm Inc	50	9505			Country	n/a		23.7	14.5	17.8	16.6	14.1	11.4	15.4	12.5	17.9
WKFR	Battle Creek	B	103.3	50.0	482	b	Cumulus Bcstg Inc	63	9809	See (182)		CHR	n/a		16.4	14.5	14.5	9.3	12.9	18.4	12.6	12.4	17.3
WWKN	Marshall	A	104.9	6.0	328	c	Clear Channel Comm	68	0008		g	Oldies	500	3.20	6.8	4.4	5.3	4.6	6.5	7.6	7.4	6.5	4.6
WJXQ	Jackson	B	106.1	50.0	489	a	Rubber City Radio	76	0010			AOR	n/a		10.5	7.5	8.6	6.6	7.1	7.0	5.7	8.3	6.4
WQLR	Kalamazoo	B	106.5	33.0	600		Fairfield Bcstg Co	64	7206	See (182)		AC	n/a		3.6	2.5	2.6	2.6	3.5	3.8	4.0	3.0	2.3
WRKR	Portage	B	107.7	50.0	486	b	Cumulus Bcstg Inc	88	9809			AOR/CIRck	n/a		10.5	6.9	5.3	9.9	8.8	6.3	4.6	4.3	9.8
# FM Stations -				8	# Combos -				6	FM TOTALS				79.6	54.7	59.3	56.2	61.1	62.8	53.7	57.9	63.0	

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WBCK	Battle Creek	B	930	5.0	1.00	c	Clear Channel Comm	48	0008		g	News/Talk	1,150	3.79	13.2	10.7	7.9	11.3	8.8	9.5	10.3	10.9	8.7
WRCC	Battle Creek	C	1400	1.0	1.00	c	Clear Channel Comm	25	0008		g	Big Band	175	1.29	5.9	3.8	3.3	5.3	3.5	4.4	5.1	3.7	4.6
WOLY	Battle Creek	D	1500	1.0	0.00		Christlan Family Net	63	8812	100		Christian	50	1.55	1.4	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -				3	# Combos -				2	AM TOTALS				20.5	14.5	13.2	16.6	12.3	13.9	15.4	14.6	13.3	
AM & FM Stations Profiled -				11	# Duopolies -				4	Total Local Commercial Share				69.2	72.5	72.8	73.4	76.7	69.1	72.5	76.3		

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 254

Revenue Rank: 235

# Texarkana, TX-AR Market Overview



### Metro Counties / Population (000)

Miller, AR	40.5
Bowie, TX	91.5
<b>Total</b>	<b>132.0</b>

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

<b>ESTIMATED GROSS REVENUES</b> ★★★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$4,900	\$5,100	\$5,600	\$5,900	\$5,700	\$6,100	4.3%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	7.0%	\$6,300	\$6,600	\$6,900	\$7,300	\$7,700	4.8%
Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>			
Revenue/Capita	NA <sup>1/</sup>	\$3.42/1,000	\$3.38/1,000	Local	90%		
	\$38.67	\$46.21	\$56.20	National	10%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	126.7	132.0	0.8%	132.0	137.0	0.7%
Households	46.5	49.9	1.4%	49.9	52.8	1.1%
Retail Sales	NA <sup>1/</sup>	1,782.5	NA <sup>1/</sup>	1,782.5	2,277.9	5.0%
EBI <sup>2/</sup>	1,541.2	1,899.8	4.3%	1,899.8	2,324.6	4.1%

### 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)	65.4	11.2	6.0	6.9	9.7	9.9	8.8	13.0
Women (000)	66.6	10.5	5.7	6.0	8.1	9.5	9.3	17.6
Total	132.0	21.7	11.7	12.8	17.9	19.4	18.0	30.6
Percentage	100.0%	16.4%	8.9%	9.7%	13.5%	14.7%	13.6%	23.1%
Per Capita	\$ 14,388		Median Household	\$ 30,118		Avg Household	\$ 38,054	
Ethnic Population:	White	72.9%	Black	23.7%	Asian	0.5%	Hispanic	3.9%

### 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	4		10	11	14	5	19
Tot 12+	20.1		56.8	74.8	76.9	4.3	81.2
Avg 12+	5.0		5.7	6.8	5.5	0.9	4.3
Tot LCS	24.8		70.0	92.1	94.7	5.3	100.0
Avg LCS	6.2		7.0	8.4	6.8	1.1	5.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# Competitive Overview

Some stations also rated in Shreveport.

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
															Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999		
KMJL	Ashdown	C3	93.3	7.4	597	a	Clear Channel Comm	85	0207	1,500	AC	500	1.71	4.8	5.0	2.1	5.1	4.0	5.6	6.0	3.9	0.0		
KEWL	New Boston	C2	95.1	22.0	472	b	Petracom Media LLC	94	0101		g1	2	Oldies	550	1.73	5.2	5.8	2.1	5.8	6.6	7.7	6.0	14.5	8.3
KPWW	Hooks	C3	95.9	11.5	486	a	Clear Channel Comm	85	0008		g		AC	900	0.90	16.4	9.4	14.8	9.4	7.9	7.7	7.5	9.6	8.3
KTAL	Texarkana	C	98.1	61.0	1362		Access.1 Comm	45	0103	See (132)	1		Clsc Rock	n/a		3.9	3.6	3.5	2.2	2.6	0.7	4.5	1.3	3.0
KNRB	Atlanta	C2	100.1	50.0	492		Family Worship Cntr	78	0203		g		AC	50		0.5	1.4	0.0	0.7	1.3	4.2	3.7	3.9	5.3
KRMD	Shreveport	C	101.1	100.0	1755		Cumulus Bcstg Inc	48	0008				Country	n/a		0.9	0.7	0.0	1.4	0.7	0.7	0.7	0.9	1.5
KTXO	Hope	C2	101.7	50.0	492	c	ArkLaTex LLC	84	9909	843	c3		Oldies	300	0.93	5.3	3.6	2.8	5.1	3.3	4.9	3.0	1.7	3.0
KKYR	Texarkana	C1	102.5	100.0	459	a	Clear Channel Comm	65	0008		g		Country	1,650	1.55	17.4	15.8	14.8	10.9	12.6	14.0	23.9	13.7	22.6
KZRB	New Boston	C2	103.5	50.0	492		B&H Bcstg System Inc	91	9303	90			Urban	300	0.69	7.1	7.2	2.1	8.7	9.9	5.6	4.5	5.5	3.8
KPGG	Ashdown	A	103.9	5.1	354	b	Petracom Media LLC	72	0101		g1	2	Country	175	0.39	7.3	4.3	7.7	2.9	3.3	1.4	1.5	3.4	6.0
KLMZ	Fouke	A	104.3	5.0	361		In Phase Bcstg	01				2	AC				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KTOY	Texarkana	A	104.7	3.0	390		Jo-Al Bcstg Inc	92					Urban	600	0.57	17.3	10.8	12.7	13.0	10.6	17.5	13.4	12.3	13.5
KYGL	Texarkana	C2	106.3	50.0	492	a	Clear Channel Comm	95	0008		g		Clsc Rock	500	1.30	6.3	4.3	6.3	2.9	5.3	6.3	4.5	5.5	3.0
KFYX	Texarkana	A	107.1	2.9	479	c	ArkLaTex LLC	68	0108		g		Country	250	0.95	4.3	5.0	2.8	3.6	4.0	0.0	2.2	2.0	2.3
# FM Stations -				14	# Combos -				8	FM TOTALS				96.7	76.9	71.7	71.7	72.1	76.3	81.4	78.2	80.6		

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
KCMC	Texarkana	B	740	1.0	1.00	c	ArkLaTex LLC	32	0102	50		Sprts/Talk	75		0.5	0.7	0.0	0.7	0.0	0.0	1.5	1.7	0.0	
KOSY	Texarkana	B	790	1.0	0.50	a	Clear Channel Comm	51	0008		g		Adlt Stndrd	25		0.5	1.4	0.0	0.7	0.0	0.7	0.0	0.1	0.8
• KTFS	Texarkana	D	940	2.5	0.01	c	ArkLaTex LLC	61	0108		c2		News/Talk	100	0.71	2.3	2.2	0.0	3.6	2.0	3.5	1.5	1.8	0.0
KKTK	Texarkana	C	1400	1.0	1.00	b	Petracom Media LLC	46	0101		g1	2	Oldies	25			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
KNBO	New Boston	D	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 -				5	# Combos -				4	AM TOTALS				3.3	4.3	0.0	5.0	2.0	4.2	3.0	3.6	0.8		
AM & FM Stations Profiled -				19	# Duopolies -				5	Total Local Commercial Share				81.2	71.7	76.7	74.1	80.5	84.4	81.8	81.4			

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 255

Revenue Rank: 224

# Altoona, PA Market Overview



**Metro Counties / Population (000)**

Blair, PA	128.4
	128.4

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

<b>ESTIMATED GROSS REVENUES</b> ***	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$5,700	\$5,200	\$5,600	\$6,600	\$6,000	\$6,900	3.9%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	15.0%	\$7,300	\$7,800	\$8,300	\$8,700	\$9,200	5.8%
Revenue/Retail Sales Revenue/Capita	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>			
	NA <sup>1/</sup>	\$3.53/1,000	\$3.73/1,000	Local	80%		
	\$43.54	\$53.74	\$72.56	National	20%		

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	130.9	128.4	-0.4%	128.4	126.8	-0.3%
Households	50.8	51.6	0.3%	51.6	51.7	0.0%
Retail Sales	NA <sup>1/</sup>	1,956.3	NA <sup>1/</sup>	1,956.3	2,469.6	4.8%
EBI <sup>2/</sup>	1,836.2	1,949.1	1.2%	1,949.1	2,328.4	3.6%

**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)	61.4	9.3	5.5	5.8	7.4	9.3	9.2	14.8
Women (000)	67.0	9.0	5.1	5.8	7.4	9.4	9.7	20.5
Total	128.4	18.3	10.6	11.7	14.8	18.7	19.0	35.4
Percentage	100.0%	14.3%	8.3%	9.1%	11.5%	14.6%	14.8%	27.5%
Per Capita	\$ 15,176							
				Median Household	\$ 31,122		Avg Household	\$ 37,796
Ethnic Population:	White	97.5%	Black	1.3%	Asian	0.4%	Hispanic	0.6%

**Market Summary**

<b>FM Classes</b>	<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	7	3		6	10	6	16
Tot 12+	26.2	29.9		52.5	56.1	18.8	74.9
Avg 12+	3.7	10.0		8.8	5.6	3.1	4.7
Tot LCS	35.0	39.9		70.1	74.9	25.1	100.0
Avg LCS	5.0	13.3		11.7	7.5	4.2	6.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Johnstown and State College.

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
												Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WJSM	Martinsburg	A	92.7	0.6	965	d					Christian	50	0.4	0.6	0.0	0.7	0.7	1.2	1.2	1.1	0.0	
WBRX	Patton	A	94.3	2.1	548		91	9412	235		Clsc Rock	200	0.69	4.2	3.0	1.9	4.7	3.3	2.4	0.6	2.3	1.2
WBXQ	Cresson	A	94.7	1.0	794		81				Clsc Rock	400	0.94	6.2	6.1	5.1	4.7	5.9	5.4	6.6	8.3	7.4
WFGY	Altoona	B	98.1	30.0	942	b	60	9012	2,100	c2	Country	2,650	1.55	24.8	17.1	20.3	18.8	19.0	17.3	15.7	16.9	22.7
• WXMJ	Mount Union	A	99.5	0.3	1440	b	89	0205	875	c1	Clsc Rock	96		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WPRR	Altoona	B1	100.1	3.0	955	c	76	0010	2,000	c3	Top 40	900	0.83	15.7	9.8	13.3	11.4	9.2	11.3	10.2	12.1	11.0
WGMR	Tyrone	B	101.1	8.5	1171	a	61				Modern Rock	700	2.74	3.7	3.0	3.8	2.0	2.0	3.0	3.6	3.4	1.2
WALY	Bellwood	A	103.9	0.4 cp	919	b	70	9708		st	Oldies	900	0.95	13.7	10.4	10.1	11.4	12.4	11.9	12.0	9.2	12.3
WMAJ	Holidaysburg	A	104.9	0.7	906	b	78	9909	1,975	e	Rock AC	750	1.13	9.6	6.1	7.0	8.1	7.2	8.9	9.6	6.6	6.1
• WWLY	Huntingdon	A	106.3	6.0	154	b	92	0204	620		Oldies	114		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# FM Stations -				10	# Combos -				8	FM TOTALS				78.3	56.1	61.5	61.8	59.7	61.4	59.5	59.9	61.9

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WJSM	Martinsburg	D	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	450	0.72	9.1	7.3	7.0	7.4	7.8	8.9	6.0	7.7	6.7
WFBG	Altoona	B	1290	5.0	1.00	b	Forever Bcstg Inc	24	9012		c2	Soft AC	150	0.33	6.6	6.7	5.7	4.7	6.5	4.2	5.4	6.4	9.2
WTRN	Tyrone	C	1340	1.0	1.00	a	Allegheny Mtn Ntwk	55				AC	50	0.60	1.2	0.6	0.6	1.3	0.7	1.2	1.2	0.4	0.6
• WKMC	Roaring Spring	D	1370	5.0	0.04	a	Allegheny Mtn Ntwk	55	9801		sw	Country	100	0.60	2.4	1.8	2.5	1.3	2.0	2.4	2.4	1.8	1.2
WVAM	Altoona	B	1430	5.0	1.00	c	Vital Licenses LLC	48	0010		c3	Sports	100	0.60	2.4	2.4	2.5	1.3	1.3	1.2	2.4	1.8	2.5
# AM Stations -				6	# Combos -				5	AM TOTALS				21.7	18.8	18.3	16.0	18.3	17.9	17.4	18.1	20.2	
AM & FM Stations Profiled -				16	# Duopolles -				3	Total Local Commercial Share				74.9	79.8	77.8	78.0	79.3	76.9	78.0	82.1		

Docket 80-90 Allocations: 93.5, A, Barnesboro

Note: \$500 from WGMR go to State College market.

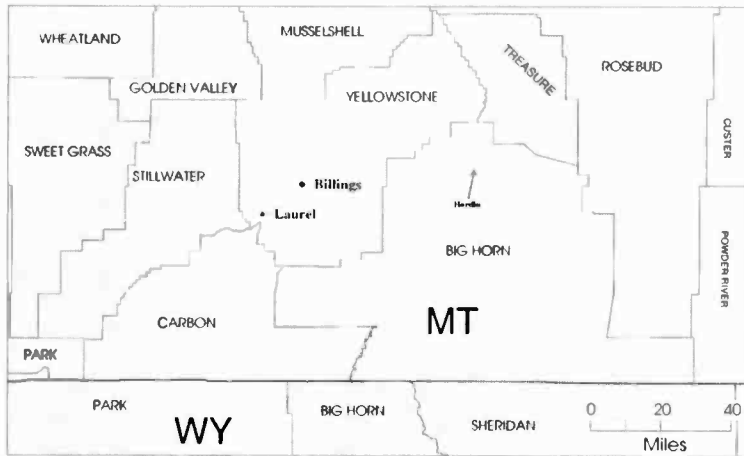
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 256

Revenue Rank: 204

# Billings, MT Market Overview



**Metro Counties / Population (000)**

Yellowstone, MT	130.0
	130.0

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

<b>ESTIMATED GROSS REVENUES</b> ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$6,300	\$6,500	\$6,700	\$7,700	\$7,400	\$8,000	4.9%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	8.1%	\$8,500	\$9,000	\$9,500	\$10,100	\$10,600	5.7%
Revenue/Retail Sales	1997	2002	2007	<b>Est. Breakout</b>			
Revenue/Capita	NA <sup>1/</sup>	\$4.36/1,000	\$5.33/1,000	Local	92%		
	\$49.92	\$61.54	\$80.67	National	8%		

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	126.2	130.0	0.6%	130.0	131.4	0.2%
Households	49.9	52.6	1.1%	52.6	53.7	0.4%
Retail Sales	NA <sup>1/</sup>	1,835.7	NA <sup>1/</sup>	1,835.7	1,989.2	1.6%
EBI <sup>2/</sup>	1,817.8	2,126.0	3.2%	2,126.0	2,489.5	3.2%

**Demographic Breakdown**

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	63.3	11.0	6.0	5.9	7.8	9.9	9.7	12.9
Women (000)	66.8	10.2	5.8	6.4	7.9	10.4	9.7	16.4
Total	130.0	21.2	11.8	12.3	15.7	20.3	19.4	29.4
Percentage	100.0%	16.3%	9.1%	9.5%	12.1%	15.6%	14.9%	22.6%
Per Capita	\$ 16,350	Median Household		\$ 34,047	Avg Household		\$ 40,435	
Ethnic Population:	White	92.5%	Black	0.5%	Asian	0.6%	Hispanic	3.8%

**Market Summary**

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	1		10	10	11	6	17
Tot 12+	1.7		78.6	78.6	80.3	13.4	93.7
Avg 12+	1.7		7.9	7.9	7.3	2.2	5.5
Tot LCS	1.8		83.9	83.9	85.7	14.3	100.0
Avg LCS	1.8		8.4	8.4	7.8	2.4	5.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
KYYA	Billings	C1	93.3	100.0	699	a	Fisher Comm Inc	69	9305	415		Hot AC	375	1.02	4.6	6.9	3.5	4.7	5.0	5.8	7.0	4.4	6.7
KRKX	Billings	C1	94.1	100.0	591	a	Fisher Comm Inc	89	8909			AOR	750	1.04	9.0	6.4	8.1	8.1	6.2	9.1	10.2	12.3	12.7
KMHK	Hardin	C	95.5	100.0	984	b	Clear Channel Comm	75	0102		g	Clsc Rock	325	1.02	4.0	5.2	4.6	2.7	1.9	2.6	3.2	4.5	6.7
KRZN	Billings	C1	96.3	100.0	696	a	Fisher Comm Inc	98				Rock	625	0.90	8.7	7.5	7.5	8.1	8.1	7.8	1.3	1.3	2.0
KKBR	Billings	C2	97.1	28.0	400	b	Clear Channel Comm	63	0102		g	Oldies	600	1.00	7.5	6.9	7.5	6.0	11.8	9.1	7.6	12.4	8.0
KGHL	Billings	C1	98.5	85.0	371	c	New NW Bcstrs	78	9911	3,900	c1	Country	800	1.15	8.7	5.8	7.5	8.1	4.3	3.9	5.1	5.9	4.7
KRSQ	Laurel	C1	101.9	100.0 cp	367	c	New NW Bcstrs	94	9911		c1	CHR	400	0.47	10.7	9.2	9.8	9.4	8.7	11.7	8.9	13.5	10.0
KCTR	Billings	C1	102.9	100.0	499	b	Clear Channel Comm	79	0102		g	Country	1,650	1.07	19.3	19.1	17.3	17.4	14.9	17.5	22.9	14.2	14.0
KBBB	Billings	C1	103.7	100.0	479	b	Clear Channel Comm	87	0102		g	Hot AC	250	0.76	4.1	5.2	4.0	3.4	4.3	5.2	5.1	7.6	7.3
KBEX	Billings	A	105.1	6.0	328	c	New NW Bcstrs	99	9912		na	Clsc Hits	450	1.61	3.5	1.7	2.9	3.4	3.7	1.9	5.1	1.8	0.0
KZRV	Billings	C1	107.5	100.0	446	c	New NW Bcstrs	00				80s Hits	250	0.63	5.0	6.4	3.5	5.4	6.2	1.3	0.0	0.0	0.0
# FM Stations -					11	# Combos -					11	FM TOTALS			85.1	80.3	76.2	76.7	75.1	75.9	76.4	77.9	72.1

## AM Stations

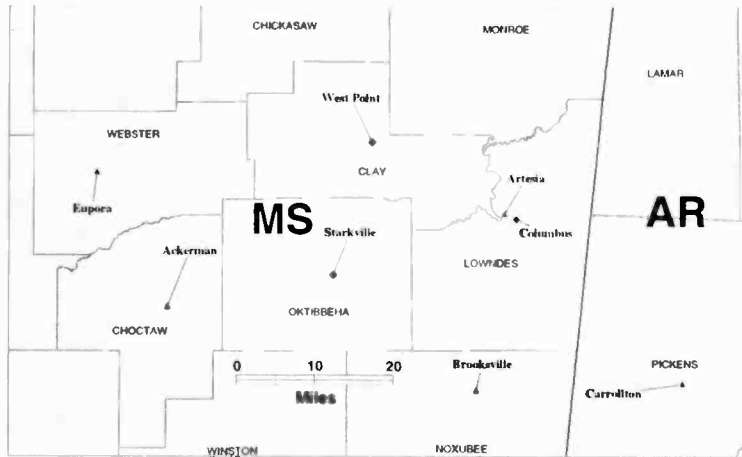
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
KURL	Billings	D	730	5.0	0.24	d	Elenbaas Media Inc	59	9411	300		Religion	400	2.50	2.0	1.2	2.3	1.3	1.2	1.9	1.3	1.4	2.7
KGHL	Billings	B	790	5.0	5.00	c	New NW Bcstrs	28	9911		c1	Country	475	1.56	3.8	2.9	3.5	3.4	3.1	3.9	3.2	3.0	6.0
KBLG	Billings	D	910	1.0	0.06	a	Fisher Comm Inc	55	8810	351	e	Nws/Tlk/Spt	200	0.93	2.7	2.9	2.9	2.0	5.6	7.1	5.7	5.0	6.0
KBUL	Billings	B	970	5.0	5.00	b	Clear Channel Comm	51	0102		g	News	400	0.78	6.4	5.2	6.9	4.7	0.6	0.6	0.0	1.9	2.7
KMZK	Billings	C	1240	1.0 cp	1.00	d	Elenbaas Media Inc	46	9802	115		ChrsContem	50			0.6	0.0	0.0	0.6	0.6	0.6	0.5	0.7
KBSR	Laurel	C	1490	1.0	1.00		Sun Mountain Inc	79	0012		nc	Nws/Tlk/Spt				0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -					6	# Combos -					5	AM TOTALS			14.9	13.4	15.6	11.4	11.1	14.1	10.8	11.8	18.1
AM & FM Stations Profiled -					17	# Duopolies -					6	Total Local Commercial Share			93.7	91.8	88.1	86.2	90.0	87.2	89.7	90.2	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 257

Revenue Rank: 281

# Columbus-Starkville-West Point, MS Market Overview



### Metro Counties / Population (000)

Clay, MS	22.1
Lowndes, MS	61.0
Oktibbeha, MS	43.7
<b>Total</b>	<b>126.8</b>

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

<b>ESTIMATED GROSS REVENUES</b> ***	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$1,300	\$2,400	\$2,700	\$2,500	\$2,500	\$2,900	17.2%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	16.0%	\$3,100	\$3,300	\$3,400	\$3,600	\$3,800	5.8%
Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>			
Revenue/Capita	NA <sup>1/</sup>	\$2.14/1,000	\$2.34/1,000	Local	70%		
	\$10.66	\$22.87	\$29.76	National	30%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	121.9	126.8	0.8%	126.8	127.7	0.1%
Households	43.0	47.5	2.0%	47.5	48.8	0.5%
Retail Sales	NA <sup>1/</sup>	1,354.4	NA <sup>1/</sup>	1,354.4	1,620.6	3.7%
EBI <sup>2/</sup>	1,416.9	1,710.9	3.8%	1,710.9	2,077.1	4.0%

### 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)	60.9	11.1	5.7	10.9	7.8	8.0	7.4	9.9
Women (000)	65.9	10.6	5.6	10.8	8.4	9.0	7.9	13.6
Total	126.8	21.6	11.4	21.7	16.2	17.0	15.3	23.5
Percentage	100.0%	17.1%	9.0%	17.1%	12.8%	13.4%	12.1%	18.6%
Per Capita	\$ 13,494	Median Household		\$ 28,171	Avg Household		\$ 36,049	
Ethnic Population:	White 54.0%	Black 43.4%	Asian 1.2%	Hispanic 1.1%				

### Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	1		10	8	11	5	16
Tot 12+	9.6		61.7	65.8	71.3	0.7	72.0
Avg 12+	9.6		6.2	8.2	6.5	0.1	4.5
Tot LCS	13.3		85.7	91.4	99.0	1.0	100.0
Avg LCS	13.3		8.6	11.4	9.0	0.2	6.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Tupelo & Tuscaloosa  
ARB 12+ Metro Shares (see rights)

FM Stations										ARB 12+ Metro Shares (see rights)															
Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999		
WMSU	Starkville	A	92.1	1.1	499	a	URBan Radio Bcstg	79	0012		1	Rhymc/CHR	350	0.68	17.7	9.6	12.2	14.4	11.3	13.2	15.3	11.2	0.0		
WZBQ	Carrollton	C	94.1	100.0	1007		Clear Channel Comm	70	0008			CHR	n/a		6.7	6.2	6.1	4.1	5.0	8.1	7.6	6.5	0.0		
WKOR	Columbus	C2	94.9	50.0 cp	361	c	Cumulus Bcstg Inc	92	0204		g1	Country	800	2.90	9.5	6.8	8.8	5.5	7.8	8.1	3.8	6.8	0.0		
WLZA	Eupora	C2	96.1	40.0	548		Air South Radio Inc	78				AC	75	1.85	1.4	1.4	0.7	1.4	2.1	1.5	0.8	2.1	0.0		
WAJV	Brooksville	C3	98.9	5.8	676	a	URBan Radio Bcstg	95	0105	500	1	Urban/Gospl	175	0.37	16.2	13.0	12.8	11.6	3.5	1.5	1.5	2.2	0.0		
WSMS	Artesia	C2	99.9	47.0	505	c	Cumulus Bcstg Inc	85	0204			Rock	n/a		8.5	6.2	7.4	5.5	12.1	5.9	10.7	5.7	0.0		
WKBB	West Point	C3	100.9	25.0 cp	328	b	Bob McRaney Entrp	74				Jazz	100	1.50	2.3	1.4	2.0	1.4	1.4	0.7	1.5	1.2	0.0		
WMBC	Columbus	C2	103.1	22.0	755	c	Cumulus Bcstg Inc	69	0204		g1	CHR	225	2.16	3.6	2.1	2.7	2.7	2.1	5.1	3.1	2.4	0.0		
WACR	Columbus	C2	103.9	50.0	492	d	T & W Comm Inc	78				Urban AC	350	0.99	12.2	11.6	9.5	8.9	9.2	5.9	7.6	10.5	0.0		
WMXU	Starkville	C2	106.1	40.0	502	c	Cumulus Bcstg Inc	68	0204		g1	Urban	550	1.26	15.0	10.3	11.5	11.0	10.6	12.5	10.7	8.4	0.0		
WFCA	Ackerman	C	107.9	100.0	1007		French Camp Radio	86				Gospel	50	0.42	4.1	2.7	2.0	4.1	3.5	2.2	4.6	2.9	0.0		
# FM Stations -					11	# Combos -					8	FM TOTALS					97.2	71.3	75.7	70.6	68.6	64.7	67.2	59.9	0.0
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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999		
• WKOR	Starkville	D	980	1.0	0.00	c	Cumulus Bcstg Inc	68	0204		g1	News/Talk	75			0.0	0.0	0.0	3.5	2.9	3.1	3.7	0.0		
WACR	Columbus	D	1050	1.0	0.05	d	T & W Comm Inc	50				Black Gospl	50	0.75	2.3	0.0	1.4	2.1	3.5	1.5	3.8	4.0	0.0		
• WSSO	Starkville	C	1230	1.0	1.00	c	Cumulus Bcstg Inc	48	0204		g1	News/Talk	25			0.0	0.0	0.0	0.0	0.0	0.8	0.9	0.0		
• WJWF	Columbus	C	1400	1.0	1.00	c	Cumulus Bcstg Inc	69	0204		g1	News/Talk	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	b	Bob McRaney Entrp	47				Black Gospl	25		0.5	0.7	0.0	0.7	0.0	1.5	0.8	0.0	0.0		
# AM Stations -					5	# Combos -					5	AM TOTALS					2.8	0.7	1.4	2.8	7.0	5.9	8.5	8.6	0.0
AM & FM Stations Profiled -					16	# Duopolies -					4	Total Local Commercial Share					72.0	77.1	73.4	75.6	70.6	75.7	68.5	0.0	

NOTE: Market first rated Fall 1999

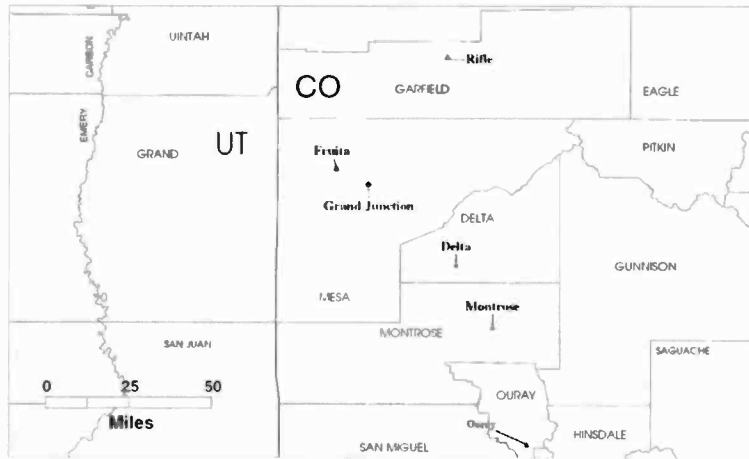
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 258

Revenue Rank: 253

# Grand Junction, CO Market Overview



Metro Counties / Population (000)

Mesa, CO	120.0
	120.0

## Market Radio Financials

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

ESTIMATED GROSS REVENUES ***	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$5,000	\$5,400	\$6,100	\$6,500	\$5,200	\$5,300
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout			
	NA <sup>1/</sup>	\$3.05/1,000	\$2.86/1,000	Local 72%			
	\$45.54	\$44.17	\$52.43				

## Demographic and Economic Overview

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

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	109.8	120.0	1.8%	120.0	129.7	1.6%
Households	43.4	47.5	1.8%	47.5	51.7	1.7%
Retail Sales	NA <sup>1/</sup>	1,736.9	NA <sup>1/</sup>	1,736.9	2,374.9	6.5%
EBI <sup>2/</sup>	1,495.5	1,917.9	5.1%	1,917.9	2,532.1	5.7%

## Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	58.7	9.6	5.7	5.7	6.7	8.7	8.9	13.4
Women (000)	61.3	9.2	5.4	5.7	6.5	9.2	9.1	16.4
Total	120.0	18.8	11.1	11.4	13.2	17.8	18.0	29.8
Percentage	100.0%	15.6%	9.2%	9.5%	11.0%	14.9%	15.0%	24.9%
Per Capita	\$ 15,983	Median Household		\$ 33,053	Avg Household		\$ 40,418	
Ethnic Population:	White 92.1%	Black 0.5%	Asian 0.6%	Hispanic 10.3%				

## Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			10	8	10	4	14
Tot 12+			64.4	61.6	64.4	13.3	77.7
Avg 12+			6.4	7.7	6.4	3.3	5.6
Tot LCS			82.9	79.3	82.9	17.1	100.0
Avg LCS			8.3	9.9	8.3	4.3	7.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
KJYE	Grand Junction	C	92.3	100.0	1378	b	Maranatha Bcstg Co	60	8909	520	c2	Soft AC	400	0.79	9.5	6.3	6.4	8.4	6.2	6.2	6.5	6.1	6.1
KMGJ	Grand Junction	C1	93.1	100.0	-95	b	Maranatha Bcstg Co	73	0004	1,200	c4	Hot AC	300	0.59	9.6	17.5	10.0	5.3	4.8	4.8	3.9	6.0	5.3
KKNN	Delta	C	95.1	100.0	1424	a	Cumulus Bcstg Inc	80	0001	2,000	d1	Clsc Rock	925	1.24	14.1	6.3	11.4	10.7	10.3	10.3	9.2	9.8	7.6
KSTR	Montrose	C	96.1	100.0	1099	a	Leggett Bcstg	80	9406	1,100	c4	Hot AC	300	1.11	5.1	4.2	5.0	3.1	8.9	5.5	5.2	5.2	8.3
KEKB	Fruita	C	99.9	79.0	1542	a	Cumulus Bcstg Inc	84	9804	5,000	d5	Country	900	1.57	10.8	9.8	8.6	8.4	9.6	17.8	15.7	13.4	13.6
KMOZ	Grand Junction	C1	100.7	42.0	1378	b	Maranatha Bcstg Co	99				Country	300	0.67	8.5	4.9	5.7	7.6	6.2	4.1	11.8	3.7	6.1
KMXV	Grand Junction	C	104.3	100.0	1460	a	Cumulus Bcstg Inc	96	9804		d5	Hot AC	775	1.42	10.3	7.7	8.6	7.6	8.2	10.3	9.8	12.8	14.4
KZKS	Rifle	C	105.3	60.0	2444	c	W Slope Comm	94	9406	30	c1	Country	175	1.74	1.9	1.4	1.4	1.5	2.1	5.5	2.6	2.2	2.3
KWGL	Ouray	C	105.7	60.0 cp	1752	c	W Slope Comm	86	9503	55		AC	100	0.79	2.4	1.4	1.4	2.3	0.0	0.0	0.0	0.0	0.0
KBKL	Grand Junction	C	107.9	100.0	1460	a	Cumulus Bcstg Inc	90	9804		d5	Oldies	600	1.27	8.9	4.9	7.9	6.1	5.5	6.8	7.2	8.7	6.1
# FM Stations -				10	# Combos -				9	FM TOTALS				81.1	64.4	66.4	61.0	61.8	71.3	71.9	67.9	69.8	

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
KRGS	Rifle	D	690	0.9	0.01	c	W Slope Comm	67	9406		c1	Sports				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	Maranatha Bcstg Co	26	9906		c2	News/Talk	300	0.34	16.5	11.2	12.9	13.0	8.2	11.6	4.6	10.9	7.6
KEXO	Grand Junction	C	1230	1.0	1.00	a	Cumulus Bcstg Inc	48	0001		d1	Spanish	100			0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0
KTMM	Grand Junction	C	1340	1.0 cp	1.00	b	Maranatha Bcstg Co	61	0004		c4	Sports	125	1.03	2.3	2.1	2.9	0.8	1.4	2.1	2.0	1.1	2.3
# AM Stations -				4	# Combos -				4	AM TOTALS				18.8	13.3	15.8	13.8	9.6	15.1	6.6	12.0	9.9	
AM & FM Stations Profiled -				14	# Duopolies -				5	Total Local Commercial Share				77.7	82.2	74.8	71.4	86.4	78.5	79.9	79.7		

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 259

Revenue Rank: 248

# Williamsport, PA Market Overview



### Metro Counties / Population (000)

Lycoming, PA	119.9
	119.9

### Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$5,400	\$5,400	\$5,200	\$5,300	\$5,100	\$5,500
★ ★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	7.8%	\$5,800	\$6,200	\$6,500	\$6,900	\$7,300	5.7%
	1997	2002	2007			Est. Breakout	
Revenue/Retail Sales	NA <sup>1/</sup>	\$3.97/1,000	\$4.68/1,000			Local	85%
Revenue/Capita	\$45.38	\$45.87	\$60.99			National	15%

### Demographic and Economic Overview

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

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	119.0	119.9	0.2%	119.9	119.7	0.0%
Households	45.7	47.3	0.7%	47.3	48.1	0.3%
Retail Sales	NA <sup>1/</sup>	1,384.8	NA <sup>1/</sup>	1,384.8	1,561.1	2.4%
EBI <sup>2/</sup>	1,636.0	1,682.3	0.6%	1,682.3	1,934.4	2.8%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	58.5	9.0	5.4	6.3	7.0	8.8	8.6	13.4
Women (000)	61.5	8.4	5.2	5.4	7.0	9.3	8.8	17.6
Total	119.9	17.4	10.5	11.7	14.0	18.0	17.4	31.0
Percentage	100.0%	14.5%	8.8%	9.7%	11.6%	15.0%	14.5%	25.9%
Per Capita	\$ 14,025			Median Household	\$ 29,664		Avg Household	\$ 35,550
Ethnic Population:	White	93.5%	Black	4.7%	Asian	0.5%	Hispanic	0.7%

### Market Summary

FM Classes	Class A	Class B	Class C	Viabie FMs	All FMs	All AMs	Total
# Stations	6	4		6	10	5	15
Tot 12+	27.1	52.1		75.7	79.2	7.1	86.3
Avg 12+	4.5	13.0		12.6	7.9	1.4	5.8
Tot LCS	31.4	60.4		87.7	91.8	8.2	100.0
Avg LCS	5.2	15.1		14.6	9.2	1.6	6.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WBZD	Muncy	B1	93.3	1.7	1221	a	Backyard Bcstg	83	0210		st	Oldies	725	1.00	13.2	10.7	10.5	11.4	9.9	11.3	8.0	9.5	5.1
WBYL	Salladasburg	A	95.5	3.9	240	b	Clear Channel Comm	89	9906		g1	Country	75	0.76	1.8	5.7	1.4	1.5	5.7	2.1	5.6	9.1	6.4
WJSA	Jersey Shore	B1	96.3	4.4	778	c	Covenant Bcstg Co	84	8508			Religion	200	1.65	2.2	1.4	2.1	1.5	1.4	2.1	1.9	0.0	3.8
WVRT	Mill Hall	A	97.7	6.0 cp	295	b	Clear Channel Comm	79	0103	1,500		CHR	250	0.33	13.7	10.0	11.2	11.4	11.3	12.0	9.9	10.1	4.5
WZXR	South	A	99.3	0.4	1237	a	Backyard Bcstg	57	0210		st	Clsc Rock	500	0.69	13.1	9.3	11.9	9.8	11.3	9.9	7.4	6.1	8.3
WQBR	Avis	A	99.9	0.9	824		Maximum Impact	89	9309	270	1	Cntry/Amerc	150	2.10	1.3	0.7	1.4	0.8	0.7	1.4	1.9	2.5	1.3
WKSJ	Williamsport	B	102.7	53.0	1270	b	Clear Channel Comm	48	9906		g1	Hot AC	1,450	1.36	19.4	22.1	15.4	16.7	19.1	19.7	20.4	18.7	21.0
WCXR	Lewisburg	A	103.7	1.0	801	a	Backyard Bcstg	90	0210		st	Clsc Rock				0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
WILQ	Williamsport	B	105.1	9.2	1135	a	Backyard Bcstg	49	0210		st	Country	1,800	1.38	23.8	17.9	19.6	19.7	14.9	18.3	22.2	21.9	23.6
● WRVH	Williamsport	A	107.9	0.4	1289	a	Backyard Bcstg	90	0210		st	Hot AC	100	0.83	2.2	1.4	1.4	2.3	2.1	2.1	1.9	2.5	5.1
# FM Stations -					10	# Combos -					9	FM TOTALS			90.7	79.2	74.9	75.1	76.4	78.9	79.2	80.6	79.1

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
● WLYC	Williamsport	D	1050	1.0	0.03		Williamsport Comm	51	0212	105		StAC/MOR				1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WRKK	Hughesville	B	1200	10.0	0.25	b	Clear Channel Comm	85	9906		g1	Nws/Tlk/Spt			0.9	0.0	0.7	0.8	0.0	0.0	0.0	0.4	0.6
WWPA	Williamsport	C	1340	1.0	1.00	a	Backyard Bcstg	49	0210		st	News	50	0.70	1.3	0.7	1.4	0.8	0.0	0.0	0.0	0.0	0.0
WRAK	Williamsport	C	1400	1.0	1.00	b	Clear Channel Comm	30	9906		g1	Nws/Tlk/Spt	200	0.51	7.1	5.0	5.6	6.1	7.8	7.0	6.2	4.9	3.2
WJSA	Jersey Shore	D	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			9.3	7.1	7.7	7.7	7.8	7.0	6.2	5.3	3.8
AM & FM Stations Profiled -					15	# Duopolies -					5	Total Local Commercial Share			86.3	82.6	82.8	84.2	85.9	85.4	85.9	82.9	

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 260

Revenue Rank: 264

# Augusta-Waterville, ME Market Overview



### Metro Counties / Population (000)

Kennebec, ME	118.2
	118.2

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

ESTIMATED GROSS REVENUES ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$3,900	\$4,200	\$5,000	\$4,600	\$4,500	\$4,700
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	4.4%	\$5,000	\$5,300	\$5,600	\$5,900	\$6,200	5.7%
Revenue/Retail Sales	1997 NA <sup>1/</sup>	2002 \$2.56/1,000	2007 \$2.82/1,000			Est. Breakout	
Revenue/Capita	\$33.68	\$39.76	\$51.50			Local 85%	National 15%

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	115.8	118.2	0.4%	118.2	120.4	0.4%
Households	44.2	48.6	1.9%	48.6	50.8	0.9%
Retail Sales	NA <sup>1/</sup>	1,832.6	NA <sup>1/</sup>	1,832.6	2,197.2	3.7%
EBI <sup>2/</sup>	1,555.0	1,742.4	2.3%	1,742.4	2,020.7	3.0%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	57.2	8.7	5.6	5.1	6.6	9.2	9.2	12.8
Women (000)	60.9	8.4	5.2	5.1	7.0	9.9	9.4	16.0
Total	118.2	17.1	10.8	10.2	13.6	19.0	18.6	28.8
Percentage	100.0%	14.5%	9.2%	8.6%	11.5%	16.1%	15.7%	24.4%
Per Capita	\$ 14,895	Median Household		\$ 33,758	Avg Household		\$ 39,971	
Ethnic Population:	White 97.3%	Black 0.4%	Asian 0.6%	Hispanic 0.8%				

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2	4	6	8	12	6	18
Tot 12+	0.0	23.4	24.9	46.7	48.3	0.0	48.3
Avg 12+	0.0	5.9	4.2	5.8	4.0	0.0	2.7
Tot LCS	0.0	48.4	51.6	96.7	100.0	0.0	100.0
Avg LCS	0.0	12.1	8.6	12.1	8.3	0.0	5.6

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



Metro Rank: 261

Revenue Rank: 201

# Sioux City, IA Market Overview



### Metro Counties / Population (000)

Woodbury, IA	103.4
Dakota, NE	20.6
<b>Total</b>	<b>124.0</b>

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

<b>ESTIMATED GROSS REVENUES</b> ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$5,600	\$5,900	\$6,500	\$7,400	\$7,500	\$8,100	7.7%
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	8.0%	\$8,600	\$9,100	\$9,700	\$10,200	\$10,700	5.7%
Revenue/Retail Sales	1997	2002	2007	<b>Est. Breakout</b>			
Revenue/Capita	NA <sup>1/</sup>	\$5.09/1,000	\$5.75/1,000	Local	90%		
	\$46.09	\$65.32	\$86.43	National	10%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	121.5	124.0	0.4%	124.0	123.8	0.0%
Households	45.6	46.2	0.3%	46.2	46.0	-0.1%
Retail Sales	NA <sup>1/</sup>	1,590.4	NA <sup>1/</sup>	1,590.4	1,862.2	3.2%
EBI <sup>2/</sup>	1,852.2	1,959.9	1.1%	1,959.9	2,361.4	3.8%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	60.8	11.6	6.0	6.4	8.5	8.9	8.2	11.2
Women (000)	63.2	11.3	5.5	6.6	8.0	8.8	8.3	14.8
Total	124.0	22.9	11.4	13.0	16.5	17.7	16.5	26.0
Percentage	100.0%	18.5%	9.2%	10.5%	13.3%	14.2%	13.3%	21.0%
Per Capita	\$ 13,464	Median Household		\$ 34,343	Avg Household		\$ 39,590	
Ethnic Population:	White 85.0%	Black 1.8%	Asian 2.8%	Hispanic 12.6%				

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		8	6	9	6	15
Tot 12+	6.9		63.0	66.1	69.9	12.3	82.2
Avg 12+	6.9		7.9	11.0	7.8	2.1	5.5
Tot LCS	8.4		76.6	80.4	85.0	15.0	100.0
Avg LCS	8.4		9.6	13.4	9.4	2.5	6.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
															Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
KGLI	Sioux City	C1	95.5	100.0	cp	899 b	74	0102	12,275	g1	Top 40	1,350	0.85	19.5	14.6	16.1	17.0	17.0	18.0	17.4	18.1	17.1
KSEZ	Sioux City	C1	97.9	100.0		643 b	60	0102		g1	AOR	1,275	1.12	14.1	15.4	12.9	11.1	10.6	16.5	11.4	13.5	13.7
KKMA	Le Mars	C1	99.5	100.0		791 c	67	9910	3,000	c2	Oldes/Talk	600	0.95	7.8	10.0	6.5	6.7	7.1	6.0	3.4	4.3	4.1
KKYY	Whiting	C2	101.3	50.0		492 a	79	0008			Country	200	0.91	2.7	1.5	2.4	2.2	0.0	0.0	0.0	0.0	0.0
KZSR	Onawa	C1	102.3	100.0		643 a	96	9904	1,850		AC	750	1.19	7.8	6.9	6.5	6.7	9.9	7.5	5.4	4.4	2.7
KTFC	Sioux City	C1	103.3	100.0		669 e	65				Gospl/Talk			0.9	1.5	0.0	1.5	0.0	0.8	0.0	0.0	0.0
WNAX	Yankton	C1	104.1	100.0		981 d	73	9606	7,000	c4	Country	225	2.14	1.3	0.8	0.8	1.5	1.4	0.8	5.4	5.7	4.8
KSUX	Winnebago	C2	105.7	50.0		463 c	91	9603	3,800	c2	Country	1,500	1.00	18.5	12.3	14.5	17.0	19.1	15.8	22.1	18.6	20.5
KSFT	South Sioux City	A	107.1	1.6		328 b	97	0102		g1	Soft Rock	650	0.97	8.3	6.9	7.3	6.7	5.7	4.5	4.0	4.3	3.4
# FM Stations - 9 # Combos - 9														FM TOTALS								
														80.9	69.9	67.0	70.4	70.8	69.9	69.1	68.9	66.3

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WNAX	Yankton	B	570	5.0	5.00	d	Saga Comm Inc	22	9606		c4	FullService	2,250		0.9	0.0	0.8	0.7	1.4	0.8	0.7	1.4	1.4
KMNS	Sioux City	B	620	1.0	1.00	b	Clear Channel Comm	49	0102		g1	Talk	350	0.96	4.5	3.1	4.0	3.7	1.4	3.8	2.0	2.7	2.1
KTFJ	Dakota City	B	1250	0.5	0.70	e	Swanson, Donald A	91				Gospl/Talk			0.0	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	c	Powell Bcstg Co Inc	27	9603		c2	Nws/Tlk/Spt	800	0.80	12.3	6.9	10.5	10.4	5.7	7.5	7.4	10.2	11.0
KLEM	Le Mars	D	1410	1.0	0.05	c	Powell Bcstg Co Inc	54	9910		c2	FullService	300		0.0	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	b	Clear Channel Comm	38	0102		g1	Sports	100	0.88	1.4	2.3	1.6	0.7	1.4	3.8	2.7	3.1	3.4
# AM Stations - 6 # Combos - 6														AM TOTALS									
AM & FM Stations Profiled - 15 # Duopolles - 5														Total Local Commercial Share									
														19.1	12.3	16.9	15.5	9.9	15.9	12.8	17.4	17.9	
														82.2	83.9	85.9	80.7	85.8	81.9	86.3	84.2		

NOTE: Most of revenue for WNAX-AM comes from surrounding 3-state area.

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 262

Revenue Rank: 219

# Albany, GA Market Overview



**Metro Counties / Population (000)**

Dougherty, GA	95.4
Lee, GA	26.3
<b>Total</b>	<b>121.7</b>

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

<b>ESTIMATED GROSS REVENUES</b> ***	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>Δ 97 - 02</b>
	\$6,600	\$7,000	\$6,900	\$7,500	\$6,500	\$7,200	1.8%
	<b>Δ 01 - 02</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>Δ 02 - 07</b>
	10.8%	\$7,600	\$8,100	\$8,600	\$9,100	\$9,500	5.6%
<b>Revenue/Retail Sales</b>	<b>1997</b>	<b>2002</b>	<b>2007</b>	<b>Est. Breakout</b>			
<b>Revenue/Capita</b>	NA <sup>1/</sup>	\$5.10/1,000	\$6.11/1,000	Local	85%		
	\$55.56	\$59.16	\$76.43	National	15%		

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	<b>1997</b>	<b>2002</b>	<b>Growth Rate</b>	<b>2002</b>	<b>2007</b>	<b>Growth Rate</b>
MSA Population	118.8	121.7	0.5%	121.7	124.3	0.4%
Households	41.6	44.4	1.3%	44.4	46.1	0.8%
Retail Sales	NA <sup>1/</sup>	1,411.9	NA <sup>1/</sup>	1,411.9	1,555.3	2.0%
EBI <sup>2/</sup>	1,407.0	1,783.2	4.9%	1,783.2	2,223.9	4.5%

**Demographic Breakdown**

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	57.7	11.3	6.1	6.7	7.9	8.2	7.9	9.6
Women (000)	64.0	11.1	5.8	7.4	8.5	9.2	8.7	13.4
Total	121.7	22.4	11.9	14.1	16.4	17.5	16.5	23.0
Percentage	100.0%	18.4%	9.8%	11.6%	13.5%	14.3%	13.6%	18.9%
Per Capita	\$ 14,649	Median Household		\$ 33,033	Avg Household		\$ 40,156	
Ethnic Population:	White 45.9%	Black 51.9%	Asian 0.7%	Hispanic 1.4%				

**Market Summary**

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	6		7	9	13	4	17
Tot 12+	31.9		43.4	72.9	75.3	5.8	81.1
Avg 12+	5.3		6.2	8.1	5.8	1.5	4.8
Tot LCS	39.3		53.5	89.9	92.8	7.2	100.0
Avg LCS	6.6		7.6	10.0	7.1	1.8	5.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
WMTM	Moultrie	C1	93.9	100.0	554	Colquitt Bcstg Co	64				Oldies	100	0.82	1.7	0.8	0.8	2.2	0.7	0.8	0.0	0.0	0.0	
WJIZ	Albany	C1	96.3	100.0	466	a Clear Channel Comm	65	0005		na	Urban AC	1,550	1.06	20.4	22.1	17.1	18.1	21.3	17.8	16.5	17.6	19.8	
WFXF	Bainbridge	C	97.3	100.0	997	a Clear Channel Comm	67	0008		na	Rock	400	1.46	3.8	1.6	2.3	4.3	8.8	3.1	3.8	3.7	3.1	
WOBB	Tifton	C	100.3	100.0	997	a Clear Channel Comm	75	0008		na	Country	800	2.53	4.4	4.1	4.7	2.9	3.7	3.1	3.8	3.0	6.1	
WNUQ	Albany	A	101.7	3.0	299	b Cumulus Bcstg Inc	72	9901	3,300	d2	CHR	700	0.94	10.3	4.9	7.0	10.9	5.1	3.9	7.5	4.1	2.3	
WZBN	Sylvester	A	102.1	6.0 cp	259	b Cumulus Bcstg Inc	00	0105	700	cp	HpHop/RhyBl	250	0.72	4.8	4.9	5.4	2.9	3.7	1.6	0.0	0.0	0.0	
WJAD	Leesburg	C3	103.5	12.5	463	b Cumulus Bcstg Inc	89	9808		d2	Clsc Rock	650	1.29	7.0	4.9	6.2	5.8	8.1	10.1	6.8	6.4	9.2	
WKAK	Albany	C1	104.5	100.0	981	b Cumulus Bcstg Inc	63	9901	2,250	c3	Country	550	1.02	7.5	6.6	8.5	4.3	4.4	6.2	5.3	8.2	7.6	
WQVE	Camilla	A	105.5	6.0	276	b Cumulus Bcstg Inc	77	9910	675		Urban AC	650	0.77	11.7	13.1	9.3	10.9	10.3	12.4	6.8	10.1	6.1	
WFFM	Ashburn	A	105.7	6.0	328	c On Top Comm Inc	89	9804		g	UrbAC/HpHo				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WRXZ	Sylvester	A	106.1	6.0	328	c On Top Comm Inc	93	9804		g	UrbAC/HpHo	500	0.62	11.2	9.0	7.8	11.6	11.0	10.1	15.8	11.2	10.7	
WZIQ	Smithville	A	106.5	2.5	515	Barinowski Invest	95	9802	275		Christian	50		0.5	0.0	0.8	0.0	0.0	1.6	0.8	0.6	0.8	
WEGC	Sasser	C3	107.7	11.5	312	b Cumulus Bcstg Inc	95	9808		d2	AC	350	0.93	5.2	3.3	3.9	5.1	2.9	4.7	6.8	7.4	5.3	
# FM Stations -				13		# Combos -				11		FM TOTALS			88.5	75.3	73.8	79.0	80.0	75.4	73.9	72.3	71.0

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
WJYZ	Albany	B	960	5.0	0.39	a Clear Channel Comm	52	0008		na	Inspiration	500	1.05	6.6	2.5	7.0	4.3	5.9	9.3	7.5	7.2	8.4	
WSRA	Albany	D	1250	1.0	0.05	Lifeline Comm	62	8512	300		Sports				0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	
WGPC	Albany	C	1450	1.0	1.00	b Cumulus Bcstg Inc	33	9901		c3	Gospel	100	0.45	3.1	0.0	3.1	2.2	3.7	1.6	5.3	4.3	2.3	
WALG	Albany	B	1590	5.0	1.00	b Cumulus Bcstg Inc	40	9901		d2	Nws/Tlk/Spt	75	0.61	1.7	3.3	0.8	2.2	2.2	2.3	1.5	0.9	3.8	
# AM Stations -				4		# Combos -				3		AM TOTALS			11.4	5.8	10.9	8.7	11.8	13.2	15.1	12.4	14.5
AM & FM Stations Profiled -				17		# Duopolles -				6		Total Local Commercial Share			81.1	84.7	87.7	91.8	88.6	89.0	84.7	85.5	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 263

Revenue Rank: 188

# Harrisonburg, VA Market Overview



**Metro Counties / Population (000)**

Harrisonburg city	42.1
Rockingham, VA	71.0
<b>Total</b>	<b>113.1</b>

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

<b>ESTIMATED GROSS REVENUES</b> ★★★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$5,800	\$5,800	\$7,100	\$7,700	\$8,100	\$9,500	10.3%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	17.3%	\$10,000	\$10,700	\$11,300	\$11,900	\$12,500	5.7%

Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>
Revenue/Capita	NA <sup>1/</sup>	\$5.65/1,000	\$5.38/1,000	Local 75%
	\$59.30	\$84.00	\$100.24	National 25%

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	97.8	113.1	2.9%	113.1	124.7	2.0%
Households	35.0	40.4	2.9%	40.4	44.9	2.1%
Retail Sales	NA <sup>1/</sup>	1,680.4	NA <sup>1/</sup>	1,680.4	2,323.5	6.7%
EBI <sup>2/</sup>	1,306.1	1,660.9	4.9%	1,660.9	2,180.3	5.6%

**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)	54.7	8.0	4.3	10.9	6.8	7.7	7.0	10.1
Women (000)	58.4	7.7	3.9	12.7	6.5	7.5	7.0	13.1
Total	113.1	15.7	8.2	23.5	13.3	15.2	14.0	23.2
Percentage	100.0%	13.9%	7.3%	20.8%	11.7%	13.5%	12.4%	20.5%
Per Capita	\$ 14,688		Median Household	\$ 34,318		Avg Household	\$ 41,128	
Ethnic Population:	White 91.9%	Black 3.1%	Asian 1.4%	Hispanic 5.9%				

**Market Summary**

<b>FM Classes</b>	<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	4	7		8	11	6	17
Tot 12+	8.0	50.0		54.8	58.0	20.9	78.9
Avg 12+	2.0	7.1		6.9	5.3	3.5	4.6
Tot LCS	10.1	63.4		69.5	73.5	26.5	100.0
Avg LCS	2.5	9.1		8.7	6.7	4.4	5.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Winchester, VA.

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
												Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WAZR	Woodstock	B1	93.7	8.5	cp	420 b			1,350		Top 40	250	0.55	4.8	11.3	4.3	3.4	2.7	2.6	0.8	1.6	1.7
WTON	Staunton	B1	94.3	0.3		2231 c			1,000	c1	AC	150	0.61	2.6	0.8	3.4	0.8	1.8	0.9	0.0	0.0	0.8
WZXI	Buffalo Gap	A	95.5	6.0		308 d			600		Hot AC	100	0.70	1.5	0.8	1.7	0.8	0.9	0.9	0.8	0.0	0.8
WBHB	Broadway	B1	96.1	2.6		1011 a				sw	Oldies	500	0.67	7.9	4.0	6.0	6.7	2.7	4.3	3.4	3.9	4.1
WACL	Elkton	B1	98.5	0.9		1608 b			7,200	d1	Clsc Rock	1,200	1.00	12.6	9.7	9.4	10.9	8.1	5.2	8.5	9.8	7.4
WQPO	Harrisonburg	B	100.7	50.0		492 a			2,650	c1	CHR	1,300	1.04	13.1	12.1	10.3	10.9	18.9	13.8	11.9	11.3	11.6
• WLTK	New Market	A	103.3	2.1		554 e				sw	ChrsContem	275	0.69	4.2	3.2	4.3	2.5	3.6	6.0	5.1	4.5	2.5
WKCY	Harrisonburg	B	104.3	50.0		410 b				d1	Country	1,375	1.10	13.1	9.7	9.4	11.8	10.8	10.3	11.9	11.9	11.6
WJDV	Bridgewater	A	105.1	6.0	cp	328 a			875	c1	Lite Rock	350	0.64	5.8	2.4	4.3	5.0	3.6	6.9	5.1	3.6	5.8
WMXH	Luray	A	105.7	0.1		2054 d					Hot AC	200		0.5	1.6	0.0	0.8	0.9	1.7	0.8	0.0	1.7
WBOP	Churchville	B1	106.3	6.4		574					Rock	750	1.16	6.8	2.4	5.1	5.9	4.5	6.0	9.3	7.7	9.1
# FM Stations -				11	# Combos -				10	FM TOTALS				72.9	58.0	58.2	59.5	58.5	58.6	57.6	54.3	57.1

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
												Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WSVA	Harrisonburg	B	550	5.0	1.00	a				c1	Nws/Tlk/Spt	1,650	0.92	18.9	15.3	14.5	16.0	18.0	13.8	15.3	19.9	14.9
• WKCI	Waynesboro	D	970	0.9	cp	0.04	b			d1	News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WTON	Staunton	C	1240	1.0	1.00	c				c1	Sports				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WKCY	Harrisonburg	D	1300	5.0	0.03	b				d1	AC/Nws/Tlk	250	1.01	2.6	0.8	3.4	0.8	0.9	1.7	1.7	3.1	1.7
• WHBG	Harrisonburg	D	1360	5.0	cp	0.01	a			c1	Sports	900		1.6	1.6	0.9	1.7	0.9	2.6	1.7	1.8	0.8
WBTX	Broadway-Timbe	D	1470	5.0	0.00	e					Gospel	200	0.50	4.2	3.2	4.3	2.5	3.6	2.6	1.7	2.6	3.3
# AM Stations -				6	# Combos -				6	AM TOTALS				27.3	20.9	23.1	21.0	23.4	20.7	20.4	27.4	20.7
AM & FM Stations Profiled -				17	# Duopolles -				6	Total Local Commercial Share					78.9	81.3	80.5	81.9	79.3	78.0	81.7	77.8

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 264

Revenue Rank: 209

# Mankato-New Ulm-St Peter, MN Market Overview



### Metro Counties / Population (000)

Blue Earth, MN	56.3
Brown, MN	26.9
Nicollet, MN	29.9
<b>Total</b>	<b>113.1</b>

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		N/A	\$6,500	\$7,500	\$7,900	\$7,500	\$7,700
Δ 01 - 02	2.7%	\$8,100	\$8,700	\$9,100	\$9,600	\$10,100	Δ 02 - 07 5.7%

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA <sup>1/</sup>	\$4.22/1,000	\$3.95/1,000	Local 75%
Revenue/Capita	N/A	\$68.08	\$88.21	National 25%

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	111.3	113.1	0.3%	113.1	114.5	0.2%
Households	40.0	42.8	1.4%	42.8	44.2	0.6%
Retail Sales	NA <sup>1/</sup>	1,823.1	NA <sup>1/</sup>	1,823.1	2,556.1	7.0%
EBI <sup>2/</sup>	1,538.3	1,854.1	3.8%	1,854.1	2,402.8	5.3%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	56.0	8.2	5.2	10.1	6.7	7.8	7.6	10.4
Women (000)	57.1	7.6	5.0	10.1	6.1	7.8	7.2	13.3
Total	113.1	15.8	10.2	20.2	12.8	15.6	14.8	23.8
Percentage	100.0%	14.0%	9.1%	17.8%	11.3%	13.8%	13.1%	21.0%
Per Capita	\$ 16,391							
				Median Household	\$ 37,023		Avg Household	\$ 43,300
Ethnic Population:	White	95.7%	Black	0.9%	Asian	1.4%	Hispanic	2.0%

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		7	7	8	4	12
Tot 12+	1.4		47.6	49.0	49.0	13.3	62.3
Avg 12+	1.4		6.8	7.0	6.1	3.3	5.2
Tot LCS	2.2		76.4	78.7	78.7	21.3	100.0
Avg LCS	2.2		10.9	11.2	9.8	5.3	8.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
KXLP	New Ulm	C1	93.1	100.0	489	a	Clear Channel Comm	66	0010		g1	Clsc Rock	1,275	1.01	16.4	7.7	11.3	9.4	8.6	9.9	11.5	12.7	0.0
• KNSG	Springfield	C2	94.7	50.0	472	a	Ingstad, James	95	0301 p	250	+	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	c	Linder Bcstg Group	85	9512			Modern AC	375	0.59	8.2	2.8	4.5	5.8	5.3	5.3	10.9	6.9	0.0
KEEZ	Mankato	C1	99.1	100.0	784		Three Eagles Comm	68	0007	10,000	g3	AC	1,000	0.96	13.5	7.7	9.8	7.2	5.3	8.6	12.8	12.2	0.0
KXAC	St. James	C2	100.5	34.0	591	d	Linder Bcstg Group	93	9608		c1	Oldies	350	0.46	9.9	4.9	6.0	6.5	3.9	3.3	3.2	5.3	0.0
KYSM	Mankato	C1	103.5	100.0	541	a	Clear Channel Comm	48	0010		g1	Country	1,400	1.12	16.3	18.9	9.0	11.6	14.5	14.5	13.5	15.4	0.0
• KRBI	St. Peter	C3	105.5	25.0 cp	200	b	Three Eagles Comm	66	0302 p	3,200	c2	Clsc Hits	1,000	0.92	14.1	5.6	9.8	8.0	7.9	7.9	1.3	0.6	0.0
• KNUJ	Sleepy Eye	A	107.3	1.9	400	a	Ingstad, James	94	0301 p		+	AC	300	1.62	2.4	1.4	3.0	0.0	0.7	0.7	1.3	0.8	0.0
# FM Stations -				8	# Combos -				6	FM TOTALS				80.8	49.0	53.4	48.5	46.2	50.2	54.5	53.9	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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
• KNUJ	New Ulm	D	860	1.0	0.01	a	Ingstad, James	49	0301 p		+	News/Info	750	1.68	5.8	3.5	3.0	4.3	4.6	3.9	5.8	6.7	0.0
KYSM	Mankato	C	1230	1.0	1.00	a	Clear Channel Comm	38	0010		g1	Oldies	200	0.74	3.5	2.1	1.5	2.9	3.3	3.3	2.6	3.2	0.0
• KRBI	St. Peter	B	1310	1.0	0.33	b	Three Eagles Comm	57	0302 p		c2	Cntry/Talk	100			0.0	0.0	0.0	1.3	1.3	0.6	0.3	0.0
KTOE	Mankato	B	1420	5.0	5.00	c	Linder Bcstg Group	50				Nws/Tlk/Spt	725	0.95	9.9	7.7	5.3	7.2	3.3	6.6	4.5	4.5	0.0
# AM Stations -				4	# Combos -				4	AM TOTALS				19.2	13.3	9.8	14.4	12.5	15.1	13.5	14.7	0.0	
AM & FM Stations Profiled -				12	# Duopolies -				4	Total Local Commercial Share				62.3	63.2	62.9	58.7	65.3	68.0	68.6	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: 265

Revenue Rank: 277

# Sheboygan, WI Market Overview



**Metro Counties / Population (000)**

Sheboygan, WI	113.6
	113.6

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

<b>ESTIMATED GROSS REVENUES</b> ★	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>Δ 97 - 02</b>
	N/A	N/A	N/A	\$3,000	\$3,300	\$3,600	
	<b>Δ 01 - 02</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>Δ 02 - 07</b>
	9.1%	\$3,800	\$4,000	\$4,200	\$4,500	\$4,700	5.7%
Revenue/Retail Sales	<b>1997</b>	<b>2002</b>	<b>2007</b>	<b>Est. Breakout</b>			
Revenue/Capita	NA <sup>1/</sup>	\$3.06/1,000	\$3.34/1,000	Local	80%		
	N/A	\$31.69	\$40.41	National	20%		

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	<b>1997</b>	<b>2002</b>	<b>Growth Rate</b>	<b>2002</b>	<b>2007</b>	<b>Growth Rate</b>
MSA Population	109.8	113.6	0.7%	113.6	116.3	0.5%
Households	40.9	44.2	1.6%	44.2	46.2	0.9%
Retail Sales	NA <sup>1/</sup>	1,175.6	NA <sup>1/</sup>	1,175.6	1,406.5	3.7%
EBI <sup>2/</sup>	1,671.7	1,941.9	3.0%	1,941.9	2,427.0	4.6%

**Demographic Breakdown**

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	56.9	9.2	5.4	5.3	7.5	9.5	8.3	11.6
Women (000)	56.7	9.0	5.2	4.4	6.7	8.9	7.9	14.6
Total	113.6	18.2	10.6	9.8	14.3	18.4	16.2	26.2
Percentage	100.0%	16.1%	9.3%	8.6%	12.6%	16.2%	14.3%	23.0%
Per Capita	\$ 17,094		Median Household	\$ 38,336		Avg Household	\$ 43,885	
Ethnic Population:	White 92.2%	Black 1.2%	Asian 3.6%	Hispanic 3.6%				

**Market Summary**

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	4			4	4	3	7
Tot 12+	24.1			24.1	24.1	13.8	37.9
Avg 12+	6.0			6.0	6.0	4.6	5.4
Tot LCS	63.6			63.6	63.6	36.4	100.0
Avg LCS	15.9			15.9	15.9	12.1	14.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
															Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WBFM	Sheboygan	A	93.7 6.0	253	b	Midwest Comm Inc	77	0009		g4	Country	850	1.04	22.7	5.5	9.6	0.0	0.0	0.0	0.0	0.0	0.0
● WKTT	Cleveland	A	98.1 5.8	292		Radio K-T Inc.	85	9911	980		Country	550	2.94	5.2	3.4	2.2	0.0	0.0	0.0	0.0	0.0	0.0
WXER	Plymouth	A	104.5 6.0	328	a	RBH Enterprises Inc	91	0007	700	c1	AC	650	1.47	12.3	6.2	5.2	0.0	0.0	0.0	0.0	0.0	0.0
WHBZ	Sheboygan Falls	A	106.5 6.0	240	b	Midwest Comm Inc	97	0009		g4	Adlt Stndrd	1,100	1.16	26.3	9.0	11.1	0.0	0.0	0.0	0.0	0.0	0.0
# FM Stations -				4	# Combos -				3	FM TOTALS				66.5	24.1	28.1	0.0	0.0	0.0	0.0	0.0	0.0

## AM Stations

Calls	City of License	FCC Class	Power Day Freq (kW)	Power Night (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
															Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WCLB	Sheboygan	D	950 0.5	0.01	a	RBH Enterprises Inc	56	0007		c1	Adlt Stndrd	100	0.23	12.3	2.8	5.2	0.0	0.0	0.0	0.0	0.0	0.0
WHBL	Sheboygan	B	1330 5.0	1.00	b	Midwest Comm Inc	26	0009		g4	FullService	200	0.32	17.5	10.3	7.4	0.0	0.0	0.0	0.0	0.0	0.0
WJUB	Plymouth	D	1420 0.5	0.06		Jubilation Ministri	54				Inspiration	100	0.77	3.6	0.7	1.5	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -				3	# Combos -				2	AM TOTALS				33.4	13.8	14.1	0.0	0.0	0.0	0.0	0.0	0.0
AM & FM Stations Profiled -				7	# Duopolies -				1	Total Local Commercial Share				37.9	42.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0

NOTE: Market first rated Spring 2002

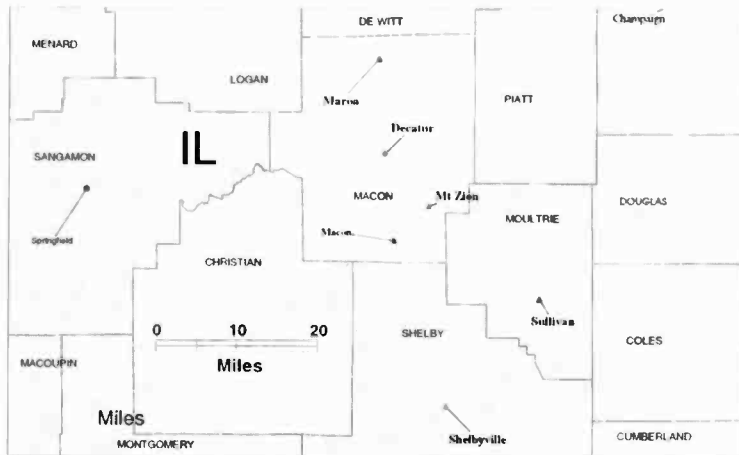
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 266

Revenue Rank: 264

# Decatur, IL Market Overview



Metro Counties / Population (000)

Macon, IL	113.3
	113.3

## Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$3,900	\$4,100	\$4,900	\$5,100	\$4,500	\$4,700
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout			
	NA <sup>1/</sup>	\$2.98/1,000	\$3.10/1,000	Local 75%			
	4.4%	\$4,900	\$5,200	\$5,400	\$5,600	\$5,900	Δ 02 - 07 4.8%
	\$33.71	\$41.48	\$53.59				

## Demographic and Economic Overview

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

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	115.7	113.3	-0.4%	113.3	110.1	-0.6%
Households	45.6	46.2	0.3%	46.2	45.6	-0.3%
Retail Sales	NA <sup>1/</sup>	1,575.1	NA <sup>1/</sup>	1,575.1	1,905.9	3.9%
EBI <sup>2/</sup>	1,828.0	2,057.2	2.4%	2,057.2	2,420.9	3.3%

## Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	54.0	9.1	4.9	5.4	6.2	7.9	8.3	12.4
Women (000)	59.3	8.9	4.7	5.9	6.5	8.4	8.6	16.3
Total	113.3	18.0	9.6	11.3	12.7	16.3	16.9	28.6
Percentage	100.0%	15.9%	8.5%	9.9%	11.2%	14.3%	14.9%	25.3%
Per Capita	\$ 18,164							
				Median Household	\$ 36,519		Avg Household	\$ 44,487
Ethnic Population:	White 82.9%	Black 14.5%	Asian 0.6%	Hispanic 1.1%				

## Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4	4		8	8	2	10
Tot 12+	18.4	28.4		46.8	46.8	22.3	69.1
Avg 12+	4.6	7.1		5.9	5.9	11.2	6.9
Tot LCS	26.6	41.1		67.7	67.7	32.3	100.0
Avg LCS	6.7	10.3		8.5	8.5	16.1	10.0

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# Competitive Overview

## FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)									Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WYDS	Decatur	A	93.1	4.6	367	b	Cromwell Group	93				Top 40	400	0.60	14.3	6.9	10.1	9.4	12.9	9.8	11.4	10.0	13.1
WDZO	Decatur	B	95.1	50.0	492	c	NextMedia Group	76	0008		g3	Country	775	1.19	13.9	10.0	8.0	10.9	11.3	10.7	10.5	11.7	7.7
WXFM	Mount Zion	A	99.3	1.2	495	a	Mary Ellen Burns Trs	84				Soft AC	350	1.08	6.9	3.8	4.3	5.1	4.8	4.1	6.1	5.9	3.8
WZUS	Macon	A	100.9	6.0 cp	328	b	Cromwell Group	77	0205	5,950		Country	75	1.00	1.6	3.1	2.2	0.0	0.0	0.0	0.0	0.0	0.0
WSOY	Decatur	B	102.9	54.0	443	c	NextMedia Group	46	0008		g3	Adult Hits	550	1.04	11.2	9.2	8.0	7.2	7.3	7.4	7.9	4.9	8.5
WEJT	Shelbyville	B1	105.1	13.0	466	b	Cromwell Group	69				AC	350	1.16	6.4	4.6	5.1	3.6	6.5	4.1	7.0	8.3	10.0
WZNX	Sullivan	B1	106.7	9.5 cp	528	b	Cromwell Group	74	9703	730		Clsc Rock	650	1.44	9.6	4.6	8.0	5.1	5.6	5.7	7.0	6.5	3.8
WDKR	Maroa	A	107.3	3.0	456	a	Mary Ellen Burns Trs	96	0204		nc	Clsc Rock	350	1.01	7.4	4.6	5.8	4.3	3.2	2.5	3.5	3.2	4.6
# FM Stations -					8	# Combos -		8		FM TOTALS			71.3	46.8	51.5	45.6	51.6	44.3	53.4	50.5	51.5		

## AM Stations

Calls	City of License	FCC Class	Power		C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
			Freq	(kW)								Day Power (kW)	Night Power (kW)		Revenue (000)1/	Power Ratio	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WDZ	Decatur	B	1050	1.0 cp	0.25	c	NextMedia Group	21	0008		g3	Urban	400	0.66	12.8	10.0	8.7	8.7	6.5	6.6	1.8	0.0	2.3
WSOY	Decatur	C	1340	1.0	1.00	c	NextMedia Group	25	0008		g3	Nws/Tlk/Spt	800	1.06	16.0	12.3	8.7	13.0	9.7	13.9	12.3	11.5	9.2
# AM Stations -					2	# Combos -		2		AM TOTALS			28.8	22.3	17.4	21.7	16.2	20.5	14.1	11.5	11.5		
AM & FM Stations Profiled -					10	# Duopolies -		5		Total Local Commercial Share			69.1	68.9	67.3	67.8	64.8	67.5	62.0	63.0			

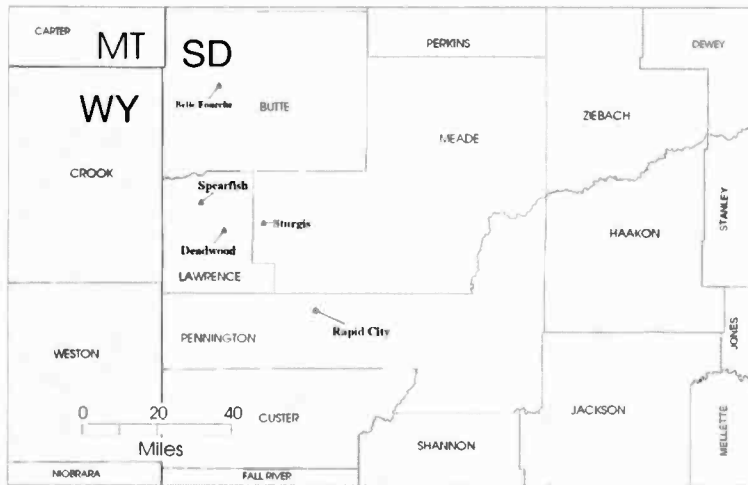
NOTE: Market first rated with Spring 1999 period.

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 267

Revenue Rank: 187

# Rapid City, SD Market Overview



### Metro Counties / Population (000)

Meade, SD	24.5
Pennington, SD	89.1
<b>Total</b>	<b>113.6</b>

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

<b>ESTIMATED GROSS REVENUES</b> ★	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>Δ 97 - 02</b>
	\$7,800	\$8,500	\$8,900	\$9,600	\$8,900	\$9,600	4.2%
	<b>Δ 01 - 02</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>Δ 02 - 07</b>
	7.9%	\$10,100	\$10,800	\$11,400	\$12,000	\$12,600	5.7%
	<b>1997</b>	<b>2002</b>	<b>2007</b>	<b>Est. Breakout</b>			
Revenue/Retail Sales	NA <sup>1/</sup>	\$6.01/1,000	\$6.62/1,000	Local 85%			
Revenue/Capita	\$70.21	\$84.51	\$109.09	National 15%			

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<b>1997</b>	<b>2002</b>	<b>Growth Rate</b>	<b>2002</b>	<b>2007</b>	<b>Growth Rate</b>
MSA Population	111.1	113.6	0.4%	113.6	115.5	0.3%
Households	40.4	44.1	1.8%	44.1	45.8	0.8%
Retail Sales	NA <sup>1/</sup>	1,596.2	NA <sup>1/</sup>	1,596.2	1,903.2	3.6%
EBI <sup>2/</sup>	1,810.9	1,922.3	1.2%	1,922.3	2,451.2	5.0%

### Demographic Breakdown

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	56.4	10.2	5.5	6.4	7.1	8.8	8.0	10.4
Women (000)	57.1	9.4	5.5	5.7	7.0	9.1	8.1	12.4
Total	113.6	19.6	10.9	12.1	14.2	17.9	16.1	22.8
Percentage	100.0%	17.2%	9.6%	10.7%	12.5%	15.8%	14.2%	20.1%
Per Capita	\$ 16,928			Median Household	\$ 34,878		Avg Household	\$ 43,601
Ethnic Population:	White 87.7%		Black 1.0%		Asian 0.9%		Hispanic 2.6%	

### Market Summary

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations			12	9	12	5	17
Tot 12+			69.6	65.8	69.6	22.7	92.3
Avg 12+			5.8	7.3	5.8	4.5	5.4
Tot LCS			75.4	71.3	75.4	24.6	100.0
Avg LCS			6.3	7.9	6.3	4.9	5.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
• KQRQ	Rapid City	C1	92.3	86.0	cp	581					1	Clisc Rock			4.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KRCS	Sturgis	C	93.1	100.0		1060	b	72	9910		g1	CHR	400	0.48	8.6	9.1	7.9	7.4	9.9	8.1	10.2	14.9	10.1
KKMK	Rapid City	C1	93.9	100.0	cp	686	b	59	9910		g1	AC	1,000	1.41	7.4	7.6	5.0	8.1	10.7	7.4	7.9	11.4	8.0
KSQY	Deadwood	C	95.1	100.0		1709	d	82				AOR	550	1.19	4.8	4.5	6.4	2.2	6.1	3.7	7.1	6.8	8.0
KZZI	Belle Fourche	C	95.9	100.0		1788		95	9904	79		Country	125	1.09	1.2	1.5	2.1	0.0	1.5	0.7	3.1	0.7	0.7
KLMP	Rapid City	C1	97.9	100.0		390	a	68	9605	350		Christian	200	1.04	2.0	0.8	2.1	1.5	2.3	3.7	0.8	0.9	1.4
KOUT	Rapid City	C1	98.7	100.0		463	b	94	9910		g1	Country	1,000	0.99	10.5	8.3	10.7	8.1	6.9	8.9	9.4	11.0	10.9
KFXS	Rapid City	C1	100.3	100.0		463	b	77	9910			Clisc Rock	1,100	0.92	12.4	8.3	7.9	14.1	12.2	11.9	8.7	11.4	15.2
KDDX	Spearsfish	C	101.1	100.0		1788	c	85	9203	525	1	Rock	1,275	0.96	13.8	9.1	11.4	13.3	9.2	10.4	14.2	4.1	3.6
KIQK	Rapid City	C1	104.1	100.0		538	d	92	9812	1,970	c2	Country	1,075	1.26	8.9	9.1	8.6	7.4	9.9	7.4	6.3	5.5	6.5
KZLK	Rapid City	C1	106.3	100.0	cp	696	d		01		1	AC	400	0.85	4.9	5.3	5.0	3.7	0.0	0.0	0.0	0.0	0.0
KSLT	Spearsfish	C	107.3	100.0		1900	a	84				ChrsContem	200	1.74	1.2	1.5	1.4	0.7	2.3	3.0	2.4	0.9	0.0
# FM Stations -						12	# Combos -		9		FM TOTALS			75.7	69.6	68.5	66.5	71.0	65.2	70.1	67.6	64.4	

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
KBHB	Sturgis	D	810	25.0	0.06	b	Triad Bcstg Co	62	9909		g1	Cntry/Oldes	600	1.28	4.9	4.5	5.0	3.7	3.8	2.2	3.9	3.3	1.4
KKLS	Rapid City	D	920	5.0	0.11	b	Triad Bcstg Co	59	9910		g1	Oldies	350	0.79	4.6	2.3	2.9	5.2	2.3	5.9	3.1	3.8	7.2
KIMM	Rapid City	B	1150	5.0	0.50		KIMM Radio Inc	62	9802	150		Country	100	0.33	3.2	4.5	3.6	2.2	2.3	4.4	3.9	4.6	2.2
KTOQ	Rapid City	C	1340	1.0	1.00	d	Haugo Bcstg Inc	53	9812		c2	Talk	350	1.30	2.8	3.8	2.9	2.2	2.3	2.2	2.4	1.8	2.9
KOTA	Rapid City	B	1380	5.0	5.00	c	Duhamel Bcstg Entpr	36	5405		1	News/Talk	850	0.98	9.0	7.6	7.9	8.1	9.9	9.6	10.2	6.5	9.4
# AM Stations -						5	# Combos -		4		AM TOTALS			24.5	22.7	22.3	21.4	20.6	24.3	23.5	20.0	23.1	
AM & FM Stations Profiled -						17	# Duopolies -		5		Total Local Commercial Share			92.3	90.8	87.9	91.6	89.5	93.6	87.6	87.5		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 268

Revenue Rank: 280

# Lawton, OK Market Overview



**Metro Counties / Population (000)**

Comanche, OK	114.6
	114.6

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

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$2,700	\$2,800	\$3,100	\$3,100	\$3,000	\$3,000
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout			
	NA <sup>1/</sup>	\$3.52/1,000	\$4.10/1,000	Local	85%	National	15%
Revenue/Capita	\$24.32	\$26.18	\$33.22				

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	111.0	114.6	0.6%	114.6	114.4	0.0%
Households	36.8	39.9	1.6%	39.9	40.3	0.2%
Retail Sales	NA <sup>1/</sup>	853.2	NA <sup>1/</sup>	853.2	927.3	1.7%
EBI <sup>2/</sup>	1,295.8	1,490.0	2.8%	1,490.0	1,756.1	3.3%

**Demographic Breakdown**

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	58.9	11.0	5.4	10.1	9.3	8.5	6.1	8.6
Women (000)	55.8	10.4	5.2	6.3	7.8	8.3	6.5	11.3
Total	114.6	21.4	10.6	16.4	17.1	16.7	12.6	19.9
Percentage	100.0%	18.7%	9.2%	14.3%	14.9%	14.6%	11.0%	17.3%
Per Capita	\$ 12,997	Median Household		\$ 32,136	Avg Household		\$ 37,361	
Ethnic Population:	White 64.4%	Black 19.3%	Asian 2.5%	Hispanic 8.8%				

**Market Summary**

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations			7	6	7	3	10
Tot 12+			62.4	61.5	62.4	3.7	66.1
Avg 12+			8.9	10.3	8.9	1.2	6.6
Tot LCS			94.4	93.0	94.4	5.6	100.0
Avg LCS			13.5	15.5	13.5	1.9	10.0

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

## FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)												Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
KFXI	Marlow	C1	92.1	100.0	390		DFWU Inc	86	9512		g	Country			1.1	0.9	0.7	0.8	0.9	0.9	0.9	3.1	2.9
KZCD	Lawton	C2	94.1	18.0	525	b	Clear Channel Comm	87	0008		g	Rock	450	1.06	14.2	10.1	14.0	6.2	11.6	7.6	9.7	9.4	8.8
KMGZ	Lawton	C3	95.3	14.0	312		Broadco of Texas Inc	82	9203		sw	1 CHR	600	1.30	15.4	9.2	12.5	9.3	11.6	11.4	15.0	10.6	16.9
KJMZ	Lawton	C1	98.1	100.0	200	a	Perry Bcstg Co Inc	70	9703	489	c1	Urban AC	275	0.33	27.5	11.9	16.2	22.5	12.5	16.2	19.5	13.5	12.5
• KBZQ	Lawton	C3	99.5	16.0	338		Fritsch, Wm, Jr.	92	9203		sw	AC	275	1.58	5.8	5.5	5.1	3.1	3.6	2.9	4.4	6.3	5.1
KLAW	Lawton	C1	101.3	100.0	584	b	Clear Channel Comm	65	0008		g	Country	1,100	1.78	20.6	16.5	11.8	17.1	17.0	26.7	20.4	21.0	21.3
• KVRW	Lawton	C2	107.3	50.0	492		Pat-Tower Inc	91	9712	200	1	Oldies	200	0.54	12.3	8.3	8.8	8.5	8.0	6.7	7.1	8.0	6.6
# FM Stations -					7		# Combos -	3		FM TOTALS													
															96.9	62.4	69.1	67.5	65.2	72.4	77.0	71.9	74.1

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)	(kW)												Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
KKRX	Lawton	D	1050	0.3	0.01	a	Perry Bcstg Co Inc	56	9703		c1	Rhythm/Blue	50	1.67	1.0	2.8	1.5	0.0	0.9	2.9	0.0	2.4	3.7	
KPNS	Duncan	D	1350	0.2	0.07	a	Perry Bcstg Co Inc	47	0301		g1	Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KXCA	Lawton	B	1380	1.0	1.00	a	Perry Bcstg Co Inc	41	0301		g1	Talk	50	0.76	2.2	0.9	1.5	1.6	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					3		# Combos -	3		AM TOTALS														
															3.2	3.7	3.0	1.6	0.9	2.9	0.0	2.4	3.7	
AM & FM Stations Profiled -					10		# Duopolies -	2		Total Local Commercial Share														
															66.1	72.1	69.1	66.1	75.3	77.0	74.3	77.8		

• 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	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
												Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WSTG	Princeton	A	95.9	0.5	1142	d	73	9512	1,000	c1	Hot AC	925	1.57	12.0	10.3	8.3	8.8	8.3	8.6	10.3	6.1	5.6
WJLS	Beckley	B	99.5	34.0	1050	a	46	0202	See (282)		Country	n/a		7.3	8.6	6.5	4.0	5.8	9.4	5.6	4.2	5.6
WKQY	Tazewell	A	100.1	4.2	390	b	68	0009		g3	Clsc Rock			6.0	0.9	4.6	4.0	2.5	1.7	2.4	2.6	0.8
WRIC	Richlands	A	100.7	1.3	705		89	9901	190		Hot AC	150	2.55	1.2	0.9	0.9	0.8	0.8	1.7	1.6	1.3	2.4
WKOY	Princeton	A	100.9	0.3	1342	b	83	0009		g3	Clsc Rock	450	1.01	9.1	6.9	8.3	4.8	6.7	6.0	9.5	5.8	3.2
WHAJ	Bluefield	C	104.5	80.0	1549	b	63	0009		g3	AC	1,250	1.18	21.6	12.1	14.8	16.0	15.8	14.7	15.1	13.3	16.0
WGTH	Richlands	A	105.5	0.5	801	c	77				Gospel	250	1.06	4.8	3.4	3.7	3.2	0.8	1.7	2.4	3.1	4.8
WHKX	Bluefield	A	106.3	0.3	1378	b	70	0009		g3	Country	800	0.90	18.1	16.4	13.0	12.8	13.3	10.3	11.9	7.4	12.8
WHQX	Cedar Bluff	C3	107.7	9.1 cp	541	b	89	0009		g3	Country			3.6	2.6	1.9	3.2	3.3	1.7	1.6	2.3	3.2
# FM Stations - 9      # Combos - 7														FM TOTALS								
														83.7	62.1	62.0	57.6	57.3	55.8	60.4	46.1	54.4

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
												Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WGTH	Richlands	D	540	1.0	0.10	c	51	9503	540		Gospel	100	0.38	5.4	2.6	4.6	3.2	0.0	0.9	1.6	4.4	3.2
WYRV	Cedar Bluff	D	770	5.0	0.00		85	0004		st	ChrsContem	150			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
WAMN	Green Valley	D	1050	1.4	0.20	e	87				Religion	125	1.34	1.9	0.0	1.9	0.8	0.0	1.7	0.0	0.0	0.0
WBDY	Bluefield	D	1190	10.0	0.00	b	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	48	0009		g3	Easy	100	0.89	2.3	0.0	0.9	2.4	0.0	0.0	0.8	3.3	4.0
WHIS	Bluefield	B	1440	5.0	0.50	b	29	0009		g3	News/Talk	200	2.27	1.8	3.4	0.9	1.6	1.7	2.6	1.6	1.4	2.4
WTZE	Tazewell	D	1470	5.0	0.00	b	66	0009		g3	News/Talk				0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0
WAEY	Princeton	C	1490	1.0	1.00	d	47	9512		c1	Gospel	400	1.70	4.8	0.9	2.8	4.0	2.5	3.4	1.6	4.4	1.6
# AM Stations - 8      # Combos - 7														AM TOTALS								
AM & FM Stations Profiled - 17      # Duopolies - 4														Total Local Commercial Share								
														16.2	6.9	11.1	12.0	4.2	8.6	5.6	13.9	12.0
														69.0	73.1	69.6	61.5	64.4	66.0	60.0	66.4	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 270

Revenue Rank: 268

# Watertown, NY Market Overview



### Metro Counties / Population (000)

Jefferson, NY	110.6
	110.6

### Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$4,200	\$4,300	\$4,300	\$4,600	\$4,000	\$4,200
★★★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.0%	\$4,400	\$4,700	\$5,000	\$5,200	\$5,500	5.7%
Revenue/Retail Sales	1997 NA <sup>1/</sup>	2002 \$3.18/1,000	2007 \$3.81/1,000	Est. Breakout			
Revenue/Capita	\$37.00	\$37.97	\$50.74	Local	87%	National	13%

### Demographic and Economic Overview

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

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	113.5	110.6	-0.5%	110.6	108.4	-0.4%
Households	37.5	40.0	1.3%	40.0	40.0	0.0%
Retail Sales	NA <sup>1/</sup>	1,322.8	NA <sup>1/</sup>	1,322.8	1,443.6	1.8%
EBI <sup>2/</sup>	1,246.2	1,329.9	1.3%	1,329.9	1,458.9	1.9%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	56.6	10.2	5.0	8.5	8.2	8.6	6.8	9.3
Women (000)	54.0	9.8	4.8	5.3	7.5	8.2	6.6	11.8
Total	110.6	20.0	9.8	13.8	15.7	16.8	13.4	21.1
Percentage	100.0%	18.1%	8.9%	12.5%	14.2%	15.2%	12.1%	19.0%
Per Capita	\$ 12,023	Median Household		\$ 28,345	Avg Household		\$ 33,262	
Ethnic Population:	White 88.4%	Black 5.9%	Asian 1.1%	Hispanic 4.4%				

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4		2	6	6	3	9
Tot 12+	30.6		36.3	66.9	66.9	4.8	71.7
Avg 12+	7.7		18.2	11.2	11.2	1.6	8.0
Tot LCS	42.7		50.6	93.3	93.3	6.7	100.0
Avg LCS	10.7		25.3	15.6	15.6	2.2	11.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)										
															Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999			
WCIZ	Watertown	A	93.3	6.0	328	b	Regent Comm	86	0001		g1	Clsc Hits	800	1.10	17.3	9.7	12.2	15.7	13.6	13.1	12.4	15.4	16.7		
WFRY	Watertown	C1	97.5	97.0	476	b	Regent Comm	68	0001		g1	Country	1,500	1.15	31.0	26.6	26.0	24.0	29.5	23.4	33.3	24.9	25.7		
WOTT	Henderson	A	100.7	6.0	328	a	Mance & Clancy	90				CIRck/NwRc	425	0.82	12.4	12.1	9.2	10.7	8.3	5.8	8.5	13.0	6.9		
WBDR	Cape Vincent	A	102.7	6.0	328	a	Mance & Clancy	92	9811	50		CHR	400	3.81	2.5	3.2	2.3	1.7	2.3	2.2	2.3	3.3	2.1		
WTOJ	Carthage	A	103.1	1.8	594	a	Mance & Clancy	84	8805	1,675	c2	AC	300	0.63	11.4	5.6	8.4	9.9	4.5	5.1	6.2	7.1	7.6		
WBDI	Copenhagen	C3	106.7	1.8	1191	a	Mance & Clancy	94	9609	1,400		CHR	500	0.81	14.7	9.7	13.0	10.7	9.8	16.1	10.1	13.0	10.4		
# FM Stations -														6	# Combos -		6	FM TOTALS							
														89.3	66.9	71.1	72.7	68.0	65.7	72.8	76.7	69.4			

## AM Stations

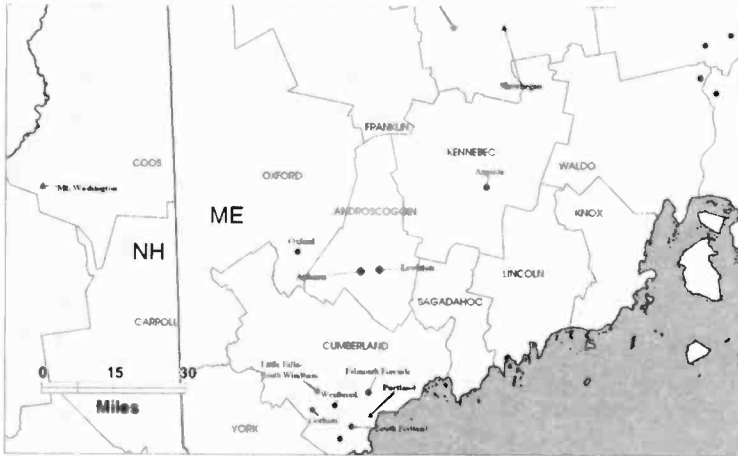
Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)									
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999		
WTNY	Watertown	B	790	1.0	1.00	b	Regent Comm	41	0001		g1	Talk	100	0.43	5.5	3.2	3.8	5.0	3.8	6.6	4.7	2.9	4.2		
WATN	Watertown	C	1240	1.0	1.00	a	Mance & Clancy	41	8805		c2	Talk	50	0.48	2.5	1.6	2.3	1.7	3.0	0.7	1.6	2.9	2.1		
WNER	Watertown	D	1410	3.5	0.06	b	Regent Comm	59	0001		g1	Sports	100	0.85	2.8	0.0	4.6	0.0	0.0	0.0	0.0	0.0	0.0		
# AM Stations -														3	# Combos -		3	AM TOTALS							
AM & FM Stations Profiled -														9	# Duopolies -		4	Total Local Commercial Share							
														10.8	4.8	10.7	6.7	6.8	7.3	6.3	5.8	6.3			
														71.7	81.8	79.4	74.8	73.0	79.1	82.5	75.7				

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 271

Revenue Rank: 286

# Lewiston-Auburn, ME Market Overview



**Metro Counties / Population (000)**

Androscoggin, ME	104.3
	104.3

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

<b>ESTIMATED GROSS REVENUES</b> ***	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$1,100	\$1,500	\$1,700	\$1,700	\$1,500	\$1,600	7.8%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	6.7%	\$1,700	\$1,800	\$1,900	\$2,000	\$2,100	5.8%
Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>			
Revenue/Capita	NA <sup>1/</sup>	\$0.88/1,000	\$0.95/1,000	Local	93%		
	\$10.55	\$15.34	\$20.00	National	7%		

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	104.3	104.3	0.0%	104.3	105.0	0.1%
Households	39.9	42.6	1.3%	42.6	44.0	0.6%
Retail Sales	NA <sup>1/</sup>	1,813.8	NA <sup>1/</sup>	1,813.8	2,221.3	4.1%
EBI <sup>2/</sup>	1,407.1	1,526.1	1.6%	1,526.1	1,775.1	3.1%

**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)	50.6	8.1	4.6	4.8	6.6	8.4	7.5	10.7
Women (000)	53.6	7.7	4.5	4.9	6.8	8.3	7.5	14.0
Total	104.3	15.8	9.1	9.7	13.3	16.6	15.0	24.8
Percentage	100.0%	15.1%	8.7%	9.3%	12.8%	15.9%	14.4%	23.8%
Per Capita	\$ 14,639	Median Household		\$ 30,739	Avg Household		\$ 35,787	
Ethnic Population:	White 96.8%	Black 0.7%	Asian 0.6%	Hispanic 1.0%				

**Market Summary**

<b>FM Classes</b>	<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	4	7	7	2	9
Tot 12+		20.0	27.5	47.5	47.5	1.6	49.1
Avg 12+		6.7	6.9	6.8	6.8	0.8	5.5
Tot LCS		40.7	56.0	96.7	96.7	3.3	100.0
Avg LCS		13.6	14.0	13.8	13.8	1.6	11.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

Market: Lewiston-Auburn, ME

# Competitive Overview

Metro Rank: 271

Some stations also rated in Portland, ME and Augusta, ME.

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
WHOM	Mt. Washington	C	94.9	50.0	3744	a	Citadel Comm Corp	58	9909		Soft AC	n/a		13.5	4.2	7.2	8.2	6.1	7.5	5.3	5.0	5.5	
WJBQ	Portland	B	97.9	16.0	889		Citadel Comm Corp	60	9909		CHR	n/a		16.8	7.5	10.1	9.0	10.7	12.0	8.4	7.3	9.6	
WMEK	Auburn	B	99.9	28.5	643	b	WMTW Bcst Group	77	0004		Hot AC	n/a		10.9	4.2	5.0	7.4	5.3	8.3	4.6	4.0	5.5	
WPOR	Portland	B	101.9	33.0 cp	604		Saga Comm Inc	67	9606	See (165)	Country	n/a		9.4	8.3	5.8	4.9	8.4	5.3	4.6	5.9	5.5	
WBLM	Portland	C	102.9	100.0 cp	1427		Citadel Comm Corp	67	9909		Clsc Rock	n/a		17.6	7.5	8.6	11.5	14.5	8.3	14.5	13.0	13.0	
WTOS	Skowhegan	C	105.1	50.0	2431		Clear Channel Comm	69	0101		AOR	n/a		6.1	2.5	3.6	3.3	5.3	4.5	4.6	5.7	4.8	
WTHT	Lewiston	C1	107.5	100.0 cp	929	b	WMTW Bcst Group	73	0004		Country	n/a		20.7	13.3	14.4	9.0	9.9	15.0	11.5	13.1	11.6	
# FM Stations -				7		# Combos -				2		FM TOTALS			95.0	47.5	54.7	53.3	60.2	60.9	53.5	54.0	55.5

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
WCNM	Lewiston	C	1240	1.0	1.00	c	Gleason Mktg Svcs	38	9012	75	News	100			0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
WLAM	Lewiston	B	1470	5.0	5.00		WMTW Bcst Group	47	0004	g3	News	300	3.91	4.8	0.8	0.7	4.9	5.3	2.3	1.5	1.3	1.4	
# AM Stations -				2		# Combos -				0		AM TOTALS			4.8	1.6	0.7	4.9	5.3	2.3	1.5	1.3	1.4
AM & FM Stations Profiled -				9		# Duopolies -				2		Total Local Commercial Share			49.1	55.4	58.2	65.5	63.2	55.0	55.3	56.9	

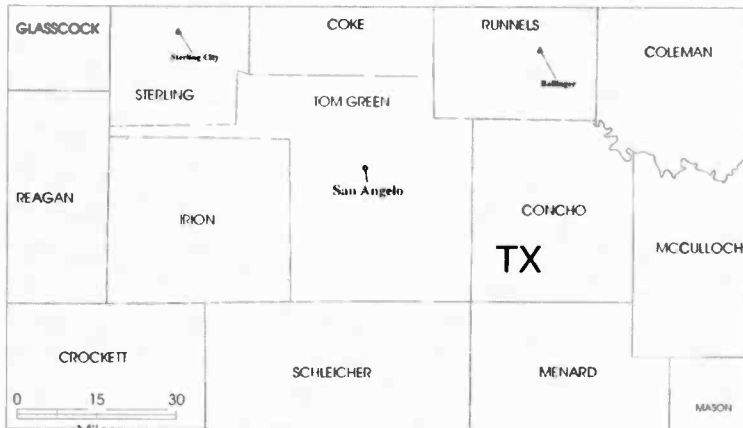
NOTE: \$1.2 M revenues from FM stations in Portland reflected in Lewiston market.

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 272

Revenue Rank: 273

# San Angelo, TX Market Overview



**Metro Counties / Population (000)**

Tom Green, TX	105.1
	105.1

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

<b>ESTIMATED GROSS REVENUES</b> ★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$3,700	\$3,800	\$3,700	\$3,800	\$3,700	\$3,800	0.5%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	2.7%	\$4,000	\$4,300	\$4,500	\$4,800	\$5,000	5.7%
	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>			
Revenue/Retail Sales	NA <sup>1/</sup>	\$3.12/1,000	\$3.43/1,000	Local	90%		
Revenue/Capita	\$35.61	\$36.16	\$46.25	National	10%		

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	103.9	105.1	0.2%	105.1	108.1	0.6%
Households	37.3	40.2	1.5%	40.2	42.0	0.9%
Retail Sales	NA <sup>1/</sup>	1,219.1	NA <sup>1/</sup>	1,219.1	1,458.3	3.6%
EBI <sup>2/</sup>	1,364.5	1,629.9	3.6%	1,629.9	2,000.2	4.2%

**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)	50.7	8.9	5.1	6.7	6.3	7.1	6.5	10.1
Women (000)	54.4	8.5	4.8	6.8	6.5	7.6	7.0	13.3
Total	105.1	17.4	9.9	13.5	12.8	14.8	13.4	23.4
Percentage	100.0%	16.6%	9.4%	12.8%	12.2%	14.0%	12.8%	22.2%
Per Capita	\$ 15,503		Median Household	\$ 31,964		Avg Household	\$ 40,558	
Ethnic Population:	White	78.9%	Black	4.2%	Asian	0.9%	Hispanic	31.5%

**Market Summary**

<b>FM Classes</b>	<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			10	10	10	2	12
Tot 12+			78.5	78.5	78.5	9.2	87.7
Avg 12+			7.9	7.9	7.9	4.6	7.3
Tot LCS			89.5	89.5	89.5	10.5	100.0
Avg LCS			9.0	9.0	9.0	5.2	8.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)											
												Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999				
KDCD	San Angelo	C1	92.9	100.0	600	d	Regency Bcstg Inc	80	9208	186		Country	250	1.29	5.1	4.2	3.4	5.3	3.2	5.6	5.0	4.3	4.8			
KIXY	San Angelo	C1	94.7	100.0	358	a	Foster Comm	66	8404	1,275	c2	CHR	675	1.14	15.6	15.0	11.9	15.0	19.0	13.6	15.7	18.7	20.0			
KCSE	Sterling City	C2	96.5	40.0	545	c	Graham Brothers	98	9803	14	cp	Rock	325	1.32	6.5	6.7	5.9	5.3	6.3	4.0	0.7	1.8	2.4			
KGKL	San Angelo	C1	97.5	100.0	410	b	KGKL Inc	65	7104			Country	850	1.32	17.0	10.0	16.1	13.3	13.5	10.4	12.9	15.5	13.6			
KELI	San Angelo	C	98.7	100.0	1289	b	KGKL Inc	86	9911			Oldies	300	0.97	8.1	7.5	5.9	8.0	7.1	10.4	9.3	9.1	6.4			
KYZZ	San Angelo	C2	100.1	35.0	338		DH Carver Corp	95				Tejano	100	0.33	7.9	8.3	9.3	4.4	7.1	4.0	5.7	8.7	8.0			
KWFR	San Angelo	C1	101.9	100.0	341	a	Foster Comm	91	9412		g	Clsc Rock	325	1.32	6.5	9.2	5.1	6.2	8.7	10.4	12.1	6.2	8.0			
KKCN	Ballinger	C1	103.1	100.0	456	c	Graham Brothers	77	9804	395	c1	Country	150	0.50	7.9	4.2	8.5	5.3	4.0	4.0	6.4	4.2	1.6			
KMDX	San Angelo	C2	106.1	50.0	456	d	Regency Bcstg Inc	98				Adult Rock	175	0.71	6.5	4.2	6.8	4.4	4.8	5.6	6.4	4.6	5.6			
KSJT	San Angelo	C1	107.5	100.0	604		La Unica Bcstg Co	85				Variety	300	1.13	7.0	9.2	6.8	5.3	2.4	4.8	4.3	2.5	6.4			
# FM Stations -															10	# Combos -		8	FM TOTALS							
															88.1	78.5	79.7	72.5	76.1	72.8	78.5	75.6	76.8			

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)										
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999			
KGKL	San Angelo	B	960	5.0	1.00	b	KGKL Inc	28	7104			Country	150	0.53	7.5	4.2	5.9	7.1	4.8	4.0	5.7	3.0	3.2			
KKSA	San Angelo	D	1260	0.5	0.00	a	Foster Comm	54	8404		c2	Nws/Tik/Spt	200	1.17	4.5	5.0	2.5	5.3	5.6	8.0	4.3	5.7	3.2			
# AM Stations -															2	# Combos -		2	AM TOTALS							
															12.0	9.2	8.4	12.4	10.4	12.0	10.0	8.7	6.4			
AM & FM Stations Profiled -															12	# Duopolies -		4	Total Local Commercial Share							
															87.7	88.1	84.9	86.5	84.8	88.5	84.3	83.2				

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 273

Revenue Rank: 271

# Ithaca, NY Market Overview



**Metro Counties / Population (000)**

Tompkins, NY	96.5
	96.5

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

<b>ESTIMATED GROSS REVENUES</b> ★ ★	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
	\$3,300	\$3,500	\$3,600	\$4,100	\$3,800	\$3,900	3.4%
	<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
	2.6%	\$4,100	\$4,400	\$4,700	\$5,000	\$5,200	5.9%
Revenue/Retail Sales	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>			
Revenue/Capita	NA <sup>1/</sup>	\$4.63/1,000	\$5.41/1,000	Local	70%		
	\$33.99	\$40.41	\$53.77	National	30%		

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	97.1	96.5	-0.1%	96.5	96.7	0.0%
Households	34.2	36.7	1.4%	36.7	37.7	0.5%
Retail Sales	NA <sup>1/</sup>	843.2	NA <sup>1/</sup>	843.2	960.7	2.6%
EBI <sup>2/</sup>	1,293.2	1,388.1	1.4%	1,388.1	1,616.7	3.1%

**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)	47.5	5.8	3.6	12.7	6.3	5.8	6.1	7.1
Women (000)	49.0	5.4	3.3	12.3	6.1	6.2	6.5	9.2
Total	96.5	11.3	6.9	25.0	12.4	12.0	12.6	16.4
Percentage	100.0%	11.7%	7.2%	25.9%	12.8%	12.4%	13.0%	17.0%
Per Capita	\$ 14,384		Median Household	\$ 29,512		Avg Household	\$ 37,776	
Ethnic Population:	White	84.9%	Black	3.7%	Asian	7.6%	Hispanic	3.2%

**Market Summary**

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations	1	4		5	5	4	9
Tot 12+	5.9	39.6		45.5	45.5	10.9	56.4
Avg 12+	5.9	9.9		9.1	9.1	2.7	6.3
Tot LCS	10.5	70.2		80.7	80.7	19.3	100.0
Avg LCS	10.5	17.6		16.1	16.1	4.8	11.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Syracuse.

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
															Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WVBR	Ithaca	A	93.5	3.0	249	Cornell Radio Guild	58				AOR	350	0.99	9.1	5.9	4.6	5.1	5.8	4.2	5.4	6.5	4.3
WYXL	Ithaca	B	97.3	26.0	879	a Eagle Bcstg Co Inc	47	8604	1,475	c2	AC	1,200	1.31	23.4	11.9	12.8	12.2	18.3	14.7	18.3	15.9	19.8
WIII	Cortland	B	99.9	23.5	732	b Citadel Comm Corp	47	0004		g1	Clsc Rock	950	1.60	15.2	9.9	9.2	7.1	7.7	7.4	5.4	8.1	11.2
WQNY	Ithaca	B	103.7	15.5 cp	879	a Eagle Bcstg Co Inc	48	9603	2,100	c3	Country	800	0.77	26.7	9.9	16.5	12.2	11.5	15.8	10.8	11.8	11.2
WPHR	Auburn	B	106.9	14.0	942	Clear Channel Comm	49	0002	See (80)		Urban	n/a		9.1	7.9	4.6	5.1	4.8	5.3	2.2	1.3	3.4
# FM Stations -				5	# Combos -				3	FM TOTALS				83.5	45.5	47.7	41.7	48.1	47.4	42.1	43.6	49.9

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WHCU	Ithaca	B	870	5.0	1.00	a	Eagle Bcstg Co Inc	23	8604		c2	Nws/Tlk/Spt	300	0.70	11.0	5.9	4.6	7.1	6.7	7.4	6.5	9.0	4.3
WKRT	Cortland	B	920	1.0	0.50	b	Citadel Comm Corp	47	0004		g1	News/Talk	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7
WPIE	Trumansburg	B	1160	5.0	0.31		Pembrook Pines Inc	90	9303	150		Sports	50			1.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0
WTKO	Ithaca	B	1470	5.0	1.00	a	Eagle Bcstg Co Inc	56	9603		c3	Oldies	150	0.70	5.5	4.0	2.8	3.1	1.9	2.1	2.2	3.4	1.7
# AM Stations -				4	# Combos -				3	AM TOTALS				16.5	10.9	7.4	10.2	8.6	10.6	8.7	12.4	7.7	
AM & FM Stations Profiled -				9	# Duopolies -				2	Total Local Commercial Share				56.4	55.1	51.9	56.7	58.0	50.8	56.0	57.6		

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 274

Revenue Rank: 281

# Sebring, FL Market Overview



Metro Counties / Population (000)

Highlands, FL	92.6
	92.6

## Market Radio Financials

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

ESTIMATED GROSS REVENUES ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		N/A	N/A	\$2,700	\$3,000	\$2,600	\$2,900
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	11.5%	\$3,100	\$3,300	\$3,400	\$3,600	\$3,800	5.8%
Revenue/Retail Sales	1997 NA <sup>1/</sup>	2002 \$3.67/1,000	2007 \$4.02/1,000	Est. Breakout			
Revenue/Capita	N/A	\$31.32	\$36.26	Local	80%		
				National	20%		

## Demographic and Economic Overview

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

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	76.0	92.6	4.0%	92.6	104.8	2.5%
Households	33.7	39.7	3.3%	39.7	44.9	2.5%
Retail Sales	NA <sup>1/</sup>	789.8	NA <sup>1/</sup>	789.8	944.3	3.6%
EBI <sup>2/</sup>	948.7	1,338.8	7.1%	1,338.8	1,723.2	5.2%

## Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	45.1	5.8	3.4	3.3	4.0	4.8	4.6	19.3
Women (000)	47.5	5.4	3.0	2.6	3.7	4.9	5.2	22.8
Total	92.6	11.2	6.4	5.9	7.6	9.6	9.8	42.0
Percentage	100.0%	12.1%	6.9%	6.4%	8.2%	10.4%	10.6%	45.4%
Per Capita	\$ 14,461	Median Household		\$ 26,469	Avg Household		\$ 33,724	
Ethnic Population:	White 82.9%	Black 9.5%	Asian 1.2%	Hispanic 13.0%				

## 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+			15.6	15.6	15.6	20.4	36.0
Avg 12+			7.8	7.8	7.8	5.1	6.0
Tot LCS			43.3	43.3	43.3	56.7	100.0
Avg LCS			21.7	21.7	21.7	14.2	16.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
WWOJ	Avon Park	C3	99.1	10.0	515	b	Cohan Radio Group	82	9811	910	c2	Country	1,200	1.16	35.7	10.7	10.9	13.4	14.1	9.8	15.2	0.0	0.0
WWLL	Sebring	C3	105.7	19.0	351	b	Cohan Radio Group	67	9811	585	c1	AC	375	1.70	7.6	4.9	3.0	2.1	3.0	3.3	4.8	0.0	0.0
# FM Stations -						# Combos -		2		FM TOTALS				43.3	15.6	13.9	15.5	17.1	13.1	20.0	0.0	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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
WWTK	Lake Placid	B	730	0.5	0.34	b	Cohan Radio Group	89	9811		c2	News/Talk	500	1.28	13.5	6.8	5.0	4.1	5.1	8.7	4.8	0.0	0.0
WJCM	Sebring	D	1050	1.0	0.01	b	Cohan Radio Group	50	9811	150		Oldies	250	0.81	10.6	2.9	5.0	2.1	3.0	1.1	0.0	0.0	0.0
WITS	Sebring	C	1340	1.0	1.00	a	Cohan Radio Group	59	9811		c1	Adlt Stndrd	550	0.71	26.8	10.7	8.9	9.3	12.1	17.4	14.3	0.0	0.0
WAVP	Avon Park	D	1390	1.0	0.00		Anscombe Bcstg Gr	70	0109		g	Gospel			5.8	0.0	0.0	4.1	0.0	0.0	0.0	0.0	0.0
# AM Stations -						# Combos -		2		AM TOTALS				56.7	20.4	18.9	19.6	20.2	27.2	19.1	0.0	0.0	
AM & FM Stations Profiled -						# Duopolies -		2		Total Local Commercial Share				36.0	32.8	35.1	37.3	40.3	39.1	0.0	0.0		

NOTE: Market first rated Spring 2000

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 275

Revenue Rank: 254

# Cookeville, TN Market Overview



### Metro Counties / Population (000)

Jackson, TN	11.3
Overton, TN	20.3
Putnam, TN	63.5

95.1

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

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$3,500	\$4,100	\$5,000	\$5,500	\$5,000	\$5,200	8.3%
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	4.0%	\$5,500	\$5,900	\$6,200	\$6,600	\$6,900	5.7%
Revenue/Retail Sales	1997 NA <sup>1/</sup>	2002 \$4.51/1,000	2007 \$4.66/1,000	Est. Breakout			
Revenue/Capita	\$40.56	\$54.68	\$69.49	Local	90%		
				National	10%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	86.3	95.1	2.0%	95.1	99.3	0.9%
Households	33.9	38.3	2.5%	38.3	40.5	1.1%
Retail Sales	NA <sup>1/</sup>	1,153.0	NA <sup>1/</sup>	1,153.0	1,480.7	5.1%
EBI <sup>2/</sup>	1,080.5	1,391.1	5.2%	1,391.1	1,748.0	4.7%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	47.0	7.0	3.8	6.5	6.5	6.4	6.4	10.3
Women (000)	48.1	6.8	3.5	5.5	6.0	6.7	6.6	13.0
Total	95.1	13.8	7.3	12.0	12.5	13.1	13.0	23.3
Percentage	100.0%	14.5%	7.7%	12.6%	13.1%	13.8%	13.7%	24.5%
Per Capita	\$ 14,629	Median Household		\$ 28,462	Avg Household		\$ 36,320	
Ethnic Population:	White 95.6%	Black 1.3%	Asian 0.8%	Hispanic 2.5%				

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	1		5	5	6	4	10
Tot 12+	0.9		51.1	51.1	52.0	10.5	62.5
Avg 12+	0.9		10.2	10.2	8.7	2.6	6.3
Tot LCS	1.4		81.8	81.8	83.2	16.8	100.0
Avg LCS	1.4		16.4	16.4	13.9	4.2	10.0

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

## FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)									Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WBXE	Baxter	C3	93.7	6.1	659	b	JWC Broadcasting	95	9811	50		Clsc Rock	925	1.42	12.5	7.8	8.0	8.8	8.5	5.8	7.8	8.5	4.1
WGSQ	Cookeville	C	94.7	100.0	1319	a	Clear Channel Comm	63	9712		g1	Country	1,800	0.98	35.2	24.3	26.8	20.4	21.7	19.2	19.0	24.0	21.5
WLQK	Livingston	C2	95.9	20.0	784	b	JWC Broadcasting	66	9901	1,000		Modern AC	350	1.43	4.7	4.3	3.6	2.7	1.9	3.3	3.4	3.1	3.3
WGIC	Cookeville	C2	98.5	50.0	492	a	Clear Channel Comm	64	9712		g1	AC	925	0.99	17.9	10.4	11.6	12.4	15.1	12.5	12.9	11.1	12.4
WLIV	Monterey	A	104.7	1.3	712		WKXN Inc	97	9611	32	cp	1 Country	50	0.74	1.3	0.9	0.9	0.9	0.9	1.7	0.9	1.1	0.8
WKXD	Monterey	C2	106.9	23.0	735	b	JWC Broadcasting	86	9111	475	+	Hot AC	600	1.03	11.2	4.3	5.4	9.7	10.4	8.3	8.6	11.2	8.3
# FM Stations -					6	# Combos -					5	FM TOTALS			82.8	52.0	56.3	54.9	58.5	50.8	52.6	59.0	50.4

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)	(kW)									Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
• WPTN	Cookeville	D	780	1.0	0.00	a	Clear Channel Comm	62	9712		g1	Oldes/Talk	150	0.72	4.0	3.5	2.7	2.7	2.8	3.3	4.3	3.0	4.1	
WLIV	Livingston	D	920	1.0	0.00		Sunny Bcstg LLC	56	9603		c1	1 Country	100	0.71	2.7	0.9	1.8	1.8	2.8	2.5	3.4	2.2	1.7	
WHUB	Cookeville	C	1400	1.0	1.00	a	Clear Channel Comm	40	9712		g1	Country	325	0.60	10.5	6.1	5.4	8.8	4.7	5.0	5.2	4.9	4.1	
WATX	Algood	D	1590	1.0	0.04	b	JWC Broadcasting	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			17.2	10.5	9.9	13.3	10.3	10.8	12.9	10.1	9.9	
AM & FM Stations Profiled -					10	# Duopolies -					3	Total Local Commercial Share			62.5	66.2	68.2	68.8	61.6	65.5	69.1	60.3		

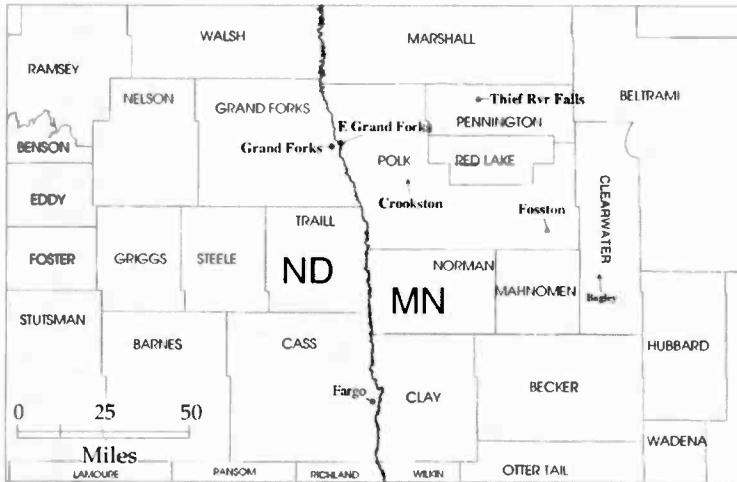
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 276

Revenue Rank: 208

# Grand Forks, ND-MN Market Overview



### Metro Counties / Population (000)

Grand Forks, ND	65.3
Polk, MN	31.3
<b>Total</b>	<b>96.6</b>

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

ESTIMATED GROSS REVENUES ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$4,700	\$6,300	\$7,100	\$7,900	\$7,400	\$7,800
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	5.4%	\$8,300	\$8,800	\$9,300	\$9,800	\$10,300	5.7%
Revenue/Retail Sales	1997 NA <sup>1/</sup>	2002 \$5.28/1,000	2007 \$5.78/1,000	Est. Breakout			
Revenue/Capita	\$45.24	\$80.75	\$109.11	Local	92%		
				National	8%		

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	103.9	96.6	-1.4%	96.6	94.4	-0.5%
Households	37.9	37.4	-0.3%	37.4	37.3	-0.1%
Retail Sales	NA <sup>1/</sup>	1,476.6	NA <sup>1/</sup>	1,476.6	1,781.9	3.8%
EBI <sup>2/</sup>	1,384.7	1,517.7	1.9%	1,517.7	1,860.0	4.2%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	48.6	7.7	4.5	8.7	6.3	6.8	6.4	8.3
Women (000)	48.0	7.2	4.2	7.5	5.7	6.8	5.9	10.7
Total	96.6	14.9	8.6	16.1	12.0	13.6	12.3	19.0
Percentage	100.0%	15.4%	8.9%	16.7%	12.5%	14.1%	12.8%	19.7%
Per Capita	\$ 15,715			Median Household	\$ 33,730		Avg Household	\$ 40,530
Ethnic Population:	White 93.1%	Black 1.0%	Asian 0.8%	Hispanic 3.1%				

### 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+			64.1	62.4	64.1	15.8	79.9
Avg 12+			7.1	8.9	7.1	2.6	5.3
Tot LCS			80.2	78.1	80.2	19.8	100.0
Avg LCS			8.9	11.2	8.9	3.3	6.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
															Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
KKXL	Grand Forks	C1	92.9	100.0	358	a	Clear Channel Comm	75	9911		g5	CHR	900	0.67	17.1	12.5	12.2	13.1	13.7	13.2	11.1	12.1	13.8
KNOX	Grand Forks	C1	94.7	100.0	249	d	Leighton Broadcastin	67	9611	1,100	c1	Country	400	1.05	4.9	3.3	2.6	4.7	4.3	5.0	6.0	5.6	6.9
KQHT	Crookston	C1	96.1	100.0	413	a	Clear Channel Comm	85	9911		g5	Clsc Rock	900	1.11	10.4	7.5	6.1	9.3	7.7	3.3	3.4	2.5	3.8
KKCQ	Bagley	C3	96.7	25.0	328	c	Pine To Prairie Bcst	97	9707		6	cp	Country	100		1.7	0.0	0.0	0.0	0.0	1.7	1.0	0.0
KYCK	Crookston	C1	97.1	100.0	361	d	Leighton Broadcastin	80				Country	1,325	1.27	13.4	12.5	11.3	8.4	12.0	8.3	13.7	11.9	12.3
KSNR	Thief River Falls	C1	100.3	100.0	564	a	Clear Channel Comm	76	9911		g5	Oldies	750	0.99	9.7	7.5	7.8	6.5	9.4	4.1	6.8	7.0	6.2
KZLT	East Grand Forks	C1	104.3	100.0	443	b	Leighton Broadcastin	75	0204 p		c2	Hot AC	450	0.86	6.7	3.3	5.2	4.7	3.4	3.3	5.1	6.0	6.2
KKEQ	Fosston	C2	107.1	50.0	482	c	Pine To Prairie Bcst	69	9201	170		ChrsContem				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
KJKJ	Grand Forks	C1	107.5	100.0	456	a	Clear Channel Comm	85	9911		g5	AOR	1,100	0.83	17.0	15.8	13.9	11.2	14.5	15.7	16.2	16.5	14.6
# FM Stations -				9	# Combos -				9	FM TOTALS				79.2	64.1	59.1	57.9	65.0	52.9	64.0	62.6	64.6	

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
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	0.0	0.0	0.0
KROX	Crookston	B	1260	1.0	0.50		Gopher Comm Co	48	8705	198	al	AC/Nws/Tlk	500	0.96	6.7	5.8	4.3	5.6	1.7	4.1	5.1	3.0	4.6
KNOX	Grand Forks	B	1310	5.0	5.00	d	Leighton Broadcastin	47	9611		c1	Nws/Tlk/Inf	350	0.92	4.9	3.3	3.5	3.7	2.6	3.3	3.4	4.1	2.3
KKXL	Grand Forks	B	1440	0.6	0.30	a	Clear Channel Comm	41	9911		g5	Talk	100	0.53	2.4	0.8	1.7	1.9	2.6	3.3	3.4	1.7	3.1
KKCQ	Fosston	D	1480	5.0	0.09	c	Pine To Prairie Bcst	66	9201	150		Country	150			1.7	0.0	0.0	0.0	0.8	0.0	0.7	0.0
KCNN	East Grand Forks	B	1590	5.0	1.00	b	Leighton Broadcastin	59	0204 p		c2	Nws/Tlk/Spt	800	1.53	6.7	4.2	4.3	5.6	6.8	6.6	4.3	5.1	4.6
# AM Stations -				6	# Combos -				4	AM TOTALS				20.7	15.8	13.8	16.8	13.7	18.1	16.2	14.6	14.6	
AM & FM Stations Profiled -				15	# Duopolies -				5	Total Local Commercial Share				79.9	72.9	74.7	78.7	71.0	80.2	77.2	79.2		

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 277

Revenue Rank: 231

# Bismarck, ND Market Overview



**Metro Counties / Population (000)**

Burleigh, ND	70.1
Morton, ND	25.3
<b>Total</b>	<b>95.4</b>

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

<b>ESTIMATED GROSS REVENUES</b> ***	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>Δ 97 - 02</b>
	\$5,900	\$6,700	\$7,100	\$7,300	\$5,800	\$6,500	1.8%
	<b>Δ 01 - 02</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>Δ 02 - 07</b>
	12.1%	\$6,800	\$7,200	\$7,600	\$8,000	\$8,400	5.5%
<b>Revenue/Retail Sales</b>	<b>1997</b>	<b>2002</b>	<b>2007</b>	<b>Est. Breakout</b>			
<b>Revenue/Capita</b>	NA <sup>1/</sup>	\$5.07/1,000	\$5.49/1,000	Local	86%		
	\$64.76	\$68.13	\$85.80	National	14%		

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	<b>1997</b>	<b>2002</b>	<b>Growth Rate</b>	<b>2002</b>	<b>2007</b>	<b>Growth Rate</b>
MSA Population	91.1	95.4	0.9%	95.4	97.9	0.5%
Households	34.6	38.2	2.0%	38.2	40.2	1.0%
Retail Sales	NA <sup>1/</sup>	1,281.2	NA <sup>1/</sup>	1,281.2	1,531.0	3.6%
EBI <sup>2/</sup>	1,389.3	1,686.7	4.0%	1,686.7	2,149.2	5.0%

**Demographic Breakdown**

	<b>Total</b>	<b>Under 12</b>	<b>12 - 17</b>	<b>18 - 24</b>	<b>25 - 34</b>	<b>35 - 44</b>	<b>45 - 54</b>	<b>Over 55</b>
Men (000)	46.6	7.6	4.7	5.0	5.9	7.3	7.0	9.0
Women (000)	48.8	7.5	4.4	4.9	5.7	7.7	7.1	11.5
Total	95.4	15.1	9.1	9.9	11.6	15.1	14.1	20.5
Percentage	100.0%	15.8%	9.5%	10.4%	12.2%	15.8%	14.8%	21.5%
Per Capita	\$ 17,677			Median Household	\$ 36,224		Avg Household	\$ 44,146
Ethnic Population:	White	95.0%	Black	0.3%	Asian	0.4%	Hispanic	0.7%

**Market Summary**

<b>FM Classes</b>	<b>Class A</b>	<b>Class B</b>	<b>Class C</b>	<b>Viable FMs</b>	<b>All FMs</b>	<b>All AMs</b>	<b>Total</b>
# Stations			7	6	7	4	11
Tot 12+			60.4	57.9	60.4	30.6	91.0
Avg 12+			8.6	9.7	8.6	7.7	8.3
Tot LCS			66.4	63.6	66.4	33.6	100.0
Avg LCS			9.5	10.6	9.5	8.4	9.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

## FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)												Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
KYYY	Bismarck	C	92.9	100.0	1181	c	Clear Channel Comm	66	9905		g1	Hot AC	875	0.88	15.3	17.4	14.2	13.6	14.4	12.7	12.8	9.2	11.5
KODY	Bismarck	C	94.5	100.0	1119	a	Ingstad, James	68	0205	4,200	d2	Country	500	0.84	9.2	10.7	7.5	9.3	7.2	1.7	1.7	3.5	4.1
KBYZ	Bismarck	C	96.5	100.0	1001	b	Cumulus Bcstg Inc	86	9808	7,000	d1	Clsc Rock	475	0.84	8.7	8.3	9.0	6.8	9.0	17.8	18.8	12.4	13.9
KKCT	Bismarck	C1	97.5	100.0	830	b	Cumulus Bcstg Inc	93	9808		d1	Country	500	0.96	8.0	5.8	5.2	9.3	9.9	14.4	15.4	15.9	10.7
KACL	Bismarck	C1	98.7	100.0	830	b	Cumulus Bcstg Inc	97	9808		d1	Oldies	400	0.67	9.2	7.4	7.5	9.3	8.1	7.6	9.4	6.2	10.7
WSSS	Bismarck	C	101.5	100.0	988	a	Ingstad, James	94	0205		d2	Clsc Rock	525	0.72	11.2	8.3	12.7	7.6	6.3	4.2	5.1	5.8	6.6
KNDR	Mandan	C1	104.7	100.0	853		Central Dakota Entpr	77				Religion	300	1.78	2.6	2.5	3.0	1.7	3.6	0.8	1.7	1.5	1.6
# FM Stations -					7		# Combos -	6				FM TOTALS			64.2	60.4	59.1	57.6	58.5	59.2	64.9	54.5	59.1

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)	(kW)	(kW)											Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
KFYR	Bismarck	B	550	5.0	5.00	c	Clear Channel Comm	25	9905		g1	AC	1,700	1.66	15.8	14.9	12.7	16.1	14.4	9.3	12.0	16.7	16.4	
• KXMR	Bismarck	B	710	50.0	4.00	a	Clear Channel Comm	99	0301 p		+	News/Talk	125	0.36	5.3	3.3	4.5	5.1	3.6	4.2	1.7	4.5	0.0	
KBMR	Bismarck	D	1130	10.0	0.00	a	Ingstad, James	58	0205		d2	Country	950	1.16	12.6	10.7	11.9	11.0	11.7	14.4	10.3	12.3	11.5	
• KLXX	Bismarck-Manda	B	1270	1.0	0.25	b	Cumulus Bcstg Inc	25	9808		d1	Nostalgia	100	0.73	2.1	1.7	2.2	1.7	2.7	3.4	3.4	2.5	3.3	
# AM Stations -					4		# Combos -	4				AM TOTALS			35.8	30.6	31.3	33.9	32.4	31.3	27.4	36.0	31.2	
AM & FM Stations Profiled -					11		# Duopolies -	3				Total Local Commercial Share				91.0	90.4	91.5	90.9	90.5	92.3	90.5	90.3	

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 278

Revenue Rank: 209

# Jackson, TN Market Overview



**Metro Counties / Population (000)**

Madison, TN	93.6
	93.6

**Market Radio Financials**

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

**ESTIMATED GROSS REVENUES**  
★★★

<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
\$6,700	\$6,900	\$7,400	\$7,000	\$7,000	\$7,700	2.9%
<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
10.0%	\$8,200	\$8,700	\$9,200	\$9,700	\$10,200	5.8%

	<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>
Revenue/Retail Sales	NA <sup>1/</sup>	\$4.33/1,000	\$4.35/1,000	Local 85%
Revenue/Capita	\$78.73	\$82.26	\$104.51	National 15%

**Demographic and Economic Overview**

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

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	85.1	93.6	1.9%	93.6	97.6	0.8%
Households	32.4	36.4	2.4%	36.4	38.4	1.1%
Retail Sales	NA <sup>1/</sup>	1,778.9	NA <sup>1/</sup>	1,778.9	2,346.6	5.7%
EBI <sup>2/</sup>	1,296.4	1,773.1	6.5%	1,773.1	2,433.2	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)	44.9	8.3	4.1	5.1	6.0	6.7	6.3	8.3
Women (000)	48.7	7.7	3.9	5.4	6.3	7.4	6.8	11.3
Total	93.6	16.0	8.0	10.5	12.3	14.1	13.1	19.6
Percentage	100.0%	17.1%	8.6%	11.2%	13.1%	15.1%	14.0%	21.0%
Per Capita	\$ 18,152							
				Median Household	\$ 36,678		Avg Household	\$ 47,096
Ethnic Population:	White	64.5%	Black	33.0%	Asian	0.7%	Hispanic	1.9%

**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	5		6	10	11	3	14
Tot 12+	47.7		29.6	75.0	77.3	5.6	82.9
Avg 12+	9.5		4.9	7.5	7.0	1.9	5.9
Tot LCS	57.5		35.7	90.5	93.2	6.8	100.0
Avg LCS	11.5		6.0	9.0	8.5	2.3	7.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WYNU	Milan	C	92.3	100.0	991	b	Clear Channel Comm	64	0008		g	Rock	1,000	2.09	6.2	6.8	5.0	4.8	5.3	3.0	5.3	7.0	9.4
WWGM	Alamo	C3	93.1	14.0	443		Grace Bcstg Services	89	9709	800		Gospel	300	1.26	3.1	2.3	3.0	1.9	4.2	2.0	4.2	2.3	3.1
WOJG	Bolivar	A	94.7	6.0	328		Shaw, Johnny & Opal	92				Gospel	200	0.47	5.5	6.8	5.9	2.9	8.4	4.0	6.3	9.2	7.3
WFKX	Henderson	A	95.7	6.0	315	c	Black Crow Bcstg	84	0008	3,340	d3	Urban AC	1,075	0.68	20.5	17.0	14.9	17.3	15.8	25.7	16.8	18.7	19.8
WNWS	Jackson	A	101.5	2.2	381		Wireless Group Inc	93	0012	925		Nws/Tlk/Spt	600	0.66	11.8	11.4	8.9	9.6	7.4	10.9	4.2	6.2	6.3
WZDQ	Humboldt	A	102.3	6.0	299	c	Black Crow Bcstg	64	0008		d3	CHR	750	0.87	11.2	6.8	8.9	8.7	9.5	5.0	6.3	6.1	3.1
WMXX	Jackson	C2	103.1	42.0	538	a	Hunt, Gerald W.	79				Oldies	400	0.65	8.0	3.4	5.9	6.7	4.2	6.9	7.4	5.8	6.3
WTVN	Jackson	C1	104.1	100.0	679	b	Clear Channel Comm	47	0008		g	Country	1,200	1.68	9.3	8.0	6.9	7.7	8.4	6.9	7.4	14.5	12.5
WLSZ	Humboldt	A	105.3	3.0	328		Boyd Enterprises Inc	88				Modern Rock	400	0.94	5.5	5.7	5.0	3.8	4.2	5.9	6.3	5.2	6.3
WWYN	McKenzie	C1	106.9	100.0	892	c	Black Crow Bcstg	54	0003	1,873		Country	1,000	2.13	6.1	5.7	6.9	2.9	6.3	1.0	3.2	1.6	2.1
WHHM	Henderson	C2	107.7	50.0 cp	308	c	Black Crow Bcstg	90	0008	1,350		70&80/Varty	525	1.24	5.5	3.4	5.0	3.8	4.2	5.0	2.1	1.7	2.1
# FM Stations -					11	# Combos -					7	FM TOTALS			92.7	77.3	76.3	70.1	77.9	76.3	69.5	78.3	78.3

## AM Stations

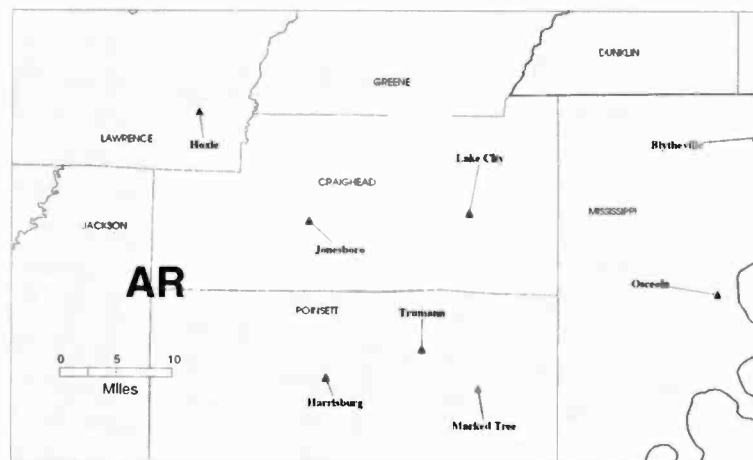
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WDXI	Jackson	B	1310	5.0	1.00	a	Hunt, Gerald W.	48	9301	480		Bus News				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WTJS	Jackson	B	1390	5.0	1.00	b	Clear Channel Comm	31	0008		g	Nws/Spt/Tlk	150	0.78	2.5	1.1	1.0	2.9	2.1	4.0	4.2	3.9	3.1
WJAK	Jackson	D	1460	1.0	0.13		Wolfe Comm Inc	54	9902		c1	R&B Oldies	125	0.34	4.8	4.5	5.9	1.9	0.0	1.0	5.3	0.0	0.0
# AM Stations -					3	# Combos -					2	AM TOTALS			7.3	5.6	6.9	4.8	2.1	5.0	9.5	3.9	3.1
AM & FM Stations Profiled -					14	# Duopolies -					3	Total Local Commercial Share			82.9	83.2	74.9	80.0	81.3	79.0	82.2	81.4	

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 279

Revenue Rank: 250

# Jonesboro, AR Market Overview



### Metro Counties / Population (000)

Craighead, AR	83.8
	83.8

### Market Radio Financials

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

#### ESTIMATED GROSS REVENUES

1997	1998	1999	2000	2001	2002	Δ 97 - 02
N/A	\$4,900	\$5,600	\$6,300	\$5,000	\$5,400	
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
8.0%	\$5,700	\$6,000	\$6,400	\$6,700	\$7,100	5.7%

#### Revenue/Retail Sales Revenue/Capita

1997	2002	2007	Est. Breakout
NA <sup>1/</sup>	\$4.68/1,000	\$5.07/1,000	Local 70%
N/A	\$64.44	\$81.24	National 30%

### Demographic and Economic Overview

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

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	76.3	83.8	1.9%	83.8	87.4	0.8%
Households	29.1	33.1	2.6%	33.1	34.9	1.1%
Retail Sales	NA <sup>1/</sup>	1,154.7	NA <sup>1/</sup>	1,154.7	1,401.6	4.0%
EBI <sup>2/</sup>	1,090.6	1,301.4	3.6%	1,301.4	1,665.4	5.1%

### Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	40.5	6.9	3.4	5.7	5.9	5.7	5.4	7.4
Women (000)	43.3	6.6	3.2	6.1	5.8	5.8	5.7	10.0
Total	83.8	13.5	6.7	11.8	11.6	11.6	11.1	17.5
Percentage	100.0%	16.1%	8.0%	14.1%	13.9%	13.8%	13.3%	20.8%
Per Capita	\$ 15,538			Median Household	\$ 31,068		Avg Household	\$ 39,325
Ethnic Population:	White 88.6%		Black 8.3%		Asian 0.6%		Hispanic 2.4%	

### Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		7	7	9	2	11
Tot 12+	6.6		61.6	67.1	68.2	4.4	72.6
Avg 12+	3.3		8.8	9.6	7.6	2.2	6.6
Tot LCS	9.1		84.8	92.4	93.9	6.1	100.0
Avg LCS	4.5		12.1	13.2	10.4	3.0	9.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Memphis.

## FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)									Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
KJBR	Marked Tree	A	93.7	6.0 cp	279	c	Educational Media	93	0110	1,300	d3	ChrsContem			1.6	1.1	1.2	1.2	2.3	2.3	2.3	2.2	0.0
● KBZR	Harrisburg	C2	95.9	50.0 cp	492	a	Clear Channel Comm	99	0207	2,000	c1	Oldies	350	0.93	7.0	2.2	4.7	5.8	4.6	5.7	4.6	7.6	0.0
KDEZ	Jonesboro	C2	100.5	38.0 cp	558	b	Saga Comm Inc	86	0211		d1	AOR	800	0.76	19.6	12.1	16.3	12.8	17.2	12.5	11.5	11.2	0.0
KIYS	Jonesboro	C	101.9	100.0	1060	a	Clear Channel Comm	47	0101		sw	CHR	900	1.02	16.4	11.0	10.5	14.0	11.5	11.4	12.6	13.4	0.0
WEGR	Memphis	C1	102.7	87.0	945		Clear Channel Comm	67	9612		1	Clsc Rock	n/a		6.2	6.6	3.5	5.8	8.0	3.4	5.7	4.2	0.0
KDXY	Lake City	C3	104.9	13.5	449	b	Saga Comm Inc	94	0211		d1	Country	950	0.90	19.5	13.2	12.8	16.3	11.5	17.0	14.9	15.2	0.0
KJLV	Hoxie	C3	105.3	25.0	328	c	Educational Media	88	0110		d3	ChrsContem				0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0
KJBX	Trumann	A	106.7	6.0	328	b	Saga Comm Inc	91	0211		d1	AC	225	1.07	3.9	5.5	2.3	3.5	4.6	5.7	3.4	3.7	0.0
KFIN	Jonesboro	C1	107.9	100.0	600	a	Clear Channel Comm	74	0101		sw	Country	1,700	1.61	19.5	16.5	17.4	11.6	16.1	13.6	17.2	16.2	0.0
# FM Stations -					9	# Combos -			8	FM TOTALS				93.7	68.2	68.7	71.0	75.8	72.7	72.2	73.7	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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)	(kW)									Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
KNEA	Jonesboro	D	970	1.0 cp	0.04	a	Clear Channel Comm	50	0207		c1	Sprts/Talk	100	0.77	2.4	2.2	2.3	1.2	0.0	2.3	3.4	2.0	0.0	
KBTM	Jonesboro	C	1230	1.0	1.00	a	Clear Channel Comm	30	0101		sw	Nws/Tlk/Spt	325	1.54	3.9	2.2	2.3	3.5	2.3	2.3	2.3	2.1	0.0	
# AM Stations -					2	# Combos -			2	AM TOTALS				6.3	4.4	4.6	4.7	2.3	4.6	5.7	4.1	0.0		
AM & FM Stations Profiled -					11	# Duopolies -			5	Total Local Commercial Share				72.6	73.3	75.7	78.1	77.3	77.9	77.8	0.0			

NOTE: Market first rated Fall 1999

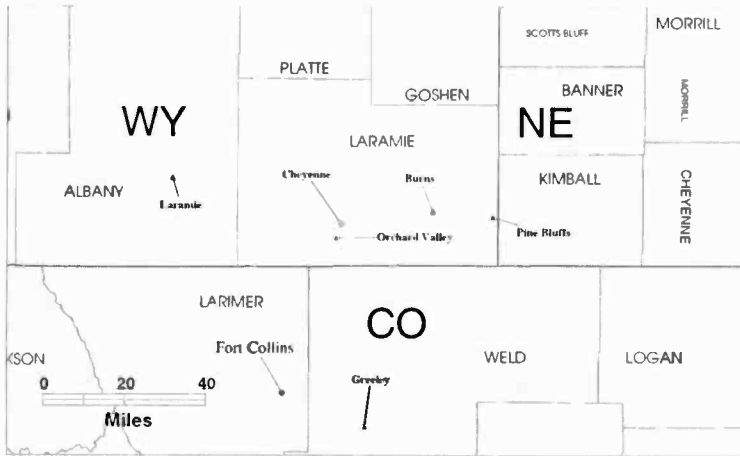
● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 280

Revenue Rank: 259

# Cheyenne, WY Market Overview



Metro Counties / Population (000)

Laramie, WY	82.7
	82.7

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

ESTIMATED GROSS REVENUES ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$3,700	\$4,200	\$5,200	\$5,400	\$4,800	\$4,900	5.8%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07	
2.1%	\$5,200	\$5,500	\$5,800	\$6,100	\$6,400	5.6%	
	1997	2002	2007				Est. Breakout
Revenue/Retail Sales	NA <sup>1/</sup>	\$3.95/1,000	\$4.11/1,000				Local 85%
Revenue/Capita	\$46.84	\$59.25	\$76.56				National 15%

## Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	79.0	82.7	0.9%	82.7	83.6	0.2%
Households	30.6	32.6	1.3%	32.6	33.4	0.5%
Retail Sales	NA <sup>1/</sup>	1,240.6	NA <sup>1/</sup>	1,240.6	1,555.9	4.6%
EBI <sup>2/</sup>	1,251.8	1,540.8	4.2%	1,540.8	1,931.3	4.6%

## Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	41.5	7.0	3.8	4.4	6.0	6.6	6.0	7.7
Women (000)	41.2	6.6	3.7	3.7	5.3	6.4	6.1	9.3
Total	82.7	13.6	7.5	8.1	11.4	13.0	12.1	17.0
Percentage	100.0%	16.4%	9.1%	9.8%	13.7%	15.7%	14.6%	20.6%
Per Capita	\$ 18,636							
				Median Household	\$ 38,774		Avg Household	\$ 47,326
Ethnic Population:	White	88.9%	Black	2.6%	Asian	1.1%	Hispanic	11.1%

## Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	3		7	8	10	7	17
Tot 12+	10.0		36.6	46.6	46.6	15.4	62.0
Avg 12+	3.3		5.2	5.8	4.7	2.2	3.6
Tot LCS	16.1		59.0	75.2	75.2	24.8	100.0
Avg LCS	5.4		8.4	9.4	7.5	3.5	5.9

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
KCGY	Laramie	C	95.1	100.0	1070	a	Clear Channel Comm	83	0204	1,900		Country			0.8	0.0	0.0	1.0	1.1	0.0	0.0	2.7	1.1	
KSME	Greeley	C1	96.1	100.0	735	c	Clear Channel Comm	75	9905			CHR	n/a		12.2	12.2	9.5	6.3	7.5	3.2	0.0	0.0	0.0	
• KQLF	Cheyenne	C1	97.9	100.0 cp	810	a	Clear Channel Comm	68	9905			Country	n/a		4.2	2.2	0.0	5.2	7.5	7.5	10.9	6.7	12.8	
KOLZ	Cheyenne	C1	100.7	100.0	489	a	Clear Channel Comm	61	9905		g2	Country	900	1.10	16.7	12.2	7.6	13.5	12.9	11.8	12.9	8.1	9.6	
KIGN	Burns	C2	101.9	50.0	492	a	Clear Channel Comm	90	9905		g2	Rock	700	0.99	14.5	6.7	11.4	7.3	9.7	11.8	11.9	13.0	11.7	
KROU	Laramie	C2	104.5	10.5	938	b	Mountain States Rad	96	0103	200		Clsc Rock	250	1.09	4.7	1.1	2.9	3.1	3.2	1.1	2.0	2.0	3.2	
KRRR	Cheyenne	A	104.9	6.0	4	d	Mountain States Rad	97	0202	800	c2	Oldies	300	0.43	14.4	6.7	12.4	6.3	8.6	6.5	6.9	6.0	3.2	
KREO	Pine Bluffs	A	105.3	0.4 cp	157	d	Mountain States Rad	01	0109	425	cp	Clsc Rock				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KIMX	Laramie	C2	105.5	25.0 cp	702	d	Mountain States Rad	89	0103	925		Hot AC	300	1.57	3.9	2.2	2.9	2.1	1.1	2.2	3.0	2.3	6.4	
KLEN	Cheyenne	A	106.3	3.0	-3	a	Clear Channel Comm	83	9905		g2	Soft AC	300	0.94	6.5	3.3	1.9	6.3	6.5	5.4	7.9	5.6	8.5	
# FM Stations -					10	# Combos -					8	FM TOTALS				77.9	46.6	48.6	51.1	58.1	49.5	55.5	46.4	56.5

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
KGAB	Orchard Valley	B	650	8.5	0.50	a	Clear Channel Comm	52	9905		g2	News/Talk	325	1.09	6.1	4.4	4.8	3.1	3.2	4.3	5.0	6.4	5.3	
KKHI	Laramie	B	1210	10.0	1.00	d	Mountain States Rad	62	0011		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	0.00		Montgomery Bcstg Ltd	40	9307	250		Nws/Tlk/AC	725	2.74	5.4	3.3	3.8	3.1	1.1	4.3	3.0	2.9	2.1	
KOWB	Laramie	B	1290	5.0	1.00	a	Clear Channel Comm	48	0204	850		Nws/Tlk/Spt	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
KJLJ	Cheyenne	D	1370	1.0	0.09	e	Christus Bcstg Inc	70	9612	120		Adlt Stndrd	300	1.02	6.0	3.3	5.7	2.1	3.2	5.4	3.0	6.2	3.2	
KRAE	Cheyenne	D	1480	1.0	0.07	d	Mountain States Rad	61	0202		c2	Oldes/Sprts	225	1.48	3.1	3.3	1.9	2.1	3.2	1.1	2.0	2.0	3.2	
KKWY	Fox Farm	B	1630	10.0 cp	1.00	e	Christus Bcstg Inc	98				Country	75	1.09	1.4	1.1	1.9	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -					7	# Combos -					6	AM TOTALS				22.0	15.4	18.1	10.4	10.7	15.1	13.0	17.5	13.8
AM & FM Stations Profiled -					17	# Duopolies -					8	Total Local Commercial Share				62.0	66.7	61.5	68.8	64.6	68.5	63.9	70.3	

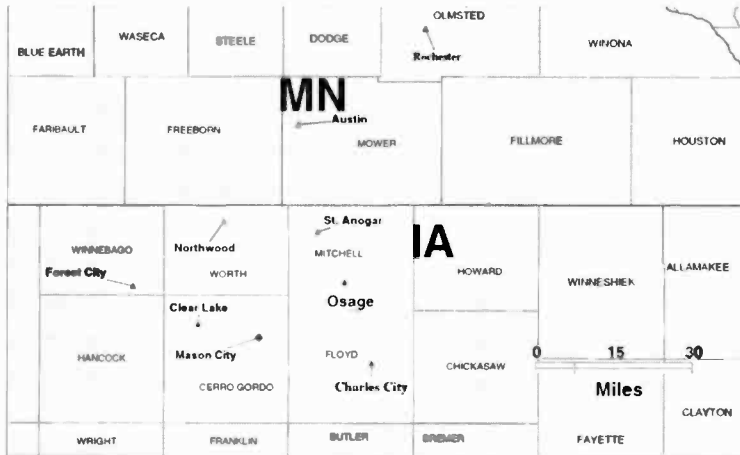
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 281

Revenue Rank: 248

# Mason City, IA Market Overview



### Metro Counties / Population (000)

Cerro Gordo, IA	46.0
Floyd, IA	16.8
Mitchell, IA	10.8
Worth, IA	7.8
<b>Total</b>	<b>81.4</b>

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

#### ESTIMATED GROSS REVENUES ★★

<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>Δ 97 - 02</u>
N/A	\$4,200	\$5,000	\$5,300	\$5,000	\$5,500	
<u>Δ 01 - 02</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>Δ 02 - 07</u>
10.0%	\$5,800	\$6,200	\$6,500	\$6,900	\$7,300	5.8%

#### Revenue/Retail Sales Revenue/Capita

<u>1997</u>	<u>2002</u>	<u>2007</u>	<u>Est. Breakout</u>
NA <sup>1/</sup>	\$5.08/1,000	\$5.70/1,000	Local 80%
N/A	\$67.57	\$91.14	National 20%

### Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	<u>1997</u>	<u>2002</u>	<u>Growth Rate</u>	<u>2002</u>	<u>2007</u>	<u>Growth Rate</u>
MSA Population	82.0	81.4	-0.1%	81.4	80.1	-0.3%
Households	33.6	33.6	0.0%	33.6	33.3	-0.2%
Retail Sales	NA <sup>1/</sup>	1,083.4	NA <sup>1/</sup>	1,083.4	1,281.7	3.4%
EBI <sup>2/</sup>	1,169.0	1,261.4	1.5%	1,261.4	1,480.3	3.3%

### 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)	39.3	6.4	3.8	3.4	4.2	5.8	5.8	10.0
Women (000)	42.2	6.1	3.6	3.2	4.2	5.9	5.7	13.5
Total	81.4	12.5	7.3	6.6	8.4	11.7	11.5	23.4
Percentage	100.0%	15.3%	9.0%	8.1%	10.3%	14.4%	14.1%	28.8%
Per Capita	\$ 15,487							
				Median Household	\$ 32,118		Avg Household	\$ 37,553
Ethnic Population:	White	97.1%	Black	0.6%	Asian	0.6%	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		8	7	11	3	14
Tot 12+	2.1		54.7	54.7	56.8	11.3	68.1
Avg 12+	0.7		6.8	7.8	5.2	3.8	4.9
Tot LCS	3.1		80.3	80.3	83.4	16.6	100.0
Avg LCS	1.0		10.0	11.5	7.6	5.5	7.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Rochester, MN.

## 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
KIAI	Mason City	C1	93.9	100.0	791	a	Clear Channel Comm	85	0010		g1	Country	1,100	1.13	17.7	12.4	11.2	12.2	11.4	12.9	14.2	15.3	0.0
KJCY	Saint Ansgar	A	95.5	6.0	328		MN/IA Christian Bcst	00	0109	200		ChrsContem				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 Comm	71	0010		g1	AC	200	2.60	1.4	2.1	0.9	1.0	2.9	3.2	1.9	1.7	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
KSMA	Osage	C3	98.7	25.0	328	a	Clear Channel Comm	80	0010		g1	Adlt Stndrd	400	1.00	7.3	8.2	7.5	2.0	1.0	2.2	0.0	0.0	0.0
• KAUS	Austin	C1	99.9	100.0	929		Three Eagles Comm	63	0007		g1	Country	250	0.89	5.1	5.2	3.7	3.0	3.8	5.3	5.7	4.8	0.0
KYTC	Northwood	C3	102.7	25.0	308	b	Three Eagles Comm	90	9912		na	Oldies	300	0.74	7.4	6.2	4.7	5.1	6.7	6.5	4.7	4.5	0.0
KLKK	Clear Lake	C3	103.7	25.0	187	a	Clear Channel Comm	78	0010		g1	Clsc Rock	975	1.34	13.2	6.2	10.3	7.1	10.5	6.5	4.7	7.7	0.0
KLSS	Mason City	C1	106.1	100.0	315	b	Three Eagles Comm	67	9706	3,500	c1	AC	1,200	1.18	18.5	11.3	11.2	13.3	14.3	14.0	15.1	10.4	0.0
KROC	Rochester	C0	106.9	100.0	1109		Southern Minn Bcstg	65				Top 40	n/a		11.7	5.2	6.5	9.1	10.4	9.6	13.2	14.0	0.0
KIOW	Forest City	C2	107.3	50.0 cp	492		Pilot Knob Bcst Inc	78	7811			Mix AC	75			0.0	0.0	0.0	0.0	1.1	0.0	3.4	0.0
# FM Stations -					11	# Combos -				6	FM TOTALS				82.3	56.8	56.0	52.8	61.0	61.3	59.5	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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
KGLO	Mason City	B	1300	5.0	5.00	a	Clear Channel Comm	37	0010		g1	FullService	775	1.27	11.1	8.2	5.6	9.2	7.6	7.5	11.3	7.5	0.0
KRIB	Mason City	C	1490	1.0	1.00	b	Three Eagles Comm	48	9704		c1	Adlt Stndrd	150	0.41	6.7	3.1	2.8	6.1	3.8	7.5	4.7	4.6	0.0
KCHA	Charles City	D	1580	0.5	0.01	a	Clear Channel Comm	49	0010		g1	Adlt Stndrd				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
# AM Stations -					3	# Combos -				3	AM TOTALS				17.8	11.3	8.4	15.3	11.4	15.0	16.0	12.1	0.0
AM & FM Stations Profiled -					14	# Duopolies -				4	Total Local Commercial Share				68.1	64.4	68.1	72.4	76.3	75.5	73.9	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: 282

Revenue Rank: 257

# Beckley, WV Market Overview



Metro Counties / Population (000)

Raleigh, WV	79.0
	79.0

## Market Radio Financials

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

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$4,700	\$4,900	\$5,000	\$5,400	\$4,800	\$5,100	1.7%
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.3%	\$5,400	\$5,800	\$6,100	\$6,400	\$6,800	5.7%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA <sup>1/</sup>	\$5.05/1,000	\$5.89/1,000	Local	85%		
Revenue/Capita	\$59.80	\$64.56	\$86.51	National	15%		

## Demographic and Economic Overview

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

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	78.6	79.0	0.1%	79.0	78.6	-0.1%
Households	30.7	32.0	0.8%	32.0	32.6	0.4%
Retail Sales	NA <sup>1/</sup>	1,009.7	NA <sup>1/</sup>	1,009.7	1,153.8	2.7%
EBI <sup>2/</sup>	975.7	1,086.0	2.2%	1,086.0	1,279.6	3.3%

## Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	38.8	5.4	3.2	3.7	5.7	5.7	6.5	8.6
Women (000)	40.2	5.3	3.0	3.4	4.8	5.7	6.4	11.7
Total	79.0	10.7	6.2	7.1	10.5	11.4	12.9	20.3
Percentage	100.0%	13.5%	7.8%	9.0%	13.3%	14.4%	16.3%	25.7%
Per Capita	\$ 15,133			Median Household	\$ 34,340		Avg Household	\$ 38,651
Ethnic Population:	White	89.4%	Black	8.7%	Asian	0.8%	Hispanic	1.0%

## 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+	11.5	51.3	3.8	62.8	66.6	10.2	76.8
Avg 12+	11.5	12.8	3.8	12.6	11.1	2.6	7.7
Tot LCS	15.0	66.8	4.9	81.8	86.7	13.3	100.0
Avg LCS	15.0	16.7	4.9	16.4	14.5	3.3	10.0

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



Market: Beckley, WV

# Competitive Overview

Metro Rank: 282

Some stations also rated in Bluefield, 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	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
												Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
WAXS	Oak Hill	B	94.1	26.5	650	a	Plateau Bcstg Inc	48	9209	500	1	Oldies	500	0.91	10.8	5.1	10.3	7.4	6.4	2.5	3.5	3.9	2.3
WJLS	Beckley	B	99.5	34.0	1050	b	First Media	46	0202	3,600	c1	Country	1,275	0.99	25.2	21.8	25.3	16.0	20.5	18.5	25.6	20.6	20.5
WMTD	Hinton	A	102.3	0.4	1273	c	Southern Comm Corp	85	0005	1,070	c4	Clsc Rock	725	1.50	9.5	11.5	6.9	8.6	9.0	8.6	8.1	7.5	10.2
WCIR	Beckley	B	103.7	5.0	1483	c	Southern Comm Corp	71	9906			AC	1,300	1.17	21.8	15.4	17.2	18.5	17.9	23.5	18.6	15.1	18.2
WHAJ	Bluefield	C	104.5	80.0	1549		Triad Bcstg Co	63	0009			AC	n/a		5.2	3.8	2.3	6.2	5.1	2.5	1.2	1.6	3.4
WTNJ	Mount Hope	B	105.9	50.0	499	c	Southern Comm Corp	80	0103	2,375		Country	950	1.16	16.1	9.0	10.3	16.0	9.0	16.0	16.3	15.2	12.5
# FM Stations -				6	# Combos -				4	FM TOTALS				88.6	66.6	72.3	72.7	67.9	71.6	73.3	63.9	67.1	

## AM Stations

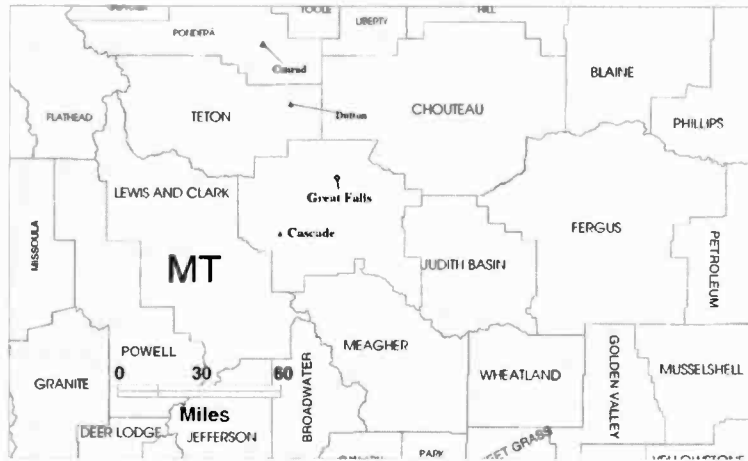
Calls	City of License	FCC Class	Power (kW)	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est		Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
													Revenue (000)1/	Power Ratio		Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WJLS	Beckley	B	560	4.5	0.47	b	First Media	39	0202		c1	Gospel	125	0.48	5.1	6.4	4.6	3.7	7.7	7.4	7.0	13.5	6.8
WWNR	Beckley	D	620	5.0	0.03	c	Southern Comm Corp	46	0111 p			Nws/Tlk/Spt	150	0.58	5.1	3.8	4.6	3.7	6.4	3.7	4.7	4.9	4.5
WOAY	Oak Hill	D	860	10.0	0.01		Ellison, Eugene C.	47	9007	100		Religion	100	1.40	1.4	0.0	1.1	1.2	1.3	0.0	0.0	0.0	0.0
WIWS	Beckley	D	1070	10.0	0.00	c	Southern Comm Corp	66	7606			Oldies				0.0	0.0	0.0	0.0	0.0	0.0	2.4	2.3
# AM Stations -				4	# Combos -				3	AM TOTALS				11.6	10.2	10.3	8.6	15.4	11.1	11.7	20.8	13.6	
AM & FM Stations Profiled -				10	# Duopolies -				2	Total Local Commercial Share				76.8	82.6	81.3	83.3	82.7	85.0	84.7	80.7		

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 283

Revenue Rank: 271

# Great Falls, MT Market Overview



Metro Counties / Population (000)

Cascade, MT	79.4
	79.4

## Market Radio Financials

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

ESTIMATED GROSS REVENUES ★ ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$3,400	\$3,500	\$3,600	\$3,600	\$3,600	\$3,900	\$3,900
Revenue/Retail Sales Revenue/Capita	1997	2002	2007	Est. Breakout			
	NA <sup>1/</sup>	\$4.18/1,000	\$5.15/1,000	Local 70%			
	\$41.67	\$49.12	\$64.80				

## Demographic and Economic Overview

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

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	81.6	79.4	-0.5%	79.4	78.7	-0.2%
Households	31.0	32.4	0.9%	32.4	32.5	0.1%
Retail Sales	NA <sup>1/</sup>	932.1	NA <sup>1/</sup>	932.1	990.1	1.2%
EBI <sup>2/</sup>	1,086.4	1,194.1	1.9%	1,194.1	1,345.5	2.4%

## Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	39.3	6.7	3.7	3.9	4.8	6.1	5.5	8.6
Women (000)	40.2	6.4	3.7	3.5	4.6	6.0	5.5	10.4
Total	79.4	13.1	7.4	7.4	9.4	12.1	11.0	19.0
Percentage	100.0%	16.5%	9.3%	9.3%	11.8%	15.2%	13.9%	24.0%
Per Capita	\$ 15,036	Median Household		\$ 30,006	Avg Household		\$ 36,906	
Ethnic Population:	White 90.5%	Black 1.1%	Asian 0.9%	Hispanic 2.5%				

## Market Summary

FM Classes	Class A	Class B	Class C	Viab. FMs	All FMs	All AMs	Total
# Stations			8	7	8	4	12
Tot 12+			61.6	59.4	61.6	24.2	85.8
Avg 12+			7.7	8.5	7.7	6.1	7.2
Tot LCS			71.8	69.2	71.8	28.2	100.0
Avg LCS			9.0	9.9	9.0	7.1	8.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
KLFM	Great Falls	C1	92.9	100.0	410	b	Commonwealth Comm	82	0010		g1	Oldies	275	0.87	8.1	5.5	7.6	6.8	14.1	9.6	12.6	14.6	11.1
KTZZ	Conrad	C1	93.7	100.0	558		Mason, Jeannine M.	97				Clsc Rock	175	0.66	6.8	2.2	5.4	6.8	7.1	7.2	9.5	1.1	2.2
KMON	Great Falls	C1	94.5	100.0	495	b	Commonwealth Comm	72	0010		g1	Country	700	1.15	15.6	14.3	12.0	15.9	15.3	19.3	23.2	16.1	7.8
KVVR	Dutton	C1	97.9	100.0	715	b	Commonwealth Comm	01	0103	323	cp	Lite Rock	275	0.67	10.6	12.1	7.6	11.4	0.0	0.0	0.0	0.0	0.0
KAAC	Great Falls	C1	98.9	100.0 cp	482	c	Fisher Comm Inc	72	8805	598	c3	AC	750	0.99	19.4	12.1	16.3	18.2	18.8	18.1	17.9	15.6	28.9
KIKF	Cascade	C	104.9	94.0 cp	2038	a	Fisher Radio Region	01				Country	50	0.99	1.3	2.2	2.2	0.0	0.0	0.0	0.0	0.0	0.0
KODI	Great Falls	C1	106.1	100.0	371	c	Fisher Comm Inc	63	9604	850	c1	Clsc Rock	475	1.38	8.8	6.6	7.6	8.0	9.4	10.8	7.4	13.7	12.2
KINX	Great Falls	C	107.3	94.0 cp	2038	a	Fisher Radio Region	02				Rock	125	0.56	5.7	6.6	9.8	0.0	0.0	0.0	0.0	0.0	0.0
# FM Stations -					8	# Combos -					7	FM TOTALS			76.3	61.6	68.5	67.1	64.7	65.0	70.6	61.1	62.2

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
KMON	Great Falls	B	560	5.0	5.00	b	Commonwealth Comm	47	0010		g1	Country	650	1.40	11.9	9.9	8.7	12.5	10.6	9.6	7.4	10.8	13.3
KEIN	Great Falls	B	1310	5.0	1.00		Munson Radio Inc	22	9707	80		Adlt Stndrd	200	1.17	4.4	2.2	3.3	4.5	1.2	1.2	2.1	0.0	3.3
KXGF	Great Falls	C	1400	0.7	0.68	c	Fisher Comm Inc	47	8805		c3	Nostalgia	75	0.44	4.4	7.7	3.3	4.5	8.2	8.4	6.3	5.5	6.7
KQDI	Great Falls	C	1450	0.7	0.00	c	Fisher Comm Inc	55	9906		c1	Talk	100	0.83	3.1	4.4	2.2	3.4	4.7	2.4	4.2	3.2	3.3
# AM Stations -					4	# Combos -					3	AM TOTALS			23.8	24.2	17.5	24.9	24.7	21.6	20.0	19.5	26.6
AM & FM Stations Profiled -					12	# Duopolies -					4	Total Local Commercial Share			85.8	86.0	92.0	89.4	86.6	90.6	80.6	88.8	

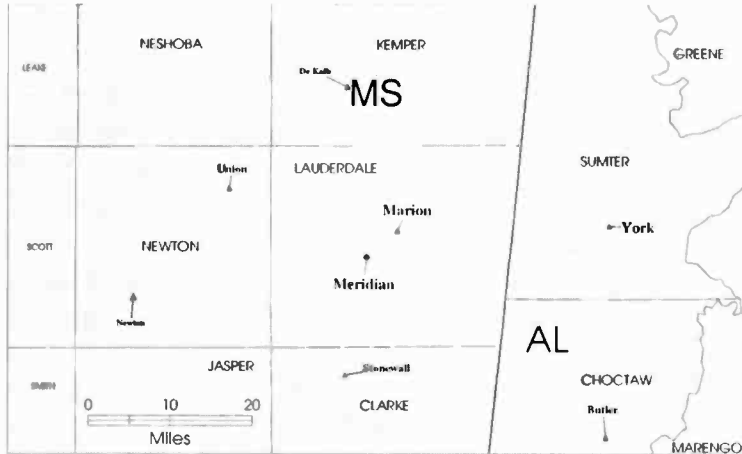
Other Rulemaking: 100.3. C, Great Falls.

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 284

Revenue Rank: 231

# Meridian, MS Market Overview



**Metro Counties / Population (000)**

Lauderdale, MS	77.7
	77.7

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

ESTIMATED GROSS REVENUES ★★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$4,600	\$4,900	\$6,200	\$7,000	\$6,100	\$6,500
	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	6.6%	\$6,900	\$7,300	\$7,700	\$8,200	\$8,600	5.8%
Revenue/Retail Sales	1997	2002	2007	Est. Breakout			
	NA <sup>1/</sup>	\$5.87/1,000	\$6.43/1,000	Local	90%		
Revenue/Capita	\$60.29	\$83.66	\$111.40	National	10%		

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	76.3	77.7	0.4%	77.7	77.2	-0.1%
Households	28.9	30.0	0.7%	30.0	30.2	0.1%
Retail Sales	NA <sup>1/</sup>	1,107.0	NA <sup>1/</sup>	1,107.0	1,338.1	3.9%
EBI <sup>2/</sup>	1,004.5	1,126.4	2.3%	1,126.4	1,344.2	3.6%

**Demographic Breakdown**

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	36.9	7.0	3.7	3.9	4.8	5.3	4.9	7.4
Women (000)	40.8	6.5	3.5	3.9	5.3	5.5	5.4	10.6
Total	77.7	13.5	7.2	7.8	10.1	10.8	10.3	18.0
Percentage	100.0%	17.4%	9.2%	10.0%	13.0%	13.9%	13.3%	23.2%
Per Capita	\$ 14,497	Median Household		\$ 29,498	Avg Household		\$ 37,577	
Ethnic Population:	White 59.1%	Black 39.1%	Asian 0.6%	Hispanic 1.2%				

**Market Summary**

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		8	8	10	5	15
Tot 12+	3.1		69.1	69.1	72.2	10.4	82.6
Avg 12+	1.6		8.6	8.6	7.2	2.1	5.5
Tot LCS	3.8		83.7	83.7	87.4	12.6	100.0
Avg LCS	1.9		10.5	10.5	8.7	2.5	6.7

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
															Freq	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WKZB	Butler	C2	93.5	32.0	610	Holladay Bcstg	78	0206 p	772	1	Clsc Rock	300	0.94	4.9	4.1	3.4	4.8	3.7	3.8	4.2	5.4	2.5
WYYW	Marion	C2	95.1	26.0	597	a Clear Channel Comm	87	0105	10,000	d1	Country	200	1.10	2.8	4.1	2.3	2.4	3.7	2.5	2.1	4.6	3.8
WOKK	Meridian	C1	97.1	100.0	600	b New South Comm Inc	67				Country	1,475	1.23	18.4	15.5	17.2	13.3	12.3	15.0	14.7	13.9	13.8
WMSO	Newton	C3	97.9	8.7	551	a Clear Channel Comm	75	0105		d1	Oldies	650	2.04	4.9	3.1	3.4	4.8	4.9	3.8	3.2	2.8	1.3
WJDQ	Meridian	C1	101.3	100.0	577	a Clear Channel Comm	68	0105		d1	AC	800	1.17	10.5	9.3	5.7	12.0	12.3	10.0	11.6	11.3	12.5
WMMZ	Meridian	A	102.1	0.9	509	c Holladay Bcstg	93	9301	244	cp	1 Hot AC	350	1.92	2.8	1.0	2.3	2.4	3.7	3.8	3.2	5.6	6.3
WZKS	Union	C2	104.1	19.0	535	a Clear Channel Comm	96	0105		d1	Urban AC	700	0.96	11.2	10.3	6.9	12.0	9.9	15.0	11.6	9.9	12.5
WSLY	York	C2	104.9	50.0	492	Grantell Bcstg Co	76				Rhythm/Blue	450	1.10	6.3	4.1	4.6	6.0	3.7	3.8	10.5	6.6	6.3
WJXM	De Kalb	C2	105.7	50.0	384	c Holladay Bcstg	99				1 Urban AC	500	0.40	19.1	18.6	19.5	12.0	9.9	10.0	4.2	3.2	7.5
WMLV	Stonewall	A	106.9	2.3	538	c Holladay Bcstg	98				1 Soft AC	200	1.10	2.8	2.1	2.3	2.4	2.5	3.8	4.2	2.8	3.8
# FM Stations -				10	# Combos -				8	FM TOTALS				83.7	72.2	67.6	72.1	66.6	71.5	69.5	66.1	70.3

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
																Freq	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999
WALT	Meridian	B	910	5.0	1.00	b	New South Comm Inc	46	5704			Urban	50	0.18	4.2	2.1	2.3	4.8	4.9	6.3	5.3	5.5	5.0
WMOX	Meridian	B	1010	10.0	1.00		Magnolia State Bcstg	45	9301	65		Talk	450	0.89	7.8	5.2	9.2	3.6	8.6	5.0	6.3	7.4	8.8
WNBN	Meridian	D	1290	2.5	0.09		Rackley, Frank, Jr.	88				Gsp/R&B/Tik	150	0.82	2.8	1.0	1.1	3.6	1.2	2.5	2.1	2.7	1.3
• WMER	Meridian	D	1390	5.0	0.10		Glass, Michael H.	73	9802	55		Gospel	100	1.10	1.4	2.1	0.0	2.4	0.0	1.3	0.0	0.0	2.5
WFFX	Meridian	C	1450	1.0	1.00	a	Clear Channel Comm	57	0105		d1	Sprts/Talk	100			0.0	0.0	0.0	0.0	0.0	0.0	0.0	
# AM Stations -				5	# Combos -				2	AM TOTALS				16.2	10.4	12.6	14.4	14.7	15.1	13.7	15.6	17.6	
AM & FM Stations Profiled -				15	# Duopolies -				4	Total Local Commercial Share				82.6	80.2	86.5	81.3	86.6	83.2	81.7	87.9		

• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 285

Revenue Rank: 267

# Brunswick, GA Market Overview



**Metro Counties / Population (000)**

Glynn, GA	68.3
	68.3

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

ESTIMATED GROSS REVENUES	1997	1998	1999	2000	2001	2002	Δ 97 - 02
		\$2,600	\$3,000	\$3,600	\$4,100	\$4,100	\$4,400
★	Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07
	7.3%	\$4,600	\$4,900	\$5,200	\$5,400	\$5,700	5.6%
Revenue/Retail Sales	1997 NA <sup>1/</sup>	2002 \$4.42/1,000	2007 \$4.93/1,000			<b>Est. Breakout</b>	
Revenue/Capita	\$39.45	\$64.42	\$81.20			Local 85%	National 15%

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	65.9	68.3	0.7%	68.3	70.2	0.6%
Households	25.2	27.7	1.9%	27.7	29.1	1.0%
Retail Sales	NA <sup>1/</sup>	995.3	NA <sup>1/</sup>	995.3	1,157.2	3.1%
EBI <sup>2/</sup>	992.9	1,279.0	5.2%	1,279.0	1,637.5	5.1%

**Demographic Breakdown**

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	32.6	5.6	3.2	2.9	3.9	4.7	4.9	7.5
Women (000)	35.6	5.3	3.0	2.8	4.1	5.4	5.3	9.6
Total	68.3	11.0	6.2	5.7	8.1	10.1	10.2	17.1
Percentage	100.0%	16.0%	9.1%	8.3%	11.8%	14.8%	14.9%	25.0%
Per Capita	\$ 18,730	Median Household		\$ 35,993	Avg Household		\$ 46,137	
Ethnic Population:	White 70.2%	Black 26.8%	Asian 0.7%	Hispanic 3.3%				

**Market Summary**

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		6	8	8	3	11
Tot 12+	15.6		40.3	55.9	55.9	18.2	74.1
Avg 12+	7.8		6.7	7.0	7.0	6.1	6.7
Tot LCS	21.1		54.4	75.4	75.4	24.6	100.0
Avg LCS	10.5		9.1	9.4	9.4	8.2	9.1

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

# Competitive Overview

Some stations also rated in Jacksonville

## FM Stations

Calls	City of License	FCC Class	Power		HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (000)	L M A	Format	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)												Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
• WHFX	St. Simons Island	A	92.7	6.0	328	b	Qantum Comm	90	0303	p		Clsc Rock	375	1.04	8.2	3.9	2.3	10.0	6.2	4.8	5.1	6.7	5.1
WGCO	Midway	C1	98.3	100.0	981		Triad Bcstg Co	74	0009			1 Oldies	n/a		5.9	6.5	4.7	3.8	2.5	2.4	2.5	3.0	2.6
WSOL	Brunswick	C	101.5	100.0	1463		Clear Channel Comm	66	9905			2 Urban AC	n/a		10.8	7.8	8.1	7.5	11.1	10.8	11.4	8.5	11.5
• WYNR	Waycross	C1	102.5	97.0	994	b	Qantum Comm	71	0303	p		g1 Country	625	1.07	13.3	11.7	9.3	10.0	8.6	13.3	7.6	12.6	9.0
• WWSN	Waycross	C	103.3	100.0	994	b	Qantum Comm	72	0303	p		g1 AC	1,100	3.01	8.3	3.9	5.8	6.3	3.7	7.2	7.6	7.4	7.7
WSEG	Brunswick	A	104.1	4.2	390	a	Hickey & Esserman	94	0103		2,800	d1 Urban AC	600	0.77	17.6	11.7	14.0	11.3	16.0	12.0	11.4	8.4	10.3
WXMK	Dock Junction	C3	105.9	15.0	420	a	Hickey & Esserman	91	0103			d1 Adult CHR	600	1.17	11.7	6.5	9.3	7.5	6.2	7.2	8.9	8.1	10.3
• WBGA	Darien	C2	107.7	50.0	482	b	Qantum Comm	93	0303	p		g1 Oldies	450	3.10	3.3	3.9	2.3	2.5	6.2	3.6	2.5	5.9	5.1
# FM Stations -					8	# Combos -					6	FM TOTALS			79.1	55.9	55.8	58.9	60.5	61.3	57.0	60.6	61.6

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)							
			Freq	(kW)	(kW)	(kW)											Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999
WSFN	Brunswick	D	790	0.5	0.12		MarMac Comm LLC	66	9805		350	Sports	100	1.34	1.7	1.3	1.2	1.3	1.2	1.2	2.5	2.9	1.3	
• WGIG	Brunswick	B	1440	5.0	1.00	b	Qantum Comm	49	0303	p		g1 Nws/Tlk/Spt	400	0.84	10.8	10.4	7.0	8.8	6.2	9.6	7.6	4.9	7.7	
• WMOG	Brunswick	C	1490	0.6	0.00	b	Qantum Comm	40	0303	p		g1 Nostalgia	100	0.27	8.3	6.5	4.7	7.5	7.4	8.4	10.1	7.0	5.1	
# AM Stations -					3	# Combos -					2	AM TOTALS			20.8	18.2	12.9	17.6	14.8	19.2	20.2	14.8	14.1	
AM & FM Stations Profiled -					11	# Duopolies -					4	Total Local Commercial Share			74.1	68.7	76.5	75.3	80.5	77.2	75.4	75.7		

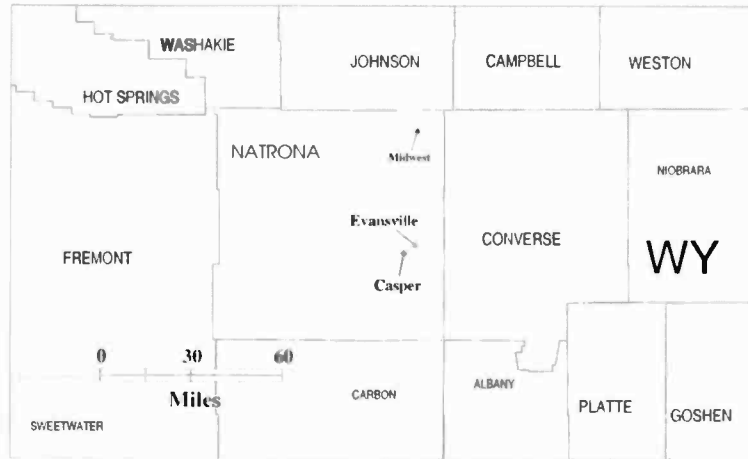
• Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

Metro Rank: 286

Revenue Rank: 273

# Casper, WY Market Overview



**Metro Counties / Population (000)**

Natrona, WY	66.7
	66.7

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

ESTIMATED GROSS REVENUES ★	1997	1998	1999	2000	2001	2002	Δ 97 - 02
	\$3,100	\$3,100	\$3,500	\$3,900	\$3,500	\$3,800	4.0%
Δ 01 - 02	2003	2004	2005	2006	2007	Δ 02 - 07	
8.6%	\$4,000	\$4,300	\$4,500	\$4,700	\$5,000	5.7%	

	1997	2002	2007	Est. Breakout
Revenue/Retail Sales	NA <sup>1/</sup>	\$4.07/1,000	\$4.29/1,000	Local 80%
Revenue/Capita	\$47.99	\$56.97	\$74.63	National 20%

**Demographic and Economic Overview**  
(000's, except Retail Sales and EBI in 000,000's)

	1997	2002	Growth Rate	2002	2007	Growth Rate
MSA Population	64.6	66.7	0.6%	66.7	67.0	0.1%
Households	25.7	27.1	1.1%	27.1	27.7	0.4%
Retail Sales	NA <sup>1/</sup>	932.6	NA <sup>1/</sup>	932.6	1,164.5	4.5%
EBI <sup>2/</sup>	1,122.6	1,277.8	2.6%	1,277.8	1,589.0	4.5%

**Demographic Breakdown**

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	32.9	5.5	3.3	3.4	3.9	5.0	5.2	6.6
Women (000)	33.8	5.3	3.1	3.5	3.9	5.2	5.0	7.9
Total	66.7	10.8	6.4	6.9	7.7	10.2	10.2	14.5
Percentage	100.0%	16.1%	9.6%	10.4%	11.6%	15.3%	15.3%	21.7%
Per Capita	\$ 19,153							
				Median Household	\$ 38,850		Avg Household	\$ 47,179
Ethnic Population:	White	93.9%	Black	0.8%	Asian	0.5%	Hispanic	5.1%

**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+			62.4	62.4	62.4	24.7	87.1
Avg 12+			7.8	7.8	7.8	6.2	7.3
Tot LCS			71.6	71.6	71.6	28.4	100.0
Avg LCS			9.0	9.0	9.0	7.1	8.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.



# 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)										
															Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999			
KMLD	Casper	C	94.5	65.0	1910	b	Mountain States Rad	97	9907	sw	Oldies	100	0.57	4.6	2.6	3.4	4.7	6.4	5.4	6.3	6.6	8.3			
KWYY	Casper	C	95.5	100.0	cp	1870	b	Clear Channel Comm	81	0104	d4	1	Country	350	1.15	8.0	6.5	6.8	7.1	6.4	10.8	10.1	7.7	11.9	
KMGW	Casper	C2	96.7	2.9	cp	1772	b	Clear Channel Comm	67	0104	d4	1	Mix AC	150	0.60	6.6	6.5	5.7	5.9	5.1	6.8	6.3	4.1	6.0	
KHOC	Casper	C	102.5	100.0		1860	a	Mt Rushmore Bcstg	98	9810	cp	1	Hot AC	300	1.49	5.3	3.9	6.8	2.4	2.6	2.7	2.5	3.3	1.2	
KQLT	Casper	C	103.7	100.0		1860	a	Mt Rushmore Bcstg	83	9408		1	Country	375	0.93	10.6	5.2	8.0	10.6	6.4	10.8	10.1	7.3	11.9	
KTRS	Casper	C1	104.7	18.0		1811	b	Clear Channel Comm	97	0104		d4	1	CHR	725	1.03	18.5	14.3	15.9	16.5	16.7	16.2	12.7	15.8	13.1
KASS	Casper	C	106.9	100.0		1765	a	Mt Rushmore Bcstg	85	9506		na	1	Rock & Roll	375	0.87	11.3	13.0	8.0	11.8	12.8	9.5	8.9	9.3	8.3
KRVK	Midwest	C	107.9	100.0	cp	1949	b	Clear Channel Comm	98	0104		1	Clsc Rock	600	0.96	16.5	10.4	13.6	15.3	12.8	8.1	16.5	11.4	13.1	
# FM Stations -				8		# Combos -				8		FM TOTALS		81.4	62.4	68.2	74.3	69.2	70.3	73.4	65.5	73.8			

## 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	2002 Est Revenue (000)1/	Power Ratio	Avg '02 Local Comm	ARB 12+ Metro Shares (see rights)								
																Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000	Spring 2000	Fall 1999	Spring 1999	
KUYO	Evansville	D	830	25.0	0.00		Wyoming Christian	86	9906	75	na	Chrst/Talk			0.6	2.6	1.1	0.0	0.0	1.4	0.0	0.0	1.2	
KTWO	Casper	B	1030	50.0	50.00	b	Clear Channel Comm	30	9905		g1	1	FuSvc/Cntry	675	1.49	11.9	13.0	12.5	8.2	12.8	12.2	11.4	16.0	9.5
KVOC	Casper	C	1230	1.0	1.00	a	Mt Rushmore Bcstg	46	9707	105		1	Nostalgia	50	0.34	3.9	6.5	3.4	3.5	3.8	4.1	6.3	6.3	7.1
KKTL	Casper	C	1400	1.0	1.00	b	Clear Channel Comm	98	9905		g1	1	Talk	75	0.99	2.0	2.6	1.1	2.4	1.3	1.4	0.0	1.7	0.0
# AM Stations -				4		# Combos -				3		AM TOTALS		18.4	24.7	18.1	14.1	17.9	19.1	17.7	24.0	17.8		
AM & FM Stations Profiled -				12		# Duopolies -				4		Total Local Commercial Share		87.1	86.3	88.4	87.1	89.4	91.1	89.5	91.6			

1/ See introduction section for interpretation of revenue estimates.

**BIA** Financial  
fn network

# 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	<b>Growth Rate Projections By Market</b>	Listed in Market Rank order, this table projects 2002-2007 annual growth rates for population, households, estimated retail sales and effective buying income.
Table 2	<b>Number of Radio Stations in Market</b>	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	<b>2002 Estimated Gross Revenues by Market Rank</b>	Indexed on Market Rank order, this table profiles the estimated 2002 gross revenues for radio in each Arbitron-rated market.
Table 4	<b>2002 Estimated Gross Revenues by Revenue Amount</b>	Listed by BIA <i>fm</i> 's Market Revenue Rank, this table highlights the estimated 2002 gross revenues for each Arbitron-rated market.
Table 5	<b>Station Calls to Market Rank</b>	A cross reference for locating the Arbitron-rated market in which a station is rated.
Table 6	<b>City of License to Market Rank</b>	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 2002 - 2007			
		Pop	HH	RS	EBI
1	New York, NY	0.5%	0.4%	5.0%	4.8%
2	Los Angeles, CA	1.2	1.0	6.2	3.9
3	Chicago, IL	0.6	0.6	4.5	5.6
4	San Francisco, CA	1.3	1.1	7.8	6.6
5	Dallas - Ft. Worth, TX	2.1	2.0	6.9	7.2
6	Philadelphia, PA	0.1	0.4	3.9	4.5
7	Houston-Galveston, TX	1.8	1.7	6.6	6.5
8	Washington, DC	1.4	1.5	5.2	6.1
9	Boston, MA	0.4	0.6	6.0	5.6
10	Detroit, MI	0.2	0.5	4.7	5.1
11	Atlanta, GA	2.4	2.3	6.5	7.1
12	Miami-Ft. Lauderdale-Hollywood, FL	1.3	1.1	3.4	3.9
13	Puerto Rico	0.4	0.5	2.8	4.0
14	Seattle-Tacoma, WA	1.2	1.3	7.6	7.3
15	Phoenix, AZ	2.7	2.5	6.9	6.9
16	Minneapolis - St. Paul, MN	1.1	1.2	7.4	6.6
17	San Diego, CA	1.3	1.2	7.1	4.9
18	Nassau-Suffolk, NY	0.3	0.4	4.0	4.4
19	Baltimore, MD	0.8	1.1	5.0	4.7
20	St. Louis, MO	0.1	0.4	4.1	4.6
21	Tampa-St. Petersburg-Clearwater, FL	1.6	1.6	4.8	5.6
22	Denver - Boulder, CO	2.0	1.9	7.1	7.8
23	Pittsburgh, PA	-0.4	-0.1	2.8	3.7
24	Portland, OR	1.6	1.6	5.7	6.2
25	Cleveland, OH	-0.1	0.2	3.9	3.7
26	Cincinnati, OH	0.5	0.8	4.8	5.1
27	Sacramento, CA	1.4	1.3	7.3	4.8
28	Riverside-San Bernardino, CA	1.6	1.3	6.7	3.5
29	Kansas City, MO-KS	0.6	0.7	5.4	5.0
30	San Jose, CA	1.5	1.2	8.8	7.5
31	San Antonio, TX	1.6	1.7	6.4	5.8
32	Salt Lake City - Ogden, UT	1.2	1.3	4.5	6.5
33	Milwaukee - Racine, WI	0.2	0.6	4.6	4.9
34	Providence-Warwick-Pawtucket, RI	0.6	0.9	4.1	4.3
35	Columbus, OH	1.0	1.3	5.9	5.6
36	Middlesex-Somerset-Union, NJ	0.8	0.8	5.2	5.5

Rank	Market	% Growth Rate 2002 - 2007			
		Pop	HH	RS	EBI
37	Charlotte-Gastonia-Rock Hill, NC	1.9%	2.0%	5.6%	6.6%
38	Orlando, FL	2.6	2.5	5.1	6.3
39	Las Vegas, NV	4.1	3.8	9.6	8.4
40	Norfolk-Virginia Beach-Newport News, VA	0.5	0.8	3.4	3.7
41	Indianapolis, IN	1.1	1.3	4.8	5.9
42	Austin, TX	2.9	2.8	8.2	10.0
43	Greensboro-Winston Salem-High Point, NC	1.2	1.2	3.1	5.0
44	New Orleans, LA	-0.1	0.2	2.7	4.1
45	Nashville, TN	1.1	1.3	6.4	6.1
46	Raleigh - Durham, NC	2.2	2.2	6.1	7.2
47	West Palm Beach-Boca Raton, FL	2.0	2.0	3.9	5.8
48	Memphis, TN	0.5	0.7	3.6	5.3
49	Hartford-New Britain-Middletown, CT	0.4	0.6	3.1	3.8
50	Jacksonville, FL	1.8	2.0	4.6	5.6
51	Buffalo-Niagara Falls, NY	-0.5	-0.3	1.8	3.3
52	Monmouth-Ocean, NJ	1.0	1.2	4.1	5.1
53	Oklahoma City, OK	0.3	0.5	2.7	3.4
54	Rochester, NY	0.0	0.2	2.5	3.2
55	Louisville, KY	0.5	0.8	3.3	5.3
56	Richmond, VA	1.2	1.4	4.0	5.1
57	Birmingham, AL	0.3	0.6	2.5	4.9
58	Dayton, OH	-0.3	0.1	3.1	3.3
59	Greenville-Spartanburg, SC	1.0	1.3	3.8	5.2
60	Westchester, NY	0.2	0.1	5.2	4.9
61	Honolulu, HI	0.5	0.7	2.3	4.3
62	Tucson, AZ	1.8	1.9	6.3	5.7
63	McAllen-Brownsville-Harlingen, TX	2.4	2.6	5.9	5.6
64	Albany-Schenectady-Troy, NY	-0.2	0.2	4.2	3.5
65	Tulsa, OK	0.4	0.4	5.3	4.4
66	Grand Rapids, MI	1.2	1.4	4.8	5.9
67	Ft. Myers-Naples-Marco Island, FL	3.2	3.3	6.5	7.5
68	Fresno, CA	1.8	1.5	5.1	3.5
69	Wilkes Barre - Scranton, PA	0.2	0.4	3.1	3.1
70	Allentown - Bethlehem, PA	0.4	0.6	4.1	3.9
71	Albuquerque, NM	0.5	0.7	4.4	4.7
72	Knoxville, TN	0.7	1.0	5.6	4.8

**Growth Rate Projections By Market Rank**

Population (Pop), Households (HH), Retail Sales (RS), and Effective Buying Income (EBI)

Rank	Market	% Growth Rate 2002 - 2007			
		Pop	HH	RS	EBI
73	Akron, OH	0.3%	0.6%	4.6%	4.5%
74	Omaha - Council Bluffs, NE-IA	0.1	0.4	4.1	5.0
75	Monterey-Salinas-Santa Cruz, CA	1.7	1.4	7.9	6.5
76	Wilmington, DE	1.0	1.1	5.5	5.1
77	Sarasota - Bradenton, FL	2.1	2.2	4.6	5.8
78	El Paso, TX	1.1	1.3	5.0	3.6
79	Harrisburg-Lebanon-Carlisle, PA	0.3	0.6	4.0	3.9
80	Syracuse, NY	-0.4	-0.1	3.6	3.0
81	Springfield, MA	0.0	0.3	3.0	2.9
82	Toledo, OH	-0.1	0.3	3.1	3.4
83	Baton Rouge, LA	0.8	1.1	4.3	5.0
84	Greenville-New Bern-Jacksonville, NC	0.6	1.0	3.3	4.1
85	Little Rock, AR	0.6	0.9	3.9	5.6
86	Gainesville - Ocala, FL	2.3	2.7	4.8	6.0
87	Bakersfield, CA	1.6	1.4	5.3	2.9
88	Stockton, CA	1.4	1.3	6.5	4.0
89	Charleston, SC	0.6	1.1	3.6	5.4
90	Columbia, SC	1.1	1.6	3.8	5.5
91	Des Moines, IA	0.8	0.9	4.9	5.6
92	Spokane, WA	1.4	1.4	5.6	5.2
93	Mobile, AL	0.7	1.0	4.1	4.7
94	Daytona Beach, FL	1.7	1.8	3.8	4.4
95	Wichita, KS	0.4	0.4	4.3	4.0
96	Colorado Springs, CO	1.9	1.9	6.6	7.0
97	Madison, WI	1.0	1.3	5.7	5.8
98	Lakeland-Winter Haven, FL	1.9	2.0	5.0	4.6
99	Melbourne-Titusville-Cocoa, FL	1.5	1.8	3.9	4.3
100	Lafayette, LA	0.5	0.8	4.2	4.7
101	Johnson City-Kingsport-Bristol, TN-VA	0.5	1.0	3.8	4.1
102	Lexington-Fayette, KY	1.1	1.5	4.3	6.0
103	Ft. Wayne, IN	0.5	0.8	3.1	4.1
104	Visalia-Tulare-Hanford, CA	1.7	1.5	4.2	3.7
105	Chattanooga, TN	0.5	0.8	4.2	5.1
106	York, PA	0.8	1.1	3.7	4.0
107	Santa Rosa, CA	1.6	1.5	8.2	5.9
108	New Haven, CT	0.4	0.5	4.1	3.8

Rank	Market	% Growth Rate 2002 - 2007			
		Pop	HH	RS	EBI
109	Augusta, GA	1.0%	1.3%	4.5%	3.9%
110	Roanoke-Lynchburg, VA	0.7	1.1	4.1	4.6
111	Ft. Pierce-Stuart-Vero Beach, FL	2.3	2.6	4.1	5.7
112	Youngstown - Warren, OH	-0.6	-0.2	2.1	2.5
113	Morristown, NJ	0.9	1.1	8.2	6.6
114	Worcester, MA	0.5	0.7	6.3	4.4
115	Lancaster, PA	0.6	0.8	4.1	4.1
116	Portsmouth-Dover-Rochester, NH	1.4	1.7	6.8	6.4
117	Bridgeport, CT	0.5	0.6	6.1	5.3
118	Huntsville, AL	0.7	1.0	3.5	4.6
119	Oxnard - Ventura, CA	1.2	1.1	6.6	4.4
120	Lansing-East Lansing, MI	0.2	0.6	2.2	4.1
121	Boise, ID	2.5	2.5	7.1	6.6
122	Modesto, CA	1.6	1.3	5.7	3.8
123	Jackson, MS	0.4	0.7	3.3	5.4
124	Pensacola, FL	1.6	2.0	3.7	4.8
125	Flint, MI	0.1	0.4	2.3	4.0
126	Ft Collins-Greeley, CO	2.4	2.5	7.5	7.7
127	Fayetteville, NC	0.6	0.9	3.5	4.5
128	Reno, NV	2.2	2.0	4.4	6.5
129	Canton, OH	0.0	0.3	3.5	3.3
130	Saginaw-Bay City-Midland, MI	-0.1	0.3	2.5	3.7
131	Beaumont-Port Arthur, TX	0.5	0.7	4.1	3.8
132	Shreveport, LA	0.0	0.4	3.1	4.4
133	Reading, PA	0.6	0.6	3.7	3.6
134	Corpus Christi, TX	0.6	0.8	4.4	4.4
135	Victor Valley, CA	1.4	1.1	6.0	3.2
136	Biloxi-Gulfport-Pascagoula, MS	0.7	1.0	5.8	5.6
137	Appleton - Oshkosh, WI	0.9	1.2	5.2	5.4
138	Atlantic City - Cape May, NJ	0.7	0.8	2.5	3.3
139	Burlington, VT-Plattsburgh, NY	0.4	0.8	4.8	3.9
140	Trenton, NJ	0.8	0.9	4.0	6.0
141	Quad Cities, IA-IL	-0.1	0.1	3.5	3.3
142	Stamford-Norwalk, CT	0.6	0.6	6.5	5.6
143	Peoria, IL	-0.1	0.1	3.7	4.0
144	Springfield, MO	1.4	1.7	4.6	5.8

**Growth Rate Projections By Market Rank**

Population (Pop), Households (HH), Retail Sales (RS), and Effective Buying Income (EBI)

Rank	Market	% Growth Rate 2002 - 2007			
		Pop	HH	RS	EBI
145	Eugene - Springfield, OR	1.0%	1.2%	3.9%	4.6%
146	Ann Arbor, MI	1.1	1.5	8.5	7.0
147	Tyler - Longview, TX	1.0	1.1	6.6	5.2
148	Salisbury-Ocean City, MD	1.9	2.2	4.4	4.5
149	Newburgh-Middletown, NY	0.6	0.7	3.5	3.8
150	Montgomery, AL	0.4	0.9	2.7	4.4
151	Fayetteville, AR	1.8	1.8	5.6	5.9
152	Huntington, WV - Ashland, KY	-0.2	0.3	2.6	2.8
153	Rockford, IL	0.7	0.7	3.6	4.1
154	Macon, GA	0.7	1.0	2.5	4.2
155	Killeen-Temple, TX	1.4	1.6	6.2	5.2
156	Flagstaff-Prescott, AZ	2.5	2.8	5.1	6.2
157	Evansville, IN	0.1	0.4	5.1	4.2
158	Savannah, GA	1.0	1.3	5.6	4.8
159	Utica - Rome, NY	-0.8	-0.5	2.7	1.9
160	Asheville, NC	1.0	1.3	3.5	5.0
161	Tallahassee, FL	2.7	3.1	5.5	7.8
162	Palm Springs, CA	1.8	1.5	7.1	3.6
163	Poughkeepsie, NY	0.8	1.0	4.4	4.2
164	Erie, PA	-0.2	0.1	2.5	3.1
165	Portland, ME	0.9	1.3	6.3	5.4
166	Fredericksburg, VA	2.2	2.5	5.9	5.1
167	Myrtle Beach, SC	2.1	2.7	4.8	7.3
168	Wausau-Stevens Point, WI	0.4	0.8	4.8	4.9
169	Hagerstown-Chambersburg-Waynesboro, MD-PA	0.7	1.0	4.3	3.7
170	San Luis Obispo, CA	1.4	1.6	7.8	5.1
171	South Bend, IN	0.2	0.4	3.0	3.8
172	New Bedford-Fall River, MA	0.4	0.7	3.0	4.2
173	New London, CT	0.2	0.5	3.2	4.2
174	Ft. Smith, AR	0.7	0.8	3.1	4.7
175	Anchorage, AK	1.0	1.0	3.1	5.5
176	Lincoln, NE	0.2	0.3	3.8	5.2
177	Charleston, WV	-0.4	0.0	3.9	3.7
178	Wilmington, NC	2.0	2.5	4.5	6.4
179	Binghamton, NY	-0.7	-0.3	4.0	1.7
180	Lubbock, TX	0.8	1.1	2.8	4.7

Rank	Market	% Growth Rate 2002 - 2007			
		Pop	HH	RS	EBI
181	Columbus, GA	0.0%	0.3%	3.5%	3.9%
182	Kalamazoo, MI	0.4	0.8	2.2	4.1
183	Cape Cod, MA	1.3	1.6	6.0	5.4
184	Johnstown, PA	-0.6	-0.2	2.1	2.0
185	Tupelo, MS	0.4	0.7	4.2	4.6
186	Manchester, NH	1.4	1.7	6.3	6.2
187	Green Bay, WI	1.0	1.4	4.3	5.8
188	Odessa - Midland, TX	0.2	0.4	5.5	3.4
189	Merced, CA	1.9	1.7	6.4	3.1
190	Topeka, KS	0.1	0.3	5.8	3.3
191	Dothan, AL	0.1	0.6	2.5	3.3
192	Traverse City-Petoskey, MI	1.6	2.0	6.3	6.4
193	Amarillo, TX	1.1	1.2	4.9	4.8
194	Waco, TX	1.0	1.0	3.8	5.5
195	Chico, CA	1.3	1.4	4.6	4.3
196	Morgantown-Clarksburg-Fairmont, WV	0.0	0.4	3.2	4.4
197	Danbury, CT	0.6	0.6	6.4	5.4
198	Yakima, WA	0.4	0.1	2.0	3.0
199	Santa Barbara, CA	1.3	1.1	7.0	3.9
200	Terre Haute, IN	-0.1	0.0	2.1	2.9
201	Muncie-Marion, IN	-0.4	0.0	2.7	2.7
202	Duluth, MN - Superior, WI	0.1	0.4	4.2	4.6
203	Frederick, MD	2.3	2.5	9.3	7.0
204	Clarksville-Hopkinsville, TN-KY	1.0	1.2	4.4	4.7
205	Santa Maria-Lompoc, CA	1.3	1.1	7.0	3.9
206	Springfield, IL	0.1	0.3	1.8	3.6
207	Olean, NY	-0.4	0.0	3.0	2.7
208	Bowling Green, KY	1.0	1.3	4.0	5.2
209	Cedar Rapids, IA	0.8	1.0	4.5	5.3
210	Florence, SC	0.4	1.0	2.5	4.4
211	Richland-Kennewick-Pasco, WA	1.5	1.4	5.2	4.9
212	Medford-Ashland, OR	1.4	1.5	7.5	4.6
213	Elmira-Corning, NY	-0.5	-0.1	3.2	2.7
214	Bangor, ME	0.4	0.9	4.8	3.5
215	Laredo, TX	2.6	2.8	8.5	6.6
216	Champaign, IL	0.3	0.6	3.3	4.4

Table 1

**Growth Rate Projections By Market Rank**

Population (Pop), Households (HH), Retail Sales (RS), and Effective Buying Income (EBI)

Rank	Market	% Growth Rate 2002 - 2007			
		Pop	HH	RS	EBI
217	Alexandria, LA	-0.2%	0.3%	3.3%	3.8%
218	Lake Charles, LA	0.4	0.8	4.1	4.8
219	Ft. Walton Beach, FL	2.0	2.4	6.0	5.8
220	Fargo, ND - Moorhead, MN	0.7	1.2	4.4	5.9
221	Blacksburg-Christiansburg-Radford-Pulaski	1.0	1.4	3.4	4.5
222	St. Cloud, MN	1.1	1.6	7.3	5.2
223	Laurel-Hattiesburg, MS	0.3	0.6	4.0	4.7
224	Charlottesville, VA	1.6	2.0	6.7	6.5
225	Muskegon, MI	0.5	0.7	3.2	4.0
226	Winchester, VA	1.4	1.7	5.7	4.8
227	Redding, CA	1.0	1.2	5.3	3.2
228	Tuscaloosa, AL	0.5	0.9	3.3	4.8
229	Rochester, MN	1.1	1.3	7.9	6.1
230	Bryan-College Station, TX	1.8	2.0	6.8	7.3
231	Marion-Carbondale, IL	-0.2	0.1	2.4	3.2
232	Abilene, TX	0.6	0.8	2.6	3.9
233	Dubuque, IA	-0.1	0.4	3.6	3.9
234	Joplin, MO	1.0	1.1	4.9	5.2
235	Lafayette, IN	1.1	1.4	5.2	5.7
236	Bloomington, IL	1.1	1.4	4.9	6.6
237	Panama City, FL	1.4	1.7	3.4	4.9
238	Wheeling, WV	-0.9	-0.6	3.0	2.3
239	Santa Fe, NM	0.7	1.1	3.6	5.4
240	Waterloo-Cedar Falls, IA	-0.2	0.0	2.7	3.6
241	Parkersburg-Marietta, WV-OH	-0.3	0.1	2.2	3.0
242	Lima, OH	-0.2	0.2	3.0	2.8
243	Eau Claire, WI	0.5	0.9	7.1	5.3
244	Meadville-Franklin, PA	0.0	0.3	2.5	3.0
245	Florence-Muscle Shoals, AL	0.4	0.8	2.6	3.6
246	State College, PA	0.7	1.0	3.3	4.4
247	Pueblo, CO	1.1	1.2	3.3	4.8
248	Elizabeth City-Nags Head, NC	0.9	1.3	5.1	4.2
249	Sussex, NJ	0.7	1.0	4.3	4.0
250	Monroe, LA	-0.2	0.2	2.5	3.9
251	Wichita Falls, TX	0.4	0.6	4.1	3.7

Rank	Market	% Growth Rate 2002 - 2007			
		Pop	HH	RS	EBI
252	Columbia, MO	1.2%	1.4%	4.5%	6.3%
253	Battle Creek, MI	0.0	0.3	5.7	3.2
254	Texarkana, TX-AR	0.7	1.1	5.0	4.1
255	Altoona, PA	-0.3	0.0	4.8	3.6
256	Billings, MT	0.2	0.4	1.6	3.2
257	Columbus-Starkville-West Point, MS	0.1	0.5	3.7	4.0
258	Grand Junction, CO	1.6	1.7	6.5	5.7
259	Williamsport, PA	0.0	0.3	2.4	2.8
260	Augusta-Waterville, ME	0.4	0.9	3.7	3.0
261	Sioux City, IA	0.0	-0.1	3.2	3.8
262	Albany, GA	0.4	0.8	2.0	4.5
263	Harrisonburg, VA	2.0	2.1	6.7	5.6
264	Mankato-New Ulm-St Peter, MN	0.2	0.6	7.0	5.3
265	Sheboygan, WI	0.5	0.9	3.7	4.6
266	Decatur, IL	-0.6	-0.3	3.9	3.3
267	Rapid City, SD	0.3	0.8	3.6	5.0
268	Lawton, OK	0.0	0.2	1.7	3.3
269	Bluefield, WV	-0.3	0.2	3.2	2.5
270	Watertown, NY	-0.4	0.0	1.8	1.9
271	Lewiston-Auburn, ME	0.1	0.6	4.1	3.1
272	San Angelo, TX	0.6	0.9	3.6	4.2
273	Ithaca, NY	0.0	0.5	2.6	3.1
274	Sebring, FL	2.5	2.5	3.6	5.2
275	Cookeville, TN	0.9	1.1	5.1	4.7
276	Grand Forks, ND-MN	-0.5	-0.1	3.8	4.2
277	Bismarck, ND	0.5	1.0	3.6	5.0
278	Jackson, TN	0.8	1.1	5.7	6.5
279	Jonesboro, AR	0.8	1.1	4.0	5.1
280	Cheyenne, WY	0.2	0.5	4.6	4.6
281	Mason City, IA	-0.3	-0.2	3.4	3.3
282	Beckley, WV	-0.1	0.4	2.7	3.3
283	Great Falls, MT	-0.2	0.1	1.2	2.4
284	Meridian, MS	-0.1	0.1	3.9	3.6
285	Brunswick, GA	0.6	1.0	3.1	5.1
286	Casper, WY	0.1	0.4	4.5	4.5

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, NY	35	41	76	37	Charlotte-Gastonia-Rock Hill, NC	26	15	41
2	Los Angeles, CA	36	39	75	38	Orlando, FL	19	15	34
3	Chicago, IL	42	46	88	39	Las Vegas, NV	12	22	34
4	San Francisco, CA	28	41	69	40	Norfolk-Virginia Beach-Newport News, VA	19	18	37
5	Dallas - Ft. Worth, TX	28	36	64	41	Indianapolis, IN	10	19	29
6	Philadelphia, PA	25	18	43	42	Austin, TX	12	19	31
7	Houston-Galveston, TX	26	29	55	43	Greensboro-Winston Salem-High Point, NC	27	15	42
8	Washington, DC	28	25	53	44	New Orleans, LA	17	18	35
9	Boston, MA	37	27	64	45	Nashville, TN	26	23	49
10	Detroit, MI	20	23	43	46	Raleigh - Durham, NC	23	18	41
11	Atlanta, GA	43	28	71	47	West Palm Beach-Boca Raton, FL	16	14	30
12	Miami-Ft. Lauderdale-Hollywood, FL	27	20	47	48	Memphis, TN	21	23	44
13	Puerto Rico	51	42	93	49	Hartford-New Britain-Middletown, CT	15	13	28
14	Seattle-Tacoma, WA	36	21	57	50	Jacksonville, FL	19	19	38
15	Phoenix, AZ	21	26	47	51	Buffalo-Niagara Falls, NY	13	13	26
16	Minneapolis - St. Paul, MN	24	21	45	52	Monmouth-Ocean, NJ	4	10	14
17	San Diego, CA	17	29	46	53	Oklahoma City, OK	13	18	31
18	Nassau-Suffolk, NY	10	17	27	54	Rochester, NY	13	23	36
19	Baltimore, MD	18	16	34	55	Louisville, KY	14	23	37
20	St. Louis, MO	26	25	51	56	Richmond, VA	14	17	31
21	Tampa-St. Petersburg-Clearwater, FL	24	18	42	57	Birmingham, AL	21	19	40
22	Denver - Boulder, CO	22	19	41	58	Dayton, OH	11	17	28
23	Pittsburgh, PA	29	23	52	59	Greenville-Spartanburg, SC	22	18	40
24	Portland, OR	28	16	44	60	Westchester, NY	4	5	9
25	Cleveland, OH	16	15	31	61	Honolulu, HI	17	16	33
26	Cincinnati, OH	13	22	35	62	Tucson, AZ	14	14	28
27	Sacramento, CA	17	22	39	63	McAllen-Brownsville-Harlingen, TX	10	16	26
28	Riverside-San Bernardino, CA	13	17	30	64	Albany-Schenectady-Troy, NY	16	29	45
29	Kansas City, MO-KS	19	19	38	65	Tulsa, OK	13	21	34
30	San Jose, CA	9	14	23	66	Grand Rapids, MI	15	17	32
31	San Antonio, TX	22	20	42	67	Ft. Myers-Naples-Marco Island, FL	12	22	34
32	Salt Lake City - Ogden, UT	23	24	47	68	Fresno, CA	16	26	42
33	Milwaukee - Racine, WI	15	19	34	69	Wilkes Barre - Scranton, PA	18	22	40
34	Providence-Warwick-Pawtucket, RI	19	16	35	70	Allentown - Bethlehem, PA	10	8	18
35	Columbus, OH	12	22	34	71	Albuquerque, NM	14	24	38
36	Middlesex-Somerset-Union, NJ	4	3	7	72	Knoxville, TN	22	17	39



Table 2  
**Number of Radio Stations in Market**  
 Ranked by Market

Rank	Market	# AM Stations	# FM Stations	Total Stations
73	Akron, OH	5	4	9
74	Omaha - Council Bluffs, NE-IA	10	14	24
75	Monterey-Salinas-Santa Cruz, CA	14	22	36
76	Wilmington, DE	7	6	13
77	Sarasota - Bradenton, FL	9	9	18
78	El Paso, TX	15	18	33
79	Harrisburg-Lebanon-Carlisle, PA	11	13	24
80	Syracuse, NY	12	21	33
81	Springfield, MA	10	13	23
82	Toledo, OH	9	18	27
83	Baton Rouge, LA	9	13	22
84	Greenville-New Bern-Jacksonville, NC	16	25	41
85	Little Rock, AR	14	24	38
86	Gainesville - Ocala, FL	10	20	30
87	Bakersfield, CA	14	18	32
88	Stockton, CA	4	10	14
89	Charleston, SC	10	18	28
90	Columbia, SC	9	14	23
91	Des Moines, IA	9	16	25
92	Spokane, WA	10	18	28
93	Mobile, AL	13	17	30
94	Daytona Beach, FL	7	15	22
95	Wichita, KS	8	18	26
96	Colorado Springs, CO	8	14	22
97	Madison, WI	10	18	28
98	Lakeland-Winter Haven, FL	9	5	14
99	Melbourne-Titusville-Cocoa, FL	8	8	16
100	Lafayette, LA	11	22	33
101	Johnson City-Kingsport-Bristol, TN-VA	21	13	34
102	Lexington-Fayette, KY	12	19	31
103	Ft. Wayne, IN	8	18	26
104	Visalia-Tulare-Hanford, CA	8	14	22
105	Chattanooga, TN	15	15	30
106	York, PA	6	10	16
107	Santa Rosa, CA	3	12	15
108	New Haven, CT	4	4	8

Rank	Market	# AM Stations	# FM Stations	Total Stations
109	Augusta, GA	11	19	30
110	Roanoke-Lynchburg, VA	19	18	37
111	Ft. Pierce-Stuart-Vero Beach, FL	6	12	18
112	Youngstown - Warren, OH	12	11	23
113	Morristown, NJ	4	1	5
114	Worcester, MA	8	5	13
115	Lancaster, PA	4	8	12
116	Portsmouth-Dover-Rochester, NH	6	11	17
117	Bridgeport, CT	5	4	9
118	Huntsville, AL	15	14	29
119	Oxnard - Ventura, CA	5	10	15
120	Lansing-East Lansing, MI	7	10	17
121	Boise, ID	9	18	27
122	Modesto, CA	6	19	25
123	Jackson, MS	14	18	32
124	Pensacola, FL	9	13	22
125	Flint, MI	8	9	17
126	Flint, MI	8	8	16
127	Fayetteville, NC	13	14	27
128	Reno, NV	11	17	28
129	Canton, OH	6	6	12
130	Saginaw-Bay City-Midland, MI	5	14	19
131	Beaumont-Port Arthur, TX	9	11	20
132	Shreveport, LA	10	15	25
133	Reading, PA	3	4	7
134	Corpus Christi, TX	9	22	31
135	Victor Valley, CA	7	21	28
136	Biloxi-Gulfport-Pascagoula, MS	7	12	19
137	Appleton - Oshkosh, WI	7	15	22
138	Atlantic City - Cape May, NJ	7	18	25
139	Burlington, VT-Plattsburgh, NY	12	18	30
140	Trenton, NJ	5	5	10
141	Quad Cities, IA-IL	6	12	18
142	Stamford-Norwalk, CT	3	4	7
143	Peoria, IL	5	14	19
144	Springfield, MO	7	15	22

Table 2  
**Number of Radio Stations in Market**  
 Ranked by Market

Rank	Market	# AM Stations	# FM Stations	Total Stations
145	Eugene - Springfield, OR	10	12	22
146	Ann Arbor, MI	5	2	7
147	Tyler - Longview, TX	10	21	31
148	Salisbury-Ocean City, MD	8	29	37
149	Newburgh-Middletown, NY	5	12	17
150	Montgomery, AL	8	12	20
151	Fayetteville, AR	7	13	20
152	Huntington, WV - Ashland, KY	11	13	24
153	Rockford, IL	4	7	11
154	Macon, GA	11	14	25
155	Killeen-Temple, TX	4	10	14
156	Flagstaff-Prescott, AZ	11	18	29
157	Evansville, IN	8	12	20
158	Savannah, GA	5	16	21
159	Utica - Rome, NY	9	16	25
160	Asheville, NC	11	10	21
161	Tallahassee, FL	5	15	20
162	Palm Springs, CA	8	13	21
163	Poughkeepsie, NY	6	14	20
164	Erie, PA	6	8	14
165	Portland, ME	7	18	25
166	Fredericksburg, VA	3	7	10
167	Myrtle Beach, SC	8	20	28
168	Wausau-Stevens Point, WI	6	14	20
169	Hagerstown-Chambersburg-Waynesboro, MD-PA	6	10	16
170	San Luis Obispo, CA	8	17	25
171	South Bend, IN	7	14	21
172	New Bedford-Fall River, MA	5	7	12
173	New London, CT	2	9	11
174	Ft. Smith, AR	9	15	24
175	Anchorage, AK	8	17	25
176	Lincoln, NE	3	11	14
177	Charleston, WV	8	9	17
178	Wilmington, NC	6	17	23
179	Binghamton, NY	6	11	17
180	Lubbock, TX	7	13	20

Rank	Market	# AM Stations	# FM Stations	Total Stations
181	Columbus, GA	6	12	18
182	Kalamazoo, MI	8	8	16
183	Cape Cod, MA	0	12	12
184	Johnstown, PA	10	11	21
185	Tupelo, MS	10	19	29
186	Manchester, NH	8	9	17
187	Green Bay, WI	3	12	15
188	Odessa - Midland, TX	7	16	23
189	Merced, CA	4	18	22
190	Topeka, KS	3	12	15
191	Dothan, AL	9	17	26
192	Traverse City-Petoskey, MI	10	24	34
193	Amarillo, TX	7	14	21
194	Waco, TX	5	9	14
195	Chico, CA	3	14	17
196	Morgantown-Clarksburg-Fairmont, WV	7	16	23
197	Danbury, CT	4	5	9
198	Yakima, WA	8	12	20
199	Santa Barbara, CA	5	10	15
200	Terre Haule, IN	7	13	20
201	Muncie-Marion, IN	4	13	17
202	Duluth, MN - Superior, WI	7	14	21
203	Frederick, MD	5	5	10
204	Clarksville-Hopkinsville, TN-KY	6	5	11
205	Santa Maria-Lompoc, CA	6	10	16
206	Springfield, IL	4	10	14
207	Olean, NY	6	13	19
208	Bowling Green, KY	6	13	19
209	Cedar Rapids, IA	5	8	13
210	Florence, SC	9	14	23
211	Richland-Kennewick-Pasco, WA	5	16	21
212	Medford-Ashland, OR	6	11	17
213	Elmira-Corning, NY	11	12	23
214	Bangor, ME	4	15	19
215	Laredo, TX	3	5	8
216	Champaign, IL	3	11	14

Table 2  
**Number of Radio Stations in Market**  
 Ranked by Market

Rank	Market	# AM Stations	# FM Stations	Total Stations
217	Alexandria, LA	4	13	17
218	Lake Charles, LA	5	8	13
219	Ft. Walton Beach, FL	5	12	17
220	Fargo, ND - Moorhead, MN	4	10	14
221	Blacksburg-Christiansburg-Radford-Pulaski	8	10	18
222	St. Cloud, MN	6	11	17
223	Laurel-Hattiesburg, MS	5	14	19
224	Charlottesville, VA	4	8	12
225	Muskegon, MI	5	9	14
226	Winchester, VA	5	8	13
227	Redding, CA	5	12	17
228	Tuscaloosa, AL	5	11	16
229	Rochester, MN	5	10	15
230	Bryan-College Station, TX	5	10	15
231	Marion-Carbondale, IL	6	11	17
232	Abilene, TX	6	13	19
233	Dubuque, IA	4	11	15
234	Joplin, MO	7	11	18
235	Lafayette, IN	3	10	13
236	Bloomington, IL	1	6	7
237	Panama City, FL	3	13	16
238	Wheeling, WV	6	10	16
239	Santa Fe, NM	6	16	22
240	Waterloo-Cedar Falls, IA	8	9	17
241	Parkersburg-Marietta, WV-OH	6	10	16
242	Lima, OH	2	11	13
243	Eau Claire, WI	6	12	18
244	Meadville-Franklin, PA	5	8	13
245	Florence-Muscle Shoals, AL	7	8	15
246	State College, PA	4	10	14
247	Pueblo, CO	5	13	18
248	Elizabeth City-Nags Head, NC	5	13	18
249	Sussex, NJ	1	3	4
250	Monroe, LA	6	15	21
251	Wichita Falls, TX	1	7	8

Rank	Market	# AM Stations	# FM Stations	Total Stations
252	Columbia, MO	4	12	16
253	Battle Creek, MI	3	8	11
254	Texarkana, TX-AR	5	14	19
255	Altoona, PA	6	10	16
256	Billings, MT	6	11	17
257	Columbus-Starkville-West Point, MS	5	11	16
258	Grand Junction, CO	4	10	14
259	Williamsport, PA	5	10	15
260	Augusta-Waterville, ME	6	12	18
261	Sioux City, IA	6	9	15
262	Albany, GA	4	13	17
263	Harrisonburg, VA	6	11	17
264	Mankato-New Ulm-St Peter, MN	4	8	12
265	Sheboygan, WI	3	4	7
266	Decatur, IL	2	8	10
267	Rapid City, SD	5	12	17
268	Lawton, OK	3	7	10
269	Bluefield, WV	8	9	17
270	Watertown, NY	3	6	9
271	Lewiston-Auburn, ME	2	7	9
272	San Angelo, TX	2	10	12
273	Ithaca, NY	4	5	9
274	Sebring, FL	4	2	6
275	Cookeville, TN	4	6	10
276	Grand Forks, ND-MN	6	9	15
277	Bismarck, ND	4	7	11
278	Jackson, TN	3	11	14
279	Jonesboro, AR	2	9	11
280	Cheyenne, WY	7	10	17
281	Mason City, IA	3	11	14
282	Beckley, WV	4	6	10
283	Great Falls, MT	4	8	12
284	Meridian, MS	5	10	15
285	Brunswick, GA	3	8	11
286	Casper, WY	4	8	12

Table 3  
**2002 Estimated Gross Market Revenues**  
 Ranked by Market

Rank	Market	2002 Est. Gross Revenues (\$000)	Rank	Market	2002 Est. Gross Revenues (\$000)
1	New York, NY	\$771,300	37	Charlotte-Gastonia-Rock Hill, NC	\$115,800
2	Los Angeles, CA	956,000	38	Orlando, FL	121,000
3	Chicago, IL	559,000	39	Las Vegas, NV	86,100
4	San Francisco, CA	441,100	40	Norfolk-Virginia Beach-Newport News, VA	64,900
5	Dallas - Ft. Worth, TX	386,800	41	Indianapolis, IN	99,600
6	Philadelphia, PA	311,300	42	Austin, TX	82,300
7	Houston-Galveston, TX	355,400	43	Greensboro-Winston Salem-High Point, NC	45,400
8	Washington, DC	358,400	44	New Orleans, LA	65,400
9	Boston, MA	341,100	45	Nashville, TN	79,100
10	Detroit, MI	263,400	46	Raleigh - Durham, NC	81,400
11	Atlanta, GA	368,800	47	West Palm Beach-Boca Raton, FL	61,700
12	Miami-Ft. Lauderdale-Hollywood, FL	275,300	48	Memphis, TN	58,600
13	Puerto Rico	95,200	49	Hartford-New Britain-Middletown, CT	78,600
14	Seattle-Tacoma, WA	233,900	50	Jacksonville, FL	60,300
15	Phoenix, AZ	201,600	51	Buffalo-Niagara Falls, NY	64,300
16	Minneapolis - St. Paul, MN	173,000	52	Monmouth-Ocean, NJ	25,700
17	San Diego, CA	165,000	53	Oklahoma City, OK	46,400
18	Nassau-Suffolk, NY	61,100	54	Rochester, NY	45,900
19	Baltimore, MD	134,700	55	Louisville, KY	57,500
20	St. Louis, MO	133,600	56	Richmond, VA	54,500
21	Tampa-St. Petersburg-Clearwater, FL	140,000	57	Birmingham, AL	50,000
22	Denver - Boulder, CO	191,400	58	Dayton, OH	46,300
23	Pittsburgh, PA	116,400	59	Greenville-Spartanburg, SC	44,600
24	Portland, OR	126,900	60	Westchester, NY	16,300
25	Cleveland, OH	119,100	61	Honolulu, HI	32,700
26	Cincinnati, OH	131,600	62	Tucson, AZ	41,600
27	Sacramento, CA	117,600	63	McAllen-Brownsville-Harlingen, TX	23,900
28	Riverside-San Bernardino, CA	47,400	64	Albany-Schenectady-Troy, NY	44,900
29	Kansas City, MO-KS	98,500	65	Tulsa, OK	44,900
30	San Jose, CA	50,800	66	Grand Rapids, MI	44,500
31	San Antonio, TX	100,900	67	Ft. Myers-Naples-Marco Island, FL	35,500
32	Salt Lake City - Ogden, UT	89,800	68	Fresno, CA	44,700
33	Milwaukee - Racine, WI	89,600	69	Wilkes Barre - Scranton, PA	26,600
34	Providence-Warwick-Pawtucket, RI	54,300	70	Allentown - Bethlehem, PA	27,600
35	Columbus, OH	99,500	71	Albuquerque, NM	42,900
36	Middlesex-Somerset-Union, NJ	17,300	72	Knoxville, TN	36,100

Table 3  
**2002 Estimated Gross Market Revenues**  
 Ranked by Market

Rank	Market	2002 Est. Gross Revenues (\$000)	Rank	Market	2002 Est. Gross Revenues (\$000)
73	Akron, OH	\$16,400	109	Augusta, GA	\$17,000
74	Omaha - Council Bluffs, NE-IA	40,100	110	Roanoke-Lynchburg, VA	21,600
75	Monterey-Salinas-Santa Cruz, CA	18,500	111	Ft. Pierce-Stuart-Vero Beach, FL	7,100
76	Wilmington, DE	26,700	112	Youngstown - Warren, OH	24,000
77	Sarasota - Bradenton, FL	6,800	113	Morristown, NJ	7,900
78	El Paso, TX	25,800	114	Worcester, MA	13,300
79	Harrisburg-Lebanon-Carlisle, PA	34,800	115	Lancaster, PA	12,500
80	Syracuse, NY	32,600	116	Portsmouth-Dover-Rochester, NH	16,500
81	Springfield, MA	18,400	117	Bridgeport, CT	11,400
82	Toledo, OH	30,000	118	Huntsville, AL	19,100
83	Baton Rouge, LA	29,700	119	Oxnard - Ventura, CA	19,600
84	Greenville-New Bern-Jacksonville, NC	21,600	120	Lansing-East Lansing, MI	23,600
85	Little Rock, AR	31,900	121	Boise, ID	21,100
86	Gainesville - Ocala, FL	16,000	122	Modesto, CA	18,900
87	Bakersfield, CA	20,400	123	Jackson, MS	23,400
88	Stockton, CA	8,800	124	Pensacola, FL	13,300
89	Charleston, SC	24,100	125	Flint, MI	17,500
90	Columbia, SC	31,100	126	ft Collins-Greeley, CO	11,800
91	Des Moines, IA	27,900	127	Fayetteville, NC	21,600
92	Spokane, WA	21,900	128	Reno, NV	23,600
93	Mobile, AL	21,800	129	Canton, OH	11,700
94	Daytona Beach, FL	8,000	130	Saginaw-Bay City-Midland, MI	22,500
95	Wichita, KS	30,500	131	Beaumont-Port Arthur, TX	13,900
96	Colorado Springs, CO	27,000	132	Shreveport, LA	16,600
97	Madison, WI	34,500	133	Reading, PA	11,800
98	Lakeland-Winter Haven, FL	5,900	134	Corpus Christi, TX	13,600
99	Melbourne-Titusville-Cocoa, FL	9,400	135	Victor Valley, CA	10,000
100	Lafayette, LA	18,600	136	Biloxi-Gulfport-Pascagoula, MS	11,000
101	Johnson City-Kingsport-Bristol, TN-VA	17,600	137	Appleton - Oshkosh, WI	17,500
102	Lexington-Fayette, KY	22,500	138	Atlantic City - Cape May, NJ	17,500
103	Ft. Wayne, IN	22,300	139	Burlington, VT-Plattsburgh, NY	13,500
104	Visalia-Tulare-Hanford, CA	6,000	140	Trenton, NJ	14,100
105	Chattanooga, TN	25,300	141	Quad Cities, IA-IL	17,500
106	York, PA	16,900	142	Stamford-Norwalk, CT	20,400
107	Santa Rosa, CA	15,400	143	Peoria, IL	14,900
108	New Haven, CT	18,400	144	Springfield, MO	19,700

Table 3  
**2002 Estimated Gross Market Revenues**  
 Ranked by Market

Rank	Market	2002 Est. Gross Revenues (\$000)	Rank	Market	2002 Est. Gross Revenues (\$000)
145	Eugene - Springfield, OR	\$13,300	181	Columbus, GA	\$13,000
146	Ann Arbor, MI	5,200	182	Kalamazoo, MI	13,800
147	Tyler - Longview, TX	21,400	183	Cape Cod, MA	13,400
148	Salisbury-Ocean City, MD	15,600	184	Johnstown, PA	6,700
149	Newburgh-Middletown, NY	5,900	185	Tupelo, MS	6,900
150	Montgomery, AL	16,900	186	Manchester, NH	20,100
151	Fayetteville, AR	12,500	187	Green Bay, WI	12,500
152	Huntington, WV - Ashland, KY	13,000	188	Odessa - Midland, TX	9,200
153	Rockford, IL	14,400	189	Merced, CA	4,900
154	Macon, GA	14,500	190	Topeka, KS	9,400
155	Killeen-Temple, TX	5,800	191	Dothan, AL	8,800
156	Flagstaff-Prescott, AZ	6,600	192	Traverse City-Petoskey, MI	12,900
157	Evansville, IN	17,100	193	Amarillo, TX	9,900
158	Savannah, GA	19,800	194	Waco, TX	8,100
159	Utica - Rome, NY	9,900	195	Chico, CA	5,700
160	Asheville, NC	11,100	196	Morgantown-Clarksburg-Fairmont, WV	11,800
161	Tallahassee, FL	15,900	197	Danbury, CT	10,700
162	Palm Springs, CA	13,200	198	Yakima, WA	8,800
163	Poughkeepsie, NY	24,000	199	Santa Barbara, CA	11,700
164	Erie, PA	11,100	200	Terre Haute, IN	6,800
165	Portland, ME	17,400	201	Muncie-Marion, IN	7,200
166	Fredericksburg, VA	9,700	202	Duluth, MN - Superior, WI	8,400
167	Myrtle Beach, SC	11,800	203	Frederick, MD	7,300
168	Wausau-Stevens Point, WI	12,500	204	Clarksville-Hopkinsville, TN-KY	4,900
169	Hagerstown-Chambersburg-Waynesboro, MD-PA	10,200	205	Santa Maria-Lompoc, CA	4,700
170	San Luis Obispo, CA	8,500	206	Springfield, IL	12,300
171	South Bend, IN	17,300	207	Olean, NY	4,000
172	New Bedford-Fall River, MA	5,200	208	Bowling Green, KY	5,700
173	New London, CT	10,000	209	Cedar Rapids, IA	14,000
174	Ft. Smith, AR	7,700	210	Florence, SC	9,900
175	Anchorage, AK	17,500	211	Richland-Kennewick-Pasco, WA	9,900
176	Lincoln, NE	14,800	212	Medford-Ashland, OR	7,700
177	Charleston, WV	14,200	213	Elmira-Corning, NY	6,700
178	Wilmington, NC	12,600	214	Bangor, ME	8,500
179	Binghamton, NY	11,500	215	Laredo, TX	4,200
180	Lubbock, TX	12,200	216	Champaign, IL	12,700

Table 3  
**2002 Estimated Gross Market Revenues**  
 Ranked by Market

Rank	Market	2002 Est. Gross Revenues (\$000)	Rank	Market	2002 Est. Gross Revenues (\$000)
217	Alexandria, LA .....	\$6,100	252	Columbia, MO .....	\$12,000
218	Lake Charles, LA .....	9,000	253	Battle Creek, MI .....	2,300
219	Ft. Walton Beach, FL .....	8,300	254	Texarkana, TX-AR .....	6,100
220	Fargo, ND - Moorhead, MN .....	12,100	255	Altoona, PA .....	6,900
221	Blacksburg-Christiansburg-Radford-Pulaski .....	2,000	256	Billings, MT .....	8,000
222	St. Cloud, MN .....	10,400	257	Columbus-Starkville-West Point, MS .....	2,900
223	Laurel-Hattiesburg, MS .....	5,700	258	Grand Junction, CO .....	5,300
224	Charlottesville, VA .....	6,500	259	Williamsport, PA .....	5,500
225	Muskegon, MI .....	3,700	260	Augusta-Waterville, ME .....	4,700
226	Winchester, VA .....	7,300	261	Sioux City, IA .....	8,100
227	Redding, CA .....	5,400	262	Albany, GA .....	7,200
228	Tuscaloosa, AL .....	7,400	263	Harrisonburg, VA .....	9,500
229	Rochester, MN .....	9,800	264	Mankato-New Ulm-St Peter, MN .....	7,700
230	Bryan-College Station, TX .....	7,700	265	Sheboygan, WI .....	3,600
231	Marion-Carbondale, IL .....	8,200	266	Decatur, IL .....	4,700
232	Abilene, TX .....	6,300	267	Rapid City, SD .....	9,600
233	Dubuque, IA .....	6,100	268	Lawton, OK .....	3,000
234	Joplin, MO .....	7,100	269	Bluefield, WV .....	4,900
235	Lafayette, IN .....	8,100	270	Watertown, NY .....	4,200
236	Bloomington, IL .....	8,000	271	Lewiston-Auburn, ME .....	1,600
237	Panama City, FL .....	7,600	272	San Angelo, TX .....	3,800
238	Wheeling, WV .....	6,000	273	Ithaca, NY .....	3,900
239	Santa Fe, NM .....	3,800	274	Sebring, FL .....	2,900
240	Waterloo-Cedar Falls, IA .....	7,200	275	Cookeville, TN .....	5,200
241	Parkersburg-Marietta, WV-OH .....	5,900	276	Grand Forks, ND-MN .....	7,800
242	Lima, OH .....	5,600	277	Bismarck, ND .....	6,500
243	Eau Claire, WI .....	10,400	278	Jackson, TN .....	7,700
244	Meadville-Franklin, PA .....	3,600	279	Jonesboro, AR .....	5,400
245	Florence-Muscle Shoals, AL .....	7,400	280	Cheyenne, WY .....	4,900
246	State College, PA .....	5,400	281	Mason City, IA .....	5,500
247	Pueblo, CO .....	2,400	282	Beckley, WV .....	5,100
248	Elizabeth City-Nags Head, NC .....	3,500	283	Great Falls, MT .....	3,900
249	Sussex, NJ .....	5,100	284	Meridian, MS .....	6,500
250	Monroe, LA .....	11,100	285	Brunswick, GA .....	4,400
251	Wichita Falls, TX .....	4,800	286	Casper, WY .....	3,800



Table 4  
**2002 Estimated Gross Market Revenues**  
 Ranked by Amount

Revenue Rank	Market Rank	Market	2002 Est. Gross Revenues (\$000)	Revenue Rank	Market Rank	Market	2002 Est. Gross Revenues (\$000)
1	2	Los Angeles, CA	\$956,000	37	46	Raleigh - Durham, NC	\$81,400
2	1	New York, NY	771,300	38	45	Nashville, TN	79,100
3	3	Chicago, IL	559,000	39	49	Hartford-New Britain-Middletown, CT	78,600
4	4	San Francisco, CA	441,100	40	44	New Orleans, LA	65,400
5	5	Dallas - Ft. Worth, TX	386,800	41	40	Norfolk-Virginia Beach-Newport News, VA	64,900
6	11	Atlanta, GA	368,800	42	51	Buffalo-Niagara Falls, NY	64,300
7	8	Washington, DC	358,400	43	47	West Palm Beach-Boca Raton, FL	61,700
8	7	Houston-Galveston, TX	355,400	44	18	Nassau-Suffolk, NY	61,100
9	9	Boston, MA	341,100	45	50	Jacksonville, FL	60,300
10	6	Philadelphia, PA	311,300	46	48	Memphis, TN	58,600
11	12	Miami-Ft. Lauderdale-Hollywood, FL	275,300	47	55	Louisville, KY	57,500
12	10	Detroit, MI	263,400	48	56	Richmond, VA	54,500
13	14	Seattle-Tacoma, WA	233,900	49	34	Providence-Warwick-Pawtucket, RI	54,300
14	15	Phoenix, AZ	201,600	50	30	San Jose, CA	50,800
15	22	Denver - Boulder, CO	191,400	51	57	Birmingham, AL	50,000
16	16	Minneapolis - St. Paul, MN	173,000	52	28	Riverside-San Bernardino, CA	47,400
17	17	San Diego, CA	165,000	53	53	Oklahoma City, OK	46,400
18	21	Tampa-St. Petersburg-Clearwater, FL	140,000	54	58	Dayton, OH	46,300
19	19	Baltimore, MD	134,700	55	54	Rochester, NY	45,900
20	20	St. Louis, MO	133,600	56	43	Greensboro-Winston Salem-High Point, NC	45,400
21	26	Cincinnati, OH	131,600	57	65	Tulsa, OK	44,900
22	24	Portland, OR	126,900	57	64	Albany-Schenectady-Troy, NY	44,900
23	38	Orlando, FL	121,000	59	68	Fresno, CA	44,700
24	25	Cleveland, OH	119,100	60	59	Greenville-Spartanburg, SC	44,600
25	27	Sacramento, CA	117,600	61	66	Grand Rapids, MI	44,500
26	23	Pittsburgh, PA	116,400	62	71	Albuquerque, NM	42,900
27	37	Charlotte-Gastonia-Rock Hill, NC	115,800	63	62	Tucson, AZ	41,600
28	31	San Antonio, TX	100,900	64	74	Omaha - Council Bluffs, NE-IA	40,100
29	41	Indianapolis, IN	99,600	65	72	Knoxville, TN	36,100
30	35	Columbus, OH	99,500	66	67	Ft. Myers-Naples-Marco Island, FL	35,500
31	29	Kansas City, MO-KS	98,500	67	79	Harrisburg-Lebanon-Carlisle, PA	34,800
32	13	Puerto Rico	95,200	68	97	Madison, WI	34,500
33	32	Salt Lake City - Ogden, UT	89,800	69	61	Honolulu, HI	32,700
34	33	Milwaukee - Racine, WI	89,600	70	80	Syracuse, NY	32,600
35	39	Las Vegas, NV	86,100	71	85	Little Rock, AR	31,900
36	42	Austin, TX	82,300	72	90	Columbia, SC	31,100



Table 4  
**2002 Estimated Gross Market Revenues**  
 Ranked by Amount

Revenue Rank	Market Rank	Market	2002 Est. Gross Revenues (\$000)	Revenue Rank	Market Rank	Market	2002 Est. Gross Revenues (\$000)
73	95	Wichita, KS	\$30,500	109	100	Lafayette, LA	\$18,600
74	82	Toledo, OH	30,000	110	75	Monterey-Salinas-Santa Cruz, CA	18,500
75	83	Baton Rouge, LA	29,700	111	108	New Haven, CT	18,400
76	91	Des Moines, IA	27,900	111	81	Springfield, MA	18,400
77	70	Allentown - Bethlehem, PA	27,600	113	101	Johnson City-Kingsport-Bristol, TN-VA	17,600
78	96	Colorado Springs, CO	27,000	114	125	Flint, MI	17,500
79	76	Wilmington, DE	26,700	114	175	Anchorage, AK	17,500
80	69	Wilkes Barre - Scranton, PA	26,600	114	141	Quad Cities, IA-IL	17,500
81	78	El Paso, TX	25,800	114	137	Appleton - Oshkosh, WI	17,500
82	52	Monmouth-Ocean, NJ	25,700	114	138	Atlantic City - Cape May, NJ	17,500
83	105	Chattanooga, TN	25,300	119	165	Portland, ME	17,400
84	89	Charleston, SC	24,100	120	171	South Bend, IN	17,300
85	112	Youngstown - Warren, OH	24,000	120	36	Middlesex-Somerset-Union, NJ	17,300
85	163	Poughkeepsie, NY	24,000	122	157	Evansville, IN	17,100
87	63	McAllen-Brownsville-Harlingen, TX	23,900	123	109	Augusta, GA	17,000
88	128	Reno, NV	23,600	124	150	Montgomery, AL	16,900
88	120	Lansing-East Lansing, MI	23,600	124	106	York, PA	16,900
90	123	Jackson, MS	23,400	126	132	Shreveport, LA	16,600
91	102	Lexington-Fayette, KY	22,500	127	116	Portsmouth-Dover-Rochester, NH	16,500
91	130	Saginaw-Bay City-Midland, MI	22,500	128	73	Akron, OH	16,400
93	103	Ft. Wayne, IN	22,300	129	60	Westchester, NY	16,300
94	92	Spokane, WA	21,900	130	86	Gainesville - Ocala, FL	16,000
95	93	Mobile, AL	21,800	131	161	Tallahassee, FL	15,900
96	84	Greenville-New Bern-Jacksonville, NC	21,600	132	148	Salisbury-Ocean City, MD	15,600
96	127	Fayetteville, NC	21,600	133	107	Santa Rosa, CA	15,400
96	110	Roanoke-Lynchburg, VA	21,600	134	143	Peoria, IL	14,900
99	147	Tyler - Longview, TX	21,400	135	176	Lincoln, NE	14,800
100	121	Boise, ID	21,100	136	154	Macon, GA	14,500
101	87	Bakersfield, CA	20,400	137	153	Rockford, IL	14,400
101	142	Stamford-Norwalk, CT	20,400	138	177	Charleston, WV	14,200
103	186	Manchester, NH	20,100	139	140	Trenton, NJ	14,100
104	158	Savannah, GA	19,800	140	209	Cedar Rapids, IA	14,000
105	144	Springfield, MO	19,700	141	131	Beaumont-Port Arthur, TX	13,900
106	119	Oxnard - Ventura, CA	19,600	142	182	Kalamazoo, MI	13,800
107	118	Huntsville, AL	19,100	143	134	Corpus Christi, TX	13,600
108	122	Modesto, CA	18,900	144	139	Burlington, VT-Plattsburgh, NY	13,500

Table 4  
**2002 Estimated Gross Market Revenues**  
 Ranked by Amount

Revenue Rank	Market Rank	Market	2002 Est. Gross Revenues (\$000)	Revenue Rank	Market Rank	Market	2002 Est. Gross Revenues (\$000)
145	183	Cape Cod, MA	\$13,400	179	173	New London, CT	\$10,000
146	114	Worcester, MA	13,300	181	159	Utica - Rome, NY	9,900
146	145	Eugene - Springfield, OR	13,300	181	211	Richland-Kennewick-Pasco, WA	9,900
146	124	Pensacola, FL	13,300	181	193	Amarillo, TX	9,900
149	162	Palm Springs, CA	13,200	181	210	Florence, SC	9,900
150	152	Huntington, WV - Ashland, KY	13,000	185	229	Rochester, MN	9,800
150	181	Columbus, GA	13,000	186	166	Fredericksburg, VA	9,700
152	192	Traverse City-Petoskey, MI	12,900	187	267	Rapid City, SD	9,600
153	216	Champaign, IL	12,700	188	263	Harrisonburg, VA	9,500
154	178	Wilmington, NC	12,600	189	190	Topeka, KS	9,400
155	151	Fayetteville, AR	12,500	189	99	Melbourne-Titusville-Cocoa, FL	9,400
155	187	Green Bay, WI	12,500	191	188	Odessa - Midland, TX	9,200
155	115	Lancaster, PA	12,500	192	218	Lake Charles, LA	9,000
155	168	Wausau-Stevens Point, WI	12,500	193	198	Yakima, WA	8,800
159	206	Springfield, IL	12,300	193	88	Stockton, CA	8,800
160	180	Lubbock, TX	12,200	193	191	Dothan, AL	8,800
161	220	Fargo, ND - Moorhead, MN	12,100	196	214	Bangor, ME	8,500
162	252	Columbia, MO	12,000	196	170	San Luis Obispo, CA	8,500
163	126	Ft Collins-Greeley, CO	11,800	198	202	Duluth, MN - Superior, WI	8,400
163	196	Morgantown-Clarksburg-Fairmont, WV	11,800	199	219	Ft. Walton Beach, FL	8,300
163	167	Myrtle Beach, SC	11,800	200	231	Marion-Carbondale, IL	8,200
163	133	Reading, PA	11,800	201	194	Waco, TX	8,100
167	199	Santa Barbara, CA	11,700	201	261	Sioux City, IA	8,100
167	129	Canton, OH	11,700	201	235	Lafayette, IN	8,100
169	179	Binghamton, NY	11,500	204	256	Billings, MT	8,000
170	117	Bridgeport, CT	11,400	204	236	Bloomington, IL	8,000
171	250	Monroe, LA	11,100	204	94	Daytona Beach, FL	8,000
171	164	Erie, PA	11,100	207	113	Morristown, NJ	7,900
171	160	Asheville, NC	11,100	208	276	Grand Forks, ND-MN	7,800
174	136	Biloxi-Gulfport-Pascagoula, MS	11,000	209	174	Ft. Smith, AR	7,700
175	197	Danbury, CT	10,700	209	212	Medford-Ashland, OR	7,700
176	222	St. Cloud, MN	10,400	209	230	Bryan-College Station, TX	7,700
176	243	Eau Claire, WI	10,400	209	264	Mankato-New Ulm-St Peter, MN	7,700
178	169	Hagerstown-Chambersburg-Waynesboro, MD-PA	10,200	209	278	Jackson, TN	7,700
179	135	Victor Valley, CA	10,000	214	237	Panama City, FL	7,600

Table 4  
**2002 Estimated Gross Market Revenues**  
 Ranked by Amount

Revenue Rank	Market Rank	Market	2002 Est. Gross Revenues (\$000)	Revenue Rank	Market Rank	Market	2002 Est. Gross Revenues (\$000)
215	228	Tuscaloosa, AL	\$7,400	250	246	State College, PA	\$5,400
215	245	Florence-Muscle Shoals, AL	7,400	250	279	Jonesboro, AR	5,400
217	226	Winchester, VA	7,300	253	258	Grand Junction, CO	5,300
217	203	Frederick, MD	7,300	254	146	Ann Arbor, MI	5,200
219	240	Waterloo-Cedar Falls, IA	7,200	254	172	New Bedford-Fall River, MA	5,200
219	262	Albany, GA	7,200	254	275	Cookeville, TN	5,200
219	201	Muncie-Marion, IN	7,200	257	282	Beckley, WV	5,100
222	234	Joplin, MO	7,100	257	249	Sussex, NJ	5,100
222	111	Ft. Pierce-Stuart-Vero Beach, FL	7,100	259	189	Merced, CA	4,900
224	185	Tupelo, MS	6,900	259	280	Cheyenne, WY	4,900
224	255	Altoona, PA	6,900	259	204	Clarksville-Hopkinsville, TN-KY	4,900
226	200	Terre Haute, IN	6,800	259	269	Bluefield, WV	4,900
226	77	Sarasota - Bradenton, FL	6,800	263	251	Wichita Falls, TX	4,800
228	184	Johnstown, PA	6,700	264	205	Santa Maria-Lompoc, CA	4,700
228	213	Elmira-Corning, NY	6,700	264	260	Augusta-Waterville, ME	4,700
230	156	Flagstaff-Prescott, AZ	6,600	264	266	Decatur, IL	4,700
231	277	Bismarck, ND	6,500	267	285	Brunswick, GA	4,400
231	284	Meridian, MS	6,500	268	215	Laredo, TX	4,200
231	224	Charlottesville, VA	6,500	268	270	Watertown, NY	4,200
234	232	Abilene, TX	6,300	270	207	Olean, NY	4,000
235	217	Alexandria, LA	6,100	271	283	Great Falls, MT	3,900
235	254	Texarkana, TX-AR	6,100	271	273	Ithaca, NY	3,900
235	233	Dubuque, IA	6,100	273	239	Santa Fe, NM	3,800
238	104	Visalia-Tulare-Hanford, CA	6,000	273	286	Casper, WY	3,800
238	238	Wheeling, WV	6,000	273	272	San Angelo, TX	3,800
240	241	Parkersburg-Marietta, WV-OH	5,900	276	225	Muskegon, MI	3,700
240	149	Newburgh-Middletown, NY	5,900	277	244	Meadville-Franklin, PA	3,600
240	98	Lakeland-Winter Haven, FL	5,900	277	265	Sheboygan, WI	3,600
243	155	Killeen-Temple, TX	5,800	279	248	Elizabeth City-Nags Head, NC	3,500
244	195	Chico, CA	5,700	280	268	Lawton, OK	3,000
244	223	Laurel-Hattiesburg, MS	5,700	281	257	Columbus-Starkville-West Point, MS	2,900
244	208	Bowling Green, KY	5,700	281	274	Sebring, FL	2,900
247	242	Lima, OH	5,600	283	247	Pueblo, CO	2,400
248	281	Mason City, IA	5,500	284	253	Battle Creek, MI	2,300
248	259	Williamsport, PA	5,500	285	221	Blacksburg-Christiansburg-Radford-Pulaski	2,000
250	227	Redding, CA	5,400	286	271	Lewiston-Auburn, ME	1,600

**Station Calls to Market Rank**

CFNY-FM ..... 51	KALI-AM ..... 2	KAVL-AM ..... 2	KBFM-FM ..... 63	KBOX-FM ..... 205	KBZU-FM ..... 71	KCIX-FM ..... 121	KCTA-AM ..... 134	KDGS-FM ..... 95	KDZA-FM ..... 247
CIDR-FM ..... 10	KALI-FM ..... 2	KAVT-AM ..... 68	KBFX-FM ..... 175	KBOY-FM ..... 212	KBZY-AM ..... 24	KCIY-FM ..... 29	KCTC-AM ..... 27	KDHI-FM ..... 135	KDZR-AM ..... 24
CIMX-FM ..... 10	KALL-AM ..... 32	KAWW-FM ..... 85	KBGE-AM ..... 147	KBPI-FM ..... 22	KBZZ-AM ..... 128	KCJZ-FM ..... 31	KCTE-AM ..... 29	KDIA-AM ..... 4	KDZY-FM ..... 121
CKEY-FM ..... 51	KALY-AM ..... 71	KAXX-AM ..... 175	KBGG-AM ..... 91	KBPS-AM ..... 24	KCAA-AM ..... 28	KCKC-AM ..... 175	KCTR-FM ..... 256	KDIF-AM ..... 28	KEAG-FM ..... 175
CKLW-AM ..... 10	KALZ-FM ..... 68	KAYD-FM ..... 131	KBGN-AM ..... 121	KBQI-FM ..... 71	KCAF-AM ..... 5	KCKK-AM ..... 22	KCTY-FM ..... 74	KDIS-AM ..... 2	KEAN-FM ..... 232
CKWW-AM ..... 10	KAMA-AM ..... 78	KAYO-FM ..... 14	KBGO-FM ..... 194	KBRE-FM ..... 189	KCAL-AM ..... 28	KCKN-AM ..... 29	KCUB-AM ..... 62	KDIZ-AM ..... 16	KEAN-AM ..... 232
KAAM-FM ..... 283	KAMB-FM ..... 189	KAYR-AM ..... 174	KBHB-AM ..... 267	KBRG-FM ..... 30	KCAL-AM ..... 28	KCKX-AM ..... 24	KCUV-AM ..... 22	KDJK-FM ..... 122	KEAR-FM ..... 4
KAAM-AM ..... 5	KAMJ-FM ..... 48	KAYX-FM ..... 29	KBHH-FM ..... 68	KBRH-AM ..... 83	KCAQ-FM ..... 119	KCLB-FM ..... 162	KCVM-FM ..... 240	KDJM-FM ..... 22	KEBC-AM ..... 53
KAAT-FM ..... 68	KAMO-FM ..... 151	KAZA-AM ..... 30	KBHQ-FM ..... 39	KBRJ-FM ..... 175	KCAR-FM ..... 234	KCLD-FM ..... 222	KCVR-AM ..... 88	KDJR-FM ..... 20	KEBE-AM ..... 147
KAAY-AM ..... 85	KAMX-FM ..... 42	KAZE-FM ..... 147	KBHR-FM ..... 28	KBRN-AM ..... 31	KCBC-AM ..... 122	KCLE-AM ..... 5	KCVR-FM ..... 122	KDJW-AM ..... 193	KEBV-FM ..... 75
KABC-AM ..... 2	KAMZ-FM ..... 180	KAZG-AM ..... 15	KBIB-AM ..... 31	KBRO-AM ..... 14	KCBL-AM ..... 68	KCLR-FM ..... 252	KCVT-FM ..... 190	KDKA-AM ..... 23	KECR-AM ..... 17
KABG-FM ..... 71	KANE-AM ..... 100	KAZM-AM ..... 156	KBIC-FM ..... 63	KBRQ-FM ..... 194	KCBQ-AM ..... 17	KCMC-AM ..... 254	KCVW-FM ..... 95	KDKB-FM ..... 15	KEDA-AM ..... 31
KABL-AM ..... 4	KANM-AM ..... 71	KAZN-AM ..... 2	KBID-AM ..... 87	KBRT-AM ..... 2	KCBR-AM ..... 96	KCMJ-AM ..... 162	KCWJ-AM ..... 29	KDKS-FM ..... 132	KEDG-FM ..... 217
KABN-AM ..... 4	KANR-FM ..... 95	KAZR-FM ..... 91	KBIF-AM ..... 68	KBRZ-AM ..... 7	KCBS-AM ..... 4	KCML-FM ..... 222	KCWM-AM ..... 31	KDLD-FM ..... 2	KEDJ-FM ..... 15
KABQ-AM ..... 71	KANS-FM ..... 190	KAZZ-FM ..... 92	KBIG-FM ..... 2	KBSF-AM ..... 132	KCBS-FM ..... 2	KCMN-AM ..... 96	KCWR-FM ..... 87	KDLE-FM ..... 2	KEED-AM ..... 145
KABX-FM ..... 189	KAOD-FM ..... 202	KBAC-FM ..... 71	KBHQ-FM ..... 96	KBSG-FM ..... 14	KCCG-FM ..... 134	KCMO-FM ..... 29	KCXL-AM ..... 29	KDLS-AM ..... 91	KEEH-FM ..... 92
KABZ-FM ..... 85	KAOK-AM ..... 218	KBAD-AM ..... 39	KBIS-AM ..... 5	KBSO-FM ..... 134	KCCL-FM ..... 27	KCMO-AM ..... 29	KCXX-FM ..... 28	KDLS-FM ..... 91	KEEL-AM ..... 132
KACL-FM ..... 277	KAPB-FM ..... 217	KBAJ-FM ..... 202	KBIU-FM ..... 218	KBSR-AM ..... 256	KCCN-FM ..... 61	KCMQ-FM ..... 252	KCYY-FM ..... 31	KDMO-AM ..... 234	KEEP-FM ..... 31
KADD-FM ..... 39	KAPL-AM ..... 212	KBAT-FM ..... 188	KBJA-AM ..... 32	KBSZ-AM ..... 15	KCCO-AM ..... 16	KCMR-FM ..... 281	KCZN-FM ..... 119	KDMX-FM ..... 5	KEES-AM ..... 147
KADI-FM ..... 144	KAQQ-AM ..... 92	KBAY-FM ..... 30	KBJD-AM ..... 22	KBTM-AM ..... 71	KCCQ-FM ..... 91	KCMS-FM ..... 14	KCZZ-AM ..... 29	KDND-FM ..... 27	KEEY-FM ..... 16
KADX-FM ..... 175	KARN-AM ..... 85	KBBB-FM ..... 256	KBKL-FM ..... 258	KBTM-AM ..... 279	KCCS-AM ..... 24	KCMT-FM ..... 62	KDAB-FM ..... 151	KDNN-FM ..... 61	KEEZ-FM ..... 264
KADZ-AM ..... 22	KARN-FM ..... 85	KBBK-FM ..... 176	KBKO-AM ..... 199	KBTN-AM ..... 234	KCCT-AM ..... 134	KCMX-FM ..... 212	KDAE-AM ..... 134	KDNZ-AM ..... 240	KEFM-FM ..... 74
KAEH-FM ..... 28	KARR-AM ..... 14	KBBL-AM ..... 85	KBKS-FM ..... 14	KBTN-AM ..... 234	KCCV-AM ..... 29	KCMX-AM ..... 212	KDAL-AM ..... 202	KDOG-FM ..... 264	KEGL-FM ..... 5
KAEP-FM ..... 92	KARS-AM ..... 71	KBBO-AM ..... 198	KBKY-FM ..... 189	KBTQ-FM ..... 63	KCCV-FM ..... 29	KCNA-FM ..... 212	KDAL-FM ..... 202	KDOK-FM ..... 147	KEGX-FM ..... 211
KAEZ-FM ..... 193	KARX-FM ..... 193	KBBQ-FM ..... 174	KBLA-AM ..... 2	KBTT-FM ..... 132	KCCY-FM ..... 96	KCNL-FM ..... 4	KDAR-FM ..... 119	KDON-FM ..... 75	KEHK-FM ..... 145
KAFC-FM ..... 175	KARY-FM ..... 198	KBBT-FM ..... 31	KBLE-AM ..... 14	KBTU-FM ..... 75	KCDA-FM ..... 92	KCNN-AM ..... 276	KDAT-FM ..... 209	KDOS-FM ..... 194	KEIN-AM ..... 283
KAFF-FM ..... 156	KASA-AM ..... 15	KBBW-AM ..... 194	KBLG-AM ..... 256	KBTW-FM ..... 135	KCDD-FM ..... 232	KCNQ-FM ..... 87	KDAV-AM ..... 180	KDOT-FM ..... 128	KEJC-FM ..... 122
KAFF-AM ..... 156	KASE-FM ..... 42	KBBX-FM ..... 74	KBLR-FM ..... 74	KBUA-FM ..... 2	KCDI-FM ..... 85	KCNR-AM ..... 227	KDAZ-AM ..... 71	KDOX-AM ..... 39	KEJS-FM ..... 180
KAFY-AM ..... 87	KASH-FM ..... 175	KBBY-FM ..... 119	KBLX-FM ..... 4	KBUC-FM ..... 31	KCDU-FM ..... 75	KCNW-AM ..... 29	KDB-FM ..... 199	KDRE-FM ..... 85	KEKB-FM ..... 258
KAGC-AM ..... 230	KASI-AM ..... 91	KBCE-FM ..... 217	KBLZ-FM ..... 147	KBUE-FM ..... 2	KCDZ-FM ..... 135	KCNZ-AM ..... 240	KDBL-FM ..... 198	KDRK-FM ..... 92	KELG-AM ..... 42
KAGG-FM ..... 230	KASM-AM ..... 222	KBCL-AM ..... 132	KBMB-FM ..... 27	KBUL-FM ..... 128	KCEO-AM ..... 17	KCOH-AM ..... 7	KDBN-FM ..... 5	KDRK-AM ..... 92	KELI-FM ..... 272
KAGM-FM ..... 22	KASO-AM ..... 132	KBCO-FM ..... 22	KBME-AM ..... 7	KBUL-AM ..... 256	KCEZ-FM ..... 195	KCOL-FM ..... 131	KDBS-AM ..... 217	KDRY-AM ..... 31	KELP-AM ..... 78
KAHA-AM ..... 61	KASR-FM ..... 85	KBCT-FM ..... 194	KBMR-AM ..... 277	KBVA-FM ..... 151	KCFA-FM ..... 122	KCOL-AM ..... 126	KDBV-AM ..... 75	KDST-FM ..... 233	KELT-FM ..... 28
KAHI-AM ..... 27	KASS-FM ..... 286	KBCY-FM ..... 232	KBMS-AM ..... 24	KBVL-FM ..... 65	KCFO-AM ..... 65	KCON-AM ..... 85	KDBZ-FM ..... 175	KDTH-AM ..... 233	KEMR-FM ..... 30
KAHM-FM ..... 156	KATD-AM ..... 4	KBDB-AM ..... 128	KBMX-FM ..... 202	KBXG-FM ..... 218	KCFX-FM ..... 29	KCOR-AM ..... 31	KDCD-FM ..... 272	KDUC-FM ..... 135	KEMX-FM ..... 65
KAHS-AM ..... 95	KATF-FM ..... 233	KBDR-FM ..... 215	KBNA-FM ..... 78	KBXL-FM ..... 121	KCGR-FM ..... 145	KCOR-AM ..... 31	KDCE-AM ..... 239	KDUK-FM ..... 145	KENI-AM ..... 175
KAHZ-AM ..... 5	KATI-FM ..... 252	KBDS-FM ..... 87	KBNA-AM ..... 78	KBXR-FM ..... 252	KCGY-FM ..... 280	KCPX-FM ..... 32	KDDB-FM ..... 61	KDUQ-FM ..... 135	KENO-AM ..... 39
KAIM-AM ..... 61	KATJ-AM ..... 135	KBEA-FM ..... 141	KBNO-AM ..... 22	KBXX-FM ..... 7	KCHA-AM ..... 281	KCQQ-FM ..... 141	KDDG-FM ..... 222	KDUS-AM ..... 15	KENS-AM ..... 31
KAIM-FM ..... 61	KATJ-FM ..... 135	KBEB-FM ..... 100	KBNP-AM ..... 24	KBYN-FM ..... 122	KCHA-AM ..... 281	KCRG-AM ..... 209	KDDX-FM ..... 267	KDVA-FM ..... 15	KENT-AM ..... 61
KAJA-FM ..... 31	KATM-FM ..... 122	KBEC-AM ..... 5	KBOB-FM ..... 141	KBYR-AM ..... 175	KCHJ-AM ..... 87	KCRO-AM ..... 74	KDDZ-AM ..... 22	KDVE-FM ..... 147	KENU-AM ..... 14
KAJM-FM ..... 15	KATP-FM ..... 193	KBED-FM ..... 132	KBOC-FM ..... 5	KBYZ-FM ..... 277	KCHK-AM ..... 16	KCRR-FM ..... 240	KDEF-AM ..... 71	KDVV-FM ..... 190	KENZ-FM ..... 32
KAJN-FM ..... 100	KATS-FM ..... 198	KBEE-FM ..... 32	KBOI-AM ..... 121	KBZC-AM ..... 96	KCHL-AM ..... 31	KCRS-AM ..... 188	KDES-FM ..... 162	KDWA-AM ..... 16	KERI-AM ..... 87
KAJZ-FM ..... 71	KATT-FM ..... 53	KBEE-AM ..... 32	KBOM-FM ..... 239	KBZD-FM ..... 193	KCHN-AM ..... 7	KCRS-FM ..... 188	KDEZ-FM ..... 279	KDWB-FM ..... 16	KERN-AM ..... 87
KAKC-AM ..... 65	KATY-FM ..... 28	KBEQ-FM ..... 29	KBON-FM ..... 100	KBZN-FM ..... 32	KCHX-FM ..... 188	KCRZ-FM ..... 104	KDFC-FM ..... 4	KDWN-AM ..... 39	KERX-FM ..... 174
KAKT-FM ..... 212	KATZ-AM ..... 20	KBER-FM ..... 32	KBOQ-FM ..... 75	KBZO-AM ..... 180	KCHZ-FM ..... 29	KCSE-FM ..... 272	KDFO-AM ..... 87	KDXX-FM ..... 5	KESN-FM ..... 5
KALC-FM ..... 22	KATZ-FM ..... 20	KBEX-FM ..... 256	KBOR-AM ..... 63	KBZQ-FM ..... 268	KCID-AM ..... 121	KCSJ-AM ..... 247	KDFO-FM ..... 87	KDXY-FM ..... 279	KESO-FM ..... 63
KALE-AM ..... 211	KAUS-FM ..... 281	KBEZ-FM ..... 65	KBOR-FM ..... 63	KBZR-FM ..... 279	KCIS-AM ..... 14	KCST-AM ..... 145	KDFT-AM ..... 5	KDYA-AM ..... 4	KESP-AM ..... 122
KALF-FM ..... 195	KAVA-AM ..... 247	KBFB-FM ..... 5	KBOS-FM ..... 68	KBZT-FM ..... 17	KCIV-FM ..... 189	KCST-FM ..... 145	KDGE-FM ..... 5	KDYS-AM ..... 100	KESQ-AM ..... 162

**Station Calls to Market Rank**

KESR-FM ..... 227	KFBZ-FM ..... 96	KFOR-AM ..... 176	KGBC-AM ..... 7	KGOT-FM ..... 175	KHNC-AM ..... 126	KIFM-FM ..... 17	KIRC-FM ..... 53	KJCD-FM ..... 22	KJUL-FM ..... 39
KESS-AM ..... 5	KFDI-FM ..... 96	KFOX-AM ..... 2	KGBT-AM ..... 63	KGRE-AM ..... 126	KHNR-AM ..... 61	KIFS-FM ..... 212	KIRL-AM ..... 20	KJCE-AM ..... 42	KJWL-FM ..... 68
KESS-FM ..... 5	KFEL-AM ..... 247	KFPB-FM ..... 156	KGBT-FM ..... 63	KGRR-FM ..... 233	KHOC-FM ..... 286	KIGL-FM ..... 151	KIRN-AM ..... 2	KJCY-FM ..... 281	KJYE-FM ..... 258
KEST-AM ..... 4	KFFG-FM ..... 4	KFPW-AM ..... 174	KGBX-FM ..... 144	KGRW-FM ..... 193	KHOP-FM ..... 122	KIGN-FM ..... 280	KIRO-AM ..... 14	KJDJ-AM ..... 170	KJYO-FM ..... 53
KESZ-FM ..... 15	KFFM-FM ..... 198	KFQD-AM ..... 175	KGBY-FM ..... 27	KGSG-FM ..... 211	KHOT-AM ..... 68	KIGS-AM ..... 68	KIRT-AM ..... 63	KJEE-FM ..... 199	KJZS-FM ..... 128
KEUG-FM ..... 145	KFFN-AM ..... 62	KFOX-FM ..... 232	KGBZ-FM ..... 220	KGSR-FM ..... 42	KHOT-FM ..... 15	KIHM-AM ..... 128	KIRV-AM ..... 68	KJEF-AM ..... 218	KJZY-FM ..... 107
KEUN-AM ..... 100	KFGE-FM ..... 176	KFRC-AM ..... 4	KGDN-FM ..... 211	KGST-AM ..... 68	KHOV-FM ..... 15	KIHT-FM ..... 20	KISC-FM ..... 92	KJFA-FM ..... 71	KKAL-FM ..... 170
KEVT-AM ..... 62	KFGO-AM ..... 220	KFRC-AM ..... 4	KGDP-AM ..... 205	KGTO-AM ..... 65	KHOW-AM ..... 22	KIID-AM ..... 27	KISF-FM ..... 39	KJFF-AM ..... 20	KKAM-AM ..... 180
KEWB-FM ..... 227	KFGY-FM ..... 107	KFRG-FM ..... 28	KGEE-FM ..... 188	KGU-AM ..... 61	KHPI-AM ..... 28	KIIM-FM ..... 62	KISN-FM ..... 32	KJFX-FM ..... 68	KKAR-AM ..... 74
KEWE-AM ..... 195	KFH-AM ..... 96	KFRO-AM ..... 147	KGEM-AM ..... 121	KGUY-AM ..... 24	KHPT-FM ..... 7	KIIS-FM ..... 2	KISQ-FM ..... 4	KJHY-FM ..... 121	KKAT-FM ..... 32
KEWI-AM ..... 85	KFH-FM ..... 96	KFRO-FM ..... 147	KGEN-AM ..... 104	KGUY-AM ..... 24	KHPY-AM ..... 28	KIIS-AM ..... 2	KISR-FM ..... 174	KJJB-FM ..... 100	KKAY-AM ..... 83
KEWL-FM ..... 254	KFI-AM ..... 2	KFRQ-FM ..... 63	KGEN-FM ..... 104	KGY-AM ..... 14	KHQN-AM ..... 32	KIIX-AM ..... 126	KISS-FM ..... 31	KJJC-FM ..... 91	KKBA-FM ..... 134
KEX-AM ..... 24	KFIA-AM ..... 27	KFRR-FM ..... 68	KGEO-AM ..... 87	KHAK-FM ..... 209	KHRA-AM ..... 61	KIIZ-FM ..... 155	KIST-AM ..... 199	KJJD-AM ..... 126	KKBB-FM ..... 87
KEXO-AM ..... 258	KFIG-AM ..... 68	KFRU-AM ..... 252	KGET-AM ..... 87	KHAR-AM ..... 175	KHRD-FM ..... 227	KIKF-FM ..... 283	KIST-FM ..... 199	KJL-AM ..... 280	KKBD-FM ..... 174
KEXS-AM ..... 29	KFIN-FM ..... 279	KFRX-FM ..... 176	KGFF-AM ..... 53	KHAY-FM ..... 119	KHRO-FM ..... 78	KIKI-FM ..... 61	KISV-FM ..... 87	KJJY-FM ..... 91	KKBE-FM ..... 119
KEYF-FM ..... 92	KFIS-FM ..... 24	KFSA-AM ..... 174	KGFM-FM ..... 87	KHBZ-FM ..... 53	KHRQ-FM ..... 135	KIKR-AM ..... 7	KISW-FM ..... 14	KJJZ-FM ..... 162	KKBQ-FM ..... 7
KEYH-AM ..... 7	KFIT-AM ..... 42	KFSB-FM ..... 2	KGFT-FM ..... 96	KHBS-AM ..... 61	KHSL-FM ..... 195	KIKR-AM ..... 131	KISX-FM ..... 147	KJKJ-FM ..... 276	KKBR-FM ..... 256
KEYI-FM ..... 42	KFIV-AM ..... 122	KFSD-AM ..... 17	KGGI-FM ..... 28	KHCK-AM ..... 5	KHTE-FM ..... 85	KILE-AM ..... 7	KIT-AM ..... 198	KJLH-FM ..... 2	KKBT-FM ..... 2
KEYJ-FM ..... 232	KFIZ-AM ..... 137	KFSD-AM ..... 17	KGGN-AM ..... 29	KHCK-FM ..... 5	KHTK-AM ..... 27	KILM-FM ..... 63	KITA-AM ..... 85	KJLL-AM ..... 62	KKBX-FM ..... 220
KEYN-FM ..... 95	KFIZ-FM ..... 137	KFSG-FM ..... 2	KGGO-FM ..... 91	KHCM-AM ..... 61	KHTN-FM ..... 189	KILO-FM ..... 96	KITO-AM ..... 65	KJLO-FM ..... 250	KKCB-FM ..... 202
KEYS-AM ..... 134	KFJO-FM ..... 4	KFSH-FM ..... 2	KGGR-AM ..... 5	KHDR-FM ..... 135	KHTO-FM ..... 144	KILT-AM ..... 7	KITO-AM ..... 65	KJME-AM ..... 22	KKCD-FM ..... 74
KEYT-AM ..... 199	KFJZ-AM ..... 5	KFSI-FM ..... 229	KGHF-AM ..... 247	KHDV-FM ..... 75	KHTQ-FM ..... 92	KILT-FM ..... 7	KITS-FM ..... 4	KJMG-FM ..... 250	KKCL-FM ..... 180
KEYW-FM ..... 211	KFKA-AM ..... 126	KFSO-FM ..... 68	KGHL-AM ..... 256	KHEV-AM ..... 78	KHTS-FM ..... 17	KIMM-AM ..... 267	KITZ-AM ..... 14	KJMK-FM ..... 234	KKCN-FM ..... 272
KEZA-FM ..... 151	KFKF-FM ..... 29	KFTE-FM ..... 100	KGHL-FM ..... 256	KHEY-FM ..... 78	KHTT-FM ..... 65	KIMN-FM ..... 22	KIWI-FM ..... 87	KJML-FM ..... 234	KKCO-AM ..... 276
KEZE-FM ..... 92	KFLD-AM ..... 211	KFTI-AM ..... 95	KGHO-AM ..... 14	KHFI-FM ..... 42	KHUI-FM ..... 61	KIMX-FM ..... 280	KIXA-FM ..... 135	KJMM-FM ..... 65	KKCQ-FM ..... 276
KEZL-FM ..... 20	KFL-AM ..... 283	KFTK-FM ..... 20	KGHT-AM ..... 85	KHFM-FM ..... 71	KHVH-AM ..... 61	KINE-AM ..... 134	KIXF-FM ..... 135	KJMN-FM ..... 22	KKCS-FM ..... 96
KEZK-FM ..... 68	KFLX-FM ..... 156	KFTX-FM ..... 134	KGKL-AM ..... 272	KHFX-FM ..... 217	KHVN-AM ..... 5	KINE-AM ..... 61	KIXI-AM ..... 14	KJMS-FM ..... 48	KKCS-AM ..... 96
KEZM-AM ..... 218	KFLY-FM ..... 145	KFUO-AM ..... 20	KGKL-FM ..... 272	KHGG-AM ..... 174	KHWY-FM ..... 135	KING-FM ..... 14	KIXK-FM ..... 147	KJMJ-FM ..... 268	KKCT-FM ..... 277
KEZN-FM ..... 162	KFLZ-FM ..... 134	KFUO-FM ..... 20	KGLA-AM ..... 44	KHHK-FM ..... 198	KHWZ-FM ..... 135	KINK-FM ..... 24	KIXL-AM ..... 42	KJOC-AM ..... 141	KKCV-FM ..... 240
KEZO-FM ..... 74	KFMA-FM ..... 62	KFWB-AM ..... 2	KGLD-AM ..... 147	KHHL-FM ..... 42	KHXR-FM ..... 128	KINT-FM ..... 78	KIXQ-FM ..... 234	KJOJ-AM ..... 7	KKCW-FM ..... 24
KEZP-FM ..... 217	KFMB-AM ..... 17	KFXD-AM ..... 121	KGLI-FM ..... 261	KHHO-AM ..... 14	KHXS-FM ..... 232	KINX-FM ..... 283	KIXW-AM ..... 135	KJOJ-FM ..... 7	KKCY-FM ..... 195
KEZR-FM ..... 30	KFMB-FM ..... 17	KFXI-FM ..... 268	KGLO-AM ..... 281	KHHT-FM ..... 2	KHYI-FM ..... 5	KIOA-FM ..... 91	KIXW-FM ..... 135	KJON-AM ..... 5	KKDA-AM ..... 5
KEZW-AM ..... 22	KFMD-FM ..... 22	KFXJ-FM ..... 95	KGLW-AM ..... 170	KHHZ-FM ..... 195	KHYL-FM ..... 27	KIOC-FM ..... 131	KIXY-FM ..... 272	KJOP-AM ..... 104	KKDA-FM ..... 5
KEZY-AM ..... 28	KFME-FM ..... 29	KFXN-AM ..... 16	KGME-AM ..... 15	KHIP-FM ..... 75	KHYT-FM ..... 62	KIOI-FM ..... 4	KIXZ-AM ..... 193	KJOT-FM ..... 121	KKDD-AM ..... 28
KEZZ-AM ..... 126	KFMF-FM ..... 195	KFXR-AM ..... 5	KGMG-FM ..... 62	KHIT-AM ..... 128	KHYT-FM ..... 62	KIOK-FM ..... 211	KIXZ-FM ..... 92	KJOX-AM ..... 198	KKDJ-FM ..... 87
KFAB-FM ..... 220	KFMK-FM ..... 42	KFXS-FM ..... 267	KGMS-AM ..... 62	KHJ-AM ..... 2	KHYZ-FM ..... 135	KION-AM ..... 75	KIXZ-FM ..... 92	KJOY-FM ..... 88	KKDL-FM ..... 5
KFAB-AM ..... 74	KFMV-FM ..... 100	KFXX-AM ..... 24	KGMX-FM ..... 2	KHJR-FM ..... 121	KIAI-FM ..... 281	KIOO-FM ..... 104	KIYX-FM ..... 233	KJQN-FM ..... 32	KKDM-FM ..... 91
KFAD-FM ..... 217	KFMW-FM ..... 240	KFXZ-FM ..... 100	KGMY-FM ..... 144	KHJZ-FM ..... 7	KIBG-FM ..... 189	KIOT-FM ..... 71	KIZN-FM ..... 121	KJQS-AM ..... 32	KKDS-AM ..... 32
KFAL-AM ..... 252	KFMX-FM ..... 180	KFYI-AM ..... 15	KGMY-AM ..... 144	KHKI-FM ..... 91	KIBR-FM ..... 92	KIOU-AM ..... 132	KIZS-FM ..... 65	KJR-FM ..... 14	KKDV-FM ..... 4
KFAN-AM ..... 16	KFNI-AM ..... 31	KFYO-AM ..... 180	KGMZ-FM ..... 61	KHKK-FM ..... 122	KIBZ-FM ..... 176	KIOW-FM ..... 281	KJAK-FM ..... 180	KJR-AM ..... 14	KKDZ-AM ..... 14
KFAQ-AM ..... 65	KFNK-FM ..... 14	KFYR-AM ..... 277	KGNB-AM ..... 31	KHKN-FM ..... 85	KICR-FM ..... 92	KIOZ-FM ..... 17	KJAT-FM ..... 135	KJRB-AM ..... 92	KKEA-AM ..... 61
KFAT-FM ..... 175	KFNN-AM ..... 15	KFYX-FM ..... 254	KGNC-AM ..... 193	KHKS-FM ..... 5	KICT-FM ..... 95	KIPR-FM ..... 85	KJAV-FM ..... 63	KJRG-AM ..... 95	KKEG-FM ..... 151
KFAV-FM ..... 20	KFNS-AM ..... 20	KFZX-FM ..... 188	KGNC-FM ..... 193	KHKX-FM ..... 188	KIDD-AM ..... 75	KIQI-AM ..... 4	KJAY-AM ..... 27	KJSL-AM ..... 20	KKEG-FM ..... 276
KFAX-AM ..... 4	KFNS-FM ..... 20	KGA-AM ..... 92	KGNC-AM ..... 193	KHLA-FM ..... 218	KIDI-FM ..... 205	KIQK-FM ..... 267	KJBC-AM ..... 188	KJSN-FM ..... 122	KKFM-FM ..... 96
KFAY-FM ..... 151	KFNX-AM ..... 15	KGAB-AM ..... 280	KGO-AM ..... 4	KHLL-FM ..... 250	KIDO-AM ..... 121	KIQN-AM ..... 32	KJBN-AM ..... 85	KJSR-FM ..... 65	KKFN-AM ..... 22
KFAY-AM ..... 151	KFNZ-AM ..... 32	KGAM-AM ..... 162	KGOL-AM ..... 7	KHLP-AM ..... 74	KIDR-AM ..... 15	KIQO-FM ..... 170	KJBX-FM ..... 279	KJTV-AM ..... 180	KKFO-AM ..... 68
KFBC-AM ..... 280	KFOG-FM ..... 4	KGB-FM ..... 17	KGON-FM ..... 24	KHLS-FM ..... 48	KIDS-AM ..... 144	KIQO-AM ..... 135	KJBZ-FM ..... 215	KJUG-AM ..... 104	KKFR-FM ..... 15
KFBK-AM ..... 27	KFON-AM ..... 42	KGBB-FM ..... 17	KGOR-FM ..... 74	KHMX-FM ..... 7	KIEV-AM ..... 2	KIQQ-FM ..... 135	KJCB-AM ..... 100	KJUG-FM ..... 104	KKFS-FM ..... 27



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KKGB-FM ..... 218	KKOB-FM ..... 71	KKYX-AM ..... 31	KLIF-AM ..... 5	KLSZ-FM ..... 174	KMED-AM ..... 212	KMMZ-FM ..... 53	KMYC-AM ..... 27	KNML-AM ..... 71	KODA-FM ..... 7
KKGL-FM ..... 121	KKOH-AM ..... 128	KKYY-FM ..... 261	KLIH-AM ..... 85	KLTA-FM ..... 220	KMEL-FM ..... 4	KMNA-FM ..... 198	KMYI-FM ..... 17	KNND-AM ..... 145	KODJ-FM ..... 32
KKGT-AM ..... 24	KKOL-AM ..... 14	KKZN-AM ..... 22	KLIL-FM ..... 217	KLTB-FM ..... 121	KMEO-FM ..... 5	KMND-AM ..... 188	KMYL-AM ..... 15	KNNN-FM ..... 227	KODM-FM ..... 188
KKHI-AM ..... 280	KKOW-AM ..... 234	KKZX-FM ..... 92	KLIN-AM ..... 176	KLTD-FM ..... 155	KMET-AM ..... 28	KMNS-AM ..... 261	KMYR-AM ..... 95	KNOE-AM ..... 250	KODS-FM ..... 128
KKHK-AM ..... 29	KKOW-FM ..... 234	KKZZ-AM ..... 119	KLIP-FM ..... 250	KLTG-FM ..... 134	KMEZ-FM ..... 44	KMNY-AM ..... 2	KMYT-FM ..... 28	KNOE-FM ..... 250	KODZ-FM ..... 145
KKHR-FM ..... 232	KKPL-FM ..... 126	KLAA-FM ..... 217	KLIT-FM ..... 2	KLTH-FM ..... 24	KMFC-FM ..... 252	KMOD-FM ..... 65	KMYX-AM ..... 87	KNOF-FM ..... 16	KOEL-AM ..... 240
KKHT-AM ..... 7	KKPN-FM ..... 134	KLAC-AM ..... 2	KLIV-AM ..... 30	KLTI-FM ..... 91	KMFX-AM ..... 229	KMOM-FM ..... 96	KMYX-FM ..... 87	KNOT-AM ..... 156	KOEL-FM ..... 240
KKIC-AM ..... 121	KKPS-FM ..... 63	KLAL-FM ..... 85	KLJT-FM ..... 147	KLTN-FM ..... 7	KMFX-FM ..... 229	KMON-AM ..... 283	KMYZ-FM ..... 65	KNOT-FM ..... 156	KOES-FM ..... 232
KKIM-AM ..... 71	KKPT-FM ..... 85	KLAR-FM ..... 78	KLKK-FM ..... 281	KLTO-FM ..... 7	KMGA-FM ..... 71	KMON-FM ..... 283	KMYZ-FM ..... 65	KNOU-FM ..... 44	KOFC-AM ..... 151
KKIQ-FM ..... 4	KKPZ-AM ..... 24	KLAR-AM ..... 215	KLKL-FM ..... 132	KLTO-FM ..... 74	KMGE-FM ..... 145	KMOQ-FM ..... 234	KMZK-AM ..... 256	KNOX-AM ..... 276	KOFX-FM ..... 78
KKIX-FM ..... 151	KKQZ-FM ..... 126	KLAT-AM ..... 7	KLLB-AM ..... 32	KLTT-AM ..... 22	KMGG-FM ..... 107	KMOX-AM ..... 20	KMZQ-FM ..... 39	KNOX-FM ..... 276	KOFY-AM ..... 147
KKJG-FM ..... 170	KKRD-FM ..... 95	KLAV-AM ..... 39	KLLC-FM ..... 4	KLTX-AM ..... 2	KMGJ-FM ..... 258	KMOZ-FM ..... 258	KMZT-FM ..... 2	KNRB-FM ..... 254	KOGM-FM ..... 100
KKJL-AM ..... 170	KKRN-FM ..... 85	KLAW-FM ..... 268	KLLL-FM ..... 180	KLTY-FM ..... 5	KMGL-FM ..... 53	KMPC-AM ..... 2	KMZU-FM ..... 29	KNRC-AM ..... 22	KOGO-AM ..... 17
KKJM-FM ..... 222	KKRQ-FM ..... 209	KLAX-FM ..... 2	KLLY-FM ..... 87	KLUC-FM ..... 39	KMGN-FM ..... 156	KMPH-FM ..... 68	KNBB-FM ..... 250	KNRJ-AM ..... 15	KOGT-AM ..... 131
KKJT-FM ..... 135	KKRW-FM ..... 7	KLAY-AM ..... 14	KLMM-FM ..... 170	KLUN-FM ..... 170	KMGQ-FM ..... 199	KMPS-FM ..... 14	KNBO-AM ..... 254	KNRK-FM ..... 24	KOHT-FM ..... 62
KKJW-FM ..... 188	KKRX-AM ..... 268	KLAZ-FM ..... 85	KLMO-AM ..... 22	KLUP-AM ..... 31	KMGV-FM ..... 68	KMQA-FM ..... 104	KNBR-AM ..... 4	KNRO-AM ..... 227	KOIL-AM ..... 74
KKJY-AM ..... 71	KKRZ-FM ..... 24	KLBB-AM ..... 16	KLMP-FM ..... 267	KLUR-FM ..... 251	KMGW-FM ..... 286	KMRB-AM ..... 2	KNBT-FM ..... 31	KNRQ-FM ..... 145	KOIT-AM ..... 4
KKKK-FM ..... 188	KKSA-AM ..... 272	KLBJ-AM ..... 42	KLMS-AM ..... 176	KLUV-FM ..... 5	KMGZ-FM ..... 268	KMRF-AM ..... 144	KNCB-AM ..... 132	KNRS-AM ..... 32	KOIT-FM ..... 4
KKLA-FM ..... 2	KKSB-FM ..... 199	KLBJ-FM ..... 42	KLMZ-FM ..... 254	KLVE-FM ..... 2	KMHK-FM ..... 256	KMRI-AM ..... 32	KNCB-FM ..... 132	KNRY-AM ..... 75	KOKA-AM ..... 132
KKLB-FM ..... 42	KKSC-AM ..... 74	KLBN-FM ..... 68	KLNG-AM ..... 74	KLVI-AM ..... 131	KMHT-FM ..... 147	KMRJ-FM ..... 162	KNCE-FM ..... 232	KNSG-FM ..... 264	KOKC-AM ..... 53
KKLD-FM ..... 156	KKSF-AM ..... 4	KLBP-AM ..... 16	KLNO-FM ..... 5	KLVL-AM ..... 7	KMHX-FM ..... 107	KMRK-FM ..... 188	KNCI-FM ..... 27	KNSI-AM ..... 222	KOKE-AM ..... 42
KKLF-AM ..... 5	KKSL-AM ..... 24	KLBS-AM ..... 189	KLNT-AM ..... 215	KLVO-FM ..... 71	KMIA-AM ..... 156	KMRQ-FM ..... 122	KNCN-FM ..... 134	KNSS-AM ..... 95	KOKO-FM ..... 68
KKLH-FM ..... 144	KKSM-AM ..... 17	KLCA-FM ..... 128	KLNV-FM ..... 17	KLWZ-AM ..... 22	KMIC-AM ..... 7	KMRR-FM ..... 15	KNCO-AM ..... 27	KNST-AM ..... 62	KOKY-FM ..... 85
KKLI-FM ..... 96	KKSN-FM ..... 24	KLCH-FM ..... 229	KLNZ-FM ..... 15	KLXR-AM ..... 227	KMIK-AM ..... 15	KMRY-AM ..... 209	KNCO-FM ..... 27	KNSX-FM ..... 20	KOKZ-FM ..... 240
KKLL-AM ..... 234	KKSN-AM ..... 24	KLCI-FM ..... 16	KLO-AM ..... 32	KLXX-AM ..... 277	KMIQ-FM ..... 134	KMSR-FM ..... 222	KNCQ-FM ..... 227	KNTB-AM ..... 14	KOLA-FM ..... 28
KKLO-AM ..... 29	KKSR-FM ..... 222	KLCL-AM ..... 218	KLOB-FM ..... 162	KLYC-AM ..... 24	KMIX-FM ..... 88	KMTL-AM ..... 85	KNDA-FM ..... 134	KNTO-FM ..... 189	KOLE-AM ..... 131
KKLS-AM ..... 267	KKSS-FM ..... 71	KLCN-AM ..... 48	KLOC-AM ..... 122	KLYV-FM ..... 233	KMJ-AM ..... 68	KMTT-FM ..... 14	KNDD-FM ..... 14	KNUE-FM ..... 147	KOLI-FM ..... 251
KKLT-FM ..... 15	KKST-FM ..... 217	KLCX-FM ..... 229	KLOD-FM ..... 156	KLYY-FM ..... 2	KMJE-FM ..... 195	KMUR-AM ..... 65	KNDE-FM ..... 230	KNUJ-AM ..... 264	KOLL-FM ..... 85
KKLY-FM ..... 188	KKTK-AM ..... 254	KLDC-AM ..... 22	KLOK-AM ..... 30	KLZ-AM ..... 22	KMJI-FM ..... 254	KMUZ-AM ..... 24	KNDI-AM ..... 61	KNUJ-FM ..... 264	KOLM-AM ..... 229
KKLZ-FM ..... 39	KKTL-AM ..... 286	KLDE-FM ..... 7	KLOK-FM ..... 75	KLZK-FM ..... 180	KMJJ-FM ..... 132	KMVP-AM ..... 15	KNDR-FM ..... 277	KNUS-AM ..... 22	KOLX-FM ..... 174
KKMA-FM ..... 261	KKTX-FM ..... 147	KLDJ-FM ..... 202	KLOL-FM ..... 7	KLZR-FM ..... 190	KMJK-FM ..... 29	KMXA-AM ..... 22	KNEA-AM ..... 279	KNUU-AM ..... 39	KOLZ-FM ..... 280
KKMC-AM ..... 75	KKTX-AM ..... 134	KLDZ-FM ..... 212	KLOQ-FM ..... 189	KLZZ-FM ..... 222	KMJM-AM ..... 209	KMXB-FM ..... 39	KNEK-AM ..... 100	KNVQ-FM ..... 128	KOMA-FM ..... 53
KKMG-FM ..... 96	KKUL-FM ..... 176	KLEC-FM ..... 85	KLOS-FM ..... 2	KMAJ-FM ..... 174	KMJO-FM ..... 20	KMXD-FM ..... 91	KNEK-FM ..... 100	KNWQ-AM ..... 162	KOMA-FM ..... 53
KKMJ-FM ..... 42	KKUS-FM ..... 147	KLEF-FM ..... 175	KLOU-FM ..... 20	KMAJ-FM ..... 190	KMJO-FM ..... 75	KMXF-FM ..... 151	KNEV-FM ..... 128	KNWX-AM ..... 14	KOMG-FM ..... 144
KKMK-FM ..... 267	KKUU-FM ..... 162	KLEM-AM ..... 261	KLPW-AM ..... 20	KMAJ-AM ..... 190	KMJQ-FM ..... 7	KMXG-FM ..... 141	KNEW-AM ..... 4	KNWZ-AM ..... 162	KOMJ-AM ..... 74
KKMO-AM ..... 14	KKUZ-AM ..... 174	KLEN-FM ..... 280	KLPW-FM ..... 20	KMAK-FM ..... 68	KMJR-FM ..... 134	KMXI-FM ..... 195	KNEX-FM ..... 215	KNX-AM ..... 2	KOMO-AM ..... 14
KKMR-FM ..... 15	KKVV-AM ..... 39	KLES-FM ..... 198	KLPX-FM ..... 62	KMAP-AM ..... 87	KMJV-FM ..... 75	KMXJ-FM ..... 193	KNFM-FM ..... 188	KNXR-FM ..... 229	KOMP-FM ..... 39
KKMS-AM ..... 16	KKWD-FM ..... 53	KLEX-AM ..... 29	KLQV-FM ..... 17	KMBQ-FM ..... 175	KMJX-FM ..... 85	KMXK-FM ..... 222	KNFX-AM ..... 229	KNXX-FM ..... 83	KOMR-FM ..... 15
KKMY-FM ..... 131	KKWV-FM ..... 4	KLEY-FM ..... 31	KLRG-AM ..... 85	KMBS-AM ..... 250	KMKF-FM ..... 190	KMXL-FM ..... 234	KNFX-FM ..... 230	KNZR-AM ..... 87	KOMS-FM ..... 174
KKND-FM ..... 44	KKWY-AM ..... 280	KLFB-AM ..... 180	KLRK-FM ..... 194	KMBV-FM ..... 230	KMKI-AM ..... 5	KMXN-FM ..... 2	KNGS-FM ..... 68	KNZZ-AM ..... 258	KOMY-AM ..... 75
KKNG-FM ..... 53	KKXL-AM ..... 276	KLFE-AM ..... 14	KLRM-FM ..... 170	KLMB-AM ..... 75	KMKY-AM ..... 4	KMXO-AM ..... 232	KNHK-FM ..... 128	KOA-AM ..... 22	KONA-AM ..... 211
KKNN-FM ..... 258	KKXL-FM ..... 276	KLFJ-AM ..... 144	KLRS-FM ..... 195	KMBY-FM ..... 75	KMLA-FM ..... 119	KMXP-FM ..... 15	KNIK-FM ..... 175	KOAI-FM ..... 5	KONA-FM ..... 211
KKNO-AM ..... 44	KKXO-AM ..... 145	KLFM-FM ..... 283	KLRX-FM ..... 91	KMBZ-AM ..... 29	KMLB-AM ..... 250	KMXR-FM ..... 134	KNIN-FM ..... 251	KOAS-FM ..... 39	KONE-FM ..... 180
KKNT-AM ..... 15	KKXS-FM ..... 227	KLFX-FM ..... 155	KLSK-FM ..... 71	KMCK-FM ..... 151	KMLD-FM ..... 286	KMXS-FM ..... 175	KNIR-AM ..... 100	KOAZ-FM ..... 62	KONO-FM ..... 31
KKNU-AM ..... 145	KKXX-FM ..... 87	KLHB-FM ..... 134	KLSQ-AM ..... 39	KMCG-FM ..... 188	KMLE-FM ..... 15	KMXV-FM ..... 29	KNIX-FM ..... 15	KOBT-FM ..... 7	KONO-AM ..... 31
KKNW-AM ..... 14	KKXX-AM ..... 195	KLHT-AM ..... 61	KLSS-FM ..... 281	KMDG-FM ..... 32	KMML-FM ..... 193	KMXW-FM ..... 95	KNKN-FM ..... 247	KOCL-FM ..... 17	KOOC-FM ..... 155
KKNX-AM ..... 145	KKYR-FM ..... 254	KLIB-AM ..... 27	KLTX-FM ..... 2	KMDL-FM ..... 100	KMMM-FM ..... 68	KMXY-FM ..... 258	KNKT-FM ..... 71	KOCN-FM ..... 75	KOOI-FM ..... 147
KKOB-AM ..... 71	KKYS-FM ..... 230	KLIC-AM ..... 250	KLSY-FM ..... 14	KMDX-FM ..... 272	KMMX-FM ..... 180	KMXZ-FM ..... 62	KNLT-FM ..... 211	KOCP-FM ..... 119	KOOJ-FM ..... 83









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WBWR-FM ..... 110	WCBA-AM ..... 213	WCHH-FM ..... 37	WCMG-FM ..... 210	WCSX-FM ..... 10	WDAR-FM ..... 210	WDIA-AM ..... 48	WDPT-FM ..... 58	WEAS-FM ..... 158	WEKO-AM ..... 13
WBWT-FM ..... 161	WCBA-FM ..... 213	WCHK-AM ..... 11	WCMJ-AM ..... 152	WCSZ-AM ..... 59	WDAS-AM ..... 6	WDID-AM ..... 20	WDOX-FM ..... 143	WEAT-FM ..... 47	WEKY-AM ..... 102
WBWZ-FM ..... 163	WCBG-AM ..... 169	WCHL-AM ..... 46	WCMN-AM ..... 13	WCTB-FM ..... 260	WDAS-FM ..... 6	WDIN-FM ..... 13	WDOZ-FM ..... 236	WEAV-AM ..... 139	WEKZ-AM ..... 97
WBXB-FM ..... 248	WCBH-FM ..... 200	WCHP-AM ..... 139	WCMN-FM ..... 13	WCTC-AM ..... 36	WDAY-AM ..... 220	WDIS-AM ..... 9	WDRG-AM ..... 49	WEBB-FM ..... 260	WEKZ-FM ..... 97
WBXE-FM ..... 275	WCBK-FM ..... 41	WCHR-FM ..... 52	WCMQ-FM ..... 12	WCTK-FM ..... 34	WDAY-FM ..... 220	WDIZ-AM ..... 237	WDRG-AM ..... 49	WEBC-AM ..... 202	WELB-AM ..... 191
WBXQ-FM ..... 255	WCBM-AM ..... 19	WCHS-AM ..... 177	WCMR-FM ..... 185	WCTL-FM ..... 164	WDBO-AM ..... 38	WDJA-AM ..... 47	WDRD-AM ..... 55	WEBE-FM ..... 142	WELE-AM ..... 94
WBXR-AM ..... 118	WCBR-AM ..... 102	WCHV-AM ..... 224	WCMS-FM ..... 40	WCTM-AM ..... 58	WDBQ-AM ..... 233	WDJC-FM ..... 57	WDRE-FM ..... 18	WEBN-FM ..... 26	WELI-AM ..... 108
WBXX-FM ..... 253	WCBS-FM ..... 1	WCHZ-FM ..... 109	WCNA-FM ..... 185	WCTO-AM ..... 8	WDBQ-FM ..... 233	WDJC-AM ..... 57	WDRF-AM ..... 59	WEBO-AM ..... 179	WELM-AM ..... 213
WBXY-FM ..... 86	WCBS-AM ..... 1	WCIB-FM ..... 183	WCNC-AM ..... 248	WCTO-FM ..... 70	WDBR-FM ..... 206	WDJL-AM ..... 118	WDRK-FM ..... 243	WEBX-FM ..... 216	WELO-AM ..... 185
WBYA-FM ..... 214	WCBW-AM ..... 20	WCIE-AM ..... 127	WCND-AM ..... 55	WCTQ-FM ..... 77	WDBT-FM ..... 123	WDJR-FM ..... 191	WDRM-FM ..... 118	WEBY-AM ..... 124	WELP-AM ..... 59
WBYB-FM ..... 192	WCBY-AM ..... 192	WCIF-FM ..... 99	WCNM-AM ..... 271	WCTS-AM ..... 16	WDBY-FM ..... 197	WDJX-FM ..... 55	WDRQ-FM ..... 10	WEBZ-FM ..... 237	WELS-AM ..... 84
WBYC-FM ..... 192	WCBZ-FM ..... 84	WCIL-AM ..... 231	WCNN-AM ..... 11	WCTY-FM ..... 173	WDBZ-AM ..... 26	WDJY-FM ..... 86	WDRR-FM ..... 67	WEBC-FM ..... 137	WELS-FM ..... 84
WBYE-AM ..... 57	WCCA-FM ..... 178	WCIL-FM ..... 231	WCNS-AM ..... 23	WCTZ-AM ..... 204	WDCD-FM ..... 64	WDJZ-AM ..... 117	WDRV-FM ..... 3	WECK-AM ..... 51	WELV-FM ..... 154
WBYL-FM ..... 259	WCCC-FM ..... 49	WCIN-AM ..... 26	WCNW-AM ..... 26	WCUE-AM ..... 73	WDCF-AM ..... 21	WDKF-FM ..... 58	WDSC-AM ..... 210	WECL-FM ..... 243	WELW-AM ..... 25
WBYM-AM ..... 40	WCCD-AM ..... 25	WCIR-FM ..... 282	WCNZ-AM ..... 67	WCUM-AM ..... 117	WDCG-FM ..... 46	WDKN-AM ..... 45	WDSO-FM ..... 76	WECM-AM ..... 124	WEMB-AM ..... 101
WBYN-FM ..... 133	WCCF-AM ..... 67	WCIZ-FM ..... 270	WCOA-AM ..... 124	WCVC-AM ..... 161	WDCI-FM ..... 196	WDKR-FM ..... 266	WDSL-AM ..... 43	WEDG-FM ..... 51	WEMG-AM ..... 6
WBYP-FM ..... 103	WCCG-FM ..... 127	WCJC-FM ..... 201	WCOC-AM ..... 57	WCVG-AM ..... 26	WDCT-AM ..... 8	WDKS-FM ..... 157	WDSM-AM ..... 202	WEDJ-FM ..... 41	WEMG-FM ..... 6
WBYS-FM ..... 143	WCCL-FM ..... 184	WCJZ-FM ..... 97	WCOD-FM ..... 183	WCVO-FM ..... 35	WDCW-AM ..... 80	WDKX-FM ..... 54	WDST-FM ..... 163	WEDO-AM ..... 23	WEMM-FM ..... 152
WBYT-FM ..... 171	WCCM-AM ..... 9	WCKC-FM ..... 192	WCOG-AM ..... 43	WCVQ-FM ..... 204	WDCX-FM ..... 51	WDLB-AM ..... 168	WDSY-FM ..... 23	WEDR-FM ..... 12	WEMP-AM ..... 33
WBYU-AM ..... 44	WCCN-FM ..... 243	WCKG-FM ..... 3	WCOH-AM ..... 11	WCVS-FM ..... 206	WDCY-AM ..... 11	WDLG-AM ..... 149	WDTJ-FM ..... 10	WEEC-FM ..... 58	WEMR-AM ..... 69
WBYV-FM ..... 116	WCCO-AM ..... 16	WCKI-AM ..... 59	WCOJ-AM ..... 6	WCVT-FM ..... 139	WDCZ-FM ..... 54	WDLH-FM ..... 169	WDTW-FM ..... 10	WEEF-AM ..... 3	WEMX-FM ..... 83
WBZ-AM ..... 9	WCCP-FM ..... 59	WCKM-FM ..... 64	WCOL-FM ..... 35	WCVU-FM ..... 67	WDDC-FM ..... 97	WDLJ-FM ..... 20	WDUF-AM ..... 101	WEEG-FM ..... 130	WENA-AM ..... 13
WBZA-FM ..... 54	WCCQ-FM ..... 3	WCKO-AM ..... 40	WCOO-FM ..... 89	WCWA-AM ..... 82	WDDD-AM ..... 231	WDLR-AM ..... 35	WDUR-AM ..... 46	WEEI-AM ..... 9	WEND-FM ..... 37
WBZB-AM ..... 46	WCCW-AM ..... 192	WCKR-FM ..... 213	WCOP-FM ..... 154	WCWI-FM ..... 69	WDDD-AM ..... 231	WDLT-FM ..... 93	WDUV-FM ..... 21	WEEL-FM ..... 238	WENE-AM ..... 179
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WBZE-FM ..... 161	WCDA-FM ..... 102	WCKW-FM ..... 44	WCOS-FM ..... 90	WCWY-FM ..... 69	WDDV-FM ..... 77	WDLW-AM ..... 25	WDVD-FM ..... 10	WEEQ-AM ..... 169	WENN-FM ..... 57
WBZF-FM ..... 210	WCDF-FM ..... 238	WCKW-AM ..... 44	WCOS-AM ..... 90	WCXI-AM ..... 125	WDDY-AM ..... 64	WDLX-AM ..... 84	WDVE-FM ..... 23	WEEU-AM ..... 133	WENO-AM ..... 45
WBZI-AM ..... 58	WCDS-AM ..... 208	WCKX-FM ..... 35	WCPC-AM ..... 185	WCXL-FM ..... 248	WDDZ-AM ..... 34	WDMK-FM ..... 10	WDVM-AM ..... 243	WEEV-AM ..... 70	WENS-FM ..... 41
WBZK-AM ..... 37	WCDW-FM ..... 179	WCKY-AM ..... 26	WCPK-AM ..... 40	WCXO-FM ..... 20	WDEA-AM ..... 214	WDMN-AM ..... 82	WDVT-FM ..... 183	WEEZ-AM ..... 223	WENU-FM ..... 64
WBZN-FM ..... 214	WCDX-FM ..... 56	WCKZ-FM ..... 103	WCPR-FM ..... 136	WCXR-FM ..... 259	WDEF-AM ..... 105	WDMP-AM ..... 97	WDWD-AM ..... 11	WEEG-FM ..... 225	WENU-AM ..... 64
WBZO-FM ..... 18	WCEN-FM ..... 130	WCLB-AM ..... 265	WCPV-FM ..... 139	WCXT-FM ..... 225	WDEF-FM ..... 105	WDMP-AM ..... 97	WDWS-AM ..... 216	WEFL-AM ..... 47	WENY-AM ..... 213
WBZQ-AM ..... 103	WCEO-AM ..... 90	WCLG-AM ..... 196	WCQV-AM ..... 110	WCYI-FM ..... 165	WDEK-FM ..... 3	WDMT-FM ..... 69	WDXB-FM ..... 57	WEFX-FM ..... 142	WENY-AM ..... 213
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WBZS-FM ..... 8	WCEV-AM ..... 3	WCLI-AM ..... 213	WCRI-FM ..... 34	WCYO-FM ..... 102	WDEN-FM ..... 154	WDMX-FM ..... 241	WDXN-AM ..... 204	WEGE-FM ..... 35	WEOA-AM ..... 157
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WBZT-FM ..... 59	WCFI-AM ..... 86	WCLN-FM ..... 127	WCRM-AM ..... 67	WCZI-FM ..... 84	WDEO-AM ..... 146	WDND-AM ..... 171	WDYL-FM ..... 56	WEGO-AM ..... 37	WEOL-AM ..... 25
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WBZZ-FM ..... 23	WCGI-AM ..... 50	WCLV-FM ..... 25	WCRZ-FM ..... 125	WDAB-AM ..... 59	WDEZ-FM ..... 168	WDOD-AM ..... 105	WDZQ-FM ..... 266	WEHH-AM ..... 213	WERK-FM ..... 201
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WCAD-FM ..... 13	WCGQ-FM ..... 181	WCLY-AM ..... 46	WCSL-AM ..... 37	WDAE-AM ..... 21	WDGG-FM ..... 152	WDOH-FM ..... 242	WDZZ-FM ..... 125	WEIB-FM ..... 81	WERQ-FM ..... 19
WCAO-AM ..... 19	WCGR-AM ..... 54	WCLZ-FM ..... 165	WCSM-FM ..... 242	WDAF-AM ..... 29	WDGL-FM ..... 83	WDOK-FM ..... 25	WEAC-AM ..... 59	WEIM-AM ..... 9	WERR-AM ..... 13
WCAP-AM ..... 9	WCGW-AM ..... 102	WCMA-FM ..... 13	WCSN-AM ..... 3	WDAI-FM ..... 167	WDGM-FM ..... 228	WDOV-AM ..... 76	WEAE-AM ..... 23	WEJL-AM ..... 69	WERV-AM ..... 3
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WESE-FM ..... 185	WFBG-AM ..... 255	WFLI-AM ..... 105	WFRM-FM ..... 207	WGBF-AM ..... 157	WGIN-AM ..... 116	WGOW-FM ..... 105	WGY-AM ..... 64	WHGT-AM ..... 169	WHOB-FM ..... 186
WESL-AM ..... 20	WFBK-AM ..... 80	WFLK-FM ..... 54	WFRN-AM ..... 171	WGBF-FM ..... 157	WGIP-AM ..... 116	WGPA-AM ..... 70	WGYE-FM ..... 196	WHHH-FM ..... 41	WHOG-FM ..... 94
WESP-FM ..... 191	WFBQ-FM ..... 41	WFLM-FM ..... 111	WFRN-FM ..... 171	WGBG-FM ..... 148	WGIR-AM ..... 186	WGPC-AM ..... 262	WGYI-FM ..... 244	WHHK-FM ..... 141	WHOK-FM ..... 35
WEST-AM ..... 70	WFBS-AM ..... 69	WFLS-FM ..... 166	WFRX-AM ..... 231	WGBI-AM ..... 69	WGIR-FM ..... 186	WGPL-AM ..... 40	WGYL-FM ..... 111	WHHM-FM ..... 278	WHOL-AM ..... 70
WESX-AM ..... 9	WFBX-FM ..... 237	WFLT-AM ..... 125	WFRY-FM ..... 270	WGBN-AM ..... 23	WGIT-AM ..... 13	WGPM-FM ..... 84	WGYM-AM ..... 138	WHHO-AM ..... 213	WHOM-FM ..... 165
WETB-AM ..... 101	WFBY-FM ..... 196	WFLY-FM ..... 64	WFSH-AM ..... 219	WGBR-AM ..... 46	WGIV-AM ..... 37	WGPR-FM ..... 10	WGYF-FM ..... 244	WHHQ-AM ..... 101	WHOO-AM ..... 38
WETC-AM ..... 46	WFCA-FM ..... 257	WFLZ-FM ..... 21	WFSH-FM ..... 11	WGBV-FM ..... 208	WGKA-AM ..... 11	WGQR-FM ..... 127	WGZB-FM ..... 55	WHHT-FM ..... 208	WHOP-AM ..... 204
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WEUP-FM ..... 118	WFJ-FM ..... 58	WFMD-FM ..... 206	WFSY-FM ..... 237	WGCH-AM ..... 142	WGKS-FM ..... 102	WGRD-FM ..... 66	WGZS-AM ..... 191	WHHZ-FM ..... 86	WHOS-AM ..... 118
WEUV-AM ..... 118	WFCV-AM ..... 103	WFMD-AM ..... 203	WFTA-FM ..... 185	WGCI-AM ..... 3	WGKX-FM ..... 48	WGRF-FM ..... 51	WHAG-AM ..... 169	WHIE-AM ..... 11	WHOT-FM ..... 112
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WEVD-AM ..... 1	WFDT-FM ..... 13	WFMF-FM ..... 83	WFTH-AM ..... 56	WGCM-FM ..... 136	WGLB-AM ..... 33	WGRO-FM ..... 166	WHAL-FM ..... 48	WHIN-AM ..... 45	WHP-AM ..... 79
WEVR-AM ..... 16	WFEA-AM ..... 186	WFMI-FM ..... 248	WFTK-AM ..... 46	WGCM-AM ..... 136	WGLB-FM ..... 33	WGRR-FM ..... 26	WHAM-AM ..... 54	WHIO-AM ..... 58	WHPA-FM ..... 184
WEVR-FM ..... 16	WFEX-FM ..... 9	WFMK-FM ..... 120	WFTL-AM ..... 12	WGCO-FM ..... 158	WGLD-FM ..... 41	WGRT-FM ..... 10	WHAN-AM ..... 56	WHIS-AM ..... 269	WHPB-AM ..... 59
WEVX-FM ..... 216	WFFG-FM ..... 64	WFMM-FM ..... 223	WFTN-AM ..... 186	WGCV-AM ..... 56	WGLF-FM ..... 161	WGRX-FM ..... 166	WHAP-AM ..... 56	WHJJ-AM ..... 34	WHPT-FM ..... 21
WEW-AM ..... 20	WFFM-FM ..... 262	WFMN-FM ..... 123	WFTO-AM ..... 185	WGCV-AM ..... 56	WGLL-AM ..... 103	WGSB-AM ..... 43	WHAS-AM ..... 55	WHJM-FM ..... 173	WHPY-AM ..... 46
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WEXS-AM ..... 13	WFGF-FM ..... 242	WFMS-FM ..... 41	WFUN-FM ..... 20	WGER-FM ..... 130	WGLR-AM ..... 233	WGSP-AM ..... 37	WHBC-AM ..... 129	WHK-AM ..... 25	WHQX-FM ..... 269
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WEXY-AM ..... 12	WFGO-FM ..... 164	WFMV-FM ..... 90	WFUR-FM ..... 66	WGFB-FM ..... 153	WGLX-FM ..... 168	WGSR-AM ..... 50	WHBG-AM ..... 263	WHKO-FM ..... 58	WHRD-AM ..... 152
WEYE-FM ..... 101	WFGR-FM ..... 66	WFMZ-FM ..... 248	WFVA-AM ..... 166	WGFC-AM ..... 221	WGM-D-FM ..... 148	WSSS-FM ..... 210	WHBK-AM ..... 160	WHKR-FM ..... 99	WHRK-FM ..... 48
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WEZB-FM ..... 44	WFHG-FM ..... 101	WFNC-FM ..... 127	WFXA-FM ..... 109	WGFN-FM ..... 192	WGMM-FM ..... 213	WGSY-FM ..... 181	WHBO-FM ..... 106	WHKT-AM ..... 40	WHSC-AM ..... 210
WEZE-AM ..... 9	WFHG-AM ..... 101	WFNN-AM ..... 164	WFXC-FM ..... 46	WGFP-AM ..... 114	WGMN-AM ..... 110	WGTH-FM ..... 269	WHBQ-AM ..... 48	WHKW-AM ..... 112	WHSR-AM ..... 12
WEZF-FM ..... 139	WFHK-AM ..... 57	WFNO-AM ..... 44	WFXE-FM ..... 181	WGFS-AM ..... 11	WGMR-FM ..... 255	WGTH-AM ..... 269	WHBR-FM ..... 241	WHKX-FM ..... 269	WHTA-FM ..... 11
WEZL-FM ..... 89	WFHM-FM ..... 25	WFNR-AM ..... 221	WFXF-FM ..... 262	WGFT-AM ..... 112	WGMS-FM ..... 8	WGTK-AM ..... 55	WHBT-AM ..... 161	WHLD-AM ..... 51	WHTB-AM ..... 172
WEZN-FM ..... 117	WFHN-FM ..... 172	WFNR-FM ..... 221	WFXH-FM ..... 158	WGF-FM ..... 45	WGN-AM ..... 3	WGTM-AM ..... 167	WHBX-FM ..... 161	WHLG-FM ..... 111	WHTC-AM ..... 66
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WEZV-FM ..... 167	WFIA-FM ..... 55	WFNZ-AM ..... 37	WFXM-FM ..... 154	WGGG-FM ..... 241	WGNE-FM ..... 94	WGTY-FM ..... 106	WHCN-FM ..... 49	WHLO-AM ..... 73	WHTG-FM ..... 52
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WEZF-FM ..... 69	WFIF-AM ..... 117	WFOG-AM ..... 40	WFYV-FM ..... 50	WGGH-AM ..... 231	WGNM-FM ..... 216	WGUF-FM ..... 67	WHCY-FM ..... 249	WHLS-AM ..... 10	WHTH-AM ..... 35
WEZY-FM ..... 33	WFIL-AM ..... 6	WFOM-AM ..... 11	WFYY-FM ..... 69	WGGI-FM ..... 69	WGNS-AM ..... 45	WGUL-AM ..... 21	WHDL-AM ..... 207	WHLX-AM ..... 10	WHTI-FM ..... 201
WFAD-AM ..... 139	WFIN-AM ..... 82	WFOR-AM ..... 223	WFZH-FM ..... 33	WGGM-AM ..... 56	WGNU-AM ..... 20	WGUL-FM ..... 21	WHEB-FM ..... 116	WHLY-AM ..... 171	WHTK-AM ..... 54
WFAF-FM ..... 60	WFIR-AM ..... 110	WFOX-FM ..... 11	WFZX-FM ..... 214	WGGO-AM ..... 207	WGNX-FM ..... 111	WGUN-AM ..... 11	WHEL-FM ..... 11	WHLZ-FM ..... 210	WHTQ-FM ..... 38
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WFAS-AM ..... 60	WFJZ-FM ..... 103	WFQX-FM ..... 226	WGAI-AM ..... 248	WGHB-AM ..... 84	WGOC-AM ..... 101	WGV-FM ..... 59	WHEW-AM ..... 45	WHMP-AM ..... 81	WHTY-FM ..... 201
WFAS-FM ..... 60	WFKP-FM ..... 163	WFRA-AM ..... 244	WGAN-AM ..... 165	WGHN-AM ..... 66	WGOH-AM ..... 152	WGV-L-AM ..... 59	WHFA-AM ..... 97	WHMS-FM ..... 216	WHTZ-FM ..... 1
WFAT-FM ..... 182	WFKS-FM ..... 50	WFRB-AM ..... 184	WGAP-AM ..... 72	WGHN-FM ..... 66	WGOK-AM ..... 93	WGV-S-AM ..... 225	WHFB-FM ..... 171	WHNE-AM ..... 146	WHUB-AM ..... 275
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WFAU-AM ..... 260	WFKX-FM ..... 278	WFRB-FM ..... 184	WGAR-FM ..... 25	WGHT-AM ..... 1	WGOP-AM ..... 8	WGVX-FM ..... 16	WHFS-FM ..... 8	WHNP-AM ..... 81	WHUR-FM ..... 8
WFAX-AM ..... 8	WFLA-FM ..... 21	WFRE-FM ..... 203	WGAS-AM ..... 37	WGHT-AM ..... 1	WGOR-FM ..... 109	WGVY-FM ..... 16	WHFX-FM ..... 285	WHNR-AM ..... 98	WHUZ-FM ..... 244
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WKRA-FM ..... 48	WKWM-AM ..... 66	WLAY-FM ..... 245	WLIS-AM ..... 49	WLOL-FM ..... 16	WLTW-FM ..... 1	WMAX-AM ..... 130	WMGB-FM ..... 154	WMLV-FM ..... 284	WMRX-FM ..... 130
WKRC-AM ..... 26	WKWN-AM ..... 105	WLBA-AM ..... 11	WLIT-FM ..... 3	WLON-AM ..... 37	WLTY-FM ..... 90	WMAX-FM ..... 11	WMGC-AM ..... 45	WMLX-FM ..... 242	WMRZ-FM ..... 181
WKRD-FM ..... 64	WKWS-FM ..... 177	WLBB-AM ..... 11	WLIV-AM ..... 275	WLQO-FM ..... 38	WLUM-FM ..... 33	WMAY-AM ..... 206	WMGC-FM ..... 10	WMMA-FM ..... 168	WMSI-FM ..... 123
WKRE-AM ..... 37	WKXA-FM ..... 82	WLBC-FM ..... 201	WLIV-FM ..... 275	WLOR-AM ..... 118	WLUP-FM ..... 3	WMBA-AM ..... 23	WMGF-FM ..... 38	WMMB-AM ..... 99	WMSO-FM ..... 284
WKRF-FM ..... 69	WKXB-FM ..... 178	WLBK-AM ..... 3	WLJE-FM ..... 3	WLOU-AM ..... 55	WLUS-AM ..... 86	WMBC-FM ..... 257	WMGG-AM ..... 21	WMMC-FM ..... 200	WMSP-AM ..... 150
WKRH-FM ..... 80	WKXC-FM ..... 109	WLBR-AM ..... 79	WLJI-FM ..... 90	WLOV-FM ..... 105	WLUV-AM ..... 153	WMBD-AM ..... 143	WMGH-FM ..... 70	WMME-FM ..... 260	WMSR-FM ..... 245
WKRI-FM ..... 157	WKXD-FM ..... 275	WLBW-FM ..... 148	WLJM-AM ..... 242	WLOW-FM ..... 158	WLUZ-AM ..... 13	WMBE-AM ..... 137	WMGI-FM ..... 200	WMMJ-FM ..... 8	WMSU-FM ..... 257
WKRK-FM ..... 10	WKXI-AM ..... 123	WLCC-AM ..... 21	WLJY-FM ..... 168	WLPA-AM ..... 115	WLVA-AM ..... 110	WMBG-AM ..... 40	WMGK-FM ..... 6	WMMK-FM ..... 219	WMSW-AM ..... 13
WKRL-FM ..... 80	WKXI-FM ..... 123	WLCG-AM ..... 154	WLJZ-FM ..... 192	WLPH-AM ..... 57	WLVE-FM ..... 12	WMBH-AM ..... 234	WMGL-FM ..... 89	WMMM-FM ..... 97	WMSX-AM ..... 9
WKRO-FM ..... 94	WKXJ-FM ..... 105	WLCK-AM ..... 208	WLKC-FM ..... 139	WLPR-AM ..... 93	WLVG-FM ..... 18	WMBM-AM ..... 12	WMGM-FM ..... 138	WMMN-AM ..... 196	WMT-AM ..... 209
WKRQ-FM ..... 26	WKXL-AM ..... 186	WLCL-FM ..... 54	WLKF-AM ..... 98	WLPW-FM ..... 139	WL VH-FM ..... 158	WMBN-AM ..... 192	WMGN-FM ..... 97	WMMO-FM ..... 38	WMT-FM ..... 209
WKRZ-FM ..... 43	WKXN-FM ..... 150	WLCM-AM ..... 120	WLKQ-FM ..... 11	WLQH-AM ..... 86	WLVL-AM ..... 51	WMBS-AM ..... 23	WMGO-AM ..... 123	WMMQ-FM ..... 120	WMTD-FM ..... 282
WKRS-AM ..... 3	WKXO-AM ..... 102	WLCR-AM ..... 55	WLKT-FM ..... 102	WLQK-FM ..... 275	WLWQ-FM ..... 35	WMBX-FM ..... 47	WMGO-FM ..... 123	WMMR-FM ..... 6	WMTI-AM ..... 13
WKRT-AM ..... 273	WKXR-AM ..... 43	WLCS-FM ..... 225	WLKW-AM ..... 34	WLQR-AM ..... 82	WLWU-AM ..... 21	WMBZ-FM ..... 48	WMGQ-FM ..... 36	WMMS-FM ..... 25	WMTM-FM ..... 262
WKRZ-FM ..... 69	WKXS-FM ..... 178	WLDE-FM ..... 103	WLQV-FM ..... 58	WLQT-FM ..... 58	WLWV-AM ..... 93	WMC-AM ..... 48	WMGR-FM ..... 110	WMMV-AM ..... 99	WMTR-FM ..... 82
WKSA-FM ..... 13	WKXU-FM ..... 46	WLDI-FM ..... 47	WLLD-FM ..... 21	WLQV-AM ..... 10	WLWV-FM ..... 148	WMC-FM ..... 48	WMGS-FM ..... 69	WMMW-AM ..... 49	WMTS-AM ..... 113
WKSAB-FM ..... 259	WKXV-AM ..... 72	WLDR-AM ..... 192	WLLF-FM ..... 112	WLQY-AM ..... 12	WLWV-FM ..... 213	WMCA-AM ..... 1	WMGV-FM ..... 84	WMMX-FM ..... 58	WMTW-AM ..... 165
WKSAB-FM ..... 3	WKXW-AM ..... 138	WLDR-AM ..... 192	WLLG-FM ..... 159	WLRM-AM ..... 48	WLW-AM ..... 26	WMCB-AM ..... 41	WMGW-AM ..... 244	WMMZ-FM ..... 284	WMTW-FM ..... 165
WKSE-FM ..... 51	WKXW-FM ..... 36	WLEA-AM ..... 213	WLLH-AM ..... 9	WLRO-FM ..... 102	WLWI-AM ..... 150	WMCH-AM ..... 101	WMGX-FM ..... 165	WMNE-AM ..... 47	WMTX-FM ..... 21
WKSJ-FM ..... 160	WKY-AM ..... 53	WLEE-AM ..... 56	WLLI-FM ..... 3	WLRP-AM ..... 13	WLWI-FM ..... 150	WMCR-AM ..... 80	WMGY-AM ..... 150	WMNI-AM ..... 35	WMTY-AM ..... 72
WKSJ-AM ..... 93	WKYE-FM ..... 184	WLEO-AM ..... 13	WLLJ-FM ..... 105	WLRS-FM ..... 55	WLXC-FM ..... 90	WMCR-FM ..... 80	WMHG-AM ..... 225	WMNN-AM ..... 16	WMTZ-FM ..... 184
WKSJ-FM ..... 93	WKYG-AM ..... 241	WLER-FM ..... 23	WLLM-AM ..... 206	WLRS-FM ..... 55	WLXE-AM ..... 1	WMCS-AM ..... 33	WMHX-FM ..... 206	WMNX-FM ..... 178	WMUS-AM ..... 225
WKSJ-FM ..... 219	WKYL-FM ..... 102	WLEV-FM ..... 70	WLLR-FM ..... 141	WLRW-FM ..... 216	WLXG-AM ..... 102	WMCW-AM ..... 3	WMIB-FM ..... 12	WMNY-AM ..... 51	WMUS-FM ..... 225
WKSJ-FM ..... 109	WKYS-FM ..... 8	WLEY-FM ..... 3	WLLR-FM ..... 141	WLS-AM ..... 3	WLXN-AM ..... 43	WMCZ-FM ..... 150	WMID-AM ..... 138	WMOA-AM ..... 241	WMUU-AM ..... 59
WKSQ-FM ..... 214	WKZB-FM ..... 284	WLEY-AM ..... 13	WLLR-FM ..... 141	WLSA-FM ..... 224	WLXO-FM ..... 102	WMDB-AM ..... 45	WMIL-FM ..... 33	WMOB-AM ..... 93	WMUU-FM ..... 59
WKSQ-FM ..... 49	WKZE-AM ..... 163	WLEZ-FM ..... 200	WLLV-AM ..... 55	WLSG-AM ..... 178	WLXT-FM ..... 192	WMDH-AM ..... 201	WMIN-AM ..... 16	WMOG-AM ..... 285	WMUZ-FM ..... 10
WKSQ-FM ..... 23	WKZI-FM ..... 200	WLFE-FM ..... 139	WLLW-AM ..... 54	WLSH-AM ..... 70	WLXV-FM ..... 192	WMDR-AM ..... 260	WMIO-FM ..... 13	WMOH-AM ..... 26	WMVO-AM ..... 35
WKSQ-FM ..... 58	WKZJ-FM ..... 181	WLFF-FM ..... 235	WLLZ-FM ..... 10	WLSP-AM ..... 125	WLYC-AM ..... 259	WMEE-FM ..... 103	WMIR-AM ..... 167	WMOJ-FM ..... 26	WMVP-AM ..... 3
WKSX-FM ..... 109	WKZK-AM ..... 109	WLFH-AM ..... 159	WLMC-AM ..... 167	WLSS-AM ..... 77	WLYD-FM ..... 187	WMEG-FM ..... 13	WMJA-FM ..... 110	WMOP-AM ..... 86	WMVX-FM ..... 25
WKSX-FM ..... 44	WKZL-FM ..... 43	WLFJ-AM ..... 59	WLMG-FM ..... 44	WLSS-AM ..... 77	WLYE-AM ..... 184	WMEK-FM ..... 165	WMJC-FM ..... 18	WMOS-FM ..... 173	WMVY-FM ..... 183
WKSX-FM ..... 187	WKZN-FM ..... 44	WLFX-FM ..... 102	WLMI-FM ..... 207	WLSV-AM ..... 207	WLYF-FM ..... 12	WMEK-FM ..... 165	WMJH-AM ..... 66	WMOX-AM ..... 284	WMWX-FM ..... 6
WKSX-FM ..... 3	WKZO-AM ..... 182	WLGC-AM ..... 152	WLMR-AM ..... 105	WLSW-FM ..... 23	WLYN-AM ..... 9	WMEL-AM ..... 99	WMEN-AM ..... 72	WMOZ-FM ..... 202	WMXB-FM ..... 56
WKSX-FM ..... 43	WKZQ-FM ..... 167	WLGC-FM ..... 152	WLMV-AM ..... 97	WLSZ-FM ..... 278	WLYT-FM ..... 37	WMEN-AM ..... 72	WMEQ-FM ..... 243	WMPC-AM ..... 10	WMXC-FM ..... 93
WKSX-FM ..... 33	WKZU-FM ..... 185	WLGL-FM ..... 79	WLN-AM ..... 163	WLTA-AM ..... 11	WLYV-AM ..... 103	WMEQ-FM ..... 243	WMJM-FM ..... 55	WMPI-FM ..... 55	WMXD-FM ..... 10
WKSX-FM ..... 86	WKZV-AM ..... 23	WLGO-AM ..... 90	WLNG-FM ..... 18	WLTB-FM ..... 179	WLZA-FM ..... 257	WMER-AM ..... 284	WMJQ-FM ..... 54	WMPM-AM ..... 46	WMXH-FM ..... 263
WKSX-FM ..... 101	WKZW-FM ..... 223	WLGP-FM ..... 84	WLNI-FM ..... 110	WLTC-AM ..... 37	WLZQ-FM ..... 103	WMET-AM ..... 8	WMJR-AM ..... 102	WMPX-AM ..... 130	WMXI-FM ..... 223
WKSX-FM ..... 224	WKZX-FM ..... 72	WLGS-AM ..... 57	WLNK-FM ..... 37	WLTE-FM ..... 16	WLZR-FM ..... 33	WMEV-AM ..... 101	WMJX-FM ..... 9	WMPZ-FM ..... 105	WMXJ-FM ..... 12
WKSX-FM ..... 265	WKZY-FM ..... 86	WLGS-AM ..... 57	WLNL-AM ..... 213	WLTF-FM ..... 169	WLZW-FM ..... 159	WMEV-AM ..... 101	WMJY-FM ..... 136	WMPZ-FM ..... 105	WMXL-FM ..... 102
WKSX-FM ..... 1	WLAC-AM ..... 45	WLHN-AM ..... 201	WLNO-AM ..... 44	WLTG-AM ..... 237	WLZX-FM ..... 81	WMEX-FM ..... 116	WMKC-FM ..... 192	WMQM-AM ..... 0	WMXO-FM ..... 207
WKSX-FM ..... 23	WLAD-AM ..... 197	WLHR-FM ..... 237	WLNR-AM ..... 84	WLTH-AM ..... 3	WLZC-AM ..... 154	WMEZ-FM ..... 124	WMKI-AM ..... 9	WMQX-FM ..... 43	WMXP-FM ..... 237
WKSX-FM ..... 112	WLAM-AM ..... 271	WLHT-FM ..... 66	WLOA-AM ..... 112	WLTI-FM ..... 80	WMAD-FM ..... 97	WMFA-AM ..... 127	WMKJ-FM ..... 102	WMRC-AM ..... 9	WMXQ-FM ..... 50
WKSX-FM ..... 11	WLAN-AM ..... 115	WLIB-AM ..... 1	WLOB-AM ..... 260	WLTI-FM ..... 23	WMAG-FM ..... 43	WMFD-AM ..... 178	WMKM-AM ..... 10	WMRD-AM ..... 49	WMXS-FM ..... 150
WKSX-FM ..... 192	WLAN-FM ..... 115	WLIE-AM ..... 18	WLOB-FM ..... 260	WLTK-FM ..... 263	WMAJ-FM ..... 255	WMFM-FM ..... 12	WMKS-FM ..... 154	WMRI-FM ..... 201	WMXT-FM ..... 210
WKSX-FM ..... 72	WLAP-AM ..... 102	WLIF-FM ..... 19	WLOC-AM ..... 208	WLTO-FM ..... 102	WMAJ-FM ..... 246	WMFN-AM ..... 66	WMKT-AM ..... 192	WMRO-AM ..... 45	WMXU-FM ..... 257
WKSX-FM ..... 72	WLAS-AM ..... 235	WLIL-AM ..... 72	WLOD-AM ..... 72	WLTP-AM ..... 241	WMAK-FM ..... 45	WMFQ-FM ..... 86	WMLB-AM ..... 11	WMRQ-FM ..... 49	WMXV-FM ..... 11
WKSX-FM ..... 13	WLAT-AM ..... 49	WLIM-AM ..... 18	WLOF-FM ..... 54	WLTO-FM ..... 33	WMAL-AM ..... 8	WMFR-AM ..... 43	WMLE-AM ..... 11	WMRR-FM ..... 225	WMXW-FM ..... 179
WKSX-FM ..... 41	WLAV-FM ..... 66	WLIP-AM ..... 3	WLOH-AM ..... 35	WLTS-FM ..... 246	WMAS-AM ..... 81	WMFS-FM ..... 48	WMLF-AM ..... 181	WMRS-FM ..... 235	WMXZ-FM ..... 278

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WMXZ-FM ..... 219	WNEA-AM ..... 11	WNOK-FM ..... 90	WNVY-AM ..... 124	WOFE-AM ..... 72	WOMX-FM ..... 38	WOXY-FM ..... 26	WPFR-AM ..... 200	WPNC-FM ..... 248	WPVQ-FM ..... 81
WMYB-FM ..... 167	WNEB-AM ..... 114	WNOO-AM ..... 105	WNVZ-FM ..... 40	WOFM-FM ..... 168	WOND-AM ..... 138	WOYK-AM ..... 106	WPFR-FM ..... 200	WPNI-AM ..... 81	WPWA-AM ..... 6
WMYF-AM ..... 116	WNEL-AM ..... 13	WNOP-AM ..... 26	WNWI-AM ..... 3	WOFX-AM ..... 64	WONE-FM ..... 73	WOYL-AM ..... 244	WPFX-FM ..... 82	WPNN-AM ..... 124	WPWC-AM ..... 8
WMYI-FM ..... 59	WNER-AM ..... 270	WNOR-FM ..... 40	WNWN-AM ..... 182	WOFX-FM ..... 26	WONE-AM ..... 58	WOZK-AM ..... 191	WPGA-AM ..... 154	WPNT-AM ..... 23	WPWT-AM ..... 101
WMYM-AM ..... 12	WNEW-FM ..... 1	WNOS-AM ..... 84	WNWN-FM ..... 182	WOFB-FM ..... 187	WONG-AM ..... 123	WOZN-FM ..... 43	WPGA-FM ..... 154	WPNX-AM ..... 181	WPWX-FM ..... 3
WMYR-AM ..... 67	WNEX-AM ..... 154	WNOU-FM ..... 41	WNWR-AM ..... 6	WOGF-FM ..... 23	WONN-AM ..... 98	WOZZ-FM ..... 137	WPGC-AM ..... 8	WPOC-FM ..... 19	WPXC-FM ..... 183
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WMYX-FM ..... 33	WNFZ-FM ..... 72	WNOX-AM ..... 72	WNWZ-AM ..... 66	WOGI-FM ..... 23	WONX-AM ..... 3	WPAP-FM ..... 237	WPGR-AM ..... 23	WPON-AM ..... 10	WPYM-FM ..... 12
WMYY-FM ..... 64	WNGZ-FM ..... 213	WNOX-FM ..... 72	WNXR-FM ..... 202	WOGK-FM ..... 86	WOOD-AM ..... 66	WPAT-AM ..... 1	WPGS-AM ..... 99	WPOP-AM ..... 49	WPYO-FM ..... 38
WMZK-FM ..... 168	WNHI-FM ..... 186	WNPL-FM ..... 45	WNYG-AM ..... 18	WOGL-FM ..... 6	WOOD-FM ..... 66	WPAT-FM ..... 1	WPGU-FM ..... 216	WPOR-FM ..... 165	WPYX-FM ..... 64
WMZQ-FM ..... 8	WNHT-FM ..... 103	WNPQ-FM ..... 129	WNYQ-FM ..... 64	WOGO-AM ..... 243	WOOF-AM ..... 191	WPAY-AM ..... 152	WPHB-AM ..... 246	WPOS-FM ..... 82	WPZE-FM ..... 11
WNAH-AM ..... 45	WNHW-FM ..... 248	WNPT-FM ..... 228	WNYR-FM ..... 54	WOGR-AM ..... 37	WOOF-FM ..... 191	WPAY-FM ..... 152	WPHD-FM ..... 213	WPOW-FM ..... 12	WPZX-FM ..... 69
WNAK-AM ..... 69	WNIC-FM ..... 10	WNPV-AM ..... 6	WNZK-AM ..... 10	WOGT-FM ..... 105	WOON-AM ..... 34	WPBZ-AM ..... 6	WPHE-AM ..... 6	WPPC-AM ..... 13	WPZZ-FM ..... 41
WNAI-AM ..... 137	WNIL-AM ..... 171	WNRQ-FM ..... 45	WNOZ-AM ..... 150	WOGY-AM ..... 69	WOOW-AM ..... 84	WPBC-AM ..... 11	WPHI-FM ..... 6	WPPY-FM ..... 143	WQAH-AM ..... 118
WNAU-AM ..... 185	WNIR-AM ..... 73	WNRS-AM ..... 159	WOAB-FM ..... 191	WOIC-AM ..... 90	WOZ-AM ..... 231	WPBG-FM ..... 143	WPHM-AM ..... 10	WPPR-AM ..... 13	WQAH-FM ..... 118
WNAV-AM ..... 19	WNIS-AM ..... 40	WNRV-AM ..... 110	WOAD-AM ..... 123	WOIR-AM ..... 12	WOPI-AM ..... 101	WPBH-FM ..... 237	WPHR-AM ..... 80	WPRB-FM ..... 140	WQAL-FM ..... 25
WNAX-FM ..... 261	WNJC-AM ..... 6	WNSA-FM ..... 51	WOAI-AM ..... 31	WOJG-FM ..... 278	WOQI-AM ..... 13	WPBI-AM ..... 47	WPHS-AM ..... 6	WPRD-AM ..... 38	WQAM-AM ..... 12
WNAX-AM ..... 261	WNJC-AM ..... 6	WNSA-FM ..... 51	WOAM-AM ..... 143	WOJO-FM ..... 3	WOR-AM ..... 1	WPBQ-AM ..... 123	WPHX-FM ..... 116	WPRJ-AM ..... 130	WQAR-FM ..... 64
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WNC-AM ..... 184	WNLT-FM ..... 26	WNSW-AM ..... 1	WOB-AM ..... 248	WOKS-AM ..... 181	WORV-AM ..... 223	WPCK-FM ..... 137	WPJL-AM ..... 46	WPRX-AM ..... 49	WQBR-FM ..... 259
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WNC-AM ..... 35	WNMB-AM ..... 167	WNSY-FM ..... 11	WOBX-AM ..... 248	WOKU-AM ..... 177	WOSH-AM ..... 137	WPCV-FM ..... 98	WPJO-FM ..... 101	WPSK-FM ..... 221	WQBT-FM ..... 158
WNC-AM ..... 139	WNM-AM ..... 37	WNTA-AM ..... 153	WOC-AM ..... 141	WOKV-AM ..... 50	WOSM-FM ..... 136	WPDC-AM ..... 115	WPJS-AM ..... 167	WPSL-AM ..... 111	WQBZ-FM ..... 154
WNC-AM ..... 84	WNMX-FM ..... 37	WNTD-AM ..... 3	WOC-AM ..... 86	WOKX-AM ..... 43	WOSN-FM ..... 111	WPDH-FM ..... 163	WPJX-AM ..... 3	WPSO-AM ..... 21	WQCB-FM ..... 214
WNC-AM ..... 84	WNND-FM ..... 3	WNTD-AM ..... 3	WOC-AM ..... 86	WOKY-AM ..... 33	WOSO-AM ..... 13	WPDR-AM ..... 97	WPKF-FM ..... 163	WPS-AM ..... 47	WQCD-FM ..... 1
WNC-AM ..... 219	WNNG-AM ..... 154	WNTF-AM ..... 38	WOC-AM ..... 86	WOLA-AM ..... 8	WOSQ-FM ..... 168	WPDT-FM ..... 210	WPKL-FM ..... 23	WPS-AM ..... 140	WQCH-AM ..... 105
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WNC-AM ..... 83	WNNK-AM ..... 249	WNTN-AM ..... 9	WOC-AM ..... 86	WOLF-AM ..... 80	WOTX-FM ..... 186	WPEN-AM ..... 6	WPLC-AM ..... 8	WPTP-FM ..... 6	WQEM-FM ..... 57
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WNC-AM ..... 41	WNN-AM ..... 97	WNTS-AM ..... 41	WOD-AM ..... 143	WOL-AM ..... 210	WOUR-FM ..... 159	WPEP-AM ..... 34	WPLM-AM ..... 9	WPT-AM ..... 64	WQEW-AM ..... 1
WNC-AM ..... 200	WNN-AM ..... 206	WNTY-AM ..... 49	WOD-AM ..... 143	WOL-AM ..... 210	WOWK-FM ..... 238	WPET-AM ..... 43	WPLM-FM ..... 9	WPTS-FM ..... 23	WQFL-FM ..... 153
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WNC-AM ..... 86	WNN-AM ..... 206	WNTY-AM ..... 49	WOD-AM ..... 143	WOL-AM ..... 210	WOWE-FM ..... 125	WPFB-AM ..... 58	WPLR-FM ..... 108	WPTW-AM ..... 58	WQFN-FM ..... 69
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WNC-AM ..... 86	WNN-AM ..... 206	WNTY-AM ..... 49	WOD-AM ..... 143	WOL-AM ..... 210	WOWO-AM ..... 103	WPF-AM ..... 83	WPMH-AM ..... 40	WPUR-AM ..... 138	WQGN-FM ..... 173
WNC-AM ..... 171	WNN-AM ..... 206	WNTY-AM ..... 49	WOD-AM ..... 143	WOL-AM ..... 210	WOWO-AM ..... 103	WPF-AM ..... 83	WPMJ-FM ..... 143	WPUR-AM ..... 138	WQHH-FM ..... 120
WNC-AM ..... 171	WNN-AM ..... 206	WNTY-AM ..... 49	WOD-AM ..... 143	WOL-AM ..... 210	WOWO-AM ..... 103	WPF-AM ..... 83	WPMJ-FM ..... 143	WPUR-AM ..... 138	WQHK-FM ..... 103
WNC-AM ..... 171	WNN-AM ..... 206	WNTY-AM ..... 49	WOD-AM ..... 143	WOL-AM ..... 210	WOWO-AM ..... 103	WPF-AM ..... 83	WPMJ-FM ..... 143	WPUR-AM ..... 138	WQHK-FM ..... 103
WNC-AM ..... 171	WNN-AM ..... 206	WNTY-AM ..... 49	WOD-AM ..... 143	WOL-AM ..... 210	WOWO-AM ..... 103	WPF-AM ..... 83	WPMJ-FM ..... 143	WPUR-AM ..... 138	WQHK-FM ..... 103
WNC-AM ..... 171	WNN-AM ..... 206	WNTY-AM ..... 49	WOD-AM ..... 143	WOL-AM ..... 210	WOWO-AM ..... 103	WPF-AM ..... 83	WPMJ-FM ..... 143	WPUR-AM ..... 138	WQHK-FM ..... 103
WNC-AM ..... 171	WNN-AM ..... 206	WNTY-AM ..... 49	WOD-AM ..... 143	WOL-AM ..... 210	WOWO-AM ..... 103	WPF-AM ..... 83	WPMJ-FM ..... 143	WPUR-AM ..... 138	WQHK-FM ..... 103
WNC-AM ..... 171	WNN-AM ..... 206	WNTY-AM ..... 49	WOD-AM ..... 143	WOL-AM ..... 210	WOWO-AM ..... 103	WPF-AM ..... 83	WPMJ-FM ..... 143	WPUR-AM ..... 138	WQHK-FM ..... 103
WNC-AM ..... 171	WNN-AM ..... 206	WNTY-AM ..... 49	WOD-AM ..... 143	WOL-AM ..... 210	WOWO-AM ..... 103	WPF-AM ..... 83	WPMJ-FM ..... 143	WPUR-AM ..... 138	WQHK-FM ..... 103
WNC-AM ..... 171	WNN-AM ..... 206	WNTY-AM ..... 49	WOD-AM ..... 143	WOL-AM ..... 210	WOWO-AM ..... 103	WPF-AM ..... 83	WPMJ-FM ..... 143	WPUR-AM ..... 138	WQHK-FM ..... 103
WNC-AM ..... 171	WNN-AM ..... 206	WNTY-AM ..... 49	WOD-AM ..... 143	WOL-AM ..... 210	WOWO-AM ..... 103	WPF-AM ..... 83	WPMJ-FM ..... 143	WPUR-AM ..... 138	WQHK-FM ..... 103
WNC-AM ..... 171	WNN-AM ..... 206	WNTY-AM ..... 49	WOD-AM ..... 143	WOL-AM ..... 210	WOWO-AM ..... 103	WPF-AM ..... 83	WPMJ-FM ..... 143	WPUR-AM ..... 138	WQHK-FM ..... 103
WNC-AM ..... 171	WNN-AM ..... 206	WNTY-AM ..... 49	WOD-AM ..... 143	WOL-AM ..... 210	WOWO-AM ..... 103	WPF-AM ..... 83	WPMJ-FM ..... 143	WPUR-AM ..... 138	WQHK-FM ..... 103
WNC-AM ..... 171	WNN-AM ..... 206	WNTY-AM ..... 49	WOD-AM ..... 143	WOL-AM ..... 210	WOWO-AM ..... 103	WPF-AM ..... 83	WPMJ-FM ..... 143	WPUR-AM ..... 138	WQHK-FM ..... 103
WNC-AM ..... 171	WNN-AM ..... 206	WNTY-AM ..... 49	WOD-AM ..... 143	WOL-AM ..... 210	WOWO-AM ..... 103	WPF-AM ..... 83	WPMJ-FM ..... 143	WPUR-AM ..... 138	WQHK-FM ..... 103
WNC-AM ..... 171	WNN-AM ..... 206	WNTY-AM ..... 49	WOD-AM ..... 143	WOL-AM ..... 210	WOWO-AM ..... 103	WPF-AM ..... 83	WPMJ-FM ..... 143	WPUR-AM ..... 138	WQHK-FM ..... 103
WNC-AM ..... 171	WNN-AM ..... 206	WNTY-AM ..... 49	WOD-AM ..... 143	WOL-AM ..... 210	WOWO-AM ..... 103	WPF-AM ..... 83	WPMJ-FM ..... 143	WPUR-AM ..... 138	WQHK-FM ..... 103
WNC-AM ..... 171	WNN-AM ..... 206	WNTY-AM ..... 49	WOD-AM ..... 143	WOL-AM ..... 210	WOWO-AM ..... 103	WPF-AM ..... 83	WPMJ-FM ..... 143	WPUR-AM ..... 138	WQHK-FM ..... 103
WNC-AM ..... 171	WNN-AM ..... 206	WNTY-AM ..... 49	WOD-AM ..... 143	WOL-AM ..... 210	WOWO-AM ..... 103	WPF-AM ..... 83	WPMJ-FM ..... 143	WPUR-AM ..... 138	WQHK-FM ..... 103
WNC-AM ..... 171	WNN-AM ..... 206	WNTY-AM ..... 49	WOD-AM ..... 143	WOL-AM ..... 210	WOWO-AM ..... 103	WPF-AM ..... 83	WPMJ-FM ..... 143	WPUR-AM ..... 138	WQHK-FM ..... 103
WNC-AM ..... 171	WNN-AM ..... 206	WNTY-AM ..... 49	WOD-AM ..... 143	WOL-AM ..... 210	WOWO-AM ..... 103	WPF-AM ..... 83	WPMJ-FM ..... 143	WPUR-AM ..... 138	WQHK-FM ..... 103
WNC-AM ..... 171	WNN-AM ..... 206	WNTY-AM ..... 49	WOD-AM ..... 143	WOL-AM ..... 210	WOWO-AM ..... 103	WPF-AM ..... 83	WPMJ-FM ..... 143	WPUR-AM ..... 138	WQHK-FM ..... 103
WNC-AM ..... 171	WNN-AM ..... 206	WNTY-AM ..... 49	WOD-AM ..... 143	WOL-AM ..... 210	WOWO-AM ..... 103	WPF-AM ..... 83	WPMJ-FM ..... 143	WPUR-AM ..... 138	WQHK-FM ..... 103
WNC-AM ..... 171	WNN-AM ..... 206	WNTY-AM ..... 49	WOD-AM ..... 143	WOL-AM ..... 210	WOWO-AM ..... 103	WPF-AM ..... 83	WPMJ-FM ..... 143	WPUR-AM ..... 138	WQHK-FM ..... 103
WNC-AM ..... 171	WNN-AM ..... 206	WNTY-AM ..... 49	WOD-AM ..... 143	WOL-AM ..... 210	WOWO-AM ..... 103	WPF-AM ..... 83	WPMJ-FM ..... 143	WPUR-AM ..... 138	WQHK-FM ..... 103
WNC-AM ..... 171	WNN-AM ..... 206	WNTY-AM ..... 49	WOD-AM ..... 143	WOL-AM ..... 210	WOWO-AM ..... 103	WPF-AM ..... 83	WPMJ-FM ..... 143	WPUR-AM ..... 138	WQHK-FM ..... 103
WNC-AM ..... 171	WNN-AM ..... 206	WNTY-AM ..... 49	WOD-AM ..... 143	WOL-AM ..... 210	WOWO-AM ..... 103	WPF-AM ..... 83	WPMJ-FM ..... 143	WPUR-AM ..... 138	WQHK-FM ..... 103
WNC-AM ..... 171	WNN-AM ..... 206	WNTY-AM ..... 49	WOD-AM ..... 143	WOL-AM ..... 210	WOWO-AM ..... 103	WPF-AM ..... 83	WPMJ-FM ..... 143	WPUR-AM ..... 138	WQHK-FM ..... 103
WNC-AM ..... 171	WNN-AM ..... 206	WNTY-AM ..... 49	WOD-AM ..... 143	WOL-AM ..... 210	WOWO-AM ..... 103	WPF-AM ..... 83	WPMJ-FM ..... 143	WPUR-AM ..... 138	WQHK-FM ..... 103
WNC-AM ..... 171	WNN-AM ..... 206	WNTY-AM ..... 49	WOD-AM ..... 143	WOL-AM ..... 210	WOWO-AM ..... 103	WPF-AM ..... 83	WPMJ-FM ..... 143	WPUR-AM ..... 138	WQHK-FM ..... 103
WNC-AM ..... 171	WNN-AM ..... 206	WNTY-AM ..... 49	WOD-AM ..... 143	WOL-AM ..... 210	WOWO-AM ..... 103	WPF-AM ..... 83	WPMJ-FM ..... 143	WPUR-AM ..... 138	WQHK-FM ..... 103
WNC-AM ..... 171	WNN-AM ..... 206	WNTY-AM ..... 49	WOD-AM ..... 143	WOL-AM ..... 210	WOWO-AM ..... 103	WPF-AM ..... 83	WPMJ-FM ..... 143	WPUR-AM ..... 138	WQHK-FM ..... 103
WNC-AM ..... 171	WNN-AM ..... 206	WNTY-AM ..... 49	WOD-AM ..... 143	WOL-AM ..... 210	WOWO-AM ..... 103	WPF-AM ..... 83	WPMJ-FM ..... 143	WPUR-AM ..... 138	WQHK-FM ..... 103
WNC-AM ..... 171	WNN-AM ..... 206	WNTY-AM ..... 49	WOD-AM ..... 143	WOL-AM ..... 210	WOWO-AM ..... 103	WPF-AM ..... 83	WPMJ-FM ..... 143	WPUR-AM ..... 138	WQHK-FM ..... 103
WNC-AM ..... 171	WNN-AM ..... 206	WNTY-AM ..... 49	WOD-AM ..... 143	WOL-AM ..... 210	WOWO-AM ..... 103	WPF-AM ..... 83	WPMJ-FM ..... 143	WPUR-AM ..... 138	WQHK-FM ..... 103
WNC-AM ..... 171	WNN-AM ..... 206	WNTY-AM ..... 49	WOD-AM ..... 143	WOL-AM ..... 210	WOWO-AM ..... 103	WPF-AM ..... 83	WPMJ-FM ..... 143	WPUR-AM ..... 138	WQHK-FM ..... 103
WNC-AM ..... 171	WNN-AM ..... 206	WNTY-AM ..... 49	WOD-AM ..... 143	WOL-AM ..... 210	WOWO-AM ..... 103	WPF-AM ..... 83	WPMJ-FM ..... 143	WPUR-AM ..... 138	WQHK-FM ..... 103
WNC-AM ..... 171	WNN-AM ..... 206	WNTY-AM ..... 49	WOD-AM ..... 143	WOL-AM ..... 210	WOWO-AM ..... 103	WPF-AM ..... 83	WPMJ-FM ..... 143	WPUR-AM ..... 138	WQHK-FM ..... 103
WNC-AM ..... 171	WNN-AM ..... 206	WNTY-AM ..... 49	WOD-AM ..... 143	WOL-AM ..... 210	WOWO-AM ..... 103	WPF-AM ..... 83	WPMJ-FM ..... 143	WPUR-AM ..... 138	WQHK-FM ..... 103
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WQHT-FM ..... 1	WQSC-AM ..... 89	WRBT-FM ..... 79	WRIX-AM ..... 59	WRNR-FM ..... 19	WRSV-FM ..... 84	WSAI-AM ..... 26	WSGL-FM ..... 67	WSMX-AM ..... 43	WSSS-FM ..... 37
WQHZ-FM ..... 164	WQSE-AM ..... 45	WRBV-FM ..... 154	WRIX-AM ..... 59	WRNS-AM ..... 84	WRTA-AM ..... 255	WSAK-FM ..... 116	WSGO-AM ..... 80	WSMZ-FM ..... 35	WSSX-FM ..... 89
WQIC-FM ..... 79	WQSL-FM ..... 84	WRBY-FM ..... 159	WRJH-FM ..... 123	WRNS-FM ..... 84	WRTG-AM ..... 46	WSAM-AM ..... 130	WSGW-AM ..... 130	WSNE-FM ..... 34	WSSZ-FM ..... 23
WQII-AM ..... 13	WQSM-FM ..... 127	WRBZ-AM ..... 46	WRJL-FM ..... 118	WRNX-FM ..... 81	WRTH-AM ..... 20	WSAN-FM ..... 13	WSHE-FM ..... 38	WSNG-AM ..... 49	WSTC-AM ..... 142
WQIK-FM ..... 50	WQSN-AM ..... 182	WRCA-AM ..... 9	WRJM-FM ..... 191	WRNY-AM ..... 159	WRTK-AM ..... 112	WSAQ-FM ..... 10	WSHH-FM ..... 23	WSNI-FM ..... 6	WSTG-FM ..... 269
WQIO-FM ..... 35	WQSO-FM ..... 116	WRCC-AM ..... 253	WRJN-AM ..... 33	WROA-AM ..... 136	WRTN-FM ..... 60	WSAR-AM ..... 172	WSHI-FM ..... 103	WSNL-AM ..... 125	WSTH-FM ..... 181
WQIZ-AM ..... 89	WQSR-FM ..... 19	WRCC-AM ..... 253	WRJR-AM ..... 40	WROB-AM ..... 257	WRTO-FM ..... 12	WSAT-AM ..... 37	WSHK-FM ..... 116	WSNR-AM ..... 1	WSTK-AM ..... 84
WQJH-FM ..... 148	WQSV-AM ..... 45	WRCH-FM ..... 49	WRJS-AM ..... 57	WROC-AM ..... 54	WRTP-AM ..... 46	WSAU-AM ..... 168	WSHN-FM ..... 225	WSNV-FM ..... 110	WSTN-AM ..... 48
WQJM-AM ..... 167	WQSX-FM ..... 9	WRCK-FM ..... 159	WRJZ-AM ..... 72	WROD-AM ..... 94	WRTR-FM ..... 228	WSB-AM ..... 11	WSHO-AM ..... 44	WSNX-FM ..... 66	WSTO-FM ..... 157
WQJQ-FM ..... 123	WQTE-FM ..... 82	WRCL-FM ..... 130	WRKA-FM ..... 55	WROE-FM ..... 137	WRTS-FM ..... 164	WSB-FM ..... 11	WSHP-FM ..... 235	WSNY-FM ..... 35	WSTP-AM ..... 37
WQJZ-FM ..... 148	WQTM-AM ..... 38	WRCN-FM ..... 18	WRKB-AM ..... 37	WROK-AM ..... 153	WRTT-FM ..... 118	WSBA-AM ..... 106	WSHW-FM ..... 235	WSOC-FM ..... 37	WSTR-FM ..... 11
WQKK-FM ..... 184	WQTW-AM ..... 23	WRCQ-FM ..... 127	WRKH-FM ..... 93	WROL-AM ..... 9	WRUF-AM ..... 86	WSBB-AM ..... 94	WSHZ-FM ..... 225	WSOK-AM ..... 158	WSTS-FM ..... 127
WQKL-FM ..... 146	WQTX-FM ..... 120	WRCR-AM ..... 1	WRKI-FM ..... 197	WROO-FM ..... 50	WRUF-FM ..... 86	WSBC-AM ..... 3	WSIG-FM ..... 226	WSOL-FM ..... 50	WSTU-AM ..... 111
WQKR-AM ..... 45	WQTY-FM ..... 200	WRCW-AM ..... 129	WRKK-AM ..... 259	WROQ-FM ..... 59	WRUN-AM ..... 159	WSBG-FM ..... 69	WSIR-AM ..... 98	WSOL-AM ..... 13	WSTV-AM ..... 238
WQKS-FM ..... 150	WQUA-FM ..... 93	WRCY-AM ..... 157	WRKL-AM ..... 1	WROR-FM ..... 9	WRUP-FM ..... 84	WSBM-AM ..... 245	WSIS-FM ..... 158	WSOM-AM ..... 112	WSTW-FM ..... 76
WQLD-FM ..... 150	WQUE-FM ..... 44	WRDZ-AM ..... 3	WRKN-AM ..... 123	WROS-AM ..... 50	WRVA-AM ..... 56	WSBR-AM ..... 47	WSIV-AM ..... 80	WSOY-AM ..... 266	WSTZ-FM ..... 123
WQLF-FM ..... 233	WQUL-FM ..... 231	WRDD-AM ..... 184	WRKO-AM ..... 9	WROU-FM ..... 58	WRVB-FM ..... 241	WSBT-AM ..... 171	WSIX-FM ..... 45	WSOS-FM ..... 50	WSUA-AM ..... 12
WQLH-FM ..... 187	WQUN-AM ..... 108	WRDU-FM ..... 46	WRKP-FM ..... 238	WROV-FM ..... 110	WRVC-FM ..... 152	WSBY-FM ..... 148	WSJS-AM ..... 43	WSOX-FM ..... 106	WSUB-AM ..... 173
WQLL-FM ..... 186	WQUS-FM ..... 125	WRDW-AM ..... 109	WRKR-FM ..... 182	WROW-AM ..... 64	WRVC-AM ..... 152	WSBZ-FM ..... 219	WSJT-FM ..... 21	WSOY-AM ..... 266	WSUL-FM ..... 149
WQLR-FM ..... 182	WQUT-FM ..... 101	WRDX-FM ..... 76	WRKS-FM ..... 1	WROX-FM ..... 40	WRVE-FM ..... 64	WSCC-AM ..... 89	WSJY-FM ..... 97	WSOY-AM ..... 266	WSUN-FM ..... 21
WQLS-AM ..... 191	WQVE-FM ..... 262	WRDZ-AM ..... 3	WRKT-FM ..... 164	WROZ-FM ..... 115	WRVF-FM ..... 82	WSCH-FM ..... 26	WSJZ-FM ..... 99	WSPA-AM ..... 59	WSUS-FM ..... 249
WQLT-FM ..... 245	WQWK-FM ..... 246	WREC-AM ..... 48	WRKW-FM ..... 163	WRPL-FM ..... 164	WRVH-FM ..... 259	WSCO-AM ..... 137	WSKN-AM ..... 13	WSPA-AM ..... 59	WSUY-FM ..... 89
WQLV-FM ..... 79	WQXA-AM ..... 106	WRED-FM ..... 165	WRKZ-FM ..... 79	WRPW-FM ..... 236	WRVI-FM ..... 55	WSCP-AM ..... 80	WSKO-AM ..... 34	WSPB-AM ..... 77	WSVA-AM ..... 263
WQLZ-FM ..... 206	WQXA-AM ..... 79	WREF-AM ..... 197	WRLD-FM ..... 181	WRQC-FM ..... 67	WRVP-FM ..... 143	WSCP-AM ..... 80	WSKO-AM ..... 34	WSPD-AM ..... 82	WSVE-AM ..... 50
WQMF-FM ..... 55	WQXC-FM ..... 182	WREJ-AM ..... 56	WRLF-FM ..... 196	WRQK-FM ..... 129	WRVQ-FM ..... 56	WSCQ-FM ..... 90	WSKQ-FM ..... 1	WSPK-FM ..... 163	WSVG-AM ..... 226
WQMG-FM ..... 43	WQXI-AM ..... 11	WRFD-AM ..... 35	WRLG-FM ..... 45	WRQN-FM ..... 82	WRVR-FM ..... 48	WSCR-AM ..... 3	WSKR-AM ..... 83	WSPQ-AM ..... 51	WSVY-FM ..... 40
WQMJ-FM ..... 154	WQXK-FM ..... 112	WRFN-FM ..... 109	WRLR-FM ..... 67	WRQQ-FM ..... 45	WRVV-FM ..... 79	WSCW-AM ..... 177	WSKS-FM ..... 159	WSPR-AM ..... 81	WSWI-AM ..... 157
WQMR-FM ..... 148	WQXL-AM ..... 90	WRFQ-FM ..... 89	WRLT-FM ..... 45	WRQR-FM ..... 178	WRVW-FM ..... 45	WSDM-FM ..... 200	WSKU-FM ..... 159	WSPT-FM ..... 168	WSWN-AM ..... 47
WQMX-FM ..... 73	WQXR-FM ..... 1	WRFX-AM ..... 12	WRLX-FM ..... 47	WRQX-FM ..... 8	WRVZ-FM ..... 177	WSDO-AM ..... 38	WSKW-AM ..... 260	WSPT-AM ..... 168	WSWT-FM ..... 143
WQMZ-FM ..... 224	WQYK-AM ..... 21	WRFX-AM ..... 37	WRLZ-AM ..... 38	WRR-FM ..... 5	WRWD-FM ..... 163	WSDQ-AM ..... 105	WSKX-FM ..... 158	WSPY-AM ..... 3	WSWW-AM ..... 177
WQNQ-FM ..... 160	WQYK-FM ..... 21	WRFY-FM ..... 133	WRMA-FM ..... 12	WRRB-FM ..... 163	WRWK-FM ..... 82	WSDS-AM ..... 146	WSKY-AM ..... 160	WSPY-FM ..... 3	WSYE-FM ..... 185
WQNS-FM ..... 160	WQYZ-FM ..... 136	WRGO-FM ..... 86	WRMD-AM ..... 21	WRRD-AM ..... 33	WRXB-AM ..... 21	WSDT-AM ..... 105	WSKY-FM ..... 86	WSPZ-AM ..... 228	WSYN-FM ..... 167
WQNT-AM ..... 89	WQZL-FM ..... 84	WRGS-AM ..... 101	WRMF-FM ..... 47	WRRH-FM ..... 13	WRXK-FM ..... 67	WSDX-AM ..... 200	WSKZ-FM ..... 105	WSQN-FM ..... 210	WSYR-FM ..... 47
WQNY-FM ..... 273	WQZO-FM ..... 45	WRHB-AM ..... 12	WRMJ-FM ..... 141	WRRK-FM ..... 23	WRXL-FM ..... 56	WSDZ-AM ..... 20	WSLA-AM ..... 44	WSRA-AM ..... 262	WSYR-AM ..... 80
WQOK-FM ..... 46	WQZS-FM ..... 184	WRHC-AM ..... 12	WRMM-FM ..... 54	WRRM-FM ..... 26	WRXQ-FM ..... 3	WSEA-FM ..... 167	WSLC-FM ..... 110	WSRC-AM ..... 46	WSYW-AM ..... 41
WQOL-FM ..... 111	WQZZ-FM ..... 228	WRHH-FM ..... 56	WRMN-AM ..... 3	WRRR-FM ..... 241	WRXR-FM ..... 105	WSEG-FM ..... 285	WSLI-AM ..... 123	WSRF-AM ..... 12	WSYY-AM ..... 214
WQPM-AM ..... 16	WRAD-AM ..... 221	WRHI-AM ..... 37	WRMQ-AM ..... 38	WRRV-FM ..... 149	WRXS-FM ..... 148	WSEL-AM ..... 185	WSLO-FM ..... 110	WSRO-AM ..... 9	WSYY-FM ..... 214
WQPO-FM ..... 263	WRAK-AM ..... 259	WRHQ-FM ..... 158	WRMR-AM ..... 25	WRRX-FM ..... 124	WRXW-FM ..... 123	WSEL-FM ..... 185	WSLT-FM ..... 109	WSRQ-FM ..... 77	WTAG-AM ..... 114
WQQB-FM ..... 216	WRAL-FM ..... 46	WRHT-FM ..... 84	WRMX-FM ..... 72	WRSA-FM ..... 118	WRXZ-FM ..... 262	WSEN-FM ..... 80	WSLY-FM ..... 284	WSRR-FM ..... 48	WTAK-FM ..... 118
WQOK-FM ..... 45	WRAT-FM ..... 52	WRIB-AM ..... 34	WRNA-AM ..... 37	WRSB-AM ..... 139	WRYM-AM ..... 49	WSEV-AM ..... 72	WSM-AM ..... 45	WSRS-FM ..... 114	WTAL-AM ..... 161
WQQL-FM ..... 206	WRAX-AM ..... 133	WRIC-FM ..... 269	WRNB-FM ..... 58	WRSB-AM ..... 54	WRYV-FM ..... 152	WSEV-FM ..... 72	WSM-FM ..... 45	WSRT-FM ..... 169	WTAM-AM ..... 25
WQQQ-FM ..... 49	WRAX-AM ..... 57	WRIE-AM ..... 164	WRNC-AM ..... 154	WRSC-AM ..... 246	WRZA-FM ..... 3	WSFL-FM ..... 84	WSMB-AM ..... 44	WSRZ-FM ..... 77	WTAN-AM ..... 21
WQRB-FM ..... 243	WRBA-FM ..... 237	WRIF-FM ..... 10	WRNE-AM ..... 124	WRSF-FM ..... 248	WRZE-FM ..... 183	WSFM-FM ..... 178	WSMK-FM ..... 171	WSSA-AM ..... 11	WTAO-FM ..... 231
WQRC-FM ..... 183	WRBO-FM ..... 48	WRIG-AM ..... 168	WRNJ-AM ..... 70	WRSI-FM ..... 81	WRZK-FM ..... 101	WSFN-AM ..... 285	WSML-AM ..... 43	WSSL-FM ..... 59	WTAR-AM ..... 40
WQRL-FM ..... 231	WRBP-FM ..... 112	WRIO-FM ..... 13	WRNL-AM ..... 56	WRSJ-AM ..... 13	WRZN-AM ..... 86	WSFR-FM ..... 55	WSMN-AM ..... 186	WSSM-FM ..... 20	WTAW-AM ..... 230
WQRM-FM ..... 207	WRBQ-FM ..... 21	WRIS-AM ..... 110	WRNN-FM ..... 167	WRSM-AM ..... 57	WRZX-FM ..... 41	WSGC-FM ..... 105	WSMO-AM ..... 84	WSSO-AM ..... 257	WTAX-AM ..... 206
WQRT-FM ..... 207	WRBR-FM ..... 171	WRIT-FM ..... 33	WRNO-FM ..... 44	WRSN-FM ..... 46	WRZZ-FM ..... 241	WSGH-AM ..... 43	WSMQ-AM ..... 57	WSSP-FM ..... 89	WTBC-AM ..... 228

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WTBQ-AM ..... 149	WTKI-AM ..... 118	WTOP-AM ..... 8	WTWK-AM ..... 139	WUTL-FM ..... 161	WVKZ-AM ..... 64	WWAR-AM ..... 110	WWJ-AM ..... 10	WWRC-AM ..... 8	WWZK-FM ..... 138
WTBT-FM ..... 21	WTKK-FM ..... 9	WTOR-AM ..... 51	WTWR-FM ..... 82	WUTQ-AM ..... 159	WVLE-FM ..... 208	WWAV-FM ..... 219	WWJB-AM ..... 21	WWRE-FM ..... 226	WWZN-AM ..... 9
WTCB-FM ..... 90	WTKL-FM ..... 44	WTOS-FM ..... 260	WTWV-FM ..... 183	WUJF-FM ..... 54	WVLK-AM ..... 102	WWAX-FM ..... 202	WWJC-AM ..... 202	WWRF-AM ..... 47	WWZO-AM ..... 185
WTCF-FM ..... 130	WTKM-AM ..... 33	WTOT-FM ..... 191	WTWZ-AM ..... 123	WUUS-AM ..... 105	WVLK-FM ..... 102	WWBA-AM ..... 21	WWJK-AM ..... 89	WWRL-AM ..... 1	WWZY-FM ..... 52
WTCK-AM ..... 48	WTKM-FM ..... 33	WTOU-AM ..... 73	WTXM-FM ..... 72	WUUZ-FM ..... 244	WVLY-AM ..... 238	WWBB-FM ..... 34	WWJO-FM ..... 222	WWRM-FM ..... 21	WWZZ-FM ..... 8
WTCM-AM ..... 192	WTKN-AM ..... 191	WTOV-AM ..... 84	WTXT-FM ..... 228	WUVA-FM ..... 224	WVLZ-AM ..... 72	WWBC-AM ..... 99	WWJQ-AM ..... 66	WWRN-AM ..... 160	WXAJ-FM ..... 206
WTCM-FM ..... 192	WTKO-AM ..... 273	WTOY-AM ..... 110	WTYX-FM ..... 123	WUZI-FM ..... 184	WVMI-AM ..... 136	WWBF-AM ..... 98	WWJZ-AM ..... 6	WWRR-FM ..... 50	WXAL-FM ..... 139
WTCR-AM ..... 152	WTKS-FM ..... 38	WTPA-FM ..... 79	WTZE-AM ..... 269	WUZY-FM ..... 184	WVMT-AM ..... 139	WWBG-AM ..... 43	WWKA-FM ..... 38	WWRU-FM ..... 226	WXAN-FM ..... 231
WTCR-FM ..... 152	WTKS-AM ..... 158	WTPA-FM ..... 79	WTZE-AM ..... 269	WUZY-FM ..... 184	WVMT-AM ..... 139	WWBG-AM ..... 43	WWKA-FM ..... 38	WWRU-FM ..... 226	WXAN-FM ..... 231
WTCS-AM ..... 196	WTKT-AM ..... 79	WTPL-FM ..... 186	WTZO-AM ..... 160	WUZZ-FM ..... 242	WVMV-FM ..... 10	WWBN-FM ..... 125	WWKB-AM ..... 51	WWRU-AM ..... 1	WXBD-AM ..... 136
WTCY-AM ..... 79	WTKU-FM ..... 138	WTPM-FM ..... 13	WUAM-AM ..... 64	WVAA-AM ..... 139	WVMX-FM ..... 26	WWBU-FM ..... 221	WWKK-AM ..... 192	WWRV-AM ..... 1	WXBH-AM ..... 64
WTDK-FM ..... 148	WTKV-FM ..... 80	WTPM-FM ..... 13	WUBB-FM ..... 116	WVAB-AM ..... 40	WVNA-AM ..... 245	WWBX-FM ..... 214	WWKL-FM ..... 79	WWRX-FM ..... 34	WXBM-FM ..... 124
WTDY-AM ..... 97	WTKW-FM ..... 80	WTPT-FM ..... 59	WUBE-FM ..... 26	WVAF-FM ..... 177	WVNA-FM ..... 245	WWBZ-FM ..... 89	WWKN-FM ..... 253	WWRZ-FM ..... 98	WXBQ-FM ..... 101
WTEL-AM ..... 109	WTKX-FM ..... 124	WTQR-FM ..... 43	WUBR-AM ..... 225	WVAL-AM ..... 222	WVNE-AM ..... 114	WWCA-AM ..... 3	WWKX-FM ..... 34	WWSJ-AM ..... 120	WXCH-FM ..... 26
WTEM-AM ..... 8	WTKZ-AM ..... 70	WTRC-AM ..... 171	WUBT-FM ..... 45	WVAM-AM ..... 255	WVNJ-AM ..... 1	WWCB-AM ..... 164	WWKZ-FM ..... 185	WWSK-FM ..... 167	WXCL-FM ..... 143
WTFM-FM ..... 101	WTKZ-AM ..... 70	WTRG-FM ..... 46	WUBU-FM ..... 171	WVAQ-FM ..... 196	WVNN-AM ..... 118	WWCC-FM ..... 43	WWL-AM ..... 44	WWSM-AM ..... 79	WXCO-AM ..... 168
WTFX-AM ..... 226	WTLA-AM ..... 80	WTRI-AM ..... 203	WUBZ-FM ..... 246	WVAZ-FM ..... 3	WVNZ-AM ..... 56	WWCD-FM ..... 35	WWLD-FM ..... 161	WWSN-FM ..... 285	WXCY-FM ..... 76
WTFX-FM ..... 55	WTLB-AM ..... 159	WTRN-AM ..... 255	WUCL-FM ..... 159	WVBE-FM ..... 110	WVOA-FM ..... 80	WWCK-AM ..... 125	WWLE-AM ..... 149	WWSO-FM ..... 40	WXDJ-FM ..... 12
WTGH-AM ..... 90	WTLC-AM ..... 41	WTRS-FM ..... 86	WUCO-AM ..... 35	WVBF-AM ..... 110	WVOC-AM ..... 90	WWCK-FM ..... 125	WWLG-AM ..... 19	WWST-FM ..... 72	WXDX-AM ..... 10
WTGM-AM ..... 148	WTLG-AM ..... 41	WTRU-AM ..... 43	WUEZ-FM ..... 231	WVBF-AM ..... 9	WVOD-FM ..... 248	WWCL-AM ..... 67	WWLI-FM ..... 34	WWSW-FM ..... 23	WXDX-AM ..... 23
WTHB-AM ..... 109	WTLN-AM ..... 38	WTRV-FM ..... 66	WUFO-AM ..... 51	WVBO-FM ..... 137	WVOG-AM ..... 44	WWCN-AM ..... 67	WWLL-FM ..... 274	WWSY-FM ..... 200	WXEG-FM ..... 58
WTHB-FM ..... 109	WTLQ-AM ..... 67	WTRX-AM ..... 125	WUFX-FM ..... 72	WVBR-FM ..... 273	WVOI-AM ..... 67	WWCS-AM ..... 23	WWLS-FM ..... 53	WWTC-AM ..... 16	WXEM-AM ..... 11
WTHE-AM ..... 18	WTLQ-AM ..... 67	WTRY-FM ..... 64	WUGO-FM ..... 152	WVBR-FM ..... 273	WVOI-AM ..... 67	WWCT-FM ..... 143	WWLS-AM ..... 53	WWTK-AM ..... 274	WXER-FM ..... 265
WTHI-FM ..... 200	WTLX-FM ..... 97	WTSB-AM ..... 127	WUGR-AM ..... 102	WVBR-FM ..... 273	WVOI-AM ..... 67	WWCT-FM ..... 143	WWLS-AM ..... 53	WWTK-AM ..... 274	WXER-FM ..... 265
WTHK-FM ..... 140	WTLX-FM ..... 97	WTSB-AM ..... 127	WUHU-FM ..... 208	WVBR-FM ..... 273	WVOI-AM ..... 67	WWCT-FM ..... 143	WWLS-AM ..... 53	WWTK-AM ..... 274	WXER-FM ..... 265
WTHM-AM ..... 106	WTLX-FM ..... 97	WTSB-AM ..... 127	WUJM-FM ..... 136	WVBR-FM ..... 273	WVOI-AM ..... 67	WWCT-FM ..... 143	WWLS-AM ..... 53	WWTK-AM ..... 274	WXER-FM ..... 265
WTHO-FM ..... 109	WTLX-FM ..... 97	WTSB-AM ..... 127	WVCG-AM ..... 12	WVBR-FM ..... 273	WVOI-AM ..... 67	WWCT-FM ..... 143	WWLS-AM ..... 53	WWTK-AM ..... 274	WXER-FM ..... 265
WTHU-AM ..... 203	WTLX-FM ..... 97	WTSB-AM ..... 127	WVOR-FM ..... 54	WVBR-FM ..... 273	WVOI-AM ..... 67	WWCT-FM ..... 143	WWLS-AM ..... 53	WWTK-AM ..... 274	WXER-FM ..... 265
WTHZ-FM ..... 43	WTLX-FM ..... 97	WTSB-AM ..... 127	WVOR-FM ..... 54	WVBR-FM ..... 273	WVOI-AM ..... 67	WWCT-FM ..... 143	WWLS-AM ..... 53	WWTK-AM ..... 274	WXER-FM ..... 265
WTIC-AM ..... 49	WTLX-FM ..... 97	WTSB-AM ..... 127	WVOR-FM ..... 54	WVBR-FM ..... 273	WVOI-AM ..... 67	WWCT-FM ..... 143	WWLS-AM ..... 53	WWTK-AM ..... 274	WXER-FM ..... 265
WTIC-FM ..... 49	WTLX-FM ..... 97	WTSB-AM ..... 127	WVOR-FM ..... 54	WVBR-FM ..... 273	WVOI-AM ..... 67	WWCT-FM ..... 143	WWLS-AM ..... 53	WWTK-AM ..... 274	WXER-FM ..... 265
WTID-FM ..... 228	WTLX-FM ..... 97	WTSB-AM ..... 127	WVOR-FM ..... 54	WVBR-FM ..... 273	WVOI-AM ..... 67	WWCT-FM ..... 143	WWLS-AM ..... 53	WWTK-AM ..... 274	WXER-FM ..... 265
WTIG-AM ..... 129	WTLX-FM ..... 97	WTSB-AM ..... 127	WVOR-FM ..... 54	WVBR-FM ..... 273	WVOI-AM ..... 67	WWCT-FM ..... 143	WWLS-AM ..... 53	WWTK-AM ..... 274	WXER-FM ..... 265
WTIK-AM ..... 46	WTLX-FM ..... 97	WTSB-AM ..... 127	WVOR-FM ..... 54	WVBR-FM ..... 273	WVOI-AM ..... 67	WWCT-FM ..... 143	WWLS-AM ..... 53	WWTK-AM ..... 274	WXER-FM ..... 265
WTIL-AM ..... 13	WTLX-FM ..... 97	WTSB-AM ..... 127	WVOR-FM ..... 54	WVBR-FM ..... 273	WVOI-AM ..... 67	WWCT-FM ..... 143	WWLS-AM ..... 53	WWTK-AM ..... 274	WXER-FM ..... 265
WTIR-AM ..... 38	WTLX-FM ..... 97	WTSB-AM ..... 127	WVOR-FM ..... 54	WVBR-FM ..... 273	WVOI-AM ..... 67	WWCT-FM ..... 143	WWLS-AM ..... 53	WWTK-AM ..... 274	WXER-FM ..... 265
WTIS-AM ..... 21	WTLX-FM ..... 97	WTSB-AM ..... 127	WVOR-FM ..... 54	WVBR-FM ..... 273	WVOI-AM ..... 67	WWCT-FM ..... 143	WWLS-AM ..... 53	WWTK-AM ..... 274	WXER-FM ..... 265
WTIV-AM ..... 244	WTLX-FM ..... 97	WTSB-AM ..... 127	WVOR-FM ..... 54	WVBR-FM ..... 273	WVOI-AM ..... 67	WWCT-FM ..... 143	WWLS-AM ..... 53	WWTK-AM ..... 274	WXER-FM ..... 265
WTIX-FM ..... 44	WTLX-FM ..... 97	WTSB-AM ..... 127	WVOR-FM ..... 54	WVBR-FM ..... 273	WVOI-AM ..... 67	WWCT-FM ..... 143	WWLS-AM ..... 53	WWTK-AM ..... 274	WXER-FM ..... 265
WTIX-AM ..... 44	WTLX-FM ..... 97	WTSB-AM ..... 127	WVOR-FM ..... 54	WVBR-FM ..... 273	WVOI-AM ..... 67	WWCT-FM ..... 143	WWLS-AM ..... 53	WWTK-AM ..... 274	WXER-FM ..... 265
WTJH-AM ..... 11	WTLX-FM ..... 97	WTSB-AM ..... 127	WVOR-FM ..... 54	WVBR-FM ..... 273	WVOI-AM ..... 67	WWCT-FM ..... 143	WWLS-AM ..... 53	WWTK-AM ..... 274	WXER-FM ..... 265
WTJK-AM ..... 153	WTLX-FM ..... 97	WTSB-AM ..... 127	WVOR-FM ..... 54	WVBR-FM ..... 273	WVOI-AM ..... 67	WWCT-FM ..... 143	WWLS-AM ..... 53	WWTK-AM ..... 274	WXER-FM ..... 265
WTJS-AM ..... 278	WTLX-FM ..... 97	WTSB-AM ..... 127	WVOR-FM ..... 54	WVBR-FM ..... 273	WVOI-AM ..... 67	WWCT-FM ..... 143	WWLS-AM ..... 53	WWTK-AM ..... 274	WXER-FM ..... 265
WTJZ-AM ..... 40	WTLX-FM ..... 97	WTSB-AM ..... 127	WVOR-FM ..... 54	WVBR-FM ..... 273	WVOI-AM ..... 67	WWCT-FM ..... 143	WWLS-AM ..... 53	WWTK-AM ..... 274	WXER-FM ..... 265
WTKA-AM ..... 146	WTLX-FM ..... 97	WTSB-AM ..... 127	WVOR-FM ..... 54	WVBR-FM ..... 273	WVOI-AM ..... 67	WWCT-FM ..... 143	WWLS-AM ..... 53	WWTK-AM ..... 274	WXER-FM ..... 265
WTKF-FM ..... 84	WTLX-FM ..... 97	WTSB-AM ..... 127	WVOR-FM ..... 54	WVBR-FM ..... 273	WVOI-AM ..... 67	WWCT-FM ..... 143	WWLS-AM ..... 53	WWTK-AM ..... 274	WXER-FM ..... 265
WTKF-FM ..... 84	WTLX-FM ..... 97	WTSB-AM ..... 127	WVOR-FM ..... 54	WVBR-FM ..... 273	WVOI-AM ..... 67	WWCT-FM ..... 143	WWLS-AM ..... 53	WWTK-AM ..... 274	WXER-FM ..... 265



Table 5  
**Station Calls to Market Rank**

WXKS-AM ..... 9	WXRG-FM ..... 136	WXYB-AM ..... 21	WYGR-AM ..... 66	WYNU-FM ..... 278	WYXE-AM ..... 45	WZEB-FM ..... 148	WZMX-FM ..... 49	WZRV-FM ..... 226	WZZW-AM ..... 152
WXKS-FM ..... 9	WXRK-FM ..... 1	WXYK-FM ..... 136	WYGV-FM ..... 50	WYNY-FM ..... 60	WYXL-FM ..... 273	WZEC-FM ..... 64	WZNA-AM ..... 13	WZRX-FM ..... 242	XEJ-AM ..... 78
WXKX-AM ..... 196	WXRL-AM ..... 51	WXYT-AM ..... 10	WYGY-FM ..... 26	WYNZ-FM ..... 165	WYXX-FM ..... 3	WZEE-FM ..... 97	WZND-FM ..... 191	WZRX-AM ..... 123	XEMO-AM ..... 17
WXLA-AM ..... 120	WXRR-FM ..... 223	WXYV-FM ..... 19	WYHY-FM ..... 153	WYOK-FM ..... 93	WYXY-FM ..... 157	WZEF-FM ..... 13	WZNE-FM ..... 54	WZSR-FM ..... 3	XEP-AM ..... 78
WXLC-FM ..... 3	WXRT-FM ..... 3	WXYX-FM ..... 13	WYIL-FM ..... 72	WYOO-FM ..... 237	WYYB-FM ..... 45	WZET-FM ..... 93	WZNF-FM ..... 136	WZST-FM ..... 196	XEPR-FM ..... 78
WXLK-FM ..... 110	WXRV-FM ..... 9	WXZO-FM ..... 139	WYJB-FM ..... 64	WYOS-AM ..... 179	WYYD-FM ..... 110	WZEZ-FM ..... 56	WZNN-AM ..... 245	WZTA-FM ..... 12	XEPZ-AM ..... 78
WXLN-FM ..... 173	WXRX-FM ..... 153	WXZX-FM ..... 13	WYJS-FM ..... 123	WYOY-FM ..... 123	WYYL-FM ..... 48	WZFM-FM ..... 221	WZNO-AM ..... 124	WZTZ-FM ..... 191	XEWG-AM ..... 78
WXLN-AM ..... 55	WXRZ-FM ..... 185	WXZZ-FM ..... 102	WYJZ-FM ..... 41	WYPT-FM ..... 67	WYYW-FM ..... 284	WZFS-FM ..... 3	WZNS-FM ..... 219	WZUM-AM ..... 23	XGLX-FM ..... 17
WXLO-FM ..... 114	WXSR-FM ..... 161	WYAK-FM ..... 167	WYKO-AM ..... 13	WYPY-FM ..... 83	WYYX-FM ..... 237	WZFX-FM ..... 127	WZNT-FM ..... 13	WZUN-FM ..... 80	XHCR-FM ..... 17
WXLP-FM ..... 141	WXSS-FM ..... 33	WYAM-AM ..... 118	WYKS-FM ..... 86	WYQE-FM ..... 13	WYYY-FM ..... 80	WZGC-FM ..... 11	WZNW-AM ..... 35	WZUS-FM ..... 266	XHEM-FM ..... 78
WXLT-FM ..... 231	WXTA-FM ..... 164	WYAV-FM ..... 167	WYKT-FM ..... 3	WYRD-AM ..... 59	WYYZ-AM ..... 11	WZHF-AM ..... 8	WZNX-FM ..... 266	WZUU-FM ..... 182	XHFG-FM ..... 17
WXLW-AM ..... 41	WXTB-FM ..... 21	WYAY-FM ..... 11	WYKZ-FM ..... 158	WYRE-AM ..... 19	WYZB-FM ..... 219	WZHR-AM ..... 21	WZNY-FM ..... 109	WZUW-FM ..... 171	XHGU-FM ..... 78
WXLX-FM ..... 13	WXTC-AM ..... 89	WYBA-FM ..... 3	WYLD-AM ..... 44	WYRK-FM ..... 51	WYZE-AM ..... 11	WZHT-FM ..... 150	WZNZ-AM ..... 50	WZVN-FM ..... 3	XHH-FM ..... 78
WXLX-AM ..... 89	WXTK-FM ..... 183	WYBB-FM ..... 89	WYLD-FM ..... 44	WYRN-AM ..... 46	WYZY-FM ..... 139	WZID-FM ..... 186	WZOC-FM ..... 171	WZWW-FM ..... 246	XHIM-FM ..... 78
WXMA-FM ..... 55	WXTM-FM ..... 25	WYBC-FM ..... 108	WYLL-AM ..... 3	WYRU-AM ..... 127	WZAD-FM ..... 149	WZIQ-FM ..... 262	WZOK-FM ..... 153	WZXI-FM ..... 263	XHNA-FM ..... 63
WXMC-AM ..... 113	WXTR-AM ..... 203	WYBC-AM ..... 108	WYLT-FM ..... 103	WYRV-AM ..... 269	WZAK-FM ..... 25	WZJO-FM ..... 177	WZOL-FM ..... 13	WZXL-FM ..... 138	XHNZ-FM ..... 78
WXMD-FM ..... 148	WXTU-FM ..... 6	WYBL-FM ..... 55	WYLZ-FM ..... 130	WYSF-FM ..... 57	WZAN-AM ..... 165	WZJY-AM ..... 89	WZON-AM ..... 214	WZXR-FM ..... 259	XHRM-FM ..... 17
WXMG-FM ..... 35	WXTW-FM ..... 103	WYCA-FM ..... 3	WYMB-AM ..... 210	WYSH-AM ..... 72	WZAP-AM ..... 101	WZKF-FM ..... 55	WZOO-AM ..... 43	WZXS-FM ..... 84	XHTO-FM ..... 78
WXMJ-FM ..... 255	WXUR-FM ..... 159	WYCB-AM ..... 8	WYMG-FM ..... 206	WYSK-AM ..... 166	WZAR-FM ..... 13	WZKL-FM ..... 129	WZOO-FM ..... 242	WZXV-FM ..... 54	XHTY-FM ..... 17
WXMK-FM ..... 285	WXUS-FM ..... 191	WYCD-FM ..... 10	WYMY-FM ..... 46	WYSK-FM ..... 166	WZAT-FM ..... 158	WZKS-FM ..... 284	WZOR-FM ..... 187	WZYP-FM ..... 118	XHTZ-FM ..... 17
WXNR-FM ..... 84	WXVI-AM ..... 150	WYCK-AM ..... 69	WYNA-FM ..... 167	WYSL-AM ..... 54	WZAZ-AM ..... 50	WZKX-FM ..... 136	WZOW-FM ..... 171	WZZA-AM ..... 245	XJCC-AM ..... 78
WXNT-AM ..... 41	WXWX-FM ..... 187	WYCL-FM ..... 124	WYND-AM ..... 94	WYSN-AM ..... 184	WZBA-FM ..... 19	WZKZ-FM ..... 207	WZPL-FM ..... 41	WZZD-AM ..... 6	XLTN-FM ..... 17
WXOF-FM ..... 86	WXXA-AM ..... 55	WYCO-FM ..... 168	WYND-FM ..... 248	WYSP-FM ..... 6	WZBD-FM ..... 103	WZLD-FM ..... 223	WZPQ-AM ..... 57	WZZE-FM ..... 6	XMOR-FM ..... 17
WXOK-AM ..... 83	WXXB-FM ..... 235	WYCR-FM ..... 106	WYNF-FM ..... 154	WYST-FM ..... 236	WZBH-FM ..... 148	WZLQ-FM ..... 185	WZPT-FM ..... 23	WZZI-FM ..... 110	XPRS-AM ..... 17
WXPT-FM ..... 16	WXXF-FM ..... 44	WYDE-FM ..... 57	WYNG-FM ..... 157	WYTE-FM ..... 168	WZBN-FM ..... 262	WZLR-FM ..... 58	WZPW-FM ..... 143	WZZJ-AM ..... 136	XRCN-AM ..... 17
WXPZ-FM ..... 148	WXXL-FM ..... 38	WYDS-FM ..... 266	WYNK-AM ..... 83	WYTK-FM ..... 245	WZBO-AM ..... 248	WZLS-FM ..... 160	WZRB-FM ..... 83	WZZK-FM ..... 57	XROK-AM ..... 78
WXQR-FM ..... 84	WXXM-FM ..... 44	WYEZ-FM ..... 167	WYNK-FM ..... 83	WYUS-AM ..... 148	WZBQ-FM ..... 228	WZLX-FM ..... 9	WZRC-AM ..... 1	WZZN-FM ..... 3	XRST-FM ..... 17
WXQW-FM ..... 118	WXXO-FM ..... 244	WYFM-FM ..... 112	WYNN-FM ..... 210	WYUU-FM ..... 21	WZBR-FM ..... 84	WZMJ-FM ..... 90	WZRH-AM ..... 37	WZZO-FM ..... 70	XSUR-AM ..... 17
WXRA-AM ..... 102	WXXP-FM ..... 18	WYFX-FM ..... 157	WYNN-AM ..... 210	WYVR-FM ..... 206	WZBZ-FM ..... 138	WZMQ-FM ..... 12	WZRK-AM ..... 33	WZZP-FM ..... 204	XTIM-FM ..... 17
WXRC-FM ..... 37	WXXQ-FM ..... 153	WYGC-FM ..... 86	WYNN-FM ..... 210	WYXB-FM ..... 41	WZCH-FM ..... 3	WZMR-FM ..... 64	WZRR-FM ..... 160	WZZR-FM ..... 47	XTRA-FM ..... 17
WXRD-FM ..... 3	WXXU-AM ..... 99	WYGH-AM ..... 102	WYNS-AM ..... 70	WYXC-AM ..... 11	WZDQ-FM ..... 278	WZMT-FM ..... 13	WZRR-FM ..... 57	WZZU-FM ..... 110	XTRA-AM ..... 17
WXRF-AM ..... 13	WXXX-FM ..... 139	WYGL-FM ..... 79							

Table 6

**City of License to Market Rank**

Abbeville, AL	191	Altavista, VA	110	Asbury, IA	233	Austin, IN	55	Bath, NY	213	Belpre, OH	241
Abbeville, LA	100	Alton, IL	20	Asbury, MO	234	Austin, MN	281	Baton Rouge, LA	83	Belton, SC	59
Aberdeen, MD	19	Altoona, PA	255	Asbury Park, NJ	52	Austin, TX	42	Battle Creek, MI	253	Belton, TX	155
Aberdeen, MS	185	Altoona, WI	243	Ash Grove, MO	144	Ava, IL	231	Battle Ground, IN	235	Belvidere, IL	153
Abilene, TX	232	Alvin, TX	7	Ashburn, GA	262	Avalon, CA	2	Baxter, TN	275	Belvidere, NJ	70
Abingdon, VA	101	Amarillo, TX	193	Ashdown, AR	254	Avalon, NJ	138	Baxter Springs, KS	234	Benavides, TX	134
Ackerman, MS	257	Ambridge, PA	23	Asheboro, NC	43	Avis, PA	259	Bay City, MI	130	Benbrook, TX	5
Ada, MI	66	Ames, IA	91	Asheville, NC	160	Avon, NY	54	Bay Minette, AL	93	Bennington, NE	74
Addison, AL	118	Amherst, MA	81	Ashland, KY	152	Avon Park, FL	274	Bay Shore, NY	18	Benson, NC	46
Addison, VT	139	Amherst, NY	51	Ashland, MA	9	Azle, TX	5	Bay St. Louis, MS	136	Benton, AR	86
Adelanto, CA	28	Amherst, VA	110	Ashland, MO	252	Babbitt, MN	202	Bayamon, PR	13	Benton, IL	231
Adjuntas, PR	13	Amory, MS	185	Ashland, OR	212	Babylon, NY	18	Bayboro, NC	84	Benton, LA	132
Adrian, MI	82	Amsterdam, NY	64	Ashland, VA	56	Bagdad, AZ	156	Bayside, VA	40	Benton, PA	69
Aguada, PR	13	Anaheim, CA	2	Ashland City, TN	45	Bagley, MN	276	Baytown, TX	7	Benton City, WA	198
Aguadilla, PR	13	Anchorage, AK	175	Atascadero, CA	170	Bainbridge, GA	262	Beacon, NY	163	Benton Harbor, MI	171
Aiea, HI	61	Anderson, CA	227	Athens, AL	118	Baird, TX	232	Beatrice, NE	176	Bentonville, AR	151
Aiken, SC	109	Anderson, SC	59	Athens, GA	11	Baker, CA	135	Beaufort, NC	84	Bentonville-Bella Vi, AR	151
Akron, OH	73	Andover, KS	95	Athol, MA	9	Baker, LA	83	Beaufort, SC	158	Berea, KY	102
Alabaster, AL	57	Andrews, SC	167	Atlanta, GA	11	Bakersfield, CA	87	Beaumont, CA	28	Berkeley, CA	4
Alachua, FL	86	Ankeny, IA	91	Atlanta, MI	192	Balch Springs, TX	5	Beaumont, TX	131	Berlin, MD	148
Alameda, CA	4	Ann Arbor, MI	146	Atlanta, TX	254	Baldwin, FL	50	Beaver Falls, PA	23	Berne, IN	103
Alamo, TN	278	Annapolis, MD	19	Atlantic, NC	84	Baldwinsville, NY	80	Beavercreek, OH	58	Berry Hill, TN	45
Alamo, TX	63	Annville-Cleona, PA	79	Atlantic Beach, FL	50	Baldwyn, MS	185	Beaverton, MI	130	Berryville, VA	226
Alamo Heights, TX	31	Anoka, MN	16	Atlantic Beach, SC	167	Ball, LA	217	Beaverton, OR	24	Berwick, PA	69
Albany, GA	262	Anson, TX	232	Atlantic City, NJ	138	Ballinger, TX	272	Beckley, WV	282	Bessemer, AL	57
Albany, MN	222	Ansonia, CT	117	Atmore, AL	93	Ballston Spa, NY	64	Bedford, NH	186	Bethalto, IL	20
Albany, NY	64	Apache Junction, AZ	15	Attica, IN	235	Baltimore, MD	39	Bedford, VA	110	Bethany, OK	53
Albertville, AL	57	Apopka, FL	38	Attica, NY	54	Bandera, TX	19	Beech Grove, IN	41	Bethany Beach, DE	148
Albuquerque, NM	71	Apple Valley, CA	135	Attleboro, MA	34	Bangor, ME	214	Beeville, TX	134	Bethesda, MD	8
Alcoa, TN	72	Appleton, WI	137	Atwater, CA	189	Banks, OR	24	Belen, NM	71	Bethlehem, PA	70
Aledo, IL	141	Appomattox, VA	110	Auberry, CA	68	Banning, CA	28	Belfast, ME	214	Bethlehem, WV	238
Alexander City, AL	181	Arcadia, CA	2	Auburn, CA	27	Baraboo, WI	97	Belhaven, NC	84	Bettendorf, IA	141
Alexandria, IN	201	Archbold, OH	82	Auburn, IN	103	Barling, AR	174	Bella Vista, AR	151	Beulah, MI	192
Alexandria, LA	217	Arecibo, PR	13	Auburn, KY	208	Barnesboro, PA	184	Bellaire, OH	238	Beverly, MA	9
Alexandria, MN	222	Arizona City, AZ	15	Auburn, ME	165	Barnesville, OH	238	Bellaire, TX	7	Beverly Hills, CA	2
Alexandria, VA	8	Arkansas City, KS	95	Auburn, NY	80	Barnstable, MA	183	Belle Chasse, LA	44	Beverly Hills, FL	21
Alfred, NY	207	Arlington, NY	163	Auburn-Federal Way, WA	14	Barrackville, WV	196	Belle Fourche, SD	267	Biddeford, ME	165
Algood, TN	275	Arlington, TX	5	Auburndale, FL	98	Barstow, CA	135	Belle Glade, FL	47	Big Bear City, CA	28
Alice, TX	134	Arlington, VA	8	Augusta, GA	109	Bartlett, TN	48	Belle Meade, TN	45	Big Bear Lake, CA	28
Allegan, MI	182	Arlington Heights, IL	3	Augusta, KS	95	Bartonville, IL	143	Belle Plaine, KS	95	Big Flats, NY	213
Allen, TX	5	Armijo, NM	71	Augusta, ME	260	Bartow, FL	98	Bellefonte, PA	246	Billings, MT	256
Allentown, PA	70	Arnold, CA	122	Aurora, CO	22	Basile, LA	100	Belleville, IL	20	Biloxi, MS	136
Alliance, OH	129	Arroyo Grande, CA	170	Aurora, IL	3	Bastrop, LA	250	Bellevue, NE	74	Biltmore Forest, NC	160
Allouez, WI	187	Artesia, MS	185	Aurora, IN	26	Bastrop, TX	42	Bellevue, WA	14	Binghamton, NY	179
Alpharetta, GA	11	Arthur, ND	220	Aurora, MO	144	Batavia, NY	54	Bellwood, PA	255	Birmingham, AL	57
Altamont, NY	64	Arvada, CO	22	Aurora, NC	84	Batesburg, SC	90	Belmont, NC	37	Birmingham, MI	10
Altamonte Springs, FL	38	Arvin, CA	87	Austell, GA	11	Bath, ME	165	Belmont, NH	186	Bishop, TX	134

Table 6

**City of License to Market Rank**

Bismarck, ND	277	Bowling Green, KY	208	Broken Arrow, OK	65	Cabo Rojo, PR	13	Carbondale, PA	69	Century, FL	124
Bismarck-Mandan, ND	277	Bowling Green, OH	82	Brookfield, CT	197	Cabot, AR	85	Carlisle, KY	102	Ceres, CA	122
Bithlo, FL	38	Bowling Green, VA	166	Brookfield, WI	33	Cadillac, MI	192	Carlisle, PA	79	Chambersburg, PA	169
Bixby, OK	65	Boyce, LA	217	Brookline, MA	9	Cadiz, OH	238	Carlsbad, CA	17	Champaign, IL	216
Black Canyon City, AZ	156	Boyertown, PA	133	Brookline, MO	144	Caguas, PR	13	Carlyle, IL	20	Champlain, NY	139
Black Mountain, NC	160	Boyne City, MI	192	Brooklyn Park, MN	16	Cairo, GA	161	Carmel, CA	75	Chandler, AZ	15
Blacksburg, VA	221	Braddock, PA	23	Brookneal, VA	110	Calabash, NC	167	Carmel Valley, CA	75	Chandler, IN	157
Blackstone, VA	56	Braddock Heights, MD	8	Brookshire, TX	7	Caldwell, ID	121	Carmichael, CA	27	Chapel Hill, NC	46
Blackville, SC	109	Bradenton, FL	21	Brookston, IN	235	Calera, AL	57	Carnegie, PA	23	Chardon, OH	25
Blair, NE	74	Bradford, PA	207	Brooksville, FL	21	California, MO	252	Carnelian Bay, CA	128	Charleroi, PA	23
Blairstown, NJ	249	Brampton, ON	51	Brooksville, MS	257	Calistoga, CA	107	Carolina, PR	13	Charles City, IA	281
Blanchard, LA	132	Brandon, FL	21	Broomfield, CO	22	Callahan, FL	50	Carolina Beach, NC	178	Charleston, SC	89
Block Island, RI	34	Brandon, MS	123	Brownfield, TX	180	Callaway, FL	237	Carpenteria, CA	199	Charleston, WV	177
Bloomer, WI	243	Brantley, AL	150	Brownsburg, IN	41	Calverton-Roanoke, NY	18	Carrier Mills, IL	231	Charlestown, IN	55
Bloomfield, CT	49	Brazil, IN	200	Brownsville, IN	208	Camarillo, CA	119	Carrollton, AL	228	Charlevoix, MI	192
Bloomington, IL	236	Breaux Bridge, LA	100	Brownsville, OR	145	Camas, WA	24	Carrollton, GA	11	Charlotte, MI	120
Bloomington, IN	41	Breckenridge, MN	220	Brownsville, PA	23	Cambria, CA	170	Carrollton, MI	130	Charlotte, NC	37
Bloomsburg, PA	69	Breese, IL	20	Brownsville, TX	63	Cambridge, MA	9	Carrollton, MO	29	Charlotte Harbor, FL	77
Blountville, TN	101	Bremen, IN	171	Bruce, MS	185	Cambridge, MD	148	Carrollton, TX	5	Charlottesville, VA	224
Blue Springs, MO	29	Bremerton, WA	14	Brunswick, GA	50	Cambridge, MN	16	Carson City, NV	128	Chatham, MA	183
Bluefield, VA	269	Brenham, TX	230	Brunswick, MD	203	Cambridge Springs, PA	244	Cartersville, GA	11	Chattanooga, TN	105
Bluefield, WV	269	Brentwood, TN	45	Brunswick, ME	165	Camden, NJ	6	Cartersville, IL	231	Cheboygan, MI	192
Bluffton, IN	103	Brewer, ME	214	Brusly, LA	83	Cameron, TX	230	Carthage, MO	234	Cheektowaga, NY	51
Bluffton, SC	158	Brewster, NY	197	Bryan, TX	230	Camilla, GA	262	Carthage, NY	270	Chelsea, OK	65
Blytheville, AR	48	Briarcliff Acres, SC	167	Bryant, AR	85	Camp Lejeune, NC	84	Carthage, TX	132	Chenango Bridge, NY	179
Boalsburg, PA	246	Briarcliff Manor, NY	60	Buchanan, MI	171	Campbell, OH	112	Cascade, MT	283	Cheney, WA	92
Boca Raton, FL	12	Bridgehampton, NY	18	Buckeye, AZ	15	Campbell, TX	5	Casey, IL	200	Cheraw, SC	210
Boerne, TX	31	Bridgeport, CT	117	Buckhannon, WV	196	Camuy, PR	13	Casper, WY	286	Cherry Valley, NY	64
Boise, ID	121	Bridgeport, NY	80	Bucksport, SC	167	Canandaigua, NY	54	Castle Rock, CO	22	Cherryville, NC	37
Bolivar, TN	278	Bridgeport, TX	5	Buda, TX	42	Cannonsburg, KY	152	Cathedral City, CA	162	Chesapeake, VA	40
Bonifay, FL	237	Bridgeport, WV	196	Buffalo, MN	16	Canon City, CO	247	Catlettsburg, KY	152	Chester, PA	6
Bonita Springs, FL	67	Bridgewater, NJ	36	Buffalo, NY	51	Canonsburg, PA	23	Catonsville, MD	19	Chester, SC	37
Boone, IA	91	Bridgewater, VA	263	Buffalo Gap, VA	263	Canovanias, PR	13	Cave City, KY	208	Chester, VA	56
Booneville, AR	174	Brigham City, UT	32	Buford, GA	11	Canton, GA	11	Cave Creek, AZ	15	Chetek, WI	243
Booneville, MS	185	Brighton, CO	22	Bunkie, LA	217	Canton, IL	143	Cave Junction, OR	212	Cheyenne, WY	280
Boonville, IN	157	Brighton, NY	54	Burgaw, NC	178	Canton, MS	123	Cayce, SC	90	Chicago, IL	3
Boonville, MO	252	Brillion, WI	187	Burgettstown, PA	23	Canton, NJ	76	Cayey, PR	13	Chicago Heights, IL	3
Boonville, NY	159	Brinklow, MD	148	Burien-Seattle, WA	14	Canton, OH	129	Cedar Bluff, VA	269	Chickasaw, AL	93
Boothbay Harbor, ME	260	Bristol, CT	49	Burkburnett, TX	251	Cantonment, FL	124	Cedar Falls, IA	240	Chickasha, OK	53
Borger, TX	193	Bristol, TN	101	Burlison, TX	194	Canyon, TX	193	Cedar Key, FL	86	Chico, CA	195
Bosque Farms, NM	71	Bristol, VA	101	Burlington, NC	46	Canyon Country, CA	2	Cedar Park, TX	42	Chicopee, MA	81
Bossier City, LA	132	Bristol (Bristol, Tn, VA	101	Burlington, VT	139	Cape Charles, VA	40	Cedar Rapids, IA	209	Chiefland, FL	86
Boston, MA	9	Bristow, OK	65	Burlington-Graham, NC	43	Cape Coral, FL	67	Celina, OH	242	Chillicothe, IL	143
Boulder, CO	22	Broadway, VA	263	Burney, CA	227	Cape May, NJ	138	Center Moriches, NY	12	Chilton, WI	137
Boulder City, NV	39	Broadway-Timberville, VA	263	Burns, WY	280	Cape May Court House, NJ	138	Centerville, UT	38	China Grove, NC	37
Bountiful, UT	32	Brockport, NY	54	Butler, AL	284	Cape Vincent, NY	270	Central City, PA	184	Chino Valley, AZ	156
Bowdon, GA	11	Brockton, MA	9	Butler, PA	23	Carbondale, IL	231	Centralia, MO	252	Chippewa Falls, WI	243

Table 6

**City of License to Market Rank**

Chowchilla, CA	189	Coalinga, CA	68	Concord, NH	186	Cresson, PA	255	De Funiak Springs, FL	219	Dickson, TN	45
Christiansburg, VA	221	Coatesville, PA	6	Conklin, NY	179	Crest Hill, IL	3	De Kalb, MS	284	Dillon, SC	210
Christopher, IL	231	Cobleskill, NY	64	Connellsville, PA	23	Crestview, FL	219	De Pere, WI	187	Dimondale, MI	120
Church Hill, TN	101	Cockrell Hill, TX	5	Conrad, MT	283	Crestwood, MO	20	De Ridder, LA	218	Dinuba, CA	68
Churchville, VA	263	Cocoa, FL	99	Conroe, TX	7	Creswell, OR	145	De Soto, MO	20	Dishman, WA	92
Churubusco, IN	103	Cocoa Beach, FL	99	Conway, AR	85	Crete, IL	3	De Witt, IA	141	Dock Junction, GA	285
Cicero, IL	3	Coeur D'Alene, ID	92	Conway, SC	167	Crete, NE	176	Deadwood, SD	267	Dodgeville, WI	97
Cidra, PR	13	Coeur D'Alene, ID	92	Conyers, GA	11	Crewe, VA	56	Dearborn, MI	10	Dolan Springs, AZ	39
Cincinnati, OH	26	Cold Spring, MN	222	Cookeville, TN	275	Crisfield, MD	148	Dearborn Heights, MI	10	Donaldsonville, LA	83
Circleville, OH	35	Coldwater, MI	182	Coon Rapids, MN	16	Crookston, MN	276	Decatur, AL	118	Donelson, TN	45
Citronelle, AL	93	Coldwater, MS	48	Cooperstown, PA	244	Cross City, FL	86	Decatur, GA	11	Dora, AL	57
Ciudad Juarez, MX	78	Coleman, MI	130	Copenhagen, NY	270	Crowley, LA	100	Decatur, IL	266	Dorchester Terr.-Bre, SC	89
Claremont, VA	40	Colfax, IL	236	Copperas Cove, TX	155	Crown Point, IN	3	Decatur, IN	103	Dos Palos, CA	189
Claremore, OK	65	College Park, GA	11	Copperopolis, CA	122	Crozet, VA	224	Decatur, TX	5	Dothan, AL	191
Clarksburg, WV	196	College Station, TX	230	Coral Cove, FL	77	Crystal Beach, TX	7	Dedham, MA	9	Douglasville, GA	11
Clarksville, IN	55	Collierville, TN	48	Coral Gables, FL	12	Crystal Lake, IL	3	Deer Park, WA	92	Dover, DE	76
Clarksville, TN	204	Collins, MS	223	Corcoran, CA	104	Crystal River, FL	86	Deer River, MN	202	Dover, NH	116
Claude, TX	193	Collinsville, OK	65	Cordova, AL	57	Culebra, PR	13	Deer Trail, CO	22	Dover, NJ	113
Clayton, MO	20	Collinwood, TN	245	Corinth, MS	185	Cullman, AL	57	DeKalb, IL	3	Dry Branch, GA	154
Clayton, NC	46	Colonial Beach, VA	166	Corinth, NY	64	Culver City, CA	2	Del Mar Hills, TX	215	Dubach, LA	250
Clear Lake, IA	281	Colonial Heights, TN	101	Cornell, WI	243	Cumming, GA	11	Del Valle, TX	42	Dublin, VA	221
Clearwater, FL	21	Colonial Heights, VA	56	Corning, CA	195	Cuthbert, GA	181	Deland, FL	38	Dubuque, IA	233
Clearwater, KS	95	Colorado Springs, CO	96	Corning, NY	213	Cuyahoga Falls, OH	73	Delano, CA	87	Duffield, VA	101
Clearwater, SC	109	Columbia, AL	191	Cornwall, NY	149	Cypress, TX	7	Delaware, OH	35	Duluth, MN	202
Clebume, TX	5	Columbia, CA	122	Corona, CA	28	Cypress Gardens, FL	98	Delphi, IN	235	Dumfries-Triangle, VA	8
Clemson, SC	59	Columbia, IL	20	Corozal, PR	13	Dade City, FL	21	Delphos, OH	242	Dunbar, WV	177
Cleveland, GA	11	Columbia, LA	250	Corpus Christ, TX	134	Dakota City, NE	261	Delray Beach, FL	47	Duncan, OK	268
Cleveland, OH	25	Columbia, MO	252	Corpus Christi, TX	134	Daleville, AL	191	Delta, CO	258	Dundee, IL	3
Cleveland, TN	105	Columbia, NC	248	Corrales, NM	71	Dallas, GA	11	Delta, OH	82	Dunedin, FL	21
Cleveland, TX	7	Columbia, PA	115	Corry, PA	164	Dallas, NC	37	Denham Springs, LA	83	Dunlap, TN	105
Cleveland, WI	265	Columbia, SC	90	Cortaro, AZ	62	Dallas, OR	24	Denison-Sherman, TX	5	Dunn, NC	127
Cleveland Heights, OH	25	Columbia City, IN	103	Cortland, NY	273	Dallas, PA	69	Denmark, WI	137	Dunnellon, FL	86
Clewiston, FL	47	Columbiana, AL	57	Cortland, OH	112	Dallas, TX	5	Denton, TX	5	Dunnigan, CA	27
Clifton, TX	194	Columbus, GA	181	Corvallis, OR	145	Danbury, CT	197	Denver, CO	22	Duquesne, PA	23
Clifton Park, NY	64	Columbus, MO	234	Corydon, IN	55	Dansville, NY	54	Depew, NY	51	Durham, NC	46
Clinton, IA	141	Columbus, MS	257	Cottage Grove, OR	145	Danville, IL	216	Deposit, NY	179	Dutton, MT	283
Clinton, IN	200	Columbus, OH	35	Cottonwood, AZ	156	Danville, IN	41	Derby, KS	95	Dyersville, IA	233
Clinton, LA	83	Columbus, WI	97	Coudersport, PA	207	Daphne, AL	93	Derry, NH	186	E. Syracuse, NY	80
Clinton, MS	123	Columbus-Worthington, OH	35	Council Bluf, IA	74	Darien, GA	285	Deruyter, NY	80	Eagle, ID	121
Clinton, NC	127	Colusa, CA	195	Council Bluffs, IA	74	Darlington, SC	210	Des Moines, IA	91	Eagle Point, OR	212
Clinton, TN	72	Comfort, TX	31	Covington, GA	11	Davenport, IA	141	Des Plaines, IL	3	Eagle River, AK	175
Cloquet, MN	202	Commerce City, CO	22	Covington, KY	26	Davie, FL	12	Destin, FL	219	Earlsville, VA	224
Cloverdale, CA	107	Como, MS	48	Covington, LA	44	Davis, CA	27	Detroit, MI	10	Easley, SC	59
Clovis, CA	68	Compton, CA	2	Covington, TN	48	Dayton, NV	128	Detroit Lakes, MN	220	East Grand Forks, MN	276
Coachella, CA	162	Concord, CA	4	Crane, TX	188	Dayton, OH	58	Devine, TX	31	East Hampton, NY	18
Coal City, IL	3	Concord, MA	9	Crawfordville, FL	161	Dayton, WA	211	Dewitt, MI	120	East Lansing, MI	120
Coal Grove, OH	152	Concord, NC	37	Creedmoor, TX	42	Daytona Beach, FL	38	Dexter, ME	214	East Liverpool, OH	23

**City of License to Market Rank**

East Longmeadow, MA	81	Elkton, MD	76	Eunice, LA	100	Farmville, NC	84	Fort Mitchell, AL	181	Front Royal, VA	226
East Los Angeles, CA	2	Elkton, VA	263	Eupora, MS	257	Farragut, TN	72	Fort Myers, FL	67	Frostburg, MD	184
East Lyme, CT	173	Ellenville, NY	163	Eureka, IL	143	Farrell, PA	112	Fort Myers Beach, FL	67	Fruita, CO	258
East Moline, IL	141	Ellisville, MS	223	Eutaw, AL	228	Fayette, AL	228	Fort Myers Villas, FL	67	Fruitland, ID	121
East Patchogue, NY	18	Ellsworth, ME	214	Eva, AL	118	Fayette, MO	252	Fort Pierce, FL	111	Fruitland, MD	148
East Point, GA	11	Ellwood, CA	199	Evans, GA	109	Fayetteville, AR	151	Fort Plain, NY	64	Ft Erie, ON	51
East Porterville, CA	104	Elm Grove, WI	33	Evanston, IL	3	Fayetteville, GA	11	Fort Rucker, AL	191	Fulton, MO	252
East Providence, RI	34	Elma, WA	14	Evansville, IN	157	Fayetteville, NC	127	Fort Shawnee, OH	242	Fulton, MS	185
East Ridge, TN	105	Elmhurst, IL	3	Evansville, WI	97	Federalsburg, MD	148	Fort Smith, AR	174	Fulton, NY	80
East St. Louis, IL	20	Elmira, NY	213	Evansville, WY	286	Felton, CA	75	Fort Valley, GA	154	Fuquay-Varina, NC	46
Easton, PA	70	Elmira Hts-Horsehds, NY	213	Everett, MA	9	Fenton, MI	125	Fort Walton Beach, FL	219	Gadsden, AL	57
Eaton, OH	58	Elmwood, IL	143	Everett, WA	14	Fenwick Islan, DE	148	Fort Wayne, IN	103	Gaffney, SC	59
Eatontown, NJ	52	Elmwood Park, IL	3	Evergreen, CO	22	Fernandina Beach, FL	50	Fort Worth, TX	5	Gahanna, OH	35
Eatonville, FL	38	Elwood, IN	201	Ewing, NJ	140	Ferris, TX	5	Fort Worth-Dallas, TX	5	Gainesville, FL	86
Eatonville, WA	14	Elyria, OH	25	Excelsior Springs, MO	29	Festus, MO	20	Fosston, MN	276	Gainesville, GA	11
Eau Claire, WI	243	Eminence, KY	55	Exeter, NH	116	Festus-St. Louis, MO	20	Fostonia, OH	82	Gainesville, TX	5
Ebensburg, PA	184	Emmett, ID	121	Fabens, TX	78	Findlay, OH	82	Fouke, AR	254	Gaithersburg, MD	8
Eden, NC	43	Empire, LA	44	Fair Oaks, CA	27	Fisher, IL	216	Fountain, CO	96	Galax, VA	43
Eden Prairie, MN	16	Encinitas, CA	17	Fairborn, OH	58	Fitchburg, MA	9	Fountain Inn, SC	59	Galena, IL	233
Edenton, NC	248	Endicott, NY	179	Fairbury, IL	236	Flagstaff, AZ	156	Fountain Valley, CA	2	Galena, KS	234
Edgewater, FL	94	Endwell, NY	179	Fairfax, VA	8	Flint, MI	125	Fowler, CA	68	Gallatin, TN	45
Edinboro, PA	164	Enfield, CT	81	Fairfield, AL	57	Flora, MS	123	Fox Farm, WY	280	Galliano, LA	44
Edinburg, TX	63	England, AR	85	Fairfield, ME	260	Florence, AL	245	Framingham, MA	9	Gallipolis, OH	152
Edmond, OK	53	Englewood, CO	22	Fairfield, OH	26	Florence, KY	26	Frankenmuth, MI	130	Galva, IL	141
Edmonds, WA	14	Englewood, FL	77	Fairhaven, MA	172	Florence, NJ	6	Frankfort, IN	235	Galveston, TX	7
Edmonton, KY	208	Englewood, OH	58	Fairhope, AL	93	Florence, OR	145	Frankfort, MI	192	Garden City, ID	121
Egg Harbor City, NJ	6	Enid, OK	53	Fairlawn, VA	221	Florence, SC	210	Frankfort, NY	159	Garden City, MO	29
Egypt Lake, FL	21	Enterprise, AL	191	Fairmont, NC	127	Floresville, TX	31	Franklin, IN	41	Garden City, NY	18
El Cajon, CA	17	Enumclaw, WA	14	Fairmont, WV	196	Florissant, MO	20	Franklin, IA	100	Garden City, SC	167
El Dorado, KS	95	Ephrata, PA	115	Fairport, NY	54	Flower Mound, TX	5	Franklin, NH	186	Garden Grove, CA	2
El Paso, TX	78	Epworth, IA	233	Fairview, NC	160	Flowood, MS	123	Franklin, NJ	249	Gardendale, TX	188
El Reno, OK	53	Erath, LA	100	Fairview, PA	164	Floyd, VA	221	Franklin, PA	244	Gardiner, ME	260
El Rio, CA	119	Erie, PA	164	Fairview, TN	45	Foley, AL	93	Franklin, TN	45	Gardner, MA	9
Elba, AL	191	Erlanger, KY	26	Fairway, KS	29	Folly Beach, SC	89	Franklin, TX	230	Garland, TX	5
Electra, TX	251	Erwin, TN	101	Fajardo, PR	13	Folsom, LA	44	Frankston, TX	147	Garner, NC	46
Elgin, IL	3	Escondido, CA	17	Fall River, MA	172	Fond du Lac, WI	137	Frazier Park, CA	87	Gary, IN	3
Elgin, TX	42	Espanola, NM	239	Failbrook, CA	17	Forest City, IA	281	Frederick, MD	203	Garyville, LA	44
Elizabeth, NJ	36	Esparto, CA	27	Falls Church, VA	8	Forest City, NC	59	Fredericksburg, VA	166	Gastonia, NC	37
Elizabeth, WV	241	Essex, CA	135	Falmouth, KY	26	Forest City, PA	69	Freedom, CA	75	Gate City, VA	101
Elizabeth City, NC	248	Essex, NY	139	Falmouth, MA	183	Forest Lake, MN	16	Freeland, PA	69	Gatlinburg, TN	72
Elizabethton, TN	101	Essexville, MI	130	Falmouth, VA	166	Forsyth, GA	154	Freeport, IL	153	Gaylord, MI	192
Elizabethtown, NC	127	Esterov, FL	67	Fargo, ND	220	Fort Atkinson, WI	97	Freeport, NY	18	Geneseo, IL	141
Elizabethtown, PA	115	Estes Park, CO	126	Farmersville, TX	5	Fort Campbell, KY	204	Freeport, TX	7	Geneva, AL	191
Elizabethville, PA	79	Etowah, TN	105	Farmerville, LA	250	Fort Collins, CO	126	Fremont, CA	4	Geneva, IL	3
Elk Mound, WI	243	Ettrick, VA	56	Farmington, AR	151	Fort Lauderdale, FL	12	Fresno, CA	68	Geneva, NY	54
Elk River, MN	16	Eufaula, AL	181	Farmington, IL	143	Fort Lee, VA	56	Frisco, TX	193	George, CA	135
Elkhart, IN	171	Eugene, OR	145	Farmington, NH	116	Fort Meade, FL	98			Georgetown, DE	148



Table 6

**City of License to Market Rank**

Georgetown, KY	102	Grand Junction, CO	258	Groton, CT	173	Hartford, CT	49	Hernando, FL	86	Hoosick Falls, NY	64
Georgetown, OH	26	Grand Prairie, TX	5	Grove City, OH	35	Hartford, WI	33	Herrin, IL	231	Hope, AR	254
Georgetown, SC	167	Grand Rapids, MI	66	Grove City, PA	112	Hartford City, IN	201	Hershey, PA	79	Hope Mills, NC	127
Georgetown, TX	42	Grandview, WA	198	Grover Beach, CA	170	Hartford-Meriden, CT	49	Hertford, NC	248	Hope Valley, RI	34
Germantown, TN	48	Granite City, IL	20	Groves, TX	131	Hartselle, AL	118	Hesperia, CA	135	Hopewell, VA	56
Gettysburg, PA	106	Grants Pass, OR	212	Grundy Center, IA	240	Hartsville, SC	210	Hialeah, FL	12	Hopkinsville, KY	204
Gibsonburg, OH	82	Grasonville, MD	19	Guadalupe, CA	205	Harvard, IL	3	Hickory, NC	37	Hormigueros, PR	13
Gifford, FL	47	Grass Valley, CA	27	Guayama, PR	13	Harvey, IL	3	Hicksville, OH	103	Hornell, NY	213
Gilbert, AZ	15	Gray, GA	154	Gulf Breeze, FL	124	Harwich Port, MA	183	High Point, NC	43	Horse Cave, KY	208
Gilmer, TX	147	Gray Court, SC	59	Gulfport, MS	136	Harwood, ND	220	High Springs, FL	86	Horseheads, NY	213
Gilroy, CA	30	Grayson, GA	11	Guthrie, OK	53	Haskell, TX	232	Highland, IL	20	Hot Springs, AR	85
Gladewater, TX	147	Grayson, KY	152	Hackensack, NJ	1	Hastings, MN	16	Highland, NY	163	Houma, LA	44
Gladstone, MO	29	Great Falls, MT	283	Hackettstown, NJ	70	Hatillo, PR	13	Highland Park, IL	3	Houston, AK	175
Glasford, IL	143	Greeley, CO	126	Hagerstown, MD	169	Hatteras, NC	248	Highland Park, TX	5	Houston, MS	185
Glasgow, KY	208	Green Bay, WI	187	Halfway, MD	169	Hattiesburg, MS	223	Highland Park-Dallas, TX	5	Houston, TX	7
Glen Arbor, MI	192	Green Cove Sp, FL	50	Hallie, WI	243	Haughton, LA	132	Highland Springs, VA	56	Howe, TX	5
Glen Burnie, MD	19	Green Valley, AZ	62	Haltom City, TX	5	Havana, FL	161	Highland Village, TX	147	Howell, MI	10
Glen Mills, PA	6	Green Valley, WV	269	Hamden, CT	108	Havelock, NC	84	Hilliard, OH	35	Howland, ME	214
Glen Rose, TX	5	Greenacres, CA	87	Hamilton, OH	26	Haverhill, MA	9	Hillsboro, IL	206	Hubbard, OH	112
Glencoe, MN	16	Greencastle, PA	169	Hamlin, TX	232	Havre De Grac, MD	76	Hillsboro, NH	186	Hudson, IA	240
Glendale, AZ	15	Greeneville, TN	101	Hammond, IN	3	Havre de Grace, MD	19	Hillsboro, OR	24	Hudson, WI	16
Glendale, CA	2	Greenfield, CA	75	Hammond, LA	83	Hayden, ID	92	Hillsboro, TX	194	Hudson Falls, NY	64
Glenwood, IA	74	Greenfield, IN	41	Hammonton, NJ	138	Haysville, KS	95	Hilton Head Island, SC	158	Hughesville, PA	259
Globe, AZ	15	Greenfield, MA	81	Hampton, GA	11	Hazel Green, AL	118	Hinesville, GA	158	Humacao, PR	13
Gloucester, MA	9	Greenfield, WI	33	Hampton, NH	116	Hazleton, PA	69	Hinton, WV	282	Humble, TX	7
Gloucester, VA	40	Greensboro, AL	228	Hampton, VA	40	Headland, AL	191	Hobe Sound, FL	47	Humboldt, TN	278
Gluckstadt, MS	123	Greensboro, NC	43	Hampton Bays, NY	18	Healdsburg, CA	107	Holiday, FL	21	Humnoke, AR	85
Gold Hill, OR	212	Greensburg, PA	23	Hanahan, SC	89	Hearne, TX	230	Holland, MI	66	Huntingdon, PA	255
Golden Valley, MN	16	Greenup, KY	152	Hanford, CA	68	Heath, OH	36	Holland, OH	82	Huntington, IN	103
Goldsboro, NC	46	Greenville, AL	150	Hanover, PA	106	Heavener, OK	174	Hollidaysburg, PA	255	Huntington, NY	18
Goleta, CA	199	Greenville, GA	181	Hapeville, GA	11	Heber Springs, AR	85	Hollister, CA	75	Huntington, WV	152
Gonzales, CA	75	Greenville, MI	66	Hardeeville, SC	158	Heidelberg, MS	223	Holly Hill, FL	94	Huntsville, AL	118
Gonzales, TX	42	Greenville, NC	84	Hardin, MT	256	Helen, GA	11	Holly Springs, MS	48	Huntsville, AR	151
Goochland, VA	56	Greenville, OH	58	Harker Heights, TX	155	Helotes, TX	31	Hollywood, FL	12	Hurlock, MD	148
Gooding, ID	121	Greenville, RI	34	Harkers Island, NC	84	Hemet, CA	28	Holmes Beach, FL	21	Hurricane, WV	177
Goodlettsville, TN	45	Greenville, SC	59	Harlem, GA	109	Hemlock, MI	130	Holt, FL	124	Hurst, TX	5
Goose Creek, SC	89	Greenwich, CT	142	Harlingen, TX	63	Hempstead, NY	18	Holton, MI	225	Hutchinson, KS	95
Gordon, GA	154	Greenwood, AR	174	Harriman, TN	72	Henderson, KY	157	Homeland Park, SC	59	Hutto, TX	42
Gorham, ME	165	Greenwood, IN	41	Harrisburg, AR	279	Henderson, NV	39	Homer, LA	132	Hyannis, MA	183
Goshen, IN	171	Greer, SC	59	Harrisburg, IL	231	Henderson, NY	270	Homestead, FL	12	Hyde Park, NY	163
Gosnell, AR	48	Gregory, TX	134	Harrisburg, NC	37	Henderson, TN	278	Homewood, AL	57	Idalou, TX	180
Goulds, FL	12	Gresham, OR	24	Harrisburg, PA	79	Hendersonville, NC	160	Hondo, TX	31	Idyllwild, CA	28
Graceville, FL	191	Gretna, FL	161	Harrison, OH	26	Hendersonville, TN	45	Honea Path, SC	59	Immokalee, FL	67
Graham, NC	43	Gretna, LA	44	Harrisonburg, VA	263	Henniker, NH	186	Honeoye Falls, NY	54	Incline Village, NV	128
Granbury, TX	5	Gridley, CA	195	Harrisonville, MO	29	Henryetta, OK	65	Honolulu, HI	61	Independence, IA	240
Grand Forks, ND	276	Griffin, GA	11	Harrodsburg, KY	102	Herkimer, NY	159	Honor, MI	192	Independence, MO	29
Grand Haven, MI	66	Grifton, NC	84	Hart, MI	225	Hermantown, MN	202	Hooks, TX	254	Indian Head, MD	8

**City of License to Market Rank**

Indian River Shores, FL	111	Johnson City, NY	179	Kernville, CA	87	Lake City, MN	229	Lawrence, MA	9	Linton, IN	200
Indian Rocks Beach, FL	21	Johnson City, TN	101	Kettering, OH	58	Lake City, SC	210	Lawrenceburg, KY	102	Little Falls, NY	159
Indian Springs, NV	39	Johnsonville, SC	210	Kewanee, IL	141	Lake Geneva, WI	33	Lawton, OK	268	Little Rock, AR	85
Indianapolis, IN	41	Johnston, SC	109	Kewaunee, WI	187	Lake George, NY	64	Le Mars, IA	261	Littleton, CO	22
Indianola, IA	91	Johnston City, IL	231	Key Largo, FL	12	Lake Isabella, CA	87	Le Roy, IL	236	Livermore, CA	4
Indiantown, FL	47	Johnstown, CO	126	Key West, FL	12	Lake Jackson, TX	7	Leander, TX	42	Livingston, TN	275
Indio, CA	162	Johnstown, NY	64	Kiawah Island, SC	89	Lake Oswego, OR	24	Leavenworth, KS	29	Livonia, MI	10
Ingleside, TX	134	Johnstown, OH	35	Kilgore, TX	147	Lake Placid, FL	274	Lebanon, IN	41	Lockhart, TX	42
Inglewood, CA	2	Johnstown, PA	184	Kill Devil Hills, NC	248	Lake Placid, NY	139	Lebanon, OH	26	Lockport, NY	51
Inglis, FL	86	Joliet, IL	3	Killeen, TX	155	Lake Success, NY	1	Lebanon, PA	79	Lockwood, MT	256
Inkster, MI	10	Jonesboro, AR	279	Kimberly, WI	137	Lake Wales, FL	98	Lebanon, TN	45	Locust Grove, OK	65
Iowa City, IA	209	Jonesborough, TN	101	Kindred, ND	220	Lake Worth, FL	47	Ledyard, CT	173	Lodi, CA	88
Iron River, WI	202	Joplin, MO	234	King, NC	43	Lakeland, FL	98	Lee's Summit, MO	29	Loma Linda, CA	28
Irondale, AL	57	Joshua Tree, CA	135	King City, CA	75	Lakeland, TN	0	Leesburg, GA	262	Lompoc, CA	205
Irondequoit, NY	54	Jourdanton, TX	31	Kingfisher, OK	53	Lakeville, MN	16	Leesburg, VA	8	London, OH	35
Ironton, OH	152	Juana Diaz, PR	13	Kingman, KS	95	Lakewood, CO	22	Lehigh Acers, FL	67	Long Beach, CA	2
Irvine, KY	102	Junction City, OR	145	Kings Beach, CA	128	Lakewood, WA	14	Lehigh Acres, FL	67	Long Beach, MS	136
Irwin, PA	23	Jupiter, FL	47	Kingsley, MI	192	Lakewood Township, NJ	52	Lehighton, PA	70	Long Branch, NJ	52
Isabela, PR	13	Kachina Village, AZ	156	Kingsport, TN	101	Lamesa, TX	188	Leicester, MA	114	Long Island, AK	175
Islesboro, ME	214	Kailua, HI	61	Kingston, NY	163	Lancaster, CA	2	Leland, MI	192	Longmont, CO	22
Islip, NY	18	Kalamazoo, MI	182	Kingston Springs, TN	45	Lancaster, NY	51	Leland, NC	178	Longview, TX	147
Ithaca, NY	273	Kalkaska, MI	192	Kingstree, SC	210	Lancaster, OH	35	Lemoore, CA	104	Lonoke, AR	85
Jackson, LA	83	Kane, PA	207	Kingsville, TX	134	Lancaster, PA	115	Lena, IL	233	Lookout Mountain, TN	105
Jackson, MI	120	Kaneohe, HI	61	Kinston, NC	84	Lancaster, WI	233	Lenoir City, TN	72	Lorain, OH	25
Jackson, MS	123	Kankakee, IL	3	Kirkland, WA	14	Lansdale, PA	6	Lenwood, CA	135	Lorenzo, TX	180
Jackson, TN	278	Kannapolis, NC	37	Kissimmee, FL	38	Lansford, PA	70	Levittown-Fairless H, PA	6	Loretto, PA	184
Jackson, WI	33	Kansas City, KS	29	Kittery, ME	116	Lansing, IL	3	Lewes, DE	148	Loris, SC	167
Jacksonville, AR	85	Kansas City, MO	29	Knoxville, TN	72	Lansing, MI	120	Lewisburg, PA	259	Los Alamos, NM	239
Jacksonville, FL	50	Kaplan, LA	100	Kosciusko, MS	123	Lantana, FL	47	Lewiston, ME	165	Los Altos, CA	4
Jacksonville, IL	206	Karns, TN	72	La Crosse, FL	86	Lapeer, MI	125	Lewisville, NC	43	Los Angeles, CA	2
Jacksonville, NC	84	Kaukauna, WI	137	La Grange, GA	11	Laplace, LA	44	Lewisville, TX	5	Los Banos, CA	189
Jacksonville, TX	147	Kearney, AZ	62	La Grange, IL	3	Laramie, WY	280	Lexington, AL	245	Los Gatos, CA	30
Jacksonville Beach, FL	50	Keizer, OR	24	La Plata, MD	8	Laredo, TX	215	Lexington, IL	236	Los Lunas, NM	71
Jasper, AL	57	Kendall, FL	12	La Quinta, CA	162	Largo, FL	21	Lexington, KY	102	Los Molinos, CA	195
Jasper, GA	11	Kendallville, IN	103	La Selva Beach, CA	75	Las Cruces, NM	78	Lexington, MO	29	Los Osos-Baywood Par, CA	170
Jasper, TN	105	Kennebunk, ME	165	Lacombe, LA	44	Las Piedras, PR	13	Lexington, NC	43	Los Ranchos, NM	71
Jeannette, PA	23	Kenner, LA	44	Ladson, SC	89	Las Vegas, NM	71	Lexington, SC	90	Los Ranchos De Albuq, NM	71
Jefferson City, MO	252	Kennewick, WA	211	Lafayette, CO	22	Las Vegas, NV	39	Lexington-Fayette, KY	102	Lost Creek, WV	196
Jeffersonton, KY	55	Kennewick-Richland-P, WA	211	Lafayette, FL	161	Latrobe, PA	23	Liberty, MO	29	Loudon, TN	72
Jeffersonville, GA	154	Kenosha, WI	3	Lafayette, GA	105	Latta, SC	210	Liberty, TX	7	Louisa, VA	224
Jeffersonville, IN	55	Kenova, WV	152	Lafayette, IN	235	Laughlin, NV	39	Lima, OH	242	Louisburg, NC	46
Jenkintown, PA	6	Kent, OH	73	Lafayette, LA	100	Laurel, DE	148	Lincoln, IL	206	Louisville, KY	55
Jennings, LA	218	Kentwood, LA	83	Lajas, PR	13	Laurel, MD	8	Lincoln, NE	176	Loveland, CO	126
Jensen Beach, FL	47	Kentwood, MI	66	Lake Arrowhead, CA	28	Laurel, MS	223	Lincolnton, NC	37	Loves Park, IL	153
Jersey City, NJ	1	Kerens, TX	5	Lake Arthur, LA	218	Laurel, MT	256	Linden, AL	228	Lowell, AR	151
Jersey Shore, PA	259	Kerman, CA	68	Lake Charles, LA	218	Laurinburg, NC	127	Lindsay, CA	104	Lowell, IN	3
Jerseyville, IL	20	Kernersville, NC	43	Lake City, AR	279	Lawrence, KS	190	Linesville, PA	244	Lowell, MA	9

Table 6

**City of License to Market Rank**

Lowville, NY	159	Manteca, CA	122	Maumelle, AR	85	Miami, WV	177	Mio, MI	192	Morgantown, WV	196
Lubbock, TX	180	Manteo, NC	248	Maurice, LA	100	Miami Beach, FL	12	Miramar Beach, FL	219	Morningside, MD	8
Lucerne Valley, CA	135	Maplewood, MN	16	Mayaguez, PR	13	Miami Springs, FL	12	Mirando City, TX	215	Morovis, PR	13
Ludlow, CA	135	Marana, AZ	62	McAllen, TX	63	Miamisburg, OH	58	Mishicot, WI	187	Morris, IL	3
Luling, TX	42	Marathon, WI	168	McCall, ID	121	Micanopy, FL	86	Mission, KS	29	Morristown, NJ	113
Lumberton, MS	136	Marble Falls, TX	42	McClellanville, SC	89	Middleborough Cente, MA	9	Mission, TX	63	Morro Bay, CA	170
Lumberton, NC	127	Marco, FL	67	McConnellsburg, PA	169	Middlebury, VT	139	Missouri City, TX	7	Morrow, GA	11
Lumpkin, GA	181	Marco Island, FL	67	McConnellsville, OH	241	Middleton, WI	97	Moapa Valley, NV	39	Morton, IL	143
Luquillo, PR	13	Margate City, NJ	138	Mcdonough, GA	11	Middletown, CA	107	Moberly, MO	252	Mosinee, WI	168
Luray, VA	263	Maricao, PR	13	Mcfarland, CA	87	Middletown, CT	49	Mobile, AL	93	Moss Bluff, LA	218
Luverne, AL	150	Marietta, GA	11	McKeesport, PA	23	Middletown, MD	203	Moca, PR	13	Moss Point, MS	93
Lynchburg, VA	110	Marietta, OH	241	McKenzie, TN	278	Middletown, NY	149	Mocksville, NC	43	Moulton, AL	118
Lynden, WA	14	Marina, CA	75	Mcminnville, OR	24	Middletown, OH	58	Modesto, CA	122	Moultrie, GA	262
Lynn, MA	9	Marine City, MI	10	McQueeney, TX	31	Middletown, RI	34	Mojave, CA	2	Moundsville, WV	238
Mableton, GA	11	Marion, AR	48	Meadville, PA	244	Midland, MI	130	Molalla, OR	24	Mount Bullion, CA	189
Mabton, WA	198	Marion, IL	231	Mebane, NC	43	Midland, TX	188	Moline, IL	141	Mount Carmel, IL	157
Maccleenny, FL	50	Marion, IN	201	Mecca, CA	162	Midvale, UT	32	Monahans, TX	188	Mount Clemens, MI	10
Mackinaw City, MI	192	Marion, MS	284	Mechanicsburg, PA	79	Midway, FL	161	Moncks Corner, SC	89	Mount Dora, FL	38
Macon, GA	154	Marion, SC	210	Mechanicsville, VA	56	Midway, GA	158	Moneta, VA	110	Mount Holly, NJ	6
Macon, IL	266	Marion, TX	31	Mechanicville, NY	64	Midway, KY	102	Monroe, GA	11	Mount Hope, WV	282
Madbury, NH	116	Marion, VA	101	Medford, MA	9	Midwest, WY	286	Monroe, LA	250	Mount Horeb, WI	97
Madera, CA	68	Mariposa, CA	189	Medford, OR	212	Midwest City, OK	53	Monroe, MI	10	Mount Jackson, VA	226
Madison, AL	118	Marksville, LA	217	Media, PA	6	Milan, TN	278	Monroe, NC	37	Mount Kisco, NY	60
Madison, ME	260	Marlin, TX	194	Medical Lake, WA	92	Milford, CT	117	Monroe, WI	97	Mount Pleasant, SC	89
Madison, WI	97	Marlow, OK	268	Medina, OH	73	Milford, DE	148	Monroeville, PA	23	Mount Pocono, PA	69
Madisonville, TX	230	Maroa, IL	266	Melbourne, FL	99	Milford, MA	9	Montauk, NY	173	Mount Sterling, KY	102
Madrid, IA	91	Marshall, IL	200	Memphis, TN	48	Milford, NE	176	Monte Rio, CA	107	Mount Union, PA	255
Magee, MS	123	Marshall, MI	253	Menomonee Falls, WI	33	Milford, OH	26	Montecito, CA	199	Mount Vernon, IN	157
Mahomet, IL	216	Marshall, NC	160	Menomonie, WI	243	Mill Hall, PA	259	Monterey, CA	75	Mount Vernon, MO	144
Mamou, LA	100	Marshall, TX	147	Merced, CA	189	Millbrook, AL	150	Monterey, TN	275	Mount Vernon, OH	35
Manahawkin, NJ	52	Marshfield, MA	9	Mercedes, TX	63	Millersburg, PA	79	Montezuma, GA	154	Mount Zion, IL	266
Manassas, VA	8	Marshfield, MO	144	Mercer, PA	112	Millington, TN	48	Montgomery, AL	150	Mountain Home, ID	121
Manati, PR	13	Marshfield, WI	168	Mercer Island-Seattl, WA	14	Millinocket, ME	214	Monticello, FL	161	Mountain Pass, CA	135
Manchester, CT	49	Martinez, GA	109	Mercersburg, PA	169	Millvale, PA	23	Monticello, IN	235	Mountain Top, PA	69
Manchester, GA	11	Martinsburg, PA	255	Meriden, CT	49	Millville, NJ	138	Monticello, NY	149	Moyock, NC	40
Manchester, NH	186	Martinsburg, WV	169	Meridian, ID	121	Milton, FL	124	Montour Falls, NY	213	Mt Washington, KY	55
Manchester, TN	45	Martinsville, IN	41	Meridian, MS	284	Milton, WV	152	Montpelier, VT	139	Mt. Vernon, IN	157
Manchester, VT	64	Martinsville, VA	110	Meridianville, AL	118	Milton-Freewater, OR	211	Montrose, CO	258	Mt. Washington, NH	165
Mandan, ND	277	Mary Esther, FL	219	Merkel, TX	232	Milwaukee, WI	33	Monument, CO	96	Muenster, TX	5
Manhattan, KS	190	Marysville, CA	27	Merrill, WI	168	Milwaukie, OR	24	Moody, AL	57	Mukwonago, WI	33
Manitou Springs, CO	96	Marysville, OH	35	Mesa, AZ	15	Mims, FL	99	Moore, OK	53	Muncie, IN	201
Mankato, MN	264	Maryville, TN	72	Mesquite, NV	39	Minden, LA	132	Moorhead, MN	220	Muncy, PA	259
Manlius, NY	80	Mashpee, MA	183	Mexico, MO	252	Mineola, NY	18	Moose Lake, MN	202	Munford, TN	48
Manning, SC	210	Mason City, IA	281	Mexico, NY	80	Minetto, NY	80	Moreauville, LA	217	Munfordville, KY	208
Mannington, WV	196	Massillon, OH	129	Mexico Beach, FL	237	Minneapolis, MN	16	Morehead City, NC	84	Murfreesboro, TN	45
Manor, TX	42	Matamoros, MX	63	Meyersdale, PA	184	Minor Hill, TN	118	Moreno Valley, CA	28	Murphysboro, IL	231
Mansura, LA	217	Mauldin, SC	59	Miami, FL	12	Mint Hill, NC	37	Morgan Hill, CA	30	Murray, UT	32



**City of License to Market Rank**

Murrells Inlet, SC	167	New Hope, NC	46	Nolanville, TX	155	Ocean Acres, NJ	52	Orcutt, CA	205	Palo Alto, CA	30
Muscataine, IA	141	New Iberia, LA	100	Norco, LA	44	Ocean City, MD	148	Ore City, TX	147	Pamplico, SC	210
Muscle Shoals, AL	245	New Kensington, PA	23	Norfolk, MA	9	Ocean City, NJ	138	Oregon City, OR	24	Panama City, FL	237
Muskegon, MI	225	New London, CT	173	Norfolk, VA	40	Ocean City-Salisbury, MD	148	Orem, UT	32	Panama City Beach, FL	237
Muskegon Heights, MI	225	New London, WI	137	Normal, IL	236	Ocean City-Somers Po, NJ	138	Oriental, NC	84	Paradise, CA	195
Muskogee, OK	65	New Market, VA	263	Norman, OK	53	Ocean Isle Beach, NC	178	Orland, CA	195	Paradise, NV	39
Myrtle Beach, SC	167	New Orleans, LA	44	Norris, TN	72	Ocean Pines, MD	148	Orlando, FL	38	Paradise Valley, AZ	15
Naches, WA	198	New Paltz, NY	163	Norristown, PA	6	Ocean Springs, MS	136	Orleans, MA	183	Paramount, CA	2
Nags Head, NC	248	New Philadelphia, OH	129	North Atlanta, GA	11	Ocean View, DE	148	Ormond Beach, FL	94	Paris, AR	174
Naguabo, PR	13	New Plymouth, ID	121	North Augusta, SC	109	Oceanside, CA	17	Ormond-By-The-Sea, FL	94	Paris, IL	200
Nampa, ID	121	New Port Richey, FL	21	North Baltimore, OH	82	Ocoee, FL	38	Oro Valley, AZ	62	Paris, KY	102
Nanticoke, PA	69	New Prague, MN	16	North Cape May, NJ	138	Odessa, TX	134	Oroville, CA	195	Park Forest, IL	3
Nanticoke, PA	69	New Richmond, WI	16	North Charleston, SC	89	Oelwein, IA	240	Osage, IA	281	Parker, FL	237
Nantucket, MA	183	New Roads, LA	83	North Conway, NH	116	Ogden, UT	32	Osage City, KS	190	Parkersburg, WV	241
Napa, CA	4	New Rochelle, NY	60	North East, PA	164	Oil City, PA	244	Osceola, AR	48	Parma, OH	25
Naples, FL	67	New Smyrna Beach, FL	94	North Fork, CA	68	Oildale, CA	87	Osceola, IA	91	Parris Island, SC	158
Naples Park, FL	67	New Ulm, MN	264	North Fort Myers, FL	67	Ojai, CA	119	Oshkosh, WI	137	Parsippany-Troy Hill, NJ	113
Narragansett Pier, RI	34	New York, NY	1	North Las Vegas, NV	39	Okarche, OK	53	Oswego, NY	80	Pasadena, CA	2
Narrows, VA	221	Newark, DE	76	North Little Rock, AR	85	Oklahoma City, OK	53	Otsego, MI	182	Pasadena, TX	7
Narrows-Pearisburg, VA	110	Newark, NJ	1	North Mankato, MN	264	Okmulgee, OK	65	Ottawa, KS	29	Pascagoula, MS	136
Nashua, NH	186	Newark, NY	54	North Miami, FL	12	Olathe, KS	29	Ottawa, OH	242	Pascagoula-Moss Poin, MS	136
Nashville, TN	45	Newark, OH	35	North Miami Beach, FL	12	Old Fort, NC	160	Ouray, CO	258	Pasco, WA	211
Natick, MA	9	Newberry, FL	86	North Muskegon, MI	225	Old Saybrook, CT	49	Overland Park, KS	29	Paso Robles, CA	170
Navarre, FL	124	Newberry Springs, CA	135	North Myrtle Beach, SC	167	Old Town, ME	214	Overton, TX	147	Patchogue, NY	18
Navasota, TX	230	Newburg, KY	55	North Ridgeville, OH	25	Olean, NY	207	Oviedo, FL	38	Paterson, NJ	1
Nebraska City, NE	74	Newburgh, IN	157	North Salt Lake City, UT	32	Olive Branch, MS	48	Owasso, OK	65	Patillas, PR	13
Nederland, TX	131	Newburgh, NY	149	North Syracuse, NY	80	Oliver, PA	23	Owego, NY	179	Patterson, CA	122
Neenah-Menasha, WI	137	Newburyport, MA	9	North Windham, ME	165	Oliver Springs, TN	72	Owensboro, KY	157	Patterson, NY	197
Neillsville, WI	243	Newcastle, OK	53	Northampton, MA	81	Olympia, WA	14	Owosso, MI	125	Patton, PA	255
Nekoosa, WI	168	Newnan, GA	11	Northport, AL	228	Olyphant, PA	69	Oxford, MS	185	Pawcatuck, CT	173
Neosho, MO	234	Newport, KY	26	Northwood, IA	281	Omaha, NE	74	Oxford, OH	26	Pawhuska, OK	65
Nephi, UT	32	Newport, NC	84	Norwalk, CT	142	Omro, WI	137	Oxnard, CA	119	Pawleys Island, SC	167
Neptune Beach, FL	50	Newport, RI	34	Norwich, CT	173	Onawa, IA	261	Ozark, AL	191	Pawtucket, RI	34
New Albany, IN	55	Newport Beach, CA	2	Oak Harbor, OH	82	Oneida, NY	80	Ozark, MO	144	Payette, ID	121
New Albany, MS	185	Newport News, VA	40	Oak Harbor, WA	14	Oneonta, AL	57	Pacific Grove, CA	75	Paynesville, MN	222
New Bedford, MA	172	Newport Village, NY	159	Oak Hill, WV	282	Ontario, CA	28	Page, AZ	156	Payson, AZ	15
New Bern, NC	84	Newton, KS	95	Oak Island, NC	178	Opelousas, LA	100	Pahrump, NV	39	Payson, UT	32
New Boston, TX	254	Newton, MA	9	Oak Lawn, IL	3	Opportunity, WA	92	Painesville, OH	25	Peachtree City, GA	11
New Braunfels, TX	31	Newton, MS	284	Oak Park, IL	3	Oracle, AZ	62	Palatka, FL	94	Pearl, MS	123
New Britain, CT	49	Newton, NJ	249	Oak Ridge, TN	72	Orange, CA	2	Palestine, TX	147	Pearl City, HI	61
New Brunswick, NJ	36	Niagara Falls, NY	51	Oakdale, CA	122	Orange, TX	131	Palm Beach, FL	47	Pecan Grove, TX	155
New Carlisle, IN	171	Niceville, FL	219	Oakdale, LA	217	Orange, VA	166	Palm Desert, CA	162	Pecos, TX	188
New Castle, IN	201	Nicholasville, KY	102	Oakhurst, CA	68	Orange Beach, AL	93	Palm Springs, CA	162	Peekskill, NY	60
New City, NY	1	Niles, MI	171	Oakland, CA	4	Orange Cove, CA	68	Palmdale, CA	2	Pekin, IL	143
New Ellenton, SC	109	Niles, OH	112	Oakland, NJ	1	Orangeburg, SC	90	Palmetto, FL	77	Pell City, AL	57
New Haven, CT	108	Nixa, MO	144	Ocala, FL	86	Orchard Valley, WY	280	Palmyra, NY	54	Pella, IA	91
New Haven, IN	103	Noblesville, IN	41					Palmyra, PA	79	Pensacola, FL	124

Table 6

**City of License to Market Rank**

Penuelas, PR	13	Plattsburgh, NY	139	Portsmouth, OH	152	Rapid City, SD	267	Riverside, PA	79	Rusk, TX	147
Peoria, IL	143	Plattsburgh, NE	74	Portsmouth, VA	40	Ravena, NY	64	Riviera Beach, FL	47	Russellville, AL	245
Perry, GA	154	Pleasant Gap, PA	246	Post Falls, ID	92	Ravenel, SC	89	Roanoke, IN	103	Russellville, KY	45
Perry, IA	91	Pleasant Hope, MO	144	Poteau, OK	174	Raymondville, TX	63	Roanoke, VA	110	Ruston, LA	250
Petal, MS	223	Pleasanton, TX	31	Potomac-Cabin John, MD	8	Rayne, LA	100	Roaring Spring, PA	255	Sabana Grande, PR	13
Petaluma, CA	107	Pleasantville, NJ	138	Potts Camp, MS	185	Rayville, LA	250	Robertsdale, AL	93	Saco, ME	165
Peterborough, NH	9	Plymouth, IN	171	Pottstown, PA	6	Reading, PA	133	Robinson, TX	194	Sacramento, CA	27
Petersburg, IL	206	Plymouth, MA	9	Poughkeepsie, NY	163	Red Bank, TN	105	Robstown, TX	134	Saegertown, PA	244
Petersburg, NJ	138	Plymouth, NC	248	Powell, TN	72	Red Bluff, CA	195	Rochester, MN	229	Safety Harbor, FL	21
Petersburg, VA	56	Plymouth, WI	265	Powhatan, VA	56	Red Lion, PA	106	Rochester, NH	116	Sag Harbor, NY	18
Petoskey, MI	192	Pocatalico, WV	177	Poynette, WI	97	Red Springs, NC	127	Rochester, NY	54	Sageville, IA	233
Pflugerville, TX	42	Pocomoke City, MD	148	Prairie Grove, AR	151	Redding, CA	227	Rock Hill, SC	37	Saginaw, MI	130
Pharr, TX	63	Pocono Pines, PA	69	Prattville, AL	150	Redlands, CA	28	Rock Island, IL	141	Sahuarita, AZ	62
Phenix City, AL	181	Point Pleasant, NJ	52	Prescott, AZ	156	Redondo Beach, CA	2	Rockford, IL	153	Saint Ansgar, IA	281
Phenix City(Columbus, AL	181	Pomona, CA	2	Prescott Valley, AZ	156	Reform, AL	228	Rockford, MI	66	Salamanca, NY	207
Philadelphia, PA	6	Pompano Beach, FL	12	Priceville, AL	118	Rehoboth Beach, DE	148	Rockledge, FL	99	Salem, IN	55
Phillipsburg, PA	246	Pompton Lakes, NJ	1	Prichard, AL	93	Reidsville, NC	43	Rockmart, GA	11	Salem, MA	9
Phoenix, AZ	15	Ponce, PR	13	Prince Frederick, MD	8	Remsen, NY	159	Rockport, TX	134	Salem, NJ	76
Phoenix, NY	80	Ponte Vedra Beach, FL	50	Princess Anne, MD	148	Reno, NV	128	Rockton, IL	153	Salem, OH	112
Phoenix, OR	212	Pontotoc, MS	185	Princeton, MN	16	Rensselaer, NY	64	Rockville, IN	200	Salem, OR	24
Phoenixville, PA	6	Poolesville, MD	8	Princeton, NJ	140	Renton, WA	14	Rockville, MD	8	Salem, VA	110
Picayune, MS	44	Port Allegany, PA	207	Princeton, WV	269	Republic, MO	144	Rockwood, TN	72	Salem, WV	196
Pickens, MS	123	Port Arthur, TX	7	Princeton Junction, NJ	140	Reserve, LA	44	Rocky Mount, NC	46	Salem Township, MI	146
Piedmont, CA	4	Port Charlotte, FL	67	Proctor, MN	202	Richfield, MN	16	Rogers, AR	151	Salinas, CA	75
Pilot Point, TX	5	Port Clinton, OH	82	Prosser, WA	198	Richland, MS	123	Rogersville, AL	245	Salinas, PR	13
Pinconning, MI	130	Port Henry, NY	139	Providence, RI	34	Richland, VA	211	Rogersville, TN	101	Saline, MI	146
Pine Bluff, AR	85	Port Hueneme, CA	119	Provo, UT	32	Richlands, VA	269	Rogue River, OR	212	Salisbury, CT	163
Pine Bluffs, WY	280	Port Huron, MI	10	Pryor, OK	65	Richmond, KY	102	Rohnert Park, CA	107	Salisbury, MD	148
Pine Castle-Sky Lak, FL	38	Port Isabel, TX	63	Pueblo, CO	96	Richmond, MO	29	Roland, OK	174	Salisbury, NC	37
Pine Hills, FL	38	Port Jervis, NY	149	Pulaski, NY	80	Richmond, VA	56	Rollingwood, TX	42	Salladasburg, PA	259
Pine Island Center, FL	67	Port Matilda, PA	246	Pulaski, VA	221	Richmond Hill, GA	158	Rome, NY	159	Sallisaw, OK	174
Pinellas Park, FL	21	Port Neches, TX	131	Punta Gorda, FL	67	Richton, MS	223	Rosarita Beach, BN	17	Salt Lake City, UT	32
Pineville, LA	217	Port Royal, SC	89	Punta Rassa, FL	67	Richwood, LA	250	Rosarito, MX	17	Saluda, SC	109
Piqua, OH	58	Port St. Joe, FL	237	Puyallup, WA	14	Richwood, OH	35	Rosenburg-Richmond, TX	7	San Angelo, TX	272
Pismo Beach, CA	170	Port St. Lucie, FL	111	Quebradillas, PR	13	Ridgefield, CT	197	Roseville, CA	27	San Antonio, TX	31
Pittsburg, CA	4	Port Sulphur, LA	44	Queensbury, NY	64	Ridgeland, MS	123	Rossford, OH	82	San Bernardino, CA	28
Pittsburg, KS	234	Port Washington, WI	33	Quincy, FL	161	Ridgeville, SC	89	Rossville, GA	105	San Carlos Park, FL	67
Pittsburg, TX	147	Portage, IN	3	Quincy, MA	9	Rifle, CO	258	Roswell, GA	11	San Clemente, CA	2
Pittsburgh, PA	23	Portage, MI	182	Racine, WI	33	Ringgold, GA	105	Rotterdam, NY	64	San Diego, CA	17
Pittston, PA	69	Portage, PA	184	Radcliff, KY	55	Rio Piedras, PR	13	Round Rock, TX	42	San Fernando, CA	2
Placerville, CA	27	Portage, WI	97	Radford, VA	221	Rio Rancho, NM	71	Roy, UT	32	San Francisco, CA	4
Plainfield, IN	41	Porterville, CA	104	Raeford, NC	127	Ripley, MS	185	Royal City, WA	211	San Gabriel, CA	2
Plains, PA	69	Portland, ME	165	Raleigh, NC	46	Ripley, OH	26	Royal Oak, MI	10	San German, PR	13
Plano, IL	3	Portland, OR	24	Rancho Cordova, CA	27	River Falls, WI	16	Royal Palm Beach, FL	47	San Jacinto, CA	28
Plano, TX	5	Portland, TN	45	Rancho Mirage, CA	162	Riverbank, CA	122	Ruckersville, VA	224	San Joaquin, CA	68
Plant City, FL	21	Portland, TX	134	Randolph, UT	32	Riverhead, NY	18	Rudolph, WI	168	San Jose, CA	30
Platteville, WI	233	Portsmouth, NH	116	Rantoul, IL	216	Riverside, CA	2	Rumford, ME	260	San Juan, PR	13

**City of License to Market Rank**

San Juan, TX	63	Scottsdale, PA	23	Shelbyville, KY	55	Somerset, TX	31	Springfield, GA	158	Statesville, NC	37
San Luis Obispo, CA	170	Scottsburg, IN	55	Shelbyville, TN	45	Somersworth, NH	116	Springfield, IL	206	Staunton, VA	224
San Marcos, TX	42	Scottsdale, AZ	15	Shepherdsville, KY	55	Somerville, TN	48	Springfield, MA	81	Stayton, OR	24
San Marcos-Poway, CA	17	Scottsville, KY	208	Sheridan, AR	85	Soquel, CA	75	Springfield, MN	264	Steelville, MO	20
San Martin, CA	30	Scranton, PA	69	Sherman, TX	5	South Beloit, IL	153	Springfield, MO	144	Sterling City, TX	272
San Mateo, CA	4	Scranton, SC	210	Sherwood, AR	85	South Bend, IN	171	Springfield, OH	58	Stuebenville, OH	238
San Rafael, CA	4	Seabrook, TX	7	Shingle Springs, CA	27	South Boston, VA	46	Springfield, TN	45	Stevens Point, WI	168
San Sebastian, PR	13	Seaford, DE	148	Shingletown, CA	227	South Bristol Townsh, NY	54	Springfield-Eugene, OR	145	Stewartville, MN	229
Sand Springs, OK	65	Searsport, ME	214	Shippensburg, PA	79	South Burlington, VT	139	Springhill, LA	132	Stillwater, MN	16
Sandersville, MS	223	Seaside, CA	75	Shiremanstown, PA	79	South Charleston, WV	177	Springville, NY	51	Stillwater, NY	64
Sandpoint, ID	92	Seattle, WA	14	Short Pump, VA	56	South Congaree, SC	90	St. Albans, VT	139	Stirling, NJ	113
Sandy, UT	32	Sebastian, FL	99	Shreveport, LA	132	South Daytona, FL	94	St. Albans, WV	177	Stockton, CA	88
Sandy Creek-Pulaski, NY	80	Sebastopol, CA	107	Signal Mountain, TN	105	South Gastonia, NC	37	St. Andrews, SC	90	Stonewall, MS	284
Sanford, FL	38	Sebring, FL	274	Siler City, NC	46	South Glen Falls, NY	64	St. Augustine, FL	50	Stonington, CT	173
Sanford, ME	116	Security, CO	96	Siloam Springs, AR	151	South Lake Tahoe, CA	27	St. Augustine Beach, FL	50	Stowe, VT	139
Sanger, TX	5	Sedona, AZ	156	Silsbee, TX	131	South Miami, FL	12	St. Charles, MN	229	Strasburg, CO	22
Sans Souci, SC	59	Seelyville, IN	200	Silver Lake, KS	190	South Oroville, CA	195	St. Charles, MO	20	Strasburg, VA	226
Santa Ana, CA	2	Seffner, FL	21	Silver Spring, MD	8	South Padre Island, TX	63	St. Cloud, MN	222	Stroudsburg, PA	69
Santa Barbara, CA	199	Seguin, TX	31	Silver Springs, FL	86	South Pittsburg, TN	105	St. Genevieve, MO	20	Stuart, FL	111
Santa Clara, CA	30	Selah, WA	198	Silverdale, WA	14	South Salt Lake, UT	32	St. George, SC	89	Sturgeon Bay, WI	187
Santa Cruz, CA	75	Selbyville, DE	148	Simi Valley, CA	2	South Sioux City, NE	261	St. Helena, CA	4	Sturgis, SD	267
Santa Fe, NM	239	Seligman, AZ	156	Simpsonville, SC	59	South Tucson, AZ	62	St. Ignace, MI	192	Sturtevant, WI	33
Santa Margarita, CA	170	Seligman, MO	151	Sinton, TX	134	South Whitley, IN	103	St. James, MN	264	Suffolk, VA	40
Santa Maria, CA	205	Selma, NC	46	Sioux City, IA	261	South Williamsport, PA	259	St. Johns, MI	120	Sullivan, IL	266
Santa Monica, CA	2	Seminole, OK	53	Skokie, IL	3	South Yarmouth, MA	183	St. Johnsville, NY	64	Sullivan, IN	200
Santa Paula, CA	119	Seneca, IL	3	Skowhegan, ME	260	Southampton, NY	18	St. Joseph, MN	222	Sullivan, MO	20
Santa Rosa, CA	107	Seneca, SC	59	Slaton, TX	180	Southaven, MS	48	St. Louis, MO	20	Sulphur, LA	218
Santa Rosa Beach, FL	219	Seneca Falls, NY	54	Sleepy Eye, MN	264	Southbridge, MA	114	St. Louis Park, MN	16	Sumiton, AL	57
Santa Ynez, CA	199	Sevierville, TN	72	Slidell, LA	44	Southern Pines, NC	127	St. Marys, KS	190	Summerton, SC	90
Sapulpa, OK	65	Seward, NE	176	Smethport, PA	207	Southern Shores, NC	248	St. Marys, OH	242	Summerville, SC	89
Saranac Lake, NY	139	Seymour, TN	72	Smithfield, NC	46	Southington, CT	49	St. Marys, WV	241	Sumner, WA	14
Sarasota, FL	21	Seymour, WI	137	Smithfield, VA	40	Southold, NY	173	St. Matthews, KY	55	Sumrall, MS	223
Saratoga Springs, NY	64	Shadyside, OH	238	Smiths, AL	181	Southport, NC	178	St. Paul, MN	16	Sumter, SC	90
Sartell, MN	222	Shafter, CA	87	Smiths Grove, KY	208	Southport, NY	213	St. Pauls, NC	127	Sun City, AZ	15
Sasser, GA	262	Shallotte, NC	178	Smithtown, NY	18	Spanish Fork, UT	32	St. Peter, MN	264	Sun City, CA	28
Saugerties, NY	163	Sharon, CT	49	Smithville, GA	262	Sparks, NV	128	St. Petersburg, FL	21	Sun Prairie, WI	97
Sauk City, WI	97	Sharon, PA	112	Smyrna, DE	76	Sparta, MO	144	St. Petersburg Beach, FL	21	Sun Valley, NV	128
Sauk Rapids, MN	222	Sharpville, PA	112	Smyrna, GA	11	Spartanburg, SC	59	St. Simons Island, GA	285	Sunnyside, WA	198
Savannah, GA	158	Shasta, CA	227	Smyrna, TN	45	Spearfish, SD	267	St. Stephen, SC	89	Superior, WI	202
Sayre, PA	179	Shasta Lake City, CA	227	Snow Hill, MD	148	Spencer, WI	168	Stamford, CT	142	Surfside Beach, SC	167
Scappoose, OR	24	Shawnee, OK	53	Socastee, SC	167	Spokane, WA	92	Stamford, TX	232	Surgoinville, TN	101
Scarborough, ME	165	Sheboygan, WI	265	Soddy-Daisy, TN	105	Spotsylvania, VA	166	Stamping Ground, KY	102	Swanton, OH	82
Schenectady, NY	64	Sheboygan Falls, WI	265	Sodus, NY	54	Spring Lake, NC	127	Stanton, TX	188	Sylvan Beach, NY	80
Schertz, TX	31	Sheffield, AL	245	Solana, FL	67	Spring Valley, MN	229	Starkville, MS	257	Sylvania, OH	82
Schofield, WI	168	Shelby, NC	37	Soledad, CA	75	Spring Valley, NY	1	Starview, PA	106	Sylvester, GA	262
Schoharie, NY	64	Shelbyville, IL	266	Solvang, CA	205	Springdale, AR	151	State College, MS	257	Syracuse, NY	80
Scotia, NY	64	Shelbyville, IN	41	Somerset, PA	184	Springfield, FL	237	State College, PA	246	Tacoma, WA	14

Table 6

**City of License to Market Rank**

Taft, CA	87	Tobyhanna, PA	69	Two Harbors, MN	202	Vinton, VA	110	Watertown, NY	270	West Valley City, UT	32
Taft, TX	134	Toledo, OH	82	Tye, TX	232	Virden, IL	206	Watertown, WI	97	West Warwick, RI	34
Tahoe City, CA	128	Tolleson, AZ	15	Tyler, TX	147	Virginia Beach, VA	40	Waterville, ME	260	West Yarmouth, MA	183
Tahoka, TX	180	Tomball, TX	7	Tyrone, PA	255	Visalia, CA	68	Watkins Glen, NY	213	Westbrook, ME	165
Talking Rock, GA	11	Toms River, NJ	52	Unadilla, GA	154	Vista, CA	17	Waukegan, IL	3	Westerly, RI	34
Tallahassee, FL	161	Tooele, UT	32	Union, MO	20	Vivian, LA	132	Waukesha, WI	33	Westerville, OH	35
Tamaqua, PA	70	Topeka, KS	190	Union, MS	284	Voorheesville, NY	64	Waunakee, WI	97	Westfield, MA	81
Tampa, FL	21	Toppenish, WA	198	Union City, PA	164	Wabasha, MN	229	Wausau, WI	168	Westhampton, NY	18
Tarboro, NC	46	Topsail Beach, NC	84	Union Gap, WA	198	Waco, TX	194	Wauwatosa, WI	33	Westminster, MD	19
Tatum, TX	147	Topsham, ME	165	Uniontown, PA	23	Waco-Marlin, TX	194	Waverly, IA	240	Weston, OR	211
Taunton, MA	34	Torrance, CA	2	Universal City, TX	31	Wagoner, OK	65	Waverly, NY	179	Weston, WV	196
Tavares, FL	38	Torrington, CT	49	University, MS	185	Waipahu, HI	61	Waverly, TN	45	Westover, WV	196
Taylor, MI	10	Towson, MD	19	University Park, PA	246	Waite Park, MN	222	Waxahachie, TX	5	Westport, CT	142
Taylor, TX	42	Tracy, CA	88	University Park, TX	5	Wake Forest, NC	46	Waxhaw, NC	37	Westport, NY	139
Taylorsville, MS	223	Travelers Rest, SC	59	Upper Arlington, OH	35	Wakefield-Peacedale, RI	34	Waycross, GA	285	Wethersfield Twnshp, NY	51
Taylorsville, UT	32	Traverse City, MI	192	Urbana, IL	216	Waldorf, MD	8	Waynesboro, GA	109	Wetumpka, AL	150
Taylorville, IL	206	Trenton, FL	86	Urbana, OH	58	Walker, MI	66	Waynesboro, PA	169	Wheaton, MD	8
Tazewell, VA	269	Trenton, GA	105	Utica, MS	123	Walla Walla, WA	211	Waynesboro, VA	263	Wheeling, WV	238
Temecula, CA	17	Trenton, NJ	140	Utica, NY	159	Walled Lake, MI	10	Waynesville, NC	160	White Bluff, TN	45
Tempe, AZ	15	Trinity, AL	118	Utuaado, PR	13	Walnut Creek, CA	4	Weatherford, TX	5	White Castle, LA	83
Temple, TX	155	Troutdale, OR	24	Vacaville, CA	4	Waltham, MA	9	Weaverville, CA	227	White City, FL	111
Temple Terrace, FL	21	Troy, AL	150	Vallejo, CA	4	Wanchese, NC	248	Webb City, MO	234	White Oak, TX	147
Templeton, CA	170	Troy, MO	20	Valley, AL	181	Wapakoneta, OH	242	Webster, MA	114	White Plains, NY	60
Tequesta, FL	47	Troy, NY	64	Valley Station, KY	55	Ware, MA	81	Webster, NY	54	White Rock, NM	239
Terre Haute, IN	200	Troy, OH	58	Valparaiso, IN	3	Warner Robins, GA	154	Wellington, CO	126	Whitehall, MI	225
Terrell, TX	5	Trumann, AR	279	Valparaiso-Niceville, FL	219	Warren, OH	112	Wellsville, NY	207	Whitehouse, TX	147
Terrell Hills, TX	31	Trumansburg, NY	273	Van Buren, AR	174	Warren, VT	139	Wendell-Zebulon, NC	46	Whitesboro, NY	159
Texarkana, AR	254	Trussville, AL	57	Van Buren, IN	201	Warrensburg, NY	64	Weslaco, TX	63	Whiteville, NC	127
Texarkana, TX	254	Tuba City, AZ	156	Van Wert, OH	103	Warrenton, GA	109	West Bend, WI	33	Whiting, IA	261
Texas City, TX	7	Tuckerton, NJ	52	Vancouver, WA	24	Warrenton, MO	20	West Carrollton, OH	58	Whiting, WI	168
Thief River Falls, MN	276	Tucson, AZ	62	Vassar, MI	125	Warrenton, VA	8	West Chester, PA	6	Whitney, NV	39
Thomasville, GA	161	Tulare, CA	68	Venice, FL	77	Warrior, AL	57	West Columbia, SC	90	Wichita, KS	95
Thomasville, NC	43	Tullahoma, TN	118	Ventura, CA	119	Warwick, NY	149	West Covina, CA	2	Wichita Fall, TX	251
Thomson, GA	109	Tulsa, OK	65	Vergennes, VT	139	Warwick, RI	34	West Des Moines, IA	91	Wichita Falls, TX	251
Thornton, CO	22	Tumwater, WA	14	Vernon Hills, IL	3	Wasco-Greenacres, CA	8	West Fargo, ND	220	Wickenburg, AZ	15
Thousand Palms, CA	162	Tunica, MS	48	Vero Beach, FL	111	Washington, DC	87	West Frankfort, IL	231	Widefield, CO	96
Thurmont, MD	203	Tunkhannock, PA	69	Verona, WI	97	Washington, LA	100	West Hartford, CT	49	Wiggins, MS	136
Tice, FL	67	Tupelo, MS	185	Versailles, IN	26	Washington, MO	20	West Hazelton, PA	69	Wildwood, NJ	138
Ticonderoga, NY	139	Turlock, CA	122	Versailles, KY	102	Washington, NC	84	West Jordan, UT	32	Wildwood Cres, NJ	138
Tifton, GA	262	Turners Falls, MA	81	Vestal, NY	179	Washington, PA	23	West Lafayette, IN	235	Wilkes-Barre, PA	69
Tijuana, MX	17	Tusayan, AZ	156	Vicksburg, MS	123	Wasilla, AK	175	West Lake Hills, TX	42	Wilkinsburg, PA	184
Tioga, LA	217	Tuscaloosa, AL	228	Victoria, TX	134	Waterbury, CT	49	West Monroe, LA	250	Willard, MO	144
Tioga, PA	213	Tuscola, IL	216	Victorville, CA	135	Waterbury, VT	139	West Palm Beach, FL	47	Williams, AZ	156
Tipton, CA	104	Tuscola, MI	125	Vienna, WV	241	Waterloo, IA	240	West Point, MS	257	Williamsburg, VA	40
Tisbury, MA	183	Tusculum, TN	101	Villas, NJ	138	Waterloo, NY	54	West Sacramento, CA	27	Williamsport, MD	169
Titusville, FL	38	Tuscumbia, AL	245	Vineland, NJ	6	Watertown, MA	9	West Springfield, MA	81	Williamsport, PA	259
Titusville, PA	244	Twentynine Palms, CA	135	Vinita, OK	65	Watertown, MN	16	West Terre Haute, IN	200	Williamston, NC	84
										Williamstown, KY	26

Table 6

**City of License to Market Rank**

Williamstown, WV ..... 241	Winchester, KY ..... 102	Winona, TX ..... 147	Woodbridge, VA ..... 8	Wrightsville Beach, NC ..... 178	York, SC ..... 37
Willis, TX ..... 7	Winchester, VA ..... 226	Winslow, ME ..... 260	Woodburn, OR ..... 24	Wurtsboro, NY ..... 149	York Center, ME ..... 116
Williston, FL ..... 86	Winder, GA ..... 11	Winston-Salem, NC ..... 43	Woodbury, TN ..... 45	Wyoming, MI ..... 66	York-Hanover, PA ..... 106
Willoughby, OH ..... 25	Windsor, CA ..... 107	Winter Garden, FL ..... 38	Woodlake, CA ..... 68	Xenia, OH ..... 58	Yorktown, VA ..... 40
Willsboro, NY ..... 139	Windsor, CO ..... 126	Winter Harbor, ME ..... 214	Woodland, CA ..... 27	Yabucoa, PR ..... 13	Youngstown, NY ..... 51
Wilmington, DE ..... 76	Windsor, CT ..... 49	Winter Haven, FL ..... 98	Woodruff, SC ..... 59	Yakima, WA ..... 198	Youngstown, OH ..... 112
Wilmington, IL ..... 3	Windsor, ON ..... 10	Winter Park, FL ..... 38	Woodstock, IL ..... 3	Yankeetown, FL ..... 86	Ypsilanti, MI ..... 146
Wilmington, NC ..... 178	Windsor, VA ..... 40	Winters, TX ..... 232	Woodstock, NY ..... 163	Yankton, SD ..... 261	Yucca Valley, CA ..... 135
Wilmore, KY ..... 102	Winfield, KS ..... 95	Winterset, IA ..... 91	Woodstock, VA ..... 226	Yauco, PR ..... 13	Zarephath, NJ ..... 36
Wilson, AR ..... 48	Winnebago, IL ..... 153	Winton, CA ..... 189	Woonsocket, RI ..... 34	Yazoo City, MS ..... 123	Zeeland, MI ..... 66
Wilson, NC ..... 46	Winnebago, NE ..... 261	Wisconsin Dells, WI ..... 97	Worcester, MA ..... 114	Yermo, CA ..... 135	Zephyrhills, FL ..... 21
Wilton Manors, FL ..... 12	Winneconne, WI ..... 137	Wisconsin Rapids, WI ..... 168	Wrens, GA ..... 109	York, AL ..... 284	Zion, IL ..... 3
Winchendon, MA ..... 9	Winnie, TX ..... 7	Wood River, IL ..... 20	Wrightsville, AR ..... 85	York, PA ..... 106	

# About







Since 1983, we have experienced first hand the significant shifts and changes in the media and telecommunications industries. We witnessed the rise of new television stations and networks, the creation and build-out of the cellular and then PCS industries, the rapid growth of the Internet, the demise and subsequent repositioning of AM radio, and the widespread consolidation that has effected all of communications. Through our on-going work with owners, lenders and investors, we have seen the ebb and flow of capital availability and the creation of billions of dollars of value, as well as the bankruptcy of previous high flying companies.

In this climate, BIAfn built a reputation for providing valuable financial and strategic assistance to our clients. We have built this reputation on a few simple tenets, which we remain committed to today.

- Listen carefully and provide services designed to help clients accomplish their goals.
- Consistently fulfill what we promise leaving all clients satisfied in their dealings with us.
- Be flexible and ready to adapt to inevitable change.

BIAfn has served literally thousands of clients and our offerings continue to expand to reflect the environment and the changing needs of our clients. Originally a valuation firm serving broadcasting, BIAfn is now a well-respected and diversified company offering merchant banking services and a broad range of financial and strategic services to telecom and media companies. I am proud of the history we have of serving the media and telecom industries and I look forward to continuing opportunities to provide expert assistance to companies like yours.

*Thomas J. Buono*

CEO, BIA Financial Network

P.S. I hope you will take an opportunity to visit our web site [www.bia.com](http://www.bia.com) where you will find detailed information about your industry and BIAfn, as well as important industry studies. Registering on our web site gives you access to free white papers authored by our professional staff, sample project overviews documenting our financial consulting experience and analytical studies of the media and telecommunications industries

# About **BIA** Financial fn network

BIA Financial Network, Inc. provides the synergistic benefits of merchant banking capabilities to the media, telecommunications and related industries. The investment banking experience and relationships that we have amassed over many years in these targeted segments are enhanced further by our direct in-house investment capability.

BIAfn built a reputation for providing valuable financial and strategic assistance to our clients. We have served literally thousands of clients and our offerings continue to expand to reflect the environment and your changing needs. Originally a valuation firm serving broadcasting, BIAfn is now a well-respected and diversified consulting company offering merchant banking services and a broad range of strategic and financial services to media and telecom companies. For nearly 20 years, our clients have turned to us for superior financial and strategic consulting and information services. Our goal is to be a part of your team, to work with you as a strategic partner.

## **Funding and Strategic Advisory Services**

Along with our affiliate BIA Capital Corp., we focus on providing or raising capital for privately-held communications businesses and assisting clients with strategic and financial advisory services. We offer funding through BIA Digital Partners LP with investments ranging from \$2 million to \$15 million with a special focus on the \$5 million to \$8 million-sized transactions, a range underserved by larger equity groups and mezzanine providers with a communications specialization. Our strategic advisory services include:

- Strategic advice and business plans
- Market research and demand forecasts
- Marketing plans and market entry strategies
- Financial modeling and valuations
- Mergers and acquisitions due diligence
- Opportunity assessments
- Strategic alliances and partnership analysis

## **Valuations and Appraisals**

In our more than 18 years of providing trusted valuations for the communications industry, we have valued over \$40 billion in tangible and intangible assets. We help owners, executives, investors, attorneys and consultants value and appraise communications properties for:

- Acquisition or divestiture
- ESOP or limited partnership updates
- Corporate recapitalization
- Income, gift, estate and inheritance taxes
- Gift or estate planning
- Insurance or property tax purposes
- Reorganization
- Wireless telecommunications license value
- Financing requirements
- Purchase price allocations
- Litigation matters
- Buy-sell agreements

## **Financial Advisory Services**

- Due diligence review
- Fairness opinions
- Litigation support
- Solvency opinions
- Expert testimony
- Publications and studies
- Technology assessments
- Market research
- Financial recovery services
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*We Create Value Through Excellence*

Visit our web site at [www.bia.com](http://www.bia.com) for industry news, trends, analysis and information on BIAfn's portfolio of services.



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### Investing in Ownership Files

These reference books scrutinize the activity and performance of broadcasting's major players. They include station summary information by owner, acquisition information, ratings and more.

### 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.

### State of the Industry Reports

Go beyond the numbers and statistics and discover what BIA's analysts say about broadcasting's past, present and future. These insightful books report on the current status of the major players and offer the most comprehensive analysis of industry trends, revenues, ratings, advertising, ownership and the transaction marketplace available today.

# BIAfn's Investing In® Series

## Market Report

**1997 Terre Haute, IN**

**A Stations**

Call	City	Class	Power	Relay	Comments
WYZZ	Terre Haute	D	100		Class D
WYZZ-TV	Terre Haute	D	100		Class D
WYZZ-FM	Terre Haute	D	100		Class D
WYZZ-TV2	Terre Haute	D	100		Class D
WYZZ-FM2	Terre Haute	D	100		Class D
WYZZ-TV3	Terre Haute	D	100		Class D
WYZZ-FM3	Terre Haute	D	100		Class D
WYZZ-TV4	Terre Haute	D	100		Class D
WYZZ-FM4	Terre Haute	D	100		Class D
WYZZ-TV5	Terre Haute	D	100		Class D
WYZZ-FM5	Terre Haute	D	100		Class D
WYZZ-TV6	Terre Haute	D	100		Class D
WYZZ-FM6	Terre Haute	D	100		Class D
WYZZ-TV7	Terre Haute	D	100		Class D
WYZZ-FM7	Terre Haute	D	100		Class D
WYZZ-TV8	Terre Haute	D	100		Class D
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WYZZ-TV9	Terre Haute	D	100		Class D
WYZZ-FM9	Terre Haute	D	100		Class D
WYZZ-TV10	Terre Haute	D	100		Class D
WYZZ-FM10	Terre Haute	D	100		Class D

**B Stations**

Call	City	Class	Power	Relay	Comments
WYZZ-TV11	Terre Haute	D	100		Class D
WYZZ-FM11	Terre Haute	D	100		Class D
WYZZ-TV12	Terre Haute	D	100		Class D
WYZZ-FM12	Terre Haute	D	100		Class D
WYZZ-TV13	Terre Haute	D	100		Class D
WYZZ-FM13	Terre Haute	D	100		Class D
WYZZ-TV14	Terre Haute	D	100		Class D
WYZZ-FM14	Terre Haute	D	100		Class D
WYZZ-TV15	Terre Haute	D	100		Class D
WYZZ-FM15	Terre Haute	D	100		Class D

**Competitive Overview**

**Metro Rank: 197**

**Terre Haute, IN Market Overview**

**Market Radio Financials**

ESTIMATED	1996	1997	1998	1999	2000	2001	Δ % '00-01
REVENUES	\$19,300	\$19,441	\$19,120	\$20,948	\$21,764	\$20,100	-7.8%
Expenses	\$10,800	\$10,800	\$11,100	\$12,600	\$13,000	\$13,500	4.6%
Net Profit	\$8,500	\$8,641	\$8,020	\$8,348	\$8,764	\$6,600	-24.3%

**Demographic and Economic Overview**

	1996	2001	Growth	2001	2006	Growth
USA Population	266.9	282.6	6.2%	298.1	326.5	9.5%
Midwest	79.0	83.2	5.3%	87.1	92.9	6.6%
Indiana	6.4	6.7	4.7%	7.0	7.4	5.7%
Terre Haute	154.9	159.9	3.2%	165.9	171.7	3.5%

**Market Summary**

Class	Class A	Class B	Class C	Class D	Class E	Class F	Class G	Class H	Class I
Pop. (000)	38	52.8	73.2	77.2	0.4	77.3	0.4	77.3	0.4
Pop. (%)	3.8	5.4	7.4	7.8	0.0	7.8	0.0	7.8	0.0
Pop. (CAGR)	3.0	65.1	60.7	60.7	0.1	100.0	0.1	100.0	0.1
Pop. (CAGR)	4.8	13.8	10.1	10.1	0.0	10.1	0.0	10.1	0.0

**Metro Rank: 197**

**Metro Rank: 225**

**Metro Rank: 197**

**Metro Rank: 225**

**Metro Rank: 197**

**Metro Rank: 225**

### Radio

**Tucson, AZ Ratings Overview**

**DMA Rank: 77**

Year	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Pop. (000)	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Pop. (%)	100	100	100	100	100	100	100	100	100	100	100	100
Pop. (CAGR)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

**1997 Terre Haute, IN**

**A Stations**

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WYZZ-TV12	Terre Haute	D	100		Class D
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**Competitive Overview**

**Metro Rank: 197**

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**Metro Rank: 197**

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### Television

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Metro Rank: 197

Market data is current as of 03/06/2007





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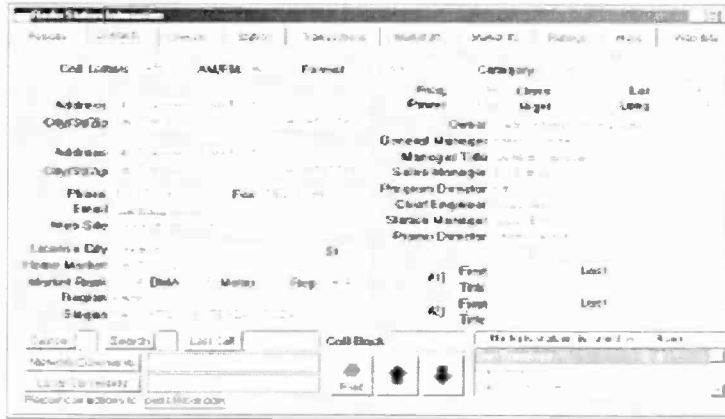


# Contacts and Analyzer

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## Contacts

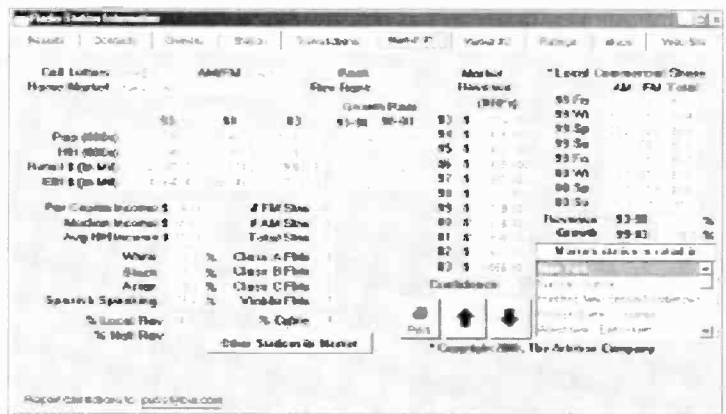


MEDIA Access Pro™ Contacts introduces you to the power of BIAfi's trusted information. This program offers comprehensive information on individual medium, as well as owner and parent contact information with both mailing addresses and physical addresses— ideal for use as a contact manager or for direct mail campaigns. Easy-to-use pull down menus provide several levels of contact information. Even provides you with the ability to save custom contacts of your own.

## features

- Quick and easy searches
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- All commercial U.S. radio and television stations, newspapers and cable systems
- Over 500 searchable fields of information available for each station
- Built-in reports
- Exportable data
- Integrated data for multi-media analysis

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Note:  
There are up to 9 direct screens for each medium containing more than 700 fields of information.

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MEDIA Access Pro™ Analyzer is BIAfi's flagship software program. This leading business tool provides a multitude of revenue, technical, statistical, demographic and transactional history information on every medium and the owner in the U.S. BIAfi uses many sources to gather this data. FCC filings and actions are united with data received through our intense survey and information collection efforts. BIAfi regularly performs ownership surveys which provide estimated station revenues and commentaries on projected market growth. Stations, newspapers and cable systems are also contacted regularly to update personnel, address and other changes.

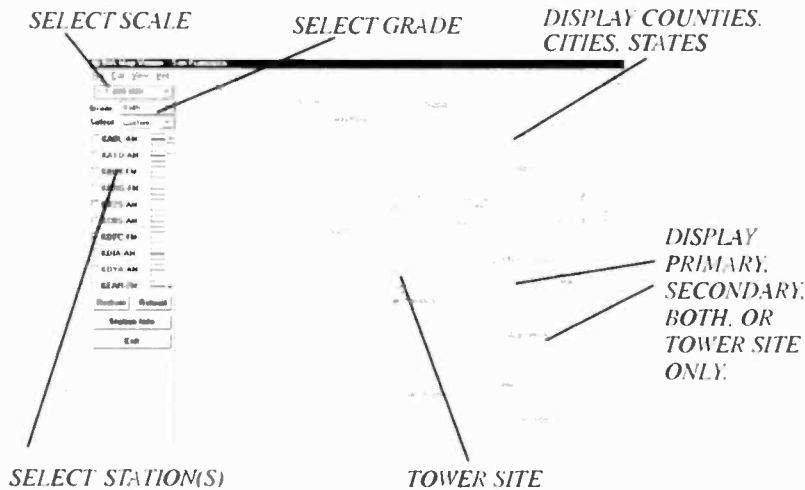


# Available Modules

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## Coverage Maps

RADIO  
TELEVISION  
NEWSPAPER  
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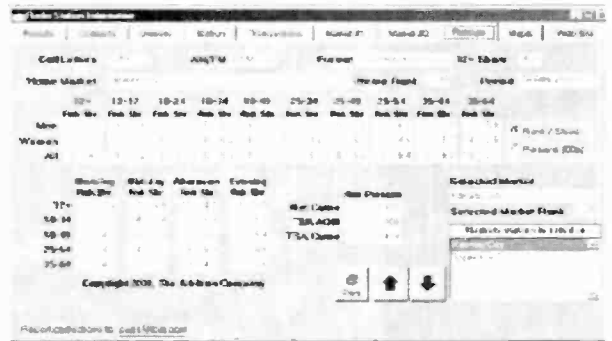
### Features

- Easy to operate
- Zoomable viewing to see one station, the entire market or the country
- Printable and exportable (Color or B&W)
- Available for both radio and television
- DTV Contours
- Ability to display more than one medium
- Pop counts

BIAfn's MEDIA Access Pro™ Coverage Maps will produce contours by market, within a 50-mile radius of a selected station, newspaper or cable system, or you can view an unlimited number of stations in the United States—with just a few quick steps.

Now you don't have to wait days for a coverage map to be produced and delivered. You'll have the power to draw, view and print maps with the click of a mouse. Just select the station(s), scale, grade and tower site. You can display as much or as little detail as you want. You're in control.

## Expanded Ratings



BIAfn's MEDIA Access Pro™ Expanded Radio Ratings gives you the ability to track a radio station's actual Arbitron shares, AQH persons, and rankings by the most critical demographics and dayparts for every market in which it's rated by Arbitron.

With Expanded Ratings you can generate a custom report profiling a station's shares and ranking within a rated market.

With MEDIA Access Pro™'s Expanded Ratings module, you can even perform due diligence for an acquisition or another important strategic maneuver—all within minutes!

Also Available—the Rankers Module—when you don't need all the detail but when seeing where a station ranks compared to its market competition would be enough to help make your strategic decisions.

Call us to receive a FREE demo of MEDIA Access



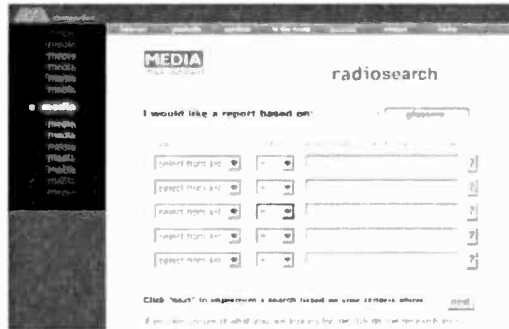
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BIA/fn's on-line solution for your immediate research needs. Based on a limited version of our powerful MEDIA Access Pro™ database software, MEDIA Web Search™ is perfect for occasional users. You can access BIA/fn's powerful database via the Internet anytime you want and get the accurate and reliable broadcasting information you need. We developed this site with ease-of-use in mind, yet included the vital information you need to customize your search.

## Features

- Daily updates
- All U.S. radio and television stations, newspapers, and cable systems
- Limited version of MEDIA Access Pro
- Exportable data
- Purchase reports on-line
- Built-in report options

# MEDIA by Request™ Custom Research



BIA/fn's custom media research is the perfect solution when you have too little time and too few resources. When it comes to market research our professional analytical and research teams are ready to pull together the data for you. Just give us a call with your research criteria and we'll provide you a comprehensive report with the information you need.

## Features

- Market and competitive reports
- Data searches
- Mailing lists

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Phone:	Fax:	E-mail:	Website:
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#### Database Software

- Get the entire data in the BIAfn books above and much, much more **updated daily**.
- The most powerful broadcasting database available.
- Contains more than 700 fields of information for every radio or TV station



#### Custom Research

- Custom media research. Historic data back to 1983
- Simply give us your research criteria and we provide you with a comprehensive report of just the information you need (examples: Comparable Sales, Mailings Lists, Market Reports, etc.).

**BIA** **Financial**  
**fn** network

# BIA **Financial** fn network

BIA Financial Network, Inc. assists telecommunications and media companies succeed in today's competitive marketplace by developing strategic plans, assessing risks, raising capital, and maximizing stockholder returns.

As an expert in media and telecommunications values, we have performed over \$25 billion worth of valuations during our 20-year history. In addition, BIA/fn helps companies evaluate business opportunities, develop strategies, increase operational efficiency, and secure the financing that can take them to the next level.

BIA/fn stands alone in its ability to analyze and evaluate the financial, competitive, regulatory, and technological conditions impacting the media and telecommunications industries. Helping companies and their investors succeed in today's progressive business climate is the cornerstone of our organization.

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- Purchase Price Allocations
- Telecommunications Audits
- Operational Due Diligence
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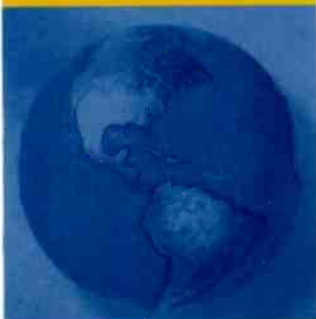
- Custom Research and Analyses
- MEDIA Access Pro Database Software

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## **BIA Financial Network, Inc.**

BIA Financial Network offers a portfolio of financial services including Strategic Consulting, Business Plans, Market Research and Benchmarking, as well as Funding up to \$125 million, Start-Up and Early Stage Funding and Strategic Advisory Services. BIAfn also conducts expert Fairness Opinions, Fair Market Valuations, Purchase Price Allocations, Technical Consulting, Operational Due Diligence and Litigation Support and Testimony. Our comprehensive databases on radio, TV, newspaper and cable, MEDIA Access Pro™, are considered the definitive source for accurate data on the media industries. BIAfn also publishes industry studies and white papers.

## **BIA Financial Network, Inc. Products & Services**

### **Investing in Radio® Market Report**

### **Investing in Television® Market Report**

These market-by-market reference guides include estimated station and market advertising revenues, growth statistics, demographics information, Arbitron or Nielsen ratings, technical, acquisition and ownership data, and much more.

### **Investing in Radio® Ownership File**

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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 and its major players.

### **BIAfn's State of the Industry Studies**

Go beyond the numbers and statistics and discover what BIAfn's analysts say about broadcasting's past, present and future.

### **MEDIA Access Pro™ Database Software**

The most powerful and flexible tool available for analyzing radio, television, newspaper and cable markets, owners, revenues, transactions and more. Add-on modules are available to create station coverage maps and track station ratings performance.

### **MEDIA Web Search™**

The most comprehensive and timely tool available on-line for accessing commercial radio and television station data. The perfect on-line solution to your immediate research needs designed with ease-of-use in mind.

### **MEDIA by Request™**

Our research department can quickly provide the facts you need on stations, systems, markets, owners or coverage maps. Simply give us the informational parameters you require, and we'll prepare your report promptly.



**BIA** Financial  
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